

**The It's Impossible  
Not To Loose Weight  
Fast Diet**

Written by Edward J Longo

*To Be, or Not to Be Thin?  
That's Definitely A Loaded Question.*

In spite of the numerous books on losing weight, food fasts, countless health diets and wonder drugs, there finally arrives a nutritionally sound weight loss program whose time has come. Get ready for a program that has been established as being impossible not to fail. And, wait until you see who has established the fact that is impossible not to loose weight.

The author, Edward J Longo has been interested in health and fitness ever since his early teens, at a time when bodybuilder Charles Atlas became famous for his ad where the “skinny runt” gets sand kicked in his face by the “Hero of the Beach.” Yes, you guessed it, Edward was one of those skinny kids who dreamed of being a “He-Man.” Standing at six feet tall at age 16 he weighed but 115 pounds. Between that comic strip ad, and the fact that his older brother was involved in lifting weights, he became intent on making a physical change that would entail very many years. His decided makeover strategy began at age 18 when he signed up with the US Naval Air Force for a four-year hitch. Although there was much moving around between naval air bases and various aircraft carriers, he managed to become physically engrossed in weight-lifting activities aboard ship, as well as on the bases in Florida.

Within a period of three years of concentrated bodybuilding he grew from that skinny weakling into a statuesque, fine-toned, muscular picture of health. Finally, he had developed the splendid physique he had promised himself when he joined the military. But his training didn't stop there. After receiving his honorable discharge he continued to work out in gyms at various locations in Connecticut until informed by his workout buddies that there was an upcoming Mr. America contest. With the AAU competition being held in New York City during 1957, Edward felt sure he would be close to winning, if not chosen as the winner. But this was not meant to be: there was more to becoming Mr. America than having a terrific body – there was the art of posing involved, an art of which he had not been prepared for.

Even many years afterward, Longo had not given up his interest in health and fitness. But since lifting weights and building muscle was no longer an obsession he became more literate than physical. Eventually, in an attempt to self-publish, he put together a 100-page manual called “Living Forever On Staples,” and began selling it to health food stores. The irony was that just as the manuals were beginning to sell, he decided he didn't favor the idea of self-publishing. Although he has never had a serious weight problem himself, this hypnotherapist has helped two of his best friends loose fifty pounds each, as well as having had many of his clients resolve their weight issues in a relatively short time.

Fifty years later, at the vintage age of 73, Edward J Longo finally decided it was time to put his experience with health and fitness, nutritional knowledge, and his years of hypnotherapy expertise to practical use. All this became the catalyst for this proposed non-fiction, self-help novel on weight loss.

