



Healthy Lifestyle Experiment

8 Week Challenge Plan

First edition: Spring 2019

By Anto Maxx

I've been involved in the Health & Fitness industry, probably best called the Fat Loss industry, for almost 4 years now. There is very little 'Health' in the Health & Fitness industry, and about 95% of people who start into exercising and better nutrition, do so to achieve some degree of fat loss. During this time, I have spent a lot of time learning from people. Learning from their fat loss journeys. Learning about their knowledge of health, or lack of in most cases. Learning about programs they have tried before in the past. And learning about their lifestyles...

And after a lot a lot a lot of consultations and chatting with many hundreds of clients in the gym, I've come to draw the following few conclusions;

1. Almost everyone is under-eating and under-nourished.
2. Those who eat little, have the least energy and the biggest 'sweet tooth'
3. Work/Employment has the greatest effect on a person's health
4. People who eat the least, carry the most excess body fat.
5. People are completely confused about what to do with regards to fat loss and health.

The main purpose of this experiment, is to bring 'Your Health' to the forefront, especially if your main goal, still is fat loss. If we can help you improve your health, I guarantee that you will reduce your waistline, or increase it maybe, if that will make you healthier.

Before we get started into the nuts and bolts of your plan for the next 8 weeks, I'll quickly discuss the 5 different conclusions from above, that I have arrived at;

1. Almost everyone is under-eating and under-nourished. – This is the mother of all problems, when it comes to health, and fat loss. The problems that under-eating, which leads to under-nourished (lacking nutrients) causes, is endless. Literally, everything in your life, is connected to the quantity of nutrients you consume. How you sleep, think, and look. Your energy, mood and character. Your skin, hair and nails. Everything, relies somewhat on the nutrients you consume. When you are low in nutrients, your whole lifestyle will take a hit. And here is how low on nutrients you currently are;

A woman needs approx. 2000 calories per day (this is a science backed guideline, check any nutritional label on food packaging). Depending on various factors, 1800-2200 calories will cover over 95% of women.

2000 calories means consuming a 700 calorie breakfast, 600 calorie lunch, 500 calorie dinner and a 200 calorie snack, each day, every day.

A man needs 2500 calories per day, however, from my own research, I calculate the average man to require closer to 2800 calories per day. 2500-3100 will cover 90% of men.

2800 calories means consuming 1000 calorie breakfast, 1000 calorie lunch and 800 calorie dinner.

Now, this is how I know you are under-eating and under-nourished. You're now thinking to yourself, there is no way on this earth, that I could eat that amount of calories. These calculations must be wrong! Unfortunately they're not wrong, they are right.

And to help put into perspective what a 700 calorie breakfast looks like;

4 x Weetabix biscuits	268 cals	4 x Large organic eggs	341 cals
300ml Full fat milk	201 cals	3 x Slices Wholemeal bread	264 cals
2 x Large eggs	164 cals	15g x Kerrygold butter	107 cals
1 x Medium Apple	80 cals		
Total	713 cals	Total	712 cals

So if you're an average woman, this is what an adequate breakfast for you would look like. Are you possibly under-eating and under-nourished now?

Note: I'm not promoting the above breakfasts as healthy. These are 2 common breakfasts, so I'm only demonstrating the quantities that the average woman should be eating them in.

Those who eat little, have the least energy and the biggest 'sweet tooth' – Low energy, and can't stop eating sweets/crap, especially in the evenings, are 2 of the biggest issues I hear from people, who come looking help to lose weight. Both caused by under-eating.

Food is the energy source of every living animal in the world. When an animal/person consumes food, their energy increases, and when they are lacking food, their energy decreases. You would not believe how many times people tell me, that they are going to the doctors because their energy levels are low, yet when I ask them if they eat breakfast, everyone replies the same... "I can't eat in the morning, and usually have a cup of soup for lunch". I swear, I've been told this at least 50 times. Food is energy. If you don't consume enough of it, you'll be low in energy, and your WHOLE life will suffer.

The second part is slightly more complicated to explain, so I'm going to take the real simple route. If you won't put the Necessary food into your body, your body will make you do it, by making you crave sugary/sweet foods, and low and behold, you have a 'sweet-tooth'. And why sugary foods? Not because they taste good, but because your body can digest them fastest. This is the result of millions of years of evolution of the greatest survival organism ever. And you thought you simply had no will power!

Work/Employment has the greatest effect on a person's health – The human body hasn't evolved to cope with the demands of modern day employment. We're not supposed to sit in a chair for 8+ hours a day. (I sat in a chair for 21 hours over 2.5 days, writing this experiment LOL) We're not supposed to deal with extended periods of stress. We're not supposed to be awake and working at night time, and sleep during daylight hours. We're not supposed to be worked to the point of exhaustion, week in, week out, year after year. All this shit has detrimental effects on people's health, and quality of life. In many cases, like night-shift workers, "it is what it is", but I'm going to use this experiment, to see if we can change things for everyone, even just a little.

People who eat the least, carry the most excess body fat – A general rule of thumb I've come to discover; the more excess weight a person carries, the less quantity of healthy food they eat and the more likely that they skip breakfast. Their body is so starved of nutrients that it doesn't want to ever let go of any of its stored energy reserves, i.e. body fat. This is why fat loss happens at such a slow rate for people who under-eat.

People are completely confused about what to do – Lastly, people are so confused as to how to eat properly, lose weight or what is healthy and unhealthy, that most just end up giving up, or not even trying. There is no point even pointing fingers at all the incorrect information, because ultimately, it's our government that is responsible for the people of our country, and educating them on important topics, like health and nutrition. Saying that, if professionals, coaches, trainers or consultants aren't 100% sure what they are talking about, they should be careful about the advice they give.

Here's an example. I'll use a popular, but very easy target, Slimming World. In Slimming World, pasta is a "FREE" food, meaning you can consume as much of it as you like. However, Avocado is 15 syn's, the maximum number of syn's a person can use in a day. So let's compare them, and see if we can find out why Slimming World would tell you to eat loads of pasta, but stay away from avocado.

The following data is from Google Nutrition

	Pasta 100g cooked	Avocado 100g
Calories	155kcal	160kcal
Protein	6g	2g
Carbs	31g	9g
Fats Saturated	0.2g	2.1g
Fats Polyunsaturated	0.3	1.8g
Fats Monounsaturated	0.1	10g
Fibre	1.8g	7g
Potassium	44mg	485g
Vitamin A	0%	2%
Vitamin C	0%	16%
Calcium	0%	1%
Iron	7%	3%
Vitamin D	0%	0%
Vitamin B-6	0%	15%
Cobalamin	0%	0%
Magnesium	4%	7%

Per 100g, both foods contain the same amount of calories. Pasta contains 3 times the protein and carbs and double the iron. But that's where the benefits stop. Avocado on the other hand, contains loads of healthy vitamins and minerals. 100 times more monounsaturated fats, one of the healthy fats, that helps lower LDL (bad cholesterol) and also helps develop and maintain cells. Diet's containing lots of monounsaturated fats, helps your skin look and feel younger. Avocado has 6 times more polyunsaturated fats, the other healthy fats that contain omega-3 and omega-6 oils, which your body needs for brain function and cell growth. 3.5 times more fibre, probably the most important nutrient when it comes to fat loss, and digestive health. 11 times more potassium. Potassium is one of the most important minerals in the body. It helps regulate fluid balance, muscle contractions and nerve signals. What's more, a high-potassium diet may help reduce blood pressure and water retention, protect against stroke and prevent osteoporosis and kidney stones. Tonnes more Vitamin C. Vitamin C is necessary for the growth, development and repair of all body tissues. It's involved in many bodily functions, including formation of collagen, absorption of iron, the immune system, wound healing, and the maintenance of cartilage, bones, and teeth. Loads more Vitamin B6, which is required for protein, fat and carbohydrate metabolism and the creation of red blood cells and neurotransmitters. Your body cannot produce vitamin B6, so you must obtain it from foods or supplements. And finally, double the magnesium. Magnesium is needed for more than 300 biochemical reactions in the body. It helps to maintain normal nerve and muscle function, supports a healthy immune system, keeps your heart beat steady, and helps bones remain strong. It also helps regulate blood glucose levels and aids in the production of energy and protein.

People may lose weight following Slimming World, but my question is, at what cost to their health, when they are cutting out some of the worlds healthiest foods like avocado, and filling up on some of the most nutrient-less foods, like pasta.

The above is just one example out of hundreds I could give, where programs/instructors/consultants, ask people to follow silly rules, with no logic or science behind them.

Your 7 Step Plan To Ultimate Health

Most of you will be aware of the Maxx Life '6 Step Guide to Fat Loss'. Well, the plan to improve your health, contains the same 6 steps, only in a different order, and the addition of 1 extra step, Mental Training. Your challenge, is to follow the steps and stick to the plan long enough, to create new habits and routines that will cause you to live a much healthier lifestyle. Following these steps, will cause you to feel great, energetic, become fitter, faster, stronger, and burn off excess body fat in a safe and controlled manner, ensuring that you keep it off.

	Maxx Life '7 Steps Guide to Health'	Maxx Life '6 Steps Guide to Fat Loss'
1	Nutrients	Calories
2	Water	Physical Training
3	Sleep	Water
4	Activity	Activity
5	Mental Training	Sleep
6	Physical Training	Nutrients
7	Calories	

Just like in the '6 Steps Guide to Fat Loss', if any of the 7 Steps outlined are missing, the outcome will be seriously affected. It is important that you learn the 7 different steps, and work on incorporating them into your lifestyle on a daily basis. Only when you master this successfully, should you achieve the amazing health that everyone deserves.

Duration – The duration of this experiment is 8 weeks. However, this is a life-long plan, created to build the foundation of a healthy lifestyle that can be sustained. There is no end date to health, however, there is 8 weekly milestones in this experiment.

Step 1: Nutrients

Nutrients are the most important step when it comes to your health. For that reason, we're going to spend a little time here, learning about what they are, and really how important they are to us. Nutrients literally control everything in your life. If you take a little time to learn about them, you will make much better food choices for you and your family, for the rest of your life.

What are Nutrients – There are 3 types of nutrients;

1. **Macro-Nutrients** - these are nutrients that your body needs in very large quantities, which are proteins, carbs and fats.
 - a. Proteins - Protein is the building blocks for your body. Every cell from your hair, nails, skin, organs, blood cells, muscles etc. are built from proteins.
 - b. Carbs – Carbs are the body's preferred source of energy. They can be digested quickly, giving you energy quickly.
 - c. Fats – Fats are another great source of energy. They are digested slowly, releasing energy over a longer period of time, keeping you feeling fuller for longer.
 - i. Polyunsaturated and Monounsaturated fats are the real healthy fats. They provide huge health benefits to you, like absorbing vitamins, improving joint health, increasing metabolism, improve skin and so much more. Main sources are avocado, all nuts, oily fish, seeds and oils.

2. **Micro-Nutrients** - These are nutrients that your body needs in small trace amounts. All the vitamins and minerals, like calcium, potassium, magnesium, iron and loads more.

“Mirco-Nutrients are Your Health”

3. **Fibre** – Fibre is a special kind of nutrient on its own. We don’t need it in the same quantity as the other Macro-nutrients, but we need a lot more of it than the Micro-Nutrients. Fibre is amazing. It is a carb, found only in plants. When consumed, fibre expands in the stomach, making you feel full. It then gets to work, helping your body’s digestive system, before it is all excreted. When it comes to fat loss, fibre is your best friend. Look back at the pasta and avocado comparison.

People v Cars – Here is a comparison between people and cars, to help you better understand the role of nutrients. Carbs and fats, are like the fuel you put into your car. The fuel makes it go. When a car runs out of fuel, it stops. When a person runs out of carbs and fats, they stop. Micro-nutrients are like the small fluids in cars, which make the car run better. Vitamins are like the oil. Minerals are like the braking fluid. And fibre is like the windscreen washer fluid. Staying constantly topped up with all 3 fluids, and the car will run smoothly for many many years. But let just one of them run out, and you’re in trouble. Seized up engine, brake failure or dirty windows. Run low on any one vitamin, mineral or fibre, and you are going to run into problems. Run low on lots of micro-nutrients, and your own ‘vehicle’ will malfunction and blow up.

What is ‘Good Healthy Nutrition’? – Any food, plant or animal, which the earth provides to us, in its natural form and quality! All healthy foods fall under these few categories; meat, fish and eggs are our main sources of protein. Fruit, vegetables, beans, legumes, nuts and seeds, and oils, are our main sources of energy (carbs and fats), and salads are full of nutrients. A good healthy diet is balanced, containing sufficient protein for building a healthy body, lots of energy from good wholesome carbs and fats, and loads of vitamins and minerals to help all systems in your body, function correctly and run smoothly.

Below is a list of foods that contain all the healthy nutrients that we need. This list is by no means exhaustive. These are 90% of your foods for the next 8 weeks.

Your Food List For This Experiment				
Protein	Carbs	Fats	Fibre	Micro-Nutritious Foods
Chicken	Carrot	Salmon	Chia Seeds	All Greens
Beef	Parsnip	Mackerel	Raspberries	All Berries
Turkey	Potato	Olives	Beans	Chia Seeds
Egg Whites	Sweet Potato	Walnuts	Lentils	All Salads
White Fish	Swede	Brazil Nuts	Avocado	Tomato
Salmon	Butternut Squash	Coconut Milk	Almonds	Cucumber
Cod	Apple	Macadamia Nuts	Green Peas	Peppers
Tuna	Banana	Butter	Kiwi	Beetroot
Mackerel	Orange	Chia Seeds	Sweet Potato	Avocado
Lamb	Pear	Egg Yolks	Broccoli	Spinach
Peas	Oats	Avocado	Mango	Goji Berries
Lentils & Beans	Raisins/Dried Fruit	Herring	Beetroot	Flaxseed
Nuts	Mango	Olive Oil	Artichoke	Kale
Prawns	Beetroot	Full Fat Yogurt	Oats	Garlic

Looking at this list of foods, what is the one thing that they nearly all have in common?

Apart from the fruit, they all require some degree of cooking or preparation.

Foods to Avoid – You think the last table looked like a challenge, this table is the Real challenge. This is where some of the real confusion will start for people. Foods like pasta, commonly known as a health food, which keeps all the Italians slim LOL, as they live on the stuff, is on the ‘no-go’ list. However, as always, I will back up all my claims with scientific evidence, and hopefully convince you to trust me.

Your Avoid List For This Experiment	
Obvious	Not So Obvious
Take-aways – The usual’s + Deli counter	Pasta – no nutritional value whatsoever and replaces wholesome vegetables
Sweets, Crisps & Chocolate	Rice – not much nutritional value and replaces wholesome vegetables
Fizzy drinks	Noodles – not much nutritional value and replaces wholesome vegetables
Alcohol	Sandwiches
Pastries, Cakes & Buns	Cow’s Milk – It’s for calves, not humans.
	Processed Meats – Ham, Bacon, Sausages etc.– As tasty as they are, they’re unhealthy meats
	Convenience Frozen Foods – Frozen pizza, chips, fish fingers, southern fried chicken, waffles etc. Basically anything you buy from a freezer and pop in the oven for 20 mins. It’s simply unhealthy food.

What’s wrong with all these foods – I’ll not spend any time on the obvious foods to cut, but I’ll certainly explain the ‘not so obvious’ foods that I want you to cut out.

Pasta, rice and noodles are all what I call ‘cheap bulk’ foods. They bulk up the calories of any meal, but they offer very little nutrients, in comparison to other foods, like root vegetables. This experiment is centred around improving your health, and micro-nutrients build health. So we need to cut the foods that are low in micro-nutrients, and replace with foods high in micro-nutrients.

The table on page 9 will help you understand better why these foods are being replaced

Sandwiches - Wholemeal bread isn’t that bad itself, and contains good sources of fibre, as well as potassium, calcium, iron, Vitamin B-6 and magnesium. Wholemeal bread provides a lot more nutrients compared with pasta or rice, however, it comes with its own health issues. 99% of the time, bread is used for either sandwiches or toast. Very little vegetables or fruit are consumed in sandwiches, and sandwich lunches are usually lower in calories and often combined with unhealthy snacks, like crisps and chocolate. A lunch meal of quality meat and lots of vegetables, is far superior compared to 2 ham sandwiches which is only around 500 calories, or a chicken salad roll at under 400 calories.

Milk – There is far too much conclusive research about the dangers of milk and dairy on human health to ignore. The book, The China Study, blames a protein in milk called Casein, as responsible for a large amount of cancer growth in western society. The book is a study of large regions in China that don’t consume dairy or milk, and have practically zero deaths from cancer. I’m not asking you to cut it for life,

just see how you get on, replacing dairy milk with alternatives like almond or oat milk. Alpro is the best brand of alternative milk to use, as they do not use genetically modified plants.

Processed Meats – Ham, bacon, low quality sausages and other processed meats are very unhealthy. They contain large amounts of preservatives and salts, which are unhealthy to the human body. Processed meats have been strongly linked with cancer, due to the many preservatives being carcinogenetic (cancer causing). I’m not saying they’re not tasty, but we’re cutting them because they’re simply bad for your health.

Frozen Foods – The amount of preservatives and crap in a Goodfella’s frozen pepperoni pizza is huge. Add frozen chips to that and you’ve made a bad meal worse. Frozen food is cheap for a reason, it’s bad quality food. If you seen it being made, and the ingredients that goes into it, you simply wouldn’t eat it.

For some people, the foods in the Avoid List, could make up 90% or more of their usual daily diet. If you are one of these people, then the beginning of this experiment is going to be quite a challenge for you. However, nothing worth doing is ever going to be easy. Just break it down into small easy steps, which is simply one meal at a time. Don’t look at the grand scheme of cutting all these foods out. Just look towards making sure they are not in your next meal. Once you accomplish that, get to work on your next meal. I promise you, if you take this one meal at a time, you will completely eradicate all these foods easily, and most likely not even want them again. Remember though, this experiment is only for 8 weeks. After that, if you want to go back to eating bacon butties, frozen pizza and take-aways again, that’s up to you.

Fill Yourself Full With Healthy Foods So There Is No Room Left For Unhealthy Foods.

Comparison between healthy dinner and take-aways					
	190g chicken breast with 250g sweet potatoes, 200g carrot & parsnip mash, 150g broccoli	½ Dominos Large Pizza Pepperoni classic crust	1 portion Chicken curry half and half Chinese Take-away	KFC Fillet Box Meal	Big Mac Meal with medium fries and coke
Calories	598	1150	1800	1045	1015
Protein	55g	40g		57.3g	29.3g
Carbs	91g	110g		97.4g	127g
Fats	5g	55g		46.2g	42g
Fibre	23g	5g		4g	7.2g

Comparison between healthy snack and common snacks						
	Apple + Banana + Bottle of water	£1 Choc bar (110g) If you ever eat one yourself	Share bag Tayto Sensations 150g	4 x Choc digestives	Share size Butterkist Popcorn	Share Size Doritos (180g)
Calories	190	600	740	332	760	900
Protein	1g				5g	11g
Carbs	49g	65g			120g	108g
Fats	0g	36g	37g	20g	14g	44g
Fibre	8g				4.5g	

This table compares the nutrient quantities of ‘cheap bulk’ foods with vegetable foods.

All per 100g cooked	Pasta	Rice White	Noodles	Bread White 2.5 slices	Bread wholemeal 2.5 slices	Sweet Potato	Potato	Carrot	Cauliflour	Broccoli	Avocado
Calories Kcal	155	130	138	265	247	86	77	41	25	34	160
Protein	6g	2.7g	4.5g	9g	13g	1.6g	2g	0.9g	1.9g	2.8g	2g
Carbs	31g	28g	25g	49g	41g	20g	17g	10g	5g	7g	9g
Fats Saturated	0.2g	0.1g	0.4g	0.7g	0.7g	0g	0g	0g	0.1g	0g	2.1g
Fats Polyunsat	0.3	0.1g	0.6g	1.6g	0.6g	0g	0g	0g	0g	0g	1.8g
Fats Monounsat	0.1	0.1g	0.6g	0.6g	1.6g	0g	0g	0g	0g	0g	10g
Fibre	1.8g	0.4g	1.2g	2.7g	7g	3g	2.2g	2.8g	2g	2.6g	7g
Potassium	44mg	35mg	38mg	115mg	248mg	337mg	421mg	320g	299g	316mg	485g
Vitamin A	0%	0%	0%	0%	0%	283%	0%	334%	0%	12%	2%
Vitamin C	0%	0%	0%	0%	0%	4%	32%	9%	80%	148%	16%
Calcium	0%	1%	1%	26%	10%	3%	1%	3%	2%	4%	1%
Iron	7%	1%	8%	19%	13%	3%	4%	1%	2%	3%	3%
Vitamin D	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Vitamin B-6	0%	5%	0%	5%	10%	10%	15%	5%	10%	10%	15%
Vitamin B12	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Magnesium	4%	3%	5%	6%	20%	6%	5%	3%	3%	5%	7%

- Notice the calories in vegetables, compared to pasta, rice and bread, all 100g each.
- Notice how low in fibre, white rice is
- Notice the difference in potassium, between the avoid list, and the vegetables.
- Notice that none of the avoid list has any vitamin A, compared with the orange vegetables.
- Notice that none of the avoid list has any vitamin C, compared to all vegetables, particularly broccoli and cauliflower
- Notice how calorie for calorie, potatoes have more iron than both pasta and rice.
- Notice how no plant foods has any vitamin D. Animal foods contain vitamin D, putting vegans at risk of deficiency. Sunshine is the other source.
- Notice how vegetables have approx. 3 times more vitamin B6, and pasta has none.
- Notice how no plant foods has any vitamin B12. Animal foods contain vitamin B12, putting vegans at risk of deficiency.

Extra Nutrients or Supplements – The following items will help increase certain nutrients that people are often lacking in, or just have a lot of great health benefits.

1. Green tea with fresh lemon juice – Boosts metabolism, reduces acidity in the body, increases hydration and other great benefits. 5+ cups per day is great
2. Omega 3 fish oils
3. Vitamin D supplement – highly linked to muscle recovery, with sunshine being the main source, so Irish people are often deficient
4. Ginger
5. Turmeric
6. Garlic
7. Cacao (the raw form of chocolate before it is heavily processed)
8. Goji Berries
9. Maca root powder
10. Chia seeds

Experiment Challenge: For the next 8 weeks, consume only the foods on the food list, and avoid the foods on the avoid list. Create the time to cook, prep and eat.

Conclusion – It's the little nutrients that make the biggest difference. Nutrition (nutrients) is the fundamental step of any plan to better health and fat loss. Nutrition is often extremely over-complicated, when it doesn't have to be. Nutrition can be very simple. Consume 3 main meals per day, breakfast, lunch and dinner, and should you feel the need, have some healthy snacks. Healthy nutrition, is about choosing the foods that offer the most nutrients for your body, and not just eating the foods that taste the nicest, or are the easiest to make. You're body simply wants you to feed it good healthy nutrition, and in return, it will build and maintain a good healthy body and mind for you.

Step 2: Water

Water is second on the list because it's simply that important to your health. Nothing in your body will function correctly without water. Even fat loss relies greatly on having sufficient water. Your body will burn fat when it's hydrated, and slow down and cease burning fat when it's dehydrated.

Water is Life

Most people need around 2.5 litres to 3 litres of water per day.

Experiment Challenge: For the next 8 weeks, you must try and consume the following amount of water each day.

Women – Minimum 2.5 litres per day

Men – Minimum 3 litres per day

Drinking tea hydrates the body and counts towards your daily water intake. Green tea is excellent for boosting hydration, as well as increasing metabolism and other health benefits.

Eating foods high in water content, also helps hydrate you greatly. Cucumber, watermelon, strawberries, Cantaloupe melon, pineapple, celery, oranges.

Coffee and alcohol are both diuretics, and dehydrate the body, decreasing health and slowing fat loss.

Step 3: Sleep

Sleep is extremely important for our health. The body repairs and rebuilds itself during sleep. All systems are essentially recharged and ready for action the next day. Inadequate sleep will cause havoc with your body and your health. Inadequate sleep slows down the rate at which the body burns fat. It also leads to a decrease in activity and training performance, decreasing the amount of calories burned.

The optimal amount of sleep for most adults to be healthy, is 7-9 hours per night.

Experiment Challenge: Minimum 7 hours quality sleep per night

Sleep is like any other part of your health. You can make a conscious effort to improve it. There are several steps you can take to help increase the amount of quality sleep that you get each night.

Work on getting a bedtime routine in place for yourself

- Leave your phone in the kitchen, and try not to use it an hour before going to bed.
 - If you need an alarm to wake you, buy an alarm clock.
- Go to bed early instead of sitting up watching mind-numbing television.
- Read for a while after getting into bed
- Ensure your day is as active as possible, leaving you wrecked and ready for bed that night.
- Restrict your intake of coffee / Caffeine and none after 4pm
- No alcohol

Calculate your bedtime routine –

- If you plan on getting up at 7am, then count back 8 hours, which leaves you asleep for 11pm.
- 15 mins to fall asleep. If it normally takes you a few hours, follow this plan carefully, and you will soon be able to fall asleep within 15 mins.
- 30 mins for reading
- 15 mins for taking make-up off and getting ready for bed. This brings you to 10pm for bedtime.
- Mobile phone, iPad or any 'up close' device must be used no later than 9pm
- Have a cup of healthy hot cacao around 9pm, to relax and begin your bedtime routine. (recipe to follow)

Active Waking Hours: This is the number of hours that you are awake and being active. If you get out of bed at 6am, and don't retire to your sofa until 8pm, then that's 14 active waking hours. If you get out of bed at 8am, and retire to your sofa for the evening at 7pm, that's 11 active waking hours. Generally, people who have a good bedtime routine, and get more hours of quality sleep, bounce out of bed much earlier in the morning, and have more active waking hours per week. People who stay up later, watching hours of mind-numbing television, before going to bed late, generally struggle to get up in the mornings, and have less active waking hours over the week.

Conclusion: The quality of your sleep, which affects the quality of your life, is entirely in your own hands. By changing a few things in your lifestyle, you can greatly improve your quality of sleep. And just to demonstrate how important sleep is, a baby grows more in the first 3 months than any other time in its life. And it spends 80% of its time sleeping during its first 3 months. Sleep is when your new healthy body will be built.

Step 4: Activity

Activity is any moving that you do, outside of your weight-lifting workouts. Walking, running, cycling, swimming, cleaning, gardening, manual work, playing with kids, sports, spin class etc.

Activity levels are vital when it comes to health, and even more vital for fat loss. Being active improves your cardio-vascular system, i.e. your heart and lungs. Activity gets the blood pumping around your body, transporting vital nutrients and oxygen around your body. It releases endorphin's, improving your mood. As the saying goes, "you're only 1 workout away from a good mood!" And it's completely true.

Lack of activity also has many negative effects on the body. Muscles and joints get stiff. Mood decreases. Body fat increases. Fitness levels decrease, as the body's ability to pump blood around your body decreases.

Activity burns fat - There are 2 ways to burn fat;

1. Consume less calories than you burn
2. Burn more calories than you consume

These 2 may both seem the same, but they are very different. Let's look at an example;

The average woman **with regular metabolism**, burns approximately 2000 calories per day. So if she consumed 1700 calories and burned 2000 calories in a day, she will burn off 300 calories of body fat.

However, if she consumed 2000 calories, added in some extra activity increasing the amount of calories she burned that day to 2300 calories, then she will also burn off 300 calories of body fat, the exact same amount as the first scenario.

	Day 1	Day 2
Calories Consumed	1700	2000
Calories burned per day	-2000	-2000
Calories burned from extra activity	0	-300
Total calories burned from fat	-300	-300

With these scenarios in mind, if you are consuming more food, you are giving your body more of the vital vitamins and minerals that it needs each day, to allow it to function correctly and be healthy.

Imagine if each day, you consumed the following extra food, on top of what you already consume;

Food	Calories
100g Sweet potato	86
100g Carrots	41
100g Cauliflour	25
100g Broccoli	36
1 Apple	80
Total	268

And each day, you went for a 30 min walk more than you normally would, burning on average, 250 calories.

Would you gain any weight from eating all this extra food?

No. The extra nutrition will give you more energy, which causes you to do the extra activity, which burns of the extra calories you consumed. But now you have a whole lot more extra vitamins, minerals and fibre. How good is that?

This method of fat loss from extra activity also keeps your metabolism high, which is the most important factor, when it comes to fat loss, and keeping it off. You will also become much fitter due to the extra activity, and improve your cardio vascular system, i.e. heart and lungs.

Why People Prefer To Lose Weight By Reducing Food, Instead Of Increasing Activity – 99% of people try to burn fat by decreasing the amount of food they eat. Why? 1. Because this is what they believe works

best. Or this is how they have been taught by their trainer or coach. 2. Because this is the **Easiest** method. Eating 300 calories less is much easier than doing a spin class, taking the time to go for a walk or run, or doing a Maxx Bootcamp.

However, when fat loss halts, often these people end up doing crazy unhealthy practices, like cutting calories very low. This may kick-start up fat loss in the short term, while also slowing down metabolism dramatically in the medium-term, setting that person up for a rebound. It also seriously deprives the body of essential nutrients, and leaves it without energy, thus making them unenergetic, lethargic and a major decline in overall performance.

Burning fat through increased activity is far more powerful than decreasing calories.

The former requiring a great deal more effort and discipline than the latter.

Experiment Challenge: 30 – 60 mins extra activity every single day. This will mostly involve walking, but to mix things up a bit, try a few fitness classes per week. Bootcamp, Spin, Cardio etc, or the cross-trainer or rower. Even playing with the kids counts, as long as it's not monopoly etc.

Step 5: Mental Training

Important: The information provided in this section, is of my own opinion, and not professional advice.

Mental training, quite simply, is taking control of all that enters your mind. For your overall health, it is equally as important as what enters your stomach. The next meal you eat will determine how you feel and perform for the few hours after that. Everything **you allow** to enter into your mind, will affect your thoughts and feelings, for the immediate time after, and can continue to affect your mind for any length of time after.

Here's is an example. Compare how you feel now, compared to how you felt just before you began to read this. You may have felt curious, excited, or even nothing, when you sat down to read this plan. But after flooding your mind with lots of new information. Valuable information that you know, could potentially get you out of a life-long rut of unhealthy eating, and lifestyle. Your mood may now have changed to that of excitement for the future. Your current thoughts may now be more positive than 20 minutes ago. You may now be feeling more motivated, with increasing self-belief. This is positive mental training.

Mental training, is simply selecting what to allow into your mind, and what not to allow into it.

The late great motivational speaker, Jim Rohn, had a great quote; "Stand guard at the door of your mind." Simply meaning, only let that which will affect you in a positive way, enter into your mind.

We live in the most difficult time, and the easiest time, in the whole of man-kind, for mental training. It's the most difficult, because never before, has any generation of humans, had such a bombardment of negative media, put right in front of their noses, from they wake up, until they toss in bed at night.

Mobile phones, Facebook, Instagram, Snapchat, YouTube, Instant News Notifications, Email, Netflix, SkyTV, Xbox, Ipad, Reality TV, Online News. All working hard to bombard people with negative media, 24 hours a day. If you were to count up the amount of times per day, that you are exposed to something negative, whether that be a local news story, a global news story, a wedding on Eastenders, an argument on Big Brother, a negative Facebook post, a violent scene on Netflix, a shoot-out game on Xbox, a billboard for Trocaire, a hard-hitting advertisement for drink-driving or any other 'negative impact' media that infiltrates into your mind, I'm betting you would count into the hundreds.

However, this is also the easiest era ever, for mental training. Never before, have we had such an abundance of positive media, sitting right in our finger tips. YouTube is full of videos of motivational

speakers. The Internet is bursting with self-development sites, audio books, educational courses, happy music, relaxing music and loads of other positive media that can alter your thoughts, mind-set and improve your knowledge and skills.

What's the difference between 'positive impact' media and 'negative impact' media?

You have to go looking for 'positive impact' media and material.

'Negative impact' media comes looking you.

How would you feel? How do you think you would feel getting into bed at night, having been exposed to mountains of 'negative-impact' media all day? In bed, you watch an episode of a violent or real-life Netflix series. Before turning over to sleep, you pick up your phone, for one last exposure to some more 'negative-media', not forgetting the bright light, that sends signals to your brain, that it's morning time, and time to get up. This certainly isn't part of everyone's bedtime routine, but it is a very common one.

How would you feel? Now, imagine that you spent a full day with absolutely no exposure to any form of online/digital media or newspaper. You started your day with an early morning walk through Gosford forest, sun splitting the trees, birds singing. You enjoy a relaxed healthy breakfast with your loved one, and talk together. Then it's off to the beach all day, where the only things that enter your mind, are the sound of the waves, the sights of kids playing, and the conversations you have with the people you're with. You don't hear or see a single bit of negative news. You get into bed, read a chapter from your new favourite self-development book. Then turn over for some sweet dreams.

Pay attention to your conversations – What you talk about with friends, has an even greater effect on your mind, compared to media. Talking has the added dimension of emotion, which implants the feeling much greater into the mind. That's why attending motivational seminars, has a far superior affect, compared to watching videos of the same seminar. Similar to that, gossiping about people and their misfortunes, is far more destructive to the mind, than reading about them.

Pay attention to how you talk about yourself – As a personal trainer, there is two words that we hear, day in and day out. **"I can't"**. The 2 most destructive words in the English language. It is utterly amazing, how many people confirm to themselves verbally, that they can't do something, before they have ever even tried it. Pay close attention to every single remark that you make about yourself. Notice how many negative things you say about yourself, and what others say about themselves.

Here's a few of the really common ones I hear on a daily basis;

"I'm too old to do burpees." – I was never aware that burpees had an age limitation

"I'm no good at....."

"I'm too short" – Which I often reply, "maybe everyone else is too big"

"I'm odd" – this is the one that I hear the most, and that annoys me the most. My reply is always the same, "define odd?". Odd is a word that shouldn't exist, because there is absolutely no such thing as "being odd." Just because one person does something different than others, doesn't mean that one party is doing it wrong. We are all unique individuals. Actually, the negative affirmation that gets to me the most, is when a parent describes their child as odd. This is negative mental training towards the child at the highest level.

If you have nothing good to say about yourself, it's best not to say anything at all, until you find something good to say.

Accept Compliments – Drifting slightly off topic here, but it’s sort of relevant. If someone gives you a compliment, smile and say “Thank-you.” Don’t feel the need to run yourself or the compliment down.

“Well, you’ve lost weight!” – “I’ve lost a stone, but I still have loads more to go”.

“Well, you’ve lost weight!” – “Thanks, I feel great.”

“Well, you look amazing!” – “You think? Don’t know if this dress goes with these shoes, and I’ve just noticed a hole in my tights.”

“Well, you look amazing!” “Thanks, I feel amazing.” Or just “Thanks.”

How To Train Yourself Mentally – the following table shows what to flood your mind with, and what to guard it from.

Flood Your Mind With	Guard Your Mind From
Positive conversation	Negative conversations (gossiping)
The sounds of nature (forest/beach/country walks)	Soaps / Jeremy Kyle
Positive affirmations	Negative affirmations
Motivational videos	Watching the News
Self-development books	Reading the news
Relaxing music	Reality TV / Disturbing real life series
Happy songs	Negative social media posts
Motivational audio	Personal Arguments
Positive real-life stories.	Violent Computer Games
Playing with kids	Disturbing/Negative Fiction Novels
Positive people	Negative People

The Big Difference between Mental Training & Physical Training – There is one massive difference between mental training, and physical training. For physical training, there is only one person who can do that for you, and that’s You! However, when it comes to mental training, if you do not choose what to train your mind with, someone or something else will train it for you. If you don’t train you mind to be positive, it will be trained to be negative.

Positive people can sometimes be negative, and negative people can sometimes be positive. In general though, you’re either mostly positive, or mostly negative. People who are mostly positive, generally have a healthy mental health. And people who are mostly negative, generally have an unhealthy mental health.

Are you mostly positive or negative? – The test for this is to listen to your own conversations. Do you talk about life in a positive way, or do you focus on the negatives in your life? Do you tell people mostly about the good things that happen you, or talk more about your problems and bad things that happen you? It’s a pretty simple test, but should be quite accurate, if you be honest with yourself.

What to do if you think you may be a negative person – Being mentally negative is no different than being physically unhealthy. Both cases require you to work on yourself, to train yourself to become healthy, whether it’s mentally or physically healthy. It’s a misconception, for a person to believe that their mental health/attitude, is just in them. That it’s just the way they are. This simply isn’t the case. The most negative person in the world, can be trained to become super positive, just as the most positive person in the world, could become negative, should they let the guard to their mind down long enough.

Experiment Challenge – There will be several mental training challenges set for you, over the next 8 weeks, with at least one new mental training challenge set every Monday. However, here are a few mental training challenges that must be completed through-out the whole experiment.

- 2 walks in nature per week. – Forest, beach, lake, countryside, fields, mountain
- Read/listen to 2 self-development books during the 8 weeks
- Walk and listen to a positive audio once per week.

Step 6: Training

Training should include weight lifting and resistance cardio/plyometrics. Only when you incorporate all forms of exercise into your training program, that you can become the complete package of strong, fit, fast, lean and defined.

Weight Training – Weight training is the best training for fat loss. It's also the only training for building strength and good muscle mass (men only). It also has many fantastic mental benefits, including increased self-confidence, self-esteem, reduced anxiety and improves overall general mood.

The legs and glutes are the biggest muscle group, and should be the primary focus of your training. The back is the next largest muscle group. A variety of lifting heavy in a low rep range and lifting lighter in a higher rep range is best for fat loss, and all round muscle development.

Resistance Cardio/Plyometrics – Exercises that use light resistance or body weight, and are usually done with speed. Squat jumps, burpees, dumbbell boxing etc. These exercises can be done between weight lifting sets, at the end of a weight lifting session, as an additional session or in a boot camp.

Experiment Challenge: Create a routine of gym workouts involving weight training and resistance cardio/plyometric, and then try and stick to it for the 8 weeks. Where possible, your training routine should include the following;

- Regular training times
 - I personally take 3 PT's a week, and stick to these times 99% of the time. It's the only thing that ensures I never miss a session.
- Regular fitness class times.
 - Block book in advance, which takes care of the decision about going
- Regular training partner
 - If they are any good, they should help keep you on track, and vice versa
- Regular walking partner/times
 - Find times that suit you and your walking partner/group, and then put them in your diary, as a weekly occurrence. It's ok to arrange different walking partners for different days.
 - If it's raining when you had arranged to go walking, then put a coat on, and go walking.

Where possible, make your fitness and training habits routine. That way, you won't book other appointments over them. And should you miss one session, the next one should be very close, to get you going again. Miss training for 2 weeks, and the habit is broken.

Step 7: Calories

Calories – Calories are the measurement of energy in food and in body fat. Consume too many of them, and you will gain weight. Consume too little of them and you will lose muscle mass and strength, be tired

and lacking in energy, and your metabolism will slow down. The amount of calories required by each person differs greatly. A petite woman who works at a desk requires a lot less calories than a large man who works on a building site and plays sports. It's extremely important that you consume the correct amount of calories that YOUR body requires, to keep it healthy and energetic.

Your Calorie Requirement – The amount of calories you require each day, known as your TDEE (Total Daily Energy Expenditure) is calculated using your weight, age, body fat and muscle levels, and general daily activity levels and training routine.

Go to maxxlifegym.com/tdee to calculate your TDEE energy requirements, and then write it below.

I need _____ calories, to be healthy.

Experiment Challenge: The whole experiment revolves around this instruction;

You must try and consume your TDEE calories in good healthy food, every day for 8 weeks.

For almost everyone on this experiment, this is going to be the most difficult part. And also the most important. It is this part that holds the key to your whole health. To help you do this, I've created the following table, to give you guidelines for how many calories each of your meals should have.

TDEE (Calories)	Breakfast	Lunch	Dinner	Snack
1600 and below	600	500	400	100
1600-1800	700	600	400	100
1800-2000	700	600	500	200
2000-2200	800	700	600	100
2200-2400	900	700	600	200
2400-2600	900	800	700	200
2600-2800	1000	800	700	300
2800-3000	1200	800	800	200
3000-3200	1200	900	900	200

There is a good chance that you are thinking right now, that there is no way you could consume your TDEE amount of calories in a day. And you're probably right. You will most likely find it impossible for the first few weeks. But trust me, and trust in the experiment. Your body will adapt over time, and learn to take on-board, all these "extra" calories. They are not really extra calories, this is what you should have been consuming already every day, but have conditioned your body to get by, with a lot less, and most likely at the expense of your health.

Healthy calories and weight gain - Consuming lots of calories from good healthy food, doesn't cause you to gain weight, because your body can put all the healthy nutrients to good use. Eating junk food and crap gains weight, because without nutrients, your body can't do much with the energy except store it as fat. If you can grasp this point, you will understand 'Healthy Fat Loss'. It takes time, effort and discipline to eat healthy, and no time, or effort or discipline to eat unhealthy. This is the very reason that the majority of people are unhealthy, while only a small percentage are healthy. It's not that people don't know that a McDonald's is pure crap, and that a home cooked dinner of meat and vegetables is healthy. It's simply that **All** the unhealthy choices require very little to no effort.

Eat healthy to be healthy and your body will look healthy (which includes leaner).

Eat unhealthy and be unhealthy and your body will look and perform unhealthily.

Once You Are Healthy, Your Body Will Burn Fat Much More Efficiently

When you become healthy, your body will reward you in so many ways, that you will no longer be bothered about burning fat. This will remove any pressure that you have put on yourself to burn fat, and you will continue to enjoy a healthy lifestyle. Fat loss will continue to happen at a safe and steady pace in the background, without you ever needing to think or worry about it.

It's a Snowball Effect – An abundance of healthy calories, leads to more energy, which leads to better training, more activity, which leads to more calories burned, which leads to more fat lost, which leads to you becoming hungrier, which leads to even more healthy calories easily consumed, which leads to even more healthy nutrients consumed, which leads to even more energy, which leads to even more activity, better sleep and more active hours in your day, which leads to even more calories burned, and so on. **It's this snowball effect that this experiment is aiming to help you achieve.**

Compare the above snowball effect to this one; cutting calories from food, cuts out essential vitamins and minerals, which will burn some fat while depriving your body, decreasing your health, which leads to reduced energy, less activity, poor training, more sickness, so even less activity, decreasing metabolism further, which eventually reverses fat loss to fat gain, which requires even further calorie cutting, right until the point where the body can't take it anymore, crashes and rebounds. **It's this snowball effect that this experiment is aiming to get you away from.**

Conclusion: Healthy calories increase energy and decrease fat stores

Unhealthy calories decrease energy and increase fat stores

Your 8 Week Healthy Lifestyle Meal Plan

Now that we have covered the 7 steps of Healthy Living in detail, it's time to move onto your meal plan. The goal of this meal plan, is to provide you with a basic plan of healthy nutritious food, which is balanced with adequate protein, lots of energy from carbs and fats, and crammed full to the brim with health boosting vitamins, minerals, fibre, anti-oxidants, omega-3 oils, and everything else your body needs, to build the most healthiest version of you.

This plan is simple to follow and easy to adhere to. It requires about 30 minutes cooking and preparation time per day. With your new found energy from all the healthy food, there shouldn't be a problem creating the extra time required.

Morning Routine

Variety is the spice of life, however, nothing sets up your day better than a great morning routine. And making breakfast part of your morning routine is essential. Having the same breakfast 6-7 days per week, really helps build and maintain a great morning routine.

The following meal plan is based on an average woman with a TDEE of 1800-2000 calories per day. Most people should be able to tweak this one plan to suit their own calorie needs. If your TDEE is 2500 calories, simply increase everything by 25%

Breakfast – Morning Oats - 700 Calories	Cals
70g of oats	259
25g Raisins	75
Cinnamon powder	
250ml Unsweetened Almond milk	35

1 medium banana, chopped on top	110
50g Add any berries	29
Total	508 calories

For added protein, you have 3 options here;

1. Boil 2 large organic eggs and have them on the side, in a cup.
 - a. **Total Calories: 678**, Protein: 27g, Carbs 98g, Fats 19g, Fibre 12g
2. 40g Chia seeds added into oats
 - a. **Total Calories 687**, Protein 20g, Carbs 100g, Fats 22g, **Fibre 27g**
3. **Preferred option:** 20g Chia seeds added into oats + 1 large organic egg
 - a. **Total Calories 682**, Protein 23g, Carbs 99g, Fats 20g, **Fibre 19g**

There is probably more fibre in option 2 and 3, than most people would get in a day. Your daily fibre goals are 1.5g for every 100 calories that you need. If you TDEE is 2000 calories, you should aim for 30g of fibre.

Balanced Breakfast – The above breakfast is as healthy a breakfast as you will find. It’s got everything, and will set you off for the day. However, if you would like a different breakfast, make sure that it is 700cals, or your own requirements, and that it contains a good balance of all nutrients and plenty of fibre.

People who train early morning, before 7:30am – The difference between training days, and non-training days, is the requirement of energy during training, while consuming breakfast after training. I suggest that you make the exact same breakfast as above, for your training days also, however, split the ingredients, consuming the raisins and banana before training, and the rest immediately after training.

Sundays – If you feel that you would like to mix breakfast up a bit, have an egg based healthy breakfast on a Sunday. An omelette or scrambled eggs with salmon. After the first 4 weeks, you can have a few sausages on a Sunday morning, but they must be the absolute best quality. No Denny shite.

Lunch & Dinner – 600 calorie lunch, 500 calorie dinner

Lunch and dinner are both similar meals, and can often be the same for handiness. Your meals will follow a very basic template of; **Protein + Energy from Carbs & Fats**

Protein – Each meal should contain around 200 calories of quality meat or fish. For 90% of your meals, stick to chicken, turkey, beef, white fish and oily fish. If using oily fish like salmon or mackerel, increase the quantity to 300 calories, as these contain less protein and more healthy fats. One of the easiest and tastiest methods to cook chicken, turkey or salmon, is using Maggi sheets (not bags). A 170g good quality chicken breast is around 200 calories when cooked.

Energy – The best sources of energy available are from vegetables. Your meals should contain the following vegetables;

1. 150 calories of a colourful veg like mashed carrots, turnip, swede, sweet potato
2. 200 calories of potato (sweet potato, mashed potato or baby boils)
3. 50 calories of any greens

Cooking - For the vegetables, these can be boiled, steamed or roasted. If time is an issue, feel free to use Mash Direct vegetables, and simply heat in a microwave. Do not use M&S pre-cooked vegetables. Don’t forget to flavour your dinner with a little gravy. You can also purchase pre-made gravy, and M&S is fine for this. Nothing beats home-made though, and it’s much cheaper.

Curries, Bolognese and other Saucy Meals – Meals like curries, chili con carne, mince gravy, bolognese and any other one pot dish are fine, but must be served with one big difference... No Pasta, No Rice, No

Noodles. Vegetables are where all the healthy nutrients from the ground are stored, and its healthy nutrients that build and maintain a healthy body.

You will have to serve all one pot dishes with vegetables. I recommend sweet potato with most. Goes great with curries. Mashed potato or baby boils also work great with bolognese, chili con carne or mince gravy. However, Sweet Potato is far superior to White Potato, and should make the basis of most of your one pot meals.

Any 600 calorie one-pot meal should consist of;

1. 250 calories of the main sauce with meat
2. 300 calories of sweet potato, white potato or other root vegetable
3. 50 calories of broccoli or other green vegetable

Lunch at Work – The above healthy meals are what the human body requires to function correctly. Unfortunately, due to employment, most people opt to eat a sandwich for convenience, at 250 calories, or a chicken salad wrap at 300 calories, instead of the healthy 600 calorie balanced meal they require. When buying lunch in shops, the temptation is always there to feed your taste buds, with health harming foods like crisps, chocolate, sweets, fizzy drinks, coffee and donut, unhealthy deli-counter food such as sausage rolls, soda's or fries.

To maintain a healthy lifestyle, when lunch at work is 'on the go', lunch must be pre-made at home, the day(s) before. Any of the lunch or dinner meals above can be pre-made, and either stored in a hot food flask for lunch, or heated up in a microwave at work if available. It will take a little extra effort in the evening, but you'll soon realise that your lunch breaks at work become a lot less rushed.

A great time saving tip, is to prepare extra food for dinner, and use that for lunch the following day. So if dinner is chicken curry with sweet potato and broccoli, then make extra, and that is lunch sorted for the next day.

If you find yourself at work without lunch prepared, or you are out and about, and hungry, make sensible choices when buying 'on the go' food. The following foods are best to keep you going, until you get home for dinner;

- Packet of cooked chicken
- Mixed nuts/raisins (preferably not peanuts)
- Tins of fish
- All fruit

Snacks – If each of your 3 main meals are measured out to approximately the quantities listed, then you should feel satiated through-out your day, and not feel the need for any extra snacks. However, if you would like a snack anytime, the following are healthy snacks;

- Any fruit
- Nuts/ Raisins & Nuts (Only a handful or 2 and exclude peanuts)
- Full fat yogurt/Greek yogurt. Feel free to add a handful or 2 of granola (low added sugar) and berries.
- Full fat Greek yogurt mixed with scoop protein powder and berries or flaxseed.
- Sliced apple with nut butter spread on top (almond, hazelnut or cashew butter, not peanut)
- Smoothie
- Vegetable broth, full of vegetables
- Chicken slices (flavoured)

If you eat enough good healthy foods, you won't want any unhealthy sweet foods. The body only craves sweet foods when it's undernourished. Compare the following 2 lunches for example;

Standard Workman Lunch: Chicken salad wholemeal roll from Raffles 400 cals, Bag of Tayto Cheese & Onion 197 cals, Mars bar 229 cals and a tin of Coke 139 cals = **Total 965 cals**

Healthy Workman Lunch: 2 x Chicken salad wholemeal rolls from Raffles = **Total 800 cals**

A lot of people can eat a chicken roll and the sweets, but very few can eat 2 rolls, which has 165 calories less, and double the nutrients. How is it double? There is zero nutrients in crisps, Mars and Coke!

This meal plan is basic and simple. It can be done with minimal cooking and preparation. Healthy nutrition isn't complicated. It's simply consuming lots and lots of the nutrients that your body needs. The purpose of food and eating, isn't to get rid of hunger, but to feed your body, the nutrients it needs. For the next 8 weeks, you're going to make your taste buds a secondary priority, and make your own health, number 1 priority in your life, and for as many other people's lives as you can. Everyone deserves to feel all the fantastic benefits that good health brings with it.

To wrap up your new plan for the next 8 weeks, I'm going to make you a promise. I have run this plan on myself many times. It works! I've offered it in different ways, to many many clients. There has been many who have approached it open-mindedly, figure they don't have much to lose if I'm wrong, and give it a shot. All have reported an increase in energy, feeling great and all the other benefits. Most has reported a shrinkage in mass within the first 6 weeks, and NO ONE has ever put weight on from it.

However, there is the other group of people who I give variations of this plan too. And their mind can't accept that it could work. How could eating more food than you ever have before, cause you to lose weight? That's just not possible! And I get that. Trying to believe in something that goes against everything you've ever known or learned about in the past, is extremely difficult. And that's why I need you to trust me. Although you will be eating mountains more food that you are used to, because it will be a lot healthier more nutritious food, giving you far more energy, over the course of the next 8 weeks, you **WILL BE** in a calorie deficit, which will lead to fat loss. So if you can forget about everything you have learned in the past about losing weight, and take a leap of faith with this plan, I promise you that you will be happy with yourself, at the end of the challenge.

Give this challenge everything. If you're at a stage in your life, where you really **want** a drastic change, then that will only happen if you take **drastic action**. Wanting to change your life around for the better, **DOES NOT** work along-side wanting to **treat** yourself. I've leave you with a quote from the great Les Brown, which will sum up the next 8 weeks for you...

“Do what is easy, and your life will be hard...

but do what is hard, and your life will be easy!”

Your 8 Week Experiment Challenges

Quick Reference List

Step 1 - Nutrients: For the next 8 weeks, consume only the foods on the food list, and avoid the foods on the avoid list. Create the time to cook, prep and eat.

Step 2 - Water: For the next 8 weeks, you must try and consume the following amount of water each day.

Women – Minimum 2.5 litres per day

Men – Minimum 3 litres per day

Step 3 - Sleep: Minimum 7 hours quality sleep per night

Step 4 - Activity: 30 – 60 mins extra activity every single day. This will mostly involve walking, but to mix things up a bit, try a few fitness classes per week. Bootcamp, Spin, Cardio etc, or the cross-trainer or rower. Even playing with the kids counts, as long as it's not monopoly etc.

Step 5 - Mental Training – There will be several mental training challenges set for you, over the next 8 weeks, with at least one new mental training challenge set every Monday. However, here are a few mental training challenges that must be completed through-out the whole experiment.

- 2 walks in nature per week. – Forest, beach, lake, countryside, fields, mountain
- Read/listen to 2 self-development books during the 8 weeks
- Walk and listen to a positive audio once per week.

Step 6 - Physical Training: Create a routine of gym workouts involving weight training and resistance cardio/plyometric, and then try and stick to it for the 8 weeks.

Step 7 - Calories: The whole experiment revolves around this instruction;

You must try and consume your TDEE calories in good healthy food, every day for 8 weeks.

And your most difficult part of the whole challenge...

Never Give Up!



If you found my work interesting or useful, and you are looking forward to getting stuck into the experiment, I'd be grateful if you would share your feedback or enthusiasm on social media, and help me spread this knowledge to as many people as possible. I thank you kindly in advance, Anto.



Get started with us at
GymArmagh.com

Being healthy and fit isn't a fad or a trend, it's a lifestyle.

Every human being is the author or their own health or disease.

Health is not valued until sickness comes.

The person who earns a million, but destroys their health in the process, is not really a success.

Take care of your body. It's the only place you have to live.