



Program Guide

Conventional low calorie / low fat dieting don't work. And there are a lot of fun - standard low-fat / low calorie diets have done more harm for our health than good. Unfortunately what you have been told is 100% WRONG: Cutting calories DOES NOT mean you burn more fat – it means you burn less calories.

This program simply attempts to solve the issues of conventional dieting, allowing you to eat foods regularly off limits to dieters. In addition it will reply almost exclusively on nutritious and wholesome **REAL** foods (with a few exceptions). Real food is what our body was designed to eat. When you feed you body in a manner consistent with it's design your body becomes lean and healthy – and you become happy.

This plan will deliver fast results to be sure, but even more important it can easily be *translated* onto a lifestyle that will last the rest of your life.

We wanted to keep this guide short and sweet, so here it is. Please do not hesitate to get back to me with any questions.

You should have the following documents:

- Program Guide - The One You Are Reading Now
- The Healthy Fat Guide
- The Nutrition Plan
- The Recipes for the Nutrition Plan that includes the Grocery List
- The Snack List
- The Treat Guide
- The Travel Workouts
- The InBody Guide



The Breakdown

Here is the entire program in a nutshell. Just bullet points, further discussion of each point will follow.

- You will consume NO MORE than 50 net carbs per day
- You will consume a minimum of 120g protein/day (women) 180g protein/day (men)
- Fats will only come from natural sources (no man made fats)
- You will log everything you consume
- You will get 1 “Treat Night” per week
- Calories are not a “huge” concern (unless you get TOO FEW)
- Optionally, you can take 200mg of caffeine (coffee or pill) prior to working out

- **Carb Control**

You will consume less than 50 grams of (net) carbs per day (that’s total carbs minus the fiber.) Here’s the deal: **Low Carb Works**. There is just no disputing it.

Fat loss is dictated by our bodies hormones levels; primarily insulin. When insulin is high fat burning is simply not possible. And when we eat sugary and high glycemic carbs we secrete insulin and thus fat loss comes to a screeching halt. So it is imperative we control insulin levels, but there is good news: We can control insulin directly by controlling our carb intake. Problem solved.

But it can be dreadfully boring if you let it. So get in the kitchen and make the diet as



exciting as you can. That is why I have included the 28 day menu along that include insanely delicious recipes.

Just keep your carbs lower than 50 per day (even closer to 30) and your body will be forced to burn off its reserve fuel source (your body fat) for fuel.

I know, I hear it all the time “But I *NEED* carbs...” Ok - some but not tons. And not while getting body into fat burning. Yes, I know you may want carbs and there is a difference. Decide what is more important, eating carbs or getting lean.

This one is just not that complicated so don't make excuses, just make it happen.

Protein Power

Protein is VITALLY important on this program. You see our muscles are primarily composed of protein (once you take out the water.) And we will be beating the living crap out of our muscles during this program so we MUST supply the raw materials needed to rebuild and repair the (good) damage we inflict.

As important as dropping carbs are to illicit fat burning, it is equally important that we keep our muscle and other lean tissues well nourished to increase the metabolism.

A good rule of thumb is 1g of protein per pound of bodyweight, but even this can get screwy if we carry too much bodyfat - that is why I say a minimum of 120g per day for women and 180g per day for men.

Protein also takes twice as much energy to digest and assimilate as do carbs and fat, and it can also blunt appetite as it does not trigger insulin. It also stimulates cognitive function. Protein is good stuff, and can make you feel good and look good.



Good sources are: Meats, chicken, turkey, fish, cottage cheese, (certain) protein powders (what out for added sugars), whole eggs, and even (nitrite free) bacon. Be sure to go organic whenever you can.

See the accompanying Food List.

Eat Fat and Get Lean

Remember this simple fact: Natural fats are awesome, man made ones suck.

Remember that one simple thing and you are golden.

Our bodies LOVE fat. Our brains are mostly fat. Our cell membranes are made of fat. Our hormone production RELIES on fat. Our bodies were literally made to function optimally with a relatively high fat intake.

Going low fat is simple a HUGE mistake.

You can have plenty of healthy and natural fat on this program. Things like coconut oil, avocados, nuts, meats, natural cheeses, butter (grass fed) and even bacon (so long as it has not been processed.)

But you must AVOID anything that says it is hydrogenated or partially hydrogenated. "Trans fats" as they are know is quite toxic and should be avoided at all costs.

Calories

The component of this program I care LEAST about is the calorie levels. More and more research every day says that calories are not as significant as we thought in the fat loss battle. What is important: Our body's hormonal environment (i.e. low insulin levels). And hey, we've already got that covered.

So for this program I have recommended 1200 cal's for women and 1500 for men, but this is just a guideline. If you go a bit higher and the other guidelines are still followed (low carbs, high protein, and eating a good amount of healthy fat) I will be one happy trainer. Really I am n more concerned with you not eating enough (as that KILLS your



metabolism) than I am eating too much. So again, calories are pretty low on my list of fat loss concerns.

Caffeine Buzz (optional)

Caffeine is good stuff. Without it most of us would not even get out of bed. For our purposes we will be taking 200mg 20-30 mins prior to training. You can take it as coffee or in a pill if you prefer (you can find it at almost any vitamin shop). Also, it is good to assess your tolerance so you are not bouncing off the ceiling. If you train in the evening you might want to take a pass on this as it might keep you up at night – your call.

Complete Accountability

Write it all down on <https://myfitnesspal.com> You will write down EVERYTHING you eat. **This is mandatory.** For success - you cannot manage what is not measured.

There are iPhone / smartphone apps for each of these online logging programs.

TREAT Night

This is unquestionably the most awesome (or at the very least the most fun) part of this program: The night when you don't worry about all the rules out the window. From 5-6pm until bed feel free to eat whatever you want. Optimally this would be a very high carb / low fat affair. Seriously – whatever you want. You see when your body perceives calorie levels to be too low it shuts down fat burning as a preservation mechanism. The treat tells your body that calorie levels are still high so go ahead and burn some fat. This is done through leptin up-regulation, all you need to know is you can eat what you want and it can actually accelerate fat loss.

See the Treat Guide for more info on how to optimize your treat meal!

Other Considerations

There are a few other things to keep in mind.



When you drop your carbs it is easy to just live off of meat and cheese. That can be fine for a while (albeit short on nutrients) but the lack of fiber can back you up quickly. The easier way to keep things “moving” is to make sure you eat plenty of low carb but fibrous vegetables everyday. When that doesn’t happen consider a psyllium fiber product (I keep the Trader Joe’s version on hand.) A couple of tablespoons in mixed thoroughly water before bed tastes like saw dust but will get things going again.

The other thing is water. Here is my advice: Drink more. To fully optimize this plan you should drink a gallon per day. Yes, one gallon. Yes, that is a lot. Yes, you will pee a lot. The deal is your body functions best when fully hydrated, plus the processing of fat (fat burning) happens most easily when properly hydrated. This will also reduce water retention under the skin. Also we have the added benefit the extra water aiding in detoxing your body over the next 6 weeks. Bodyfat can store toxins, and when you are burning fat at a high rate (which you will) you are also potentially releasing more toxins. Know this: More water will not make you burn more fat. But not enough water will stop fat burning in its tracks.

Conclusion

That’s it. It is really not that complicated, but if you have any questions DO NOT HESITATE to contact us!

Now here is some tough love:

You are either doing this program or you are not.

Decide which now. If you are not following the guidelines your results will suck.

Following this guide can potentially change your life forever– doing what you’re doing will without question keep it the same.

You now have the keys to a new lean, healthy body and a new energized life. All you have to do is turn the key and walk through the door. Trust me, you’re going to love it here.