



FAT LOSS

FUNDAMENTALS


with Emma

INTRODUCTION

HELLO AND WELCOME TO THIS SHORT EBOOK. I WANT TO QUICKLY TAKE A SECOND TO THANK YOU FOR GRABBING THIS RESOURCE AND FOR TAKING THE TIME TO READ WHAT WE HAVE TO SAY.

OUR TEAM HAS HELPED THOUSANDS OF WOMEN - HELPING THEM BOOST THEIR ENERGY, ACHIEVE RAPID FAT LOSS AS WELL AS REDUCE THEIR STRESS LEVELS SO THAT THEY HAVE MORE CONTROL OVER THEIR LIFE. SO IF THAT'S WHAT YOU'RE AFTER, THEN YOU'RE IN THE RIGHT PLACE.

NOW, THE BIGGEST PROBLEM WE SEE OUR CLIENTS MAKING WHEN TRYING TO LOOSE BODY FAT IS THAT THEY'RE ADDRESSING THE SURFACE LEVEL PROBLEM WITH SURFACE LEVEL SOLUTIONS.

LET ME ELABORATE. THEY'RE OVERWEIGHT SO THEY CRASH DIET AND THEY'VE GOT LOW ENERGY SO THEY START WORKING OUT TO GET FITTER. WHILE CRASH DIETING WORKS IN THE SHORT TERM IT ACTUALLY TAKES YOUR FURTHER AWAY FROM THE END RESULT YOU ACTUALLY WANT.

YOU MAY RESTRICT YOURSELF BY CUTTING CARBS, ALCOHOL AND WHATEVER ELSE AND LOSE A FEW POUNDS IN THE FIRST FEW DAYS BUT THEN IT ALL GOES WRONG.

YOU GET STRESSED OUT, REACH FOR THE BISCUITS AND WINE AND OVEREAT. THE RESULT IS WEIGHT GAIN, FRUSTRATION AND EVEN MORE DESPERATION.

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WHEN IT COMES TO ENERGY AND EXERCISE YOU'LL START GOING FOR A RUN EVERY DAY OR DOING SOME ONLINE FITNESS CLASS EVERY DAY FOR 30 DAYS.

I APPLAUD THE EFFORT BUT YOU'RE ALREADY STRESSED AS HELL AND HAVE NO TIME SO TRYING TO FIT IN DAILY WORKOUTS OR RUNS SO THIS IS ONLY GOING TO STRESS YOU OUT EVEN MORE.

STRESS (AS I MENTIONED) MEANS OVEREATING. OVEREATING MEANS WEIGHT GAIN. WHICH AGAIN, IS THE OPPOSITE OF WHAT YOU WANT.

THIS CYCLE REPEATS ITSELF FOR YEARS. I'VE HAD CLIENTS WHO FIRST STARTED TO LOSE WEIGHT IN THEIR LATE TEENS AND ARE NOW 40+ AND WEIGH MORE. THAT'S 20 YEARS OF TRYING TO LOSE WEIGHT AND THE OPPOSITE HAPPENING WHICH IS TOTAL MADNESS.

IT'S NOT YOUR FAULT THAT THIS HASN'T WORKED, BUT WE'RE HERE TO ENLIGHTEN YOU ON THE FACT THAT FAT LOSS AND HAVING MORE ENERGY IS ACTUALLY A VERY SIMPLE PROCESS.

NOT EASY AND ONLY SIMPLE IF YOU KNOW THE PROCESS. WHICH FORTUNATELY FOR YOU, IS EXACTLY WHAT WE'RE ABOUT TO EXPLAIN.

THERE ARE 5 STEPS TO SUSTAINABLE FAT LOSS AND RESULTS THAT STAY WHICH ARE COVERED IN OUR MORE IN DEPTH RESULTS CHALLENGES - JUST ASK THE PERSON WHO TAGGED YOU IN THIS FREE EBOOK FOR MORE INFO ABOUT THOSE.

BUT I'M GOING TO SUMMARISE THEM FOR YOU NOW.

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AN OVERVIEW OF THE 5 STEPS



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STEP 1 - YOUR LIFESTYLE

THE SECRET TO MORE ENERGY & LESS STRESS LIES WITHIN YOUR LIFESTYLE. IT'S THE BASIC HABITS YOU IMPLEMENT ON A DAILY BASIS AND I'VE NARROWED IT DOWN TO 3 HABITS.

I PROMISE YOU THAT IF YOU ACTUALLY DO THESE HABITS EVERY DAY YOU WILL SEE YOUR ENERGY LEVELS INCREASE IN A MATTER OF DAYS.

HABIT 1 - 7 HOURS SLEEP A NIGHT

WHEN WE'RE BUSY AND OVERWHELMED THE FIRST THING WE DO IS SACRIFICE SLEEP WHICH IS THE WORST THING TO DO. SLEEP SHOULD BE YOUR #1 PRIORITY BECAUSE WITHOUT ENOUGH OF IT A FEW THINGS HAPPEN;

- MENTAL FOCUS DROPS (FUZZY HEAD)
- CRAVINGS INCREASE
- ENERGY IS LOWER
- UNABLE TO DEAL WITH STRESSFUL SITUATIONS
- POOR RECOVERY FROM EXERCISE
- HEADACHES

HERE ARE A FEW TIPS TO HELP YOU SLEEP BETTER;

- NO CAFFEINE AFTER 4PM
- USE BLUELIGHT FILTERS WHEN THE SUN GOES DOWN
- REDUCE STRESS IN THE EVENINGS AND WIND DOWN PRIOR TO BED

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HABIT 2 - DRINK WATER

LET'S FACE IT, MOST OF US DON'T DRINK ENOUGH WATER SO IT'S NO WONDER WE'RE KNACKERED ALL THE TIME. WATER IS THE MOST IMPORTANT SUBSTANCE THE BODY MUST HAVE IN ABUNDANCE.

OUR BODIES ARE 60% WATER WITH EVERY CELL AND BODILY PROCESS REQUIRING IT. WE USE IT FOR HOMEOSTASIS (MAINTAINING BALANCE WITHIN THE BODY), PROCESSING CARBOHYDRATES FOR ENERGY AND JOINT LUBRICATION TO NAME A FEW.

WE'RE CONSTANTLY USING IT AND LOSING IT SO IT NEEDS TO BE REPLACED. IF IT DOESN'T GET REPLACED THEN OUR BODIES SUFFER AND LOW ENERGY IS JUST ONE OF THOSE SYMPTOMS.

ONE STUDY SHOWED THAT A 1.3% DROP IN FLUID LEVELS POST WORKOUT RESULTED IN IMPAIRED MOOD & CONCENTRATION AS WELL AN INCREASE IN HEADACHE FREQUENCY.

THE GENERAL CONSENSUS ACROSS MOST STUDIES AND ARTICLES ONLINE IS THAT 2 LITRES IS A GOOD BENCH MARK TO START WITH.

SO, AIM FOR 2 LITRES AND JUST GAUGE HYDRATION LEVELS BY THE COLOUR OF YOUR URINE.

	Good
	Good
	Fair
	Dehydrated
	Dehydrated
	Very Dehydrated
	Severe Dehydrated

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HABIT 3 - CREATE SPACE

THIS IS ESSENTIALLY YOU GIVING YOUR BRAIN A BREAK. JUST LIKE YOU GIVE YOUR BODY A REST BETWEEN WORKOUTS, YOUR BRAIN NEEDS SOME RESPITE SO THAT IT CAN RECOVER AND ADAPT TO THE REGULAR STRESSES AND STRAINS OF LIFE.

IMAGINE RUNNING MARATHON AFTER MARATHON AND HOW YOU'RE BODY WOULD FEEL. IT'D BE EXHAUSTED, BROKEN AND INJURED AND THAT'S EXACTLY HOW YOU'RE BRAIN WILL FEEL AFTER LONG STRESSFUL PERIODS.

THE GREAT THING IS THAT WHEN YOU GIVE YOUR BRAIN THE CHANCE TO REST, RECOVER AND ADAPT IT ACTUALLY GETS BETTER AT DEALING WITH THOSE STRESSFUL THINGS SO YOU GET LESS STRESSED IN THE FUTURE.

IT'S VERY EASY TO GET CAUGHT UP IN THAT CONSTANT CYCLE OF DOING STUFF BECAUSE YOU'RE WORRIED IF YOU DON'T DO IT YOU'LL BE EVEN MORE OVERWHELMED. BUT YOU HAVE TO BE AWARE OF WHEN THIS IS HAPPENING SO YOU CAN GIVE YOURSELF A BREAK.

HOW YOU CREATE SPACE IS ENTIRELY UP TO YOU AS LONG AS YOU SWITCH OFF.

YOU CAN MEDITATE, DO YOGA, GO FOR A WALK, READ A BOOK IN THE BATH, WHATEVER HELPS YOU RELAX AND UNWIND.

THIS WILL HELP IMPROVE YOUR TOLERANCE FOR STRESS, INCREASE MENTAL CLARITY AND OVERALL MENTAL HEALTH.

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STEP 2- YOUR TIME

HOW CAN YOU EXPECT TO STICK TO A NEW DIET, TRAINING PROGRAM OR LIFESTYLE CHANGE IF YOU DON'T HAVE ANY TIME?

THE MISTAKE YOU MAKE IS TRYING TO ADD MORE TO YOUR ALREADY CRAZY ROUTINE WHERE YOU'RE SERVING EVERYONE ELSE AND NEGLECTING YOURSELF. THAT NEEDS TO CHANGE.

IMPLEMENTING THOSE 3 DAILY HABITS IS SIMPLE AND DOESN'T TAKE ANY OF YOUR TIME, BUT BEFORE WE MOVE ON WE NEED TO GET A GRIP OF YOUR TIME SO YOU HAVE THE TIME AVAILABLE TO FOCUS ON THE TASKS REQUIRED TO BURN BODY FAT.

NOW THERE ARE 3 STEPS TO EFFECTIVE TIME MANAGEMENT

- HAVE A WEEKLY GAME PLAN
- USING YOUR TO-DO LISTS PROPERLY
- A PROACTIVE MORNING ROUTINE

SO LETS START WITH YOUR GAME PLAN BECAUSE I'M SURE YOU'LL AGREE THAT 99% OF THE TIME OUR WEEKS FOLLOW THE SAME PATTERN. GET UP AT THE SAME TIME, START WORK AT THE SAME TIME ETC ETC. SO LETS GET CLEAR ON ALL THAT.

START BY MAPPING OUT YOUR WEEK IN 30 MINUTE TIME BLOCKS. WHEN YOU GET UP, THE TIME YOU SPEND AT WORK, COMMUTE TIME ETC.

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ONCE YOU'VE DONE ALL THAT YOU'LL FIND YOU HAVE EMPTY SPACE IN YOUR GAMEPLAN. NOW IT DOESN'T MATTER WHEN THIS SPACE IS BECAUSE YOU'RE JUST GOING TO FILL IT WITH TRACTION BUILDING TASKS.

WHATS A TRACTION BUILDING TASK I HEAR YOU ASK...

WELL, THERE'S TWO TYPES OF TASKS THE FIRST ONE BEING DISTRACTIONS, THE SECOND BEING TRACTIONS.

AS HUMANS WE DON'T LIKE TO THINK, WE JUST WANT TO 'DO' WHICH IS WHY WHEN WE'RE FORCED TO MAKE DECISIONS AND THINK ABOUT SOMETHING THAT'S CHALLENGING WE START TO PROCRASTINATE AND DISTRACT OURSELVES.

WHICH IS WHY WE HAVE TO PLAN FOR TRACTION BUILDING TASKS LIKE WORKING OUT, SELF CARE, MEAL PLANNING, TIME WITH FAMILY OR ANY OTHER TASK THATS GOING TO GET YOU MOVING TOWARDS YOUR GOALS AND IDEAL LIFE.

THIS IS WHAT WE FILL THE GAPS IN YOUR GAME PLAN WITH. AS WELL AS THINGS OFF YOUR TO DO LIST.

DO YOU HAVE A TO DO LIST? SILLY QUESTION REALLY BECAUSE WE ALL DO BUT WE ALSO MISUSE THEM.

THEY'RE SUPPOSED TO MAKE US MORE ORGANISED AND LESS STRESSED, BUT THEY DO THE OPPOSITE AND THAT'S BECAUSE WE DON'T APPROACH THE TO DO LIST WITH THE RIGHT MINDSET.

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WE LET IT CONTROL US. SO IF YOU WANT TO EFFECTIVELY USE YOUR TO DO LIST I SUGGEST YOU USE SOMETHING CALLED THE EISENHOWER MATRIX.

The Eisenhower Decision Matrix



SO WHIP OUT YOUR TO DO LIST AND PUT EACH TASK INTO ONE OF THESE BOXES:

DO - WHAT TASKS NEED TO BE DONE WITHIN THE NEXT 7 DAYS. BE REALISTIC AND CUT THROAT WHEN DECIDING.

DECIDE/ DELAY - SCHEDULE A DAY TO DO THOSE TASKS. IF THEY DON'T NEED TO BE DONE IN THE NEXT 7 DAYS THEN DELAY THEM UNTIL NEXT WEEK.

DELEGATE - YOU DON'T HAVE TO DO EVERYTHING AND YOU'RE WELL IN YOUR RIGHT TO DELEGATE TASKS TO COLLEAGUES AT WORK OR OTHER MEMBERS OF YOUR FAMILY

DELETE - IF IT'S BEEN ON YOUR LIST FOR A WHILE AND STILL ISN'T A PRIORITY THEN IT'S PRETTY SAFE TO DELETE IT. IF IT'S THAT IMPORTANT IT'LL MAKE IT'S WAY BACK ON TO THE LIST.

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THEN IT'S JUST A CASE OF COMBINING THE TWO THINGS; YOUR GAME PLAN AND TO DO LIST PRIORITY TASKS.

BASICALLY YOU JUST PUT THE THINGS OFF YOUR TO DO LIST INTO THE EMPTY SPACES IN YOUR GAME PLAN. THAT'S IT.

ALL YOU DO IS JUST LOOK AT YOUR GAME PLAN EVERY EVENING, GET CLEAR ON WHAT YOU'RE DOING THE NEXT DAY, YOU COULD EVEN PUT IT IN YOUR DIARY OR GOOGLE CALENDAR AND THEN JUST DO EACH TASK AT THE TIME YOU'VE ARRANGED IT FOR.

THAT BEING SAID, THINGS WON'T ALWAYS GO SWIMMINGLY AND YOU MAY FALL BEHIND BUT DON'T PANIC. I HAVE A VERY SIMPLE TIP THAT SOLVES THIS ISSUE AND THAT'S TO KEEP YOUR FRIDAY FREE. OTHER THAN THE BEAR ESSENTIALS, DON'T PUT ANY EXTRA'S INTO THE DAY.

THAT WAY YOU HAVE TIME AVAILABLE TO CATCH UP ON STUFF OR IF YOU'VE GOT EVERYTHING DONE YOU GET TO RELAX OR DO SOMETHING ELSE FUN.

SO LETS LOOK AT YOUR MORNING ROUTINE BECAUSE I FIRMLY BELIEVE THAT THE WAY YOU START YOUR DAY DIRECTLY CORRELATES TO HOW IT ENDS. IF YOU'RE PROACTIVE, PRODUCTIVE AND LIVING WITH INTENT THEN YOU'LL HAVE A GOOD DAY.

IF YOU WAKE UP LATE, HAVE TO RUSH AROUND AND GET STRESSED OUT THEN YOUR DAY IS ONLY GOING TO GET WORSE.

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LUCKY FOR YOU I HAVE A TRIED AND TESTED MORNING ROUTINE THAT HELPS YOU DO THE FORMER.

WAKE UP FULL OF ENERGY, WITH YOUR HEAD IN THE RIGHT PLACE AND READY TO EXECUTE YOUR PLAN OF ACTION FOR THE DAY.

I CALL IT THE 'WAKE METHOD'

W - WAKE UP WITHOUT SNOOZING YOUR ALARM

A - ACT GRATEFUL

K - KING SIZE GLASS OF WATER

E - EFFORTLESS EXERCISE

THE 4 TASKS WILL ENSURE YOU'RE PROACTIVE, IN A GOOD PLACE MENTALLY, HYDRATED AND ENERGISED.

SO GET UP WITHOUT SNOOZING THAT ALARM AND SEIZE THE DAY. THEN I WANT YOU TO WRITE DOWN 3 THINGS YOU'RE GRATEFUL FOR AND THE REASON FOR THAT IS IT KEEPS YOU GROUNDED AND PRESENT WITH WHAT MAKES YOU HAPPY RIGHT NOW. THEN, MAKE A DENT IN YOUR 2 LITRES OF WATER A DAY TARGET.

LASTLY, GET THE BLOOD PUMPING WITH SOME EFFORTLESS EXERCISE LIKE WALKING OR A STRETCHING ROUTINE.

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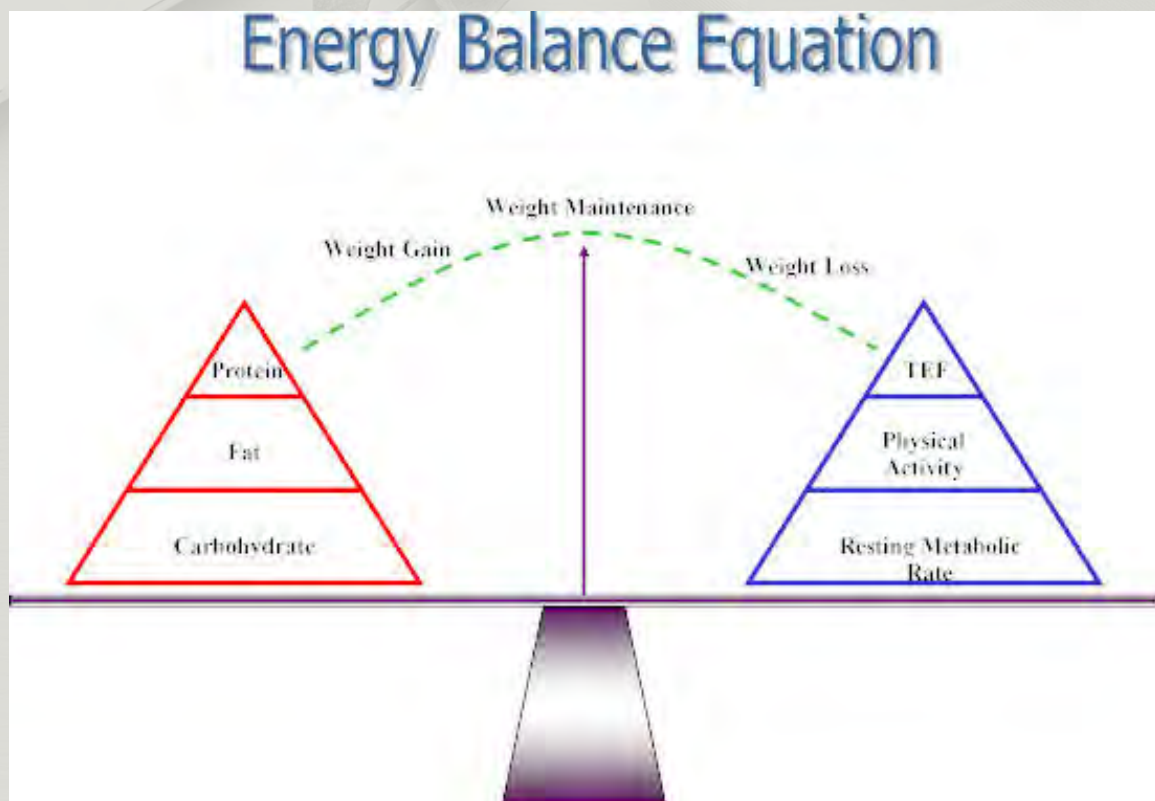
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STEP 3 - YOUR ENERGY BALANCE

ENERGY BALANCE IS THE EQUATION THAT EQUATES TO FAT LOSS, FAT GAIN OR MAINTENANCE.

CALORIES IN - CALORIES OUT = WEIGHT GAIN, LOSS OR MAINTENANCE



THE RESULT DEPENDS ON THE NUMBERS YOU PUT INTO THE EQUATION. EAT MORE CALORIES, DO LESS EXERCISE RESULTS IN A POSITIVE AMOUNT OF CALORIES LEFT OVER (WEIGHT GAIN).

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EAT LESS CALORIES AND DO MORE EXERCISE RESULTS IN A NEGATIVE AMOUNT OF CALORIES LEFT OVER (WEIGHT LOSS)

YOU SEE IT'S VERY SIMPLE TO CHANGE YOUR BODY COMPOSITION (SIMPLE, NOT NECESSARILY EASY) YOU JUST HAVE TO TRACK THOSE 3 THINGS.

- CALORIES IN
- CALORIES OUT
- THE OUTCOME

THEN YOU JUST TWEAK THE CALORIES IN OR OUT UNTIL YOU GET THE OUTCOME YOU WANT.

NOW YOU MAY OR MAY NOT HAVE HEARD OF CALORIE DEFICITS OR CALORIE COUNTING BUT I'M GOING TO TALK TO YOU AS IF BOTH OF THESE PHRASES ARE TOTALLY ALIEN TO YOU.

IF YOU THINK BACK TO THE ENERGY BALANCE EQUATION WE JUST DISCUSSED, A CALORIE DEFICIT IS BASICALLY A NEGATIVE BALANCE. THIS MEANS THAT YOU'RE NOT EATING ENOUGH CALORIES TO FUEL YOUR BODY SO IT HAS TO BREAK DOWN FAT DEPOSITS TO MAKE UP THE DIFFERENCE.

TO ENSURE YOU'RE IN A CALORIE DEFICIT YOU HAVE TO CALORIE COUNT. REMEMBER I MENTIONED YOU NEED TO TRACK THE 'CALORIES IN' VARIABLE? WELL THIS IS HOW YOU TRACK IT.

YOU REFER TO THE COLUMN ON THE BACK OF A FOOD PACKET THATS TITLED 'KCAL'.

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USUALLY ON THE BACK OF A FOOD PACKET IT'LL TELL YOU THE AMOUNT OF CALORIES PER 100G BUT SOME PACKETS WILL ALSO TELL YOU WHAT THE CALORIES ARE PER SERVING.

SO ALL YOU NEED TO TRACK THE AMOUNT OF CALORIES YOU CONSUME, IS A WEIGHING SCALE AND THE AMOUNT OF CALORIES IN 100G OF THAT FOOD.

BUT HOW DO YOU KNOW HOW MUCH TO EAT? WELL ITS TRIAL AND ERROR. I SUGGEST YOU USE AN ONLINE CALORIE CALCULATOR TO GET A BENCH MARK. ANY ONE WILL DO BECAUSE THEY'RE ALL EQUALLY INACCURATE AND ALL WE NEED IS A STARTING BENCH MARK.

FOR EXAMPLE IF YOU USE THE ONE AT [HTTPS://WWW.ACTIVE.COM/FITNESS/CALCULATORS/CALORIES](https://www.active.com/fitness/calculators/calories)

AND IT TELLS YOU THAT YOU NEED 2200 CALORIES TO MAINTAIN YOUR WEIGHT THEN YOU NEED TO KNOCK A FEW HUNDRED OFF THAT TO ENSURE YOU'RE IN A CALORIE DEFICIT.

PERSONALLY I'D KNOCK OFF 500 SO I'D HAVE THE DAILY TARGET OF 1700. THEN YOU JUST COUNT THE CALORIES YOU EAT ON A DAILY BASIS AND MAKE SURE YOU DON'T GO OVER 1700 EACH DAY.

THAT BEING SAID, IF YOU ATE MORE THAN 1700 ONE DAY AND UNDER THE NEXT YOU WOULDN'T JUST SUDDENLY GET FAT OR THIN. YOUR BODY WORKS MORE ON CONSISTENT AVERAGES WHEN IT COMES TO BODY COMPOSITION.

WHAT I GET MY CLIENTS TO DO IS TIME THE CALORIE DEFICIT NUMBER BY 7 AND THAT'S THEIR TOTAL FOR THE WEEK. IN THIS CASE IT'D BE 11,900. AS LONG AS YOU DON'T EAT MORE THAN 1700 OVER A 7 DAY PERIOD YOU'LL LOSE WEIGHT.

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YOU CAN EAT 1500 A DAY MONDAY - FRIDAY AND THEN HAVE AN EXTRA 1000 OVER THE WEEKEND IF THATS WHAT YOU WANT TO DO. OR YOU CAN EFFECTIVELY 'BANK CALORIES' LIKE YOU WOULD YOUR SAVINGS AND KEEP THEM FOR A SOCIAL EVENT IF YOU WANT.

NOW FOR THE SECOND VARIABLE IN THE ENERGY BALANCE EQUATION AND THIS IS CALORIES OUT. OUR BODIES ARE CONSTANTLY BURNING CALORIES.

THEY'RE BURNT THROUGH NORMAL BODILY FUNCTIONS LIKE DIGESTION AND BREATHING AS WELL AS ANY ACTIVITY WE PERFORM.

WE HAVE SOMETHING CALLED TDEE [TOTAL DAILY EXPENDITURE] WHICH IS THE SUM OF THE CALORIES WE BURN IN A DAY AND IT CONSISTS OF A FEW DIFFERENT THINGS. I'VE ALREADY MENTIONED ONE, THE BODILY FUNCTIONS, WHICH IS SIMPLY REFERRED TO AS BMR [BASAL METABOLIC RATE].

THIS IS BASICALLY THE CALORIES WE'D BURN IF WE WERE IN A COMA AND JUST LAID STILL. IT ACTUALLY EQUATES TO 70% OF OUR TDEE.

THE REMAINING 30% IS BURNT BY A COMBINATION OF DIFFERENT THINGS. NEAT (NON-EXERCISE ACTIVITY THERMOGENESIS) WHICH IS THINGS LIKE, WALKING, GARDENING, HOUSEWORK ETC. BURNS ABOUT 15% OF YOUR TDEE.

TEF BURNS 5-10% OF TDEE AND TEF IS THE THERMIC EFFECT OF FOOD SO BASICALLY HOW MANY CALORIES YOU BURN BREAKING DOWN FOOD. PROTEIN HAS THE HIGHEST THERMIC EFFECT WHICH IS ONE OF THE REASONS YOU MAY HAVE BEEN TOLD TO HAVE A HIGH PROTEIN DIET.

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IT HELPS INCREASE THAT CALORIE DEFICIT WITHOUT YOU ACTUALLY DOING ANYTHING AND HELPS YOU FEEL FULLER FOR LONGER.

THE FINAL CONTRIBUTOR TO TDEE IS EAT. EXERCISE ACTIVITY THERMOGENESIS WHICH IS YOUR WORKOUT AND THIS ACTUALLY BURNS LESS THAN 5% OF YOUR TDEE. BUT ITS THE FACTOR THAT MOST PEOPLE FOCUS ON FOR WEIGHT LOSS AND ACTUALLY MAKES THE LEAST DIFFERENCE.

IT'S ACTUALLY VERY DIFFICULT TO TRACK YOUR TDEE OR IN OTHER WORDS THE 'CALORIES OUT' PART OF THE ENERGY BALANCE EQUATION SO WHAT WE FOCUS ON IS NEAT. BASICALLY THE AMOUNT OF STEPS YOU DO EACH DAY.

AS LONG AS YOU CONSISTENTLY WORKOUT THE SAME AMOUNT EACH WEEK AND TRACK YOUR CALORIES AND PROTEIN THEN YOU'RE BEING CONSISTENT WITH THE OTHER VARIABLES IN TDEE SO ALL THAT'S LEFT IS NEAT.

BUT HOW MANY STEPS SHOULD BE DOING?

WELL, IT DOESN'T REALLY MATTER. ALL THAT MATTERS IS THAT YOU'RE CONSISTENT WITH YOUR STEP COUNT SO WE CAN TRACK IT. IF A CLIENT OF MINE NORMALLY DOES 3,000 STEPS A DAY THEN I'D SET HER A TARGET OF 4,000. IF SOMEONE DOES 25,000 STEPS A DAY EVERY DAY THEN I'D PROBABLY LEAVE IT THERE. JUST USE YOUR COMMON SENSE REALLY.

SO CALCULATE A CALORIE STARTING POINT, BE CONSISTENT WITH CALORIE COUNTING AND YOUR DAILY STEPS AND THEN ASSESS THE OUTCOME AND TWEAK YOUR CALORIES OR STEPS ACCORDINGLY.

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STEP 4 - YOUR DIET AND WORKOUTS

SO THIS STEP IS VERY MUCH CUSTOM TO YOU AND THERE'S ACTUALLY VERY LITTLE I CAN REALLY TELL YOU AND THAT'S BECAUSE THERE IS NO RIGHT OR WRONG DIET AND THERE IS NO ONE BEST WORKOUT.

THE BEST FORM OF EXERCISE FOR YOU IS QUITE SIMPLY SOMETHING YOU ENJOY. IF YOU ENJOY PLAYING NETBALL WITH YOUR FRIENDS 3 TIMES A WEEK THEN DO THAT. IF YOU LIKE HITTING THE WEIGHTS THEN DO THAT BECAUSE THERE IS NO WRONG WAY TO BE MORE ACTIVE. IT'S JUST ABOUT BEING CONSISTENT AND YOU'RE MORE LIKELY TO BE CONSISTENT DOING SOMETHING YOU ENJOY.

THAT BEING SAID I DO THINK THAT SOME FORM OF RESISTANCE TRAINING SHOULD BE DONE BY EVERYONE THAT IS PHYSICALLY ABLE TO AND THAT IS JUST BECAUSE IT'S SO EFFECTIVE AT IMPROVING AND MAINTAINING THE HEALTH OF YOUR BODY.

IT HELPS WITH BONE DENSITY ESPECIALLY AS YOU GET OLDER SO THE RISK OF BONE'S BREAKING IS REDUCED.

IT'S OBVIOUSLY GOING TO HELP WITH FAT LOSS (NOT MASSIVELY) BUT IT WILL HELP YOU BUILD A BIT OF MUSCLE WHICH WILL AID WITH BODY RE COMPOSITION .

IT ALSO HELPS WITH STRESS LEVELS, SLEEP QUALITY, POSTURE ISSUES AND CAN HELP BOOST ENERGY BY MAKING YOUR MUSCLES MORE ENERGY EFFICIENT.

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NOW AS FOR YOUR DIET, LIKE I SAID THERE'S NO WRONG DIET FOR YOU JUST THE ONE THAT MEANS YOU'RE IN A CALORIE DEFICIT FOR A PROLONGED PERIOD OF TIME CONSISTENTLY.

THERE ARE BETTER DIETS THAN OTHERS IN MY OPINION WHEN WE TALK ABOUT THINGS LIKE SUSTAINABILITY.

FOR EXAMPLE GOING KETO AND CUTTING OUT CARBOHYDRATES PROBABLY ISN'T THE BEST WAY TO GO ABOUT THINGS JUST BECAUSE UNLESS YOU CAN SEE YOURSELF ABSTAINING FROM CARBS FOR THE REST OF YOUR LIFE (WHICH SOME PEOPLE CAN, BUT MOST CAN'T) THEN THERE'S NO POINT STARTING IT.

A DIETING METHOD I PROMOTE TO MY CLIENTS IS FLEXIBLE DIETING WHICH IS BASICALLY YOU EATING THE FOODS YOU LIKE, STICKING TO A CALORIE TARGET THAT PROMOTES FAT LOSS (AS WE DISCUSSED IN ENERGY BALANCE) AS WELL AS ENSURING THERE IS AN 80/20 BALANCE BETWEEN WHOLEFOODS AND JUNK FOODS SO THAT YOUR BODY STILL GETS THE NUTRIENTS IT NEEDS. I AM ALSO AN ADVOCATE FOR SUPPLEMENTING ESPECIALLY WITH THE ALL IMPORTANT PROTEIN AS MENTIONED EARLIER. YOU'LL FIND OUT YOUR PERSONALISED PROTEIN TARGET AS PART OF OUR RESULTS CHALLENGE SO DO ASK FOR MORE INFO ABOUT THAT.

SO FIND A FORM OF EXERCISE THAT YOU ENJOY AND TRY TO INCLUDE SOME FORM OF RESISTANCE TRAINING FOR OVERALL PHYSICAL HEALTH AND FIND A DIET THAT YOU ENJOY AND MEANS YOU CAN STAY IN A DEFICIT FOR A CONSISTENT PERIOD OF TIME.

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STEP 5 - SUPPLEMENTS

MOST CLINICAL RESEARCH STUDIES SHOW THAT THOSE EXPERIENCING SIGNIFICANT WEIGHT LOSS HAVE PAIRED PROTEIN SUPPLEMENTATION WITH A LOW-CALORIE DIET ALONG WITH KEY SUPPLEMENTS.

HERE'S THE 3 SUPPLEMENTS WE ASK COACHES USE DAILY AND WOULD SUGGEST A CLIENT USES SHOULD THEY WANT TO BOOST RESULTS AND ENERGY FURTHER.

1 - A BALANCED PROTEIN SMOOTHIE A DAY - BREAKFAST WORKS WELL BUT ANY TIME OF THE DAY THAT SUITS IS FINE - PROTEIN IS NEEDED FOR ALL GROWTH AND REPAIR WITHIN THE BODY. HAIR, NAILS, HORMONES, MUSCLES. IT HELPS KEEP YOU FULLER FOR LONGER - AN IMPORTANT FACTOR WHEN YOU'RE CREATING A CALORIE DEFICIT.

2 - A TARGETED WOMEN'S VITAMIN. THE ONE WE USE IS A VITAMIN & MINERAL COMPLEX TAILORED TO THE INDIVIDUAL HEALTH NEEDS OF WOMEN. IT CONTAINS 24 KEY NUTRIENTS, INCLUDING MICRO NUTRIENTS YOUR BODY CAN'T MAKE ITSELF OR CAN'T MAKE ENOUGH OF. IT HELPS TO SUPPORT BONE HEALTH, ENERGY METABOLISM, HORMONAL ACTIVITY, SKIN, HAIR AND NAILS.

3 - DAILY CONSUMPTION OF ALOE VERA CAN EASE A RANGE OF DIGESTIVE DISORDERS INCLUDING POOR DIGESTION, IBS, CONSTIPATION, ACIDITY, GAS AND LEAKY GUT. IT IS ALSO BENEFICIAL IN KEEPING WEIGHT IN CHECK.

SO IF YOU HAVE A BUSY LIFESTYLE AND WANT THE SMART FUEL TO KEEP YOURSELF FULLER WHILE IN A CALORIE DEFICIT, THEN SUPPLEMENTATION IS AN EASY CONVENIENT WAY TO HELP YOU BUMP THOSE NUTRIENT LEVELS UP. WE AS COACHES DO HAVE A PREFERRED BRAND - JUST ASK FOR INFO.

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WHAT'S NEXT...

WITH ALL THAT SAID GETTING GUIDANCE AND SUPPORT THROUGH THE PROCESS WILL OBVIOUSLY TAKE OUT ALL THE GUESS WORK AND GET YOU TO YOUR END GOAL FAR QUICKER.

SO IF YOU WANT HELP SETTING UP YOUR NUTRITION, CALORIE GOALS, TIME MANAGEMENT SYSTEMS, TRAINING PROGRAMS AND EVERYTHING ELSE COVERED IN THE FAT LOSS 5 STEPS THEN I HAVE A PROGRAM THAT DOES ALL OF THAT - AND IT WON'T BREAK THE BANK.

IT'S CALLED THE '10 DAY MARATHON' BECAUSE WEIGHT LOSS IS A MARATHON NOT A SPRING.

10 DAYS , A STEP BY STEP PROCESS WITH DAILY EDUCATION, MOTIVATION, SUPPORT AND 1:1 ACCESS TO A PERSONAL COACH SO THAT YOU HAVE ALL THE SYSTEMS IN PLACE TO GUARANTEE MORE ENERGY, FAT LOSS, INCH LOSS, BETTER SLEEP AND WAY MORE CONFIDENCE...

10 DAYS AT A TIME THESE 5 FUNDAMENTALS WILL BECOME SECOND NATURE AND THE RESULTS WILL BECOME EFFORTLESS.

WHAT HAVE YOU GOT TO LOSE? ASIDE FROM BAD HABITS AND FAT?!

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