

**FAT LOSS & FITNESS**

in the **REAL**  
**WORLD**





Thank you for downloading this fitness & fat loss manual, if you read it you'll find the exact plan and steps you need to:

- ✓ Lose body fat
- ✓ Tone up your muscles
- ✓ Improve your health
- ✓ Transform your body.

These are the same principles that we've successfully used many times with our clients at our St Kilda East personal training studio.

This book will reveal what foods, exercises, mind set and lifestyle keys to success must be uncovered to lose your unwanted body fat, tone up, get fit and strong, and have you feeling fitter than ever before.

I'm also going to email you updates on my blog where you'll get a lot more fitness and nutrition info to help you get the most out of your program.

So keep an eye out in your inbox for more really helpful information, tips and advice.

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## **The Fit Stop – Personal Training / Group Training**

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## TABLE OF CONTENTS

<b>Chapter 1 – First things first...</b>	<b>p.4</b>
<b>Chapter 2 – Muscle, Metabolism &amp; Fat Loss</b>	<b>p.7</b>
<b>Chapter 3 – Real World Expectations</b>	<b>p.14</b>
<b>Chapter 4 - Nutrition For Long Term Health &amp; Fat Loss</b>	<b>p.18</b>
<b>Chapter 5 - Exercises That Burn Body Fat &amp; Tone Up Your Muscles</b>	<b>p.22</b>
<b>Chapter 6 – Attitude is everything</b>	<b>p.26</b>

## **CHAPTER 1 - First Things First...**

Now with all the information swarming around on TV, the internet, and in magazines on how to lose weight and get fit, is there really a simple way to get started?

Well yes...there is definitely an exercise you'll want to start off with... and its spending some time to sit down and think about WHAT you want to achieve, defining a goal, and a master plan

No matter how many hours of exercise you are willing to dedicate to your weight loss effort, if you don't have a program to follow you are setting yourself up for failure.

As the old proverb goes,

"Fail to plan, plan to fail..."

I know you probably want to dive right into something, but you're going to greatly increase your chances of success by doing this first...

Set aside some time for yourself where you can be alone and have some peace and quiet to really reflect on what you want to get out of a health & fitness program, and how you're going to do it.

You're going to need to figure out a few things before you even think about touching a piece of exercise equipment or looking at a nutrition plan: (just do it – it will help!)

### **1. What are your long-term goals?**

Be specific - (ex. "I want to lose 8kgs and finally fit into my old jeans!")

### **2. What are your short-term goals?**

(ex. "In one month from tomorrow I will weigh 4kg less!")

### **3. How much time can you realistically dedicate to training / exercise?**

(ex. "I will begin with Mondays, Wednesdays, and Fridays for 45 minutes each day.")

#### **4. Where will you be training?**

("I will plan on doing my exercises at home before work each morning at 7am.")

#### **5. Who will you be able to turn to for advice & support?**

("I will involve my whole family in my efforts to lead a healthier life. Starting Monday, we will all begin to eat healthier meals and exercise more frequently.")

#### **6. Why have I failed to achieve this goal in the past?**

(Now if this above question applies to you, make sure try and honestly answer this question, and you need to address how you're going to change it and address it this time around)

Stay positive and remember this time will be different, this time you'll have a plan and be prepared, which will make all the difference.

#### **The next thing you'll want to do is create a training and food diary**

Be sure to take before and after photos, you can also take measurements, your weight, strength analysis, and use it to keep a daily eating and workout log.

Now just keep in mind, whilst they're little pieces of the puzzle to give you indications of your progress, if you have LESS than around 10kg of body fat to lose, your scale weight and even measurements might not be the most accurate way to determine your progress, you'll understand why in the next chapter when we cover the role of muscle tissue in your body re-shaping endeavors.

Those with a substantial amount of body fat to lose will often get big jumps on the scales and measurements, but those who don't have a lot of body fat to lose will experience a more subtle change in body composition.

You'd be surprised at how losing a few kgs of body fat, and adding a few kgs of muscle tissue will change the shape and appearance of your body for the better. Even WITHOUT big changes on the scales you can look alot leaner, smaller, and more toned. (again, this will make more sense after reading the next chapter).

For a completely accurate measurement of your levels of body fat and muscle tissue, the gold standard is a DEXA scan. This will tell you exactly how much muscle and fat you have limb by limb, and will allow you to track these variables. This is the ONLY, readily accessible way to ACCURATELY measure you body fat and muscle, anything else is a compromise and very open to human error.

At the time of writing this, there is 1 place in Melbourne you can do this, just in the CBD. Visit [www.bodyscan.com.au](http://www.bodyscan.com.au) for more info.

Before pictures are a great way to track progress, no matter what scales or measurements say, you KNOW when your body is changing if you compare two photos, I would DEFINITELY take some before photos.

Whatever you do, DON'T just discard this advice of creating this diary, the chances of your success will increase dramatically by just keeping a workout and food diary and keeping yourself accountable, this is a proven fact.

Your food diary will serve as a great reference for many years to come, its very handy to look back and see exactly what you did and the results that it gave you (good OR bad), and tweak things from there if need be.

The other thing is if you're forced to write everything down, then not only will you be less likely to cheat, but you'll find yourself planning out your day more efficiently to develop healthier habits and routines. (I can personally say that I am guilty of cheating sometimes if I know that I am not going to be held accountable...)

Again, here's a sample of what you might include in your health & fitness diary:

- Photos
- Weight
- Measurements
- Strength Analysis
- Daily Eating Log
- Daily Activity/Training Log

Whatever you do, don't just read this and forget it.

Go through these steps and you'll get the ball rolling, find more motivation, and set yourself up for success.

Would you rather spend 20 minutes preparing and answering a few questions, which will greatly increase your chances of success, or rush ahead because you think it won't make a difference, and fail?

Easy answer...

## CHAPTER 2 - Muscle, Metabolism & Fat Loss

Ok, time to get stuck in to some real higher-level information behind how you're going to start getting real results. You're not going hear this info in the celebrity magazines, or in the latest infomercials for crappy equipment. I really want to provide you with some real life, honest to goodness information here so if you're at work, or doing something that might distract you then I suggest you print this out and read this later when you have some time to concentrate and really absorb what I'm saying.

The first thing I want you to understand is the relationship between your metabolism, your muscle tissue, and your ability to lose body fat, as well as how these relationships will help you to transform the shape and size of your body in the long run.

First I'll just explain what your metabolism is...

Ok, everybody has what's called a **resting metabolic rate (RMR)**. If you were to just sit still in a chair and stare at a wall *all day long* without moving at all, your body would burn through 'x' amount of calories just to maintain your existence (breathing, organs functioning etc etc). This is essentially your RMR.

Your metabolism is basically the sum total of all the little processes that occur in your body every second of the day, and the energy (calories) your body uses in order to keep these things going. This will be different for everybody however we can work out a ballpark range for your RMR just by knowing your height, weight and activity levels.

So your RMR is basically how much energy you 'burn', which is generally measured in calories or kilojoules, what YOURS is doesn't matter right at this moment...

If you were to put on a few kg's of muscle spread out over your entire body, not only would you look more toned, you would burn through more calories in the day doing the exact same thing - just sitting down staring at the wall, without exercise or doing anything else. As you can imagine this can be very helpful in your fat loss endeavors.

You see muscle is very 'active' tissue, your muscles need energy just to maintain their existence. Your muscles are burning calories as you are sitting reading this, isn't that convenient?

Imagine if we could make our body's just burn a ton of calories all day long, so we could never get fat. How much easier would that make your life?

Well we can't amp it up to the point where we can just live out the rest of our lives eating potato chips whilst we burn it off watching TV, but we can increase our resting metabolic rate by adding some lean muscle to our body's. This will mean that every minute of every day you are burning more calories than you otherwise would be.

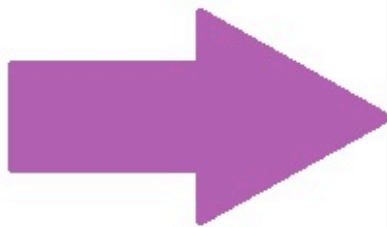
**Females Note: You will not get big and bulky through weight training or adding some lean muscle tissue to your body, in fact quite the opposite.**

Whilst not so much these days, this has been a common misconception in the past, so if you're a female and still a little hesitant about doing some strength training, please know that we DO NOT want to turn you into a bodybuilder, we want you to look lean & toned

## Weight Training



**What women think weight training will do!**



**What weight training actually does!**

(This should actually say – 'what weight training CAN do')

Female physiology makes it very hard (impossible for most) for women to get big and bulky muscles, sure there are some females who are genetic outliers who are an exception to this rule, but believe me when I say It really isn't easy to build muscle like that, *men* find it hard enough and if it were easy, most males would be walking around with a lot more muscle!

So if you are a female, unless you are in the genetic minority of females who do put on muscle very easily, you will be working very hard for every bit of muscle you get (and you'll look much leaner and more toned for it!), so don't worry about this at all.

Now im sure a few of you reading this will be thinking, *'but I don't want to put on a few kgs of muscle, that will mean I'm a few kgs heavier not lighter!'*

Well let me explain, it's really important you get your head around this, as it is one of the most misunderstood concepts relating to looking leaner, looking BETTER and losing body fat.

In fact this one concept alone can completely change your mindset about your training and finally get you the awesome results you're after.



Basically I would say 99% of the time people embark on a weight loss program, the biggest motivation is trying to look better. The health benefits are obvious but I would suggest that most of the time the aesthetic changes are the driving force behind the motivation to 'lose weight'.

Regardless of whether the looks or the health benefits are the most important motivators for you to lose weight, for the general population the most effective means to accomplish either are based on the exact same principles.

So 'losing weight', 'leaning up', or 'toning up' or whatever you would like to call it...the fact of the matter is you are trying to look and feel better.

Most people will judge how well they're doing by just jumping on the scales, the problem with this is it doesn't tell you what "weight" you are losing.

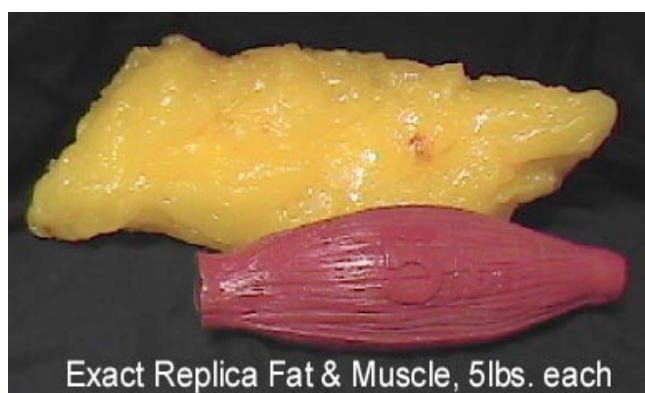
You could lose 5kgs of water weight and you won't look much different, you can lose 5kgs of muscle but you'll actually make yourself look *worse*.

If I lined up 10 males or females who are exactly your height and weight on paper (or exactly your GOAL weight), would you all look the same and have similar body's?

If 1 person weighed 70kg and had 35% bodyfat, and 1 person weight 70kg and had 20% body fat would they look the same?

Obviously not, this is an example of how just choosing an arbitrary weight on the scales to aim for is often meaningless.

Here's a good picture to further illustrate my point, here's 2.2 kg of fat, and 2.2kg of muscle tissue. They both weigh the same but muscle takes up a lot less space.



**2.2 kgs of muscle VS 2.2 kgs of fat**

Putting it simply – what people see of you on the outside is either going to be one of two things, either muscle or fat (covered by skin).....If you were to choose which of these tissues above you would like the majority of your body weight composed of which would you choose?

As you can see, if you were 65kgs and were made of mostly muscle you would take up a lot less space, fit into smaller clothes and look lean and toned, rather than someone who is 65kg but is made of mostly body fat.

So what im getting at is this...

What you really want to be focusing on is changing what's referred to as your *body composition*.

Your body composition is basically what your weight actually *consists* of, or your ratio of muscle to fat...so how much of your body is made of fat, and how much is made of muscle.

If you are unhappy with your body shape as well as size, losing 'weight' the wrong way will just make you a smaller version of yourself.

So if you are shaped like a pear now, you may just look like a smaller pear if you just lose 'weight'...not ideal!

Your *body composition* will be exactly the same (or most likely even worse), meaning your ratio of fat to muscle will be worse, if you just lose 'weight' using the wrong methods. (so you can actually end up with a higher body fat *percentage*)

By just severely restricting food intake and doing a lot of the wrong types of cardio which will just eat up what muscle you already have, and not doing any weight training, you will typically lose an even ratio of fat to muscle and end up with a slower metabolism as a result (remember what you just read about muscle and metabolism?)

With less muscle you'll have a slower metabolism and you'll end up **putting fat on easier than you did before.**

This is classic yoyo dieting which you've probably heard of before but never quite understood the exact variables at work. This weight loss strategy will give you no lasting results and actually leave you looking worse in the long run, on top of that it can wreak havoc on your hormones and metabolism.

Best case scenario is it'll have you looking what I like to call 'skinny fat', where you may be a smaller person, but because you have absolutely no muscle tone you still look soft, flabby and shapeless.

We are after long term, sustainable results built around a healthy lifestyle and training program – NOT a quick fix solution which will not last and make you feel terrible in the process.

**To really look better and change the look of your body you need to alter the ratio of muscle to fat that your body is carrying.  
So more lean muscle, and a lot less fat!**

This has a snowballing effect, in that when you do have more muscle your body will be able to tolerate MORE calories before you store body fat, so it will be a lot easier to maintain this in the long run.

Now depending on your current weight, body composition and how much body fat you would like to lose, you should still have an overall drop in your weight on the scales, just remember you're trying to lose *only* body fat and maintain or increase your lean muscle to tone up, so this will displace some of that weight loss.

Whether your goals are to look better or to improve your health or both, I really hope I've gotten through to you the importance of muscle in the equation, and how it plays a BIG role in your goals whether you are conscious of it or not, whether you like it or not, and whether you believe it or not.

To truly change the way you look, and to ensure you stay lean in the long term, you need to understand that muscle is your biggest asset, without it your fat loss battle will be a lot tougher.

There are so many other health benefits to increased muscle and strength, but to keep things on a weight loss perspective lets leave it at that.

**OK, so we've got the muscle thing sorted out, but that's not all of it.**

Again, trying to put this as simply as possible, the number 1 rule encompassing everything you do to lose weight comes down to this...

## **Energy Expenditure VS Energy consumption**

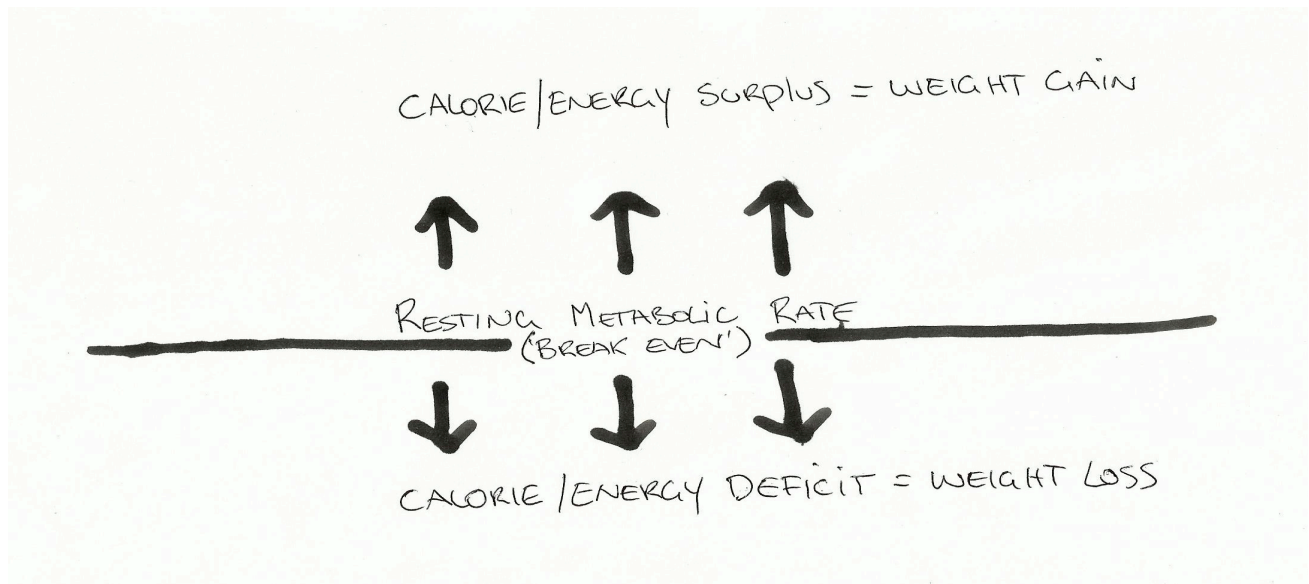
*OR put in another way*

## **Calorie Expenditure VS Calorie Consumption**

Energy gained from eating food (or anything you drink) is generally measured in calories or kilojoules. Energy **expenditure** is how much energy your body *uses* on a daily basis, so this will basically be your resting metabolic rate (remember sitting and staring at the wall) plus any other activity you do like walking around, exercise, weight training etc will increase this.

Energy **consumption** is basically the food you eat. So to lose body fat you need to be in what's called a **calorie deficit**, you need to be consuming *less* calories than your body uses every day.

Just look at the really hi tech diagram I've made for you...



Now I should tell you that this is putting it at its simplest and all calories are not created equal and the actual *types* of food you eat *will* make a difference, this is something we'll get into soon, but just know this is the big umbrella rule that encompasses everything for your fat loss. Without this you will not lose body fat....

### **You Have To Be In An Energy Deficit.**

Getting in this deficit is done in two ways – *Expending more energy* (calories) **and/or** *consuming less energy* (calories) through the food you eat.

Obviously if you get both happening together your results will be better.

So the consuming less calories is easy enough to get your head around, this is done by making better food choices and eating food with less calories in it, and for many people eating a lesser amount of food.

### **But what's the best way to expend more energy (burn calories) and how can we speed up our metabolism?**

Here are the best ways you're going to want to focus on burning calories and getting your metabolism fired up

- **Metabolic Weight Training.** After a bout of high intensity weight training, studies show your metabolism will increase for around 24-36 hours. You'll also burn a lot of calories DURING the weight training session.
- **Interval Training.** After some high intensity **interval** cardio training (if you don't know what this is, we'll get into it in chapter 4) studies show your metabolism will increase for around 24-36 hours. You'll also burn a lot of calories DURING the

interval training session.

- **Increase Muscle** In the long term actually adding some muscle to your body will permanently increase your metabolism, so you'll expend more calories on a day-to-day basis. (Double whammy short term and long terms effects of weight training!)

**You can also improve your metabolism and your ability to burn body fat through being healthy, by doing things like:**

- Eating good foods that provide important nutrients to your body
- Minimizing toxins that your body has to process and 'fight off'
- Maintaining a healthy digestive system (amongst other things) by avoiding artificial foods, chemical, additives etc
- Optimizing hormone levels with good lifestyle choices
- Minimizing stress

We're going to cover some more a little later on both nutrition and how you can get started with your strength training and interval training.

If you're totally unfamiliar with any sort of strength training and you've never done any sort of interval training before (or never heard of it!) You're going to want to find a way to learn how to do it that is beyond the scope of what I can show you here.

There's a lot of good info online, in good books, or if you live in the St Kilda East area you're more than welcome to come down to our studio to see how we can help you out.

Just call 1800 024 994 and set up an appointment, or visit:

[www.StKildaFitnessTrainer.com.au](http://www.StKildaFitnessTrainer.com.au)

This isn't a shameless plug for our personal training studio, but just letting you know we're here to help you and I honestly think we're the best help you can get if you're in the St Kilda East area.

In the next chapter we're going to cover what sort of realistic expectations you should have, this can either set you up for long term success with the right mindset, or set you up for disappointment & failure with the wrong mindset.

## CHAPTER 3 – Realistic Expectations...

Ok, this is something that is not typically covered in your average magazine spread or infomercial. Our modern day society is all about quick fixes and 'magic bullets', because that is the stuff that sells.

When was the last time you saw anything like this headline on a magazine:

### **‘ Woman Loses 10kg In 4 Months By Eating A Sensible Diet, Cutting Down On Junk Food And Following A Smart Training Program!’**

This is not what sells magazines, people want to see quick body transformations with stunning photos, people want to believe that it is not only possible, but is highly achievable and it just MIGHT happen to them if they stumble upon the right solution.

A big part about achieving your health & fitness goals is having the right mindset, mentality and attitude. In fact if you don't have this right, you will most likely fail to be quite honest.

This goes hand in hand with your expectations.

You need to understand that as a general rule, there are no quick fixes or magic bullets.

**What you look like will NOT be the result of a 'quick fix' 8 week health kick to undo the previous 44 weeks of poor eating and inactivity,**

**What you look like and feel like will be a by-product of the lifestyle you lead – *over time*.**

You can't fool nature, at least not yet or without dangerous drugs. Take a look at everyone you see the next time you walk down the street and you can make a pretty good guess as to the sort of lifestyle they lead and the activity levels they maintain.

This is not a matter of being judgmental upon how anybody looks or how they choose to live, but the fact is the way you LOOK will for the vast majority of the time, be a byproduct of the way you consistently EAT and MOVE your body - day in, day out.

Now sure, some people are on the more favorable side when it comes to genetics, and some people do respond better to exercise and good eating, and some people can elicit very obvious physical changes from 8-12 weeks of hard work.

But don't RELY on this, it's important to be realistic and understand that MOST people fall into the 'average' category. This is just called being a human and there is a wide spectrum of people and different variables that come into play. What you've got to

realize is where you are along the spectrum and make sure your expectations are aligned accordingly.

The people who generally make BIG transformations quickly, are basically the result of a few favourable variables coming together at the right time, placing themselves in an environment conducive to quick & dramatic results.

These people will usually fall into one of the below categories:

### **Category A**

They used to be fit but have 'let themselves go', then when they start training again they have this muscle 'memory' and sporting or athletic 'base' to start from which automatically puts them ahead of the pack. These people will get fitter and stronger a lot quicker and be able to put forth a much more productive training session quite quickly, whereas someone without that background has a much bigger learning curve before they are really getting the most out of their training. Once you've been fit & strong, it's a lot easier to get it back than someone starting from scratch.

### **Category B**

They are at the more extreme end of unfit and overweight. The further away you are from your genetic potential, the less you have to do to elicit changes. For example, if you're 30kg overweight, you eat fast food every meal and you spend most of your days sitting down and you NEVER do any exercise then simply preparing some home cooked meals, and walking around the block once per day might be enough to drop a few kgs per week. On the other hand, take a professional athlete, put them on a strict diet and intensive training regime for 12 weeks and you might not even notice their body has changed at all at the end of it. Generally the more untrained and overweight you are, your initial results will come quicker from the changes you do make. (Unless you have some metabolic, digestive, or hormonal issues affecting the normal functioning of your body)

### **Category C – (this is where the majority of people fall into)**

They are moderately unfit and overweight but definitely not at the extreme end. They have had their fair share of experience with different forms of exercise but just struggle to stick to anything consistently. They eat well some of the time but are far from perfect.

This person then decides to knuckle down and really up the anti on everything. Often this is triggered by a big event coming up like a wedding or milestone birthday which gives them an extra kick of motivation. They hire a trainer to point them in the right direction and get to work training hard 5-6 days per week, harder than they have ever worked before, and they commit to a eating plan and stick to it, every day without fail – no slip ups.

This person makes big changes, but the caveat is that they dialed in their training and nutrition, were disciplined, motivated and never strayed from the plan. They got out of their comfort zone when exercising, pushing themselves to the limit, and they didn't give in to food cravings and temptations. 12 weeks of this and the average person CAN make big changes.

These people just have to watch that all their hard work doesn't go down the drain when they realize they can't keep this up forever, which is why it's very important to transition to a more moderate 'maintenance' healthy lifestyle – like eating well 80-90% of the time with the odd treat here and there, and training hard 3-4 times per week.

It's very common for someone to yo-yo and put a substantial amount of weight back on when they go from an intensive health and fitness campaign back to their regular lifestyle because they couldn't sustain it.

For most people who want to get long term sustainable results, it's important to think of your health and fitness as a long-term part of your lifestyle. Once you can grasp this it makes everything so much easier, and it really is the only realistic way to look and feel your best ALL year round

Don't stress about the week to week results, don't weigh yourself every day, just maintain your good habits, keep doing all the good stuff you know you need to be doing and over time, things will pan out the way it should, your body will reflect the lifestyle you lead over time, it's a certainty.

Even though *some* people seem like they can get away with eating anything they want and never doing any exercise - poor lifestyle choices will eventually catch up with *everybody* from either an aesthetic or health perspective, and most likely both. You can't cheat nature!

So realistically, what kind of results can you expect? Well it's impossible to tell any one person how quickly they are going to reach their goals, especially without knowing some more information about them.

But I will tell you this...

Losing between ½ - 1 kg of body fat per week is considered good progress. Any more than this and it's likely you are losing some precious muscle tissue too, which you now know will slow down your metabolism!

If you are more than 15-20kg overweight then it's possible to drop 2kg or more per week for a while if you really knuckle down.

And for MANY people who just want to drop a little body fat and 'tone up', they might not get ANY noticeable weight loss on the scales at all, and this is completely fine and doesn't mean you are not progressing. If you are OVER your ideal levels of body fat and you're UNDER your ideal levels of muscle tissue, then losing body fat and adding some muscle will likely put you at a similar weight, but looking leaner, more toned and ALOT better. (you should understand this if you read chapter 2!)

To end this chapter I'll include one of my favourite quotes which gets the concept across: (I am not sure who originally said this)

*"Most people need more than just 4 or 8 or 12 weeks to get into shape and stay in shape ... it's a permanent gig and the sweat, heavy breathing and the lifetime commitment of living a fit and healthy life comes with the job description of being a*



*happy, healthy human being... fitness is like brushing your teeth, you wouldn't just brush your teeth for 4 or 8 or 12 weeks and stop would you?"*

This sums it up – don't think of your health & fitness as an 'event' or an 8 week process. Your health & fitness is something that you have to maintain on a daily basis and it's worth taking the time to learn how to be a healthy person and adopt the habits of someone who is fit, lean & strong – and you will become a by-product of these lifestyle choices.

Don't get me wrong, it is definitely possible to make some drastic changes quite quickly, I just want you to know that these are exceptions and not the norm, and they take hard work, which most people are not willing to put forth.

So get your head right and make sure your expectations are realistic.

Think of the body you want to have or the person you want to look like, if you were to see them walking down the street what assumptions would you make about how they eat, how they train, and how often they exercise?

Do they look like they could do 10 push ups? Or 20, 30, 50?

Do they look like they eat pizza for dinner on a regular basis?

Do they have a couple of wines with their dinner every night?

Do they skip training because they can't be bothered?

How long would you guess it took them to get to the point they're at now?

Is what you're doing comparable? If not then be realistic, you either need to 'up the anti' on what you're currently doing or lower your expectations.

I am not saying that everybody is in the exact same boat and everybody needs to do the exact same thing to get the exact same results, obviously there's many variables at play, but if you're reading this then you probably want better results than you're currently getting, and I'm just trying to get you in the right realistic mindset.

If you get this part right, the mental part, you are setting yourself up for long term success, which is what we all want at the end of the day.

In the next chapter we're going to cover some nutrition concepts to help you reach your goals.

## CHAPTER 4 - Nutrition For Health & Long Term Fat Loss

Its not hard to find a weight loss 'diet', they're everywhere you look and it seems as though there's a new one every month.

Here's the problem though... not everyone is giving you the real-world advice.

Some people are promoting a particular self-serving product, others are using obscure research to back up their claims, and then there are the diet plans that are just plain outdated & wrong.

The sad truth is that before you discover that few of these plans lead to long-term success, a lot of damage has already been done...

You become more de-motivated and depressed than ever before, which only adds fuel to your fire that all weight loss plans are useless. Many people just become skeptical of everything.

Well, before you give up all hope, let me see if I can paint a brighter picture.

For a minute let's throw out the idea of counting points, weighing food, microwaving plastic-wrapped meals, going on a liquid diet, or any of the other plans that might have you confused or getting you nowhere.

Here's the solution you've been waiting for and it's easier than you think.

Not all foods are created equal, but many weight loss 'experts' don't want to say "no" to you when it comes to eliminating some of your favorite foods.

Answer me this though, aren't the current foods you are eating a BIG cause of your current weight? They surely must be.

Also, the reason you may not be able to lose weight may have nothing to do with just cutting calories but everything to do with the *quality* and *types* of foods you are consuming. You can't cut calories forever (and some people even need to eat MORE food to lose body fat, but we won't get in to that right now).

Eventually continuing to cut calories will break even the strongest of willpower and lead to your body losing metabolic, functional muscle, storing even more body fat, and have you looking worse in the long run.

I don't want you to think of eating for fat loss as being on a 'diet', this conjures up images & feelings of deprivation and short term quick fixes. We are after long term, sustainable results built around a healthy lifestyle.

Liberate yourself from the word diet, and 'being on a diet' and lets just make a change to your lifestyle.

I understand you may have tried a bunch of different 'diets' in the past, so if you're skeptical about the advice that I give you, I don't blame you at all.

All I ask is that you SUSPEND DISBELIEF until you've tried what I've suggested, and then you can make up your mind.

So as I just mentioned, we want to focus on eating good quality foods, which will nourish your body, and avoid unhealthy foods, which will essentially poison your body.

Remember, the food you are eating regularly at the moment is a BIG CAUSE of your current physical health and appearance, so without getting overly detailed right now, I want you to begin to eliminate the following food categories:

## **ELIMINATE:**

### ***Sugar*** (in all forms)

That means no fruit juice, soft drink, sweets, chocolate or other high in sugar foods

Sugar is one of the worst foods you can eat when it comes to health, fitness and fat loss. It provides no nutrients and is just empty calories, which will readily get stored as body fat!

Watch out for sugar in a lot of low fat or fat free foods, this is very common and can be quite misleading, get in the habit of checking the labels on the food you eat for the sugar content, especially *added* sugar.

### ***Processed wheat and grain products***

You have to start believing that man-made and engineered foods is one of the major causes of obesity and to combat this, we must stop eating these highly processed foods (which typically come in a box or bag).

Wheat and grain based products alone are highly inflammatory foods which for many people can lead to weight gain, allergies, insomnia, arthritis, depression, anxiety, high cholesterol, hypertension, and many more health issues.

If you're reading this now, then there's a good chance you're not content with your current health and fitness and a good chance one or more of the above applies to you.

I have literally seen miraculous transformations with my clients who cut out these products. For example, I have witnessed people's allergies, anxiety, high cholesterol and high blood pressure virtually disappear within weeks of removing these foods.

## **MUST EAT FOODS:**

### ***Vegetables***

Bright, colourful veggies provide you with a lot of nutrients, are great at combating inflammation within your body, and will help you feel energized. All things being equal, the healthier you are the better results you will get. You can eat UNLIMITED veggies.

### ***High Quality Lean Protein***

Protein is important for maintaining your muscle tissue whilst losing body fat, not only that, you need protein to help *repair* your muscles & connective tissues after exercise, which will lead to progress and improvement with your training, and get you the results you're after.

Many different sources of animal protein will provide a huge array of quality nutrients, which are important for overall good health

Plus, when you eat protein, you burn approximately 30% more calories from your body trying to digest it, so effectively the higher your protein intake the higher your metabolism will be.

Opt for free range, grass fed and hormone free whenever possible, not ALL meats, poultry and seafood are of the same quality, they are only as good as the health of the animal that it came from. If you eat sick, unhealthy animals that are fed a poor diet and pumped full of antibiotics, this in turn will negatively affect your health and appearance too.

You've probably heard the phrase '***You are what you eat***'

Its actually more accurate to say '***You are what you eat, eats!***'

Remember that one when making your food choices.

### ***High Fiber Fruits***

The phytonutrients in fruits are nature's way of giving you all the vitamins you need in a delicious form you were meant to absorb them in. They often get a bad rap in diet plans, but knowing when and with what foods they should be eaten are the keys to making sure the fructose doesn't turn into body fat.

### ***Healthy Fats***

Did you know your brain is predominantly made up of fat? Fat intake is also an important part of hormone production and regulating blood sugar. Did you also know that good fat is a phenomenal source of long term energy?

Remember **eating fat won't make you fat**, as long as its 'good' fat like found in olive oil, nuts, avocado, seeds, eggs, fish & fish oil. Make sure you add some healthy fats into your meals each day and avoid the bad fats like highly processed vegetable oil and trans fats.

I can't stress enough the power of eliminating and choosing the proper foods for long-

term, permanent weight loss. If you want real results you simply have to do this part right – there is no quick fix or fad diet here that will give you the long-term results you want.

If you want more information on how to eat for weight loss and improved body composition, there's a lot of good info on our blog over at [www.TheFitStop.com.au](http://www.TheFitStop.com.au)

In the next chapter, we're going to cover the best types of exercise to do to help you lose body fat & tone up.

## CHAPTER 5 - Exercises That Burn Body Fat & Tone Up Your Muscles

How many people do you know that believe running or long, slow cardio is the answer to losing weight?

Judging by most of my client's previous attempts at weight loss...pretty much everyone.

Picture this... before going for a run you throw a 15kg weight in your backpack and cinch it up nice and tight around the front of your upper body.

Initially, your muscles would just compensate to keep your back upright and adjust for the added weight. Most people wouldn't recognize that you have a weight hidden away in your bag just by looking at you.

But wait just a couple of minutes and you'll see your shoulders start to round, your back slouch, your hips tighten and your knees and ankles lock up. Not pretty, but what does this remind you of?

Look around you next time you're at the gym or outside and see an overweight runner hobbling by.

Check out their form... How many people do you know whose posture fits that description? They're about 10-15kgs overweight (with their own natural weighted backpack) and their muscles and joints are immobile and out of alignment?

Every time you go for a run you're effectively doing thousands and thousands of one legged hops, every time you take a stride your joints, bones, muscles & connective tissues absorb all the force of your whole bodyweight as your foot impacts with the ground, if anything is out of alignment or if you have muscle imbalances (which most people do) then this will be magnified.

So this person with the 15kg backpack realizes they need to lose weight, they're motivated and they just need a plan to shed those extra kg's to get their energy, posture, and health back to where it should be. They can't stand going to the local gym to fight over the equipment and watch already fit people stare at themselves in the mirror

What's there left to do? Run!

When most people think about weight loss, they immediately turn to running.

Why? I'm not sure, but it probably has something to do with the previous, outdated recommendations for weight loss. There's been so much research supporting the fact that running or steady state cardio is NOT very effective at losing body fat compared to interval training and a good strength training program - it's a wonder its not more

common knowledge, and just shows the level of misinformation out there we have to deal with.

So not only does it give us inferior results – it's BORING and is a PAIN IN THE BUTT to do!

You have to remember that you need to get the most bang for your buck with the time you have available and with as little repetitive motion breakdown as possible to avoid injury.

Unfortunately, for most runners the average run creates thousands of foot strikes in just one workout. Resistance training, however, will increase lean body mass to have you burning more calories even when you're not working out, will rev up your metabolism, improve posture, increase functionality and physical resilience, and when done right and incorporated with an appropriate stretching program will have you moving and feeling better than you ever have.

The funny thing is that to be able to run, you **already** need to be in shape...NOT the other way around. So continue to keep in mind that we're still working towards long-term permanent results, which means we have no time or patience for anything that is going to become an obstacle on our way to achieving those goals.

The first thing you need to concentrate on is building back up your metabolism and lean muscle tissue like you read about earlier. You can do this through weight training and interval training.

This platform gives me a very limited scope in what I can show you safely and effectively, which will largely depend on your current knowledge, capabilities and previous experience. This is NOT an exhaustive and complete rundown of what you need to know, but it will give you a starting point and a direction to now focus your time and energy to further educate and learn.

I recommend getting a qualified & *experienced* personal trainer to show you how to train with weights properly and effectively with good technique.

Here's a quick rundown of how to get started with each:

**Resistance training** – You can just start out using body weight exercises such as: squats, incline push ups, inverted rows, and lunges. Obviously im assuming you have *some* idea of what these exercises are, they are pretty simple and will get you started. A quick Google or YouTube search will start you on your way.

Try and go through each exercise back to back with minimal rest with 10-15 repetitions, 3-4 times through. When this is too easy, its time to add some extra resistance to the movements, so depending on your previous experience and access to someone in the know, this may or may not be easily done. One thing is for sure, find a way to make it happen, so again, books, internet and even if it means hiring a trainer for 1 or 2 sessions to show you how.

**Interval training** – this is basically where you do your cardio training in bursts of high intensity activity, mixing in lower intensity recovery periods. So you might ride your bike

and sprint as fast as you can for 30 seconds, and take a 60 sec break of just slow riding. You want to get your heart rate up, feel out of breath and feel 'out of your comfort zone'. Training like this will give you a huge metabolic effect and have you burning calories for long after you've finished exercising (studies have shown anywhere from 24-48 hours!).

You can do your interval training basically any way you can do your regular cardio (but may be not running just yet!). So you could use walking on a treadmill with your intervals on an incline, a cross trainer, a rower, boxing bag, anything you can do with high enough intensity.

*\*\*Just Remember - before you start your exercise program, see a doctor to make sure you're in good enough health to start, and if you consider yourself very unfit, go see a good personal trainer that knows what they're doing. \*\**

## **Forget About Sit Ups For a Flat Belly...**

Achieving a flat stomach is easier than you think, but it's like anything else, you just need the right tools for the job.

In the last 2 parts, I went over the dietary and training aspects to lose body fat and help you achieve a leaner midsection and now I am going to unveil the very exercises you need to be doing to tone and tighten the right muscles of your 'core'.

Many of these exercises will fly in the face of what you have been taught over the past 20 years, but then again, times change and there is now decade's worth of research proving what really is the most effective and efficient way to develop a strong, functional core.

One of the misconceptions that we need to eliminate before we go any further is the idea that more is better...

I hear people say all the time that they need to get in their "500 crunches" for the day. Why would anyone do that many crunches? For what reason and why the number 500? Where did that come from?

There are absolutely no good reason to ever perform that many crunches in a week, never mind a day.

Trust me, the only thing 500 crunches a day is going to get you is a lower back injury. With that much force, rounding, and repetition going on, your back is on its way to a disc injury sooner or later.

Are you sitting at a desk reading this right now? If you are what position is your lower back in? Probably rounding out and in what's called 'flexion'. If you're spending hours every day at work sitting like that why are you going home or to the gym and just repetitively going through the same movement under resistance – exasperating the postural position that's messed up your posture (and likely given you back problems!) in the first place.



Anyone who's done even a little study on spine biomechanics knows that the worst position for your spine to be in, especially under load is....flexion.

Case closed, sit ups are not worth the little benefit they provide.

Besides, dedicating that much time to a thin layer of abdominal muscles leaves you little time to concentrate on the big movements that are actually going to speed up your metabolism, increase your energy expenditure and change your body composition.

Remember everyone has abs, but no one will see them if they're covered by a layer of fat! So the best ab exercise is to focus on the nutrition & training concepts we've gone over in this report to shed some body fat, and THEN you'll start to see the full benefits of training your core properly.

And if you're doing the right type of resistance training program, you'll be engaging your core with a lot of the exercises you perform anyway, how's that for efficiency & bang for your buck?

Anyway let's cut right to the chase, get you off your back, and on to completing exercises that will have your abs and core up to scratch in no time flat.

Its quite likely you've not heard of some (or all) of these exercises, if that's the case a quick Google or YouTube search will help you familiarize yourself with them, and if you're still unsure it's a good idea to seek help from someone who does know. Don't try to attempt to learn these movements on your own if you've had NO previous experience with them.

Here is a partial list of the top *non-traditional* core exercises:

1. Front Squat (dumbbell or barbell)
2. Turkish Getup (dumbbell or kettlebell)
3. 1 arm dumbbell chest press (dumbbell or cable)
4. Pull-ups (assisted with a band or a workout partner if needed)

Here are some approved traditional abs/core exercises:

1. Prone Plank Hold
2. Side Plank
3. Chops or anti-rotation holds (using cables, bands)
4. Hanging leg raises

These 8 exercises mentioned will literally revolutionize the way your midsection feels!

The reason?....

It's very hard to cheat on these particular exercises and they force you to engage your deep abdominal and core muscles in the functional manner they are designed for in order for you to maintain your stability & balance and perform them with proper form.

If you really want to make the most of your 'core' work then it's a great idea to incorporate these types of exercises. These movements will wipe out your need for

traditional, long, slow, and boring cardio and the typical spine ruining "crunch." That's the way things use to be done 10, 20, and 30 years ago, but times have certainly changed. It's now time to welcome the new rules of effective, efficient and safe training.

## CHAPTER 6 – Attitude is Everything

If you have fitness or weight loss goal you want to achieve, one of the most overlooked aspects of success is your attitude, or mindset.

No matter how much information on exercise and diet you get, if you have a negative attitude or a bad self-image then you're going to find things very difficult.

The truth is if you were to start out on a fat loss or fitness quest, you had no idea how to exercise or what to eat and the only thing you had was a good attitude, I'd say you're very likely to succeed.

Anyone can learn how to exercise properly

Anyone can learn how to eat right for their goals

The information or 'how to' is very accessible once you take the time to sort the reality from the nonsense (especially with a good attitude), or seek someone out to help you who has already done so.

But *without* the right attitude you're likely to:

- Give up when you hit your first hurdle or when things aren't so smooth
- Not commit or give it 100% because you're doubting everything, (including yourself)
- Not push yourself hard enough or get out of your comfort zone when exercising
- Find a reason to cancel training sessions too often
- Be impatient and expect unrealistic results too quickly
- Blame your circumstances because it's 'too hard for you'
- Blame external factors or other people for making it too hard
- Give in to temptations and stray from your healthy eating or exercise plan
- Believe that you've been cursed with 'bad genetics'
- Forever think of yourself as 'the fat girl or guy' (these beliefs will subconsciously sabotage your efforts sooner or later because deep down that's who you think you are)

And I guarantee that if you think some of the above applies to you, you weren't always that way, somewhere along the way you *learned* to think like that.

I mean think about it, once upon a time you were a baby and you couldn't even walk or talk! At some point you literally taught yourself how to walk and talk from scratch...sounds stupid but it's true.

**Do you know how many times you failed, fell on your butt, hit your head and totally stuffed up whilst learning how to walk?...Hundreds?...Thousands?...**

But this didn't deter you one bit..., you just got straight back up and kept trying because you hadn't yet developed any negative, self limiting beliefs, and you REALLY wanted to

walk so **through hard work, persistency, lots of practice and a good attitude you eventually got there.**

But now you think it's impossible to get up earlier every day and prepare yourself a healthy breakfast?...Or do some exercise when you get home from work?...or ditch the bread, pasta & alcohol that's keeping you from losing weight and being happy with your body?. WHAT? Sounds a bit silly doesn't it after what you've already accomplished? ...

On the other hand, people who are successful in achieving their weight loss goals (or any goals for that matter) typically display the same sort of attitude and characteristics.

Successful people leave clues for the rest of us...

And it's no coincidence that people who do succeed in what they set out to do:

- Have a positive attitude & expect to succeed
- Have a burning desire to achieve their goal
- Work hard to get what they want
- Take full responsibility for their own results and blame no one else or outside circumstances
- Understand they can control their own circumstances, their environment and experiences
- Hit a hurdle, learn from it, and find a way to get around it or fix it to get back on track
- Get help from others to get to where they want to go quicker and easier
- Do whatever it takes to achieve their goal – no matter what, until they do.
- Are persistent, knowing that doing the right thing over time will eventually pay off.
- Constantly try and improve what they're doing – even if its just by 1%
- Take massive action on what they know they should be doing, without waiting and procrastinating for a 'better time'
- Just Do It (yes, Nike is on to something there)

So, it stands to reason that if you want to be successful at anything (in this case its improving fitness, health, losing body fat, toning up, getting stronger, becoming more flexible etc) then these are the characteristics you need to adopt which will get you there.

So have a great attitude & mindset, mix it in with a bit of hard work and discipline, don't get bogged down with negativity, genuinely believe in yourself, and constantly look for ways to improve or do better, and you're guaranteed to succeed.

Here are some steps to take to set yourself up for success, this may seem unnecessary to you, but trust me when I say that many of the most successful people in the world follow this process to achieve their goals.

## 7 Steps To Achieving Your Fitness Goals

1. Decide EXACTLY what you want to achieve
  - a. Set a specific weight, body fat %, fitness level, clothing size etc.
2. Determine EXACTLY what you intend to give in return for your goal. Remember, you have to give to get.
  - a. For example, you're going to have to trade time doing something to find time to exercise, or you may forgo a dinner out once a month in exchange for your monthly supply of supplements. Things like that.
  - b. Note: *You're trading something of a lower nature to make room for something of a higher nature.* 😊
3. Establish a DEFINITE date you intend to achieve your goal
4. Set your calendar up for success
  - a. Schedule time for your workouts and meals
  - b. Schedule time to prepare food
  - c. Schedule time to read fitness-related information for a few minutes per day – *(like reading my newsletters & blogs! ;-p)*
5. Write out a clear, concise statement of your goal. Include the date of its achievement and the plan you will follow to succeed.
6. Read your written goal aloud everyday when you wake up and before you go to bed. As you read your goal statement, SEE AND FEEL YOURSELF ALREADY AT YOUR GOAL.
7. **TAKE ACTION. This is the key. Don't even wait for your situation to be perfect, just take action in the direction of your goals and perfect it as you go.**



**BONUS STEP:** Continue to surround yourself with like-minded individuals who are on a similar fitness journey (and get expert coaching and guidance from experts) to simplify the process and make it more fun!

I truly hope you enjoyed this fat loss and fitness manual, more importantly; I want you to take what you have learned and put it into action.

There are two types of people in life - the ones who just read the free reports like this, and those that actually ACT upon them...Which one are you?

The best plans are still only wishful thinking until they are acted upon. So if you need to, read this report again, print it out if it helps, and then take immediate steps towards achieving the body and the level of health & fitness you want.

If you need some extra help - if you would like the exact methods we use with our private and small group personal training clients to show you how to eat and train for real world, long term results, then I urge you to:

Email me at [ben@bgltraining.com.au](mailto:ben@bgltraining.com.au)

OR visit

<http://www.StKildaFitnessTrainer.com.au>

OR you can call us direct on **1800 024 994**

We'll use what you have learned in this report and much more, to take you through a complete weight loss, body reshaping and health transforming journey guaranteed to get you the results you're looking for. All you need to do is take action...

Hope to talk to you soon,

Ben Longley & The Fit Stop Team

Lose Body Fat, Tone Up & Get in Shape with **The Fit Stop** Starting TODAY:

<http://www.StKildaFitnessTrainer.com.au>

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