

# The 12-Week Solution

It's not enough to eat supportive foods and exercise for only a few weeks or even a couple months. You must incorporate these behaviors into your life to achieve lasting results. Lifestyle changes start with taking an honest look at your eating habits and daily routine.

When you combine the Five Factors of Fat Loss, you take total control of that word we talked about earlier... metabolism. And it is your metabolism that defines the composition of your body. As you begin to change the way you eat and move, your appetite will change, your energy levels will change and then you will find, in a very short time, that if you go more than three hours without eating or skip your regularly scheduled workout, you will be affected!

You've made it clear that you're not happy living in the body that you are in. It's time to take responsibility for creating the body you desire. You have to start creating new habits.

This may be quite a change for some, and change is not always easy. Our promise to you is that if you apply the Five Factors of Fat Loss and make the commitment for just one week, and really stick with it, you will find it very difficult to go back to your old way of living.

## **The Power of Habit**

Success and failure are simply habits, and the good news is that good habits are just as difficult to break as bad ones. Motivation gets us started on the road to success and good habits are the fuel that keeps us making progress. Just as bad habits can lead to a downward spiral, good habits escalate and lead to an upward spiral.

Welcome the challenges that face you. With effort and patience you have the full potential to create a positive change with your physique and your quality of life. There are only three conditions necessary for the acquisition of any new habit or skill. The COURAGE to try something you do not know how to do, the PATIENCE to try again once you have discovered that you don't know how to do it and the PERSEVERANCE to keep trying, as many times as necessary, until you do know how to do it.

## **What You Will Notice – The Benefits**

The first thing most people inevitably notice when they apply the Five Factors of Fat Loss is a dramatic change in their energy level. You will wake up in the morning and be surprised that you actually have energy!

As you put quality fuel into your body – regularly – and when you optimize the way your body functions through a combination of smart cardio and resistance training, you will start to appreciate what energy REALLY is!

When you change your habits and apply a formula that guarantees results, you will begin to feel a change in your energy levels as quickly as three to four days. So, within a couple of weeks, typically, you will probably start noticing your clothing fits differently – perhaps a little looser. That doesn't mean you should jump on the scale if fat loss is a goal. You will soon discover why the scale is EVIL. It can't tell the difference between water weight, adipose (stored body fat) weight, and muscle weight. So, when your clothes start to feel looser, realize that something good is happening. Fat is leaving your body.

As you change your habits and consistently apply the Five Factors of Fat Loss, others will notice a change before you ever do. Someone who hasn't seen you in a couple weeks may

suddenly say “Wow! You look great?” You can count on the next question they’ll ask to be something like, “Are you on a diet?” And you can quickly reply “No! I’m just eating more and properly and exercising less.” You will leave them feeling stunned! But eventually they’ll ask you how you did it – and they may end up applying the same factors themselves!

## Guarantee your Success

Before you begin this life-changing journey, you must accept and live by the basic understanding that this course is built around the premise of “progress, not perfection.” By developing awareness that improvement is measured by your daily progress, you can save yourself a lot of grief and frustration from the get go. Simply focusing on small, positive steps in everything you do is a vital component to a permanent physical change. With time, commitment and a willingness to continue to take those small steps, failure is not an option.

The following steps will ensure that you receive the maximum benefit from your experiences. They will play an essential role in helping you achieve your goals of ultimate leanness and energy. Improvement will become apparent in a matter of weeks.

### I will...

1. **Decide on what I want to achieve** – Have a clear vision of the end result. Close your eyes and visualize your ideal body. Picture exactly how you look, size and shape you are and how you feel.
2. **Know and feel my REASON** for wanting to achieve these particular results – Continue to ask yourself “why” until you elicit an emotional response.
3. **Believe I am capable and deserving** of reaching this goal – If others can do it, why can’t you?
4. **Make this a priority** in my life, every day – “We do not set out to fail, we simply fail to plan” - Schedule workouts, schedule your meals, keep kitchen stocked...
5. **Start taking actions** that bring results – each day strive to do something a little better than the day before. “I am making progress if I am better today than I was yesterday” ~Dr. Wayne Dyer.
6. **Be grateful** - understand that the quickest way to achieve my goals is to be happy NOW. When you look to the future for your happiness, you can guarantee you'll never be happy. Focus on the present. Life shouldn't be something to be endured until the future arrives. Your present should be thrilling, exhilarating and inspiring.
7. **Be forgiving** - I will not beat myself up when I haven't done everything perfectly. If I slip, I will quickly return to my plan. I won't feel guilty, but will remain enthusiastic about the process and with myself.

You can begin, right now, by taking a different, more positive course of action. Allow this handbook to be your guide as you strengthen your commitment. Take a chance, have faith and proceed with confidence. You are about to become a success story; joining others who have successfully learned how to eat, how to move and how to believe in themselves once again. They are experiencing the joy of living life to the fullest. So will you.

# Session One: Establishing a Starting Point

To individualize your Program, a starting point must be determined. We will assess your current body composition and eating habits to determine your initial statistics and provide basic recommendations. Your health, fitness level and lifestyle habits are determined from the Client Profile Packet.

## Body Composition

The shape of your body is determined by three things: muscle, bone and fat. While there's really nothing you can do about changing your bone structure, there is a whole lot you can do about muscle and fat. This ratio of muscle to fat is commonly known as your body composition. To determine a beginning body composition value, we will measure body fat percentage, circumference measurements and weight.

It is important to realize that altered body composition is attained through **fat loss** and lean muscle tissue gain, **not weight loss**. When your body receives the proper amount of calories and nutrients, you can reach and maintain your fitness goals. Additionally eating supportive foods that fuel muscle tissue will help burn fat efficiently during exercise and when at rest.

## Why is it important to understand the difference between fat loss and weight loss?

- Calories are burned in muscle tissue. One pound of lean muscle burns approximately 50 calories a day. Conversely, body fat is a store house for calories. One pound of fat burns approximately 5 calories a day and stores 3500 calories of energy.
- By simply restricting calories to shrink the number on the scale, a minimum of 25% of weight loss (more than two pounds per week on average) will be lost from lean tissue.
- As a result, your metabolism will be suppressed by 50%.
- Rapid weight loss from under-eating causes muscle tissue to be used for energy, which cripples your body's ability to burn fat for energy. In the future this will cause you to put the weight back on and most likely gain more than you ever had before.
- Providing your body with a regular exercise program and the food and nutrients it needs will sufficiently fuel working muscles, initiate fat loss and develop an accelerated, fat burning metabolism.
- Proper fat loss strategies will allow you to lose 75% of your weight from fat and less than 25% from lean tissue.

## Calorie Estimation

Under eating or overeating may cause muscle tissue loss or fat gain. In order to reach your goals, both you and your Nutritional Coach need to know the amount of food you eat. One way to do that is to use a calorie estimation equation.

## Typical Daily Energy Expenditure (TDEE) averages for men and women

For maintaining weight (TDEE):

Men (average): 2700-2900

Women (average): 2000-2100

For losing weight:

Men (average): 2200-2700

Women (average): 1400-1800

For gaining weight:

Men (average): 3200-4000+ Women (average): 2200-2500+

A fast and easy, but not very accurate, method to determine how many calories you need is to use your total current weight times a multiplier for TDEE.

Fat loss = 12 - 13 calories per lb. of bodyweight

Maintenance (TDEE) = 15-16 calories per lb. of bodyweight

Weight gain = 18 to 20+ calories per lb. of bodyweight

### **The Harris-Benedict formula (BMR based on total body weight)**

The Harris-Benedict formula uses the factors of height, weight, age, and sex to determine basal metabolic rate (BMR). This makes it more accurate than determining calorie needs based on total bodyweight alone. The only variable it doesn't take into consideration is lean body mass.

This equation will be very accurate in all but the extremely muscular (will underestimate caloric needs) and the extremely overfat (will overestimate caloric needs).

Men:  $BMR = 66 + (13.7 \times \text{wt in kg}) + (5 \times \text{ht in cm}) - (6.8 \times \text{age in years})$

Women:  $BMR = 655 + (9.6 \times \text{wt in kg}) + (1.8 \times \text{ht in cm}) - (4.7 \times \text{age in years})$

Note: 1 inch = 2.54 centimeters 1 kilogram = 2.2 lbs.

Example:

I'm Male

I am 52 yrs old

I'm 5' 8 " tall (172.7 cm)

I weigh 167 lbs. (75.9 kilos)

My BMR =  $66 + 1039.95 + 863.6 - 353.6 = \mathbf{1615 \text{ calories/day}}$

Once you know your BMR, you can calculate TDEE by multiplying your BMR by the following activity factor.

Activity factor

Sedentary =  $BMR \times 1.2$  (little or no exercise, desk job)

Lightly active =  $BMR \times 1.375$  (light exercise or sports 1-3 days/wk)

Mod. active =  $BMR \times 1.55$  (moderate exercise or sports 3-5 days/wk)

Very active =  $BMR \times 1.725$  (hard exercise or sports 6-7 days/wk)

Extr. Active =  $BMR \times 1.9$  (hard daily exercise or sports & physical job or 2 X day training, marathon, football camp, contest, etc.)

Continuing with the previous example:

My BMR is 1615 calories per day

My activity level is Very Active (I work out at least 3-4 times per week hard)

My activity factor is 1.725

My TDEE =  $1.725 \times 1615.95 = \mathbf{2757 \text{ calories/day}}$

**Katch-McArdle formula (BMR based on lean body weight)** The Harris-Benedict equation has separate formulas for men and women because men usually have a higher lean body mass and a larger bodies.

Since the Katch-McArdle formula accounts for LBM, this single formula applies equally to both men and women and it is the most accurate method of determining your daily calorie needs.

BMR (men and women) =  $370 + (21.6 \times \text{lean mass in kg})$   
I'm 167 with a BF% of about 11% so LBM =  $167 - 11\% = 148.63 / 2.2 = 67.55\text{kg}$

Now take your Activity Level as described above and multiply it by your BMR to determine your caloric intake per day.

My BMR =  $370 + (21.6 \times 67.55) = 1829$  calories

To determine TDEE from BMR, you simply multiply BMR by the activity factor:  
Continuing with the previous example:

My BMR is 1829

My activity level is Very Active (I work out at least 3-4 times per week hard)

My activity factor is 1.725

My TDEE =  $1.725 \times 1821 = 3141$  calories

384 calories difference! Using the bodyweight only calculation could actually cause you to eat too little and go into starvation mode!

### How to lose body fat instead of muscle tissue:

- Make positive changes in your daily eating habits
- Adhere to your supportive nutrition plan
- Commit to at least 3 days of resistance training and cardio.
- Take at least 10,000 steps a day (GET A PEDOMETER)
- Eat about one to two hours prior to exercising to fuel muscles and prevent muscle loss
- Have a recovery drink within 30-45 minutes after exercise to replenish nutrients in muscle tissue and expedite recovery
- Take a whole food nutrient complex that is specifically designed for you to prevent muscle tissue loss. This in turn boosts your metabolism.

### How do you measure Progress?

Weight, body composition and circumference measurements are only a few of the many tools used to gather **evidence of your progress**. They should not, however, be thought of as the only way to measure success. There are several methods for measuring your progress. Our approach uses simple strategies to help keep you focused but at the same time – avoiding frustration.

**CLOTHING:** Find evidence by taking a trip to your very own closet. Take out a pair of pants that fit snugly before you began your new, healthy habits. Are you able to ease into them, when before you had to sit (or lie) down and yank them up your legs? This is a sure sign of progress toward a leaner you! Jeans are actually the best form of measurement because they are the least forgiving. They just won't stretch to fit in those bulging areas. They will be your benchmark for you well you are progressing through this course. Try them on every 3-4 weeks. Unlike the scale, jeans do NOT lie. They can't. They are ALWAYS the same size.

**BODY MEASURES:** Other numerical signs of progress. Watch the measurements of your waist, arms, neck and hips change. If you are not losing pounds, are losing inches all over your body as your figure slims down and tones up. Other numerical indicators include a reduction of blood pressure or cholesterol, BMI, and body fat percentage.

**ENERGY LEVELS:** Monitor how a eating supportively and regular exercise affects your energy levels. Not only will you be able to work out for longer intervals of time, but daily movements and

chores will also become easier. Whether cutting the grass or simply walking up the stairs, these behaviors will come effortlessly. Think of all the daily activities you could use more energy for—grocery shopping, house cleaning, playing with your kids, and more. Pretty soon you'll be training for your first 5K!

**EMOTIONALLY:** Lastly, be conscious of how you feel emotionally. You work hard to reach your goals. Hopefully, the hard work will come with a boost in self-esteem, confidence, and happiness. Are you beginning to feel more comfortable in your own body? What do you hear others saying to you? What are you saying to yourself?

## Setting Healthy Goals

The first step to achieving results is setting a realistic goal. No matter what the reason, successful and healthy weight management depends on sensible goals and expectations. If you set sensible goals for yourself, chances are you'll be more likely to meet them and have a better chance of managing your weight long term.

Setting healthy goals at the start of an ongoing program can help you change and improve your physical activity and eating habits. To set goals that are right for you, think about what you want to change and why, and what steps you can take to reach your goal. These changes don't have to be big. Even small steps can make a difference. Also, think about who can help you, and how you'll reward yourself for making these changes.

### 5 Steps to Setting Goals

**Make a choice** - Look at your body, your quality of life. What do you really want to have?

**Be specific** - Leave no detail left behind.

**Find Your Reason** – Now that you know what you want to change, ask yourself WHY?

**Form your plan** – What is it going to take to get there? What are you going to have to do?

**Take action** - Do you know what the number one cause of failure is in most people's lives? Never taking action. We develop these comfort zones and become afraid to step out of those boundaries and really go after our goals. We know that we must change; we know that we have to follow our plan to be happy, but seldom do. Do not let your written plan of action go to waste. Start immediately on working towards your goals!

We will guide you in completing your Goal Tracker Sheet during session one. Realistic expectations are based on the fact that – safe and long term weight loss is 1-2 pounds of fat per week, 2-3 months to drop one size or 2 inches off a belt size.

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