

Program Guide

Conventional low calorie / low fat dieting sucks. On top of that it just plain doesn't work. The standard low-fat / low calorie diets have done more harm for our health than good.

Unfortunately what you have been told is 100% WRONG: Cutting calories DOES NOT mean you burn more fat – it means you burn less calories.

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

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

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

You should have the following documents:

- Program Guide - The One You Are Reading Now
- Food List- what you should and shouldn't be eating.
- The Program Menu
- Recipes from the menu
- Snack List
- Tons more

The Breakdown

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

- You will consume NO MORE than 50 net carbs per day
- You will consume a minimum of 120g protein/day (women) 180g protein/day (men)
- Fats will only come from natural sources (no man made fats)
- You will log everything you consume
- You will get 1 "Cheat Meal" per week

- Calories are not a huge concern
- Optionally, you can take 200mg of caffeine (coffee or pill) prior to working out

Carb Control

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

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

But it can be dreadfully boring if you let it. So get in the kitchen and make the diet as exciting as you can. That is why I have included the program menu along that include insanely delicious recipes.

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

I know, I hear it all the time "But I *NEED * carbs..." No, you want carbs and there is a difference. Decide what is more important, eating carbs or getting lean. Your call.

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

Protein Power

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

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

A good rule of thumb initially is 1g of protein per 500g of bodyweight, but even this can get screwy if we carry too much bodyfat - that is why I say a minimum of 120g per day for women and 180g per day for men.

Protein also takes twice as much energy to digest and assimilate as do carbs and fat, and it can also blunt appetite. It also stimulates cognitive function. Protein is good stuff, and can make you feel good and look good.

Good sources are: Meats, chicken, turkey, fish, cottage cheese, (certain) protein powders, whole eggs, and even (nitrite free) bacon. Be sure to go organic whenever you can. See the accompanying Food List.

Eat Fat and Get Lean

Remember this simple fact: Natural fats are awesome, man made ones suck. Remember that one simple thing and you are golden.

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

Going low fat is simple a HUGE mistake.

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

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

Calories Shmalories

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

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

Caffeine Buzz (optional)

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

Complete Accountability

Write it all down on <http://myfitnesspal.com> You will write down EVERYTHING you eat BEFORE YOU EAT IT. **This is mandatory.**

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

You will email these food diaries to fooddiary@ownitfit.com.au every second day

How to share the food diary from my fitness pal:

Using a web browser, log in to your account at www.myfitnesspal.com . Mobile app users should log in using the same username and password they use in the app.

Once you've logged in, click the "Food" tab. Scroll to the bottom of the page and click "View Printable Report." Choose a date range and click "Change Report." From your browser's menu, select "Print." In addition to printing to paper, you may have the option to save the report as a PDF, which you could then share by email. However, this feature may not be available on all computers.

Another option is to set up diary sharing. If the individual with whom you wish to share your diary creates a MyFitnessPal account, he or she can view your diary at any time.

Cheat Night

This is unquestionably the most awesome (or at the very least the most fun) part of this program: The night when you throw all the rules out the window. From 5-6pm for a 2-3 hour window feel free to eat whatever you want. Optimally this would be a very high carb / low fat affair. Seriously – whatever you want. You see when your body perceives calorie levels to be too low it shuts down fat burning as a preservation mechanism. The cheat tells your body that calorie levels are still high so go ahead and burn some fat. This is done through leptin up-regulation, all you need to know is you can eat what you want and it can actually accelerate fat loss.

See the Cheating Guide for more info on how to optimize your cheat.

Other Considerations

There are a few other things to keep in mind. When you drop your carbs it is easy to just live off of meat and cheese. That can be fine for a while (albeit short on nutrients) but the lack of fiber can back you up quickly. The easier way to keep things “moving” is to make sure you eat plenty of low carb but fibrous vegetables everyday. When that doesn’t happen consider a psyllium fiber product.

The other thing is water. Here is my advice: Drink more. To fully optimize this plan you should drink 3-4 liters a day. Yes, a day. Yes, that is a lot. Yes, you will pee a lot. The deal is your body functions best when fully hydrated, plus the processing of fat (fat burning) happens most easily when properly hydrated. This will also reduce water retention under the skin. Also we have the added benefit the extra water aiding in detoxing your body over the next 4 weeks. Bodyfat can store toxins, and when you are burning fat at a high rate (which you will) you are also potentially releasing more toxins. Know this: More water will not make you burn more fat. But not enough water will stop fat burning in its tracks.

Conclusion

That’s it. It is really not that complicated, but if you have any questions DO NOT HESITATE to contact me- that is what I am here for.

Now here is some tough love: You are either doing this program or you are not. Decide which now. If you are not following the guidelines your results will suck. Following this guide can potentially change your life forever– doing what you’re doing will without question keep it the same.

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