

7 Steps

to get into your

Skinny Jeans

in 29 days or less...

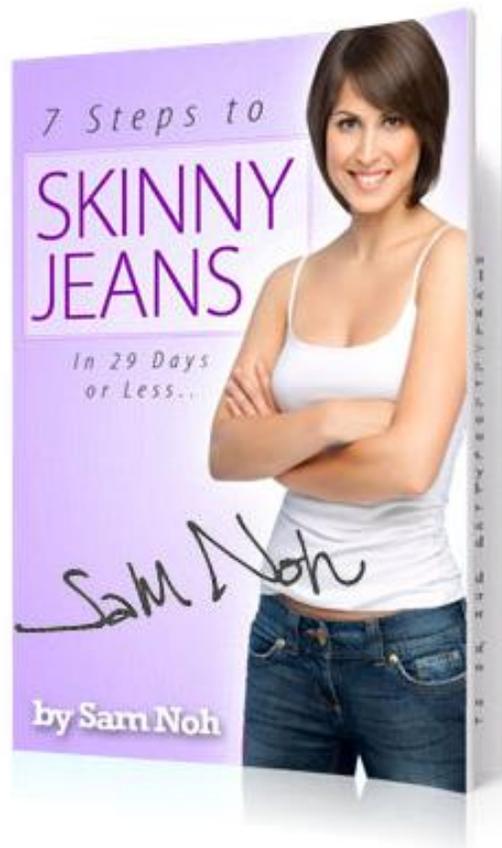


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Yes, you CAN get into your Skinny Jeans—here's how

You know the jeans that I am talking about—the jeans that once flattered your figure and filled you with confidence every time you went out in them—the ones that are tucked away at the back of your closet just waiting for the day that you will once again pull them on.

Why aren't you wearing them today? You felt great when you fit into them. You felt healthy and attractive and fit. So what is the hang up? What is keeping you from your goal?

You should be wearing those jeans.

In fact, get up right now and find your favourite skinny jeans. Maybe for you it isn't jeans at all—it could be a dress or even a bathing suit. The key is that this piece of clothing makes you feel amazing...but doesn't quite fit like it used to. Place it where you can see it everyday for the next 30 days. This is your goal.

If you have 5, 10 or even 12 pounds to lose then a 30 day goal is within your reach. However, your goal may be to lose 15, 30 or even 90 pounds. That is great! There is no limit to the number of pounds that you are able to melt from your figure—it just might take longer than 30 days.

Your goal is within reach.

I wrote this book so that you would have an easy-to-follow plan for long lasting weight loss. I want you to fit into your skinny jeans. I want you to improve your health. And I want you to feel great.

Before we dive in, let's get to the root of your weight gain by addressing the question that has probably been on your mind for some time...

Why am I overweight?

According to Forbes, "Canada ranks 35 on a 2007 list of fattest countries with a percentage of 61.1% of its citizens with an unhealthy weight." A report by the Organization for Economic Co-operation warns, "Canadians are losing the battle against obesity qualifies one-quarter of the population as technically obese. The rate is expected to increase by five per cent over the next 10 years."

Obesity is linked to diabetes, cardiovascular disease, hypertension and some types of cancer.

While the numbers may not be this drastic in your local town, you have probably seen a change in shape of the average physique around town.

What about your weight? Have you seen the numbers on the scale climb north in recent years? If so, you are certainly not alone, and the question that undoubtedly lies at the forefront of your mind is *why?* Why has your weight increased? And what can you do about it?

1. Trace it Back

A little addressed fact about weight gain is that everyone gains weight for different reasons. So often we hear about one-size-fits-all weight loss solutions

that take little or no consideration of how the extra weight piled up in the first place. To experience true weight loss it is important to understand why you gained it in the first place.

Think back to the time in your life when your weight was just right. Were you in your teens? Your twenties? Or maybe your thirties? Picture yourself as you were at your ideal weight. Now when did things change? Was it a gradual addition of pounds that accumulated over a span of multiple years? Or did you gain it all at once? Check out the following weight gain triggers and determine which one is responsible for your plight.

- **College:** The college years are some of the easiest for gaining weight. In fact, a recent study by Cornell University found that on average, college freshman gain about 0.5 pounds a week - almost 11 times more than the average weight gain among 17- and 18-year olds and almost 20 times more than the average weight gain among North American adults.
- **Marriage:** There's nothing like holy matrimony to encourage a barrage of calories to overtake your diet. Late night comfort snacks are always more enjoyable when you have someone to share them with—and who better than the person who pledged to stick by your side through sickness or health?

- **Pregnancy:** Talk about a great time to gain weight! And we're not just talking about women here—most men admit that they gained 'sympathy' pounds right along with their wife. Hormonal changes along with strong encouragement from everyone you know to indulge in anything their heart desires leave most pregnant women with a feeling of entitlement when it comes to food.
- **Career:** Though you may not realize it, your career choice plays a major hand in your weight. Those who go from an active lifestyle to spending 8 hours a day behind a desk and another 2 hours commuting almost universally gain weight. Conversely, people who spend their 8 hours in constant motion find weight loss a natural byproduct of the job.

2. Chart the Difference

Each and every one of the bullets above has one thing in common. They all set of a particular emotional trigger in you that then leads to overeating and inactivity. I think "they" refer to it as emotional eating. So did you figure out the event in your life that led to your current weight? Good. That single piece of information will prove to be priceless in your quest to return to a healthy

weight. But your work isn't done yet. Strap your thinking cap back on because it is time take a walk down memory lane!

Close your eyes and go back to that life changing event that triggered your weight gain. What changed in your lifestyle? To help sort things out, we have broken things down into two specific behavioral categories.

1. **Eating Habits:** Did your eating pattern change at this time in your life? If your weight gain occurred in college then maybe you went from eating 3 square meals to an all-you-can-eat buffet style cafeteria. Or if marriage was your weight gain trigger, then maybe you went from eating small meals to fattening comfort food. Pregnancy brings on the perfect environment for a change in eating habits. You go from eating normally, to eating 'for two', to munching on your baby's snacks right along with him! Your job can also dictate your eating schedule. Long hours and early meetings may cause you to grab a donut or chips from the vending machine. And lets fact it. If your job, marriage, or lifestyle is stressful then comfort food also known as junk food becomes your best friend – at least while you're eating it.
2. **Activity Level:** The second category that leads to weight gain is your activity level. Simply put, what kind of exercise were you doing before your life changing event and how does it

compare to your current exercise regime? Chances are good that you were doing more exercise before your weight gain began—which means that you are doing less exercise today! Go ahead, think back to the exercises or physical activities that you used to do and compare them to your schedule today.

Now you should have a pretty good idea about why you've gained the weight that you have—don't stop here! We have identified the problem, and it is time for a solution...

7 Easy Steps to Success

I know, I know—you are sick and tired of weight loss solutions being classified as “easy”, but stick with me as I explain how it really *can* be easy. Most weight loss solutions fail because they only offer a partial solution to your weight gain and do not truly address your weight gain triggers. This means that the few pounds you do lose will come flying back on with astounding speed. In order to attain and sustain healthy weight loss you need to include the following seven steps:

Step 1) Education—A little know-how goes a long way

Step 2) Resistance Training—Muscle tone burns fat

Step 3) Cardio Training—Strengthen your heart, shrink your waist

Step 4) Nutrition—Eat to be fit and healthy

Step 5) Challenge—Avoid the dreaded plateau

Step 6) Support & Motivation—Guarantees your success

Step 7) Hey, this is fun!

These seven steps are what make a person lean, toned, fit and strong – for a lifetime. The following pages will dive into each topic in depth and give you all the “gems” you need to effectively reach your fitness goals.

To ensure that you get quick and permanent results I suggest that you join our Fat-Loss and Toning Program which will not only educate you, provide resistance training, cardio training, nutrition guidance, and challenging workouts, but will also provide fuel in the form of motivation and success in the form of accountability as you have a great time!

Step 1: Education—A little know-how goes a long way

Knowledge is of no value unless you put it into practice. Heber J. Grant

Have you ever stopped to wonder why more people are failing at weight loss than ever before? If so, you aren't alone. I wondered the same thing—which led to my investigation of the problem. You won't believe what I found out! Popular diets and weight loss programs have a little secret that they don't want you to know.

You've been lied to.

The fact is that popular weight loss programs and fad diets are all designed to fail. And, due to misinformation, people everywhere are discouraged after their multiple failed attempts at weight loss. It doesn't have to be like this—

You CAN lose weight.

It all boils down to this one simple concept: calories in versus calories out. When you eat fewer calories than you burn, you will lose weight. And with a little know-how you can raise your resting metabolism to burn more calories than ever. It really is that simple. With good old fashion hard work and a sound nutritional plan weight loss is a natural occurrence. I am going to show you how to make this your reality. Read on as I reveal the truth behind the dieter's dilemma and offer advice for building your metabolism.

The Dieter's Dilemma: Try as you might, dieting just doesn't work. As of right now, dieting has hit an all-time high across our country, a surprising fact in light of the record breaking obesity rates of the day. More people than ever are obese and continue to turn to dieting as a solution.

It's not working.

According to the National Institutes of Health Studies, 98% of people who diet and lose weight gain it back within 5 years, and 90% gain back even more than they originally lost.

That's enough to scare any dieter off the wagon and into the nearest fast food joint!

If diets don't work, then why do we continue to dabble with them? This is a great question, and one that is easily answered. People want a quick fix to their weight problem. Results are desired immediately—not as a result of months or even years of healthy living. People are also looking for a no-brainer. Fad diets

tell them what to eat, when to eat it and even how much of it to eat! No brain power required.

Why Don't Diets Work?

Now that you have come to terms with the fact that diets simply do not work, let's get into the nitty-gritty of why they don't work. The average diet operates on one age old premise.

Cut calories, cut calories, cut calories.

This is implemented by placing layers of restrictions on what you can eat, when you can eat it, and how much of it you can eat. All of that red tape results in you placing a less-than-normal number of calories into your mouth each day. As a result many fad dieters will see an immediate drop in weight.

If it only stopped there...

But things don't stop there. As soon as a few pounds are lost the diet is placed back on the shelf (probably alongside a dozen other fad diet books) and life returns to normal. Let's pretend that over the course of abiding by the fad diet you lost 10 pounds! Wow – congratulations! So now you are back to eating your normal daily quota, but a major change has happened in your body due to the lost weight.

Your calorie requirements have decreased.

And since you have returned to your 'normal' portions only one thing will happen. You gain all of the weight back...and then some. Thus goes the dieter's dilemma. Round and round and round you go.

But I Still Want to Lose Weight!

There has to be a solution, right? Well, considering the fact that fit, lean people are walking the earth (just go hang around your local gym for an afternoon—you'll see 'em) there must be a solution to the dieter's dilemma. Here it is:

Forget about the quick-fix, focus instead on lifestyle.

Oh, I know—changing your lifestyle is *hard*.

- Switching from your daily mocha java frappacino (which is l-o-a-d-e-d with sugar) to plain coffee isn't fun.
- Resisting the urge to following your nose through the drive-thru for a quick bite (why does fried food smell so good?) and sticking with a baggie of carrot sticks isn't satisfying.
- Ignoring the couch after a long day of work (yes, I know your couch looks lonely, but trust me it can live without you for another hour) and cranking through an hour of exercise seems ludicrous.
- Turning your nose up to a bowl of comforting ice cream just before bed (preferably the kind with chocolate swirls) and reaching instead for a piece of fresh fruit feels like torture.

So why do it?

We live in the world of give-it-to-me-now. You *deserve* to be happy. You *deserve* to have everything you desire right at your fingertips. You *shouldn't* have to work for anything. I'm sorry, folks. It just doesn't work that way.

If you want to enjoy the benefits of confidence, good health, including a lean, fit body, you have to become acquainted with one powerful virtue.

Will power.

Just because you want to eat it (a donut, a burger and fries, a candy bar, a slice of pizza...) doesn't mean you should! It is a little thing called will power that keeps fit and healthy people at their ideal weight. If you think that the hard body that runs around your block is immune to the powerful draw of delicious fat-laden food—you're in for a surprise! Chances are that the fitness buffs you know love unhealthy food even more than you do.

Well, why do they look so much better than me?

You already know the answer by now, but I will indulge you. They have will power to *just say no* to unhealthy food 9 times out of 10. Did you catch that last part? 9 times out of 10. Because even the buffest guy and thinnest gal take the occasional opportunity to treat their taste buds to something other than lean meats and veggies. But they don't treat themselves everyday of the week.

You Can Do It To!

If you truly want to lose weight and to improve both your appearance and your health then listen up! I am not going to insult your intelligence by telling you what foods you shouldn't eat and what exercises you should do. You know all of that. However, I will give you this one piece of advice that, when followed, will result in the body of your dreams: **the next time you reach for an indulgence and the little voice in your head says "Maybe I shouldn't...." listen to that**

little voice. Put down the croissant and pull on your gym clothes. Go get 'em!

How can I raise my metabolism? Here's How:

Enjoy great food and then burn fat effortlessly in your sleep! Does that sound too good to be true? Believe it or not, the following tips have been proven to help raise your metabolism, which causes your body to burn fat 24-7. These minor changes in the way in which you eat will jump start your metabolism and turn you into a calorie burning machine. Read on for simple and easy ways to feast your way to a faster metabolism.

Before you start any weight loss plan it is important to get yourself into the right mindset. Have you started weight loss programs in the past only to abandon ship a few days later? Are you skeptical that you will ever reach your fitness and weight loss goals? Wait—don't give up hope!

This time, instead of forcing a drastic and strict diet upon yourself, try incorporating a few of the following tips into your daily life. You don't have to lose all of the weight at once, but you do need to make at least one small step in the right direction everyday. Remember, every journey is made up of many small steps in the right direction! Keep making healthy improvements to your lifestyle and, before you know it, you will arrive at your goal.

1) More is better

Eating small meals throughout the day increases your metabolism, while eating too few meals throughout the day kills your metabolism. The first thing that you need to know about how to eat to burn fat is this fact: Eating small meals every 3-4 waking hours will increase your metabolism and reduce fat storage. This is a proven fact that bodybuilders, models, athletes and lean people everywhere abide by.

2) Get the Good Stuff

Eat complex carbohydrates instead of simple sugars. Your body is in constant need of carbohydrates to be converted into glucose and used as fuel. When your body has extra glucose it will be stored as fat for later use. Complex carbohydrates, such as whole grains, legumes, and vegetables, take longer to break down into glucose and will therefore be less likely to be stored as fat than simple carbohydrates such as table sugar, or fruit sugar. Also, complex carbohydrates often contain more nutrients than simple sugars.

3) First Things First

Eating Breakfast literally gets your engine started and gets your metabolism going. Eating right when you wake up is vital to breaking the fast your body goes into every night. Three to four hours after you eat your body shuts down your metabolism and acts as if it needs to store food. This is a great function to have if a famine breaks out and you don't see food for weeks. Since this probably isn't

the case for you, it is pretty annoying when your body starts packing on the pounds. So, in order to communicate with your body that it is healthy, well fed, and not in need of extra fat storage, you need to start your day off with a small meal and continue to eat small meals every 3 – 4 hours.

4) No More Late Eats

Your body is most prone to store foods eaten right before bed directly as fat. Although comfort food seems to taste better right before bed, it is also more prone to stick with you when eaten late at night. *One Step Weight Loss Tip:* It has been proven that not eating three hours before bed reduces fat storage throughout the night. If you go to bed at 10 pm, finish eating for the day no later than 7pm. Once you have made this a habit, you will be ecstatic over the long-term weight loss!

5) Bottoms Up

Drink lots of water. Water is the healthiest beverage that you can drink. Water is needed for every function of your body, including the burning of fat. Try drinking a big glass of water in the morning, before meals, while exercising, and before bed.

You will be delighted with the results!

Now that you have been enlightened on the dangers of popular diets and are armed with valid education on the subject of diet and weight loss—let's move

on to the next step...Resistance Training. Read on to learn how this powerful act will skyrocket your resting metabolism...which means burning fat while sitting on the couch and even while sleeping.

Step 2: Resistance Training—Muscle tone burns fat

Great ideas originate in the muscles. Thomas A. Edison

By now you probably know that in order to burn fat resistance training is needed to strengthen your muscles and raise your metabolism. But this wasn't always common knowledge—not long ago resistance training was associated with big burly “muscle men” and not something that a weight loss enthusiast needed. Times have changed, and we now understand the process that occurs when you perform exercises against resistance.

First your muscle fibers break down with microscopic tears as you push or pull against resistance. Then your muscles feel sore for a few days as your body mends and rebuilds the tears. During the rebuilding process your muscle fibers grow in thicker and stronger—hence the term “hard body”. If you neglect your muscles and stick only with cardio, then your metabolism will waste away along with your firm lean tissue.

Want firm legs, arms and abs?

Well, this is exactly how you get them. Through resistance training. Resistance training is anything that gives resistance against your muscles. The most traditional resistance training is dumbbells or barbells, but it can take on

many other forms as well. Cable machines and pulley systems give great resistance, as do elastic bands. Using your own body weight is another way to give your muscles resistance.

Today you have many options when it comes to resistance training – but they all have one thing in common...it will change your life!

“But I don’t want to look muscular and bulky.”

I cannot tell you how many times I get this reaction from women when I encourage them to lift weights! The critical thing here is that in order to be fit and toned you **MUST** lift weights! No, don’t give me that horrified look! Resistance training can literally change your entire body, let alone your self-confidence and self-esteem. Most importantly, resistance training could possibly be the best thing that you will ever do to keep your body looking better than ever.

Women don’t have as much testosterone as men, to build bulky muscle. It’s actually not that easy to “bulk up”. You have to make a conscious effort to become bulky. If you’re consciously eating massive amounts of protein and increasing your caloric intake, then yes you will bulk up.

The Benefits of Resistance Training

Metabolism: Resistance training is the one thing that we do that elevates our metabolism for hours after a workout. Cardiovascular workouts are effective and necessary, but, after an hour of running, your metabolism is only elevated for less than an hour before going back down to normal.

On the other hand, resistance training will literally raise your metabolism permanently. This happens because weight lifting is actually a process of breaking down muscle tissue and re-building it back stronger, firmer and more tone.

This process takes time and *energy* (AKA calories). Once you have added muscle tone to a given area on your body it now takes even *more energy* to maintain this muscle.

So here is the run down on why resistance training is such a metabolism booster: When you weight train you break down muscle fibers, which takes energy to rebuild, when these muscle fibers have been rebuilt they are tighter, toner, more firm and now take more energy to maintain. Hence: a higher metabolism all day long. Simple, yet so effective!

- 1 lb of muscle burns about 50 calories a day
- 1lb of fat burns 4 calories a day

Toned and Sculpted: Resistance training is responsible for the beautiful sculpted and toned look that many athletes sport. As mentioned above, resistance training breaks down muscle fibers so that they can rebuild stronger. These strengthened fibers are denser than the weaker ones that they are replacing, thus resulting in a firmer, tighter feel.

Since we know that muscles consume more energy than fat, it is safe to assume that when you increase in muscle you will also decrease in fat. (This is of

course assuming that your caloric intake does not dramatically increase and that your cardiovascular activities do not decrease.)

Due to this decrease in fat, the shape of your muscles will start to be unveiled by the shedding of the extra fat tissue that covers them. Now that's body sculpting!

Healthy Bone Density: Do you know millions of people are diagnosed with Osteoporosis every month? Do you also know one of the top ways to prevent having this deadly disease occur in your own body? Doctors say that resistance training is one of the best activities you can do to strengthen your bones and repel Osteoporosis.

When your muscles are resisting against the weight that is pushed or pulled your bones are also being tugged on by your tendons and ligaments. This tugging results in your bones building themselves stronger to compensate for your muscles being stronger. If your muscles were stronger than your ligaments or tendons then they would snap right off of your bones. Your body was designed in such a way that it learns from the stimulus given to it and it adapts to perform better.

Other Benefits to Resistance Training

- Increased Strength
- Improved Coordination
- Raised Self Esteem
- Renewed Confidence
- Feel Good Endorphins
- Feel Younger Than Ever

A Beginner's Guide to Resistance Training

A recent study, done by the American Heart Association, concluded that women who lift weights twice a week are able to prevent or slow weight gain and fat deposits around their waists. Since the release of this information, women everywhere are flocking to their local gyms to pump iron.

Before you begin a strength training program, it is important to understand proper lifting techniques. When strength training exercises are performed correctly the benefits are countless. However, when improper techniques are used, the result is often injury and frustration. Take the following tips and really make your workout count.

Breathe: You cannot emphasize the important of proper breathing enough, when it comes to lifting weights. Most people do not pay attention to their breathing pattern, and as a result they hold their breath throughout an exercise. For the best results, exhale during the exertion phase of an exercise and inhale as you return to the starting position. For example, during a bicep curl, exhale while you curl the weight and inhale as you lower the weight back down.

Pace: A common mistake among novice weight lifters is to perform exercises with quick, jerky movements. Instead, focus on making your movements fluid and controlled. Remember, you are working your muscles throughout the entire movement when you control your pace. If you move too quickly, on the other hand, you are simply using momentum, and not muscle, to get the exercise done.

Too Many: Who says that you need to match your sets and reps to the gym rat on the bench next to you? A key to avoiding injury is to start your weight lifting career with a slow and steady increase in both sets and reps. When you learn a new exercise start by only doing one set and 8-12 reps.

Too Much: When you start lifting weights for the first time it is important that you lift weights that feel light. Lifting weights that are too heavy will lead to muscle tears and strains. Injury is the number one reason that new weight lifters throw in the towel. Avoid injury by building up the weight slowly; don't let your ego get in the way of your overall weight lifting success.

Balance: Your body is made up of 7 major muscle groups. These include your legs, abdominals, back, chest, shoulders, biceps and triceps. Many weight lifters get caught up with one or two muscle groups, namely chest and biceps, and as a result their body lacks balance. Not only does it look funny to have only one or two muscular body parts, it also sets you up for injury. Take the time to incorporate all of your major muscle groups into your weekly workouts.

Break: Even though you are 'pumped up' about your new weight lifting routine, don't overdo it! Your body needs time off to rebuild and repair muscle tissue after every workout. Start by weight lifting no more than 3 times a week, with a day off in between each workout. With time you will develop a routine that gives your body the proper rest time, while still getting you the results you want.

When in doubt, hire a local fitness professional to teach you the ropes. Not only will they instill proper technique, but they will also help you target and achieve your personal goals.

Step 3: Cardio Training—Strengthen your heart, shrink your waist

A good heart is better than all the heads in the world. Edward G. Bulwer-Lytton

What is Cardiovascular Training? Cardiovascular training is anything that gets your heart pumping at an elevated speed. This includes walking, jogging, bike riding, swimming, playing sports, roller skating ... you get the idea! Cardiovascular training is used to burn calories and to improve one's overall conditioning.

Why should I train my cardiovascular system?

Walking, jogging, biking ... they all seem to take so much effort! Why should I make myself do these when I don't enjoy them? While cardiovascular training may seem like a chore, you will be more than willing to hop on a treadmill after reading the following benefits to cardiovascular training!

Weight Loss

Probably the most cherished side effect of cardiovascular training is losing those unwanted pounds! Since your body's decision to store fat is based on the equation of Energy In vs. Energy Out, the more Energy Out that you have the less energy you will have to store on your waist, hips and thighs.

Conditioning

When was the last time you got winded walking up a flight of stairs? Not the greatest feeling was it? When you are wheezing and clutching your side ache, you know without a shadow of a doubt that you are out of shape!

When you train your cardiovascular system, you will begin to find that you don't lose your breathe as easily under strenuous activity. Your heart becomes conditioned to pump faster on demand without sending you into a wheezing fit. Your heart is the most important muscle in your body, and if you want to enjoy the new body you are about to create, then wouldn't you want to have a healthy heart along with it? I know of two heart surgeons who would agree with me.

Disease Prevention

Heart attack, stroke, hypertension, and diabetes are just a few of the diseases that you would be defending yourself against with cardiovascular training. By losing excess weight and conditioning your body, you arm your body against these and many other ailments.

Got Cardio? Try Walking!

Walking may very well be the perfect fitness activity and—judging by its enormous following—it may also be the most popular. The healthy benefits derived from regular walking have been proven in numerous studies, and it is easy and low risk to start.

One particular eight-year study that included 13,000 people found that daily 30 minute walks greatly lowers risk of premature death when compared to people who rarely exercise.

Other benefits of walking include:

- Lower blood pressure
- Increase in cardiovascular condition
- Reduced blood cholesterol
- Calorie burning and weight loss –yippee!
- Increase in bone strength

Getting Started

Never before was a fitness program so low maintenance to start—no fancy clothes, shoes or equipment necessary. All you need are a pair of comfortable shoes, clothes that are easy to move in and a bottle of water.

Before you begin your walk it is a good idea to perform a short warm up and stretching routine. This doesn't have to be anything complicated—a walk around the house and a few simple stretches will do just fine. The key here is to warm and loosen your muscles to keep them safe from injury.

The Basics

Keep the following pointers in mind as you set out on your inaugural walk:

- 1. Set Small Goals:** Don't pressure yourself into walking around the entire block just because you know your neighbor goes that far. The fact is that it will take awhile for your endurance to build, so take baby steps! Start with a simple 5 minute stroll, and increase your walking time from there.
- 2. Be Comfortable:** Whoa—this isn't a race! Take your first few walks at a leisurely pace. Remember, this is a new activity for your body, so take it easy. Walk at a pace that feels comfortable, and focus on perfecting your posture with head lifted and shoulders back.
- 3. Breathe:** As you walk be sure to breathe deeply. If you find yourself huffing and puffing—slow down. Your body needs plenty of oxygen to propel you along, so focus on your breathing.
- 4. Enjoy...**How about these great outdoors? Beautiful, isn't it? The birds are chirping, flowers are blooming and fresh air fills your lungs. Walking is a great way to enjoy nature while getting a great workout. Don't be afraid to have a little fun!

Your Fitness Solution

Don't believe the common misconception that walking is only effective for beginners—with a few small changes in speed and intensity you can dramatically increase the challenge level of your walking workout. When your daily walk becomes a piece of cake add a hill to your route, or increase your total walking time.

Most experts recommend that you walk at least 30 minutes each day for optimal results. Fit your daily walks in before breakfast, on your lunch break or after dinner. Any time is the perfect time to improve your health and fitness level by taking a walk.

Step 4: Nutrition—Eat to be fit and healthy

We live in an age when pizza gets to your home before the police. Jeff Arder

The foods that you eat play an instrumental hand in the shape of your body—so much so that most fitness professionals agree that 80% of your size is due to what you eat. With so many options available today, how do you know what you should eat, when you should eat it and how much of it you should eat?

Talk about confusing!

You may notice that this section on nutrition is by far the longest of the seven steps. This is simply because there is so much great information that I want to share with you, all of which can dramatically improve your eating habits and ensure your weight loss success.

We talked earlier about the problem with diets and how they usually crash your metabolism and offer only short term weight loss solutions before rebounding with more added pounds than ever. When you put your body into starvation mode you only encourage it to store what little calories you do consume.

I am often asked my opinion of point system diet plans. While they are a great way to learn portion control, and many people lose weight initially, I have yet to find someone who wants to count point for the rest of their life.

It just isn't practical.

What you need is a lifestyle change in which you routinely make healthy choices when it comes to your eating habits. This means learning to identify and eliminate empty calories from your diet—such as sugar-based products. This means saying no to emotional eating, and saying yes to balanced nutritious meals.

A healthy diet needs to be well rounded with the proper amount of nutrients, vitamins and minerals. The RDA's recommendation for daily intake of such things is a good place to check your optimal intakes.

Read on for mind boggling information that I have compiled to open your eyes to the freedom of healthy eating. Learn *Three easy ways to drop 10 pounds*, *The Truth About Convenience Foods*, *The Food Lover's Guide to Weight Loss*, and check out how I answered the question: *What Should I Eat?*.

Three easy ways to drop 10 pounds!

Sounds too good to be true, but these 3 habits will slim you down fast.

How long have you struggled to drop weight, only to be left discouraged time and time again? Popular diets promise stunning results in no time flat, but they never seem to deliver the results you want. Exercise fads come and go but one thing remains the same—you have weight to lose and no idea how you are going to accomplish it.

Before you brush off the idea that you can easily drop 10 pounds as another weight loss ‘gimmick’ or fitness ‘fluff’—please, please, please keep reading! The ideas presented here will promote substantial weight loss...if you follow them. So read on and see how your weight loss dreams can easily come true!

1. Eat In: Studies show that eating out leads to one thing—overeating! While your favourite restaurant may have the tastiest pasta dish, did you know that the serving size dished up for you by your friendly server is more than twice what you would naturally eat at home? Not to mention the appetizer, side dishes and dessert...

The fact is that in order to lose weight you need to eat fewer calories—a feat that is not easily done while dining out. Take the next 30 days off from eating outside of your home, and watch how pounds effortlessly begin to disappear.

2. Use Smaller Plates: Since you will be spending the next 30 days dining at home, use smaller plates to ensure that you do in fact cut down on

portion size. Most of us were diligently taught by our parents to “Clean your plate!” While this is an important lesson for children—as adults we have taken it too far—and cleaning our plate has morphed into stuffing ourselves beyond recognition.

They say you can’t teach an old dog new tricks (and no, you aren’t *old*, but work with me here...) So the fact stands that we will always, like good children, clean our plates...but there is nothing stopping you from simply using a smaller plate. This cuts down on your portion size which leads to big time weight loss.

3. No More Junk: I hate to be the bearer of bad news...*but*...if you are serious about losing weight and keeping it off for good you need to give up junk food. Processed sweets, fried morsels, salty snacks, sweet sodas, and sugary candy—it all has to go. The pastry that you like to pass off as breakfast...gone. The vending machine delight that holds you over until lunch...gone. The soda pop that accompanies your lunch...gone. The candy bar eaten on your commute home...gone. You get the idea. All your nutrient-deprived guilty indulgences have to go...

But wait! There’s good news—if you take this tip to heart you really will see your desired weight loss. And do you want in on a little secret? As you begin to eliminate junk food from your diet you will find that not only are you losing weight, but you also feel healthier and more energetic than ever before.

The Truth About Convenience Foods

These days it's hard to get through a day without consuming some form of convenience food. A muffin on the way to work, a snack from the vending machine, crackers with lunch, a snack bar on the way home, and then a convenient 'just add water' biscuit mix with dinner. Have you ever read the entire nutritional label on the pre-packaged snacks that we all know and love? If you did, then you would have seen the ingredient *partially hydrogenated oil*. This is a necessary ingredient that allows foods to sit on a shelf for months at a time without going bad—but along with the preserving quality comes a little something called *trans-fatty acids*.

So what are *trans-fatty acids*? And why should you even care? *Trans-fatty acids* are produced during the hydrogenation of vegetable oil, and studies show that these manmade molecules are worse for your body than saturated fat. They even raise LDL (the bad one) cholesterol levels while simultaneously lowering HDL (the good one) cholesterol levels.

Trans-fatty acids are also linked to higher rates of insulin resistance. In her book, *The Omega Diet*, Artemis P. Simopoulos, M.D. states that, "Trans-fatty acids interfere with normal fatty acid metabolism by crowding out essential fatty acids from the cell membranes and interfering with the conversion of the shorter chain fatty acids (such as LNA) into longer ones (such as DHA). As a result, there are fewer long-chain fatty acids in the membranes. This makes the membranes less fluid and reduces the number and sensitivity of the insulin receptors."

Simopoulos goes on to say, “[trans-fatty acids] have infiltrated the entire food supply”. Anytime you see the words, “partially hydrogenated” on a label, trans-fatty acids lurk within. Take the time to go through the supermarket aisles and read the labels on baked goods, snack foods, and mixes. Virtually every one contains trans-fatty acids.”

Food items that contain *trans-fatty acids* include:

- commercial baked goods
- prepared mixes
- crackers
- snack food
- margarine
- shortening
- artificial cheese
- deep-fat friend foods
- cakes and cake mixes
- corn chips
- cinnamon rolls
- doughnuts
- muffin mixes
- pastries
- pie crust
- potato chips
- shortening
- tortillas and tortilla chips
- biscuit mixes and dough
- anything with *partially hydrogenated* on the label

The Food Lover's Guide to Weight Loss

You want to lose weight. You really do. There's just this little problem...you love food. But diets require that you give up all the foods that you know and love in exchange for celery sticks and water. Boring! Who really wants to do that? Guess you'll just have to deal with the extra weight, right? Wrong!

Losing weight doesn't require that you give up your love of food—in fact, healthy weight loss encourages great eating.

And that is good news for you, beloved food lover. Great eating means never going hungry and never feeling deprived. Sound good? Read on for the simple guidelines to great eating that result in healthy and long term weight loss.

4 Weight Loss Tips to Live and Lose By

- 1.** Eat at least five times a day at regular intervals
- 2.** Eat 4 oz of lean protein at least twice a day depending on your weight, goals, gender, age, and activity level.
- 3.** Fill two-thirds of your plate with vegetables and fruit
- 4.** Make every calorie count, this means every bite should pack protein, fiber and fat.

9 Essential Nutrition-Based Weight Loss Guidelines

1. Focus on eating a variety of foods every day.
2. Eat fruits and vegetables.
3. Eat small meals frequently, preferably 4-6 times. Also avoid overeating or binge eating out of hunger.
4. Say no to extra fat! Avoid putting butter or sour cream on your food.
5. When you feel the first shot of hunger pain, wait it out. If you still feel hungry after 10-15 minutes then eat. If you aren't hungry any more it was likely your emotions speaking and not your tummy!
6. Plan healthy meals ahead of time—this will save you many calories!
7. Stop eating before you feel full. Your brain is slow in receiving the full signal from your tummy—so give it a chance to catch up!
8. Drink water instead of soda pop. Your body isn't able to register all of the calories in liquid, so hundreds of calories add up without making you feel full.

9. Trade your white bread in for whole-grain bread.

10 Ways to Dining Out without Pigging Out

1. Don't indulge in bread before your meal arrives
2. Substitute your fries for a side salad, fruit or a baked potato
3. Forgo your soda pop for a tall glass of ice water or tea
4. Instead of burgers, hot dogs and sausages choose sandwiches, subs, salads and lean meats
5. Always order your dressing on the side in order to regulate the amount that you use
6. Put half of your meal in a to go box before you start eating
7. Don't order food that is made with creamy bases, such as white sauce
8. You don't have to clean your plate! If you are full then stop eating

9. Eat your vegetables first...rather than last

10. If it's fried then don't order it

What Should I Eat?

In our world of fast food and fried chicken it is hard to see the forest through the trees. What foods should you eat? When given a choice between two or more food options how do you know if you are making the right one? And why is it that your waistline would much rather expand than shrink?

What should you eat? Here I am just going to give you general guidelines – since we would have to sit down together to create an exact fat burning meal plan for your body. These suggestions are a basic guideline to healthy meals that do not promote fat storage.

Protein: 20%

Fat: 15%

Carbs: 65%

Each meal that you consume needs to have calories coming from protein, carbohydrates and fat. Your body needs each of these in small amounts throughout the day – when you take in a meal that is 90% carbohydrate 5% fat and 5% protein your body is going to digest it faster (i.e. get hungry again faster) even if the calorie count is the same as a meal with above percentages, and you are more likely to store a percentage of the carbs as fat.

Hold your horses...

Don't go and cut all the carbs out of your meals just yet. We all saw what the low carb craze did for the country. People actually got fatter! Cutting carbs could cause a whole new "house of cards" effect and your body will once again go into fat storage mode. Believe me, you don't want that.

The food-filled world around us may be intimidating, but weight loss success can be achieved quite easily. Most likely the food choices that you make daily could be tweaked to promote weight loss rather than weight gain. Check out the following practical guide that will train you to make the best possible food choice—one that will shrink your waist.

Knowing the Good from the Bad

Use the following list to exchange foods from your current diet for ones that are healthier. Your waist will only get smaller because of it!

Eat this: Whole, natural foods	Instead of: processed foods
Eat this: Almonds	Instead of: sugar-laden, trans fats snacks
Eat this: Fruit	Instead of: Soda, juice, candy
Eat this: Nuts	Instead of: Chips, cookies, donuts, cake
Eat this: Vegetables	Instead of: Anything fried
Eat this: Green Tea	Instead of: Coffee, soda, sweet beverages
Eat this: Lean meat	Instead of: fatty meat, or high-sodium meat
Eat this: Low-fat Dairy	Instead of: Full fat dairy, or ice cream
Eat this: Water	Instead of: Coffee, soda, sweet beverages
Eat this: Raw Vegetables	Instead of: Bread and butter

Eat this: Extra Vegetables **Instead of:** Extra serving of bread or potato
Eat this: Oatmeal **Instead of:** donut, pastry, sugary cereal
Eat this: Lean stir fry **Instead of:** fried Chinese food
Eat this: Grilled, baked, broiled meat **Instead of:** battered, deep fried meat
Eat this: Low sugar yogurt **Instead of:** Sugary yogurt or ice cream
Eat this: Sugar free natural food **Instead of:** sweetened food
Eat this: Unsweetened ice tea **Instead of:** Coffee, soda, sweet beverages

Step 5: Challenge—Avoid the dreaded plateau

Mountains cannot be surmounted except by winding paths. Johann Wolfgang Von Goethe

You may have noticed a trend in recent years of 30 minute circuits. While these systems work well for the beginner by offering initial weight loss, but soon the lack of challenge leads to stagnant workouts. Who really wants to go through the effort of working out without the reward of great results? I certainly wouldn't.

The key to consistently reaping great results from your workouts is to challenge your body. This means you can't do the same circuit at the same consistency or putter around the same machines in the gym and expect visible results. It just doesn't work that way.

The reason that plateaus occur is that your body is an advanced organism that constantly seeks to thrive under the demands that it is given. If you do a particularly challenging workout, then your body is going to feel sore afterwards,

as it rebuilds even stronger, and the next time you do that same routine you will find that it is easier.

As you strive forward toward your goal you need to consistently offer your body new challenges, and present it with the option to become stronger and more agile, more toned, fit.

Think of your muscles as having a photographic memory-when you give them the same exercises to do at the same intensity and the same speed...well they won't really be challenged., However, if you give them a new exercise at a different intensity and a whole new speed—this is where true results are harvested.

A large part of our weight loss and toning strategy is to incorporate interval training within our workouts, use functional movements to train the body, and to make workouts fun and elevating. It is of the utmost importance that you do not repeatedly do the same exercises each time you workout—so we make it our priority to changes things up in a fun atmosphere. Read on to learn about reaping results.

Missing Results? Try Interval Training

Jamie Zackary was in a rut. Two years after losing 30 pounds she had hit a major plateau. “I was exercising at the same frequency and intensity as I had been for two years, but my results just stopped!” After consulting with a personal trainer, Jamie found a key that unlocked the hidden potential in her daily workouts. And it turned out to be simpler than she could have imagined.

The key to successfully dodging a lull in results is the incorporation of **interval training**.

Interval training will pump up calorie burning, shape your figure and take you to an entirely new fitness level! Are you ready to learn more about this powerful technique?

What is Interval Training?

The textbook definition of **interval training** is: *short, high-intensity exercise periods alternated with periods of rest. High and low intensity periods are repeated to create a complete workout.* A great example of this would be walking for 5 minutes 2 miles an hour and then jogging for 1 minute at 6 miles an hour. This sequence would then be repeated several times until the total workout time is complete.

There are two main techniques for utilizing **interval training** into your daily workouts: the *Fitness* training method and the *Performance* training method. Which would work best for you? That depends entirely on your goals.

The *Fitness* training method works for most exercise enthusiasts whose goals include losing weight, toning muscles and looking and feeling better than ever. This method utilizes periodic increases in workout intensity. High intensity levels range between 2-5 minutes in duration and are followed up by a lower intensity period that is also lasts 2-5 minutes in duration.

If you choose to follow the *Fitness* training method, the key to your success will come in determining the perfect level for your high intensity period. Too high and you won't be able to burn fat, too low and you won't accomplish anything! Shoot for an intensity that allows you to talk without shortness of breath, but sustains a rapid heart rate.

Let's say your goals aren't to simply tone, tighten and firm. Your sights are set higher. You want to compete in a competitive sport, you want to train for a race, and you want to set a record. Then the *Performance* training technique is right up your alley. This method utilizes periods of near maximal intensity incorporated with lower levels of intensity.

In the *Performance* training method, the interval periods last longer than they do in the *Fitness* training method. Typical periods last from between 2-15 minutes in duration. If you use this method make sure that your high intensity periods truly reach near maximal effort. This will ensure your conditioning success.

Sounds simple, right? So why should such a small thing produce extraordinary results?

Simply going from higher intensity periods to lower intensity periods is certainly not a glamorous training technique. Not by a stretch. But forcing your body to adjust and compensate multiple times in a given workout really kicks calorie burning into high gear!

Your Workout—Upgraded!

If you are like most people, then your workouts are probably made up of continuous exercises for a given amount of time. The intensity level is basically static from start to finish. As we learned above, the lack of intensity variation leaves you with static results.

Ready to give **interval training** a whirl?

Let's pretend that we just arrived at the gym for your first day of **interval training**. First things first, we need to choose an aerobic exercise to focus on. Good choices include the treadmill, elliptical, exercise bike, stair stepper or swimming. Of course you could always walk, jog or bike outdoors instead.

We will do the treadmill today. Start walking at a low intensity rate. This will be your first low intensity period, and will also serve as your warm up. Aim for 50-65% of your target heart rate and go at this pace for 2 minutes. Done? Alright, great job!

Now we move into your first high intensity period. Crank that tread mill up and find a pace that supports just under 85% of your target heart rate—remember, you should still be able to talk without shortness of breath. Keep this higher intensity pace going for 2 full minutes. Done? Whew! That was harder than the first one, right?

You have just set your two different paces—now simply switch back and forth between the two until your workout time has passed (20-60 minutes.)

Once you get the hang of interval training, feel free to experiment. Change exercises, intensities and vary your period durations. This should be fun! Don't be afraid to break a sweat and don't be afraid to enjoy yourself!

Step 6: Support & Motivation—Guarantees your success

Life takes on meaning when you become motivated, set goals and charge after them in an unstoppable manner. Les Brown

When you finally put your foot down and decide to get into the best shape of your life—right off the bat motivation isn't an issue. You have motivation—oodles of it. In fact, you could walk into a pizza parlor and order a water and green salad without blinking an eye to the aroma of baking cheese and meat. You are invincible.

However...after a few days this fierce motivation slowly fizzles, sputters, and then goes out completely. Why is that? Don't you wish that motivation was sold in pill form? Well, before you head back to that pizza parlor, this time with pepperoni on your mind, read on for 2 sure-fire ways to rekindle your motivation.

- 1. Be Specific, Very Specific:** What if I asked you to meet me at Paradise Beach at 3pm tomorrow—would you show up? Chances are slim, since I haven't given you information on where Paradise Beach is

located! So how can you expect to meet your fitness and weight loss goals when they haven't been clearly defined?

Do you want to get into better shape and to improve your fitness level and physique? That's great. But if you are reaching for a vague goal, you don't stand a chance of attaining it.

Instead try this: create a very specific goal for yourself. *I want to lose 10 pounds by Thanksgiving.* Notice how the goal is quantifiable and contains a time frame. *I want to run my first marathon in June of next year.* Again, the goal is measurable—26.2 miles, and there is a time frame—June of next year. Go ahead; create a specific goal for yourself that is measurable and within a specific time frame.

Let's take this one step further and recruit the power of your subconscious mind. Take a minute each day to visualize yourself achieving your goal. How does it feel? How do you look? Get into the habit of experiencing the successful accomplishment of your goals in your mind each day. This will set you up for success in a powerful way!

2. Track Your Progress: Now you have a specific goal due within a set time frame—that's it, right? No! Many people fall into the trap of simply setting a goal and then leaving it at that. In order to ensure success, you need to consistently track your progress. This will let you know how far you have traveled towards your goal and let's you know how much more you have to go.

Make a habit of writing down your progress in a notebook. If your goal is to lose weight, record your weight every few days. If your goal is to run a marathon, record your mileage every week. Not only will the act of writing your progress down help keep you on track, it will also fill you with pride over your growing accomplishment.

Read on for tips on building up your will power.

Battle of the Will

Have you ever heard the saying that **if you believe, you can achieve**? Many people have accomplished extraordinary things based on this simple principle.

A vivid example of this principle was caught on tape during an interview that took place backstage at a body building competition. A reporter asks a successful young body builder about the possibility of his competitor stealing his long held title. The tanned athlete laughed at the question as he rubbed oil on his sculpted muscles. Then he looked up and said evenly, **“There is no such thing.”**

The year was 1975 and the athlete was Arnold Schwarzenegger. He did, of course, go on to beat his competition—but then, he hadn’t left himself any other option.

Do you have a fitness or weight loss goal that you want to achieve? Do you want to lose 10 pounds or lower your cholesterol? Somewhere between believing and achieving you need a heaping dose of will power. In light of recent studies

that have shown that less than half of U.S. adults have a healthy weight, it seems that will power has become rather hard to come by.

Will Power is best described as the ability to control impulse, to overcome laziness, and to persevere toward accomplishment. It is the strength that keeps you from going back for seconds after a delicious meal. It convinces you to choose a salad instead of fries with your sandwich. And it propels you off of your buttocks and to the gym after a long day at work.

As of late, the art of exercising will power has been given a bad name. People naturally associate it with giving up something they are crazy about, or with forcing themselves to do something that they aren't so crazy about.

This perspective misses the point. The fact is that it is only when you master the art of will power that you achieve inner strength.

So how does one master the art of will power?

Focus on one thing at a time. Don't attempt to implement will power over every bad habit in one shot. If your goal is to lose 10 pounds, then start by breaking just one of your unhealthy habits that contributed to the weight gain. My client, Linda Johnson, lost 12 pounds in 4 months by breaking one simple habit—her morning blended mocha!

Gradually work toward a goal. They say that Rome wasn't built in a day—and neither was the perfect body. It takes time to build muscle, lose fat and to increase your metabolism. Consider every time that you implement will power as

taking one step toward your goal, if you keep taking step after step you will eventually arrive at your destination.

Change your unhealthy surroundings. If your goal is to lower your cholesterol, then don't stock your fridge with bacon! If you want to lose 10 pounds and know that you have a weakness for chocolate—don't buy that candy bar! Transform your environment into one that supports the lifestyle needed to achieve your goal. This will make your progress much easier.

Find healthier alternatives. If you have an unquenchable craving for a burger—don't panic! Try a lean turkey burger or veggie burger. Instead of ice cream, stick with non-fat frozen yogurt. Trade in your greasy potato chips for the low-fat baked brand. There are numerous alternatives to your unhealthy favorite foods; all you need to do is find them. Take a trip to your local food co-op or health food store and browse around. You may be surprised to find that the healthy version tastes even better than the original!

Build a support group. When you are in the throes of exercising will power, the last thing you want is for your friends and family to surround you with everything you can't have. So tell them about your goal. Let them know the things that you can't eat and those that you can. Build a support group out of those closest to you, and who knows—you may end up helping them achieve better health as well! One of the main reasons that our fitness program is so successful is that it thrives on an atmosphere of support.

Step 7: Hey, this is fun!

People rarely succeed unless they have fun in what they are doing. **Dale Carnegie**

Why the long face? Whoever said that exercise and weight loss had to be a drag? Find a physical activity that you enjoy doing. Maybe you have a flair for tennis or perhaps you prefer swimming or biking or jogging. Or perhaps you would enjoy our weight loss and toning program, which incorporates a supportive team atmosphere with exciting exercises. The key here is to find something that you enjoy and look forward to doing.

Another way to bring some enjoyment to your weight loss activity is to involve a friend. Plan to meet at the gym for a workout, or meet at a park for a brisk jog.

Well, you now know the 7 steps to getting into your skinny jeans. There are no pills to take, machines to buy or breathing techniques to learn.

By now you are convinced that resistance training along with cardiovascular training and a personalized nutrition plan are going to be worth your time.



GREAT RESULTS

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Christina Stewart
Port Coquitlam, B.C.

"I shrunk my stomach!"



Steve Knotts
Professional Golfer
Port Coquitlam, B.C.

"I lost 26 pounds!"



Jan Millar
Langley, B.C.

"My lower back pain went away and my shoulders feels stronger!"



June Matheuszik
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"My whole life I've been having trouble controlling my weight..."



Chris Derksen
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