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Outlaw Bodybuilder Thumbs Nose At Weight Loss "Experts" Who Earn Fortunes On The Sweat And Dreams Of Young Men & Women, And Finally Reveals The Simple Proven Science Of Fat Loss No One Else Will Tell You About...

Lifetime-Natural Bodybuilder, Personal Trainer, Nutritionist and Success Coach From New Jersey Teaches You How to Turbo-Charge Your Metabolism, Gain Muscle, Burn Off Body Fat and Develop Unstoppable Motivation ... Guaranteed! Discover How He's Taught Thousands of People to Get Leaner Faster Than They Ever Thought Possible!

Even if You Have Less-than Average Genetics... Even If You've Never Succeeded at Losing Weight Before... Even If You Have Stubborn Fat Deposits That Don't Seem To Budge... Right Here on This Web Page You've Found The Fat Loss Success System You've Been Looking For!

Dear Friend,

You're about to discover what might be the most powerful fat loss system ever developed. It's the same diet program fitness models and bodybuilders use to reach single digit body fat levels and achieve rock-hard muscle definition that makes them look like walking anatomy charts.

My name is Tom Venuto and over the past 20 years, through a long and painstaking process of trial, error and experimentation, I've developed a sure-fire, 100% guaranteed system for losing body fat based on the little-known nutrition secrets of competitive natural bodybuilders and fitness models.

If you would like to learn how to lose body fat *permanently*... even in your mushiest spots... without drugs, without supplements and without screwing up your metabolism, then this will be the most important web page you will ever read. I guarantee it and I've got the results to prove it!



Tom Venuto @ 3.7% Body Fat

Click the play button above to hear a 3-minute personal message from Tom

When I started Tom's Burn The Fat diet program in January, I weighed 317 pounds. As of Dec. 1st, I weigh 226 lbs. 91 pounds of fat gone forever is a pretty cool thing! And by the way... I turned 40 this year, so if anyone out there is thinking that you are "too old" - think again.

**Chris Brooke,
Marietta, GA**

When I started the program in September, I was 248 pounds with 24% bodyfat. My Body fat is now 12%. With Tom's information, I have been able to lose 43 pounds - all of it fat. I also no longer spend \$400 a month on supplements.

**Jerry McBride,
Philadelphia, PA**

I bought Burn The Fat last October and I'm now so low in body fat you can see the striations. I've often been lean in the past, but never like this. [This is Brad Pitt in Fight Club low!](#) I have a hip-bone skinfold pinch of 2.0 mm, which on the accumeasure chart = 4.5% body fat. I couldn't be more pleased.

**David Samuel
London, UK**

Thank God for your program because I've only been on it for just over a week and I'm already seeing results. I'm fitting into pants that I couldn't get into a 7 days ago. It's a wonderful thing to finally find something that works. "

**Tracy Heptin,
USA**

Burn The Fat Feed the Muscle (BFFM) has changed my life. I have lost 3 dress sizes in 4 months and feel better than ever before. I now have my husband on the program. If we can do it with 4 kids and full time jobs -- anyone can.

**Lynn Ramirez,
California, USA**

I like the nutrition program because I can customize it to my liking. I never get bored.

**Joanna Crowe,
B.C., Canada**

"I Lost 137 Pounds! It Changed My Entire Life!"

"I used the BURN THE FAT program to lose 137 pounds, but it also changed my entire life and the life of my family. BURN THE FAT has also helped me achieve emotional, physical and financial goals I never thought possible.

I believe that your entire success can be traced back to something as simple as desire. I need you to ask yourself one simple question - 'How Bad Do You Want It?' If you want it bad the battle is on and you can win, you just have to keep that desire fueled."



- Mike Ogorek

What Makes This Fat Burning Breakthrough So Exciting is That it Gives You The Power To...

- ✓ **Lose fat permanently.** It's a fact - 95% of the people who go on conventional diets gain all the weight back and sometimes they end up fatter than when they started. Now you can learn how to be in the successful 5% group that keeps it off forever.
- ✓ **Lose fat without wrecking your metabolism.** If you've ever started a diet, then smashed into the dreaded "plateau," it's probably because you cannibalized your own muscle and slowed down your metabolism. Not only will this system teach you the only way to prevent your metabolism from crashing, you will also learn more than a dozen ways to **fire up your "metabolic engine"** and accelerate your body's natural rate of calorie-burning.
- ✓ **Lose fat without drugs.** When you mention bodybuilders, some people think of steroids or fat burning drugs. It's sad but true - most pro bodybuilders take them. But the joke's on them. Drugs work, but the results are temporary and the side effects are nasty. The tiny handful of natural bodybuilders who have learned how to use training and nutrition science to alter body composition without chemicals are the only people in the world who keep their fat loss and muscle gains permanently. Now you can learn these fat burning secrets from a natural bodybuilding champion who knows from real-world experience exactly how it's done.
- ✓ **Lose fat without supplements.** 97% of all supplements are a total waste of money! You are being lied to and ripped off by crooked companies that could care less about your health and well-being. If you want to learn the ugly truth about the \$20 billion per year supplement industry, and the \$40 billion+ per year weight loss industry, then read every word of this report because it could save you thousands of your hard-earned dollars!

Who I Am And Why You Should Listen to Me

There are thousands of diet programs and dozens of people claiming to be experts. However, very few of these so-called "Fat loss experts" practice what they preach or have the credentials and track record to back up their claims. Since you're probably wondering how this program is different, here's the whole story:

I started bodybuilding in 1983 and I've been competing since 1989. I've been involved in the fitness industry as a personal trainer, health club manager, nutritionist, motivation coach, and freelance writer for over 20 years. **Bodybuilding and fitness is my life - it's all I've ever done.**

ïYou can see from his pictures that Tom actually applies what he writes about - the hallmark of any great teacher.ï



Christian Finn, MS., Exercise Physiologist
The Facts About Fitness.Com
United Kingdom



Internationally Published Fitness Writer And Natural Bodybuilding Magazine Personality

You may have seen my photos or articles on the web or in some of the fitness magazines including IRONMAN magazine, Muscular Development, Natural Bodybuilding & Fitness, Exercise for Men, Men's Exercise and Men's Fitness Magazine.

I've written over 400 articles on fat loss, muscle-building and fitness psychology and you can find them on hundreds of websites worldwide including Bodybuilding.com, About.com, Lee Labrada's Lean Body Coaching Club, Christian Finn's Facts About Fitness.com, Will Brink's Bodybuilding Revealed.com and too many others to mention.

I've been featured in Oprah magazine, The New York Times, The Wall Street Journal, The Huffington Post, First for Women magazine, and I've been a guest on dozens of radio shows including Martha Stewart Healthy Living (Sirius), Blog Talk radio, WCBS-AM New York and 1250-ESPN.

I have a BSc. degree in exercise science and I'm a member of the American College of Sports Medicine (ACSM), the National Strength And Conditioning Association (NSCA) and all of the weight loss research societies.

I'm a veteran bodybuilder and I've competed 28 times. My titles include the Mr. Natural New Jersey, Natural Pennsylvania, Natural New York State, Natural Mid Atlantic States and NPC Natural Eastern Classic championships. I've even gone as far as 2nd place in the Mr. Natural USA and 2nd in the Mr. Natural North America contests.

One more thing - and this is important - I'm a "lifetime natural."

Being a "Natural" bodybuilder means I've never used steroids or any other banned or illegal physique enhancing drugs - ever! You can achieve AMAZING results on this program without ever taking drugs - and I'm living proof!

14 Years of Study, Research, Trial, Error and Experimentation

I've spent my entire life studying bodybuilding, fitness and nutrition. Ever since I was a teenager, I wanted to know everything there was to know about getting leaner and more muscular - I've been absolutely consumed by it.

So I started studying - and hard! I was voracious! I bought every book on bodybuilding, weight training, aerobics, fitness, exercise physiology, dieting, fat loss and nutrition I could get my hands on.

When I was in college studying exercise science, I would spend hours



at the University library. I would take home stacks of journals about physiology and nutritional biochemistry and study every word. At one point, I had saved up over 1000 fitness and muscle magazines and had read every one of them from cover to cover - even the advertisements!

My library quickly grew to over 450 health and fitness books and I had read every word almost to the point of memorizing them.

Then, I Turned Myself Into a Human Guinea Pig!

Book knowledge is one thing, but it's not the same as knowledge from experience. I didn't just want my brain stuffed with scientific facts, figures and theories; I wanted to experience the effects firsthand. Personal experience is the only true teacher, and believe me...

I Tried Everything!

I tried a high carbohydrate diet with practically ZERO fat. I tried the Zone and Isometric diets. I tried food combining. I tried food separating. I tried high protein and "ketogenic" diets including the tuna fish and water diet. I tried the cyclical ketogenic diet (CKD) and body opus.

I even tried - get a load of this - the so-called "anabolic" high fat diet (no pancakes, bagels or toast were allowed, but bacon, sausage and whole eggs in butter were just fine.)

And then there was my experiment with the "high egg hormone precursor diet" from a famous late bodybuilding guru from Hollywood. Yes, I ate three dozen WHOLE eggs a day, every day for months on end (and sometimes I washed them down raw mixed with half and half - I kid you not!)

I also tried - or shall I say, wasted my money - on virtually every supplement from Aminos to Zinc.

Believe me, I've tried it all!

14 Years and Thousands of Diligent Work Hours Later, I Made Some Amazing - and Some Appalling - Discoveries

The first thing I discovered was that almost everyone is getting ripped off by supplement companies. I learned that most magazines are nothing more than "supplement catalogs" and that dishonest companies will tell you anything to make a fast buck.

The diet and supplement industries are filled with corrupt marketing vultures that are getting rich by preying on your fears, hopes and aspirations. Unfortunately, there's been no way of protecting yourself from becoming a victim of these ruthless scam artists - until now.

The second thing I discovered is that almost everyone is dead wrong in the way they diet to lose body fat. In fact, the way you're dieting to lose weight might be severely damaging your metabolism and wreaking havoc with your hormones.

Is Your Diet Burning Fat or Making You FATTER?

If you're making the same deadly diet mistakes as most other people, you might lose some weight temporarily, but you'll actually get fatter in the long run. Your body is just way too smart for these "ordinary" diets to ever work - you can't fool a metabolic and hormonal system that's the result of thousands of years of evolution - **You have to work with your metabolism, not against it!**



When I finally figured out what was going on in the weight loss and supplement industries, I was mad as hell, and I decided I had to do something about it: I poured everything out of my head onto paper and began coaching people using this proprietary new fat loss system I developed.

Now, for the first time ever, the same fat burning system that has helped hundreds of my personal coaching graduates slash their body fat literally in half is available to you in a single, information packed, 337 page e-book:"



Introducing "Burn The Fat, Feed The Muscle": A Complete Fat Burning System Based on The Secret Techniques of The World's Best Bodybuilders and Fitness Models

"Burn the Fat, Feed the Muscle" (BFFM) is a 337 page fat burning success manual in downloadable e-book format, jam-packed cover to cover with all the fat loss methods previously known by only a small handful of the worlds best fitness models and bodybuilders. This program contains all the information you'll ever need to help you melt away body fat permanently without muscle loss and without using drugs or unnecessary supplements.

Here's Just a Small Sample of What You'll Learn When You Download Your Copy of Burn the Fat, Feed the Muscle Today:

- Why there's so much conflicting advice on training and nutrition - and how you can save money by learning to instantly recognize marketing hype, false advertising, phony weight loss claims and B.S.
- **Why 95% of all diets fail...and the exact, detailed steps you must take to be in the successful 5% (and stay there!)**
- Why it's physiologically impossible for conventional diets to ever work ...unless you know this one simple, but amazingly effective trick! It's a metabolism-saver for chronic dieters and it's one of the first things I would teach you if you were one of my personal coaching proteges
- **The top twelve worst foods you should almost NEVER eat**
- The top twelve best foods you should eat all the time
- **How to blast out of any fat loss plateau - even if you've been stuck at the same weight for years! 10 fool-proof methods that work like magic every time.**
- Why dieting below your critical calorie level can slow down your metabolism and actually make you fatter in the long run! (and how to know when you're in the danger zone)...also, the precise calculations for your optimal calorie level (it's different for everyone - copy someone else and you'll usually fail)
- **Why eating certain "good" fats can actually speed up fat loss and increase your energy levels while eliminating many skin and joint problems... and precisely how much of them you need for optimal effects (it's a fine line... eating too much fat really IS bad for you and really DOES turn into body fat!)**
- Why this one group of foods will rarely be stored as body fat (also... how to take maximum advantage of other highly "thermogenic" and "non-metabolizable" foods)
- **How to crank up your metabolism and turn your body into a food-incinerating, fat-melting human blast furnace! Easy metabolism-boosting techniques revealed!**
- How food manufacturers are getting away with murder by lying to you on nutrition

labels...Learn the TWO crucial places you must look on a food label to make sure the wool's not being pulled over your eyes! (one of them is almost always ignored)

- **Why counting total grams of fat is an antiquated weight loss technique...and what you should do instead**
- How to eat up to 50% more calories without storing an ounce as fat - It's true - you can actually eat more food while losing more fat using this simple, but often overlooked strategy!
- **The #1 reason why most people can't drop the last 10 - 15 pounds of ab flab and how you can lose it with ease...and (if you want to), go even further and get hyper-ripped and rock-hard like a bodybuilder or fitness model**
- Important lessons you can learn from the Zone and Atkins diet...including the reasons why most people fail on both of these diets in the long run
- **What the supplement companies hope you never find out about powdered and liquid meal replacements drinks**
- The bodybuilder's secret fat burning weapon (this is why the lean bodybuilders keep getting leaner the way the rich keep getting richer!)
- **Which body type classification you are and how to eat right for your body type (if you're eating wrong for your body type you can forget about losing any body fat no matter how hard you train or how strictly you diet)**
- The cardinal sin of nutrition almost everyone is guilty of, which causes your muscle to shrink right before your eyes, while also slowing down your thyroid and decreasing your metabolic rate.
- **How to boost your energy levels higher than you ever thought possible - almost instantly! (you'll notice the difference the very first day)**
- The #1 most effective way to burn body fat ever (If you could only make one change to your current diet program, this wickedly effective diet trick would be it!)
- **Dozens of the best-kept fat loss secrets of bodybuilders and fitness models that almost NOBODY knows about...compiled by a 14-year, rare study of the most "ripped" athletes on Earth**
- The psychology of permanent fat loss... Goal setting and motivation tactics that program your subconscious mind for massive success... Follow this "secret mental training formula" and you'll be practically "hypnotized" into eating properly and working out consistently - Just imagine... no more "willpower" required! (these are the same techniques that NFL, NBA, MLB and Olympic champions pay sports psychologists hundreds of dollars an hour to learn.)
- **The psychological reason why most people sabotage themselves...just when their diets are beginning to work..and how to make sure this never happens to you!**

And believe me.... this is just the beginning! Burn the Fat Feed the Muscle is so much more than just an "e-book" - **it's a complete system** for sure-fire success - possibly the most comprehensive nutrition system for fat loss ever developed! No hype, no B.S., no gimmicks - just the FACTS you need to know to get lean NOW.

"Burn the Fat Feed the Muscle by Tom Venuto offers a wide variety of helpful solid information for the dieter. The strength of this book lies not just in it's diet information per se, but in its



extensive use of motivational techniques and helpful ways for people to stay focused on their goals. Truth is, setting the proper goals and keeping motivated is half the battle to successful long term fat loss, and this books excels in that area."

Will Brink
Industry Consultant, Columnist and Author,
Bodybuilding Revealed



No Matter What Your Goals Are, You Can Start Using This Powerful System RIGHT NOW To Get Leaner Than You've Ever Been Before!

Of course, you may be saying to yourself, "Sure, Tom, maybe YOU can reach single digit body fat; maybe the genetically gifted bodybuilders and fitness stars can get paper-thin skin and razor-sharp muscle definition using all those "super-advanced techniques," but what about me?

That's a good question. **The good news is; this fat burning system was designed *by* a bodybuilder, but it's not just *for* bodybuilders.**

In fact, 90% of my 600+ coaching protégés and thousands of customers are "regular people": moms, dads, teachers, students, parents, business owners, musicians, accountants, financial planners and lawyers. They're busy people with social lives, careers and families. You don't have to live in the gym all day to get fantastic results with this system.

It doesn't matter what your goals are: Most of the principles are the same whether you want to lose 10 pounds or 100 pounds; whether you're male or female, whether you want to be 13% body fat or 3% body fat; whether you want to compete in a bodybuilding or fitness show or you just want to look good in a shorts and a tank top.

Whatever your goals, when you finally decide to stop making the same mistakes that have been holding you back and you diligently begin applying the techniques in Burn the Fat Feed the Muscle, **you can literally choose any body you want:**

- The body of a competitive bodybuilder or fitness model
- A lean and ripped body with "six pack abs," and nice muscle definition,
- A fit and lean body with nice shape, and enough definition so you can see your abs and look good in a bathing suit.
- Just look better than you do now.

I've been using your program for 1 month. I've dropped 8 lbs., 4 inches on my waist and 2% on my body fat. I still have a way to go but I can't believe how quick my stomach is shrinking. You can actually see that I work out now. This program kicks ass.

Matt Malena

So far I have lost 37 pounds following your "Burn The Fat" guidelines. I was a tight size 18 and am now a loose 12. I weighed 202 pounds and now weigh 165. I feel great and I didn't feel deprived at all. I have changed my lifestyle and am thrilled with the results on every level. I am currently re-evaluating my goals because I BELIEVE I can do more than I ever thought possible.

Nena Nerhan

"Hey Tom, I just wanted to let you know that today I got my body fat tested using skinfolds, and I ended up hitting 4% bodyfat! Thank you for your guidance in your Burn The Fat manual, I feel like I owe you far more than I paid for the book.

Eric Spring
Melville, NY

"My Goal Was To Be a "Hot Mamma At 40," And I Think I've Achieved That. I lost 23 Kg's and 12.5% Body Fat!"

"I am a 40 year old mom from South Africa. I have 3 children, aged 11, 6 and 4. My weight before was 85kg's my body fat was 36.5%, size 40. I was fat and miserable, and my family life and my relationship were suffering. I was not able to do anything with my kids, and I was tired and constantly irritated.

I've always counted calories, but this just wasn't working for me anymore. Someone my husband knows had done the Burn The Fat programme and it had changed his life, so I decided to do it too. I lost 15kg's within 8 months and kept it off.

In the last 3 months, because of my training and desire to be "hot at 40," I've taken this to a new level. Tom taught me how to control my carb intake and I have lost another 8kg's in this time and am preparing for my first competition, in the bikini or figure division. My current weight is 62.5kg's, size 33 and my body fat is 24% (with calipers), and dropping.

My goal was to be a "hot" 40 year old Mamma, and I think I have achieved that and I am very proud of myself, as are my family and friends. Thank you Tom, for all your dedication to helping people."

- Bonnie VanNierkerk



End Your Confusion About Fat Loss Once and For All!"

Every day, you're bombarded by so much conflicting advice about fat loss that it probably feels like your brain is going to explode! Believe me, I understand!

Some "gurus" tell you to eat low carbs, others tell you to eat high carbs. Some say calories don't

count, others say count your calories. Some say eat high protein, others tell you too much protein is bad for you. Some say eat fat to lose fat, others say eat fat and you get fat.

All these so-called "experts" make arguments that sound completely logical. Sometimes they even give you long lists of scientific references to back up their claims. But who the heck are you supposed to believe?

The More You Study And Read, The More Confused You Get!

If you're frustrated, bewildered and confused by all this conflicting information, then Burn the Fat Feed the Muscle is THE SYSTEM that will finally make everything as clear as a bell.

Did you ever have one of those "A-ha moments," when the answer to something that was perplexing you for ages just pops into your head in an instant? Well, that's exactly what will happen when you finish reading this manual...

You'll say to yourself, "NOW I GET IT!" All the pieces of the fat loss puzzle will finally fall into place. You'll finally understand the truth about diets, calories, carbohydrates, proteins, fats, and everything else you need to burn fat fast.

Burn the Fat Feed the Muscle will give you the knowledge and power to take action without suffering from the nagging self doubts that cause procrastination and immobilize most people. You'll move forward on this plan with total confidence, knowing for sure you're doing it the right way.

Can You Really Trust Your Current Sources of Information?

There's only one thing worse than the sheer quantity of conflicting advice that's circulating these days - That is, you never know if you're getting the truth or if someone's lying to try to sell you something. Before you jump on the bandwagon with the latest diet or supplement "guru" you should ask yourself some serious questions:

- ? **Don't you find it odd** that the people who write these "Supplement review" books are supplement companies?
- ? **Doesn't it seem suspicious** that 50% of the "editorial material" in most major muscle magazines is about the latest "breakthroughs" in nutritional supplements when the magazines own the supplement companies?
- ? **If supplements were really so effective**, then why do new ones keep coming out every year - what happened to last year's "miracle" supplement?
- ? **If there were pills or supplements that really increased fat loss** to any noticeable degree, then why are there more overweight people today than ever before in history? Wouldn't everybody be leaner? Go back and read that last sentence again and really think about it.

Deep In Your Heart, You Know The Answer...

You've Been Lied To, My Friend!

Get The Fat Loss Truth!

Before you finish reading this letter, ***Take a few seconds to subscribe to my***

ëBig Fat Liesí mini course.Ö It's the same FREE e-mail course that's been infuriating the diet and supplement companies for the last 8 years because it reveals *The Truth About Fat Loss* and **it uncovers the 12 biggest lies** you've ever been told about fat loss...

Like how the weight loss companies lie with statistics, how the magazines own a share of your mind and covertly influence your decisions, how the diet pill companies fake their before and after pictures, and how the truth about exercise is being hidden from you on purpose...

The 12-part mini-course is FREE. Subscribe now and you also get my FREE fat loss report, *Skyrocket Your Fat Loss Success! (PDF Download)*... AND you'll get the FREE weekly *Fat Burning Tips e-zine*. **YOU GET ALL 3 BONUSES - FREE!**
Subscribe below!

Your Name:

Your E-mail Address:

FREE Instant Access!

We respect email privacy: Your e-mail address will be kept private and secured.

The \$40 Billion Dollar Lie

Last Year, Americans spent more than \$40 BILLION on diets and weight loss products! According to the Nutrition Business Journal, the supplement industry reached an all time high of \$20 billion in sales. 1,000 different manufacturers produce about 20,000 different products, which are consumed by 100 million people!

With billions at stake, these greedy fat-cat supplement and weight loss companies will tell you anything to get you to buy their crappy products. They'll even lie right to your face! And the fact that the industry is so loosely regulated allows them to get away with murder!

"If you want to know the truth about rapid fat loss while saving potentially thousands in supplement expenses, then Tom Venuto is your man (as he is not owned by any supplement company). Tom lays out exactly what it *really* takes to get in and stay in shape."

- Adam Waters, Australia
Fitness blogger/transformation expert
RTP-System.com



"Offering the opposite of a quick fix, Venuto is honest about the effort it takes to drop a significant number of pounds."

Polly Brewster
Oprah Magazine



Listen: For years, I searched everywhere for the secret to fat loss just like you're doing now, so I understand what it feels like to get burned, to blow hard-earned money on some stupid pill, powder or diet program and end up with nothing to show for it. I wasted thousands of dollars and was frustrated and discouraged for years before I finally discovered what really worked - and believe me...

The Diet Methods Most People Are Using DON'T WORK! 95% of All People Who Lose Weight Gain it All Back

Americans are fatter than ever and they're going to keep getting fatter unless they do something about it! The Surgeon General and the Center for Disease Control (CDC) tell us that more than 120 million Americans - 60% of the adult population - are overweight! Statistics from the CDC also prove that the problem is getting worse. This means that the way people are dieting today is not only ineffective, it's less effective than ever before! Why?

Because it's Physiologically Impossible to Lose Fat The Way Most People Are Trying To Do It

If you're like most dieters, the reason you're having such a hard time getting leaner is because you're using methods that couldn't possibly work, physiologically speaking. Not only that, you could be utterly destroying your metabolism in the process! If you continue slowing down your metabolism with faulty nutrition practices, it's going to get harder and harder to get lean in the future.

You see, nearly all of the popular diet programs today suffer from the same fatal flaws. People who are unsuccessful at losing fat are repeating the same mistakes over and over again, all the while expecting to see different results (that's commonly known as insanity, by the way).

Successful natural bodybuilders do things differently than the 95% of dieters who fail. The bodybuilder's way to fat loss allows you to shed fat while keeping your lean body mass - and that's the key to your success - maintaining your muscle and maximizing your metabolism so you burn fat 24 hours a day - even while you sleep.

Here's Another Sample of Even MORE of the Tricks, Tips and Tactics You'll Learn Inside Burn the Fat, Feed the Muscle:

- What to do when you've tried everything and the stubborn fat still won't come off (this is one of those little-known tactics bodybuilders and fitness models use in the final weeks before competitions - but anyone can use it!)
- **Why some people always seem to gain back the weight they've lost and how to GUARANTEE you keep it off PERMANENTLY!**
- A quick test to determine your true ideal weight (and it's NOT Body mass index!)
- **Why you'll never get the whole truth about supplements from any magazine (Even if they wanted to tell you, this is why they CAN'T!)**
- The "overlooked" nutrient that can instantly boost your muscle contractile strength by 10-15%, increase your capacity for prolonged aerobic exercise by an average of 25% and stimulate your cellular machinery to burn fat for fuel more efficiently.
- **The 3 critical factors that determine whether you'll lose muscle while dieting... and how the slightest nutritional "tweak" can guarantee you keep every ounce of precious lean body mass while you're dieting**
- A huge blunder women make with their calorie intake! This one little fat loss "relativity factor"

will completely STOP fat loss in every woman who overlooks it!

- **Why this "almost magical" combination of three types of food will maximize fat loss, increase lean body mass and send your energy levels skyrocketing!**
- Why you will almost ALWAYS fail to keep the fat off permanently if you use a conventional low carb diet - If you've failed on low carb diets before (especially diets that put you in ketosis), this is the reason why!
- **How a "unique new spin" on the old low carb diet can increase your rate of fat loss to the maximum possible without muscle loss or metabolic downgrade ... THIS is the method I used to reach a ripped 3.7% body fat**
- The truth about how much cardio you REALLY need to lose body fat and when you should do it for maximum impact
- **Everything you ever wanted to know about weight training to blowtorch body fat and boost muscle growth... including detailed answers to the 27 most frequently asked questions**
- Not one, but 4 weight training programs designed to fit your schedule and experience level - plus a "conservative" routine for "time-crunched" people who can't train as often as they'd like to - YOU pick the routine you want; it's all mapped out for you day by day
- **Fat-slashing cardio routines so effective that when you finish a 30-minute session, you can say "I am now leaner than I was a half hour ago!" (Yes, it works THAT quickly! You get results after every workout!)**
- The single most important thing you must do before you even set foot in a gym or start any fat loss program...(it's more important than any diet, training routine, supplement, or drug known to mankind!)

Life is Way Too Short to Try And Learn All This On Your Own Through Trial And Error. Why Do Things the Hard Way? Take the Short Cut to Fat Loss Success and Model an EXPERT!

Why go through years of trial and error when you can - in a matter of hours - read this manual and master the fat loss secrets known by only a handful of world-class physique athletes? You'll then parlay your newfound knowledge into a rock hard body in a matter of a few short months.

This is exactly the kind of fat loss course I wish I had 20 years ago when I was just getting started! Learning even one or two of these "insider's secrets" would have short cut my success by oh... about TEN YEARS! Maybe more. These are secrets most people NEVER discover by trying to do it on their own.

Psychologists and experts in neuro-linguistic programming (NLP) have proven that the fastest way to reach a goal is to "model" someone who has already achieved what you want. You simply find the people who have already done what you want to achieve, you find out how they did it and you copy what they did.

Elite bodybuilders and fitness competitors have mastered the art and science of losing body fat while keeping all the muscle. Obviously, they must know something about fat loss that the rest of the world doesn't. So your strategy is really simple - find out how the bodybuilders do it and model them. Easy, right? Unfortunately not...

Why You are Unlikely to Get This Information Anywhere Else

First, you have to track down an elite and successful competitor who has the necessary level of

knowledge and experience (good luck). Even if you can, MOST OF THEM WON'T REVEAL THEIR SECRETS TO YOU!

You see, physique athletes are highly secretive by nature. If they told you how they got "ripped" for competitions, that would be like a football team giving away their playbook! Face it - this type of nutrition information is hard to come by.

Even if you did find someone who was willing, few possess the intelligence or communication skills to pass their knowledge to you in a systematic format. Take away the ones on drugs (that's most of them) and the ones with supplement endorsement contracts, (giving biased information for money), and who does that leave? Me; Tom Venuto.

I Will Take You By The Hand And Teach You The Proven Fat Loss Techniques Of the Leanest Athletes on Earth... Cutting Edge Information "Straight From the Trenches"

These are not theories written by some science geek in a white lab coat who has never seen the inside of a gym. I practice what I preach and use this system myself. I've competed in 28 bodybuilding competitions and never at over 4.5% body fat.

It makes ZERO sense to listen to the "armchair experts" who ramble endlessly about their weight loss theories while they're sporting big fat guts. Half of these famous "diet doctors" end up dropping dead from heart attacks! Are these the people you want to model?

I've been through it all. I know how it feels... the sweat, the discipline, the tears, the frustration... The motivation that comes and goes... then you finally make it to the gym and everybody and his brother has some piece of advice for you, and you don't know who to trust... You tried the supplements, went on the diets, choked down those shakes as thick as pancake batter and they didn't do anything except make you fart... and then you found out they were only making you fatter because of all the sugar in there... You took the pills that gave you heart palpitations... You ordered the video from that maniac jumping up and down on the infomercial, and then you watch it and it turns out to be a bunch of crap, just ending up on your shelf to collect dust... right next to your "abdominizer" machine that you never used.

Don't feel bad - you're not alone. I've been there. I worked my way up the ladder, learned the game slowly and painfully, made all the mistakes, believed in the wrong things, trusted the wrong people, and now I'm ready to give something back. That's why I'm doing this.

Why I Decided to Turn My Fat-Burning Coaching System Into an e-book

For years, the only way you could get this information was to enroll in my \$995.00 12-week personal coaching program. And that's if I could even take you as a client - I usually had a waiting list two or three months long.

When I first released this e-book, my "day job" of managing health clubs was taking up about 60 -70 hours every week and I was getting busier with each passing month. When you factored in the time I needed for my own workouts, I decided to put my personal coaching program on hold.

I decided that the only way I could possibly give back and continue to help more people would be to put my fat burning system into a written format that was simple, complete, easy to understand and easy to apply. Then I would make it available to anyone truly dedicated to self-improvement with the sincere desire to learn and the willingness to work hard. And that's exactly what I did:

In 2002, I released my fat-burning system, Burn the Fat, Feed the Muscle for the very first time. One year later, just months after its release in digital format, Burn the Fat, Feed the Muscle was ranked by Clickbank.com as the #1 diet ebook AND the #1 fitness e-book on the internet!

In fact, this amazing guide to natural fat loss has now sold in 144 countries from Algeria to

Zimbabwe, making it one of the most popular and fastest-selling e-books on any subject in the history of the Internet!

Because the e-book is downloadable, you can order it right here on this web page from anywhere in the world, any hour of the day or night and get started TODAY. Thanks to technology and the Internet, just *minutes* from now, with a couple of mouse clicks, you can be one step closer to the lean body you've always wanted!

Click Here To Download The Complete Burn The Fat, Feed The Muscle System



"Before: 296 lbs And 45% Body Fat. After Burn The Fat, Feed The Muscle: 174 Lbs And 6.7% Body Fat!"

"Burn The Fat, Feed The Muscle (BFFM) was exactly what I needed to break through and permanently burn off my unwanted fat. I picked up the program during a weight loss plateau - exactly the point where I usually quit.

The mindset and goal creation exercises were exactly what I needed to get headed back in the right direction.

BFFM is a comprehensive text book of nutrition, training, and motivation all acting in synergy to produce results beyond what I ever dreamed possible. Thank you Tom!

- **Brian Nordberg**



"When I started I weighed 246 pounds. Today I'm 172. My body fat was pushing 30% and now it's 8% to 9%."

"I got on Google and I typed in "Diet". Of course thousands of things start appearing. A lot of them I'd heard of and probably even had tried a couple before. I think all diets will work, but how long can you live like that?"



Then I noticed that Burn the Fat popped up, by body builder Tom Venuto. I thought to myself, "Who better than a body builder to learn how to get the kind of body that I wanted?" So I ordered it right then and there.

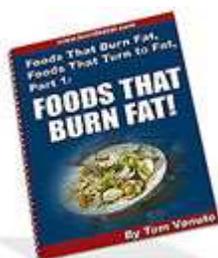


When I started I weighed 246 pounds. Today I'm 172. My body fat was pushing 30% and now it's 8% to 9%. My waist was 40 inches and now it's 31. My cholesterol today is around 143. My blood pressure was 145/90, which is mild hypertension, and is now 118/60. My pulse was 81 and my resting heart rate today is around 48. I haven't had any illnesses in the last three years and I feel great."

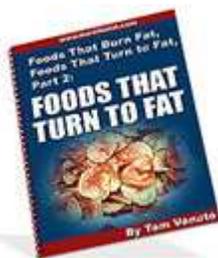
- Bob Phifer, Age 50

ORDER TODAY and you'll also receive the following 4 FREE bonuses worth AT LEAST \$250.00!

As an additional bonus for ordering **TODAY**, you'll also get three **FREE bonus reports** which were previously only available to a small group of clients in my e-mail mentoring programs, or you had to pay separately for each one. These bonus reports will take all the guesswork and confusion out of picking the right foods every day and they are yours absolutely **FREE** if you order today. **PLUS**, you get the lifetime **FREE** updates as well!

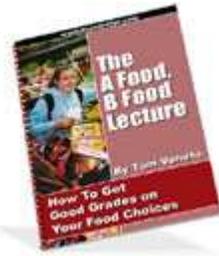


BONUS #1: Foods That Burn Fat. Many of my clients told me that this ONE report was worth the price of the entire program. It's easy to see why: Inside, you'll learn exactly which foods help "burn fat" and speed up your metabolism - without having to cut calories drastically (when you eat these foods, you can actually eat more, feel fuller and still lose fat!) This report reveals all the juicy details that most champion bodybuilders and fitness models would rather keep to themselves.

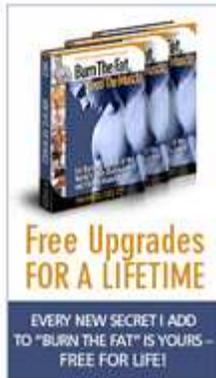


BONUS #2: Foods That Turn To Fat. One of the best ways to learn what you *should* eat every day on a fat loss diet is to identify which foods you *shouldn't* eat on a fat loss diet. Then, by a process of elimination, you'll automatically improve your food choices! In the second installment of this bonus series, you'll discover which foods are most likely to turn to unattractive, mushy body fat, including the deadly fat-storing foods that you should

almost NEVER eat (not even on "cheat day!")



BONUS #3: The A food B food lecture: How to get good grades on your food choices. Finally! Someone developed a "grading" system to rate your food choices. The average person gets a D "grade" on their nutrition report card! What do you think your grade is? By choosing foods from the A and B list, you're virtually GUARANTEED to look better, feel better and lose more fat. It's as simple as choosing the foods you'll find right here in this report, which you can get for FREE, right now, if you order today.

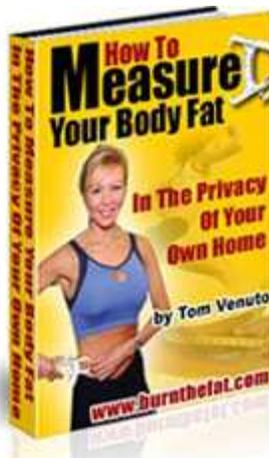


BONUS #4: FREE Updates to the Burn the Fat, Feed the Muscle e-book. (Value: At LEAST \$197.00). I will be with you for the long term in continuing to find ways to make the program better, more complete, and easier to follow. That's one of the awesome benefits of e-books. If a new edition of a hard copy book is released, you have to go to the bookstore and buy it all over again! When a new, updated edition of Burn The Fat, Feed The Muscle e-book is released, you get it for FREE! It's easy - I will contact you through my private clients-only newsletter and send you instant download instructions so you can stay totally up to date on the latest fat burning breakthroughs.

NEW "SUPER BONUS" - LIMITED TIME ONLY!

Order Burn The Fat, Feed The Muscle Today and you'll also get my newest E-book Absolutely FREE! (reg. price, \$19.95)

I just released a new e-book called, "How To Measure Your Body Fat in The Privacy of Your Own Home!" Here's a small sample of what you'll find inside:



- Why your body *FAT* is much more important than your body *WEIGHT*
- Discover a simple 2-minute test to measure your own body fat at home
- Find out once and for all - do those "body fat scales" and "hand grippers" really work or are they just a big rip-off???
- A fool-proof method for measuring your own body fat with super-high precision (if you've tried measuring your fat before, but you could never get an accurate reading, this will finally solve your problem)
- See how your body fat level stacks up compared to

other people your age - and determine your TRUE ideal fat percentage and body weight

Most people are losing muscle and they don't even realize it because *they're not even measuring it!* The fact is, if you're only measuring pounds and inches, you have no way of knowing if your program is really working. And if you're losing muscle, it's inevitable - you're heading towards the same fate as the other 95% of diet failures - "THE PLATEAU!"

Stop guessing and start KNOWING the difference between your fat mass and your lean body mass! This short e-book will show you how, and you can have a copy for FREE, but only if you order Burn The Fat, Feed the Muscle today. Pass up this opportunity and you'll have to pay \$19.95 for this e-book later when I pull the plug on this free offer and put the new ebook for sale on its own website.

So What's the Bottom Line? How Much Does This Complete Program Cost?

I have some great news for you! Since there are no printing costs for e-books, you can get this e-book for much less than it would cost if it were a hard copy manual - AND you get it instantly (no waiting for the snail mail!) Your investment in this life-changing e-book is now only \$39.95!

You get the 340 page BURN THE FAT e-book, all three bonus reports, the FREE BURN THE FAT updates for life AND a FREE copy of my new body fat e-book - all for just \$39.95!

Once you place your order on Clickbank's secure server, you will be directed to the download page, where you can download your fat loss manual and get started IMMEDIATELY. The e-book is in PDF format, which can be viewed on any computer (PC or MAC). You can read it right on your computer screen, or you can even print out your own hard-copy and put in a 3 ring binder.

Click Here To Download - Instant Access!



That's all there is to it. Once you've downloaded your book, read the entire manual from cover to cover. Then take action and start immediately! The instructions and menus are spelled out in plain English so you can start today with your very next meal!

This is not a quick fix, so don't expect "overnight results," but when the results do come - look out! Here's how it might go down...

After week one, you'll notice the first changes. Your pants will be a little looser, and the first couple pounds will drop off the scale. You might even see 3-5 pounds of weight loss, but don't get too excited yet because some of that was probably water weight. The big difference after week one is YOUR ENERGY. It has gone through the roof!. That's what happens when you eat like a physique athlete!

By the third week, the results start to get really noticeable. You're leaner, harder and seeing more muscle definition - lean enough at this point that other people are taking notice and wondering what you're doing to look so good (watch out - they might even start getting jealous!)

Every week after that, your results get better and better as fat quickly melts away and your metabolic rate starts "racing" like a turbo charged engine. After this pivotal 21 to 30 day mark, your mind and body have "synchronized." You've accomplished the ULTRA-IMPORTANT turning point of getting your new lifestyle habits to take root and your sub-conscious mind has taken over, so eating clean and training hard is almost becoming effortless.

By the 90-day mark, You've reached your goal! You might even be staring in the mirror in astonishment, seeing your ABS for the first time! Even if you still have more weight to lose, you already look great, you feel great and you've made so much progress since week one, your friends are practically breaking down your door to find out how you got so lean!

The best part of all is that you said 'NO!' to quick fixes - you chose the all-natural, lifestyle approach - so you know the fat loss you achieved is permanent and you now **own** the knowledge that got you there.

"I can now fit into a pair of jeans which I haven't fit in for years (38 European which is size 8 U.S. - I was a size 15 U.S.). The Salvation Army must love me these days, all the big clothes are placed in their recuperation dumpsters, bag upon bag of clothes. I've liberated 12 clothes hangers and two shelves full of oversized clothing since New Years!

**Sarah Cecile
Norway**

I started the program at 254 lbs and 36% body fat. I am now down to 214 lbs and 22% bodyfat, so I have lost 44 lbs of fat and gained 5 lbs of lean body mass."

**Dave Mullen,
Gibsonia, PA**

"Who'd have thought that someone who was 356 pounds would ever become an endurance athlete? It is mind blowing."

"When I was turned down to become a bone marrow donor because I was so overweight and had sky-high blood pressure and cholesterol, it was a wake up call. It took time, but I lost 173 pounds and am now on the bone marrow registry. I'm currently working with the Leukemia and Lymphoma Society to raise money for blood cancer research by cycling 100 mile "Century" rides for Team In Training.



Who'd have thought that someone who was 356 pounds would ever become an endurance athlete? It is mind blowing.

For me, the beauty of the Burn The Fat program is that I can change up my food and not lose muscle and yet still lose weight while eating enough carbs and protein to please my body's training needs! WOW! For me, the flexibility of the program has been key. I'm able to track my results and make corrections each week. You don't have that luxury with using other rigid weight loss programs.

- Ce Ce Evola



"I Was 40, Fat and Frumpy. Now I'm a 40 and Fit Figure Athlete! I Weigh 106 Pounds and I Wear a Size 0!"

"One day, I came across a picture of me and I barely recognized myself! At 5' 1", and 150 pounds I had to face the fact that I was 40 and Fat. I had no idea I had "let myself go" so much. So I decided to make some changes. Somehow, I happened upon Burn The Fat and ordered. It was the best money I ever spent.



Today, I am 106 pounds, and I wear a size 0 (zero!) I am a personal trainer helping other women achieve their goals. I am a mom that can keep up with my kids. My self-confidence has soared. I actually competed in two figure competitions this year - something I never would have dreamed possible before!

- Aida Miodus

Click Here To Download Now - Instant Access!



For Less Than the Cost of One Personal Training Session, You Can Now Learn The Inside Information That The World's Best Bodybuilders and Fitness Models Have Kept Shrouded in Secrecy For Decades!

Look at it this way: The money you invest in this program is a drop in the bucket compared to the amount of money you've probably wasted on useless supplements and fad diets that didn't even work. It's even less than HALF of what any good personal trainer would charge for one hour!

The best news of all is that the cost of this manual is absolutely nothing unless the program works wonders for you because you get an...

**8-WEEK, NO-RISK, UNCONDITIONAL
100% MONEY BACK GUARANTEE!**

Your satisfaction is 100% guaranteed.
Scrutinize the course closely. Examine it. Test it for up to 8 weeks. Use the program to the max.

You will be thrilled with your results, or I want you to simply write and tell me, and



I'll send you a prompt and courteous, no hassles, no questions asked, 100% refund.

On the other hand, if Burn the Fat Feed the Muscle helps you get leaner than you've ever been before, then I want you to e-mail me your success story or testimonial to tell me about the results you achieved - and tell all your friends about it too.

If You've Had Enough With all the Deprivation Diets, Pills and "Quick Fixes" That Failed You in the Past and You're Ready to Do it the Right Way, THEN THIS IS IT! This is the Honest and Effective Fat Loss Solution You've Been Searching For

If you're *even remotely interested* in learning the truth about natural and permanent fat loss, then you owe it to yourself to *at least try* Burn the Fat, Feed the Muscle. If it's not for you, I'll understand. Frankly, this program isn't for everyone. 95% of the people in this world are going to keep looking for that magic pill or quick fix. But I don't think you would have read this far if you were the type of person to follow the crowd.

I'm not looking for a huge mass of followers - I'm looking for a small handful of winners who are sick of all the marketing hype and BS in this industry and are willing to put in the honest hard work necessary to make their dreams a reality - people who simply need the right information, motivation and coaching to help make it happen.

If you're one of those special people - one of the top 5% who are ready to make the commitment and willing put forth the effort - then come on board with me and [click here to order](#), because "just thinking about it" never led anyone to a better body.

Sincerely, Your Friend and Coach,

Tom Venuto

Tom Venuto
Fat Loss Coach

PS Every year since 2003, tens of thousands of men and women have transformed their bodies with Burn the Fat Feed the Muscle. My system can work for you too. If you're tired of all the lies and you're ready for the truth, and if you're sincere about wanting to reach your goals, then make a decision today that could transform your life! In 3 months, you can be in your same old body, feeling stressed by the same old frustrations... or you can be walking down the beach in a new swimsuit, feeling so confident about how you look, that you actually WANT to show off your new body.

PPS Remember, you have a full 60 day trial period to read the materials, put this plan to the test and see how it works for you. With the "no questions asked" total refund guarantee, there's no risk on your part. You have nothing to lose by at least *trying* my fat burning system, so click on the link below to order today!

**Click Here To Download The Complete
Burn The Fat, Feed The Muscle System**



"I am not a bodybuilder, but your techniques have helped me to transform my body. The program worked like a charm. From the very beginning I started to lose fat. After the first 3-month period, I have dropped my body fat percentage from 20% down to

13%. I have lost 13.3 pounds of fat and gained 3.3 pounds of muscle. Another measurement I could not believe was this: my waist went down from 97 cm to 85 cm! I wrongly assumed that at 46 years old, I was going to have a really hard time reaching this goal, if ever. Getting into your program was one of the best investments I made in my life. Many thanks Tom...

Roberto Paramo
Bogota, Columbia

"Tom, I purchased your plan last year, and as of today I have lost 40 lbs, I went from a size 18 to a size 10. My daughter got married this past weekend and I was amazed that I reached my goal of wearing a size 10 to her wedding. I am a nurse, my patients all ask me what my secret is and I tell them, "Burn The Fat." I have even had a few patients ask me where "that other nurse" is, because I lost so much fat, they don't even recognize me!

Linda Hyatt
USA

Click Here To Download The Complete Burn The Fat, Feed The Muscle System



NOTE: Burn the fat e-book customers will receive a private email invitation to the Body transformation challenge contest immediately after purchasing the ebook and confirming their e-mail subscription to the clients-only newsletter (valid email address and subscription confirmation required). You can also request a Burn the Fat Challenge contest entry form by sending your proof of ebook purchase to [customer service](#). Contest entry is void where prohibited by law. Some restrictions apply. To enter, fitness contests that require a purchase and offer prizes must be legal in your country, province, county, state, or city. Contest offer not valid for new customers in Vermont, North Dakota or Maryland due to state laws.

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