Pre-Webinar Checklist

To make sure you have a delightful webinar experience, it’s critical that you take five minutes right now to update your computer.

Step 1: Use a Laptop or Desktop (PC or Mac)
Use a desktop or laptop (mac or PC) to attend your webinar. Please do NOT use a tablet, iPad, or phone if at all possible as they do not provide an ideal experience.

Step 2: Update & Test Your Web Browser
Visit WhatIsMyBrowser.com and ensure you are up-to-date. Look under “Your Web Browser’s Capabilities” and install the free recommended updates. This also ensures that your computer is as secure and protected as possible free of charge...so that’s good too :-) After updating, go to SANETest.com to ensure you see and hear the test webinar.

Step 3: Print Your Cheat Sheet
To help you get the most out of your webinar, print the cheat sheet on the following pages and be sure that you have something to write with at the webinar.

Step 4: Login at Your Specified Time
To ensure you have the best audio and video possible, when it’s time for your webinar:

- Restart the desktop or laptop you will be using to attend.
- Connect your desktop or laptop to the fastest internet connection possible.
- Use a wired connection (not wireless) if possible.
- Close ALL other programs.
- Ensure nobody in your home downloads anything or steams video (ex. Netflix, Hulu, Youtube, or Xbox) or audio (ex. Spotify, Pandora, etc) during your webinar.

Once that’s all set, type SANELiveNow.com into your web browser and enjoy!

Please keep reading for your cheat sheet and note taking guide
INTRODUCTION

Hi! Very much looking forward to our time together just around the corner!

Since we’re going to cover a lot of transformative info and starting a personalized weight-loss plan for you, wanted to save you time when it comes to taking notes.

Please print out the cheat sheet and note taking guide on the next page, have something to write with, and get ready for a powerful and fun couple of hours (it’s a half-day interactive masterclass, so please block off 4 hours on your calendar) :)

See you soon,

Jonathan Bailor
New York Times Bestselling Author, SANE Founder, and soon...your personal weight-loss coach :)

PS Please be sure to stay for our full session to get the following “thanks for staying till the end” gifts :) 

1. The Flip The SANE Switch Kit: 6 Videos + Transcripts + Guides $97 FREE
2. The Diet Myth Busting Summit Complete Collection: >20 Videos + Transcripts w/world’s top experts $197 FREE

Keep an eye on your inbox as I will email you access info for your free gifts within 48 hours after our Masterclass ends.

Please keep reading for your cheat sheet and note taking guide
Cheat Sheet & Note Guide

1. The US healthcare costs tied to tobacco and Type 2 Diabetes are ______ & ______, respectively.

2. Eating less leaves ___ out of ___ people worse off than if they did nothing.

3. Your new approach is backed by ___ years of research and _____ studies.

4. With __________ you can eat MORE food and lose 86.5% more body fat.

5. Ignoring calories blasts belly fat because ____________________.

6. Sweet and fatty foods are essential for long-term health and weight loss because ____________________.

7. In the ________ study, eating MORE and exercising LESS caused people to:
   a. Lose ___% more body fat than eating less and exercising more.
   b. Lose ___% more belly fat than eating less and exercising more.
   c. Drop their LDL cholesterol ___% more body fat than eating less and exercising more.

8. **According to my personalized weight-loss plan if I focus on eating**
   __________________________________________________________
   
   I can expect to lose 30 lbs. by ________.

9. **According to my personalized weight-loss plan I should eat ___ servings of**
   ________, ___ servings of ________, ___ servings of ________, and ___ servings of ________ to reach that goal.
They ignored conventional diet advice and look what it did for their bodies and lives...

Think they’re alone? Think again.

There are dozens more in this report and thousands nationwide!

The people featured in this report were highly successful in losing weight following the SANE Plan. Although no one can guarantee results, multiple medical and university studies have shown the link between foods and their ability to help alleviate various conditions and diseases. A typical person should expect a safe and healthy weight loss rate of 1 to 2 pounds per week following the SANE Plan. The breakthrough info in this report offers new healing hope for millions.

They went from flab to FAB!
“We couldn’t be happier with the results! We knew eating less worked short term, but we didn’t know another option was available for the long term.”
– Jenn & Jay Jacobs

Patti Lost 20 Lbs.
Without Diets or Hunger!
“I’ve lost 20 pounds and have dropped 3 sizes. Nothing fits anymore! I have definitely dropped my LDL numbers!”
– Patti Skogg

Cristina Lost 45 Lbs.
by Eating More Food!
She was also battling diabetes and poor cholesterol but no more. She’s healthier than ever. Best of all, she said... “After five years of trying, I finally got pregnant!”
– Cristina Hanganu-Bresch

Attend Your Interactive Session at SANELiveNow.com
FINALLY, THE DUMBEST DIET MYTHS HAVE BEEN REPLACED BY MODERN SCIENCE.

In our upcoming time together, you’ll see how every last “rule” you know for losing weight can be completely blown away by cutting-edge science and the cold, hard facts. You are about to discover the knowledge for losing weight that has been hidden away for nearly 40 years. It’s time you knew the TRUTH about how to lose weight. And it starts with eating MORE of the right foods...and exercising much LESS.

<table>
<thead>
<tr>
<th>The OLD rules for weight loss don’t work!</th>
<th>See the NEW rules proven by modern research!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count Calories. You can focus on calorie quantity and ignore calorie quality...WRONG</td>
<td>IGNORE Calories. Research demonstrates that IGNORING calories makes you THINNER.</td>
</tr>
<tr>
<td>Eat LESS Food. You need to reduce the amount of food you consume at every meal...WRONG</td>
<td>Eat MORE Food. You need to EAT MORE high-quality food to lose weight</td>
</tr>
<tr>
<td>All calories are EQUAL. Your body treats all the calories you eat the same way...WRONG</td>
<td>Calorie Type Matters. Some calories trigger fat production; others STOP it!</td>
</tr>
<tr>
<td>Exercise MORE. You need to exercise at least 45 minutes a day. More is better...WRONG</td>
<td>Exercise LESS. Scientific research shows that all you need is 20 minutes a week.</td>
</tr>
<tr>
<td>Fatty foods are bad. You need to cut back on both saturated and unsaturated fats...WRONG</td>
<td>Fatty foods are VITAL. Both saturated and unsaturated fats help raise GOOD cholesterol.</td>
</tr>
</tbody>
</table>
The World’s Top Doctors “Weigh In” on the New Science of SANE Eating

“I am often asked if there is a proven prescription for weight loss. Providing a captivating explanation of the science of permanent fat loss, this is that prescription.”

HARVARD & UCLA MEDICAL SCHOOL’S

Dr. Theodoros Kelesidis
National Institutes of Health

“A treasure trove of reliable information... challenges the diet dogma & offers a sensible path to good health... smart, health promoting, and deserves to be hot, hot, hot!”

HARVARD MEDICAL SCHOOL’S

Dr. JoAnn E. Manson
National Institutes of Health

“Sheds light on the discrepancy between the way nutrition has been presented to the public & the science that underlies it...An important work.”

JOHNS HOPKINS’

Dr. Anthony Accurso
National Institutes of Health

“Reveals some of the latest and best scientific research on the real story of diet, exercise, & their effects on us. I heartily recommend this.”

HARVARD MEDICAL SCHOOL’S

Dr. John J. Ratey
National Institutes of Health
Do you sincerely want to lose weight? A lot of weight? Say, 30, 50, or even 100 pounds?

Good. For the next 5 minutes, I’m going to ask you to ignore EVERYTHING you’ve been told about losing weight. Like counting calories. Exercising every day. And avoiding fatty food.

These “rules,” it turns out, are COMPLETELY in REVERSE. You must eat MORE food and exercise only 20 minutes a week to lose weight. That’s not hype…it’s SCIENCE.

Hard to believe? Of course it is. But please hear me out...

Because once you learn the truth about why every diet you’ve ever tried has failed...

You’ll discover how to erase as much as 20 to 100 pounds or more by...

1. Eating MORE delicious food. And that includes many formerly “forbidden” foods—even if they are packed with saturated fat. Yes...saturated fat.

2. Exercising about 20 minutes a WEEK. Yeah...that’s not a misprint. It turns out the old “no pain, no gain” philosophy is really bad for you.

I’ll tell you all about this seemingly upside-down weight loss discovery in just a moment. First, I want you to remember this date...

FRIDAY, Jan. 14, 1977...the day America got fatter.
Let me introduce myself. My name is Nichole Cameron, and I’m the Customer Delight Director here at SANE. Just like you, I’ve seen every fad diet out there. Soup diets, Juice diets, High carb, Low carb, High fat, Low fat, High protein, Low protein. Sure, they all sounded so good…so amazing. But with all the hype, all the hoopla—how did they work?

**The FAILURE RATE for dieting is a shocking 95.4%.**

95.4 percent failure. Yet here we are, ready to try the “next great breakthrough” with a hopeful heart…and a heavy belly.

That’s why, here at SANE we are incredibly picky. Being “evidence based” isn’t even enough. It’s got to be comprehensive and best-in-class evidenced based to be worth your time or our time. Observations and anecdotes don’t cut it for us and haven’t cut it for you. We insist on the best. This means (note: geek-speak to follow, so feel free to skip ahead) systematic scientific reviews, meta-analyses, and randomized controlled trials with definitive results.

You see, we’ve got this crazy idea that a weight loss plan must actually help you **LOSE WEIGHT.** So when I first learned about the details for the weight loss and wellness plan you will learn all about in your onboarding webinar with Jonathan, I honestly had my mental “lie detector” powered up and ready to go. I took a deep breath…and listened in.

**For the NEXT 2 hours, I ignored all my calls (even from my husband) and sat dumbfounded at my desk…Honestly, I didn’t move a muscle.**

Why? Because I realized…This is NOT another phony “breakthrough” or fat-burning “discovery.” It’s a revelation that’s backed by OVER 1,300 STUDIES and almost 40 years of science. Some of these studies date as far back as 1977 & they reveal that almost everything you’ve been told about losing weight is WRONG.
Yep, we’re back to that date again, Friday, January, 14, 1977. And here’s why it’s so darn important.

That’s the landmark when the first “Dietary Goals” for the American public were released. These guidelines were immediately spread by big media outlets—including TV, radio, newspapers, magazines, you name it. Doctors and health care providers adopted it like the road map for healthy living. The message? It seemed totally clear, and my goodness, it seemed to make sense:

1. Cut saturated and total fat.
2. Eat more “healthy” whole grains.
3. Watch CALORIES. (That’s all that matters.)
4. Exercise more. (It doesn’t matter what type.)

We were also told weight gain was a simple matter of “calories in, calories out.” It didn’t matter if those calories were carbs, fat, or protein.

As long as you limit your calories and exercise every day, you’ll be fine they told us. So we took this advice on good faith & did our best to eat fewer calories and fat and exercise more. How’d that work out?

✓ **Obesity SOARED.**
✓ **Heart disease SOARED.**
✓ **Heart attacks SOARED.**
✓ **Diabetes SOARED.**

Consider this: The number of people overweight today equals the total world population a century ago. But how did we get here? How did so many smart people get weight loss so VERY wrong?
There were FAR too many cooks in the “kitchen”!

The first thing that will shock you is that these “dietary guidelines” were NOT drawn up entirely by nutrition scholars. Far from it.

In an attempt to include ALL voices, the final guidelines were drawn up with input from many activists who had almost ZERO knowledge of nutrition.

They THOUGHT they were doing a good thing by helping:

1. Increase the public’s consumption of carbohydrates to up to 60 percent of total intake.

2. Reduce overall fat consumption to about 30 percent of total intake.

When this document was first released, the scientific community was shocked. The document, they explained, was more speculative than scientific. And they weren’t shy about saying that.

The most telling protest came from the president of the National Academy of Sciences in his testimony to the Senate in regard to Dietary Goals:

“What right has the federal government to propose that the American people conduct a vast nutritional experiment, with themselves as subjects, on the strength of so very little evidence that it will do them any good?”

Even the American Medical Association was worried...

When Dietary Goals were released, the AMA went on record concerning the potentially harm effects of such a radical, long-term dietary change.

Perhaps the most telling objection came from the president of the National Academy of Sciences (NAS) in his testimony to the Senate in regard to Dietary Goals: The president of NAS felt that it was a bad idea to issue dietary guidelines “...on the strength of so very little evidence that it will do [Americans] any good...”
What was the response to all the objection back in 1977? Nothing. **The guidelines were written in stone and that was that.**

Since that day, Americans have become progressively fatter and sicker. Sales of “low-fat” foods skyrocketed. Artificial sweeteners became a billion-dollar business. And we have all been wondering why it’s so darn hard to lose weight—and then blaming ourselves!

**Well, the time for blaming yourself is officially OVER.**

**I KNOW IT SOUNDS IMPOSSIBLE, BUT MODERN SCIENCE SAYS...**

“You must eat MORE food like this to lose weight”

It’s true. A landmark study conducted at the University of Pennsylvania found that people who ate much more delicious foods lost 200% more weight. **That’s triple the weight loss of the group that followed a traditional “eat less diet.”**

The SANE Plan combines this stunning science (plus 40 more years of similar research) into a single, delicious way to lose weight.

But it doesn’t stop there. New research into the real, long-term results of heavy aerobic exercise has revealed it’s not only a waste of time but may even be bad for you and your heart.

**20 Minutes of exercise a week is all you need.**

Science now says 20 minutes per week is the BEST way to lose weight.

Your SANE Plan helps put all these breakthroughs to work for you in a single, easy-to-follow plan. You’ll read all about it in the pages that follow.

**NOTE:** Yes...the cake pictured above and everything you see in this report and will see in your onboarding webinar with Jonathan is “SANE”...aka will help you burn fat and will improve your health (the cake is made with SANE coconut flour and SANE natural sweeteners). You’ll learn more about how SANE Substitutions make nutritious delicious in your time with Jonathan)
It has taken nearly 40 years of disastrous health results and a 95% diet failure rate for the truth to finally come out—in a landmark new approach that you will discover in your onboarding webinar with the founder Jonathan Bailor.

Yes, you’ll be shocked when you see the FULL exposé on the dietary disaster the Dietary Goals sparked.

But more important: You can discover how to lose a lot of weight. In the pages that follow, we have crammed in many true stories of how the SANE approach has worked wonders where everything else has failed.

Discover how to lose 20, 40, 60, even 100 lbs of fat.

Plus vibrant, good health and vitality can be RESTORED. But most important of all, these results can be achieved by defiantly IGNORING the old rules for losing weight.

SANESolution
SECRET #1: You MUST eat more food... and foods with more fat.

You’ll discover how the quality of your food, NOT the calorie count, actually controls how much (or how little) gets converted into fat.

Dr. Oz's Personal Trainer
Joel Harper
“Opens the black box of fat loss and makes it simple!”

SANE Mint Chocolate Chip Ice Cream
Finally, you can discover how to have the same metabolism as a naturally thin person who eats all they want.

The remarkable SANE Plan reveals how to lower your body’s set-point to the level you want. Suddenly, you’re not fighting your body anymore...it becomes an ally in the war for your waistline.

In short, you can learn how to finally have the metabolism of a naturally thin person. Your blood sugar and hunger hormones can be in harmony, and you can enjoy more food than ever.

Your SANE Plan will open your eyes and forever improve your relationship with food.

✓ You’ll discover which foods help lower your set-point with every bite.
✓ You’ll learn how to prepare spectacular meals your whole family will love as you lose weight at the same time.
✓ You’ll discover that second helpings are no problem because you will be eating quality foods that keep your fat-burning dial set on high.
OK, so I know what you’re thinking: What about exercise?

Please remember, the SANE Plan is the complete opposite of everything you’ve ever tried before. Which brings us to...

**Eat More, Lose More SECRET #2:**

You must exercise about 20 minutes. A WEEK.

So you’re seeing how eating more can help you lose weight. But exercising less?

*That’s just crazy, right?*

**Not at all.** The science on this has been around for years. In one major study, the scientists found that exercising 30 to 40 minutes a day had almost ZERO effect on the expected weight loss results.

The test subjects experienced *significantly less weight loss* than predicted. Maybe that wasn’t enough exercise, right? Well, consider this. Marathoner Kim R. reported:

“I’ve run eighteen marathons and I put one pound on for each one. Eighteen marathons and eighteen pounds heavier. It is so maddening.”

So if more exercise doesn’t deliver the results you need, what’s left?
You need to do LESS exercise...in some cases a LOT less exercise.
How does just 20 minutes per week sound?

That’s right...20 minutes. The secret, as you’ll discover in the pages that follow, is to activate your muscles in a way that tells them to continually burn more fat.

You’ll also discover...
✓ How to exercise for your hormones and NOT worry about burning calories
✓ How to activate more muscle fibers in every part of your body—in less time than ever
✓ Why reducing exercise time helps reduce body fat

Simple, isn’t it?

In your onboarding webinar with Jonathan, you’re going to go deeper into “Going SANE” and see how it will forever alter your strategies when trying to lose weight. You’re going to see some of the most amazing true stories of what this program has done for other people.

You’ll discover:
✓ A new, healthier way of living where food is no longer your enemy
✓ Freedom from the guilt that comes with saying YES to dessert or a second helping
✓ Freedom from counting calories ever again
✓ Freedom from the disapproving “ahems” you get from the food police in your family
✓ Freedom to TRASH your closet full of “fat” clothes and treat yourself to a whole new wardrobe...for the new, slim, & sexy you

Interested? You should be.

I can promise that you’ve never seen a plan like this one.

So go ahead. Make sure you have your appointment with Jonathan firmly scheduled on your calendar...and let’s bust the first dumb diet myth Jonathan will free you from completely when you meet with him...
CAN YOU DROP 56LBS & ENJOY ABUNDANT ENERGY AFTER HAVING 3 KIDS?

“After my 3rd baby I was topping 212lbs. I have lost 56.4lbs & have more energy at 41 than I did at 20!” - Mez Foz

I started out and did ok with just reducing my portions, but then I plateaued. I was focused on portion control and calorie counting but not on food quality.

When I “went SANE,” I ate mounds of non-starchy vegetables, healthy proteins and fats, as well as berries and citrus fruits.

My body shape changed so much! I stopped bloating and feeling “blah!” Now I rarely desire sweet foods anymore, which is huge as I have always had a sweet tooth!

So far through following a SANE lifestyle and just continuing to walk when I can, I have dropped 56.4lbs and have more energy at nearly 41 than I did in my 20s & 30s :)

I can’t imagine eating any other way now! Thanks SANE for making it easy for me to get into the shape I never expected to be in my 40s.
**DUMB DIET Myth #1**

You must *count calories* to lose weight.

**WRONG:** If the math behind counting calories was correct, we would have all gained 476 pounds in the last 8 years alone.

For more than 40 years, we’ve been told to eat less and exercise. How’d that work out? Instead of growing healthier and slimmer, we got SICKER and HEAVIER. That’s the very definition of DUMB.

Your body is not a calculator. Simply reducing the human body to a mathematical equation doesn’t work. *Not even close.*

**Consider this:** In one university study, researchers concluded that the average American increased calorie consumption by a jaw-dropping 570 calories a day.

**OK, so let’s do the old-fashioned calorie math...**

An extra 570 calories a day should mean that the average person has gained *476 pounds since 2006.* Let’s say you weighed 125 pounds in 2006. That means you'd weigh a chair-breaking *600 pounds today.* It is unlikely that you weigh 600 pounds.

---

Will YOU Join the SANE 100 Pound Weight Loss Club?

Kyle did NOT count calories. He ate MORE SANE foods to set an example for his kids. “Losing 114 pounds is certainly a big change. But the real change happened, not in my muscles, nor in my abs. It happened in my heart...If you ever find yourself in a situation like mine whether it’s weight loss or anything else, and you can't imagine where to begin...Start by putting Belief in your heart. Belief that you can do this. Belief that you are worth the time and the effort. Let it take root. Care for it. Water it. And it WILL grow.” - Kyle Wong
So why didn’t we gain all the extra weight? Was it exercise? No. You’d have to jog over an hour and a half every day for 8 years to burn away those pounds. That’s the equivalent of jogging across the U.S. 11 times over.

I’m guessing you didn’t do that. *Don’t feel bad; none of us did!*

So why don’t we all weigh 600 pounds? It’s *simple*. Counting calories doesn’t add up. It never has. And it never will. Here’s why...

**Your body is NOT a calculator.**

It “automatically” regulates your body weight...and cutting calories means NOTHING.

Doctors at the University of Washington discovered that your brain has a complex control system that works to keep your body at a set weight, no matter how many calories you cut.

*Look at it this way...If you breathe IN more air, you automatically breathe OUT more.*

*If you drink MORE fluids, you’ll excrete MORE fluids. Calories and fat work the same way.*

**If you eat MORE SANE calories, your body burns MORE calories.**

Want proof? *That is why we all don’t weigh over 600 pounds today—despite eating 570 extra calories a day.*

Your body burned MORE calories as you ate MORE food, *but you never knew it was happening.*

---

Will YOU Join the SANE 100 Pound Weight Loss Club?

Christine didn’t let a broken neck stop her from shedding 100 lbs. “From recovering from a broken neck due to a severe car accident, to PCOS, high blood pressure and headaches, I’ve lived through the challenges. I have lost over 100 lbs and am medication free! When I began I weighed 278 lbs, wearing a size 4x. Today I am a fit 176 lbs, wearing a size 10 medium!” - Christine Biswabic

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SANE German Chocolate Pancakes
“The average human consumes one million... calories a year, yet weight changes very little...” That’s the conclusion of a molecular geneticist at Rockefeller University in New York.

He estimates that your weight stays at a set range with astonishing 99.5 percent accuracy. That means...

Starving yourself is absolutely POINTLESS.

Your body will fight you every step of the way, unless...

...you learn how to heal your body and lower your set-point weight to that of a naturally THIN person.

Then, all of a sudden, your body becomes your fat-busting friend no matter how many calories you consume and...

You will NEVER have to worry about losing weight again. That’s how the SANE works.

That’s what makes it different from any other diet plan you’ve ever tried in your life. Let’s look at how this remarkable plan works in your day-to-day life.

In your upcoming onboarding webinar with Jonathan you’ll see how to lower your body’s set-point weight.

That means your brain and hormones “automatically” start burning away excess fat. You can become naturally thin at last.

Like most dieters, you’re probably familiar with the idea of a “fast” metabolism or a “slow” metabolism.

Your friend who can eat everything in sight and not gain an ounce has a fast metabolism. He or she eats a lot of food and burns it away long before it lands on the belly, hips, and thighs.
The set-point secret for lifelong, effortless fat loss

Scientists have a different term for this. They say that someone with a fast metabolism has a LOW set-point.

That means your body is “set” to keep your weight nice and low—no matter how many calories you eat.

Sounds pretty good, but there’s a catch. You knew it was coming, didn’t you? So here it is.

If your set-point is stuck on HIGH, it is almost impossible to lose weight, no matter how much you starve yourself or sweat in a gym.

Sound familiar?

I’ll bet it does. Dieters call it different things—like hitting the wall or “stuck in neutral.”

It makes you crazy because you’re starving yourself and going nowhere. That’s your set-point doing its best to keep you heavy.

But suppose you could actually lower your set-point so it matches that of a naturally THIN person. Isn’t it more than reasonable to assume you’d lose a lot of weight?

And wouldn’t your life be a whole lot easier if you didn’t have to worry about eating too many calories ever again? Of course it would. And it’s not as difficult as you think. In fact, just turn the page and see what I mean :)
How Does It Work? Just Like A Kitchen Sink!

Before

The Set-Point Secret to the Greatest Weight Loss Success of Your Life

After

When the drain is unclogged, it doesn’t matter how much water you add to a sink—it will eventually drain OUT. That’s just like your body!

When your hormones are balanced and “unclogged,” it doesn’t matter how many SANE calories you eat—your body will remain naturally thin.

Your SANE Plan reveals how to keep your hormones balanced (unclogged) so you can eat to your heart’s content and still lose weight—just like a naturally thin person.

When the drain is clogged even a little bit of water keeps adding up. It’s the same with your hormones. If they’re sluggish and clogged, you just can’t lose weight—even if you cut way back on calories.

Your time with Jonathan will show you how to reverse this problem permanently with delicious food—and lots of it.

Discover how to lose up to 20, 30, 50, even 100 pounds as your body finally stops fighting you!

Double check that you are all set for your time with Jonathan around the corner!
Picking up where we left off...

**It’s ridiculously easy to lower your body’s set-point when you start “Going SANE.”**

Just think about that **KITCHEN SINK**.

When it’s working properly, all the water that goes in eventually drains **OUT**.

Sure, the water levels may rise occasionally...but that’s no problem. The OPEN drain will take care of it.

**Balance is restored.**

The sink is balancing the water that goes in with the water that drains out.

*The sink has a LOW set-point.*

Your body (when it has a low set-point) works the same way. The calories you eat are eventually burned away. Sure, you may overindulge occasionally, but the “drain” is wide open—so the excess calories are eventually taken care of. Your natural balance (weight) is maintained.

But suppose, instead of pure water, you fill the sink with all sorts of stuff that starts **clogging** the drain? All of a sudden, the drain can’t keep up...and even a little bit of water just keeps accumulating.

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**Fat-Burning SANE Cinnamon Raisin Muffins**

---
The water level gets higher and higher—because the drain is clogged! Now you’ve got a high set-point. And you’re getting fatter with every bite. Losing weight is now virtually impossible. No matter how much you starve yourself, the fat just refuses to go away—because you are now hormonally clogged just like the drain. That’s a very bad thing. The fat in your body is now “stagnant” just like the water in a clogged sink. The inevitable result is obesity and diabetes. The solution, according to the old rules for weight loss, was to eat less food. But wait a second...

You’ve got to FIX the hormonal “clog” so you can burn fat naturally again. That’s the brilliantly simple secret behind SANESolution.

Once you fix the “hormonal clog” that’s keeping your set-point so high, it is an amazing experience for most dieters.

So how do you do this? The answer, supported by thousands of pages of research spanning nearly 40 years, is incredibly simple: It’s the quality of your food that matters. NOT the calories. NOT the carbs. NOT the fat.

When you eat more of the quality foods named later in this report, your set-point starts falling with every single bite. Yes...it’s that simple. The founder, Jonathan Bailor, has undertaken a monumental research task and identified hundreds of foods that lower your set-point naturally. The result?

Alicia Felt and Looked Better than Ever for Her Big Day!

“My seamstress had to take in my dress twice. I was delighted. The crazy thing was how easy it all was. I achieved my goals without caloric restriction, fasting, stimulants, or cleanses. No hunger, no cravings. I was eating high-quality, satisfying food, in greater volume than ever, and I was getting stronger and leaner.” – Alicia Peterson
You can lose weight by feasting on foods you once thought were a very BAD idea.

Perhaps the most amazing thing is that we’re not talking about living on carrots and sprouts. These foods are delicious and often filled with so-called “unhealthy” fats and calories. Your friends will shake their heads and think you’ve gone OFF your diet in a big way. Then they’ll demand to know your secret as the pounds melt relentlessly away—with every tick of the clock. Let’s look closer at those delicious foods by examining Dumb Diet Myth #2 in the next section...

DUMB DIET MYTH #2

You must eat less food and calories to lose weight.

THIS IS RIDICULOUS.

There’s little science to support this dangerous myth. Just LOOK:

Will YOU Join the SANE 100 Pound Weight Loss Club?

Shane’s 125lb. Long-Term Transformation

“My journey started pretty much like everyone else’s. I have been through the Weight Watchers and tried exercising but could not lose but maybe 10-25 pounds. So it lasted maybe a month or two then went back the way I normally would eat. SANE eating opened my eyes on how easy and enjoyable a healthy lifestyle can be (vs. "dieting").” – Shane Graham
A famous study followed nearly 49,000 women for 8 years. One group of women ate an average of 120 fewer calories every day...that’s 350,400 fewer calories overall. So after 8 years, they must have been a LOT thinner, right? Wrong. The lower-calorie women were less than a pound lighter. That is not a typo. Eating 350,400 fewer calories had less than 1 percent of the impact predicted by conventional calorie math.

✓ Oh, and by the way, since when is STARVING yourself a good idea for your health? Hmm...how about NEVER?

Conventional diet thinking is based on the assumption that taking in fewer calories forces our bodies to burn fat. Scientists have known this to be clinically false—so it’s time you knew the truth, too.

When you chat with Jonathan at your onboarding webinar just around the corner, you’ll discover that restricting the amount of calories you consume has only one sure thing.

**Complete and utter failure 95.4% of the time!**

That’s the documented failure of conventional dieting. And it has never been your fault—even though you might think it is.

Look, when you eat less food, your body does not burn more body fat. It burns fewer calories by slowing your metabolism. That’s a very bad idea. That’s why you always feel tired and crabby when you’re dieting. Your whole body and brain have slowed down.

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**From a Size 8 to Size 2 with MORE SANE Food**

Carrie is BACK to her younger self! “In just a few months I’m back to the same size I was in my 20s despite having crossed the 45 year mark. I’m never hungry. My friends have no idea how I eat so much, exercise so little, and stay so slim. My LDL cholesterol also fell 100 points!” – Carrie Brown
But wait, there’s more!

When your body needs calories and it can’t find any, it starts burning more muscle than fat.

Studies have shown that up to 70% of the nonwater weight lost when eating less is taken directly from your muscles.

Not good. Not good at all. Want to set up someone to be fatter and sicker in the long run? Slow down her metabolism and take away muscle. Here’s proof...

From the Journal of the American Medical Association. In a journal article, a physician in the American Medical Association itself wrote that eating less makes us lose weight, not “by selective reduction of adipose deposits (body fat), but by wasting of all body tissues...therefore, any success obtained must be maintained by chronic undernourishment.”

So if starving yourself is a bad idea for losing weight...

Then eating MORE SANE food must be the answer to losing weight?

YES!

And that’s exactly what you’ll discover in your time with Jonathan. And it’s not just a theory. It’s a scientific fact supported by cutting-edge research from the finest medical minds on Earth. Just look...

✓ A study at the University of Connecticut found that people who ate 300 more calories per day burned more body fat.
✓ A University of Pennsylvania study found that people who ate 9,500 more calories over 6 months lost 200 percent more weight.
✓ A study published in the Journal of Adolescent Health found that people who ate 65,000 more calories over 4 months lost 141 percent more weight.
How is this possible? First, a calorie is most definitely not a calorie—despite what you’ve been told. That’s one of the first things you’ll discover when you start Going SANE. And it brings us to one of the dumbest of all diet myths.

**DUMB DIET Myth #3**

**All calories are equal.**

That’s a LIE. You can eat the same number of calories and still burn more body fat.

It sounds crazy, but check the science from this shocking study.

- Researchers at Cornell University split people into groups, each eating 1,800 calories a day. The group who ate the higher-quality calories lost 86.5 percent more body fat than the “typical” dieters—even though they ate the same calories.
- A similar study at the U.S. Naval Hospital revealed that simply by altering the quality of foods consumed (NOT the number of calories), test subjects lost twice as much body fat in just 10 days.

The idea that all calories are created equal must be one of the oldest and dumbest diet myths of all time.

Look at it this way. If you were thirsty, would you stop in the road and drink from a muddy, polluted creek?

Of course not. Because the issue is not just quenching your thirst. You know that water quality matters a lot. So the solution to the water problem isn’t to drink less water. The solution is to drink higher-quality water to quench your thirst. It’s the same with your diet.
The answer to losing weight is NOT to eat LESS food but rather to eat MORE higher-quality (SANE) food.

That’s why all calories are most definitely not created equal inside our bodies.

In a study conducted at Marshall University, the test subjects were divided into two groups.

✓ Group 1 went on conventional low-calorie diets.
✓ Group 2 went on a low-carb diet and were told they could have an unlimited number of calories.

The results were shocking.

The limited-calorie group GAINED 5 POUNDS. The unlimited-calorie group LOST 11 POUNDS each.

So when you want to lose weight, the quality of your calories matters. And that’s where your SANE Plan makes your life easier and more delicious at the same time.

When you get started, you’ll discover how to identify a “quality” calorie, which means you can eat all you want.

These delicious foods help lower your body’s set-point (the weight range your body works to return to) with every mouthwatering bite.

How do you find these foods? Don’t worry Jonathan will cover this in your upcoming meeting with him.

Discover the secret of “SANE” eating for life!
As you start Going SANE, you’ll learn the FOUR simple principles that decide whether a food will help you lose weight (eat all you want)...or sabotage your weight loss goals. Here’s how the principles work...

- **Satiety**: How quickly the calories fill you up and how long they keep you full.
- **Aggression**: How likely the calories are to be stored as body fat.
- **Nutrition**: How many nutrients—vitamins, minerals, essential fatty acids, essential amino acids—the calories provide.
- **Efficiency**: How many of the calories can be stored as body fat.

When you choose SANE foods that meet these core principles, you can do some things absolutely astonishing for your body.

1. **You can heal & balance your hunger hormones.**
   That includes the hormones that control fat storage, cravings, & your blood sugar.

2. **You can lower your set-point to that of a naturally thin person.**
   And just like that thin person, you can become very efficient at burning fat—even if you eat more calories. Your body has no choice but to lose weight.

“How do I know which foods are SANE...and which are INSANE?”

It’s easy. We’ve done all the hard work for you.

All you need to do is make sure you are on time for your interactive masterclass webinar with Jonathan...and you will be shocked how simple slim can become!

**Double check your calendar now and we’ll see you soon!**
What happens when you Go SANE?

Turn the page to ask the REAL PEOPLE who “went SANE” with us! And look what happens when you discover the TRUTH about losing weight once and for all...
My fasting glucose dropped from 270 to 160 in 2 weeks.
- I fended off the need to go on insulin.
- I lost 13” off my waist while eating more.
- I reversed my diabetes and lost 42lbs.
- My doctor is taking me off my cholesterol medication.
- I feel 30 years younger.
- I have dropped 7 lbs. in 5 days while eating more.
- This has literally changed my life.

I lost about 50 lbs. in the first four months without starving.
- A lifesaving program.
- My cholesterol dropped by 50 points
- I’m so happy with this I could cry.
- Your skin will glow and your energy will soar.
- I actually cried in the dressing room.
- Lowered my blood sugar by over 100 units in 4 weeks.
- You will be a new you in no time.

I’m 2 weeks in and I’m down 9 lbs.

The weight-loss is just a bonus to me now. The real win is how I feel.

I lost 10 lbs. of fat and gained 4.5 lbs. of muscle in under a month
- Believe it and get to work. A miracle awaits you.
- I am never hungry and I’m losing a pound a week.
- I can’t believe how much this is changing my life.

My rheumatoid arthritis symptoms are basically gone.

My hypothyroid symptoms have been eliminated.
- This will change your life.
- My premature ventricular contractions stopped.
- My sleep apnea stopped.

I’m 30 days in and down 22 lbs.
- I am off my medication for IBS.
- Can I do this for life? Yes, most definitely.
- Pounds will simply drop off for good.
- I lost 10 lbs. while feeling great.

Boy, does this thing work. 10 weeks = 20 lbs.
- I’m completely blown away with the dramatic results.
- My blood pressure stabilized.
- This will amaze you and forever change you.
- I’m not hungry, I feel great, and I’m shedding pounds.
- This will change your life dramatically.
- I’ve seen a 3” reduction in belly fat in 4 weeks and I am eating more.
- On my short list of life changers.

I feel so much better.
- My energy has returned.
- My cravings are gone.
- This will forever change the way you think about diet and exercise.
- I no longer get distressed about the number on the scale.
- I dropped more dress sizes than when I ate 500 calories per day.

Lost so much, I had to get a new driver’s license photo.
- This is the Holy Grail to good health.
- I dropped 2% body fat in a week.
- In 2 weeks I have lost 7 lbs. without feeling deprived.
- **I almost lost my pants while walking across the parking lot.**
- My skin feels tauter, I feel calmer, and everything feels great.
- My skin looks clearer, my eyes are brighter, and my mood is lifted.
- I feel more alive.
- Holy cow...this is incredible material.
- You can lose weight without hunger.
- **I have more energy than ever.**
- I am enjoying tremendous success.
- This returns science to the subject of nutrition.
- This is nothing short of amazing.
- This is the real deal. Highly recommended.
- This is the new Bible for health.
- **My anxiety and panic attacks have decreased dramatically.**
- Incredible. Fantastic.
- Makes complete sense.
- This is the most important “weight-loss” plan published ever.

- **I lost 25 lbs. The eating is effortless and the workouts are brief.**
- I can stick with this for the rest of my life.
- **I lost 2” off my belly in a week.**
- Decidedly sound. I highly, highly recommend it.
- Simple and easy to follow.
- This is a must read for everyone who cares about living the best they can.
- A comprehensive guide to the science of weight loss.
- It is pretty much a way to change your life.
- **I am never hungry. I do not crave food.**
- I feel great and have a lot more energy.
- Truly a game changer in the world of weight loss, fitness and health.
- **I feel better, sleep better, and am overall better.**
- Compelling and well researched.
- Can provide the missing info that can extend your life.

- I no longer need coffee to wake me up in the mornings.
- My taste buds have reset & I no longer have headaches every morning.
- I have more energy and fewer cravings.
- **This almost seems too easy.**
- Everyone needs to know how easy it is to change their lives.
- I’m eating more and in just over 2 weeks I have lost 4 lbs.
- I feel like I have come out of the fog and can finally see clearly.
- **I am so energetic now I almost feel hyper.**
- Increased energy level was the first thing I noticed.
- I have slept better, had better moods, no headaches.
- My skin glows.
- **I have no cravings for sweets or starches.**
- Myths are dispelled. Clarity is given.
- Systematically destroys myths and offers scientific findings in their place.
- Forget everything you thought you knew about nutrition and fat loss.
- I cannot recommend this enough.
- This can change your life.
- This makes sense.
- I can do this. So simple and yet so profound.
- Bar-none the best I've ever done, and the easiest to implement.
- You can't help but be changed.
- If doctors are to really help their patients, they would do well to try this program.
- Perhaps the best diet plan ever, period.
- **Thanks for changing my life.**
- The best plan of its kind I have found to date.
- True education in the sea of diet misconceptions.
- Exceptional. The advice works. I have lost about 30 lbs. so far.
- I feel very much different—like my body is humming.
- **Best investment I've ever made. Lost 4 lbs. in the first 3 days.**
- The best part is not being hungry all the time.
- Sound, intelligent and effective.

- People will be talking about this for years to come.
- Tells the truth about not only weight loss but the whole package.
- **Improve your health and spend a lot less time & money doing so.**
- Should be required reading for every American.
- Insightful and thought provoking.
- This is exactly what I've been looking for so long.
- Revolutionary and game-changing notions.
- A breakthrough.
- Rewarding and stimulating.
- A tour de force in the science of human metabolism.
- **Turns current dietary guru's knowledge upside down.**
- Please America. Please check-out the truth in this plan.
- Thank you so much. I have been waiting a long time for this.
- Not only helping me lose weight, but to be healthier too.
- **My body feels good and full, and I’m not a cranky mess.**

- Try this plan if you want to be lean and healthy.
- Will change the way you think about diet and exercise.
- Research we can really use. **Hope for the hopeless.**
- I'm grateful beyond words.
- **Try It. It will make a believer out of you. It made one out of me.**
- This is a game-changing approach.
- It works, definitely.
- Anyone who wants to lose weight and keep it off will benefit tremendously.
- This truly is the last diet plan you'll ever have to buy.
- **This has been the most impactful health-oriented plan I have tried.**
- A gem filled with interesting facts and "food" for thought.
- Great resource for those who want the truth about weight loss.
- Thoroughly researched, practical, and entertaining.
- The research here is impeccable.
At your start time, login to your webinar at SANELiveNow.com

See you soon!