

30 DAY FALL CHALLENGE™

What's up! Tim Ernst here...

Whether you heard about this opportunity from one of my emails, my IG post or one of my YouTube vids, I want to say congrats on responding quickly and reaching out about our brand new case-study program, "30 Day Fall Challenge™." Fall Challenge™."



You're obviously interested in losing weight and keeping it off permanently without starvation diets, supplements, and eating bland and boring foods, or wasting anymore time sorting through the mess of confusing information on social media... and this is your first step in doing so.

Now, I'm a normal guy married with 3 kids, but I'm dedicated to coaching men how to lose gut— outside of my faith, my family and my business, it's my #1 passion in life.

But why the heck should you listen to me? Well, you don't have to of course, but I'm a guy who knows what it's like to **STRUGGLE** with a **BIG** gut. Food took control over my life and by the time I turned 42, I had **ENOUGH!** 7 months into my journey I lost 70 pounds but more importantly, I've managed to sustain it. And so now I want to help you achieve the same before we get into the holiday season.

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I've realized that you don't have to be genetically gifted to lose weight; you only need to be taught how to use the tools that **WORK**, not the conflicting information floating around the internet. Drives me nuts lol and my gut tells me you do to!

Nowadays, my focus has shifted from taking on normal, every-day men from all walks of life to helping 7 men get into BETTER shape in just 30 days – we're well on our way, too! Bottom line, I'm on a mission to help struggling men like yourself reach the next level of success in their health by **CRUSHING** any obstacles standing in your way so you can **dominate the end of the year with CONFIDENCE!**

So Why Did I Create The "30 Day Fatloss Fall Challenge™"?

Most people know me as the pioneer of Intermittent Keto Fasting...

For the past few years I've helped struggling men lose belly fat, increase energy, and completely transform their bodies in record time.

However I wasn't always some "fat loss expert."

I absolutely love food and it quickly took control over my life.

In fact...

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I was in a horrible situation with my weight and health. I was 243 pounds, ran the risk of high blood pressure and diabetes which both run in my family.

I had to do something and something fast because I was only 42 years old, married with 3 kids. Ever since I got into my 40's, I think about my mortality a lot.

So I tried all sorts of diets...low fat, high protein, shakes and meal prepping 4-6 small meals a day.



While I lost some weight with those diets, I never quite got to where I wanted to be and years later I put ALL the weight all back on! Can you relate?

Fast forward some years later..

I had heard about keto and intermittent fasting but, there was so much confusing information that said the keto diet was bad for health and eating all that fat couldn't possibly be that healthy for you.

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This kept me frustrated and stuck because I did not know who to believe or who was telling the truth.

However, what I learned was a lot of the information you find about keto were articles and studies that used the unhealthy 1920's version used to treat young kids with epilepsy.

What you may not know, is that there is a healthy way to do keto and it's not the 1920's version.

So after a lot of trial and error I finally figured out how to do keto and intermittent fasting the right and healthy. When I found the right way to do keto with intermittent fasting, I averaged losing 10 pounds a month and after 7 months, **I lost a total of 70 pounds.**

I was able to eat my favorite fatty foods which helped me increase my energy, curbed my severe sugar cravings and now...I'm no longer in bondage to unhealthy foods.

Plus, I found out how to sustain my new weight loss that's so simple and easy to manage.



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I can honestly say, that I am in better shape today in my 40's, married with 3 kids, than I was single in my 20's with no kids and that's what I want for you!

By August that year I started a private 1-on-1 KetoShed40 coaching program who were ready to take back their lives by “getting their food right.”

I knew I had something revolutionary and I had to share with other struggling men who were looking for a **more permanent solution.**

It grew fast, too —in less than a year, my KetoShed40 coaching program was up to 379 paying students. Now while I've been able to guide these men to lose weight, increase energy and just get healthy, I noticed a common roadblock many encounter along the way—not knowing exactly what to EAT and TRAIN in order to lose weight and get into better health!



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Essentially there are 3 BIG mistakes men are making when trying to lose weight..

- ✔ Most men who have lost weight in the past end up regaining it all back and have no idea how to keep it off permanently.
- ✔ Most men don't know how to do the keto diet the right and healthy way as well as what foods, calories or macros are needed specifically for their body type in order to lose belly fat.
- ✔ Most men are only accountable to themselves and no one else to keep them accountable. As men, we tend to be loan wolves suffering in quite desperation.

So that brings me to my brand new case study program, **"30 Day Fall Challenge™"**. Over the course of 8 weeks I'm going to work with a select group of highly-motivated men (will you be one of them?) and guide them, step-by-step, to their first 15-20 pounds in 30 days.

This means we're going to focus on an eating strategy called, "Intermittent Keto Fasting™".

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But you might be wondering, “Will it work for me?”.

Well, that'll depend on YOU. Because I'll be giving you the **EXACT same strategy** a few men implemented that helped them lose between 7-15 pounds in their **first week alone...**not to mention dozens more who lost 40+ pounds within their first 16 weeks.

So I know the program is capable of delivering the promised results.

Take Jimmy for instance. Jimmy is a 61 year old grandpa who **lost an amazing 50 pounds in just 16 weeks** using the strategies I'll be coaching you on.



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Or Iovan... He was able to **lose a staggering 90 pounds** after a car accident that left him less mobile.

Iovan completely changed his life around and doesn't even look like the same person.

And finally Tony. He lost a **STAGGERING 70 pounds** as a diabetic. Now his A1C levels have dramatically dropped, the amount of insulin he takes has gone way down to the point his Dr couldn't believe it!



Here's Tony in his own words: *"Tim has helped me get through times when I was about to give up. He always pushed me to keep going and I'm glad he did. Tim's program makes eating healthy and exercise easy and has now become part of my daily routine."*

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“30 Day Fall Challenge™ Details

The goal with my “30 Day Fat Loss Fall Challenge™” is to work closely with 7 men and help them achieve their next 15-20 pounds of weight loss, at which point they can then apply to join us in our brand new [KetoShed40 Formula](#) using 4 “Never Before Seen” keto phases where the real magic happens!

Now if you’re accepted into our “30 Day Fat Loss Fall Challenge™” here’s what you’ll immediately get upon joining:

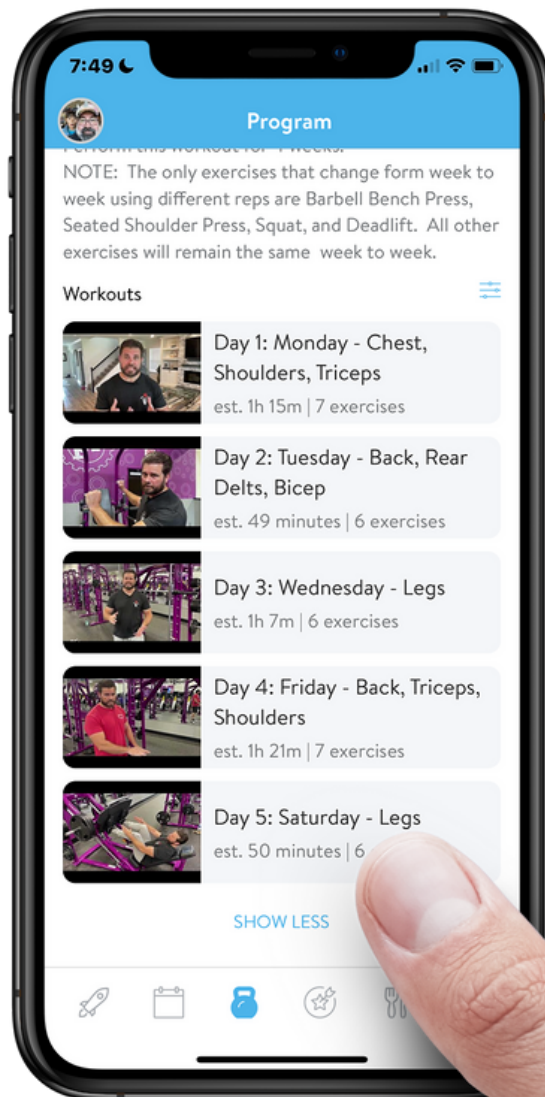
- ✔ A detailed eating strategy including calories and macros .
- ✔ Tasty & Satisfying “**DONE-FOR-YOU**” Meal Plans



30 DAY FALL CHALLENGE™



Weekly “Gym” or “At Home” Workouts all in my NEW mobile app with **VIDEO!**



30 DAY **FALL CHALLENGE**™



A Complete 35 Page Keto Food List So You'll **NEVER Be Confused Again** As To What To Eat To Finally Lose Weight & Be Healthy.



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“30 Day Fat Loss Fall Challenge™” Cont...



A Structured Way to Eat Those Delicious “Keto” Foods That Are Large Enough to Satisfy Any Large Appetite. You Won't Even Feel Like You're On A Diet!



Hold You Accountable With Weekly Coaching Calls To Keep You Motivated & Consistent Towards Reaching Your Goal Weight.

Here's what to expect (and what's expected from you)

1. You will have **access to me at all times** via email and or text. I'll always respond in 60 min or less during business hours.
2. **Weekly** Check-ins via the phone.
3. I will give you access to my brand new app where you'll find the workouts. These workouts are all on video and I'll teach you how to do the exercises properly for maximal results.
4. I will provide you with a complete **Keto Food List** that has an entire calorie and macro breakdown so you'll **NEVER** be confused as to what to eat again.
5. I will **support you** through the process and make the proper adjustments to your training and nutrition to streamline your road to success in the program so that you can obtain your promised results.

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6. **You can expect no BS from my side.** I will always be straight with you, and I expect nothing but commitment and trust from you.
7. You will be required to take before and after pictures and a killer testimonial at the end of the program.
8. You will be **FAST to implement the instructions given**, quick to ask for help when stuck and generous in sharing your weight loss victories.
9. You understand what's taught and said in the 30 days, stay here. This means not sharing my workout links or meal plans with non-members and maintaining confidentiality for all sensitive information discussed on our accountability calls.
10. You will not hesitate to voice your concerns, questions, and frustrations if something upsets you so I have a chance to apologize and make things right.

This is an **INTENSE 30-Days** but it's designed to put you in the TOP 1% of men who take their health seriously, want to **LOSE** belly fat but more importantly, **keep it off for GOOD!**

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Who This Program Is For?

- MEN who are struggling to lose weight, belly fat and are currently stuck.
- MEN who are lacking in energy, testosterone, have high blood pressure, heart disease, pre-diabetes, diabetes, sleep apnea, etc.
- MEN who have lost weight in the past but gained it all back and are looking for a permanent solution.
- MEN who have tried other diets that have failed them in the past.
- MEN who are eager to fit back into their clothes that may have been hanging in their closets for years.
- MEN who are looking to improve their health and **AVOID** any potential health risk later down the road.
- You're A **MOTIVATED** Man between 35-55 years old and you want to get into the **BEST** shape.
- You're looking for someone to coach you, take out ALL the guesswork for you and clearly tell you **EXACTLY** what to do.
- MEN who overall want to **LOOK** and **FEEL** more **CONFIDENT** in their own **SKIN!**

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Who This Program Is NOT For?

- MEN who don't have at least 15-20 pounds to lose (if you got more weight to lose, we can still work with you). It'll just take you longer!
- MEN who are not willing to invest into their health (not looking for a hand-out).
- MEN who are under the age of 18.
- MEN who are not ready **NOW** and are tire kickers or always have to "think about it" before making a decision.
- MEN who are vegan (not bashing this at all) I believe in optimal fat loss which requires animal proteins and fats that provide valuable vitamins and nutrients required to lose 15-20 pounds in 30 days)

Is There a Guarantee?

To be completely honest with you, every program/coaching /mastermind I have personally invested in, there was **NO** guarantee associated with it. Why? Because I can't guarantee that you'll use the tools that I give you. This gives you some skin in the game to see your plan through to completion.

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With that said...I'm so confident that if you follow **EVERYTHING** I'm going to teach you, you WILL reach your goal in 30 days and if you don't ...I'll continue working with you until you do at NO additional cost! **Sound fair enough?**

What's the investment

The "**30 Day Fat Loss Fall Challenge™**" is currently \$597 if you purchase via my webinar.

BUT...because you responded quickly, if you sign up today it's **ONLY \$297 USD!** That's just \$9.90 a day. About what you would spend on lunch per day!

However, you must act right now to get my entire "**30 Day Fall Challenge™**" because this **\$300 discount expires TODAY!**

Here's a simple question for you: If you could look in the mirror **30 DAYS** from now and see 15-20 pounds gone off your body, wouldn't you be glad that you said **YES?**

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Our vision for you is to lose at least 15-20 pounds in 30 days and earn your way into the [16 Week KetoShed40 program](#) where the real magic happens so you can begin to look and feel more confident in your own skin while living a more healthy and productive life!

How Can You Claim One of the Final Spots?

If you've read everything above and feel that this **IS** the program for you, ["CLICK HERE TO JOIN!"](#)

Like I said, I'm on a **MISSION** to help 7 men just like **YOU** lose weight in the next 30 days and I will complete that mission no matter what.

The only question left is...Will you be one of the success stories? I'm excited to help you get some quick weight loss results so you can start getting healthier, slimmer, more energy and get the body you've always dreamed of.

To long lasting health,

Tim Ernst