



## GymArmagh.com

### The Maxx Life Real Life Guide To Fat Loss (Part 1)

Hey, I'm Anto Maxx, owner of Maxx Life gym. Thanks very much for taking the time to listen to this audio. I can assure you, that it will be like no other fat loss guide that you have read or listened to before. In this guide, I'm going to give you the cold hard truth of fat loss. I'm not going to be giving you false hopes of an easy fat loss journey. Some silly gimmick, a fad diet or a 12 week fix to a lifelong problem. You deserve so much more than that. You deserve the truth. For decades, the health and fitness industry have been feeding us full of bullshit advice, fad diets, unrealistic achievements, aimed solely at selling us products, that either don't work, or are bad for our health. And they have been getting away with it for years. I too was a victim of years of bad advice. Believing so much crap from magazines, or trainers who just didn't have a notion. Believing that the results advertised by transformation programs, could actually be achieved, completely unaware that photo manipulation tricks were being employed, Photoshop filters and touch-ups were being applied, or even steroids and other illegal fat burners had been used. Now, having been working in the fitness industry for the past 3 years, I'm able to easily spot all of these techniques. Although most people are still tricked by them and fooled into buying the products. I've seen many programs online, claim to help people achieve certain results that scientifically aren't possible, when you understand the numbers. Most people don't understand the numbers, and so easily buy into it all, as their emotions are desperate for something that works. Over the past 5 years, I have learned a lot about nutrition and how our body works, and have been helping people, gain back control of their body, improve their health and fitness and get rid of excess body fat, once and for all.

Fat loss only works when you put all your effort into the right things. 100% effort into the wrong things, does not lead to long term fat loss. The truth hurts. However, that's what I'm going to give you. The truth of real life fat loss. This is not information that I have been taught, but information and methods that I have learned from my own experiences, and from the experiences of my clients.

There are two intentions behind creating this audio. Firstly, I want to help you to understand why you are overweight. Why you struggle to burn fat. Why when you do lose weight, it quickly comes back again. And no, it's not because you're a lazy shite who just eats all day. It's not even your fault. No one purposely wants to be overweight, especially to a stage where they believe there is no way back. I

genuinely feel sorry for people who struggle to lose weight. I've been there, I know the struggles. The difference is that I got out of it. But I see so many people wanting out of it. Wanting to lose weight. Trying hard to lose weight. But they really have no chance. They are willing to try anything. Anything new, that will give them the hope of achieving success. They often hand their hard earned money over for some program, in an attempt to finally escape from ill health and excessive weight, only to find themselves failed and depressed a short while later. This audio is going to change that, once and for all.

My other intention for creating this audio, is to encourage you to join the Maxx Life gym. I want you to listen right to the end of this audio, or read it if you have the written version. Then say to yourself, now this guy is talking sense. This guy really does know his stuff. I want to start or continue my health, fitness or fat loss journey in the Maxx Life gym.

I want to show you how much I know about the human body, nutrition, fat loss, the struggles people have with fat loss. And then hopefully, you to join the Maxx Life gym, and put your new found knowledge into practice. What you will learn in this article, is what I teach the other trainers at Maxx Life.

I have split this article into two sections. This audio you're listening to, is part 1. As I already explained, it will teach you all about why people gain excess fat and how you came about getting it. What it doesn't include, is my honest solution for getting rid of it. That's in part 2. However, part 2 is only available to the members of the Maxx Life gym. No trickery here. No photo manipulation here. Just my honest intentions. If you're not already a member of a Maxx Life gym, then I would love you to join, and have the chance of working with you. I am truly confident in my gym, my teachings on nutrition, training and fat loss. My honest approach to fat loss, and the integrity of myself and my business. And if you do end up joining the Maxx Life Gym, well then, Part 2 is Free to you also. You see, I want all my members to achieve their health, fitness and fat loss goals in 2018.

Right, let's move on. I will do my best to keep this audio short, and not waffle on too much. If there is one thing I have learned, it's that most people are either very short on time, or get bored and lose concentration easily. We really do live in a fast paced world, and fitness marketers have benefited greatly from this fact, with promises of instant fat loss and rapid transformations. But unfortunately, the truthfully bad news is, it simply doesn't work like that. However, if you stick with me for the next 90 minutes, I promise you that you will learn a hell of a lot about fat loss that you didn't know, and instantly begin approaching fitness, health and fat loss in a whole new way.

OK, before we get into the good stuff, I'd like to give you a little background information into me. My knowledge on fat loss and body transformation. How I came about finding out the truth of 'real life' fat loss. I'll try not go into too much detail here, but I want to give you just enough info about my journey over the past 5 years, and how I taught myself proper fat loss. It all starts with the way I think. I'm a logical thinker. Everything has to make absolute sense to me, or I'll question it. If I don't understand something, I'll explore it until I do understand it. That is, if I want to understand it. If I'm interested. So when a client of mine isn't losing weight, I want to know why. I need to know the logical reason why. What were the circumstances? What did they eat? How much did they train? What their lifestyle is

like. What their job involves. Over the past 5 years, I have studied and read a hell of a lot of information on nutrition and fat loss. I spent the early days as a personal trainer, regurgitating a lot of crap that I had read. When I first began learning, I didn't know it, but so much of what I was reading, was bullshit. It worked for the short term, but no good in the long term. I achieved results, but wasn't good for my health. That's what I call bullshit. One thing I did know for sure, when I started out as a trainer, was that the key to successful fat loss, lies in learning. That's how I transformed my body. I didn't just follow someone's instructions. I learned. I took a real interest in my health and body shape.

Since the very first day I began personal training, it's always been my goal to teach my clients how to achieve the results they wanted. I built myself an office in my studio, and it was in this office that I was going to teach all my clients everything I had learned myself. In the first 18 months, I wrote dozens of articles, created loads of training programs and meal plans, and conducted just over 1000 client consultations. A client consultation is where I meet with a client, in my office, on a 1 to 1 basis. I often checked their current body composition using electrical impedance scales. This gave me the clients body fat %, lean body mass, hydration levels, visceral fat levels, metabolic age, the scary number, and some other data. Then I'd discuss with the client, how to change their body and burn fat. At the same time, I'd question my clients a lot about their lifestyle, how their jobs affected their eating habits or their training routines. I began finding out a lot about all my clients, and the many struggles that they went through on a daily basis, trying to change themselves. As time went by, patterns began to emerge. My 3 strongest subjects at school were Science, Maths and computing. I have a good eye for numbers and patterns. Give me a math's riddle and I'll solve it quickly. Give me a scientific article and I'll understand it. Sudoku, easy. Crosswords and word jumbles, impossible. I think the longest word I've ever got on Countdown was 4 letters. Numbers and stats, logic, patterns and reasoning are my game. Patterns began emerging between the rate at which my clients were achieving fat loss, and their nutritional habits. Their jobs. Their current situation, like kids or no kids. Approaches that they had tried before in the past. Yes, I even noticed patterns between this and the rate of fat loss. Let's just say, that the clients that had been going to Slimming World for years, where some of my hardest clients to achieve results with. Their metabolisms had been destroyed. I often describe my nutritional approach as the exact opposite to Slimming Worlds. I noticed patterns in the failure rate, as in the clients who quit before achieving results. I noticed that a lot of clients went through the same struggles on a day to day basis. One of my early findings, was that health workers, like nurses and care workers, had some of the worst health I'd seen. And what did they have in common? They all worked in the health industry. This led me to realise that their jobs are most likely the reason behind their poor health and weight issues. I was recently listening to a radio debate about the current obesity epidemic in the UK, and one of the top women from the NHS was on, defending the help that they give people to lose weight. I can't remember her name, but I can clearly remember a remark she made. "All people have to do, is eat less and exercise more, it's really that simple!" She had me furious at the time. Getting paid probably over £100k a year of tax payers money, to make statements which she clearly knows f all about. Although, I'll be brutally honest with you here, before I began learning about fat loss, I did think everyone was fat due to being lazy and eating too much. 5 years and a whole lot of investigating later, I now have a very different idea on it.

Since I began this journey, I have learned two types of fat loss approaches. A scientific fat loss approach. And a 'real life' fat loss plan. Both actually get the same results, one just takes a lot longer than the other. Almost every program out there will sell you the scientific fat loss plan, as it gives the quickest results. And if there is one thing I have learned, people are impatient. As I'm writing this, on the 10<sup>th</sup> of November, 2017, two houses nearby me have their Christmas decorations up. I mean, my gawd, how impatient is that? People want everything instantly, and will pay more, and select an inferior product, if it promises to arrive quicker. If I'm selling you an honest, real life, fat loss program, and telling you that it will take you about 6 months to a year, to achieve great results. And another guy is selling a scientific fat loss program, which promises you amazing results in 12 or even 8 weeks, and it costs more. Which one do you purchase? It's extremely hard to bypass the rapid results promise, and go for the program that will take 3 or 4 times longer.

You see, I know the perfect fat loss plan, according to science that is. The best training and nutrition regime there is for fat loss. I know it. It will get anyone amazing results, if they stick to it. And that's the key. If they stick to it! And most people don't. A little thing called 'life' gets in the way. I only learned this, after teaching so many clients the best, scientific fat loss program, only to watch over 80% fail with it. And so over those first 18 months as a trainer, I ended up learning so much from my real life clients, that I have totally scrapped the chicken broccoli and rice meal plans along with the crazy training regimes, and replaced them with a 'real life' approach, that people can customise to suit them, based on their own daily lives and current situations.

I have also spent a lot of time over the past 4 years, learning about healthy eating and nutrition for fat loss. This year in particular, the amazing results that one of my clients achieved with a different nutritional approach, lead me into experimenting this approach on myself. This new approach helped the client achieve some fantastic and life changing results, burning off over 53 lbs of pure body fat with a total weight loss of 65 lbs. Like absolutely everything, this nutritional approach has positives and negatives. I have adapted it to help eradicate the major negatives, and what I have come up with, is an approach that I feel, will get a far greater amount of people results, as it ensures that they stay on track long enough to achieve the goals they long for. My mission is to get the majority of people great results. Not the minority of people fast results. I've combined everything I have learned from the 1000 client consultations, everything I have learned through my own experience with nutrition, my constant questioning and logical thinking, and come up with, the Maxx Life, 'Real Life' Fat Loss plan. I hope that you thoroughly enjoy this audio, take in all the information and make your own personal judgment on it. Don't be afraid to question any of it. If you have any questions on it, or even disagree with anything, please drop me an email or a message, as I'm always up for a little light debate. But approach with caution, I did received an award for top debater in school LOL. It's all about the logical approach.

Much of the information in this audio isn't an exact science, nor have they been scientifically proven. Many are simply my own findings. Any opinions I give are not intended to cause offence to anyone, they are simply to educate anyone listening, about the way I see each of the different topics discussed. So without further ado, let's get on with Anto Maxx's, Maxx Life Real Life Guide To Fat Loss.

## **Chapter 1**

So you want to change your body shape? Lose a bit of weight and maybe get a bit fitter and healthier as you go. Well, I'm pretty sure you already know, that what you eat is going to have a major effect on how your body changes. When it comes to fat loss, nutrition really is the key. Unfortunately, the fitness and weight loss industry is mostly filled with bullshit advice. I learned this the hard way, following a lot of different nutritional approaches and meal plans. But it was the meal plan from one particular trainer, a guy I hired online, that had me losing a load of weight, but not in a good way. I was over the moon at how fast the scales were dropping, but looking back at myself, I just looked sick. I see this happening to people everywhere. Bad advice, picked up by trainers and regurgitated to their clients. When clients hire a trainer and invest their money, they are going to follow the trainer's advice, no matter how crazy it may seem. They've already invested their money, so they need some sort of return for it.

My take on nutrition has changed greatly over the past few years. It has been a combination of learning about how the human body works, particularly in relation to energy and survival. Experimenting a lot with different nutritional approaches, learning a lot from my clients, and also getting older. Yes, even just getting older has caused my approach to fat loss to change. As you get older, you really start to appreciate the small pleasures of life. Taking the kids out for ice-cream, and just getting a green tea for yourself, cause your 'not allowed' a desert. It's not in your plan. Screw that, at 35, you soon learn that the memories of having an ice-cream with your kids, is worth more than avoiding the 200 calories it adds to your daily intake. That enjoying a drink out with friends, is more important than the crazy meal plan you're trying to stick too. Two of my kids birthdays fall in January, the month were we are all trying to claw back after an indulgent Christmas. For the last so many years, I've never ate any of the sweets or cake, as I'm so called "being good". It's my kids birthdays for crying out loud. I'm having a slice of their cake with them from now on. There were kind enough to invite me to their party after all LOL.

It's often been a common trait of mine, to get very technical and in-depth when discussing the topics of nutrition and fat loss. I'd write detailed lengthy articles about all the ins and outs of nutrition and weight loss, usually just boring the tits of most people. So I'm going to try and keep this one interesting, short, snappy and to the point. It's not my intention to overwhelm you with masses of information, leaving you more confused at the end of this audio, than you are now. However, the goal of this audio is teach you, everything you need to know, so that you can achieve your fat loss goals, while still enjoying life. Ultimately, that is the key to sustainability and long lasting results.

## **Chapter 2: Weight Loss Factors**

There are several factors, that if you have a very basic understanding off each, you will achieve much better, longer lasting, weight loss results. How the human body works in relation to survival. Energy. Macros. Training. Causes Of Fat Gain. And factor 6, Failure With Fat Loss.

These are the 6 different elements, that I believe makes up a good foundation of knowledge for weight loss. There are loads more other factors that fall outside these categories, but for now, we'll start with these 6.

### **Learn, Don't Follow**

"Give a man a fish, and he'll eat for a day. Teach a man to fish, he'll eat for a lifetime". "Give a person a meal plan, they'll lose a bit of weight (and probably gain it back). Teach a person to lose weight, and they will stay lean for life". Firstly, before we even get into the factors of weight loss, you have to be willing to learn. If you're not, expect to be yo-yo dieting for the rest of your life. Think about anything that you are really good at, your profession for instance. Somewhere along the line, you took the time to learn, and now you're great at it. Same with this. Put a little time in learning, questioning what you don't know, and paying attention to how your body responds to new changes. Become your own project. Run a test on yourself, track the outcome correctly and learn from the experience.

### **Chapter 3: Factor 1: Survival**

This could possibly be the most complex section, so please stay with me on this one. We are born survivors. The human race has survived for tens, maybe hundreds of thousands of years. In the hottest and coldest of climates, through-out famine and drought. 1lb babies, born 10 weeks premature, can fight and survive, and go on to thrive into the healthiest of human beings. When we are born, our body has one priority. To survive. Our mind can lead us to greatness, but our body's role is simply to survive, so that we can reproduce.

The techniques our body uses to survive, how it quickly adapts depending on the current situation, is unbelievably amazing. How we see the world through our eyes, and how our body views the world, are very different. We see a world with no shortage of food. If we want to eat, we usually can within minutes. Our body on the other hand, doesn't know that we have online shopping, fast food delivery and a water tap with constant supply. It thinks that we still hunt for our food. That we pick fruit from the trees and vegetable from the ground. There are still many tribes around the world that do hunt and gather food. And every human body, is armed with a full arsenal of techniques and adaptations, that ensure your survival. If food supplies run low, the body can adapt and survive for an incredible amount of time. The human body is one of the most versatile, adaptable and sophisticated survival organisms in the universe. The human body can survive for up to 4 days without water, and up to 2 months and beyond without food.

Do you remember the big snowfall and -17 degree temperatures in Ireland, a few years back. Imagine you lived 1000 years ago, and that same winter hit. Too cold and harsh to go out and hunt. Most animals in hibernation, lakes frozen over so no fishing. Crops killed by the cold temperatures. Food would be at an absolute scarcity. Yet, humans survived. The body adapts to the situation. And it is in understanding some of these adaptations, which will help you understand weight loss better.

#### **Slowing Down of Metabolism (Metabolic Adaption)**

You've most likely heard of the word "metabolism" before, but might not be 100% sure exactly what it is. Your metabolism, is the speed at which your body burns energy. We all know the tall lean people who never seem to be able to sit still, can eat like a horse and still never put on weight. In most cases, these people are Ectomorphs, and usually tend have a naturally high metabolism, meaning their body is constantly burning calories or energy at a fast rate.

Cars are a great example to explain how our metabolism works. I know very little about cars, but because they use fuel for energy, just like us, they are a great metaphor that I use often, to help explain how our metabolism works. A fast car with a big engine, like a 3.0 litre, that is heavy as hell on the juice, would be like having a high metabolism. It requires a lot of fuel, but it gets the job done quickly, and has a lot of power. Owners of these big gas guzzlers, often find themselves filling up the tank with fuel a lot, just as people with high metabolisms, have to regularly eat to fill their bodies with fuel.

Next, we have the wee Micro's, with 1.2 litre engines. The kind of car your granny would drive. Put your foot down on the gas and you'd still struggle to overtake a cyclist. These cars take forever to get going and use very little fuel. Well, that's just like someone with a slow metabolism. Often tired or lethargic, the opposite to a busy body, and doesn't need to eat much food to fuel their activity. Now, imagine you had a large tank of fuel that you needed to get rid of. Which car would you choose? The one that burns energy quickest. So if you wanted to burn body fat (our form of stored fuel), what type of metabolism would you prefer? Correct, as fast a metabolism as possible. And the good news is, you can have a fast metabolism. You just need to learn how it works, and how to speed it up.

### **How Your Metabolism Works**

Your metabolism is one of your body's best mechanisms for ensuring your survival. Again, to understand it all, you must imagine yourself living 1000 years ago. Imagine there was a food shortage. It's winter, or a famine, or you're stranded on a desert island. If your body did not slow down the rate at which it burns energy, you would quickly burn away all your fat and muscle stores and perish away. So when your body senses the threat of energy shortage, it begins to put the brakes on, by slowing down your metabolism. And the opposite effect also happens when there is plentiful of food and nutrients. When your body senses that there is no longer a shortage of food, it speeds up its metabolism, giving you loads of energy to go about your day, as it no longer fears running out of food.

This is how your body reacts to the amount of energy you feed it, to ensure you survive and thrive. And we follow this pattern too. Here's a simple metaphor I often give people, to help them understand the metabolic adaptation. Imagine the rate at which you spend money, is equal to the speed of your metabolism. The faster you spend money, the faster your metabolism. And the slower you spend money, the slower your metabolism. Now imagine you lost your job! Would you continue to splash out money on things you didn't really need, or would you tighten up on your spending. In order to survive, you would only spend what was absolutely necessary. Which is just how our body works during times of famine. Now imagine you won the lotto, would you still spend cautiously, or would you go crazy and live life to the Maxx. Our body works exactly the same, when there is plenty of food and nutrients available, it gives you the energy to go crazy.

### **Starvation Mode**

You may have heard of the term, 'starvation mode'. There is a lot of debate about whether there is such a natural starvation adaptation or not. For me, I think 'starvation mode' describes the adaptations your body makes when nutrients have been in short supply for quite some time. Starvation mode, otherwise known as long-term under-eating, is a real problem among many people today, and a very common

issue too. The natural starvation response kicks in, when a person has been consuming around 40-60% of the calories they need on a daily basis, for about 2-3 weeks or longer.

On average, about two thirds of the calories a person requires on a daily basis, are needed just to keep that person alive. This is also known as your BMR, Basal Metabolic Rate. Your BMR is the amount of calories required for all the essential processes for life, such as heart beating, breathing, creating new skin cells, new blood cells, building and maintaining muscle tissue, all require energy. Even thinking requires energy. A human brain alone requires around 300-400 calories per day or 20% of a persons BMR. In other words, if you lay still for 24 hours, your body would require around 1200-1300 calories if you're a woman, and 1800-2000 calories if you a man. That's how many calories you need for doing absolutely nothing. These are average figures of course, but would cover about 80% of the population.

So if you normal routine is to only consume around half of the calories that your body requires on a daily basis, then you are essentially 'starving' my friend. Over 97% of the clients that I consult with for the very first time, are undereating by at least 40-60%, and are in starvation mode. This is where the origins of most fat loss problems begin.

### **Starvation Mode Without Being Starving**

Here's the thing, you don't have to be starving, to be in starvation mode. As stated, almost all of my starting clients, are in or near starvation mode, and when I mention it to them, many say, "but I never feel hungry". Hunger is the body's natural way of communicating with the conscious mind, that nutrients are required. However, there are many circumstances when our body requires nutrients, but we don't feel hungry. And contrary to that, there are also circumstances, when our body does not want any more nutrients, yet we continue to feed it. If the feeling of hunger worked like a light switch, turned on when nutrients are needed, and off when nutrients aren't needed, things would be a lot easier. But the natural hunger response is controlled by hormones, and is a lot more complex than on or off. When the body's natural hunger response has adapted to coincide with your daily habits and routines, the outcome can be very damaging.

Here's a few examples. Imagine you hadn't ate food for a day. You're out hunting with the other people from your tribe, to kill a much needed wilder beast. You require a lot of concentration for the task, and the lives of your family and yourself are at risk. If your body was to make you feel crazy hungry, you would easily lose concentration, feel low on energy, and end up catching nothing. Instead, our body has evolved, to suppress hunger in times of concentration and activity. It will patiently wait, until you are less active or involved, and then it will sends the hunger signals for you feed.

Now, let's fast forward out of Paleolithic times, and into our modern society. We may not be hunting to save our lives, but many people are living a life, so busy and pre-occupied, that they don't have the time to think about eating. A very common routine I hear, particularly from female clients is; "I normally skip breakfast, maybe a coffee, but I've no time in the morning. I get up at 7am and have to get the kids ready for school, then leave the house for work at 8. Work is normally hectic, so sometimes I'll grab an apple and a cup of soup, but not eat much else really until I get home. The boss usually asks me to stay on late, so I get home around 7. Then I open the cupboards and eat everything in sight."

This is a very common routine that many mums these days have. Rushing in the morning to get themselves ready, the kids ready, their breakfast ready, kids lunches, and a face of make-up on. Taking the time to cook and eat their own breakfast, often isn't a priority, and easily skipped. A guy's routine is usually somewhat different. Wake up, washed and dressed, breakfast and then leave for work. Not all guys, but in general. Although another common routine for guys is; wake up, get dressed, leave for work, stop off at filling station and buy greasy breakfast and a coffee, arrive in work.

Back to the first example. The too busy to eat, hardworking mum has hardly fed her body all day, as she has been so involved in life and work. Her body has sat patiently, waiting, but now that she's home and has 20 minutes to herself, the feeding must commence. But she doesn't just feel hungry, she's hangry. Hangry is being so hungry, you're nearly angry LOL. No time to cook, feed me nowww grumbles the stomach!! And the woman just eats the quickest thing they can grab, and doesn't stop until the packet is empty. A Chinese, McDonalds, packet of biscuits or buns, large bar of galaxy, just whatever can be grabbed out of the cupboard. Once the feast has finished, she sits on the sofa with their slow metabolism and the fat storage begins. A very common routine that causes many people to gain weight in a short space of time. Obviously this isn't the routine of every busy mum, but I do hear this one a lot. Here's the thing, when you're in starvation mode, and your body sends the hunger signals to eat, the choice of what you would like to eat, almost goes out of your hands. You're that hungry, that you simply just eat the first thing in sight. The most convenient foods, that require practically no preparation time. And when we're hangry, we're often attracted to sugar based items, as the body can digest them quicker and easier. The human body is one highly sophisticated organism, far more sophisticated than we give it credit for. If we actually realized how utterly amazing our body is, we would treat it like a temple of worship.

### **The Damaging Effects Of Starvation Mode**

There are so many damaging effects to being in starvation mode. Firstly, if you aren't feeding your body the energy it needs, then its going to do its best to hold onto its energy reserves. That's your fat stores. How does it do this? Lowers your metabolism of course. Instead of losing fat, every time you have a weekend binge while in starvation mode, you'll very easily store more fat.

If you're not eating enough food, then your most likely not getting enough protein to survive. So what will your body do then. Break down your muscle into protein and use that, lowering your metabolism further, making you weaker, flatter. Have you ever seen someone who has lost a lot of weight, but they look more sickly than healthy. That's because they've lost a large amount of muscle and lost shape to their body or face.

In starvation mode, you feel tired a lot of the time. It's your body's way of making you conserve its energy. If you're not consuming much energy, it would not be efficient of your body to make you feel alive and kicking. Remember, its all about survival, and wasting energy when there is a shortage certainly won't last too long.

Another damaging effect of being in starvation mode or under-eating, is having a lack of micro-nutrients, vitamins and minerals. It's vitamins and minerals that are the oil in our engine, and when they are

scarce, the engine will start to malfunction. LOL, it's as good a way to describe it. Simply put, under-eating leads to poor health.

### **Other Factors Of Metabolism**

So that's the basics of your metabolism and why it adapts, depending on your current situation. There are other factors that also contribute to your metabolism. Age is one. As you grow older, your metabolism will slow down naturally. At some point during our twenties, our metabolism takes a nose dive. This time period varies greatly from person to person, but for most people, it happens around the age of 25-30. As children and teenagers, we usually had all the energy of the day, could eat crap and drink alcohol until it came out of our ears and we still wouldn't put on a great deal of weight. Try your early 20's diet in you late 20's, it has a whole different effect. You're now burning calories much slower, which makes gaining weight a lot easier. And your metabolism will only continue to slow down naturally, as the years go by.

Another major factor that determines the speed of your metabolism, is the amount of muscle you have. Muscle is metabolically active. The more muscle you have, the more calories your body burns in a day, just to maintain that muscle. That's why weight lifting is the best form of exercise for long term fat loss. Excessive cardio on the other hand, causes you to lose muscle, and thus, lowering your metabolism. Cardio is good for short term fat loss but can often end up causing long term plateaus, leaving the person very frustrated as the results they are achieving is not matching the effort they are putting in. We'll get into all this in more detail later. And yes, even for women, weight lifting is the best form of exercise to burn of body fat and keep it off. For now, just know that more muscle causes a higher metabolism, and less muscle requires a lower metabolism. The main reason a man needs more calories than a woman, on average, is simply because men have more muscle. On average, we're also slightly larger, which is also part of the reason too.

The last factor affecting metabolism, at least that I can think of now, is keeping your body in good health. A plentiful supply of vitamins and minerals, plenty of proteins and energy, as well as water and sleep etc, will get your body and organs working to their full potential. Your thyroid gland plays a major role in regulating your metabolism, so helping keep it in good working order, will help you greatly towards operating with an optimal metabolism.

To sum up this section on metabolism, the higher your metabolism, the faster your body will burn energy and body fat. The less you feed and look after your body, the lower your metabolism will drop, and thus the slower you will burn energy. There is another point that I will be coving later on, under "quality of food", but want to add it in here. Increasing your food intake over a period of time, will help increase your metabolism, but only if the food is good quality. If you were to increase the amount of food you ate with Chinese take-aways, Mickey Dee's and donuts, your metabolism wouldn't increase, it would probably decrease. So it's really a case of increasing the amount of good healthy nutrients you consume.

## **Muscle For Survival**

When we think of muscle, we think of two purposes. To help us move our body or objects, and to make us look good. But our body has a more practical use for muscle. To our body, having more muscle than is required for daily activity, is inefficient, as excess amounts are a drain on energy stores. Our body has two better uses for muscles. Firstly, muscle is a stored form of protein. Your body requires a certain amount of protein every day, just to keep it functioning correctly to keep you alive. Try and remember a time when you were very sick and couldn't eat for days. You weren't feeding your body any protein as you weren't consuming any food, however, it still needed protein to regulate your metabolism, create new skin cells, new blood cells, and new anti-bodies to fight of the sickness. Since you weren't consuming any protein, your body had it stored away, ready to use just for a time like this. Just as our body uses protein to build muscle, it can break down muscle back into protein (well, into amino acids, the molecules that make up proteins). Thankfully, because it was able to do this, you were able to survive your sickness and make a full recovery.

Another use your body has for protein, is that it can convert it into energy. Yes, not only does your body convert body fat into energy, it can also convert muscle into energy. And it will very happily do it, if it senses an energy shortage. Remember, muscle is metabolically active, so if our body can break it down for energy, saving your fat stores while also lowering your metabolism, it's a win win situation for your body, as this will help ensure you survive longer.

## **State of Catabolism**

Our body actually breaks down and builds muscle every day. However, exposing your body to severe energy demands, will cause it to go into a state of catabolism. This is when the body changes to burning more muscle than stored fat for energy, to conserve its body fat stores. Turning catabolic is common among endurance athletes, particularly long distance runners and cyclists, which can be very evident by looking at the natural physique of a seasoned marathon runner. If you're looking to burn body fat, putting your body into a state of catabolism is not a way you want to go, so just be careful of the amount of cardio or calorie deficit you put on yourself. We all know that woman who eats very little food and does a lot of running or cardio exercise, and they are sickly skinny. It's because their body spends a lot of time in a catabolic state and most of muscle has been burned for fuel.

## **Survival Conclusion**

Fat loss is a battle between you and your body. We want to have very little stored body fat and we want to have more muscle that we really need. Your body on the other hand, want's plenty of stored body fat to keep you alive in situations of famine, and just enough muscle to allow you to hunt well and stay safe. It doesn't care if your abs are showing, your glutes are nice and round or if your biceps look big. In our society, women have evolved to be attracted to men with money and potential. This will ensure that

the woman and her kids will survive, it's a survival instinct. And I'm not saying that all women are just after men for their money. I'm simply explaining the survival instincts that our bodies have built in, and how they take control of our choices with everything. In other less civilized races in the world, women are attracted to a man by his hunting skills. Again, a survival instinct of those women. No point being attracted to a man who has the looks, but is afraid of spiders, and living in the jungle. The family won't last too long.

So as you embark on a fat loss quest, understand that your body has probably got the opposite goals to you, and it won't be out smartened with some silly fad diet or program.

#### **Chapter 4: Factor 2: Energy**

Understanding energy, what it is, and what our body does with it, is a crucial key to achieving fat loss goals.

Body fat is stored energy. To drop body fat, you simply need to get rid of energy. I say "simply", because the law behind it is simple. However, the actual process can be anything but simple, when you don't know everything you need to know.

OK, body fat is stored energy. And we measure it in a unit known as 'calories'. 1lb of body fat contains approx. 3500 calories of stored energy. So to burn off 1lb of body fat, in very simple terms, you would need to burn off 3500 calories more than you consume, creating a 3500 calorie deficit. When you are burning more calories that you are consuming, your body must find the extra energy needed from somewhere else. Thankfully, your body has fat stores to turn to, to keep you going until you are able to consume more energy. And that is how fat loss is achieved. Create a calorie deficit, more calories burned than consumed, and your body has to find the extra energy needed from somewhere. It can't decide not to release the extra energy that you require. It must do it. It's a universal law. And it's one of the 2 most important laws that you need to know, in order to achieve lasting fat loss. The other important law, is the exact opposite. If you consume more energy than you burn, your body has no other choice, but to store the extra energy as body fat. It can't decide to make it disappear into thin air. It can't shit it out. It must store it as body fat. So if you have ever gained excess body fat, it simply means that your calories consumed were greater than your calories burned, over a period of time.

Let's simplify this fact into one very simple statement. "Calorie deficit = weight loss, calorie surplus = fat gain." Many people find it difficult to believe that there isn't something more to it than that, but there isn't. That's the equation. That's the universal law of energy in a closed system, like a human or animal. Now of course there are loads more factors to consider when trying to lose fat, but in its simplest form, the calorie equation is what it always boils down to.

Note how I said "weight loss" for calorie deficit, and "fat gain" for calorie surplus. If you create a calorie surplus, your body can only store the excess energy as body fat. But if you create a calorie deficit, your body can release the extra energy by breaking down your muscle, just as it can release energy from your

body fat, so we call this "weight loss", not fat loss. If you burn off muscle for energy, you're not losing fat, but you are losing weight. Weight loss isn't always a good thing, and with the many crazy diet fads and programs about these days, weight loss is more often a bad results, as many approaches cause more muscle loss than body fat loss. However, this occurrence is a bit complex, so we'll discuss this at a later stage.

### **How Much Energy Do You Need To Lose Weight**

We all have very different energy requirements. A woman generally requires less energy than a man, however this is not necessarily because of gender. Due to your metabolism slowing down naturally through-out your life, you require more energy when you're young, and less and less as you get older. The more muscle you have, the more energy you require. The heavier you are, the more energy you require. About two thirds of the energy your body needs each day, is solely required to keep you alive. The remaining one third approx., is needed for your daily activity. But we also have very different energy requirements for activity too. A person who sits at a desk for 8 hours a day, needs a lot less energy than a person laboring on a building site. A person who trains several times per week, needs more energy than a person who doesn't. There is a lot to take into consideration when calculating your energy needs.

Fortunately, these days, calculating calorie or energy requires is very easy, as there are many accurate calorie requirement calculators available online. Try IIFYM.com (If It Fits Your Macros), I find the calculator there quite precise. You input all your details, answer a few questions about your daily activity and training routine, and it calculates how much energy in calories you need on a daily basis. However, do know that the figure you get is a calculation based on the stats you entered, so it isn't always exact, but it will give you a really good starting point. Now that you know your daily calorie requirements, you can easily start creating a calorie deficit (less calories consumed than required) to lose weight.

On average, the daily calorie requirements for most women is between 1800-2200 calories, and for men, it's between 2500-2800 calories. These are my own findings from calculating calorie requirements for over 200 clients. Government recommendations are 2000 calories for a woman and 2500 calories for a man on average, so they aren't that far away. I also made another discovery from all my client consultations. That is, most women that come to me, over 85%, consume between 900-1200 calories per day, exactly half of what their body needs, and this is the very reason most struggle to lose weight. The majority of guys that I have consulted with, regularly consume between 1200-1800 calories daily. How did I come across this finding? Simple. The first thing I do is get all my clients to give me a food diary of what they eat. Then I simply add up all the calories and find the averages. I must stress, these are my own findings for people that come to me looking to lose weight. They don't represent the population as a whole. I would imagine that a person with a lower percentage of body fat, would not fit in with my findings.

The first chapter on Survival, explained why excessively lower calorie consumption, is the cause of fat gain and reduced fat loss. I'll discuss more about all this later on as well, as it is so important to understand, if you want to achieve lasting fat loss goals.

## **Energy In Food**

Food contains energy, and it's also measured in calories. 1g of protein contains 4 calories. 1g of carbs contains 4 calories. 1g of fat contains 9 calories. So foods high in fat contain the most calories. Don't think I'm saying that fats are bad, they aren't. They are actually really good. They just contain more calories than proteins and carbs.

What you need to know about energy and foods, is that different foods contain different amounts of energy. 100g of coconut oil is 900 calories, 100g of nuts are around 600 calories depending on the nuts, 100g of beef around 200 calories, 100g chicken around 140 calories, 100g potatoes around 77 calories and 100g of broccoli is around 36 calories. All the exact same quantity, but very different amounts of energy.

Here's a little thought for you to think about. Imagine you had a Big Mac meal with 1100 calories for lunch. Then a Chinese take-away, chicken curry with chips for instance, 1800 calories for dinner. That's 2900 calories of energy approx. Then, the following day, you had a healthy chicken salad wrap and apple for lunch, 450 calories, and salmon with broccoli and sweet potato for dinner, 500 calories. You've consumed 950 calories, 1/3 of the energy of the previous day. Which day do you think you will actually feel like you have the most energy? This example outlines how our body doesn't just want food quantity, it wants food quality. We'll cover this in much greater detail in the section under Food Quality.

## **Energy Conclusion**

So that wraps up energy. If you're looking to burn off body fat, you're looking to get rid of excess energy, so knowing a little about energy will certainly help you. And it all boils down to the 2 universal laws that we discussed a short while ago, energy deficit = weight loss, energy surplus = fat gain. And I'm just going to throw in a little hint here; a controlled and sensible energy deficit = fat loss. So that means, at a sensible pace, not so fast that your body feels it needs to adapt quickly and fight back.

## **Chapter Factor 5: Factor 3: Macros**

I've wrote a lot about macros in the past, and often end up waffling into great detail, but I'm going to keep this simple, quick and easy to understand. A lot of people hear the word "Macros", and wonder what it is. Macros is short for macro-nutrients, the nutrients you need in large quantities. They fall into 3 categories, proteins, carbs and fats. I'm guessing you've heard of them. There is another nutrient that could possibly be considered a macro, and that's fibre. Although fibre is contained within carbohydrate foods, I like to treat it as a separate macro-nutrient because of its health benefits. Macros wee sister is

"micros", short for micro-nutrients. These are the nutrients you need in very small quantities, which are vitamins and minerals. But if you just concentrate on macros and healthy foods, the micro's do take care of themselves.

Here's a quick rundown on each of the individual macro-nutrients and their role for your body.

### **Protein**

- Proteins are the building blocks for your body. Every cell you have, is made with protein. Skin, hair, blood, bone, muscle, organs, nails, they are all built and rebuilt with proteins.
- Protein can also be used by the body to produce energy
- Muscle tissue, which is built with proteins, can be converted back into proteins by your body
- Protein has a thermal effect of about 30%. That means 30% of the calories provided by the protein, is actually required to digest it. Helpful for someone looking to create a calorie deficit.
- Main sources of proteins are meat, fish and eggs.
- Lean proteins contain little fat and thus lower calories, like chicken, white fish and egg whites
- Some proteins are high in fat, therefore higher calories, like rib-eye steak, whole eggs, chorizo and oily fish like salmon and mackerel.

### **Carbohydrates**

- Carbs are a source of energy, and your body's preferred source of energy.
- Carbs do not create any cells in the body, they simply provide energy.
- Carbs are a sugar based energy source, broken down into blood sugars.
- Simple carbs can be digested quickly, providing energy to the blood quickly.
- Complex carbs take a bit longer to be broken down before providing energy to the blood.
- Carbs have a thermal effect of around 10%, meaning they require about 10% of the calories they contain, to digest them.
- Sources of simple carbs are fruit, sugary sweets, sugar, energy or soft drinks
- Sources of complex carbs are oats, potatoes, rice, pasta, bread

## **Fats**

- Fats are also a source of energy for the body.
- Fats are a much denser energy compared to carbs (and proteins), with more than 2 times the calories per gram.
- There are 4 different types of fats;
  - Saturated fats: These mostly come from animals like meat and dairy products. Also coconut oil which is the only plant food source of saturated fats that I know off.
  - Unsaturated fats including poly and mono unsaturated: These are known as the healthy fats. They mostly come from plant sources, such as nuts, seeds, olives and avocado. They are also plentiful in oily fish like mackerel and salmon.
  - Hydrogenated Trans Fats: These are the dangerous, man-made fats, that can cause some serious damage to your body. They allow manufacturers to create produce with a long shelf life and artificial tastes. Products such as margarine, pastries and cakes, chips.
- Fats have a thermal effect of 3%, so they only require 3% of the energy they provide to digest them.
- Fats digest much slower than carbs.

## **Fibre**

- Found in foods with carbohydrates.
- Fibre contains 4 calories of energy but it is not digested by the body.
- Fibre helps the body digest food, then it is excreted
- Fibre expands in the stomach making us feel fuller.
- Fibre is excellent for digestive health.

## **Nutrient Pro's and Con's**

OK, we've covered the roles of the different macro-nutrients. Now for the pro's and con's. Each macro-nutrient has advantages and dis-advantages, especially when it comes to burning fat. The roles of the nutrients are based on scientific fact, however many of the pro's and con's are what I have found out

from real life study. I have studied nutrition in-depth over the past few years, testing many different nutritional approaches and learning from my own experience.

## **Protein**

### **Pro's**

- Building and repairing muscle and maintaining a good healthy body
- Regulates metabolism
- Highly thermogenic (30% of calories are required to digest it)
- Makes you feel full
- Lots of delicious sources like steak, chicken and fish

### **Cons**

- Not a convenient nutrient as most sources require cooking
- A diet too high in protein, forces your body to use protein more often for fuel, thus causing it to become better at burning protein and better at breaking down muscle, leading to more muscle loss.
- A diet high in protein makes your farts absolutely stinking.
- Expensive to purchase
- Varies greatly in quality, with the market flooded with a lot of poor quality, cheap manufactured meats, eggs and farmed fish.
- Cheaper products can contain anti-biotics and other production chemicals

## **Carbs**

### **Pro's**

- Provides great fast energy to the body, especially good in times of high activity
- Often very tasty
- Lots of convenient sources such as fruit, breads and sweets
- Cheap to purchase like bread, pasta and rice.
- Whole sources often have lots of micro-nutrients

- Good sources contain fibre which is great for the digestive system

#### **Cons**

- Very easy to over eat.
- Often doesn't leave you feeling satisfied, and often followed by picking.
- Can lead to sugar cravings
- Can often cause digestion issues and bloating.
- Can often lead to energy slumps
- Good sources can often lose their goodness after cooking, e.g. potatoes into chips

### **Fats**

#### **Pros**

- Very slow releasing energy, keeping you full for a long time
- Unsaturated fats and Omega-3 fatty acids, have lots of great health benefits
- A diet high in fat can make your body better at burning fat as a fuel, leading to increased fat loss
- Many fats are very tasty
- A diet high in fat can greatly reduce cravings, particularly cravings towards sugar

#### **Cons**

- Hydrogenated fats are extremely bad for your health
- Fats are high in calories and over consumption can easily lead to a calorie surplus
- High fat diets can often be lacking many nutrients
- Diets high in fat can be low in variety.

### **Fibre**

#### **Pros**

- Great for digestive health

- Expands in the stomach making us feel fuller for longer

#### **Cons**

- Can often leave us feeling bloated.
- A sudden increase of fibre in a person's diet can cause regular curry like poops until the body adapts.

### **So How Much Of Each Macro-Nutrient Do You Eat**

OK, now that you know about the different nutrients, how do you put that knowledge into action to get the results you want. Easy, combine what you know about energy and macros together, and come up with a plan that is right for you. So far, you've learned that you require a certain amount of energy each day, and also that the nutrients in our foods, contain energy and in different amounts. Proteins and carbs both contain 4 calories per gram while fats contain 9 calories per gram. So what do we do with this information? Well, we calculate your total daily calorie requirements, that's the amount of energy or calories that you need each day (TDEE: Total Daily Energy Expenditure). Then break down the number of calories you require, into the amount of proteins, carbs and fats you need to consume each day, and you have your macros.

#### **Calculating Macros**

This process is called calculating macros. How the actual calculations are done, is simple math. However, the percentage ratio you use for protein, carbs and fats, is very important. This is the part that has the most debate, bad information, illogical and bad practices by many fat loss diets, programs and trainers. There are 3 macro-nutrients, the 3 we just discussed, and they must make up 100% of the calories that you consume. The percentage breakdown you use for the different nutrients, will be a major determining factor in the results you achieve. Your nutrient breakdown will determine things like how you feel, look and how your body adapts.

Let's look at an example here, to illustrate how macros are calculated.

30% Protein, 40% Carbs, 30% Fats = 100%

Let's say you're a woman who needs 2000 calories per day. Let's calculate the proteins, carbs and fats you need. Protein, 30% of 2000 calories is 600 calories. There are 4 calories in 1g of protein, so you need 150g of protein a day, to make 600 calories of protein. Carbs, 40% of 2000 calories is 800 calories. There are also 4 calories in 1g of carbs, so you need 200g of carbs per day, to make 800 calories. Fats, 30% of 2000 calories is 600 calories. There are 9 calories in 1g of fat, so you need 67g of fat to make 600 calories. The macros you need each day are 150g of protein, 200g of carbs and 67g of fats.

This ratio split is just an example, it's not what I am specifically recommending for you. I outline in detail the different nutrient ratio splits and which split I personally use and recommend, all in part 2 of this fat loss guide.

## **Tracking Macros**

OK, now that you know how to calculate the macros you need on a daily basis, what the hell do you actually do with these figures? Now comes the real learning part. This is the part that so many people want to avoid, but it's one of the most important elements to achieving lasting results, for several reasons.

Tracking macros is the term given to counting up the number of grams of proteins, carbs and fats that you consume each day. For many people, it's quite a daunting task when they first start tracking macros. Tracking macros is done by entering all the food and drink you consume, into an app on your phone. There are a few different apps that can be used, with the most popular being My Fitness Pal. My Fitness Pal is the app that I would use and recommend, although it has one major flaw. Any user can add foods to their database, which has given them a massive database of about 5 million different entries, many being duplicates for the same food. Trouble is, the majority of nutritional data for the foods are wrong, due to human error, and this can lead to incorrect macro tracking from the beginning.

The main purpose of tracking macros is to '*learn*'. It's one of the best learning tools for nutrition. It will teach you how many calories you eat on average per day, so you will learn quickly if you are close to starvation mode or not. It will teach you the average amount of each nutrient you consume. Some very common findings my clients make after using MFP for a few days, is that they eat a diet high in carbohydrates, around 70%, or they eat a diet low in protein, around 10-15%. In most cases, both apply, high carbs and low protein. MFP also brings to light very quickly, how much fibre, sugar, salt and vitamins a person consumes. All great information for someone looking to improve their health. 1 week of macro tracking will instantly expose the under-lying issues of a person's nutritional habits. Well, it will expose the issues to someone who knows what to look for. When you're looking to make lasting results, you must find the source of any problems first, and tracking macros is by far, the best and quickest way to do it.

Once any problem have been identified, you can proceed to make changes that will fix it the issues. The changes will involve cutting down on certain foods, while increasing your intake of other foods, so that you achieve the nutrient breakdown ratio that you want. So for example, say your diet was very high in carbs and low in protein and fats. You would like to balance this out more, aiming for a macro breakdown of Protein 25%, Carbs 40% and Fats 35%. Firstly, you need to know which foods you are eating, that are high in carbs, so you can limit your consumption of them. Next you need to find out the foods that will help you increase your consumption of proteins and fats. My Fitness Pal teaches you all of this. When you input a food, it tells you exactly how much of each nutrient is in it, as well as the

calories. It's a fantastic learning tool for nutrition, if you take a bit of time, to sit down and learn it. I also recommend reading the nutrition label on most of the foods you eat, again just to learn what they contain.

After 1 week of using My Fitness Pal, many of my clients remark to me, "I can't believe how much calories are in...", or "I know now I'm eating too much [bread], [pasta]" or things like that. In one week, they have already found some of the under-lying problems.

### **Its Just A Learning Tool**

My Fitness Pal is a fantastic learning tool, but that's where it stops. It's not necessary to track macros for the rest of your life. If you were to use it for one month, that would be enough to teach you a great deal about where you currently are with nutrition, and what nutrients are contained in the common foods you eat. Once you have used MFP for a while after making the necessary adjustments to your calories and nutrient ratio break-down, there is not much more need to continue using MFP. After a few weeks of hitting your macro targets, your new nutritional habits will become second nature, and macro tracking is really no longer necessary. Certainly, from time to time, I'll use MFP for 2-3 days, just to find out where I currently am in regards to calories and nutrient breakdown, so I can make any adjustments as needed.

However, as good a learning tool as MFP is, I know trainers who have stopped using it because their clients get too obsessed with it. Obsession is a good thing, especially if your obsession is for achieving success or something great. But obsessing over tracking macros isn't the purpose, and it also isn't the reason I recommend macro tracking to clients. Yes, it helps if you weigh some of your food, so that you have a better idea of how much you are eating, but you don't need to measure everything to the exact gram. You don't need to input every little bite you eat. You don't need to bring digital scales to a restaurant with you, if you go out for a meal. You don't need to weight a squirt of tomato ketchup. Be sensible, not obsessed with tracking macros. And know that it is a short term learning tool about your nutrition, not a long term requirement for fat loss.

### **Meal Plans**

When I started out as a personal trainer, I began teaching my clients how to track macros. I learned so much about nutrition from doing it myself, that it only made sense to teach my clients the same practices. However, I soon found myself being repeatedly asked, "could you not just tell me exactly what to eat?", or "could you give me a meal plan?". So I began making meal plans for my clients. Funny enough, I use MFP to make meal plans. Armed with meal plans, the clients were happy. For about 2 weeks LOL! Variety is the spice of life, and meal plans get very boring and repetitive. Plus they usually don't include much of the tasty, less healthy options that we often crave. After stopping with a meal plan, a person will find themselves right back at square one, no more knowledgeable about nutrition than they were at the start. Actually, they are usually worse off at this stage, because they now think that the only way to lose weight, is by following a meal plan or consuming only those foods on their plan. I wrote a detailed article on this subject, titled "Why Meal Plans Set You Up For Failure!". You can check it out at my website, [GymArmagh.com](http://GymArmagh.com).

As a coach and trainer, I have now returned back to my original methods, teaching my clients how to lean about nutrition to achieve results. Spend a little time and effort creating a foundational knowledge of nutrition and you'll go much further in the long run.

### **Eat What You Like & Stay On Track**

The great thing about tracking your own macros, is that you get to eat what you like. As long as it fits your macros that is. You do of course have to be sensible about the whole thing. In most cases, meal plans created by trainers are usually too strict. And the diets we would really prefer to live on, are usually at the opposite end of the scale. To stay on track with your progress, I recommend finding a good middle ground, with plenty of healthy nutrition and enough tasty food and treats, so that you never feel deprived. Improve your nutrition enough so that you can continually progress towards your goals. Yet don't go all out strict, where you progress at a quicker rate, only to give up down the line, because the amount of chicken, broccoli and rice just got too much. When this happens, you almost always end up retracting your progress back to square one with a complete binge on alcohol and junk food.

### **Flexible Dieting**

"If It Fits Your Macros", is a term often used in macro tracking. It means that if a particular food fits within your daily allowance of proteins, carbs and fats, then you can eat it. For instance, if you wanted to eat a bar of chocolate, and it didn't cause you to go over on your protein, carb or fat targets, then you can have the bar of chocolate and it's all part of your plan. This is what's known as 'flexible dieting'. You get to decide the foods you want, as long as you remain within the macro guidelines. Let's say, it was night time and you fancied some cereal. You've already used up all your carbs, but you have some protein and fats left to eat. Cereal would put you outside your macro guidelines, but foods like an egg, bit of cheese or nuts should fit your macros, as they contain mostly proteins and fats with little to no carbs.

As you get better and better at macro tracking with experience, you'll soon learn how to balance out your foods, so that you aren't left with the situation just described. Another great feature with flexible dieting, is saving up calories to use for a night out. Let's say you're on 2000 calories per day. You're heading out with friends on Saturday night. You can reduce your calorie intake by about 200-300 for the few days before, and the same for the few days after. You've just saved up to 1500 odd calories, that you can consume on the Saturday night, to lighten the effect of the night out on your progress. The great thing about this, is that you don't have to 'start all over again' after your night out. You're still on track as everything was controlled and part of the plan.

### **Macros Conclusion**

Learning about the different nutrients and tracking how much of each nutrient you should consume, is probably the hardest part of the whole process. But with the length of time we spend on our phones, scrolling mindlessly through social media, why not use a little of this time to get to grips with apps like My Fitness Pal, and learn about the food you are eating.

## **Chapter 6: Factor 4: Training**

You can lose weight without training, but with training, it's a whole lot easier and quicker, plus the end result looks a lot better. Not to mention all the benefits for your health and fitness. Most people already know that exercise is a great way to help you lose weight, but many don't know which type of exercise is the actually best for fat loss.

You already know that to burn fat, you must create a calorie deficit. So the exercises that help you create a good calorie deficit, are the best for fat loss. But let's go one step further. You want to burn fat and you also want to keep it off. Therefore, the types of exercise best for lasting results, are the exercises that help burn the most calories over the long term. Let's look at a few types of popular fat loss exercises, their benefits and any disadvantages.

**Running:** One of the most popular exercises for losing weight. It seems to be the starting point for many people beginning a fat loss journey. Running was one of the first places I started also. I mean, it's simple, cheap and you can get started straight away. Actually, running isn't as simple or straight forward as it looks. A lot of people run incorrectly or with bad form, causing themselves a lot of injuries and damage to their ligaments and joints. My opinion on running, is that it's possibly the worst exercise for burning fat. It's the number one sport for injuries according to a study done by American physios. It's good for losing weight, as excessive running (over 45-60 mins approx) can cause the body to become catabolic, burning up muscle tissue for energy and conserving fat stores. Running actually lowers your metabolism, making it harder to create a calorie deficit in the long term. Long distance running also plays havoc with hormones. It can decrease testosterone levels, the muscle building hormone, and increase cortisol levels, the stress hormone. Cortisol causes the body to store fat, thus increased amounts of cortisol leads to increased fat storage. Comparing distance to distance, running only burns 10% more calories than walking, but has a lot more long term negative effects on fat loss. Also, calorie burn from running usually stops very soon after you have finished the run. Like everything, it still has its benefits. Running is good for the cardiovascular system, improving the heart and lungs. It helps increase a person's fitness and health. Running is also far better for fat loss than sitting on the sofa watching Netflix. For many, it's still a great place to start, as it was for me, and a 15-20 minute run isn't going to have much negative effects. But as people get into running, the distances they run become further and further, as we constantly strive to better ourselves. Running is addictive, due to the release of dopamine, the feel good hormone. It feels good to complete a run. To run 5k, then 10k, then complete a half marathon. It feels great to complete a marathon. I felt amazing when I completed a marathon, but I looked absolutely terrible. Flat, weak, gaunt and sick is how I looked at the time, and

that was all down to the amount of muscle I lost, especially in the top half of my body and face. Just know that it does have a lot of negative effects on your body, which you should consider, before making it your main exercise for burning fat.

**Cardio / Resistance Cardio Circuits:** This type of exercise is much better than running, especially when it comes to fat loss. For starters, the workouts usually target your full body, instead of mostly your legs, as in running and cycling too. Resistance cardio means using weights, usually quite light, but sufficient enough to put adequate stress on the muscles and joints. It is the controlled stress put on muscles and joints that causes them to grow and strengthen. The use of light weights in cardio circuits, leads to a greater workload and calorie burn. It can also lead to improvements in muscle endurance. There is a certain type of resistance cardio which is very popular these days, and for good reason too. High Intensity Interval Training, or HIIT for short, is method of cardio that involves working in bursts of high speed, followed by intervals of slow speed or rest. HIIT has some major benefits, particularly for fat loss. Studies show that the calorie burn from a HIIT workout can last for up to 4 hours after the workout has finished. HIIT is also really good for overall cardiovascular health and fitness, and circuit classes can be great fun. Classes are also great for beginners who aren't sure what to do in a gym. HIIT workouts can be very tough, and really only need to last 10-30 mins. And studies have shown that HIIT workouts lasting longer than 30 minutes have no real extra benefit for fat loss in the long run. Just like running, too much cardio training can have negative effects on the body also. Too much cardio can also cause the body to become catabolic, which leads to a lower metabolism. So how much is too much? Well, I find 30 minutes HIIT is optimal, with 60 minute sessions, 4 or more times per week, probably pushing into the 'too much' category for most people. 30 minute HIIT workouts, 4 to 5 times per week is a good fat loss training regime, if resistance cardio is your choice for fat loss exercising.

**Weight Training:** Weight training is where you cause controlled stress to the muscles, with the use of weights. It is the repetition of progressive workload on your muscles, that causes them to continually adapt and grow. Although the actual calories burned during a session of weight lifting, is usually less than a session of resistance cardio, the long term effects on calorie burn is much greater, making weight training the best exercise to burn fat, and keep it off. This applies for both men and women. The key factor of weight lifting, is that it increases your metabolism, due to an increase in muscle fibre activation and mass. Remember, the more muscle you have, the higher your metabolism. The higher your metabolism, the more calories you burn each day. So, where a HIIT workout can increase your calorie burn for a few hours afterwards, weight training will increase your calorie burn around the clock, making it the king of fat burning exercises.

Weight lifting also has some other fantastic benefits. Unlike cardio that can often leave people looking flat and weak, weight lifting leads to the sculpting of a fantastic physique. Toning up targeted areas for women, while increasing muscle mass for men, not to mention increasing strength for both guys and girls. Weight training also has the added benefits of decreasing anxiety, increasing confidence and self-esteem as well as a whole other host of health and fitness benefits.

Like everything, weight training still has its disadvantages. Weight lifting causes the muscles to contract and shorten, and need to be well stretched out. Many people, including myself, often don't bother with

proper stretching, and soon find themselves stiffening up, and less flexible. I highly recommend yoga at least once per week to anyone who lifts weights, to help keep their joints and muscles well-oiled and flexible. Other disadvantages are that lifting weights just isn't straight-forward. Done incorrectly, it can easily lead to injury. It takes time to learn how to lift weights, and often the expense of hiring a trainer, so that you learn it correctly. I personally learned weight lifting myself, by following some of the pro's on YouTube. At the time, I had a lot more time on my hands, so maybe not a practical solution for someone with a busy schedule. Also, the weight lifting area of a gym, can be a very intimidating place, especially for beginners and women. I remember back to when I first started the gym. I used to go at 11 o'clock so I would have the whole place to myself. I'm just the same as everyone else, afraid of looking like an idiot.

### **The Ideal Training Program For Burning Fat**

Weight lifting may be the best form of training for burning fat over the long term, however, resistance cardio circuits offer many great health, fitness and fat burning benefits. Therefore, I recommend to my clients, a program which combines the 2 forms of training. Depending on your weekly schedule, 2-3 weight sessions per week with 1-2 resistance cardio circuits or HIIT drills per week is a great training regime. Another option I give many of my clients is 2 to 4 weight sessions per week with 10 mins resistance cardio or HIIT drills at the end of the workout. A HIIT drill is like a mini-circuit, where you select 1-3 exercises and perform them in a HIIT format for a certain length of time. It is something you can very easily setup yourself in the gym, instead of going to circuit classes.

When it comes to steady state cardio, like running or cycling, my advice is, if you like doing it, by all means do it. The best form of exercise always, is the one you like the best. However, if you are looking to burn fat and want to introduce exercise to help you, steady state cardio like running or cycling is not the necessarily the best place to start.

### **The Fat Burning Zones Either Side Of Running**

Slower than running is walking, while faster than running is sprinting. Both these are excellent for fat burning. Walking is a fantastic way to burn calories while not putting the body under much stress. Due to the low intensity that walking is done at, your body can release almost all the energy required from fat stores, instead of glycogen (blood sugars), making it a fantastic fat burning activity. On top of that, walking is great for recovery, health, fitness, stress relief and lots more.

Sprinting is another amazing form of exercise for fat burning. Studies have shown sprinting to actually cause muscle gain in athletes. Unlike long distance running which lowers testosterone, sprinting has the opposite effect, actually increasing testosterone production. Sprint training is a form of interval training, and brings with it all the same fat burning properties as HIIT workouts. Hill sprints add extra resistance and are even better again.

Add a 30 minute walk into your daily routine and a 10-15 minute sprint training session once a week and you'll certainly increase the rate at which your body burns fat.

## **Training Conclusion**

Regular exercising is better than no exercise, that's for sure. But if you are serious about burning fat, don't just go with the exercise that you feel most comfortable with. Yes, off course you must enjoy your exercise, that's the only way you'll stick at it long term. What I mean is, don't just go running because it's easy, or don't just do circuit classes only, because that's what your friends do, or you're afraid of doing weights in the gym. If you don't already do so, step out of your comfort zone and try weight lifting for fat loss. You're gonna be sore, that's for sure, but I'm sure you didn't expect it just to tickle. And remember, a balanced workout program is best, including weights, resistance cardio, HIIT and walking. This may seem like a lot, but you could fit all the gym work into three 45 minute workouts per week, and then just add the walking in as much as you can.

## **Chapter 7: Factor 5: Causes Of Fat Gain**

Understanding the different causes of weight gain, is an extremely important part of taking control of your weight. Quick fixes can sometimes hide the issue temporarily, but they don't get rid of the underlying problem, and so any weight initially lost, will often return. To give you a simple example, take a woman who gets liposuction, her body fat is reduced instantly, yet her habits that caused her to gain the fat in the first place, have not changed, and so she just gains it all back. A quick fix, but certainly not a long term solution. Here's another more common example. You start a new fat loss program, follow the rules to the letter, losing a good bit of weight before your holiday. You don't know exactly how you lost the weight. You just know that following the rules of the program worked. Having done so well, you come off the program and go back to your normal eating habits. Overtime, you gain all your weight back, and again you don't know how or why. This is what happens many people who lose weight but don't know how it actually happened. In order to lose weight successfully and keep it off, it's important to know and understand how weight is gained.

As we have already discussed in the chapter about energy, calorie surplus equals weight gain. That's the science of it anyway. In this chapter, we are going to discuss the real life factors about weight gain. As we go through the different factors, just remember that everything links back to calorie surplus, in some way or another.

Our world has changed greatly over the last 20 to 30 years, and it's actually a lot of these changes that I believe are responsible for the obesity epidemic that is upon us. I'm going to discuss a list of real life factors that I think are responsible for the majority of weight gain in people. I could go into great depth on many of these issues, but will try and keep this as straight to the point as possible.

### **Problem 1: Food Quality**

Top of the list and for very good reason. The current standard of food now is atrocious. The major growth of supermarkets over the last few decades, and the control they have over manufacturers, is the main reason that food quality is so poor. The supermarkets, with their massive buying power, more or

less dictate the prices of produce to the farmers and manufacturers. This has forced the farmers and food manufacturers to turn to cheap production methods, in order to make a profit, and all at the expense of our health and waistline. For example, our grandparents ate chickens that grew naturally, foraging on old scraps of food and insects, taking 17 to 24 weeks to grow. The standard growth time for a chicken now a days, is 39 days, just over 5 weeks. It's not a miracle that chickens grow four times faster these days. Instead, they are pumped full of chemical shit. And where do those chemicals end up? That's right, in us. But the problems don't stop there. Research shows that standard chickens these days, contain three times more fat and one third less protein, than they did in the 1970's. Also, back then, most families could only afford meat a few times per week. With food so cheap now, many people eat chicken and other poor quality meats, 2-3 times per day. Don't think I'm saying that chicken or meat is the issue, it's not. But the standard of chicken and other meats we consume, is one of the main underlying issues. By standard, I'm referring to the large supermarkets normal products. Organically produced products are of a better quality, but with the corruption and lack of integrity in the food industry, producers are able to bend the rules to produce a cheaper, inferior quality product, and sell it to us as organic. If you were to see how chickens are reared for KFC and other fast food chains, as well as the major supermarkets, you probably wouldn't eat it again.

Chicken is just one example of a popular food that has had its quality deserves destroyed, and it is you, the consumer, that is suffering the consequences. These same production practices are applied across the board, with most of our food. Other foods that have had their quality highly diminished, caused by cheap production practices, are beef, salmon, sausages, fruit and vegetables, eggs, diary, the list is endless. It's almost impossible to avoid the crap they feed animals or spray on fruit and veg, unless you go to great lengths to source your food from naturally produced sources.

With regards to food quality, try and stay away from economy meats, frozen processed meats and foods, or anything that just looks really cheap. Because that's what it is, cheap poor quality food. And we're consuming it. I'm not saying that you need to eat organic only, we all have to live within our means, and organic or higher quality food isn't by any means cheap. But if you do find yourself with a freezer full of processed frozen oven food, or you commonly buy products at the cheaper end of the scale, just know that these products are most likely doing you and your family more harm than good. Imagine you're in a supermarket buying chicken, and you see 500g of chicken breasts for £3, 500g for £5 and only 300g for £8. To the un-trained eye, they all look the same. Do you question why the prices are different, or do you just lift the cheapest one, thinking they are all the same chicken? It's very difficult not to lift the cheapest item, and instead go for the most expensive. Little tip I use when buying chicken breasts. The larger and pinker the chicken, the poorer quality. The smaller and whiter, the better quality. Another prime example of a food with very different prices, is eggs. Set an egg from a caged hen, free range hen and organic hen all beside each other, and they will look the same. Yet a free range egg is double the price of a caged egg, and an organic egg is double the price of a free range egg. Why do you think that is? A little tip for knowing how good the quality of an egg is, is by the colour of the yolk. The lighter the better. Darker yolks are poorer quality eggs, like from caged hens.

## **Problem 2: Convenience Eating**

For many people, convenience foods make up a large portion of their daily food consumption. Convenience foods include any foods like take-away, fast foods, some deli foods like fry's and breakfast soda's, eating out, and more or less any food that is cooked for you to make a profit, i.e. not home cooked. I would also consider frozen oven food as convenience foods. There are many reasons that we opt for convenience foods over home-made meals. I think there are 2 main causes that lead to excessive convenient eating. Lack of time and lack of cooking skills. Today's world really does seem a lot faster paced and busier than 30 years ago. Most of our grannies stayed at home, cleaned, cooked and raised the family. Nowadays, it's more common for a young mother to have a full time career. She still needs to maintain the home, raise the kids, do the shopping and cook all the food. Buying convenience foods is like out-sourcing the cooking. It's so easy to do, order on your phone and it's at your door 20 mins later, hot and tasty. Trouble is, convenience foods are produced to make a profit, and your health isn't taken into consideration. Take Chinese take-aways for instance, it's not uncommon for Chinese curries and other Chinese sauces to be thickened with the old chip fat oil from their fryers. I watched a documentary which showed KFC thickening their gravy with the old rapeseed oil they fry their chicken in. At 9 calories per gram of oil, these companies may be making their food tastier, while saving themselves some money, but they are also making them a whole lot more calorific, and they're the bad calories also. A chicken curry and chip from a Chinese take-away is easily 1600-1800 calories. The average daily calorie requirement for a woman is 1800-2200 calories, and therein lies the problem with consuming too many take-aways. Remember, these companies are cooking for profit, so you're going to be served the cheapest of chicken along with the highest of calorie ingredients. And if you want to test the oil thickening theory, just leave a Chinese curry over-night and watch the oil split from the sauce.

The other common cause for excessive convenience food consumption, is lack of cooking skills. Many people, especially the millennials, are unable to cook a proper healthy meal. Laziness or unwillingness to learn, has played a role in this also. Either way, many families are living on a large amount of processed convenience foods, frozen dinners, microwaved meals. These products are cheap as chips and full of shite. For example, and I like to use chicken as an example, as it's an extremely popular food and severely modified. Iceland sell a bag of 1.5kg chicken breasts for £5. Whole chicken breasts, not breaded or processed. Yet on the ingredients, they contain 85% chicken. The other 15% of the chicken breast has been injected with something to make the chicken breast bigger and tastier. It's a common misconception to believe that the chicken breasts are injected with water, when really they are injected with a solution of salts and chemical preservatives to make them bigger, tastier and have a longer shelf life. Do you know what chemical preservatives they use? Most likely not, as the food producers are not required to put this info on the label. And the packet contains 12 chicken breasts, that's only 42p each. The 2 chicken breasts make up about half the value of the chicken. After removing them, you only have the legs and wings. But don't worry, not a single ounce is wasted, there is still chicken nuggets that need produced lol. With the chicken so cheap, and the farmers and supermarkets both needing to make a profit out of it, you could only imagine what goes in to producing them. And mass produced also means mass consumed. Maybe though, you're saying that you wouldn't buy any economy produced chicken. That may be true, but Domino's, Subway, KFC, McDonalds and your local Chinese take-away, certainly stock up on the stuff.

### **Problem 3: Price Of Calories**

As you've learned, calories are the energy we consume, and if not used, are stored as fat. These days, calories cost a fraction of the price as they did a few decades ago. When our grandparents bought sweets, it was a bar of chocolate like a Mars, or a quarter of rhubarb and custards. I remember going to the shop every day after school and buying a Taz bar and push pop or something. Hardly even 150 calories. Nowadays, most kids are purchasing multi-packs of bars and sweets, share size bags of crisps. What a great name, share size. It allows producers to get away with selling bigger bags. But let's face it, who really ever shares them. It's much cheaper to buy larger quantities of junk food these days, than less. A 2 litre bottle of Coke Cola is cheaper than a 500ml bottle. I've even seen a 500ml bottle of coke cheaper than a 500ml bottle of water. Like what the hell. Most of us like sweets, buns, pastries, chocolate etc. but the cheaper price of buying multipacks is almost forcing us to stock up, and once you pop, well, you know the outcome. You only have to look at kids these days, to see that there is a major problem here when it comes to buying junk food. More should not be costing less.

Don't worry, I'm not going to recommend that you stop eating all convenience foods, that's not the solution. I love a good ol' Indian or Domino's, just like the next person. But there is a way to enjoy them without piling on the pounds, and we'll be covering all that in part 2.

### **Problem 4: Excessive Alcohol Consumption**

Just like a lot of people, I love a good ol' gin or 2, a few times per week. It helps me unwind and relax after a hard day or weeks work. People often expect personal trainers to not drink and only consume healthy foods all the time. For some trainers, this is how they live. But for me, it's not the way I roll. I like a good session every so often, just as any Irish person does. Having said that, alcohol is a major cause of weight gain for many guys and girls. The stresses of daily life and work, drive many people to drinking a few glasses of wine or bottles of beer several nights per week, and once again, the calories rack up. Alcohol is empty calories, and lots of them. Empty calories means it provides no nutritional value to the body, whatsoever. And at 7 calories per gram, alcohol is nearly as calorie dense as fat. A bottle of wine has about 900 calories, half a woman's daily calorie requirements. A bottle of WKD has 228 calories, so 2 bottles has the same calorie as a home cooked healthy meal. Imagine drinking 10 bottles on a night out, maybe not that hard for some people to imagine. Calorie wise, that's the equivalent of eating 5 meals in the same few hours as it takes you to drink the 10 bottles of WDK or whatever it is you drink. Do that every weekend, and gaining weight is inevitable. There is a lot of other scientific reasons why alcohol causes us to gain weight, but for now, we'll just stick to the calories side of it.

Again, like take-aways, the solution isn't to cut alcohol out, but instead to have control of your consumption. This will also be covered in part 2.

### **Problem 5: Inactivity**

Inactivity has become a major problem over the last few decades. When our grannies done the weekly shopping, they had to walk into several different shops to get everything. The butcher, the baker, the

candlestick maker, the fish monger, the market and the green grocer. Nowadays, we can do our full shopping while sitting on the toilet using our phone. In our household, I'd guess over 50% of the stuff we buy, is done sitting on the spot.

The number of people who work 8 hours or more per day, sitting still in the same seat, is over 30 times more than it was 20 years ago. Our grandparents would have travelled on bicycles a lot, burning calories everywhere they went, whereas, today, we sit in cars drinking latte's and eating donuts, consuming calories everywhere we go. Our grandparents lead active lives outside of work, while we watch box sets on Netflix for hours or scroll mindlessly through social media.

When I was young, kids played outside until our parents had to shout into the dark of night for us to come home. My kids stare a crap on YouTube all day, glued to the iPad and sitting on the sofa. The weather has a lot to do with it. It just seems to rain all the time in this country. When it is dry, they do go out and play with their friends, but still nothing compared to what our grandparents generation or even my generation would have done as youngsters.

Inactivity is a very serious issue these days. I have many clients who struggle to do more than 5-6k steps a day. A 30 minute walk alone is almost 5k steps. Add that into your daily routine, and most people will double their activity.

### **Our World Is Killing Us**

The 5 different problems discussed here, are very common issues we all face. For many people, it isn't just a case of falling a victim to one of the problems. It's all too common for a person to encounter 3, 4 or even all 5 problems in their day to day life. Those people will find it very difficult, when it comes to controlling their weight. The very world these people are living in, I believe, is literally killing them.

I know a guy a few years ago who opened his own business. This guy had a passion for playing poker, and so he followed his passion and opened a poker club and amusement arcade. His job required him to more or less sit all day, from 10am when he opened, to after 3am when he closed. With very little time to prepare food at home, he lived almost entirely on convenience foods and take-aways. With the stresses of business and long working days, he would have consumed quite a lot of alcohol on a weekly basis, just to help him escape the stresses of life for a while. The great recession of 2008 had just hit, so business was very slow. He was also saving for his wedding, leaving him buying the cheapest quality food he could find. In the end, I woke up one morning, almost weighting 16 stone. Yes, this guy was me. When you have no conscious control on your health, you leave the door open for society to do its damages. But the great news is, when you do finally take control back, everything is reversible.

### **Causes Of Fat Gain Conclusion**

I've detailed a lot of the reasons why we gain fat. But I can sum this up very easily. We consume a lot more calories these days than we need, and we are a lot less active than we should be. Those 2 factors alone, together are the reason we gain excess body fat, and reversing them is how we burn off excess body fat. That's the simplified version of the whole thing.

## **Chapter 8: Factor 6: Failure With Fat Loss**

The last factor that is important to understand, in order to get rid of excess body fat, and more importantly, keep it off, is understanding why you have failed before in the past. To me, if you successfully lose weight, then put most of it back on again, that is a failed attempt. I couldn't tell you the amount of times, new clients say to me, "I tried such and such a program and done really well. I lost 2 ½ stone." "Very good" or "well done", I'll usually say, while I'm thinking to myself, you've just come to me to help you lose it again. Not exactly a great achievement. But it's not the person own fault here. They put the effort in, they stuck to the guidelines of the program. It's the information that they have been given, the program or FAD that they have followed that is the problem. I'm going to discuss the main reasons I have found, for fat loss failures or rebounds.

### **Failure With Fat Loss: To Much To Fast**

This is a common reason for failure, especially for people who make New Year's resolutions. You make a decision to change up your lifestyle, start eating healthy and exercising regularly. Trouble is, many people go all out, too fast. From zero, they start working out 5 to 6 times per week, prepping loads of meals and eating healthy all day long. They quit smoking or drinking, give up take-aways. The radical change in their lifestyle, is almost always too much for the mind to cope with. Our minds like comfortability and familiarity. It hates change. And in the end, the mind usually wins, and you're back to your old routines and habits, until the following January. When it comes to fat loss, slow and steady wins the race.

This is the reason I stopped offering clients, rapid transformation programs. With a deadline of 12 weeks for example, you're forced to go all out, maximum effort, to achieve noticeable results in such a short space of time. In most cases, one of two outcomes happen. The effort required is too much to fit in with the client's lifestyle, and the client quits. Or the client completes the program, but because they deprived themselves so much during the 12 weeks, they then often end up balancing the 12 weeks of deprivation, with a few weeks of over consumption, and they're back to ground zero. It takes a lot less time to put a stone weight on, that it does to take it off.

### **Failure With Fat Loss: Starving Yourself**

This has to be the most common causes of rapid weight loss, and is always followed up by a rebound, with the dieter gaining all their weight back and more, only a short time later. Fads such as Juice Plus have people believing that there is some special magic vitamins in their tablets and shakes, and that will keep you going until the evening time, when you get to eat one healthy meal per day. Calories keep us going, not vitamins. Vitamins just make us function better, like oil in an engine, but it's the diesel that drives the engine. Programs like this have people consuming around 600-1000 calories per day. Off course you're going to lose weight at the start. But a lack of food means a lack of protein, which means your body will need to break down its own muscle for essential protein it needs to survive. Hello muscle

loss, quick weight loss and hello slow metabolism. Then when you inevitably get fed up with one solid meal a day, you go back to normal eating, but now with a slow metabolism, and its hello rebound.

Slimming world and weight watchers are other culprits for this. Their clients somehow seem to think that starving themselves is the best way to lose weight. They seriously restrict their portions and daily calories to about half of what they really need. The members step on the scales in front of everyone, all proud when they lose 6 pounds in a week. Little do they know that their weight loss is mostly water and muscle. After the weekly weigh-in, half the members are chatting to each other in the chippy around the corner, absolutely starving.

It's not that uncommon for a woman at weight watchers or slimming world to lose 6 pounds in a week, and be crowned 'slimmer of the week' to the envy of everyone else. But, if you remember back to what you learned about energy, 1 pound of fat is 3500 calories, so 6 pounds of body fat contains 21,000 calories of energy. And this 21,000 calories of energy needs to be burned off in order to lose 6 pounds of body fat. A woman burns on average, around 2000 calories per day. To burn off 6 pounds of body fat, a person needs to burn 3000 calories per day, for 7 days, which equals 21000. And that's without eating any food. Pretty ridiculous, eh. If you're at weight watchers, why not ask your instructor if this calculation is correct the next time someone loses 5 or 6 pounds, and see what they have to say about it.

### **Failure With Fat Loss: Not Being Realistic About Time Scale**

We live in a world, where next day delivery, just isn't quick enough. When we want something, we wanted it yesterday. Not being realistic about the length of time it takes to achieve true fat loss goals, is a major reason for failure. Impatience of people is what sells the fad diet programs. Many people would rather put their health at risk, to lose weight quickly, instead of taking the time to do it correctly. Take these rapid fat loss wraps for instance. 5 lbs lighter in an hour. And there are actually women who pay for this. Do they really not know that they are just sweating out water, and the second they drink again, the weight will go back on lol. Crazy. If you've gained weight, it most likely didn't happen overnight. So getting rid of it will take just as long. Longer actually. You can easily consume 2000 extra calories in one night out, but you can't easily burn 2000 extra calories in one day. Being unrealistic about the length of time it will take you to achieve your goals, will lead to certain failure. When change doesn't happen as fast as people would like, or as fast as they were led to believe, they give up.

It's amazing how many people contact me, explaining that they have a wedding or holiday in 2 months and want to lost a couple of stone. When I explain that their deadline is too short, instead of getting stuck in anyway, most just don't start at all. Why not? They may not get into the shape they want to for this holiday, but there is always the next holiday or the one after that. If you're looking to lose weight once and for all, it's time to get realistic about the time and effort that it's going to take. And a final point on the length of time it takes to burn fat. There is no end time. Maintaining your weight once you have reached your target goal, still requires a level of effort continuously. You're either in it for the long haul, or expect a cycle of quick fix fads followed by depressing rebounds.

### **Failure With Fat Loss: Setting Expectations To High**

Before we discuss the issue of setting expectations too high, it's important for you to know, that this does not mean setting an end goal higher than you are able to achieve. Whatever your goals are, regarding fat loss or any other goal, you have the ability to achieve it. I believe that anyone can achieve anything. Most people actually don't set their goals high enough. All too often, I hear clients make settlements with themselves. "I'd like to lose some weight, but I'm not looking abs or anything!" Seriously, who doesn't want abs? We'll cover goal setting in part 2. For now, let's just stick to discussing setting expectations too high.

Here's an example of what I mean by setting expectations too high. Have you ever seen a promo photo for a body transformation program? The before and after photo of a person who achieved fantastic results on the program, let's say 12 weeks. You think to yourself, yeah, I'd like to achieve what that person has achieved in 12 weeks, so you get started. Half way through, your struggling to attend all the workouts. The nutrition plan is too strict for you, and you are nowhere even close to the results that the client with the before and after photo's achieved. Why is this do you think? It's easy to think that you didn't put the effort in, but actually, in most cases, your level of effort actually wasn't the problem, not even close. You set out to achieve the same results as another person achieved. But not just any person. Promo clients are usually the people with the best results from whatever program you tried. The person who found it easy to get to the gym 5 times per week. The person who has time to prep meals, had no problem giving up alcohol, take-aways, and sticking to a restrictive diet. The person with the perfect body type for burning fat and building muscle. That's who you are setting your expectations against. I've posted a lot of client before and after photos in the past. I've trained a hell of a lot more clients who were inspired by the client results they had seen, and decided to give my programs a go, but failed to finish them. You see, most of the clients who never made it to the end, well they had 2 kids to take care of, school runs, shift work, partner working away long hours, no baby sitter, hen or stag parties to go on, weddings to attend, a house to keep clean, general life to deal with, the list goes on. And to achieve the results you set out to achieve, within the 12 weeks of the program, you need to eat 'clean' the whole time, give up many of the little pleasures of life, and find the time to get to the gym 4 or 5 days per week. This is what I refer to by setting expectations too high.

The thing is, you actually can still achieve the same results as you see in before and after client photos. Well depending on how photoshopped they are or if synthetic substances were used. But with the busy lifestyle that most of us lead, it's realistically going to take you a lot longer than the 12 weeks. Not being aware of this, is totally setting yourself up for failure. The idea of undoing years of bad habits and unhealthy eating in just a short 12 weeks, while living a busy lifestyle. Well, it certainly sounds great, and it sells really well, but for 9 out of 10 people, it's honestly not realistic.

### **Failure With Fat Loss: Lack Of Accountability**

Accountability is having someone to be responsible to. Take Slimming world for instance, I rarely use slimming world as an example to demonstrate something positive, but it does provide a high level of accountability. You're accountable to the group you're in, and you know that each week, you're going to be getting weighed in front of a group of people. Being accountable to others, certainly does motivate us to perform better, or try our best. My personal clients are all accountable to me. Every

time we meet, whether it's for a workout or a consultation, they know that I'll be questioning them about their progress and recent nutritional habits. They also learn very quickly that I can sniff out bullshit in an instant. I'm certainly not trying to make sure that their nutrition is 100% perfect, but it is my job to help them find a good balance, that will help them both progress and enjoy the process.

Another great way to keep yourself accountable, is by having a workout partner. Workout partners really do make the whole journey a hell of a lot better. And your chances of success increase greatly if you have a good, reliable workout partner. They have to be good though. An unreliable partner can bring you crashing down with them. At 5:30am, if most of us had the choice to get up and go to the gym, or sleep on, well, I know what I would be choosing. To stay in my cosy warm bed. But if I've made a commitment to a friend and they are relying on me, I'll make sure I'm there at 5:30am, ready to rock.

Being accountable to yourself, really does make the whole process a lot harder, and the chance of failure greatly increases. Not only does a good workout partner increase your chances of success, they help make the whole journey a lot more fun.

### **Failure With Fat Loss: Doing What You Think Is Right**

Another very popular reason for failing to successfully lose body fat, is by doing what you think works, and not learning or seeking help from a proven professional. I'll give you a very quick example that highlights this point. A person decides they want to lose weight. What do they do? Begin running, go all out healthy, consume a lot less food than they have been, almost starving themselves. I mean it all makes common sense. But these things together are setting you up for complete failure, as I've already discussed.

I could actually add in here, doing what other people think is right, also leads to fat loss failure. Listening to others that don't really have a clue what they're talking about. Don't eat carbs is a popular one. Clients would tell me, I'm not eating bread or potatoes because my friend told me they were bad. OK, what is it that makes them bad? I don't really know exactly, she told me they make you fat. Ah right. Do you drink much? Yeah, I'd drink a bottle or 2 of wine a week. OK, and bread and potatoes are making you fat? Yep! Rightttt. A very common conversation I have with new clients.

Another one I hear all the time is, "I know what I need to do, it's just doing it that's the problem". That's because they don't know what to do. They think the only way to lose weight is by depriving themselves off all the nice things in life. Just eating bland food and training 6 days a week. This works off course, but it's not the right thing to do, as I've already explained.

To finish on this section, what may seem the right thing to do, isn't necessarily the right thing to do, and you can easily find yourself putting a great deal of effort into practices that are leading you straight to fat loss failure. And as I often say, putting 100% effort into the wrong things, doesn't achieve good results. Well not long term anyway.

### **Failure With Fat Loss: Tracking Your Results Wrong**

Incorrectly measuring or tracking fat loss is another very common reason for failure. Many people, especially women, are fixated with the bathroom scales. So was I at one point. I remember when I used to step on the scales every morning, sometimes twice a day. I obviously didn't have a clue how fat loss worked. Stepping on the scales daily is actually very common for people who are trying to lose weight. Very common, but also extremely stupid. Once you understand how fat loss works, you'll realise that this is probably the most stupid thing anyone can do. Say you eat very healthy for 1 day, create a 500 calorie deficit, burning off 1/7 of a lb of body fat. That's the same weight as 64ml of water. So if your water has increased by only 64ml more than yesterday, the scales will read no loss, and you'll be pulling your hair out lol.

Unless your scales are able to analyse your whole body composition, reading body fat, lean body mass, visceral fat, hydration levels, then I recommend throwing them out. Normal bathroom scales that only read your total weight, are pretty useless when it comes to tracking fat loss. And even more so for women, whose weight fluctuates greatly through-out the month, due to changing hydration levels. It's not uncommon for women's water weight to fluctuate by anything up to 10 pounds, depending on the time of month for her. So if a woman was to try really hard to burn fat. Eat properly and train hard, she could maybe burn off 2 pounds of fat in a fortnight. Then say her water increases by 3 pounds in that same fortnight, a very realistic occurrence. When she steps onto the scales to check her progress, the scales will show a 1 pound increase. She then thinks that she is simply unable to burn fat and accepts her fate.

The best way to track your progress is taking photos at different stages and comparing. I recommend to my clients to take photos on the first of every month or every 2 months, then compare the difference. Another good method is paying attention to how your clothes fit. Very often, clients would tell me that they are now fitting into a pair of jeans that they haven't been able to fit into for ages. It doesn't matter what the scales say, that is a true sign of positive progress.

Programs like Slimming World and Weight Watchers have women fixated with scales, and even after I explain to clients why using the scales is a waste of time, some women still want weighted. Long term habits are hard to break. I also think one of the reasons why people use scales, is because it's the quickest way to analyse any progress. It takes time to change your body shape enough to fit back into old clothes, or see a difference between photographs. But with scales, people can check their progress the very next day lol, not that there will be much.

What I would recommend is that you keep your bathroom scales for weights suitcases, and track your fat loss progress with photographs and clothes.

### **Failure With Fat Loss: Hating What You're Doing**

Another reason why people often fail with fat loss attempts, is because they don't like the nutrition or exercise that they're doing. If you start a fat loss program or diet, and you're counting down the days until you get a cheat meal, or you're dreading the next workout, or your counting down the days until the challenge is over. Then you are completely setting yourself up for fat loss failure. 100% guaranteed, any results you achieve through-out your time of misery, will be lost in a matter of days or weeks.

You have to enjoy what you are doing, if you want your results to last. All I can say is, life isn't supposed to be miserable and unenjoyable. If you can't picture yourself doing in a year, what your program or diet is asking you to do now, then you're on the wrong program. Trust me, fat loss can be fun if done right. The right training, the right nutrition and the right attitude. Doing what you enjoy and being patient and consistent, will carry you a long way further, than doing something you don't enjoy because it gets results quicker.

### **Failure With Fat Loss: Doing The Same Thing Over And Over**

As the saying goes, the definition of sanity is doing the same thing over and over again, expecting a different result. My mum for instance, does the same aerobics exercises a few mornings per week, as she has done for the past 20 years. She recorded some aerobic workout from sky sports, on VHS, well over 20 years ago, and does the same workout every time. I can hardly even make the picture out, the quality is that poor. I mean, DVD has been extinct for a few years now, and this is VHS she is using, so that shows you how long she's been doing these workouts. Her body is so used to the workout routines, that it can do them with ease. No real challenge on her body. If you remember back to the section on survival, our bodies adapt, and become better and efficient at everything we do. To burn fat, we need our body to be inefficient. Inefficient uses a lot of energy and resources. Efficient uses a lot less energy. We want our car and home appliances to be efficient, but when it comes to burning fat, we want our body to be inefficient. The more our body does something, the more efficient it becomes. To continue burning fat, mixing things up regularly is the way to go. Mix up your workouts. Constantly shock the system. Muscle soreness is a sign that muscles exerted more effort than they are normally exposed to. Lack of muscle soreness can be a sign that you are now training within your comfort zone, and no further growth is taking place.

The same goes with nutrition. If you have hit a plateau, it means your body has found a way to ensure an energy balance. Changing up your calories or macro breakdown is a great way to get things going again. Keeping everything the same, is a sure fire way to keep your body fat levels the same.

### **Failure With Fat Loss Conclusion**

This factor could be concluded in 2 words... 'Giving Up'. You only fail at something when you stop trying. That is ultimately what leads people to failing with their fat loss goals. However, not fully understanding what you are doing, and putting a lot of effort into the wrong thing, is what actually leads people to give up.

## **Chapter 9: Final Word**

Right guys, that's it from me. Hopefully you haven't found my voice too boring. Hopefully you have learned something from this audio that may help you. Like I already said, most of the information in this audio is based on what I have learned over the past 2 years from coaching my clients. The science of fat loss and the realism of fat loss are two very different things, and that is probably the biggest lesson I

have learned as a trainer. Science says, train 4 times per week for 60 mins, eat oats, berries and almond milk in the morning, have chicken broccoli and rice for lunch, have salmon and greens for dinner, eat 6 small meals per day, treat yourself with 2 squares of dark chocolate, and so on. Yes, I can teach a person exactly what to do to lose weight and get ripped. But what those programs just don't take into consideration, is who the hell is going to prepare 6 meals per day, stop drinking alcohol and cure their cravings with 2 fcukin squares of dark chocolate, or a rice cake and peanut butter. Yes, body builders do all this and they are some of the leanest, most ripped people around, but then again, many of them do take substances like clenbuterol etc. that causes the body to burn its fat stores, yet they don't shout too loudly about it. Anyway, that's not a rant against body builders, they do what their sport demands. But for you, the normal hardworking person who just wants to look good and feel good within themselves, the crazy restrictive diets and workout regimes are not suited to your goals, and to your obstacles in daily life, and are really just setting you up for failure.

Over the years, I have created many different programs and nutritional meal plans. Up until recently, all my programs and meal plans were designed to get people the best results in the quickest time. That's what sells best. I've changed that now. Now my goal is to get the majority of people great results. No more relying on 1 or 2 people from each group to get good results. My new program will help 8 or 9 out of 10 people now, get great results and lasting results. No more sacrificing the little pleasures of life. You'll still be able to have a few drinks a few times a week and enjoy an ice-cream with the kids. You will get to eat loads of great tasting food. No need to live out of Tupperware, or cook 5 to 6 times per day. No need to live in the gym either, few workouts per week, between 30-45 mins. All sounds a bit too good to be true. Well, it isn't, but there is a catch. There's always a catch. The catch, we're going to be doing this sensibly, no quick fixes, a bit of learning along the way. The catch is that it's going to take you longer than 12 weeks. We're going to be doing it with a bit of patience. Speed sells, I know that. 12 weeks sounds good, 8 weeks sounds better and sells better, but 6 months works better. Trust me on this one. I started about 4 years ago, and I'm still training away. Realistically, there is no end, controlling your weight is a lifelong process, however it does get easier and easier until it almost becomes effortless if done right.

So if you're prepared to take the time to learn, I'm willing to take the time to teach you. Contact me at Maxx Life to discuss the best plan of action for you. I really do look forward to working with you, and I guarantee that you will absolutely love Maxx Life and everything we stand for.

Thanks for listening and I'm looking forward to working with you in the near future.