

The 9 Secrets & 7 Myths of Fat Loss

Real Fat Loss Strategies
for Real People

with Real Lives



Geoff Hetherington

Contents

PREFACE	3
Why should you listen to me?	4
My Mistakes	6
Fat Loss Myth #1:	8
<i>Fat Loss Myth #2:</i>	8
<i>Fat Loss Myth #3:</i>	9
Fat Loss Myth #4:	10
Fat Loss Myth #5:	11
Fat Loss Myth #6:	12
Fat Loss Myth #7:	12
Bonus Fat Loss Myth:	13
What can you do?	13
Fat Loss Secret #1	14
Fat Loss Secret #2	15
Fat Loss Secret #3	16
Fat Loss Secret #4	18
Fat Loss Secret #5	19
Fat Loss Secret #6	20
Fat Loss Secret #7	20
Fat Loss Secret #8	21
Fat Loss Secret #9	21
Bonus Secret -	22
WHAT'S NEXT?.....	22
A leaner fitter and stronger body is just 30 days away.....	23

PREFACE

*The problem is that the older we get, the harder it is to lose fat, keep fat off or if we are lucky enough to be reasonably lean – get rid of those last few pounds. **Our metabolisms become broken.***

*Life is not very fair - the closer we get to 40 years of age and especially after we pass this age, our bodies begin to exhibit a strong reluctance to change the way they are. Even worse we begin to get the dreaded 'middle age spread' - it just seems to creep up on us. We see a photo and suddenly there is this larger, pudgier overweight person looking back at us and we wonder how did that happen? Or when did that happen? **I mean it only feels like last month when we were lean & mean, fit & taut – it's just unfair...***

Adding to this unfairness is the fact that our Bodies let us down and actively work against us - our metabolism slows (by age 40 our metabolism is up to 45% slower than our late teens...) and it becomes harder to reset your body's point of energy homeostasis© (the 'let's just keep things the way they are' control).

*This 'set-point' determines the composition of your body to a large extent and the more used it is to having a high body fat percentage the harder it is to alter. **The harder we try to get leaner and fitter the more our body tries to hold onto the Homeostatic set point it is currently at.** The fact is that our bodies love homeostasis and in order to change how we look and feel we need to shake things up and work against this innate physical 'hardwiring' of our bodies to achieve a state of new equilibrium with less fat, more leanness, more strength, greater fitness and stay there.*

Even worse the older we get the more difficult it becomes to manipulate your body's production & use of Leptin, Ghrelin, Insulin and Growth Hormone – four important hormones in the control of body composition – simply these are really important to how fat you are, how fat you get and how fat you remain...

All this means that our metabolism is broken – it is slower, it is less efficient and has become accustomed to preserving and storing too much fat for our health & longevity.

The good news is that your metabolism can be re-conditioned so it becomes faster and promotes leanness rather than fat.

*In fact you can make your body's desire for Homeostasis work for you, you can influence the body composition hormones and **if you use the right approach you will get leaner and fitter** without becoming a monk, a food Nazi or an exercise obsessive. You can, in effect re-condition your metabolism.*

*To move from pudgy, or fat, to lean & fit is not ever an easy battle, so I congratulate you on downloading and reading this free report. **You've just taken an important first step on the way to changing how you look & feel.***

You have separated yourself from literally thousands of others who want a better healthier life but have not taken a step towards achieving it. Congratulations – less than 2% of the population actually take action. You've just become part of an elite group.

Why should you listen to me?

Well I am the wrong side of 50 years old and have yo-yoed from fit to fat and back again for the last 20 odd years. **In fact I have struggled with my weight just about all of my life.** It's not as if I haven't tried – I have been on a diet or workout program for most of my adulthood. After every failure I would have a period where I worked on my acceptance of my appearance and eventually I would dismiss that for the lie it was, get sick of how I looked and take action, get fit & lean again, and then begin the slide back to sloth and fat as the methods used to get fit & lean proved unsustainable for the long term.

Simply put I was failing again and again. Some of the diets and programs out there worked for a while but either I was not willing (or strong willed enough) to stick to the restrictive diets they prescribed or undertake the many hours of 'working out' needed to keep the fat at bay.

I once lost 36 kilos (about 80 pounds) in 11 months by using a little home stepper (I actually killed 3 of them during this time) for over an hour every morning and most evenings, whilst eating as clean as I knew how. I worked up to over 10,000 steps every session twice a day counting every second step only. I went from 135KG (306 lbs) to 99kg (225lbs). It was a great result and lasted about 2 months before I began to gradually gain fat and slowly become pudgy again. **The whole regime of food and those 10,000+ steps on that stepper was just too much to keep going with – I wanted a life as well!!** I never did fall back to that huge weight, but I have been as heavy as 120KG (270 lbs) since then.

At the age of 48 I woke up pretty much fatter than ever, with little energy for anything outside my job, and with my self confidence dragging its tail on the ground. I felt fat, slow, weak and unattractive. **I wondered how my gorgeous wife could bear to be with me.** I was at an all time low.

Even after being warned by Doctors that I was flirting with adult onset diabetes I only seemed to find short bursts of the necessary fear to stick with a program to get fit and lean. During the 1990's to the early 2000's I took up smoking again (I was like Mark Twain – Giving up smoking was easy – I had done it 100's of times!) **Likewise the concerns of my family and friends created more shame than a burning desire to be 'fat free'.**

After over a decade+ of personal failures with various exercise, product and diet strategies, I became increasingly disillusioned and frustrated with the amount of misinformation on the market. **I tried, bought or borrowed every program I could find, joined gyms, took step classes, spin classes, body pump classes, became a kick boxer, got**

into the latest fads and spent thousands of dollars in my quest for a magic bullet. A solution that would turn me from Fat to Fit.

Instead I discovered that most of the information, products and programs available were and remain aimed at the teen to thirty age groups – there appeared to be no recognition of the nearly 40 and over 40's who were in the market for a solution. **Even the programs that worked were not sustainable for real people with real responsibilities like family and work and all that goes with them.** The programs and their sellers certainly didn't recognise or acknowledge the slower metabolisms and time poverty of folks our age. They still don't! Losing weight when you are 30 or younger is a different proposition from when you are 40 or older...

Nor did any of the latest and greatest wonder supplements ever work. **Eventually I just hit the lowest of lows – I was fat, got out of breath doing my shoelaces up, the romantic side of my life was dropping away and I flinched every time I saw a mirror.** To make things worse I could not keep up with my 11 year old son, or even hold my own in martial arts classes anymore. I looked and felt sick and I was sick to death of how I looked and felt.

Out of sheer frustration I became committed to finding the best ways to kick start rapid & sustainable fat loss, whilst developing a lean and fit body.

I deliberately set out to become fit and lean.

I say fit and lean as these are the 2 components that we all need to lead a vital and active life, with reduced chances of degenerative diseases, well into our 70's and beyond.

Out of these last 10+ years, out of the hundreds of classes, the thousands of dollars spent on course and programs, **the tens of thousands of nutritional and health articles read**, the hundreds of trial attempts with friends, has come the knowledge and information that clearly identified what does and does not work. Make no mistake during this time period I was sometimes tricked, I bought scam products - but I also bought good solid programs that worked for people in other life stages. **There was just nothing for the 40 plus that seemed to address all of our needs...**

I certainly had no intention of spending so much of my life, or so much money from my pocket not to mention the sheer physical and mental effort involved in finding out what works – **I thought that it would be easy to find out the solution to my problems.**

Instead, it was a long journey that led to me finding which exercises are the most time efficient, what meals work best and what a sustainable program is for a lifetime. I found out what were in my opinion, the greatest myths and greatest secrets of becoming fitter and leaner.

The things I learned and identified along the way have enabled me to drop from 120 KG (270lbs) to 100 KG (225lbs), from a 45 inch waist to 36 inch, one

becoming faster, stronger, leaner and healthier than I have ever been – all at age 50. My wife experienced similar results – inches gone from her waist, kilos of fat burned off. It is this experience that has led to the creation of this free report for you.

Sorting through all the crap, the waste and the misinformation has enabled me to uncover techniques which can literally transform your life by shifting your body shape from fat to lean, from weak to fit.

My Mistakes

My biggest mistake does not relate to diet or exercise, it relates to the way I approached this – **I thought in terms of weight loss, not FAT loss.** Because of this thinking on several occasions I ended up a smaller fat person, not a leaner, fat reduced person. Once I made this mental shift more things began to fall into place for me.

Before I knew better I had also bought into the whole ‘low fat, low protein, high carb is healthy’ myth.

But I reckon that we are not so different:

- I'll bet your quest to get a lean, fit body has failed you in the past.
- I'll bet that you thought in terms of weight loss and not fat loss.
- I'll bet that you got on the scales everyday & wondered why they did not reflect your hard work and efforts to 'slim' down.
- I'll bet that you've been told to do lots of slow cardio in the 'fat-burning zone', and to perform high rep weight training because high reps 'tone & tighten'.
- I'll bet you've been told to eat less food, don't eat any fats, only have 1 egg a week because of cholesterol and learn to love carrots and celery as good in-between meal snacks.
- I'll bet that in general you were told to become monk-like in your devotion to losing weight because it was only a diet and you could go back to 'real' life after you had achieved your goals...
- I'll even bet that you thought that if you achieved your weight loss goal then you could let yourself indulge in and enjoy a few of the delicacies that you gave up...
- I'll bet that after a few attempts that you felt that you were not in control of the process, your body or your life.
- I'll also bet that any results you got were short term and transitory at best, frustrating and heart breaking at worst and in every case where you got some results they did not last for long – especially in light of the effort put in.
- I'll bet that I can share war stories with you on all of the above and more besides.

I can understand your frustrations because I've been there – chances are I was once just like you. **There's no worse feeling that seeing a saggy soft belly in the mirror when you have followed the 'right' advice and worked your backside off** (or not, as the case may be).

You've been sold a lie, not deliberately but due to outmoded thinking and a misunderstanding of how our bodies work.

There is a great deal of truth in this report.

Here are a few of my mistakes:

I did far too much long slow Cardio – you know the ones hours spent on a stationary bike with your heart rate firmly kept in the (fictitious as it turns out) 40% of max zone – remember **I became a serial 'killer' of mini-steppers.**

When that did not work long term I then began to literally spend hours every day doing aerobics classes, using stair climbers and running on treadmills in my efforts to burn fat.

In terms of food **I not only dropped too many calories, too fast, from my diet, but I avoided all types of fat as much as possible.** (Yep I was like the body builder who rinses his cottage cheeses under the tap to reduce the fat content...) Now of course we realise that there are certain fats that are essential to our health – back then I didn't and so by avoiding any & all fats wherever possible I caused an increase in body wide inflammation and a loss of key nutrients. **I developed arthritis and even worse this plunge in calories lead my body to activate its fat preservation programs** – as it does for everyone when their body believes it is in a situation of calorie scarcity.

What I did by eating less (on an approved fat loss diet no less) was actually give my metabolism less of the nutritional support it needed to keep running strong. This caused my catabolic (inflammatory) hormone levels to escalate, while knocking the levels of the good fat burning, recovery enhancing hormones way down. **Plus I felt like crap.** All the time (well except for those times when I cheated on my diet...)

In addition to hours of low intensity Cardio I was doing high-rep weight training pretty much to failure. Of course training to failure tends to be difficult to recover from, even when you are on a normal or even bulking up diet. **Recovery is harder on a calorie deficit and with nutrients missing and joints aching; my motivation continually took major hits.** Note this well: Surplus nutritious calories do help recovery, just not fat loss.

Now when you combine high-rep weight training, couple it with long-duration cardio and a low calorie diet you have created just about the perfect formula for slamming the brakes on your metabolism and a slowed metabolism means more fat storage. **All in all the traditional & 'approved' methods of weight loss create a metabolic environment that carries too many stressors for your body to handle at once.**

And that is what I did time & time again because it was the best advice available. Even today in my local Health Club I see Personal trainers writing 'programs' for their overweight clients that look just about identical to what I did 10 years ago without achieving any decent sustainable results.

*I realise that at least some of what I had done in the past must have been good – because it worked – at least for a while. **The question was why these approaches did not work for longer.***

This leads us to the 7 Myths of Fat Loss...

The 7 Great Myths of Fat Loss

Fat Loss Myth #1: You have to accept middle aged spread as a consequence of getting older.

This is a lie – and one of the worst that you can buy into.

*40 is, they say the new 30, 50 the new 40 and so on. This represents a good change in some of the thinking on aging as no longer is 40 seen as getting close to senility. **One thing that has not changed is the idea that middle aged spread is not avoidable and is in fact a natural part of aging.** This is, to be blunt, crap.*

Middle aged spread is a direct result of a slowing metabolism, poor diet choices and living a general ‘adult’ lifestyle that involves raising children, working on a career, and taking on all those other grown up responsibilities. The good news is that the middle aged spread does have to be – it can be stopped & even reversed.

***By re-conditioning your metabolism, by making some alterations to your diet and by getting some of the right exercise you can not only stop middle age spread you can get rid of it.** It takes some knowhow, a solid program to follow and a determination to not be like the majority in order to achieve this.*

Fat Loss Myth #2: The Body Mass Index is a reliable way to determine if you are overweight.

This is another myth that affects too many people. The Body Mass Index (BMI) formula was developed by Belgium statistician Adolphe Quetelet (1796-1874), and was then known as the Quetelet Index. The Body Mass Index supposedly measures if you are overweight in terms of your height and weight. Insurance companies love this one as do lazy medical practitioners.

The BMI formula is your weight in pounds multiplied by 703 then divided by your height in inches squared. (In the metric system it is weight in kilograms divided by height in metres squared) I say supposedly as the BMI makes no allowance for the fact that muscle weights more than fat and that many athletes are rated obese by the BMI when they are not.

Factors such as race and athleticism can affect weight status results. According to the BMI a healthy rating for a male is 20 – 25, with a rating of over 30 is supposedly obese. This is just wrong - for example, an athlete with a muscular build like a gymnast or basketballer or even

sprinter may be classed as being overweight when their actual weight should be categorized as 'normal'.

The best way to judge if you are overweight is to use the mirror and the way your clothes fit.

How Do You Know If You Have Too Much Belly Fat?

A simple way to assess your body fat risk is to take your waist measurement. Use a flexible tape to measure your waist over your belly button. A healthy waist measurement for women is below 32 inches / 80 cm and below 36 inches / 90 cm for men.

Waist Measurement & Risk level

Healthy:

Male: Less than 36 inches / 90 cm

Female: Less than 32 inches / 80 cm

Moderate Risk:

Male: 36 – 40 inches / 90 - 102 cm

Female: 32 – 34 inches / 80 - 87 cm

High Risk:

Male: Greater than 40 inches / 102 cm

Female: Greater than 34 inches / 87 cm

Women have a higher than normal body fat risk if their measurement is above 34 inches / 87cm. If you are male your risk is high if your waist measurement is above 40 inches / 102cm.

The other way is simple – if you can grab a handful of flesh from around your waist you need to lose some belly fat.

Extra body fat around the abdomen sits very close to vital organs and creates more stress on the heart. It is vital to lose this belly fat as it is strongly linked to elevated levels of insulin. It increases the serious risk of developing Insulin Resistance Syndrome and Type 2 Diabetes.

At best the BMI provides a general indication as to whether an individual is overweight.

Fat Loss Myth #3: To lose fat you have to use long sessions of Low Intensity Cardio

Research has conclusively proved that working in the 'fat burning zone' burns more fat (percentage wise) for the period in which you do it, but stops burning fat soon after you stop. However research also shows that **you burn more fat and calories for much longer after you stop exercising if you adopt a high intensity cardio program.**

An interval training approach – short intense bursts of near maximum effort – burns calories for hours after the activity stops...20 minutes a time of this HIIT approach does the job very well indeed.

Doing any repetitive form of cardio for long periods is counterproductive – especially when combined with a calorie scarce diet. **With your body feeling food is scarce it will preferentially burn muscle rather than fat.** Your metabolism further retreats into ‘starvation’ mode as muscle mass diminishes and you lose strength and shape. This is not desirable because muscle burns calories when at rest – less muscle = less fat burn each day. Not good.

Fat Loss Myth #4: Eating much Less will cause more rapid weight loss

Eating less, especially crash dieting, convinces your body that it is starving & it brings all of its defences to bear to ensure that fat is spared. So not only do you run the risk of depriving your body of the nutrients it needs to be healthy **you artificially create an internal environment that actively works against fat loss.**

This creates a state of extreme homeostasis where, in order to preserve Fat, muscle will be burnt preferentially for fuel. **Remember less muscle = less fat burning** and so the cycle repeats.

Eating much less will do nothing more than ensure that you end up with more fat than before.

Even worse - calorie reduction over time also adversely affects the body’s ability to utilise the hormone leptin as it should. **When fat loss stops it can be for a number of reasons** but in general either your metabolism has stopped responding to or there is a problem with your hormones – specifically Leptin.

Leptin is often referred to as the ‘anti-starvation hormone’ and it is the main ‘command’ hormone that governs fat loss. There are other hormones involved but they are governed by or are dependent upon Leptin.

If you are suffering from a fat loss halt, your body’s use of or response to Leptin is likely to blame and manipulation of it is the often missing link in successful fat loss.

In general the higher the level of Leptin you have circulating in your body the higher your metabolism and the more fat you can burn. Lower levels of Leptin mean the opposite. This makes sense, but as is so often the case with our bodies this is only a part of the story.

Leptin levels are dependent upon 2 things – Calorie intake and body fat levels.

High calorie intakes tend to be associated with higher levels of Leptin. Low calorie intake means low Leptin levels. Now if Leptin controls fat burning and you’ve just drastically cut your calorie level guess what happens to your levels of leptin? Yep – they fall and turn off the fat burning. This means sharp sustained reductions in calories triggers a fall in leptin which

in turn triggers fat preserving action by your body and you hit a fat loss halt. Moreover your body begins to burn muscle for fuel in its place. **Remember less muscle = more fat and less fitness.**

By the same token just eating more will not and does not necessarily increase leptin levels to the extent that they support or encourage fat burning because **Leptin's action in the body is also controlled by your fat levels**

Higher levels of fat mean higher levels of leptin.

So If higher fat levels mean higher levels of Leptin why are fat people fat?

The reason for this is like diabetics who are insulin resistant, you can become leptin resistant. Insulin resistance occurs when your body secretes so much insulin in response to your (usually crap high carb diet) that the insulin **receptors in your cells become downgraded and less responsive - desensitised.** This means that more insulin is required to achieve the same effect and more insulin means further down regulating of the cell receptors and on it goes. In the end the insulin stops working because your body has developed a resistance to its actions at a cellular level...Moreover the more insulin spikes you have the more calories you store as fat.

This down regulation of cellular action also holds true for Leptin. Leptin is secreted by fat cells so the fatter someone is the more leptin they have. However, **just like insulin, constant bombardment by leptin, down regulates the leptin receptors in the body** which means that more leptin is required for the leptin regulators to do their job and this becomes a game of diminishing returns, a negative feedback loop.

Conversely the less fat you have, the less leptin. The less leptin that is present in our bodies means the harder it is to lose that next pound. **Every step closer to being lean & fit means that there is less leptin in your body** and this is why those final few pounds are so difficult to take off.

So just eating less without following a properly constructed diet can and will bring your fat loss to a halt.

Fat Loss Myth #5: You don't need to change your lifestyle – you only need to go on a strict diet now & again.

This mindset would have you believe that you can 'let yourself go' and fix the health / fat / body shape issues by knuckling down to a tough diet for a set period of time once or twice a year. This may be possible in your twenties or even early thirties but becomes harder & harder as the years slide by for all the reasons we have mentioned. Anyway does the term yo-yo dieting mean anything here?? Even worse with this mindset the diet chosen tends to be the latest & greatest – some fad or crash style eating plan. These diets work usually by causing a mix of water and muscle loss – you do lose weight, what you don't lose is FAT. **You end up becoming a smaller fat person.**

*These diets fail every time because they are based on a short term mindset and therefore ignore our body's hormone system and desire for energy homeostasis as factors. **Lose 10 pounds and gain back 12 the next week.** Not good or healthy.*

*This approach presupposes that our bodies can constantly be abused and then bounce back as easily and as good as before. Anyone nearing or over 40 knows that this is just not true. **Every year it is more of a struggle to get back into shape.** Every year, when this is achieved by traditional methods, the in-shape- phase lasts for a shorter & shorter period of time.*

*Once you revert to 'normal' eating at the end of one of these wonder diets you run the very real risk of ending up fatter than ever before with **less muscle and a harder time** ahead of you for the next round of fat loss.*

*Simply put these periods of extreme denial and working out take their toll and end up **reinforcing your body's resistance to changes.** Homeostasis rules unless it is disrupted and reset.*

Fat Loss Myth #6: High Rep weight lifting to failure will burn fat.

*Your muscles are made up of several fibre types. Lifting a light weight for multiple reps only engages a few of them. **Energy consumption, metabolism boosting and fat burning only take place when as many muscle fibres as possible are recruited and used.***

*With light weights / high reps in combination what happens is you activate too few muscle fibres for any metabolic effects, waste time in the gym and **often create excessive strain on your joints** – too much light bench pressing can easily lead to a condition not unlike 'Tennis elbow'.*

Used properly, lifting for high reps with light weights has its place in training – just not for efficient fat loss.

Fat Loss Myth #7: You have to exercise daily to see results.

Daily training of the traditional types results in a lack of recovery time for your body. Over training when coupled with a restricted calorie diet leads to tiredness, aches & pains and the development of a general malaise in terms of motivation.

This overtraining effect results in fat storing & muscle destroying hormones being released and you guessed it – you bust your butt every day but end up fatter than before.

*Training with the same program every single day for week after week also wears thin quickly and lowers your interest, motivation and tenacity. **A good program will have your metabolism re-conditioned so that it is burning calories for hours after the***

exercise has finished. A good program will have a varied exercise structure and will have a mix of rest, recovery and hard work.

Okay so we have seen how believing and following these 5 of the most common myths about fat loss actually create the opposite effect to what we are trying to achieve – but what can you do?

Bonus Fat Loss Myth: Women get overly muscular if they lift weights so cardio is best for them.

This is another myth without basis- women can add lean tissue and feminine curves by lifting weights without turning into Arnold. The women you see in the media who do look like Arnold **in just about every case are taking male anabolic steroids.**

There are mountains of research that show that increasing your lean tissue mass is the best way to become sustainably lean.

In other words by adding the lifting of some weights (be they barbells, kettle bells or your own bodyweight) is an important part of shifting your body composition from fat to lean.

Ladies you will NOT turn into a man by lifting weights.

So what can you do?

If the advice is wrong, and the results, if any, are short lived – what can you do?

There is no way of getting around it – **a pound of fat is 3500 calories, and to lose fat you have to create an energy deficit in your body.** You can do this in several ways – burn more than you take in, reduce what you take in, reduce how much you store in your body's fat stores or work your metabolism so it becomes more efficient.

At a minimum there are **5 things we need** to accomplish to lose fat, become lean and stay that way –

1. we need to create a deficit in energy in our body so fat stores are burnt,
2. we need to deal with our hormone system particularly Leptin,
3. we need to speed up & re-condition our metabolisms for the long term,
4. we need to eat right and
5. We need to overcome our body's desire to maintain its' current state of homeostasis resetting it to a new, leaner homeostatic level.

All of these things can be done and a **'shape shift' accomplished** if you avoid some of the myths and use some of the secrets in this report for Fat loss.

The 9 Secrets of Effective Body Shape Shifting and Fat Loss.

Losing fat is no single thing – it is a group of things that act in concert, each adding their bit to increase your metabolism that synergistically brings about rapid, sustainable fat loss.

Fat Loss Secret #1 recondition your metabolism

Stop doing long Cardio –Train to re-condition your metabolism -

*For a long time I was like everyone else and undertook long-duration, low-intensity cardio for hours and hours and hours. I have to say that it did help me to lose some weight but most of that was muscle due to my body being in a catabolic state, secreting cortisol like wild thing. Thing was - **under this hormonal imbalance the fat never went away** and my hips and knees just got sore. This in turn reduced the type of exercises I could do to develop strength & muscle - both keys to effective fast fat burning and body re-shaping.*

*Long cardio tends to only burn fat whilst you are actually doing it. The fat burn stops soon after the exercise ceases. **It can also predispose your body to holding onto fat as a ‘reserve’ against this type of regular long exercise.** This in turn leads to cardio sessions having to become longer and longer to achieve the same amount of fat burn. Let’s face it for anyone who has done this – there is only so much MTV you can watch during your daily hour on the treadmill before you get bored. Really bored.*

The quickest way to lose fat is to do short intense bursts of exercises which cause a real metabolic cost to your body.

*Metabolic cost is a measure of how taxing an exercise or series of exercise is. EPOC – exercise post oxygen consumption - is a measure of how elevated your metabolism has become via your workout. It helps determine the metabolic cost of exercise undertaken to your body. The higher the oxygen consumption for the longest period after an exercise ceases **the higher its metabolic cost.** The stronger the EPOC delivered by an exercise, the higher the metabolic value to you.*

Strong stimulus when coupled with adequate rest & recovery and supported by nutrient dense food literally cuts the fat off your body. The higher the metabolic cost, the higher the sustained fat burn and the greater the disruption to your body’s current state of homeostasis.

*High intensity interval type programs have been shown to keep burning fat for up to 36 hours after they were done. Why? Because they upset the state of homeostasis in your body. **The higher the metabolic ‘cost’ to your body, the quicker your metabolism is re-conditioned, the longer & stronger the calorie & fat burning.***

Your body is designed so you can either work long or work hard – but you can't do both efficiently and effectively. If you are working out hard enough to **shake up your** body's homeostasis then you will not be able work for very long (about 20 – 30 minutes maximum) or very often (about 3 – 4 times a week maximum). Like they say you can work long or you can work hard – mere mortals can't do both!!

Metabolic re-conditioning exercise disrupts your body's current homeostatic state making it easier to alter its current homeostasis set point to a more desirable position over time. What happens is that your body shifts to using carbohydrate derived calories to fuel your muscles during the metabolic exercises and then flicks to fat burning after the exercise has ceased to fuel the recovery and growth phase. **This type of fat burning has been recorded up to 36 hours after a bout of intense metabolic re-conditioning.**

Because this type of exercise is taxing it leads to greater stimulus of the body and quicker gains in strength and overall fitness. By recruiting more muscle fibres it raises the metabolic cost of your workouts. It acts to **disrupt your current state of energy homeostasis** by creating a new metabolic environment for your body to become used to.

This new Metabolic environment can be developed by a number of means – lifting weights that allow a max of 12 reps per set as quickly as possible whilst maintaining good form is one way that works well. **Doing fast body weight circuits using major muscle groups with taxing exercises like Burpees, chin ups and switch lunges** are another. Alternating walking with sprints with a 40 pound pack on is yet another.

The secret here is that performing exercises at speed, in a fast but controlled manner, recruits more muscle fibres and we know that this means more fat burning.

Simply by ensuring that exercises are performed in a pre-determined sequence, at top speed, and with minimal rest between each exercise results in a very efficient means of burning fat.

Fat Loss Secret #2

Mix heavy weights sessions into the mix.

The addition of lean muscle mass to your body is one of the keys to resetting your homeostasis level and increasing your metabolic rate and improving your 24 hour fat burning capability. Each pound of muscle that you carry burns between 40 to 50 calories per day just at rest.

More muscle = more fat burning, a higher metabolism and better health. And for the ladies – you will not become muscle bound or built like Arnold – except in a few genetic cases the overly muscular females you see are a result of chemistry not training...

In general weight lifting for fat loss has either focussed upon the body builder (8 – 12 reps) range or used even higher ones (the so-called 'trim & tone' 15 – 30 range). This approach

ignores **the need for your body to firstly maintain its' existing muscle mass and then develop more lean muscle tissue.**

By using the strength rep range (3-6 reps) as a part of re-conditioning your metabolism and disrupting your current energy homeostasis you not only maintain your existing lean tissue, you can also get stronger. This rep range not only improves cardiovascular condition but also places strong demands on the body for recovery & repair – both of which enhance fat burning.

Essentially by lifting heavy we are maximising muscle fibre recruitment and telling the body to hold onto its muscle as it is needed. **The more muscle fibres recruited the higher the metabolic cost, the more fat burning and the greater the results in a shorter period of time.** In fact on this type of program I not only experienced fat loss but also made muscle & strength gains.

Combining metabolic re-conditioning exercises with low rep, strength level weight training is just about the fastest drug free route to safe fat loss. **This approach improves health, lowers body fat, increases leanness, strength and fitness.**

Unlike the prototypical body builder / personal trainer gym sessions when metabolic re-conditioning is performed properly, with a good food as fuel program then an average person can achieve great results in as few as 3 or 4 30 minute sessions a week.

Fat Loss Secret #3 eat to control your hormones

Look out for simple starches – avoid them, not fat. Eat nutrient dense foods.

If your goal is fat loss you have to create a calorie deficit – your body will not lose fat unless it is receiving less total calories that it is used to getting and less than it needs for current activity levels.

Metabolism is stimulated by both activity and by nutrients, not necessarily by calories. In order to re-condition your metabolism you have to ensure the best fuel is being taken in. If your body is not getting enough essential nutrients like amino acids, omega-3's, vitamins & minerals, as well as good sources of protein and low Glycemic Index carbs - your metabolism slows right down. If all you do is just eat less, pretty much the only thing you'll lose is muscle.

The exercise protocols described earlier, if followed, will go a long way to creating the required calorie deficit. **However fat loss and body shape shifting is much more about diet and food choices than it is about doing squats, chins & push ups.** Diet and eating right is more than 50% of the success factors in fat loss and body shape shifting.

Even more important is the density of the nutrition being provided by the fuel you take in.

Simple starches & carbs stimulate insulin release and a burst of short term energy and also fat storage of excess calories. If you eat the typical Western diet **your metabolism** has become conditioned to eating nutrient sparse foods.

In order to **re-condition your metabolism** and to create an overall calorie deficit is to choose foods which are nutrient dense but low in calories. This type of fuel for your body **stimulates your metabolism**, provides important recovery fuels, and give a sense of fullness or satiety.

This is important because as we have seen if your metabolism shuts down fat loss stops, so we have to eat in a way that keeps our metabolism elevated yet acts as a part of the creation of the required calorie deficit.

Less muscle = a less active metabolism = becoming even fatter than you were before.

As I mentioned earlier, in the past I have **dropped too many calories too sharply** and paid the price in a slower metabolism. I also I avoided any & all fats wherever possible – this lead to an increase in body wide inflammation and a loss of key nutrients.

It is the type of food and the quantity that you eat that will help or hinder your body shape shift and fat loss.

Cutting out entire macro nutrients is not only inefficient but plain wrong – our bodies require a complex of **macro & micronutrients** that can only be gained by eating a variety of foods.

However there are certain subsets of macro nutrients that our bodies are better off without. **Starchy, sugar laden**, nutritionally barren foods are **the ones to avoid**. The term ‘empty calories’ is both right & wrong – right because such foods contain little of any real value to our bodies, and wrong in the sense that they provide calories that are stored as fat.

Fruit is a good example of **a nutrient dense food** – low in calories and high in nutrition. By fruit I mean whole fruit, fruit you hold in your hand – not the liquid, sugar laden **commercial rubbish** that passes for fruit juice (or even work fruit juice drinks...)

Fruit won't make you fat but drinking a lot of commercially produced juices will. High sugar plus low or no fibre means insulin spike and fat storage.

Fruit itself contains sugar (fructose), water, antioxidants, vitamins & minerals and will fill you up for only a few calories. A cup of blueberries contains only 80 calories but are one of the most nutrient dense fruits around. **A medium apple is 75 calories**, an orange 60 calories and a cup of strawberries 45 calories. A blueberry muffin from a coffee shop is around 460 calories, a **Mocha coffee 215 calories and we all know what KFC is like in terms of calorie load!**

If you focus on eating the types of foods that are nutrient dense and give feelings of fullness then it is easier **to create an environment** where we can create a calorie deficit whilst avoiding feeling hungry.

Remember no calorie deficit means no body shape shift or fat loss – we have to burn more than we consume.

This approach means replacing low quality, simple starch food types like pastries, cakes, biscuits, bread, rice, pastas, soda, fruit juices & candy bars with nutrient-dense foods such as eggs, berries, red & green vegetables, some dairy, lean beef, chicken, lamb and fish. This also means trying to avoid fatty proteins and processed foods like many cheeses, bacon, and fatty meat cuts.

Some fats are important to fat loss and general well being (think Omega-3's) others are not so good such as trans- and many saturated fats. **If you are trying to lose fat it makes sense to exclude as much of the nonessential fatty acids as possible.**

The real issue is that most people eat **nutrient sparse food** too much, and too often. Foods like white bread, fat free (but full of sugar) dairy products, mass market hamburgers, processed meats and so on. **Overeating of nutritionally poor foods** is largely your body's response to the lack of nutrients it is receiving. People get fooled by labels that say 'Low fat' when all it really means is the product is often low in fat by weight not by calorie percentage, and also **neglects to mention** that it is incredibly high in sugar and likely unhealthy transfats.

Simple starches – the white flours, the corn syrup and sugars, the rice and the pastries – these are the type of nutrient sparse foods that do not support leanness, fitness or longevity.

Some folk say that you can't **eat delicious foods while losing fat** – this is simply wrong and not true. Bear in mind that delicious is a bit of a relative term, but if you keep to the idea of nutrient dense foods you will get loads of flavour and the benefit of little or no crap whilst supporting the **re-conditioning of your metabolism**

To maximise the efficiency and results a good fat loss program will encourage you to adopt a holistic approach that encompasses exercise and right eating.

Fat Loss Secret #4

Eat more often

Eating right is more than just **choosing nutrient rich foods** it is about using the act of eating itself to stimulate your metabolism. Nutrient dense foods require more effort from your **body to digest** – this burns more calories.

The calorie burn required from eating protein is far higher than that of eating simple carbs so **eating nutrient dense foods** is an important part of creating the calorie deficit

needed to drop fat. (And no it is not true that there are 'negative calorie' foods, foods that **use more calories to burn than they provide**. Even iceberg lettuce or celery need fewer calories to process than they provide.)

As you re-condition your metabolism your body's protein requirements will lift also, so you need to aim to eat more lean protein every day. **I'll go as far as to say you should be trying to have some lean protein at every meal.**

However your body is always on the lookout for an opportunity to store some fat for a 'rainy' day so in if you eat only 2 or 3 times a day then these mini 'starves' encourage fat storage and they **also blunt the effect on the metabolism** of eating nutrient dense foods.

But if you eat nutrient dense foods 6 times a day then you are stimulating your metabolism even more.

This sounds like a lot but you are already likely eating 5 times a day (3 'squares' with a morning & afternoon snack, maybe even a late night one) so this is not a major change – just ensure you are eating nutrient dense foods at each feeding – not ones that are nutrient sparse and derived from simple starches.

Try to eat some good nutritionally dense food every 2 to 3 hours throughout the day – you'll burn more fat.

Fat Loss Secret #5

Drink Smart - Water - ensure that you drink a lot of it.

Your body **requires water in the process of metabolising** fat stores. Losing fat and stimulating your metabolism will increase your need for water. Water is used in just about every metabolic & **chemical process** that takes place in our bodies and as you re-condition your metabolism, creating an increase in many of the processes involved in recovery & rebuilding – **you will increase your need for water.**

Remember a good rule of thumb is **8 large glasses a day** (about a quart / 2 litres) in addition to your daily intake of milk, coffee or tea. Remember your body treats water as... just water. Any other fluid requires a different type of processing.

Diet sodas (Coke Zero – i.e. no calories) can be had although some folk feel that they carry other non-calorie derived health risks. Your choice.

Low water intake can also act as (another) signal to your body to hold onto or even increase fat stores.

Ordinary sodas, fruit juices, iced teas, flavoured mineral waters and alcohol etc should be avoided.

Alcohol in particular will stop any fat burning dead as our bodies will burn the sugars from alcohol in preference to any others.

A beer is fine, a glass of wine or a nip of spirits okay – but they all run the risk of **halting the metabolic increase** that you worked hard to create with your work outs & diet. The amount of alcohol it takes to stop fat burning varies from person to person but it is never

much. So if you are still enjoying a few beers and your fat loss is not as fast as you'd like – go dry for a while.

Lastly – it's true - if you wait until you feel thirsty you are already becoming dehydrated.

Fat Loss Secret #6

Use your Clothes, and your mirror - not your scales to track progress–

One of the worst things that you can do when trying to re-shape your body is to get on the scales every day.

Your bodyweight can fluctuate from 1 to 6 pounds (1 to 3 kilos) day to day depending upon a number of things like stress, foods eaten, fluid intake, time of day etc etc. Because of this, **getting on the scales everyday** can be one of the most demotivating and discouraging things that you can do. For every drop there seems to be twice as many **where weight goes up...**

Your goal should be fat loss, not weight loss. The 2 are very different. Lean tissue weighs more than fat so you need to understand your weight can look stable (or even go up in some cases) whilst your body composition is radically shifting from flab to fit.

The **best way to track progress** is to use the feel of your clothes and the way you look in the mirror.

You can also take a series of fortnightly body measurements: Neck, Chest, Belly, Hips, Thighs, Calves, Arms etc. But if you have to measure the only one that really matters and gives you a solid feel of how you are doing **is your belly measurement.**

Combined with the way your clothes feel and what the mirror tells you this is the best way to track progress.

Fat Loss Secret #7

Take a moment and reflect on the cost to your loved ones and yourself of not taking action to become leaner.

In my case, even after Doctors telling me that I was at risk of Adult Onset Diabetes I found it hard to take the action required to safeguard, or at least improve my health. **I did not get on track for a number of years.**

The thing that got me moving was the realisation that my poor health was not only affecting me but my family. Not only **couldn't I keep up with my son**, but my family and friends were all concerned for me and I in turn was concerned about their future. This proved to be the catalyst I needed to take action.

Action that resulted in the creation of the first realistic, workable fat loss, strength gain program for the nearly 40 and over 40's.

I realised that if I invested in my health now then not only would my family and I have a better more enjoyable life but I would sidestep a lot of those future costs that obesity, type II

diabetes, heart attacks and so forth bring with them. **The financial burden to my family could have been enormous had I not changed course.**

It is human nature to always believe that the bad things will only happen to someone else – people forget that things have a way of catching up with you and you'll have to pay later for the things you did in the past. **Improving your health, becoming less fat, more lean and stronger are relatively simple things to accomplish, but these are things that can have far reaching positive effects in later life.**

Apart from the personal pride benefit of looking good, lean & strong, by losing fat you are setting yourself up to sidestep a host of life's nasty surprises. **The reduced risk of diseases, medical conditions and hospital costs is a saving in the thousands of dollars.** The emotional cost to your family of just one of these illness-related events can be and usually is devastating.

If you invest in yourself now, realise that your health can either ease or burden your loved ones then you have found another secret to fat loss – the fine mix of self interest and love for those who are a part of your life.

Answer this question – who would you like to raise to your kids if you are not there??

Fat Loss Secret #8

You don't need a Gym or loads of equipment to get great results fast.

The **key to losing fat and becoming lean is re-conditioning your metabolism** so that it shifts your body's current state of energy homeostasis and creates the right environment for effective, realistic fat burning.

To **shift your shape**, to become leaner, fitter & sexier you can achieve results at the Gym, at home, with or without equipment – the secret is **metabolic re-conditioning**, creating an oxygen deficit (remember EPOC?) through high intensity, compound movement utilising, **short duration** exercise coupled with calorie poor, nutrient dense foods.

Fat Loss Secret #9

Use a program with a well thought out methodology that addresses the real issues to succeed.

It is hard work figuring out how to successfully lose fat and become leaner. I spent years either following the wrong advice or stumbling around by myself without finding lasting success. In these days of time poverty it makes sense to have a roadmap to follow.

In order to successfully shift your body shape and composition, to **re-condition your metabolism and re-set** your body's homeostatic set point you need to find a workable, effective system to follow. You then need to decide to follow it in order to create your desired changes.

In short you need a blueprint to follow so you can make a lasting change in your lifestyle.

I use the term lifestyle change deliberately - as we have been discussing - to achieve lasting fat loss and improved fitness means more than a short term diet or a few sessions at the gym.

To become lean & fit you have to alter your lifestyle.

To successfully shift your body shape, re-condition your metabolism and lose fat you need to be almost business-like in your approach and find & follow a successful program.

What is your lifestyle like today? How often do you exercise? Eat takeaway? Go for a walk? Wake up feeling tired? Energised? Do you avoid seeing yourself in the mirror? When was the last time you ate an apple instead of a candy bar? Are you as lean, fast, fit as last year? Or 5 years ago? Can you keep up with your kids?

Basically these questions should show you that to do what you want in terms of losing fat & becoming leaner, fitter and yes, sexier is not a fight for the faint hearted...

Bonus Secret - Chewing Gum

This is the big secret from the Biggest Loser series – in-between meals and after every meal sugar free gum was chewed. It not only keeps your mouth fresh, cleans your teeth but it also acts to suppress appetite.

Be aware too much of this Chewing gum in one day can lead to unpleasant consequences. Read the pack carefully but it is a useful adjunct to the rest of the program.

As I said earlier I spent years failing before I was able to develop a program that is doable, delivers sustainable, real world results and addresses the issues the over 40's face.

*I wish that someone had **done this for me** – I could have done without the pain and expense that it has taken to get this point. No-one did, but what I developed and shared with family & friends worked and **works!***

*You know – you may be able to create your own program, but it could years, lots of frustration, time & effort. **I have done the hard yards and have a program that works.***

WHAT'S NEXT?

*Well you now have **9 powerful fat loss** and Body Shape Shifting secrets that you can take and use in your own life right now. With this free report in your possession you will be able to **start gaining the benefits** of a fit lean body.*

Benefits like:

- 1. Knowing the way to get the most out of your exercises*
- 2. Knowing how to get back more time in your life by spending less time in the gym*

-
3. Knowing how to hit it for 20 - 30 minutes 3 or 4 times a week rather than for hours just about every day of the week/
 4. Knowing how to eat more effectively to support your metabolism and fat loss
 5. Knowing that you will never have to follow another fad diet ever again.
 6. Knowing that you can get back on track take control of your body and be there for your family.
 7. Knowing that you are reducing the risk of and sidestepping any number of debilitating diseases that could have been a part of your future.
 8. Just feeling great.

There is a way that you can be closing in on a fitter leaner sexy body in just the next 30 days...

Imagine a leaner, stronger fitter sexier body that has at least 20 pounds less of fat.

Imagine **a reconditioned metabolism** that efficiently burns fat and supports a new homeostatic set point that promotes leanness...

It is possible for you and it can be achieved without shake-only diets, starving, detox, fasting, excluding carbs or working out for hours every day.

Sometimes the way to effect change in our lives is to **shake things up** – It doesn't matter if you are looking for a 'rest of life' change, a way to lose weight for a big event (40th or 50th Birthday – **a wedding or major anniversary perhaps?**) or just to give your fitness and appearance a kick in the pants – I have the program for you.

It's called **Lose 20 in 30 Program**, and it delivers just that.

A leaner fitter and stronger body is just 30 days away...

The next step is to get your hands on the complete 'take more control of your life' program which will enable you to apply the 9 Secrets you have just read about in your own life -the **Lose 20 in 30** program gives you a doable, workable method to re-condition your metabolism, lose fat and become leaner and sexier...

The Lose 20 in 30 Program is based around the premise of disrupting your body's current state of energy homeostasis by re-conditioning your metabolism.

By utilising the realistic techniques of the **Lose 20 in 30** program the issues that assailed me during my journey will be taken away completely for you. There are **things that work**, and have worked for 100's of folk and continue to work today, and will tomorrow. Best of all, all of these things can be **controlled by you**.

My guarantee is simple - by following this program you will lose up to 20 pounds in 30 days, become leaner and stronger, you will re-condition your metabolism, you will re-program your eating habits and take more control of your life. If you don't achieve this you get your money back - **no ifs and no buts, & most of all with no hassles**.

I have designed this program to **address the biggest issues** faced by people who are nearly 40 or over 40 years of age – a slowing metabolism and a state of bodily homeostasis that wants to hold onto fat. As far as I know this is the only workable, realistic program available that is **specifically designed** for the nearly 40's to over 40 set.

Make no mistake this program will work for anyone looking to lose fat and become leaner, not just the over 40's.

Your entire family can follow this program. The issues of hormones, metabolism and homeostasis affect everyone who is not lean to one degree or another so the methods to fix these problems **will work for anyone**. The difference is that the Lose 20 in 30 program has been designed specifically for the over 40's.

The **Lose 20 in 30** program is **a kick-start** to this process and will not only rid you of up to 20 pounds of fat in 30 days but it will teach you the exercise habits and techniques, the dietary thinking and approaches, the mindset and how to use this most efficiently and **effectively in your own life**.

If you are serious about kick-starting your new fit & lean body then the easy to follow, complete '**Lose 20 in 30**' program is available as a downloadable ebook, complete with Fuel, Food & Diet Guides, workout routines, exercise descriptions, A Metabolism Primer Guide, A Guide to Hormone Manipulation (by an everyday diet and 1 trick), workout logs and a quick start guide. I have even **developed and included** a couple of special bonuses.

Yes it will take application and some work on your part to achieve results - but at this stage of our lives we all know that nothing worthwhile is totally free.

What is free is the program if you write and tell me inside 60 days of purchase that it just did not work for you.

If you are already on your way, this program will give you the exact techniques to use for people like us – don't forget **I spent over 10 years getting this right** by taking part in, examining, testing & trying heaps of fitness programs, products, fads, fantasies, methods and systems! Hidden in all the hype, in all the bull, there were indeed some effective methods (but no real secrets) that enable ordinary folks like us to achieve rapid, **permanent fat loss and fitness**. Over the last 10+ years I have found, tested and used these techniques with a view to adapting them for the 40 & beyond age group.

The core principles and methodology that I have developed and given you a taste of today will provide you with the means of losing up to 20 pounds in only 30 days and lay the foundation for a fit & lean future beyond that.

To learn more about how to '**Lose 20 in 30**' you can get hold of a copy of the program completely risk-free by going to:

www.lose-20-lbs-in-30-days.com

Or

www.bodyshapeshiftersonline.com

You'll find ***an entire program there*** that will enable you to jump start your fat loss and get you ready in just 30 days for the rest of your fit lean life. ***After all being lean, fit & sexy is not just for the younger than 40 set.***



© Body Shape Shifters 2010

ABOUT THE AUTHOR

Geoff Hetherington is a Husband, a Father, a Martial Artist, a fitness expert & enthusiast, writer and the founder with his wife Lynne, of Body Shape Shifters.

He has worked internationally as a senior corporate executive, across numerous industries, in Australia and Asia and finally got tired of running other people's businesses instead of doing what he has always wanted to do – helping others realise their personal potential by getting fit & lean.

With a Bachelor of Education in Physical Education, Diplomas in Vitamins, Minerals & Nutrition and over 2 decades of research & study behind him Geoff believes that he has found the most effective strategies for the 40+ to get lean, fit, strong, sexy & healthy in the most time efficient manner possible.

Geoff spent over 15 years of very real, very personal failures suffered with just about every one of the various exercise and diet strategies available. Getting no sustainable results, Geoff became increasingly disillusioned and frustrated with the amount of misinformation on the market. Most of it was aimed at the teen to thirty markets and seemed to not realise that real people have real responsibilities like family & work and all that goes with them. Nor did the latest & greatest wonder supplements ever work.

Tired of the BS and out of sheer frustration he became committed to finding the best ways kick start rapid & sustainable fat loss whilst developing a lean & fit body. His programs 'Lose 20 in 30©' and 'Counterclockwise©' represent the fruits of his labours. Easy to follow, doable by real people in the real world with real responsibilities these programs work. Not just for the nearly 40 to over 40's but for anyone serious about becoming sustainably leaner, fitter, stronger and healthier. Lynne reckons that sexier is a by product as well. (Geoff is 50 years of age and looks no more than a youthful 40 – a fact he puts down to living what he preaches. Likewise Lynne – a gentleman never mentions a Lady's age – let's just say the same 10 year younger rule applies)

Between them Lynne & Geoff lost over 30 Kilos (66lbs) on the Lose 20 in 30 Program – so they know it works!

Geoff & Lynne founded Body Shape Shifters so that they could share the BSS protocols, nutrition, diet recipes and lifestyle with others, letting them know that it not just possible but actually doable to lose weight rapidly and sustainably – without putting the rest of your life on semi-permanent hold. It does not matter if every program you have ever tried has let you down in the past – this one will work if you work it! A fit, lean, healthy lifestyle is possible by using these proven, simple and effective methods – and in just a couple of hours a week – not hours every day!! Guaranteed.