

7 Days to

SANE™

HOW TO START EATING MORE AND BURNING MORE IMMEDIATELY

1) 24/7 Expert Coaching

Access caring personal coaching and Instant Answer Concierge™ service. Free yourself from guilt and confusion forever!



2) Revolutionary Fun App

Unlock patented SANE Score + Calories 2.0™ tracking technology! Fast-track fat loss, boost your energy, simplify life, and end complex calorie math!



3) Proven Step-By-Step Program

Enjoy extensive at-home exercise videos, SANE recipes, step-by-step guidance, how-to videos, and instant answers! Log in and live better immediately and permanently!

INTRODUCTION

Welcome to your SANE seven day quick start guide! There is nothing more intimate than what you put into your body. There is no higher honor than helping those you love live well. Endorsed by top doctors at The Harvard Medical School, Johns Hopkins, The Mayo Clinic, Yale, UCLA, and more, backed by over 1,300 studies, and supported by Jonathan Bailor's New York Times bestselling book *The Calorie Myth*, you can be sure that your SANE Solution will provide you and your family with the best the scientific and medical worlds have to offer.

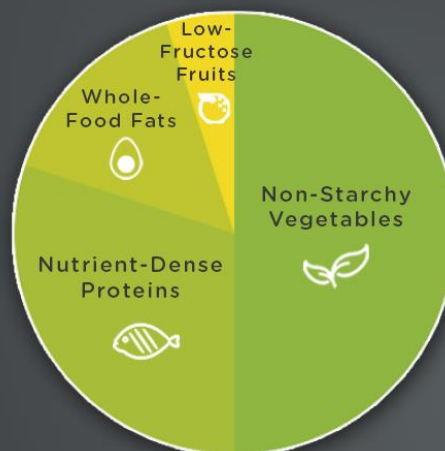
CRITICAL TIP: Please add service@SANESolution.com to your email safe senders list (if you use gmail, drag and drop SANE emails from your Promotions tab to your Primary tab). This ensures that all your upcoming premium support, coaching, and resources makes it to you safe and sound.

Before we get started, let's quickly review the paradigm of practical and permanent fat loss and robust health outlined by your *SANE Solution*.

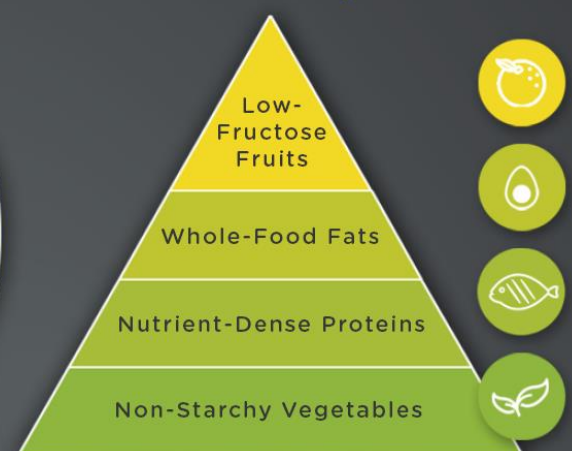
SANE

BY JONATHAN BAILOR

The SANE Plate



The SANE Pyramid



WHEN TO EAT

EVERY MEAL
(IN THIS ORDER)

Non-Starchy Vegetables

Nutrient-Dense Protein

Whole-Food Fats

Low-Fructose Fruits

Legumes

Other Fruits

Most Dairy

Other Fats

Starch

Sweets/Sweet Drinks

OCCASIONALLY
(IN THIS ORDER)

INFREQUENTLY
(IN THIS ORDER)

AVOID

The SANE Spectrum

Non-Starchy Vegetables

Nutrient-Dense Protein

Whole-Food Fats

Low-Fructose Fruits

Legumes

Other Fruits

Most Dairy

Other Fats

Starches

Sweets



Get Eccentric

Gradually, safely, and sustainably exercise as many of your muscle fibers as possible via 10 to 20 minutes of eccentric and smarter interval exercise per week.

Stay Hydrated

Drink water or green tea until the toilet is very light yellow or clear when you are done. Avoid drinking sugar at all costs. Stop drinking 3 hours before bedtime.

Stay SANE For Life

With your Premium SANE Plan, Tools, Resources, and Support!



Go SANE

Slowly eat so many non-starchy vegetables, nutrient dense proteins, whole food fats, and low-fructose fruits...in that order...that you are too full for processed starches, sweets, and fats.

Sleep More

Get at least 7 hours of undisturbed sleep per night. Never sleep less so that you can exercise or work more...more sleep will benefit you radically more than more cardio or emailing.

Restore Yourself

Stand, walk, play, meditate, dance, do yoga, stretch, or enjoy anything else that restores and energizes you (aka doesn't stress or bore you) as much as possible.



Eat More. Burn More.™

(S)ATIETY

(A)GGRESSION

(N)UTRITION

(E)FFICIENCY

Satiety is how quickly calories fill you up.

Aggression is how likely calories are to be stored as body fat.

Nutrition is how many vitamins, minerals, essential amino acids, essential fatty acids, etc., calories provide.

Efficiency is how easily calories are converted into body fat.

My Body Will Burn Fat Automatically If I Eat



Way way more Non-Starchy Vegetables

Way more Nutrient-Dense Protein

More Whole-Food Fats & Low-Fructose Fruits

Same amount of Legumes

Less Other Fruits & Most Dairy

Way less Other Fats, Starch, & Sweeteners

It's more likely to be SANE if:

- 1 Is high in water, fiber, & protein
- 2 Is found directly in nature
- 3 Is found on the perimeter of your grocery store
- 4 Is kept in your fridge or freezer
- 5 Has few ingredients in it

It's more likely to be inSANE if:

- 1 Is low in water, fiber, and protein
- 2 Is not found directly in nature
- 3 Is found in the center aisles of your grocery store
- 4 Is kept on your counter or pantry
- 5 Has many ingredients in it

Body fat is controlled by your *set-point*

Your set-point is controlled by hormones

Hormones are controlled by calorie *quality*

Quality is controlled by Satiety, Aggression, Nutrition, Efficiency (SANEity)

SANEity is controlled by water, fiber, and protein

Which means you can

Eat foods *packed* with water, fiber, and protein

Avoid foods *low* in water, fiber, and protein

So you *increase* the SANEity (quality) of calories as much as possible

So you can *decrease* your set-point and heal your body

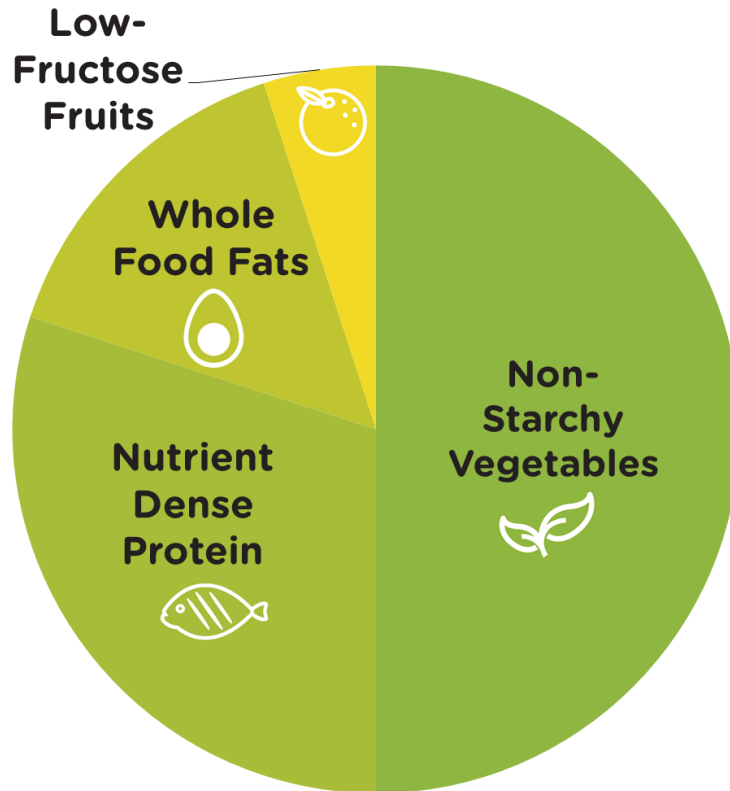
So you automatically burn fat!



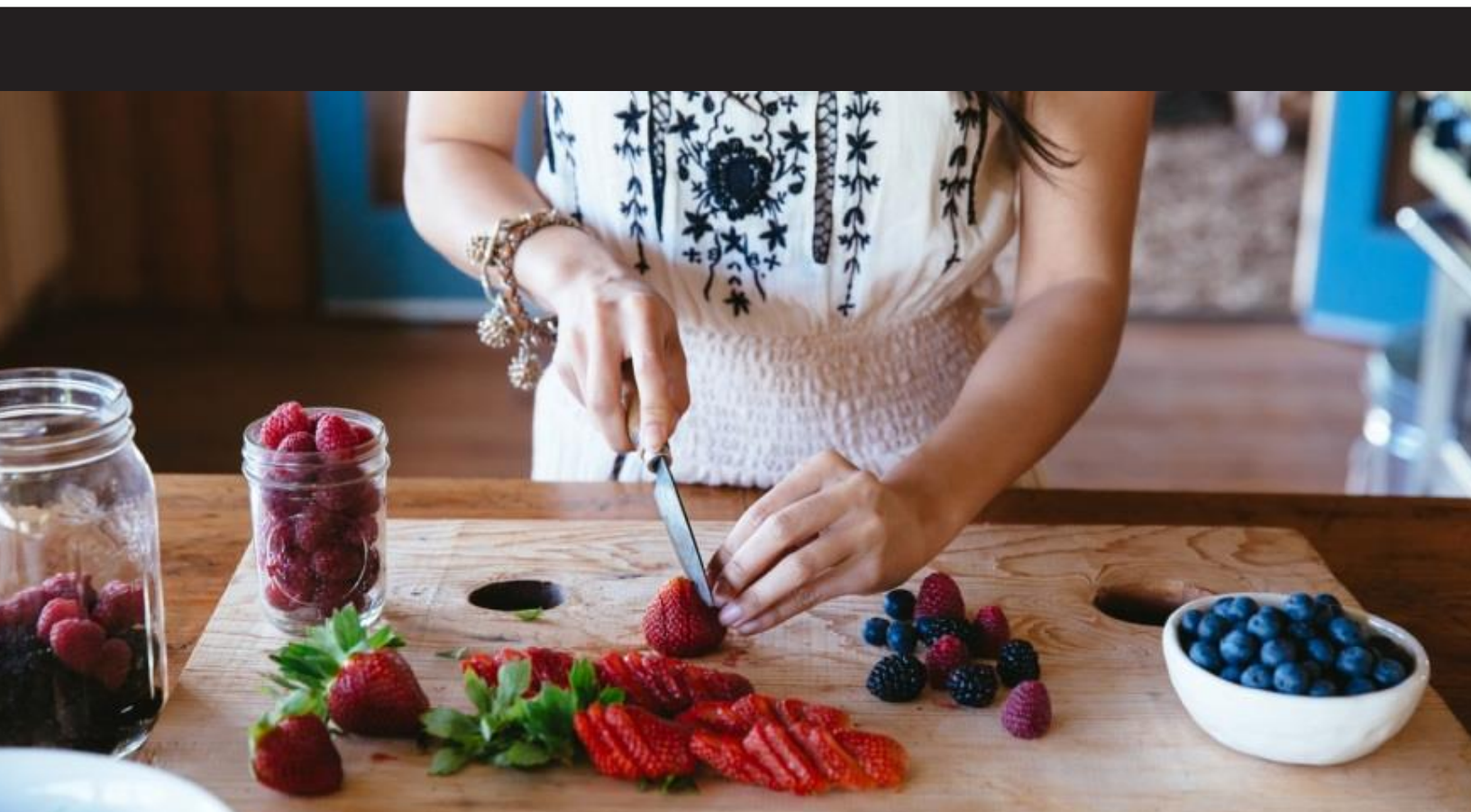
SANE EATING OVERVIEW

A SANE lifestyle is as simple as staying so full of non-starchy vegetables, nutrient-dense protein, whole food fats, and low-fructose fruits—in that order—so you don't have room for inSANE processed starches, sweets, and trans-fats. When eating out, pass on the pasta and rice and ask your server to "hold the starch but double the vegetables." At home, skip the rolls and enjoy a larger helping of a protein-packed main course and two or three extra helpings of non-starchy vegetables.

When picking which foods to eat more of, the SANE approach is keeping your selections as close to a plant you could gather or an animal you could hunt. Why? Generally speaking, the more natural something is, the more SANE it is. This point has nothing to do with eating organic versus non-organic food. Until someone discovers a Cheerios tree, a pasta plant, or a bread bush, non-organic spinach or blueberries are more SANE than organic Cheerios, pasta, or bread. Think of it almost like paint by numbers, making your SANE plate look like this:



Modern science has also discovered that within the primary SANE food groups of Non-Starchy Vegetables, Nutritious Protein, Whole-Food Fats, and Low-Fructose Fruits there are optimal options that will fast track your progress! All of the food lists below provide common examples. They are not exhaustive. There are way too many SANE food options to list them all!



GROCERY LIST



NON-STARCHY VEGETABLES (10+ SERVINGS PER DAY)

TIP: To make your life easier, you can get many of these foods delivered to you by visiting SANESolution.com and clicking FOOD/STORE at the top. That will take you to your SANE Whole Foods Store where you will also find little known SUPER-SANE whole foods (no pills needed!) that will turbocharge your metabolic healing, fat loss, and health gains.

OPTIMAL

(DEEP GREEN LEAFY VEGGIES)

Alfalfa, Arugula, Bok Choy, Barley Grass, Brussels Sprouts, Chard, Garlic, Greens, Kale, Kelp, Mixed Greens, Moringa, Neem, Romaine Lettuce, Seaweed, Spinach, Spirulina, Watercress, Wheat Grass

NORMAL

(VEGGIES YOU COULD EAT RAW)

Alfalfa Sprouts, Artichoke, Asparagus, Bean Sprouts, Beets, Bell Peppers, Broccoli, Cabbage, Carrots, Cauliflower, Celery, Cucumber, Eggplant, Endive, Green Beans, Leeks, Mushrooms, Onion, Peppers, Squash, Sugar Snap Peas, Tomatoes, Zucchini





NUTRIENT-DENSE PROTEIN (3 TO 6 SERVINGS PER DAY)

IMPORTANT NOTE FOR VEGETARIANS & ANYONE WITH SPECIAL NEEDS

SANE can be enjoyed along with any lifestyle such as vegetarian, paleo, low-carb, and during any life stage. While your SANE Certified Coaches can provide 1-on-1 guidance on personalizing your SANEity, the short version is that **everything here is a suggestion (not a requirement), and you can customize your menu to include the SANEst versions of foods compatible with your lifestyle.** For example, a SANE vegetarian would NOT start eating meat. Rather, she would learn how to choose the SANEst vegetarian protein options. And then, that SANE vegetarian would hopefully enjoy life-changing SANE Success like—for example—[Cristina Hanganu-Bresch](#).

OPTIMAL

**(SHELL FISH, FATTY FISH,
ORGAN MEATS)**

**Oysters, Clams, Mussels,
Liver, Salmon, Sardines,
Anchovies, Sea Bass, Tuna**

NORMAL

(HUMANELY RAISED SEAFOOD AND MEATS)

Catfish, Chicken, Cod, Cottage Cheese, Egg Whites Combined with Whole Eggs, Flounder, Grass-Fed Beef, Ham, Lamb, Lean Conventional Beef, Plain Greek Yogurt, Pork, 100% Pure Unflavored Whey, Pea, or Rice Protein Concentrate with No Additives, Shrimp, Snapper, Squid (Calamari), Tilapia, Trout, Turkey





WHOLE-FOOD FATS (3 TO 6 SERVINGS PER DAY)

OPTIMAL

(UNIQUELY NUTRITIOUS)

Coconut, Cocoa/Cacao, Avocado,
Flax Seeds, Chia Seeds, Macadamias,
Olives, Coconut Flour, Cocoa/Cacao
Nibs, Coconut Milk

NORMAL

(EGGS, RAW NUTS AND SEEDS)

Almonds, Brazil Nuts, Chestnuts, Eggs,
Hazelnuts, Hemp Seeds, Pecans,
Pistachios, Pumpkin Seeds, Sunflower
Seeds, Walnuts

TIP: Peanuts are legumes (vs. whole-food fats). And yes, the cake below is SANE. It's made with coconut flour, SANE sweeteners, and other goodness found [here](#).





LOW-FRUCTOSE FRUITS (0 TO 3 SERVINGS PER DAY)

OPTIMAL

(LEAST SUGAR, MOST NUTRITION)

Acai Berry, Goji Berry, Noni Fruit,

Purple Aronia, Mangosteen

NORMAL

(BERRIES AND CITRUS)

Blackberries, Blueberries, Boysenberry,
Cranberries, Cantaloupe, Casaba Melon,
Cherries, Coconut Water, Grapefruit,
Guava, Lemon, Lime, Nectarine, Papaya,
Peaches, Raspberries, Rhubarb,
Strawberries



SANE SERVING SIZES

Here are some guidelines to help determine how many serving of each type of food you are taking in each time you eat.

TIP: Your premium app helps here. You:

- 1. SNAP: Record your meals and tag food groups (we will help).**
- 2. SCORE: See the quality of what you're eating instantly via your SANE-O-Meter.**
- 3. SUCCEED: Stay supported with instant feedback and coaching. No more isolation and starvation!**

If you don't use apps, you can do this right on your Ignite website or enjoy the printable tracker at the end of this eBook.



Keep in mind that everything related to serving sizes is a general guideline. It is easy to get mired in details and to complicate things. Please stay focused on the big picture and use these guidelines to estimate your intake as accurately as you can. As a general rule, most people wildly underestimate their starch, sweets, oil, and cheese intake. A bagel is at least four servings of starch, not one. A big bowl of enriched sweetened cereal is four servings of starch and four servings of sweets, not one serving of starch. It's easy to eat four servings of pasta in a single sitting. On the other hand, your estimate about a serving of nutrient-dense protein and non-starchy vegetables is probably quite close. No need to buy a food scale. Just increase your estimates around servings of starches, sweets, oils, and cheeses.





NON-STARCHY VEGETABLES (10+ SERVINGS PER DAY)

If raw and leafy, a serving is the size of two of your fists. If raw and not leafy, a serving is the size of your fist. If cooked, a serving is a little smaller than the size of your fist.

Most people stop eating naturally at about three servings in a single sitting. It is practically impossible to overeat non-starchy vegetables. You would get too full.

Examples of a single serving of non-starchy vegetables:

- Three cups of raw leafy green vegetables
- Six asparagus spears
- Eight baby carrots
- Five broccoli florets
- One Roma tomato
- Four slices of an onion
- Five cherry tomatoes
- Five sticks of celery
- One whole carrot
- A half cup of cooked spinach
- 1 TBSP whole-food veggie power



NUTRIENT-DENSE PROTEIN (3 TO 6 SERVINGS PER DAY)

IMPORTANT NOTE FOR VEGETARIANS & ANYONE WITH SPECIAL NEEDS

SANE can be enjoyed along with any lifestyle such as vegetarian, paleo, low-carb, and during any life stage. While your SANE Certified Coaches can provide 1-on-1 guidance on personalizing your SANEity, the short version is that **everything here is a suggestion (not a requirement), and you can customize your menu to include the SANEst versions of foods compatible with your lifestyle.** For example, a SANE vegetarian would NOT start eating meat. Rather, she would learn how to choose the SANEst vegetarian protein options. And then, that SANE vegetarian would hopefully enjoy life-changing SANE Success like—for example—[Cristina Hanganu-Bresch](#).

As a general rule of thumb, a food is a Nutrient-Dense Protein if it's found directly in nature and more of its calories come from protein than from fat or carbohydrate (more info below). Exceptions include some low-sugar dairy products and natural [SANE Protein Powders/Bars](#).

For best results, be sure to enjoy a total of about 30 grams of protein (about the size of a man's hand) every time you eat.

Determining if a food gets more of its calories come from protein than from fat or carbohydrate is as easy as 1-2-3:

1. Look at the nutrition label and multiply the grams of protein in a serving by 4.
2. Divide that number by the number of calories in a serving.
3. Multiply by 100 and that's the percent of calories in the food from protein.

For example, consider a can of tuna. It contains 42 grams of protein and 191 total calories. 42 grams of protein times 4 calories per gram of protein equals 168 calories from protein. 168 divided by 191 total calories equals .88. Multiply that by 100 and you see that this tuna is 88% protein. Easy, protein-packed, and delicious!

Most people would stop eating naturally at two servings in a single sitting. Except men trying to “prove their manhood” at barbeques, it is practically impossible to overeat nutrient-dense protein. You would get uncomfortably full.

Examples of a single serving:

- A piece of humanely raised meat or fish about the size of your hand
- A heaping cup of cottage cheese or *plain* Greek yogurt
- Four tablespoons of pure unflavored whey protein concentrate
- One whole egg + five egg whites
- Eight egg whites
- A can of tuna



WHOLE-FOOD FATS (3 TO 6 SERVINGS PER DAY)

As a general rule of thumb, a food is a Whole-Food Fat if it's found directly in nature and more of its calories come from fat than from protein or carbohydrate. Determine this the same way you did for protein except multiply grams of fat per serving by 9 (since fat has 9 calories per gram...not 4 like protein).

For example, a large egg contains 5 grams of fat and 71 total calories. 5 grams of fat times 9 calories per gram of fat equals 45 calories from fat. 45 divided by 71 total calories equals .63. Multiply this by 100 and you see that an egg is 63% fat and is therefore a Whole Food Fat. Also note that two large eggs are a single serving of Whole-Food Fats as together they contain a total of 142 calories.

A serving is about the size your middle and pointer finger side by side. If the nuts are mashed into butter (that is, natural nut butter), a serving is the size of your thumb. Two whole eggs are a serving. When combined with non-starchy vegetables and nutrient-dense protein, most people would stop eating naturally at two servings in a single sitting.

When in doubt, a serving of Whole-Food Fats contains about 150 calories.

Examples of a single serving of less common whole-food fats

- Half cup [coconut flour](#)
- “Unlimited” [cocoa](#) ([more info](#))
- Two cups [SANE coconut milk](#)
- Quarter cup [chia seeds](#)
- Quarter cup [chocolate bites/cacao nibs](#)
- Quarter cup [flax seeds](#)



LOW-FRUCTOSE FRUITS (0 TO 3 SERVINGS PER DAY)

A serving is the size of your fist. Most people would stop eating naturally at two servings in a single sitting. It is practically impossible to over eat berries and citrus fruits. The food would become unappetizing. The first orange would be tasty. The second one would be good. The third one would be tiresome. The fourth wouldn't be appealing.

Examples of a single serving of low-fructose fruits:

- Six strawberries
- One orange
- Half of a grapefruit
- Half cup of blueberries



LEGUMES/BEANS (0 TO 1 SERVING PER DAY)

A serving is the size of your fist.



OTHER FRUITS (0 TO 1 SERVING PER DAY)

A serving is the size of your fist.



MOST DAIRY (0 TO 1 SERVING PER DAY)

A serving of butter is the size of the tip of your thumb (one tsp.). A serving of cheese is about the size of your thumb. A serving of milk and yogurt is one cup (8 oz.). Most people could easily eat four servings of butter or cheese but only a serving or two of

milk or yogurt in a single sitting. Baked goods can saturate you with butter before you know it. Every time anyone eats pizza, they are likely eating over four servings of cheese. Butter and cheese are easy to overeat.



OTHER FATS (0 TO 1 SERVING PER DAY)

A serving is a conventional fatty steak or dark meat that is the size of your hand. A tablespoon of oil is a serving. [Coconut oil](#) is the SANEst oil.

Barring men trying to “prove something,” most people would stop eating fatty meat naturally at two servings in a single sitting. Yet it is extremely easy to over eat oil. Eat anything fried and you will easily eat at least four servings of oil.



STARCH/STARCHY VEGETABLES (0 SERVINGS PER DAY)

Serving sizes vary. The key point is that a serving of starch is small. For example, a medium bag of popcorn contains eight servings. Starches are extremely easy to over eat because they are dry, relatively low in fiber, and protein poor. Most people over eat starch daily without knowing it. When ranchers want to fatten livestock, they stop feeding their cows non-starchy vegetables and start feeding them starch (generally corn). If you do not want to fatten yourself, avoid starch.

TIP: As a general rule, if it is not sweet, does not need to be refrigerated, and take a long time to spoil, it likely fits in this group. If you can’t find it directly in nature (aka there’s no such thing as a bread bush) and it is not sweet, it likely fits in this group.

The number of starch servings in common foods:

- inSANE baked goods → Four servings | Baked potato → Three servings
French fries → Four servings | Pasta and rice → Four servings



SWEETS/SWEETENED DRINKS (0 SERVINGS PER DAY)

Ten grams of “sugar” (anything with calories which is added to food to make it sweeter) is a serving. Sweets are the easiest food to over eat. Some sweeteners aren’t even recognized as food by the body and never trigger a full feeling. This is why you can take in three servings of sweets by drinking a soda and still have plenty of room for a super-sized value meal. Traditional portions of sweets and sweetened drinks contain three to eight servings of sweets. The fastest way to gain fat and damage your health is to eat and drink sweeteners.

TIP: If it is sweet, does not need to be refrigerated, and takes a long time to spoil, it likely fits in this group.

NOTE: Natural non-caloric sweeteners such as stevia, erythritol, xylitol, and Luo Han Guo do not count as a serving of anything. You can find these in your [SANESStore](#).

The number of sweetener servings in common foods:

- Can of soda → Three servings | Desserts → Four servings
- Sweetened cereal → Four servings | Candy → Three servings
- Store-bought fruit juice → Three servings

A GUIDE TO YOUR SPECIFIC GOALS

It is perfectly reasonable to reach this point and say, “I do not always want to substitute non-starchy vegetables, nutrient-dense protein, and whole food fats for starches and sweets for the rest of my life.” It’s all good!

Your *SANE Solution* isn’t about being perfect. Do your best to get the big things right most of the time. Going SANE is all about progress rather than perfection. You can burn as little or as much body fat as you want to. You are in control.

HOW TO GET STARTED

- Eat one or two servings of nutrient-dense protein with lunch and dinner.
- Trade starch and sweets for two servings of non-starchy vegetables at lunch and dinner.
- Eat inSANE dessert once per week, and SANE desserts up to three times per week.
- Actively try to drink more water and green tea.

Which amounts to using your SANE app to eat this daily:

- 0 to 3 servings of starches
- 0 to 2 servings of sweets
- 2 to 4 servings of nutrient-dense protein
- 5 to 7 servings of non-starchy vegetables
- 1 to 2 servings of whole-food fats
- 0 to 2 servings of low-fructose fruits
- 64 ounces of water / 5 bags of green tea

Get seven hours of undisturbed sleep per night.

Walk and stand as much as possible.



<p>HOW TO BECOME FIT</p>	<ul style="list-style-type: none"> - Eat one or two servings of nutrient-dense protein with breakfast, lunch, and dinner. - Almost always trade starch and sweets for protein and non-starchy vegetables. - Eat only SANE desserts up to two times per week. - Drink water and green tea often. <p>Which amounts to using your SANE app to eat this daily:</p> <ul style="list-style-type: none"> - 0 to 3 servings of starch - 3 to 5 servings of nutrient-dense protein - 8 to 10 servings of non-starchy vegetables - 2 to 4 servings of whole-food fats - 0 to 2 servings of low-fructose fruits - 96 ounces of water / 8 bags of green tea <p>Get at least seven hours of undisturbed sleep per night.</p> <p>Walk and stand as much as possible.</p> <p>Exercise smarter as described at SANESolution.com</p>
<p>HOW TO TURN HEADS</p>	<ul style="list-style-type: none"> - Eat one or two servings of nutrient-dense protein with at least breakfast, lunch, and dinner. - Always trade starch and sweets for nonstarchy vegetables. - Eat only SANE desserts once per week, not because you are depriving yourself, but because you are often too full for dessert. - Drink so much water and green tea that you don't have room to drink anything other than unsweetened coffee. <p>Which amounts to using your SANE app to eat this daily:</p> <ul style="list-style-type: none"> - 4 to 6 servings of nutrient-dense protein - 12 to 19 servings of nonstarchy vegetables - 3 to 6 servings of whole-foods fats - 0 to 1 serving of low-fructose fruit - 128 ounces water / 10 to 15 bags of green tea <p>Get at least eight hours of undisturbed sleep per night.</p> <p>Walk and stand as much as possible.</p> <p>Exercise smarter as described at SANESolution.com</p>

YOUR LONG-TERM SANE SUCCESS

During our time together, you are going to hear the word **long-term** a lot.

Why?

Because a “short-term weight loss” mindset is more fattening than soda, doughnuts, ice cream, and potato chips combined!

Here’s what I mean: Have you ever lost weight and then gained it back?

Would you like to stop “yo-yo” dieting, and instead **achieve *long-term enjoyable* weight loss?**

If you don’t want to “yo-yo” diet, if you don’t want to gain back much more weight than you lose, and if you want to enjoy the process...

Then you **MUST** focus on **long-term metabolic healing** instead of short-term weight loss. And **here’s the secret** that will change your life forever **if you let it...**

Diet strategies that cause a *little* temporary weight loss in the short term actually **HARM** your metabolism and cause long-term weight *gain*.

Yes, there are approaches that make you temporarily lose seven pounds in seven days, but those same approaches will cause you to **gain back twice that weight** a month later.

The SANE lifestyle we will guide you through over the coming months is the complete opposite. Together, we will break free from short-term thinking, starvation dieting, and body shame. Instead, we will **patiently, permanently, and persistently heal** your body, mind, and spirit. Ok?

Now imagine something with me...

Since this dangerous *short-term* weight loss mindset causes you to gain weight *long-term*, could it be possible that the plan for safe *long-term* weight loss doesn’t cause dangerous temporary *short-term* weight loss?

Well, the surprising truth is... that's what science has shown!

To achieve **enjoyable and sustainable long-term** weight loss, you **MUST** ignore your weight for a couple of months because **your permanent metabolic healing** *may* not show up on the scale immediately.

Healing your broken metabolism is like healing a broken bone. You have to assist your body and then **allow it time to heal itself**. No pill or quick-fix gimmick will do the job in a week—but your body will heal you broken bone (and metabolism) **automatically and permanently** if you **give it time**.

And that is awesome because...

Aren't you tired of losing *a little* weight for a few weeks only to gain *a lot* more weight later?

Think about it this way:

If you could take a pill that causes you to stay at your current weight for two months and then to **lose all of your excess weight for the rest of your life with no negative side-effects**, would you take it?

Well, I have good and bad news...

The bad news: That “pill” doesn’t exist. The good news: The SANE Ignite *Program* works just like that “pill” and now you have it!

If you give yourself permission to **break free from short term thinking** and **patiently and consistently** work your SANE Ignite program...

The best science in the world **GUARANTEES** that you will be on a path to life-changing long-term success!

You **WILL lose all of your excess weight for the rest of your life if you give your body the TIME** and tender love and care it deserves.

For the sake of both your physical and mental health, please give yourself permission to focus on the *rest of your life* instead of the rest of the month.

You already know how to temporarily lose a little weight in the short-term only to gain even more back in the long-term.

Please let us free you from those insane temporary weight loss approaches which only focus on the next 30 **days**...

So that you can learn the new SANE approach to losing ALL your excess weight for the next 30 **years**!

To get started, if you don't want to lose **a little** weight temporarily only to gain **a lot** of weight permanently...

Write down these three words and read them out loud twice a day:

1) Patience

2) Self-Love

3) Consistency

Because they describe your three emotional keys to long-term success.

We will go much deeper in your Step-By-Step program, but it's critical you know right from the start:

Your SANECertified Coaches and I will NEVER give up on you.

And we hope and pray that you will NEVER give up on you because the bottom line is...

If you do not want the results you have gotten in the past, then you cannot do what you have done in the past.

If I could pass along only one piece of advice after helping over 100,000 people over the past 15 years permanently reach their weight-loss goals, it is:

Free yourself from the chains of the short-term thinking (i.e. “How much weight did I temporarily lose this week?”), and instead embrace a long-term “eternity of SANEity” mindset!

I promise we will give you everything we’ve got if you promise to give yourself the daily gifts of patience, self-love, and consistency. We will take care of you for the long term if you will take care of you for the long term :)

So go ahead and confidently place the magnet on your fridge and proudly put the bumper sticker on your car. They are your constant reminders to take care of yourself each and every single day. Declare your SANEity!

Remember this...**now is your time**, we are your SANE Family, and these are your proven tools for lasting weight loss success. **Welcome home.**

SANEly and Gratefully,



Jonathan Bailor | Your Personal Wellness Coach, SANE Founder, and New York Times Bestselling Author

P.S. To ensure you get the best results possible, **please put the following reflection “My SANEity” on your refrigerator** and read it out loud twice daily. This simple seven second habit will do more for your sanity and SANEity than every disproven “eat less, exercise more” gimmick and quick-fix combined.

P.P.S. Here are a few more key reminders as you get started on your SANEity:

- SANE eating is a lifelong, enjoyable, simple, and delicious way of eating. **It is not a repackaging of the calorie-counting diets that failed you.**
- **You will NOT be** memorizing endless food lists and **following unrealistic minute-by-minute meal plans.** As you probably already have seen, they don't work in the real world, and they don't work long term.
- Life is crazy. Things happen. And heck, people have different tastes in food, so while minute-by-minute "eat exactly this right now no matter what" endless lists might make for good reality TV, **if they worked in the real world, you would have already met your goals.**
- **To get a different result** (long-term metabolic healing), **you MUST take a different approach.** That's what you will find here.
- When you approach your new SANE life with the next 30 years in mind rather than the next 30 days, **you will learn the underlying principles that enable you to make the SANE choices easily—forever.**
- Think of your new approach as the difference between memorizing the sum of every possible combination of numbers versus learning the underlying principles of how addition works. Once you understand addition, lists and memorization aren't necessary as you know what to do with any combination of numbers—forever.
- The same thing applies with food. Once you understand the new science of SANE eating, **you will know exactly what to eat (and what to avoid) everywhere you go—forever—without any lists** or any memorization.

This new approach makes your life so much simpler and will forever free you from all the confusing and conflicting weight-loss information you've been told. So please allow me to congratulate you on coming to the life-changing realization that **to get different results than you've gotten in the past, you must take a different approach than you used in the past!**

The great news is that when you combine a calm, gradual, long-term, and progress vs. perfection mindset with your scientifically proven SANE tools, program, and coaching, you are **guaranteed to burn belly fat, boost energy, and enjoy an unstoppable sense of self-confidence!**

The tools and community you now have access to have helped over 100,000 people in over 37 countries burn fat long-term....and they will do the same for you if you let them, trust them, and give them time to permanently heal you. Remember your goal: **Long-term metabolic healing** (vs. short-term weight loss).

Thank you for taking the road less travelled...it will make all the difference!

—Reminder—

Please print the following reflection “My SANEity,” place it on your refrigerator, and read it out loud twice daily.

My SANEity

If “just tell me what to eat” worked, I would be “eating it” already.

If counting calories & points worked, I would be “thin” already.

If trying to be perfect worked, I would be “perfect” already.

If quick-fixes worked, I would be “fixed” already.

So what works?

Well...What *haven't* I tried yet?

Courageous consistency?

Unconditional self-love?

Calm patience?

SANE eating?

THAT is what works.

To achieve a different result, I will take a different approach.

Living SANE works. It will. It is proven biology.

So I will give myself the courageous consistency, unconditional self-love, calm patience, and proven SANEity I deserve!

And with 6 months of patient, consistent, and self-loving SANEity, I will permanently enjoy the energy, body, health, and happiness of my dreams!

I will be SANE :)

DATE:

[illegible]