

**Are you the person, inside and out,
that you want to be?**

Dear Friend,

How satisfied are you with your life right now? Do you wake up in the morning, refreshed after a good night's sleep, ready to take on the day with energy and vigor? Or do you wake up reluctant to get out of bed, and secretly wishing your life were somehow different?

Imagine, for a moment, how your life would be if you woke up feeling completely refreshed, excited to start a new day, doing the things you love best. You'd have tons of energy, enthusiasm, and drive to pursue your dreams -- to do meaningful work that you love, to fully enjoy your family, to pursue a lifelong passion, or maybe to make a difference in your community.

Are you one of those who have tried before to "get it together"? Sure, you have a pretty good life now, but **deep down you know it's not everything it could be**. You know if you could just lose a few pounds, get fit, manage your time more efficiently, or sleep better, you'd be closer to achieving your dreams and desires. But despite your efforts, you aren't making the progress you'd hoped for.

Let me assure you, the answers **are** out there, and it **is** possible to be the person you want to be.

Let me detour for a moment ...

My name is Susanne Freeman. I'm forty-something, 5' 4" tall, and weigh 118 pounds. I grew up along a sunny coastal city where the body beautiful is a cultural icon and where pressure to be svelte and sporty is always present. That wasn't me, though. I was a bookworm, absorbed in my studies, and I never felt like I was part of the in-crowd. Into my late teens and twenties, I sought food for comfort, until I reached a grand

total of 187 pounds. I was so self-conscious about my size that I sabotaged my life in every conceivable way -- I refused to go out with friends or family, I struggled with depression, and even dropped out of college for a year. Antidepressants did not help, nor did my therapist.

Eventually, the pain and cost in my life became so great that I had to change. I threw away my antidepressants, quit seeing my therapist, and took charge of my life. I began looking for answers anywhere I could find them -- in books, through mentors, through scientific research. I went back to school, changed my weight, and started a new life, happier, healthier, and more energetic. I married, had two children, and became a successful corporate executive.

While I was in the corporate world, the personal question I was most often asked was ***"What do you do to be so slim?"*** I inspired and motivated friends and colleagues to not only change their weight, but also to change the way they thought about themselves and what they could do to reach their full potential. And in helping others to achieve their dreams, I realized my own.

Today, I have my dream business, Body & Life Impact Strategies. I specialize in coaching people with fitness and weight issues. ***Why would anyone, even you, need a coach?***

Because you are unique. There is no one else on this planet exactly like you. When I work with you, I create a customized plan just for you, using proven scientific and psychological methods. I offer you a one-of-a-kind combination of fitness, weight loss, and motivational coaching, supporting you every step along the way.

Sure, you could read a book, or surf the internet, or turn on the TV, to get all the latest fitness information. But information is not one-size-fits all, and information is not the same as application. Too much information can paralyze you. You can't turn on the evening news anymore without hearing of a new study about health and fitness, and the advice changes from week to week. It's no wonder so many people are confused and can't achieve the results they desire!

END SAMPLE EXCERPT