

THANKS FOR DOWNLOADING THE BOOK

THE CONTENTS CONTAINED
IN THE NEXT 10 PAGES OF
THIS E-BOOK WILL
GUARANTEE THAT YOU STOP
MAKING THE MOST COMMON
WEIGHT LOSS MISTAKES, AND
START YOU DOWN THE RIGHT
PATH TO SMASHING YOUR
GOALS.

EXCITED?

THEN LET'S GO!

1. YOU CAN TARGET BELLY FAT (OR ANY OTHER AREA)

AS MUCH AS THAT WOULD BE AN ABSOLUTE DREAM COME TRUE, THAT'S NOT HOW OUR BODY WORKS. EVERY DAY OUR BODY WILL USE THE ENERGY IT NEEDS ONE WAY OR ANOTHER.

IF WE ARE IN A CALORIE DEFICIT, WE THEN PRODUCE A HORMONE CALLED GLUCAGON, WHICH TRIGGERS THE RELEASE OF BODY FAT TO BE USED AS ENERGY TO MAKE UP THE ENERGY DEFICIT. THIS HORMONE GOES ROUND YOUR WHOLE BODY TRIGGERING FAT TO BE RELEASED ALL OVER.

ANY PRODUCT OR WORKOUT PROGRAM CLAIMING TO REDUCE FAT IN A SPECIFIC AREA, IS A LIE AND SHOULD BE AVOIDED.

2. CARBS MAKE YOU FAT

HELL NO THEY DON'T!

OVER CONSUMPTION OF CALORIES FROM ANY SOURCE IS WHAT LEADS TO WEIGHT GAIN.

CARBS ARE ACTUALLY THE BODIES PREFERRED SOURCE OF ENERGY AS IT CONVERTS DIRECTLY INTO GLUCOSE AND GLYCOGEN (THE BODY'S STORED GLUCOSE), WHICH IN TURN IS CONVERTED INTO WHAT WE CALL ADENOSINE TRIPHOSPHATE, WHICH IS WHAT WE ACTUALLY USE AS FUEL.

CARBS THEREFORE ONLY GET CONVERTED INTO BODY FAT IF WE ARE CONSUMING MORE ENERGY (CALORIES) THAN WE ARE BURNING.

SO FEEL FREE TO TREAT YOURSELF TO SUGARY SNACKS IN MODERATION.

I'VE HELPED LITERALLY THOUSANDS OF PEOPLE LOSE WEIGHT AND I'VE NEVER TOLD ANYONE (AND NEVER WILL) TO STOP EATING CARBS.

3. FAT MAKES YOU FAT

AGAIN TOTALLY UNTRUE. THIS MISCONCEPTION COMES FROM THE FACT THAT WHILE CARBS AND PROTEIN CONTAIN 4 CALORIES PER GRAM, FATS (BOTH GOOD AND BAD) CONTAIN 9 CALORIES PER GRAM. SO OVER CONSUMPTION OF TOTAL CALS WOULD BE EASIER, BUT STILL, IT'S THE TOTAL CALS CAUSING WEIGHT GAIN.

IN FACT FATS ARE ESSENTIAL FOR NUTRIENT ABSORPTION, AND HORMONE PRODUCTION AND TRANSPORTATION AROUND THE BODY. AND CONSIDERING WE ALREADY LEARNED THAT IT'S A HORMONE CALLED GLUCAGON THAT TRIGGERS FAT RELEASE FOR FUEL, YOU SEE WHY WE WOULD WANT TO AID IT.

SO FATS FOR THE WIN! JUST BE AWARE THAT THE AMOUNT OF EACH MACRONUTRIENT NEEDS TO REMAIN WITHIN YOUR DAILY CALORIE REQUIREMENTS FOR WEIGHT LOSS.

4. YOU NEED TONS OF CARDIO

YOU COULD ACTUALLY LOSE WEIGHT WITHOUT DOING ANY EXERCISE. YOUR FAT LOSS WILL COME FROM THE CALORIE DEFICIT, BUT ADDING IN EXERCISE IS LIKE POURING FUEL ON THE FIRE.

IT WILL ACCELERATE YOUR PROGRESS. ALSO IF YOU DIDN'T DO ANY EXERCISE, YOUR DAILY CALORIE NEEDS WOULD BE VERY LOW, SO IT WOULD BE A STRUGGLE TO DIET. WE ALSO NEED TO ENSURE WE EAT ENOUGH TO FUEL OUR BODIES. HOWEVER WHILE BOTH CARDIO AND WEIGHT TRAINING BRING MASSIVE BENEFITS THAT YOU SHOULD 100% WANT, FOR WEIGHT LOSS THE IDEAL EXERCISE WOULD BE THE ONE THAT YOU ENJOY, WILL WANT TO DO AND BE ABLE TO DO CONSISTENTLY. THIS WILL ENSURE YOU ARE BEING ACTIVE AND THE IDEA OF DOING YOUR WORKOUTS IS EXCITING AND NOT DAUNTING.

I'D CERTAINLY SUGGEST HOWEVER THAT YOU LEARN THE BASICS OF RESISTANCE TRAINING AS THE BENEFITS ARE HUGE! ESPECIALLY LATER IN LIFE.

5. WEIGHTS MAKE YOU LOOK MANLY

ACTUALLY WEIGHT TRAINING (RESISTANCE) WILL MAKE YOU LOOK TONED AND STRONG.

ALSO, AS WE GET OLDER IT ALSO SLOWS DOWN NATURAL DEGENERATION, MAINLY OSTEOPOROSIS (REDUCTION IN BONE DENSITY) AND SARCOPENIA (REDUCTION IN MUSCLE MASS)

SO IF YOU WANT TO BE STRONG AND MOBILE IN YOUR LATER YEARS, YOU REALLY SHOULD START LIFTING NOW.

THE WHOLE "LOOKING MANLY" THING COMES FROM PEOPLE'S OPINION OF WOMEN BODY BUILDERS WHICH IS ONE, NOBODY'S BUSINESS ANYWAY AND TWO, STEMMED FROM PEOPLE'S INSECURITIES. WHEN FEMALE BODY BUILDERS ARE IN THEIR MOST MUSCULAR STATE, REMEMBER THAT FIRSTLY, THEIR SHOW STATE, IS NOT HOW THEY LIVE, AND THEY DEVOTE THEIR LIVES TO THE SPORT. THE AVERAGE PERSON COULDN'T ACHIEVE THAT IF THEY WANTED TO. PLUS, THEY ARE ACTUALLY PEOPLE WE SHOULD BE LOOKING UP TO. AND FINALLY AGAIN, HOW THEY LOOK IS NOBODIES BUSINESS THAN THEIR OWN, THEIR COACHES, FANS AND COMPETITION.



YOU DO YOU!

6. FAT BURNERS BURN FAT

UNFORTUNATELY THIS IS ANOTHER 'IN OUR DREAMS' TYPE DEAL. WE ALREADY LEARNED HOW OUR BODIES USE FAT AS FUEL IN A DEFICIT, THAT IS THE ONLY WAY TO LOSE WEIGHT, NO PRODUCTS CAN MAKE OUR BODIES DO THIS!

OFTEN PEOPLE TAKE A FAT BURNING SUPPLEMENT AND LOSE WEIGHT, BUT THE PROGRESS IS FROM THE FACT THAT THEY ALSO ATE BETTER AND STARTED EXERCISING, BUT AS THEY PAID FOR A PILL, THEY WRONGLY ASSOCIATE THEIR RESULTS WITH THE PILLS ETC WHEN IN FACT IT WAS A RESULT OF THE DIET AND EXERCISE EFFORTS THEY MADE.

OFTEN PEOPLE CAN BURN MORE DAILY CALORIES WHILE TAKING FAT BURNERS, THIS IS ONLY BECAUSE THEY USE STIMULANTS LIKE CAFFEINE WHICH MAKES YOU FEEL MORE AWAKE AND ACTIVE. THE EXTRA CALORIES BURNED CAME FROM THE ACTIVITY. SO KNOWING THIS IS WOULD BE MORE EFFECTIVE AND CHEAPER TO WALK 20 MINUTES THAN TAKE A SUPPLEMENT.

7. BREAKFAST IS IMPORTANT

AGAIN NOT TRUE, IN FACT OFTEN THE OPPOSITE CAN BE TRUE.

WEIGHT LOSS COMES FROM A CALORIE DEFICIT, USUALLY PEOPLE CONSUME MORE CALS IN THE EVENING AND OFTEN ONLY EAT BREAKFAST BECAUSE THEY THINK THEN HAVE TO. IF IT SUITS YOU BETTER TO SKIP BREAKFAST TO ALLOW YOURSELF TO CONSUME MORE OF YOUR CALORIES IN THE EVENING, THEN THIS WILL BE INFINITELY MORE BENEFICIAL FOR YOUR WEIGHT LOSS JOURNEY,

THERE'S A MISCONCEPTION THAT EATING BREAKFAST KICKSTARTS YOUR METABOLISM. THE TRUTH IS THAT YOUR METABOLISM RAISES TO PROCESS ANY FOOD, REGARDLESS OF THE TIME OF DAY YOU EAT IT. IT ALSO ONLY STAYS UP UNTIL YOU HAVE PROCESSED THIS FOOD. THIS CALLED THE THERMIC EFFECT OF FOOD. EATING BREAKFAST WON'T MAKE YOUR METABOLISM STAY RAISED FOR ANY LONGER THAN IT WOULD IF YOU CONSUMED THOSE CALS LATER IN THE DAY.

8. YOU HAVE NO WILL POWER

TESTS HAVE BEEN DONE ON HOW STRONG OUR WILL POWER IS AND THEY ALL CONCLUDED THAT WILL POWER IS A LIMITED RESOURCE.

THE MORE WE HAVE TO RESIST SOMETHING, THE HARDER IT GETS TO RESIST ANYTHING, NOT JUST THE THING THAT INITIALLY TEMPTED US.

SO RELAX, IT'S NOT YOUR FAULT, AND GOOD NEWS! THERE'S A SOLUTION.

IF YOU TRY AND DIET BASED ON WILL POWER ALONE, IT IS A SURE FIRE WAY TO FAIL. THIS JUST LEADS TO A STARVE/BINGE CYCLE.

TO DIET SUCCESSFULLY WE NEED TO FORM HABITS THAT MAKE US MAKE THE RIGHT CHOICE WITHOUT THINKING ABOUT IT, AND TAILOR OUR ENVIRONMENT TO AVOID THESE TEMPTATIONS IN THE FIRST PLACE. I RECOMMEND A BOOK CALLED MINDLESS EATING TO HELP YOU DO THIS.

9. LOSING WEIGHT IS A LINEAR PROCESS

THIS BACKGROUND PIC IS ACTUALLY ME...
YEP, I WAS OVERWEIGHT ONCE.

DURING MY JOURNEY THERE WOULD BE WEEKS WHEN I GOT ON THE SCALE AND NOTHING CHANGED, OR I'D EVEN GAINED A POUND.

IT WAS SO DISHEARTENING, UNTIL I ACTUALLY STARTED COMPLETING MY COACHING QUALIFICATIONS AND REALISED THAT THE SCALE IS NOT A VERY GOOD WAY TO MEASURE RESULTS SHORT TERM, OVER A FEW MONTHS IT'S GREAT BUT YOU ARE GOING TO HAVE WEEKS WHEN THE SCALE DOESN'T MOVE.

IT'S TOTALLY NATURAL AND IF YOU HAVE BEEN IN A DEFICIT AND WORKOUT OUT THAT WEEK, THEN YOU PROBABLY DID LOSE BODY FAT BUT BECAUSE OF THE ENDLESS LIST OF THINGS THAT CAUSE WATER RETENTION, YOU ARE PROBABLY STORING A LITTLE EXTRA WATER. SO I RECOMMEND USING PROGRESS PICS AND BODY MEASUREMENTS ALONG SIDE YOUR WEIGHT TO TRACK PROGRESS.

10. ALL CALORIES ARE EQUAL

A CALORIE, IS ACTUALLY A UNIT OF MEASURE, IT HAS NO SHAPE, APPEARANCE ETC. WE SHOULD LOOK AT THEM THE SAME WAY WE LOOK AT A CENTIMETRE OR AN INCH. IT'S A NON-PHYSICAL WAY TO MEASURE SOMETHING. IN THIS CASE, THE ENERGY CONTAINED WITHIN FOODS.

SO KNOWING THAT WE COULD ARGUE THAT EACH CALORIE IS THE SAME, AS IT REPRESENTS THE SAME AMOUNT OF ENERGY, AND THAT WOULD BE CORRECT TECHNICALLY.

BUT, THOSE CALORIES CAN BE PROCESSED AND EFFECT US DIFFERENTLY. DEPENDING ON WHAT ELSE IS IN THE FOOD WILL DICTATE THE METABOLIC PATHWAYS TAKEN WHEN WE EAT FOOD. FOR INSTANCE, REMEMBER WHEN WE SPOKE ABOUT THERMIC EFFECT OF FOOD? PROTEIN IS AROUND TWICE AS HIGH AS FATS AND CARBS. THEN CARBS AND FATS WILL BE PROCESSED DIFFERENTLY. TO MAKE THE VERY MOST FROM OUR FOOD, WE SHOULD EAT A WIDE VARIETY OF FRUITS AND VEGETABLES, SIMPLE CARBS, HIGH PROTEIN DIET AND ADEQUATE HEALTHY FATS.

SO WHAT NEXT?

I WANT TO THANK YOU FOR TAKING THE TIME TO DOWNLOAD AND READ THIS E-BOOK. IF YOU IMPLEMENT THE STEPS IN IT YOU WILL SEE YOUR WEIGHT LOSS JOURNEY GET MUCH EASIER AND BRING BETTER RESULTS. HOWEVER I KNOW IT'S A LOT TO TAKE IN SO IF YOU THINK YOU MIGHT BENEFIT FROM HAVING MY PROGRAM WALK YOU THROUGH THIS ENTIRE PROCESS STEP BY STEP, YOU ARE ALWAYS WELCOME IN MY PROGRAM. JUST VISIT WWW.GYMSCHOOLBYJAC.COM

