

Be one of the first ~~200~~ 97 people to respond to this offer and get two fantastic marathon training bonuses worth \$146 - FREE!

"If You Have a Decent Pair of Running Shoes, Then You, Too, Can Run a Marathon and Cross That Finish Line (Even if You've Never Run a Mile in Your Life)!"

Get More Energy, Sleep Better, Boost Your Self-Confidence and Achieve the Body You've Always Wanted

Think you don't have what it takes to run a marathon? Think again!

In this practical training guide, you'll learn how this "average guy" went from overweight and out of shape to being an accomplished distance runner.

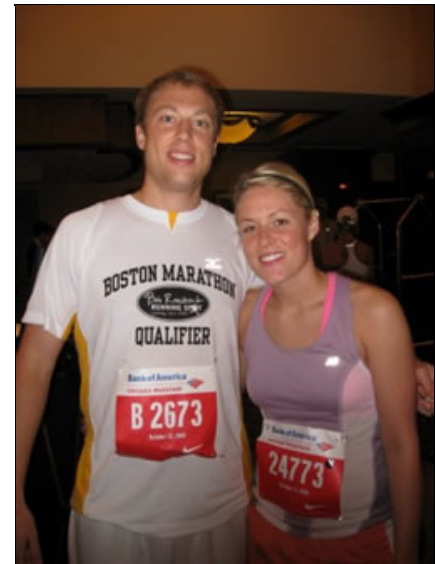
Watch how I banish the marathon mystique and show you how *absolutely anyone* can safely and successfully achieve their marathon running goals.

If I can do it, so can you!

- Ted LaFave

4-time full marathon finisher including The Boston Marathon and The Chicago Marathon

(signature here)



Me and my sister, Madeline, just before running the 2008 Chicago Marathon.

Dear Friend,

If you'd love to...

- **Finally realize your dream of running a marathon**
- **Lose weight, build muscle and tone your body**
- **Experience more confidence than you've ever had**
- **Improve your overall health and longevity**
- **Impress your family and friends**

... then you'll want to pay close attention to what I'm about to tell you:

You (yes, you!) can run a marathon.

I don't care if you're young or old, heavy or thin, a couch potato or the fittest person on your block. **The truth is that anyone can run and finish a marathon.** It doesn't take special athletic ability, fancy gear or talent. All you need is the desire and the commitment (and a good pair of running shoes doesn't hurt, either).

It may be that you've always wanted to run a marathon, but thought you were too out of shape to even try it. Maybe you've actually started marathon training in earnest, but with all of the information (and misinformation) on marathon training out there, you became overwhelmed and frustrated and decided to quit.

Or possibly, with all of the responsibilities life heaps upon us - work, school, kids, etc. - your own health and well-being has fallen to the bottom of the priority list. It's completely understandable. Sometimes it feels like there just aren't enough hours in the day.

But whatever doubts, fears, excuses, or assumptions you have about running a marathon, I ask you to put them aside for a moment. Because I'm about to give you the key to starting a brand-new chapter in your life, one filled with more confidence, a stronger, healthier body and a greater sense of happiness and accomplishment. And I need you to embrace this information with an open, positive mind. You *can* become the marathon runner you always wanted to be - **even if you've never run a single mile in your life.** I know you can do it, and I'm going to show you how, step-by-step.

But First, Let Me Share My Personal Story With You

When I entered high school, I was 25 pounds overweight and completely out of shape. Just climbing the stairs was enough to make me tired. Back then, I had really low self-esteem and wasn't thrilled with who I was.

But at the time, I was intent on playing basketball for my school. Because I was so overweight, my dad believed that the only way I had a prayer of making the basketball team in the winter was if I joined the cross-country team in the fall. Frankly, **I wanted NO part of distance running whatsoever**, but for my old man's sake, I decided to give it a try.

My first cross-country practice consisted of an "easy" four-mile run. I was trailing behind everyone else, and was so exhausted I had to walk for the last mile. The next day, we did a similar run. My legs hurt so bad the next week that it hurt to move. I was a wreck!

But then something magical happened. After about 3 weeks of regular running, the soreness in my muscles disappeared and was replaced by this amazing "springy" feeling in my legs. Soon, I came to love the sport of running. I **lost a ton of weight** and **gained tremendous amounts of energy and confidence.** Needless to say, I made the basketball team that year - and I went on to become one of the fastest runners in school.

Since those early days, I've built up a running "resume" that includes nearly 10 years of distance running experience. I've completed 4 full marathon finishes - including the Boston Marathon - several half-marathon finishes, and a countless number of road race finishes.

So why do I love running so much? Simply put, *it makes me feel good.* When I'm running, I'm happy. My self-worth and confidence levels bubble over. To have and achieve a personal goal is

an indescribable feeling. These feelings translate into every area of my life, and I love my life! For me, running is truly magical.


Why Take Up Running? The Benefits


If you're reading this right now, chances are you've already thought seriously about marathon running. Maybe you have friends or family members who run marathons, and you've always envied their lean, toned physiques and healthy glow.


It's true that crossing the finish line - whether after 26.2 miles, a 10K, or a single mile - delivers a feeling of **euphoria**, **gratification** and **accomplishment** like no other.


And yes, it's true that marathon training does amazing things for your body. **Your resting heart rates slows down. You lose excess body fat. Your muscles become toned and firm.** Normal activities that used to fatigue you - like walking up a flight of stairs - soon seem effortless.


But the benefits of marathon training go beyond physical appearance. Here are just a few other key benefits of distance running:

 **Mental Alertness.** As a distance runner, **you wake up each morning refreshed and alert.** Every brain cell is primed for action, and you're ready to take on the day. Whether you're at work, school or managing a hectic day with your family, you're thinking more clearly and are able to manage challenges better. Your senses sing. The sun seems brighter and smells are stronger. Even food tastes better; each meal becomes a feast to savor.

 **Increased Self-Esteem.** When you look better, **you feel better about yourself.** And it's not just that. When I first began marathon training, I knew that I was doing something important. I was working towards a goal and making more and more progress each week. As a bonus, I began to meet a ton of interesting people (yes, women, too!) just from running. People loved the fact that I was so committed to and passionate about running, and that in turn made me feel great.

 **A Great Night's Sleep.** This benefit of marathon training simply can't be underemphasized. When you're training for a marathon, your body needs more rest to repair and rebuild. During my early days of running, I began to notice that my **sleep became more consistent and restful.** As a runner, once I went to bed, I was out cold within minutes, and slept soundly through the night. As you can imagine, sleeping better has a positive effect on almost every area of your life.

 **Disease Prevention.** It's true! Regular running has been found to **lower the risk of breast cancer, heart attack and stroke.** And a regular running program is a common treatment for patients with diabetes, high blood pressure and osteoporosis. Running also helps support your overall health by raising your HDL (good) cholesterol and boosting your immune system.

 **Anti-Aging Effects.** Running helps to prevent the loss of muscle and bone that typically accompany old age. In addition, it's also been shown to promote the human growth hormone (HGH), a natural hormone which helps to maintain your tissues and organs over your lifespan. Many experts believe that the lowered levels of HGH are to blame for the frailty of old age. (In fact, many celebrities get injections of HGH in an attempt to turn back the hands of time!)

So as you can see, marathon training is one of the best activities you can do to improve your overall health and vitality.

"But Wait, I'm Not a Born Runner!"

You're excited about the idea of running and experiencing all of the benefits it provides, but you've convinced yourself that you're not up to the task. After all, marathon training requires, at the very least, **an amazing natural runner's physique, right?**

WRONG! Believing that you have to have a certain "body type" or athletic ability to run a marathon is one of the biggest misconceptions around. I'll tell you why.

Running is something that everyone already knows how to do. It comes naturally to us as human beings. Even the most experienced runners on the planet began with no experience.

In fact, I'm constantly amazed at the variety of people who cross the finish line at the marathons I've participated in. **People of all ages, sizes and walks of life.**

Ten years ago, if anyone had told me I'd run a marathon, I'd have laughed in their face. After all, I was the flabby and out-of-shape kid who could barely run a single mile without getting the wind knocked out of him.

But since then, I've had the most astounding journey. I've met some incredible people, including mentors and coaches who have taught me valuable lessons about distance running. Sure, I've made plenty of mistakes along the way, but each was a learning experience. If I could go back, I wouldn't change a thing.

Last year, when my youngest sister Madeline signed up to run her first marathon, I sat down to write her a letter. I wanted to give her my very best marathon training tips so that she could benefit from my experience.

So, I began jotting down a few ideas. Then a few more. Before I knew it, I had written several pages. Looking back through those pages, I realized I had the beginnings of **a valuable, comprehensive resource on marathon training**, one for **everyday people** who were ready to transform their life through distance running. I came up with the perfect name for my book before I even finished it: **Marathon Magic.**

Introducing the *Only* Marathon Training Guide You'll Ever Need

Marathon Magic is a practical, straightforward guide to getting started with the sport of distance running. It's designed for both those with *some* running or marathon experience or those who are *absolutely new* to the sport.

In this book, I discuss - in plain language - the essentials of marathon training, such as getting started, creating a training regimen, setting goals and staying motivated. Along the way, I've included personal **anecdotes**, **tips**, and **insights** learned during my many years of distance running.

I created **Marathon Magic** with the everyday person in mind. **You'll find no intimidating running jargon or promises of overnight success in this book.**

Instead, I simply detail my own personal journey as a marathon runner, starting from when **I was an underconfident high schooler** who just wanted to play basketball... to who I am now, **an accomplished distance runner** who's currently training for my second Chicago Marathon.

Marathon Magic is the book you need no matter why you've chosen to start marathon training, whether it's to lose weight, gain more confidence, battle depression, stop smoking or just become healthier in general. In it, I teach you about:

Overcoming your fears of starting a marathon training program

How to get started running *today* **even if you have no experience** at all

How to set personal goals - **and stick with them!**

How to create a marathon training schedule that **fits your life**

Simple tips for **staying injury-free** during your marathon training

The **cutting-edge equipment and gear** that will help you take your running to the next level

How to stay motivated, even when you're feeling discouraged

... and more!

Marathon Magic was written with heartfelt **honesty**, **humor** and **candidness**. Within these pages you will find all of my best "stuff,"; every bit of wisdom I've gleaned over the past decade. I hold nothing back, sharing with you the joys of my achievements - and the heartbreak I felt when I fell short of my goals. I truly want you, the aspiring marathon runner, to be able to learn from my experiences, both positive and negative, and use them to fuel your own success.

"But What If I'm Not Ready To Run a Marathon?"

That's ok! Even if you're not ready yet to start training for an actual marathon, you can still set this goal for the future. You can even set a date by which you'd like to complete your first

marathon, and share this information with those closest to you (or no one at all).

No matter when you plan to run your first marathon, **the important thing is to start running now**. Using the smart, simple guidelines found in *Marathon Magic*, you can start small and move towards your marathon running goals, step by step. It doesn't matter if you're overweight, out of shape or struggling with a physical impairment. The beauty of *Marathon Magic* is that it shows you how to tailor a running program to your own personal needs and abilities!

Here's a Sneak-Peek at What's Inside the Book...

Getting Started With Your Training

- Why a **marathon training schedule** is essential to your success - and where to find one that fits your needs **(page 13)**
- How **"running like a goose"** can allow you to experience all of the magical benefits of distance running - even if you're tired or sick **(page 13)**
- The **two golden rules** that will allow you to become a FAST runner and run your very best marathon race **(page 14)**
- How **simply believing you can cross the finish line** can help you make it a reality **(page 17)**
- Why **Global Positioning Systems (GPS)** are critical to maximizing your training and how to choose the one that's right for you **(page 18)**
- The **single most important concept** to understand if you want to succeed at distance running **(page 23)**
- How to cope with **friends and family that don't support your marathon training** efforts **(page 26)**
- How to **harness the magic of your mind to finish that tough run** - even if you're feeling tired, cold, unfocused or hungry! **(page 36)**
- Why you should **never, ever bring your iPod** along with you on a run **(page 41)**

The "Runner's High" - and How to Experience it for Yourself

I'll share with you:

- Why one runner describes the Runner's High as an **"altered state of consciousness"** **(page 51)**
- My personal interview with **American running legend Joe Henderson** and his fascinating theory on the Runner's High **(page 56)**
- How to **create the right environment** for experiencing the Runner's High for yourself, based on my own personal experience **(page 59)**

Fueling Your Body for Maximum Running Performance

You'll learn:

- The scientific formula that tells you **exactly how many calories you burn** while running (you'll be surprised at how much!) **(page 61)**

- **Blacklist foods** that can undermine your marathon training (avoid these at all costs!) ([page 63](#))
- Effective - **but slightly strange-looking** - ways to stay hydrated during your run ([page 64](#))
- Why **losing even a couple of pounds** can improve your workout distance and speed ([page 65](#))

Preparing for Race Day

I'll teach you:

- Why you should **never over-hydrate** before a race ([page 74](#))
- Why you might actually **gain weight before your marathon** - and why you shouldn't panic ([page 75](#))
- How to use "**mind magic tricks**" to push yourself across the finish line, even if you think you can't take another step ([page 76](#))
- What you must do **immediately after a marathon** to help your body recover ([page 76](#))

[**Click Here to Start Your Marathon Training Now!**](#)

But There's One Thing I Can't Teach You...

And that's a fast and easy way to marathon running success.

Some so-called marathon "experts" claim that you can go from never running at all to completing a marathon within just 3 months. While this may be true for a select few, it's simply not realistic for the average person (**in fact, it's pretty bogus advice to be giving to anyone**).

In reality, a typical training schedule is between 3 and 5 months long. Although I know that others out there promise ultra-fast results, **I personally don't believe there are any shortcuts to being a successful distance runner.**

Running, as with anything else worthwhile in life, requires you to commit your **time, passion, and energy**. It also requires a lot of **discipline** and hard work. But while you may encounter some obstacles along the way - as I did - the rewards at the end are more wonderful than you could possibly imagine.



"Marathon Magic Helped Me to Complete My First Marathon!"

"Marathon Magic helped me to complete my first marathon! The concepts were hilarious and easy for me to relate to, and laid out in a way that made the 26.2 seem so much less intimidating for any level of runner... even a beginner like me!"

- Laura Collier, Cincinnati, OH

*Completed the Rock and Roll Marathon, San Diego, 2008
Ran the Flying Pig Half-Marathon, Cincinnati, 2008*

So How Much Would You Pay to Make Your Marathon Running Dreams a Reality?

***Marathon Magic* is the first step in becoming the fit, confident marathon runner you always fantasized about being.**

If you sought the help of a personal trainer or running coach to help you achieve your marathon running goals, you'd surely pay hundreds – if not thousands – of dollars.

But with ***Marathon Magic***, I've done all of the "legwork" for you. I've channeled all of my personal trials and triumphs into this book. You'll save countless hours of time and frustration and get the vast benefits of my experience... **all for the extremely reasonable price of \$37!**

Better still, ***Marathon Magic*** is an e-book, available in an **instant download** on your computer. That means you won't have to pay shipping costs or wait for the postman to deliver it. You'll be able to read about my marathon training experiences, tips and secrets on your computer or print them out – whichever you prefer! Then you'll be able to get started with your training right away.

And I promise you, you'll have fun reading this book. I've seen so much dry, boring running literature out there that I made a promise to myself to keep my readers entertained. In ***Marathon Magic***, I share my personal experiences as openly as possible – even if it means having a laugh or two at my own expense!

I've told you that you can order ***Marathon Magic*** for the insanely affordable price of \$37. But did I mention the free bonuses?

**** SPECIAL LIMITED BONUS OFFER ****

Be One of the First ~~200~~ 97 People to Order and Get Two FREE Bonuses (Valued at \$146!)

As a special introductory offer, if you're **one of the first 200 people** to order ***Marathon Magic***, we'll include two fantastic bonuses, absolutely free. Even if you decide to return the book for a refund, the bonuses are yours to keep as our gift!

Bonus #1 – “Special Report: Interview with Madeline LaFave, Retail Running Guru”
Value \$47 *What kind of running shoes should I buy? Do those popular 'fast energy' foods really work?* Get an inside look at the hottest running products on the market today, from shoes to Global Positioning Systems to heart rate monitors. With years of experience working on the retail side of the running world, expert Madeline LaFave gives you the scoop on sports nutrition supplements, injury prevention tools, and other exciting products that can help you reach your marathon goals.

Bonus #2 – One Month of Personal E-Mail Coaching from Ted and Madeline LaFave.
Value \$99 We truly want to see you succeed at marathon running. With that in mind, we're offering one complimentary month of personal e-mail coaching with every purchase of ***Marathon Magic***. Go ahead, ask us anything, anytime! Whether you're trying to find the right marathon training schedule or the right pair of shoes, Madeline and I will answer all of your e-mail questions personally and promptly.



"Ted's Coaching Style is Straightforward and To-The-Point"

"As a person who has never run much, let alone run a marathon, I needed an easy-to-follow training guide. Ted's coaching style is straightforward and to-the-point. Anyone who needs a running guide should read **Marathon Magic!**"

- **Mark Desiderio, Denver, CO**
Finisher, 2008 Denver Half-Marathon (1st Time)
New Goal: Run a Full Marathon in 2009

[Click Here to Start Your Marathon Training Now!](#)



Your Purchase is Backed By My 100% Lifetime Money-Back Guarantee!

I want you to be as confident as I am that my marathon training system will work for you. But just in case you have any lingering doubts, I want to make this purchase decision completely foolproof for you.

When you purchase the **Marathon Magic** e-book, you get with it my **Lifetime Money-Back Guarantee** (yes, you read that right!). Here's how it works: if for any reason you're not satisfied with the book - whether you bought it 3 weeks ago or 3 years ago - I will cheerfully refund every penny of the purchase price (no questions asked!). **And the two free bonuses will be yours to keep no matter what.** How's that for a no-risk offer?

Are You Ready to Start an Exciting New Chapter in Your Life? Order **Marathon Magic** Today!

So you've always wanted to be a marathon runner, eh? Well, now's your chance. Now, there are no more excuses. With **Marathon Magic**, you'll learn what you need to do to train for your first marathon and exactly how to do it. I outline the process for you, step-by-step, and take the guesswork out of starting a running program. Listen, if I can do it, so can you!

Take the first step towards better health, better fitness, and a better you. For the nominal cost of \$37, you'll be on your way to becoming a skilled and confident marathon runner. And the physical, mental and emotional rewards you'll experience on your journey are absolutely priceless (trust me!).

Marathon running has brought endless magic to my life, and I know it will for you, too. You can do this! All you have to do to get started with your marathon training is [order and download **Marathon Magic** now.](#)

In the spirit of crossing that finish line,

Ted LaFave

[Start Your Marathon Training Now! Order for Just \\$37](#)

P.S. Running gives you more than a **lean, toned physique**. It can **improve mental alertness**, increase your **self-esteem**, give you a **better night's sleep**, **prevent cancer, heart disease and stroke**, and even help **fight the signs of aging**. Distance running is truly one of the best physical activities you can participate in for your overall health.

P.P.S. With my 100% **Lifetime Money-Back Guarantee**, you risk *nothing* with your purchase of **Marathon Magic**. If you're not satisfied with my marathon training guide for any reason - whether you bought it yesterday or 10 years ago - I'll return every penny of the purchase price, no questions asked.

P.P.P.S. The **two phenomenal FREE bonuses** (worth a total of \$146.00) are limited *only* to the first 200 people who order **Marathon Magic**. To make sure you're one of the lucky ~~200~~ **97**, be sure to [place your order today!](#)

[CLICK HERE TO ORDER!](#)