

## Weekly 3 – Seminar Push for New Lead

Hi (Name),

There are so many gimmicks out there that try and convince you that all you need to do is *this* or *that*, and you'll magically lose weight. Honestly, we don't believe that there is any single plan for weight loss that will work for everyone. Instead, we design our plans to revolve around the individual. That means that each plan is unique for each patient that walks through our doors.

We'd love to tell you more about these plans at our [Weight Loss Seminar](#), but in the meantime, let's talk about a few health myths that you may be practicing that are keeping you from losing weight!

### **Calorie Counting**

We've heard it all from popularized commercials on television. All you need to do is count calories, and you'll see the weight fall off. This may help you lose a little weight at first, but it won't last, and your body won't thank you for it. If you eat nothing but cookies all day, even if you stop when your calorie counter is maxed, your health isn't going to improve. We wholeheartedly believe that not all calories are created equal, and that you need to have a well-balanced diet in order for your body to burn off extra weight!

### **Fat-Free**

This is a ridiculous marketing ploy from the 1980s. Your body actually *needs* certain healthy fats in order to function well. These fats can actually assist with weight loss, too, as they help you stay full and even work to overcome cravings. They also aid your body in absorbing vitamins that you simply can't live without!

### **Mess Up, Give Up**

This has been the case with so many of our patients before they came to us. They would try a diet for a little while, they would be tempted and cheat, and then they would feel so bad about themselves, they would never try again! At our clinic, we help people, even when they mess up. We even have a contingency plan to help them get back on track when they do! At Club Reduce, we understand that nobody's perfect and that you sometimes need help getting back on track. We'll never make you feel upset or embarrassed that you messed up. We'll just help you get over it and continue to lose weight!

If you feel that you've given into believing any of these weight loss myths, then come to our seminar! We'll help you understand the way your body really works and what it truly needs to make weight loss almost effortless!

[Register for the Weight Loss Seminar!](#)

Wishing you the best,

(Clinic Name and Information)