

# The 30 Pound Club

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April 4, 2010 – Grand Rapids, MI

## Renew

The first quarter of our 30 Pound Club is in the history books. How did you do? By reading your e-mails, I know that some of you are doing great, some have hit a plateau, and some are really struggling. The ones I worry about are those of you who don't contact me. Have you given up, or has life happened and you lost your focus? Whatever it is, I understand. I've been there. But remember—one and done. I never said you would get it right away. This requires trial and error, and the only way you don't make it is if you stop trying. So let's consider some things and get back on track.

### Goals and Contract

Where do you keep your goal? Where is your contract besides in my folder? You have to constantly remind yourself numerous times per day what you're doing and why.

The *why* is different for each of us. To get personal, if I'm going to take my program prime time, then I have to look like I belong in prime time. I look okay now, and I know how fit and healthy I am regardless of the extra weight, but if you're going to lead, you have to look the part. That's just part of the deal and that's my *why*. What is your *why*? And before you forget, get your contract and put it where you can see it. You signed it. It's an important part of your life, so put it where you can see it.

If you haven't signed a contract, you'll find it at the end of the Accountability message on the 30 Pound Club page at [drchet.com](http://drchet.com). Make it official—sign it and send it to me.

### Food

We've talked about eating 20% less and that seems to be working for almost everyone. We've talked about adding some fruit to your diet. Veggies are next, but I'll save that for another day.

How are you doing with keeping track of what you eat? You don't have to tell me how boring that can be, but if you're not doing it, how do you really know where you're making errors? You can't correct mistakes you don't know you're making, so find a way to keep track of what you eat.

I'd also like you to watch *Jamie Oliver's Food Revolution* on ABC. It's a fascinating look at the people in the fattest city in the country, at food, and at how government messes with the foods your children can eat. You can watch episodes online at [abc.com](http://abc.com). Jamie's not a food Nazi or vegetarian promoter, he's just adamant about good fresh food prepared from scratch. I'm asking you to watch it because you'll learn so much.

### Plateau

If you're at a plateau, it's because of one of three reasons:

First, your workouts have caught up with your fitness level. For those of you who participated in the Exercise Webinar, you know exactly how to fix that. For those of you who didn't, it's time to try interval training or the Spartan Workout, both of which can be found in the Health Info section of [drchet.com](http://drchet.com).

Second, you're still eating more than you should. That means you have to increase your exercise or decrease your intake—maybe if you were keeping track, you would know which. Again, if you're not keeping track of what you eat, do it, especially if you're at a plateau. For a better understanding of how it works, review Weight-Loss Math on the 30 Pound Club page at [drchet.com](http://drchet.com). And maybe you need to recalculate how many calories you need, because if you've lost weight and your body's smaller, it needs fewer calories.

Third, you may not be eating the right way for your genes. Go back and read the messages on genetics—you can find those under February and March on the Messages page at drchet.com. If you haven't done the genetic test, give it a go—it's \$150 well spent. Those of you who have done it and are eating accordingly are getting the best results. I think that speaks volumes.

Have you been getting the hint that I'd like you to visit drchet.com? It's not just that I need attention—all of the messages from 30 Pound Club and the regular Messages about weight loss are available at drchet.com, along with a lot of great free health info. Maybe you're ready to take your understanding to the next level—after all, not everything sticks the first time you hear it—so go back and review the concepts. If what you need most is to get revved up again, drchet.com is a great place to start!

Remember, the short-term goal is to lose one pound a week, and that's a very reasonable goal. You can do that.

The long-term goal is to change your lifestyle for good. If that takes the rest of the year, so be it. But approach this without the emotion we put into food. Think of it like a business decision. Whatever moves your business forward, you do. What doesn't, you either eliminate or avoid doing. Isn't your body worth more than any business? Renew your dedication to that new body and get about doing it.

What are you prepared to do today?

**Dr. Chet**

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