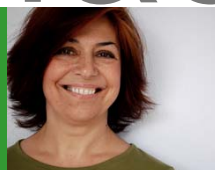


## Distance Dieters Full Coaching Option

Call 0845 533 53 02 for your free 15-minute consultation



**An effective, tailored weight loss and exercise programme with weekly coaching and unlimited email backup. The most convenient way for busy people to reach their ideal weight and stay there.**

Have you felt those extra pounds gradually creep on in recent years? Are you feeling more than just a little uncomfortable? Are your clothes a little tighter? Do you get a little out of breath when you run up the stairs?

Maybe it's even becoming a challenge to tie your shoe laces, or pull on your socks or tights?

However active we've been in the past, we all get to the point where what we've always done to manage our weight just doesn't work quite as well anymore. The good news is that "middle age spread" isn't inevitable. And "food on the go" can be healthy food, whatever your age, lifestyle or work pattern.

So, would you like to lose the extra fat and feel better about yourself?

Maybe you've already bought several diet books or cut down your food intake, but none of it has really worked for you.

### How can Distance Dieters help you?

Distance Dieters makes it easy for you to lose weight, with a tailor-made programme especially for you. Together, we plan your weight loss journey, and, if you wish, I can support you throughout your programme, so you never have to feel alone. You keep a food diary, to give me an accurate picture of your current diet, and from this we make the necessary changes, ensuring your programme suits your lifestyle.

I also devise an exercise programme that meets your needs – again, don't worry, this is tailor-made just for you. So whether you're sitting around a lot or are a more active sports person, your programme will be appropriate for you.

Distance Dieters makes it easy for you to succeed and reach your target weight, follow your own bespoke programme and achieve your goals with the back up of expert help and advice.

### Why Distance Dieters works

1. These programmes are about healthy eating, how to choose the foods that will give you energy yet get you to your desired weight without feeling hungry
2. In fact, the optimum eating pattern is three meals a day and two snacks
3. You learn about what different foods do to your body and how they contribute to weight gain or weight loss
4. You learn how to lose body fat, reach your target weight, and maintain it with ease
5. There are no faddy or complicated recipes to follow and no calorie counting
6. Because you manage your blood sugar levels throughout the day, you no longer feel the urge to snack on unhealthy sugary foods
7. As you start making changes to the foods you eat, your body starts to naturally desire those foods that are good for you, making it easier and easier to eat healthily
8. You create a healthy eating and fitness pattern that becomes effortless and fits easily with your family, work and social life
9. Feelings of guilt, discomfort, dissatisfaction and frustration are things of the past
10. Your new eating habits become a way of life, you enjoy your food, understand how your body works, and can easily maintain your desired weight for life



## About the programme

The **deluxe 8-week package with full coaching** gives you all the knowledge you need to take control of your eating and exercise straightaway plus a personal consultation and a food plan and an exercise plan tailored specifically for you and your lifestyle.

You receive a 30 minute telephone coaching call each week to give you ongoing, personal support over 8 weeks to help you stay on track and answer any questions or uncertainties you may have as you put your plans into action.

**Your investment: £499**



### I would never have achieved this on my own ...

“To be honest because I am pretty active at work, I felt being overweight had not really affected me. but, as the weeks have gone on I realise as you explained I would, I have not felt so tired during the afternoons and generally at the weekends.

My biggest problem was when I looked in the mirror in the mornings, but didn't want to face the usual dieting classes, which I felt were only for women! I would have felt too self conscious.

I knew that I had to lose weight, and distance dieters was the perfect answer for me. In the first consultation you explained very fully what would be expected of me, but I felt confident that with your guidance I could lose the weight I wanted to.

After speaking to you I was determined to see it through. I must admit that it was very hard at first but with your guidance each week I gradually, and slowly met my goal weight. I now understand how to eat healthily and understand why I should eat certain foods and how to manipulate my diet. As the weeks went on I began to enjoy the different and healthy foods.

I reached my goal weight, and hopefully will not look back now that my course has finished - it has been well worth the effort, but without your support I would never have achieved this on my own.” **P.B.**

## How it works

We have an initial 10 minute telephone conversation when we discuss your goals and I will ask you to keep a food diary and exercise diary.

### Week 1

1 hour telephone conversation. We assess your food diary and your current exercise regime and make the necessary changes. We record your measurements and Body Mass Index and set your weight loss and exercise goals for the coming week. We book your future telephone calls into the diary. You have unlimited email back up and support throughout the 8 week programme.

### Week 2

- ✓ Email your food/exercise diary and weight
  - ✓ 30 minute telephone coaching
- ✓ Set your weight loss and exercise goals for week 3

### Week 3

- ✓ Email your food/exercise diary and weight
  - ✓ 30 minute telephone coaching
- ✓ Set your weight loss and exercise goals for week 4

### Week 4

- ✓ Email your food/exercise diary and weight
- ✓ Email measurements, receive updated Body Mass Index
  - ✓ 30 minute telephone coaching
- ✓ Set weight loss and exercise goals for week 5

### Week 5

- ✓ Email your food/exercise diary and weight
  - ✓ 30 minute telephone coaching
- ✓ Set your weight loss and exercise goals for week 6

### Week 6

- ✓ Email your food/exercise diary and weight
  - ✓ 30 minute telephone coaching
- ✓ Set your weight loss and exercise goals for week 7

### Week 7

- ✓ Email your food/exercise diary and weight
  - ✓ 30 minute telephone coaching
- ✓ Set your weight loss and exercise goals for week 8

### Week 8

- ✓ Email your food/exercise diary and weight
- ✓ Email measurements, receive updated Body Mass Index
  - ✓ 30 minute telephone coaching
  - ✓ Set your future goals

## Results that last

Just imagine.....You have achieved your weight loss goal. You feel fitter and leaner. You look great, people are noticing and you can fit comfortably into your clothes - and the top button does up easily. Your tummy has lost its wobble and no longer even threatens to spill over your waistband. There may still be work to do but, my goodness, what an improvement. Not only are you looking and feeling good but you also have the peace of mind that looking after your health brings. By eating the right foods you are addressing your body fat percentage, your blood pressure and cholesterol levels. You are looking after yourself and setting out on the road to a longer, healthier life.

"I am delighted to be able to recommend the Distance Dieters Programme. Over the last 15 years or so (I am now in my mid fifties) I have gained approximately 28lbs. I felt the need to do something about it when I realised the tyre around my middle was enormous and I had difficulty bending down to tie my shoe laces. I entertain clients and dine out regularly at least four times during the course of a week, including lunches. In working with Anna I have discovered that I am able to lose weight and still eat out. Yes, I have made changes but believe me it has been worth it. I now feel fitter and healthier than I have done in years. I have lost 18lbs to date and I am on target to lose the remainder by the end of July." **N.A.**

"In my youth I was an active sports woman and retired from my sport with a back injury. Now almost twenty years later I am a career woman with a sedentary desk job. I have gained 10lbs and my back injury has recurred, last year I decided to do something about it. Being short of available time, I embarked on the Distance Dieters programme and I am delighted to say I have now returned to my former weight and my back pain is much improved. I have my weight management and exercise programme in place and feel much healthier and happier." **E.C.**

The Distance Dieters programme will give you control of your weight, you will learn how and what to eat to lose weight and how to maintain it. You will speak with Anna to understand the impact of your current eating habits and together you will formulate a new eating and exercise plan. You will have weekly telephone conversations to check in, ensure you are on course and set further goals. You are never alone and have unlimited email access when you can ask questions and clarify anything you are unsure of. And when you finish your programme, you have the option of continued support through one of our maintenance packages.

## Ten Top Tips

1. **Reducing sugar in your diet, whether in processed or unprocessed foods, helps your body burn fat.**
2. **'Stoke your engine', raise your metabolism with foods that give you energy but don't put on weight.**
3. **Lose weight by eating 'real food' and avoid all processed foods that give you a sugar rush.**
4. **Did you know that you must eat plenty of food to lose weight? If you crash diet, your metabolism slows down thereby actually hindering weight loss.**
5. **Many people believe that eating bananas gives you energy and helps you lose weight. Bananas certainly give you energy because of the sugar they contain, however they do not necessarily help you lose weight.**
6. **When you lose weight and eat well you will find your cravings naturally disappear.**
7. **By eating well and reducing your alcohol you will have an improved night's sleep.**
8. **Your diet must include fatty acids, they are essential for cell regeneration, maintaining concentration levels and brain function, and hormonal balance and can help maintain a healthy heart.**
9. **Exercise alone is not enough to lose weight, dietary changes must be made in order to achieve your weight loss goal.**
10. **Drinking plenty of water helps your body work at its optimum level of efficiency and aids fat loss.**

