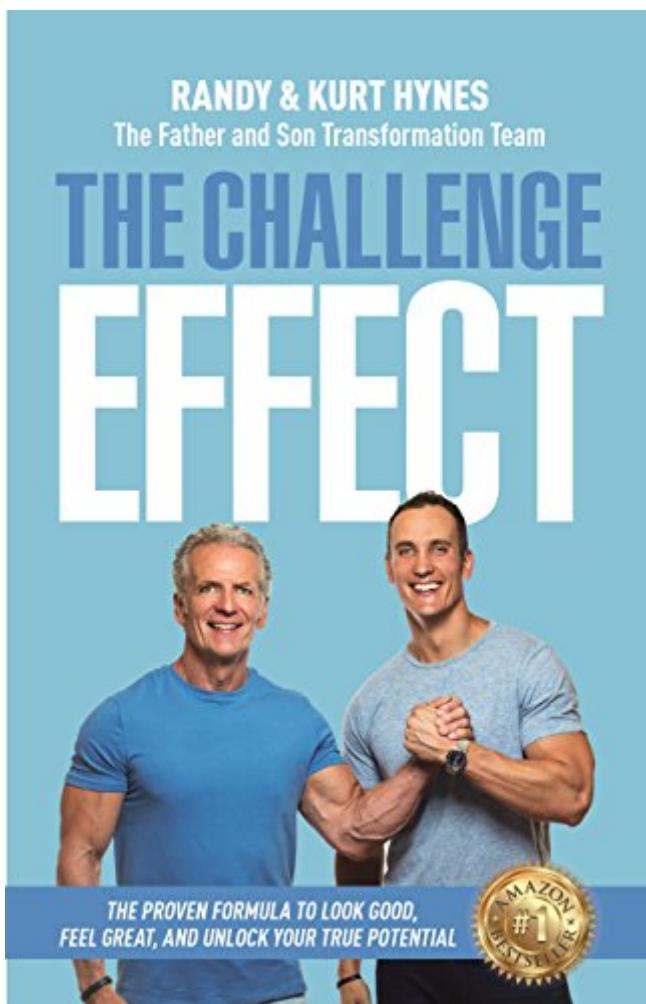


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# The Challenge Effect: The Proven Formula To Look Good, Feel Great, And Unlock Your True Potential



## Synopsis

I have been in the health and fitness industry for more than 30 years, and it's very rare that I get impressed; after all, I had the honor of working alongside fitness legend Jack LaLanne for eight years, created Fit-TV with Body by Jake, and in my career have sold more than \$2.5 billion dollars' worth of fitness and related products via infomercials, TV home shopping, and the internet. What struck a profound chord more for me about this father/son duo is that two generations have collaborated to inspire and motivate us all, a rare and precious feat! Randy and Kurt Hynes created what they call the Challenge Effect. It is more than just fitness in the traditional sense, but they have harnessed TRUE transformation anchored in lifestyle and launched the powerful concept so it can be applied to anyone and everyone looking to achieve health and fitness goals. The biggest obstacle for most when it comes to fitness is WHY? Why do I want to lose five, ten, or fifty pounds or have a tight stomach, toned arms, and muscular legs? Well, sometimes it's a wedding, class reunion, or New Year's resolution. But that is so short lived. The difference the Hynes present could be the missing link—“we all love to win,” so let's make your health a challenge! For that reason, the Challenge Effect could also be called the Law of the Challenge. This law essentially says that when you are challenged the right way by the right person with the right thing, crazy and somewhat seemingly impossible things all of sudden become possible. This book is perfect for shedding pounds of fat, increasing energy, flattening your stomach, building your muscles, and improving your longevity—but don't be surprised if you end up crushing the rest of the major goals in your life with extreme confidence as well. At least, the pearls of wisdom and gold nuggets of knowledge in this book will put all the odds in your favor! I recommend all my friends, clients, and fans of fitness read this book! In fact, I CHALLENGE you! With love, Forbes Riley Health & Fitness Expert TV Host, National Fitness Hall of Fame (Inductee)

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