

Burn With Jeff

Beginner's Guide to Weight Loss

My Story

I had spent most of my life struggling with my weight, suffering from low confidence and just not knowing where to start when it came to making the changes that would help me reach my goals once and for all.

Eventually, after getting it wrong 1,000 times, I managed to find a solution that worked for me and managed to lose 25kg in just over a year, and most importantly, keep it off.

I then made the decision that I'd like to help as many other people as possible achieve the same sort of thing. I decided to get my qualifications as a Personal Trainer, and now through 1-1 coaching sessions and my weekly Weight Loss Club I am able to help countless others on their weight loss journeys too!

Over the next few pages I have put together all the best tips and tricks that I give to my clients and club members in order to carry out my "three pronged attack" on bodyfat! That being



Three Pronged Attack on Bodyfat!



No matter how it's done, the only way to burn bodyfat is to be in a calorie deficit. This simply means we need to burn more fuel than we put in our body. Any "diet" that has ever been successful has happened due to a calorie deficit. There is no magic behind things like cutting carbs, not eating after 6pm, or juicing. I could very easily over-consume calories and put on weight by drinking pints of melted butter at 3pm! Now there can be benefits to using these strategies, but ONLY if it helps us to eat in a deficit. If you are unsure how many calories you need, click the MORE button at the top of my website and use the free Calorie Calculator.

Done that? Ok great, so let's break things down...

Phase 1 - Reduce Calorie Intake



If you were working on carving a clay sculpture, the last thing you would want to do is be adding extra clay right? This is the same for weight loss. You can train in the gym all day long but if you keep consuming too many calories you are always going to be fighting a losing battle.

Here are the best ways to work on lowering calorie intake...

- **Base every meal and snack around protein**

Always aim for a nice big protein source to fill up on with every meal, then garnish the rest of the plate with a few extras (ideally vegetables!!!). Protein keeps us feeling fuller for longer as it takes a while to digest. It also helps muscle recovery so you'll feel less soreness after your gym sessions! (Good sources of protein include meat, eggs, legumes and yogurt)

- **Drink more water**

The body has a hard time figuring out if it is actually hungry or thirsty. If in doubt, go for a drink of water before reaching for food. The more water we drink the less we will want to eat. Aim for 2 litres a day and an extra litre on top of that for every hour of exercise

- **Reduce portion sizes**

You can still eat all of your favourite meals, just try to eat slightly less of them. Take a photo of your meals for a week and then the following week aim to reduce the portion size by 25%. Wherever possible, remove carbs and fats rather than protein.

- **Time restricted eating**

This is the trick that worked best for me! Also known as “intermittent fasting”, I simply decided I would eat all of my calories between 12pm and 8pm. This basically meant I consumed less calories overall because I was not snacking at night or forcing myself to eat breakfast when I wasn’t even hungry!

- **Use a smaller plate or bowl**

An added trick would be to simply use a smaller plate or bowl than you normally would. You can still eat with your partner or family without having to go out of your way to make yourself a completely different meal.

- **Healthy swaps**

If you want to go a little further, simply swap some of the less healthy parts of the family meal for better choices. Kids are having a burger and chips? Ditch the bun and swap the chips for some green veg instead.

- **Take-away tips**

Nobody wants to go the rest of their life without eating a take-away. So see how many calories you can save. Choose the diet drink instead of full fat, go medium instead of large, or, my personal favourite, swap a burger and chips for a double burger with no chips. That way you’re getting extra protein to fill up on and still get to feel indulgent!!

- **Remove the temptation**

Those foods that we turn to for binging when we are bored, watching TV or not feeling great? Do whatever you can to remove that temptation. Either buy smaller amounts of them, store them somewhere that’s a pain to get to, or don’t buy them at all. Just the fact that we have to stop for a second to think “Do I have any of them left? Is it worth going out to the garage to get them? Can I be bothered running to the shop to pick some up?” will often create enough of a barrier that we will decide against it.

Phase 2 - Increase Calories Burnt Through Daily Activity



Now obviously you can go for a 60 minute run and burn a load of calories, but that requires finding extra time in your day to fit that in. What I recommend instead is to simply increase daily activity as much as possible. That way you will be burning extra calories all day long without having to set aside any extra time to do it.

Non-exercise activity thermogenesis (NEAT) is a fancy name for all the activity we do in a day which isn't classed as "planned exercise". So, if going to the gym and doing a 60 minute workout is "planned exercise", the walk to and from the car is classed as NEAT. The reason NEAT is so important is that, despite never feeling as intense as planned exercise, it actually makes up way more of our daily calories burnt.

Some great examples to increase NEAT would be:

- **Walking or cycling rather than driving**
- **Taking the kids/dog/other half out more (and being more active with them while you are out!)**
- **Doing a few laps of the Trafford Centre rather than just nipping in and out**
- **Standing at your desk rather than sitting**
- **Walking around while taking phone calls**
- **Dancing around the house**
- **Doing more housework or gardening**
- **Parking a mile away from the office**
- **Washing the car**
- **Using a shopping basket rather than pushing a trolley and walking home with your bags!**
- **Taking the stairs rather than the lift**
- **Spending more time on your feet in the kitchen preparing your healthy meals for the week ahead (double whammy!)**

The list is endless, so basically, just move as much as you can. Be creative and try to have as much fun as possible doing it!

Remember, it doesn't all have to be about steps. I guarantee you'll burn just as many if not more calories spending a few hours digging up weeds and bushes in the garden as you will walking around the block all day desperately trying to reach 10,000!

Phase 3 - Increase Calories Burnt at Rest (Boost your metabolism with strength training!)



What is strength training?

Strength training involves using free weights, resistance machines, or your bodyweight in order to challenge your muscles and force them to adapt over time.

There are several ways to implement strength training into your routine. It generally involves doing an exercise for a number of “reps”, then resting, then carrying out the same number of “reps” again. You continue this for your desired amount of “sets” and then move onto a different exercise.

My Three Rules for Strength Training

- **Get yourself a good workout plan**

A quick Google search can help you find a strength training plan for your the average person, or feel free to contact me to write you a more specific plan

- **Use the right weight**

For each exercise you want to find a weight that you can do about 8-12 reps with, 3 times, with good form (YouTube is full of examples of how to complete every exercise correctly, but feel free to come and ask me at any time if you are not sure and would like some help)

- **Make sure you are challenging yourself!**

The last 2 or 3 reps need to feel pretty tough. If you are unable to do 3 sets of at least 8 reps then the weight is too heavy. But if/when you are able to do 3 sets of 12 without any difficulty then next time you should increase the weight a little

The reason training for strength and to build a little lean muscle tissue is good for fat loss is that every extra bit of muscle your body has to create and maintain will use up extra calories. So the more muscle tissue you can build, the higher your metabolism will be and the more calories you'll be able to eat and STILL lose weight!

Staying in a small calorie deficit while strength training is absolutely ideal as it means our body will lose fat and gain some muscle at the same time, provided that the deficit is not too big and that we are eating enough protein. This is the sweet spot called "body recomposition" and means that as we lose fat, we can also maintain or even create a fit and healthy shape. Again if you are unsure how many calories you need then you can click the MORE button at the top of the website to use the free calorie calculator.



And that's all there is to it! Honestly the best advice I can give is to keep it simple, sustainable and trust the process. Losing weight the right way takes time! I'm sure we've all tried crash diets which help drop the weight quickly, but as soon as we come off them it all comes piling back on. My goal is for you to never experience that again.

If you need any more help from me, please feel free to grab me in the gym or send me a message on my Instagram @burnwithjeff, or you can sign up for 1-1 Personal Training or my next Weight Loss Club by clicking the links at the top of the webpage.

I wish you all the luck in the world with your fitness goals!!

Jeff