28 Fitness & Weight Emails

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Email #1 – What you need to know...

Subject Line: What you need to know…

Has anyone ever told you, you're very wise?

It's true, you are.

Because you've officially signed up to receive nothing but tried and tested fat burning and weight loss tips.

No tricks, no gimmicks, no magic tricks.

Just practical tips for melting body fat.

This is going to be a hard-hitting practical education in losing weight and getting in great shape.

So, get excited.

Because we don't do fads here.

We do practical stuff that WORKS and has evidence to back it up. There will be no B.S.

Get ready, because tomorrow is where the rubber meets the round and we get started!

See you then!

[name]

P.S. [product plug]

Email #2 – This is stopping you from losing weight

Subject line: This is stopping you losing weight…

We're creatures of habit.

We wake up, hit the alarm and hit auto-pilot...

You have breakfast.

You brush your teeth.

You get dressed.

You go to work.

You come home.

You go to bed.

Then you do it all over again the next day.

Eating and exercising - getting fatter or losing weight — all boil down to the same thing.

Habits.

We are creatures of habit.

Now you can use habit to your advantage.

Good habits help you get the things you want (and achieve the goals you have) quicker and easier.

There is a saying…

"The routine will set you free"

But it's a double-edge sword.

It can help you lose weight or…

It can make you fat.

Now I need your help here.

I need you to think long and hard about what I'm about to ask.

And be brutally honest with yourself.

What is your biggest weakness when it comes to your food?

Is it:

- Overeating at meal times
- Going without food for hours and then binge eating
- Snacking between meals
- Getting bored late in the evening before raiding the kitchen
- Opening the ice-cream and eating it ALL!

These are classic BAD eating habits.

The problem is these are bad habits we do without thinking.

We do them (almost) on auto-pilot.

The regret it afterwards.

There are plenty more but if you can identify your biggest weakness you're on a winner when it comes to losing weight.

I used to be a terrible night time feeder.

At night I'd raid and re-raid the fridge, the freezer and all the cupboards.

I might start with having one cookie and finish the pack.

Or have a bowl of cereal. Then another. And another.

I did it when I got bored in the evenings, watching TV or surfing the Internet.

I didn't need the food.

I wasn't hungry.

It was just habit.

When I realized and ended it (and with a little exercise) my body changed drastically.

Now here's your job.

Think long and hard (and be honest).

What is your weakness?

What is your Achilles heel?

Isolate it.

Zone in on it.

Then by either replacing it with a better habit or cutting it out completely – good things will start to happen.

Like losing weight, seeing results, burning body fat and living a longer, healthier and leaner life.

So today, that's your task.

Discover and zone in on that killer habit.

It'll be the start of a new you.

See you soon!

[name]

P.S. [product plug]

Email #3 – Double your chances of losing weight

Subject: Double your chances of losing weight

This is a good tip but not for the reasons most people think.

It's a tip that doubles you chances of losing weight.

And it only takes minutes per day.

Are you ready?

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You're going to keep a food diary.

Now STOP!

This isn't about calorie counting.

Calorie counting is a non-sense.

It's for people who want to obsess and fail.

And it's totally unreliable.

Think about it.

Grow an apple in your backyard and compare it to an apple you bought from a store that's been imported halfway around the world.

Do you think they have the same calorie content?

I doubt it.

Do you think they even have the same nutrients?

Highly unlikely.

Calorie counting is flawed at best. There are too many variables to make it accurate or reliable.

So give up on calorie counting.

Instead keep a food diary so you become conscious of what you are eating.

Now you don't have to go crazy, you can do this in seconds.

Just scribble what you've eaten down on a piece of paper.

Like I said, this is about you being conscious about the food you put in your mouth.

It'll make you think twice about eating.

That's the key.

Thinking about what you eat.

It's a proven fact that people who keep food diaries can lose twice as much weight as people who don't.

Plus a good diary will help you identify and break bad eating habits too (especially those Achilles heel type habits).

Start it today.

Star it right now, in-fact.

There is no time like the present.

See you soon!

[name]

P.S. [product plug]

Email #4 – Today, we do this

Subject: Today, we do this (... it works like crazy)

Today's tip is used by the leanest athletes on the planets.

From professional bodybuilders to Olympic athletes and pro fighters.

It's helped me get in the leanest shape of my life (single digits in body fat) without a whole lot of effort.

Ready?

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You eat four to five smaller meals per day.

That's it!

It's not rocket science.

It's not a secret and it works like crazy.

Let me tell you WHY works.

When you're eating 4-5 small meals per day you don't get over hungry which means you don't overeat at meal times.

When you eat 4-5 small meals you don't snack between meals (so it cuts out the junk).

And eating 4-5 meals raises your metabolism which means you burn more calories during the day.

But don't take it from me.

Take it from the bodybuilders, fitness models and professional fighters watching their weights in the build-up to a competition or a fight…

This works!

Eating 4-5 meals per day helps you manage your appetite better and lose weight.

Now for the whingers, whiners and complainers who 'don't have the time'.

Weight loss obviously isn't important enough to you.

Sorry!

This just a case of priority.

If something is important to you – you'll make time.

You'll get up earlier, you'll sacrifice your crap TV or just make the time.

Listen.

If you're serious, doing this will stack the odds in your favor.

It is well worth the effort!

Me, I do this…

I make my lunch the night before or in the morning.

Sometimes my lunch is a portion of the previous night's dinner.

Then I divide my lunch into two portions.

Now I have breakfast, two lunches and come home to an evening meal (that's four small meals in one day).

If I want five I have a smaller evening meal and a healthy snack later in the evening.

Eating four to five small meals per day will keep your metabolism higher and your hunger pangs at bay.

It's not that hard.

It is (however) a discipline thing.

And it takes a little preparation.

But it's well worth it.

A stockbroker friend of mine cooks all of her meals on a Sunday and freezes them.

Clever?

No!

She's organized, prepared and serious about losing weight.

See you soon

[name]

P.S. [product plug]

Email #5 – The donut diet

Subject line: The donut diet!

Everyone loves a donut.

But donuts don't love you, that's for sure.

And they definitely don't care about your health!

They're full of fat, full of sugar and you'll probably get more nourishment from sucking on a rock for five minutes.

Yet you can actually lose weight on a donut diet (I'm serious)!

Let me explain.

Say the average guy needs 2000 calories a day just to live.

And his favorite donut has 200 calories.

Well — in theory — this guy could eat 10 donuts per day then the calories into his body equals the calories leaving it.

Put simply, the energy in equals the energy out.

And in theory this guy won't put on or lose any weight.

He can eat his donuts and be happy (for now).

Now if he dropped down to eating just 8 or 9 donuts per day he'll be a calorie deficit. His calorie expenditure will be greater than his calorie intake.

Which is exactly where you want to be if you're going to lose weight and want to drop a few pounds (fact).

Unfortunately his body won't be thanking him.

Without going into the science of it all his body will suffering a miserable existence and I doubt he'll be living a long, healthy life either.

So here's what you can learn about the donut diet…

There are plenty of faddy diets that let you eat crap and lose several pounds, drop a dress size or maybe even get a six-pack.

But they suck.

At least if you care about your health.

These foods have spectacularly low nutrients bearing in mind the calories they contain.

They're empty calories.

There is nothing good in them.

They don't make you feel full.

They don't nourish your body.

You won't feel good.

You won't look good.

And you can say goodbye to your health.

This is the important bit…

Food might taste nice but start to think about what it's doing to your body.

Sure you can have a cheat meal.

You can treat yourself and have ice cream now and then.

Yes, enjoy your food.

But make sure you're eating food with nutrients.

Food that fuel your body and provide the building blocks for health.

When you're eating food — or your out for a meal— opt for the food that are higher in nutrients.

The best foods are typically high in nutrients and low in

calories.

Donuts are low in nutrients and high in calories.

Keep away from the donut, twinkie and lemonade diets.

Nothing but empty calorie diets that do nothing good for you.

As the late Jim Rohn said…

"Look after your body; it's the only place you can live!"

See you soon,

[name]

P.S. [product plug]

Email #6 – Eat more food and lose more weight

Subject: Eat more food and lose more weight

Your body is like an old dog.

It's hard to teach it new tricks!

But not impossible.

You see…

Your body is an amazing machine that loves stability.

It likes to keep things the same.

It doesn't like change.

When you eat more real food your body 'up regulates' it's metabolism and burns more food.

When you cut your food and drop you calories it 'down regulates' to protect itself and its energy stores.

For example:

One of the extraordinary features of your body is its ability to survive when food is scarce.

Back, thousands of years ago we were hunter-gatherers.

When food was abundant we'd gorge on it and fill our bellies.

If it continues we'd build up fat stores.

When times were tough we'd use these fat stores as energy.

These stores kept us all alive.

Now modern life has changed - a lot!

We live in a state of permanent, food abundance.

When we get hungry we go to the kitchen, visit the store or

buy fast-food.

We live in a time when over eating and calorie excess is just too easy.

We rarely go hungry.

In fact, when was the last time you REALLY felt hungry?

Be honest!

So while times have changed, the human body has stayed the same.

100,000 years ago those tough times may have been the Winter.

Nowadays it's more likely that tough times are a crash diet in January.

But the human body reacts the exact same as it did 100,000 years ago and treats a crash diet the exact same as a famine.

Your body doesn't know the difference.

And nor does it care.

On a crash diet your body starts to shut down, preserve energy stores, looks to save itself and keep things the same.

Remember, it doesn't like change!

So how does this affect you?

When you drastically cut your calories by going on a harsh diet (say less than 1200 calories per day) your body will go into survival mode to save itself.

Period.

Your metabolism starts to decline and your hormones start to change.

"So what?" you might be thinking?!

Well, your metabolism is responsible for burning up to 70% of your daily calories and it's this metabolism that will start

to slow.

In addition your body works to protect its fat stores and starts to release hunger hormones that encourage you to feed.

It's no wonder so many people buckle under crazy diets.

Your body tries to resist it and sends your brain messages to fight the change too!

So where does that leave you if you want to lose weight without triggering survival mechanisms in your body and doing the exact opposite?

First you don't go on a fad diet that causes massive calorie deficits.

It's detrimental to your health and your metabolism.

Instead, what you want is your metabolism fully functioning and firing on full capacity.

In other words – eat!

Eat healthy, whole and nutritious food.

Second you need a balanced eating plan.

One that makes sure you eat the right foods, at the right times and in the right amounts.

A plan that will keep your weight loss efforts on track.

Together these create a small (but practical and sustainable) calorie deficit every day.

One more time:

Eat whole, naturally occurring foods that are high in nutrients and low in calories.

They'll fill you up better, keep your hormone levels stable and encourage a healthier body composition (think more muscle and less fat).

And two, plan your meals for the week ahead.

Don't just make them up as you go along because you're human and without a plan it's all too easy to eat convenience foods.

Combined…

You won't feel hungry.

You'll likely end up eating more.

When you eat you'll feel happy and satisfied.

Then throw in some exercise and you'll look as good as you feel.

Enough for now…

In future emails we'll talk more about foods and exercise.

There's plenty more to come.

See you soon!

[name]

P.S. [product plug]

Email #7 – Avoid this weight loss KILLER

Subject: Avoid this weight loss KILLER!

Everyone makes this mistake.

It's especially common around the New Year and before the Summer Holidays.

Here's what happens…

You're super-motivated to change your body.

Maybe you're going to go on a diet.

Maybe you're going to start exercising.

Or maybe you're going to hit it hard and do both!

The New You starts when you get up early, eating your oats for breakfast and having a salad for lunch.

You go to the gym in the evening and come home to a super-healthy meal for dinner.

So far, so good!

Day two is good and day three?

Still on track… just!

By day four it's getting harder.

And, day five that's a killer.

You're tempted with a cookie - one won't hurt - and by day six your motivation is teetering on the edge!

With your calorie intake down, your exercise levels up and your head hurting thanks to the extra effort and will power - you're starting to feel the strain.

This is where most folk crash and burn...

They miss a gym session and then their diet goes to down

the pan.

It's only a matter of time before most people quit.

Now if this sounds like you…

Don't beat yourself up and don't worry!

Move on, learn from your mistakes and take this advice…

There is a BETTER way to get started.

It will help you overcome the killer combination of a strict diet and exercise while killing off the old habits that haunt you.

Here's what you do…

Ready…?

You start slowly with one habit at a time.

It could be that you improve one meal at a time.

You might replace drinking soda for water.

Whatever it is…

Start with one habit at a time.

It may seem slow but listen, you've got about an 80% chance of changing one habit at a time. Try to change to habits and the chance of success fails.

Add a third and fourth habit – it's just a matter of time before you fail.

Slow and consistent improvements will get you to where you want to be quicker than starting, quitting and starting again.

It is much easier than "do everything perfect" approach too.

Start slow and start by balancing your calories.

Eat the same food - even if they're not super healthy - just focus on eating the same number of calories that you burn

every day instead of eating an excess of calories.

The result?

No more weight gain. That's a good start.

Next you start adding protein to every meal - breakfast included.

It helps you feel fuller and (this is cool) it takes more energy to digest so you're bumping your metabolism.

So now you're not gaining weight and you're eating better.

We're changing one habit at a time and tackling overwhelm at the same time.

I know it's slow but remember…

Most people try too hard to do everything and fail.

And they do it for YEARS!

Some will never reach their goals at all because they keep on failing!

Be different!

So, what next?

Pick a meal - try breakfast - and make it better.

Make that a habit.

Then do the same for lunch and then dinner.

Like the saying goes:

"How do you eat an elephant?"

"One bite at a time!"

That's how you need to treat your diet and weight loss.

Take baby steps to where you want to be and it will happen.

Plus it's a lot easier, a lot more fun and lot more

sustainable when you take it - one habit at a time.

Got it?

Good.

Now do it!

See you soon,

[name]

P.S. [product plug]

Email #8 – Skinny fat people

Subject: Skinny fat people

You read that right.

Skinny. Fat. People.

They exist.

It's a strange modern day phenomena that's plaguing our society.

Here's how it works.

We live increasingly, sedentary lifestyles.

Unless you've a physical job there's a good change you spend much of your working day sitting on your butt and moving only to get something to eat or visit the toilet.

The journey to and from work isn't dissimilar.

You walk to the car and sit on your butt.

Then guess what happens in the evenings?

Yep, you have dinner, watch TV and…

Sit on your butt.

Modern day lifestyles are very sedentary.

They've become the norm.

And even if that isn't you, I'm hope you get my point.

Life and technology in the 21st century involves a lot less moving than God intended.

This is where it gets interesting.

Just because we're eating badly and moving less doesn't mean we are all over-weight and obese.

Nope.

There are a lot of people out there eating crap and not moving much who manage to keep their calories in and calories out pretty equal which means…

They become skinny, fat people from a metabolic point of view.

This is bad!

The medical term is "metabolically obese normal weight".

MONW for short.

In a nut shell they have not enough muscle and too much fat.

They have too little muscle and too much body fat.

Sure they're slim but there not healthy.

Now there are a few crazy people out there so desperate to be slim that they'd be happy to be a MONW person.

But to be honest you're probably better off being a fit, fat person than a skinny, obese individual if living longer is your goal.

Now if you don't want to be a fat person.

Or a skinny, fat person then here's a few tips for you…

First carry on improving your diet one habit at a time.

Clean it up and make it better.

Second (and this is where the rubber meets the road) add exercise to your weekly regime.

What kind of exercise?

We'll cover that in future emails but for the time being just do something even if it's as simple as 20 minute walk every day.

This exercise component will stimulate your muscles.

It'll get them working, it will burn extra calories and as you exercise harder you'll ramp up your calorie burning further.

You need to work those muscles.

And as a consequence you'll become a…

Skinny, healthy person!

Result!

See you soon,

[name]

P.S. [product plug]

Email #9 – The best kind of exercises (part 1)

Subject: The best kind of exercise…

There's a subjective topic if ever there was one.

And I want this email to become something of a myth buster.

Work with me here!

When it comes to finding the best kind of exercise - don't listen to anyone and definitely don't listen to the infomercials selling you crazy, insane workouts at 2am in the morning when they know you're tired and your resistance to their selling is weakened.

These advertising people know how you and I think. They get inside your brain and hit emotional buttons that encourage you to buy.

They're very clever!

Now all these guys are trying to sell you something (and right now I'm trying to sell you on the idea of eating better and exercising).

Which is why everyone claims to have THE BEST fat burning program EVER.

And every gym has "the best fat loss program" from Bootcamps and Combat to Kettlebells and Zumba.

The honest truth is most exercise programs are about as good as a fad diet.

No one really sticks to them.

And the creators know this. They create these products with a shelf life (because there's a lot of money in making a brand NEW craze next year!)

I'm sounding cynical…

So let me tell you a few hard hitting truths.

Then you can go and make your own mind up.

If you really want to burn fat…

If you really want to lose weight…

It is all about creating a negative energy balance.

Let me say that one more time (in case you're skimming this, looking for a hot tip)…

"Losing weight is all about creating a negative energy balance".

That's it.

Simply put, it boils down to eating fewer calories than you burn.

And that's it.

That IS the science.

Does it matter how you burn those calories?

Nope, not really.

All that matters if you create a caloric deficit (which is the food equivalent to what the government is doing to our finances)!

If you don't believe me then have a look at track and field athletes.

Does the 100 meter runner look any fatter than the marathon runner?

No, they're both ultra-lean and they both exercise very differently.

Is a soccer player fatter than a swimmer?

No, they're both seriously lean.

What they all have in common is energy balance.

Neither athlete eats more calories that they spend.

They might look different because their training is different - but they all have very low body fat.

So does it really matter what exercise you do?

Nope. Not if weight loss is your end goal.

(Although if you're rather look like a sprinter than a marathon runner, get on short, explosive training and vice versa).

You got me?

I hope this is making sense.

Exercise programs speed up the weight loss because they increase your daily calorie expenditure plus…

They stimulate muscles, improve your health and will stop you from becoming one of those skinny, fat people!

So the question you really need to ask isn't "What's the best kind of exercise for weight loss?"

The question is what exercise program are you most likely to stick with.

It's all about sustainability.

And keeping your training consistent.

It's important you enjoy your exercise whether it's hard-core MMA training or the latest fad down the gym.

Just keep it up and keep it consistent.

Now I know you might not be happy with my answer.

Maybe you wanted something a little sexier. Or a secret perhaps? Maybe something new or undiscovered?

Well the truth is that's what the infomercials sell.

Sexy, secret and NEW.

They're the buttons they push to trick us into buying.

And millions of people fall for them every single day when in reality it doesn't really matter.

Just make sure you're enjoy in is less than the energy out and you're on a winner.

Now go and pick something you enjoy.

Keep it regular and keep checking your inbox because I got plenty more myth busting tips coming your way.

See you soon!

[name]

P.S. [product plug]

Email #10 – The best kind of exercises (part 2)

Subject: The best kind of exercise [2 of 2]

A couple of years ago I was hitting the gym at a hotel while I was on holiday.

I know what I wanted to do so quietly walked over to the corner, put down a mat and cracked on.

A short, ultra-high intensity session was what I had in mind.

The gym was packed out with the usual useless equipment, a few cardio-machines and a few body weight pieces.

So I cracked on and hit it hard for the next 20 minutes…

Sweating like a crazy so I could get back to the beach to spend time with my other half.

In the short time I was in the gym I saw some useless workouts.

I saw two guys (who took their tops off first) jump on the bench-press station and take it in turns.

That was it.

Lots of talking in between and no other exercises (maybe a few bicep curls but that's about it).

And then - get this - I saw a woman walking on a treadmill in high heels.

You what…?!

I've never seen anything like that before.

Any why she bothered to go to a gym to walk on a treadmill for 30 minutes is beyond me.

Which brings me to the point of this email…

It doesn't matter what exercise you do.

Remember - it's about the calorific deficit first and foremost if you want to lose weight and burn fat.

But what you must, Must, MUST do is exercise with a purpose.

Don't go to a gym….

Get on a treadmill…

Or step outside your front door…

And just half-ass it.

Exercise with a purpose. Put some effort into it.

P-L-E-A-S-E!

No half-hearted walking on a treadmill. No wandering aimlessly around the gym. No walking with your best buddies having a chat.

Just make sure you make the most of your time and get something from your training.

Work up a sweat. Get out of breathe.

How?

I don't really care. Do what excites you.

Do what you enjoy.

And do something you'll do consistently.

One last thing…

This is the third tip in my exercise emails make a commitment to train 2 or 3 times a week for the rest of your life.

I don't just want you to lose weight - I want you to lose weight PERMANENTLY and I want you to enjoy all the health benefits that come with exercise.

From battling depression and helping you feel good about yourself through to enjoying cheat meals, drinking or eating ice-cream at the weekend!

Life is for living.

And it can only get better when you're fitter, stronger, looking better, feeling great and ready to make the most of it.

That's how it is.

Anyway, your time is valuable…

See you soon!

[name]

P.S. [product plug]

Email #11 – The SAD diet

Subject: The SAD Diet

Have you heard of the S.A.D. diet?

Well there's a good chance you're already on it.

Or have been.

You definiutely know lots of folk who are on it!

It stands for the Standard American Diet - S.A.D.

And it's not particularly healthy.

The S.A.D. is made up of:

- 50% carbohydrates
- 35% fat
- 15% protein

In a nutshell it has too much fat, not enough protein and there's rarely a vegetable in sight (not including pickles on hamburgers).

(Some would say it has too many carbohydrates too but that's a matter of opinion and body type).

Making matters worse - apparently 3 out of 4 visits to a restaurant are actually a fast food joint where the food is heavily processed and is NOT designed to make us feel full and satisfied.

Who else has every visit those famous arches and thought "I could eat that again?"

Judging by the obese population - I bet it's lots!

So what do you do?

How do you change?

What should your diet look like?

Well the key to getting it all right is stop seeing factory processed and pre-prepared food as food.

They're products.

Change your perception of what food really is.

Then start cooking from scratch.

Use whole foods. Use real ingredients.

You'll get a better balance of macronutrients (the carbohydrates, proteins and fats) plus you'll get more micronutrients too (these are the vitamins and minerals essential for our bodies and our health).

I guess what I'm saying is you need to eat food.

Just like your Grandparents and their Grandparents did.

Eat real food.

You'll feel fuller for longer.

Your hunger will be satisfied.

You'll eat fewer calories and ingest more nutrients.

And - you'll lose weight and live a longer, healthier life.

In this email I wanted to educate you. Get you to understand that not all foods are equal. That it's not just about feeling full.

It's about getting the right MICRO and MACRO nutrients into your diet.

The macronutrients we're all familiar with.

The micronutrients come with real food and especially in our fruits and vegetables.

You don't have to kill yourself going on a crazy diet.

Just start to eat real food.

See you soon!

[name]

P.S. [product plug]

Email #12 – Frankenfoods

Subject: Frankenfoods

Frankenfoods are not something you'd see in a horror film.

Sadly, they're a part of everyday life.

Designed in a laboratory.

Made in a factory.

And sold by food Incorporated.

Worse still is that Frankenfoods have become an accepted part of modern life and our weekly grocery shop.

The problem with these manufactured foods is that they are not the stuff God intended us to be eat, digest and absorb.

Some looks more like plastic that it does food.

And many of these foods never go bad.

They don't rot.

They don't decay.

They don't go mouldy.

I've left strawberries in the fridge for a week or two and come back to see they look the exact same!

I've seen the same with bread, fast-food and plenty of vegetables.

It's just not natural.

Scary is what it is.

I know a candy company and the chocolate isn't chocolate.

Read the ingredients and it's actually a chocolate flavored covering – not chocolate!

What is that all about?!

Fructose corn syrup.

Artifical preservatives.

We're surrounded (and lots of our food) is covered in stuff we just were not designed to ingest and digest.

The list is endless and these foods are not good for you - no matter what a food agency says.

Our salads are doused in chlorine to kill the bugs and lengthen the shelf life.

Our animals are mass produced and pumped full of drugs.

In a nutshell…

Welcome to world of Frankenfoods.

From fast-food to microwaveable meals - these processed foods are bad for us and must be avoided.

Why?

Well for one they are often manufactured to taste nice.

What I really mean is that they are chemically designed to taste nice.

And some are designed to make us eat more.

Plus no food that can last for months in a warehouse is natural.

Not to mention the fact that the nutrition content of these foods is insignificant unless they're fortified with vitamins added.

Second because they're not fresh they are often crammed with "something else" that's just as artificial to make them taste better.

For example when low-fat foods were being made they tasted so horrible the manufacturers loaded them with sugar to make

them palatable.

You just don't know what is in your food when you buy it pre-prepared and packaged. It could be the worst of the worst ingredients scraped from the factory floor.

Lastly - because processed foods lack the ability to satisfy your hunger (when compared with real foods) you eat more!

If you don't believe me then how many people do you know could scoff a pack of cookies? Could that same person eat four or five bananas? I doubt it.

Natural foods make you feel full.

You don't want to overeat them.

And it's hard to actually hard to get fat on a diet that consists of nothing but REAL food.

Processed and fast-food (whether by design or because of the junk they put into it) doesn't fill you up which means you eat more and more which means weight gain.

It is no wonder that our society is getting fatter when the foods we eat and, the foods that are cleverly marketed and sold to us are so detrimental to our health.

This is harsh but very true.

Your diet needs to be built around cooking food from raw materials.

No more packaging.

No more hidden ingredients.

It's food that can be broken down and absorbed by your body.

It's food that boosts your metabolism and nourishes you body.

Think twice on your next grocery shop.

If it doesn't rot…

If it's packaged and processed…

Then keep away.

See you soon!

[name]

P.S. [product plug]

Email #13 – The truth about quick and easy weight loss

Subject: The truth about quick and easy weight loss...

Can you handle the truth?

Or do you want me to tell you want you want to hear?

Ok I'll be honest.

I'll shoot myself in the foot and tell you the truth in a moment…

A friend of mine is an excellent physiotherapist.

She believes she can treat many of her patients in as little as two sessions - obviously it depends on the injury.

Her boss on the other hand would go crazy if she treated her clients that quickly.

Her boss - the clinic manager - wants her to treat her patients over 4, 5, 6 or more sessions.

Her boss wants her to draw the treatments out.

And keep her clients paying.

You see…

It's all about the money.

It make the world go around and corrupts the masses.

Anyway…

Back to truth about fat loss.

You have to accept we're human.

And it's in our nature to be lazy.

To want things quickly and easily.

We love magic pills and instant remedies.

Knowing this, clever advertisers twist, manipulate and package fat loss products promising to melt fat and get you shredded in just minutes per day without dieting…

It's all non-sense.

You know it. I know it. Heck, everybody knows it.

But we're lazy and we love to dream.

So these products sell in their millions.

But have you ever met someone who actually lost the weight and then kept that weight off?

Or did they pile it back on?

Before moving onto the next quick and easy solution being sold?

The truth is if you spent the last 10 years piling on the pounds then don't expect it to go in a matter of weeks with zero effort.

Not if you want to lose it healthy and lose it forever.

If it took you years to put that weight on it will likely take years for it all to go again.

Of course you will lose weight as soon as you start your new regime – just don't believe the hype – be realistic.

I'm sorry, I'm not trying to dishearten you.

I'm being honest.

I'm possibly the only one telling you how it is.

The good news however is…

My honesty will save you time and money in the long run because you'll lose weight slowly AND permanently.

Buying quick and easy solutions are only short-term fixes.

They're the fat loss industries equivalent to crack.

Addictive and designed to get you be back for more.

Slowly and consistently - that's the REAL secret.

Focus on a few pounds per week by making permanent changes to how you see food (not products) and move your body more (exercise).

It's not as hard as the produce sellers make out.

They' pretend you need them but you don't!

Just keep away from the scamsters selling instant solutions.

They'll take your money and waste your time.

Stick your finger up at them by doing it the right way!

See you soon!

[name]

P.S. [product plug]

Email #14 – Can you sleep your way thin

Subject: Can you sleep your way thin

Ok, ok so maybe you can't sleep yourself thin but rest assured…

If you're looking to lose weight, a lack of sleep stacks the odds of winning against you.

A study showed that people who sleep 8 hours a night have twice the chance of slimming down successfully.

Fact.

But it's not just your weight a lack of sleep affects.

Anxiety, stress, performance, decision making and even how long you LIVE are all negatively affected by the amount of sleep you get.

Combine stress and sleep loss and you're twice as likely to fail when it comes to losing weight compared with other well-rested individuals.

I'll admit, this was news to me too.

A lack of sleep can also affect the hormones associated with feeling hungry (and satisfied after eating) plus the fatigue can play havoc with sticking to your new diet regime.

In a nutshell – you need your sleep!

So how much sleep is enough?

How much do YOU actually need?

There are lots of mythical numbers thrown around by every Tom, Dick and Harry but it's typically recommended that you get between 6 and 8 hours GOOD sleep a night.

Ok so that's pretty broad.

How much sleep you actually need is a personal thing.

There isn't an exact number for everyone.

For the majority it's lies between 6 and 8 hours.

Plus there are outliers amongst us.

Golf legend Tiger Woods, gets by on less than 5 hours.

Professional tennis player, Roger Federer on the other hand needs a good 10 hours.

Both have hit the pinnacle of their sport and both need very different amounts of shut-eye.

The reality is…

You have to listen to your body.

That means you get a good nights, quality uninterrupted sleep.

Your goal is to wake up naturally, feeling refreshed and with good energy levels throughout the day.

If that sounds like you, then you're getting enough sleep.

As a rule try to get up at the same time every morning.

Then go to bed when you feel sleepy.

So if you're watching TV and dozing off at 9pm then go to bed.

The next night you might be fine until midnight.

It's an individual thing. Go to bed when you feel like you could fall straight to sleep and do your very best to get up at the same time each and every morning.

It's all too easy to think of sleep as dead time.

That's it's a waste.

The reality is we need it and we can't live without it.

Plus you'll probably live longer! Another sleep fact.

You'll be happier.

Feel less stressed.

Be more productive.

And lose more weight.

It's time to value your sleep!

See you soon!

[name]

P.S. [product plug]

Email #15– How to look good naked

Subject: How to look good… NAKED!

Let's be honest…

When it comes to toning up.

Or slimming down.

Getting lean, ripped or shredded.

Be honest…

We all have the same motivator.

We want to look good NAKED!

Am I right or am I right?

Now if you want to look good naked there are about five things you have to get to grips with.

Ready?

Ok so first - you must start to learn about food.

Just the basics, learn about macronutrients (proteins, carbs and fats. Learn about micronutrients (vitamins and minerals), and find out which foods contain each of these.

And trust me, it's a lot easier than you think.

Second - you need to commit to an exercise routine of at least twice and ideally three times per week. It'll change the way you look and feel forever!

Third - sacrifice.

You have to sacrifice eating donuts everyday (or whatever your weaknesses is) and sacrifice the time watching crap TV and replace that with exercise instead (let's be honest, we can all MAKE the time to do what's important to us).

Fourth - you're going to need to put in some hard work.

That's not a bad thing. It's what will make YOU different and why others won't have the body you will have. A little bit of dedication, discipline and hard work goes a long way.

Last but not least…

My fifth tip is… to write down your weight loss goal.

Make it realistic, make it measurable and set out a time frame to complete it within.

Remember, it's got to be realistic!

Next write down the hurdles you expect to encounter along the way.

This is important.

And write down exactly how you're going to jump those hurdles.

Life sometimes gets in the way.

If you can anticipate the hurdles in front of you it's a whole lot easier to jump them when they occur.

Forewarned is forearmed.

So there you have it.

A road map if you like.

And that's why I'm doing with these emails.

Giving you the information you need.

Solid basics, no fluff and no bull****!

On foods.

On exercise.

On surviving with sacrifice and achieving your goals.

Keep reading these emails.

Save them.

Re-read them.

Put the information and recommendations to good use.

And whatever you do…

Don't underestimate the simplicity of the information I reveal.

What I'm sharing is the 20% of the work that get 80% of the results.

Focus on the simple stuff – the stuff I'm sharing - and you WILL achieve your goals.

See you soon!

[name]

P.S.   [product plug]

Email #16 – How to increase your calorie burn

Subject: How to increase your calorie burn

Did you know there are four different ways you burn calories?

Or better still…

Would you like to know how to increase the number of calories all four methods burn?

If you're answer is yes, the keep reading…

By now I hope you understand that losing weight (we're talking body fat here) is all about creating a negative energy balance.

Create a deficit and you lose weight.

Create an excess and you gain weight (by the way this isn't always bad – for example you might be trying to add muscle mass).

Now there are four different ways your body burns calories.

In no particular order, here they are:

#1: Metabolism

Your metabolism is all the biochemical and physiological process that take place in your entire body. These are the functions that keep us alive.

From digesting and absorbing your food through to build new cells (including muscle). Your metabolism requires as much as 70% of your daily calorie in-take! So a healthy and active metabolism is (literally) essential.

#2: Non-Exercise Activity

What's thi? Well this is the stuff you do day-to-day that isn't exercise but is movement. Like getting out of bed, brushing your teeth, tapping your foot and fidgeting during a

meeting.

All these small movements burn calories. Not a massive
amount of calories but it all adds up which is why walking to
work, taking the stairs and not being lazy keeps you slim and
trim!

#3: The Thermic Effect of Food

What's that you say? Well every time you eat a meal you
have to digest, absorb and process the food you eat and all of
that takes energy. While the amount of energy you use varies
depending on the food you can eat - the thermic effect accounts
for around 10% of your daily calorie expenditure.

Finally…

#4: Exercise

No surprises there but what may surprise you is that for
the vast majority of us exercise only accounts for around 15% of
our daily energy expenditure.

Unless you're participating in long, endurance events or a
professional athlete - the calories you burn through exercise
pale in comparison to those burned by your metabolism.

However, what sets exercise apart is it is the one you have
the most control over.

So…

Now you know how you burn calories, how do you go about
burning more?!

Before we jump in let me remind you…

I'm all about sustainability.

A gung-ho approach with massive calorie deficiencies
quickly leads to failure and can cause metabolic decline (where
you metabolism starts to slow down).

This is bad.

So please, be sensible.

Be the tortoise, not the hare!

The easiest way to get your metabolism firing is with high-intensity training.

It rapidly raises your heart rate and creates an oxygen deficit.

This is a good thing.

More specifically it creates EPOC (or excess post oxygen consumption). In other words you keep burning calories even when the exercise stops. With EPOC you'll continue to burn calories for hours or even a day or two after your exercise session.

All true.

High intensity training is great for stimulating your muscles.

And muscles burn calories.

So what about this non-exercise activity?

I hope what you need to do here is obvious…

Quite simply you have to move more.

Walk around the office, take the stairs, walk to work and just keep moving. The more steps you can take throughout the day (10,000 is a good number to aim for) the more calories you'll burn and healthier you'll be.

Number #3 the thermic effect of food.

Ok this is tougher this one but there is one possible way and one definite way to raise the thermic effect of the food you eat.

The possible way is to eat 4-5 smaller meals throughout the day instead of 3 big meals. People hypothesize this will increase your metabolism – like putting logs on a fire – but the evidence I've seen is inconclusive on this.

However there are plenty of other benefits to eating 4-5 small meals per day that make it a no brainer.

For one it helps stop you getting too hungry in between meals. This is one of the biggest reason we binge eat, over-eating and pick between meal times.

Plus it will help keep your blood sugar more stable.

Another good thing.

A guaranteed way to increase the thermic effect of your meals is to eat lean protein at every meal. That's it. Super simple and often enjoyable!

Number #4 is exercise.

Ok so you know it doesn't really matter what exercise you do as long as you are creating a caloric deficit - right?

And I've already mentioned how high-intensity-training can help raise your metabolism.

It's also important you understand that the amount of calories your burn during exercise is determined by two key factors.

They are volume and intensity.

The longer you train (greater volume) the more calories you burn.

And the harder you train (greater intensity) the more calories you burn.

The problem is that it is hard to train intensely for a long period of time because you get too tired.

What happens is people either exercise intensely or they exercise for long periods of time.

They rarely do (and rarely can) do both.

But if you could do both – you'd burn masses of calories in a single training session.

Here's what you do…

You start your exercise sessions by training intensely for

a short period of time. Then at the end you add on some slower, lower intensity work at the end which increases the volume.

You tick both boxes - volume and intensity.

The lower intensity work doesn't have to be crazy.

It could be a swim after training.

You might walk home from the gym.

Or spend a little time on the cardio-machines.

What you do isn't a big deal.

But adding lighter intensity work after your high intensity work is an amazing way to zone in and burn lots of calories – especially body fat.

Last tip.

If I had a choice of training hard and long twice a week or doing a short session four times per week - I'd do the latter.

Ok time to wrap up.

This email has turned into a monster but it's only because I'm trying to share as much as I possibly can so you can take control over your body, the way you look and the way you feel.

It's time to apply all this information!

See you soon!

[name]

P.S. [product plug]

Email #17 – A diet secret from the ancient Greeks

Subject: A diet secret from the Ancient Greeks

Did you know the word diet is a derivative of the Latin word diaeta?

Guess what it means…

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It means "a manner of living" or "a way of life"

They may not have had the internet (with its website warriors and bedroom experts) but the ancient Greeks knew a lot more about diet than we give them credit for.

Now try this…

The next time you're speaking to someone who's looking to lose weight - ask them how their diet is going.

And I guarantee…

With money…

They'll look at you sheepishly and tell you they quit.

Often within a day or two.

Nearly always within the first week.

You see modern man (or modern marketing) has got diet all wrong.

It's not a program you work through.

It's not something you hit hard for a week, a month or just to look good for the Summer.

It's a way of life.

A manner of living.

Your diet.

My diet.

Everyone's diet is a work in progress that's going to take years to master.

So take your time.

Forget all those crazy fads.

Take the pressure off yourself.

Give up trying to be perfect.

And just sort your diet out one step at a time.

Take baby steps.

Add improved habits every week or every month.

Take the long term approach.

Take the successful approach to dieting.

It's about sustainability.

It's about slow, gradual improvements.

It's not about being perfect, it's about being better…

And better…

And better…

And it's worth the investment because it could realistically add years to your life.

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Diet - from the Latin Diaeta.

A way of life.

Time for a re-think…

Me-thinks.

See you soon!

[name]

P.S. [product plug]

Email #18 – Cheat your way thin

Subject: Cheat your way thin…

I have a question for you.

A biggie…

But first a quick recap just to make sure we're on the same page.

I need to make sure you know where the world diet comes from…

Do you remember?

The word diet comes from the Latin word - Diaeta which means:

- A manner of living.

- A way of life.

A diet is something you do forever.

So my question for you is…

Can you really cheat your way thin?

Taking into consideration I'm all about real results, sustainability and taking slow steps towards you goal…

I think you can.

But there is a caveat (more on this in a moment).

So how does this cheating work?

It's based on the 80:20 rule.

If you eat well 80% of the time you can get away with cheating 20% of the time.

Just don't get them the wrong way around!

How does 80:20 translate to in the real world?

It could be that you eat well 7 days a week and have a little treat every day 80% of your daily calories are good and 20% are bad.

Or (this is what I recommend) it could be that you eat well 6 days a week then go crazy for a day at the weekend.

I only recommend you go crazy for one day.

Not the entire weekend - for the simple reason that cheat days can easily spill out of control and into the rest of the week.

That's my caveat.

Be careful!

Then as you improve your eating habits (and your taste for foods change) reduce your cheating from one day per week to one meal per week.

Do it all gradually.

It must be sustainable because too much too soon might break you!

So there you have it.

You can cheat your way thin.

In my experience it'll help you keep your naughty side at bay because you only need to stay disciplined until the weekend.

Then let your hair down.

Go crazy.

It's like a reward for good behaviour.

Plus it will allow you to have fun at the weekends, go out for meals and enjoy social events.

Now while I'm all about eating healthy I know there is more to life than just eating clean.

You have to have fun too.

Just remember my caveat…

Don't let your cheat day turn into a cheat week.

Or another failed diet.

Keep your cheating to 20% and under control.

And make sure you enjoy it!

See you soon,

[name]

P.S. [product plug]

Email #19 – Should you ditch your weighing scales

Subject: Should you ditch your weighing scales?

We love a number don't we?

It's our way to measure progress and keep score.

And - if I'm honest – I believe we should measure and track all the things important to us.

Including - our weight.

But (and it's a BIG but) you need to know the rules of the game before you can keep score.

Have I lost you?

Let me explain…

I can lose as much as 2lbs overnight.

And during a heavy 90 minute workout I can lose as much as 4-6lbs.

Now before you get excited and ask how I do it…

Let me make it clear that this isn't real weight loss.

It's all water.

My point is this:

When I step on the scales in the morning or after training the number I see isn't my real weight.

It's a dehydrated me.

It's not accurate.

My scales do not and cannot take into account how much I sweat, how much I drink or how much I have eaten.

And because of this my weight (and your weight) can vary significantly over a 24 hour period.

But it's not just water that will change how much you weigh.

The energy stores in your muscles affect it too.

For example if you embark on a low-carb diet combined with intense exercise you will deplete the glycogen (energy) stores in your muscles.

When these stores are full you weigh more.

When they are empty you weigh less.

When you deplete your glycogen stores you can lose as much as 4lbs in just a few days.

Remember this is thanks to empty muscles – not fat loss.

So the next time you fill up on carbs your body is will replenish itself and suck up the energy to fill its glycogen stores.

In a nutshell the weight goes back on.

That's not a bad thing, you need these energy stores.

And these are the rules of the game I was talking about.

These are the things you need to take into account when you are weighing yourself and monitoring progress.

Hopefully you now appreciate that weight loss and changes to your body composition can be difficult to measure with weighing scales.

That's a fact and it's the reason most top personal trainers use a range of tests to monitor their clients progress.

You should too.

In addition to weighing yourself I recommend you also:

1) Use the picture test

Quite simply take a picture from the front, back and side then watch for differences as the weeks go by.

2) Determine your body composition

This is a breakdown of how much body fat and lean muscle you have and can be measured with special scales or skinfold callipers you can pick up cheaply online.

3) Take measurements

Measure your thighs, waist, hips, chest, shoulders, upper arms and calves to see how they are changing with time.

4) The trouser test

A true measure of how your appearance is changing by simply seeing if your trousers are getting looser.

The four methods combined with your weight are a more accurate and motivating way of measuring change and monitoring your success.

On its own, weight is just a number.

It doesn't always tell you if you're getting bigger or smaller.

It goes up and down. It can deceive you.

It's not always the best indicator for weight loss.

Instead take a picture, find out your body composition, check your trousers, measure yourself AND weigh yourself.

Let the combination of measurements guide your progress and keep you sane.

See you soon!

[name]

P.S. [product plug]

Email #20 – Look after your body, it's the only place you live

Subject: Look after your body, it's the only place you can live

"Look after your body, it's the only place you can live" - Jim Rohn

We all have highs and lows.

During the highs everything is great.

You're eating well, sleeping better and exercising regularly.

Everything is on-point.

Then something ruins the routine.

It might be a late night…

A heavy weekend…

You miss a training session…

Or watch a personal crisis take over your life.

And your efforts take a nose dive.

It's like walking backwards.

If you're not careful you can quickly slip back into old routines or you might even drown your sorrows in a mountain of food and drink to try and make yourself feel better.

Then you feel guilty - ashamed even – so you punish yourself some more with more bad food.

"I'll start again tomorrow…" you say.

But tomorrow can easily become next week, next month or next year.

Sometimes, tomorrow never comes.

That's why I included that quote from Jim Rohn.

It motivated me the first time I heard it – maybe it has with you – but, sadly, over time, the magic of it starts to fade away.

Motivation is a great time but it rarely lasts.

And yes, you can top your motivation up but really you need something much more powerful than motivation if you want to succeed.

So if it's not motivation you need, then what is it?

What you need is something so powerful that once mastered you become unstoppable. Nothing is out of your reach.

The only downside is it needs work and it needs strengthening.

Like a muscle the more you use this – the stronger it becomes.

The strong YOU become!

What is it?

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It's self-discipline and determination.

Together these traits are a force to be reckoned with.

And together they've won many a war.

So remember this…

When you're close to rock bottom…

When you feel like you're at breaking point…

Remember what you're working for.

Visualize and picture it in your mind.

Then bite down on your lip, keep your chin down and like a boxer in the 12th round – you got to come out swinging.

Pig-headed discipline and determination can get your through a lot of life's toughest battles.

And while it is tough – it's a lot better than the alternatives!

I bet with money …

If you let yourself go during those tough times (like 97% of folk do) you'll destroy your confidence and self-esteem.

You'll feel pretty low.

You'll beat yourself up.

And you'll have trained yourself to quit when things get hard.

I know because I've been there.

The only difference between me and the other people you know is that I'll admit it. It used to be a weakness of mine.

Why am I telling you this?

Because I want you to be able to kick your own butt on that sorry day when life decides to throw you a curveball.

I want you to break the mould and be different.

I want you to dig deep and find that inner discipline and determination to succeed.

I want you to become unstoppable.

And above all…

I want you to look after your body.

It's the only place you can live.

See you soon!

[name]

P.S. [product plug]

Email #21 – Get tougher and lose weight

Subject: Get tougher and lose weight

Not too long ago I met a nice guy.

A tall, athletic guy looking to join the military.

He wasn't overly fit but he certainly wasn't fat either.

Compared to the average male I'd say he was lean and athletic looking yet he thought he was fat.

(Isn't it strange how we can look in the mirror and see a different person to the one everyone else sees?)

So he decided to go on a new diet called intermittent fasting.

Now I don't quite know which version of the diet he went on.

I don't know if followed it to plan.

Or if he went off on a cRaZy tangent and took it too far (maybe he got a little carried away and fasted too long).

I don't know the details but…

What I do know is that he ended up in hospital.

He ended up so hungry that his stomach acid started to erode and digest itself.

That's right – his stomach was digesting itself.

He ended up with ulcers which made his seriously ill and put him in hospital for a couple of weeks.

Anyway…

This intermittent fasting.

What is it?

To cut a long theory short it's where you only eat during small windows of the day.

For the rest of the day you go without food.

You fast - intermittently.

There are lots of different variations of the intermittent fasting you can follow.

For example you might only eat between 9am and 6pm which means you fast for 15 hours between your last meal and breakfast the next day.

Or you might eat one quarter of your daily calories for 5 consecutive days of every month. That's a more limited style fast where you drastically cut your calories for 5 days.

The nuts and bolts of intermittent fasting (IF) are that you eat for a period of time and you fast for a period of time.

Now I'm not here to debate the pros and cons of intermittent fasting and who it is (or isn't) good for.

What I do what to say is…

Going hungry is GOOD!

Now you don't have to fast.

Sometimes just go hungry.

Why?

Well…

You see we live in a society where food is readily available and - quite often - we eat before we are hungry.

Which means we're never really get hungry.

How ridiculous is that?

In the 21st century we have almost forgotten what hunger really feels like.

It's crazy.

And often we can't mentally cope with hunger.

No wonder we are getting fatter as a nation!

The slightest hunger pang and it's off to the kitchen.

This is where I think fasting is a good thing for us.

It doesn't have to be for a cycle.

It doesn't have to be a regular thing.

Just once in a while try to go without food.

See how you feel.

See how long you can go (within reason).

Can you last 6 hours? 12 hours? 24 hours?

Are there benefits?

Yeah, of course.

For one you'll know you can go without food for a lot longer than you realize.

Two – you'll be able to go without food for longer without bitching and moaning about how hungry you are.

And three – you'll see there's a mental toughness that's strengthened with fasting.

It's forges self-discipline.

It's about learning to be mentally strong when your mind is telling you to give-up and grab a snack.

Plus a short fast gives your digestive system a break.

Think about it…

Your digestive system works 24 hours a day, 7 days a week for your entire life.

So give it a break.

Give it time to empty.

That can't be a bad thing, can it?

Anyway,

Give a fast a go.

Try a 6, a 12 or even a 24 hour fast.

Test yourself.

You'll find out how disciplined you really are and come out
the other end a mentally tougher person – I guarantee it!

See you soon!

[name]

P.S. [product plug]

Email #22 – Learn from the leanest people on the planet

Subject: Learn from the leanest people on the planet

This industry is full of scam artists.

I mean if you wanted to earn more money you'd ask a rich person, right?

And if you wanted to learn about business you'd ask a successful business person, right?

If you want to lose weight and reduce your body fat, you'd ask a skinny person, right?

Wrong.

Skinny doesn't mean healthy and skinny doesn't mean you have a good metabolism either. There are plenty of skinny people out who don't exercise and eat crap.

These people – the skinny fat people – are a walking health hazard.

If you want to lose weight, ask lean person not a skinny person.

Go to the fat loss experts.

Take advice from the leanest people on the planet.

Ask a bodybuilder.

Or speak to a fitness model.

That is what these guys do for a living.

"I don't want to be a body builder" I hear you say.

That's fine!

I'm not asking you to be.

I'm just saying if you want to learn how to lose the

maximum amount of body fat then the leanest people on the planet are bodybuilders and fitness models.

You don't have to become one.

You just have to learn from one.

Now here's a tip from the bodybuilder world on burning fat.

And I promise it won't make you look like a bodybuilder!

When body builders want to get into single digits in body fat (as low as you can physically can) here is what they do…

Ready?

They walk fast.

That's it.

You see bodybuilders know that running "in the fat burning zone" isn't the best way to do your cardio.

And it isn't the best way to burn fat either.

It puts pressure on your joints.

It's boring as hell.

And it is also notoriously bad for your muscle mass.

Instead bodybuilders like to walk fast.

Or they might do a easy workout on the cross-trainer while they watch TV in the evenings. Something low or no impact.

Now to get the maximum benefit from walking you have to do it fast or you have to add some resistance.

For example…

If you like the outdoors then find a route with lots of hills and off you go…

Or wear a backpack.

Or they pull a sled (which I guess you could replace with a

push chair if you know a child you can borrow)!

The extra resistance will raise your heart rate a little higher and get fat burning a little faster.

So there you have it.

Get out and walk fast for 30 - 45 minutes, enjoy the fresh air, the great outdoors and do it before breakfast when your body is fasted from a good nights sleep.

It's low intensity.

It's easy on your joints.

And it predominantly uses fat for fuel.

Not there is a caveat.

Bodybuilders lift weights and they're super-strict with their diets too. The combination of lifting weights, eating well and low intensity, low impact cardio is what they do.

It works

But if it's not for you then I have an alternative.

Don't walk, don't run.

SPRINT!

As fast as you can.

When you sprint you burn more calories per minute (so you can burn more calories in a shorter period of time) and you'll raise your EPOC.

That means you'll continue to burn body fat when you stop exercising and the fat you do burn will be visceral body fat.

This is the fat inside your body cavities, around your trunk and abdominal area and the stuff that surrounds your organs.

It's the fat that makes your belly round and it's more dangerous to your health than sub-cutaneous fat – the fat that's under your skin.

Plus sprints build muscle.

That's a good thing.

Our muscles give us shape and they make us strong.

And third - muscle is alive and needs feeding

So by having more muscle you have a higher metabolism which means you be burn more calories per hour even if you do nothing.

So if sprinting sounds like it's up your street then start simple with short 10 second bursts.

Don't kill yourself.

Give your body time to adapt and get used to the all-out effort.

So there you have it.

The easy way to burn body fat is get out there and start walking every morning.

Before breakfast.

The intense way is to start sprinting.

Start with short bursts (say 10 seconds) and build up to 20 or 30 seconds bursts.

Sprinting is a powerful thing and when I'm at my leanest sprints are what get me there.

See you soon!

[name]

P.S. [product plug]

Email #23 – The cereal killers

Subject: The cereal killers

Serial killer.

Cereal killer.

Get it?

Bad joke but cereal can be a weight loss killer.

You see after a night's sleep your blood glucose levels drop.

All the time you are asleep you are fasting.

So when you wake up to have breakfast (to break the fast) and indulge in a bowl of whatever cereal, your blood sugars soar.

Your body responds by kicking out large doses of insulin which cause your blood sugar to come crashing back down.

Before I go any further don't jump the gun – I'm not telling you to skip breakfast.

Especially since there is evidence that suggests people who skip breakfast are more likely to be overweight.

Research that analysed food diaries found people who eat breakfast typically eat fewer calories during the day. People who skip breakfast are more likely to eat more calories during the day and put on weight.

Interesting, eh?

Anyways…

Back to cereal.

What I'm saying is DO have breakfast.

It's important.

Just don't have cereal.

You see what goes up, must come down.

Remember…

When you spike your blood glucose, your body kicks out insulin and your blood sugars come down.

This huge spike and subsequent crash causes havoc.

The crash means you start to feel sleepy and tired.

Then your body tells you to eat more to bring those sugar levels back up.

This makes snacking between meals (and second breakfasts) much more likely. Or worse still you start to eat more for breakfast because you notice that you feel hungry mid-morning.

It's a vicious cycle.

Cereal is a killer.

The problem is cereal is quick and easy.

And because it's so convenient there is huge market and lots of money to be made.

Big business + lots of money = clever cereal marketing

But business and good health rarely go hand-in-hand.

So what should you be having for breakfast instead?

You need something that creates a gradual increase in blood glucose levels. You need foods that help keep your sugar levels stable so you can avoid any spikes.

So your first step is to make sure you have breakfast.

That will help you consume less during the course of the day.

The second step is to avoid processed cereals that are loaded with sugar and crap. This is what causes these huge

spikes.

Third, you need to see breakfast as a meal.

Not a special kind of meal that revolves around milk and cereal.

Breakfast is just a meal like any other and its purpose is to fuel and nourish your body.

So think about preparing your breakfast and making something from scratch.

See it like a meal that includes protein. Lean protein should do it (not just processed meats like sausages and bacon).

Don't be scared of vegetables (the Japanese do).

It might seem weird but that's only because we've been conditioned by clever marketing.

Finally - get a few new breakfast dishes under your belt.

Learn to knock up one or two alternatives you can make quickly and easily in the morning.

The result?

Stable blood sugar levels and a healthier you.

See you soon!

[name]

P.S. [product plug]

Email #24 – Your stress levels

Subject: RE: Your stress levels

Let's talk about stress.

It isn't just something you feel.

It's not just that anxious feeling and tightness in your chest.

When you're stressed your body releases stress hormones.

Cortisol, for example.

And it's not just work and relationship type stress that releases it.

Cutting your calories with extreme diets can trigger the release of stress hormones too.

But so what?

So what if you got stress hormones kicking about your body 24/7?

Well they can curb fat loss for one.

The stress hormone cortisol can actually increase your body fat storage and if you're stressed out all day long that's not a good thing.

So even if you're training…

And even if you've got your diet dialled in, stress could be holding you back.

It's well worth thinking about.

So what can you do about it?

Well take time to de-stress.

Take time out to mediate, exercise, and spend time with the

family.

Do something that stops your thinking too much.

Do something that slows you down for a second.

And remind yourself that this game; this life isn't a rehearsal and you only get one shot to ENJOY it in all its glory.

So get out there and have some fun.

Lower your stress levels, lose some weight and live a little.

See you soon!

[name]

P.S. [product plug]

Email #25 – It's not your fault you're fat

Subject: It's not your fault your fat…

I have a scary fact for you today.

Back in 1962 only 13% of the US population was obese.

In 2010 it was over 35%.

That's just obese people.

The overweight population is much, MUCH higher.

As in - over the half the adult population is overweight.

That's a scary statistic.

It has implications for our health and our health care costs.

And it has even bigger implications for our children.

Sure, some of this is our fault.

I mean…

No one is making us eat more and more.

And no one is making us eat processed, refined products (I refuse to call these things – food).

But…

Someone out there is manipulating us, taking advantage of us and playing tricks with our minds and our bodies.

You see processed foods don't make us feel full in the same way as real foods do.

And the food companies know it.

In fact they engineer their products that way.

The jargon is satiety – that means a feeling of fullness. Whole foods make us feel full. Products pretending to be food don't.

It's as simple as that.

The manufacturers of these products want us to eat more (there's money in it for them) and they want us to believe that low-fat, ready-made meals and all the other junk they sell are perfectly healthy alternatives to cooking for scratch.

It is utter non-sense.

Then you have the media and the clothing industry in on it too.

They are normalizing being overweight.

They're using bigger and bigger mannequins in shop windows.

They're changing the labelling of clothing so while you think you might be wearing a small or a medium shirt it is in fact a large.

Sneaky, little salesmen.

These companies are trying to disguise the fact that we are getting fatter and fatter.

Then you have the TV.

When a TV documents the sad stories of super-obese people getting loaded onto trucks and unable to walk it makes overweight people look normal.

Compared with the super-obese, fat people look healthy.

These programs are unrepresentative of the overweight population and they are blurring our vision of what it means to be a normal, healthy weight.

Argh!

Business – it would appear – is against us.

From loading our foods with sugar and marketing soda to our children these companies aren't interested in your health.

They're just interested in taking the dollars from your pocket and they will do anything to get them.

Even if it means putting over half of the population at risk of illness and premature death – they want your money!

It's criminal and it's time this ended.

It's time we start to stand up and take responsibility.

It's time to turn off the TV and ignore what the media say.

It's time to vote with your dollars.

Big companies chase money and every time you buy whole food and make healthy choices you're making a vote for these types of products.

If enough of us stop buying products and start buying food – whole food, real food, healthy food – then big business will have to change and adapt.

They need your money to survive.

So take it away from them.

Vote with your dollars.

The media and the big food companies ARE out to get us and the only way you can win the fight is to hit them where it hurts – in their profits.

It's time for change.

See you soon!

[name]

P.S. [product plug]

Email #26 – How'd you like your fish heads

Subject: How'd you like your fish heads?

My attention span is shot to pieces.

I am the "MTV generation".

Our brains have been turned to mush and our ability to concentrate has been destroyed by television.

Of that, I have no doubt.

What's all that got to do with fish heads?

Well back in the day MTV had a catchy tune that went…

"Fish heads, fish heads, roly poly fish heads, fish heads fish heads eat them up - yum!"

I heard that song for the first time in years earlier today and it reminded me of this lack of attention we all have.

In fact I strongly believe it's why so many people fail with diets and exercise plans.

I believe it's why so many people are going no where!

We get bored too quickly.

It means exercise programs - whether it is a two week thing or a 90 day body transformation - rarely work because we just can't last the distance.

We get bored and move on.

It's no wonder diets fail.

And it's no wonder exercise rarely works.

People quit, give up and move on far too easily these days.

What we need is more discipline and greater determination.

We need to be a little bit tougher.

If you're going to embark on a new program then stick to it and don't look at another until you have given it a good 30 day trial.

It doesn't matter if it's good, bad, too easy or too hard.

Stick to it and, ideally, finish it.

Only try a new program when you've completed the one you're on.

I'm deadly serious.

Quitting before you complete something is really bad.

Finishing something builds character, builds confidence and gets results.

Back to fish heads.

I'm against most supplements but there is one exception.

Fish.

If there's a supplement that's worth taking its fish oil.

Forget crazy fat loss pills and magic weeds from the depths of the Amazonian rain forest.

Start taking omega-3 fish oil.

The reason is simple.

Every cell in your body has a cell membrane that's made with fat.

It's why you must have good fats in your diet.

Better quality fats in yours diets improve the quality of your cell membranes which improve your metabolism, your energy use and your fat burning potential.

Take an omega-3 fish oil.

These omega-3 fats also turn on fat burning genes and turn off fat storing genes.

The only people who don't need a fish oil supplement are people already eating a lot of omega-3 rich foods.

If you're not getting your omega-3 oils then try some.

It's the only supplement you really need.

See you soon!

[name]

P.S. [product plug]

Email #27 – Staying motivated

Subject: Staying motivated…

"People say that motivation doesn't last. Well neither does bathing, that's why we recommend it daily!"

- Zig Ziglar

Motivation is powerful and but as the quote says - it doesn't last.

When motivation lags you need good old fashioned, butt kicking self-discipline to keep you track.

(If your self-discipline is lagging I've got a few tips later that will help).

Self-discipline is about knowing what you have to do and doing it even when you don't want to.

Like going to the gym when you're tired or running in the rain.

It's about gritting you teeth and getting on with it – even if you don't want to.

If that sounds like hard work then let me throw another quote at you…

"Do something today that you're future self will thank you for"

I don't know who said that but it motivates me.

And it helps me be more disciplined.

What we do or don't do today won't change the here and now much but it will change what happens to us tomorrow, the day after and the day after.

It's about doing things consistently, even when you don't want to.

Like saving money today for the house you'll buy tomorrow.

It's like the entrepreneur who works 18 hour days for the business that will make him a millionaire in the future.

It's like the medical student studying until 4am in the morning because when they pass the exams to achieve their dream and become a doctor.

Do something today that your future self will thank you for.

If that resonates with you and if you're serious about cracking on and making REAL changes in your life then I strongly recommend you DO these three things.

The first is to set a goal.

You need to know where you're going and you need to be able to measure how close you are to your goal.

Take measurements, keep score and review these weekly.

Second, find an accountability partner someone you can rely on and share the journey with.

The positive pressure of having someone there is immense but it can drastically increase your chance of success.

What you don't need is a 'yes man'.

What you do need is someone who's going to make sure you're doing the work, supporting you when you need support and shouting at you when you need to be shouted at.

Last but not least - be accountable to a group.

Just look at the success and popularity of boot camps.

They're not just an exercise class; they're an exercise group where camaraderie and working towards a common goal are a major part.

In the group you bust a gut so you're not the weakest link and you push yourself to make sure to keep pace with everyone else (and to keep the instructor happy).

Strange as it may seem - we're social beings and working in a group triggers our basic instinct to fit in.

Let me summarize:

Write down your goals

Be accountable to yourself.

Find an accountability partner.

Join a group.

It's all simple stuff (like the best advice always is).

See you soon!

[name]

P.S. [product plug]

Email #28 – Water and weight loss

Subject: Water and weight loss

One of the most valuable tips I live by is I rarely drink calories.

Soda and alcohol immediately are drinks laden with empty calories that do nothing good for your body.

Water is the perfect alternative.

It's not just the perfect alternative – it's essential for life because your body is approximately 60% water.

That's right, most of you is water.

You NEED it.

Now here's where water helps with weight loss.

Drinking water with meals means you eat less which makes getting into a calorie deficit easier. Drinking water between meals makes you feel fuller so you're less likely to binge and overeat.

There is no downside to drinking more water.

In fact studies have estimated that drinking water encourages your body to burn 24% more calories over the next hour.

Now that data has yet to be backed up scientifically but personally I've found it to be true.

When I'm eating clean, exercising consistently and drinking plenty of water…

I've know I get away with eating more food than normal.

I don't know why, I just know that when I'm low in body fat already and I drink lots of water I can eat more and even eat a little junk and get away with it.

Just an observation - not a scientific fact (and note I was eating 90% clean and exercising).

When I'm at my leanest I drink lots of water.

As a general rule you should consume 3 litres of water per day and more if you're exercising. At least 1 of those 3 will come from the food you eat so you only need to drink 2 litres.

Try it for a week and see how you feel.

See you soon!

[name]

P.S. [product plug]