

# **THE BLACK BOOK OF EXPOSED FITNESS TRUTHS**

**The 6 Dirty Little Secrets that Fitness  
Companies Don't Want You to Know,  
How They Are Taking Advantage of You,  
and How It's Costing You Money**

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# INTRODUCTION

In this ebook, I am going to expose and educate you on the following:

- 1) The six dirty little secrets that fitness companies don't want you to know about and how these secrets are exactly why they continue to convince you to give them your money.**
- 2) I am also going to show you exactly how these fitness companies are taking advantage of you so you can avoid the pitfalls of shady fitness companies.**
- 3) And I will also educate you on why you are often over-paying when it comes to spending money on fitness products.**

## WHY?

Why am I doing this for you, you ask? Well I was just like you once; I used to spend copious amounts of money every month on useless supplements and programs that ended up being bogus and didn't help me reach my fitness goals. And now, as a prominent and educated fitness professional, I have grown sick and tired hearing how my clients have also been taken advantage of by fitness companies in the past.

## THERE ARE STILL GOOD FITNESS COMPANIES OUT THERE

Now, don't get me wrong...there are PLENTY of great supplements, training protocols, and dieting techniques out there that are backed by substantial and legitimate scientific research and years of studies supporting their use, safety, and effectiveness. The problem is that fitness companies have learned that if they get you to believe that their products will solve your problem, and they do this in a very tactful way through marketing techniques and psychology, then they know you will spend almost any amount of money to get your hands on their products because you want to see results so badly and don't know how to get the results on your own.

# **1. SUPPLEMENT COMPANIES PREY UPON YOUR IGNORANCE**

The dietary supplement industry is not very regulated at all. There are a few policies that have been established; however, due to the way they are structured, they allow supplement manufacturers and distributors to operate, develop, and bring products to market with very little oversight or regulation.

## **THE REGULATION OF SUPPLEMENT COMPANIES (OR LACK THEREOF):**

- The FDA only requires two positive studies of their supplement to bring it to market.
- Companies only need to provide scientific research if they are introducing a NEW ingredient to the marketplace.
- The FDA only steps in once enough adverse effects have been reported by consumers as a result of using a particular product.
- Until enough adverse effects are reported, a supplement is considered safe and is not regulated by the FDA.
- Due to the manufacturing process when supplements are being produced, it is very difficult for companies to ensure their products are not cross contaminated with other supplements or pharmaceutical drugs.
- Another issue is that supplement companies are legally able to hide behind the protection of their “proprietary blends” which can decrease label accuracy and increase the risk of cross contamination.
- Some supplement companies use the protection of their “proprietary blends” in order to cut cost by adding useless fillers into the supplements and cutting the amount of effective ingredients in their supplements in order to increase profit margins.

## **THE PROBLEM:**

- 1) You don't know exactly what you are getting or what is in your supplements.
- 2) You don't know if you are getting the scientifically proven clinical effective dosage.
- 3) You don't know if you are going to have an adverse reaction to the product due to inaccurate labeling and potentially inaccurate dosing.

## **2. WEIGHT LOSS PROGRAMS DECEIVE YOU BY EXPLOITING YOUR WEAKNESSES**

Unethical weight loss companies who push products, programs, and diets oriented around weight loss, often exploit a variety of techniques in order to get their customers to buy their products or programs. However, weight loss from adipose tissue (body fat) is only ONE of these and is often where the least amount of weight is actually lost from.

### **FOUR MAIN WAYS TO LOSE WEIGHT**

There are four primary ways you can lose weight. Rapid weight loss programs exploit three of the four primary weight loss techniques to make you FEEL like you are seeing results, when really, they are just taking advantage of your insecurities about your body.

- 1) Weight loss from water and electrolyte depletion
- 2) Weight loss from fecal matter and gastrointestinal emptying
- 3) Weight loss from lean muscle loss
- 4) And FINALLY, yes, some weight loss from fat loss

### **THE PROBLEM:**

The problem with rapid weight loss techniques, weight loss from water and electrolyte depletion, the loss of fecal matter and gastrointestinal emptying, and weight loss from lean muscle loss is that they are unhealthy and most of your weight loss doesn't even come from actual body fat!

### **THEY PREY UPON YOUR INSECURITIES**

They know you have struggled with weight loss for years. They know you are insecure about the way you look. They know you have tried lots of other things. They know that you want a quick and easy way to lose weight, and because of these things they know you are willing to do almost anything in order to lose weight. So when they present you with a program that is short, promises significant weight loss on the scale, and make it sound simple and easy, they know you will inevitably buy their program.

### **3. PEOPLE CONTINUE TO GET FATTER, LESS HEALTHY, AND DEVELOP METABOLIC DISEASE WHILE FITNESS COMPANIES CONTINUE TO PROFIT**

Over approximately the last fifteen years the supplement industry alone has gone from a multimillion dollar per year industry to an over 53 billion dollars per year industry; and yet, people continue to get fatter, less healthy, and develop disease while these companies' profits continue to increase; and remember that is just the supplement industry alone. That doesn't include infomercial products, weight loss or diet programs, and other fitness products.

### **WHY IS THAT?**

I thought health and fitness companies were supposed to help improve our fitness. So why are they profiting off of the progressive unhealthy increase in peoples' lives, fitness, and health? It's because many companies develop products not to help you get healthier, but they products that you can feel, products that seem to produce rapid results, products that deceive you, all the while they are making money on behind closed doors.

### **THE PROBLEM:**

Consumers are left being exploited, taken advantage of, misinformed, and remain uneducated about proper training techniques, healthy means of dieting, and developing the knowledge to determine what supplements are safe and effective for them.

Because many supplement, diet, and other weight loss companies fail to focus on truly educating and empowering their customers, they teach their customers inappropriate techniques to try to get into shape. Often times chronic dieters and those who abuse supplements often end up having some form of damage done to their metabolism and health status, further making the problem worse in regard to the health of the people.

## **4. GYMS ARE NOT INTERESTED IN YOUR HEALTH. THEY ARE MORE INTERESTED IN LEVERAGING YOU FOR YOUR MONTHLY PAYMENTS**

I spent the first four years of my career working in gyms for a variety of fitness companies. During this time, I learned that the primary goal of many mainstream fitness facilities, high end gyms, and box gyms, is not delivering a high value training program, teaching their clients how to be self-sufficient on their own, and delivering results while also maintaining the safety and well-being of the client. The primary goal of traditional gym facilities is growing their monthly recurring payments.

Now, of course, this makes sense for any business, including my own. However, the problem with these types of gym facilities is that they want you to keep paying for your membership...and not show up. In fact, if you look at the monthly recurring payments of most successful gym facilities you will find that they have multiple thousands of members who, if they all showed up at the same time, or even during the same week, would not be able to let the majority of their members in due to overcrowding.

Large gym facilities bank (literally) on the fact that you, and the majority of their members, won't show up or use your membership. In fact, they encourage it, they want you to stay home, they want you to stay ignorant and oblivious to this very true fact. And worst of all, they want you to stay unhealthy, out of shape, and unfit.

Some gyms even go so far as to encourage unhealthy eating behaviors by sponsoring pizza and candy days inside their gym facilities.

## **THE PROBLEM:**

This is a perfect example of how some companies are preying upon your insecurities, your emotional and psychological relationship with food, and it results in you being held back from reaching your goals, falling victim to temptation and manipulation, and keeps you out of shape while all the while you fail to learn how to live a successful healthy lifestyle, and you are exploited into continually giving these companies your money each and every month for years.

## **5. THE HEALTHCARE SYSTEM AND MEDICAL INDUSTRY ARE MAKING THE CURRENT NATIONAL HEALTH CRISIS WORSE**

Okay, clearly, we need these systems set in place, but the way our current healthcare system has been structured is to reinforce and reward illness and disease, only treats symptoms not the sources of health problems, incentivizing treatment over prevention, and it often fails to educate patients sufficiently.

They aren't alone in this however because, as I've been explaining, many companies in the fitness industry are also to blame. The point is, how can we expect to solve our national and global health crisis when the two biggest industries who are supposed to be dedicated to fixing the problem are broken?

### **THE PROBLEM:**

It is incredibly more difficult to motivate and educate people to become healthier individuals when the fitness industry exploits consumer ignorance in order to profit, and the healthcare system incentivizes the wrong things and emphasizes treatment of systems over preventative healthcare.

Why is that? The answer is simple. Money. It is more profitable to keep the people ignorant and sick than it is to educate them to be healthy. If you are healthy, you don't need to buy the next line of supplements or take your excessive amount of prescription drugs. Hence, it's not as profitable to educate and empower you, the consumers.

Here's a fun fact; according to studies conducted that interviewed multiple primary care physicians and audited hundreds of medical schools across the United States, primary care physicians average only approximately 19 total hours of actual nutrition education. That is the equivalent of only 1 semester of 1 course in nutrition.

Want to know another fun fact? The majority of medical schools across the nation don't even require nutrition as mandatory courses for these physicians. How can we expect such undereducated professionals to educate consumers about healthy nutrition?

## **6. UNQUALIFIED PERSONAL TRAINERS TAKE YOUR MONEY, FAIL TO TEACH YOU, OFTEN PUT THEIR CLIENTS AT RISK, AND THE WORST PART IS THEY ARE COMPLETELY OBLIVIOUS TO IT**

The personal training and health coaching industries are not regulated hardly at all, and the regulations that are in place are very hard to monitor. Because these industries require no mandatory certification standards, no state licensure, no liability insurance, and no standardized testing, literally anyone can wake up one day and say, “I’m a personal trainer! I’m a health coach!” And because of this, so many consumers don’t know who to trust in order to get the proper fitness and nutrition education they want.

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### **HOW IT SHOULD BE:**

My personal aim is to teach my clients to be self-sufficient, self-sustaining, educated, well-oiled, lean, happy fitness machines who can go on to live, and maintain, a healthy sustainable lifestyle, create happiness in their lives through fitness, and help the ones they love do the same. I know that if I actually teach how to develop your own program, and why you structure your program in specific ways, (and not just show you the what like most trainers and other fitness companies do), then you will gain a far better experience, education, and knowledge base to go on to live a healthier lifestyle and help others to do the same.



## SO NOW WHAT? (THE SOLUTION):

So now you get it. A large percentage of fitness companies are trying to exploit you, take advantage of your ignorance as a consumer, and profit off of it. “So now what?”

Being an ethical fitness professional who wants to help you reach your goals in a healthy and sustainable way, I feel obligated to help give you the tools required in order for you to safely and more effectively navigate the labyrinth of information that is out there when it comes to nutrition, exercise, and supplementation.

I have put together a series of training videos for you that I will be sending you shortly after you receive this ebook. Along with those videos I will be giving you some free downloadable PDF guides to help you get started with your training, nutrition, and supplementation. Below is a list of what you will learn with those videos and guides:

- 1) You will learn the best foundational exercises to learn to maximize your lean muscle development and increase your natural metabolic rate so you can start looking better, becoming more fit, and build a healthier metabolism that burns fat and preserves muscle.**
- 2) You will learn about how most of the diets on the market today are tricking you into thinking there is only ONE way to eat for optimal results. The truth is, there are MANY ways to eat healthy and effectively.**
- 3) And finally, you will also learn what supplements on the market are backed by substantial scientific research in terms of their safety and efficacy, as well as the supplements that you have been wasting your money on. I'll give you a hint, the bogus supplements are some of the most popular ones on the market today.**

**So keep your eyes on your inbox for those videos!**