

WELCOME TO  
YOUR  
TRANSFORMATION

By Phil Kaplan

## “Welcome To Your TRANSFORMATION”

It's been near two decades that I've been working with people who are looking to shed their skin (and perhaps some of what lies just underneath) and step into a brand new body. It would be nice if we all loved mirrors, bathing suits and photos taken on the beach, but in America today, those who are truly happy with their physical conditions make up a regrettably small minority. While nonsensical research, exhaustive studies, and TV News report that this has something to do with our changing society, I've learned that in every case I ever come across, the only reason people fail to get the fitness or weight loss results is, they're being misled! The sheer number of products targeted toward those who seek physical change has become so explosive it has become almost impossible to distinguish marketing hype from the truth.

Note that I said “almost” impossible.

I've made it my personal mission to help people like you learn how simple it is to get rid of fat, develop and tone muscle, and take total control of the way you look and feel. You might have attempted diets, exercise regimens, and if you're like most people, you have at least one or two exercise devices at home that might have been found on a late night TV infomercial. None of it worked to bring you the long term permanent result you were looking for. I believe everything happens for a reason, and I truly believe that the information I've acquired has brought me to a position I don't take lightly. As you've been down a path that led you here, I've been mastering the science of transforming bodies, and as you have become a member of one of my affiliated health clubs, our paths have merged. All you need is the desire. In this session you will become empowered to change. With that power you will be able to reshape your body virtually anyway you want to.

Every day I receive cards, calls, letters expressing gratitude for my empowering others to take control. These come in from professional athletes, from senior citizens and from men and women from 14 to 94! The common link among these expressions of gratitude lies in the fact that the physical power to change has rolled over into nearly every aspect of their lives. Knowing you have control of the way you look and feel can be the key to unleashing your greatest potential for success and happiness. I'm thrilled in having this opportunity to play at least some small part in your future, and with great passion and excitement...

***I Welcome You To Your TRANSFORMATION!***

- Phil Kaplan

## Who is Phil Kaplan and What Can He Do For You?



He's appeared on over 1,000 TV and radio shows spreading "*the fitness truth*." His articles have been published throughout the world and his critically acclaimed publications all empower people to achieve physical change.

Phil is a consumer activist who has been battling fitness fraud and using his energy, passion, and presence to bring "the truth" to millions.

As a former National Director of Bally's Health Club Chain, Phil learned the "inside story" story behind much of America's frustration with fitness. He began his own Personal Fitness Training Company in South Florida in 1986 and has since become one of the most sought after fitness professionals in the world leaving a trail of lean, fit bodies in his wake everywhere he goes.

His newest program, TRANSFORM! has brought positive physical changes to tens of thousands and he's committed to continue to bring the simplicity of Body Transformation to millions through his appearances and his writings.

In South Florida you can hear Phil's *Mind & Muscle Fitness Hour* radio program every Saturday morning. You'll find his articles regularly in *Muscle & Fitness* magazine. Phil has now affiliated with a select number of elite health clubs throughout North America and has made his programs available to their members. He travels a great deal and resides in South Florida's where he appears regularly on FM morning drive radio and South Florida's TV morning news programs where he is referred to as "*The Master of Body Transformation*." He maintains the highest success rate in the entire fitness industry and received a great many honors and awards for the positive changes he has inspired and his public battle against fitness misinformation.

## What Works?

Check off any of the methods or techniques you've used in attempts to change your body:

- Calorie Restrictive Diet
- Weight Loss Drug (i.e Phen-Fen, Redux, Meridia)
- OTC Pills For Weight Loss Help or Appetite Suppression
- "Just Eating Better" making wiser choices, fruits and vegetables
- Low-Fat Diet
- High Protein Low Carb Diet
- A structured eating program based on nutrient % (i.e. 30-40-30%)
- Powders or Shakes to replace or supplement meals
- Health Food Stores (fat burners, performance aids, etc.)
- Aerobic Classes
- Your Own Aerobic Exercise Program (biking, walking etc)
- Weight Training
- Exercise at Homes (videos, step, etc.)
- Infomercial Products
- Medical Based Weight Loss or Wellness Program

The Question everyone asks in relation to the above so called "aids" or "solutions" is,

### ***"Does It Work?"***

The Answer is \_\_\_\_\_ works in \_\_\_\_\_  
and many of the above options can not possibly "work" at all!

Then...What Does Work? Read on.....

## Synergy

There are many components to bringing about positive physical change. If any one of these three components is missing, results will be limited at best. The great news is, when you get grip on all three (and it's relatively simple to do), you literally take TOTAL CONTROL of the way your body looks and feels...forever!

The three components of Synergy are:

- \*
- \*
- \*

In concept, these three components “work” for everybody when combined properly. What “works” to rid fat from the body of a 287 pound NFL lineman, “in concept,” is the same thing that “works” to rid fat from the body of a 54 year old woman who has struggled with obesity her whole life. No matter who you are, if you want to change your body, you must incorporate all three components of the SYNERGY described. Now that you understand the concept of SYNERGY, we'll begin to explore further to zero in on each of the three vital components.

## Bio-individuality

While, from a material (as in, “what are we made of?”) standpoint, we are all the same, there are several areas in which we must be viewed as individuals.

Metabolism  
Food Preferences  
Rate of Oxidations  
Activity Preferences  
Body Composition  
Lifestyle

Above are only a few of the areas in which we differ as individuals, and while we all understand we must combine the three components of the Synergy to TRANSFORMATION our bodies, a quick glance at the short list above will reveal the importance of personalizing the specifics of each component. Sure, the NFL lineman and the 57 year old woman will both incorporate resistance training, but I'd feel pretty sure in assuming that if they were going to progress, the weights they'd be handling would be quite different as would their meal sizes.

Before we progress in this session, take a moment and determine a few of the things that contribute to your bioindividuality.

## The Decision, The Destination

In my TRANSFORM! Program, I revealed what I have found to be three prerequisites for “Getting in Shape.”

1. You must believe you can
2. You need a technology that works
3. You must follow through

The fact that you are attending this session reveals that you’ve made a decision, and that decision was the first step toward “following through.”

The Belief that YOU CAN TRANSFORM, if it is not instilled in your mind yet, will be installed by the conclusion of this Orientation session.

As far as #2, the “Technology That Works,” the “technology” is simply information. The information that you’ll learn in this session will provide the fuel and the power that you’ll need to stimulate positive physical change. In order to make certain that you’ve provided with the information best suited to move you toward your desired destination, it’s helpful to pinpoint precisely what that destination is. The Body Transformation Specialist leading the session will now begin to understand what brought you here and what specifically you’d like to change. The more open you are about your needs, goals, and desires, the greater benefit you’ll find in the information provided.

Desires, Goals and Needs:

## How Will You Know It's Working?

### **QUESTION: *Why Are You Here...or...What Is Your Goal?***

When asked to describe their fitness goals, people relay desires of being lean, being fit, and being healthy. While those adjectives do provide insight into specific desires, "lean," "fit," and "healthy" are not measurable terms unless a specific criteria for measure is attached.

Your perception of "in-shape" today might change as your being to lower bodyfat, improve cardiorespiratory efficiency, and tone up. It's important, therefore, to isolate a specific measure that will indicate for you that you're at the very least, on your way to your desired destination. It can be a clothing size, the ability to run a given distance in a specific time, a percentage of bodyfat, or a specific weight that you can bench press. (Although it can offer a guideline, I advise against using body weight as a measure or goal for reasons we'll soon discuss). The question to answer for yourself if your goal was expressed in general terms is, "What is the Evidence?" or "How Will You Know When It's Working?"

**EXERCISE: Describe One or Several Specific Achievements or Changes That Will Indicate *"It's Working!"***

## You Didn't Fail!

This fitness industry is the only industry in the world where almost as a rule, people fail to get what they pay for, and they blame themselves!

If you've attempted to use some "program" in the past, and you came up empty, the program failed you! Once we begin to understand some things about how you presently apply any or all of the three components of the Synergy, we will begin to isolate some simple modifications that can lead to ongoing and consistent progress without backsliding or yo-yoing. Let's begin by examining just a few of your nutritional habits and ideas.

What Did You Eat For Breakfast?

What, in your mind, would be optimal breakfast?

What Was Your Last Healthy Meal?

How Many Meals Do You Eat In The Course of A Typical Day?

What Supplements Are You Taking and Why?

## What is *Metabolism*...Really?

Metabolism by definition is very simply, the \_\_\_\_\_ with which your body processes \_\_\_\_\_.

A calorie, while the term is frequently used, is rarely understood. In reality, a calorie is a measure of \_\_\_\_\_. The body is “thermic,” thus, any energy expenditure is actually the generation of \_\_\_\_\_. The more \_\_\_\_\_ you expend, the greater the need for fuel. In the absence of adequate fuel, your body has mechanisms for modifying its use of calories or for finding alternative fuel sources.

There are two nutritional concepts that you should understand fully if you are going to take control of your metabolism. Since we know that calories equal heat, and we know that anything that requires energy is going to utilize or burn fuel, we should conclude that the process of digesting food is in itself “thermic.” The first concept, therefore, is, if you are going to get your body “better” at burning through food, you’ve got to feed the furnace!

Nutritional Concept #1: Eat Supportive Meals \_\_\_\_\_!

A Supportive Meal is one which provides material from which we can build and maintain cells, one which allows us to maintain a balance of hormone production allowing for ongoing fat release, as well as one which provides adequate “highly thermic” fuel for energy production. While fat, for example, requires very little work for digestion, a “supportive meal” is one which in itself would ask the body to expend energy and produce heat at high levels

Nutritional Concept #2: A Supportive Meal Should Include:

- \*
- \*
- \*

## What's Wrong With Diets?

Calorie Deprivation, regardless of the name of the new “diet” results in a temporary loss of weight. That weight loss, however, is the result of a combination of three things.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

In order to lose fat, you must first release it, and then send it to the site where it can be incinerated. That “site” is actually right smack in the middle of the muscle cell. Understanding that will lead you to understand that muscle is, in essence, your fat burning furnace. If you lose weight, and any portion of that weight is muscle, you’ve taken your body’s fat burning ability and crippled it. Since muscle is the material that actually produces heat, or burns calories, your body will then require fewer calories simply to maintain its weight. The result, when a diet is abandoned, is an inevitable residual fat accumulation and weight gain.

Rather than attempting to “starve” away fat, learn to eat in a supportive manner.

### Supportive Meals

Now that you know the components of a Supportive Meal, let’s begin to look at some options:

Lean Proteins

Starchy Carbohydrates

Fibrous Carbohydrates

## The Truth About Fat, Sugar and Food Labels

Enough literature has been published teaching Americans about the nutritional havoc excessive dietary fat can play. Unfortunately, too much of a good thing has led to so much misinformation that while Americans attempt to eat in a manner that they perceive to be healthy, few rarely have a sense of the role fat plays and where fats are. Ordering the chicken mixed salad in a restaurant might often have you ingesting more dietary fat than you would if you ordered the cheeseburger! Often the chicken breast is “marinating” which means “soaking up oil” for hours or days before it makes it to your plate. Add croutons, bacon bits, and you are stacking up fat calories in the “healthy” salad.

Since so many attempt to eat “Low-Fat” or “Fat-Free,” marketers have learned that if they can plaster those words all over their labels, people will buy! Loopholes in the FDA labeling laws have allowed food companies to mislead on their labels by promoting high fat foods as “low-fat” and pure fat in some cases as “fat-free.”

Skip the big print and read the \_\_\_\_\_.

If any ingredient contains fat or oil, the food can not be possibly be “Fat-Free.”

While some “Fat-Free” labeled snacks may really be pretty close to fat free, the most abundant ingredient in most cookies, cakes and ice cream is \_\_\_\_\_.

When you ingest a simple sugar, it causes a rush of \_\_\_\_\_ which leads firstly to a compromise in fat release, and secondly, to the possible storage of body fat. Too often, those attempting to avoid fat wind up having their dietary attempts fail due to excessive intake of simple sugar!

## Supplements: Magic in a Bottle?

There are some supplements that are valid. There are, however, “supplements,” and supplement by definition means, “the addition to.” A supplement can not and will not be a solution. Most supplements are single micronutrients (vitamins and/or minerals) or combinations of micronutrient compounds. The processing of foods in itself is synergistic and all of the nutrients work together. For the most part, the micronutrients act upon the macronutrients for metabolic processes to take place. A concern for single vitamins and minerals without a concern for intake of proteins, carbohydrates, and essential fatty acids can only leave you frustrated and short of achieving your health and fitness goals.

Once you get the Synergy between exercise and supportive nutrition through food right, you can “fill in the gaps” or seek to optimize performance using supplemental aids.

The most vital “supplement” in quest of Supportive Nutrition would be one that provides all of the nutrients you’d obtain in a meal in the event that a Supportive Meal is not accessible or convenient. These are often called “meal replacements” or “nutrient formulas.” Don’t get fooled by ads and labels that promise “magic.” Look for a formula using a high quality protein and complex carbs, free from saturated or hydrogenated fat, and low in simple sugars. Also seek out a formula that maintains a high and complete profile of vitamins and minerals.

A NOTE FROM PHIL: After answering the “is this one good?” question several hundred times each week in reference to the hundreds of products on the shelves of the health food stores, I decided to come out with the EAT! Formulas for Supportive Nutrition. These high nutrient powders offer a supportive nutrition. For additional information on EAT! (Exercise Advantage Technologies) ask your Transformation Specialist, inquire at the front desk, or call my offices at 1 800-552-1998.

## Exercise Reality – You Might Be Surprised!

When you learned about “SYNERGY” you learned about two types of exercise.

*Aerobic Exercise* by definition is any type of exercise during which you can meet the demand for oxygen and continue for an extended period of time. In an “aerobic state” your body has two alternative sources of fuel. It can “burn” sugar and/or fat.

*Anaerobic Exercise* usually provides a greater challenge to the muscles than aerobic exercise, and requires intense short duration bursts of energy. In an “anaerobic state” your body burns exclusively sugar.

QUESTION: Are you in an “aerobic state” now? [ ] YES [ ] NO

EXERCISE: Outline your exercise program briefly. How much aerobic exercise do you do? What type? How much anaerobic? What type? How Often?

Keep in mind, when you are in a aerobic state you can burn fat, thus, if you nutritionally maintain your body in a state where it is capable of releasing fat all day long, you can burn fat even while you sleep!

Adequate aerobic exercise is vital to maintain health, circulation and respiratory efficiency, however, in attempts to lose fat, too much aerobic exercise can backfire!

A NOTE FROM PHIL: When you begin my Body Transformation Program, you begin with only 12 minutes of aerobic exercise per day! And you burn fat!

Since you now understand how important muscle is in maintaining and speeding metabolism, you’ll also understand the value of protecting and possibly adding muscle. If you increase the size of the furnace, you burn \_\_\_\_\_ fat at any given moment!

## SYNERGY REVIEW

- The Right \_\_\_\_\_
- Moderate \_\_\_\_\_ Exercise
- A Concern For \_\_\_\_\_

A concern for muscle can be addressed simply by beginning a *resistance training* program with two important features.

1. It should take into account the concept of “*Progressive Resistance*,” asking the muscles to do slightly more than they are used to in order to stimulate a positive muscle adaptation.
2. It should “*cycle*” the exercises, meaning vary the focus of the training to stimulate different muscle fibers in different ways and prevent the body from becoming “stale” or hitting a “plateau”

### Review

1. You have control over your \_\_\_\_\_.
2. Eat \_\_\_\_\_ meals frequently.
3. A Supportive Meal includes:
  - \* \_\_\_\_\_
  - \* \_\_\_\_\_
  - \* \_\_\_\_\_
4. Be certain to include \_\_\_\_\_ Aerobic Exercise
5. Remain in control of your muscle tissue by incorporating \_\_\_\_\_ training using progressive resistance and \_\_\_\_\_ your workouts

**IMPORTANT:** You Don't Have To Do This Perfectly! Positive Change is the Result of Utilizing A Positive Stimulus and Allowing the Body to Sufficiently Recuperate.

As long as you know what is optimal, and you do better than you are doing now, you are going to stimulate a positive change!

## The Future: You Decide!

### A Life Changing Exercise: Seeing The Future!

Where Do You See Yourself Six Months From Now if You Continue The Habits, Routines, and Lifestyle You've Been Incorporating Up Until Today?

One Year?

Five Years?

After That?

Where Do You See Yourself Six Months From Now if You Begin To Make Some of The Changes We Discussed?

One Year?

Five Years?

After That?

Do You Believe You Have The Ability Within You To Make The Changes You Were Seeking When You Enrolled in This Session? \_\_\_\_

Remember: Belief is Prerequisite #1!

## Where Do You Go From Here?

You are at a fork in the road. It's actually a pretty exciting place to be. At this moment you have control over your physical destiny. It's up to you to decide. Going back to reviewing the three prerequisites for Positive Physical Change should now help you to see that you are in control!

1. Belief
2. A Technology That Works
3. Follow Through

In this session you've acquired the foundation of the "Technology That Works." With this technology there is not limit to how far you can take your own Transformation!

It's important to remember that although the changes begin almost instantly, they manifest in the mirror gradually. Know how to recognize your progress and remember if you "screw up," you simply being again full knowing that progress can be ongoing, even with occasional lapses in adherence. With that type of outlook, you can not fail!

### **The Body Transformation Program**

I've systemized this technology of change in what has proven to be the most result oriented program ever developed. I'll ask you not to expect miracles, but to expect power! As you progress through the Body Transformation Program, you'll not only notice your body beginning to change, but you'll be mastering this technology to last you a lifetime.

If you'd like, your Transformation Specialist will explain the various options for ensuring your success and beginning the program that has already brought life-altering benefit to thousands from all walks of life.

### **Getting Started**

If you've picked up enough in this session to being on your own, FANTASTIC! Begin to apply the SYNERGY immediately and prepare for some pretty impressive changes in your mirror and in your life.

If you want some additional assistance, it begins with a personal appointment with a Transformation Specialist. The Specialist will meet with you one-on-one to help you understand the specifics of your own "Bioindividuality" and make certain that you begin that path you choose toward optimal results and A BODY YOU LOVE!

CONGRATULATIONS on taking the first step and acquiring this vital knowledge and I wish you all the best life has to offer!

*Phil Kaplan*