

LIES WE TELL OURSELVES ABOUT **WEIGHT LOSS:**

CHANGE YOUR *mindset.* CHANGE YOUR *life.*



Anyone that's struggled with weight can tell you that they've experienced their fair share of broken, self-made promises. **"This year, I'm going to lose 20 pounds!" ... "Starting Monday, I'm done eating poorly." ... "I swear I'll go to the gym tomorrow."** ... Sound familiar? We've all been there, so don't be too hard on yourself! The difficult truth about weight loss is that it's really tough to do on your own. It takes drive, persistence, and unwavering strength. And let's face it, when no one's watching, it's hard to keep the faith.

There are little lies we're all guilty of believing when it comes to weight loss, and we're going to confront them head-on. To prove to you that the discouragement flooding your thoughts is wrong- and that when you put your head and heart into it, you can crush it once and for all. **So let's take a look at these false beliefs...**



#1

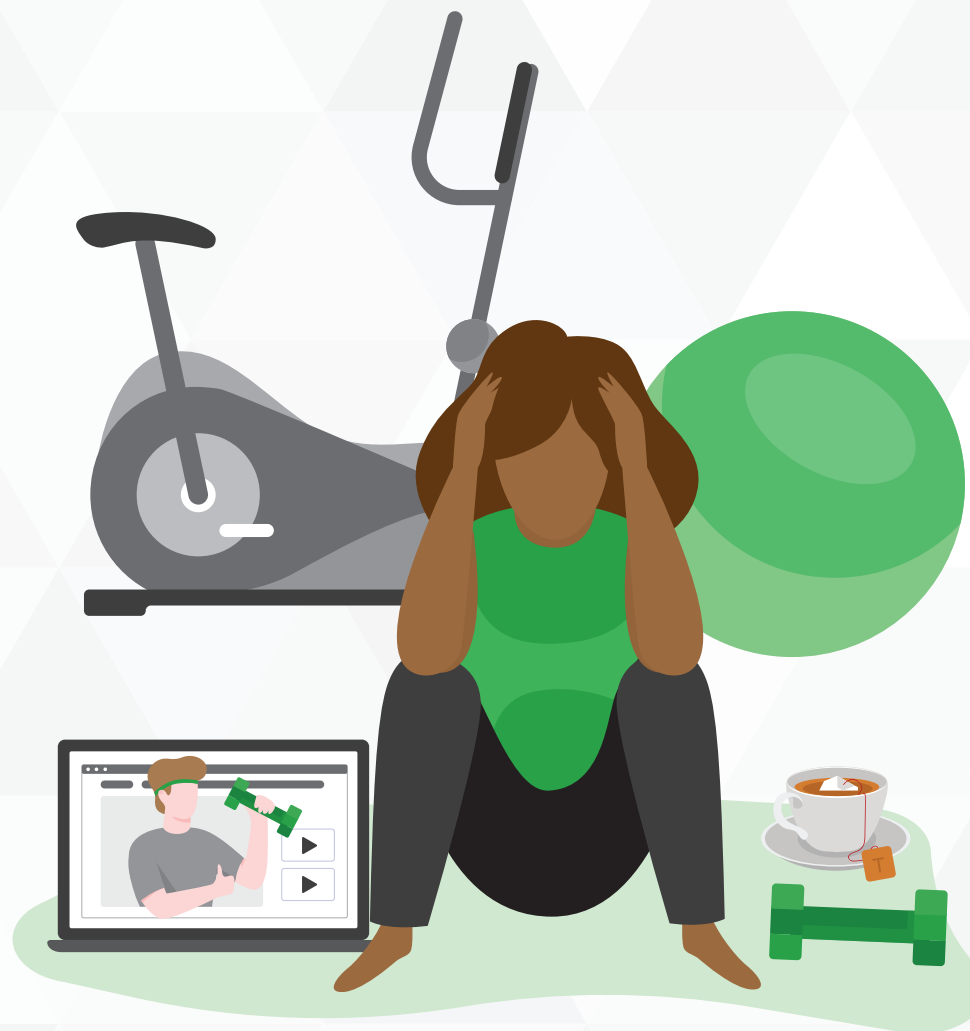
"I've tried it all"

So you're a veteran when it comes to weight loss. You've attempted all the fads like Flat Tummy Tea and those interactive Daily Burn videos. At this point you have a working list of things that totally **don't** work.

But how many on that list allow you eat real food and see real results? How many can be backed up by research and scientific proof? Honestly, you may not know. The Becking Clinic's Weight Loss program isn't a calorie-counter. Or a meal-prep. Or a daily shake solution. It's an all natural, 42 day commitment that completely restructures multiple aspects of your life.

This program's goal is to work with you as you become a healthier individual not only physically, but mentally and emotionally.

So maybe you have tried a weight loss plan that allowed you to eat real food, helped you see real results, and proved itself scientifically. But those programs didn't include our "secret sauce." So what is unique to our program? It's the personal change undergone by the individual over the course of the process - which is where the **KEY** to the program lies.



"I have no self control"

For starters, let's just make it clear that it's **okay** to not be perfect. Just because you drop your phone, doesn't mean you're going to hit it with a hammer. In the same sense, if you slip up on your diet you shouldn't abandon all hope for a healthier tomorrow.

Sometimes, it's not just a cheat days that people struggle with. Simply sticking to it can be the hardest part. Self-discipline is a difficult concept to grasp. With this in mind, we made sure to add a tool that would help people maintain their motivation. This magic solution is our Clinic App. Here you will be able to check in with a doctor each morning, track your loss, and maintain a food journal allowing you to monitor your progress. **The purpose of this is to allow you to see the small victories and take pride in them!**

I'd like to remind you that weight loss is a **journey**. And this program is a journey. It's not going to be an overnight thing. Now that may sound a little cliché, but let me explain why. By participating in this program, you are opting into a life-change. A physical change, yes. **But how can you keep that weight off when you're done, without addressing the root of the problem?** You have to uncover why this weight gain happened in the first place. Unfortunately, as humans, we tend to subconsciously handle our problems in unhealthy ways. One of the most common ways is by emotionally eating. If we can figure out why you're putting on the weight, we can look it dead in the eye and say, "No more!"



#3

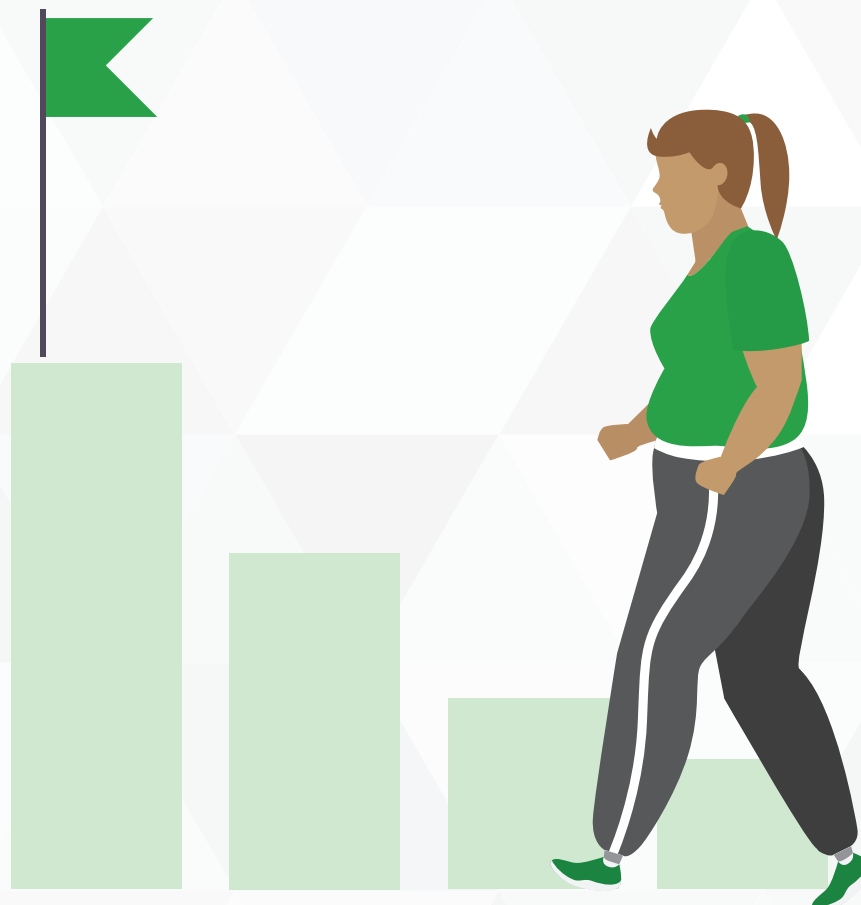
"I'm too far gone"

When you think about the weight loss journey ahead, you may see an impossible road with a far off destination. Many times in life, you'll be advised to "look at the big picture." But in this case, you should look at it **step by step**.

Weight loss takes **time**. You can't eat a salad for lunch one day and expect to lose 5 pounds; just like you can't go to the gym for an hour and get abs. We all wish it could work like that, but it takes a little more effort.

No matter where you are and where you want to be, it's **NEVER** too late. Shedding pounds and inches isn't a vanity thing- it's about self-confidence. Something every single person deserves the chance to feel.

Part of why we built this program was because there are far too many people in this world that are unhappy with their bodies. Many of these people's minds are clouded with self-doubt and the fear of failure. **What if you could be the person that went for it?**



"I don't have the support"

This one is our favorite to address because our program is **centered on support**. What makes this different from anything you've done before is the accountability that we've instilled in the process. Let's be real- this stuff is hard to do on your own. As I said before, it's easy for self-control to take a back seat when no one's looking. That's why with Becking Clinic's unique weight loss program, you'll have the chance to join our Private Group. This is where the magic happens. Here you'll be given **24/7 access** to real-life inspiration. People just like you will use this outlet to post their recipes, motivational quotes, encouragement, or whatever they see fit for this journey! Everyone has a voice that deserves to be heard- yourself included! **No matter where you are in the world, there will be people that will be rooting for you.** You'll be part of their journey just as much as they are yours.

This program wasn't designed for temporary physical change. It was designed for **life change**. To turn you from the inside out, into someone you love...and someone you're even proud of. So why do we care so much about the journey? Because we've been through it first hand. Eight years ago Dr. Becking himself engaged in a healthier lifestyle. Over the course of just 3 weeks, he lost **over 20 pounds** and experienced serious life changes. This not only inspired him to help others do the same but to create a program that could move someone, aside from just the pounds they would shed.



I can tell you with **100%** certainty - this program is for **YOU**...even if you've reached your wits end with weight loss solutions, tips, and plans! Give it a shot and you will never regret the results you will see.

Don't ever give up on yourself because **YOU** have the power to change your own life! And with this uniquely designed program, we can help keep you on track.

Imagine a healthier you- physically, mentally, and emotionally.

And for 42 days, pour yourself into becoming that. We'll be here to act as your biggest cheerleaders.

Interested in taking the first step toward a healthier, happier, more fulfilled you? Schedule your own **FREE, no-obligation consultation** with the Becking Clinic today. A better you awaits...the best you!





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