

weight loss



PART 1: STEPS 1-5

YULIAN Y
AGELIKEASUPERNOVA.COM

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Weight loss...

It's tough at any age, and especially when you're "older." But it's not impossible.

First, we will look at all the ways that the weight-loss odds are stacked against you. Knowing what you're up against will help you win the battle.

Then, we learn the secrets of people who have lost the weight *and* kept it off for years.

Lastly, we will go through the steps you will want to take to lose the weight & maintain the weight loss.

It's gonna be tough, but most things worthwhile are. And from one Supernova to another - I believe in you!

Julian Y

AUTHOR OF AGE LIKE A SUPERNOVA,
NOT A DYING OF THE LIGHT



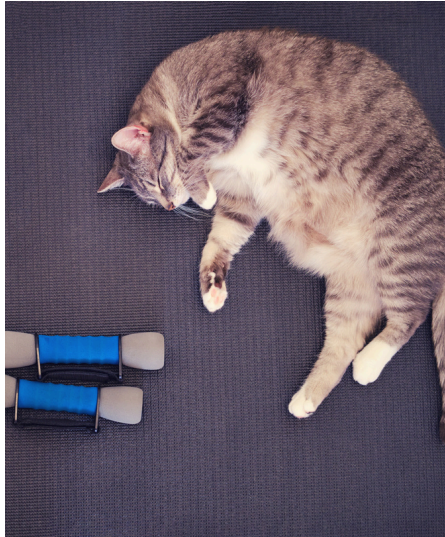
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KNOW BEFORE YOU GO:

A Map of the Terrain

The time you want the map is before you enter the woods. To see the forest for the trees, let's take a quick look at the depressing odds you're up against.



OBESITY PREVALENCE

Current estimates suggest that by 2035, more than half the world's population will be obese.

BEWARE THE 6-MONTH MARK

Many dieters are not consistent about sticking to their diet, and drop off around 6 months. By 9 months, they've started to regain everything.

WEIGHT REGAIN

Approximately 80% of adults who intentionally lose weight regain 50% of the weight within a year.

UNREALISTIC EXPECTATIONS

Being unrealistic about how much weight you can lose – or how quickly – is a biggie for diet derailment. The current standard for weight-loss interventions designed to improve health outcomes is a loss of 5%.

So if your starting weight is 170lbs or 77kg, 5% would mean a loss of around 9 pounds or 4kg.

Unfortunately, even the "gold standard" of behavioral weight-control trials wasn't able to achieve this amount. It only produced long-term (10 year) losses of 3%.

SABOTEURS EVERYWHERE

Those who say shit like: *You look ill. You don't need to lose weight. You are having a salad again today? I don't know why you have to eat all that healthy stuff, just eat less. You should stop losing weight.*

SOCIAL NORMS

One study from New Zealand highlighted the role of cultural expectations. For Māori and Pacific people, food is "central to meaningful social engagement." To refuse offered food is considered very impolite, even offensive.

OBESOGENIC ENVIRONMENT:

I WAS IN TOWN AT ONE POINT...BAKERIES EVERYWHERE. IT WAS RIDICULOUS. I COULDN'T CONCENTRATE. I WOULD HAVE BEEN FINE IF I HAD BEEN AT HOME. I WOULD HAVE LOST WEIGHT THIS WEEK. BUT I COULDN'T STICK TO IT.



GOING IT ALONE

As one re-gainer explains: *While I was actively on the program, I did very well and lost weight. And to my distress it's come back. I really think it was the regular contact with someone, because I didn't want to let myself down – and my mentor down.*

RELYING ON MOTIVATION

Motivation can get you started, but it's a fickle beast. Without discipline, which eats motivation for breakfast (according to someone wise, probably Jocko), motivation will not get you to your goal weight. Nor will it keep you there.

FAILING TO PLAN FOR LIFE AT MAINTENANCE

People who've lost weight and maintained it will tell you that losing the weight is easier. Maintenance is a skill. And it needs to be practiced and mastered during the weight loss part of the journey.

YOUR METABOLISM WORKS AGAINST YOU:

WHEN YOU LOSE WEIGHT – ESPECIALLY IF YOU LOSE MUSCLE – YOUR BRAIN DIALS UP YOUR APPETITE. IT ALSO CONSERVES INCOMING CALORIES BY SLOWING DOWN YOUR METABOLIC RATE. NOT ONLY ARE YOU HUNGRIER, BUT BECAUSE YOU LOST MUSCLE, YOUR METABOLISM IS NOW SLOWER.

300-500 CALORIES PER DAY SLOWER.



KNOW BEFORE YOU GO:

A Map of the Destination

The whole weight-loss issue is so convoluted, a group of researchers at the University of Oxford developed an entire framework for classifying and categorizing all the various domains involved. Of which there turned out to be more than 20. These 20+ domains span almost 120 different strategies used by long-term weight loss maintainers, collectively dubbed **Oxford Food and Activity Behaviors (OxFAB)**.

WEIGHT LOSS MAINTENANCE

OxFAB Findings

Secrets of weight-loss maintainers.

SET GOALS THAT ARE BEHAVIORAL

Weight-loss maintainers lose their weight initially by setting productive goals. Goals that go beyond just how much weight to lose and by when. Instead, they zero in on what they need to do every day. These behavioral goals include tracking calorie intake, sticking to the diet, and not skipping scheduled exercise.

DO WHAT OTHERS WHO HAVE SUCCEEDED DO

Once they lose their weight, successful maintainers look to other successful maintainers – and emulate them.

RE-SET WITH EXERCISE

When calorie splurges or binges happen, maintainers recover by doing additional exercise.

COMBAT BAD IMPULSES

Diet demons never really go away, but maintainers don't let themselves get ambushed. They plan ahead and know what to do when unhelpful urges strike. They pause and examine the impulse. *Am I actually hungry?* If not, they take action. Things like going for a walk, brushing their teeth, and other such preventive measures.



SOME UPFRONT SUCK, BUT A LIFETIME AT MAINTENANCE

Starting a new way of eating and an exercise program sucks. At first. Stick with it and things improve. As one long-time maintainer advises: *Go ahead and accept that this will be a lifetime of effort and attention. **You wouldn't expect to do laundry one time and be done.** If you want to lose weight and maintain it, you have to keep doing the work. It's still better than being in pain and unhappy all of the time.*

USE WILLPOWER

Sometimes, you just have to tell yourself: *not today. Today I stick to my diet.* With practice, maintainers confirm that things become less white-knuckle'y.

VISUALIZE

Maintainers look at their *before* pictures. Says one: *What motivates me is the thought of gaining all that weight back. It's better for me to stay within a couple pounds of goal weight & take it off when necessary.*

PLAN

Maintainers plan. They plan their meals, both prepped at home & when they're out socially.

A. MEAL PREP: When food-shopping, they avoid impulse buys by sticking to a food-shopping list.

B. GOING OUT TO EAT: They know in advance what they will eat – eg. a small dish of X or Y, and a side of veggies or a salad. And they also know what they won't eat.

HAVE PERSONAL RULES

Maintainers embrace *never*, *don't* and *always*...

- o I **never** eat fast food. I *never* drink my calories.
- o I **don't** keep foods like X, Y, or Z in the house. I *don't* eat bread before a restaurant meal.
- o I **always** take the stairs instead of the escalator. I *always* have protein in my meals.

TRACK & MONITOR

Tracking things like steps per day and daily calorie intake is routine for long-time maintainers. One suggests: ***Maintain the habits that got you to goal, especially being aware of what you eat.***

USE TOOLS

MAINTAINERS USE A KITCHEN SCALE TO PREP MEALS AND SNACKS. THEY TRACK THEIR CALORIES IN AN APP. THEY ALWAYS KEEP AN EMERGENCY STASH OF JUST-IN-CASE LOW-CAL SNACKS. IF A TOOL WORKS, MAINTAINERS USE IT.



HAVE SUPPORT

Weight loss and maintenance is best done as a team sport. Maintainers hang out with other maintainers. They have accountability partners – especially for exercise. And when they want expert guidance, they seek out the support of a weight loss or exercise professional.

CONTROL TRIGGERS

Recovering alcoholics & addicts don't keep drugs or booze in the house. Nor do they spend time in pre-recovery bars and hangouts. Both are relapse triggers. Triggers are powerful, so weight-loss maintainers control them.



CELEBRATE

When maintainers make it through difficulties, they reward themselves. Rewards – especially non-food – bring the joy and reinforce the feel-good.



GETTING THERE:

A Map of Weight Loss Success

1. Who is Supernova you?
2. Pour Gasoline on your Motivation
3. Prep a Diet Pre-Nup
4. Adherence is King & Tracking is Queen
5. Set Goals that Work FOR You
6. Evaluate your Environment
7. Stock Up on Supernova Essentials
8. Make Exercise Non-Negotiable
9. Your Habits are Your Identity
10. Play the Long Game

1. WHO IS SUPERNOVA YOU?



People who have successfully lost weight and kept it off do more than just shed pounds. They shed their old identities. And replace them with a new identity. The identity of someone who:

- got a second chance at life
- reinvented themselves & now makes healthy choices
- takes chances
- goes after opportunities that old-them would have been too scared to try

People who have lost at least 25kg (over 50 pounds) and kept it off for years say things like this about their identity shift:

- *I feel that my body/appearance is the 'real' me.*
- *I feel confident in my clothing and that is the best thing ever.*
- *I cannot stress how much better I feel mentally and that effects every aspect of my life. I am talking about a feeling of power, of being alive, of mental well-being.*
- *My attitude has completely changed. For the first time in 10 years, I am happy with who I am and where I am in life.*

TO BECOME SOMEONE WHO LOST THE WEIGHT & MAINTAINS IT, HOW WILL YOUR IDENTITY HAVE TO SHIFT?

Who is the person you want to be?





In *Think & Grow Rich*, you are instructed to write out exactly what you desire. Why not add a visual element, too? Try creating an *Aspirational Board* that inspires you.

Look at your *Aspirational Board* while you read your *Desire Statement*. Aloud. Twice a day – first thing in the morning and just before bed.

As you do, imagine yourself at your goal weight. Not the day you get there, but when it's just part of your daily life. That feeling? Your why.

**IF WE HAVE OUR OWN WHY IN LIFE, WE SHALL GET
ALONG WITH ALMOST ANY HOW.**

FRIEDRICH NIETZSCHE

*What I enjoy most about
this new Supernova
version of me is:*



*As a Supernova, I eat
optimal protein, lift
weights & exercise
consistently because:*



*Nowadays, as a
Supernova, I am someone
who:*



2. POUR GASOLINE ON YOUR MOTIVATION



The best day of any diet is Day 1 – when you dare to have hope in your heart that *this* time, you're doing it. The first week or so, you lose a lot. The big losses become smaller.

Motivation ebbs. And you find yourself at the dreaded 6-month mark, where most diets go to die. But your motivation need not evaporate. Get it to stick around by feeling 3 things.

#1

Feel Competent

**This comes from putting in the work every day to eat
in a way that aligns with your weight & health goals.**

How will you determine you are getting more competent at
your new way of eating?

*Will it be when you realize you were mistaken for thinking you
weren't cut out for diet success – and find out that with the
right diet (for you) – it's doable?*

*When you find yourself reaching for your food scale
automatically?*

When you track without it being a thing?

One of the big "secrets" of staying motivated is
recognizing when you are becoming competent.

***I will know – & celebrate – that I'm getting competent
at feeding Supernova-me when:***

#2

Have Autonomy

**This comes from finding evidence of the decisions
you make.**

For me, it's when I look in my closet. No matter what I pull out, it fits. That feeling always juices up my motivation – seeing the fashion results of my diet decisions.

What about you?

What signs will you look for as evidence of your decisions?

***I will recognize the results of the decisions I make every
day about how Supernova-me eats, exercises & moves
when:***

#3

Feel Relatedness

This comes from being a recognized & appreciated member of a community.

It's one thing to get to goal weight. Staying there is a different ballgame. Who will your group of diet buddies be? Once you reach maintenance, who will be your support system?

Research confirms that having social support is key. It's key to surviving the dreaded 6-month mark. And it's just as important for achieving long-term weight-loss success.

Supernova-me surrounds herself with other Supernovas. The reason I feel like they support me and I can support them is because:

3. PREP A DIET PRE-NUP



If you...

- a) leave your house
- b) have any kind of social life
- c) attend events involving eating

then...

- d) shit's gonna go sideways diet-wise.

The time to figure out how to divide your assets isn't when a relationship has headed south, but while you're still lovey-dovey. It's no different with a diet. While you're still in the honeymoon phase (now), think about what derailed your diets in the past. And what has the potential to these days.

Like Odysseus.

With the sirens looming, he came up with a plan.



Granted, strapping yourself to a mast (or piece of office furniture) might seem a tad melodramatic, but if things weren't irresistible, then they wouldn't qualify as temptations. Even if they seem trivial to others, others aren't you. (As Louis C.K. observed upon his return to the stand-up circuit, everyone has their thing.)

These temptresses tend to become less alluring the more you don't engage with them. But they're like zombies. They never really die. And when your guard is down, they strike.

Calling yours out now, while you're motivated and not tempted, is like buying insurance. When things go wrong, it's already too late. The time to map out foreseeable dangers is *before* you embark on your epic journey.

What has whispered to you in the past and derailed your diet? A family gathering? Pizza night? A co-worker's enticing candy dish?

What might derail you in the future?

I always find these situations especially challenging when I'm trying to lose weight:

YOU HAVE TO GET UP EVERY DAY AND MAKE A CHOICE TO TRACK AND EAT RIGHT. IT IS GOING TO BE DIFFICULT, AND THERE WILL BE DAYS THAT YOU WILL FALL. BUT YOU CAN GET BACK UP AND KEEP MOVING FORWARD. THIS IS A LIFESTYLE CHANGE, NOT A DIET.

A LONG-TERM WEIGHT LOSS MAINTAINER



Your diet is boat (hey, Odysseus was on a boat, too!). When you find a leak, you plug it up.

Same with diet leaks.

An unplanned cookie situation will cost you anywhere from 250 calories for a smallish chocolate chip number to 650 for a dinner-plate sized mega-cookie. But neither has to become a deal breaker.

Cookies happen. Then you move on. Unless...

...unless you use it as an excuse to ditch the entire boat. But if you do decide to ditch, at least do the empowering thing and own the decision.

Blaming everything on a single leak is lame.

Which you're not.

After a slip-up, my very next meal will be:

I will also do the following things:

**DON'T WORRY ABOUT THE SMALL MISSTEPS.
IT IS A HEALTHY LIFESTYLE THAT WILL
CHANGE YOUR LIFE IN EVERY WAY.**

A LONG-TERM WEIGHT LOSS MAINTAINER

4. ADHERENCE IS KING & TRACKING IS QUEEN



The queen goes first. The #1 reason a diet – any diet – works is this: you stick to it.

Adherence, unfortunately, is something we suck at.

One study by Statistics Canada found that among smokers with new diagnoses of chronic diseases, well over 75% of patients with heart disease, cancer, or stroke did not quit smoking. Neither did 96% of people with respiratory disease.

Diets are no different. Over a 12-month period, adherence dips to around 10%. And the dreaded 6 month plateau is driven by, you guessed it, poor adherence.

Adherence – sticking to your diet, day in and day out – predicts two key things:

1. whether you'll succeed at losing the weight;
2. whether or not you'll keep it off.

Long-term maintainers adhere. Says one:
Stick with the program. Track. Accountability works.

Another maintainer advises:
Success is made up of lots of little decisions made every day. Show up for yourself and don't allow yourself to start quitting in small ways because they lead to quitting everything, and you are worth the commitment and the effort



What is the best way for to be adherent?
Start with being really diligent about tracking your calorie intake.

Tracking is a strong predictor of success, both in losing the weight – and in keeping it off in the long-run.

Long-run tracking is key because as you lose weight, your metabolism becomes slower, burning **300-500 fewer calories** per day than before.

So tracking is something you'll need to do permanently.

A well-designed app lets you track your food really quickly. These tracker apps are all quite popular:

- MacroFactor (the one I use)
- CarbonDiet
- Cronometer

TRACKING, TRACKING, TRACKING. I THINK IT WAS ONE OF THE MOST IMPORTANT PARTS OF MY WEIGHT-LOSS JOURNEY TO USE AN APP AND TRACK EVERYTHING THAT I CONSUME.

A LONG-TERM WEIGHT LOSS MAINTAINER

5. SET GOALS THAT WORK FOR YOU



People on diets that are moderately restrictive have a 50% chance of losing 12.5% or more of their initial body weight. But people on a very-low calorie diet (VLCD) – under 800 calories per day – have around an 80% chance.

VLCDs have surprisingly high levels of adherence.

But VLCDs cause a lot of muscle to be lost. The more muscle you lose, the slower your metabolism becomes. And the slower your metabolism, the less successful you will be at keeping it off for good. While VLCDs produce quick weight loss, they are terrible for long-term maintenance. As soon as the massive losses end, so does the motivation to keep going. Instead of making the scale number your goal, downgrade it to its rightful place: a by-product of being adherent.

Adherence is the more effective goal. The more that you focus on the *process* – sticking to the diet – the more the scale will follow suit.

Follow the advice of one long-term maintainer: *Think of this journey not as a diet but lifestyle change....slow and steady.*

When you're reading your *Desire Statement* at night, check in with how things went:

- *Did I accurately track everything I ate and drank today?*
- *Did I stick to my day's calorie budget?*
- *Did I hit the weights or do any other exercise I had scheduled?*

Every time you answer yes makes that day a win.



As you continue shifting your identity to Supernova, be sure to celebrate the wins.

- *Do you like who you see in the mirror?*
- *Enjoy how it feels to lift heavy weights?*
- *Just be in your changing body?*

The more you find yourself embodying your new Supernova identity, the more you should celebrate!

Whatever makes us feel good we do more of. So when anything about this journey brings the joy, focus on it with abandon!

Some ways to document wins include:

- Snap some selfies regularly.
- Take your measurements once a month.
- Notice when your clothes start to fit differently.

The wins I will celebrate include:

I will celebrate them by:

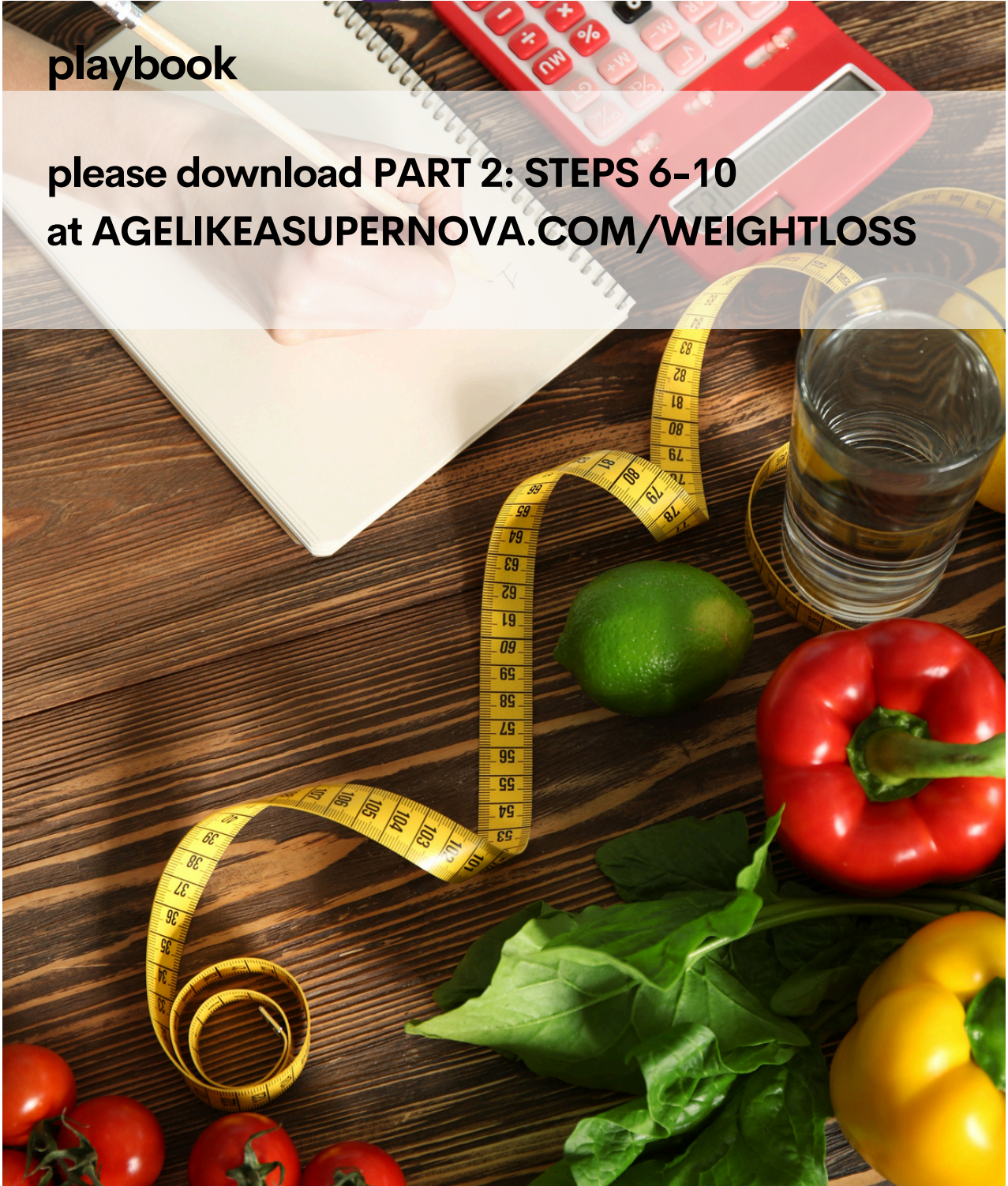
YOU CAN HAVE A BAD DAY, A BAD WEEK, MONTH, OR EVEN YEAR, BUT YOU CAN ALWAYS CHANGE YOUR OWN ENDING. I'VE HAD WEEKS WHERE I'VE DONE EVERYTHING RIGHT AND STILL THE SCALE DIDN'T REFLECT THAT HARD WORK. BUT MY BODY DID. THE WAY I FELT DID. YOU JUST HAVE TO KEEP GOING AND KEEP WORKING HARD AND IT WILL PAY OFF EVENTUALLY. DON'T EVER GIVE UP.

A LONG-TERM WEIGHT LOSS MAINTAINER

weight loss

playbook

please download PART 2: STEPS 6-10
at AGELIKEASUPERNOVA.COM/WEIGHTLOSS



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AGE LIKE A SUPERNOVA

...NOT A DYING OF THE LIGHT



YULIAN Y

*"It turned back the clock!"
-Your Muscles*

Come join your fellow Supernovas!

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THE POST-MENOPAUSAL WOMAN'S GUIDE

BECOME UN-INVISIBLE

Eat, Train & Recover Like a Ninja

Supernova & Make Your Mark on the World



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