

**Now ... you can join hundreds of other men over 40 who are LOSING WEIGHT and BUILDING LEAN, HARD, SEXY MUSCLE ... using little-known secrets revealed by a successful personal trainer, nutritionist, and body builder.**

**You'll get 61 "insider" tips – no holds barred – that include: dozens of can't fail strategies for getting lean and staying there ... unusual and effective shortcuts to getting the body you want ... and how to cut fat and add muscle in the shortest time possible!**

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**Dear Fellow Men Over 40,**

I heartily invite you to take a journey with me and the **many hundreds of other men over 40 who have used my techniques to achieve AND maintain a body that is muscular, robust, and virile.** My name is Jim Hart and I'm a successful personal trainer, nutritionist, and body builder. As a personal trainer I work almost exclusively with men over 40. These are **men just like you** who refuse to give in to society's programming that tells us once we hit 40, our dreams of having a great body are impossible and that "it's all over."



One of my clients has a saying that has become one of my personal favorites ... to stay motivated he tells himself,

**"You've come too far in life to take orders from a cookie."**

And isn't that just so true? By the time we get to 40 or older, we've worked hard to get where we are. We're decisive, and we're in control of our lives. It's just plain silly to think we can't control how we look and feel as well. And there are too many myths out there about aging – myths that are kept alive by people who prefer to stick to rumors than admit they **could** have the body they wanted if they'd just make the commitment. In fact, we've all heard this one ...

**"Just wait till you hit 40, you'll get flabby and put on weight and there's nothing you can do about it."**

Let me tell you that **JUST ISN'T TRUE.** In fact, have you heard of the "Masters Class" body builders? Most amateur and professional bodybuilding shows now have a growing number of body builders who are 40, 50, 60 or more! Olympic greats like Ed Carney, Frank Zane, Robby Robinson, and Bob Parris all look as good today as they did 20 years ago. But don't take my word for it, consider this:

*Landmark studies conclude there is really no difference in the muscle tissue between that of a 30-year-old and a 70-year-old. Biopsies done in lab tests show the muscle tissue of a 70-year-old functions the same as a 30-year-old (Journal of Applied Physiology, April 1996).*

The idea that flabbiness and lack of strength are inevitable with aging is simply NOT TRUE. What we DO know is that inactive people are much more likely to see signs of aging, while **active people retain the qualities of a youthful body.**

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### How important is YOUR vitality?

Unfortunately, even as we learn more about human physiology, we Americans seem to be doing less and less to improve it. In fact, according to the surgeon general more than 60% of American adults are overweight. The surgeon general also warns that our nation's obesity problem has gotten so out-of-hand it may soon outdo tobacco as the leading cause of preventable deaths! Think about the following facts issued by the surgeon general:

- An estimated 300,000 deaths per year may be attributable to obesity
- The **risk of death rises with increasing weight.**
- Even **moderate weight excess** (10 to 20 pounds for a person of average height) **increases the risk of death, particularly among adults aged 30 to 64 years.**
- The incidence of heart disease (heart attack, congestive heart failure, sudden cardiac death, angina or chest pain, and abnormal heart rhythm) **is increased in persons who are overweight** or obese.
- Obesity can **affect the quality of life through limited mobility and decreased physical endurance as well as through social, academic, and job discrimination.**

I think we all know that carrying around extra pounds is bad. But, sadly, many people try to “fix” the problem with diet supplements and “eat all you want while losing weight” gimmicks. This article excerpt, published by *Science News Online* (Vol. 162, No. 6) sums it up pretty well:

“With some half of the adult U.S. population overweight – many individuals severely so – is it any wonder that the fastest growing segment of the dietary supplement industry is weight-loss aids? Since 1997, **sales of diet pills and related supplements have been increasing 10 to 20 percent annually to the point where last year they reached \$2 billion.**”

But it gets worse. Much worse. Those same companies that are vying for dieters' business are actually **BANKING ON THE FACT THAT THE SUPPLEMENTS WON'T WORK.** Why? Simple – if the supplements worked, the companies would soon be out of business because **EVERYONE WOULD BE THIN!**

Before starting my training program, many of my clients were victims of scams like the Electronic Ab Machine, others tried “fat burners, while still others thought the answer was taking steroids. Although these products **may** work temporarily, to truly be fit requires a commitment to exercise and diet. Furthermore, pills simply do not magically transform your body overnight. **There are many unsafe, unproven methods, scams, diets, machines, and gurus who are preaching an instant magic solution** to your diet and exercise problems.

In fact, the Federal Trade Commission released a government report that reviewed advertisements from various weight-loss approaches (including some very well-known ones). As reported in the Washington Post (Wednesday, September 18, 2002; Page A03), “Ads for billions of dollars of diet products and services sold each year often include false, misleading and exaggerated claims that promise rapid, effortless weight loss and unachievable goals.” The article goes on to state that “rampant, deceptive claims not only waste money but also place some consumers at risk.”

**TRUTH: The only way to truly GET FIT and HEALTHY is through good nutrition and the right exercise.**

I’m going to challenge the views you currently hold about losing weight and getting fit when you’re over 40. I’m going to give you powerful ideas so you, too, can believe that age is NOT a barrier when it comes to having a **muscular, strong body with high energy levels and outstanding health**. My program will give you a new lifestyle full of high energy, freedom from illness, a better mental and emotional outlook, and a **tight, well-conditioned body**.

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**So why should you listen to me?**

At this point you might be wondering ... Who is Jim Hart and why should I listen to him? That’s a valid question so let me tell you a bit about myself.

I’m a professional personal fitness trainer and nutrition consultant at the 12th street gym in downtown Philadelphia. I specialize in men over 40, a segment of the population I’ve worked with for most of my career. I know the physiology of the mature body and I use cutting edge research and technology in my practice. Being in my forties myself, I also understand the physical and lifestyle issues men face as they age.

And I’ll admit, I wasn’t always fit and healthy. Twenty years ago I was way overweight and out of shape. And boy I worked hard to get in shape and lose 60 pounds! I know what it’s like, and I know it requires hard work. I now compete in amateur bodybuilding competitions – at the age of 43! – and use my experience to coach beginners and veterans alike in developing fitness lifestyles that result in more successful and happier lives.

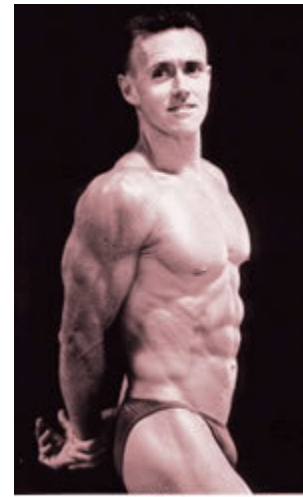
In addition to the experience and wisdom that comes with over 20 years in the fitness business, I also have the credentials that everyone looks for in a professional trainer and nutritionist:

- Certified as a **Master Personal Trainer** by the American Council on Exercise (ACE)
- Bachelor of Science in **Exercise Physiology and Kinesiology** (La Salle University)
- Certified **Nutrition & Lifestyle Counselor** (University of Pennsylvania)
- Certified **Massage Therapist**
- Completed certification program and active member of the **American Association of Lifestyle Counselors**
- Member of the **American College of Sports Medicine**

**But here's where I'm different.** I also hold a **Master Chef Degree** from the Philadelphia Restaurant School, and I owned and operated my own successful catering business for years that provided "Hart Healthy" corporate catering.

Using my training and experience with food, eating habits, and nutrition ... my ACE and Nutritional Lifestyle certification training ... AND twenty plus years of experience in the fitness industry ... I developed a unique program that effectively combines fitness and nutrition and helps men over 40 get fit **while avoiding the teeth gritting, white-knuckled will power and suffering through deprivation** method that *never* works in the long run anyhow!

My program advocates taking the **unusual** route of using lesser resistance and doing what feels right for you ... a strategy that guarantees greater, long-lasting success. There IS a way to lose weight and get fit without the pain and agony. It's my ....



Jim Hart in competition

## Ultimate Guide to Fat Burning & Muscle Building for Men Over 40

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You're probably like most men I train. Men in their 40s or older who hold regular jobs, and who are **just beginning to reach their peak levels of strength and mental focus.** Like them, you CAN make the changes necessary to have a "role model" body well into your sixties and beyond. Starting with small incremental steps, I take you to an apex of fitness you never imagined! And trust me, it WILL show. **And what an incredible feeling it is when people around you start noticing just how great your body looks!**

I **will** tell you right upfront that my program is NOT a temporary quick-fix weight loss gimmick that makes empty promises for overnight success. My program is a lifestyle change – one that will make you LOOK GREAT and FEEL FANTASTIC.

And that's what differentiates my program from the vast majority on the market today. It not only helps you lose weight and firm and strengthen your body, it results in a **LEVEL OF GOOD HEALTH THAT MOST PEOPLE NEVER EXPERIENCE DURING THEIR ENTIRE LIVES.**

**With the Ultimate Guide to Fat Burning & Muscle Building for Men Over 40 ...**

You **learn the secrets for burning additional fat without excessive amounts of aerobics and without tight food restrictions.** You learn how to quickly and effectively create metabolically-active muscle. You learn how to put your body on a long, slow simmer all day long!

My program clearly outlines which foods get you to that level and how to maintain sound nutrition **without** excessive sacrifice. And my exercise techniques show you exactly how to quickly increase metabolically active muscle through **targeted exercise.**

You'll learn the secrets to ....

- **Avoiding the negative aging mindset**
- Taking shortcuts to reach your fitness goal
- **The simple “fitness pyramid”**
- The “caveman” diet
- **The *Always/Sometimes/Never food list***
- How to eliminate all or nothing thinking
- **How eating six times a day helps you LOSE faster**
- How to build muscle FAST
- **Why overdoing cardio is actually BAD for your fitness**
- Why short workouts are best for men over 40
- **Which few supplements are the ONLY ones you need**
- Hidden techniques for better fat-burning
- The dirty little secret of the most successful dieters
- **Why willpower is useless in the long haul**
- The secrets to preventing slip-ups
- **The ONLY way to successfully get past a lapse**

Unlike many other programs, mine offers a powerful combination that guarantees your success! My program is not a “short report” full of theories and ideas. It's **167 pages of sound, practical advice and techniques.**

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Here's a brief excerpt from **Tips #2:**

“Quality shortcuts can provide the most direct route to truly outstanding fitness success and a feeling of accomplishment. Shortcuts will make your life better if you give them a fair try. I know that traditionally, taking the quickie route is often seen as less of an accomplishment. Many equate longer, more arduous workouts as the most noble and worthy path. ***Right?*** Try again!

Teeth gritting, white-knuckled will power and suffering through deprivation *never* works in the long run. No one likes to be in a place of pain or discomfort for too long. I advocate taking the **unusual** route of lesser resistance and doing what feels right for you within your comfort levels. My strategy provides greater, long-lasting success. If you want to become your best, consider some of my shortcuts, lighten up your frustration load, and watch what happens .....

But you know what? From here I don't just spoon feed you vague ideas and philosophies ... I tell you exactly **WHAT MY SHORTCUTS ARE!**

## Why would a trainer share hard-earned tips?

On the surface it doesn't make sense. Why would any trainer reveal secrets that took him decades to learn? I can see why you'd wonder about that. Here's the problem: I'm working 60 plus hours a week just to maintain a training schedule with my current clients. I'm also writing my third book, and give seminars, cooking demonstrations, and supermarket shopping tours. Frankly, I also provide "restaurant coaching" and conduct support groups for people who struggle with eating issues. I just cannot fit anything else into my schedule.

I decided the only way I could **debunk the myths of aging** and help **men over 40 achieve a great body and fantastic health** is to share my program in a complete guide that's available at a low price to **EVERYONE WHO WANTS TO DEDICATE THEMSELVES TO IMPROVING THEIR BODY ... AND HOW THEY AND OTHERS VIEW THEMSELVES.**

I hold nothing back in this book – you get it all: menu examples, exercise routines, how to figure your individual ideal calorie count per day, and all the "tips and tricks" that successful trainers know but don't reveal to you.

What would you pay to work with a trainer who gives you ALL the professional, insider secrets and tips that he uses to help his clients achieve their goals? How much is energy, virility, and robust good health worth to you? Is there any amount of money that can buy increased self confidence?

Well, for a limited time only, you **get the Ultimate Guide to Fat Burning & Muscle Building for Men Over 40 for only ...**

\$34.95 Hard, bound copy (+ shipping charges)

\$19.95 E-book version (no wait, no shipping – download and get started today!)

This is **167 pages** packed with detailed information on my 61 tips and techniques for getting the body you want.

But you know what? My program isn't just about "61 techniques" ... it's about how these techniques **ALL WORK TOGETHER TO GET YOU WHERE YOU WANT TO BE.**

Don't wait to order at this low price. **Begin getting the body you've always wanted NOW.**

**[ORDER NOW](#) and you'll also receive the following BONUSSES, yours to keep even if you decide my program is not for you ....**

### **BONUS #1 Quick Tips: Exercising to Maximize Fat Loss**

What's better for maximizing fat loss ... aerobics or strength training? What are the 5 keys to getting your exercising done, and how can you overcome the obstacles that keep

you from exercising? This handy booklet gives you all these answers and more in an abbreviated form so when you need motivation NOW, you don't have to search for it!

**BONUS #2 Quick Tips: Eating Right to Lose Weight**

Keep this booklet handy for when you need a quick reminder of the keys to eating that sheds fat and builds muscle. Includes a section on motivational tips that help you overcome the urge to splurge.

**BONUS #3 Diet Journal**

Use a diet journal to track WHAT you eat and WHY you eat it and you're guaranteed to improve the effectiveness of your fitness plan. With my diet journal ... all the work is done for you! Just track what you're eating throughout the day and fill in the blanks. You'll learn more about yourself with this simple exercise than you can imagine!

**Don't wait! [Order the Ultimate Guide to Fat Burning & Muscle Building for Men Over 40](#) and your three FREE Bonuses NOW!**

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**Wait, before I go ... did I mention the money back guarantee?**

**You get a 6 WEEK money back guarantee**

**Your satisfaction is guaranteed.** Take a FULL 6 WEEKS to look over my program – hey, even dissect it, I don't mind – and if for ANY reason you feel it doesn't meet your expectations, return it for a REFUND OF EVERY PENNY YOU SPENT ON THE FULL PURCHASE PRICE. No questions asked, no hard feelings.

My system isn't for everyone – I know that. In fact, 95% of all the people on this planet will keep looking for that “magic pill” they can take to lose weight while eating all they want ... and I don't offer that. But if you're in the 5% that wants to lose weight, get the body you want, and stay HEALTHY, MUSCULAR AND FIT for the rest of your life, my program is for you.

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By the way, when you use my program and find yourself getting fitter and healthier, please email me your story and tell me all about your success!

**With best regards from your peer and coach,**

**Jim Hart, A.C.E., C.M.T.**

**PS ...** Using my techniques, you CAN achieve good health AND the body you want without killing yourself and giving up a personal life while you're doing it – in fact, start

using my program and you'll feel better and have more energy to do the things you want!  
[Order the Ultimate Guide to Fat Burning & Muscle Building for Men Over 40](#)  
today!

**PPS ...** It's **never too late to begin** a fitness program and achieve the body you want. You CAN look and feel good, healthy, and energized **at any age**. My money back guarantee is YOUR guarantee that if my program doesn't totally meet your expectations, you get back your investment. [Order the Ultimate Guide to Fat Burning & Muscle Building for Men Over 40](#) today!