

# The Diet Industry Has FAILED You!

*Industry Insider Reveals Secrets of  
How This Billion Dollar Industry  
Has Contributed to the Growing  
Obesity Epidemic*



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## What Inspired Me to Write This Report

Thanks for taking the time to read and absorb this special report. My name is Scott Tousignant and I have been an insider of the fat loss industry for over a decade as a personal fitness trainer, by writing many fitness books and creating fat loss audio programs. I've also been a gym owner and witnessed that side of the industry. Also many of my close friends are known as some of the best fitness experts in the industry.

I'm telling you this because I want you to see how deep I am in the fat loss industry so when you hear me exposing the traps that you've fallen victim to, you will know where I'm coming from.

I've reached my limits and can no longer contain the outrage that I have with the diet and fat loss industry. It's not just the fact that they are **completely misleading you** and taking your hard earned money from you. That alone has been enough to put me in a rage, but it's more than that.

The thing that really has me all riled up right now is that these people who are supposedly trying to help you develop the body of your dreams and live a healthy lifestyle, are doing nothing more than **causing mass confusion** and creating some of the most outrageous products that contradict everything else out there just because they know it will get them publicity.

***I'm taking a stand on your behalf.*** You shouldn't have to put up with this crap and it's got to stop now! People that are preying on your vulnerabilities have given the fat loss industry a bad name, and I hate to say it but it's really the large majority of the industry that is doing this to you.

The good news is that there really are some great fat loss professionals that feel the same way that I do and they pride themselves on delivering high quality content that will have a positive impact on your fat loss success.

I'm proud to say that many of these people are my colleagues and I have no problem giving them the props that they deserve. These are the people that I interview for my blogs and share their content with you. These are the people that you can trust to have your best interests at heart.

I'm 100% committed to your success and I will do everything in my power to protect you from the scams out there in the fitness industry and educate you on the information that will help you achieve the goals that you've been aiming for.

It's time to shake up the fat loss industry and expose many of them for the frauds that they are. I'm going to go over some of the ways that the diet and fat loss industry has failed you and lead to this mass confusion.

## **Fat Loss Industry Failure #1:** *Over Complicated Fat Loss*

The Diet and Fat Loss industry has over complicated the process of achieving a lean and healthy physique that you could be proud of. It's honestly getting so ridiculous what so many fat loss programs lead you to believe is necessary to achieve your dream body.

Pretty soon it's going to get to the point where you have to do cartwheels out of bed for 2 minutes, drink a protein shake with fat burning supplements, avoid protein for the next 6 hours, but make sure you drink cold lemon juice during that time and do 100 squats at the perfect tempo keeping your heart rate at exactly 70% of it's maximum, then eat only protein the next 2 meals and it has to be imported grain fed chicken that were exposed to 12 hours of classical music every day, and don't forget to do your cardio at a heart exploding pace while balancing protein bars on your head and wearing some vibrating gizmo around your waist, then you must sleep exactly 7 hours, 42 minutes, and 15 seconds while listening to some hypnosis mp3 and be sure to take some metabolism boosting syrup before you go to bed so you can effortlessly lose weight.

Ya it's getting pretty sick!

### **Here are some of the ways that the fat loss and diet industry has over complicated things:**

- Let's start with Diet. I like to recommend that you eat 5 to 6 meals a day, every 3 hours, consuming a lean protein, natural carbohydrate, and healthy fats with every meal. This way of eating is not for everyone, but it works for me, and many others.

Another diet would recommend that you never combine protein and carbs. Another would say that you can get away with 3 meals a day. Another recommends no carbohydrates at all, while another one recommends high carbs.

Some say don't eat 3 hours before bed, others recommend that you wake up in the middle of the night to eat. There's vegetarian diets, detox diets, juice diets, cabbage soup diets, eat all the fat you want diets...

I'm getting dizzy just writing this all down.

- Here's one thing that really gets me. When diets recommend that you avoid certain foods that are natural and incredibly healthy for you because they may have a high content of sugar or fat in them.

- Recently I recommended to someone that they should increase their fruit and vegetable intake. This person went nuts on me. “Do you realize the sugar content in fruits and carrots and peas... there’s no way I’m going to eat those, they’ll make me fat.”

No my friend... your sedentary lazy lifestyle, fast food scarfing, chocolate bar devouring habits are going to make you fat!

That’s the thing that gets me. People will avoid healthy foods because some book mentioned that it has high sugar content, yet they have no problem eating fast food and junk.

... The problem is not the fruit or the high fat content in almonds or avocado’s, ***it’s the rest of your lifestyle.***

I dare you eat nothing but fruit for an entire week and see how fat you get. I bet that you’d actually lose weight, not gain it. Why the heck are you so scared of the stuff?

- Then it just gets totally crazy with people obsessing over special foods and condiments that may boost your metabolism and drinking cold water with lemon and cayenne pepper.

Come on now! You shouldn’t need an engineering degree to figure out what foods you should be eating.

### ***When is common sense going to kick in?***

**There is no secret here folks!** Eat all natural foods that came from the earth or were living at some point and avoid the man made refined crap on the shelves.

It’s simple! Why do you have to overcomplicate the issue? Eat your fruits and vegetables, lean meats, fish, eggs, oatmeal, sweet potatoes, potatoes, lentils, brown rice, and drink lots of water. Now that’s healthy and that’s what will get you results.

... But that’s not what most people want to hear and that’s why these scammers in the diet and fat loss industry are making loads of money from you. They know you want the quick and easy way and that you’d rather not eat your fruits and vegetables.

I’m here to tell you that yes you can have your cake and eat it... But it will make you fat!

Now I'm not here to tell you that you have to be perfect all the time. That's where a lot of diets over complicate things. You have to follow this ultra low calorie, super restrictive all or none approach diet. No wonder people fail. It's impossible to keep it up and they know it. That's what they want. They want you to fail so you keep coming back for more diets from them. This is not a lifestyle approach at all.

**All or none doesn't work.** You've got to take a look at how committed you want to be and what results you are looking for. For some people you can achieve good results with 2 or maybe even 3 reward meals per week, (be smart with those meals. Don't go completely overboard). For more serious people 1 reward meal is enough.

**Either way though, if you want results, you've got to earn it!**

- When it comes to diet even the government doesn't know what's best for you. I'm tired of seeing reports that wine and beer is good for your health. I know way too many people that take this seriously and believe that 2 glasses of wine or beer a day is good for their health.

Well that excess weight as a result of it sure isn't helping things out. Since when is consuming a toxin a good idea? You want to know what's good for your health...Water. Drink that!

- Then there's the supplement industry that makes you believe that the only way you will achieve great results is by taking a pill. Let me tell you flat out that there is no way in hell that your dream body is going to come wrapped up in a bottle!

Once again they are playing on your emotions and they know that you want a solution that is quick and easy.

**No long-term success story that I know of has achieved it from a bottle. So why the heck are you falling for this trap?**

Stop it NOW!!!!

I can't even go into this any further without going into a rage. All I have to say is what I just mentioned a moment ago... If you want results you have to earn them.

- OK, now let's get into the workout confusion and over complication. So what are we supposed to do? Do we do long duration, moderate intensity cardio first thing in the morning on an empty stomach, or do we do high intensity interval training cardio, or do we do interval training with weights, or do we avoid it all together???

This is getting nuts! Here's where the problem lies. **Many of the products out there will claim that their answer is the end all, be all...** (Long duration cardio is dead you should never do it... Or high intensity cardio will never work because you aren't burning enough calories during the workout and not getting in the fat burning zone)

It's crazy to argue which is better than the other. The main thing is that you **do what works for you and do what you are going to stick with**. Even more important is that you mix it up and incorporate all the different methods.

Both methods work. I use them both all the time with great success. I love going for 45 minute walks in the morning, not because I'm trying to burn fat, but because it is a fantastic way to start my day. I use the time to listen to educational audios about fitness, self-improvement, and business. I also enjoy being surrounded by nature and the total peace and quiet around me while I'm out on those long walks. Of course there is a benefit of fat loss that comes from it too.

I also enjoy a late afternoon HIIT session on the bike. The session only lasts 15 minutes, but I totally love the pump, the sweat pouring down my face and the feeling of my metabolic furnace being revved up.

Some of my fellow colleagues have some great books out there that deal strictly with HIIT. I've applied their methods and they really do work. But I don't believe it's the one and only answer. I know they are trying to appeal to the busy person's lifestyle... and that pretty much sums up all of us. But you can be busy and still go for a 45 minute brisk walk or jog in the morning... **especially if you really enjoy it**.

**It's important that you look at your current lifestyle and see what programs best suit that lifestyle and the type of lifestyle that you are aiming for.** I say that we are all too busy and we need to slow down. Those morning walks help me slow down that's for sure. And I know that I can be a better parent because of them.

With the **Fat Loss Quickie** program I combine both HIIT with the longer duration training. I've combined fat loss workouts with muscle building programs. I love variety and I believe that you should never follow a fat loss program for more than 16 weeks at a time. If you are serious you will follow that advice.

I'll be the first to admit that my programs are not the end all be all. Heck, I wouldn't be recommending some of my colleague's great products if I thought mine was the only one that would produce great results. There's a lot to learn from many programs out there.

**It's important that you only treat them as a tool, not the single solution that's going to make or break your success. Never rely on one program to get you to the goal of your dream body.**

It's important that you don't over complicate your training and get confused over which one works better. Try different methods and **give them your 100% honest effort**. If it doesn't work for you, then you have your answer. Document these findings and how you feel on those programs.

## **Fat Loss Industry Failure #2**

### *Teach You Secret Techniques Instead Of Focusing On the Fundamentals*

Much of the fat loss industry wants you to believe that you need to try a new crazy diet or workout program in order to lose weight. Here you go... I've got a new program for you. It's called "Get off your lazy butt, exercise daily...putting in some serious effort, avoid all the crap food that is being feverishly marketed to you, think of your body for once before you shove that junk in your mouth and actually give it what it wants which is healthy nutrient rich foods.

It's that simple folks. Don't be fooled by all the crap out there. The problem is you hear this and you brush it off. You know that you need to exercise and eat right... but you don't do it do you?

**Until you've mastered these basic fundamentals you should never try to apply any advanced techniques.** Hey, high protein diets do work in the short term if you are trying to cut that last few pounds of unwanted body fat, but it's not a long-term program and shouldn't be treated that way.

**If you can't stick to a basic healthy program, how the heck do you ever expect to stick to an intense restrictive program?**

Trust me, until you've actually mastered these basics you don't know squat about getting in great shape. Everyone thinks they're an expert now simply because they read the latest fat loss book on the market.

I have way too many people debate with me that they should avoid carbs, or avoid fruit, or just do interval training, and it sure seems like they know what they're talking about and then you look at their bodies and they are 50 pounds overweight and aren't even close to mastering the fundamentals.

Do not over complicate the issues when it comes to burning fat.

**Get your butt movin!**

### **Fat Loss Industry Failure #3**

#### **The Promise of Quick/Super Fast/While You Sleep/Easy/Effortless Results with No Exercise Required and... You Can Eat Whatever You Want**

I'm going to give it to you straight. Looking like a fitness model on the cover of magazines takes a whole lot of intense and dedicated work. If you are promised that it will be easy and quick... GET REAL! And get the heck away from that program.

It's easy to fall for this kind of stuff because they play on your emotions and it's what you want to hear. You've got to stop falling for this. You know better. You know that there is no such thing as a quick fix. You know that the fitness model body doesn't come in a bottle.

**Getting in great shape is going to take a whole lot of effort on your part.**

- Are you willing to put in that effort?
- Are you willing to pick up your intensity?
- Are you willing to fuel your body with the nutrition that it wants and needs?

**That's what it's going to take!**

If you just want a mediocre body, then keep doing what you are doing. Hey that's fine. Not everyone wants to look like a fitness model on the beach. ***But don't sit there wishing that you had that body and looking for the quick and easy solution to get you there.***

### **Fat Loss Industry Failure #4**

#### ***They provide you with a short-term temporary solution and tell you that it's a lifestyle change.***

Let me tell ya... eating 1000 calories or less per day is not a lifestyle change. There are times when you need to cut your calories back a bit, but that's not something that you stick with.

And giving you a 12 week program is a start, but you can't keep doing that same thing over and over again and expect to see continuous improvements.

You cannot follow a fat loss program for the rest of your life. You need to mix things up.

What are you going to do when that 12 weeks is up? They don't tell you that answer. They want you coming back for more. Or worse, they want you to fail so you can go right back on their program.

The diet and fat loss industry has you brainwashed to think that it's OK to starve yourself for the rest of your life and continue to cut back your calories in order to get the results that you are looking for.

I don't care which beach your diet came from, if it isn't preaching the fundamentals and it's promising some crazy secret that the aliens transmitted to us to help you burn fat, and the main focus is on severely restricting calories... run! And run as fast as you can away from it.

It's all right to come up with a diet that will help you shed some fat and restricts your calories and certain kinds of foods. But don't go preaching that it's something that you can continue to do for life.

***Call it what it is. This is a temporary diet that will get you the results that you want for the short term.*** And then if you really care about the person following your program you would give them some advice as to what they should do when they complete your temporary solution diet.

Hey, I'm cool with that. It's what I do. I've followed restrictive diets in the past, but I knew that I was only going to be on it for 8 to 12 weeks and then I could be a little more lenient on my food intake and shift gears into muscle building mode.

### **Fat Loss Industry Failure #5**

#### ***They are Selling You a Band-Aid Instead of Fixing the Real Problem***

Here's the thing that really gets me. All these fat loss and diet books out there are really not helping you at all when they give you their nutrition and exercise guidelines if they don't help you get to the root of your problem that has caused you to get in this unhealthy state that you are currently in.

**They don't teach you how to stick to the program and develop the type of mindset that will drive you to success.** They don't help you get to the point where you will achieve your goal no matter what, and be willing to pay the price to get there.

Some of these programs may actually help you drop a significant amount of weight and it may seem like the program worked. But why is it that 95% of those people gain it all back and more?

**Because the program didn't get to the root of the problem and it didn't build the foundation to support your new healthy lifestyle.**

I'm tired of all these band-aid solutions out there. You can't just patch up a crappy lifestyle and expect that it will hold up for the rest of your life. In most cases you need a complete over haul of the entire house. Destroy the weak framework that's there, tear it all down, and build from scratch... build it stronger, faster, and better than ever before.

You can overcome these patch up makeshift jobs by taking the time to work on your mind and create the environment that will support your fat loss goals. If you think this mindset stuff is a bunch of crap you better get used to living in the body that you're in.

**Any program that doesn't have a mindset component to it is selling you short. This is where the magic happens baby, and yes 97% of you will never experience that magic because you're too damn lazy to put in the effort.**

I did mention that it takes effort in order to get results didn't I?

I don't mind being blunt and honest here. I'm just to the point where I'm sick and tired of seeing people sell themselves short.

- I'm sick and tired of hearing how bad people want to get in shape and seeing them in the supplement store looking for the answer in the form of a pill.
- I'm sick and tired of seeing people shortening their lifespan by living a sedentary lifestyle and eating complete crap.
- I'm sick and tired of seeing people in a state of emotional distress because they know they can't continue to live how they are living, but they are just so damn confused about what to do and they are at a point of hopelessness.
- I'm sick and tired of seeing the diet and fat loss industry preying on these people.
- And I'm really sick and tired of hearing people brush off some of the best advice to help them finally achieve their dream body all because they heard this fundamental information before and they 'know it'. Yet for some reason they never took the time to actually apply the information to see it work for them.

**If you are serious about finally getting the body of your dreams and burning off all that excess fat, you've got to look beyond the diet and workout programs on the market. You've got to tap into the mindset and build the support around you to make sure you stick to those programs.**

I believe in this component so much that I wrote a **FREE [Fat Loss Quickie Motivation Report](#)** to help you destroy the obstacles in your path and develop a powerful mindset to drive you to the ultimate success with the programs.

And I still didn't stop there. I had to be absolutely sure that any program that I put together was going to be as far from a band-aid solution as possible. So I interviewed 42 fat loss experts and fat loss achievers on the power of the mind and the great impact that it has on fat loss success for life.

Those interviews are all a part of the **[Fat Loss Quickie Experience](#)** and they have changed my approach to fat loss and each individual workout like I never could have imagined.

The cool thing is that I will always continue to learn from many different experts and achievers. I'm fascinated by the creative things that successful people do in order to achieve incredible fat loss results. I'm also equally fascinated by what holds people back and why they allow it to hold them back.

This isn't a new field of study, but with today's technology it's amazing the kind of research that can be done to demonstrate the power of the mind when it comes to achieving the goals that you desire.

I'm here to tell you that you no longer need to fall victim to these fat loss scammers that have been taking advantage of you for decades.

**It's time for you to stand up for yourself.** Stand up for yourself not just to the fat loss industry, but to the old you that used to fall for that crap. That's right my soon to be a fitness success story friend... You've got to stand up to yourself!

**Don't take any crap from yourself.** Don't allow yourself to continue to abuse your body by feeding it crap and then go on some quick fix program to try to make up for all the damage that you've done over the years all in one week.

**It's decision time right now. I want to know how committed you are to living in a lean, healthy and vibrant body and continue to improve upon that body for the rest of your life?**

I'm serious! I want to hear it. Comment on my **[blog](#)**. Tell me, do you just kinda sorta want a great looking body?

Are you actually willing to pay the price to get there? Do you realize that it definitely will not be easy? More importantly do you realize that the results in the end will be much more worth it knowing what you did to accomplish them?

Stand up to yourself for the lack of effort that you've put forth up to this point. Hey, you may think that you've put forth a decent effort, but I guarantee you can kick it up several notches and find a gear that you never imagined was there.

## How BAD Do You Want This?

You owe it to yourself to go after your dream body with everything you've got.

### To Sum Things Up You Need To:

- Stop over complicating the fat loss process.
- Stop looking for some secret way to lose fat and begin to apply the fundamental principles of fat loss and master them.
- Stop falling for the Quick and Easy sales pitches from these industry scammers.
- Stop looking for the temporary solutions and lay out a blue print for your new healthy and active lifestyle.
- Stop applying a band-aid over the symptom of your problem. Get to the root of the problem, fix it, and build the foundation that is necessary for long-term success.

### Here's The Facts:

- Over complicating your nutrition program is going to cause you to 'fall off the wagon' within a few short weeks.
- Mastering the basic fundamentals of nutrition before you attempt the more advanced techniques will increase your chances of success.
- You must decide how committed you are to achieving your dream body and exactly what the dream body that you want to achieve looks like.
- If you want to look like a cover model it's going to take a lot more effort than if you just want to fit in a smaller pair of jeans.
- Your dream body does not come wrapped up in a pill or bottle. Stop looking for it there!
- It's not so much which type of training you do (low/high intensity) that's going to make the difference. It's what type of training you are going to stick with and enjoy. In my opinion it's a good combination of the both of them.
- If you expect great results you have to put in your best effort possible!
- If you want long-term results you are going to need much more than just a 12 week program. You need to know what to do the remaining 40 weeks of the year.
- Depriving yourself is only going to cause you to hate what you are doing. It's time to enjoy the process and enjoy the journey.
- Any fat loss program that has a solid mindset component will increase the chances of success dramatically!
- If you stand up to yourself and say 'enough is enough', take charge of your life and decide right now that you are going to treat your body with the respect that it deserves...

**You have just then taken the first step on your journey to fat loss success!**

The diet and fat loss industry has failed you, but you don't have to fail yourself. Change your approach to achieving your dream body. It's time to think of the big picture. Dream BIG, and Think BIG!

Although the majority of the fat loss industry has failed you, there are still a number of experts that have your best interests at heart. The good news is that just like me, these experts work feverishly to bring you the best information that will deliver the results that you've been looking for.

If you've read every word of this report, you'll know how to separate the good from the bad. Now go get your dream body!

### **This Concludes “*The Diet Industry Has Failed You*” Fat Loss Quickie Report**

I hope that you enjoyed this Fat Loss Quickie Report. If you found this report helpful I would appreciate it if you shared it with a friend or family member who could use some inspiration to create the body that they deserve.

I am currently coaching people within the Fat Loss Quickie Experience who are just like you and helping them burn belly fat and create the body that they desire. The Fat Loss Quickie Experience includes...

- **Five 10 minute home office workout videos**
- Five 10 minute home office cardio videos
- **Weekly Question and Answer Call**
- Incredible support community including videos of all the workouts
- Meal Plans and Recipes.
- And much more!

To learn more about the Fat Loss Quickie Experience [Click Here](#).