

Congratulations on receiving my special report,



7 Secrets to Successful Fat Loss!

We are inundated every day with a new idea to melt away fat, develop superhuman strength in 4 minutes a day, or some other crazy idea.

Your friends and family all want to give you advice too. Some good. Some not so good. Some of it is a bunch of hooey that someone told someone and through the years, it became “common knowledge”. Just because that’s always the way it’s been, that doesn’t make it based on facts. You might be reading this because you’ve tried one or more of these magic bullets and realized that they aren’t all they’re cracked up to be.

The real truth is that there is no magic bullet. You can’t just take a pill. You can’t buy a product from an infomercial. You can’t meet all your health and fitness goals riding the couch. It’s going to take some work, but you can do it! I hope this report helps dispel some of those myths and brings you closer to your goals.

At the end of this report, I have provided a certificate for a free personal consultation. I encourage you to take me up on the offer. Give me a call at (630) 269-8992 or send me an e-mail at john@inspiredjourneyfitness.com to schedule your free consultation to determine what's working, what's not working, and how to make the most of your training time. I'll be happy to talk with you and help you see results from your program.

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I get lots of questions about weight loss and I give lots of information. When it comes down to it, we already know this stuff. It's just putting it into practice that's the hard part.

Here are seven things you need to know to make your weight loss journey effective and that you can put to use today.

1. Sleep more

Research shows that those who sleep less often weigh more. There are two hormones that play a role in regulating your hunger response, leptin and ghrelin. Leptin is a hormone that tells you you're full. When sleep is restricted, your leptin levels drop, which means it's harder for you to feel full after eating. That same lack of sleep also causes ghrelin levels to rise, which means your appetite is stimulated, so you want more food. It's a double whammy.

2. Eat more frequently

Many people who only focus on **what** they eat make the mistake of slashing calories and skipping meals. They avoid any snacking and hold out for larger meals. Unfortunately, this is completely counter to what you should be doing. This causes your body to have to manage wide swings in incoming energy. When food doesn't come in regularly, your energy levels drop, hunger goes up, the body craves calories, and you finally give in to junk food. That junk food drives up your blood sugar levels and insulin levels. As a result, cortisol levels increase to blunt the high levels of insulin and that cortisol causes that excess sugar to be stored as fat.

Eat smaller meals every few hours to keep your energy levels balanced and teaches your body to use food as fuel more effectively.

3. Eat the right food, not just less food

The other common mistake is just counting calories. If your body requires a certain amount of calories to keep itself going (and your body does need calories!) and you use fewer calories than you take in, theoretically you'll lose weight. It's not always that simple though, you've got to eat the RIGHT food.

Instead, eat the right amount of calories, keeping your intake at a reasonable deficit from your resting metabolic rate, and make sure the food/fuel is the right type of stuff. All calories are not created equal. After all, 1000 calories of carrots is much different than 1000 calories of Twinkies.

What's the right food? There are three main macronutrients: protein, carbohydrate, and fat.

Good sources of protein include lean beef, chicken, turkey, fish, dairy, and legumes. Quality carbohydrate is found in fruits, vegetables, and whole grains. Healthy fats can be found in fish and also include olive oil, safflower oil, and canola oil. A fish oil supplement is a great source to help you get adequate levels of this important nutrient.

At least three of your daily meals, should include a serving of protein and carbohydrate. A serving of protein is about the size of your palm. A serving of carbohydrate is about the size of your fist. A good example here would be a palm-sized piece of chicken and a fist-sized serving of broccoli.

4. Lean doesn't have to be boring

When you're paying close attention to what you're eating, many find that they're eating the same things repeatedly. While it's true that the less you have to think about what you're going to eat, the less you'll stray. However, there are some ways to make it interesting.

Try this. You want to have a good mix of macronutrients in your meals. Choose one from each of the three types of foods below and make your meals from them. You'll be surprised at how many combinations you'll come up with.

Proteins:

Eggs

Chicken breast or thigh

Lean beef

Turkey

Legumes:

Lentils

Black beans

Pinto beans

Vegetables:

Spinach

Asparagus

Peas

Broccoli

Mixed vegetables

5. Drink more water

70% of our bodies are made up of water. Almost nobody drinks enough water.

Even that person in your office who always has that giant water jug is probably not drinking enough water, even though they always have it with them. This

means that most of us are in a chronic state of dehydration. A dehydration rate

of 1% affects performance and brain functions. Four percent can cause paralysis and death.

Just through normal respiration we lose an average of 100 ounces of water daily. Add exercise or hot weather and this number goes up. This means that we should be drinking nearly a gallon of water each day. In addition to keeping us adequately hydrated, water flushes toxins, helps you feel fuller, keeps the muscles full, lubricates the joints, and keeps your brain functioning properly.

As an added tip: Drink ice cold water. It tastes better and your body has to use a little more energy to warm up. More calories burned!

Drink up!

6. Low sugar, not low fat

There's a secret that the food manufacturers don't want you to know. Several years ago, they jumped on to the "fat free" bandwagon because they and many others led you to falsely believe that eating dietary fats was the enemy. While the wrong fats (saturated fats and the devil of dietary fat, trans fats) is bad, quality fats are good for you. Refer back to page 4 for more on this topic.

Products promoted as fat free are often loaded with sugars. Think about it. If they remove one thing, such as fat, they have to add something else to compensate for it and make it taste good. Some things also carry the fat free label to make you think it must be OK. For example, I was in the store the other

day and saw a package of licorice that have a big starburst on the package highlighting the fact that it's a Fat Free Food. Hooray! It's all sugar.

Sugars are empty calories and contribute nothing to your overall nutrition. Solve this problem by eating less stuff from packages. when you eat something that's packaged, read the label first and find out the sugar content first.

7. Don't eat before your workout

When you fuel up, your body stores some of those calories in the liver for immediate access. This stored energy is known as your glycogen stores. When those glycogen stores are full, your body taps into that source to fuel your exercise. When the stores are low, your body switches over to using fat as fuel. If weight loss is a goal, train your body to use fuel as fat and this is one way to do that.

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Feel free to send a copy of this report to your friends and family members. If you, or your friends and family, would like help developing your personal fitness plan, please contact me at john@inspiredjourneyfitness.com or (630) 269-8992. I am certified through the National Academy of Sports Medicine as a Personal Trainer. I focus on providing personal attention



to each client and developing effective programs to keep you motivated and enjoying the fitness experience. As a father, husband, and small business owner, I understand that your plan must be both fun, motivating, and meet the demands of your everyday life to be effective. Whether your goal is weight loss, increased energy, strength and muscular development, or improved performance for that upcoming adventure vacation or sports season, I look forward to working with you.

For fitness advice, ideas, videos, and more, visit my website at www.inspiredjourneyfitness.com. You can also sign up to receive updates by e-mail or to receive my free newsletter.

John Chase

Free Personal Consultation Certificate

I want to help you see results from your workout program. That's why I'm making you this free offer and hope you'll take me up on it. Just give me a call at (630) 269-8992 or send me an e-mail at john@inspiredjourneyfitness.com to schedule your free consultation. Together, we'll talk about your current program, what's working, what's not working, and you'll walk away with some ideas to help you make the most of your time. No strings attached.

Please print this certificate and bring it with you to your consultation.

