

Blow Torch Your Body Fat

The Proven Rapid Results
Weight Loss Plan

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How ‘Lifestyle Surgery’ Will Make You Slimmer, Healthier and Better Looking...Fast!

So let me guess. You look in the mirror, but you don't like what you see, right? Despite all your best intentions, your plans to work out and your latest diet strategy, you still see rather too much of you looking back through the glass.

I know...I've been there, and I know how tough it is. But here is the good news. You CAN lose weight, and you can do it quickly. Not at miracle speed though – I am not promising you any magic-pill solution here. But the truth is that with the right approach, you can make serious inroads into blowing torching body fat in a very short space of time. And in this guide, I will show you how. I know this program works...because it has worked for hundreds of my clients.



After working with many people who struggled to lose weight, I knew there had to be a better way to help people achieve long-term weight loss. I am pleased to say that I finally cracked the problem, and found an approach that helped many people lose weight fast, and keep it off in the long term. The strategy outline in this report has already worked for many, many people. I am sure it will work great for you, too.

But let me warn you up front – this is not a conventional diet-plan/workout plan. You won't find detailed recipes for your daily meals, or even specific workouts for you to follow. Why? Because those rigid formulas are exactly what cause most diet plans to fail miserably. I believe you can only succeed in fat burning and sustained weight loss if the plan fits into your life. That is, you should be eating foods that you find tasty, and doing exercise that you enjoy – within reason, of course. Otherwise you will get bored and give up after the first couple of weeks, which is exactly what happens with 99% of 'shed body fat' plans.



I want you to be part of the 1% that succeeds...and I have a clear strategy for making that happen. It's not just about diet and exercise – although both of those are clearly essential. In my view, those are just two components in a much more radical review of the way you live your life. It's what I call Lifestyle Surgery, and it includes:

- Setting the Right Goal
- Understanding How Weight Loss Works
- Motivating Yourself to Succeed
- Eating the Right Foods
- Managing Your Meals
- Getting Fit with Cardio
- Working with Weights
- Resisting Temptation
- Managing Failures
- Rewarding Successes

Combine these ten factors into a coherent, strategic plan, and you have a fantastic formula for success in losing weight. So let's see how the plan works...

Check with Your Doctor First

There is a lot of solid health information in this report, which we hope you will find helpful. But as with all diet and exercise plans, you should check with your doctor before embarking on any fitness program, especially if you or members of your family have a history of health issues.

Lifestyle Surgery

Hmmm...so why do we need a whole ten-point strategy to lose weight. Surely it's just as simple as eating less, isn't it?

Not exactly. As we will discuss below, there is more to losing weight than controlling your calorie intake. And that is because you are not a robot. We human beings are very complex organisms with extremely complicated (and clever) physiology. Unfortunately, we also come with a lot of baggage from our ancestors.

Quite simply, our bodies are not designed for the world of the 21st century. We are living in bodies designed for life in ancient times, when food was hard to come by and no-one could afford to waste energy. To put it plainly, we are designed to be greedy and lazy – because that is the strategy that helped our ancestors survive the tough world of the past.

Thousands of years ago, being greedy and lazy was a great strategy. It meant you feasted on food when it was available, and stored up fat deposits for leaner times. It also meant you conserved your energy for hunting and gathering, and didn't burn up essential fat reserves unnecessarily. But in today's developed world, that strategy is backfiring. Now we live in an environment where we have access to all the food we can eat, and where we barely have to walk more than a few paces a day. Nowadays, being greedy and lazy doesn't mean survival – it means a fast track to excess weight, all kinds of health problems, and perhaps even an early death.



Not good, right?

That's why losing weight is not about just buying the latest fad diet book. We have to battle with our sub-conscious mind, which thinks it is still living in the ancient world where food could run out at any moment. In a very real sense, we are at war with our own bodies. And to win that war, we need more than a single tactic – we need a whole 10-point strategy. And you can find that right here.

The Good News

Because we live in the 21st century, we are stuck with the reality of fighting a dumb war with our own bodies in order to stay healthy. That's the bad news. But there is lots of good news about living in today's world.

For one thing, we are better informed about health and fitness than any previous generation. We have access to all the information we need to make the right changes in our lives. Plus we can use the latest fitness equipment in gyms and fitness centers, take advantage of the latest medical advances, and even download apps to help us achieve all our weight loss and fitness goals. So there really has never been a better time to lose weight and get in shape. Let's make it happen.

The Ten-Point Plan

If you are serious about losing a substantial amount of weight soon, you need to commit to following all ten points in this plan. This is a complete strategy, not a collection of random tactics. Follow this through, and you will be well on your way to a new you. Let's get started with Step 1...



1

Setting the Right Goal

One reason why people fail with their attempts at losing weight is that they don't set specific goals. It isn't enough to simply say to yourself 'I must lose some weight,' and then lurch into whatever diet plan is currently popular.



If you want to succeed in transforming your body, you need to do three things:

- *Assess your current situation (A)*
- *Determine your ideal goal weight (B)*
- *Set a clear strategy for getting from A to B*

Assess Your Current Situation

In order to get where you want to go, you need to know where you are starting from. So the first thing is to get your current weight and height measured accurately. Don't rely on your dodgy bathroom scales – find a pair of quality scales that will give you an accurate reading.

Next you need to calculate your current Body Mass Index (BMI). This measurement is not perfect, but it does have the big advantage of being easy to calculate and understand. You can [calculate yours here](#). While BMI calculations work well for most people, it will be less useful if you already have well-developed muscles. If that's the case, you can be a little more generous with the calculations.

But for most people, a healthy BMI index is typically somewhere in the range from 18.5 to 24.9. If yours is over 25, then you are overweight, and if it exceeds 30 you are considered to be obese. Ouch!

Determine Your Ideal Goal Weight

Once you have got over the shock of how bad the situation is, you need to work out what weight to aim for. Use [this reverse BMI calculator](#) to find out what weight you need to be in order to get your BMI below 25. If you are like most people, this number is probably higher than you expected. But that is the whole point of this exercise – you need to understand the reality of your current situation before you can fix it.

Set a Clear Strategy for Reaching Your Ideal Goal Weight

Don't worry...you don't need to formulate this part yourself. That's what the rest of this guide is all about. Read on to find out how to accomplish your goal fast.



2

Understanding How Weight Loss Works

I understand that you are keen to get down to the nitty-gritty, but believe me...this part is important! A failure to understand what happens when you try to lose weight is the main cause of diet disasters. If you have been struggling to lose weight for years, or constantly yo-yoing up and down the scale, then you should pay close attention to this section. It's for you!

Do the Math...You Have to Run a Calorie Deficit

This may seem obvious, but it is a vitally important point that is the foundation of every good weight-loss program. If you want to lose weight, you must burn more calories every day than you consume. In other words, you need to maintain a calorie deficit.

Let's say that again, in bold and in quotes this time to make sure you get the point:

“If you want to lose weight, you must burn more calories every day than you consume.”



This fact remains true whether you are overdosing on the latest fat-burning diet pill, eating nothing but lettuce and celery, or working out like a crazy person three hours a day. Unless the number of calories you burn exceeds the number of calories that you consume, you will never lose weight. And that's a fact.

Although there are many different strategies that you can deploy to accelerate your weight loss (many of which we will discuss in this guide), at the end of the day this inviolable rule remains paramount. This explains why:

- *Counting calories is important: you need to know exactly what you are consuming*
- *Raising your metabolism to burn more calories naturally is a great idea*
- *Balancing a good diet with a healthy exercise program is the only way to lose weight*

Calculating Your Daily Calorie Intake

In order to be sure that you are maintaining a calorie deficit, you first need to know how many calories you burn each day, both through exercise and through your body's normal metabolic processes. This number is called your Total Daily Energy Expenditure (TDEE).

This might sound a little complicated, but don't worry. Although there are complex formulas for working this out, you can get a pretty good idea of your TDEE using [calculators like this one](#). Once you know your TDEE, you can easily work out how many calories you should eat per day by knocking 15-20% off your TDEE. So if your TDEE is 3000 calories, then you should aim to eat 2400-2550 calories per day. If you hit these numbers, you will be running a big enough calories deficit to lose weight fast, but not so much that you will be constantly hungry and lethargic.

Why Crash Diets Fail

If you are one of the countless millions of people who have tried a fad diet and failed miserably, don't worry – it really isn't your fault. Any weight-

loss program that is based mostly on cutting big chunks of calories out of your diet is doomed to be a disaster.

Based on the math, they seem like a good idea. If you cut a lot of calories out of your diet, you will be running a calorie deficit, so you are bound to lose weight, right?

Hmmm, not so much.

If you were that robot we mentioned earlier, that strategy would work just fine. But you are human, and you have to fight battles with your subconscious – which still believes we are living in the Stone Age. When you start cutting lots of food out of your diet, your sub-conscious thinks the food supply has run out, and starts to panic.

Your body slows your metabolism down dramatically, which means you become lethargic and burn fewer calories naturally. Your body also

generates stronger and stronger hunger pangs, trying to force you to eat more food. You will develop increasingly strong cravings for the sugary, fatty foods your body thinks it needs. You may be able to hold out for a while – but it is only a matter of time before you cave in and eat that creamy donut – or more likely, a whole box of donuts, with a large bottle of soda to wash it all down.

Game over.

Crash diets never have worked, and they never will. Maintaining a calorie deficit of 15-20% per day (as discussed above) is much more effective (when combined with a good exercise program), and can bring you real results in the long term.

In order to lose weight, you need a complete strategy that takes the full range of physiological and mental issues into consideration and deals with them. And all of that starts with motivation...



3

Motivating Yourself to Succeed

You might find it strange that we are now well into this guide, but haven't even looked at diet and exercise in any detail yet. But the fact is, the best diet plan and the most effective workout regime will be useless unless you are motivated. They won't help you at all until you have the desire and the willpower to switch off the TV, throw the tub of Ben and Jerry's into the bin and cycle down to the gym.

Shock Tactics

So where do you find motivation? Well, a good option is shock yourself into changing your lifestyle. An easy way to do this is to work out exactly how much weight you need to lose, then go to the supermarket and buy bags of flour to the same amount of weight. When you get home, put them all in a sack and try to pick it up. I bet you will be amazed and horrified when you realize how much ugly fat is waddling around inside you. Remember that your body has to carry this excess junk around everywhere you go, putting extra strain on your joints and your heart.

That should be enough motivation to get you started! Keep that sack of flour near the fridge. When you are tempted to open the fridge and nibble 'just a small slice' of pizza or cheesecake, take a moment to heft that bag in the air again. I guarantee you will change your mind about that illicit snack.

Get a Workout Buddy

It's very hard to get motivated when you are working alone. You can very easily get discouraged, and with no-one to hold you accountable, you are sure to fall off the wagon sooner or later. So get yourself a workout buddy, so that you can provide each other with mutual support. Your workout buddy could be a friend, a colleague or your partner in life. If you

don't know anyone who fits the bill, put an ad on Craigslist or Gumtree. It won't be too hard to find someone else who is sick of being overweight!



Working out is a lot more fun when you can share the exercise together. And if one of you doesn't feel like getting out of bed early on a cold, Sunday morning for a cycle ride, the other one can be the persuader. With mutual support and mutual competition, you can both make great advances in your weight loss and in your general fitness.

Better still, join a group of people who are trying to lose weight and get fit – or start one yourself. Knowing that you have to be accountable to the others in the group can help you stave off temptation when it hits you at a weak moment. And seeing others in the group succeeding is sure to motivate you to emulate their achievements.

Hire a Personal Trainer

If you can afford it, hiring a good personal trainer is one of the best investments you can make. Sure, they are not cheap – but what better way to spend your money than on improving your health? Heck, this is one investment that could literally save your life. That's got to be worth spending a few bucks on, right?

A qualified personal trainer can help you in lots of ways. As well as showing you how to do exercises with good form and giving advice on diet, a PT is a great motivator. For one thing, you can be sure you will have to work out much harder than you would drive yourself on your own. Secondly, a trainer will track your progress and hold you accountable – giving you lots of good reasons to stay on track.

Ditch Your Fat Friends

OK, I know this sounds a little tough, but you need to be careful who you associate with. If all of your friends are ‘cuddly’ types who love to sit around watching TV and eating cake, you have a problem. It will be just too easy to convince yourself that being overweight and lazy is OK, because that’s what all your mates do.

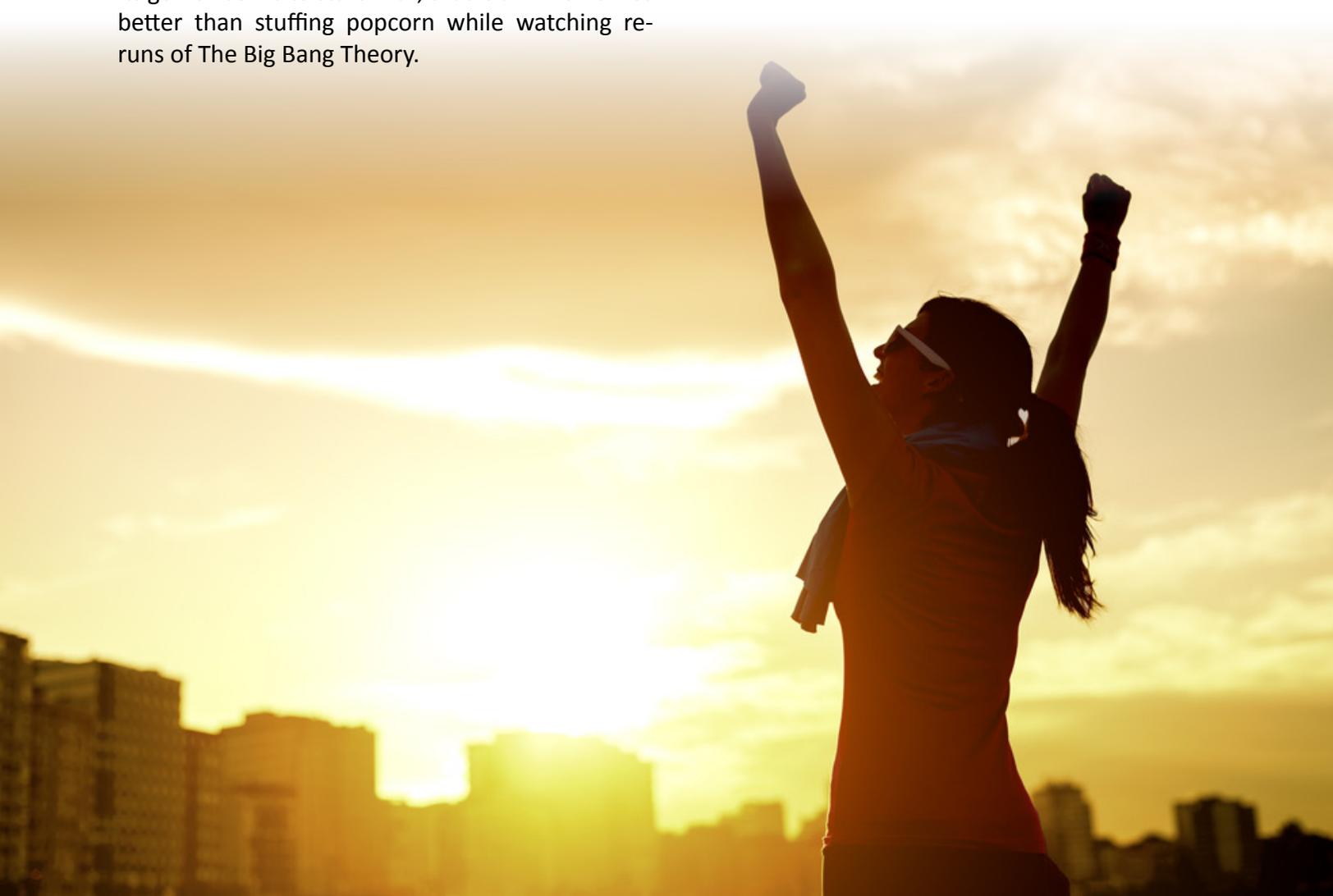
If you truly want to change your life, find friends who share your goal. Join a fitness group, or get involved in some kind of sporting activity. Even if it's golf or bowls to start with, that is a million times better than stuffing popcorn while watching re-runs of *The Big Bang Theory*.

Track Your Progress

If you have a personal trainer who tracks your progress, that’s great. But if not, be sure to do it yourself. Take your measurements when you start your weight loss plan, and update them weekly. When you look back after a few months, you will probably be amazed at how much you have achieved. And if things aren’t going as well as you planned, you can analyze to figure out what’s gone wrong.

Look for Inspiration

We are lucky to live in a world that is full of inspiration. Try doing a Google search for ‘motivational quotes’ or look for inspirational videos on YouTube. You will find lots of great inspiration there to help you achieve your weight loss goals.





4

Eating the Right Foods

OK, so now we finally get round to the ‘diet’ part of the story. But let’s just clarify what we mean by diet. We tend to associate the word ‘diet’ with cutting out food from our diet. And while it is true that we need to cut out the exercise, the biggest factor in terms of losing weight is making the correct diet choices – that is, eating the right foods.

However, you won’t find any specific recipes in this report, or any admonitions about how much broccoli you should eat per day. The honest truth is, you wouldn’t take much notice anyway, right? So instead, we are going to look at the major lifestyle changes you can make that will make a huge difference to achieving the correct calorie deficit, without making life too complicated. So here goes...

Cut Out the Junk

There’s no doubt about it. All the research shows that the huge rise in obesity around the world is largely a direct result of the poor-quality food we eat. Food companies know that we love the taste of sugar, fat and salt – so they load an excessive amount into processed foods of almost every kind. If you want to cut your calorie consumption fast, all you need to do is ditch the processed food and switch to eating meals that you cook yourself from fresh food.

So here’s what you need to do. Get a garbage bag and empty your fridge and your food cupboards, throwing anything that is in a packet, jar or tin into the bag. Put the whole bagful out with the trash, then head down to the supermarket to stock up with fresh fruit, vegetables and quality meat.



Most important of all, ditch the soda drinks. Coke, Pepsi and just about every other kind of soft drink is packed full of sugar, yet it doesn’t even sate your appetite. That means you just keep drinking more and more – with all those thousands of excess calories being turned straight into fat.

But you also need to be aware that switching to juice drinks won’t solve the problem, either. Most juices are also packed with sugar, and are almost as harmful as soda. The same goes for sports drinks. And don’t even think about going to Starbucks. Did you know that the Starbucks’ Frappuccino Cinnamon Roll contains 102g of sugar – that 30 sugar cubes in one drink. Insane! And very bad for you...

The simple fact of the matter is that when it comes to slaking your thirst without packing on the calories, nothing beats a good, old-fashioned plain glass of water. And as far as food is concerned, cutting out nearly all processed food will drastically reduce the number of excess calories you consume.

Manage Your Portions

Another reason so many people are obese nowadays is the massive growth in portion size over the last thirty years. It has now become normal for us all to eat huge portions of food. It's not hard to work out that if you eat twice as much as people did just three decades ago, we are bound to pile on the extra pounds.

The great advantage of eating at home is that you can manage your portions and your meals much more effectively. The only way to be sure that you are staying within your required calorie intake is to weigh your food, and work out how many calories you are consuming. We are lucky now to live in an era where we can use a calorie app on our phone to check the calories of any food we want to eat. [My Fitness Pal](#) is a great place to start.

Make Healthier Choices

If you've cut the junk out of your diet, you are already a long way ahead in the calorie-cutting game. If you step up the proportion of fresh fruit and vegetables in your diet, you will not only be getting a lot more food per calorie, you will also be getting a great deal of valuable fiber, minerals and vitamins. And you will soon discover that eating an apple is just as enjoyable as eating a Snickers bar... except you don't get laden with guilt afterwards. You can pretty much eat all the fruit and vegetables you want and still maintain a healthy calorie deficit.

The good news is that you should still eat a good quantity of protein in your diet, which can come from meat, soy, eggs or many other products. It's a good idea to ration your red-meat consumption, but poultry, fish and other proteins are good for building muscle and promoting overall health. Proteins also help you to feel full, so that you can resist the urge to eat that big slice of apple pie and cream for dessert.

Nutritionists divide food into three major categories, the macronutrients:

- *Protein*
- *Carbohydrates*
- *Fats*

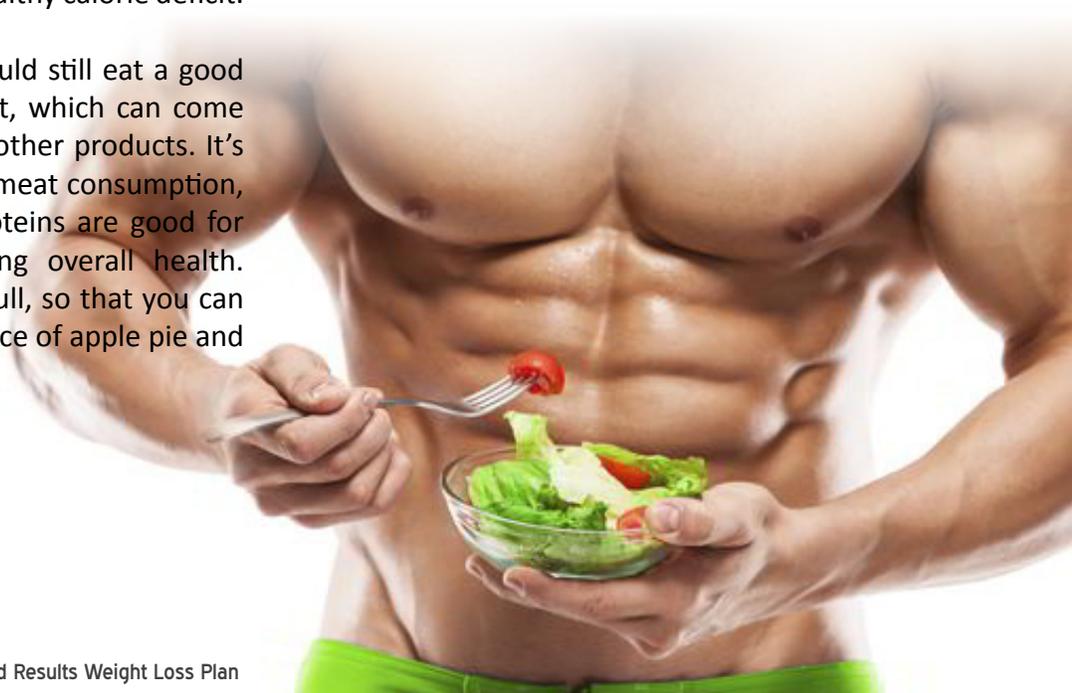
In addition to the three macronutrients, we also need to consume much smaller quantities of vitamins and minerals to keep us healthy.

When losing weight, we want to aim to split our meals between the three macronutrients as follows:

| | |
|---------------|--------|
| Protein | 40-50% |
| Fat | 30-40% |
| Carbohydrates | 10-30% |

Drink Plenty of Water

As we have already seen, water is the best drink. Not only does it come with precisely zero calories, it is also vital to your overall health. Drinking at least eight glasses of water a day will help you feel healthy, energetic and happy. That means you will be motivated to move more, burning more calories naturally every day.



5

Managing Your Meals

So we've established that you need to eat the right foods in the right quantities – once you understand that and implement a plan accordingly, you are 80% of the way there. But there is another 20% which is associated with how you manage your calorie consumption.

Don't Skip Meals

This is the classic dieter's mistake. You want to cut down your daily calorie intake, so you decide to skip breakfast. You feel good because you have cut a few hundred calories off your daily total in one go. But...around mid-morning, you start to feel hungry. By noon, you are starving and can't think about anything except eating a big, juicy donut. By the time your lunch break starts at 1.00pm, you are so ravenous you head for the nearest fast-food store and wolf down a double burger and fries (with extra cheese), plus that donut you were thinking about... all washed down with a giant bucket of soda.

Instead of decreasing your net calorie intake for the day, you have ended up increasing it substantially. And seeing as you have already wrecked your diet, you will probably conclude you might as well have pizza for dinner, plus a couple of bars of chocolate to cheer yourself up.

Hmmm...don't do that! You should eat three, good, square meals a day, each of them with a sensible portion of all three macronutrients.

Vary Your Meals

You may find yourself to be tempted to eat the same low-calorie meals, day in, day out. You may find a few meals that are easy to prepare, and that you enjoy for the first week or so. The problem is that if you keep eating the same meals, you will soon get bored. If you are eating tuna salad every day, you are making a healthy choice, for sure. But the day will soon come when you simply can't swallow

another mouthful of tuna. And that's when the idea of a hot dog with ketchup and mustard may become just too tempting to resist.

Don't let that scenario unfold. Vary your meals, and keep looking for new ideas. Take a look at what food you have in the kitchen, then do a Google search for meals containing those ingredients. You will be amazed at what you find.

Cook the Right Way

Buying the right food is part of the story, but the way you cook it is very important, too. We all know that fried foods are bad for us, but most people don't appreciate just how many extra calories they pile on when food is fried.

The truth is, you can make a meal with grilled food that is just as delicious as anything shallow-fried or deep-fried, and it will be a whole lot healthier. If you have to use some kind of oil to cook, then use Extra Virgin Oil...but keep it to a minimum. Oils made from animal fats should be avoided altogether.





If possible, steam your vegetables rather than boiling them. When you boil a pan of veggies, you effectively boil away all the nutrients and leave yourself with a soggy mess of nothing very useful. Steaming, however, preserves most of the nutrients to keep you healthy and feeling good.

If you are used to adding salt or sugar to foods as you cook them, then it's time to stop – or at least drastically cut back. And when food gets to the table, you certainly don't want to smother them with ketchup, mayonnaise or other commercial sauces. Like all processed foods, these are packed with sugar and salt that can throw your calorie count way over budget.

Eating Healthy Can Be Fun

Remember that making healthy choices doesn't mean you have to eat nothing but lettuce and celery. It is perfectly possible to create tasty, interesting and fun meals that are made from healthy foods, and cooked in a healthy way.



6

Getting Fit with Cardio

The Importance of Exercise

If you try to lose weight through diet alone, you are pretty much doomed to failure. The only proven way to achieve consistent and sustainable weight loss is to combine a sensible diet plan with a moderately-energetic exercise program. It is the balance of the two that enables you to achieve the sustained calorie deficit you need whilst still fueling your body properly.

However, it is important to understand why exercise is so critical. Most people think that the idea is to burn calories, but that is rather missing the point. Of course, every extra calorie that you burn certainly helps, but fat-burning is not the main reason why exercise helps you so much. In fact, it is not the first reason, or the second, third, or even the fourth – but rather the fifth reason to exercise. The list of reasons, in order of importance, is as follows:

- *To raise your basal metabolic rate, so that you burn more calories per hour*
- *To build more muscle, which will burn more calories*
- *To increase energy levels, so that you become naturally more active*
- *To improve mood, so that you have the desire to increase activity*
- *To burn off some excess calories*

The thing is, burning off calories directly through exercise is hard work. An average person would burn up around 300 calories during the course of a 30-minute run. That's a lot of running to make a fairly small dent in your calorie budget. To put that in context, you would have to run for about an hour – or walk for about two and a half hours - to burn off the calories in a Big Mac. So it's a heck of a lot easier just to cut out the Big Mac in the first place!



Nevertheless, exercise is extremely important. When you exercise regularly, your basal metabolic rate goes up. That means you burn more calories every hour – even when you are watching TV! That has to be a good thing.

Next, you build more muscle – especially, of course, if you undertake some weight training, which is definitely recommended (more on that in the next section). Muscles burn calories in order to function, so the more muscle mass you have, the more calories you burn every time you move.

Regular exercise will make you fitter, which will increase your energy levels and elevate your mood. Instead of feeling lethargic and unable to drag yourself off the couch, you will be burning with the desire to get out and enjoy the great outdoors, to take part in some kind of sporting activity, or to just 'do stuff.' And all of that means burning more fat.

Fat-Burning Cardio

Cardio exercises are a great way to get in shape. When we talk about cardio exercises, we are referring to any exercise that primarily works the cardio-vascular system – causing your heartbeat to rise so that your body can pump blood around your body more efficiently.

When we think of cardio, we often think of running on a treadmill in a gym. And while that is certainly a great cardio exercise, it is certainly not the only one. Apart from the many other cardio machines found in fitness centers, you can also get great cardio-vascular exercise from running in the open air, cycling, swimming or taking parts in sports like indoor soccer.

If you are new to exercise, you should aim to do at least 150 minutes of exercise per week. That's just three 50-minute sessions, plus five minutes at the start and at the end for warming up/cooling down and stretching. In total, that's just three hours a week you have to put aside to change your life for the better – and perhaps add decades to your future. Not much to ask, right?

High-Intensity Interval Training

As we have already seen, burning calories through exercise is hard work. But here is a cool secret...you can cheat! High-Intensity Interval Training (HIIT) is so awesome that it seems to be too good to be true. Yet in study after study, the science shows that it really works.

The name may sound complicated, but in practice is very simple. HIIT basically involves alternating short bursts of high-energy activity with a period of reduced activity. Let's say you are working out on a treadmill. A HIIT workout might involve running hard for 30 seconds, then slowing down to a walking pace for one minute – then repeating that cycle over and over again.

The reason HIIT is such a great calorie burner is that it fools your body. Once you get up to speed

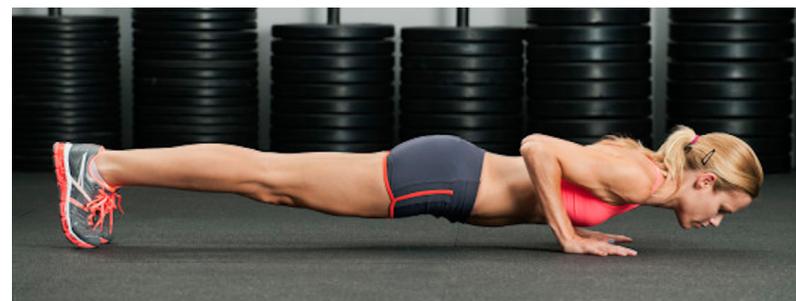
in the running phase, your body realizes that it will have to start burning more energy to fuel your run. So it starts burning fat. But here's the cool thing – when you slow down to a walking pace, your body doesn't realize what has happened for a minute or two. So it keeps on burning fat as if you were still running flat out. So as long as you switch back into a running phase every so often, your body keeps burning fat at running pace all the way through the workout. The result? You burn the same calories as you would in a 30-minute run, even though you are walking for the most of the time. Awesome!

Build More Exercise into Your Daily Life

Another great way to burn through more calories is to maximize the exercise you get in your day-to-day activities. Take the stairs instead of using the elevator. Get off the bus one stop before your stop and walk the rest. Switch off the TV and take the dog for a walk instead. Individually, these efforts may not seem to count for much. But when you add them up over months, years – and even decades – they add up to a heck of a lot.

We live in an increasingly-sedentary world, where we spend all day sitting at a desk, and all evening watching screens of one sort or another. You need to change that routine. When you get a break at work, instead of going to the vending machine for a chocolate bar and a sugary coffee, go for a walk around the block instead. Forget playing soccer on your Xbox – find some friends to play real soccer with in the park. It will be more fun, and you will be much healthier at the end of it.

Doing cardio exercise brings all kinds of benefits, apart from assisting in weight loss. So it is well worth finding the time to fit it into your life.



7

Working with Weights

Weight training is something that many people associate with macho guys pumping at gigantic barbells in a sweaty basement. Yet scientific evidence is now showing that weight training is one of the best ways of getting fit, and also an excellent way to accelerate fat loss.

The logic is simple. Every time you move, many of the 600-plus muscles in your body have to contract. And to do that, they burn calories. Every additional muscle fiber you add to your body mass is another calorie burner. So if you work out with weights, you can increase your muscle mass, and therefore increase the number of calories you need to fuel your normal daily activities.

Don't worry, though – you don't have to turn into a brawny, muscle monster in order to benefit from this extra calorie burning. Ladies, in particular, are often worried that working out with weights will leave them with ugly, bulging muscles. But unless you are overdosing on steroids (definitely NOT recommended), that is simply not going to happen. Women simply don't have enough testosterone. What will happen is that you will become more toned and your natural curves will be accentuated.

That's not all. Getting fit through weight training will also help to elevate your basal metabolic rate, which also accelerates your daily calorie burn.

Forget 'Spot' Fat Burning

One mistake many people make is trying to target specific areas where they need to lose weight. That is, if they carry too much tummy fat, for example, they try to cut that out by focusing on abdominal exercises.

However, that strategy simply doesn't work. Although you will improve make your abdominal muscles stronger, you won't necessarily burn any fat in that area. Your body decides where to remove body fat from on completely different principles. So don't try to focus on one particular area. Concentrate on losing body fat overall, and in time you will lose the excess in all the right places.

Weight Training Plus HIIT – the Perfect Combination

HIIT cardio and weight training are both great ways to get in shape and lose weight. Put them together, and you have an awesome fitness solution. If you can do 40 minutes of weight training, followed by 20-30 minutes of cardio, you will be putting in a fantastic workout that will really ramp up your metabolism and get you burning fat faster. Three of these sessions a week, and you will be well on your way to a much slimmer you.



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Resisting Temptation

Great...so you've improved your diet, you have stepped up your exercise regime, and things are looking good. For the first few days everything is OK – enjoyable even. But then it gets tougher. The novelty wears off, and you see temptation around every corner. Sitting in front of the TV with tub of cookies sure sounds like more fun than heading down to the gym for tough workout. And every time you look in the fridge, you see all those delicious food items just waiting to be eaten...

Don't panic! We have all been there. But fortunately, your weight plans don't have to fail miserably. Many people lose weight very successfully, and you can be one of them. The key thing is to recognize the dangers you are facing and anticipate them.

Hunger Pangs

Hunger is what causes most people to fail. After all, you are only human, and you can't be expected to starve yourself forever without caving in. So the solution is to avoid starving yourself at all – instead eat sensibly at regular times. If you eat plenty of protein, plus lots of fresh fruit and vegetables you will find that your meals are sufficiently filling, and you won't crave sweet, sugary foods.

Boredom

Another problem is simply that people get bored eating the same dull diet foods every day. That's why this guide makes no recommendations about what you should eat in every meal. As long as you avoid the junk with all the empty calories, you can make up your meals any way you want. There are literally thousands of healthy meals that you can cook up that are tasty and nutritious. And if you really fancy a small piece of cheese cake or a candy bar once in a while, go for it. But don't let a treat turn into a binge. Count the calories carefully, so that you maintain that essential 15-20% calorie deficit.

Stress

Our bodies are designed to crave food when we are stressed, because in ancient times that usually meant the food supply had run out. So in today's world, if you have a tough day at the office, or the kids are driving you crazy at home, you may get a strong desire to eat sugary, fatty foods. If that happens, try to go for a brisk ten-minute walk instead. That will allow you to work off all those stress hormones, and get your body back into a balanced state. By the time the ten minutes is up, your desire to eat may well have disappeared.



Special Events

When you are eating at home, it is relatively easy to manage your own food consumption. But life today is full of special events where you have limited control. You may have to attend business lunches, family dinners or special events like weddings. On those occasions, you can enjoy the food as long as you are a little careful. Have a small slice of wedding cake, for sure, but pass on the offer of a second slice. Moderation in all things will get you a long way.



Life is Too Busy

The world of the 21st century is pretty hectic, for sure. And sometimes it can be hard to find time to do the things that are really important. The solution is to slot your workout time into your schedule in the same way you would a business meeting or a doctor's appointment. Treat it as an essential item that has to be fitted in, not a disposable extra that can be dispensed with during a busy week.



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Managing Failures

So your diet and exercise plan is going well... and then one day, everything grinds to a halt. You started off the day meaning to eat clean and exercise hard, but now you are sitting amidst a heap of sticky chocolate wrappers and empty soda bottles whilst downing the last scoop of a quart of strawberry ice-cream. You feel as guilty as heck, but it's too late now. You might as well send out for pizza and make a real pig of yourself...

Stop right there!



First of all, just because you have had a bad day, that is no reason to quit your weight loss program altogether. OK, so you messed up for a while, but it is always better to reprimand yourself and that get back on the wagon.

And start right now. Don't convince yourself that you will start again tomorrow, because we all know tomorrow never comes. Once you have realized your mistake, clear away all the food debris, and go for a walk. Even if it is just for ten minutes, it will clear some of the guilt and get you back into a workout frame of mind. Remember, the sooner you restart the program, the sooner you will hit your goal weight.

Lastly, try to figure out what caused you to fail. If possible, take steps to avoid finding yourself in the same position again. After all, you don't want to find yourself on a roller-coaster on/off path to failure.



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Rewarding Successes

Losing weight is not easy. As we have already seen, you are fighting a war with your own body, and with the modern world around us. So when you make progress, you deserve a reward. Set yourself milestones along the route towards your goal weight.

Ideally, these should not be food-related. Treat yourself to new clothes, or a short vacation. Plan your rewards in advance, so that you have something to work towards. Celebrate your success...and then start working towards the next milestone.



You Can Do It!

No matter what weight you are now, or how many times you have tried to lose weight and failed, your ideal goal weight is within your grasp. With the help of the information in this report, you have all the knowledge you need to turn past failures into one lifelong, triumphant success.

And if you are wondering when to start...get going right now! Remember that no-one can stop you from losing weight, except you. And you certainly won't let that happen, right? Start your weight loss program now and start creating that new, healthier, slimmer and better looking version of you!





About the Author

Joe Bensam is a qualified personal trainer and nutritionist with many years of experience in the fitness industry. He has dedicated his career to helping people get in shape, enjoy life to the full and add years of active life to their futures.