

ULTIMATE FAT-LOSS GUIDE



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PREFACE

THIS IS NOT A GUIDE THAT WILL TELL YOU TO GO INTO A CALORIC DEFICIT. ALMOST EVERYONE SAYS THIS. THIS GUIDE WON'T. THIS WILL CHALLENGE WHAT YOU KNOW IF YOU'VE BEEN TRYING TO SUPPRESS YOUR APPETITE FOR 4+ MONTHS.

DIET'S WORK. JUST NOT WITH A METABOLISM THAT CAN'T AFFORD TO GO INTO A MORE AGGRESSIVE ONE.

YOU HAVE A RESPONSIBILITY TO FEEL GOOD AND BE CONFIDENT IN EVERY SCENARIO YOU GO TO. TO BE MAGNETIC. ATTRACT PEOPLE THAT FUELS YOU POSITIVELY THE WAY YOU WISH TO FUEL THEM. TO BUILD OFF EACH OTHER'S ENERGY.

YOU HAVE A RESPONSIBILITY TO PROVE TO YOURSELF THAT YOU CAN ACHIEVE A HAPPIER PHYSIQUE. A BETTER RELATIONSHIP WITH YOUR FOOD. A BETTER RELATIONSHIP WITH YOURSELF, YOUR FRIENDS, YOUR FAMILY, YOUR PARTNER, AND TO THOSE WHO LOOK UP TO YOU.

YOU HAVE A LEGACY TO BUILD.
IT'S **YOUR** LEGACY.
NOT YOUR PARENTS'.
NOT YOUR PARTNER'S.
YOURS.

START/BASELINE



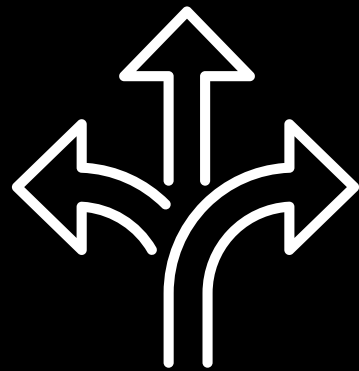
MEETING IN THE MIDDLE

TO FIGURE OUT WHICH DIRECTION TO GO...

WE NEED TO KNOW WHERE WE ARE.

TO FIND OUT, WE NEED TO UNDERSTAND THESE THREE THINGS:

- CURRENT METABOLIC STATE
- LIFESTYLE PATTERNS
- STRESS FACTORS



CURRENT METABOLIC SITUATION

GROWING UP, THERE'S A HIGH LIKELIHOOD
THAT WE WERE TOLD,

"IN ORDER TO LOSE FAT, WE NEED TO EAT LESS
AND RUN MORE CARDIO."

THIS WORKS TO VARYING DEGREES...
WITH ONE, BIG CAVEAT.

WE END UP IN A SOCIETY OF TWO EXTREMES.

AND HERE WE ARE WITH MILLIONS OF US
EXPERIENCING EATING DISORDERS...

YOU'RE HERE FOR FAT-LOSS, SO LET'S TALK
ABOUT IT.

ONE OF TWO EXTREMES

SCENARIO:

YOU START OFF YOUR FITNESS JOURNEY KNOWING THAT YOU WANT TO LOSE BODY FAT FOR THE PLAIN FACT THAT YOU DON'T FEEL CONFIDENT ABOUT YOUR PHYSIQUE, YOUR COPING MECHANISMS MAY VARY. YOU GO TO THE GYM AND START A CALORIC DEFICIT.

4-5 MONTHS PASSES BY, AND YOU WONDER WHY YOU AREN'T LOSING ANY MORE WEIGHT. SO YOU ADD MORE CARDIO, EAT LESS FOOD. IT WORKS FOR ABOUT A WEEK OR TWO, ONLY FOR YOU TO LOSE A LITTLE BIT OF WEIGHT, BUT NOT SEE THE SCALE GO DOWN ANY FURTHER. AND YOU LOOK IN THE MIRROR, ONLY TO STILL SEE THE "FLUFF" ON YOUR FRAME.

YOU CAN'T AFFORD TO EAT ANY LESS. YOU'RE STARVING. YOU'RE TIRED. YOU DON'T HAVE ANY MORE ENERGY TO PERFORM IN THE GYM. HECK, YOU DON'T EVEN HAVE THE ENERGY TO EVEN SHOW UP AS YOUR BEST AT WORK AND EVEN EVERYDAY LIFE.

AND THEN YOU BEAT YOURSELF UP FOR NOT BEING ABLE TO CONTROL WHAT YOU EAT. THAT FRIEND/FAMILY GATHERING, WEEKEND TRIP. YOU MIGHT'VE HAD A GREAT TIME, BUT THAT VOICE IN YOUR HEAD CONTINUES TO CRITICIZE YOU FOR NOT BEING "DISCIPLINED ENOUGH."

STUCK. FRUSTRATED. EXHAUSTED.

SITUATIONAL ANALYSIS

LET'S ASSESS THE CURRENT ENVIRONMENT YOUR BODY IS SUBJECTED TO. TO MAKE DATA-DRIVEN DECISIONS THAT ALLOW US TO LOSE BODY FAT, WE NEED TO GATHER HARD DATA.

(THIS IS FINDING WHERE YOU'RE AT)

METRICS TO TRACK:

- BODYWEIGHT (5-7 MORNING WEIGH-INS AT OUR DRIEST)
- FOOD (CALORIES, CARBOHYDRATES, PROTEIN, FATS, AND FIBER)
- SLEEP DURATION/QUALITY
- TRAINING PERFORMANCE
- DAILY MOVEMENT

WHAT GETS MEASURED, GETS IMPROVED.

IF THIS SOUNDS OVERWHELMING TO YOU, YOUR **BEST** STRATEGY IS TO PLAN AHEAD AND STRUCTURE YOUR WEEKS TO SUCCEED.

HOW MUCH TO EAT

BASED ON A COLLECTION OF DIFFERENT INDIVIDUALS, THIS IS THE QUICK REFERENCE TO FINDING YOUR MAINTENANCE CALORIES WITHOUT FORGOING THE MATH. WHEN FINDING YOUR MAINTENANCE CALORIES, YOU MUST CONSIDER THE AMOUNT OF ACTIVITY YOU'RE CURRENTLY DOING AND WHAT YOUR LIFESTYLE LOOKS LIKE. THIS IS A ROUGH ESTIMATE, AND IS A GOOD REFERENCE TO SEE WHERE YOU ARE ON THE SPECTRUM OF CALORIC CONSUMPTION.

ACTIVITY LEVEL:

SEDENTARY: (BODYWEIGHT IN LBS) X 14

MODERATELY ACTIVE: (BODYWEIGHT IN LBS) X 15

HIGHLY ACTIVE: (BODYWEIGHT IN LBS) X 16

IF YOU WANT TO DO THE MATH, HERE IT IS DOWN BELOW:

- MEN: $BMR = (10 \times \text{WEIGHT IN KG}) + (6.25 \times \text{HEIGHT IN CM}) - (5 \times \text{AGE IN YEARS}) + 5$
- WOMEN: $BMR = (10 \times \text{WEIGHT IN KG}) + (6.25 \times \text{HEIGHT IN CM}) - (5 \times \text{AGE IN YEARS}) - 161$

MAINTENANCE CALORIES = $BMR \times (LF \times EF)$

- LF = LIFESTYLE FACTORS
- EF = EXERCISE FACTORS

	LIFESTYLE FACTOR	EXERCISE FACTOR
SEDENTARY/SEDENTARY	0.6	0.55
LIGHT ACTIVITY/EXERCISE	0.7	0.65
MODERATE ACTIVITY/EXERCISE	0.8	0.75
HIGH ACTIVITY/INTENSE EXERCISE	0.9	0.85
EXTREME ACTIVITY/EXERCISE	1	0.95

FOR THE MOST PART, THE CALORIC DEFICIT RECOMMENDED HERE MAY BE HIGHER THAN WHAT YOU'RE CURRENTLY CONSUMING. FOR A SAFE REFERENCE, TAKE YOUR MAINTENANCE HERE, AND SUBTRACT 250-500 CALORIES.

WHAT ABOUT MACROS?

STARTING WITH FAT. DEPENDING ON WHAT YOU PREFER TO CONSUME, YOU MAY CHOOSE FROM THESE OPTIONS:

- PREFERENCE TO HIGHER FAT DIET: $BW \text{ (LBS)} \times .5$
- PREFER MORE CARBS: $BW \text{ (LBS)} \times .3$
- BALANCED IN THE MIDDLE: $BW \text{ (LBS)} \times .4$

WITH PROTEIN, THIS WILL VERY MUCH DEPEND ON YOUR CURRENT PHYSIQUE.

- ALREADY A LEAN INDIVIDUAL WITH DECENT MUSCLE MASS?
 - PROTEIN: $BW \text{ (LBS)} \times 1-1.2$
- HIGHER BODYFAT INDIVIDUAL?
 - PROTEIN: $BW \text{ (LBS)} \times 0.7-1$

NOW YOU HAVE A STARTING POINT TO YOUR PROTEIN AND FAT GOAL.

PROTEIN HOLDS 4 CALORIES/GRAM.

FAT HOLDS THE MOST ENERGY AT 9 CALORIES/GRAM.

MULTIPLY THE GRAMS OF PROTEIN BY 4.

MULTIPLY THE GRAMS OF FAT BY 9.

ADD BOTH OF THOSE NUMBERS UP.

SUBTRACT THAT NUMBER FROM THE TOTAL CALORIC DEFICIT CALORIES YOU FOUND FROM THE PREVIOUS PAGE.

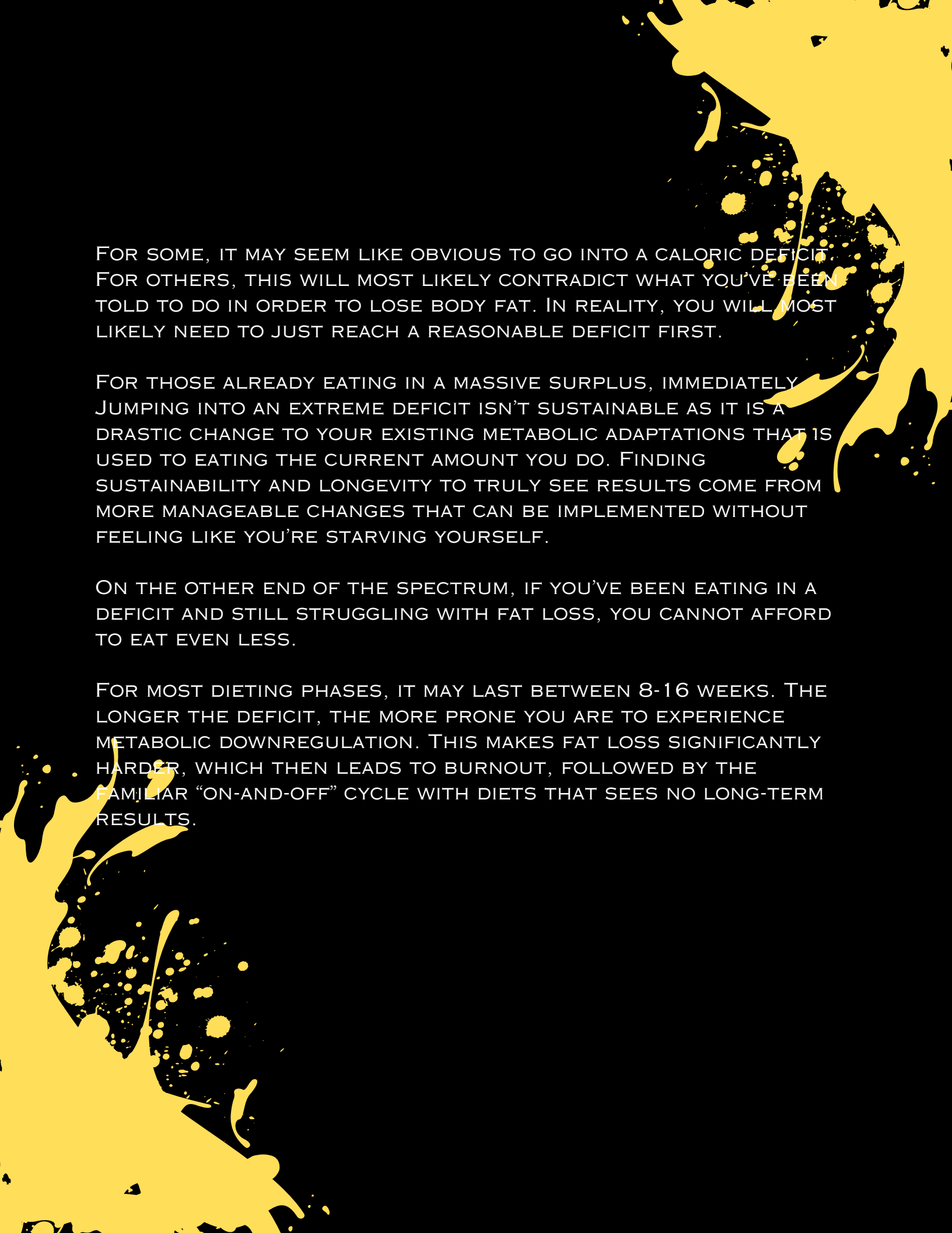
THIS IS THE TOTAL CALORIES YOU WILL BE CONSUMING FROM CARBS.

CARBS HOLD 4 CALORIES/GRAM.

DIVIDE THE REMAINING CALORIES BY 4, AND YOU'LL HAVE THE CARBS YOU'LL BE EATING PER DAY.

NOW YOU HAVE YOUR MACROS!!!

REMEMBER, THIS IS A BASELINE FOR YOU TO START WITH. BETTER TO HAVE A BASELINE THAN TO NOT HAVE ONE AT ALL. MOST DON'T EVEN HAVE A BASELINE TO BEGIN WITH.



FOR SOME, IT MAY SEEM LIKE OBVIOUS TO GO INTO A CALORIC DEFICIT. FOR OTHERS, THIS WILL MOST LIKELY CONTRADICT WHAT YOU'VE BEEN TOLD TO DO IN ORDER TO LOSE BODY FAT. IN REALITY, YOU WILL MOST LIKELY NEED TO JUST REACH A REASONABLE DEFICIT FIRST.

FOR THOSE ALREADY EATING IN A MASSIVE SURPLUS, IMMEDIATELY JUMPING INTO AN EXTREME DEFICIT ISN'T SUSTAINABLE AS IT IS A DRASTIC CHANGE TO YOUR EXISTING METABOLIC ADAPTATIONS THAT IS USED TO EATING THE CURRENT AMOUNT YOU DO. FINDING SUSTAINABILITY AND LONGEVITY TO TRULY SEE RESULTS COME FROM MORE MANAGEABLE CHANGES THAT CAN BE IMPLEMENTED WITHOUT FEELING LIKE YOU'RE STARVING YOURSELF.

ON THE OTHER END OF THE SPECTRUM, IF YOU'VE BEEN EATING IN A DEFICIT AND STILL STRUGGLING WITH FAT LOSS, YOU CANNOT AFFORD TO EAT EVEN LESS.

FOR MOST DIETING PHASES, IT MAY LAST BETWEEN 8-16 WEEKS. THE LONGER THE DEFICIT, THE MORE PRONE YOU ARE TO EXPERIENCE METABOLIC DOWNREGULATION. THIS MAKES FAT LOSS SIGNIFICANTLY HARDER, WHICH THEN LEADS TO BURNOUT, FOLLOWED BY THE FAMILIAR "ON-AND-OFF" CYCLE WITH DIETS THAT SEES NO LONG-TERM RESULTS.



THE IMPORTANT CONCEPT HERE IS TO DO WHAT WHAT WORKS FOR YOU.
LET THAT SINK IN...

DO WHAT WORKS FOR YOU.

IF YOU CAN'T FIT 4-5 MEALS A DAY AND CAN ONLY FIT IN 2-3 MEALS,
PLAN OUT THE 2-3 MEALS. MAYBE ADD A SNACK AS WELL IF YOU WANT
IT IN THERE.

AND IN REALITY, IF YOU'RE EVER CONCERNED ABOUT YOUR BLOOD
GLUCOSE LEVELS, IT'S BEST TO NOT BE EATING ALL THE TIME. GIVE
YOUR BODY TIME TO LET THE BLOOD SUGAR LEVELS GO DOWN.

TO IMPROVE DIGESTION, A GOOD RULE OF THUMB IS TO TAKE A 15-MIN
WALK AFTER YOUR MEAL TO ALLOW FOR MECHANICAL DIGESTION AS
WELL AS ALLOW FOR BLOOD CIRCULATION TO DISTRIBUTE GLYCOGEN
AND GLUCOSE ACCORDINGLY THROUGHOUT YOUR BODY.

REMEMBER THAT WHEN YOU DESIGN SOMETHING FOR YOU, YOU AREN'T
A "COOKIE CUTTER" VERSION OF SOMEONE ELSE.

THE ANSWER HAS ALWAYS BEEN **ALIGNMENT** WITH YOUR LIFE AND
MAKING YOUR LIFE AND FITNESS GOALS COEXIST.

PERIODIZATION PROGRAMMING

IN ORDER TO PROGRESS, WE NEED TO SET A BASELINE WITH PERFORMANCE BENCHMARKS. YOU MAY OR MAY NOT HAVE HEARD OF PROGRESSIVE OVERLOAD.

PROGRESSIVE OVERLOAD IS THE INCREASE IN PHYSICAL STRESS AND STIMULUS EXPERIENCED BY THE BODY THAT DRIVES BODILY ADAPTATIONS TO RECOVER AND INCREASE HYPERTROPHY.

TO SEE MEASURABLE METRICS, YOU MUST MAKE STRIDES TO KEEP A CONSISTENT PROGRAM THAT KEEPS THE SAME MOVEMENTS WHILE INCREASING THE OVERALL TOTAL WORK/VOLUME IN YOUR TRAINING FROM WEEK TO WEEK.

AS THE WEEKS PROGRESS, IT IS IMPORTANT TO GET **BETTER** AT THE MOVEMENT RATHER THAN JUST DOING MORE. IMPROVING THE MOVEMENT PATTERNS IS JUST, IF NOT MORE, IMPORTANT THAN JUST INCREASING THE WORKING WEIGHT OF YOUR SETS.

WE TEND TO MAKE 'SUBJECTIVE' OBSERVATIONS RATHER THAN 'OBJECTIVE' ONES WHEN WE ASSESS OURSELVES. THIS IS ESPECIALLY TRUE WHEN IT COMES TO ASSESSING OUR TRAINING INTENSITY. IN ORDER TO GET BETTER AND TO UNDERSTAND HOW FAR WE CAN REALLY PUSH, WE MUST GET A THIRD-PERSON PERSPECTIVE. ONE WAY THAT YOU CAN CONSISTENTLY SELF-ANALYZE HOW HARD YOU TRAIN IS TO SIMPLY RECORD YOUR SETS WITH YOUR PHONE. THE DETAILS FROM HOW YOUR POSTURE CHANGES FROM THE BEGINNING TO THE END OF THE SET, THE BAR PATH AS YOU GO THROUGH RAISING AND LOWERING OF THE WEIGHT, AS WELL AS THE SPEED OF THE CONTRACTION PORTION OF THE MOVEMENT. THE LIST GOES ON. FASTER RESULTS COME FROM THE QUALITY REPS. NOT PRIORITIZING QUALITY EXTRA STRESS THAT ISN'T NECESSARY, BUT WILL RAISE THE LIKELIHOOD OF HAVING AN INJURY.

KEEP IT SIMPLE






YOU DON'T HAVE TO MAKE IT OVERCOMPLICATED TO MAKE PROGRESS. THE BEST BODYBUILDERS AND POWERLIFTERS AREN'T DOING EXTREMELY COMPLICATED MOVEMENTS. THEY DO SIMPLE, "BREAD AND BUTTER" MOVEMENTS, WITH A VERY-HIGH LEVEL OF EXECUTION THAT MOST BEGINNERS OVERLOOK.

NO, THAT DOESN'T MEAN YOU WILL GET "BULKY" JUST FROM DOING SIMPLE MOVEMENTS AND THAT DOING MORE COMPLEX MOVEMENTS WON'T. RATHER, YOU ARE LOOKING TO GET THE MOST OUT OF YOUR TRAINING SESSIONS WITHOUT HAVING TO DO SO MANY MOVEMENTS...

AND THAT SAVES YOU TIME. TIME IS MONEY. I WANT TO SAVE YOUR TIME.

HERE'S AN EXAMPLE OF WHAT YOUR PROGRAM SHOULD LOOK LIKE IN TERMS OF HOW YOU DESIGN YOUR OWN.

MORE FATIGUING MOVEMENTS (BARBELL, FREE-WEIGHT, ETC.) THAT REQUIRE STABILIZATION WILL TEND TO COME FIRST. EACH MOVEMENT YOU DO AFTER SHOULD INHIBIT LESS SYSTEMATIC FATIGUE AND MORE STIMULUS TO YOUR MUSCLES AND NERVOUS SYSTEM OVERALL AS YOU PROGRESS. YOUR BODY CAN ONLY HANDLE SO MUCH, YOU WANT TO PRIORITIZE USING EVERY BIT OF POTENTIAL POSSIBLE.

	High Bar Squat	3 sets x 5-10	🕒 Rest 3 min between sets
	Bulgarian Split Squat	3 sets x 10-...	🕒 Rest 3 min between sets
	Leg Extension	3 sets x 10-...	🕒 Rest 3 min between sets
	Cable Crunches	2 sets x 10-...	🕒 Rest 3 min between sets
	Hanging Straight Leg Raise	2 sets x 10-...	🕒 Rest 3 min between sets

INTAKE ADJUSTMENT

WHEN NAVIGATING THE DEFICIT (IF YOU HAVE ALREADY BEEN EATING IN A SURPLUS, YOU WANT TO LOSE ABOUT 0.5-1% OF YOUR BODYWEIGHT/WEEK TO BE IN A POSITION WHERE YOU ARE LOSING THE MOST BODY FAT YOU CAN WHILE MINIMIZING LOSS IN MUSCLE MASS. THE KEY DISTINCTION BETWEEN WEIGHT LOSS AND FAT LOSS IS THAT FAT LOSS IS SPECIFICALLY LOOKING AT LOSING FAT. LOSING WEIGHT AND BODY FAT GETS CONFUSED BECAUSE BOTH SCENARIOS SEES THE WEIGHT SCALE GO DOWN,

WHEN YOU START TO LOSE AGGRESSIVELY ($>1\%$ BW/WEEK LOST), YOU RUN INTO LOSING A BIT MORE MUSCLE MASS ON AVERAGE. THE UNACCOUNTED KNOCK-ON EFFECT IS IF YOU GO INTO AN EXTREME CALORIC DEFICIT EARLY ON AND STAY THERE FOR A LONG TIME, NOT ONLY WILL YOU HIT A FAT-LOSS PLATEAU SOONER, YOU RUN INTO METABOLIC ADAPTATION WHICH MAKES FAT LOSS HARDER.

EVEN IF IT ISN'T EXACTLY 1%, IT CAN BE 0.5%, OR 4.3%. PROGRESS IS PROGRESS.

AND WHEN WE GET TO A LEANER SHAPE, THE LESS THE BODYWEIGHT SCALE MATTERS. DO YOU LOOK GOOD? DO YOU FEEL GOOD? DO YOU FEEL HEALTHIER? THESE ARE THE QUESTIONS WE'LL THEN ASK OURSELVES. AND NO MATTER HOW SMALL THE WIN, A WIN IS A WIN.

MINIMIZE METABOLIC ADAPTATION TO THE LOWER CALORIC INTAKE, REDUCE EXCESS STRESS, IMPROVE YOUR SLEEP.

IT'S THE SIMPLE STEPS LIKE THESE THAT MAKES SURE THAT YOU CAN KEEP THE BODYFAT OFF FOR LONGER.

LET'S TAKE A LOOK AT ONE OF MY PAST CLIENTS WHO WAS ABLE TO DEVELOP A PHYSIQUE WHILE EATING MORE THAN WHEN HE FIRST STARTED.

CASE STUDY: JACKSON

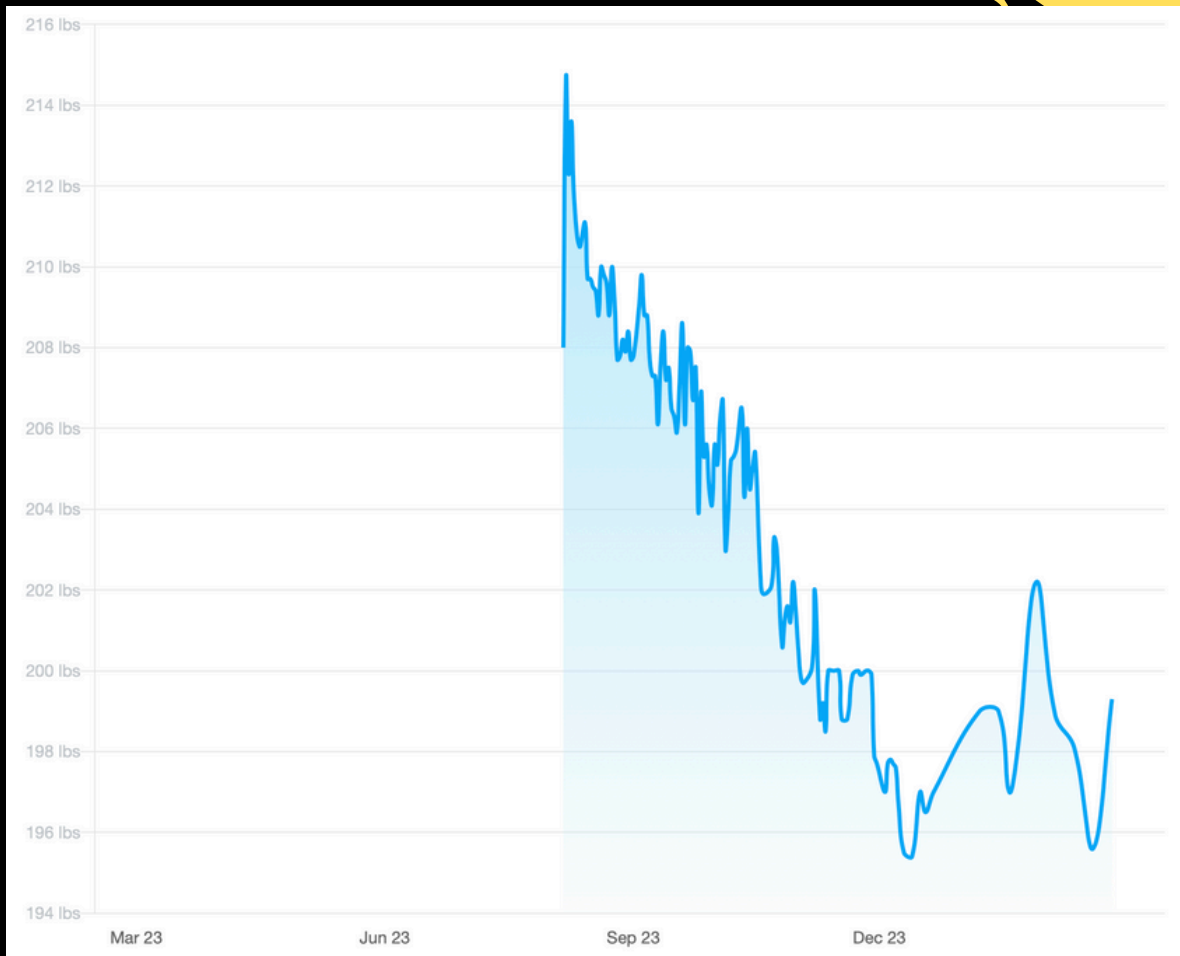
LOSING BODY FAT WHILE EATING MORE SOUNDS SO BACKWARDS. HOWEVER, IN THE CONTEXT OF THIS CLIENT HERE, IT WORKS.

ON THE LEFT, HE STARTED AT 213 LBS.
10 WEEKS LATER, HE IS DOWN TO 195 LBS.

BEFORE HE CAME TO US, HE WAS EATING AT AROUND 2100 CALORIES A DAY, SPENDING EXTRA MONEY EVERY MONTH ON EXTRA PROTEIN SUPPLEMENTS. THE MAIN STRUGGLE HE EXPERIENCED WAS TO MAKE CHANGES TO HIS FOODS THAT WOULD FIT HIS LIFESTYLE AS A BUSY STUDENT WHO WORKS JOBS ON THE SIDE.


HERE'S HOW WE CREATED A DIET STRATEGY THAT ALLOWED HIM TO BURN FAT, FAST.





THIS IS JACKSON'S EXACT BODYWEIGHT READINGS IN THE COURSE OF THE LAST 6 MONTHS.

WHEN WE LOOKED AT HIS PHYSIQUE, WE HAD TO LOSE BODY FAT TO ALLOW HIS BODY TO GAIN PROPER MUSCLE MASS. HOWEVER, KNOWING THAT HIS BODY HAS BEEN IN A CALORIC DEFICIT FOR A LONG TIME, IT WAS CLEAR WE NEEDED TO GIVE HIS BODY A DIET BREAK.



	Goal	Eaten	Remaining
Calories	2800	2425	375
Protein	210g	209g	1g
Carbs	343g	274g	69g
Fat	65g	57g	8g

WE ASSESSED HIS DIET AND LOOKED AT WHAT HE CONSUMES ON A DAILY BASIS:

- THE MACRONUTRIENT INTAKE FOR EACH MEAL
- WHAT HE IS DOING WELL WITH IN TERMS OF FOOD & LIFESTYLE INTEGRATION
- WHAT WE CAN IMPROVE TO MAKE THIS PROCESS AS EFFORTLESS AS POSSIBLE

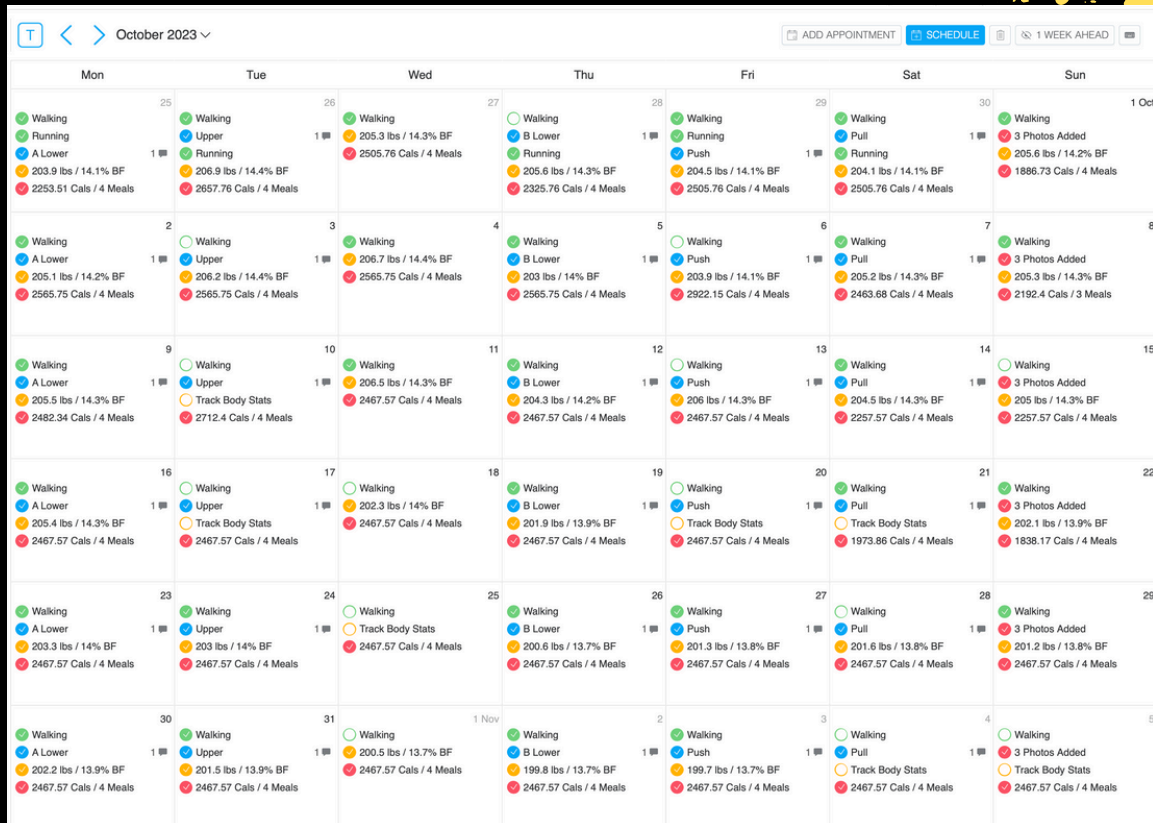
(SIMPLY PUT... THE THINGS WE CAN ADD/SUBTRACT FROM OUR FOODS.

BEING A COLLEGE STUDENT DURING OUR TIME TOGETHER, I CAN RELATE TO TRYING TO FIT EVERYTHING IN ON A TIGHT BUDGET.

WE WANT TO PRIORITIZE THESE FEW FACTORS TO ENSURE THAT WE CAN BUILD A DIET STRATEGY THAT WILL BEST SUPPORT HIS LIFESTYLE:

- PROTEIN CONSUMPTION FOR EVERY MEAL
- NUTRITIONAL VARIETY (FRUITS AND VEGETABLES)
- MINIMIZE SUPPLEMENT RELIANCE FOR MACRONUTRIENTS

BY DEVELOPING THE SKILLS ON HOW TO MAKE FOOD ADJUSTMENTS THROUGH MAKING SUBSTITUTIONS IN FOOD BASED ON DEVELOPMENT GOALS, WE COULD THEN FIND A WAY TO MAKE ANY SUBSTITUTION, YET PERHAPS BE CREATIVE WITH OUR FOODS SO THAT WAY WE CAN CONTINUE TO ENJOY THE FOODS WE EAT WITHOUT FEELING LIKE WE ARE MISSING OUT ON CRAVINGS.



HE WAS CONSISTENT IN SHOWING UP AND APPLYING PROTOCOLS TO ALLOW FOR THAT GROWTH. HIS BODY WAS BEGINNING TO LOSE BODYWEIGHT WITH MORE FOOD. HOW DID THAT HAPPEN? WE GAVE HIM FOOD THAT WAS REQUIRED. THE TRAINING INTENSITY, TISSUE GROWTH AND STRENGTH INCREASE HE EXPERIENCED THROUGHOUT THE PROCESS DEMANDED MORE FOOD. HE HAD NO ISSUE EATING THAT AMOUNT OF FOOD AND WOULD STILL BE ABLE TO CONSUME MORE.

WITH MORE MUSCLE TISSUE YOU GROW, THE MORE FUEL YOU ARE REQUIRED TO NOURISH THAT GROWTH.

MACRO SHOPPING GUIDE

CARBOHYDRATES

RICE
BREAD
BAGELS
OATS
CEREAL
HONEY
FRUITS
VEGGIES

FATS

AVOCADO
BUTTER
EGG YOLKS
OILS
FLAX/CHIA SEEDS
MAYO

FRIED SNACKS
CHOCOLATE
CAKE
ICE CREAM

BEANS
QUINOA
YOGURT
SKIM MILK

PROTEIN

WHOLE EGGS
SALMON
BACON
NUTS

CHICKEN
TURKEY
EGG WHITES
WHEY/ANIMAL/VEGAN PROTEIN
FAT FREE CHEESE
LEAN BEEF
NON-FAT GREEK YOGURT

TIPS TO MAKING FAT-LOSS EASIER

1. **TIMING YOUR MEALS** - RATHER THAN INTENTIONALLY PROLONGING THE TIME BETWEEN MEALS, PLAN YOUR MEAL TIMING ACCORDINGLY WITHIN YOUR CURRENT LIFESTYLE. PROVIDING THAT YOU CONSUME THE SAME AMOUNT OF CALORIES WITHIN A GIVEN DAY, FASTING AND EATING EVERY 4 HOURS OF THE DAY (IF THAT'S WHAT YOU DO) MAKES NO DIFFERENCE.
2. **PORTION OUT YOUR MEALS** - THIS IS INCREDIBLY IMPORTANT, AND I ADVISE TO CLOSELY WORK THIS IN WITH TIP #1. KNOWING THAT THE AVERAGE DAY MAY NOT BE PERFECT, YOU MAY HAVE LONG TIME PERIODS IN THE DAY WHERE YOU DON'T GET TO EAT MUCH TO HAVE A FULL MEAL. SO PLAN A SNACK OR MAKE A LARGER PORTION FOR THE TIME BEFORE THAT LONG WORK SHIFT SO YOU CAN STILL FEEL SATIATED.
3. **MAKE YOUR FOODS ENJOYABLE** - THIS IS A GENERAL RULE THAT SHOULD ALWAYS TAKE PRIORITY, REGARDLESS IF YOU'RE EATING IN A CALORIC DEFICIT OR SURPLUS. LIFE IS TOO SHORT TO EAT BLAND FOODS, ESPECIALLY FOODS YOU DON'T ENJOY. WHICH LEADS ME TO THE NEXT TIP.
4. **INCLUDE NUTRITIONAL VARIETY** - THIS PERIOD OF TIME IS INCREDIBLY IMPORTANT TO INCLUDE YOUR VITAMINS AND MINERALS FROM FRUITS AND VEGGIES. THESE HELP WITH YOUR HORMONAL AND FUNCTION WHILE ALSO BEING A GOOD SOURCE OF FIBER FOR BETTER DIGESTION. WE RECOMMEND HAVING AT LEAST 3 COLORS IN EACH MEAL AS A RULE OF THUMB. (HINT: FRUITS AND VEGETABLES ARE HIGH VOLUME FOODS THAT SATIATE YOU WITHOUT HAVING A HIGH CALORIE COUNT)
5. **PRIORITIZE HAVING QUALITY SLEEP** - HIGH-QUALITY REM SLEEP IS KEY TO HELPING YOUR BODY PRODUCE GROWTH HORMONES THAT HELP YOU PROTECT, MAINTAIN, OR PERHAPS DEVELOP A BIT OF MUSCLE TISSUE. THIS IS THE ONE TIP THAT HAS ZERO IMPACT ON YOUR WALLET AND SAVES THE MUSCLE TISSUE YOU HAVE ON YOUR BODY.
6. **BODYWEIGHT NUMBERS DON'T TELL IT ALL** - YOU ARE NOT A FAILURE BECAUSE YOUR BODYWEIGHT EITHER STAGNATES OR GOES UP THE NEXT DAY. YOUR BODY WILL FLUCTUATE IN WEIGHT. OVER TIME, WHAT TRULY MATTERS IS HOW YOU LOOK AND FEEL.

TIPS A HEALTHY RELATIONSHIP WITH FOOD

1. REJECT THE CONCEPT OF A "FOREVER DIET" - THIS PHASE OF YOUR LIFE IS TO DEVELOP SKILLS ON THE ABILITY TO LOSE BODY FAT AND CREATING AN ENJOYABLE PROCESS THAT DOESN'T PUT YOU BACK IN A PHYSIQUE YOU STARTED WITH. YOU CAN'T STAY IN A DEFICIT FOREVER, NOR CAN YOU STAY IN A SURPLUS FOREVER. ASSESS YOUR FOOD ROUTE IN RELATION TO YOUR GOALS AND PHYSIQUE.
2. MEMORIES OVER MACROS - JUST BECAUSE YOU SPEND THE TIME TRACKING FOOD TO SPECIFICALLY HELP YOU CONTROL YOUR DAILY CALORIC INTAKE, THERE WILL BE DAYS OR WEEKENDS WITH FRIENDS AND/OR FAMILY WHERE THE BEST CHOICE IS TO NOT TRACK FOOD. THE POINT OF HAVING A HEALTHY TRANSFORMATION IS TO NOT WORRY ABOUT GAINING WEIGHT ON HOLIDAYS OR NIGHTS OUT WITH FRIENDS.
3. THERE'S NO "GOOD" OR "BAD" FOOD. IT'S JUST FOOD - REGARDLESS OF WHAT THE FOOD POLICE TELL YOU, THEY WANT YOU TO AVOID CERTAIN FOODS LIKE THE PLAGUE. YOU HAVE THE POWER OF CHOICE. DON'T LET SOMEONE ELSE'S OPINION JUSTIFY WHAT YOU CHOOSE TO EAT.
4. MAKE PEACE WITH FOOD - UNCONDITIONAL PERMISSION TO EAT. BEING OKAY WITH JUST HAVING THE FOOD AND NOT FEEL GUILTY. BEING ABLE TO SAY NO AND BE SATISFIED WITH THE DECISION AND BE AT PEACE. LIKE I MENTIONED IN #3, IT JUST, IS.
5. LISTEN TO YOUR BODY - EAT SLOWER. CHEW YOUR FOOD, BE PRESENT WITH THE FOOD. DON'T FORCE YOURSELF TO EAT MORE FOOD WHEN YOUR BODY IS TELLING YOU NO.
6. STAY FULL - STRUCTURE YOUR MEALS OUT SO THAT YOU AREN'T SEEKING TO FIND A FOOD TO "HIT THE SPOT." MAKE THE FOODS THAT YOU LOVE AND FIND WAYS TO FIT THEM WITH YOUR GOALS.
7. FOOD ≠ EMOTIONAL FIX - NO FOOD BINGING EPISODE WILL HEAL A DEEP-ROOTED ISSUE. SIT DOWN AND JOURNAL WHAT YOU'RE FEELING AND WHY YOU'RE FEELING WHAT YOU'RE FEELING.

HONOR HEALTH. YES IT IS IMPORTANT TO EAT FOODS THAT YOU ENJOY, BUT IT IS EVEN MORE IMPORTANT THAT FOOD SERVES AS A MEANS OF NOURISHMENT AND DIGESTIVE COMFORT. ANYTHING IS OKAY AS LONG AS YOU PRACTICE MODERATION AND ADD WHOLE/NUTRIENT DENSE FOODS.

GETTING OUT OF THE DIET

THIS WOULDN'T BE A PROPER FAT LOSS GUIDE IF I DIDN'T INCLUDE A FRAMEWORK ON HOW TO GET OUT OF A CALORIC DEFICIT. THIS WAS A MISTAKE I DIDN'T THINK ABOUT AFTER TRYING TO DIET MY FIRST TIME THROUGH. THE PROBLEM WITH NOT KNOWING WHAT TO DO AFTER DIETING IS THAT YOUR BODY WILL ADAPT TO WHATEVER YOU GIVE IT OVER A LONG PERIOD OF TIME. AS MENTIONED BEFORE, YOUR BODY UNDERGOES METABOLIC ADAPTATION. BECAUSE OF THE LACK OF PREPARATION TO GET OUT OF THE DIET, MY BODY STARTED TO LOSE MUSCLE MASS AND GAIN BODY FAT WHILE MAINTAINING THE SAME WEIGHT. THIS IS WHY I HEAVILY EMPHASIZED THE POINT ABOUT THE BODYWEIGHT SCALE NOT BEING THE PRIME INDICATOR OF SUCCESS. SO WHEN YOU GET TO A POINT WHERE WE HAVE ACHIEVED THE DESIRED LOOK, IT IS IMPORTANT TO GET BACK UP TO 50% OF YOUR MAINTENANCE CALORIES. FOR EXAMPLE, IF THE END OF YOUR DIET WAS AT 1700 CALORIES AND YOUR NORMAL DIET IS AT 2300, YOU WILL BE BRINGING YOUR CALORIES UP TO 2000 CALORIES. FROM THIS POINT, YOU WILL MOST LIKELY GAIN ABOUT 2-3% OF YOUR BODYWEIGHT. MOST OF IT WILL BE FROM THE BUILD UP OF WATER AND GLYCOGEN IN YOUR BODY. WITH THE INCREASE OF THOSE STORES IN YOUR BODY, THE FIRST FEW WEEKS WILL BE WHERE YOU WILL LOOK YOUR BEST. YOU'RE LESS STRESSED, YOU'RE STRONGER, YOU EXPERIENCE BETTER PUMPS, AND FEEL MORE ENERGIZED. ADDITIONALLY, THE RATE OF MUSCLE DEVELOPMENT WHEN GETTING BACK TO MAINTENANCE CALORIES IS GOING TO FEEL LIKE YOU ARE ON STEROIDS. SO IF YOU WANT THE "SUMMER BODY" TO COME AROUND SOONER AND LOOK BETTER NEXT YEAR, THIS IS AN IMPORTANT TIME TO CONTINUE TRAINING WITH HIGH INTENSITY AND INTENTIONALITY.


“BUT WAIT, ONCE THE DIET IS OVER, IT’S OVER RIGHT? BACK TO WHAT I USED TO EAT, RIGHT?” WRONG.

THE GOAL IS TO BREAK THE CYCLE THAT GOT YOU STARTING THIS JOURNEY IN THE FIRST PLACE. EATING LOWER QUALITY “JUNK” FOODS SIMPLY DON’T SATIATE YOU, NOR TASTES AS GOOD. BECAUSE THESE FOODS DON’T SATIATE YOU, YOU WILL FEEL MORE INCLINED TO GRAB MORE (AKA HEIGHTENED HUNGER CUES AND FOOD CRAVINGS).

YOU CAN SIMPLY TAKE WHAT YOU WERE EATING AT THE BEGINNING OF THE JOURNEY AND UP THE QUANTITY. YOU WILL EXPERIENCE A BETTER RESPONSE TO HUNGER AND INCREASED SATIETY WHEN SIMPLY ADDING QUANTITY TO AN ALREADY QUALITY DIET.

IT TAKES ABOUT 2-3 WEEKS IN YOUR MAINTENANCE ADJUSTMENT UNTIL YOU CAN THEN INCREASE FOOD AT A STEADY RATE DEPENDING ON YOUR RATE OF BODYWEIGHT GAIN. WHEN YOUR BODYWEIGHT STABILIZES OR STARTS TO DROP AGAIN DURING YOUR POST DIET MAINTENANCE ADJUSTMENT, YOU CAN THEN ADD ABOUT 100-300 CALORIES AT A TIME. THIS WILL BE UP TO YOU WHETHER YOU WANT TO MAINTAIN, TRANSITION TO A GAINING PHASE, OR PREPARE TO DIET AGAIN.

REGARDLESS OF THE CHOICE, THE TIME PERIOD SPENT ON POST DIET MAINTENANCE SHOULD BE 50-100% OF THE DURATION OF THE PREVIOUS DIET IN ORDER TO RECOVER FROM THE 8-16 WEEKS OF DIETING.



WE WANT TO THANK YOU FOR TAKING THE TIME
READING THE E-BOOK AND HOPE YOU HAVE LEARNED
SOMETHING NEW AND VALUABLE THAT CAN HELP YOU
ON YOUR FAT LOSS JOURNEY.

THE MISSION IS TO NOT ONLY HELP YOU ACHIEVE A
PHYSIQUE THAT WILL MAKE YOU FEEL CONFIDENT
AGAIN, IT IS TO HELP CREATE AND NURTURE A LIFE
WHERE YOU HAVE BETTER RELATIONSHIPS WITH
YOURSELF, FRIENDS AND FAMILY, WE BELIEVE THE
GREATEST TRANSFORMATION OF ALL IS ONE THAT
EMBODIES THE PHYSICAL, MENTAL, EMOTIONAL, AND
SPIRITUAL.