



# A MAN'S MISGUIDED THINKING ON WEIGHT LOSS

BY: DENNIS FRANKS, AUTHOR, ENTREPRENEUR, MOTIVATIONAL SPEAKER AND BUSINESSMAN

Why is it that a man thinks his waist is 4-6 inches below his belly button? Why is it that men get back into shape and not go on a diet? Why is it that men build muscle versus gaining weight? Since when is showing your hairy belly through a stretched-out, button-down shirt sexy?

My name is Dennis Franks, author, entrepreneur, motivational speaker and businessman. I am also a former collegiate athlete from the University of Michigan and NFL veteran of five seasons. I grew up in Pittsburgh, big-boned, husky and never missing a meal. I played high school ball at 225 pounds, college at 248 pounds and finished pro ball at nearly 300 pounds. Today I am 230 pounds, almost my high school weight and have been at this weight for more than 25 years.

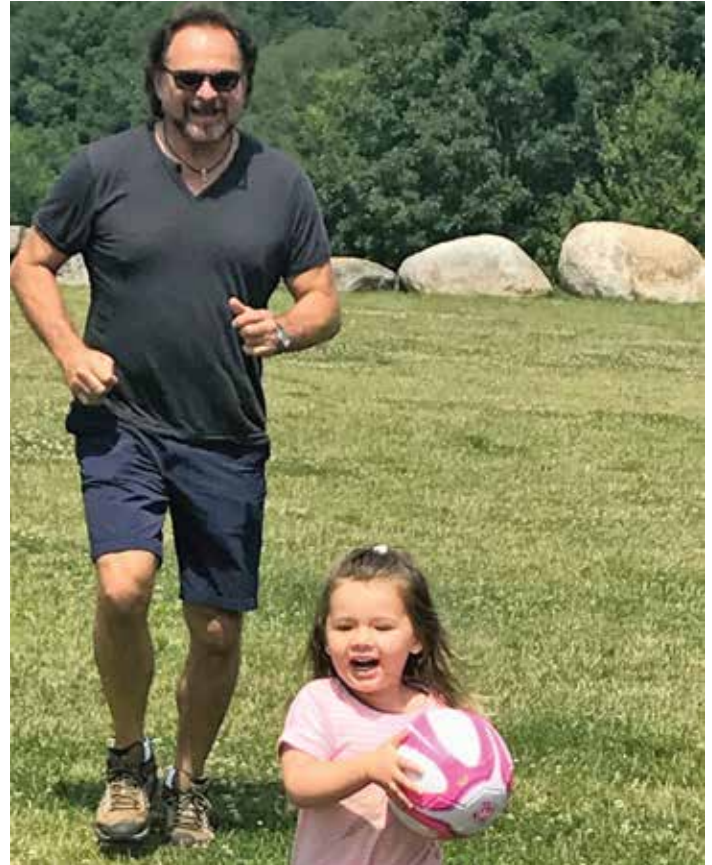
During the last 35 years, I have excelled in helping men and women lose weight through fad diets that included low fat, no fat, high fat, low carbs, no carbs, high carbs, hi protein, ketogenic diets, fasting diets, detox and cleansing diets, and the good old-fashion philosophy of eat less, move more. No wonder people are confused by so many diets that hit the market. Keep in mind, I did not even hit the Hollywood star diets. Here is what I've learned: Diets work short term, fail long term, but the right lifestyles work for a lifetime.



Vince Papale and Dennis Franks

The last 50 years have proven that men are going in the wrong direction in health. Based on findings from a national health survey, an evolution shows we have a population moving from being overweight to being obese. This is a nasty word. From 1960 to 2010, obesity in men has grown from 13% to 33%. From 2010 to 2016, obesity has risen from 33% to 38%. You are obese if you are greater than or equal to 30 BMI (Body Mass Index). The time is now to do something, and it is not to go on another diet.

We need to start thinking like men and begin to reverse this process, or chronic disease will continue to rise and cardiovascu-



Dennis Franks and daughter

lar disease, diabetes, and muscular and skeletal disorders, and some cancers — specifically breast, prostate, liver, kidney and colon — will get totally out of control.

So, what is the solution? It is to transition into a lifestyle that a man can live with and implement certain science-based philosophies with a controlled number of indulgences. I have been living it for more than 25 years. Our Transitions Lifestyle System (TLS) addresses the core values of what I'm talking about, including becoming a fat burning machine, as muscle dictates metabolism; using science to influence genetics and hormones; and education to make our choices easier. This is in addition to the mental conditioning that will take place through TLS coaching.

Men need an opportunity to move away from calorie counting and fad diets, and learn how to eat versus being told what to eat. The results will be inspiring.

Source: NCHS, National Health Examination Survey and National Health & Nutrition Examination Surveys. <https://www.niddk.nih.gov/health-information/health-statistics/overweight-obesity>