

Sample Video Sales Letter (VSL) for Eat Stop Eat by Brad Pilon for Weight Loss Market

(Slide #1)

Pick a biomarker of health, any biomarker:

This anti-aging program . . .

Betters it!

(Slide #2)

Thanks to this anti-aging program:

Telomeres . . . lengthened!

Blood sugar . . . lowered!

Human Growth Hormone . . . increased!

(Slide #3)

Insulin and insulin resistance. . . squashed!

Blood pressure . . . normalized!

Body Mass Index including percentage of visceral fat . . . decreased!

Overall cholesterol . . . dropped!

Ratio of HDL to LDL . . . higher!

(Slide #4)

Inflammation . . . soothed and chilled out!

Blood sugar . . . kept under control!

Basal Metabolic Rate . . . speeded up!

Testosterone (in men) . . . up!

(Slide #5)

Immune system strength and modulation . . . revitalized!

Stem cell growth and vitality . . . stimulated!

mTOR pathways . . . blocked!

Muscle loss . . . slowed!

(Slide #6)

Cellular detoxification or autophagy . . . revved!

AMPk . . . amped!

Mitochondria . . . cleaned up, pruned and multiplied!

IFG-1 . . . decimated!

(Slide #7)

Broken DNA strands . . . repaired before cancer develops!

Cancer cells . . . forced to kill themselves (apoptosis)!

Brain-derived neuron factor . . . sparked!

(Slide #8)

Gut microbiome . . . diversity of good bacteria encouraged!

Triglycerides . . . dropped into free fall!

Oxidative stress from free radicals . . . cells shielded!

The SIRT 1 and SIRT 3 sirtuin "skinny" genes . . . switched on and expressed!

(Slide #9)

How much would you pay for a supplement that does all of the above?

(Slide #10)

You could replace almost all your current supplements with it.

If a prescription drug did all of the above, how much would Big Pharma charge for it?

(Slide #11)

In the United States alone, weight loss is a \$68 billion industry.

And a statin drug which slightly lowers cholesterol, Lipitor, is by far the most profitable drug in the world, with sales at \$13.5 billion.

(Slide #12)

Yet, this program is NOT a supplement.

It's certainly NOT a pharmaceutical product.

Although Big Pharma WISHES they had a drug that could do half as much.

(Slide #13)

If they did, you'd see ads for it on every TV show and website.

(Slide #14)

Carrying out this program not only costs you NO MONEY -- it SAVES you money!

AND it saves you time.

(Slide #15)

I know your B.S. meter must now be clanging at 200 decibels, but it's true.

I'll explain in a moment.

(Slide #16)

Think back to how our Paleolithic ancestors lived.

No refrigerators. No aluminum foil. No microwave ovens. No restaurants. No supermarkets.

(Slide #17)

They hunted. They gathered.

Sometimes deer, woolly mammoths and buffalo roamed all around them, easy pickings.

(Slide #18)

But sometimes snow covered the ground for months and people went hungry.

(Slide #19)

Undoubtedly, even during the good seasons, people ate at irregular intervals.

They didn't plan out 3 daily meals and 2-3 snacks.

(Slide #20)

Hunters probably set out early every morning without a hot meal in their bellies.

During the long winters of the ice ages, Paleolithic people no doubt missed many meals.

Many days, even weeks, of food.

(Slide #21)

If short-term hunger made people weak, humanity would never have survived until the invention of farming.

(Slide #22)

Our bodies and our DNA are not stupid.

Hunger and deprivation being inevitable, they adapted.

(Slide #23)

Our biologies are DESIGNED to go through periods of irregular eating.

It gives us optimal health, because it triggers our bodies to perform efficiently.

(Slide #24)

You get all of the above health and anti-aging benefits, plus you save both time and money by . . .

Intermittent fasting

(Slide #25)

This anti-aging program is simple.

Eat. Stop. Eat.

(Slide #26)

Eat a satisfying meal.

Stop eating for a while.

Eat another satisfying meal.

(Slide #27)

Going without food, even for short periods, is not what we're used to . . .

. . . but you have the same ability to do so as your Paleolithic and agricultural ancestors.

(Slide #28)

Primitive people who easily died from hunger didn't live to pass on their genes.

Your DNA came from the survivors.

That means . . .

(Slide #29)

Going without food for short periods raises your basal metabolic rate so you burn more calories.

That gives you the energy to get out of the cave and hunt down a woolly mammoth.

(Slide #30)

When you eat a lot, your body is busy digesting that food.

That's the highest priority.

(Slide #31)

Brad Pilon does NOT say you should half-starve yourself every day.

Therefore, your body defers basic body repair and detoxification for the times when you're not eating.

(Slide #32)

But you now have constant, 24/7 access to calories.

With no "downtime," your body is trying to cope with constantly elevated insulin. It wasn't made for that.

(Slide #33)

NOT fasting for an extended time.

The program's author Brad Pilon recommends you skip meals for only 24 hours at a time.

No longer.

(Slide #34)

That's from one meal to the next.

For example, you eat breakfast today, and nothing else until your regularly scheduled breakfast tomorrow morning.

(Slide #35)

You never go a full calendar day without eating a meal.

(Slide #36)

Ready to check out Eat Stop Eat?

Just go to:

EatStopEat.com

(Slide #37)

Inside Eat Stop Eat you'll discover:

Why Eat Stop Eat helps slow down the aging process.

(Slide #38)

Intermittent fasting reduces the biomarkers of chronic inflammation.

Inflammation is the biggest indicator of the chronic diseases of aging.

From heart disease to diabetes to cancer.

(Slide #39)

Intermittent fasting allows your body to repair itself by recycling damaged and old cells and mitochondria.

This "autophagy" protects you from cancer, neuronal diseases and general aging.

(Slide #40)

Rich business people and celebrities pay thousands of dollars for injections of this trendy anti-aging hormone.

But intermittent fasting increases your body's release of it, for free.

(Slide #41)

Intermittent fasting reduces insulin resistance.

That's a leading indicator of type 2 diabetes.

(Slide #42)

Did you know? Long-term dieters suffer impaired ability to think.

But scientific studies verify no loss of cognitive function in adults who miss just a few meals.

(Slide #43)

Short-term fasting improves your memory.

Eliminates those "senior" moments.

Learn new things.

(Slide #44)

* How much to eat when you stop fasting.

Don't "reward" yourself or overeat to compensate.

(Slide #45)

Concerned about your manhood?

Discover the truth about testosterone.

Intermittent fasting doesn't reduce it, but low-calorie diets do.

(Slide #46)

I thought fasting was a crazy idea until just over two years ago.

One December I began researching fasting, especially intermittent fasting, online.

(Slide #47)

What I read intrigued me so much, I felt compelled to buy Brad's book.

(Slide #48)

As a child I was a swimmer, so I thought of myself as athletic and in fairly good shape.

But, let's face it, two years ago the only place I was swimming was in that long river in Egypt: De-Nial.

(Slide #49)

I wasn't obese, but I was certainly overweight.

I kept thinking about how I needed to lose weight, but I just couldn't get around to it.

I ate three meals a day plus snacks.

(Slide #50)

I didn't really care how I looked, but I knew having a lot of excess weight on my belly was a dangerous situation.

(Slide #51)

I'm not old, but I've got enough years on the calendar that I have to be careful.

I can no longer afford to take good health for granted.

(Slide #52)

Two days before Christmas, I went without eating from breakfast to breakfast.

I felt some hunger, but I didn't keel over.

(Slide #53)

I ate a lot on Christmas Day, then began the Eat Stop Eat 24-hour program.

I fasted two 24-hour periods a week.

(Slide #54)

No, I didn't lose 50 pounds my first month. Or the next.

(Slide #55)

I kept on not eating two days a week.

When I traveled, I stopped.

(Slide #56)

I can't even say I had "steady" progress.

I hit a lot of plateaus.

(Slide #57)

I went backward.

But I never went all the way back.

(Slide #58)

Yes, when I skip meals, I feel hungry.

But after a few times, you get used to it.

(Slide #59)

I can go without food temporarily because it IS temporary.

Tomorrow I'll be eating as usual.

I'll feel full again.

(Slide #60)

And, though it seems strange . . .

The longer you go without food, up to the 24 hours, the less hungry you feel.

The easier it is.

(Slide #61)

I've tried low-calorie diets too.

I feel less hunger from eating nothing than from eating a small but unsatisfying meal.

(Slide #62)

That sounds weird, but it's true.

Give your body just a little food, and it's unsatisfied.

Give it no food, and it adjusts to that.

(Slide #63)

The more you practice intermittent fasting, the more easily your body switches from burning immediately available sugar to stored fat.

That reduces your feelings of hunger.

(Slide #64)

I do NOT go through those days with aching, gnawing cravings!

(Slide #65)

Two years later, I still weigh more than my ideal.

My waist still holds more abdominal fat than it should.

But, you know what?

(Slide #66)

My waist is a LOT smaller than it was two years ago.

When I wear pants from that time period, the front sags down below my belt buckle because they're around three or four sizes too large.

(Slide #67)

I've just come through another holiday season.

My intermittent fasting was irregular at best.

So my waist is larger than I'd like.

(Slide #68)

As I said, I'm not at my ideal size.

But 90% of what I've lost . . . remains gone.

(Slide #69)

I'm not the biggest loser.

I'm not even the steadiest or most consistent loser.

(Slide #70)

But I'm a permanent winner, because my weight loss is permanent.

And I'm confident I'm doing what actually works for me.

(Slide #71)

Ready to lose weight with Eat Stop Eat?

Just go to:

EatStopEat.com

(Slide #72)

Intermittent fasting is the single best way to reduce the amount of insulin in your blood.

This not only allows your body to burn stored body fat for fuel, it reduces your risk of many chronic diseases.

(Slide #73)

Fasting puts your metabolism into "starvation mode," doesn't it?

Wrong!

Scientific studies verify short-term fasting INCREASES your metabolic rate.

(Slide #74)

Children who eat breakfast academically outperform those who don't.

But you're grown-up now, aren't you?

(Slide #75)

Intermittent fasting does NOT lead to binges of overeating.

When you burn your stored fat, you feel happy and satisfied.

(Slide #76)

If you'll combine intermittent fasting with resistance training, you'll lose weight even faster.

Discover why eating a variety of foods is important to your health.

(Slide #77)

Brad Pilon has studied health and fitness since he was ten.

At the age of sixteen he had his own subscription to the American Journal of Clinical Nutrition.

Talk about a precocious fitness geek!

(Slide #78)

He worked his way up from the bottom of the nutrition industry.

He studied nutrition in college, then went to work for the sports supplement industry as a research analyst.

(Slide #79)

He not only studied all the top diet books, but absorbed the scientific papers.

He went to graduate school to study Human Biology and Nutrition Science.

(Slide #80)

All while he personally trained and competed as a bodybuilder.

(Slide #81)

He's practiced his own Eat Stop Eat program since 2007.

(Slide #82)

As a competitive bodybuilder he had miniscule fat to lose compared to me.

And he has not lost muscle tissue.

He has the photographs to prove he's still just as ripped as he was in 2007.

(Slide #83)

And Brad backs Eat Stop Eat up with 22 pages of scientific studies and references.

(Slide #84)

Also in Eat Stop Eat:

Avoid "fasting burnout."

The special considerations of fasting for women. Longer fasts can affect your menstrual cycle, but not the 24-hour intermittent fasting Eat Stop Eat recommends.

(Slide #85)

Eating throughout the day and far into the night prevents you from burning stored fat.

(Slide #86)

People without hypoglycemia do not need to fear low blood sugar during intermittent fasting.

If you're not sure, consult your doctor.

(Slide #87)

Fasting makes your body lose muscle?

Short-term fasting actually helps you grow new muscle.

(Slide #88)

Weight loss has to be complicated, right?

Count calories. Calculate percentages of carbs, proteins and fat.

With this program you don't count anything except pounds lost.

(Slide #89)

The key to true weight loss is when your body burns stored fat for fuel, not glucose from food you just ate.

That's how intermittent fasting helps you lose more weight than ordinary diets.

(Slide #90)

Short-term fasting does not affect muscle function.

If you're an athlete, intermittent fasting won't affect your workouts.

(Slide #91)

In the United States, the food industry produces 4,000 calories per person -- double what we need.

We have an obesity epidemic because the food industry needs to sell those 4,000 calories whether they're needed or not.

(Slide #92)

Brad Pilon also advises everyone to exercise for maximum health and anti-aging.

In Eat Stop Eat, he goes into depth on how to combine exercise with intermittent fasting.

(Slide #93)

Resistance training comes with its own benefits.

They include:

Increased bone density.

A better cholesterol profile.

More control of blood sugar.

(Slide #94)

Discover how to design your own resistance and cardio training workouts to meet your goals.

And how to time your training with your intermittent fasting to optimize your health.

(Slide #95)

Eat Stop Eat comes as a PDF file you can download in a few seconds.

You can read it on any computer using the free Adobe Reader program.

(Slide #96)

It's simple and easy. You can do it at any time day or night.

You have nothing to lose except your excess pounds and biological years.

(Slide #97)

Do you let the food faddists nag you emotionally and psychologically?

I mean, when you eat fast food because you're hungry and don't have time for anything else, do you feel stressed out because you've eaten a few high-fat burgers?

(Slide #98)

Maybe you "give in" to "temptation," then worry you're going to die tomorrow of a heart attack or cancer.

Just because you devoured a few doughnuts. And enjoyed them.

(Slide #99)

Do you buy cookies at the supermarket, then eat them secretly without telling any of your friends you've blown your latest diet?

And you feel more ashamed than if you injected heroin?

(Slide #100)

Regular intermittent fasting for two days a week is a great way to prevent those feelings.

(Slide #101)

That's because you know you just spent 24 hours letting your body naturally repair itself.

And you will again, tomorrow or the next day.

(Slide #102)

That's a comfortable, reassuring sensation.

You know that whatever small amount of weight your meals might add to your stores of fat, not eating for just 24 hours will burn it off.

(Slide #103)

Hamburgers and cookies aren't the ideal food either for health or weight loss, but, hey, we're all human.

When you eat too much, you know it.

(Slide #104)

That doesn't mean you've *stopped* the program.

It just means you begin another 24-hour period of intermittent fasting.

Therefore, it's time you get started.

(Slide #105)

Start growing younger tonight.

Just go to:

EatStopEat.com

(Slide #106)

Start losing weight right away with the free bonus.

That the Eat Stop Quickstart Guide.

(Slide #107)

Eat Stop Eat contains a lot of science.

With the Eat Stop Eat Quick Start Guide you skip the explanations and just get

started.

(Slide #108)

It's yours just for trying out the Eat Stop Eat program.

And it's yours to keep no matter what.

(Slide #109)

Take advantage of Brad Pilon's 20+ years of professional nutrition experience for just \$49.95.

(Slide #110)

Even if you're a baby boomer (as I am) or even older . . . even if you've quit caring what people think of how you look . . .

. . . even if (like me) your main concern is extending your health span as long as possible . . .

(Slide #111)

. . . if you are overweight, especially if you carry excess visceral fat over your abdomen, you must lose that paunch.

To remain young, you must lose the excess pounds.

(Slide #112)

According to the research firm MarketData Enterprises, the U.S. weight loss industry is \$64 billion.

108 million Americans try four to five diets per year.

Obviously most of them fail at all of those diet attempts.

(Slide #113)

That means the average person trying to lose weight spends \$592 annually on special foods and equipment.

(Slide #114)

Eat Stop Eat is a one-time cost.

(Slide #115)

As for the program itself, it saves you money because you don't pay for the food you don't eat.

(Slide #116)

When you skip meals for 2-3 twenty-four periods, you'll have paid for the price of Eat Stop Eat.

(Slide #117)

So, by learning an eating plan on which you actually lose weight in a healthy, sustainable-for-life way for just \$49.95, you don't have to spend that \$592.

And every meal and snack you skip will save you more money through the future.

(Slide #118)

Eat Stop Eat comes with a 60-day, 100% unconditional money-back guarantee.

(Slide #119)

Within two months, you will see a decline in your weight and a reduction in your waistline.

You will feel more energy and more mental alertness.

(Slide #120)

If you track your biomarkers, you'll see a decrease in blood pressure and cholesterol.

You'll see an increase in Human Growth Hormone.

(Slide #121)

You'll slow the advance of the years, so you when you're 90 you go swimming with your greatgrandchildren.

(Slide #122)

During those twenty-four hours when you skip meals, you might miss food, but you'll know you'll soon be eating satisfying meals again.

And by avoiding meals for 24 hours you'll feel a lot less stress and fewer cravings than you did when you ate those skimpy, unsatisfying low-fat diet meals.

(Slide #123)

Brad Pilon's You're-Built-to-Thrive-on-Occasional-Skipped-Meals Guarantee

You'll get more work done.

You'll spend less time planning meals, cooking, shopping and cleaning up.

(Slide #124)

When you don't eat, you don't have to wash dishes.

That means more time to watch a movie, play with your kids or log in to Facebook.

And you'll save money.

(Slide #125)

Brad sells Eat Stop Eat through the ebook company Clickbank.

They've been in business for many years and have handled many millions of dollars in ebook orders.

(Slide #126)

Clickbank wants happy, satisfied customers.

And they have many thousands of them.

(Slide #127)

If you're not satisfied with Eat Stop Eat for any reason, you have 60 days to get a refund.

All you have to do is go to this page and follow Clickbank's clear, step-by-step instructions:

<https://support.clickbank.com/hc/en-us/articles/220381867-How-do-I-get-a-refund->

(Slide #128)

There's no hassle. They refund your money within just one business day.

(Slide #129)

Numerous scientific studies verify the health benefits I listed.

Some of them are associated with weight loss.

Who made weight loss hard, anyway?

(Slide #130)

The problem has been, for most people for most of history, it's involuntary.

However, you control the Eat Stop Eat program.

You decide on the two days (or one).

(Slide #131)

Breakfast to breakfast? Lunch to lunch? Dinner to dinner?

That's up to you. Change it whenever you like.

(Slide #132)

Need to have dinner with a client tonight after work?

Do it.

(Slide #133)

Enjoy eating a leisurely Sunday morning breakfast with your family?

Great, just don't eat again until Monday morning.

(Slide #134)

You're in control.

Just, once or twice a week, give your insulin time to drop so your body can burn stored fat instead of a just-eaten meal.

(Slide #135)

Do that for 60 days.

If you're not satisfied, ask for your money back.

(Slide #136)

No questions asked. No ifs, ands or buts.

Get started right now.

(Slide #137)

Join the 54,000 people intermittent fasting the Eat Stop Eat way is already working for.

Download today.

(Slide #138)

Download Eat Stop Eat right now.

Just go to:

EatStopEat.com

(Slide #139)

Eat Stop Eat is NOT for you if you are:

- * Still growing (adults only)
- * Pregnant
- * Breastfeeding
- * Diagnosed with Type 1 diabetes

(Slide #140)

- * Severely undernourished
- * Frail and elderly
- * Diagnosed with low blood sugar (hypoglycemia)
- * Suffering from an eating disorder

(Slide #141)

If you've got Type 2 diabetes or any other concerns about how intermittent fasting applies to you, consult with your doctor.