

The Truth About Burning Fat



Your Complete Step-By-Step Guide To A Lean, Defined & Healthy Body

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Introduction

Let me start off by saying that I am *truly* happy you are reading this e-book right now.

Whether it be by sheer luck or destiny of some kind, I am ecstatic that your Internet travels somehow led you to these words that you are reading at this moment.

It means that one more person has been **saved!**

One more fat loss hopeful will finally get their hands on the information they truly require to reach their goals, rather than being sucked down the rabbit hole of the money-hungry marketers looking to expand their bank accounts by flogging the latest "miracle breakthrough".

The weight loss industry is a multi-billion dollar empire, and I would not be exaggerating if I told you that the vast majority of "fat burning" products on the market today are pure, 100% garbage.

From fat burning supplements to infomercial workout gizmos, to the latest fad diet, it is extremely easy for the average Joe or Jane to get lost in this massive heap of junk, and never find out what they really need to do in order to get the body they so desperately desire.

Most of these people will end up with minimal to no results at all to their body, but they will thin out their wallets significantly in the process.

That all ends right here, right now!

I've seen enough. In all my years of being involved in this industry and seeing the incredibly disproportionate balance between success stories and failures, it finally reached a boiling point.

No longer will you be left confused and wondering, aimlessly and haphazardly switching from diet

to diet and program to program, hoping that someday and somehow you'll achieve that lean, defined body you're after.

If the release of this e-book can at least tip the scales toward the "success stories" side in any reasonable fashion, then I've done my job.

And my "job" is to provide you with valid, effective and efficient information for burning body fat and getting into shape as quickly and efficiently as possible. You can trust the information that you read here.

I have no hidden agenda.

I am not affiliated with any supplement companies.

I have no vested interest in workout gadgets of any kind.

I am not motivated by selling you any additional backend products.

What you're getting here is the real deal - unbiased, honest and objective information from a genuine expert who truly wants to see you succeed. There is so much information out there on this subject and for the average everyday person it can be literally impossible to know who to trust.

Since the majority of information out there is put forth by individuals who either lack credibility or have a hidden plan to sell you some additional supplement or workout device on the side, most people who want to lose weight end up placing their trust in the wrong sources.

So let's set the record straight once and for all...

Burning body fat and getting into shape is NOT a complex process.

Biologically complex, yes, but NOT complex in terms of the daily steps you'll need to take in order to set that process into motion.

I'll probably be one of the first people to tell you that.

Why?

Because if everyone knew that burning fat and getting into shape was a simple process, the greedy marketers would soon run out of products to sell. If everyone simply placed their trust in *knowledge* rather than in some phony physical product, we'd have a lot more people in good shape (and with their bank accounts steady), and a lot less out-of-shape individuals who continued to rely on the latest fads, failing over and over again, and constantly coming back for more.

For the big players in the weight loss industry who continue to make millions off the sweat and dreams of these innocent hopefuls, this would be terrible news.

It's in their best interest to keep everyone soft and flabby, and judging by the most recent U.S obesity statistics (where 7 out of every 10 adults are classified as overweight), I'd say they're doing a pretty good job.

A bit scary, huh?

It is scary, but luckily this won't be you.

I honestly believe that after reading through this e-book and making use of the additional items that came with the package, you may very well **never** need to spend your money on another fat loss information product ever again. All of the strategies contained here are enough to take you from point A to point B in the shortest period of time possible.

As I said before, all of the necessary steps you'll need to take in order to drop your body fat, increase your muscle definition, as well as to feel healthier, more energetic and better about yourself are NOT complicated.

The reality is that they are ONLY as complicated as we choose to make them.

In fact, we can make it **extremely** complicated if we really wanted to. The decision is ours.

We can obsess about every single little detail, analyze our training and diets with laser-targeted precision and measure our body composition down to the finest level. We can break down the specific microscopic processes happening at the cellular level, discuss the latest university study where 3 grams of glutamine as opposed to 5 was ingested post-workout, or we can talk about Co-Enzyme Q-10's role in the production of ATP...

At the end of the day, for the bottom line results we want to achieve, this is all simply unnecessary, confusing and a waste of time.

If you're reading this right now, then chances are that you're simply a typical everyday person who wants to lose body fat as quickly and easily as possible without revolving your entire life around your weight loss program.

If this pretty much describes you, then we're on the same page here.

Mark my words...

You do not need to invest in fancy training equipment of any kind.

You do not need to hire a personal trainer.

You do not need to spend your money on expensive, overpriced supplements.

You do not need to sift through endless books and magazines.

You do not need to follow the latest fad diets.

The only thing you truly need is the desire to learn and the willpower to work, coupled with a sound, sensible and straightforward approach.

This manual is written for you: the reader, the trainee, the fat loss hopeful.

This is not intended to be a biology course jam-packed with scientific mumbo-jumbo and technical terminology, nor is it a journal filled with University studies and endless references.

You are reading this e-book right now because you want to lose fat and get into shape, and not because you want to get your "fat loss PhD".

I could make this whole thing extremely simple, or extremely complex. I could dazzle you with every single piece of knowledge I have absorbed over all these years, and pack it into 1000 pages if I wanted to.

I will not do that.

Instead, I will teach you every single thing you need to know to get the best results possible in the most efficient manner, and not a thing more. This is not intended as a general educational resource, but rather as a tool to get you a result.

You will not find a single piece of "fluff" in this e-book. I will not ramble endlessly on useless topics for the sake of filling up more pages like most other fat burning books and systems do.

Some of the most popular fat burning programs available today will actually leave you even *more* confused once you put them down. The reality is that in many cases, the more you read, the less you know.

That being said, there is no fat burning system out there that is 100% absolute.

For every popular principle or technique you read about, there will always be someone somewhere who disagrees with it and who promotes the exact opposite of that technique.

If I was to present you with every possible angle imaginable, you would ultimately not learn a thing. You would be left even more confused and frustrated than you were to begin with.

You want a **result**, and that's what I intend to give you.

I could care less what anyone besides **you** thinks of this program. It has been created for you, and no one else. I am not setting out to impress anyone or to show off my knowledge on the subject matter, nor am I interested in trying to dazzle my peers with any innovative, never-before-seen strategies.

If innovative and never-before-seen strategies were what I truly felt were best for you, then that's what I would deliver. The reality is that this is NOT what you need, and that the most effective and powerful fat loss strategies available are actually reasonably straightforward and basic.

You are not going to find any "revolutionary" techniques or special breakthrough methods here. In all of my years of dedicating my time and effort to researching the topics of burning fat and building muscle I have yet to come across a single "breakthrough" strategy that actually lived up to its hype.

There are NO breakthrough secrets. (At least not yet)

If you are reading this e-book with the hopes of uncovering some magical, exclusive strategy not found anywhere else, then you are reading the wrong book, and you are searching for a pot of gold that doesn't really exist.

As I said before, it is up to us how complex we choose to make this topic.

I will make it only as complicated as it needs to be in order for you to get results.

In this book, you will come across strategies that you had never before considered, and you will also come across some strategies that you have probably read or heard about elsewhere. If you've already conducted a reasonable amount of research about losing fat, then some of these ideas will not be brand new to you.

This e-book is not just about teaching you new strategies; it is also about validating older strategies that you may have previously come across.

The Internet is absolutely flooded with weight loss information, some of it good and some bad. Some of it is put forth by reputable, trustworthy authorities, and some of it (actually, most of it) is put forth by people who either lack credibility or have some sort of hidden agenda. At this point you probably have quite a large number of different fat loss ideas swirling around in your head, and you probably don't have a clue which of them are valid and which are not.

So, just as I'll be teaching you some new ideas, I'll also be clearing up older ones.

Do I claim that this book is the be-all-end-all of fat loss and the only possible method that can get you the body you desire?

Of course not.

There are many different recipes that can be successfully used to bake a cake, just as there are many different "recipes" that can be successfully used to burn body fat and get you into shape.

This is just one of many possible methods.

It is, however, the most powerful, efficient and effective method as far as I'm concerned. After more than a decade of research, trial and error and observing my clients closely, I don't know of any other method that can get you from point A to point B as lightning fast as what you'll find here.

The principles and techniques that I outline here are essentially agreed upon by the top and most trusted trainers in the world. I am 100% sure that they will work wonders for you if you apply them correctly.

I have yet to come across a single person who didn't slash their body fat, increase their muscle

definition, and see dramatic changes in their physique after properly applying the techniques that I'll be talking about.

If you don't use them, or if you don't apply them properly, that's another story.

I get emails all the time from clients who are frustrated by a lack of progress, and when I ask them to outline their training and dietary approach it almost always turns out that they're following something completely different than what I had recommended.

If you don't follow these methods properly, don't expect noteworthy results.

The methods work, but whether you put them to work is your own choice. All I ask is that you place your trust in what I'm teaching you and implement the program as I've outlined it here.

I'm going to share with you the most explosive strategies that I know of for dropping body fat while maintaining muscle mass, and they WILL work for you if you truly want them to.

Chances are that you're currently implementing a method that is filled with fundamental errors, contradictions and downright ineffective strategies, or you're simply not following any sort of fat loss program at all. Maybe you're hoping that if you just spend a few days reading this e-book and the additional items that come with the package, you'll finally have the ultimate quick-fix.

Now, I had just typed in the words "this is not a quick fix".

I then realized that that is not true.

This IS a quick-fix... Not in terms of the bottom line results you're going to achieve, but rather, in terms of the outlook and approach that you take towards your fat burning program.

You can start putting these fat loss techniques to use right away, and set the wheels into maximum motion virtually overnight. You can literally go from 0 to 100 miles per hour in just a

matter of days. You can eliminate all of the weight loss nonsense and B.S. that is infecting your mind and keeping you from having the body you desire. You can immediately reframe your approach with sound, scientific and highly effective techniques that produce serious, real-life results.

If that's not a "quick-fix", then I don't know what is.

How this program is NOT a quick-fix is in the traditional sense. It is not a quick-fix in terms of your actual physical results.

If you're expecting to transform your body overnight with minimal work on your part, then forget it. It's not going to happen, and it never will.

If you're coming in with a laid-back attitude expecting to see significant reductions in body fat without hard and consistent work on your part, then you're honestly doomed right from the get-go. You might as well put this e-book down right now and carry on with your regular ways.

I don't mean to sound harsh, but I refuse to sugarcoat anything here. If you aren't willing to put in some hard, focused work, then it is simply a waste of time to bother trying.

Burning fat is not highly complicated, however, that doesn't mean it's EASY.

It does require some real effort on your part, and it does require consistency. Being lean and in shape is not something that you do for a set period of time, stop, and then look back to admire yourself for what you've accomplished. It's not comparable to a sculptor who puts in the effort to build a statue and then walks away from it forever.

Being lean and in shape requires a change in your lifestyle.

It requires you to stick to a basic set of guidelines over the long run. We've all seen those people

who go “all out” for a couple of months, watching their diet and doing their workouts, getting impressive results, but then they gradually revert back to their old ways.

What happens?

Just as quickly as they lost the fat, they gain it all back.

If your goal is to lose the fat and keep it off, you must be prepared to make permanent changes to your daily habits. I can only *open* doors for you; I can't drag you through them.

I'm not talking about obsessing over all of the nitty-gritty details (in fact, this will probably work against you in the long run), but I am talking about making a commitment to a basic training plan and a nutritional approach that WILL require some dedication and willpower to stick to.

Nothing truly worth having in life comes easily, and a lean and defined body is no exception.

Listen, I have no problem with your desire to put in the least amount of work necessary to achieve a goal. I'm all for that. Why shouldn't we want that?

That is the very definition of efficiency.

We SHOULD strive to see the best possible output from the smallest possible input. However, even the smallest possible input towards achieving a lean body requires hard work. The rewards are well worth the effort (many times over), but it will come at a price.

If that's something that you're prepared to accept and move forward with (and I'm sure the majority of you are), then congratulations...

No really, I mean that.

Congratulations.

It takes guts to step up and make a change like this, and I truly admire you for that.

The vast majority of people go through life settling for mediocrity and never going out and capturing the things they truly desire. The fact that you have recognized your desire to change and are taking active steps to reach that goal despite the knowledge that it will require hard work and patience is truly admirable.

It's not an easy thing to do, but you're already doing it.

Now all I ask is that you stick with me and allow me to teach you the things that you'll need to know and implement.

This is a two-way deal. You bring the will, and I'll show you the way.

I told you that this e-book would not contain any fluff or filler, so before I start getting "fluffy" on you, let's begin...

Section #1: Optimum Fat Burning Nutrition

You might be wondering why nutrition is listed as the first section in this e-book.

After all, your biggest questions are probably about the type of cardio workouts you should be doing, how long you should be doing them, which machines are best to use for your workouts, and other factors in regards to a proper fat burning training program.

Well, what if I was to tell you that proper nutrition was, hands down, the single most important factor in regard to losing your body fat and achieving a lean, defined physique?

What if I was to tell you that proper nutrition will literally *make or break* your fat burning success?

What if I was to tell you that without proper nutrition you literally don't stand a chance of ever getting yourself into the shape you desire?

It's true!

Do you want to know the 3 most important factors in your entire fat burning approach?

Here they are...

- 1) What you eat.
- 2) How much of it you eat.
- 3) How often you eat it.

If you want the one true "secret" to melting through body fat at the fastest rate possible, proper fat burning nutrition would be it. In fact, if I was to venture my best guess, I would say that

proper nutrition is going to be responsible for a minimum of 70% of your total bottom line results.

That's a bare minimum.

The actual figure could be closer to 80%... maybe even as high as 85 or 90%. So can you really afford to ignore nutritional advice?

Proper nutrition is truly the ultimate key to rapid fat loss. Your food choices will make the difference between having a body that's a soft, sluggish, fat-storing ball of flab, or a body that's rock-hard, good looking, energetic, and that incinerates excess fat around the clock.

Which would you prefer? You choose!

You truly ARE what you eat.

I'm sure we've all seen the guy or gal at the gym who seems to be there virtually every day, slaving away on the stairmaster or treadmill, working up a furious sweat and yet their body shape and size hasn't changed in months or possibly even years. When that happens, the problem is almost certainly because of their diet.

The training program you carry out at the gym certainly plays an important role in your success, however, its importance does not even come close to the role that's played by nutrition. As the saying goes...

"You can't out-train a bad diet, but you CAN out-eat a bad training program!"

In other words, if your training routine is properly structured but your diet is not, your results will either be significantly compromised or non-existent... However, even if you're following an ineffective training routine, you'll still see significant progress as long as you're following a sound

diet.

You just can't expect to train hard at the gym and then make a late night stop at the McDonald's drive-thru window if you want to see positive changes in your body. It just doesn't work like that, and it never will.

Regardless of how important proper nutrition may be, in this day and age it seems nearly impossible to follow a clean and healthy eating plan. We're constantly bombarded by junk food from every possible angle every time we enter a grocery store or flip on the television.

No matter where you live, there seems to be a fast food joint on virtually every street corner. With all of these delicious looking foods tempting us from every direction and literally an arm's reach away, all the willpower in the world sometimes doesn't seem like enough.

Even if we're able to resist the Big Mac's and the Snickers Bars and make the commitment to start "eating healthy", there is still another giant obstacle standing in our way...

Most of us don't even know what it means to eat properly! We don't know what to eat, and we don't know how much to eat.

The vast majority of us have such a poor understanding of proper nutrition that even if we do decide to take action and make a dietary change, we don't know what that change should consist of.

With so much conflicting advice and so many "fad diets" floating around, how the heck are we supposed to go about eating properly for fat loss in the first place? What IS a proper fat loss diet anyway?

Why Traditional Diets Make You Fatter!

I'll tell you one thing, it's NOT what 90% or more of the population thinks it is.

And what does 90% or more of the population think it is?

When most people make the decision to lose body fat and get into shape, the first thing they do is they drastically reduce their caloric intake. They try to starve themselves. The logic is simple...

"If I want to lose weight, I should eat less! The less I eat, the more I'll lose!"

* Insert game show buzzer sound here *

Wrong!

First of all, let's establish two things right now...

Number 1, your goal should not be to merely lose **bodyweight**. Bodyweight in itself tells us little to nothing about the overall health or appearance of an individual. There are very "heavy" individuals out there who are in excellent health with lean and impressive bodies, and there are very "thin" individuals out there who are in poor health with soft and flabby bodies.

Stop worrying about raw bodyweight numbers, as they mean very little in terms of the success of your fat loss program.

If your goal is to achieve a lean, defined and shapely body, then your focus should be on losing **body fat**.

There is a *massive* distinction to be made between merely losing bodyweight and losing body fat.

You could lose a ton of overall weight and still have your bodyfat levels barely budge (this would happen if you were to lose muscle weight, water weight, glycogen weight etc.)

Or, you could gain bodyweight and still have your bodyfat levels barely budge (this would happen if you were to increase muscle levels, water levels, glycogen levels etc.)

Here's the bottom line: your entire focus should be on **losing body fat** while **maintaining muscle mass**. A loss of body fat while maintaining (or possibly even gaining) muscle mass is what is going to deliver that lean, toned body you're after.

Number 2, your goal is not to achieve a temporary fix or an overnight result, but rather to lose body fat, improve your health, and improve your appearance **permanently**.

You're not aiming to simply drop a bunch of weight over the course of a few weeks and then resort back to your old ways. You want to trim off the body fat, and KEEP it off.

Assuming this is your goal - to lose body fat, and to keep it off - then restricting your calorie intake is the worst approach you could possibly implement... Yet this type of severe calorie restriction is precisely what most people do when they want to lose weight.

It's not sustainable over the long term. And, it's also the reason why the vast majority of dieters fail miserably. They starve themselves temporarily, but once they can't stick to their severe diet any longer, they often end up gaining even more body fat than they had to begin with.

Effectively losing body fat through dietary modifications is far more complex than simply counting the number of calories consumed versus the number of calories burned.

This is certainly part of the equation, but is not the be-all-end-all by any stretch of the imagination. You cannot expect to simply slash your caloric intake down to a minimal level and watch as your body moulds itself into a lean and toned figure.

The reason why severely restricted-calorie diets don't work has to do with your body's natural survival mechanisms that have been built up over thousands of years.

It's true that when you drastically cut down on your calories, you will temporarily lose weight. But a lot of this weight loss will simply be due to muscle wasting, which we'll talk about shortly. Once the body's natural survival mechanisms kick into gear, you'll not only gain back all of the weight you originally lost, but you will end up piling on even more weight than you had to begin with.

How does this happen?

Let's take a look...

Biologically speaking, your body is really only concerned with two things: survival, and replication. The biological purpose of the human body is to keep you alive and healthy long enough so that you can reproduce and spread your genes.

Over the course of 2.5 billion years (the most accepted estimate as to when life forms first showed up on the earth) the forces of evolution and natural selection have been at play, gradually transforming us into the most fit and effective organisms that will accomplish these two goals in our respective environments. As you can imagine, after that long a period of time, the human body has evolved into quite an intricate and complex piece of "machinery".

However, since evolution relies on incredibly small changes that are naturally selected upon over the course of millions of years, it takes a vast amount of time for any real, noticeable changes and "improvements" to take place.

So slow is the process of evolution that the human body has gone virtually unchanged for the past 40,000 years. That's correct; from an anatomical standpoint, the human body today is virtually identical to the human body of 40,000 years ago. If you were to take an individual who lived 40,000 years ago and place them in today's society at birth, they would function exactly the same as any modern person does, and vice versa.

What does this all mean?

It means that we're still using a body that has been primed and adapted to survive in the harsh conditions our ancestors faced 40,000 years ago and prior; conditions where they were forced to constantly hunt and gather food, where only the strongest and smartest survived and where each and every day was a physical battle to stay alive and propagate the species.

Our ancestors didn't always have a readily available source of nutrition. There would be cycles of feast followed by times of famine. Sometimes there would be periods where they literally would not know when their next meal would be coming. Because of this, our ancestors were forced to endure long periods of time with no food at all. To survive these periods of famine when they had very few calories they could consume, the human body was forced to adapt in order to survive. Various mechanisms developed in our bodies to ensure our survival during these "famines".

Let's fast forward from the plains of Africa 40,000 years ago to the Agricultural Revolution, which first began about 10,000 years ago.

It was around that time period when humans figured out how to grow food and store it for the long haul. We figured out how to domesticate animals, and began trading goods with others in order to meet a large number of our needs. Life became easier.

Food was more available, and the supply more reliable. These changes meant that people could keep living in one place instead of having to keep moving while they followed the herds of animals they hunted.

Now, let's now jump forward to the Industrial Revolution that started in Europe in the 18th and 19th centuries. Not so long ago really, compared to how long people have been living on this earth.

During the Industrial Revolution, there were massive changes in agriculture, manufacturing and

transportation that took place in Europe and North America, and spread throughout the world. People figured out how to use machines to replace the work of humans. They figured out how to mass produce a lot of food and how to mass produce machinery.

This Industrial Revolution marks a huge turning point in human social history and it had a profound effect on almost every aspect of daily life. In many cases, machines replaced the need for manual labor. People didn't have to work as hard physically. Food became much more easily available than ever before.

Today we are in a period often referred to as the Information Age. The world around us is rapidly changing, and it seems like the changes are coming upon us at an accelerated pace.

Most of us now live in a society where all of the food we need is literally a few steps away, and the issues of famine and starvation are the furthest of our personal worries. And when we do get hungry, we don't have to work physically hard to get that food.

Can you see the conflict here?

The food production system and delivery system has changed, but the human body is still the same. Your body still has the same nutritional needs your ancestors had back when they were living by hunting for what they had to eat. In addition, your body is still meant to be physically active on a constant basis.

The human body has remained virtually unchanged for the past 40,000 years, while our "environment" has undergone massive, almost unthinkable changes. The kind of food we have available to us today has changed tremendously, and not always for the better.

We have a 40,000 year-old body that is trying to maneuver in an environment that has advanced well beyond it.

We are like cavemen and cavewomen who have been thrown into a technologically advanced

“alien” world. We are still “designed” to live in a primitive 50-person tribal society in harsh natural conditions requiring intense physical demands and uncertainty.

You might be wondering why I am going on and on about this. Why should you care about what your stone age ancestors did? Why should you learn anything about the Industrial Revolution? What can that possibly have to do with your desire for a slim, trim, and well defined body? Rest assured, I’m telling you all of this for a damn good reason. And you need to know it!

It’s because understanding this notion of an “outdated body” forms the entire underlying basis of a successful fat burning nutritional approach.

If you really want to know how you can burn body fat and attain a lean and in-shape physique, you have to understand that you are trying to fine-tune a body that is both the product of 2.5 billion years of evolution, and that is primed for a set of conditions that existed 40,000 years ago.

And 40,000 years ago, you needed to have a body that could easily store fat in order to survive the periods of famine.

Body fat is really a form of stored energy. Fat is a great energy source too, yielding a whopping 9 calories per gram (while protein and carbohydrates only yield 4 calories per gram).

If you had lived 40,000 years ago, storing as much body fat as possible was a good thing. You had to do it to stay alive in those days when you didn’t know where your next meal was coming from.

Having a supply of body fat in those days meant you had a source of energy so you could hunt down and kill that big tasty wildebeest. Having stored fat meant you had some protection against the unpredictable famines and starvation periods when food was not readily available. In cold winter periods where food was especially scarce, those people with greater levels of body fat would naturally have a greater survival rate. (And thus, this trait would be favored and passed down to subsequent generations)

You are the inheritor of these genetic traits.

Your body is still primed for maximum fat storage despite the fact that our current society renders this trait as being far less important and less desirable.

In fact, nowadays, storing too much fat on your body can *interfere* with your survival! (Unless of course by some bad stroke of luck you ended up stranded on a desert island, or stuck in a cave on a ski hill somewhere).

Your body is still programmed to store fat for the times when food is scarce. It doesn't really understand that there is a refrigerator full of food 15 feet away, a grocery store down the street and a Burger King joint that could be reached in 5 minutes by car. Your body still thinks it needs to store fat to keep you from starving!

So, using this piece of knowledge, let's go back to what I was originally talking about in terms of a severe calorie restricted diet.

What would happen to an individual living 40,000 years ago if they were to suddenly experience an extreme decrease in caloric intake?

Well, first of all, their metabolic rate would dramatically decrease.

The reason for this is simple: the body doesn't know when its next meal is coming, and in an effort to prolong survival, it will take action to preserve as much energy as possible by expending as little energy as possible. This effect is virtually immediate and is in itself hugely detrimental to any weight loss program. As you eat smaller and smaller amounts of food, the body will burn smaller and smaller amounts of energy in order to keep you alive.

In periods of severe calorie restrictions, the metabolic rate can decrease by up to a whopping 40%. If the significance of that isn't registering for you, then read it again until it does, because it's very important.

When you eat less, you burn less, plain and simple.

Now, as if having your metabolic rate drop significantly wasn't bad enough, there's more...

One of the other major drawbacks and failings of a severe calorie restriction is the effect that it will have on your levels of lean muscle tissue.

Muscle is a metabolically "expensive" tissue for the body to maintain and it requires a lot of energy to keep in place. In an effort to conserve energy during periods of restricted calories, the body will actually convert your lean muscle tissue into sugar (glucose) by sending it to the liver through a complicated process called "gluconeogenesis".

In fact, around **half** of the bodyweight that you lose during a crash diet is lean muscle tissue. (Not to mention that another large portion of it is water and muscle glycogen, which is the stored form of carbohydrates in the muscle).

Since your goal is to lose body FAT and not merely to lose body WEIGHT, losing large amounts of muscle tissue clearly does you no good.

In fact, if your goal is to achieve a defined and "toned" body, **increasing and maintaining** muscular levels should be one of your primary goals, since muscle is metabolically active tissue and it actually increases the rate at which your body burns fat.

In other words, by starving yourself of calories, you create a situation where you decrease your metabolic rate and your muscle tissue wastes away. This is the exact **opposite** of what you should be trying to achieve!

It's the ultimate "double-whammy".

It's unhealthy, detrimental to your body's internal state, and it does nothing to move you closer to your goal of burning body fat and getting into shape.

As if that wasn't enough, the rabbit hole goes deeper and things get even uglier when we take a closer look.

It's not merely that crash diets are ineffective at burning body fat... They will actually make you fatter!

Yes, that's what I said.

Diets make you fatter.

You will lose body weight temporarily (again, most of that weight wasn't even body fat to begin with), but when you go off the diet, you will almost certainly gain it all back and more.

How could this possibly be?

Again, it all comes back to our 40,000 year old caveman body and the survival mechanisms that have built up over millions and millions of years. If you think that you can simply "trick" your body into losing fat with a large reduction in calories, think again.

First of all, let's acknowledge one simple and painfully obvious fact: If you're eating significantly less, you're going to be significantly hungrier!

It doesn't take a rocket scientist to figure that out, right?

For as long as you're on a restricted calorie diet, you'll be walking around with the constant growling of your stomach and the uncomfortable pain that comes with it being empty. (Not to mention that you'll be thinking about food non-stop)

Do you honestly believe that you can maintain that state for any extended period of time? Do you really think your body is going to let you "get away" with starving it?

Of course not, and until you begin eating regularly again, those stabbing hunger pains will be constant. I don't personally know of anyone who can maintain that permanently, and I would guess that 99% or more of the population can't either.

Eventually it will be too much, and you'll give in.

You'll start raising your caloric intake and increasing your food consumption.

The problem is that your body is now "primed" for fat storage as a natural response to this period of starvation that you've just gone through. Your body now manufactures increased levels of a powerful fat storing enzyme called "lipoprotein lipase" that is stimulated during periods of famine. The end result is that a much larger-than-normal amount of the calories you consume will go straight to your arms, waistline, hips, thighs, butt and everywhere else you can imagine.

The fat will begin piling on again, and your bodyweight will rise back to or near its original level.

But here's the kicker...

Now that you've wasted away a massive amount of lean muscle tissue, your fat burning metabolism is even lower than it was when you started. Couple this with the fact that your LPL (lipoprotein lipase) levels are also high and you're left in a situation where you'll be burning less fat, and storing more!

The amount of calories that you used to consume just to maintain your previous weight has now become too much. If you go back to the "regular diet" you had before you restricted your calories, you'll put on even more weight, because you're burning calories less efficiently.

Alarmed by the sudden and unpredictable increase in bodyweight, you eventually decide to go back on your diet again...

You starve yourself.

You lose some temporary weight again.

Inevitably, it rebounds back again even further.

And again, and again, and again...

This is known as "yo-yo dieting". It's a vicious self-defeating cycle that a huge number of people are struggling with. But it happens because they don't really understand how the body works. This weight gain after a period of calorie restriction is simply a result of your body's built-in survival mechanisms.

To repeat: severe calorie-restricted diets do not work, have never worked, and never will work.

If your goal is to lose body fat, to maintain or increase muscular levels, and to achieve a defined, lean and attractive body, you must avoid severe calorie-restricted diets at all costs.

You cannot work against your biology!

You are the inheritor of 2.5 billion years of successful survival and replication, and the body that you have been given is not going to allow you to force it into submission using these sorts of extreme methods.

The responses to crash dieting are ingrained in your genetic code; they are virtually tattooed in your being, and there is no way around it.

So, what can you do? Is there a way out?

Like the saying goes...

"If you can't beat `em, join `em!"

Instead of trying to go against the grain and work against your natural biology and survival mechanisms, you must adopt the mentality of working WITH your biology and survival mechanisms.

You must stop trying to fight against your body and trying to use the wrong methods to force a result. Instead you need to figure out how your fat burning and muscle gaining processes really work.

When you know what to do, you can maximize your fat burning capacity in a way that is both positive for your health AND that's possible to maintain over the long haul.

So just how does one go about working in harmony with their biology? How can you create a fat burning nutritional plan that actually works?

Let's talk about it...

In Order To Access The Rest Of This E-Book You'll Need To Upgrade To The FULL Version Of [The Truth About Burning Fat](#)



In a weight loss world dominated by marketing hype, false promises and gross exaggerations, “The Truth About Burning Fat” is your honest step-by-step guide for achieving a lean, attractive and healthy body as quickly as possible... without supplements, fad diets or bogus equipment of any kind.

This 261-page e-book covers the entire fat burning process from A to Z, detailing the principles behind proper nutrition, weight training, cardio, progress tracking and everything in between.

Along with the best-selling e-book, you'll also gain instant download access to a full collection of additional support modules and bonus items. This includes step-by-step workout plans, customized eating plans, progress tracking tools, mp3 audio courses, video lessons, product reviews and more.

Just imagine if you could experience results like this...

“I Feel Strong & Healthy... I Can Finally See My Abs!”



I've had several knee surgeries and spent 2 years laying in bed, on walkers, in a wheel chair and on crutches... My health was failing, I felt sick all the time, and decided it was time to do something about it... I'm happy to report that my body weight dropped from 227 pounds down to 199 pounds, and my body fat percentage went from 27% down to 10%!

Matthew Eubanks
Montana, USA

“This Can Be Done... Even After Having 4 Kids!”



I love how your program explains everything to the point, and doesn't confuse us with any fancy scientific lingo. All the tools are given - we just have to apply them. I started off at a plump size 16, and now fit comfortably into a size 4. My energy levels have increased, and I'm not afraid to wear tight-fitting clothes anymore. I'm so proud of what I've achieved!

Sandra Peebles
Georgia, USA

“Can Date Just About Any Girl I Want”



Since beginning the program my body fat has dropped down to an impressive 10%, and my entire physique is more defined and muscular than I could have ever imagined. I never get made fun of anymore. All of my friends say they wish they had my body! And guess what? I got the girl! In fact, I can date just about any girl I want now.

Logan Amy
Indiana, USA

“I Wasn’t Even This Fit In High School”



The strategies in your program are great. Nutrition really is 90% of the battle! Doesn't matter how much cardio you do if you aren't eating properly... I started at 175 pounds and am down to 112, and went from a size 14 to a size 4. I have way more energy and confidence... I used to get migraines all the time, but not anymore... People actually come up now and ask me for advice!

Dara Wiles

“I Feel Amazing... My Whole Life Has Changed...”



I was constantly fatigued, and was never in the mood to spend time outside with my boys like a father is supposed to. I started off with 25% body fat and weighed 242 pounds... I'm now at 10% body fat at a weight of 198! I even quit my job and started my own business... I'm now making 3x my previous salary because I finally have the energy to be a success!

Willem Steynberg
Port Elizabeth, South Africa

“I’m Getting Noticed More By Guys Now!”



I was an athlete in high school, but once I went off to college my weight got out of control. I was sick and tired of being unhappy with my body... I just wanted to feel confident in a bikini again. I ended up slimming down from 176 pounds all the way down to 135! I now feel confident with myself... I love going out in public and dressing up, because I feel hot! I'm even getting noticed more by guys now...

Lindsay Fullerman

Best of all... The entire system is backed by an unbeatable money-back guarantee. You can try the full program risk-free for an entire 8 weeks, and if you aren't absolutely thrilled with the results, you won't pay a cent.

You've got NOTHING to lose... Except the fat!

Go ahead and upgrade today...



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