

PayneFitness

Health & Wellness

SPECIAL REPORT

The Truth About FAT LOSS REVEALED!



By Bryan Payne

- Certified Fitness Nutritionist
- Advanced Certified Personal Trainer
- Founder, PayneFitness Health & Wellness

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

Dear Friend,

Congratulations on your decision to download this **Special Report** from PayneFitness.com. Due to the fact that you are reading this now, it's apparent that you're **heads above** most other people wanting to achieve their fat loss, improved physical appearance and health improvement goals. You are willing to learn the facts, make adjustments in your lifestyle and measure progress. You are looking for real strategies that will **ensure** your success.

This report will reveal the straight forward truths about permanent, life-long fat loss and reduction. This report is not necessarily a quick read, just as the solution to permanent fat loss is not a quick topic to discuss and present the solution to. Store this file, read and absorb what you can, return and absorb some more and ensure that you adjust your lifestyle accordingly to promote fat loss on a steady basis. If you have any questions about the strategies in the manual, feel free to call me at (510) 636-1830 or email your question to Bryan@PayneFitness.com

When I started my personal fitness improvement business 5 years ago, I procured a Fitness Nutritionist Certification in addition to Personal Fitness Training Certifications to officially have the knowledge and tools to help my clients with fat loss and to an improved state of physical fitness and health. As a Certified Fitness Nutritionist I have the knowledge and tools to prescribe nutrition programs to help individuals with fat loss and muscle building and maintenance. I do not have the background and experience to work with and provide prescriptions to individuals that have nutritional malfunctions such as malnutrition, chromes disease, low iron, thyroid or other gastric intestine disease. Individuals with these types of ailments need to work with a Registered Dietician or Medical Doctor.

Within my fitness practice, the common focus and objective for all of my clients is to reduce fat levels, build and maintain muscle and improve health vitals which will reduce the risk of onset disease and help with a more graceful aging process. Over the years I have gained great experience as I am on the "front lines" and in the board room with regard to the battle of improving the state of physical fitness of Americans. I know what the challenges are for people looking to get rid of fat regardless to the individuals exercise and diet history and current state of physical fitness.

As the Certified Fitness Nutritionist, the Personal Trainer and founder of a personal fitness improvement business, a common question that I hear is:

"So what should I do to loose 15 pounds?"

There has been so many times that I have heard this question from people anxiously and eagerly waiting to hear that there is a quick, "magic" answer..

Without any doubt, this is a loaded question, especially when the person that's across from me is waiting and wanting to hear me tell them that there is a magic pill that they can take in their sleep, apply minimal effort and that they will wake up with a few pounds less of fat, toned, sculpted and healthier.

Given our physiology, there is not a magic pill in existence. Every attempt has fallen short. There is not a good method of "altering" the natural human physiological process of digestion, absorption, and metabolism.

The question should be: "What should I do to loose 15lbs of FAT!"

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

In the past I would go into my long discussion about how the objective is NOT to loose weight of muscle, but to loose weight of FAT and to build muscle which encompasses health improvements such as reduced risk on onset disease, improved aesthetics and improved functionality/longevity. I would then continue and say that the focus is to:

- **Keep your blood glucose levels > 120 mg/dl and < 80 mg/dl**
- **Resistance train to build muscle, increase calories burned at rest and during exercise..increase your metabolism!**
- **Cardio train to burn calories, increase VO2 max**

Then I would get into even more details pertaining to digestion, metabolism, caloric intakes, differences between carbohydrates, protein, fat, how to determine how much they need, about resistance training, why resistance training, about cardio training, different cardio training permutations, etc,....

Due to the fact that "loosing weight" of fat is a multi dimensional discussion, the information can sometimes get overwhelming, turn into a long discussion and perhaps confuse and cause individuals to tune out. Especially since most people are looking for a "magic bullet" quick and easy answer. So, in addition to preaching to people and giving speeches, I have decided to create this free report to address the truth about fat loss, which encompasses health, appearance and functionality improvements.

To say that there is an abundance of controversial nutritional and exercise information would be an understatement. There are physiological and psychological aspects involved with fat loss. In terms of the psychological aspect, an individual will have to accept within their mind that a long steady discipline plan is required and that it may not be quick and easy. At a 100 ft. level the primary physiological focus is to behave and perform voluntary and involuntary actions to promote calorie burning and muscle procurement. If you come across a program that does not take in mind that rapid weight loss equals rapid muscle loss, then that program is NOT considering the big, real picture.

I believe that the abundance of controversial information and the setting of unrealistic expectations are contributing to the problem. Did you know that about 2/3 of American Adults are overweight or obese? In addition, almost 1/3 of American Adults are obese. These numbers are an indication that there are many of issues that contribute to these statistics.

In regard to unrealistic expectations, due to the capitalistic nature of this country, many nutrition and exercise products push expectations of radical change within a short period of time. As a result, many people adopt these unrealistic expectations and get discouraged and quit when they don't see radical unrealistic change within an unrealistic time period.

The topic of permanent fat loss is not one that is quickly and easily digested (no pun intended). In getting tips and tidbits, people are only getting part of the big picture. For example, the pitch of a general nutrition improvement habit is to "eat more fruits and vegetables" or the movement to replace soda in schools with fruit juice. Eating more vegetables is a great idea for EVERYONE! We know that vegetable improves our digestive process due to fiber. Vegetables have great nutrients and essentially scrape our intestines to keep the bad stuff from building up. Well, of course! It's a given that everyone should have 2 to 4 cups of vegetable a day. But, if you only ate vegetable, there would be an issue. You cannot maintain and build muscle on vegetable alone.

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

Getting rid of carbonated drinks in the schools is also a great idea. They have begun to replace soda with fruit juice which will reduce the amount of carbonation and artificial ingredients in the youngster's diets. But, as it pertains to fat storage, there is no difference. Why? Because there is a similar amount of sugar in soda as there is in juice. This means that if an individual substituted 2 cans a soda a day for 2 cans of fruit juice, the fat storage would be the same! But, the good news is less carbonation and artificial items.

Another topic that people are misconstrued about is "low fat" items. In gaining an understanding of human digestion, people would understand that it's not fat that promotes fat storage, but sugar. Of course fat is fattening if portions are over-consumed, but we know that your nutrition habits should consist of 15-30% of GOOD fats. If you were to look at some of these "low fat" items, you would notice that the carbohydrate and sugar levels are still pretty substantial. The levels of sugar are substantial to the point that your blood sugars will rise so fast that your system has no option but to store the excess as fat. (we will talk about this in more detail soon)

It is important to note that there can be individual caveats and issues. For example, in regard to muscle procurement there is a difference between men and women. By default, men have and produce more of the hormone testosterone than women. A greater presence of testosterone means a greater opportunity of muscle procurement. This would explain why some men may get results quicker than women. Remember, the greater your muscle mass the greater the amount of calories burned at rest which can lead to more rapid fat loss.

Maybe you know a woman in which it appears that they eat whatever they want and they seem trimmer than you. Who knows, perhaps this woman has a higher level of testosterone, meaning she's burning more calories than you, both at rest or during exercise. Sometimes a thyroid issue can affect an individual's results. But, regardless for most of us the common denominator is to use time efficiently to build/maintain muscle and get rid of fat! Loss of muscle and failure to get nutrition to organ and muscle cell leads to deterioration and expedited aging.

A major aspect to good health is getting nutrients via transportation of blood glucose to your organ and muscle cells. We all NEED to have a small amount of body fat. In the scenario of having extra amounts of fat, it's an indication that we are oversupplying our organ and muscle cells to the point that extra fat is stored. When extra fat is stored on a regular basis for an extended period of time, an individual can go from being "overweight" to "obese". In this circumstance, an "obese" amount of fat is definitely an indication that things are not going that well at the organ and muscle cell level. In fact, it's an indication that the individual is moving towards "insulin resistance" or diabetes, which results in organ and muscle cells NOT getting adequate nutrition. It's a simple forgone conclusion.

If you or people that you know are overweight with fat, odds are the person is NOT paying enough attention to and behaving appropriately in regard to how much, which types of and in which intervals they consume carbohydrates, proteins, and fats. It also an indication that you need to put more focus on weight/resistance and cardio vascular training.

If you are executing some form of "diet and exercise" and you are not dropping weight of fat on a weekly, monthly and yearly basis, more than likely you have a problem with one, all or some form of the following:

- **Inconsistency**
 - Eating appropriately every now and then won't get it done
 - Training ONLY when you feel like it won't get it done
- **Lack of intensity**
 - "Hee-Hawing", "Slacking" and "goofing off" in your weight and

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

cardio routine WON'T GET IT DONE! You must work hard enough to force a physiological adaptation. Unless your content where your at

- **Doing the "right" things**
 - Starvation diets, fruit only diets, liquid diets, plain ole fad diets won't get it done! DIETS FAIL! They have a "Yo-Yo" affect!
 - Cardio training alone won't cut it! Ie; Walking the lake, bowling, mowing the yard, cardio classes, the treadmill or cross-trainer etc. These are helpful and important, ONLY doing these types of activities won't necessarily increase calories burned at rest. And it won't change the "sculpting" aspect.

Unfortunately, the nature of getting into and maintaining physical fitness is not necessarily fair. In some ways fitness is almost similar to the "rich getting richer" and the "poorer getting poorer" with some caveats. For example, if two people walk into an ice cream parlor, let's say one person is %15 fat and the other person is %30 fat and they are the same sex. If they both consumed 60grams of carbohydrates in which 50 of the grams were pure sugar, the individual with %15 fat would store LESS fat than the person with %30 fat. Does that make sense? If not, it will by the time you finish this report. Keeping fit is a 24/7 daily, monthly and yearly challenge. It's not about what an individual did when they were young, or back in school or when this, or when that. It's about what have you done lately? If you are interested in getting rid of keeping fat off, it's a constant style of life in which you will have to consistently work towards improvement. For example, if an individual is currently 25% fat and they work to the point that they are 18% fat, they will STILL need to work at it to maintain the 18% fat level. If they slip in any of the big aspects, they will creep back to the 25% fat level.

It's a fact that as we age that our metabolism CAN slow down. Why? After our mid twenties, humans can loose up to ½ lb of muscle per year. Muscle loss is the essential catalyst to a slowing metabolism. Remember, the more muscle/less fat an individual has, the more calories burned at rest and exercise. The default loss of muscle as we age is bad news, the good news however is that we can reverse and slow this process if we do things to promote muscle building and maintenance. Guess what the things to do are? To maintain and increase your metabolism and avoid muscle loss, you need to weight/resistance train and execute nutrition to promote muscle maintenance and procurement.

Here's a typical real life example, an explanation of the ramifications of ALLOWING muscle loss and slowing of the metabolism. Have you ever bumped into a person that is currently overweight with fat, but when you remember when they were trimmer years ago? Remember that we know that muscle is lost without resistance training. The odds are that this person has avoided weight training, minimal cardio training and probably allowed their glucose levels to go all over the place and have done so for years. Perhaps the individual got busy with work, family, etc.. and they have put their fitness on the backburner. This happens, but now that they are overweight with fat, their challenge to get rid of their fat is going to be a bigger challenge than if they would have avoided the muscle loss in the 1st place. Prevention would have been a better option.

There are 4 Aspects to Loosing Fat Which Are:

- **Fitness Nutrition Habits**

Execution of Nutrition Habits that keep your blood glucose levels between 80 and 120 Mg/Dl. When blood glucose is below 80 Mg/Dl muscle loss is promoted. When blood glucose level is about 120 Mg/Dl fat storage is promoted.

- **Resistance/Weight Training Habits**

Resistance/weight training habits to build muscle, burn calories, increase metabolism (calories burned at rest)

- **Cardiovascular Training Habits**

Cardio Training habits to burn calories and increase VO2 Max (oxygen endurance)

- **Accountability and Motivation Habits**

Habits and means by which an individual is held accountable and motivated to keep consistent. Lack of motivation and accountability is a substantial contributor of failing to achieve fat loss goals.

This report will address these four aspects involved for fat loss. Again, there is no simple, quick answer. But at a 100 ft level, we know the objective is to burn fat in exercise, increase metabolism and calories burned at rest which requires muscle building and maintenance and the nutrition habits to support the exercise. An increase in your metabolic rate is required.

Again, some people may bring up controversy in the details, but if ANYONE tells you that you don't need to exercise to build muscle and eat to build muscle, I recommend NOT taking their fitness and nutrition advice. In addition, if anyone recommends a drastic caloric deficit as the solution, consider if they are a valid source. An example of controversy is the amount of protein individuals should consume. Some say 1.0 grams per lb of bodyweight, some say .8 some say .5. The way YOU should handle this is to consistently try one of the percentages and measure your results! Regardless, it's safe to say that if you are packing a lot of fat that you are NOT getting enough protein.

The objective of keeping your organ and muscle cells "happy" is the primary objective of everyone! Even if you have an ailment, it's safe to assume that loss of muscle and gains of fat will only make the problem worse. Talk to your Doctor for assurance.

So, let's address the topics for fat loss in more detail. We will start with the topic that can be tricky to totally comprehend the 1st time which is nutrition. Then, I'll address the issue that many, many people ignore and could very well be the missing link, "weight/resistance" training. Then I'll talk about the form of exercise most people are aware of which is cardiovascular training. Last but not least, let's talk about another HUGE aspect of procuring fat lost which is Motivation and accountability. Enjoy, learn and prosper in fitness.

Fitness Nutrition For Fat Loss:

The only way to assess your progress in a FAT
Loss program is to
Evaluate your Body Composition / FAT Percentage
INSTEAD OF YOUR BODY WEIGHT.

**MUST-KNOW KEY POINTS THAT DETERMINE YOUR
SUCCESS.....OR FAILURE....**

Measuring your body composition once is **not enough** as it is simply a starting point. It is necessary to measure your body composition **weekly, bi-weekly or monthly** as that will give you an accurate picture of what is going on with your body. The table below illustrates the possible outcomes based on your dietary intake:

MUSCLE	DIETARY INTAKE (in accordance with energy expenditure)	FAT
↑ ↔	Nutrition plan is PERFECT!!	↓
↑	Eating TOO MANY calories	↑
↓	NOT EATING ENOUGH calories	↑
↓	NOT EATING ENOUGH PROTEIN	↓

Here is how to interpret the table above:

- If you are gaining or maintaining muscle and getting rid of fat (at least two pounds fat/week), you have a perfectly designed meal plan
- If you are gaining muscle and gaining fat, you are eating too many calories

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These two revelations should not come as a surprise or breaking news since they are common knowledge and anyone who has ever contemplated going on a diet is certainly aware of them. The next two points however, are known to a more limited audience of people; *only those who are successful with their weight management programs are aware of them*, and now you too will know how to make sense of this information:

- **If you are gaining fat and losing muscle, you are not getting enough calories.**

Contrary to popular belief, and most diet programs on the market today, loosing weight does NOT correlate with getting results. Most people EAT LESS or lower their caloric intake when they diet because they have been misled into believing that they must starve to lose weight.

The truth is that you MUST FEED YOUR MUSCLE to get the results you want because MUSCLE is the FURNANCE that we use to burn fat!

We have seen many people on popular programs loose weight and later realize that the weight they lost was their hard earned muscle.

Loosing Muscle SLOWS DOWN OUR METABOLISM... .

..... A Slow Metabolism Makes It Easier To Get and STAY FAT.

Here is how some of the most popular programs on the market work:

If you are a male you get 1600 calories

And

If you are a female you get 1200 calories,

These numbers do not take into account and are regardless of your activity index (which is how many calories you burn being "you"), how many calories you burn in exercise, how many calories your body needs to keep you warm and digest food, and completely disregarding your BMR which is your Basal Metabolic Rate. According to the dictionary, BMR is the "the rate at which energy is used by an organism at complete rest, measured in humans by the heat given off per unit time, and expressed as calories release per kilogram of body weight or per square meter of body surface per hour". Given this, it is apparent that any plan that disregards your BMR does NOT have your best interest in mind.

Going on low calorie diets, regardless to their name, will cause your metabolism to slow down and save energy, until you eventually realize that you cannot survive on 1200 or 1600 calories and go back to eating like before.

The problem is that **after losing muscle due to a low calorie diet, you now have a SLOWER METABOLISM**, so eating like you did before will **get you fatter faster** and in no time you realize that your pants no longer button.

So you go back on a low calorie plan (some count "points" or fiber, or have come up with convoluted ways of calculating 1200 and 1600 calories meal plans not taking the individual [YOU] in mind) so you can "lose the weight" again.

This is nothing more that a merry go 'round of loosing the weight, and the weight lost consist of even MORE MUSCLE making your METABOLISM EVEN SLOWER now the second, third, or fourth time around. You are being set up for failure and, as long as you keep doing what you have been doing, you will keep getting the same results.

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This brings us to the fourth possible result you may see when measuring your body composition:

- **If you are losing muscle and losing fat, you are not getting enough protein.**

There are four reasons why we lose muscle:

1. Not getting enough protein.
2. Doing cardiovascular exercise at too high of an intensity
3. Too much stress in our lives.
4. Lack of resistance training. (natural muscle loss)

Not getting enough protein. The most commonly found factor for losing muscle is not getting enough protein. Protein needs must be assessed on an individual basis as no two people need the same amount to maintain their muscle mass.

Doing cardiovascular exercise at too high of an intensity. When we engage in cardiovascular exercise, there is something called the "anaerobic threshold." This is the point where we begin to only burn sugar to fuel our exercise and can no longer access fat as fuel. If you cannot talk while exercising cardiovascularly, you are only burning sugar. Burning sugar in itself is not a bad thing...the problem is that we can only burn sugar for a short period of time and we then secrete a hormone called cortisol to BREAK DOWN MUSCLE TISSUE AND TURN IT INTO SUGAR to continue our high intensity exercise.

THE ONLY WAY TO BURN FAT IN THE HUMAN BODY IS TO SUPPLY OXYGEN TO WORKING MUSCLES!!!

Too much stress in our lives. If you are one of those individuals who live a highly stressed life because of work, home, kids, finances, etc. you may be one of the many who make too much of the hormone mentioned above, cortisol. Cortisol is one of the "fight or flight" hormones and its job is to make glucose (sugar) readily available for those of us who live constantly "on guard" as if the world has come crashing down on us for any of the reasons mentioned above. Due to this constant state of "heightened awareness," our bodies secrete way too much cortisol causing us to slowly but surely break down muscle tissue once again leading to a slower, less efficient metabolism.

Lack of resistance/weight training. By default, after we hit ~25 years old, we can lose up to 1/2 pounds of muscle per year. That is with the absence of vigorous weight training and appropriate nutrition habits to supply the muscle.

Blood Glucose Level Management = KEY Action Item!!

A: High Blood Glucose levels.. > 120 mg/dl promote FAT STORAGE!

B: Low Blood Glucose levels.. < 80 mg/dl promote MUSCLE LOSS!

About Digestion, Transport & Blood Glucose Level Management:

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All of the food we consume consist of three macronutrients (so called not because of their size, but because of the amounts in which we need them), namely, carbohydrates, fats and proteins. Whenever we eat carbohydrates they first go to the stomach where they are digested, and then proceed to the intestines where they are absorbed into the bloodstream in the form of glucose (blood sugar or blood glucose) As blood glucose levels rise, the body secretes insulin, a hormone that is responsible for storing glucose in muscle and organ cells in the form of glycogen. Normal blood glucose levels are between 80 and 120 mg/dl (a way of measuring glucose concentration or "how thick blood gets"). Whenever blood glucose levels fall below 80 mg/dl we feel hungry. If the blood glucose concentration were to fall below 80 mg/dl the body would react by slowing down its metabolism to save energy. Of super importance to us however, is the fact the whenever our blood glucose levels rise above 120 mg/dl the residual glucose is stored as fat.

Due to the fact that blood glucose control is very important in controlling diabetes, many studies have been conducted to determine how different foods affect blood glucose levels. One study is the "gastric emptying time test," which measures how long it takes for food to leave the stomach. The reason this is a very important study is that the more quickly carbohydrates leave the stomach, then the more rapidly blood glucose levels rise. Usually, the more rapid blood glucose levels rise, the more effectively glucose gets stored as fat due to larger insulin secretions, and because of these larger insulin secretions, the more quickly blood glucose levels drop (right after the insulin secretions causes blood glucose to be stored), causing us to get hunger pangs and/or cravings.

Gastric emptying time studies show that the longest time that carbohydrates will stay in the stomach is one hour. In contrast, protein will stay in the stomach for two hours, and fats will stay in the stomach three to five hours. This is why you find yourself getting hungry 20 to 40 minutes after having a piece of fruit, or some bread, pasta, rice, veggies or some cereal. This is also why you feel stuffed for four hours after having a meal high in fat. These studies also found that when you combine a protein with a carbohydrate, both the protein and the fat contained in the protein (since most proteins have some fat in them) cause the carbohydrate to stay in the stomach longer (approximately 3 ½ to 4 hours), which basically means that this increases gastric emptying time, a good thing, because a longer gastric emptying time also means a slow and controlled increase in blood glucose, which lessens the chances of storing a large portion of this meal as fat due to a quick and high increase in blood glucose followed by a large secretion of insulin.

A longer gastric emptying time also means mild successive increases over time, as well as mild or slower successive decreases in blood glucose levels caused by the longer time that it takes for food to leave your stomach. As a consequence, you do not get hungry as quickly, and are able to do away with your sweet cravings, which are usually caused by the need to raise low blood glucose levels after such a drop as described above occurs.

Given the short gastric emptying time of carbohydrates, no wonder you can be hungry by the time you get to the office after having a bowl of cereal with milk, several pieces of toast with jam or jelly, and a glass of OJ! These are all carbohydrates that leave your stomach quickly and raise your blood glucose levels quickly, which causes an insulin secretion that most likely stores everything you eat for breakfast as fat, and in doing so, causes your blood glucose levels to quickly drop. Then people typically go on without eating until 1 or 2 p.m., further slowing down your metabolism (remember, low blood glucose levels cause your metabolism to put on the brakes), which will most likely cause you to overeat at lunch, or if you are "disciplined enough" and just have a salad for lunch, by the time you have dinner around 7:30-8:00pm you find that you are ravenous and cannot be satiated no matter what or how much you eat.

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A popular diet myth and nutritional blunder is that you are not supposed to eat after 6:00pm. So, this myth means that you should go to bed hungry. After all, once you fall asleep, you won't need any energy, will you? Actually, the answer is yes, you will need energy while you sleep to repair tissues, and conduct all kinds of metabolic functions that take place while you sleep. All of these processes require energy. Again, the "no food after 6:00pm" theory is just another fallacy. The fact of the matter is that the human body will do anything to survive; that is its number one priority. Since fat is long-term stored energy, the human body will forego burning fat and will initiate a process called "gluconeogenesis," which simply means "the new formation of glucose." This sounds harmless until you realize that the pathway by which new glucose is formed is by the secretion of cortisol, a hormone responsible for breaking down muscle tissue and turning it into sugar or glucose so that you can continue to breathe, walk, talk, think, exercise, etc. So even though you *think* you are not eating, you actually are eating - *you are eating your own muscle* - slowing down your metabolism and storing fat. These are undesirable effects. Due to the fact that muscle weighs more than fat (muscle takes ~two-thirds less room than fat for the same weight), as you eat your muscle you lose weight, but, by no means is this any reason to get all excited about seeing lower numbers on the scale! In the worst case, your body may be entering a downward spiral of continual fat storage and suppress metabolic rate.

The most common nutritional question that I hear in my fitness improvement practice is: "**what and when should I eat?**" This is a loaded question, but there is an answer to give if an individual's objective is to lose fat and maintain muscle. Everyone's goals should be to increase their metabolism by fat riddance and muscle maintenance/procurement.

So, based on the gastric emptying studies and blood glucose management issue that were addressed above, the ADA's have come up with three basic rules to help you keep your muscle and loose weight of fat. Which are:

The 3 Fitness Nutrition rules: (Nutrition to promote fat riddance)

- 1) Eat every 3 to 4 hours**
- 2) Every time you eat carbohydrates, make sure to eat it with protein**
- 3) Memorize exchanges & memorize your patterns** (portions)

Rule #1: Eat every 3 to 4 hours:

This rule is derived from the fact that we know that blood glucose levels drop below 80mg/dl even in the scenario of eating a perfectly balanced meal. When blood glucose levels dip low, your body resorts to eating its muscle to provide energy. If we were to use a car analogy, you would not drive your car until you completely run out of fuel and have to call a friend or AAA. The strategy is to control your glucose levels throughout the day to prevent crashing and craving cycles.

Rule #2: The most important rule - Eat protein every time you eat a

carbohydrate: Study's conducted by both of the ADA's determined that it takes 15grams of carbohydrates to raise glucose levels by a measurable or noticeable amount. The ADA's gastric emptying time study has also determined that rapid rise in blood glucose levels promotes fat storage. Our muscle and organ cells are like mini gas tanks. A similar analogy is that you cannot pump 20 gallons of gas into a 10 gallon tank. As humans, when our muscle and organ cells are full of glycogen, the excess is stored away as fat. We know that protein leaves the stomach in 2 hours and fat leaves the stomach in 3-4 hours. All protein has some form of fat in it. So, in eating protein with carbohydrates, you will increase the gastric emptying time, temper blood glucose level swings, and

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

control your appetite/cravings. Blood glucose control is the most important aspect of a nutrition and exercise program.

Rule #3: Memorize exchanges and your pattern:

Exchanges are what the ADA's came up with to help everyone measure and determine how their food affects their blood glucose levels and calories consumed. The word "serving" has been used by millions of manufacturers and have different quantity definitions. The ADA's decided to come up with their own terminology and decided to call a 15gram serving of carbohydrate an "exchange". Therefore, even though an entire English muffin may be one serving, since it has 31grams of carbohydrates it is considered to be two carbohydrate exchanges. So, instead of having a cup of oatmeal every morning, you're actually having two carbohydrate exchanges. You may choose oatmeal, bread, cereal, pasta, rice, potatoes, pancakes, muffins etc., until you reach your prescribed number of 30grams of carbohydrates or two exchanges or as many as your Registered Dietician or Certified Fitness Nutritionist recommends that you have for a particular meal.

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT



The picture above is an illustration between 5lbs of Fat and 5lbs of Muscle. In which form would you prefer to store 5lbs around your waist?
Hint(The muscle is the smaller item)

Resistance Training Fat Loss:

**The BEST way to Increase Metabolism,
Increase Muscle Tone, Sculpt,
Improve Health Vitals, Reverse Aging
and Expedite PERMANENT Fat Loss is
With Weight/Resistance Training!**

What is Resistance Training?

Resistance training, also known as weight training has become one of the most popular forms of exercise for fat loss, health improvements and physical conditioning. The terms strength, weight and resistance training have all been used to describe a type of exercise that requires the body's muscles to move (or attempt to move) against an opposing force, usually presented by some type of equipment, but can be accomplished by using your own body weight as well. Dumbbells, barbells, cable pulley machines, squat machines, leg presses, your own body weight, medicine balls and elastic bands are all permutations of resistance training equipment.

Today we have many options when it comes to resistance training - but they all have one thing in common... they can change your life!

Resistance training works to gain and tone muscle due to the fact that we force physiological adaptations in execution of voluntary movements. In procuring more muscle, our metabolism and the amount of calories we burn at rest and during exercise increases. Again, a substantial aspect to permanent fat loss is to increase your metabolism and amount of calories that you burn when you are NOT exercising.

"But I don't want to look muscular and bulky." I cannot tell you how many times I have gotten this reaction from women when I encourage them to lift weights. The critical thing here is that in order to be fit and toned you MUST lift weights! It's simply not true that a woman will turn bulky from weight lifting! Resistance training can literally change your entire body, let alone your self-confidence and self-esteem, but most importantly, resistance training could possibly be the best thing that you will ever do to keep your body looking and feeling 10 years younger.

I can attest that after years of personally training women that I don't have any clients entering and competing in body building contests. They are more toned, have less fat, are healthier, have an increased metabolism and have had to buy smaller trousers! An essential difference in the sexes, muscle gain and metabolism is within the realm of the hormone testosterone. Testosterone promotes muscle gain and maintenance. Men have and produce higher levels of testosterone than women. This would explain why men can procure fat lost more rapidly than women. Muscle burns more calories and men have an easier time of getting muscle than women upon applying themselves.

Even for men, getting the "bulky" look requires an incredible amount of effort and dedication. Heck, I would like to be substantially bulkier than I

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

currently am. I would like to have the monster bulky look similar to the guy's in the Mr. Olympia contest. But, as we know those guys do a lot of controversial things to look that way. Professional bodybuilders, both men and women spend an INCREDIBLE amount of time in the weight room and they work with the intensity that would probably render most people unconscious. Professional body builders execute a large volume of sets in their routines. In executing 3-6 sets of triceps per week, one should not expect to grow "hulking" triceps.

Sometimes I wonder if people really believe that they will easily and with a normal amount of effort get too bulky. I met an out of shape guy at a social gathering and the topic of fitness came up. He told me that he got a personal trainer, but he told the trainer. "Hey, I don't want to get too bulky". So, I looked this cat in the eye and said "Do you REALLY believe that?" I mean did he actually believe that if he worked with his trainer that he would metamorphous from the slug to a stud in no time? From his state of physical fitness in which he appeared to be clinically obese, it would be safe to say that he does NOT have the data and fitness experience to make a bonehead assessment of weight training in the way he did.

Even in the scenario of a male kicking butt (intensity, consistency and efficiency) they maximum amount of muscle that a person can gain in one year is 10lbs. Muscle is a commodity, it's not easy to get and is very valuable. It's like gold for your body. If muscle were so easy to procure, professional athletes and bodybuilding (men and women) would not have to resort to illegal steroids.

Speaking of misinformed, sometimes I come across people that are seriously obese, and they are embarking on a "weight loss" program. I have heard people in this scenario say "I'm going to walk/run on the treadmill", or "I'll do jazzercise" or some other permutation of cardio. I feel bad that these people are so confused about the appropriate things to do. Regardless to a persons current state there is some from of weight training that they can execute and EXPEDITE their fat loss. Execution of cardio training is important for people, but MUST be done in combination with weights that's if they are interested in reducing fat levels. Weight training is like putting money in the back for the future and your current worth, cardio training has an acute (short term) affect while weight training has more of a chronic (long term) affect on fat loss.

What are the benefits of weight lifting?

Weightlifting is truly one of those things in life that can pay off in a positive manner if executed efficiently and consistently. It's not just for athletes or those working on a beach body. There are many benefits of weightlifting and let's examine them now.

Calories are burned during execution

We probably all realize that calories are burned in cardio training. During execution of resistance/weight training calories are burned as well.

- **How calories are burned with weight lifting**

Calories are burned in exercise due to the fact that our heart rate increases, oxygen intake increases and our body temperature increases. These are all activities that take place during weight training. The amount of calories burned during weight training bouts do vary and are incumbent on what type of training, training intensity and which muscle groups are trained. For example, training a larger muscle group will burn more calories than training a smaller muscle group. This is due to the fact that the larger muscle group requires more calories and energy to train. If you execute 9 sets of weight training on your quadriceps (a large four headed muscle) as opposed to 9 sets on your biceps (a smaller two headed muscle) you will burn more calories during your

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

quadriceps workout.

Increased Metabolism - Amount of calories burned!

I have heard many people make the statement "My metabolism has slowed". This statement is true for most people over the age of 25. The primary reason that our metabolism slows down after 25 is due to the loss of muscle. It's a fact that after the age of 25 an individual's metabolism typically declines between %5 and 10% per decade. This has a direct correlation to the fact that after 25, individuals loose muscle on a yearly basis, that's if the individual does NOT participate in a muscle building/maintenance program.

In simple terms, your metabolism is the process of breaking down proteins, carbohydrates and fats to yield the energy that your body requires to maintain itself. Your metabolic rate is incumbent on the amount of calories consumed, the amount of calories burned during exercise, calories burned during the digestion process, calories burned at rest and a small amount based on your particular genetic makeup.

We cannot change the amount of calories that we burn due to our genetics, (which only accounts for about 5% of total daily calories burned), but we can TOTALLY control the amount of calories burned during exercise, rest, and eating by increasing the body's need for energy.

• How weightlifting increases your metabolism

A physiological adaptation of weight training is the procurement of strength which is also a procurement of muscle. There is some controversy pertaining to the facts of if we either create more muscle cells or if existing muscle cells grow. It's safe to say that if weight/resistance training is executed efficiently and consistently that an individual will either maintain or, preferably gain beloved, super valuable muscle.

An increase in muscle tissue/percentage equates to an increase in the amount of calories burned on a daily basis for an individual. With weight training, muscle fibers are broken down and energy is required to rebuild the muscle fibers. This means that your muscle cells will be "hungry" to get glucose into the tanks!

Weightlifting promotes muscle gains due to the fact that you are more likely to store glucose into your muscle cells in the form of glycogen than if you did not execute weight training. Think of weightlifting as increasing the "bandwidth" of getting valuable nutrients to your muscles.

So, your body's BMI, or muscle to fat percentage is the essential factor of how many calories YOUR body requires on a daily basis. The more calories you burn, the better. The more muscle you have, the more calories you burn! Here's a reason why:

- * 1 lb of muscle burns about 35 calories a day**
- * 1 lb of fat burns about 2 calories a day**

Another way to look at the metabolism/calories burned issue is to think about how people acutely store fat with a nutritional screw-up. Let's say a nutritional screw-up is the consumption of ~35 grams of sugar in one setting. (ie; candy bars, soda, energy drinks, ice cream etc..) The amount of fat stored will be different from a person that's packing 35% fat .vs a person that's packing %25 fat. In the scenario of the person with 25% fat, they have more room in their muscle fuel tanks because they have more muscle. The person with %35 fat does not have much room in their muscle tanks. That means that the muscle person will have LESS excess glucose remaining in their blood stream to store as fat once the tanks are filled. The best way to maintain and increase your metabolism is to increase the amount of calories burned in rest, exercise

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

and digestion. There is no other way than to increase and maintain your muscle.

Added tone, sculpted and firmer muscles

Are you interested in flatter abs? Would you like a firmer set of buttocks? Tired of having your arms continue to move after you wave to someone? Would you like to look better in your swimsuit? Resistance/weight training is the essential factor to improve these aspects of your body. Without resistance training, you are almost certainly doomed to "flab", "a muffin top", "turkey waddle" and a "beer/carbohydrate belly".

- **How Resistance Training sculpts, tones and firms our physique**

Since we know that muscles consume more energy than fat, it is safe to assume that when you increase in muscle you will also decrease in fat. This is of course assuming that your caloric intake does not increase and that your cardiovascular activities do not decrease.)

Due to this decrease in fat, the shape of your muscles will start to be unveiled by the shedding of the extra fat tissue that covers them. Now that's body sculpting!

Reduced risk of getting "onset/preventable" disease and illness

The most important aspect of weight/resistance training is the health benefits. In consistent, efficient execution of weight/resistance training, it's inevitable that important health vital statistics will improve.

- **Type II Diabetes, how resistance training reduces the risk of**

Diabetes is also known as insulin resistance. Diabetes is the state of having difficulty in deliverance of glucose and nutrients into muscle and organ cells. Insulin is a hormone that serves as the "key" to opening the doors to your muscle and organ cells to receive nutrients in your blood glucose.

In gaining muscle, we know that your muscles and organs are responding to insulin. There is no way to increase muscle unless you are getting nutrients into your muscle cells via insulin opening the doors to muscle and organ cells for glucose and nutrient delivery. Weight/resistance training promotes the reaction to insulin to allow glucose into your muscle cells during recovery and building of muscle cells. After resistance training bouts, the natural process is for your muscles to recover in which glucose/glycogen repletion is a factor.

- **High Blood Pressure, how resistance training reduces the odds of**

High blood pressure is when the heart is working very hard to deliver and receive blood throughout the body. This can be caused by thinner passages in the veins and arteries which can be caused by trans fats, the lack of any form of exercise and high levels of body fat. Due to the fact that the heart is working "overtime" all the time it can become weaker and lead to heart failure. What causes high blood pressure? Good question, it comes from a few circumstances. Bad nutrition habits such as too much trans fat can contribute to this problem due to the fact that the trans fats and triglycerides can clog and thin passages in the veins and arteries.

The combination of bad nutrition and the lack of resistance and cardio training only makes the problem worse. If veins and arteries are clogging, the best way to open the passage ways, reverse the clogging and strengthen the heart is via resistance training. In execution of resistance training, your heart "revs" up and down during the bout. In "revs" I mean that the heart rate increases towards its maximum rate, then upon completion of the set and a little rest, the heart rate comes back down, and then you do it again! The process of raising the heart rate in a voluntary manner increases the rate in which blood is delivered and received from the heart. When this is executed consistently it helps to clear the veins and arteries meaning

SPECIAL REPORT: The Truth About FAT LOSS Revealed! Get Rid of Excess FAT

that the heart does NOT have to work so hard, in an involuntary manner and struggle to deliver and receive blood, thus increasing the longevity and efficiency of the heart.

- **Heart Disease and Stroke, how resistance training reduces the risk of**

Resistance training can reduce the risk of heart disease and stroke in a similar manner that it battles diabetes and high blood pressure. Some forms of heart and coronary disease are incurred due to weakening of the heart. Weakening of the heart can be caused by thinner flow passages in the veins and arteries and from the lack of "revving" the heart. Studies have shown that a consistent resistance training program can promote strengthening and increase in the muscle of the left ventricle of the heart. It's safe to assume that in procurement of a stronger heart ventricle that the chances of getting avoidable heart disease is smaller than if an individual does not execute resistance training.

- **Bad cholesterol, how weight training lowers levels**

High levels of bad cholesterol can be related to having higher levels of fat and triglycerides in the blood. Again, trans fats and lack of "revving" the heart can contribute to high levels of bad cholesterol. In execution of resistance training, "revving" of the heart and increasing the flow of blood through veins and arteries promotes the "flushing" of bad cholesterol out of the blood stream.

- **Osteoporosis, how resistance training reduces the risk of**

Do you know millions of people are diagnosed with Osteoporosis every month? Do you also know one of the top ways to prevent having this deadly disease occur in your own body? Doctors say that resistance training is one of the best activities you can do to strengthen your bones and repel Osteoporosis.

When your muscles are resisting against the weight that you are pushing or pulling your bones are also being tugged on by your tendons and ligaments. This tugging results in your bones building themselves stronger to compensate for your muscles being stronger. If your muscles were stronger than your ligaments / tendons then they would snap right off of your bones. Your body was designed in such a way that it learns from the stimulus given to it and it adapts to perform better.

Other Benefits to Resistance Training

- **Increased Strength**

Growing weaker is associated with growing older!

- **Improved Coordination**

I can't think of any circumstance to voluntarily lose coordination

- **Increased energy and release of "endorphins"**

"Endorphins" is a generic term referring to all opioid peptides. We know that after exercise your body releases opioid peptides to deal with and help recovery from a resistance training bout. The more energy you burn, the more you have!

Cardio Training for Fat Loss:

What is CARDIOVASCULAR TRAINING

Cardiovascular training is anything that gets your heart pumping at an elevated speed. This includes walking, jogging, bike riding, swimming, playing sports, roller skating ... you get the idea! Cardiovascular training is used to burn calories and to improve one's overall conditioning.

Why should I execute cardiovascular Training?

Walking, jogging, biking ... they all seem to take so much effort! Why should I make myself do these when I don't enjoy them? While cardiovascular training may seem like a chore, you will be more than willing to hop on a treadmill after reading the following benefits to cardiovascular training!

Weight Loss of Fat

Probably the most cherished side effect of cardiovascular training is losing those unwanted pounds of fat! Since your body's decision to store fat is based on the equation of Energy In vs. Energy Out, the more Energy Out that you have the less energy you will have to store on your waist, hips and thighs.

Conditioning, increased VO2 Max

When was the last time you got winded walking up a flight of stairs? Not the greatest feeling was it? When you are wheezing and clutching your side ache, you know without a shadow of a doubt that you are out of shape!

When you train your cardiovascular system you will begin to find that you don't lose your breathe as easily under strenuous activity. Your heart becomes conditioned to pump faster on demand without sending you into a wheezing fit. Your heart is the most important muscle in your body, and if you want to enjoy the new body you are about to create, then wouldn't you want to have a healthy heart along with it?

Disease Prevention

Cardio-vascular training also helps with disease prevention such as heart attack, stroke, hypertension, and diabetes. Excess pounds of fat contribute to the previously mentioned diseases. Cardio training is part of the formula of getting rid of fat. By getting rid of excess weight of fat and conditioning your body, you arm your body against these and many other ailments.

Motivation and Accountability:

Keeping motivated, accountable and consistent is an essential key to getting rid of pounds of fat! If you ONLY execute exercise and good nutrition on an intermittent basis, you won't see results!

Okay, now you know the details of what is required to get rid of excess levels of fat. Unfortunately, it's not necessarily an easy task and there is no single silver bullet to do the trick. The business of reducing fat, keeping fit and reducing the risk of onset disease is not an activity that you only do a couple weeks before vacation or summer time. It's a lifestyle! The lack of consistency, intensity and efficiency is a substantial contributing factor to the USA having high percentages of overweight, obese and unfit people.

Get a method of accountability and motivation to ensure results!

Many, many people fail in the battle to lose weight of fat and fitness due to the fact that they are not consistent. With all of the infomercials which display untypical and unrealistic results, people sometimes lose the drive to continue with the fight. In reality, an individual should not expect to see substantial progress in 2-3 weeks with weak exercise and nutrition habits.

In addition, if an individual is not working with the appropriate intensity and efficiency, they can get discouraged and quit when they do not see results immediately. A single machine, scam diets and simply signing up for a gym and making an occasional appearance will not magically cause a person to get rid of fat. Big box gyms make money due to the fact that many people sign up, show up at first, get discouraged then quit.

The solution to the motivation and accountability factor is to work with a qualified fitness professional.

In working with a qualified fit pro you will enroll in a program which is specifically designed to help YOU. You could get a friend or relative, but with everyone's busy schedule the odds of keeping consistent are low.

Work with a Nutrition Pro to determine YOUR correct amount of carbohydrates, protein and fat exchanges for YOUR goals.

To successfully get on track with an exercise and nutrition program for long term results, it is essential that individuals meet with their Registered Dietician (RD) or Certified Fitness Nutritionist (CFN) to create a meal plan in accordance with the individual's goals and circumstances. In this way, the individual can establish a "baseline" on how their metabolism is working and how it reacts to the nutrition and exercise plan and make adjustments accordingly.

Benefits of working with a Nutrition Pro:

- Learn the facts about Human Nutrition
- Experience, a nutrition pro has helped others lose fat
- Learn how many calories YOU should consume for YOUR goals
- Learn what YOUR energy expenditure is
- Learn the details of how many grams of the macronutrients YOU need
- Learn your body fat percentage

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- Monitor fat loss progress
- Learn the differences between good and bad fats.
- Get a grip on the carbohydrate, Protein and fat sources?
- Learn about and how to avoid high glycemic carbohydrates

Work with a professional fitness trainer to efficiently and consistently execute resistance and cardio vascular training.

Though there are many benefits and advantages from weight training, it is important that one executes this form of training with caution and efficiency. If an individual is not familiar, experienced or motivated to consistently execute and reap the benefits of weight training, they should consider working with a qualified personal trainer.

There are many methods of cardio training as well. It can be difficult to be "self driven" in the battle of execution of a consistent training regimen.

Conclusion

Well, the secrets to lasting fat loss have been revealed. There are no pills to take, machines to buy or breathing techniques to learn. By now you are convinced that resistance training along with cardiovascular training and a personalized nutrition plan are going to be worth your time.

Just giving you this valuable information is not enough. If I only did that, and stopped there, I simply would not be doing you or myself any justice.

Therefore, I'm going to go further to ensure that you receive the most accurate solution to your fitness and fat loss problems. On the next page you'll find a gift certificate just for you. I would like to offer you a 20% discount on PayneFitness Fat loss and Health Improvement services

That's right; the gift certificate below entitles you to a 20% discount!

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