

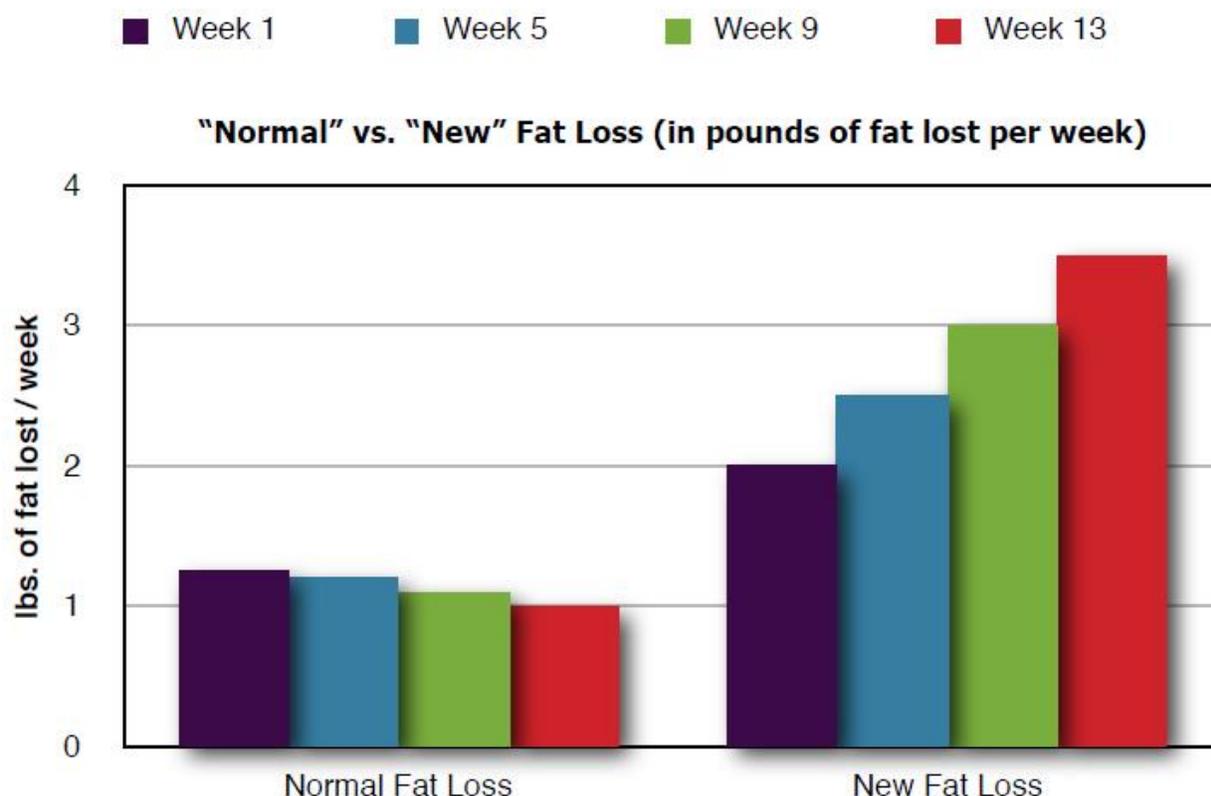
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NOTE: This **5 Day Fat Loss Accelerator** program was written for anyone out there that believes their bodies won't respond to fat loss. That's untrue; it's just that you're not communicating with your body in a way it understands. Let me walk you through the process and help you guarantee *faster* fat loss from here on out.

Start Losing Fat Right Now!

I've written this manual to teach you about the breakthrough moment in your fat loss program... the moment where it all fits together and you become unstoppable.

Welcome to a new era - a time when you cannot help but lose fat as fast as possible.



We're on a mission, and from now on, you and I will be working together to ensure your success. It's time you envision your body changed: you'll be leaner, stronger, more energetic, and more attractive.

This is not magic - it's science.

As a Doctor of Physical Therapy and Kinesiologist, I've spent my entire career learning from the best movement scientists in the world, and I've done this for you. I realize how important changing your body into your 'ideal' shape is to you, and I won't let you down. **I specialize in human movement, fat reduction, and pain removal.**

In the next several pages, you'll learn about the intricacies of your body and why you may not be seeing the results for which you have wished. We'll be talking about a lot of things that may seem to be common sense once you read them. This is a *great* thing, because that means you'll move forward - empowered.

It's funny how some stuff just makes sense when you learn it... and then there's no looking back.

But... before we go any further... let me explain something to you:

It's Not Your Fault!

Ok, well, it's *partly* your fault... you've made a bunch of lifestyle decisions that have probably resulted in you gaining weight, but then you made a good faith effort to get rid of it and that didn't work. Part 2 is what we're going to be talking about right now.

**You've been fooled, misled, and wronged.
I'm sorry, on behalf of my industry.**

Unfortunately, there's a business behind health and wellness, and there are many companies out there that would like to see you continue to use their products indefinitely; this means that they need you to stay fat. That sucks. The same thing happens in the pharmaceutical industry.

We're not talking about a conspiracy. We're talking about a simple business formula. Staying overweight keeps the diet industry rich. Deceitful marketing makes this possible, because it's easy to confuse an over-aware marketplace. Every little tip, trick, and piece of advice you hear about losing weight the "easy" way is complete bullshit**.

Losing weight sucks. It takes work... hard work, but not a long time. Losing bodyfat requires that you 'shock' your body with every exercise you do. There is an efficient way to do this, which we'll discuss shortly, and there *is* hope.

You Have The Power To Succeed - No Question About It.

I'll prove it to you...

Have you ever been disappointed in a bad grade that you received in school growing up?

Sure enough, time passes, and you pull your grades up. You work hard, you lose the idea of 'possibly passing,' and you fully engage yourself. Your potential becomes limitless, and everyone around you becomes surprised by your amazing turnaround.

Fat loss is the same thing.

You've failed, sure... but that doesn't mean that you're *going to* fail. That's way too pessimistic for me, and I believe in you a whole lot more than that.

This is all about taking small steps in the right direction, but having the end in mind the entire time. A lot of people make the mistake of saying "well, I guess I can try "x" diet or "y" exercise program - maybe it'll work this time?"

Sorry, that's doomed for failure. You need a better plan.

You see, you need to know what you're doing from now until the time you hit your goal, and you have to lay out your plan ahead of time. But, first, you have to know what a good plan is. That's the main discussion for today:

Here's My #1 Tip To Start Losing Fat Rapidly: Plan To Progress Towards Your Vision.

Most people make a fatal mistake in planning their fat loss program. They fail to plan beyond step 1. If you did this in any other capacity in life, you'd never become successful. If you never planned to graduate high school, you'd never get through more than one grade of elementary school. If you never planned to graduate from college, you'd probably never even select a major or have a career. If you didn't plan to have a family or buy a home, you'd be stuck leaving everything up to luck, and the chances of your success would go way down.

Let's start by making a plan:

- Step 1) Establish what kind of shape you're in today.**
- Step 2) Realize your strengths and weaknesses, and decide how you can use both to your advantage.**
- Step 3) Figure out where to begin and make a plan that is realistic and aggressive. Nothing ever happens in life without a bit of dedication to the cause.**
- Step 4) Find your vision.**
- Step 5) Outline every step to reach your vision.**
- Step 6) Begin.**

Step #1: Establish what kind of shape you're in today.

Be honest with yourself. On a scale of 0 to 10, where:

0 = Almost dead, barely can move around your own house.

10 = Olympic-caliber shape, unstoppable.

Where are you today?

When you take an honest look at your current fitness level, it's often surprising to see how low you'll actually rate yourself. This scale is *much* more important than any other, in my opinion, including height and weight charts, BMI, or bodyfat. If you're in terrible shape, relative to where you *could* be, then you're doomed when it comes to losing weight.

This is especially true if you believe you are doomed. Your belief system will affect your results more than words can express. If you believe you 'can't' do something, you won't be able to do it 99% of the time. On the other hand, if there's an explanation for when you can't do something right now, then it's much easier to envision yourself becoming successful in the future.

If I know that I'm doing an exercise that appears to be above my (3/10) level, then it stands to argue that I can progress up to a (5/10) and expect to be able to do it then. Without feeling discouraged by my lack of success, I can reverse this feeling and shoot for a goal instead.

Through realization of this goal, I know I'm on my way.

This is also true with your nutrition. Think about it from this perspective: Your nutrition is your energy level for the exercise to come. If you think about food as 'fuel' and exercise as 'fire,' then you want to add as much fuel to that fire as possible to change the flame from 'red hot' to 'blue hot.' This is your key to increasing your metabolism, which will ultimately determine your caloric expenditure.

Your caloric expenditure throughout the day is where your fat loss cycle deserves emphasis, not within a given workout. Ultimately, your body needs food that can sustain energy levels to undergo a 'traumatic enough' incident during your exercise program to force a repair process to take place for the next 2-3 days without crashing. In doing so, you'll keep your metabolism high in between workouts and lose more fat.

Step #2: Realize Your Strengths And Weaknesses, And Use Both To Your Advantage

Your body is your body. Learn about it.

Have you properly evaluated yourself for individual differences in order to best customize your program?

Your body *will* respond differently than other people's bodies, yet this point is so often ignored. I realize that it can be tricky to know how to customize your fat loss program for your needs... but **that's what I'm here for**.

I'll teach you along the way, and I'll help you master this when I release Full Throttle Fat Loss. However, in the meantime, I'd love to give you some things to think about in order to master your results and look great forever.

1. Are you fast or slow-twitch biased?
2. What is your daily energy in the morning, noon, and night?
3. Are you a visual learner, tactile, or auditory?

Let's dive a little deeper in each one...

If you're biased towards fast-twitched muscles, you are probably great at sprinting, putting on muscle, and reacting to things quickly. If you're biased towards slow-twitched muscle, you are probably full of endurance, have a difficult time building muscle, and you have a slow reaction time.

Whatever you are, there's a specific method to capitalize off of your strengths and balance out your weaknesses. Are you purposely choosing to workout in your own strength category (meaning that if you're fast-twitched you do mostly fast-twitched exercises)?

This is a really good way to get a great workout and spike your heart rate, but **it might be the reason you have plateaued**.

Instead, think about periodizing your program to work within your strengths while strengthening your weaknesses for a period of 3-6 weeks at a time. This will help you balance out your muscle twitch imbalances and get a greater effect from your exercise program.

If you spent all of your time working within your weakness, you'd never get anywhere and you'd probably become discouraged.

I don't blame you.

How about your daily energy? What's that like?

If you know you have the most energy in the morning, that's when you *have to* workout most days of the week. However, I recommend that one day of the week, you purposely choose a lighter workout and do it in the afternoon, in order to teach your body to speed up when it feels weak and low on energy.

You'll be amazed by the difference.

Finally, how do you learn best? Do you prefer to watch and do, be guided by someone else, or listen and perform?

Make sure that you understand how you learn best before attempting a new program - if you are a visual learner, bring an iPod with you to the gym and watch the exercise right before you do it.

If you are a tactile learner, pay attention to the feeling of each muscle as you go through a movement or hire a personal trainer to guide you with tactile-reinforcement until you get situated. It'll be well worth it.

Lastly, if you're an auditory learner, then all you really need is an audio track that guides you through every movement while you exercise. This means that listening to music may be *very* distracting for you.

Step #3: Figure Out Where To Begin And Make A Plan That Is Aggressive

Nothing ever happens in life without a bit of dedication to the cause.

Extreme, focused efforts produce extreme, predictable results. That's the only way to ensure your success. This much is a given.

Developing an aggressive, but appropriate starting point is essential to create a culture of positivity surrounding your fat loss program. Crafting a positive experience with exercise is monumental in your plan to succeed. Every exercise session needs to inspire you. Every meal needs to feel great. Without this, you'll develop a habit of resenting fat loss overtime, and your brain will figure out subconscious ways to sabotage your efforts.

Instead, start where you belong. Find a program that allows you to adapt over time. One of the most important aspects to doing this in an exercise program is having a program that is interval or time-based in the beginning. This allows you to work on intensity in the beginning.

What feels intense for you, is.

Your body is smart, very smart. If you are huffing and puffing and running out of energy, it's much less important how many reps you've done than this feeling in and of itself. So long as you keep track of what you accomplished today and work to accomplish a bit more tomorrow, you're constantly progressing.

Your results are already on their way.

In order to find a program that is appropriate to your level, I recommend that you evaluate it based upon 3 criteria:

1. Trust
2. Logic
3. Emotion

Do you trust the person who designed your program to guide you towards the best and safest results? What are his/her credentials? How about the results they've achieved with others?

These are all important questions, and you deserve answers. Don't be too quick to buy into a program or method that is unsubstantiated by good science and education. Your body is way too important to take that sort of risk.

A good example of this in another aspect of life would be taking your car to a friend down the street to repair vs a mechanic. Most people would agree that you can't take your car to a friend who's never worked on a car before and expect equal results. Then

why is it that we so often listen to someone who's barely ever had experience training anyone, or who is hardly credentialed to do so?

There's a reason that I spent \$250,000 educating myself in the human body: You. You need someone to trust; you need a mentor you can depend upon.

That's *my* job.

As for developing a plan that's aggressive, that's part 'B' of this equation. Once you know you're in capable hands, it's time to take things to the maximum capacity possible. Nothing happens slowly - at least not nearly fast enough ;-)

It's important to know that you *can* push yourself to new levels and beyond, safely. It's important to surprise yourself on a regular basis by your innate ability to conquer anything you set your mind to. And it's important to understand your true workout potential in every workout you do.

The best way to do this is by constantly pushing the envelope and developing a habit of success. Amaze yourself today, and you'll amaze yourself with your results tomorrow. It's the fastest and most predictable way.

As for getting yourself to commit to something aggressive without 'wimping out,' I have a solution. Think about the benefit of only having to make this decision once, instead of over and over again. Most people walk into the gym and then decide what to do. They complete a program and then decide what to do next. This is doomed for failure.

Instead, establish a progressive plan that starts today and ends when you have mastered your own goals. For example, you might want to lose 30 pounds. Let's take a look at this goal, for example, and dive a little bit deeper:

Goal: Lose 30 pounds in 16 weeks.

Larger Goal: Keep this weight off and look exactly the way I want to (lean, strong, and healthy)

Phase I of goal achievement: Find a program that is capable of helping me lose 30 pounds in 16 weeks.

Phase II of goal achievement: Find a good maintenance program that will help me keep the weight off and offer me a second benefit, so that I don't feel that I've plateaued. For example, I may want to gain 5-10 pounds of muscle or increase my athletic ability or balance.

Phase III of goal achievement: Recovery from increased intensity in order to allow my lifestyle a chance to re-balance and re-evaluate what I want to do from here. Set new goals.

Phase IV of goal achievement: Phase I repeated, but with new goals in mind.

Do you see how this works?

You should plan, at the very least, the first 3 phases right now. This is the best way to succeed.

Otherwise, you'll get where you wanted to go, or fall a bit short, and then quit. This is where rebound weight gain comes from.

Frustrating... I know.

But there's an easy solution. **Create an aggressive plan today.** No one said you can't modify it a bit along the way, but you need a fallback for the darker moments of your experience. You may have life events that feel as though you can let go of your fitness program, but when you realize that you're only ending Phase I, you'll find a way to commit and re-prioritize.

On the other hand, if you thought you were 'almost there,' you might just quit and never come back... ultimately, you'd be creating a self-defeating belief system that results in accidental selfsabotage.

In order to dominate your goals, you need to see 3 steps in front of them.

Fitness is a game of chess. Have a strategy.

Step #4: Find Your Vision

Goal realization isn't just about having a goal and hitting it. It's about integrating all 5 senses into your goals: **Sight, Hearing, Taste, Smell, and Touch.**

Instead of practicing a statement like: "I'm going to be 30 pounds lighter", I'd suggest you practice the following exercise in its place:

Picture yourself walking by a mirrored building, 16 weeks from now. You're actually thinking about when you read this, but you're sort of distracted at the same time. The wind is blowing and almost knocks you backwards, but then your core kicks in and you withstand the pressure. Suddenly, you feel your abs on, your legs tighten a bit, and a smile come to your face. You happen to glance to your right and you see your own reflection... what?

You're shocked. You look familiar, but 30 pounds lighter.... except you're wearing the same clothes you're wearing today, and they look totally silly. Somehow, you've lost weight so quickly that you didn't even realize it was time to buy a new wardrobe. No wonder no one has said anything to you yet... you're not showing off.

You keep walking down the street and now that you're so happy, you begin to realize that you're no longer focused on appearance, so you take better notice of your environment. There are flowers to your left, and the breeze sends the smell in your direction. You can almost taste the pollen, but you have a stronger sense of the delicious, healthy lunch you just ate.

Boy, this feels great. It's like no time has passed at all... in fact, somehow, as you reflect upon this moment, you feel even younger than before. The most shocking part of the reflection you saw in the mirror is that you actually look younger, not the same age, and not older.

You smile to yourself and walk on. Next stop, the clothing store. It's time to reward yourself with a brand new pair of jeans and a shirt that brings out your new figure.

Do you get it?

This is so much more powerful.

You have to see everything, and create a tense to your experience. It's almost present, but not quite, except your age has somehow reversed by a year or two and you look younger. It's your body, today, just better. Not the old you, not the 'new you'. The 'current you,' but just more desirable.

Step #5: Outline Every Step To Achieve Your Vision

Ok, great. Now that you've got the vision, it's time to take it a level beyond. Let's detail how you're going to get there, step by step, and show you how you need to progress along the way to reach your goal.

30 pounds in 16 weeks = approximately 2 pounds per week.

Understanding that weight loss normally is a bit easier in the beginning than when you get leaner, let's start this as 3 pounds for the first 6 weeks. Boom! 18 pounds down, 10 weeks to go.

Now, in weeks 7-16, you'll need to lose 12 pounds. That works out to be about 1.2 pounds/ week, so let's shoot for 1.5 for another 4 weeks. Boom again! You're up to 24 pounds in 10 weeks.

6 pounds to go, and you've got 6 weeks to hit your goal.

How will you get there? What will need to change? Will you be able to keep doing the same thing?

No way... you'll need to speed up your results and add intensity to your workouts. Essentially, without carving out a whole lot more time in your schedule, you'll need to learn how to get more work done in about the same amount of time. This seems like a reasonable solution, but you'll need to know it now.

This is where the 'new' fat loss method comes into play. After you develop your Fat Loss Plan of Attack (see below), we'll talk more specifically about how you can actually *accelerate* fat loss over time, instead of watching it slow down. *Much easier!*

Okay, we got a bit ahead of ourselves. Let's go back to day 1. What would motivate you to get to week 2? Maybe tighter abs?

Cool - let's make sure that the first 7 days of your program focuses on fixing your posture and tightening your abs. This way, when you stand up straighter, you have less of a belly bulge, and when you tighten your core, you feel your pants fit looser. You're well on your way.

Week 2 - what's it going to be?

You see where this is going? Not only will we have numbers and visions as goals, but specific ideas of what to expect and help guide us towards our goals. This way, we feel accomplished along the way, not only at the end.

I've put together this chart for you - please print this out and fill it in. Line 1 is only an example, for your benefit. You'll want to post this on your refrigerator, or somewhere else that you see every time you walk into your kitchen:

Step #6: Begin

This is the easiest step, because I've laid it all out for you. Stay tuned for an email in the next few days where I'll be guiding you through the exact formula for guaranteed fat loss progression and success:

$$\text{Accelerated Fat Loss} = (\# \text{ of METs used}) \times (\# \text{ of Joints Involved})$$

HINT: It's a good bet you're training the wrong system in your body.

In the meantime, here's a quick and easy 5 minute exercise program I'd like you start on right now, so you can start to feel and see results in the next 14 days. Do this every day at least 2x. It's important that you commit to this.

We're on a voyage now, and I won't stop until you succeed.

Your Next Step - Begin Your 5 Day Fat Loss Accelerator Program:

Day:	Exercise:	Nutrition:	Ninja Fat Loss Mind Control TM:
1	2 rounds - easy	Focus on hydration	Set all goals using method above.
2	1 round - sprint	Zero sugar, zero carbs (except veggeis)	Rehearse goals in the morning, afternoon, and before you go to bed.
3	2 rounds - fast	Protein only	Write down 3 things you've done right so far.
4	3 rounds - easy	Hydration + 6 meals	Rehearse goals in the morning, afternoon, and before you go to bed, including what you've done right each time.
5	2 rounds - sprint	Zero sugar, zero carbs (except veggeis)	Reflection Journal Begins.