

THE VENUS FACTOR

A woman with a toned midsection is shown from the waist up, wearing a black sports bra with a white Phi symbol (Φ) on the chest. She has her hands on her hips and is looking down. The background is a solid blue color. The title 'THE VENUS FACTOR' is written in large, yellow, serif capital letters at the top. The subtitle '12-Week Fat Loss System' is in white, bold, sans-serif capital letters at the bottom. The author's name 'BY: JOHN BARBAN' is in yellow, bold, sans-serif capital letters at the bottom right.

12-Week Fat Loss System

BY: JOHN BARBAN

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PART 1 - THE VENUS FACTOR

12 WEEK WEIGHT LOSS

NUTRITION PROGRAM

WHAT IS THE VENUS FACTOR

The Venus Factor is a complete weight loss and body re-shaping system. The components that make up the entire system are as follows:

1. Main diet and weight loss manual (this document).
2. The 12-week workout system - this includes a library of instructional exercise videos and complete 12-week workout system that can be done at home or in a gym.
3. The Venus Factor Virtual Nutritionist - this is a software app that calculates your specific calorie and protein requirements for weight loss specific to your body measurements.
4. The Venus Community - A private online community exclusive for Venus Factor members only. You can meet and learn from other Venus members, start your own personal blog within the community, or just browse other members' blogs and forum for information. Your level of involvement is your choice.
5. The Venus Index Podcasts - Where you can listen to other Venus members tell their weight loss success stories. Every year we host 3 transformation contests and I interview all the winners to get the real inside story on how they used the Venus Factor System to fit their life and how they overcame challenges to achieve their weight loss and body shape goals.

Theoretically you can lose all unwanted weight using only the dietary tools you will find here. In other words, if you never want to workout you don't really have to. However I rarely recommend this approach as your results will be both accelerated and optimized with the addition of physical activity. This is why we've included the 12-week Venus Factor workout system for you.

Getting in shape, or rather, changing the size and shape of your body is a two part process.

Part 1 is weight loss and fat removal.

This part is almost entirely dictated by your nutrition and diet. You can lose all the weight and fat that you want if you have the right dietary approach. This system provides that dietary approach not only to lose the fat but also to keep it off. This second point about 'keeping it off' cannot be stressed enough.

Many different diet programs can cause temporary weight loss. However the methods of most diets is to 'crash' you into the weight loss, putting your hormonal, psychological, and physical systems out of balance which leads to a stalling of weight loss and eventual rebound weight gain. This weight regain pushes your system even further out of balance.

We've studied this problem and developed a solution that allows for weight loss without crashing and most importantly without the rebound weight gain. This system should be the last one you ever need as it's designed to produce as close to permanent weight loss as possible.

Part 2 is body and muscle shaping and toning.

You have a unique body structure and shape that is largely determined by two factors:

- i) the location and amount of fat you have on your body
- ii) the shape and size of your muscles

And, while it is true that much of your natural shape comes from your genetics much of the way you store fat and build muscle is within your control.

We've already discussed that the diet portion of this system will be used to remove the fat off of your body (nutrition and diet component). The second part of this system is how you can change the shape of your body by changing the shape and tone of your muscles (workout component).

Some people will remove the fat from their body and be perfectly happy with the natural shape and tone of their muscles and will not want to, or need to do any exercising for muscle tone or shape. In my experience this is less common as most women want to work on certain areas of their body.

The look and shape of your body is entirely within your control to change as you wish. You can take fat off where you want, and you can shape and tone any muscles you want. For example many of our past successful Venuses have lost all the body fat they wanted to lose, and then turned their focus to working on specific muscles to complement their new leaner form. Many found that they wanted to work on building their butt, and our program provides the tools to do this. Others find that once they lost their weight they needed to work on their shoulders and arms citing that they already had strong firm legs but needed their upper body to come into balance. Others still wanted a whole body workout that provides balance, shape and muscle tone to their entire figure. All cases can easily be done with this program.

Overall the Venus Factor system is designed to be the simplest approach possible to achieving fat loss while also providing a workout program for developing and shaping muscle in a manner that is specific to a woman's body. A major consideration that went into the production of this program was practicality. In other words, this program had to also fit within a busy modern life. I fully believe you can have the body you want without having to sacrifice your social life to get it. After all, what would be the point of getting into great shape if you can never reap the social benefits of that new shape!?

Too many trainers and fitness coaches teach their clients to treat their diet and workout like a 'second job'. Are you kidding me?! I don't even want a 'first job' let alone a second one!

The vast majority of women who want to lose weight simply do not have 6 to 8 extra hours a day to dedicate to this endeavour. Heck, for most people even carving out 1 hour takes some rearranging and schedule juggling.

My view of the Venus Factor is this:

The Venus Factor System is the essential diet and fitness tool you need to get the body you want, while still being able to enjoy your life to its fullest.

My goal with this program is to simplify the process rather than overcomplicate it. No doubt if you tried other diet or workout programs you already have many different diet and fitness 'rules' floating around in your head that you will not see come up in this program. In fact one of your first challenges will be accepting how simple this program really is. And I can assure you it's pretty simple.

At this time it's worth making a distinction between 'simple' and 'easy'.

This program just like any other diet or fitness program will have some challenges for you, some won't necessarily feel 'easy' but they will be 'simple'. For example, a push up is a 'simple' movement, but it may not necessarily feel 'easy' the first time you try it. Likewise eating a bit less sugar or fat is a 'simple' concept, but it may not feel 'easy' in the moment.

So to be clear I've made this as 'simple' as possible, but sometimes it won't necessarily feel 'easy'.

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[OF THE VENUS VACTOR SYSTEM](#)
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