



# **FAT LOSS QUICKIE MOTIVATION REPORT**

**BY SCOTT TOUSIGNANT, BHK, CFC**

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# DISCLAIMER

The information in the Fat Loss Quickie Motivation Report is for education purposes only. It is not medical advice and is not intended to replace the advice or attention of health-care professionals. Consult your physician before beginning or making changes in your diet or exercise program, for diagnosis and treatment of illness and injuries, and for advice regarding medications.

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# INTRODUCTION

## Fat Loss Quickie 101

You are about to achieve the body that you've been dreaming of. I am overwhelmed with excitement and joy for you. I know exactly how you are going to feel once you reach that goal. It gives me goose bumps just thinking about it.

Your journey has begun with the first words on this page. Follow the steps that I lay before you. Do not try to skip ahead or jump to the next chapter. It is very important that you go through the entire process.

If you truly want to succeed you must take **IMMEDIATE ACTION** and **APPLY** everything that you learn within this book. Do not delay and put it off until Monday or tomorrow. Start the process **NOW**.

Read the entire book and re-read it as often as possible. You have to do everything that you can to get this information to sink in.

Do every assignment immediately when I ask you to do it. Do not read ahead and say that you will come back to it. I strategically placed the lessons so you would get the most benefit from them.

It is very easy to read something and say, "I know that," and then just skim through to the next part. If you are not applying what you learn, you have gained absolutely nothing. "Knowing is doing." (I'm not sure if someone else said that before, but I like the sound of it.)

I want you to know right from the start, how much I truly want you to succeed at achieving the body you desire. I did not write this book just for the fun of it. I wrote it because I want to change your life by helping you transform your physique and I want to see you get the results that you deserve.

Now that you know I really do care about you, it is time for me to reveal my more aggressive, “**No Excuse Accepted**” side. Just remember that I am unloading the can of harsh reality on you because it is for your own good.

Please put up with my harsher more aggressive personality throughout the book, it is crucial to your success. It’s the kick in the butt that you need right now to get you going. I promise that I will back to my more fun loving and comforting self later on in the book. At that point I will light the fire under your butt that will lead you to unstoppable motivation and inspiration and you will thank me for opening your eyes to what has been holding you back all these years.

**Do not skip ahead** to the parts where I get nice again. You will miss the entire point of the book. You see, not many people are willing to tell you the truth about why you are living in an unfit body. They are scared that you may not like them, and maybe even get mad at them.

You do not have to like me, just get your butt in shape! You can hate me, but please listen to what I say and get those results that you are aiming for. I’m willing to put up with the names you call me because I know that you are listening and you will reach your goals because of it.

My Personal Fitness Coaching clients call me names all the time. That’s OK. They are working hard and their efforts are paying off. If they are calling me names, I know that I’m doing my job right.

After each tough love lesson throughout the book, I will follow it up with action steps that you can take to overcome the obstacles that have been in your way. It is so important that you become aware of

what has been holding you back, before you can move ahead and work on the solutions to those problems.

As I just mentioned, I'm a pretty caring, fun loving, and compassionate guy. The reason for my more aggressive personality is simply because I finally snapped. I got so tired of hearing all the lame, pathetic, weak excuses about why you are overweight and unhealthy, that I screamed at the top of my lungs, "NO MORE! ENOUGH IS ENOUGH!" I had to put an end to this madness and this was the only way that I knew how.

It was driving me nuts hearing all the problems that you had and the reasons of why you aren't living in a lean, chiseled body. The self-defeating thoughts and actions were just too much for my brain to handle and I transformed like Bruce Banner does into The Incredible Hulk.

My alter ego doesn't put up with any of your crap. If you give just one excuse for not working out on your scheduled day, or treat yourself to some junk food when it wasn't planned for, you're definitely going to hear it from me.

I'm not here to be mean and degrading to you just for my own personal satisfaction. I just believe that my more harsh approach at times is the only way that I can reach you and get you back on the path to fitness success.

You are going to benefit so much from "**The Fat Loss Quickie School Of Hard Knocks.**" You will be leaps and bounds ahead of the rest of the people out there that are just hoping to have a better body.

I look at this process as if you are a house. The stage that you are at right now looks like the previous owners didn't do a very good job of taking care of you.

Over the last several years they neglected to repair a roof leak, which caused water damage and mould build up within the walls. The plumbing has been backed up from the accumulation of junk

being shoved in it. There is a serious crack in the foundation and the windows are all broken, so any intruders are welcome to enter and trash the place at will.

Now it would take forever to fix everything wrong with this house (which is you), it's so beyond repair. Sometimes the best thing you can do is, tear it completely down to the foundation. But you've got to make sure that the foundation is as strong as it could possibly be. You wouldn't want to build your foundation on swampland, and you wouldn't want to use Styrofoam as your foundation that everything else will go on top of.

Without a strong foundation, the rest of the house is useless because eventually it will collapse. Consider Fat Loss Quickie as your wrecking ball. I am going to tear down your walls of **negativity**. Following the action steps within this book is the equivalent of laying down the strongest foundation known to man.

There is a reason why I want you to read this book before you dive into my incredibly effective fast and fun workouts and nutrition plan. The Fat Loss Quickie program is absolutely amazing, but if I gave you the workouts and the meal plans first, it would be like laying the finest bricks available on top of the Styrofoam foundation. What good will it do you to have the best bricks, flooring, appliances, and furniture, if one day the entire house comes crumbling down because of the weak foundation.

I want you to think back to the childhood story "The Three Little Pigs." Do you remember what happened to the first two pigs that decided to take the quick and easy approach to building a house? They became pork chops and ribs for the wolf to gobble up because their house was not strong enough. Quick and easy did not work to well for them.

Now what happened with the third pig that had patience and worked hard to build a nice strong house? It was impenetrable. When the wolf came down the chimney, there was a nice hot pot of boiling water waiting for him. The third pig had wolf stew for dinner that night.

If you build your foundation like the third pig did and prepare yourself for the intrusion of self-defeating thoughts as the pig did with the boiling pot of water, you will be unstoppable.

I hope that you now realize the importance of listening to every word here in this book. Skip one thing and your chances of succeeding will have dropped drastically.

So if you are someone that typically skims through to find the good stuff, I want you to control those urges. Make this the time that you actually read the entire book and apply the knowledge that you have gained. Don't become bacon like the first two pigs please.

I look forward to seeing you at the end when your foundation is the strongest that it could possibly be and we can start laying the bricks and filling your home with the finest things that money can buy.

# CHAPTER 1

## SAY GOODBYE TO YOUR BAD HABITS AND FLABBY STOMACH!

*"Good habits are as addictive as bad habits, and a lot more rewarding." - Harvey Mackay*

### Assignment #1 – List What’s Been Holding You Back

For your first lesson I would like you to take a blank sheet of paper and draw a line down the middle of the page. On the left side of the page I want you to write down every reason why you believe that you **do not** have the body of your dreams right now.

Write down every excuse that you can think of, every problem that you may have. I want to see it all down on paper so you will always be able to look back on all the issues that you were faced with and all the issues that you conquered.

Do it right now. Don’t continue reading until you have filled that paper up. I mean it!

You’re doing it right? You better be!

OK! I bet that you have a pretty big list there don’t you? That’s a lot of reasons and excuses that have been holding you back. Are you looking for some pity? OK.

Aw, that’s really tough. I feel sorry for you. You sure have experienced some struggles haven’t you? Life’s pretty rough eh?

That's a lot to face, no wonder you haven't achieved your fitness goals. I want you to know that I totally understand what you're going through. It's incredibly challenging to lose weight. Really I do feel sorry for you.

**STOP! Enough already! I can't take it any more!**

But that's what you wanted to hear didn't you? Everyday I hear about all the reasons why people have not been able to reach their goal body. When you talk like that, all you are doing is looking for sympathy. You say that you want to get in great shape, but all you talk about is everything that has been holding you back.

I want you to read over all of your excuses and reasons for not being in great shape because that will be the last time that you ever talk like that again.

Each of those things that you wrote down are called '**Self Limiting Beliefs**'. What ever you wrote down on your sheet of paper are your limiting beliefs. This is such a crucial step towards eliminating the limiting beliefs because in order to destroy them, you must first become aware of them.

You will find that once you write these limiting beliefs down on paper you will catch yourself saying them and stop mid sentence thinking to yourself, "Oops, I didn't mean to say that."

**It's very helpful to call upon your spouse, friends, and family members to point out when you use those limiting beliefs so you can turn it around and reinforce the positive beliefs.**

All the limiting beliefs that I mentioned above create some pretty big obstacles between you and your fat loss goals. But the biggest obstacle of all is when your limiting believe becomes a part of your identity.

For example, “I am a fat person. I am an over eater. I am uncoordinated.” There’s a lot of power attached to a belief when the ‘I AM’ is present.

Once you’ve identified these limiting beliefs, instead of letting them become a challenge for you to overcome, you must turn it around and challenge the validity of that limiting belief.

**Look for opportunities to cross-examine your limiting beliefs.** I do it for my clients all the time. After 3 weeks on a program if the scale numbers have only dropped by a pound or two they’ll tell me that the program isn’t working.

That’s when I pull out their journal and say, “Hmm isn’t that interesting. Right here you wrote down how great you are feeling, your energy is through the roof, your cloths are starting to hang off you, and that your spouse really noticed a change in your appearance the other night and couldn’t wait to get your cloths off.”

So is the program really not working? It’s all got to do with your personal interpretation of the situation. What is it that you are really aiming for? What’s your goal again?

You have to keep your ultimate goal at the top of your mind. What’s it going to take to accomplish that goal? Even more important is, what new, **empowering beliefs** will you need to achieve your goal?

**When you have empowering beliefs you will no longer need to rely on willpower to get you through tough situations.**

Now on the right side of the page I want you to write out what you are going to do about it. When you start telling me all of your problems, it’s like you want me to fix them for you.

I can’t and I won’t. I will give you the tools, but you are the only one that can actually solve them.

## The Truth About What's Been Holding You Back From Achieving Your Dream Body

What I want you to realize is that the body that you are living in right now, has become the way it is as a direct result of all the actions, attitudes, beliefs, and bad habits that **YOU** have developed in the past.

From this day forward I no longer want you to associate yourself with that person. You have the opportunity right now to change everything.

*"There are two primary choices in life: to accept conditions as they exist, or accept the responsibility for changing them." - Denis Waitley*

The truth about what's been holding you back is that **you have not taken responsibility** for getting yourself in your current physical state.

You are too busy blaming everyone and everything else for sabotaging you. You blame your parents for the poor genetics and/or dysfunctional home environment, the fast food restaurant because they moved across the street, your co-workers because they are always bringing crap into the office, and your significant other for being a great cook.

*"Don't blame others for your failure to be fully accountable for your own life. If others are to blame then you have given them control." - Bob Perks*

The only way that all those things can make it more difficult to get in shape is if you let them. You don't have to walk into the burger joint. **You can say NO** to the donuts and junk that your co-workers bring in. You can either ask your significant other to cook healthier food and you can choose to eat smaller portions. Believe it or not, you can actually alter your genetic code.

*"You are the only problem you will ever have and you are the only solution. Change is inevitable, personal growth is always a personal decision." - Bob Proctor*

If you are always looking for reasons not to reach your goals, guess what? You never will.

**You have to own up to the fact that the final decision to consume a bunch of crap is totally up to you.** You will always be faced with temptations, but you can't let them interfere with your goals.

The second that you start thinking any of those thoughts on the left side of your page, you need to flip the switch in your brain and start thinking about what steps you are going to take to get that firm and sexy body.

*"Your choices today determine your tomorrow and you make your life through the power of choice." - Kathy Smith*

If you put as much effort into thinking about how you will reach your goals as you do all the reasons that have been holding you back, you would be in your dream body right now.

## **Fat Loss Quickie Keys To Fitness Success Tip #1: Laser Focus**

*"Don't wish it was easier; wish you were better. Don't wish for less problems; wish for more skills. Don't wish for less challenges; wish for more wisdom." - Jim Rohn*

**You must have, laser FOCUSED thoughts and intentions on the healthy, lean, sculpted body that you do**

**WANT.** Do not focus on what you don't want and can't do, or what's been holding you back.

*"We lift ourselves by our thought. If you want to enlarge your life, you must first enlarge your thought of it and of yourself. Hold the ideal of yourself as you long to be, always everywhere." - Orison Swett Marden*

Most people spend very little time thinking about the dream body they would like to have. Instead you spend most of your time focused on why you are not currently living in your dream body.

Don't you notice that whenever you think about all the things that have been holding you back, more things just keep holding you back?

You must have a friend that always seems to have problems. We all do. You ask them how they're doing, and they always give a response like, "I'm sick again, my back is killing me, my job sucks, my parents are annoying me, I'm broke, I keep gaining weight, and on, and on, and on..."

You get to the point where you are afraid to ask them how they are doing because you know that they are going to go on forever about a bunch of negative crap.

I call this **the Eeyore syndrome**. You know, the donkey character from Winnie the Pooh? Can't you just hear his gloomy voice? It could be a bright shiny day and you ask him, "It's a beautiful day, isn't it?" He replies, "Well, I'm sure it will rain sooner or later, and that sun is just going to give me skin cancer."

You've got to realize that it drives people nuts when you talk about your problems. No one wants to hear it. Of course they are just going to say, "Aw, that's too bad." But do they care...NO! They're too busy thinking about their own problems, and when they hear your problems, it's almost like they want to 'out do' you. You may hear

them say, “Oh ya, you think that’s bad you should hear what happened to me.

No one gets ahead when this happens. All of a sudden you are on a mission to create a bigger problem than what they have so your story will sound more compelling the next time you get together.

Where does that get you? Down, backward, heavier, miserable, negative, and you will probably have fewer friends. I’ve got to tell you, I avoid people like that. I don’t want anything to do with someone that is so compelled to tell me they’re sad story.

Let’s face it. There are so many people out there that have worse problems than you do. Everyone’s got a sob story to tell. What makes you think that you’ve got it any tougher than anyone else out there? You really have to stop thinking like this.

Focus on the positive. Change your attitude. When someone asks you how you are doing? Answer them by saying, “Totally awesome!” See what kind of a response you get. You can change that person’s day right there. Suddenly they start thinking of something great that has just happened to them. They feel better, you feel better, it’s a win, win.

Focus on all the positive outcomes that will occur when you reach your goal. Talk about them. Yell out “I am a fat burning machine!” One positive thought can blow hundreds of negative thoughts to oblivion.

Now you may be thinking, “But what if I’m having a lousy day and the doctor just told me that I have a thyroid problem and that’s why I am overweight?”

**So what are you going to do about it?** I’m sorry but anytime that you give me an excuse or a problem this will be my answer.

Did the doctor tell you to go around and complain to everyone about your new problem? No! Did she tell you to go mope around and feel sorry for yourself? No!

OK so let's write that thyroid problem on the left side of the page. So what are you going to do about it? First, I'm sure that you are going to start taking some medication, but that's not going to solve everything. You're still eating like crap and not exercising enough.

So what's your next step? **Take responsibility for the problem and take the necessary action steps** to fixing the problem. Start eating a healthier selection of foods and get on a regular exercise program. Now you're getting on the right track.

You may be among the many people that have lost weight, but ended up putting it all back on and even more. One of my Fitness Coaching clients experienced this exact scenario. As soon as she started falling off the wagon, she started to think to herself, "Why does this always happen to me? Why do I always do so well and then sabotage myself? I'm going to struggle the rest of my life. This is a sickness."

Suddenly all the bad habits started coming back, and the weight started piling back on. Every time she would start eating like crap she would think all those things over and over again and just intensify those feelings of self-pity, disappointment, and the sense that she will struggle for the rest of her life.

*"When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one that has been opened for us." - Helen Keller*

When I finally approached this client and asked her what was going on, she told me everything that I stated above. I had to stop her and say, "Listen to yourself! All that you are talking about is your problems and feeling sorry for yourself and coming up with excuses

like it's a mental illness similar to alcoholism. Enough with that type of thinking! What do you want?"

She replied, "I don't want to fall off the wagon anymore." I said, "I didn't ask what you didn't want! What **Do You WANT?**" She said, "I want to gain control over my cravings." Again I asked her, "What do you **WANT?**" "To lose the weight that I just put on and 40 pounds more," she said. "That's pretty good! But what do you really **WANT?**" I asked. She replied, "I want to lose this weight so I have more energy to play with my kids and set an example for them so they are proud of me instead of feeling ashamed that they have a fat parent."

Wow! Now we were getting somewhere.

I then asked, "So what are you going to do to get on track to achieving your goals so you have more energy to play with your kids and know that they are proud of you?"

When you are going after what you **WANT**, suddenly your motivation to achieve that goal increases dramatically. Do not let anything distract you from the course you've laid out to achieving your goals.

Like I said, you need to have laser focus. Don't let your eyes off the target at any cost. Go after it like a fly does \_\_\_\_\_! You know what I mean. Treat it like a life or death situation.

Now you must be starting to get the picture that once a problem arises, you have a choice. You can either let that problem control your life or you can take control over that problem and fix it to the best of your abilities.

Whenever there is a situation where you can make a choice, it means that you have to take responsibility for those choices that you make. So stop blaming others for your problems when you haven't even taken a good hard look in the mirror and accept the fact that it wasn't anyone else's fault but your own.

Yes, that's a very hard pill to swallow. But if you are going to continue going through life finding any other reason for your weight problem other than the fact that you are responsible for it, you are doomed to fail.

You probably didn't want to hear me say that it's your fault that you're overweight, and you most likely don't want to hear that you have to do something about it, but that is the reality of the situation. Take responsibility and start conquering any problem that you are faced with.

## **Fat Loss Quickie Keys To Fitness Success Tip #2: Use Effective Key Words**

When problems arise you will need to sharpen your focus in order to avoid any setbacks. It's those times that are the most crucial to your success. If you find yourself thinking of an excuse to not exercise, use **KEY WORDS** that can snap you out of it.

An example would be "**flat tummy**" Whenever you find yourself thinking, or talking about the things that are on the left side of your page, I want you to say to yourself, "flat tummy," or whatever word you choose. As soon as you say "flat tummy" I want you to think, "**What am I going to do about it?**"

I also want you to think to yourself, "No one wants to hear my problems and complaining about them isn't doing me any good. I'm going to take action and eliminate this problem by implementing positive strategies that will help me reach my goals."

Key words are so important to your fitness success. If you are out at a restaurant and everyone else is ordering desert and it's not time for your cheat meal, and you feel like you are going to have a setback and give into temptation... use your keyword.

After a short time of applying this strategy, you will notice how easy it is to change a negative thought into a positive one. It will be automatic. It's almost like hypnotizing yourself. You simply flip the switch in your brain with one or two simple words.

## **Obstacles That Are In Your Way And What You Will Do To Blast Through Them With A Battering Ram!**

*"Nothing in life is so hard that you can't make it easier by the way you take it." - Ellen Glasgow*

So lets talk about some of those problems that you may be faced with and nip them in the bud right now. I'll start with the #1 obstacle that you and everyone else uses to avoid exercise and cooking healthy meals. You guessed it!

### **“I Have No Time!”**

This excuse gets me every single time. It really ticks me off actually. I mean come on! Do you expect me to feel sorry for you because you only have 24 hours in your day? Man I sure am glad that I have more hours than you do because I wouldn't be able to survive with only 24 hours.

Get real! I've got young kids that are involved in many activities. I have an offline job and an online job that take up a large part of my day. I get a ton of phone calls, emails, and interruptions all the time, yet still I manage to fit in my workouts, and eat six healthy meals each day.

It really is ridiculous that you even use this excuse. Most of the people that I coach in my fitness program are self employed entrepreneurs and they put in even more hours of work than I do and they never miss a workout.

I never ever want to hear you say that you don't have time to workout. I swear that I will jump out of your computer and make you give me 100 push-ups and 100 sit-ups. When you think to yourself or start to tell someone else that you don't have time for exercise I want you to think about how you are spending the 24 hours in your day.

One time period during your day to improve upon is the time right after work. Sometimes you may feel like taking a little nap after work. I've heard of some people sleeping for over an hour after work. What a waste! If you seriously need a nap, make it a power nap. 20 minutes is more than enough. Jump out of bed and get moving right away.

You need to have an action plan set up for the time after your workday is done. List everything that you need to do when your workday is done and schedule it around your workout. That's right you heard what I said, and that leads me to my next tip.

### **Fat Loss Quickie Keys To Fitness Success Tip #3: Plan Your Day Around Your Workouts**

Aside from work, you are pretty much in control of the rest of your schedule. How you organize your time will have a huge impact on your fitness success.

The important thing is to make your health and fitness a priority. If you don't have your health, what good is everything else? When you feel great about your appearance, as well as being full of energy, everything else in life just seems to fall into place.

If you don't workout first thing in the morning, I recommend driving directly to the gym immediately after work. Don't even give yourself a chance to think about it. Keep the workouts short, but intense, then get home and complete the remaining tasks that you have.

## **Fat Loss Quickie Keys To Fitness Success Tip #4: Turn That Darn TV Off!**

How much time do you waste in front of the TV? Again, I've been there before. It is so easy to get caught up in all the shows out there. It's what people talk about at work and everywhere else you go.

I admit that there was a time when I watched 24 on Monday nights, The Amazing Race on Tuesday nights, Lost on Wednesday nights, Survivor on Thursday nights, and Desperate Housewives on Sunday nights.

One day it hit me. What the hell was I doing wasting my time on this useless, mindless crap. Yes I was using it to escape reality, but why did I need that? Not only did watching it drain me and make me feel stupid just for watching it, I was also sitting on my butt and eating food that I probably should not have been eating. You know where those calories were going?

There have been some interesting studies that show how we get ourselves into some sort of hibernation state when we watch TV and basically everything that we eat goes straight to storage.

Can you just see the blank look on your face when you are watching TV? It's stupid! I don't even watch the news anymore because I find that it's mostly full of useless negative information. If there is something really important going on I will hear it from friends or family. Really I don't feel like I am missing out on anything.

I want you to actually pay attention to all those news programs that you're watching. Do you find that your life is any better for watching them? Some of these programs are either talking about how obese our society is and for one reason or another we are all going to die. Following this message is an advertisement for a fast food joint! Or you may hear about the latest celebrity that's pregnant and who she's fighting with. Do you care? Will that information change your life?

I used to have satellite TV and watch endless hours of useless crap, but no longer. I would be surprised if my television gets turned on for 2 hours a week. Even that would be because I am watching an educational DVD that will help me get in even better shape or improve my life and your life, in one way or another.

The greatest thing is when I watch TV I am always riding the stationary bike for at least a good portion of that time. If I'm going to sit, I may as well keep my legs moving. You would be amazed at how many calories you can burn during a program.

It may seem like an impossible thing to ask, but believe me when I say that I was just as hooked as you... and I quit cold turkey. I have not regretted that decision for a second. My life is so much better without it. The TV was controlling me. Now I'm the one in control and it feels great!

I guarantee that you underestimate how many hours you spend in front of the television. How can you honestly tell me that you don't have enough time to workout, when you spend on average two hours a day watching TV? That's most likely still an underestimate.

You are wasting valuable time, and chances are you are creating bad habits while you are at it. What are you eating and how much of it are you eating while you are sitting on your butt? Remember, it's going straight to your hips.

**“But I have young kids and they take up a lot of my time!”**

All of the self employed entrepreneurs that I mentioned above have kids. Many of them have very young children, and many of them have more than two children. They all realize the importance of scheduling in their workout.

I'm sure that you want to spend as much time as you can with your kids. I don't blame you. I feel the exact same way. But don't **you feel so much better after you've done your workout?** Don't you feel like you can be a better parent after you get through the workout? It reduces your stress level from your daily activities, and makes it less likely to take your problems out on your children.

Spending a short amount of time in your day, taking care of yourself will absolutely make you a better parent. Your workouts do not need to be long in order to be effective. Think of what that short amount of time will do for you. **It will help clear your mind and help you focus on #1 which is YOU!** If you are not taking care of yourself, how can you be at your best for your children?

When you've taken that time to workout and clear your mind of your daily stresses, you can go home and give the very best of you to your children. You are setting a great example for your children by showing them that your health should always be a priority.

When you set time aside to improve your health and your body it is natural for you to feel great about yourself. This carries over into every other area of your life. Your energy levels get a tremendous boost when you include exercise in your day. This will affect the time with your children. You will have the energy and enthusiasm to be an active participant in their life.

Many people I know prefer to workout first thing in the morning. They try to get it in before the kids even wake up. Yes that's pretty darn early, but they say it really helps them get through their day. After surviving a challenging workout, they feel that they can take on any other challenges they are faced with the rest of the day. They are all revved up and ready to go!

If you have kids and they are older, chances are they're into sports. Instead of sitting on your butt throughout the game, you could walk around the park or track where the game is being held. You still get to watch the game and you are being active at the same time. That's killing 2 birds with 1 stone.

Once again, who cares what some of your friends around you think when you are exercising on the sideline? They may be gossipy and talk behind your back about you being on a health kick. I'm sure you won't get a lot of encouragement since they are too stuck in their negative, self-pitying thinking that life is unfair to them. **Let their bodies turn to jiggling jell-o while you work your way to a lean and sexy physique.**

With the **Fat Loss Quickie Workouts which only take 10 to 20 minutes out of your day there is absolutely no excuse for lack of time to exercise.**

I think that I've pretty much quashed the whole time issue so it's time to move on to the #2 reason why you avoid exercising on a consistent basis.

### **“I'm Too Tired!”**

Do I even have to say it? Darn it! I get really annoyed when I hear people use this excuse. What you are really saying is “I'm lazy and I want to be overweight the rest of my life.”

The main reason that you are tired is because your lethargic butt is parked on the couch, your eating crap that totally sucks the energy out of you, and you are probably watching TV, which is putting you into **“zombie mode.”**

It does not matter to me if you work long hours, or if your 6 month old kept you up most of the night. Feeling tired is no excuse to avoid exercising. In fact, if you were to exercise when you are feeling tired chances are you will get an energy boost from it.

## **Fat Loss Quickie Keys To Fitness Success Tip #5: Get Your Butt Moving And Get More Energy!**

You are probably just like the majority of people out there that get tired right around the 2pm mark. I find that it is the best time to get a workout in. In fact that is the exact time that I get my weight training in.

There are times when I stumble into the gym because I am so wiped out, but once I am in those doors the switch flips on in my head and suddenly I am focused on the task at hand.

Every single time I walk out of the gym after my workout, I am so very thankful that I made it in and busted my butt off. That's a great sense of accomplishment in itself.

Think about those times that you skip your workout because you are tired. Don't you feel guilty? Aren't you pissed off that you missed it? Why put yourself through that torture. Once you start with the excuse of being too tired, it gets easier to use it every time.

If you don't get off work until 3, 4, or even 5 o'clock, chances are you will still be feeling tired. Just get your butt to the gym and feel more energized.

Studies have shown that one of the reasons why we feel tired around that 2pm time is because our body temperature dips a bit. If you were to workout during that time, your body temperature would rise and in turn perk you up.

If you find that you are too tired at the end of the day, set your alarm to get up earlier in the morning. And don't hit that snooze button either!

At night when you go to bed you have all these great intentions of waking up early and getting your workout done and out of the way. But when the alarm finally goes off, the battle begins in your head,

“Man I’m still tired. It would be great to get just one more hour of sleep.”

But do you actually get much sleep in the next hour? If you do fall asleep, it will most likely be a restless sleep. Chances are you will be beating yourself up the entire time for being so lazy. It will probably put you in a rotten mood the rest of the day as well.

I know it’s incredibly tough to get up in the morning, especially when your bed is so nice and cozy, but once you get up and get moving you feel so much better. The toughest part is just getting out of bed. The simple trick that many people use is simply moving your alarm clock away from your bed so it forces you to get up.

Once you start working out, your energy levels will pick right up. Actually, I find that the **people who do workout first thing in the morning have more energy throughout the day.**

You’ve got to find the time that works for you. If it’s late at night, so be it! Just scrap that “I’m too tired” excuse. It gets you nowhere, except more tired.

When I want to get a little boost at night around 8pm, I hop on my bike for 15 minutes of intense riding. I’m good to go until 12pm. The great thing is that those hours are some of my most productive ones. When I fall asleep, I crash and get 7 hours of quality sleep.

You may be thinking, “Well I don’t want to stay up until 12pm, I’ll be too tired the next day.” Not if you get up and exercise 1<sup>st</sup> thing in the morning. You see, if you exercise when you are tired, it pulls you right out of that funk and energizes you.

What do you do when you say that you are too tired? You probably spend most of your night in front of the TV right? If you are that tired, then go to bed and get your butt up early to workout.

Don’t say that you are too tired and just sit around on your butt doing nothing. That’s not called being too tired. It’s called, being too LAZY! Really, that’s what you are if you are using that excuse.

Do you honestly think that you are the only tired person in this world? There are absolutely times when I'm tired. But if I ever used it as an excuse not to workout, I would have to stick my finger in a socket.

You are just using it as a way out. Deep down inside you know that you should be going to the gym even though you are tired, but you allow yourself to give up because it's easy.

You've got to decide what you want out of life. Do you want to be overweight and lazy and get to watch all the crap on TV that you want? Or do you want to put in a little effort and have that energized feeling and experience the rush of seeing your flat tummy in the mirror?

So basically too much sleep makes you tired, sitting in front of the TV, makes you tired, eating crappy foods make you tired, and being out of shape makes you tired.

Notice that I didn't say that exercising and eating right makes you tired. Those are the two things that you are avoiding and they are the two things that will boost your energy through the roof.

If you are too tired, say that you are too tired to watch TV. Don't say that you are too tired to exercise. That's the one thing that can get you out of your tired funk that you are in.

So enough of the "I'm too tired excuse." Let's move on to your #3 reason for avoiding exercise.

### **"I'll Start Tomorrow!"**

Procrastination is holding so many people back from achieving fitness success and it has most likely been holding you back as well.

If I was paid \$1 every time that someone told me they were going to start their health, fitness and nutrition program tomorrow or Monday, I would be filthy stinking rich right now.

If you are saying this to yourself, you will never reach your goals. Your dream will always be in the future that you will never reach, because it's always tomorrow.

You know what really drives me crazy when you procrastinate? You use it as an excuse to eat like crap the rest of the day and you are constantly telling yourself that you will be good tomorrow.

But guess what happens tomorrow? You use the same stinking excuse! You just keep telling yourself, "I'll start tomorrow," but you never do.

*"Putting off a hard thing makes it impossible."  
George Horace Lorimar*

## **Fat Loss Quickie Keys To Fitness Success Tip #6: Take Immediate Action!**

Tomorrow is never a good time to start. When is a good time? Right NOW! I don't care if you just ate a piece of cake and blew your diet today. If you start thinking that you will be good tomorrow, you are going to eat the entire cake because you are no longer committed to eating well today.

You've got to stop yourself the second that you begin to say that awful sentence. Instead, I want you to analyze the situation. Yes you ate the piece of cake when you weren't supposed to. Now why did you do it? Can it be stress? Are you bored? My guess is temporary satisfaction of your taste buds.

That's exactly what it was. Temporary! And what happens after you eat that cake? You spend the rest of the day beating yourself up for eating it. **That instant gratification is not worth the torture that you put yourself through the rest of the day.**

The moment that you eat that cake and you know that you are doing something wrong, you need to stop yourself. It's not great that you ate some, but it sure would have a huge impact on you if you eat any more.

You've got to think to yourself, "What am I going to do NOW," instead of, "What am I going to do tomorrow?"

*"Do not wait; the time will never be 'just right.' Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along." - Napoleon Hill*

So what are you going to do about it right now? You're off to a good start by thinking about why you ate the cake and you stopped yourself in your tracks before it was really too late. So now you have to prepare yourself so this never happens again.

Think about the temporary satisfaction of eating the cake. You think that you are treating yourself, but look at how short lived that treat is. It's pretty nice while it lasts, but often not really what it's cracked up to be.

Now I want you to think long and hard about how you feel after you eat the cake. Does your stomach get upset? Do you wake up in the morning feeling bloated? Do you beat yourself up mentally? Do you have those feelings of guilt? Do you begin to think to yourself, "Why do I always do this to myself?"

**Was it really worth it to eat the cake? What is the real treat that you are looking for? It's that lean body that you've been dreaming of. It's feeling healthy and energized.**

## **It's the feeling of controlling your cravings instead of having them control you.**

When you make the conscious decision to turn down the cake you are treating yourself because you will know that you have just taken one more step to achieving your dream body.

It is an incredibly powerful feeling when you begin to do this on a regular basis and realize that you really don't need that temporary satisfaction, because when you look at the big picture, it is not very important to you.

You are probably looking to gain control over your cravings. It's very difficult to control your environment. There will always be temptations that you are faced with. What is in your control is how you act when you are faced with those temptations.

**So you are faced with a choice. Treat your taste buds temporarily, or treat your entire body and mind permanently. What one sounds better to you?**

I will give you some more tricks in the upcoming chapters that will really help you enhance this process and help obliterate procrastination.

Do you see what happens when you start thinking, **“What am I going to do about it NOW?”** You take immediate action, learn from your mistake and prepare yourself to never make that mistake again. You stop yourself dead in your tracks and don't let things get any worse.

If you continue to think that you will start tomorrow, it never comes. There is no action, just thoughts of the future. You fight the battle day after day and keep moving backward, when all you have to do is decide to take action right now and stop it from ever happening again.

If you are thinking of joining the gym tomorrow, go today. Sign up, look around, and do a quick workout just to get going. You don't have to be there long. All you have to do is "TAKE ACTION!"

If you wait until tomorrow there will always be another excuse to hold you back from going. Why give yourself the chance to come up with another excuse. As the Nike slogan goes, "Just Do It!"

Why are you procrastinating? Are you afraid to try out unfamiliar equipment? Hire a trainer for a session to take you around and show you what to do. Are you putting off eating well until tomorrow because you are unsure of what foods you should be eating? Find out what foods are the best to eat.

There is a reason why you are procrastinating, you just need to realize what it is and take action to obliterate that reason.

It's amazing how your life changes for the better when you start acting on your dreams rather than putting them off until tomorrow. Be a doer! Be that person that takes charge of their life and goes after what they want right now! You will reap the rewards that you have been dreaming of and that will be the greatest treat that you could ever give to yourself.

So from now on you will never speak the words, "I'll start tomorrow." Now for excuse #4

### **"I'm Too Old!"**

This excuse is really growing **old** with me, and I'm sick and tired of hearing it. The majority of my Fitness Coaching Clients are 50 plus. There are a few of them that are 80 plus. One of my clients started training with me when he was 80 and that was the first time in his life that he ever touched a weight. That was over 8 years ago. He's stronger than ever, and has improved his balance and flexibility.

*"I believe that age is just a series of numbers. When I turned 80, I realized that I was just half of 160 and when I make that, I'll be half of 320. I want you to stick around and find out! Like wine, you should be able to improve with age. Nothing in medical science says the body falls apart after 40." - Jack LaLanne*

Jack LaLanne, a fitness pioneer, continues to work out hard and he's in his 90's. As you can tell from the quote above, age is a mindset. If you believe that you are too old to workout and that you are supposed to gain weight and your metabolism should slow down when you reach a certain age, it most certainly will.

You've got to stop falling into the trap that the majority of our aging society has fallen into. There is absolutely no reason why age should hold you back from achieving your dreams.

There is one hell of a book written by one of my fitness mentors, Jon Benson, called [Fit Over 40](#). Jon filled the book with over 50 case studies of men and women over the age of 40 to well into their 70's that have all achieved fitness success. I've got to tell you, these people are ripped! They have all achieved exactly what you are saying is not possible. So enough of your crap!

I have seen women in their 50's that look better than women in their 20's. If you take care of yourself physically, I truly believe that you will look even better as you age, than when you did when you were younger.

One of my female clients is in her early 80's and she is less than 25% body fat and looking incredible. She's strong, vibrant, and ready to be one of the healthiest 100 year olds when she makes it there.

I think that you begin to master your body as you age. You recognize the programs that work for you and you know the exercises that your body responds to the best. You learn to train smarter.

It just amazes me that you would think that because you are getting older, you should slow down and not exercise as much or at

all. This is the time of your life when it is most crucial. Your bone, and muscle mass will begin to gradually deteriorate and there are many problems associated with that. I'm sure the fear of osteoporosis has crept into your mind at one point. Weight training will have a significant impact on reducing that risk

I look at my clients that didn't start training until they were 80 and they came to me with poor balance and strength. At the age of 80 if you lose your balance, something could break. If you don't have your strength and you fall, you may not be able to get back up.

These problems can hit you a lot younger than you think if you don't start taking care of yourself. It is never too late to start, and you should never let your age stop you.

I believe that it's even more rewarding to achieve a healthy physique as you get older, because most of your friends have allowed their bodies to go to hell. I think that you appreciate it more as well.

**“But I'm going through pre-menopause or menopause. I'm supposed to gain weight.”**

Many women look at the struggles that their mothers went through during this time in their life and they think that they have to go through the same thing. They see how many women over the age of 50 are overweight and they expect the same thing to happen to them.

The majority of my female clients recently turned 50. It has been very interesting observing their shift in eating habits and attitude. Many of them had such a strong vision in their mind that turning 50 means you get fat. There were a few of them that hardly ate chips and pastries prior to turning 50. Suddenly when they reached that age they started eating this stuff. This was food that they didn't even enjoy.

Because they believed that you are supposed to gain weight when you turn 50 they started doing things that caused them to gain weight. I had to show them pictures of other women that were the same age as them and even older that were in phenomenal shape. Once they realized that it is possible to have a lean and sexy physique at any age, their actions began to change back to the healthy ones they were accustomed to.

There are women all around you that have are going through the exact same thing and they maintain the proper discipline to develop and hold on to a firm and fit body. Use those women as your role models, not the women that have gained weight and are letting their bodies waste away.

So go out there and achieve fan-frickin'-tastic fitness no matter what age you are!

OK, so it's time to move on to problem #5.

### **“I Have Bad Genes!”**

I can assure you of the one thing that you can say to a person that's in great shape that will get you into a heated battle... “But you're genetically gifted.”

Oooooooh, do I ever cringe when I hear those words. Basically you are belittling the work that I have done to get into the shape that I am in right now. It's like you are telling me that it is easy for me to have the body that I do.

Just thinking about that I have to count to 10 and take deep breaths, or go book myself into an anger management class.

If you realized the effort that myself, and all the other men and women who take care of themselves have to put in, you would never utter those words again.

I am just like you. I am tempted by the same foods. If I eat fast food everyday, I will get fat. If I eat chocolate everyday, I will get fat. If I stop exercising, I will get fat.

What separates you and me is not good genetics, but rather good work ethic, mindset, and action. You can have the best genetics in the world, but if you continue to eat like crap every day, it will catch up to you eventually.

That is just a simple cop out on your part. It's your excuse for being overweight. "I'm big boned, I have slow metabolism, and my parents were overweight..." Excuses, excuses, excuses... Blah, blah, blah. Stop your whining! What are you going to do about it?

## **Fat Loss Quickie Keys To Fitness Success Tip #7: Don't Blame Genetics Until You've Tried Everything Else!**

The first thing that you are going to do is stop comparing yourself to me or any other person. Start focusing on yourself and your potential. Do not limit yourself to what your parents have become. Break free from them. Much of how they came to be is not necessarily genetics either. They have abused their bodies over the years to get it into the shape that it is currently in.

Take a good hard look at the effort that us so called "genetically gifted" people put into getting and staying in shape. Start putting even half that effort into your daily living and see the progress that you make.

You are just looking for a reason to eat like crap and avoid exercising when you say that you have poor genetics. "I have bad genetics, I may as well eat like crap, sit on my butt, and watch TV."

No! You don't have poor genetics. You have poor self worth and self-image. Eliminate those words from your vocabulary. Start

training and eating like you have great genetics and do what I do. Work at it! Reach you personal potential. I know that your potential is a lot greater than you think. Start living that way.

This brings me to problem #6.

**“So many people are a lot bigger than me, I’m not doing too bad!”**

I coach a husband and wife together, and a couple years ago they went on a cruise. Technically I would say the husband was about 20 pounds overweight and his wife was about 10 pounds overweight.

So they go on this cruise and notice that they actually appear to be skinny compared to everyone else. They came back and told me, “You know, I don’t think that we are in all that bad of shape.”

Wait a minute here. Just because you are thinner than a group of people does not mean that you are in good health and in good shape. You see they were almost content being the weight they were, just because the general population is rapidly growing obese.

### **Fat Loss Quickie Keys To Fitness Success Tip #8: Do Not Imitate The Majority Of Society!**

That is the wrong attitude my friend. A few decades ago they would have been borderline obese. Just because other people choose to neglect themselves, does not mean that you have to. You can’t be content being 20 pounds overweight. There are serious health risks that you need to start worrying about.

The focus again, has to be on yourself and what you need to do to be the healthiest that you can be. Do not settle for the norm. Our health care system is in for one hell of a jolt with the way the trend in rising weight is going.

I look at the younger children of today and it scares the crap out of me. They don't have a chance. There is absolutely no way they should be that overweight. I hate to pull out a "When I was young" story, but when I was young we had 2 maybe 3 kids in our entire school that were overweight. Now you've got half the school. How the hell did that happen so fast?

I've got young kids, and I worry that they will see their friends gaining weight and think that it's OK and normal to do so. That blows my mind. And that's the way that you are thinking. You think that it's normal to put on weight because everyone else is.

"But it's our fast paced lifestyle. I don't have time to cook." Bull Sh#\*! **What are you going to do about it?** Just because everyone else is eating out because it's convenient, does not mean that you have to too.

Do not follow society. It's going to pot! You do not want to be obese, and you don't want to have to deal with health problems. You want a lean physique that people would die for.

**"Walk away from the 97% crowd. Don't use their excuses.  
Take charge of your own life." Jim Rohn**

I'm just going to go into Problem #7 before I go on another rant about our society.

**"I just need something to give me a jumpstart!"**

You've got it! It's the quick fix syndrome. This one just blows me away. Almost everyone, including you, realizes that quick fixes DO NOT WORK! Yet you continue to look for them and fall for them.

I can't tell you how many times I hear, "I know that quick fixes don't work, but I just want to use it as a jumpstart." Use it as a jumpstart to what? Permanent failure!

It's just so weak of you to even want something that feeds you with false promises. If I see one more person fall for the, "Lose 30 pounds in 30 days without any diet or exercise," I will lose my mind!

It's completely ridiculous! You know that even if you do lose it, almost none of it will be fat and you are just going to put it all back on plus much more. On top of that it will increase your frustration with weight loss to an entire new degree.

A large part of the problem with women is the second a big engagement comes up you feel the urge to drop the weight quickly so you will look great for that event.

You will do almost anything to look great in a bridesmaid dress, or for your high school reunion, or to fit into a bathing suit on your upcoming cruise. You don't give yourself enough time to get in great shape and you don't care what happens afterwards.

## **Fat Loss Quickie Keys To Fitness Success Tip #9: Slow And Steady = Permanent!**

Any weight loss professional with credibility will always tell you that you should never lose more than 1 to 2 pounds of fat per week. If you have a significant amount to lose, 3 pounds is doable. Occasionally in the beginning there may be additional weight loss, but most of that will be water loss.

There are several detoxification diets out there that will boast about their clients dropping 10 pounds in one week. It's not fat they're losing. It's crap! The North American diet is so poor, I believe that the average person has approximately 15 pounds of waste going through their system. Really you should only have about 5 pounds, and that's usually what a detoxification diet will do.

Hey, I'm not saying that there is anything wrong with that, but if you would eat a healthy well balanced diet, you shouldn't really

have to worry about it. If you want to do a detoxification, do it for your overall health and for the reason of cleaning out your system. Don't do it just because you want to drop 10 pounds in a week. What you want to lose is fat!

*"The strongest oak tree of the forest is not the one that is protected from the storm and hidden from the sun. It's the one that stands in the open where it is compelled to struggle for its existence against the winds and rains and the scorching sun." - Napoleon Hill*

There is no reward in dropping weight fast. It's just as temporary as the instant gratification of the chocolate cake. You haven't earned anything.

It's like comparing it to a marathon runner that thinks that he knows the secret to winning the race. "I have to run faster," he says. For the first mile it sure is looking like his genius idea is working. He's definitely winning the race so far. I think that he's figured it out. But then he realizes that he can't keep up the pace any longer and he begins to slow down. Soon everyone has caught up to him and he is going even slower than his typical race pace. Before you know it he just can't go on any longer and he has to drop out of the race.

Permanent weight loss requires steady and consistent work. Occasionally you can push a little harder, but don't go so extreme that you have to reduce your intensity to lower than what you would typically do.

It is so much more rewarding when you work hard and earn the body of your dreams. Do not look for the easy way out. There isn't one. Do this for the long haul. You don't want to be in great shape for just a month. What good is that? You want to be in great shape for the rest of your life.

If you see or hear of a weight loss program that promises quick and easy results, I want you to run as fast as you can in the opposite direction. Those programs do not care about you. They care about

their pocket books. And you keep feeding their pocket books with your hard earned cash. Never do that again.

**The best part about being in great shape is knowing that you earned it. You have done what most people have not been able to achieve, simply because you set your mind to it and were willing to put in the effort. No one can take that away from you.**

## **Say Goodbye To Your Workout And Nutrition Problems**

### **Correcting your workout problems**

Are you one of those people that say, “I hate working out!” You certainly wouldn’t be alone. With that kind of attitude you are making it very difficult to even get off the launch pad.

You’ve got to change your way of thinking about working out. I want you to only think of the benefits of exercise whenever the bad thoughts enter your head.

It’s not working out that you hate. It’s the hard work. But with hard work you are rewarded with many benefits to your physical appearance and your overall health.

If you take your focus off of the hard work at hand and direct it to the outcome of your hard work, it will drive you through any challenge. Nothing in life that is ever worth achieving comes easy.

I don’t like the thought of a colonoscopy, but I know that it is for my own good to go through it. I’m focused on the benefit rather than the immediate discomfort.

Did you know that you can actually talk yourself out of a bad workout? It is as simple as changing your thoughts. You may walk into the gym feeling tired and lousy. If you let those thoughts dominate how you are feeling, chances are that you will not even complete the workout. But if you flip the switch and begin to focus on how good it will feel once you complete the workout, your motivation will pick right up.

Focus on anything positive about the workout. If you are working on a specific body part that day, think of how great that part is going to look once you reach your goal. Remember that each workout is a steppingstone to goal achievement. Without each step, the end result will never be what you are hoping for.

Treat each workout like it's the one that will help you reach your goal. Focus on all the benefits of the workout. Completing a challenging workout can boost your energy, burn calories, and skyrocket your motivation.

Quite often the hardest part about working out is just making it to the gym. It would not surprise me if 75% of the people that have gym memberships don't even use them.

Something caused you to get that membership in the first place. You've got to find that reason and build from it. Are you among the crowd that bought their membership right after New Years day? Did you make a resolution to live a healthier live and get in shape? Try to drum up those feelings.

You must have been sick and tired of living a sedentary lifestyle and you wanted to do something about it. It takes a lot of courage to get to the gym and sign up for a membership. Most people take months to talk themselves into going.

## **Fat Loss Quickie Keys To Fitness Success Tip #10: Ease Into Your Workout Program**

Here is one of the problems that I believe causes people to drop out of their workout program prematurely. **You start out too hard and fast.** When you finally take the plunge and get the membership or start back up after a hiatus, for some reason you try to make up for all those months that you didn't workout. You start going 7 days a week and spend hours there.

It's impossible to keep up this intensity for too long. Before you know it, if you haven't already injured yourself, you just completely pack in the bags because it's too much work to get in shape.

If you started out nice and easy and built up your intensity and duration, your program would have been much more manageable, and your chance of sticking with it would have been much greater.

I know it's hard because when you finally make that decision to get your butt in shape, you want instant results. You've got to realize that it just isn't going to happen. Your chances of reaching your goals are going to be much greater if you start off slow, instead of busting your butt off 7 days a week.

This is so obvious the weeks following New Years day. The gyms are completely packed with people that I've never seen before. They are there everyday and for extended periods of time. 2 weeks later, the numbers start to dwindle down. 6 weeks later I would guess that at least 80% of the new trainees have vanished. It would not surprise me if the number is even higher.

Everyone has the right intention of getting in shape, but they want it right now and they try to do it too fast. There is a much bigger problem than just being too fast out of the blocks. I will cover that in the upcoming chapter.

## **“Lifting weights will make me big and bulky.”**

This is a common complaint from women and it couldn't be farther from the truth. Resistance training will actually make you leaner, firmer, and help you build the body you desire. This is something that just can't be done with cardio alone. In fact, it will get you even better results than cardio ever could, especially when you are following a well-designed program.

I have known many women that were as close to being a cardio addict as could possibly be, yet they were unable to achieve the body they were really hoping to have.

It wasn't until I finally convinced them to start weight training that they built the dream body they had always wanted. Cardio still played a role, but weight training played a much larger role.

Weight training is the most important element to building a lean and sexy body. When you lift weights, you are sculpting those body parts. Don't be afraid to lift weights. Get on a regular weight training program and watch your body become firm, lean, and sexy.

## **“Working Out Takes Too Long.”**

### **Fat Loss Quickie Keys To Fitness Success Tip #11: Short Intense Workouts Rule!**

One of my pet peeves is seeing people waste way too much time in the gym. You are a complete fool if you are using this as an excuse to get out of workouts.

Still, so many people ditch their program because they **think they have to spend hours in the gym in order to get great results.**

Once again, I totally hear you. When I was a rookie trainer I thought the exact same thing. That's what I read in all the fitness magazines. There would be articles about the latest female pop star spending hours in the gym each day. Of course they would show air brushed pictures of her, and because you want to have a body like hers you would follow the same routine.

All the big muscular guys in these magazines were working out twice a day 6 days a week. Not only were these guys eating huge amounts of food, I'm sure that they were taking something else in order for their bodies to repair themselves from that kind of muscle damage.

I used to get some decent results busting my butt off in the gym for hours at a time, but the day I decided to reduce the amount of time I spent in the gym was the day that my results skyrocketed.

I was completely amazed that I could cut my workouts in half and get at least twice the results I was experiencing prior to the change.

I spend 5 days lifting weights and I am in and out of the gym in 10 to 20 minutes. My workouts are very intense. There is no wasted time. All business. That's what I'm there for anyhow.

I just can't get over it when I hear people bragging to their friends, "I've been here for 2 hours already." The people gathered around listening are amazed and think that this person is a workout freak. As I observe this person, I notice that they are spending the majority of their time talking and walking around.

It would not surprise me if out of the 2 hours that they spend at the gym, 30 minutes is spent actually working out. I hate wasting time. Every minute that I spend throughout my day I make damn sure it's productive.

I very rarely talk to anyone during my workouts. If they want to talk to me, they have to do so, while I am involved in my training, and half the time I am too focused to listen. I politely say, “We’ll talk when I’m done.”

If you are completely focused on the task at hand, there is absolutely no reason for your workout to last any longer than 45 minutes.

You probably complain that you have no time to workout. Don’t tell me that you can’t spare 10 to 20 minutes a day five times per week to do your weight training. I pride myself on getting the most impact that I can in such a short period of time.

I’m in and out of there so quickly that the staff at the desk often say, “Hi Scott, bye Scott,” when I am walking out of the gym. It seems like I just got there... well I guess I did.

I guarantee that I work harder in those 10 to 20 minutes than every person in the gym does in an hour. It’s all about intensity man. My weight training is more aerobic than most of the people on the treadmills and stair climbers. My heart is pounding and I am completely soaked.

Actually, I have strapped on the heart rate monitor and most times my heart rate is higher than I can get it in 20 minutes of jogging. Now leg days I feel like my heart is going to pound right out of my chest. Man I love that feeling.

**It’s all about quality my friend, not quantity. Make the most out of your workouts and watch your results blow through the roof.** When you are at the gym, focus on your workout and your goals.

## **Fat Loss Quickie Keys To Fitness Success Tip #12: Variety Is King!**

The biggest results killer that I notice in the gym from the people that do work out frequently is the **lack of variety**. I can't tell you how much it drives me crazy seeing you doing the same workout program every single week. I bet that it worked great for you in those first few weeks. Have you noticed that you have been at a plateau for the past several months?

For the ladies it's the same old circuit that you do with the same old exercises on the exact same machines, lifting the exact same weight. For the guys it's the 3 sets of Bench Pressing, 3 sets of incline presses, and 3 sets of fly's. This just doesn't cut it after a month or so. It's boring too. If you want results, you've got to mix it up. Shock your body. Throw a few twists at your body so it can't possibly adapt to your training methods.

Not only will your body have no idea what the hell hit it, but your motivation will get a huge lift as well. Add some excitement. There are so many unique ways of training that have been coming out over the past few years, there should be absolutely no reason for you to be bored.

Not only should you change your workout programs approximately every 4 weeks, you should also change your exercises.

Ladies, why must you always make a beeline straight for the inner and outer thigh machines when you walk into the gym? There are much more effective exercises that will work those body parts and have a huge impact on the rest of your legs as well. Guys, why do you insist on doing the bench press several times each week? Have you noticed that your legs have been neglected and it's starting to show?

It's impossible to get bored with such a huge variety of exercises to choose from. Haven't you ever noticed when you add a new

exercise to your program, you almost always experience muscle soreness within the next 48 hours? Variety works man! Use it!

You've got to make sure that you don't take this to extremes though. Are you one of the many people that say, "I've tried every workout program and I still don't get results?"

The problem with this is that you don't give a program a chance. You start a new program and you're already thinking of the next one. You are trying too hard to find the best program.

Give the program 4 weeks and measure your progress. Give it a chance to work. Doing it for a week is not enough time to determine if it's effective or not. Don't go for too long though because it will lose its effectiveness.

Put in serious effort. Always train hard. If you are going at a program half assed, there is nothing that will make it work for you.

### **Fat Loss Quickie Keys To Fitness Success Tip #13: Change Your Goals!**

One of the biggest problems facing our nation is **chronic dieting**. Maybe you are one of those people that are always trying to lose weight? You never really do, but you are always trying. That's why it's so important to set a specific goal.

Ideally you should set a goal to burn some fat for 3 months. When that time period is done, you should switch to a muscle-building program. Yes I said muscle building. Do not let those words scare you. I'm not telling you too get huge. Building even a small amount of muscle can really shape your body beautifully.

I hate the word maintenance, because I believe that you should always try to improve your physique or health at all times.

Focus on one goal so you don't confuse your mind as to what you are trying to achieve. Pick one and put all your effort into achieving it.

I have made the above process very easy in my book the [Fat Loss Quickie Program](#). Every 3 months you have a fresh set of goals to aim for. This is variety at its best. Every month there is a new workout program. For 3 months the 3 different workout programs are geared to help you shed fat. The next 3 months the focus is to build a little muscle. Then the next 3 months I get you back into fat burning mode, then onto a new challenge. That's 12 different workout routines and 4 different goal modes.

Choose a goal and go after it with all your heart. I will go into much more detail about this in the goal-setting chapter. You'll love it!

### **Fat Loss Quickie Keys To Fitness Success Tip #14: Learn How To Perform Exercises Properly!**

Now unfortunately one of the things that will hold people back from achieving results is that they are just **not sure how to use the equipment**.

If there is one thing that I highly recommend whenever you purchase a gym membership is to hire a personal trainer to take you for a walk through and demonstrate how all the equipment works.

Heck even for an experienced gym rat, if you join a new club, there is a chance that there are a few unique pieces of equipment. Don't rely on watching other people using it. Ask a trainer that really knows how it works.

Many gyms will offer a free session with a personal trainer when you sign up. Take advantage of this. At the least you will build a relationship with the trainer and they may look out for you when they see you working out to make sure you are doing things right.

It is so important that you learn to do the exercises properly. If you are not doing them correctly, the exercise could lose most of its effectiveness as well as potentially harm you. Hire that trainer for one session to make sure that you are doing things correctly. Your workouts will benefit tremendously from this.

Let's move onto your next problem.

## **Training Only The Body Parts You Like!**

Are you just like the majority of women that focus 95 to 100% of your attention on your legs? I know that you want to firm up your thighs and butt, but you should not neglect the rest of your body in the process.

You can actually over train your legs, which will prevent you from sculpting them the way you want. Your legs need the proper amount of rest in order to become lean and sexy.

As I mentioned earlier, when you are training legs you should not focus all of your attention on the inner and outer thigh machines.

Some of your best exercises for the legs are squats and lunges. By varying the position of your feet you can focus on your inner or outer thighs and burn more calories than if you were sitting in the inner or outer thigh machines.

Don't focus strictly on the leg extensions and the leg curls either. Those are isometric exercises that only focus on one muscle group. Go for the compound ones that hit several muscle groups and give you more bang for your buck.

And guys do you only train the body parts that are fun to train and that you think the women love to see? You know, chest and arms. Well guess what? You look ridiculous. That is actually a huge turn off

to women. From the majority of women that I've asked, most of them prefer a guy with muscular legs and butt.

I totally know how you feel though. I think that it's a pretty common rookie mistake. I spent my first few years of training, completely avoiding legs.

The main reason is usually that the workouts are so incredibly hard. It's nearly impossible to not have an intense leg workout. It gets your heart rate going every time.

I have read many studies that involved men strictly doing leg workouts and nothing else. To my amazement these guys actually put on muscle on their arms and they weren't even training them. Much of it they say has to do with an increase amount of testosterone in your system after training legs.

I have gone from completely hating to train legs, to it being my favorite body part to train. I think it's because I love a challenge. As well, I'm one of those crazy people that really enjoy the muscle soreness over the next few days.

## **Fat Loss Quickie Keys To Fitness Success Tip #15: Focus On Your Weaker Body Parts!**

Try to spend a little extra time focusing on your muscles groups that are lagging in progress. Having lean and sexy legs won't mean much if your triceps are flapping in the wind.

Whether you are wearing a bathing suit, tank top, or sleeveless gown, you will stop men in their tracks if you have nice shapely, sculpted arms and shoulders. I know that you don't want your back fat bulging over your bra strap either.

Too often guys train the muscle groups that grow easier because they see the progress. Symmetry is very important when you want to look your best. Having huge biceps and small triceps just doesn't look right. A huge chest and weak back is not too appealing. Having a large torso and toothpick legs is definitely awkward looking.

Do your best to pick up your lagging body parts and create an overall healthy and fit looking physique. You will be very happy with the outcome.

## **Fat Loss Quickie Keys To Fitness Success Tip #16: Blow The Dust Off Your Home Gym And Take the Laundry Off Of It!**

Are you one of those people that have a home gym that is collecting dust and has laundry draped all over it? Take advantage of it! It's right there waiting for you. You need to set yourself up with a plan and stick to it. When you workout at home, turn off the phone and get rid of any distractions.

Like I have mentioned, you can get a very effective workout in 10 to 20 minutes. If you have equipment at home, you don't even need to waste time traveling to the gym.

It's great to workout in the privacy of your own home. You don't have to worry about people interrupting you, you don't have to wait for equipment, and no one is watching you. All that you need is the motivation to get down there and do it. That motivation will come with proper goal setting. I'll explain more soon.

If you don't want to join a gym and you want to workout at home but you think that you don't have enough room in your house to set up a gym, you're wrong.

I have a few clients that do not have any equipment in their house and they only have 6 feet by 6 feet space for me to work them in. I've seen closets bigger than this space, yet I am able to give them an incredibly intense and effective workout with a stability ball, some dumbbells, a few other pieces of equipment occasionally, and their bodies.

You do not need much space, and you don't need much equipment in order to get great results. Make the most out of what you have and always train hard.

As you can tell there really is no excuse for avoiding a workout. There are solutions all around you. Workouts can be done, anywhere, anytime, with anything. You just need to do them.

## **Correcting Your Cardio Problems!**

Let's shift from weights to the **problems that you are faced with when it comes to cardio**. Are you one of those people that avoid cardio at all costs? Do you find it boring? Do you think it's too much work? If you think any of these things, you are missing out.

If you are trying to lose weight, cardio is a must. You can try to make your workouts as intense as possible and they can be very aerobic, but when you are serious about shedding fat, you must include more cardio into your program.

There are a few schools of thought on cardio. First you can have the long moderate intensity cardio. Second you can have short intense intervals. Third you can have long duration cardio that includes high-speed intense intervals.

Honestly, one is not necessarily better than the other. What you have to do is see what works best for you. Do not treat your cardio any different than your workouts. You need variety in your cardio as well.

Personally I find the short intense interval training works best for me, but I also include a couple days of longer brisk walks. I enjoy the brisk walks because it helps me clear my head and it's low impact on my joints. During the warmer months I prefer to go for an intense bike ride.

You've also got to find the equipment that works best for you. You can use a treadmill, stationary bike, your own two feet and the pavement, skipping, burpees, jumping jacks, run up the stairs, or whatever else suits you. The main thing is to push yourself and find something that you are going to stick with.

A big problem that I notice when you choose a cardio exercise, is that you usually opt for the easier one. It cracks me up when people tell me they just went roller-blading and they consider that their cardio workout. Meanwhile they were pretty much gliding the entire time. The same can go for riding your bike outdoors. If you are coasting the majority of the time, it is not cardio.

You always have to make sure that you are pushing yourself. If you are going to do it, do it right. Don't waste your time and fool yourself by thinking that you are doing something that is effective, when you are only going at it half assed.

One of the hot questions today is "When is the best time to do cardio to burn fat?" Honestly the best time is the time that you will actually do it! Doing moderately intense cardio, first thing in the morning is a great way to burn fat, but if you hit the snooze button every time, it's just not working for you.

I will teach you a great technique that I've used to get my butt out of bed early in the morning. Believe me I love the comfort of my bed, but I love the feeling of being ripped, much better.

I prefer to do my moderately intense cardio first thing in the morning a couple times each week, and I do my high intensity interval training later on in the day. It really gives me a boost and keeps me going for the rest of the day.

Ideally in the fat burning stage you should be doing the moderately intense cardio 3 times per week and the short high intensity training 3 or 4 times per week. I find this to be very effective. You should also mix in the longer duration interval training as well.

Have fun with it. Believe me, once you start seeing the results, the fun will begin. You've got to decide how bad you want to have a great body. Set your weight loss goal for 12 weeks and stick to it. It will be done before you know it. It's when you are trying to lose weight all year long that you lose focus and yo-yo up and down.

When you shift your focus to strength and muscle building, you get to taper off your cardio. So it's not like you have to do tons of cardio all year long. Do whatever you can to get as much variety as you can in the program. That will make all the difference in the world.

You can't ignore the health benefits of doing cardio as well. Building a strong cardiovascular system can really be a key to longevity. Do yourself a favor and include cardio in your program. You won't regret it.

We will now shift our focus to stretching.

## **Correcting Your Stretching Problems!**

If you are not currently stretching you are really missing out. Stretching can actually help you shape your body. Your muscles are surrounded by tendonous tissue, and many of them are in compartments. If the tissue is tough and rigid, it becomes much more difficult for the muscle to expand. If you want your calves to look nice, but they are too tight, they probably will not reach their potential.

I recommend stretching immediately after a workout when the muscles are warm. If you have a few seconds between sets, that is the

best time to stretch. Your muscles respond incredibly well to stretching immediately after they have been worked.

Never, ever stretch your muscles without doing a proper warm up. There is definitely an increased risk of injury if you do this.

Avoid ballistic stretching, which is when you bounce up and down like one of those bobble heads in the rear window of a car. This is especially important if you have neglected to warm up. You will absolutely be at great risk of injury if you do this.

Always perform slow, gradual, and gentle stretches. I recommend holding your stretch for 10 relaxing breaths, which, usually adds up to 20 to 30 seconds. Start out nice and easy, and each time you exhale, you should try to reach just a little bit farther. You just want to feel some mild discomfort, never pain.

Make stretching a part of every workout plan. Always set aside some time for it. If you are only training 1 or 2 body parts per workout, your stretching won't take up too much time. Again, this is something that is important to your overall health.

## **Correcting your nutrition problems!**

One of the biggest nutritional problems that you are faced with is that you think when you choose healthy foods you are depriving yourself. Your entire view on foods is completely wrong. It's no wonder why you don't eat them.

You've got to completely switch your perspective on food. I could go on forever about how bad it is for you when you eat like crap, but I don't even want your attention to be on that junk. I want you to start thinking about all the health benefits associated with choosing to eat healthier options.

## **Fat Loss Quickie Keys To Fitness Success Tip #17: Stop Thinking With Your Taste Buds, And Start Thinking With Your Body!**

Too much of your focus has been on instant gratification. I touched on this earlier in the, “I’ll Start Tomorrow” section, when I talked about “eating the cake.” When you think with your taste buds, you sit there trying to convince yourself that the cake is what you really want, but it isn’t. Then you spend hours or days feeling guilty about it.

If you are feeling that guilty about it, there is no way that you should be eating it. The temporary satisfaction for your taste buds in your mind lasts only seconds. The reward is just too short lived and in the process you are destroying your body by supplying it with junk that is completely devoid of any nutritional value. In turn, all this processed crap that is contained in that garbage becomes part of the cells of your body. Hence, you are what you eat.

The foods that you eat become a part of you. The only way that you can become the best that you can be is by eating the best quality foods the majority of the time.

You need to start thinking with your body and listening to it. If you have ever eaten extremely well before, supplying your body with lots of water, vegetables, and lean healthy proteins, you must remember the huge energy boost that you experienced. Listen to your body! That’s your body’s way of saying it wants that kind of food.

When you supply your body with the right foods you feel great. Your energy levels skyrocket, you feel lighter, and you feel good about yourself. Why would you not do this all the time? So what are the right foods?

## **“I don’t know what I should eat?”**

You have probably been told several times what foods are the healthiest for you. You just refuse to listen. You’ve really got to stick to the basics if you want to succeed at losing fat.

One of the greatest recommendations that I ever heard came from my fitness role model and mentor Tom Venuto, the author of what I like to call the fat loss bible, [Burn The Fat, Feed The Muscle](#). I don’t remember the exact quote, but it went something like, “If it didn’t come directly from the ground or a tree, or if it didn’t at one time walk on land, swim, or fly, don’t eat it.”

## **Fat Loss Quickie Keys To Fitness Success Tip #18: Eat Whole Natural Foods!**

To sum it up, you should avoid anything that has been man made or altered by man in any way. That is one powerful tip. Eating whole natural foods that will provide your body with loads of energy.

The top foods that are recommended not only for fat loss, but muscle building, and overall health as well are:

- Eat loads of vegetables
- Lentils
- Oatmeal
- Sweet Potatoes (Yams)
- Chicken
- Egg whites
- Fish
- Walnuts
- Almonds

Flax seeds  
Blueberries  
Potatoes  
Brown Rice  
Extra lean beef  
High quality protein powder  
Udo's oil blend  
Krill Oil  
Extra Virgin Coconut Oil  
Cold pressed extra virgin olive oil  
Green Tea

I bet that you've heard this piece of advice before. "When you are shopping for groceries, stay away from the middle aisles." This is so true. Those aisles are packed with all processed foods. The only thing that you may need to buy toward those isles for is oatmeal and brown rice.

Don't even go near those aisles. You will just be tempted to buy something that is not on your list. Prepare your list ahead of time and stick to it.

At first glance you may think that this is a bland and boring selection of food. Get those thoughts out of your head and start eating these foods 95% of the time. At first you may not enjoy it all that much, but before you know it, you will have developed healthy eating habits and the foods that you once thought were bland, you suddenly crave.

I never could stand oatmeal or sweet potatoes, and the thought of spooning down some flax seed oil or Udo's oil made my stomach churn. After a few short weeks, I realized that this stuff isn't that bad. Today I crave these foods like you wouldn't believe. I can't go a day without a sweet potato or oatmeal. I love the stuff.

It was all in the way I approached the food. I changed my thinking from, "This food is bland and boring," to, "This food is the best fuel that I could possibly put into my system and I am going to explode with energy when I eat it. My workouts are going to be

better, I will feel less tired, I won't feel bloated, and they are going to help me get the body that I've been dreaming of."

I can't wait to eat those healthy choices because I know what they are going to do for me. I do enjoy the taste of the foods, but really I don't eat for the taste, I eat for the benefits.

I began to think with my body. You will always be faced with the temptations of junk food. Beat the battle in your mind by thinking with your body. Does your body really want that junk food? Hell no! Half the time it rejects it by sending you directly to the toilet or worse, it constipates you.

It is completely amazing that the foods that I once craved and thought tasted great, now make me feel sick. I have a hard time eating fast food and junk. I feel completely nauseous after eating them. This certainly helps whenever I think of eating them. I know how bad I'm going to feel.

### **All Or None Approach!**

Honestly man! What are you thinking? You know there is no way in hell that you can cut out junk cold turkey and maintain it. Why do you even attempt it. You are just setting yourself up for failure.

If you want to succeed long term with weight loss, you must never take the all or none approach. Just like the guys that go all out that first week of January in the weight room and drop off within weeks, the same will happen if you decide to go completely without any of your favorite treats.

## **Fat Loss Quickie Keys To Fitness Success Tip #19: Have Scheduled Rewards!**

I try to tell people that they have to reward themselves at least one meal a week when they are eating 6 meals per day. It reduces the risk of bingeing on crap if you go for extended periods of time without it. On top of that, I find that it just places too much stress on you and that can cause you to hold on to your weight as well.

Now I don't want you to go and completely pig out on junk, and I want you to be smart about what you choose. Even though it is a treat you should still avoid the really bad stuff like pastries and chips. I would rather you had some pizza or a crappy taco than some of the really processed crap that's out there.

There is no excuse for bingeing on junk. I don't care how good you've been all week. If you binge on crap, you are going to look like crap. Smarten up!

I've seen too many people go completely nuts on their cheat meal and it's really hard to recover from that. Treat yourself, but be smart about it. Always keep that end goal in mind, even when you are eating your reward. **Remember the real reward is achieving your dream body.**

The only time that I would recommend completely eliminating junk from your diet, is if you were entering a competition or you really wanted to see how low you could get your body fat percentage. But even in that case, you shouldn't follow that for much longer than 8 weeks and definitely no longer than 12 weeks.

The most important and crucial thing that you absolutely must do when incorporating cheat meals into your nutrition plan is to **schedule them and stick to the schedule!** If you do not schedule them, you will find yourself in a situation where you eat your cheat meal on Monday and say, "OK, now I only have 1 more cheat

meal left.” The next day you have another cheat meal and you think to yourself, “I have to be good for the rest of the week. Now it becomes much more difficult and you fall into a trap and start carrying over to the next week.

Plan them at times when you think you may be tempted to eat junk like a Friday night. Spread your cheat meals a couple days apart so you don’t feel deprived for too long. Never, ever veer away from this plan.

The great thing about scheduling your cheat meal or meals is that it gives you something to look forward to and it is a result of you behaving yourself for a few days in a row.

**“I can hear the chips calling me to the cupboard!”**

I see it and hear it too often. You can’t control yourself. It’s not calling your name! It’s not even whispering to you. You’re just not thinking enough about the consequences of your actions. You’re only thinking about the temporary satisfaction. Get a grip man!

## **Fat Loss Quickie Keys To Fitness Success Tip #20: Don’t Allow Junk Food In Your House!**

The one thing that you can do that will guarantee you won’t cheat when you aren’t supposed to. Do not have junk in the house. When you have earned a cheat meal, go out of the house for it. Have no more than a moderate portion of it and never take home any leftovers of it.

If you don’t have it around, you will not be tempted by it. If you start getting cravings and you go searching through the house for

junk and you find some, chances are it will be difficult to resist. Eliminate all temptations.

**“But I only have time to eat 3 meals a day!”**

What kind of excuse is that? I see you eating 10 different meals all day and most of them are crap. I’m amazed at how you manage to find the time to eat your candy bars, cheeseburgers, and other sweets. And that bag of chips you just polished back sure took a few minutes out of your day.

You are currently eating 3 large meals. The six small meals that you are supposed to consume will take you no longer than the total amount of time of your 3 meals. Stop avoiding the things that will help you.

As I mentioned above, you really should try to consume 6 small meals per day. Each meal should include a lean protein, a complex carbohydrate or vegetables, and some healthy fats. When I really want to shed some fat, my last meal of the day is just a lean protein.

## **Fat Loss Quickie Keys To Fitness Success Tip #21: Eat 6 Small Meals Daily!**

There are so many reasons for eating frequent meals. First, it helps regulate your insulin levels, which, has a few benefits itself. Second, it keeps your metabolism revved up all day. Third, it keeps your energy levels high all day long. Forth, it helps you avoid binge eating and cravings.

I find that forth benefit to be one of the most significant. If you eat your lunch around noon and you don’t eat dinner until after 5pm, don’t you notice that while you are preparing dinner you are picking at anything that you can get your hands on? And isn’t that food usually crap?

When you eat 6 small frequent meals, you are always satisfied and more importantly you are never stuffed. Doesn't it feel awful when you wake up in the morning with a full bloated stomach? If you eat smaller frequent meals you would never experience that feeling.

### **“Oh, but I can't eat after dinner, I'll get fat!”**

I get tired of hearing people say that they never eat past 7pm as well. I swear that you pig out at that last meal because you know that you won't be eating for a while. Eat your smaller meal at dinner and have the rest of it later on. It won't make you fat just because you eat it later on in the day. If you planned your calories correctly and you have been eating healthy foods all day, you will actually benefit from eating that late meal, especially if you are trying to maintain or grow muscle.

And once again you tend to get those urges to eat crap when you go extended periods of time without food. As long as it's a healthy choice and you didn't pig out earlier in the day, you are more than fine.

All of your late night cravings can be completely wiped out by following the 6 small meal plan. There is absolutely no need to binge, because you have a scheduled meal to take its place.

### **“What Are The Best Snacks To Eat?”**

When you ask me what snacks I recommend, I know that you are thinking of junk food or tasty treats. You may as well ask me, “If I'm going to eat junk during the day, what should I eat?” Get serious now! Ditch the snacks and eat nutritious meals, packed with energy boosting nutrients.

The great thing about eating 6 small frequent meals is that you never have to snack. You get 6 satisfying meals that hold off any hunger until the next meal. If you snack often, you probably don't realize just how many calories you are taking in.

You need to stick to the 95% rule and eat those healthy natural foods during that time and leave the treats for your cheat meal. Eliminate the word snack from your vocabulary. You've gotten to use to associating it with junk.

### **“I Don't Have Time To Cook!”**

You're full of it! If you were organized, and stopped wasting valuable time doing useless things throughout your day, you would have time. That's right, I know you are not being completely productive every hour of your day.

## **Fat Loss Quickie Keys To Fitness Success Tip #22: Have A Prepared Meal Plan!**

The most important thing that you could do is, have a **prepared meal plan**. If you know exactly what you are going to make for each meal ahead of time, you will save a lot of time and effort.

An important element of a prepared meal plan is having a prepared shopping list. Do as I mentioned above and stick to the list and avoid the middle isles. Prepare your meal plan and make a list of all the necessary foods.

There is no way that I want to prepare 6 individual meals every day. I am the king of leftovers. When I make chicken breasts, I make

several at a time that will last me 2 days. The meal that I have at dinner usually accounts for 2 meals for me the next day. Often I will make a large breakfast, eat half of it and eat the other half a few hours later.

It's all about being prepared. Most of the foods that are on your whole, natural foods list are very easy to prepare. In the morning while I am preparing my breakfast, I stick a very large sweet potato in the microwave wrapped in a paper towel, for 10 minutes. I throw that in a container with salsa, a large chicken breast that I made the night before, and some almonds, and I've got two meals for the day. All I did was press a few numbers on the microwave.

It does not have to be difficult. You only make it difficult in your head. If you are super pressed for time, you can have a protein shake with some Udo's oil blend, or flaxseed oil in it, and a banana.

It takes me 5 minutes to whip up an egg omelet in the morning with some spinach, red pepper, and green peppers in it. Like I said, I will often make double the amount and bring the rest with me to work for my next meal.

My other favorite breakfast meal is oatmeal, with vanilla protein mix, and blueberries. If you use quick oats (not the sweetened packets. I'm talking about the natural oats.) You can have it ready in 3 minutes tops. Make extra and use it for your second meal.

It's a lot easier than you think. So stop giving me these lame excuses! I will squash every single one of them. You are only fooling yourself and preventing yourself from having your dream body.

Talking about breakfast...

## **“I Hate Breakfast. Do I Have To Eat It?”**

Hell yes! On non-workout days, this is your most important meal of your day and really should be your largest meal of the day. I know that you've heard that before, but you just aren't applying it. You are too stuck in our societies norm of eating large meals at dinner. No wonder I hear you say, “But I'm never hungry in the morning.”

It's because you are pigging out on crap late at night. You eat a large meal at dinner, and because you starved yourself all day long, you just can't stop yourself from eating more and you go on a feeding frenzy. Again you see where the importance of 6 small meals comes in.

Breakfast gives your metabolism its jumpstart first thing in the morning after it has been slowed down throughout the night.

It is extremely important for you to eat breakfast if you are trying to build muscle. If you don't eat breakfast, there is a good chance that your body is going to start eating away at muscle to get energy.

All in all, breakfast just sets the pace for the day. Eat a healthy nutrient dense breakfast, and you will have energy to carry you throughout the day. It also helps you anticipate the next healthy meal that you are going to eat.

“So what's the most important meal on workout days you ask?” The meal immediately after your workout is the most important. This is the only meal that is larger than my breakfast. I prefer to have a protein shake with Udo's oil or flaxseed oil and a baked potato with salsa at this meal.

It's up for debate about whether or not you should consume a protein shake on a fat loss program. The reason is that eating a lean

protein will burn more calories digesting it, which in turn helps add to your caloric deficit. Personally I prefer to get that protein into my body as quickly as possible to help rebuild my muscle. If I want to create an extra 30 calories deficit, I will stay on the bike for a couple extra minutes. But that is just my opinion and the opposite may work better for you.

### **The Fat Loss Quickie Food Pyramid**

This is not a new diet technique. You may have heard it called calorie tapering. I'm sure that you have been told that your breakfast should be your largest meal and each meal proceeding it will be smaller with your last meal of the day as your smallest. You've been told, but you haven't listened.

I'm not referring to size, as in appearance. It's size as in calories. Your breakfast should contain the most calories and the last meal of the day should contain the fewest calories.

### **Fat Loss Quickie Keys To Fitness Success Tip #23: Make Breakfast Your Largest Meal And Reduce The Size Of Your Meals As Your Day Goes On!**

You will notice that the first three meals of the day include complex carbohydrates, which are calorie dense. A small bowl of oatmeal and a small sweet potato have quite a few calories. That's no reason to avoid them. They are great at the beginning of the day to give you loads of energy.

**Meal 6**

Your smallest meal of the day

Lots of vegetables and some lean protein.

You can have lean protein alone when getting cut!

**Meal 5**

Same as meal 4 just smaller portions.

**Meal 4**

Lots of vegetables, lentils, chicken, turkey, lean meat, fish, egg whites, walnuts, almonds,

**Meal 3**

Same foods as the first 2 meals just smaller portions.

You can also add: fish, and lean beef.

**Meal 2**

You can either have the same foods as your breakfast, just a slightly smaller amount.

Other food options are: sweet potatoes, potatoes, chicken, tuna, and brown rice.

**Meal 1**

This is your largest meal of the day on non-workout days.

Oatmeal, eggs, walnuts, almonds, blueberries, protein powder, Krill Oil, Udo's oil, flaxseed oil, yogurt, applesauce (unsweetened), whole wheat bread (occasionally)

The last three meals of the day have no complex carbohydrates. The only carbs in those meals are vegetables. You can eat a larger portion of vegetables and it will still contain few calories than the complex carbs.

This is why they are great at the end of the day. You can eat a lot of them, they fill you up and they don't add too many calories to the meal. One of the great benefits of eating vegetables as a part of your last 3 meals is that you will not wake up feeling stuffed in the morning.

Like I said, I did not invent this technique, I just created my own pyramid to give you a bit of a visual. This is a fantastic approach to meal planning that many successful fitness models use. It has always worked for me.

It may be difficult at first because you are so used to the traditional large dinners. Take a look at the rest of society. Is the large dinner diet working for them? Break away from traditional and go with what works.

If you are used to cooking large meals at dinner, stick to that plan, just put them in containers and use them for your 2<sup>nd</sup> and 3<sup>rd</sup> meal the next day. That's exactly what I do.

My favorite meals later on in the day are large chicken salads with loads of red peppers, green peppers, tomatoes, almonds, and just a touch of balsamic vinegar. Another favorite meal is fish with loads of broccoli, cauliflower, and asparagus.

## **Fat Loss Quickie Keys To Fitness Success Tip #24: Never Reduce Your Calories For Too Many Days In A Row!**

When it comes to restricting calories, one very big advanced trick that I learned from [Tom Venuto](#) and some of my female fitness and figure model friends is every few days to increase your calories for that one day.

You don't want your body to get use to a certain caloric intake and start increasing some fat storing hormones in your blood stream. I either use these days as my cheat days, or I increase my carbohydrates that day.

### **“I've tried every diet!”**

Now there's a problem. If you have attempted many extremely low calorie diets, there is probably a pretty good chance that you've messed your metabolism up a bit.

But what I really want to know is, “Did you give it an honest effort?” Did you follow the instructions to a “t”, or did you just go half assed at it? When you were following the diet were you already thinking of the next diet you were going to try?

When you've been on more than a few different diet programs, you've definitely got some problems. The biggest problem in my opinion is that you are setting weak goals and you don't have a proper action plan. I will get to that action plan soon.

The problem with the rest of the diets that you've tried is that they were not getting to the root of your problem and that is a screwed up program in your mind.

The other diets offer a temporary solution. They want you to lose weight really quickly, in the form of water I may add, and then they want it to be impossible for you to keep it off. That way they can sell you their next diet book.

Most diet books are appealing to what you want, which is a quick fix. They are not appealing to what you need, which is permanent fat loss.

As I have mentioned before, you've really got to change your approach to weight loss. Make a hard honest effort for 12 weeks then switch gears. Go on a 12 week muscle building phase, back to a fat loss phase, then a maintenance phase.

If you have it in your mind that you only have to get through the next 3 months that is not nearly as bad as a lifetime of dieting. It also gives you something to look forward to. It prevents boredom and encourages you to keep going and see how you can push your body in a different way.

Don't be afraid of the muscle building phase. Everyone should try to gain some muscle and get stronger. We perform better in everyday tasks and it helps burn a few extra calories a day.

Your body will really benefit from the shift and when you come back to the fat burning phase it won't know what hit it. It definitely beats trying to lose weight, not really knowing when you will stop, quit halfway through, and try to lose weight again. You really don't get anywhere with that approach.

### **“I Refuse To Drink Water!”**

What are you thinking? Water not only plays an essential role in all bodily functions and processes, but it can really give your weight loss program a boost.

I really don't want to hear you say, "But it makes me have to go to the bathroom all day." Man that really makes me feel sorry for you. You have to take 3 minutes out of your hour to use the washroom. You spend more time sending junk mail to your friends!

Water is an incredible energy booster. Your brain craves it. The biggest factor in daily fatigue is dehydration. First thing in the morning I pound back 2 glasses of water. I find that I don't even need a coffee when I do this. I definitely notice a big difference in the weight room when I'm dehydrated. I'm not as strong and I don't have the same amount of energy to get through the workout.

## **Fat Loss Quickie Keys To Fitness Success Tip #25: Drink That Water!**

The best way that I know how to get my full day's worth of water is I went out and bought a 1 gallon water bottle with a handle. I fill it up and make sure that I drink at least the entire bottle by the end of the day. The days that I workout and do cardio I have nearly 2 full bottles.

Yes I have to pee once every hour or two, but it is so worth it. I feel way better. It's the only fluid that I drink other than green tea. There is no need for fruit juices or even milk. If you get enough calcium from your broccoli and some other veggies, you don't need milk.

Water fills you up and may prevent cravings. Many times if I feel hungry and it's not time for one of my meals, it is my signal that I have probably not had enough water yet. Once I drink a glass or 2, I don't feel hungry anymore. Often we don't understand our body's signals and we think we are hungry, but we are really just thirsty.

It may be tough at first to drink the full amount of water that you need, but you should definitely try to build yourself up to it. You

will get used to it. I use to hate drinking water, but once I started, I never turned back. I crave it now. I've got to have it with me all the time. You need to do the same.

### **“What Alcohol Beverage Has The Least Calories?”**

Are you kidding me? How do you expect to lose weight and drink at the same time? Ditch the alcohol. You don't need it. I'm serious. You will be so much better off without it. It's a toxin for Pete's sake!

There is nothing good that will come out of you drinking alcohol, no matter how few calories it has. It drives me completely insane listening to these booze companies boast that their drink has fewer carbs or less calories. They are screwing with you, and it's working.

You are taking in wasted, useless calories. You're eating crap at the same time. Your body is trying to eliminate the toxin and during this process it stores everything else in your system. And you just get plain irresponsible. Stop it!

There is no room in a fat loss diet for alcohol. You've got to decide right now what is more important to you. Do you want that buzz from alcohol, or do you want that natural buzz from seeing your lean chiseled body?

In conclusion to the nutrition section of this book, I just want to make clear that no 2 people are the same. Each nutrition plan should be as personalized as possible and will require tweaking on your part. The most important thing is to measure your progress. You can get your body fat measured every week to see if you are making progress, or you can judge by how your cloths are fitting and how you look in the mirror.

If you did not lose fat that week then you need to make a change to your program. There are so many variables when it comes to finding out your true caloric intake. In the end, it is really somewhat of a trial and error playing around with the calories to hit it right on.

## **Blow the dust off your fitness and diet books**

You have most likely read several fitness and nutrition books and magazines over the years, and you must have quite a wealth of knowledge from all of that reading. But what good does all that knowledge do if you don't do anything with it. It is difficult to find a truly effective book out there, but many of them have at least some valuable information in them.

The same problem exists with your nutrition and workout routine. You don't give the program a chance! You are always looking for the next best thing. If things are not going the way you want in the first few days you give up.

Instead of trying to find the perfect answer in the books, just try to educate yourself. Apply some of the techniques and see if they work. Read other books to see if there is contradicting or similar information.

The tough thing in this field is that you will almost always find contradicting information. Some of it is extreme and you have to be careful. It can definitely confuse a reader, but on the other hand, I find that it keeps fitness professionals honest.

One of the benefits of contradicting information is the amount of research that goes into proving something right or wrong. There are always new studies and tests being done.

**The important thing for you to do is not think that one program is the 'end all, be all.'** I pride myself on reading one book a week. There are so many great ones out there. I love

experimenting with new things. I digest each book with a grain of salt and just give it a shot. I find that I can even make some of the worst programs work for me.

I would love for you to make a point of reading self-improvement books as well. You can benefit tremendously from them. After all, that is what getting in great shape is all about.

Read, read, read, read, and read some more! You can only benefit. Don't look for the perfect answer. Just treat them all as an experiment. The best thing that you can do is read what all the experts read. I've given you a few suggestions throughout this book and I have several more for you. Just take the time to digest all the information before you move onto the next book. Of course my most important piece of advice is to **take action**. Apply what you've learned each and every time.

Are you getting tired of me nagging you yet? I'm just about done with it, and ready to move on to more positive and productive things. But, before I move on...

...Enough with the excuses and problems! There is no excuse for excuses. It's almost like you're telling me that your dog ate your homework. It just doesn't go over too well with me.

As you have noticed, every problem and excuse can be conquered once you take responsibility for your actions and act immediately to solve each problem. There are always choices to be made, and you are the one that makes them. Good or bad, you have to own up to them.

From this day forward I want you to ditch all those excuses and start moving in a positive direction. That person that used all of those excuses and talked all that negative talk, no longer exists. You are now recreated into a motivated doer. You take action, knowing that you are moving one step closer to your goals.

I hope you realize why I have to be so hard on you. These problems and excuses that you have become accustomed to using

have just grown too strong and they have to be obliterated with powerful force.

You are making it through the 1<sup>st</sup> step of success, which is acknowledging the problems that exist. Soon you will have the tools to unstoppable motivation. Your problems and excuses are now a thing of the past.

You must begin to worship your body. People take better care of their vehicles and homes than they do their bodies. If you don't take care of your body, you can't enjoy everything else in life to it's fullest.

It's time that you treat your body like it's your most prized possession. You only have this one chance. Make the most of it. Show the world the potential that you have. Let's go get that dream body!

## CHAPTER 2

# SAY HELLO TO YOUR GOOD HABITS AND YOUR FLAT TUMMY!

*"Everyone has his superstitions. One of mine has always been when I started to go anywhere, or to do anything, never to turn back or to stop until the thing intended was accomplished." - Ulysses Grant, 18th President of the United States*

So far I have handled every excuse and problem that you could come up with. I've taught you how to correct your problems with your weight training, your cardio, and your nutrition program, and we have touched on correcting your mindset.

Correcting those problems individually will get you some pretty decent results and you will definitely notice some progress. But you don't just want decent results. You want accelerated results.

### **Fat Loss Quickie Keys To Fitness Success Tip #26: For Accelerated Results You Must Combine Weight Training, Nutrition, Cardio, And Mental Training!**

It completely boggles my mind why women refuse to eat better, and do weights. You love to hit the cardio because you see the number of calories that you are burning. You may eat better and do cardio, and if you do, you certainly must have noticed a change in your physique even greater than just cardio on it's own.

Now if you would just add that weight training and mental training into the picture, you would experience such an incredible boost in your results it would blow your mind.

There is a saying that goes, “The whole is greater than the sum of the parts.” Basically what that means is if you combine all 4 techniques to achieving fitness success, it would be more than if you took the results of each technique individually and added them up.

Let me demonstrate this to the ladies by using beauty techniques as an example. Say that you apply your make up and that makes you look 10% better than you do without it. On the days that you go to your hair dresser that change alone makes you look 20% better. That knock out dress that you just bought would make you look 30% better even if you didn't have your hair done or your make up on.

So you may think that if you put all of that together you would look 60% better. That is so far from the truth. When you have your make up looking great, your hair all done up, and your new knock out dress, you look at least 100% better. Each individual change makes a small improvement to your overall appearance. When you put them all together there is a dramatic difference.

For the guys let me demonstrate by using a car as an example. Say you really want to increase the horsepower of your car. You notice that if you used polished intake manifolds, your car will get an increase of say 20 horsepower. If you were to add a performance exhaust you may add another 20 horsepower. If you change to performance cams you may add another 40 horsepower. So you think to yourself if I add all of those to my car I will get an increase of 80 horsepower. What you don't understand is that when all these things work together it is quite possible to get an increase of 100 horsepower.

If it isn't clear yet, what I am trying to say is that if you do your cardio, weight training, eat properly, and practice mental training, they all interact to optimize your overall results.

If you are doing cardio to burn fat, but not eating properly, you may notice decent results. If you eat well at the same time, you will notice that you will burn fat much faster because you are in the proper caloric range. If you were to just eat the meals that help you lose weight, but didn't exercise, you would not get very good results. You see they help each other out to produce a greater result.

So smarten up and accelerate your results big time, by applying all the techniques possible.

*"The majority of men meet with failure because of their lack of persistence in creating new plans to take the place of those which fail." - Napoleon Hill*

### **Never make another weight loss mistake**

"How the heck do I do that," you ask? Simple. Don't treat your mistakes like they are something bad. It's not a mistake. It's a result! It's only a mistake if you don't learn from it.

*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." - Thomas Edison*

Thomas Edison failed 1000 times while inventing the light bulb. Imagine if he would have given up after failing once. The reason that he succeeded was because he treated every failure as a result. He recorded it and learned from it.

If you learn from a mistake and you do something right as a direct result of it, how can you call it a mistake? It helped you do the right thing.

*"Failure is not falling down, failure is staying there once you've hit the ground." - Author unknown*

It's like eating that cake. If you learn what to do the next time that you are tempted with it and you don't give in the next time, how could you possibly say that you failed when you gave into the craving in the first place. You came ahead because you learned from the result that it produced. That result was guilt, upset stomach, and weight gain.

I learn from those results, and I am a firm believer that great success happens one step farther than our greatest failure. So I don't mind having experiences that produce results that I learn from and in return I am much, much better off for having gone through them.

*"Continuous effort--not strength or intelligence--is the key to unlocking our potential." - Liane Cardes*

All that you need to do is acknowledge your errors figure out why they happened then think to yourself, "What am I going to do about it?" Do not dwell on your errors. Get right back on track.

The most important thing that you can do once you have figured out what needs to be done, is take action and do it. Don't waste any time. Keep plugging away at it.

When it comes to losing body fat or gaining muscle, you are in a constant feedback loop. You can tell if a workout was effective by the pump that you get, or the soreness that you experience. You can tell that your nutrition plan is working if your pants start fitting better. Be aware of the changes going on every day, and act on them. If things are working, keep going with them.

When you reach certain goals or you avoid tempting junk food write down your accomplishments. This is not only a fun task, but you can really learn from what you've been doing right. When things aren't going so well it will be very handy to reflect back to a time when

you were doing things correct. It also is proof that you are capable of doing it, and it can be done again.

## **Gratitude!**

Be grateful for your challenges and obstacles. Embrace them because you realize that you will be better off because of them. This could very well be one of the most bizarre practices that you take on during your fat loss journey because you are giving thanks for something that is holding you back.

But that's all based on your perspective. It's easy to be grateful when things are going well, but I find the practice of being grateful for who you are today and for the so called failures and challenges of your past is much more powerful. Each challenge or failure provides you with the opportunity to grow and improve yourself. If you want to be happy in your body start today! Love yourself unconditionally. Be grateful for all your past experiences because they have contributed to the lean and sexy person that you are about to become.

## **Expand Your Comfort Zone**

In order to experience this daily growth there are times when you will have to step outside of your comfort zone. You will have to increase the intensity of your workouts, prepare food in advance, write down your goals, spend some time visualizing, pass on the dessert, and other things that have not become a habit for you just yet. Accept discomfort and expect it. It's an opportunity for you to become better than you are today.

## **Personal Growth**

Achieving your goal does not have to happen over night. Small changes add up very quickly. I live by the motto "Be better today than you were yesterday and be better tomorrow than you are today." After 6 months you will be blown away with the improvements that you've made. 18 months from now you could be a fitness model. It's

true!

### **“The Greatest Tool To Your Fitness Success!”**

Sticky notes and loose paper floating around is no place to write down all this feedback that you are receiving. What you really need to invest in is a journal.

### **Fat Loss Quickie Keys To Fitness Success Tip #27: Always Keep A Fitness Journal**

Record everything that you do. The workouts, sets, reps, weights, and what exercises you did. Record everything that you eat everyday. Record your weight, body fat percentage, girth measurements, or just take pictures of yourself week to week. And record all of your accomplishments and what you have learned from your errors.

The only way that this will work is if you are 100% honest. I’ve had some client’s hand in their journals at the end of the week and it looks like they ate perfect yet they step on the scale and they gained weight. I ask them if they have been honest and they say that they have been. Then their workout partner, pipes up, “Well what about the ice cream that you had last night?” “That was just a little bit,” they say. Then their partner says, “I saw you picking at the cookies while you were making dinner yesterday.” “I only had two.” “And what about the chips that you had a few days ago?” “I only had a handful,” they reply back.

Just from what their partner noticed over the past few days, they took in several hundred extra calories. You are not fooling me and you are not fooling anyone else. The only person that you are fooling is yourself.

Don't just write down all the good things in your journal. You've got to record everything that you experience. If you skip a workout write down how guilty you felt because you missed it. If you eat junk you're not supposed to, write down how you feel and what you are going to do about it.

Write down how you feel at the end of a workout. This can be very beneficial on those days that you feel too tired to make it to the gym. Write down how you feel at the end of a great day of healthy eating. All of this feedback can really help you.

It's so crucially important to your success in your weight training to record how much you are lifting and how many reps. You always want to make progress in any small way that you can.

If you don't keep a journal, you are just blindly approaching your workouts without any expectations or goals. How can you tell for sure if you are making progress, if you don't record what you are doing?

This one thing can dramatically improve your results, simply because you know what you've done and you know what you are going to do. You are accountable.

Plan out your workouts and meals ahead of time for the entire week and follow them in your journal. Make notes about how well you've done and what your expectations are for the next week.

Utilize this tool to it's fullest and you will be greatly rewarded. After a year you will have an entire book on how to become a fitness success story. Isn't that cool!

Journals can be really useful for preparing for obstacles that you may face. If you are setting a goal to get to a certain weight and you've tried to reach a similar goal before, you can prepare in advance for these obstacles and have an action plan to overcome them if they arise again.

## **Fat Loss Quickie Keys To Fitness Success Tip #28: Set A Goal And Go After It!**

What are your expectations for what you want to look like? Have you envisioned your dream body? Is there a certain weight that you would like to be at? Do you have a body fat percentage in mind? Maybe you have a certain pant size that you are aiming for.

*"The indispensable first step to getting the things you want out of life is this: Decide what you want." - Ben Stein*

These goals should be something that you really want to achieve and they must be as specific as possible. You may say that you want to lose some weight and get in shape. Isn't that what you hear most people say on New Years Eve? No wonder they never reach their goals. They're not specific enough.

If I ask you again and I want you to be more specific, you may say, "I want to lose 20 pounds." That's OK, but say that you gain 2 pounds tomorrow because you just couldn't resist the triple fudge sundae. Is your goal still to lose 20 pounds? If it is, that would mean you will finish off 2 pounds heavier than the goal that you set yesterday. If you are good for 2 weeks and you lose 4 pounds, is your goal still to lose 20 pounds?

## **Fat Loss Quickie Keys To Fitness Success Tip #29: Stop Trying To Lose Weight!**

You don't want to lose weight. You want to **get to** a certain weight or body fat percentage. What weight is it that you want to get

to? If you want to weigh 120 pounds set that as your goal. Go for **what you want** and make it **specific**.

Instead of writing down that you want to lose 10% body fat when you are currently 25%, write down I want **to be** 15% body fat.

If you want to fit into size 4 jeans, write it down as your goal. Always write what you want, not what you want to lose. If you are always thinking, “I want to lose fat, I want to lose fat, I want to lose fat.” All you are thinking about is fat. This will only get you fatter. Start thinking about what you are actually aiming for. Set your sights on that target and don’t take your eyes off of it.

All of the above are a big part of setting effective goals. They are what you’ve been dreaming of. But dreaming about something alone will not help you achieve that dream.

The next powerful step is to make a plan of how you will achieve those dreams. In your journal, you should be writing down the days of the week that you are going to set aside for weight training and cardio. Write down the foods that you are going to eat on your good days, and set the meals that you plan on indulging in, just a bit, as a treat. Set a specific day of the week and time that you are going to weigh in and take a body fat measurement. Add as many things as possible to your action plan.

Now it is very important that you set a date for when you are going to achieve your goal. You must do this step otherwise your dream will never be realized. It will always be off in the future somewhere.

It’s great to set some long-term goals such as how you would like to look a year from now. Break them down into 12 week goals, weekly goals, and daily goals. Each day is a step that you are either taking towards your goal or away from your goal. The daily goals are what really add up to your final outcome, but you must always have that end goal in mind when you are going through your day.

This can't be like school where you have a test to study for and you wait until the last minute to cram in as much as possible. You don't want to have a 12 week goal to lose 20 pounds and for 10 of those weeks you slack off, then try to drop all 20 in 2 weeks. With fat loss it just doesn't work that way. That's why it is so important to have the daily and weekly goals to go after.

*"Without a sense of urgency, desire loses its value." -  
Jim Rohn*

## **Obliterate Procrastination!**

This next tip that I am about to give you is so huge it will completely destroy your procrastinating thoughts.

When you set a goal and you set a date, make it public. Tell everyone that you know. Post it up on a message board. Put in on your fridge for your family to see, announce it to me on Twitter at [www.TwitterAccountability.com](http://www.TwitterAccountability.com)

This will put the fear of god in you. Even if no one else cares about your goal, just the fact that you made a public commitment to get to a certain weight and body fat percentage, you will do whatever it takes to not look like a failure.

It makes you accountable for your actions. If you are out for dinner with your friends and you have told them about your goal, you will think twice about ordering a fattening meal or dessert.

Ask them for support and encouragement. Tell them how much it means for you to reach your goal. Tell them that you know that you can do it. If they are not supportive, don't listen to them. Think your positive thoughts and keep taking action.

*"Goals give you more than a reason to get up in the morning; they are an incentive to keep you going all day."*

*Goals tend to tap the deeper resources and draw the best out of life." - Harvey Mackay*

### **To sum this up: Goals = dreams + plan + deadline**

Everything that I have stated above must be included in your journal. You've got to write your goals down on paper and you have absolutely got to do this every single day. Something happens in your brain that just makes the goal more real and more concrete when you write them down. The goal becomes more engraved in your mind as you are constantly reminding yourself of what you are going after.

Make this the first thing that you do in the morning so you start your day off thinking about your goal. Carry it around with you and read it several times throughout the day. It's a good idea to write out your long-term goal as well as the goals that you have for the day.

Write on paper that you want to eat 6 healthy nutritious meals today and you are going to drink at least 8 glasses of water, as well as do a 20 minute weight training session and a 15 minute interval cardio session. You've got to do everything it takes to stay on track and avoid temptations.

Do not brush this off like 75% of the rest of the people that set goals. Those people don't realize what they are missing out on. It is likely that they have not reached their goals.

*"Obstacles cannot crush me. Every obstacle yields to stern resolve. He who is fixed to a star does not change his mind." - Leonardo da Vinci*

The more you focus on your goals the less likely you will be to give into temptations. If you are totally aware of your goals at all times, you will easily find a way to block out anything that will prevent you from reaching it.

*"Obstacles are those frightful things you see when you take your eyes off your goal." - Hannah More*

It is like you are operating with blinders on. Think of yourself as a horse pulling a carriage. You've got those blinders on your head that don't allow for any peripheral vision. You are only focused on the road ahead. Your goal is to go straight and that is all that you can see. You do not allow obstacles to come into your vision or your life, because you do not allow yourself to see them.

It's amazing what happens when you are totally fixated on your goal. I've seen and heard about 'girls night out.' I hear about all the crap that you eat while you are gossiping. When you become fixated on your goals you start planning new 'girls nights out' that are more active. Go for walks and catch up with each other. Go out dancing and skip the booze and food.

### **Fat Loss Quickie Keys To Fitness Success Tip #30: Never Give Up!**

As I mentioned earlier many people try hard at the start giving every ounce of effort they can drum up. Many people try hard for several weeks and they are seeing mediocre results and they get pissed off and stop because they think the program doesn't work. When you do this you don't realize that you are so close to making a breakthrough, but you don't allow it to happen. You're too quick to pull the trigger.

It's at the end that the greatest effort is required. Think of it as a race. Runners tend to start the race off at a pretty quick pace then they settle into a tempo that they are comfortable with. When they have the finish line in their sites they kick it into a gear that they never thought they had. They dig deep for every last bit of energy they have to make it to that line. It doesn't matter if they collapse at the end as long as they get there.

## **Fat Loss Quickie Keys To Fitness Success Tip #31: Find Your Driving Force!**

**“Why do you want to reach your goal?”**

Do you remember earlier when I talked about the discussion I had with one of my clients that thought their goal was just to stop sabotaging herself? I went through a series of questions asking them what she really wanted to achieve. The final answer that I got from her was, **“I want to lose this weight so I have more energy to play with my kids and set an example for them so they are proud of me instead of feeling ashamed that they have a fat parent.”**

When my client said this to me she was so worked up and filled with emotion. You could tell at that moment nothing was more important to her.

**When you get your emotions involved in your goals, you become much more motivated to reach them.** It's like an adrenaline rush. It gives you that boost to excel through a difficult situation.

I call this “The fire under your butt!” Jon Benson created [M-Power Series](#) and he calls it “Your core levers!” Or, “Your Powerful Reason Why!”

Basically, it is what is going to drive you to really dig deep down into your soul to achieve this goal no matter what. It can't just be, “Oh I kinda want to lose some weight because I'm fat.” What is the reason “why” you want to lose that weight?

Get to the heart of what you are trying to fulfill. There is a need that wants to be met. Find out what it is by continually asking yourself why you really want to reach your goal.

It then becomes a matter of, “My goal is to make my kids proud of me and set a great example for them that any dream is achievable.” Or, “I want to have unstoppable confidence when faced with uncertain situations.” What do you need to do to make that goal a reality? Start a weight program, do cardio, eat healthy foods, focus on my goals, and get myself to 120 pounds and 20% body fat.

Now all you have to do is take the action steps to get there. With the fire under your butt and emotions behind it, there is no reason for you not to take each action step. You are willing to do what it takes to satisfy that burning desire.

A very positive way to get your emotions involved and create even more burning desire is to think about what you will do once you achieve your goal.

Will you go on a vacation to a sandy beach? Will you buy a new wardrobe? How will it feel to even just buy new jeans that accentuate your new body? I bet that you will buy a sexy new bathing suit to show off your slim and sexy legs. Won't it feel great to show up at your high-school reunion looking ripped? Can't you just picture the looks on people's faces when they see you all hot and sexy? Will you build up the courage to ask an attractive man or woman out on a date?

This brings me to the most powerful steps in the program. This is where 90% of your success in any weight loss or muscle building program will come from. It's your mind.

## **Unstoppable Motivation!**

This next step takes your thoughts of yourself out on the beach looking all buff and sexy, to the next level. It is the secret weapon of the top professional athletes. It helps them achieve their goals and it can help you reach yours. It's called Visualization.

Any professional athlete that has ever won anything, will always say that they won it a million times in their head before they ever did in reality and they believed that they could do it.

*"What you visualize, you materialize." - Denis Waitley*

Olympic athletes will run a race in their head over and over again before they ever hit the starting blocks at the games. Not only are they visualizing themselves winning, they are visualizing themselves running the perfect race. They picture every step they take, each breath, and each heartbeat.

The images that they are holding in their head are so real it is like they are actually there. When they visualize themselves up on the podium hearing their national anthem, they are experiencing it just as if it is happening for real.

They know the power of this drill. They know that the mind cannot distinguish whether your thoughts are real or not. Your brain interprets it as if it's actually happening. The same parts of your brain that are involved in actually seeing the events take place are the same parts that are being stimulated when you are visualizing the process happening.

Take a look at professional golfers. Before they approach the tee they have a clear vision in their head of hitting the perfect golf shot. They go through a special routine as they approach the ball. If you watch golf at all, you have probably noticed Sergio Garcia grip his club about a hundred times before he swings at the ball. He's not trying to get the perfect grip he's trying to get the perfect vision.

What happens when someone snaps a picture and their camera flashes before they take their shot? They stop and go through their entire approach all over again.

Are they thinking about the sand trap or water hazard? No way man! They are thinking about their ball landing in the hole.

How about you? Are you a golfer? When you are out golfing and you're about to take a shot where there is water over to the right, what are you thinking? Don't go in the water, don't go in the water, don't go in the water... Doh! It went in the water."

When you are attempting to reach a certain goal weight, I believe that it is not the diet directly that works. If you do not have a clear image in your head of what you want to look like, any diet that you try is doomed to fail.

You can completely sculpt your body with your thoughts and visions. It's that powerful. The problem is you have no idea of what you want to look like. You just think to yourself that you want to lose weight, but you don't picture what you will look like once you reach it.

How do you want to look on the beach wearing your 2-piece bathing suit? Get as clear a picture in your head as you possibly can. Make sure it is right from the tip of your head all the way down to your toes.

What do you want your shoulders to look like? How about your butt, your thighs, abs, biceps, triceps, and your calves?

Hold that vision in your head. That is what you are aiming for. Your vision is way more powerful than your written goals alone.

All day long I want you to picture yourself already having achieved your goal. This is like playing a trick on your brain, and you know what? It actually works. Your brain has no idea that it is just a thought in your head.

**THIS IS SO POWERFUL.** You may have a similar experience to what I have had. One time when I was setting out to reach a certain body fat percentage there was a day when I was driving in my car and out of nowhere I had this intense feeling that I was already at that goal percentage. My stomach felt flatter, I felt ripped, and my self-

confidence shot through the roof. I was acting as if I had already achieved it.

I remember calling my wife Angie and telling my clients, “This stuff actually works! I can feel myself already at my goal and it feels great!”

I had tricked my brain and I was doing everything throughout my day that I would if I was at the body fat percentage already. It was effortless to eat healthy foods, and I couldn't wait to get to the gym for my weight training and cardio session.

*"Imagination is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand." - Albert Einstein*

When you are writing your goals out on paper I want you to visualize your self having already achieved it. Picture yourself on the beach in your bathing suit and your significant other rubbing sunscreen on your back. Focus on that end result that you are going after. How do you feel? This is one kick ass fire under your butt drill that stirs up so many wonderful emotions you can't help but be driven to achieve your goals.

*"Get excited and enthusiastic about you own dream. This excitement is like a forest fire - you can smell it, taste it, and see it from a mile away." - Denis Waitley*

Get all of your senses involved in this process. Smell the fresh crisp ocean air. Hear the waves rolling in and the island music in the background. Feel the sand in your toes and the ripped abs as you move your hands across your stomach. See your goal body floating on a raft out off the beach.

You've got to do everything that you can to make your visualization process feel as real as it possibly could be. Let yourself be in the moment and cherish the joys that go along with it.

*"Combine your mental images with the emotion of desire to accelerate their realization." -- Brian Tracy*

The most important thing is that you think and feel as if you have that body right NOW! Do not think to yourself, "I can't wait to have that body in the future." Think to yourself, "I am so pumped now that I have my dream body I want to do cartwheels naked in the street!"

This step is so critical to your success and it is the step where most people fail because they don't take it seriously. I hand my clients a goal sheet to fill in. They all fill in their goal weight, body fat percentage, and the date that they want to achieve it by. They write down their "fire under their ass" reasons why they want to reach their goals, and what it is going to take to get there.

I explain to them all about the importance of visualizing themselves already achieving their goal and how it makes them feel. But when it comes to the part on the form where I ask them to write down "Now that I have reached my goal I am so pumped that I look..." and "Now that I have reached my goal I am so emotionally revved up and I feel..." they all leave it blank.

I ask them why they didn't fill it in and they say, "But I haven't reached it yet." They missed the entire point of the exercise, which is to visualize, think, and feel that you have already achieved it.

The most powerful exercise that you can do to start your day off is to hop out of bed, grab your fitness journal and write out, "Now that I have reached my goal of 10% body fat I am so pumped that I look ripped beyond belief, my butt is firm, my cloths are so loose that they won't stay up, my abs look like a wash board, my husband wants to jump me every day, my boss offered me a raise, and I want to do cartwheels naked down the street! (Don't hurt yourself please.☺)

Right below that write, “Now that I have reached my goal body fat of 10% I am so emotionally revved up I feel like I can take on the world. I am so proud of myself for finally being in control of my eating habits. It makes me want to cry just thinking of the great example that I am setting for my kids. I just want to shout out to the world, ‘I did it!’”

You can go on and on and fill pages with these images and feelings. There is no better way that you could start or finish your day than by performing this drill.

Take 5 to 15 minutes in the morning and 5 to 15 minutes before bed going through this drill. At first it may seem a little weird and difficult because you keep thinking to yourself, “But I’m not ripped already.” Trust me, it gets easier with each day. You just have to keep at it. Don’t just do it for a couple of days because it sounds like an exciting drill, then stop because you don’t have your dream body yet. Make this a part of your day for the rest of your life.

There is a fantastic activity that you can do that will really help you visualize yourself having already achieving your dream body.

Go grab as many fitness magazines that you can and cut out all the body parts that you would like yours to look like. Make them realistic. Choose healthy looking women, not an anorexic looking supermodel that has been air brushed. Cut out arms, thighs, abs, and everything else. Just make sure that you cut out the heads because you want to picture your face on that body. I’ve seen many people that are great at using Photoshop on their computer and they paste their heads on these other woman’s bodies. That can really help.

I’ve heard many people such as John Assaraf make up what they call a “vision board.” They paste these pictures on a bristle board or pin them up on a corkboard. Health and Fitness expert Christopher Guerriero uses a similar method and calls it a “goal body board.”

These tools are so incredibly effective that you can use them for anything that you want in life. They drive the images into your head and motivate you beyond belief.

I personally prefer to completely surround myself with these images everywhere I go. When I wake up in the morning I have a picture of ripped abdominals next to my alarm clock. When I walk in the bathroom all along the mirror I have pictures of body parts that I would like mine to look like. My computer desk is covered with pictures, my fridge has pictures, and I even have pictures in my car.

Around all these pictures I have motivational quotes to add to the inspiration. When I see the picture and I read a quote that enforces the feeling that I can be like the picture, there is no doubt in my mind that's the body I have.

It's all about bombarding your brain with a clear vision of what you want. I take this step even further. I am constantly reading fitness and health related material, so it's always on my mind.

Another very powerful thing that you can do is talk to and teach as many people about what you have just read and learned. This is one more way to reinforce what you want to happen in your life.

*"To teach is to learn twice." - Joseph Joubert*

The more that you talk about what you have just learned the more you begin to understand what you are doing. I get really excited when I tell people about what I have just learned. I can't tell enough people. Each time I tell someone new, it's like I re-read that chapter. I'm just playing it over and over again until it is permanently embedded in my memory.

## **Fat Loss Quickie Keys To Fitness Success Tip #32: Be Passionate About Your Goal!**

*"An invincible determination can accomplish almost anything and in this lies the great distinction between great men and little men." - Thomas Fuller*

Most people have more determination to scarf down some cheesecake than they do to reach their goals. You've got to go after your dreams and goals like nothing is going to stop you. Nothing can get in your way or even slow you down because you won't allow it to happen.

Any mistake, error, or lapse in judgment doesn't even feel like a speed bump. You totally steam roll over it with your focus totally on your end result.

*"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will." - Vincent T. Lombardi*

Haven't you noticed all the sports movies out there where the underdogs just don't have a chance? They are smaller, weaker, less skilled, and don't even have the funds for equipment. But what they do have is determination and passion. They are out there giving every last ounce of their soul to their sport, while the other team takes their talent for granted.

Who always ends up winning in the end? The underdogs. Who do you always root for? The underdogs. Why? Because, you want to see the underdogs succeed. I want you to succeed with every ounce of my soul. That's why I'm pouring my emotions onto this paper for you.

It is happening all around you. People that you would think should never accomplish something big end up achieving miracles that are so huge you couldn't have even dreamed them up yourself. Go after what you want with everything that you've got and do it NOW!

Self-talk, visualization, and determination will win over any genetically skilled individual who relies solely on their god given gifts. Practice them every day and never stop.

*"Every memorable act in the history of the world is a triumph of enthusiasm. Nothing great was ever achieved without it because it gives any challenge or any occupation, no matter how frightening or difficult, a new meaning. Without enthusiasm you are doomed to a life of mediocrity but with it you can accomplish miracles." - Og Mandino*

Think back to when you were a kid. Did you ever think to yourself that you wanted to be a Pop Music star? Didn't you grab your pencil and pretend that you were one, imitating your favorite lead singer? Didn't you have posters all over your wall? You actually believed that you were going to be a Pop star one day.

That was until some adult squashed any belief that you may have had by saying, "The chances of becoming a rock star are slim to none. Go do your math homework so you can get a real job one day."

So now you live a life only wishing that you followed that dream and took a risk to do something that you truly love. You are miserable doing something that someone else said you should do. Don't listen to what anyone else says. Go for that dream full force with ever ounce of determination you've got.

## **Fat Loss Quickie Keys To Fitness Success Tip #33: Believe That You Can Have The Body Of Your Dreams!**

*"One person with a belief is equal to a force of ninety-nine with only interests." - John Stuart Mill*

Out of all the things that I've taught you throughout this book, if you only practice one thing, please let it be that **'you can achieve your goal.'**

This is the absolute most powerful thought that you can own to accomplish your fitness goals. Believing in yourself and not letting anyone else stand in the way of your belief, will drive you to certain success.

*"Whatever the mind can conceive and believe, it can achieve." - Napoleon Hill*

You need to live by those words and never stop. When you believe that you can attain a goal there is always hope and there will always be desire to reach it. When you believe that you cannot achieve a goal, there is absolutely no way in hell that you ever will. I guarantee you that.

*"Whether you think you can, or you think you can not...you are right." - Henry Ford*

Tell me, have you ever watched an Olympic champion just prior to their event go up to the camera and say, "I don't believe that I can win this race." Hell no! If they thought that there would be no way they would ever reach their goal.

If anything, in the days leading up to the event you hear them talking to the reporters about how much they believe they will win their race. They believe that the conditions are just right for them to dominate their event.

*"If you believe you can, you probably can. If you believe you won't, you most assuredly won't. Belief is the ignition switch that gets you off the launching pad." -- Denis Waitley*

There is absolutely no reason why you should not have your dream body right now. And that drives me crazy. Because I know that you can do it. I believe in you, but you don't believe in yourself.

What good is doing 1000 sit-ups if you immediately get up and say, "Oh I don't think that I will ever be in great shape." You know what you are going to do. You will head right home and go straight for the tub of ice cream.

You may even believe that you can't reach your goal because you are not genetically gifted, but in reality you really are no different from many of the people that have achieved fitness success. The only difference is they believed they could reach their goals no matter what their genetic make up is.

*"Everyone's got it in him, if he'll only make up his mind and stick at it. None of us is born with a stop-valve on his powers or with a set limit to his capacities. There's no limit possible to the expansion of each one of us." - Charles M. Schwab*

So many of the great minds in history didn't even graduate from High School, but they believed that they were going to do something very special that would have a significant impact on our world. They set out and they did it.

I don't know about you, but when someone tells me that I can't do something when I truly believe that I can, I get so much more excited when I reach my goal. Not only am I proud of myself for doing it, I'm proud of myself because I did something that someone thought wasn't possible. I love proving people wrong!

*"The most rewarding things you do in life are often the ones that look like they cannot be done." - Arnold Palmer*

Typically, when I begin talking to people about the power of believing they can achieve their goals, I can actually see the information going in one ear and out the other. When I am done talking, right away the comments start flying, "But what workout program do you think works the best?" Or "What supplement should I use to give me a jumpstart?"

This is your jumpstart! Even better than building a solid foundation to your future successes, believing in yourself will provide you with the motivation and inspiration to continue your journey, even through the tough times.

But unfortunately to most people 'seeing is believing.' Why is that? Well because you've been screwed over so many times in your life, you need proof that something works before you actually believe that it works.

*"It's a strange thing, you have said it thousands of times I am sure...you will never know what you can do until you try. However the sad truth is, that most people never try anything until they know they can do it." - Bob Proctor*

I love the movie "The Polar Express." The entire movie is about a little boy that is starting to doubt that Santa is real. He just needs some sort of proof that he exists, but until he gets that proof he is a "doubter."

You slowly begin to see his shift in attitude. You can really tell that he **wants** to believe, but he's struggling and still looking for that proof. You are just like that little boy. You really want to believe that you can achieve your dream body, but you just want proof that a certain diet will work for you. That proof may never come. Then what are you left with?

Tom Hanks character says a great line when the boy starts asking questions about seeing a man that saved his life. He says, **"Sometimes the most real things in the world are the things we can't see."**

Man that line stuck with me. Just because we can't see something does not mean that it's not real or not capable of greatness. We don't have to see something in order for it to do amazing things for us.

When Santa was getting ready to make his big entrance, the reindeer were going crazy jumping up and down and the other kids were talking about how beautiful the sound of the bells were that were tied onto the reindeer. The little boy was trying to see Santa, but no matter where he looked his view was blocked. He was frustrated that he couldn't see Santa and he couldn't hear the bells. Suddenly one fell off and landed right in front of him. He picked it up, gave it a shake, and still couldn't hear a sound.

Then he started repeating to himself, "I believe, I believe, I believe." He gave the bell a shake and to his amazement it made a sound. He looked up and Santa appeared before him. "What did you say?" Asked Santa. "I believe," said the boy.

That's when the **magic** started happening. As long as he believed, it was as real as could be. The people that don't believe are totally missing out.

*"The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt*

You absolutely have to, at all costs, believe that your goal is totally achievable, and you must experience all the feelings that come with reaching it. In my opinion it is the most powerful tool within your fat burning arsenal.

To make this experience even more powerful you have to get your emotions involved as well. You need to get excited when you believe that you can reach our goals. Jump up and down and scream, **“I know and believe that I am a fat burning machine that weighs 120 pounds and 15% body fat.”**

I love referring to Santa, so I will do it again. These emotions and feelings that go along with believing that you can reach your goals should be just as powerful as those feelings that you had when you were a child, before people told you that Santa wasn't real.

How excited were you? You didn't need to see him in order to believe that he was coming to your house on Christmas Eve. You could barely sleep you were so overjoyed with excitement. You need to feel the same about your goals.

I've got to tell you, first thing in the morning when I walk into the bathroom and I see the pictures that I have along the mirror and I start thinking to myself that I have already reached my goal, I honestly start jumping up and down. I get goose bumps every single day at that time. It's so real to me I want to scream. Many times I do. You know what I do immediately after that? Run up and eat a nutritious meal and look over the workout that I am going to do that day. I can't wait to do it because I know what I will look like when I reach my goal. I feel like I already have it.

Do not let anyone take this dream away from you. Don't let them rob you of the power to fitness success. It doesn't matter what other people think. Let them believe that you can't. It won't affect you unless you let it.

It feels great to feel hope about achieving anything significant. And it certainly feels lousy when you walk around thinking that you are not capable of achieving anything great. Choose to believe and

believe with all your might. Go for what others believe to be impossible. Prove them wrong and prove yourself right. Miracles do happen!

I completely believe in my clients and I totally believe that you will achieve your goals as well. I believe this with all my might. I know that you have it in you. We all do.

*"Doubt, of whatever kind, can be ended by action alone." -  
Thomas Carlyle*

The problem is, I can't believe you thin. Only you have the power to do that. You've got to take that step. You've got to take action right now at this very moment and make it happen. Believe in yourself. Believe that you are capable of having the body that you have been dreaming of. I know that you can do it!

*"You are never given a dream without also being given the power to make it true." - Richard Bach*

As I have been saying all along, taking immediate action is the key to success. Do not put your goals off to the future only to lay and wait forever to be achieved. Do it right NOW!

This is your time to shine. You 100% deserve to be living in your dream body. From this day forward take the action steps necessary to reaching that goal. Do what you now know deep down in your heart you are truly capable of achieving.

*"It is time for us all to stand and cheer for the doer, the achiever - the one who recognizes the challenges and does something about it." - Vince Lombardi*

# CHAPTER 3

## MAKING IT STICK!

*"Success comes when people turn what they've learned into the daily habits that breed success." - Tony Jeary*

What separates the people that reach their goals from the people that don't is that the people that do reach their goals practice all of the techniques that I've mentioned above and they do it unconsciously on a routine daily basis.

You may have the exact same body type as your friend. You may be the same height, weigh the same, and you're the same age. You do the same workouts and pretty much eat the same foods. Yet your friend has reached her goal and you haven't. The only thing that separates the two of you is she practices all the above mental training drills on a regular daily basis and he does it without thinking and she is enjoying every second of it. You know why? Because it feels great!

*"People often say that motivation doesn't last. Well, neither does bathing - that's why we recommend it daily." - Zig Ziglar*

I always, always want you to focus on your long-term goal. Focus on the end result with passion. But always remember that it is the little steps that help get you there.

It is very important that you also focus on all the smaller parts that will help get you there. The smaller parts are the routine things that you will do on a daily basis. Here is the technique that I want you to use:

# The Fat Loss Quickie Daily Bull's Eye Technique

## Assignment #2 – Follow The Action Steps

The very first thing that you need to do is go grab some magazines and cut out the body parts off of people that have the physique that you would like to achieve.

Then I want you to paste them all over your house in places that you walk by often. The fridge is a great place because having a picture there may deter you from eating junk. On the cupboard is effective as well. If you have been skipping your morning cardio put a picture next to your alarm clock. Place some around your bathroom mirror, in your car, and in your workout journal.

Now I want you to type up a bunch of inspirational quotes. There are plenty within this book, but you can look almost anywhere to find them. Place these quotes all around your pictures that you have around your house.

I have also included The Fat Loss Quickie Bull's Eye diagram that I want you to stick up on your fridge. It is found in the appendix at the back of the book.

OK. Now you are ready for your daily tasks. Every morning when you wake up the first thing that I want you to do is walk over to your journal and write out your goal. I provide you with a goal sheet at the end of the book in the appendix.

Next I want you to visualize already having achieved it. Feel all the emotions that go along with it. Fill at least a page of your journal with all the thoughts and feelings of having already achieved your goal. Who's the first person that you are going to show your new body off too? Picture yourself talking to this person and feel the excitement.

Now totally believe that you can achieve it and start taking action with the first things that you do that day. Eat a healthy breakfast and prepare healthy meals for the day. If you do morning cardio get your butt moving.

All throughout the day you need to bombard all of your senses with positive and healthy sensory input to help achieve your goal.

Carry your journal around with you and place a check mark next to one of your six small and healthy meals each time you eat one. Check off how much water you drink, each time you have a glass. Check off your workouts and cardio and fill in all the necessary information for all the above. Write down any additional comments or actions that you did that day. Always include how you feel about each experience.

At the end of the day I want you to go over to the fridge and take a look at The Fat Loss Quickie Bull's Eye. Use a little round magnet and place it at its appropriate place.

There are 5 rings in the diagram. There are criteria that you must follow in order to place the magnet in a certain ring. The criteria are:

Follow your nutrition program for that day.

Follow your cardio program for that day.

Follow you weight training program for that day.

Write your goals out in your journal.

Write down how you feel and what you are going to do now that you have achieved your goal.

Tell at least one person about your goal and the date.

Believe that you can achieve your goal.

If you have met all the criteria listed above for that specific day (some days you will not have a scheduled workout so you do not have to meet that criteria.) place your magnet in the bull's eye.

If you have met all but 1 of the criteria for the day place your magnet in the next ring just outside the bull's eye.

If you have met all but 2 of the criteria for the day place your magnet in the next ring.

For anything else place your magnet in the outer ring. If you are in this outer ring, you really need to straighten up your act because your chances of reaching your goal are slipping away.

Record where you placed your magnet on The Fat Loss Quickie Bull's Eye Diagram in your journal. Your goal is to get a bull's eye every single day. I am not cutting you any slack because if you are scheduled for a cheat day and you only have a small treat like you are supposed to, that day counts as a success for your nutrition.

Perfection on the diagram does not mean you have to eat perfect and workout every day. It just means that you must do what you were scheduled to do that day. There are slack days built into the schedule.

Anything else that you do on top of this is a huge bonus. You could read a health and fitness book, listen to an audio, or run a subliminal affirmation program on your computer. Bombard your mind with everything that you possibly can and I will guarantee you success.

## **Summary of the action steps**

#1 Cut out pictures of body parts that you want yours to look like.

#2 Paste them all around your house and vehicle and place an inspirational quote next to them.

#3 Stick The Fat Loss Quickie Bull's Eye Diagram on your fridge.

#4 Write out your goal first thing in the morning.

#5 Visualize already having achieved it.

#6 Feel all the emotions that go along with it. Fill at least a page of your journal with all the thoughts and feelings of having already achieved your goal.

#7 Now totally believe that you can achieve it and start taking action with the first things that you do that day.

#8 All throughout the day you need to bombard all of your senses with positive and healthy sensory input to help achieve your goal.

#9 Use your journal.

#10 Eat nutritious healthy meals.

#11 Follow your weight training program.

#12 Follow your cardio program.

#13 Place your magnet where it belongs on The Fat Loss Quickie Bull's Eye diagram.

## How to skyrocket your results

### **Fat Loss Quickie Keys To Fitness Success Tip #34: Surround Yourself With People Who Have Achieved Fitness Success!**

There is something so simple that you can do that will lead to positive changes in your body. It's so simple that it barely requires any work on your part. It has had a huge impact on my life and I know that it can on yours as well.

It's all about surrounding yourself with fit and healthy individuals who have a positive self image and take pride in their lifestyle.

*"Be careful the environment you choose for it will shape you; be careful the friends you choose for you will become like them." - W. Clement Stone*

Let's talk about the opposite for a moment. Have you had the experience of going away on a trip with friends and you were planning on eating healthy and avoiding alcohol, yet once they all started to eat like crap and drink, you ended up following suit.

How about at a restaurant? You had it in your mind that you were full and didn't want to eat dessert, but the people you are with chose to indulge and once that tray comes around with the selection of mouth watering sinful goodies, you just can't help yourself.

Now imagine how powerful it would be if you were at that table, but it was full of health conscious people. When the waitress asks if you want dessert and everyone else turns it down, would you not feel embarrassed if you were the only one to ask for the triple chocolate explosion?

Most of your friends may not be in the best shape. Try to talk more frequently to the ones that take pride in their health and take care of themselves.

If you don't know anyone in great shape, find someone. If you belong to a gym, say hi to a person that looks friendly and is in great shape. Don't interrupt their workout, but maybe ask if you could talk to them after they are done, possibly over a protein shake.

Look for local events that involve physical activity which are designed for fun and charity. Again, search out the real healthy ones and strike up a conversation with them. Who knows what it may lead to?

The Fat Loss Quickie Support Community is a fantastic place to connect with like-minded individuals who want to see you succeed.

The main thing is that you are always aware of and on the look out for opportunities that will help you achieve your goals. When you put yourself in this state of mind, you will be amazed at how many opportunities come your way. They have always been there you just weren't aware of them.

### **Fat Loss Quickie Keys To Fitness Success Tip #35: Find A Fitness Mentor And Role Models!**

Mentoring is an incredibly powerful thing that you can use to help you achieve fan-frickin'-tastic fitness success. Again, you are surrounding yourself with people that have achieved fitness success. I am telling you, this is incredibly powerful stuff.

I believe that you should have mentors for every area of your life. The problem is sometimes we hate to admit that we need help. Get over it. This can work miracles in your life.

Mentors are more than just role models. Role models are an absolute must when it comes to achieving fitness success. They help you realize that your goals are achievable. They provide you with a blue print of what works.

Mentors have experienced success, but the great thing about them is that they have an incredible gift for teaching people how they can achieve fitness success. The best mentors are the ones that have a history of coaching people who end up achieving their dreams. It proves that the mentor has a skill for creating success stories.

Model yourself after people who have already been in the trenches and learned from errors and learned what works as well. It takes a lot of the guesswork out for you.

What I've done in my life is seek out people who have faced absolutely outrageous obstacles and yet despite these supposedly insurmountable challenges, they overcame them and achieved success beyond most peoples imaginations.

I did this because it made me realize the things that I was allowing to hold me back from my goals were so miniscule it looked ridiculous to even let it get in my way.

This was obvious when I created the **Unstoppable Fat Loss audio program which is a part of the [Fat Loss Quickie Experience](#)**. The 42 interviews blew my mind when it came to the challenges that so many people face when it comes to fat loss. But the amazing thing was how these people refused to allow the obstacles that they were faced with prevent them from achieving their dream body.

I interviewed people who lost 300 pounds, people who went from obese to gracing the cover of fitness magazines, achieved their dream body even though they couldn't walk without crutches and needed to use a wheelchair, and the biggest challenge of all, overcoming the restrictions of Cerebral Palsy and develop a body that is better than 99% of people walking the face of the planet.

Whenever I feel too tired to workout, or I think that I don't have enough time to exercise, I just have to think of all those amazing people that I interviewed.

Actually these interviews made me realize that the effort, which I was putting into my workouts and my nutrition plan, was not as great as I once thought. I felt that if these people have achieved such incredible success even though they have faced such huge obstacles, what the heck is my excuse for not being in absolutely amazing shape?

I have witnessed countless people let the little things stop them from achieving their dream body. It's as if they're looking for that reason to say, "There, see I have a bad knee, I can't do it."

These people distort the little things and create a huge obstacle and it doesn't have to be this way.

The person with the 'Unstoppable' attitude would see the huge obstacle and say that they are going to do what ever it takes to overcome it. Often times the 'what ever it takes' is simply making small progress every single day. It's nothing to be scared of.

If you want to develop the ultimate unstoppable attitude, you've got to use those two powerful words "I AM" and have it become a part of your identity. **"I AM AN UNSTOPPABLE PERSON!"** Say it loud and proud.

Find someone that exemplifies this attitude. How do they walk? What's their posture like? Do they speak with confidence? Are they always smiling? How do they dress? Are they always optimistic?

Take a look at their behaviors and imitate them. By simply changing your posture, you can change the way you feel. Walk into that party tall and proud. Show them with your actions just how important it is for you to live the healthy lifestyle. Other people will love to hate you because of your optimism mainly because they want what you've got.

## **Become What You Pursue!**

The word 'Become' could very well be the most powerful word in your vocabulary when you use it properly. For example; **“I have become UNSTOPPABLE!”** “I have become Mary, the lean and sexy woman who loves healthy foods and living the active lifestyle.”

When you 'become' something or someone it is no longer a hope or dream. It's a part of who you are. You now hold these beliefs and attitudes that nothing will get in your way.

**I knew that I became 'Unstoppable' when the alarm clock would go off at 5:00am so I could go for my morning walk, and it was no longer about fat loss. I was doing it because I loved it. It provided me with an opportunity to clear my head, plan out my day, enjoy the sounds of the birds chirping, listen to an educational audio on my Mp3 player, and more than anything it energized me first thing in the morning when I would typically be tired.**

When all the techniques and strategies that I've laid out for you become second nature and you are enjoying the process for what it is and realize that it's really not the scale number that you are going after, but something much bigger...

...You will have **BECOME UNSTOPPABLE!**

I'm telling you man! When you start to adopt this unstoppable attitude and your beliefs are empowering, absolutely nothing will get in your way and you will totally know it. You will **EXPECT** success rather than hope for it. It's absolutely magical and it's addictive. It just feels so darn great.

You become open to so many more opportunities. You will want to try a new workout program, not because you hope that this is finally the one that will work for you unlike every other one that you've failed on in the past, but because you just can't wait to see how it changes your body.

Nothing is stopping you from achieving your dream body. It's yours for the taking. You deserve it along with all the incredible feelings and experiences that come with it. It feels pretty darn good doesn't it?

## **Fat Loss Quickie Keys To Fitness Success Tip #36: Enjoy The Journey!**

"Success is the progressive realization of a worthy ideal."  
- Earl Nightingale

This is one hell of a ride that you are about to embark on. Take the time to really soak it all in. Be proud of all your accomplishments. Write them down so you remember them. Be grateful for the opportunity to change your body into something so beautiful and so remarkably unique.

Share the journey with your friends and family. You will be a source of inspiration to many people that you come in contact with. Help them believe that it is possible for them to achieve the same level of fitness success as well.

When you reach your goal set a new one and continue to make goals for the rest of your life. There will always be something that you can improve upon. Find it and go for it!

I will never forget something that the Hall of Fame quarterback, Jim Kelly once said. He said, "The day you are satisfied with where you are at is the day that you take a step backward."

Don't let that happen to you. Keep driving forward and aiming for new heights. Life will become so much more worth living when you have a target in your sights.

As I have said several times now, I believe in you and I can't wait to see you succeed. Share your journey with me. I would love to hear all about it. You may end up being a source of motivation and inspiration to me as well. Nothing would make me feel more proud and so full of joy than the day that happens. It's not far away from now. It will be here before we know it.

*"Think of yourself as on the threshold of unparalleled success. A whole clear, glorious life lies before you. Achieve! Achieve!" - Andrew Carnegie*

Go take on the world and grab life by the horns! You deserve to have your shining moment. Make it a reality!

# APPENDIX



## Goal Sheet

Name: \_\_\_\_\_

Start date: \_\_\_\_\_ Start weight: \_\_\_\_\_ Start bf%: \_\_\_\_\_

**Long term:** Date: \_\_\_\_\_ **Short term:** Date: \_\_\_\_\_

I want to weigh: \_\_\_\_\_

I want to weigh: \_\_\_\_\_

I want my body fat % to be: \_\_\_\_\_

I want my body fat % to be: \_\_\_\_\_

Others: \_\_\_\_\_

Others: \_\_\_\_\_

- I will workout a minimum of \_\_\_\_\_ times per week
- I will do a minimum of \_\_\_\_\_ days of cardio per week.
- I will increase the intensity of my workouts weekly.
- I will eat healthy nutrient dense foods

**"Fire under your butt" reasons why you want to reach your goal!** (Use your emotions)

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**Now that I have achieved my goal body fat % of \_\_\_\_\_ %, I am so totally pumped that I look...**

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**Now that I have accomplished my goals I am so emotionally revved up, I feel...**

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**Fat Loss Quickie**  
**Daily Bull's Eye Technique Diagram**



## **This Concludes The Fat Loss Quickie Motivation Report**

**I hope that you enjoyed The Fat Loss Quickie Motivation Report. If you found this report helpful I would appreciate it if you shared it with a friend or family member who could use some inspiration to create the body that they deserve.**

**If you require more motivation and desire to create an Unstoppable Mindset, lean body, and vibrant health, simply visit...**



To learn more about the Unstoppable Fat Loss program and transformation contest [www.UnstoppableFatLoss.com](http://www.UnstoppableFatLoss.com)