



Press interview questions

I've prepared these common questions and answers for your use. You may assume that you've asked me them in person. Email me at tony@thereallyeasydiet.com if you want to ask more.

How did you come up with the Really Easy Diet?

I needed to lose and weight and researched for the best way to do it and was horrified at what I saw. There were so many fad diets, special meal subscriptions and classes that I thought those are not for me. No way was I going to risk taking pills either.

I then analysed what was needed and devised a plan to do it. The key thing is that I was only going to stick to it if I enjoyed any changes I made. It worked! One such change "saved" me 800 calories every single day.

I only created the plan for me, and it's taken years to realise that I should publish it for others.

Is it true you can eat anything you like?

Yes and no. It's important that people enjoy everything they eat and drink but don't think you can eat cake all day every day and lose weight.

I help my students to find alternatives that they also enjoy and so will stick too any changes.

Will they lose weight after 7 days?

No, the 7 days refers to the course that teaches them all they know. There's also a 30-day plan to really get started. I'm confident they will start losing weight.

Is it really easy?

Yes, I firmly believe that losing weight is very easy once you remove the barriers to success. These are things like unsustainable or unnatural plans that no-one could stick to long term.

Does it work?

Yes it works. In 5 months, I used the techniques to lose 5 stones, that's 70 pounds – and that's while I perfected it. That's the equivalent of a packed suitcase and a car tyre! No wonder I feel better now.

Who's it aimed at?

I think anyone can lose weight with the Really Easy Diet so men and women of all ages. There is nothing unnatural or artificial involved so I'm confident no health care professional would have a problem with it.

Why is the Really Easy Diet so special?

The key thing that I've done is remove all the nonsense and created a set of simple rules and techniques that anyone can use to lose weight and then control it.

What do you mean by control their weight?

The Really Easy Diet gives my students the knowledge they need to know exactly what works, if and when, they want to lose weight. That means they have the freedom to enjoy a vacation or holiday time and how to redress any overindulgence afterwards. The difference is they know it has worked before and will work again. No more diet stress or misery.

Why is it an e-class and not a book?

This is the final stage of development as students will ask questions and have case studies that will help me complete the course. Any publisher who's interested should contact me at tony@thereallyeasydiet.com.

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