

Book Proposal

Losing the Lard: The Mechanics of Permanent Weight Loss

By
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Overview

My name is Bill Stephens, and I admit it: there is absolutely nothing I will not do to be skinny, handsome, and healthy – that is, except eat right and exercise. You see, I’m not a dietician, nor am I a medical doctor. I am not a psychiatrist, psychologist, or physiologist. I am a

fat man. Or at least I was a fatter man until on August, 2009, when I stepped on the scales in all my glory – naked, having completed all my bathroom functions and ablutions – and watched the dial rocket up to 308 pounds. That day began the application of a system of visual, tactile, and mental strategies I had recently developed: all of them designed permanently to alter my eating and exercise habits, making possible the *only* two requirements to lose weight and keep it off – eat fewer calories and exercise more!

Let me explain my use of the term “lard.” Lard is not used in any pejorative sense intended to offend, shame, or embarrass anyone. I can’t visualize “weight” loss. How do you visualize something as abstract as “weight?” “Fat” is even hard for me to visualize. For me to defeat my enemy, I need to see it and know it’s real. One-pound blocks of and tubs of lard I can visualize vividly. It is easy for me to anthropomorphize lard – to bring it to life. So when I talk about *Losing the Lard*, I’ve lost something real when I lose a pound of lard. The word “lard” is as visual, tactile, and real as a person standing in front of me.

After over fifty years of spending enough to cover my kid’s college tuition on every weight loss program known to man, and reading every book I could get my hands on – trust me when I say losing the lard permanently is not just difficult, it’s damn near hopeless. Ok, that’s an exaggeration. The national average of people who achieve a major weight loss and keep it off is variously reported to be about eight percent. That’s a lousy eight folks who get to stay skinny while ninety-two others of us waddle back to fat city. There must be a way to improve this dismal success rate. That’s where *Losing the Lard: The Mechanics of Permanent Weigh Loss* weighs in.

Thinking back to some of the bogus schemes, diets, and weight loss programs, I’m almost ashamed to admit even considering them. It all started with the book, *Calories Don’t*

Count published in 1961 by Dr. Herman Taller – a runaway bestseller that was the precursor to the plethora of current day low carbohydrate diet books. It turned out that calories *do* count, and the full force of the Federal Drug Administration descended upon the good doctor with charges of drug violations, postal fraud, and conspiracy. Sorry, Herman.

A charlatan in my hometown produced a truly foul tasting liquid that he claimed made you lose weight while you sleep. What could be better than that? He made millions. His program required no eating after six-o'clock p.m., taking a big slug of this dreaded tonic just before going to bed, and going to bed early. He claimed you would burn calories while you sleep. Hey, amigo! We burn calories while we sleep, without your disgusting product. Besides, if we eat early to promote proper digestion and go to bed before having a snack and three more beers while watching television, damn straight we'll lose weight. He went bankrupt and at one time was under criminal investigation.

I even attended the Morbid Obesity Risk Factor Clinic. It was a very worthwhile and educational medical operation, but with a name like that you had to leave the place like it was a whorehouse, looking in every direction to see if anyone recognized you. They've since changed the name.

I bottomed out when I tried the Miracle Soup Diet. It consisted of a truly evil tasting cabbage based soup that you ate to the exclusion of all other foods. The flatulence from this sinister soup distanced my friends and estranged my wife.

I attempted weight loss hypnotism – twice. The first was a traveling show led by a hypnotist easily thirty pounds overweight. Second was a hypnotism clinic full of white coats, offering to cure anything aberrant in your life. We lay on comfortable recliners with goggles flashing lights in our eyes, listening to tapes of the hypnotist entreating us to change our ways. I

noticed that my sexual appetite and performance were improving. Possibly I was listening to the wrong tapes, but I didn't complain even though I wasn't losing weight.

Along the way were experiences with first-rate weight loss operations that produced results. During a time between marriages one girlfriend felt I was a bit pudgy and offered oral sex for every five pounds I lost (I negotiated it down to three pounds). I can recommend this as a truly effective weight loss program. Alas, though, we parted company over some other issue, and the lard came home to roost again.

The two months I spent at the Duke University Diet & Fitness Center on assignment for my newspaper were the second most effective. I was tasked to achieve a major weight loss while writing a series of articles for Murdoch newspapers about the Duke program. I lost sixty pounds over a six-month period, and, of course, when I stopped using what I learned, gained it back – plus ten pounds in the next four months.

Why the hell do we always gain it back? And, by the way, what's with the lard piling back on at warp speed?

Let's list some reasons:

- 1) A “diet-book-of-the-week” plan that promised to lose the lard quickly and without any lifestyle change. All we had to do was eat *these* foods instead of *those* foods. Yeah, we'll probably do that for the rest of our lives, right?
- 2) The Set Point Theory (SPT)– Given a natural amount of exercise and normal amount of food, our bodies have a genetically predisposed optimum weight to which it wants desperately to return. This is a daunting thought, but be not discouraged, help is on the way.
- 3) Our forefathers – To some degree this is redundant with the SPT above, but it must be

addressed specifically. If our extended family tends to gain weight easily, we have only two choices. We can practice a controlled regimen of eating and exercise to live healthy, normal-weight lives, or we can be overweight and unhealthy. I don't care what any diet-book-of-the-week says to the contrary.

- 4) Lost accountability – Let's not kid ourselves, if we were self-accountable, we wouldn't be lardos, would we? We lost sight of the force holding us accountable for losing the lard.
- 5) **Now Pay Attention To This One** – changes in *what* we eat, rather than *how* we eat. It's taken me almost a lifetime to understand this fundamental difference. How we eat also can be extrapolated to *how much we eat*.

High-powered dieticians and doctors tinker with ways to eat *this* instead of *that*, hoping to give us the illusion of eating more bulk to satisfy our appetites while ingesting fewer calories. The new buzz word for this is “volumetrics.”

Some even claim that eating certain foods in combination sets in motion a mystical metabolism that melts away the lard while we sit on our broad butts watching television. One guy actually claims that if we eat only certain kinds of food at specific times of the day, the lard will simply evaporate, and he says it with a straight face.

These mavens of body mass then get their book deals for their amazing “Lose Weight Instantly While Sitting On Your Ass And Eating Anything You Want” program/diet. It doesn't take many pages to write, “Eat less and exercise more,” so they add, as back filler, lots of “their system's recipes” which fat folks will never cook – ever.

Let's get something straight. I don't care if the book is from South Beach, North Beach, Long Beach, or Son of a Beach, tinkering with what we eat is not the best way to reduce calories. Granted, some foods (carbohydrates and fat) are calorie rich and offer calorie deficit challenges,

but I can sum these up in two mantras:

- 1) If it's white don't bite.
- 2) Forget the fat to lose the lard.

Ok, that's my diet book. Now let's get on to the real truth of eating fewer calories. We must eat smaller portions. To eat smaller portions, we have to change *how* we eat in order not to be uncomfortable from hunger.

The *méthode du jour* for changing how we eat is bariatric surgery, both gastric bypass and lap band techniques. Hundreds of thousands of people around the world raise the white flag of weight loss surrender and opt for this \$12,000 to \$20,000 procedure to change how they eat. It is analogous to curing alcoholics with antabuse. If a person on antabuse consumes alcohol and does not die, they wish they would. After bariatric surgery we don't have a choice about how much we eat. Overeat and we pay severe consequences.

Is it really so hopeless, that we must surrender to surgery, or can we retrain ourselves on how to eat?

Losing the Lard: The Mechanics of Permanent Weight Loss, a 150 to 200 page book, addresses every phase of changing how we eat. It is a good-humored, personally anecdotal trip down Weight Loss Lane explaining:

- 1) Why we are overweight – doing the numbers.
- 2) Why we eat the way we do
- 3) The importance of eating consciously
- 4) Deprivation and satiation issues,
- 5) Accountability - The “Losing the Lard Success Log” that tracks exercise and calories
- 6) Salting away our fat

- 7) Importance of losing lard, not weight (muscle)
- 8) Exercise? OMG!
- 9) Specific visual, tactile, and mental techniques for retraining ourselves to eat less without hunger discomfort.
- 10) Combating the horrible weight loss irony – the more you lose, the harder it is to lose.

Losing the Lard: The Mechanics of Permanent Weight Loss is not a diet plan, it contains no recipes, and it certainly offers no overnight magical weight loss. It tells us where we got the lard we desperately need to lose and what is required to lose it – permanently.

Why this book? Why Now? Why Me?

Searching Amazon under “diet books” produces 17,298 results -- all diet related books. Amazon’s Top 100 Bestselling Books is always awash with “The New” diet book. Big numbers like these could mean this subject has been covered adequately – but it’s just the opposite! Why do people keep writing diet books? Simple, no one has solved the problem. They’re all about what to eat and not how to eat. The last diet book didn’t work, so we buy the next diet book.

Google “how to eat” and 1,980,000 results pop up telling how to eat everything in the world, but none of them tell how to eat less food without hunger discomfort. So as these thousands of diet books are written our population plods along lugging the lard with forty-five percent of us overweight and thirty-two percent of us morbidly obese. Do we need any more proof that all 17,298 diet books haven’t worked?

Never before have Americans been bombarded so with information on our pandemic overweight problem. Los Angeles just passed zoning regulations outlawing fast food operations in certain parts of the city. “The Biggest Loser,” a television reality show where obese

contestants compete to see who can lose the most lard is beginning its third season. It's time to get useful information out there in the palatable, fun, format of *Losing the Lard: The Mechanics of Permanent Weight Loss*. It's time to help us fat folks learn a new way to eat.

I am uniquely qualified to write this book after fifty years of weight loss program participation that lost and regained over a ton of lard. In all humility, I am a weight loss expert. There is nothing about weight loss that I didn't know – except how to use what I knew. That's changed with *Losing the Lard: The Mechanics of Permanent Weight Loss*. After distilling all this information to its essence and adding my own personal experiences, I am ready to practice what I preach. By the time *Losing the Lard: The Mechanics of Permanent Weight Loss* is published, I will have lost fifty pounds on my way to a total weight loss of one hundred pounds – losing the lard along with the readers – permanently!.

About the Author:

“Read It and Weep” (www.publishersmarketplace.com/members/billstephens), Bill Stephens' Blog is perpetually a *Publisher's Marketplace* Top 10 Blog. Thousands have subscribed to his website www.horizonspast.com where they read his serialized novel *Horizons Past*. Currently, an option has been tendered for the movie rights to his second Novel, *Vámonos!*

Stephens is a regular contributor to *Beneath the Cover: Inside the Publishing Industry* www.beneaththecover.com/ a website dedicate to every aspect of the publishing industry: writing, editing, publishing, self-publishing, and marketing. His articles cover a wide range of topics and always rank at the top of the “most read.”

He has written over 1,000 weekly food and wine columns for Harte-Hanks, Murdoch, and Hearst newspapers. His features appear in *Wine News*, *Wine Enthusiast*, *Wine Spectator*, *Food &*

Wine, Chef, and Field & Stream. The short story, “The Decanter, A Christmas Story,” is the only piece of fiction ever published in *The Wine News*. Texas A&M University recently published his short story, “Toby Tire and His Erratic Curve Ball” in their English Department’s “Big TEX(t)” Ezine. His food service essays appear regularly in *My Table Magazine* and on his Blog <http://www.heyrestaurantguy.com/>

Bill Stephens attended Duke University Diet & Fitness Center for two months on assignment for *Murdoch’s San Antonio Express News* where he wrote a series of weight loss articles about the Duke weight loss program

He traveled the world designing and selling specialized construction equipment on the largest dams, tunnels, bridges, and high-rise buildings. He was responsible for introducing consumer style advertising into construction periodicals. While Product Manager for Symons Mfg. Company he supervised over 300 salesmen located all over the country. He personally took responsibility for marketing, advertising, public relations, and sales in each of his own companies.

He currently consults for restaurants with his company, Bill Stephens Associates www.billstephensassociates.com.

As a wine and food writer he has visited wine growing areas of Australia, France, Spain, South America, Germany, and the United States. He developed and imported his own wine brands from California, Australia, and New Zealand, and also developed and marketed his own brands of beer (Sportz Beer) and tequila (Don Sergio Tequila).

As a food service entrepreneur his business empire grew to include two tablecloth restaurants; three airline in-flight kitchens; three employee-feeding facilities; catering of a dinner train, and he was the third largest off-premise caterer in South Texas. His notable catering clients included Texas governors, presidential candidates, the family of the King of Saudi Arabia, the Prince of Wales, Pope John Paul II, Tom Jones, Neal Diamond, Willie Nelson, and many other

celebrities.

Stephens is a graduate of The University of Texas and studied creative writing at Trinity University, San Antonio. As an avid outdoorsman he has hunted and fished from Alaska to Mexico and has ridden his Harley Davidson Motorcycle coast-to-coast, border-to-border, and more than 12,000 miles in Mexico. He lives in Texas with his wife and her cats. **Visit his website - www.billstephensbooks.com .**

Competition Analysis

The success of the following books demonstrates a complementary rather than a strictly competitive trend in the marketplace for weight loss books. Listing even a fraction of diet books here would be impractical. So I have excluded all those books whose purpose is to provide diet and eating plans that try to change *what* we eat. Frankly, that's pretty much every diet book.

Instead, I've listed a few contemporary books that are commercially successful and that address in some measure the problem of how we eat as well as what we eat. What is the commonality that runs through them? Each author has conceived a gimmick that separates the reader from the dining table; i.e., if we do this and this, we will limit our exposure to food, either by time, space, or imagery. But when all the ink dries, the truth remains; we must eat fewer calories and exercise more to lose the lard permanently – regardless of how we do it.

The War of Art: Break Through the Blocks and Win Your Inner Creative Battles by Steven Pressfield, Grand Central, 2002. This best selling narrative does not deal specifically with weight loss, but it is a wonderful precursor to launching any major endeavor whether a creative project or a self-improvement program like losing the lard. Pressfield explains how to defeat “Resistance to Beginning” a force as palpable to him as evil.

The Beck Diet Solution: Train Your Brain to Think Like a Thin Person by Judith S. Beck, Oxmoor House, 2007. Author Beck uses a form of written Cognitive Behavioral Therapy similar to that used with her patients to attempt to teach them how a thin person thinks. The thesis is that eating habits can be altered in this fashion to lose weight.

The Alternate-Day Diet by James B. Johnson, Putnam Adult, 2008. The claim is that restricting caloric intake every other day produces a plethora of positive health effects, eliminates chronic deprivation, and promotes weight loss. It leaves one wondering, “Why not restrict caloric intake every day?”

The 3:00 PM Secret: Live Slim and Strong, Live Your Dreams by Deborah Anne Ross Lawrence, Glacier Dog Publishing, 2007. Eating healthy and not eating after 3:00 p.m., at least five days per week, will create a major weight loss. I think not eating dinner five days per week should deficit a lot of calories and produce a weight loss.

The No “S” Diet: The Strikingly Simple Weight-Loss Strategy That Has Dieters Raving—and Dropping Pounds by Reinhard Engels and Ben Kallen, Perigree Trade, 2008. No Snacks, no Sweets, no Seconds except on days that start with an “S” (Saturdays, Sundays and Special Days). Why not cut the “S” everyday?

The Three Hour Diet: How Low-Carb Diets Make You Fat and Timing Makes You Thin by Jorge Cruise, Collins Living, 2005. This book launched a series of books based on the idea of eating every three hours. The thesis is that eating something light or healthy every three hours keeps down hunger and makes possible eating fewer calories.

Dr. Shapiro’s Picture Perfect Weight Loss: The Visual Program for Permanent Weight Loss by Dr. Howard M. Shapiro, Warner Books, 2003. This is a “this little bit has the same calories and all of this” book. It uses color photos to illustrate how to substitute items of lower

caloric content and eat more bulk with fewer calories. The book is very useful for visual training to recognize caloric content of foods.

Eat This Not That! Thousands of Simple Food Swaps by David Zinczenko and Matt Goulding, Rodale August, 2008. This is the premier example of food substituting and currently is in the Top 100 Amazon Sales rank.

Marketing Methods

Target Market

Forty-five percent of American adults over 20 years of age are overweight

2008 USA population = 305 million

Adults are over 20 years of age = 72%

Number of adults over 20 years of age = 219 million

Overweight adults over 20 years of age = 45%

Number of overweight adults over 20 years of age = 99 million

The target market for *Losing the Lard: The Mechanics of Permanent Weight Loss* are the 99 million overweight Americans. An even more focused market easier to penetrate is the 70 million obese Americans within the overweight group. These people know they need to do something about their weight for health reasons, and many have tried and failed to permanently lose weight on one or more popularized diet. This target market is presold on the idea of weight loss.

Our effort then to penetrate this market is reduced to convincing prospective buyers that *Losing the Lard: The Mechanics of Permanent Weight Loss* is unique because it teaches them how to eat rather than what to eat. It is not a diet like all the others, which they tried and at which

they failed.

There are two other major marketing factors that must be considered. First are the 50 years of sales, marketing, and advertising experience that the author brings to bear in the marketing effort. He is uniquely qualified to promote *Losing the Lard* because of his public speaking experience, his radio and television appearances, and the eighteen years he wrote for Murdoch and Hearst publications.

Second it is our plan to retain at our expense the services of **Sandra Frazier, one of the publishing Industry's foremost Public Relations firms**. A coordinated effort between Ms. Frazier and the publisher's PR department will provide a synergistic launch and appearance tour that should light up the sky.

Losing the Lard: The Mechanics of Permanent Weight Loss is the next blockbuster weight loss book and must be marketed that way. Less effort than that would marginalize an enormous profit opportunity. Several key elements must fuse for the book to explode into the marketplace: Timing, Message, and Results.

Timing

Low carbohydrate diets have been around for years: Adkins, Sugar Busters, Dr. Stillman, Scarsdale, The Zone, Michael and Mary Dan Eases's Protein Power, and Rachael and Richard Heller's Health For Life, and dozens more have run their course. Readers can see there are as many of us fat folks now as there were before the low carb craze.

Next came the rash of “timing” diets mentioned in the Competition Analysis above. They have been popular for about three years, are starting to fray at the edges, and will soon be out of vogue completely. One example is Jorge Cruise's most recent, *3 Hour Diet Cookbook*, released less than a year ago (and three years after his first book, *The Three Hour Diet*) which is already

above 200,000 on the Amazon Sales Rank. Not good.

Now comes the food substitution books (examples shown above), entreating us not to eat what we like, but instead to eat something else with lower caloric content. From my years as a restaurateur, I can assure you that if you plan to change what people eat, you better have deep pockets. By the time *Losing the Lard: The Mechanics of Permanent Weight Loss* is ready for release, people will be back to eating what they like and eating too much of it. That is the problem *Losing the Lard: The Mechanics of Permanent Weight Loss* solves— how to eat less of what we like without being hungry.

Specifically, the book should be released in April as opposed to January, which is cluttered with book releases. People are particularly weight conscious after the holidays and before swimsuit season. The April release is timely from a seasonal point of view while avoiding the January rush.

Message:

The *Losing the Lard: The Mechanics of Permanent Weight Loss* message is unique and therefore easy to place in both print and electronic media outlets. Think about a weight loss book without a diet and without recipes. Amazing! Think about eating the foods you enjoy and reducing your calorie intake by half. Think about being motivated to move off the couch and into enjoyable activities that don't seem like exercise. Think about tracking your activities and meals with the "Losing the Lard Success Log" so you can assess your progress hourly and daily. National weeklies like USA Weekend, mainstream and cable morning TV shows, public radio, and public TV are will jump at a truly new approach to eating for permanent weight loss.

Example: Oprah Winfrey's weight goes up and down like an elevator. Would she be interested in a weight loss program that retrained her how to eat and maintain her desired weight

permanently?

Many of the new eating techniques are easily and quickly demonstrated before a live or TV audience, using the program hosts, much like cooks preparing recipes from the cookbooks they are promoting. The demonstrations can be as simple as “how to butter a piece of bread,” and “how to eat guacamole and other dips.”

Losing the Lard: The Mechanics of Permanent Weight Loss (LTL) particularly suits a publisher who also produces home, health, and family based periodicals, as features in these magazines would be easily placed. The uniqueness of the LTL program will also pull other publications to place features.

The style and tone of LTL also is unique and will create public relations interest. Written in the first person, filled with anecdotes and experiences, humorous, and often laugh out loud funny, the book makes the readers feel connected and part of a process bigger than themselves – connected to a process in which the author is losing the lard alongside the reader. I personally am tired of diet books reading like textbooks written by academics preaching to us heavyweights. Weight loss is a serious business from a health standpoint, but it is about the most onerous endeavor known to man, and making it deadly boring doesn’t help. Why not have a few laughs along the way, to kept up our spirits.

Results

This lighthearted approach to weight loss produces a truly kickin’ website. Not just an advertising piece for the book, www.losingthelard.com a.k.a. <http://www.ltl.com/> will be the interface for a whole range of reader input. The blog will be day-by-day progress reports of my own journey to one-hundred pounds of missing lard, while the chat rooms, billboards, and video uploads plug readers into a interactive group of determined lard losers having fun with their

personal weight loss journey. The site offers the opportunity to share progressive weight loss photos and videos, before-and-after photos and videos, and most importantly share new eating modification techniques discovered by the LTL members. We may not be on “The Biggest Loser” on national TV, but we can be on LTL Club video.

It is impossible for me to develop every eating modification technique, but a few hundred thousand LTL members will discover new and different practices they can share with other members via the website. This is similar to “Hints From Heloise,” one of America’s longest running syndicated newspaper columns, in which, as Heloise explained to me, all the hints come from the readers. Weekly prizes (LTL wearables mostly) will be given for the best new ideas and photo/video contributions. This is the process that creates the second book: *Lost! – 100 Lbs of Lard: Where Did It GO?* This sequel would give a review of the concepts in the first book for those who have not read it, and includes many more eating modification techniques.

A decision must be made prior to publication whether the “**Losing the Lard Success Log**” CD containing the computer program for tracking exercise and calories will be included in a back- cover pocket of the book, or sold separately through the website. A printed booklet version in which the math would be computed manually would be printed for the computer illiterates

Following close behind will be the “**Losing the Lard Game**,” a pimped up kickin’ fun version of the Log with voice over, quizzes, bells, whistles and the chance to win big prizes.

A much simpler version, “**Kids Can Be Losers Too**” incorporates the behavioral modification information in a fun, visual format and allows them to track their progress toward a healthier, more fun life.

Other Marketing and Distribution Efforts

In addition to the usual book reading/signing efforts through retail bookstores, a weight loss book offers the opportunity for retail sales through other outlets:

- 1) Distribution agreements with the Top 100 Club Fitness Industry Business operators (This list can be purchased at <http://fitnessbusinesspro.com/2007Top100/>) will be negotiated for counter top placement in ten copy displays.
- 2) Organic and health food stores offer another distribution outlet. A list of 1,630 of these retailers can be obtained at <http://www.greenpeople.org/healthfood.htm>
- 3) Negotiate distribution with GNC, other health supplement chains, and the members of the Natural Products Association <http://www.naturalproductsassoc.org/site/PageServer>

A huge advantage to distribution through retailers other than bookstores is the elimination of returns to publisher, a practice unique to the bookstore industry.

Mr. Weitrak, Barnes & Noble's diet book marketing expert, and others like him in the other major retailers must be contacted to negotiate book placement and displays for the release of LTL.

Outside Promotional Funding

Since *Losing the Lard: The Mechanics of Permanent Weight Loss* is personally anecdotal, I refer to particular brand name food products that I have found to be useful and enjoyable in my own lard losing experience. There is a very real possibility that these brands names will cooperate with funds to promote the book. This is a traditional major source of funding for motion picture productions.

Table of Contents and Chapter Outline

Chapter One

Number of pages

Me

7

The “Introduction” is an introduction of Bill Stephens: his professional background in food service and his lifetime battle with weight loss. It covers the amazing number of useless, harmful diets he tried and helpful weight loss programs from which he gained useful information. As a chemical engineer, he came to understand that over the long haul, body weight comes to equilibrium when:

$$\text{Calories In (Food Calories)} = \text{Calories Out (Sustenance Calories plus Exercise Calories)}$$

That equilibrium can come at 400 pounds or at 120 pounds. Compare a six-foot Sumo wrestler vs. a six-foot Holocaust prisoner. Armed with the knowledge that permanent weight loss comes only from eating fewer calories and exercising more, he develops a method that retrains lifelong eating and exercise habits to adjust our bodies’ weight equilibrium to a healthy level satisfactory to those of us involved, without the discomfort of hunger.

These strategies work as well for those with the same ten to fifteen pounds of lard knocking on their door every few months, as it does for the morbidly obese who need to unload a lot of lard.

Chapter Two

Where Did All This Lard Come From, Anyway?

5

He covers hereditary and environmental issues, both in home and external and applies them to specific situations. If our extended families tend to gain weight easily, we are the unlucky ones, and we have only two choices in our lives. We can live a regimen of eating and exercise that produces a healthy normal-weight lifestyle, or we can be overweight and unhealthy.

Stephens briefly discusses The Set Point Theory of body weight control but defeating the SPT is left to a later chapter dealing with exercise.

A good understanding of the calorie numbers involved in weight gain and loss is necessary to any hope of losing the lard permanently. Stephens runs the numbers to show exactly what is involved in a decision to lose weight, and the “Losing the Lard Success Log” is briefly explained as a prelude to ‘Accountability’ in a later chapter.

Chapter Three

Food Good – Eat!

4

Where did our bad eating habits come from, anyway? If we’re going to change the way we eat then we need to know why we eat the way we do. Old habits are hard to break, especially when Mom told us to think about the poor starving Armenians while we cleaned our plates. Is it really a sin to throw food away?

How much lard does it take to be overweight? To be Obese? To be Morbidly Obese? He defines and explains these terms and some of the symptoms. The primary symptom of the morbidly obese is eating until the food is gone and eating anything that doesn’t eat us first. Eating habits like that will certainly layer on the lard

Chapter Four

Think About Food

8

To change how we eat, we must change how we think about food. CORRECTION! We must *START* thinking about food.

Think back to an old Wurlitzer Jukebox with all of its gaudy neon and glitz. Visible inside was a large vertical wheel in which were racked dozens of twelve-inch vinyl 78 rpm records. Drop in our dime, punch a button, and the wheel rotated to our selection. The rack pivoted out, rotated to horizontal, and placed the record onto the turntable. The tone-arm needle dropped onto the record, and we enjoyed our favorite song.

Now think about sitting down to a dining table. From out of nowhere a twelve-inch china plate filled with food drops on the table in front of us. We pick up our fork, lower it onto the plate, and play our favorite song, “Let’s Eat!” And we play that song until the food is gone. It is a reflex action on our part and just like the jukebox requires no conscious thought.

The “S.A.C.K. System” (Slap, Assess, Cut, Keep) brings us back to reality, forcing us to think about what is on our plate, and what we will do with it. Nothing is more important to losing the lard.

Chapter Five

“I Can’t Get – No – Sa-tis-fac-tion”

11

Hey, we’re trying to lose weight here. Why don’t we feel good about it? Probably because we’re hungry. Worse, we’re irritable because we feel deprived and unsatisfied.

There is more to “feeling full” and sated than just eating a lot of stuff. Let’s try to eat a whole head of iceberg lettuce (without any dressing, of course). We won’t be able to eat the whole thing, but at some point we will feel too full to eat more. Do we also feel satisfied? We’re stuffed, but we still feel deprived and unsated. Why? We’re missing FLAVOR!

In each of our heads there’s a little counter that ticks each time we chew, and records how much flavor we get for our effort. So when diets tell us to eat things we don’t like and/or have no flavor, we’re not satisfied. If we don’t satisfy our little counter, we absolutely cannot eat fewer calories without being uncomfortable from hunger.

In an effort to reduce calories and fat in our foods, manufactures manage to remove most of the flavor. They then add lots of salt to try to boost the flavor. There are techniques in food selection and preparation that retain the flavor (even though the calories are a little higher) necessary for us to feel satisfied.

Chapter Six

Who's Watching?

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One thing all of us lardos have proven is that we are not self-accountable. We would not be trying to lose the lard if we were able to monitor and to correct without help what we eat and how we exercise. Coaches motivate athletes to greater accomplishment, but, truthfully, no athlete would ever make the team without self-accountability.

Without record keeping and accountability there is no hope for permanent weight loss. The national average of people who achieve a major weight loss and keep it off is a paltry eight percent. For those who keep records that percent doubles.

Weight Watchers, Jenny Craig, and every other successful diet program have built-in accountability through counselors. I have personally, many years ago, crawled up on a scale in front of a room full of women at Weight Watchers meetings. My loss/gain was shouted out to the group. Now that's accountability.

The first step in easy accountability is self-training in food quantity recognition. After that the **“Losing the Lard Success Log,”** a computerized matrix makes tracking our calories and exercise easy, accurate, and fun. The **“Losing the Lard Success Log”** can even be downloaded into a Blackberry, Ipod or any PDA. There also is a printed booklet for those without computers. This chapter includes an in-depth explanation of the **“Losing the Lard Success Log”** plus an example of a completed week's print out.

Chapter Seven

Salting the Lard

5

Controlling salt is a key component of health and weight loss. If we wanted to lose a quick five pounds all we have to do is go on a salt-free diet for three days. The water pours out of

us. The body must maintain a uniform, specific concentration of electrolytes, primarily salt and potassium. If we stop adding salt, our bodies must lose a lot of water to maintain the proper electrolyte concentration.

This is what the diet-of-the-week-books trade in. Altering what we eat has to alter how much salt and potassium we ingest, requiring us to pee ourselves to death. We step on the scales a week later, and we're four to six pounds lighter. We can't wait to tell everyone about this great new diet we're on. When we lose only a pound the following week or even regain some of the water weight, we become discouraged and go back to our old ways. Of course, we buy the next diet book that comes out and repeat the process.

Chapter Eight

Losing Lard – Not Weight

4

Muscle burns calories – lard does not. As we lose the lard it is important not to lose muscle with it. A fit person with about ten-percent body fat can burn as much as two hundred calories during a normal night – and that's without sex.

There's a difference between these two six-foot, one hundred ninety-five pound men. [Illustration showing two body types: the carrot shape and the pear shape]. As we reduce how much we eat it becomes necessary to eat more protein and less white food (processed carbohydrates) and fat.

Remember:

- 1) If it's white don't bite
- 2) Forget the fat to lose the lard

Chapter Nine

Exercise? OMG!

10

It is possible to lose the lard by eating fewer calories alone. **It is almost impossible to achieve a major weight loss permanently without increasing exercise.** The culprit in this equation is the Set Point Theory , which says that our bodies have a genetically predisposed ideal weight. Reduce our weight and our body will desperately be trying to return to its Set Point. Is it possible to change your set point? There are differing opinions on this, but from my experience, I say yes it is possible with exercise; otherwise, how can we lose the lard permanently? Additionally, exercise maintains our bodies' muscle mass which burns calories and speeds weight loss.

So do we buy a bunch of exercise tapes and bounce around in front of our TV sets? Do we buy a lifetime membership in a health club and pump iron? Do we hit the road jogging every morning before sunrise? Any of these are great, if we enjoy them, but what about those of us who don't? Forget it! We're not going to do anything we don't enjoy for a very long period of time.

What we must do is find exercise activities of which we are physically capable and that bring us enjoyment. We then enrich our lives with these activities. I have a friend who is twenty years younger than her chronological age that still loves and practices ballet. Is there better exercise than that? Actually in her case, yes. She also loves to hike in the mountains.

Chapter 10

How Do We Retrain Ourselves To Eat?

15

We now know what it takes to lose a pound of lard. We know we cannot keep the lard off without self-accountability. We know the importance of flavor in controlling hunger. We know we must think before we eat. We know we must reduce salt. We know we must maintain muscle

mass. We know we must exercise. Hell, now we pretty much now know everything.

This is exactly where I've spent most of my life. Knowing everything necessary it takes to lose the lard, but not doing it. This chapter deals with the tactile, visual and mental techniques that have launched me on my, so far, successful journey toward losing 100 lbs of lard . It's a journey that will take at least one year, but the lard will be gone forever.

Chapter Eleven

Losing the Lard vs. the Paradox

6

OK, we've come a long way toward retraining our eating habits. We're keeping good records. We're losing the Lard. Life is good. But wait a minute, I'm doing exactly what I've been doing, and the "Losing the Lard Success Log" shows I didn't lose any weight last week. The bathroom scales confirm this. Panic!

You just bumped against the cruelest Paradox possible for a Lard Loser

The Paradox

The more lard you lose – The harder it is to lose lard

In a perfect world, Lard Losers should gain momentum as lard dissolves with ever-increasing speed. We're willing to put in the effort , so why doesn't something good fall into our column? Unfortunately, somebody up there sees it differently, and simple math explains it.

Sustenance Weight Factor = 10 calories per pound

Equalibrium calories at 300 pounds = $10 \times 300 = 3,000$ calories

Equalibrium calories at 200 pounds = $10 \times 200 = 2,000$ calories

Deficiting 1,500 calories per day from 3,000 equilibrium calories leaves us 1,500 calories

Deficiting 1,500 calories per day from 2,000 equilibrium calories leaves us 500 calories

Obviously we must reduce the number of calories we deficit at lower weights to retain a

realistic daily caloric intake. Add the exercise paradox that a 300-pound person burns 33% more calories walking a mile than a 200-pound person.

Stephens discusses techniques to minimize the effects of The Paradox, to continue losing lard, and to lose it permanently.

Sample Chapters

Chapter One

Me

My name is Bill Stephens, and I admit it: there is absolutely nothing I will not do to be skinny, handsome, and healthy – that is, except eat right and exercise. You should know up front that I'm not a high-powered dietician, nor am I a big-time medical doctor. I am not a psychiatrist who asks what do you think, a psychologist who tells us what he or she thinks, or a physiologist – whatever that is. Who am I? I am a fat man, and I've been a fat man most of my life.

Let me explain my use of the term “lard.” Lard is not used in any pejorative sense intended to offend, shame, or embarrass anyone. I can't visualize “weight” loss. How do you visualize something as abstract “weight?” “Fat” is even hard for me to visualize. For me to defeat my enemy, I need to see it and know it's real. One-pound blocks of and tubs of lard I can visualize vividly. It is easy for me to anthropomorphize lard – to bring it to life. So when I talk about *Losing the Lard*, I've lost something real when I lose a pound of it. The word “lard” is as visual, tactile, and real as a person standing in front of me.

Although I've been a fat man all of my adult life, I never manifest any of the normal health problems associated with being fat – at least not until I was older. Doctors could not scare me into losing weight with high blood pressure, diabetes, and high cholesterol – any of those things. In fact every doctor would exchange blood pressures with me on the spot. What no doctor

ever told me, though, was the additional weight I carried was damaging my skeletal frame. That one day I would have mobility problems due to foot, ankle, knee, hip and back pain. And, as they predicted, high blood pressure, diabetes, and other symptoms eventually showed up.

On September 7, 2008, I stepped on the scales in all my glory – naked, having completed all my bathroom functions and ablutions – and watched the dial rocket up to 308 pounds. That may shock you, but trust me, I've weighed more I've also weighed less. As a college student at the University of Texas studying chemical engineering, I weighed 180 pounds, and I was a perfect men's size 38. I could wear a new suite off the rack, and I almost broke my parents doing just that.

The lard arrived shortly after marriage. My wife and I both had a lively interest in food and wine, and we cooked and entertained frequently. I traveled the world selling specialized construction equipment eating in the best restaurants and drinking good wine. More lard arrived. So much lard, that I became proactive about losing the lard.

I've remained proactive all my life. My weight went up and down like an elevator while I've tried every diet and read every diet book known to man. My lard was like the rubber-banded ball on a Fly Back Paddle – it flew back. I had friends who seldom had lard problems, even though we lived very similar lifestyles. But in rare instances when the lard came around, they sloughed it off with ease and kept it off. My lard hung around long enough for the city to give it a street number and levy ad valorem taxes on it.

Thinking back to some of the bogus schemes, diets, and weight loss programs, I'm almost ashamed to admit considering them. It all started with the book, *Calories Don't Count* published in 1961 by Dr. Herman Taller – a runaway bestseller that was the precursor to the plethora of current day low carbohydrate diet books. It turned out that calories *do* count, and the

full force of the Federal Drug Administration descended upon the good doctor with charges of drug violations, postal fraud, and conspiracy. Sorry, Herman.

A charlatan in my hometown produced a truly foul tasting liquid that he claimed made us lose weight while we sleep. What could be better than that? He made millions. His program required no eating after six-o'clock p.m., taking a big slug of this dreaded tonic just before going to bed, and going to bed early. He claimed you would burn calories while you sleep. Hey, amigo! We burn calories while we sleep, without your disgusting product. Besides, if we eat early to promote proper digestion and go to bed before having a snack and three more beers while watching television, damn straight we'll lose weight. He went bankrupt and at one time was under criminal investigation.

I even attended the Morbid Obesity Risk Factor Clinic. It was a very worthwhile and educational medical operation, but with a name like that you had to leave the place like it was a whorehouse, looking in every direction to see if anyone recognized you. They've since changed the name.

I bottomed out when I tried the Miracle Soup Diet. It consisted of a truly evil tasting cabbage based soup that you ate to the exclusion of all other foods. The flatulence from this sinister soup distanced my friends and estranged my wife.

I'm sure there were other factors besides cabbage soup in the estrangement that left me single for about eight years. Chasing women requires a slimmer profile, and I worked on the lard constantly. However, I did take a perverse pride in being as successful with women as my svelte buddies, while spotting them an extra twenty pounds.

During my single period, one girlfriend felt I was a bit pudgy and offered oral sex for every five pounds I lost. I can recommend this as a truly effective weight loss program. Alas,

though, we parted company over some other issue, and the lard came home to roost again.

All that single stuff ended when Kay, my wonderful wife of about 40 years, came along. At the same time my life took another leap into a long-held dream. I quit my job and started a restaurant, and I've remained in food service in one form or another ever since. Constantly being around all that food didn't help me lose the lard, so I kept trying every program available.

I attempted weight loss hypnosis – twice. First was a traveling show led by a hypnotist who showed up easily thirty pounds overweight. Second was a hypnosis clinic full of white coats, offering to cure anything aberrant in our lives. During the sessions, we lay on comfortable recliners with goggles flashing lights in our eyes, listening to tapes of the hypnotist entreating us to change our ways. I noticed that my sexual appetite and performance were improving. Possibly I was listening to the wrong tapes, but I didn't complain even though I wasn't losing weight.

Along the way I experienced first-rate weight loss operations that produced results. The two months I spent at the Duke University Diet & Fitness Center on assignment for my newspaper were the most effective. I was tasked with achieving a major weight loss while writing a series of articles for Murdoch newspapers about the Duke program. Duke unquestionably has the best weight loss curriculum available. You live, study, eat, and exercise at the Duke Diet facility. A team of medical specialists leads a competent staff of physiologists, psychologists, and physical therapists. For every hour of diet classroom instruction or physical exercise, you receive two hours of psychological reinforcement on how to use the information you receive. I lost sixty pounds over a six-month period and, of course, when I stopped using what I learned, gained it all back – plus ten pounds, over the next four months.

Why the hell do we always gain it back? And, by the way, what's with the lard piling back on at warp speed?

Let's list some reasons:

- 6) A “diet-book-of-the-week” plan that promised to lose the lard quickly and without any lifestyle change. All we had to do was eat *these* foods instead of *those* foods. Yeah, we'll probably do that for the rest of our lives, right?
- 7) The Set Point Theory (SPT)– Given a natural amount of exercise and normal amount of food, our bodies have a genetically predisposed optimum weight to which it wants desperately to return. This is a daunting thought, but be not discouraged, help is on the way.
- 8) Our forefathers – To some degree this is redundant with the SPT above, but it must be addressed specifically. If our extended family tends to gain weight easily, we have only two choices. We can practice a controlled regimen of eating and exercise to live healthy, normal-weight lives, or we can be overweight and unhealthy. I don't care what any diet-book-of-the-week says to the contrary.
- 9) Lost accountability – Let's not kid ourselves, if we were self-accountable, we wouldn't be lardos, would we? We lost sight of the force holding us accountable for losing the lard.
- 10) **Now Pay Attention To This One** – changes in *what* we eat, rather than *how* we eat. It's taken me almost a lifetime to understand this fundamental difference. How we eat also can be extrapolated to *how much we eat*.

High-powered dieticians and doctors tinker with ways to eat this instead of that, hoping to give us the illusion of eating more bulk to satisfy our appetites while ingesting fewer calories. Some even claim that eating certain foods in combination sets in motion some mystical metabolism that melts away the lard while we sit on our broad butts watching television. One guy actually claims that if we eat only certain kinds of food at specific times of the day, the lard

will simply evaporate. And he says it with a straight face.

These mavens of body mass then get their book deals for their amazing “Lose Weight Instantly While Sitting On Your Ass And Eating Anything You Want” diet. It doesn’t take many pages to write, “Eat less and exercise more,” so they add, as back filler, lots of “their system’s recipes” which fat folks will never cook – ever.

Let’s get something straight. I don’t care if the book is from South Beach, North Beach, Long Beach, or Son of a Beach, tinkering with what we eat helps but is not the best way to reduce calories. Granted, some foods (carbohydrates and fat) are calorie rich and offer calorie deficit challenges, but I can sum these up in two mantras:

- 1) If it’s white don’t bite.
- 2) Forget the fat to lose the lard.

Ok, that’s my diet book. Now let’s get on to the real truth of eating fewer calories. We must eat smaller portions. To eat less, we have to change *how* we eat in order not to be uncomfortable from hunger.

The *méthode du jour* for changing how we eat is bariatric surgery, both gastric bypass and lap band techniques. Hundreds of thousands of people around the world raise the white flag of lard loss surrender and opt for this \$12,000 to \$20,000 procedure to change how they eat. It is analogous to curing alcoholics with antabuse. If a person on antabuse consumes alcohol and does not die, he wishes he would. After bariatric surgery we don’t have a choice about how much we eat. Overeat and we pay severe consequences.

Is it really so hopeless, that we must surrender to surgery, or can we retrain ourselves on how to eat?

For two years I worked on a system of eating strategies, including the computerized

“Losing the Lard Success Log,” working my way down from 335 pounds down to the 308 pounds on that fateful day in September, 2008. Something clicked in my head that day, and I knew it was time to put these visual, tactile, and mental strategies to the test. The system for Losing the Lard was simple and designed to alter my eating and exercise habits permanently, making possible the *only* two requirements to lose weight and keep it off – eat fewer calories and exercise more!

Sounds easy, right? After over fifty years of spending enough to cover my kid’s college tuition on every weight loss program known to man, and reading every book I could get my hands on – trust me when I say it’s not just difficult, it’s damn near hopeless. Ok, that’s an exaggeration. The national average of people who achieve a major weight loss and keep it off is variously reported to be about eight percent. That’s a lousy eight folks who get to stay skinny while the other ninety-two of us waddle back to Lard City.

As a chemical engineer, I came to understand that over the long haul, body weight comes to equilibrium when:

$$\text{Calories In (Food Calories)} = \text{Calories Out (Sustenance Calories + Exercise Calories)}$$

That equilibrium can come at 400 pounds or at 120 pounds. Compare a six-foot Sumo wrestler to a six-foot Holocaust prisoner. Armed with the knowledge that permanent weight loss comes only from eating fewer calories and exercising more, I developed a system that retrains lifelong eating and exercise habits to adjust our bodies’ weight equilibrium to a healthy level satisfactory to those of us involved, without the discomfort of hunger. *Losing the Lard: The Mechanics of Permanent Weigh Loss* is that system. The good news is that *Losing the Lard* works for those who find the same ten pounds of lard knocking on our door with regularity, as well as for the morbidly obese, like myself, who need to lose a ton of lard and keep it off.

Chapter Two

Where Did All This Lard Come From, Anyway?

OK, the lard has landed. The mirror and the bathroom scales don't lie. But where did all this lard come from, anyway? Those of us with a lard problem are not alone. Current estimates show 65% of American adults twenty years and older are overweight, while 32% are obese. There seems to be plenty of lard to go around, but where *does* it come from? Can we blame somebody else for our problems with losing the lard? The answer to that is a definite, "Maybe," and that's final.

If our extended families tend to gain weight easily, we are the unlucky ones who have only two choices in our lives. We can live a regimen of eating and exercise that produces a healthy normal-weight lifestyle, or we can be overweight and unhealthy. Scientists have for sometime felt there is a heredity factor in obesity. Recently, Prof. Mark McCarthy of the University of Oxford led the research team that isolated the FTO fat gene, which seems to make three-fourths of us lug around up to an extra thirty pounds of lard.

Unfortunately, the good Professor doesn't yet know how to fix the FTO gene, so we still are left with our lard. Those with genetic problems could just kick back, living the same lifestyle, and say, "Our lard is hereditary, and there is nothing we can do about it." That's like saying, "I have heart disease, and there is nothing I can do about it."

There also is the genetically troublesome Set Point Theory (SPT). This is a common belief that our bodies have a genetic predisposition to an ideal weight. Some dietary researchers and dieticians feel that the Set Point is our healthiest weight, regardless of what all the insurance and Body Mass Index (BMI) charts say to the contrary. There are just about as many that feel the

SPT is a hoax, or at the least is questionable. If the SPT does try to control our body weight, we can defeat it with exercise, which we will discuss in a later chapter.

Before we become euphoric and guilt-free about our bulging jeans, consider *we* might be more to blame than our fat genes. Some folks have congenital heart problems; others earned their heart attacks with lifestyle. Smoking, high saturated fat and salt diets, and lack of exercise will get you a diploma from Coronary U just as easily as genetics.

The same is certainly true about how much lard we are lugging around. If we eat normal healthy diets, eat only when we are hungry, and eat consciously while listening to our bodies tell us when to stop eating, we have no lard problems. OK, everybody that eats this way hold up your hand.

In our culture, we are much more likely to eat because we are bored, because we are emotionally stressed, or just because there is food around, than because we're hungry. Combine that with no offsetting exercise and here comes the lard.

Consider the old-time farmer following his mule around all day while plowing his forty acres – lots of exercise, and there is no fast food, no soda water vending machine, and no snack machine out there in his field. Now consider many of today's office workers in boring, dead-end jobs they hate, and there are six fast food restaurants on the same block as their office building and an employee break room with soda water and snack machines in it – lots of eating and no exercise. Have you met my friend, Mr.Lard?

We try to bring satisfaction into our lives by eating when we do not need nourishment and in amounts that create an over-stuffed false sense of contentment. This practice feeds on itself. The stomach is a muscle normally about thirty-two ounces in volume. We can, as we strive for that over-stuffed feeling, stretch our stomach to hold more. It remains stretched for some

period of time and since it is enlarged, it feels empty sooner. We overeat again and stretch it further – and the process replicates overtime. Since we are chewing our way through more calories than our bodies need at their current Equilibrium Weights, here comes the lard and up goes the Equilibrium Weight.

Fortunately, in today's culture seventy-six percent of meals are still prepared in the home, but that doesn't mean these meals are necessarily healthy. The supermarket shelves and freezers are stuffed with the same fast food we can eat outside the home. The other twenty-four percent of meals prepared or eaten outside of the home represent forty-eight percent of what Americans spend on food.

Much of the food prepared outside the home is loaded with processed carbohydrates (flour, sugar, etc.), fat, and salt. Why? Because these are the flavors we crave. If you're in the business to sell food, are you going to sell something folks don't like? There have been attempts at this with health food restaurants, but few operations survived. Because of media pressure, even fast food operations today are beginning to offer some healthier choices, but sales of these items lag behind the good old unhealthy foods we love by a factor of over ten-to-one.

What we have here is a double whammy! We're stuffing ourselves with too much food so we feel good and the foods we're stuffing ourselves with are mostly high in fat and processed carbohydrate calories.

Too much food + high calorie foods = Lard

Now What?

We know the lard has landed. We know where it came from. Now what are we going to do about it? We need to go on another diet, right? Wrong! What we need is to change how we eat.

Before we start down “Losing the Lard Lane,” we should know what we are attempting, and just how difficult the journey will be. I don’t want to lose *you* with a bunch of numbers, but **we have no hope of permanently losing the lard without a good understanding of how weight loss works.**

Our bodies require a specific daily caloric intake to sustain its Equilibrium Weight. These sustenance calories can be calculated using the Sustenance Weight Factor (SWF). The SWF ranges from 8 calories/pound of body weight for women to 11 calories/pound of body weight for men. Men have more muscle mass than women accounting for the difference. If you remember, muscle burns calories and lard does not. Here is how the Sustenance Weight Factor shakes out for each pound of body weight:

Average Woman’s SWF	= 8 calories
Extremely Fit Woman’s (Body fat < 12%) SWF	= 9 calories
Average Man’s SWF	= 10 calories
Extremely Fit Man’s (Body fat < 12%)	= 11 calories

Since our mission is to lose lard, we must understand that:

One pound of lard lost = 3,500 calories we didn’t eat.

Example: Ave. woman weighing 160 lbs x 8 SWF. = 1,280 cal. per day at Equilibrium Weight

She decides to Lose the Lard and eats 280 fewer calories per day (leaving 1,000 cal/day for her meals).

280 less calories/day divided into 3,500 calories = 12 days to lose one pound of lard

Example: Ave. Man weighing 300 lbs x 10 SWF = 3,000 cal. per day at Equilibrium Weight

He decides to Lose the Lard and eats 1,500 fewer calories per day (leaving 1,500 cal/day for his meals)

1,500 less calories/day divided into 3,500 calories = 3 days to lose one pound of lard.

It's easy to see how difficult it is to lose the lard with much lower Equilibrium Weights compared to big folks like me. It takes a serious level of commitment to accomplish a weight loss permanently. Remembering that:

Calories in (the food we eat) = Calories Out (sustenance calories + exercise calories), the need for exercise calories, particularly at lower Equilibrium Weights, becomes obvious.

Now we know the lard has landed, we know from where it came, and we know what it will take to lose it permanently. This is exactly where I've spent most of my adult life – knowing what to do and not doing it. Oh, I regularly leaped into some diet, promising a quick weight loss, but the lard always came home to roost. But help in on the way. You took the first step when you bought *Losing the Lard: The Mechanics of Permanent Weight Loss*. Working together we will retrain our eating habits, allowing us to eat less while eating what we like, without the discomfort of hunger.

Chapter Three

Food Good – Eat!

I'm not sure if it was a Tarzan or a caveman movie where I first heard the invitation to dinner, "Food good – eat!" It stuck with me and describes with some accuracy the mindset about eating for those of us toting the lard. If I picked one word to describe our eating habits, it would be "unconscious." Someone described this mindless eating as the "See Food Diet" – as in "See Food? Eat!"

Think back to a simpler time when many folks walked because they had no car, many worked at physical labor, there were fewer elevators, and no televisions, computers, or cell

phones. Mom prepared a fairly balanced meal and even baked a pie. The family sat down to enjoy dining together. The meal, and maybe radio and reading or parlor games after, were the evening's entertainment – unless the kids went out to play. I'm not crazy. People actually lived like this once. Parents rigidly enforced table manners, including eating slowly and joining in the conversation. What's different about this picture? These folks never heard the word "obese."

Contrast that with today's lifestyle. Few of us actually do physical labor at our jobs. We take the elevator to go up one floor. The mailbox is as far as we are willing to walk. We wouldn't walk across the street for a free lunch. Check that! Anything good on that free lunch? We have televisions (with remote controls) in every room, computers, and cell phones. Mom grabs some fast food on the way home from her job, and we all scatter to our computers and TV's to gobble down the grease. If we ever sit down together, except for holidays feast meals, the TV blares, making conversation impossible. The teenagers are texting friends on their cell phones with one hand while mindlessly shoveling in the food with the other. Our eating habits have changed almost as dramatically as our dress and pants sizes. Food, meaning anything edible that we can shove into our mouths, is only an unconscious accompaniment to other activities.

My company catered teenage church retreats on the Texas Coast. Obviously, these kids were from more affluent families, or they couldn't afford the trip. Our first event we prepared balanced and interesting meals, even including a luau. The kids were underwhelmed. It became apparent quickly:

- 1) Food was not important to them
- 2) They eat only brown and white food.

After some thought, I understood why. Their parents were movers and shakers who were away from home a lot. They left money for their kids to fend for themselves at the fast food

parlors. Fast food is brown and white, right? Subsequent years we fixed burgers, pizza, Mexican food, and anything else brown and white we could think of, including chocolate cake, and the kids were happy.

There was one negative to the idyllic family portrait described above, however. Mom was relentless in her insistence that the kids load up their plates and then “Make their plates clean.” “Remember the poor starving Armenians,” my mom would intone. I never quite figured out how what I ate could help the “poor starving Armenians.” The practice of “making my plate clean” stuck with me over the years, however.

It’s easy to understand mankind’s reverence for food. We have progressed from indigenous beings that missed meals if we failed to make a kill, or later if our crop failed. Hunger from missed meals moves food up the importance totem to the level of reverence for deities. A huge majority of mankind says a prayer of thanks before meals in the hope of staving off the hunger our ancestors experienced. This mindset makes wasting food a sin that can be mitigated by overeating in many people’s minds. What we need also to remember is that gluttony is one of the “Seven Deadly Sins.” Here is a **Lard Losers Law**:

Faced with the choice of wasting food and overeating, always waste the food.

(I will sign your excuse if this is a problem for you.)

What Needs to Happen?

We have moved from a culture in which food was important, and we thought about what we ate, to a nation of unconscious gobblers. The “Amen” of the blessing or prayer now is only the starter’s gun for our race to clean our plates.

Eating now is downgraded to an accompaniment to other activities – working, studying, talking on the phone, reading, watching television, movies in theaters, bowling, sports events

etc.) Conversation, by the way, is a wonderful accompaniment to eating. Unless we shovel food in while we're talking, there will necessarily be breaks during which time we are not eating.

There are changes in the last decade, but prior to that, meals were the most important events in a European's day. Commerce ground to a halt as Europeans sat down to eat. Consider that the national cuisines were not low-cal, yet obesity was almost nonexistent. But the meals were so physically and emotionally satisfying that snacking was unknown. Even with today's changes in European eating habits that have layered some lard around the old countries, they still refer to Americans as "balloon people."

What must happen for us to lose the lard permanently is to become conscious eaters.

Lard Losers Law:



Assess what you are about to eat and eat consciously.

How Much Lard Equals Obesity?

We've been bandying about the terms "overweight," "obese," and "morbidly obese" without explaining exactly what they mean. These terms are best described by our Body Mass Index. (BMI).

Our BMI = Our weight in pounds x 703 divided by our height in inches squared
If mathematics is not your strong suit, Google "BMI" and dozens of websites pop up offering to calculate it for you.

Example BMI Calculation: Let's calculate my BMI on that fateful day, September 7, 2008. I weighed 308 pounds, and I am 5 foot 10 inches

That day my BMI = 308 pounds x 703 divided by 70 inches x 70 inches = 44.2

So what does a 44.2 BMI mean? Well, it's not good news as you can see below:

<u>Classification</u>	<u>BMI</u>
Underweight	<19
Ideal BMI	19-25
Overweight	25-30
Obese	>30
Severely Obese	>35
Morbidly Obese	>40
Super Obese	>50

Fortunately I now have changed my eating habits and moved down the BMI scale to something more normal.

Appearance is more important than health to many wanting to lose the lard. I'm convinced that some would take a svelte body over a longer life.

Listen to the voice of personal experience. Appearances aside, if your BMI is over 25, it is time to change how you eat and start losing the lard for health issues only. And who knows, as a side effect, you might also end up looking better

The S.A.C.K. system in the next chapter will teach you how to start eating consciously and Losing the Lard.

Completion Date:

The manuscript will be completed five months after signing the contract, unless the publisher wishes to push for an April 2008 release date. In that case, the time to complete the manuscript will be telescoped to ten weeks.

Support Materials:

a) "Tipping the Scales," *Weight Loss* Series written while attending Duke

University Diet & Fitness Center, Murdoch's *The San Antonio Express News* October/November 1996

- i) "Losing to Win"
 - ii) "The Will to Change"
 - iii) "Three of Me Weigh a Lifestyle Change"
 - iv) "When Will Power Takes a Holiday"
 - v) "Home for the Holidays"
 - vi) "The 'E' Word Doesn't Come Easy"
 - vii) "Dear Diary: I'm Gonna Change My Life Style"
- b) Bill Stephens' blog, "[Read It and Weep](#)," <http://www.publishersmarketplace.com/members/billstephens> a perennial Publishers Marketplace.com "Top Ten Blog" offers a range of essays on many subjects from food, to writing, to publishing.
- c) Bill Stephens is a regular contributor to *Beneath the Cover*, <http://www.beneaththecover.com/author/BTCBills> a website dedicated to all phases of the publishing business: writing, editing, publishing, self publishing, and marketing. His articles rank as the most read and cover a wide range of topics associated with publishing.
- d) *Horizons Past*, Bill Stephens first novel is available in serialized form on <http://www.horizonspast.com> . Up to 7,900 pages are downloaded per month on this site with up to 39,500 hits per month producing over 4,500 visits monthly. There are readers in Canada, Sweden, Great Britain, China, Latvia, Argentina, Australia, and most of the 50 states.
- e) Visit the author's restaurant consulting website www.independent-restaurant-consultants.com
- f) "Toby Tire's Erratic Curve Ball" Texas A&M University, English Department Literary E-zine "Big Tex(t)", Fiction, Summer 2005 <http://www2-english.tamu.edu/pubs/bigtext/2005Summer/billstephens-tobytireserraticcurveball.php>
- g) Bill Stephens Blog "Hey, Restaurant Guy!" www.heyrestaurantguy.com covers a range of customer/restaurant issues with forceful humor.
- h) "Bill Stephens Books" www.billstephensbooks.com contains biography, synopses, and samples of rights offerings for both fiction and nonfiction.
- i) "What's My Name?" *My Table*, Issue No. 81, September-October 2007
- j) "The Drive Thru Blues," *My Table*, Issue No. 77, February-March 2007
- k) "Zin Din Summons All Zinners," *Scene Monthly*, May, 2007
- l) "Poetry in Motion," feature, *The Wine News*
- m) "The Decanter: A Christmas Tale," short story, *The WineNews*
- n) "Bill Stephens" weekly wine columns in "The San Antonio Express News" Search archives for "Bill Stephens" from 1998 –1999 <http://www2.mysanantonio.com/aboutus/expressnews/archive/>
- o) "Dominacion de Origen Toro" *The Wine News* October, 1990