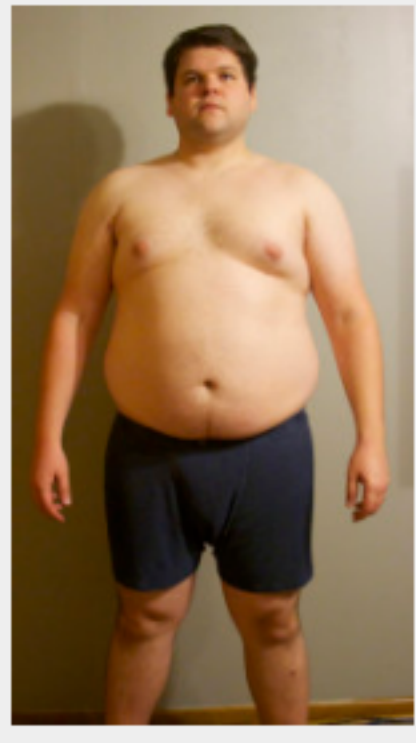


How I lost 90lbs: The Ultimate Weapon for Living an Amazing Life

July 25, 2013 by [daniel reifenberger](#) · 6 comments



18 months ago I was a fat ass. How much does a fat ass weigh? 3lbs shy of 300lbs, that's how much.

What does it feel like to be a fat ass? Sad, lazy, hot, tired, unproductive, unmotivated, sweaty, bloated, and lonely.

What does a fat ass think about? Losing weight and wondering why you can't lose weight. Sex and all the reasons no one would ever have sex with you. All the things you "should" be doing and all the reasons why you can't do them. Making more money but having nothing to offer the world.

So what does a fat ass do about it? Tries Atkins, South Beach, slow carb, portion control, juicing, weight training, running, P90x, personal trainer, multiple gym memberships, cooking my own food, eating nothing but Chipotle burrito bowls... Only to rapidly lose some weight and then pile it right back on, plus an extra 10lbs.

How does a fat ass build a business? By focusing on bullshit productivity programs and schemes: Getting Things Done, The Secret, Multi-level marketing, Inbox Zero, self help and leadership books, and any how-to DVD series. Anything that offers a "Get thin/rich/productive Quick" scheme that takes minimum time and zero effort.

All of this is the mental, emotional, and physical cycle I have been stuck in for the past 8 years. Until last Summer when my buddy [Josh](#) and I ran a race together.

Last June [Josh](#) and I ran the [Run for Your Lives](#) race in southern Minnesota. It's a zombie themed 5k obstacle course where you have to dodge zombies to "survive" the race. Let's just say I ran like total shit, well actually, I walked like total shit and barely survived.

In High School I could run a 5k in less than 18 minutes. 10 years later my brain still thought I could and my body basically said: "fuck that!"

The disparity between what my brain thought I could do and what my body actually could do really pissed me off. I didn't do anything about it immediately, but it got me thinking.

Later that month I was applying for a job at a totally rad company called [AppSumo](#). To learn more about the company, I watched a bunch of videos the owner and his friend posted on Youtube.

[Noah Kagan](#) and [Neville Medhora](#) are two dudes about my age, 30, and they basically have my dream role in life, that of the serial entrepreneur. [Noah](#) is the owner of [AppSumo](#) and [Neville](#) is a good friend he works with on building the business. In their videos they talk about business, life, health, and everything else in between, so I hang on to every word they say.

There were two things [Noah](#) said that motivated the living piss out of me:

1. People who can't manage their weight are usually not very good at managing their work.
2. His ultimate productivity tool is his health. Trying to be super efficient with [GTD \(Getting Things Done\)](#) is nothing compared to a healthy mind and body.

Both [Noah](#) and [Neville](#) expanded on how much their lives and businesses have grown by focusing on their health. Not only that, they shared their secret weapon for getting in the best shape of their lives: Adam Gilbert.

The combination of running like shit, being unable to manage my weight, and a burning desire to build a business had me ready to give fitness another shot, so I hired Adam.

Adam has an ingenious system of accountability: report in every night and he gives you feedback every morning. And once a week you talk on the phone. That's it! But it makes all of the difference.

On day one I wanted to do everything: Workout twice a day, eat nothing but rice cakes, and sweat myself in a sauna to cut weight ASAP. To my surprise, Adam wouldn't let me. All he wanted me to do was start eating breakfast consistently and, if I wanted, go for a short walk 3 days a week.

Seriously? I was paying him to get me in shape, not tell me that I needed to eat breakfast in the morning. But he got results for Noah and Neville, so I trusted him.

Week by week I started to build healthy habits. As I got consistent with one thing, Adam added another. If I fell off the horse he would text or call and nudge me back on track.

He helped me work through my shitty mindset and reset my expectations of what living a healthy life takes. It takes sacrifice, hard work, and a lot of time. It's an accumulation of 1000's of meals and workouts. Not some "get thin quick" pill, exercise, or program, but consistency.

Adam even helped me save a lot of money. I used to spend \$900 a month eating out, now I spend about \$250 a month on groceries. He has more than payed for himself 10 times over.

Zero of the crazy systems I have tried ever worked for more than a few months. Sometimes I would lose up to 40lbs, but as soon as my willpower ran out (and it always does), or I got too busy, the weight came right back.

Adam's service is the only program that has ever taken me from thick to thin in a sustainable and healthy way. I know, without a doubt, that Adam is setting me up to live an amazing life from here on out.

Thank you Adam! I appreciate everything you have done for me and I'm looking forward to more.

Today I am a healthy ass. How much does a healthy ass weigh? 3lbs shy of 230lbs and dropping.

What does it feel like to be a healthy ass? Excited, energized, awake, insanely productive, sweaty, firm, and connected.

What does a skinny ass think about? Training for a race and how I'm going to get ready for it. Sex and how I'll make it amazing for her. All the things I can do and all the reasons to get started today. Making money and having something to sell.

How does a skinny ass get anything done? By doing it without all the bullshit that used to cloud your thoughts and being tired all the time.

Do you want to be more productive? Stop all the negative thoughts in your head? keep your thighs from rubbing together? Build a business? Or have amazing relationships?

Then start with your health!

If you think Adam and his team would be right for you check out his site, and at the very least signup for his free email list at:

mybodytutor.com

P.S. Has your fitness level ever affected your life? Please share in the comments below.

July UPDATE:

11 months later and I'm hovering around 210 lbs



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 Proud of you man. Day by day making the life you want!
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 Thanks Noah. You and Nev are a big inspiration. I'll keep on, keepin' on.
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[Jenna](#) · a year ago
 Oldie but goodie. Just celebrated 14 years last weekend: <http://j4strom.blogspot.com/20...>
 My accident taught me to be so incredibly thankful to have a working body. As Nike says, "You have a body. You are an athlete."
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Who is Daniel Reifenberger?



After hitting 300lbs I committed to losing weight and restoring my health. I am currently

down 70lbs, with 37lbs to go by my 30th birthday on May 27th. The weight loss has helped me realize that in order to live an amazing life I need to raise the stakes. This blog is dedicated to that goal.

PS Yes that is my senior yearbook picture. More on that later.

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