



January 1, 2010 – Grand Rapids, MI

## Welcome, 2010!

Happy New Year! A new year and a new decade—I'm more excited about this year than I can remember in a long time from both a personal and professional perspective. Being in business for yourself certainly brings its challenges, and I've learned a lot. I've also learned a lot about you from the thousands of questions I've answered. I'm excited about helping you attain better health and helping you in your business as well.

One of my favorite movie quotes is from the movie *Sneakers*. Talking about information technology, Ben Kingsley says to Robert Redford, "It's all about the information." Taking that thought one step further is that it's about putting accurate health information into a form that will help you in health, work, and play. I'm going to use the technology of today and provide you with more access to the source of health, fitness, and weight loss information you've grown to trust: me.

Every month I'm going to introduce new items or ideas to help you get healthy and to help your health business. Much of it will be free like The 30 Pound Club I describe below. I'll have new products for you as well—like you, I have to pay the mortgage and keep at least a little food in the house. I will also keep my e-mail policy intact; it's working well and has resulted in everybody getting answers faster.

So here's what I'm doing to kick off 2010 with a bang.

### The 30 Pound Club

In talking to our son, Matthew, on Christmas, he mentioned that both he and his wife, Kerri, want to lose 30 pounds. Paula told me she also has about 30 more pounds to lose on top of the 40 she's already lost, and I added that I had about 45 to go, but 30 would be a great start—and then we thought there must be a lot of people in the same position: carrying 30 more pounds than they'd like. Thus was born The 30 Pound Club.

We mentioned the idea to our sister-in-law, Joy, and she said, "Sign me up!" Now I'm inviting all of you with 30 (or more) pounds to lose to join us for the next six months; even if you don't have that much weight to lose, you're welcome, too. Think of it as strength in numbers—or misery loves company—but The 30 Pound Club will be a way for you to work toward your weight-loss goal along with a lot of other people who have the same goal.

The 30 Pound Club will start on Sunday, and I'll send you an invitation to join. You'll be able to sign up for a special 30 Pound Club e-mail that will come out once a week on Sunday to help you get a running start on another week of weight loss—a different message from the Message you get three times a week. The objective is to support you on your goal to lose 30 pounds in six months.

That's where we'll begin, but this will be a growing and evolving project. There will be a 30 Pound Club section of the website, a special e-mail address for you to ask personal questions about anything related to weight loss, audios and webinars for members only, and possibly a dedicated Facebook page that will include only members of The 30 Pound Club—the idea is to allow you to support each other. There will be rules that have to be kept, but the objective is to make it possible for members to have a conversation about their progress, both successes and challenges.

If you want to lose 30 pounds this year, sign up when you get the invitation on Sunday.

### New CDs

For now, the best way for me to communicate with you is audio. By October, that will also include video. The following are the two audios that I'll be releasing this month—I'll announce them in the message.

### **Dr. Chet's Health Tips for Women with Dr. Pam**

Newsflash: women are different from men, and as a result, they have health issues that are different from men. Even some conditions such as heart attacks and the risk of certain types of infections are different for women. The problem is that book knowledge of some of these issues is not good enough. It's important to have a functional knowledge of the female anatomy, so I've recruited the best physician I know personally to cover some of these issues with me. I'll introduce Dr. Pam Zelasko in the message on January 9th (no, we're not related), and she'll write her first message. She'll contribute occasional messages, so make sure you check out her message next weekend. Our CD covering health issues for women will be available January 10; like my current CDs, this one will also be for sale as an instant download.

### **Dr. Chet's Health Tips for Men**

Men's health is one of my passions. Guys—you're still not taking good care of yourselves. You're ignoring symptoms and avoiding your doctor. That's just not acceptable, and I'm through playing nice. This audio will outline in concrete terms what you should do to take of yourself so you're around for your family, friends, faith, and career. They're the exact things I do myself. Listen to this audio if you want to live a healthier life. Look for this CD or download on January 17.

## **Sports Nutrition Webinar**

You've always wanted to know what I know—here's your chance to start the process. What better time than on Super Bowl Sunday before the festivities begin? I'll announce the webinar, and you'll be directed to the Store section of [drchet.com](http://drchet.com) to buy your virtual ticket. Space will be limited so when I announce it, sign up ASAP. You really want to know what I know? You'll start to find out on Super Bowl Sunday.

Join me for an exciting year because this is just the beginning. And for those of you who wondered what the tag line will be for 2010? I want to ask you just one question:

What are you prepared to do today?

**Dr. Chet**

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## **WGUV** Straight Talk on Health

Hear Dr. Chet's take on the latest health news and research—listen to *Straight Talk on Health* at 7 p.m. Sunday in the Eastern Time Zone on WGUV-FM 88.5 or 95.3, or listen live via the Internet by going to [www.wgvu.org](http://www.wgvu.org) and clicking on "Listen Live" in the gray bar at the top.

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The health information in this message is designed for educational purposes only. It's not a substitute for medical advice from your healthcare provider, and you should not use it to diagnose or treat a health problem or disease. It's designed to motivate you to work toward better health, and that includes seeing your healthcare professional regularly. If what you've read raises any questions or concerns about health problems or possible diseases, talk to your healthcare provider today.

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