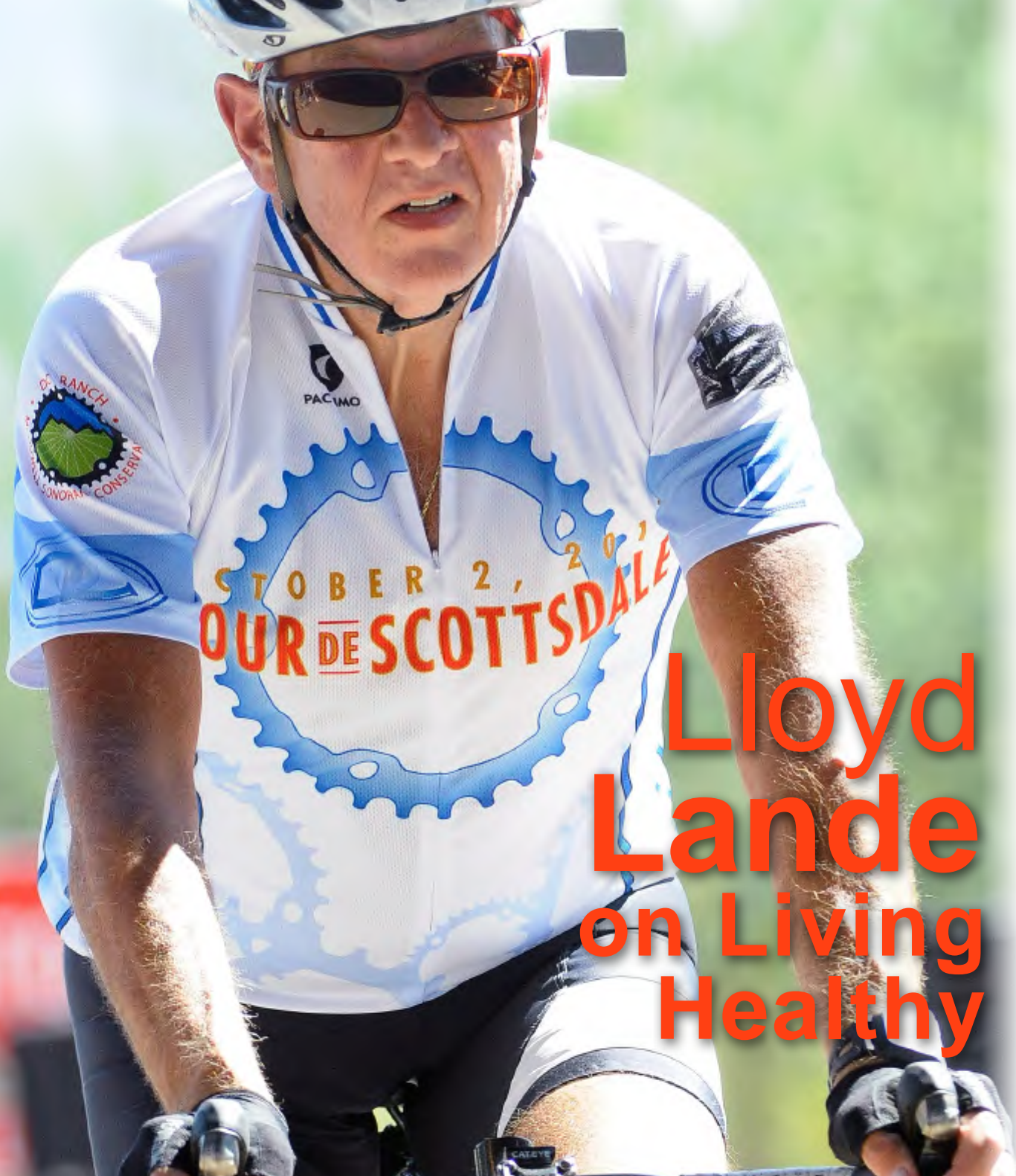


PROGRESS

with Michael Bernoff



Lloyd
Lande
on Living
Healthy

“I’ve lost over 70 lbs and exercise regularly. I am 64 years old and feel 30!”

LLOYD LANDE

Entrepreneur | Real Estate Investor | Small Business Owner

HOME
Scottsdale, AZ

WIFE
Ettie

CHILDREN
Robert, 38
Scott, 35
Andrew, 27
Mindy, 30
Joel, 23

Jan 2010



Sep 2011



I've spent my entire life being overweight. I'd never been able to sustain a weight loss. And then, back in March of 2008, I had this "aha" moment where I learned and realized that my values and the beliefs I had in my life were keeping me unhealthy. So I changed them. Slowly and steadily I made progress on my health. **Since then, I now exercise regularly and I've lost 74 pounds and kept it off!**

When I began this process of living healthy, it didn't start with me working on my *physical* health. It started with me working on increasing my confidence ... because back in 2008 I was full of self doubt and felt trapped. I was working in Corporate America as an IT executive in a job that, although well-paying, was no longer rewarding and I'd absolutely grown to hate. My confidence and self esteem waned. I was seriously overweight and developing coronary artery disease. It was time for a change.

By chance I signed up for a tele-seminar with Michael Bernoff and began a journey that totally

transformed my life. As I worked with Michael I learned strategies to increase my self esteem. As my confidence grew, I became less stressed, my home life was happier than ever and **I became more outgoing and willing to take more risks**. While this would be more than enough for anyone, it was *then* that I had that "aha" moment I mentioned earlier. It was during Michael's Core Strength Experience Live event. I learned what I needed to do to live a healthy life ... and to do so I had to get rid of my limiting beliefs. And so I did, and from that point on I've applied what I learned and **have achieved the physical health I'd always wanted**.

Now I exercise 7 days per week. Signs of coronary artery disease have disappeared. I feel half my age. Michael saved my life and gave it back to me at the same time. **I'm happy and I look forward to new challenges**, living, learning and trying new things. I'm 64 and feel 30!

"Slowly and steadily I made progress on my health."

Thoughts from Michael

on Living Healthy

To me, Lloyd represents the majority of the world in the belief that working on your physical health is the first thing you have to do to be healthy. It's not. I always say it's "an inside job" and the first thing you must work on is your internal dialogue. It's the little voices inside your head that hold you hostage and living a lifestyle that doesn't bring all the success and happiness you want. When I first met Lloyd he was a completely different person with one exception...he was different in the way he looked and the way he felt and the way he lived, yes. Yet the one area that is the same today as it was back in 2008 is his commitment to doing what it takes. In 2008 Lloyd was a man that wanted change and he made it happen. Now today, in 2012, Lloyd is still a man committed to making necessary changes, the only difference now is he's in an incredible place and can reach all that much higher.

In reading Lloyd's words on the previous page there is one comment he made that speaks the loudest. And that is this: "It started with me working on increasing my confidence..." It's the only possible way to achieve any success at all. That doesn't mean you have to become instantly confident to get all you want, it means you make gradual and consistent progress...which in turn will steadily increase your confidence. With each meal Lloyd ate that was a healthier choice, with each walk around the block or bike ride around the streets of Scottsdale, Lloyd's confidence grew. Yet it started with him *believing that he could* be the man to ride through the streets of Scottsdale that allowed him to do so.

Now That's Progress.

Change. What a resisted word. How many times do we meet someone who so clearly needs to make changes and the whole world can see it except the person that would benefit from it the most? I'd venture to say that it's 9x more often than seeing someone accepting of change. The most incredible part about Lloyd's complete transformation to a healthy and outgoing man is just how far his own personal change has reached out to others. I've watched Lloyd increase his confidence so much that he is now able to guide others in the right direction so that they too can live a happier life and feel more confident. He's become a true leader in our community and uses his own personal example to expand his circle of influence for the betterment of others. And that is a very cool thing to see.

Now That's Success.

Ready to begin *really* living your life?

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