



Contents

Copyright Notice	2
Medical Disclaimer	3
Preface	15
Obesity	15
Diabetes	16
Diabetes in children	17
Genetics	17
Fat free foods	17
Public apathy towards diets	18
Healthy living	19
Never too late	20
Personal commitment	21
Positive habits	22
Inappropriate training programs	23
Medical jargon	23
Personal Support	24
Foreword	26
By Gwen Stefani	27
Step 1. Get Organised!	28
Don't let destiny fool you	28
Why people fail to lose weight	29
You must set deadlines	30
Facing new challenges	31
Procrastinators	32
Heart attacks	32
Unflattering photographs	35



Step 2. Set Realistic Targets!	38
Crossroads	38
Short and long term goals	39
Be specific	41
Be positive	42
Your negative environment	43
Measurable goals	44
Visualisation	45
Rewards	50
Motivation	53
Step 3. Dedicate Yourself!	54
No pain no gain	55
Dedication, discipline, desire	55
Focus	56
New lifestyle	57
Inner-strength	58
Step 4. Have A Comprehensive No Fail Plan!	61
Strategies	61
Inside secrets	62
Use Post em notes	63
Clean up your environment	63
Keep a food and exercise diary	64
Pick a stock up day	66
Buy a blender	66
Use smaller plates	67
Watch for emotional eating	68



Create a major support network	69
Get online help	72
Buy some magazines	72
Look for local support groups	73
Only weigh yourself once a week	73
Ban all soft drinks	74
Become more physically active	75
Switch milk	75
Drink up to a gallon of water a day	75
Never skip breakfast	81
Do a 5 minute morning workout	81
Stop dieting	82
Have a positive mental attitude	82
Don't give up	83
Maintain a regular diary	86
Must, Should and Could do	87
Just do it	89
Step 5. If You Diet, You'll DIE!	92
Apathy towards diets	92
Fad diets	93
Balance	94
Fat gene	95
Explaining calories	96
Alcohol	97
Crisps	97
Calorie counting book	98
Confusion over carbohydrates	100
Complex and simple carbohydrates	100



Eating carbohydrates spares proteins	101
Monosaccharides and Disaccharides	101
Glucose – fuel for the brain	102
Empty calories	103
Sucrose	103
Sugar consumption	103
Insulin	104
Insulin promotes fat storage	104
Lactose and fructose	105
Polysaccharides	106
The Thermic Effect	107
Starchy and fibrous carbohydrates	108
Fibre	109
Glycemic Index	110
Processed foods	111
Refined vs. unrefined carbohydrates	112
Carbohydrate intake	113
Proteins	114
Nitrogen balance	114
Basal Metabolic Rate	115
Eat more often	115
Skipping meals	116
Controlling insulin production for fat loss	118
Protein cannot be stored in the body	120
Protein and kidney dysfunction	121
Protein and dehydration	121
Amino acids	122
Essential amino acids	122
Biological value of protein	122
Protein powders	123



Fats	124
Saturated fats	125
Cholesterol	126
HDL cholesterol	127
LDL cholesterol	128
Monounsaturated and Polyunsaturated fats	129
Essential fatty acids	129
Dietary sources of EFAs	131
You are what you repeatedly do	132
The 90/10 rule for fat loss	133
Total Daily Energy Expenditure	134
Physical activity for fat loss	137
Diets are not sustainable	138
Starvation	141
Too much too soon	143
Pitching at the right level	145
Body Mass Index	147
Cycling calories	151
Multivitamin	155
Step 6. The Top Ten BEST and WORST Foods!	158
The top ten worst foods	158
French Fries	158
Crisps	161
Soda	161
Fast food burgers	163
Sausages	165
Alcohol	166
Sweets and deserts	167



Cheese	167
Doughnuts	168
Fried chicken	169
Lasagne	169
The top ten best foods	170
Tomatoes	170
Broccoli	170
Salmon	171
Skimmed milk	172
Oatmeal	172
Chicken breast	174
Egg whites	175
Whole Wheat bread	176
Apricots	177
Lowfat yogurt	177
Onions	178
Step 7. Raise The Intensity!	182
Burn fat and build muscle	182
Muscle drives your metabolism	184
Natural Human Growth Hormone	186
Fat and muscle weigh the same	187
How to produce HGH	189
Understanding intensity	190
Interval training	192
Quick fix era	195
20 minutes 3 times per week	197
Exposing the scams	198
If it's too good to be true.....it's a lie	200



Target the vulnerable	201
Overcome your obstacles	203
Ambiguous advertising	204
Marketing strategies exposed	205
Results not typical	207
Fake testimonials	208
Hard work doesn't sell	208
Step 8. Track Your Results!	211
Track your measurements	212
Walking billboards	214
Weighin every Monday	214
Eliminate failure	214
Your body fat %	214
Dress sizes	217
Photographs	217
Bio-electrical Impedance scales	218
Flaws when measuring BIA	218
Hydrostatic weighing	219
Skinfold measurements	220
Body fat % for women	221
Body fat % for men	222
Body fat % for sports	222
Medical problems with low body fat	224
Amenorrhea	225
Anorexia Nervosa	225
Warning signs for eating disorders	225



Step 9. What The Fitness Clubs Don't Want You To Know!	228
Discouraging the bodybuilders	229
Importance of aesthetics	229
Gym manufacturers	229
Turning a blind eye	230
Problems with fixed weight machines	230
Muscles working in isolation	231
Functional movements	232
Hormonal response for fat loss	233
Lazy personal Training	234
Unregulated Personal Training	235
Bodybuilding programs	235
The Squat	236
Dangers of using the Smith machine	236
Aesthetically beautiful, functionally useless	238
Knowledge and expertise of gym instructors	239
Celebrity Personal Training	241
Olympic and Power lifts	242
The inner unit	243
Trends and fads	243
Problems with Body-pump	244
Where is the dietician?	245
Food is first, exercise is second	246
The greatest Personal Training secret	246
Obstacles of restaurant eating	246
Mega restaurant calories	247
Fitness club dropouts	249
Fitness clubs not equipped for your heart attack	250
Joining a fitness club	251



Step 10. The Top Ten Best and Worst Exercises Ever!	253
Aerobic Vs resistance training	253
Runners High	255
Endorphins	255
Music when exercising	256
Weight training changes body composition	259
Increased bone density	259
Increased metabolic rate	260
Improved physical appearance	261
Reduced risk of injury	261
Women and weights	262
Women and testosterone	262
Top ten best exercises	264
Squats	264
Deadlifts	268
Clean and press	271
Lunges	273
Incline dumbbell press	275
Reverse woodchoppers	276
Romanian deadlifts	277
Pull-ups	278
Press-ups	281
Close grip press	282
Top ten worst exercises	284
Rear pulldown	284
Press behind neck	286
Pec deck	287
Leg extension	288
Leg curls	290
Tricep kickbacks	291



Concentration curls	292
Seated rear deltoid raise	293
Upright row	294
Lying tricep extensions	295
Step 11. The Five Functional Strength Workouts!	297
Exercise daily	297
Required equipment	298
Form and technique	300
Warmup Stimulus Exercises	301
Structural Strength Exercises	315
Increase your physical activity	328
Weight loss is food, not exercise	329
Why Personal Trainers don't get results	329
Step 12. Live The Lifestyle For The Long Haul!	332
Healthy eating for life	332
No short term fix for weight loss	333
Q & A	334
Final Thoughts	364
Heartbreaking	364
Perception	365
Help me	365
Suicide	365
Models	366
Love the person you are	366
About the author	368
Appendix	370



US recommended daily allowance for adults	371
Things that MUST be done	372
Things that SHOULD be done	373
Things that COULD be done	374
My progress	375
Food diary	376
Physical activity level	377
Height & weight chart for women	378
Height & weight chart for men	379
Height conversion	380
Weight conversion	381
Calculate your daily calorie plan	382
Time management	384
Personal agreement	385





Preface

As a Professional Personal Fitness Trainer I meet my share of people trying to lose weight. And to be honest with you, I'm often shocked at the useless extremes they often turn to in their attempt to get in shape. Which is why I wrote this book. In it I've included all you'll need to know to change your life and your health forever. This 12 step process is a guaranteed roadmap to your success. It doesn't promote a specific agenda or try to push a particular product. Instead, it's written as a guide demonstrating the things that actually work.

The only way to assure success in your weight loss program is to actually change who you are. Taking a special pill, or agreeing to use a specific machine for 10 minutes a day won't do it. You have to change your lifestyle, you need to become a healthy person and develop the mindset and attitude of a healthy person. The habits that drive you need to be healthy ones. In fact, you need to step out of the mainstream and forge your own path that leads to a healthy, productive life.

Obesity

Because unfortunately, society is moving in the wrong direction. Since the mid 80's the rate of obesity among adults in England has more than doubled. As of this writing 46% of the men and 32% of the women in England are overweight.

And America is no better. Statistics in the USA show that 8 out of 10 men and



women over 25 years of age are overweight. According to the World Health Organisation (WHO), the latest projections indicate that globally in 2005:

- approximately 1.6 billion adults (age 15+) were overweight;
- at least 400 million adults were obese.

WHO further projects that by 2015, approximately 2.3 billion adults will be overweight and more than 700 million will be obese! At least 20 million children under the age of 5 years are overweight globally in 2005. Incredible!

Diabetes

Since 1990 there has been a 76% increase in Type II diabetes among adults aged 30 to 40. And that's a very serious problem. Andrew Weil, who spends his time promoting health programs that help slow down the physical aging process, calls diabetes the one disease that actually speeds up our aging. It causes our body to deteriorate quicker. It literally kills you by destroying your body. Studies show that 80% of type II diabetes is related to obesity and 76% of cardiovascular disease is related to diabetes. Virtually every organ in the body can be destroyed by this disease that kills the body's ability to provide proper nutrition to its various parts, a disease that's caused, primarily, by our unhealthy lifestyles.



Diabetes in children

As predicted by WHO, obesity is no longer a problem limited to the adult population. The overweight population among children aged 6 to 11 has nearly doubled in the USA since the early 1980's. And the odds are very much against these kids growing up to be healthy. Being overweight, more than likely, will be a problem they'll face for the rest of their lives. In fact, according to statistics, an overweight kid is twice as likely to grow up to be obese as a normal child.

Genetics

Yes, it can be said that genetics plays an important role in our predisposition to weight gain. But when you consider the fact that this generation is suddenly becoming so much heavier than any before it, it's pretty safe to assume the real problem we're facing is much more an issue of environment. We live in an unhealthy world. We, as a society, have developed unhealthy habits. We eat too much. Food is much more accessible. Our portion sizes are far too large. We're drinking far too many sodas and alcoholic beverages and we're just not doing enough exercise. According to one study, 78% of Americans don't even reach the minimum of their recommended daily activity.

Fat free foods

Another major influence to the rising obesity epidemic is that we have



moved through an era where fat was our number one enemy that must be destroyed forever! What happened was that food companies starting selling 95% fat free foods, or virtually fat free foods.

This had a detrimental affect on society as people began purchasing more and more 'fat free foods' believing them to be healthy and good for us. What people didn't understand was that whilst these foods may have been reduced in fats, they were loaded with sugar and refined carbohydrates, and quite possibly a great deal of Trans fatty acids. Our sugar consumption went through the roof! It reminds me of the Seinfeld episode where the characters ate 'fat free yogurt' every day and started putting on weight despite the fact it was labelled 'fat free.'

We are now in a major crisis. Can you possibly imagine that obesity may turn out to be the number one preventable disease in the world ahead of smoking!! Our answer lies in education. People need to know how to eat, when to eat, what to eat, and how to exercise correctly for weight loss.

Public apathy towards diet

I firmly believe that people are trying to lose weight, but they've been challenged by ambiguous information from doctors, nutritionists, Personal Trainers, health 'experts' and 'gurus' and anyone else who throws in their two cents. It doesn't help that multibillion dollar diet, fitness and supplement companies are promising the world with their products and



delivering nothing but frustration and despair to millions of people. There are now those in the majority who are just apathetic towards being overweight which I don't understand at all.

I find it nothing short of amazing the way we ignore our bodies and our health, but if our cars show any sign of wear or trouble we cater to it immediately! We take our dogs out for a walk every day. We spend extra to get the healthiest pet foods available, while we continue to stuff ourselves with junk. You can't buy health. If you start experiencing pain in your lower back or hips you're going to discover that no amount of money will be able to cure you if the damage is already done. Oh, you may be able to take drugs to try and fool yourself into believing all is okay, but a destroyed muscle or bone is a physical problem that can't be repaired with a pill or gadget.

It really doesn't matter how much money you have, how hard you've worked to provide for a "secure future". The sad reality is that unless you dedicate the time and energy needed to guarantee your health, the quality of your life is sure to go downhill as time goes on. And the sad part is that it doesn't have to.

Healthy living

There are plenty of 90 and 100 year old men and women out there living healthy, vibrant lives. They're still running in marathons and wrestling with



their great grandkids. They wake up every morning excited to face the day rather than dreading another long drawn out day in a wheelchair or worst yet, a bed in a nursing home somewhere. What did all their "success" get them if they can't enjoy it?

What did they dedicate their lives to, if now, when they're supposed to be able to enjoy the spoils of their efforts they find themselves in daily agony and torment, unable to take that vacation they always dreamed about, not able to pursue those hobbies they always said they'd dedicate their older years to. In short, becoming a slave to the excesses they allowed themselves in their younger years.

Never too late

The good news is, there is an answer, and it's never too late to get started. The late Jim Ward didn't start competing in triathlons until he was 68, but had completed more than 150 triathlons all over the world! In 1994, he became the oldest person to ever complete a Hawaii Ironman event at the age of 77! In case you're wondering, an Ironman event is a 2.4 mile swim, a 112 mile cycle, and a mere 26.2 mile run!

How about Abe Weintraub, who completed the New York marathon in 8 hours and 10 minutes.....aged 90?!! Or Jeanne Stawiecki, the Guinness World Record holder for women, running seven marathons on seven different continents (including Antarctica!) aged 56! She started running



at 44 when she decided to stop smoking. Her attitude to the dangers she faces? "I am more afraid of not living my life than I am of dying."

You have to take inspiration from others. So yes, you may have already taxed your body severely, but it's not too late for you to keep from adding more problems to your life. You can't change what you did in the past, but you have complete control of what's going to happen 5 minutes from now. And if you can use that 5 minutes wisely, and then the 5 minutes after that, you'll soon find your entire life doing an about face. You'll soon find you can actually cause your body, from a physiological standpoint, to get "younger". Every test that determines how old your body is can be cheated into believing you have "youthened".

No, you can't actually change the age on your driver's license, but you can let yourself live in a healthier, more efficient body. You can let your mind exist in a body that operates at a level far below the age reflected in your birth certificate. And you can create a pattern of "living healthy" that can add pleasure and purpose to the rest of your life.

Personal commitment

That's what this book is all about. It's my personal commitment to you to hold your hand and walk you through the process of becoming a healthier you. As a Personal Trainer I understand the importance of motivation and accountability, and I've worked hard at building some of the patterns that have made my practice successful into the pages of this program. I tell it like it is.



On a gym floor I often find myself having to bring a person back to reality. It doesn't always feel good, but in the end, it's the only road that can possibly lead to success. That's what I do. I call it like it is. My goal is to motivate you to action, something that's impossible to do without ruffling some feathers.

You've obviously developed some unhealthy habits or you wouldn't be reading this book. The minute someone steps in and suggests changing a habit, they're sure to find resistance. It happens every day on the gym floor, and I'm sure it's going to happen in your life as well. But if you're willing to keep on trying, together we're going to fell those monsters and create new, exciting habits for you to live by.

Positive habits

And the good news is it won't take forever to change your life. Behaviour scientists find that it typically takes about 14 days to break a habit. It then takes another 2 weeks or so to create a new habit. So if you can force yourself to "just do it" for about a month, you're going to find you've owned the process. The habits you'll now be driven to satisfy will be good ones. For the rest of your life you'll be motivated to do the right thing! And all because you dedicated one month to making it happen!

I've written this book out of pure frustration. I find myself hopeless at times as I can't get the right information out to everyone that needs it. And



believe me people need it! Every day when I workout, or train a client, I see mostly everyone either performing an ineffective exercise, a dangerous exercise, or the correct exercise but with poor form, posture and technique.

Inappropriate training programming

To make matters worse I see hundreds, yes hundreds, of Personal Trainers implementing these types of exercises and programs all over the world! I can't believe what I'm seeing at times! I've seen an overweight woman balance on one leg whilst bouncing tennis balls back and forth to her Trainer! I've seen men perform shoulder exercises that are actually shoulder impingement tests for Physiotherapists! I see Personal Trainers implement modified bodybuilding routines day in and day out and have their clients move slowly around fixed weight machines performing exercises that are doing very little for them. The result? Well, no results!

Medical jargon

The one thing I don't want to do with this book is to bog you down with lots of fitness and medical jargon. I think people will lose interest if I do that. Below is a paragraph from a paper I did for my Masters Degree a few years back. It had the riveting title:

Exercise is useful as an adjunctive therapy in a patient with congestive heart failure secondary to ischaemic heart disease.



“Cardiac cachexia is a profound and marked state of constitutional disorder occurring in the course of chronic heart disease. Anker et al (1997) found that aldosterone production was particularly evident in individuals with cardiac cachexia whereas noncachexia individuals had aldosterone levels comparable to healthy individuals. Cicoira et al (2002) hypothesised therefore, that the deleterious effects of aldosterone “escape” may be the result of a precachectic state which could evolve into an explicit condition of cardiac cachexia.”

If I were to use any of that terminology I would have your attention for maybe 3 seconds! I want to tell you as I see it. I will write in laymen’s terms and make no excuses for it. I also don’t want to sound condescending so I may explain things to you that you may know already and I apologise if that is the case, but I need to make sure that my information is getting across.

I thank you sincerely for purchasing this book and I want to let you know that you’re not going to have to do this alone. In this program I’ve outlined the process you’ll need to follow to get there. But my commitment to you doesn’t end there.

Personal support

If you find yourself facing a unique obstacle or need more personal support, please don’t hesitate to email me with your questions. Hopefully you’ll keep in touch. I’m very interested in helping you face any problems



you may encounter and I very much want to hear your success stories, so I can use them to motivate other readers. Send me your before and after pictures and I'll proudly place them on my website for inspiration!

Be positive, stay resilient, let's us get started!



Mike Heatlie

It is time for us all to stand and cheer for the doer, the achiever — the one who recognizes the challenge and does something about it.

Vince Lombardi