

Essential Fat-Loss Tips for the 'Hopelessly Unmotivated'

A Special Report by Derek Gordon

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Please Note:

The information contained in this report is intended as advice on starting a weight-loss program, and is not intended to substitute for specific medical advice. **Always consult a doctor before starting any type of weight-loss program.**

If you've ever attempted to go on a weight-loss program, stayed with it for a little while, and then given up because of a loss of motivation, then this report is a **VERY IMPORTANT READ**. Indeed, it has come to you at a crucial point.

Setting yourself up for long-term success is a very delicate process, and *can* be a difficult one. After a lot of personal frustration in fitness and other areas of my life, I discovered how important it is to figure out precisely how my mind works and **adjust any action towards pleasing it**. This means that I still take the action, but do so in a way that does not cause boredom, frustration and an inevitable desire to quit altogether. My search for different methods towards satisfying both my goals and my own desires led me to write this book.

The fact is that – unless you possess metabolism that clocks along like a freight train – the basic principles in this book will have to be practiced in order to make a significant change in your weight. Once that can be accepted, this then frees you up to start thinking about how you can make exercise and a calorie-reduced diet *enjoyable* (yes, for real).

I have personally been both the slave and master of addiction. In my 3 decades of life, I have held addictions to junk food, alcohol and cigarettes. I have also learned how to gain control of each, and motivate myself to a much healthier and happier way of life. In the process, I have learned a few principles about self-discipline, and methods of finding it without feeling as if I'm suffocating myself.

Before we get started, I really want to call out to you passionately to prepare to *change the way you think*. Put aside the black-and-white judgments about how 'hard' it is to lose weight, and what a long, difficult journey it is ahead. That is a single perspective, nothing more. I challenge you to find a

different one, one that suits your goals to happiness and peak health.

I mean it when I say that the information contained in this report is aimed at those who need the most motivation. I want you to see how you can reach your goals by dipping your toe into the water and then getting in the pool slowly and comfortably, rather than jumping in with a monumental splash - only to run out shivering moments later.

The Razor-Sharp Focus

Ah, *plans*...can't live without 'em, can't follow through on 'em *unless you actually have them!*

But...who doesn't have plans? We all have ideas of things that we want to accomplish, visions of where we would like to be - eventually.

The thing is...deep down we all know that when our thoughts, even the most ambitious ones, aren't **crystal clear** to us, nothing tends to come of them. They instead remain vague, half-developed musings lost within the sea of the hundreds of other mental musings we have all day that are ultimately of little consequence to us, only coming to the surface for more than a few minutes when something or someone inspires us. So: How do we make them **stand out**, how do we **recognize their importance** and dominance over our other thoughts?

By creating a detailed plan that we continually remind ourselves the importance of. This means **in writing**, in big black marker letters if necessary, on sheets of construction paper if necessary, and available in places that we *can't avoid*.

The fact is that the vast majority of people never solidify in detail what exactly it is they want to accomplish.

This is a HUGE reason why people will fail – often multiple times – in their quest to lose weight.

Specifically, when you don't have an idea of what the small steps of a goal are in the form of a plan, the goal you wish to reach looks too massive and, well, *unreachable*. At this point, it's very easy to start thinking that weight loss success only happens to other people, such as those who have more time, more motivation, access to more resources, etc. Also, because you haven't planned out different kinds of meals that will help you lose weight *and* satisfy the taste buds, as well as types of exercise that you can lose weight with *while* having fun, it all just looks like a vague mass of deprivation and pain, for the rest of your life.

It is through the plan that you convince yourself that the action you want to take will become reality. It can only take an hour or so to write up a first draft of a plan, but goes an unbelievably long way in getting your mind set to taking the action, rather than procrastinating or going for a few weeks before losing motivation. After all, why would you spend 2 hours writing up a plan that you had no intention of following through on?

That is the question the subconscious mind takes in, the answer being “Yes, that makes no sense. If I'm going to write it down, I may as well do it.”

After reading this book, you will have a better sense of how you can write out a customized plan to suit yourself. This plan will satisfy both the self-discipline needed to reach the goal and the desire that we all have to still enjoy our lives in the present regardless of what we hope to attain in the future.

For example: I personally don't like to jog. It's also not practical in a 'natural' setting because where I live there is 6 – 7

months of very cold weather. I do, however, love swimming and cycling, and can do these indoors.

Losing weight is NOT ABOUT PUNISHMENT. There is certainly an element of self-discipline involved, but if you think these two are the same thing, do yourself a favor right now and unburden yourself of this false association.

Most of us who went through a conventional public school system probably have uncomfortable associations with the word 'discipline'. We equate it with, "Do this, or else".

There are, however, no failing grades in our personal endeavors as we move into adulthood, except for one: Our own levels of self-satisfaction.

Do you see yourself as someone who struggles with motivation when it comes to exercising? Or are there just certain types of exercise that really turn you off? This is an important distinction.

For example, you may **hate** jogging, but get very playful and active when your dog comes to you with a stuffed toy that she wants to play 'keep away' with.

You may hate the sight of free weights and nautilus equipment at the gym, but love the refreshing, inviting sight of a swimming pool.

When we get down to the fundamentals of weight loss, we're talking about raising our activity levels while lowering our calorie intake. This is a winning formula that allows for a good deal of flexibility.

Do some forms of exercise yield better results than others in less time? Sure, but if you're unused to physical activity and just getting your body moving in different ways, then your first important step is to set a positive association in your mind towards doing it, rather than trying to do 45 minutes on the treadmill from the get-go. An exercise session that you're not

ready for that leaves you on the floor for 20 minutes gasping for air is not going to inspire you to come back for more.

This is what I mean by toe-dipping as opposed to diving in.

The purpose of this book is to help you come up with a weight loss plan that you will want to stick to because it will *change your life* while seeming relatively effortless simply because you are not viewing it as a form of self-punishment. This should be your ultimate goal as you pursue your vision of greater health.

The most financially successful people in the world tend to have one thing in common – they love what they do, so are more than happy to spend the majority of their day doing it.

The fittest, healthiest, most attractive people I know have discovered a method of keeping healthy that is also aligned with the things they enjoy: activities that they are *compelled* to do and foods that taste great while also giving them loads of energy.

In these pages I'm going to lay out some ideas for getting started with the three important components of successful weight loss. These components are:

- A calorie controlled diet
- An exercise plan
- Mental nourishment to keep your enthusiasm high

The Misery-Free Diet

Let's start this section by reviewing a few fundamentals about calories that you may already know.

The first thing that needs to be done is to figure out your *calorie maintenance level*. This is the amount of calories you would consume per day to keep you at your current weight. We can do

that by going to the first of our great tools, at www.freedieting.com:

http://www.freedieting.com/tools/calorie_calculator.htm

So, here we need to input data for all the different personal aspects that are going to tell us how many calories will keep us at our current weight, and then bring us to weight loss. It will also give us a figure for 'extreme fat loss'.

As an example, I'm going to fill this form out for a 35 year old female, currently at 170 lbs, 5 feet 8 inches tall, and getting little to no exercise. I'm using this scenario to make the example less complicated, but be aware that exercise is crucial to weight loss, so exercise level will need to be factored in when you're figuring out your own calorie maintenance level.

The calorie calculator tells me this hypothetical woman's calorie level to maintain her weight is 1819 calories per day, and to lose fat she would have to consume 1456 calories per day. Divide 1819 by 1456 and we see that this is 80% of the calories consumed at maintenance level. So, our hypothetical woman is consuming 20% fewer calories per day than she's used to.

I would urge you to focus on your fat loss number, and not push yourself to attain the fewer calories that will give you 'extreme fat loss'.

Why?

According to Tom Venuto's [*Burn the Fat, Feed the Muscle*](#) – one of the most popular online diet books in the history of the internet (and in my opinion one of the very best online or otherwise) - consuming 15-20% calories below your maintenance level is the optimal starting point for fat loss.

Why?

Because you're losing weight at this level, and at the same time not risking going into 'starvation mode'. Starvation mode slows your metabolism and is ultimately counterproductive, as you're losing too much weight that isn't fat – and *fat* loss is obviously your ultimate goal.

So our hypothetical woman (let's call her Betty) is now dedicated to taking in 363 fewer calories per day ($1819 - 1456 = 363$). This is a very good start to her fat loss program, as she has a specific caloric target to shoot for that will begin to show results.

So, now all Betty has to do is eat a couple of meals a day, and not exceed the 728 calorie limit for each, right?

Um, not exactly. The calorie consumption aspect is just one (albeit very important) part of the equation. Betty also needs to *speed up her metabolism*. And this can not be done properly by consuming 2, or even 3, meals per day.

Remember the following fundamental principle really well, because it is the key to fat loss, especially if you have an endomorph-type frame and a slow metabolism:

The longer you go between meals, the more calories you're going to store as body fat.

When you eat a meal every 3 hours or so, you're constantly digesting, which is a process that will consistently burn the calories you consume rather than store them as fat.

This may seem odd, the idea that you're eating more frequently in order to *lose* weight. But bear in mind that you're not consuming more calories, but simply spreading them out more evenly through your waking day.

In comedy, timing is everything. The same principle applies to weight loss.

So, as you've probably gathered already, you're not looking at '3 squares' a day for the quickest results, but 5 or 6 small meals a day to kick-start your metabolism and have you seeing results sooner.

If you're not familiar with this principle, I should inform you that this is not some new, unproven fad...this is what bodybuilders have been doing for ages to get their body fat percentages into single and low double digits.

If you're like me, you have a job, and work at least 8 hours a day, so maybe eating 6 meals a day does not seem 'doable'.

If that's the case, can we at least agree that *entertaining the idea* is doable? So, instead of asking yourself a question like, "How am I ever going to lose weight if I have to make this kind of sacrifice??", ask yourself, "How can I make this really easy for myself?", or "What have I been thinking, trying to boost my metabolism on two and a half meals a day?"

If your job allows you a couple of coffee breaks and a lunch break each day, you have all the time that you need to achieve your metabolism goals. Remember, we're not talking about 6-course meals here.

You may, for example, find that you can set this type of schedule:

-7:30 am: Breakfast
-11 am coffee break: 2nd meal
-12:30 lunch break: Lunch
-2:30 coffee break: 4th meal
-5:30 pm: Dinner
-8:30 pm: Light snack, 6th meal
-11 pm: In bed (2 and half hours after last meal)

Two things of note in this schedule:

1. You're not going any longer than 3 and ½ hours between any meals.

2. You're consuming your last meal of the day at least 2 and ½ hours before going to bed.

If you can set up a meal schedule something like this one, you are doing yourself a HUGE favor towards reaching your fat-loss goals!

And what, exactly, are you eating in these 5 – 6 meals?

The first thing to know is that you will need to have portions of your calorie intake coming from carbohydrates, protein, and fat.

Yes, ALL THREE. Please, let's at this point forget about 'fad' diets that tell you to severely minimize or exclude any of these macronutrients. Granted, there are certain *kinds* of these macronutrients that you will want to minimize – such as saturated fats and simple carbohydrates – but we mustn't get too simplistic in assuming, for example, that all things called 'fat' are automatically bad for you. For instance, polyunsaturated fats such as omega-3 fatty acids – found prominently in fish and some plant oils - are very important in maintaining proper brain function, as well as preventing heart disease. An attempted 'no-fat' diet would see these essential fatty acids as something to be avoided, while they're anything but!

A low-carb diet will reduce your energy level, a low-protein diet will cause your body to eat up muscle (*catabolism*) to get necessary amino acids, and a low-fat diet will make you deficient in essential fatty acids (which are essential because they are not manufactured by the body).

This doesn't mean that you want to consume all of these macronutrients in equal measure.

A good starting point for sensibly balancing your macronutrient intake is to take 55% of your calories from carbohydrates, 30% from protein, and 15% from fat. Be aware that this is not going to work for everyone; some people with the endomorph body type are more sensitive to carbohydrates, which means that too

much of them raises insulin and blood sugar levels to the point where there is excessive fat storage and not enough breakdown of body fat. It is a good starting point, however, and can be modified if needed by bringing down the carbohydrate intake (say, to 45%) and raising the protein and fat intake slightly.

Some quick examples of foods rich in each type of macronutrient:

- Complex carbohydrates: Potatoes, brown rice, oatmeal, pasta, bread, yams
- Fibrous carbohydrates: Broccoli, spinach, asparagus, celery, cucumbers, cauliflower, green peppers, zucchini
- Protein: Salmon, chicken, tuna, eggs
- Fats: Natural peanut butter, olive oil, egg yolks, nuts, seeds, flaxseed oil

So, let's go back to Betty and figure out – from her daily fat-loss calorie intake needs – what she's going to be looking at in terms of grams per day of each macronutrient. We're going to take our example of 55%, 30% and 15% of carbohydrates, proteins and fats. And you need to be aware that there are 4 calories in a gram of carbohydrates, 4 calories in a gram of protein, and 9 calories in a gram of fat.

So Betty's daily calorie intake is 1456, which means that for each macronutrient we do this calculation:

Carb: $.55 \times 1456 = 800.8$ calories / 4 = 200.2 grams of carbs per day

Protein: $.30 \times 1456 = 436.8$ calories / 4 = 109.2 grams of protein per day

Fat: $.15 \times 1456 = 218.4$ calories / 9 = 24.3 grams of fat per day

Now, keep in mind that these numbers are NOT taking into account ANY exercise...so, when we add 3 days a week of exercise using the freedieting.com calorie calculator, we come up with 1668 calories a day for fat loss. This is a better number

to work with because, again, if you're on a weight loss program, you will be doing some kind of exercise, on at least a semi-regular schedule. So now the numbers will look like this:

Carb: $.55 \times 1668 = 917.4$ calories / 4 = 229.4 grams of carbs per day

Protein: $.30 \times 1668 = 500.4$ calories / 4 = 125.1 grams of protein per day

Fat: $.15 \times 1668 = 250.2$ calories / 9 = 27.8 grams of fat per day

So this gives you an idea, but remember that you can certainly play around with this somewhat without 'dooming' yourself; you may want to add a 5% increase in fat, and a 5% decrease in carbs, for example. See what is working for you, and adjust when something is clearly not working.

If we go with these numbers above – and let's assume 5 meals per day – then what you're going to want to consume per meal is:

- Carbs: 229.4 grams / 5 = 45.9 grams of carbs per meal
- Protein: 125.1 grams / 5 = 25 grams of protein per meal
- Fat: 27.8 grams / 5 = 5.6 grams of fat per meal

At this point, we are going to want to take a look at some of our new favorite foods and what their nutrition specifics are. Here are a couple of websites that have some fantastic tools that are now going to come in very handy:

<http://www.calorieking.com/foods/>

http://www.freedieting.com/tools/calories_in_food.htm

We've already been using freedieting.com, but now we surf to a new page and a new tool on their site, and find their 'calories in food' listings. Similarly, calorieking.com provides us with a fairly in-depth list of foods we will encounter that we will want to add to our new meal plans. It also warns us of the ones from which we should run away screaming.

According to [*Burn the Fat, Feed the Muscle*](#), the most effective way to speed up your metabolism and lose fat is to make sure that at every meal you are consuming both lean protein and complex carbohydrates. Going on this idea, here are some ideas for foods that can fit into these categories that are tasty alternatives to fatty meats and junk food:

CARBOHYDRATES

When talking about complex carbohydrates, we need to address both *fibrous* and *starchy* carbohydrates. Although fibrous carbohydrates are often described as the 'green, leafy vegetables', you are by no means limited to that. It's necessary to include vegetables in your daily diet to satisfy the fibrous carbohydrate requirement (as they speed up the digestive process and your metabolism), but if you're not partial to spinach and kale, you also have options like:

- Zucchini
- Green and red pepper
- Squash
- Mushrooms
- Tomatoes
- Cucumber
- Asparagus

You also have the option of using a moderate amount of salad dressing on salads, though your best bet is to always go for the 'light' variety.

For starchy carbohydrates – like brown rice, potatoes, hot & cold cereals, pasta, and whole wheat/whole grain breads – here are a few enhancement suggestions:

- If you're like me and you prefer your potatoes baked, it may be from years of spreading melted butter on top to enhance that starchy flavor. Since butter is high in saturated fat, a smart choice

alternative is the butter sprinkles made by Molly McButter, which contain *no* fat.

- Some of us can't imagine living without cold cereal. Since some cold cereals are quite healthy and provide a good serving of complex carbohydrates, you'll never have to. There are, however, many cereals that make dubious claims about their nutritional value. One of my favorites used to be Raisin Bran, but using our 'calories in foods' tool at <http://www.calorieking.com/foods/>, I see that 1 cup of raisin bran contains 19.8 grams of sugar, which is a little high for simple carbohydrate consumption. Using the same tool I find that 1 cup of puffed rice – another of my favorites – contains *no* sugar, and gives me 12.6 grams of carbohydrates. It also contains no saturated fat and has only 56 calories, so I found a good substitute and (in my opinion, anyway) don't sacrifice taste.
- I've never been a big fan of cold sandwiches, and was raised on white bread rather than multigrain bread. However, it's amazing how a toaster can enhance the taste of a sandwich. I toast my sandwich bread whenever it's convenient, and it makes any kind of sandwich filler taste good to me. It is also very healthy and helps satisfy my carbohydrate requirements.

The whole idea here is to find a way to make your meal plan work for you, so that you can still maintain a satisfying flavor while not exceeding your daily caloric requirements.

You always have the option to flavor your foods with condiments like butter or cheese flavor sprinkles, cinnamon, salsa, lemon juice, chili flakes and artificial sweeteners. You can also get fancy with herbs and spices like ginger, paprika, parsley, sage, dill, thyme, oregano, etc. Using these flavorful toppings will help ease you gently away from harmful ones you may use now like butter, gravy, bacon bits, croutons, sour cream, and cheese.

PROTEIN

Because lean protein foods include things like poached salmon, grilled chicken breast, shellfish, and turkey, I've always found protein the easiest of the macronutrients to consume. The

important thing to remember is that for chicken and turkey, it's better to consume them skinless (as the skin is loaded with fat) and ideally they should be breast meat, which is the leanest part of the bird.

These lean proteins can be prepared deliciously the following ways: Broiled, grilled, poached, roasted, baked & steamed. Avoid frying anything while on a fat loss program, including potatoes.

If you prefer fish, there are many options, like trout, salmon, tuna, herring, halibut, bass, cod and flounder; shellfish include oysters, clams, mussels, scallops, shrimp, prawn, crab, lobster and crayfish. The great thing about fish is that it contains substantial amounts of omega-3 and omega-6 fatty acids (the essential fatty acids not produced by the body). These EFA's increase levels of the 'good cholesterol' (HDL), which protects against diseases related to high blood pressure, like heart attacks and strokes.

Protein is also found in eggs (although you want to minimize the fatty yoke part), and dairy products like low or no-fat milk, yogurt, mayonnaise and cheese.

If you prefer to not eat living things at all, there are meatless alternatives to burgers, sausages, bacon, salami, pepperoni and others that are available at most grocery stores. The ones made from soy are high in protein, and many of them taste great.

In fact, I would encourage anyone who indulges in fatty meats to give these a try. I personally haven't touched a burger now in 13 years. I made a quick switch from regular burgers to veggie burgers and never felt like I sacrificed in taste. The only thing to be careful about with meatless alternatives is that some of them have very high sodium levels. Read nutrition labels as per usual.

Baked beans, lentils, soymilk, and peanut butter are some other protein sources for a vegetarian diet.

FAT

Knowing that we have to give up or at least seriously decrease our consumption of foods high in both *saturated* and *trans* fats is usually the most difficult part of taking on a fat loss program. These kinds of fats are related to things like ice cream, cakes, cupcakes, most potato chips, candy bars, and pretty much anything else that tastes really good to most Western palates. You can allow yourself a little bit of leeway by including saturated fats as about 1/3 to 1/4 of your daily fat intake, but you certainly can't consume saturated and trans fats the way most Westerners do and expect to lose weight.

Continue asking yourself: do I want to feed a fat/sugar addiction, or do I want to look and feel fantastic?

So, what are some common sources of polyunsaturated and monounsaturated fats? Good question. Polyunsaturated fats come from fish, walnuts, pecans, almonds, flax, soybean oil and sunflower oil; monounsaturated fats come from avocados, olives and olive oil, pumpkin seeds, cashews, pecans, hazelnuts, peanuts and peanut butter.

To a certain extent, this is good news if you favor nuts and seeds as snacks. However, you still can't eat nuts all day long and expect to lose weight, as nuts still contain high amounts of fat and – since there are 9 calories in a gram of fat – you run the risk of going far beyond your calorie levels. Nuts and seeds are great in moderation, though. Developing a taste for them as a snack over chocolate, potato chips and baked goods is a very wise decision indeed.

Our example, Betty, is on a fat loss diet that allows her 27.8 grams of fat per day, and 5.6 grams of fat per meal for each of her 5 daily meals. Per day, she should not be consuming more than 9-10 grams of saturated fat. The rest should be unsaturated fats from the sources listed above.

Here are a few tips to help you get your unsaturated fat daily requirements:

- Use extra-virgin olive oil for cooking;
- Unless you're really anti-fish, keep some tins of oysters, sardines and cans of salmon and tuna around. These are cheap to have, won't go bad, and can be eaten in small amounts for both healthy, unsaturated fats and protein requirements.
- Start replacing snacks like cookies, crackers, chocolate, etc, with various kinds of nuts and seeds.
- Keep a jar of *natural* peanut butter handy. When you need a little unsaturated fat consumption, you can spread some on toast, an apple, a stick of celery, and whatever else appeals to you.
- Avocado is a tasty fruit that can be spread on toast, mixed with rice, and used as a meat substitute on sandwiches and in salads.

HEALTHY SNACK IDEAS

Having read this far, you probably have some ideas of things you can make for various meals in the day that will abide by these healthy eating guidelines, but...

What about snacks?

This section is included here because of the frequency with which people break with their programs because of snack foods and feeling hungry at odd times. Because you're eating 5-6 meals a day, you shouldn't have major problems with hunger, but of course there are times when you are just going to want something to nibble on. So, here are some suggestions that aren't going to set you back a week with your fat loss goals:

- Regular popcorn with butter flavor sprinkles instead of regular butter;
- Baked tortilla chips with all natural salsa;
- Peanuts, walnuts, cashews, pistachios, almonds, pecans, hazelnuts, etc;
- Strawberries, blueberries, raspberries, etc;

- Grapes;
- Low-fat yogurt;
- Pretzels

These suggestions do not give you carte blanche to choose any version of any brand; for your own sake you need to make choices that are relatively low in sodium, and any potato or corn chips that are consumed should be baked. Since snacking is the easiest way to get carried away with quantity of consumption, you must also keep in mind the importance of moderation to achieving your goal.

Keeping the Engine Warm with Exercise

One of the most common problems with ill-planned fat-loss programs that people put together is that they want to believe that fat loss can happen with a good diet and no exercise, or lots of exercise and a fatty diet. Unless your metabolism is already through the roof, it just ain't gonna happen.

If you're not used to being terribly active, you're really better off finding ways to *ease yourself into activity* than trying to do too much too soon, feeling overwhelmed, and giving up. If this e-book has no other purpose, it's to **KEEP YOU FROM GIVING UP ALTOGETHER**. Don't want to start with 6 days of jogging per week? Fine. Feel uncomfortable being at the gym? Fine. Hate aerobics tapes? Fine! I'm here to provide some options so that you can find something that is both comfortable for you as well as giving you the best results possible.

Probably the smartest trick that I have discovered to get myself back into really enjoying exercise is to find physical activities that are *goal-oriented*. Think about being a kid playing tag, or hopscotch, or being a teenager playing paint-ball. We hardly think about the exertion we're making as we're exercising because we have a clear *goal*, and also because we're doing exercise that serves as a social activity.

If you spend a few weeks doing exercise that gives you an obvious goal, you can carry this over to any other kind of exercise you do. Some things you could do to 'find your goals':

- Shoot hoops;
- Play racquetball;
- Play badminton;
- Have races with family/friends in a swimming pool;
- Play Frisbee;
- Play catch

This is but a small list. Many of these things you can do – if not in your own back yard or driveway – at a local YMCA or community center. If you have people around you who are also trying to lose weight, great!

Now, be aware that the exercises listed above are *anaerobic* exercises (where you start and stop), and are not going to give you the fat-burning benefits that aerobic (endurance) exercises will. But don't worry about that for now. Unless you're ready to jump right in to intensive aerobic exercise, let's find our way into it with ease.

One way you can facilitate the process of finding an exercise schedule that will help you lose weight is by using more free tools. Take a look at:

<http://www.nutristrategy.com/activitylist.htm>
http://www.fitday.com/WebFit/burned/calories_burned.html

These tools will give you a rough idea of how many calories you will burn for each listed exercise. Note that the tool at Fitday.com is a little more useful because it gives calorie-burning totals based on information you provide about your weight, height, age and sex.

So, we can take the imaginary Betty and get an idea of what different exercises will do in terms of burning calories from her 170 pound, 5'8", 35 year old frame. Bear in mind that these statistics are for 1 hour of exercise:

- Shooting hoops: 226 calories burned
- Fencing: 323 calories burned
- Croquet: 97 calories burned
- Frisbee, general: 129 calories burned
- Racquetball, competitive: 581 calories
- Tai Chi: 194 calories

When you're starting out, you don't even necessarily need to worry about counting your calories burned. However, it is a good idea to get in the habit early.

Keep in mind that there are roughly 3500 calories in a pound, so if you want to lose 2 pounds a week, you're basically looking to burn about 3500 calories a week through exercise, and create another 3500 calorie a week deficit in diet. Be aware that trying to lose more than 2 pounds per week can put you into 'starvation mode', which will slow your metabolism and prove counterproductive.

Here you'll notice that racquetball has the greatest effect, followed by fencing. These would be great places to start, as they both are strongly goal-oriented and potentially very enjoyable ways to get active. On a very simple level, playing racquetball 6 days a week for 1 hour a day where you're burning 581 calories per session would have you burning 3486 calories a week with this exercise.

Please note that this is loose, because the description at Fitday.com doesn't specify **level of intensity**, but it gives a rough idea, and you can monitor any results for yourself.

Now: what if you're at the stage where you're ready to take on more, or just really need to get on with seeing maximum weight loss right away?

At this point you need to up the intensity level somewhat. However, you still – and always – have a choice with what kind of exercise that you would like to do to reach your goals. When you're ready to get really serious, you're just a little more limited than before.

The best aerobic exercises for highly effective fat-burning are:

- **CYCLING:** If you are an outdoors type and live in a warm climate, this could be a very enjoyable means of exercise. You would benefit greatly if you have a track near your home, or any other area in which you can cycle continuously, because constantly stopping at traffic lights and other obstacles would make this more anaerobic and you wouldn't get the maximum fat-burning benefits of continuous pedaling. A stationary bike is a great alternative because you can choose how fast you want to pedal, how much resistance you want to work against – and watch tv at the same time.
- **CROSS COUNTRY SKI MACHINE:** This is a piece of gym equipment that you can have a lot of fun with and lose a lot of fat with at the same time. If you don't want to join a gym, you can still purchase one of these used on EBay for \$200 or less.
- **ROWING:** I couldn't begin to calculate how many pounds I have shed in my lifetime with my rowing machine; these things are very effective. If you're looking to lose fat and gain muscle at the same time, this is a great choice, and again you can always adjust the intensity level for how you're feeling on a particular day. You can find a good used one for \$200 or less.
- **JOGGING:** Although a lot of people seem to really dislike jogging, every time I go to the gym the treadmills are among the most popular pieces of equipment. Of course, jogging doesn't require any equipment at all, and can be done anywhere, so its existence doesn't give us any excuses not to exercise. An alternative is to use a treadmill at a walking pace, which can be very effective if you adjust the incline to a higher intensity and do it continuously (20 – 60 minutes).

I would always recommend owning at least one piece of exercise equipment, preferably one that works the full body for effective fat-burning as those mentioned above. A couple of hundred bucks is really a very small price to pay for something that will last you for years, as most of this equipment will.

One of the main reasons I find working out at a gym so effective is that I like to secretly 'compete' with those around me who are using the same equipment, to last longer than everybody else and with more

intensity. Again, this is about providing yourself with a goal and making your sessions fun.

Once you get to the point of blasting off with an exercise program (when your energy level is at a good rate), you will need to start mixing your cardio workouts with weight training. Building muscle is how you get your metabolism working *even while at rest*. This is an important part of any weight-loss program, though specific strength training exercises (there are hundreds of effective possibilities) are beyond the scope of this book.

There's one last thing I want to say about your exercise program that also applies to *everything* you do. I find it to be of supreme importance to watch your vocabulary in how you describe things. If you go back through this book, you'll see that when describing an exercise session, I never use the word 'routine'. I really dislike that word, because I don't associate a 'routine' with something that excites and invigorates me. For the same reason, I'm not partial to the word 'workout'. This may sound like a small matter, but it's not. At worst, I'll call it a 'session', but call it a 'fat-burning bash' if that further **excites** you to do it.

This crucial idea leads us seamlessly into the final section...

Adding Fuel to the Fire

I've long been fascinated with the human potential of positive transformation. Personally, I've gone from being a skinny kid to a muscular teenager, a beer-bellied adult to a slim adult, and a smoker to a non-smoker. In my 30 years, I've also taught myself how to play guitar, how to sing, how to write, and have enormously improved my posture. All of these things have given me greater self-confidence and improved the quality of my life. I never had a specific mentor when I undertook any of these tasks, just a gnawing feeling that I was capable of much more than I was doing at different times in my life. I wanted that overall feeling of contentment that I observed in people who set themselves lofty goals and went about accomplishing them. I wanted to abolish self-hatred within myself and really enjoy my life.

I'm going to say right now with no fear of overstatement that **this is the most important of the sections**. The way that you perceive yourself in a weight-loss program will determine whether you stick with it, or quit and increase your frustration and self-loathing. If you're the type of person who is constantly trying to better yourself, and constantly stalling in your attempts, you may not even be conscious of how your inability to take control of your thoughts is severely crippling your efforts.

It's disconcerting to hear the way some people will refer to themselves in their attempts to better themselves. You must get in the habit of thinking and speaking in a way that energizes you if you want to get any results. Here are a few key points to help spur you on:

- 'Trying' is not 'doing'
- **If you hate yourself, you're going to have no motivation to improve**
- Change is *not* going to trigger an identity crisis
- Setting big goals and achieving them will give you more happiness than you can possibly imagine
- You are never limited to being 'average' or weak
- Over-thinking and procrastination are absolute enemies to progress (by the way, planning is *not* over-thinking. It is an action – putting your thoughts into a concrete form).

It may seem difficult to grasp the concept that you have to like and respect yourself in order to (*before* you) change, but it's true. When are we ever motivated to do good things for people we don't really like and respect, especially when those things involve significant sacrifices?

The best way to do this is to clearly image yourself as the person you want to be; you'll be really excited looking at your own potential and realizing that there is hope, because humans are malleable creatures. You simply need to fit yourself into a different skin by a shift in thinking and behavior.

If you have found that your thinking has really become steeped in negativity, you're going to need to focus on painting over this current

portrait with a different, brighter color. It may be essential to erase your repertoire of uninspiring, damaging thoughts with new ones that hit you in a different place, that really cause a spark in you.

I'm absolutely convinced that the reason why people do so many insane things to themselves and others in their lives is because they never examine their thoughts and see how their most useless or hurtful behavior is caused by them. We either think we're at the mercy of our thoughts or that they're generally harmless. But even if your way of thinking causes you a general feeling of listlessness, that's not really *harmless*, is it?

Every once in a while I'll read a quote from somebody and a spark is lit. I realize that the words I'm reading weren't said flippantly, but came either from a point of wisdom, or were very carefully thought over. Every once in a while I'll have the same epiphanies within myself when something comes to me that can only have come from my endless experience, and from reaching a feeling of peace with something that I've struggled with. This feeling of peace is crucial to find in order to start your weight-loss program with a feeling of invigoration.

These are some of my favorite 'a-ha!' quotes that I've come back to again and again:

- “If you want to reach a goal, you must ‘see the reaching’ in your own mind before you actually arrive at your goal.” (Zig Ziglar)
- “If what you are doing is not moving you towards your goals, then it's moving you away from your goals.” (Brian Tracy)
- “Don't wait. The time will never be just right.” (Napoleon Hill)
- “Effort only fully releases its reward after a person refuses to quit.” (Napoleon Hill)
- “How am I going to live today in order to create the tomorrow I'm committed to?” (Anthony Robbins)
- “Low self-esteem is like driving through life with your hand-break on.” (Maxwell Maltz)

Ponder this question for a bit: If you exposed your mind frequently to thoughts like these instead of thoughts of pettiness and self-abuse, how do you think you would change?

If you've never set yourself a BIG goal and then set about inspiring yourself to achieve it, you're missing out on the most exhilarating feeling in the world. Period.

I love accomplishing things that many others feel they can't do, and what many others tell me – directly or indirectly – that *I* can't do. When I quit smoking after a decade of a pack-a-day habit, I heard the voices of the doubters frequently. I interrupted these voices with empowering thoughts, and I am now an ex-smoker coming on 4 years. I have long had faith that I am capable of much more than I show on a daily basis, and that we all are.

Anthony Robbins has a great line about how, when we go to a bad movie, we can't wait to leave, and would never put money down to see it again. Yet, we replay the same 'bad movies' over in our heads every day. Why?

You may be the type of person who loves yourself, and can't wait to put your foot on the gas pedal to start your fat-loss program. Great! If you're not, you need to take the time to see how it is you're sabotaging yourself, and set about correcting your mental errors.

Find your own quotes. Find them in books, online, from yourself, from your mentors. Positive, insightful words are absolute gold when you are setting out to accomplish something big, something life-changing.

Carry them around with you. Write them on the back of business cards that you stick in your wallet, purse, handbag, coat pocket, whatever. Write them out on sheets of paper in thick black marker and put them on your fridge, in your office, in your exercise room, wherever.

Don't make the common mistake of reading them once or twice, feeling momentarily inspired, and forget that they exist. If a concept

sparks something in you, realize the value of that and follow the lesson.

I'll leave with this: Don't ever lose sight of the FACT that all the things you do when going on a proper weight-loss program are going to have you feeling great. Your energy will rise, your self-esteem will rise, you'll start to feel more and more satisfied, at peace, content. The alternative has not given you these gifts to this point, and it never will.

Conclusion

Hopefully at this point you've formulated a clear idea of how you can set up a weight loss plan for yourself that is balanced, hopeful, and excites you to get started immediately. The aim of this book is to bring you to the realization that you don't have to torture yourself to take on a challenge like fat loss. You DO need to set your mind for success, so as to avoid fighting yourself every step of the way. This should be your first concern, and an ongoing one at that.

The best way to target your mind for success in your weight loss goals is to learn the habits of the most successful 'fat-burners'. With certain principles in place, and a desire to succeed, it's amazing the extent to which people can transform their bodies and lives. I set about studying these habits and compiled my findings into a FREE e-course entitled:

'The 14 Habits of Highly Successful Fat-Burners'

You can sign up for this free course at my website,
www.FatLossLetters.com.

I hope to see you in class!