

Fight Fat, Find Freedom - How to look like a
SUPER HERO, and live the life you really want!



By: Jordan Figueiredo

Fight Fat, Find Freedom - How to look like a **SUPER HERO, and live the life you really want!**

Disclaimer:

I am not a doctor, nor am I pretending to be. Before beginning any nutrition or fitness plan please speak with your doctor. This guide is based on personal experience and is under no circumstance intended to be interpreted as medical literature.

Let's Get Started!

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First, I want to thank you for your time.

What is more important, thank you for caring enough about your health to search endlessly for a worthwhile “free” resource.

The world is thrilled that you are taking an active role in forging your own path towards optimal health, and improved quality of life.

The Underdog Story

I must admit, I am not a regular “former fat guy”. To give health and fitness tips, I should know more than the average person on the subject. The good news is, I do!

Here is a list of noteworthy accomplishments that should make you feel better about listening to what I have to say.

- **Honors Degree in Kinesiology**
 - zzzzzzz.....boring....
- **High School Physical Education Teacher**
 - Very exciting!...somewhat relevant...but not for this eBook.
- **EzineArticles “Expert Author Status”**
 - All you have to do is write a few decent articles to earn this designation....yawn.
- **Fat Dude Turned Hunk**
 - OK, a bit of an embellishment...but you get the idea!
 - Click [here](#) and [here](#) to see for yourself.

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The Truth is.....

Anybody can become a weight loss expert! My theoretical knowledge is an asset, but it's hardly enough to qualify me as a weight loss authority. The best teachers learn from experience, and I have plenty☺.

The crazy thing is, that despite my University accredited "health" knowledge, I still couldn't lose weight.

My understanding of conventional health strategies was holding me back from living the life I REALLY wanted. I had to fight fat, to find freedom!

Enough about me, let's talk about us...

We all have something in common.

I hope you are reading this because know you are ready to make a change. Maybe you want to uncover the body you had in your 20's or just wish to lose 20 pounds.

Whatever your reason, we can agree on one thing.
We are the underdog.

For such a health conscious society, we are the fattest in history!

It's like the world is somehow conspiring against us, and the people in charge want to keep us fat and unhappy.

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Knowledge is Power

Many people in your shoes are in front of the television watching the shopping network and spending their hard earned money on the latest “exercise device” hoping it will bring them happiness. Not you though, because....

You are:

- The Underdog – Everyone routes for “The Underdog”
- A skimmer of knowledge
- A do it yourselfer
- A jack of all trades.....And so am I. Although my wife would beg to differ....



Now bring that underdog attitude and let's get started!

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We've Heard This Before

Weight loss boils down to this simple equation.

Calories In – Calories Out = Net Weight loss/gain

Sounds easy, but what this equation lacks is a game plan to stack the deck in our favor!

You are about to learn how to

- **Optimize the weight loss equation** better than Isaac Newton could
- Put real food in your body, resulting in **effortless fat loss**
- **End your addiction to food**
- **Maximize your calorie burning potential** with strategic eating (more on this later) and strategic exercise
- Discover your **Super Hero body!**

Fighting fat, to find freedom can be a rewarding journey. I was able to do it, and would love for you to join me.

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Evaluate Your Starting Point

-"The first step towards getting somewhere is to decide that you are not going to stay where you are."

When we start a new plan, it is important to set realistic expectations. Knowing our starting point makes it easier to be objective and celebrate our eventual success.

When I started this plan, I was 27yrs old, 215lbs with a waist size of 39 inches. My goal was to lose 50lbs, but what is more important I wanted to feel comfortable in my clothes.

I also wanted to look good topless, because I was that teenager who would wear a T-shirt at the beach.



Excuse the bad haircut, and the awkward stance, but I wasn't even a teenager and I was afraid to take off my shirt!

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Gather Evidence of Your Starting Point!

- *“A Picture is worth 1000 words”*

Yikes! You know that picture you have of yourself and can't believe it's you? I call it the, “OMG, I'm Fat” pic. It literally looks like you are wearing a fat suit, well this is mine. It was taken on a train in Maui during our honeymoon.



Maybe this an example of what wedding stress can do to a guy! Pictures like this can serve as inspiration to lose weight....so dig up your “OMG, I'm Fat” pic and get ready to change!

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Measure Less!

Instead of measuring your hips, butt, and waist, I want you to find your favourite pair of pants or an entire outfit from your closet.

Select one that does not currently fit you. You know exactly the item I'm talking about. Choose that item you like to shove to the back of the closet, because you can't fit into it anymore.

Try to squeeze into it, look in the mirror, **Take a picture, Save it, Post it.**

Note: This is not supposed to be a glorified face book profile picture taken from the perfect angle.

You should take a **frontal shot, side shot** and **back shot** from the same distance, in good lighting. Store this image somewhere you can access easily. Really LOOK at the picture NOW.

THIS IS YOUR STARTING POINT. We only need to measure how we feel in these pants from now on!

Stop

Take a moment and contemplate how you feel about your body?

Completing this task will make it more fun to celebrate your success later on!

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Step #1: Eliminate Grains, and Sugar!



If you want a flat stomach or at least want to experience what it feels like, then this step is crucial. Giving up grains seems like a drastic measure, but it is necessary for optimal health.

Instant oatmeal and cold cereal are on the outs, and bacon and eggs are back!

Negative Press For Grains?

Do yourself a favor right now and forget everything you have heard about grain products. From the bogus health claims, to the lack of nutritional value, grains keep popping up in current health literature as a negative or neutral food source at best.

This is not biased reporting, just an observation from a weight loss success story and countless others. Why are they are popular?

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Payola Scandal Of the Food Industry?

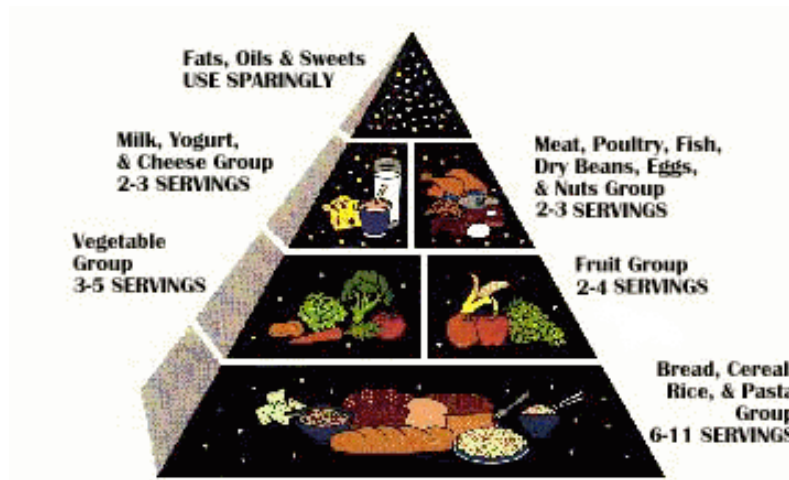
If you don't remember, the Payola scandal refers to music companies paying DJ's to play their songs on the radio. The theory is that if a song is heard over and over it will become a hit. It was a great theory, because it worked!

Grains Get All The Air Play

Grain producers and "fake food" manufacturers make a fortune off this little lie. The lie they have been propagating for years, which is that grains are the only source of fiber and are essential for providing the body with energy.

While are a significant source of both fiber and fuel, they are not the superior source, nor are they essential.

Let's take a look at the food pyramid provided by the USDA, which stands for the United States Department of Agriculture (No hidden agendas here).



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This pyramid suggests that we eat 6-11 grain products per day, and arguably insinuates that grains are nutritionally superior to fruits and vegetables.

While current research is tearing this pyramid apart, there is strong resistance to keep this work out of the public eye. It is largely based on....you guess it...money!

I have yet to come across a study, of which I read many, that indicates grains are more nutritionally dense and essential than vegetables.

Because it isn't true.

However, real food like vegetables can't bring in the big bucks that grains can. Who wins the advertising battle? **GRAINS**

In many cultures, humans have survived successfully without grains for hundreds of years. Why do we need them now....?

We don't!

Keep On Rocking in the Gluten Free World

If possessing minimal nutritional value isn't bad enough, grains make us fat too.... Well, not everyone, but at least 75% of us. Through self experimentation I realized I was part of that 75% (just genetics I guess), and there is a good chance you are too!

You downloaded this document because you need a change!
Eliminating grains and sugar might have the single biggest affect on your body transformation!

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What About Whole Grains?

If weight loss, or more specifically fat loss is your goal then it doesn't matter if you chose whole grains or processed grain. In fact, each grain product will have a relatively similar effect on blood sugar levels, which is a key contributor to fat storage.

Note: With inflammatory response in the body and disease prevention, whole grain products are definitely a superior choice to enriched white grain products, they just have a similar effect on blood sugar, and fat storage.

If your body can truly tolerate grains, consider yourself lucky, but remember that consuming them can still stifle your weight loss efforts or in some way affect your overall gut health.

Steady Blood Sugar, Steady Weight Loss

Since grains are digested as carbohydrates they are essentially absorbed into the body as glucose. This means grains raise our blood sugar levels just like candy does...well close enough. The more processed the grain product, the more damaging effect it has on our blood sugar level.

When our blood sugar level increases, our body releases a hormone called insulin which acts to bring our blood sugar levels down.

Research has found that when high quantities of insulin are secreted from the pancreas, our body goes into fat storing mode. Yikes!

Grains, Bloating, Inflammation

You know that bloated feeling you get after eating a big sandwich, or after a massive helping of pasta?...that is inflammation at work.

Besides being the source of bloating, inflammation predisposes us to a greater risk of arthritis, cancer, and cardiovascular disease.

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In many cases this can be avoided by substituting real food (like veggies) in place of grains.

Adjusting To Life without Grains

- *“Every new beginning comes from some other beginning's end.”*

When I first gave up grains I experienced some complications. There were weeks when my stomach hurt so bad I couldn't sleep, I was overtired, and going to the washroom was an adventure.

Understand that this feeling is temporary and will pass once your body adjusts to its new fuel. If I had to do it again, I would increase my green vegetable consumption in the initial stages of going grain free.

Just ask the millions of people going crazy for Paleo eating! I have written about the benefits of the Paleo eating style on my site extensively, but if you are looking for a quick recipe guide check [here](#) out. For more advanced food options check [here](#).

Have Options Ready....

To succeed we need to have food options ready. Don't kid yourself, grains are a comfort food, ditching them is not easy.

Be mentally prepared to reject grains, and find other ways to fuel up! If grain products contribute to most of your meals this will be a tough, but necessary change for sustained weight loss.

I'm not saying you have to eliminate them forever, but try it for 30 days, and see what happens.

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How To: Step #1

I love bread and pasta, but getting in the best shape of my life was a greater priority. The following is a list of tips to avoid bread and other grains.

1. **Lettuce wraps** – turns grain laden sandwiches into fat loss friendly meals.
2. **Bacon** – eating fat instead of grains is more satiating, diminishing the need to eat carbs (sounds crazy, but it's true)
3. **Mastering the Omelet** – Most of my grain consumption occurred at breakfast, so mastering the omelet became an obsession.
4. **Use Vegetables** to masquerade as grains! Like [Cauliflower Mash Potatoes](#)
5. Try [Spaghetti Squash](#)– Personal Favorite

Bottom Line

Reducing grain consumption is a great way to start losing weight and improve overall gut health.

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Step #2: Master the Weight Loss Equation - Measure What Matters

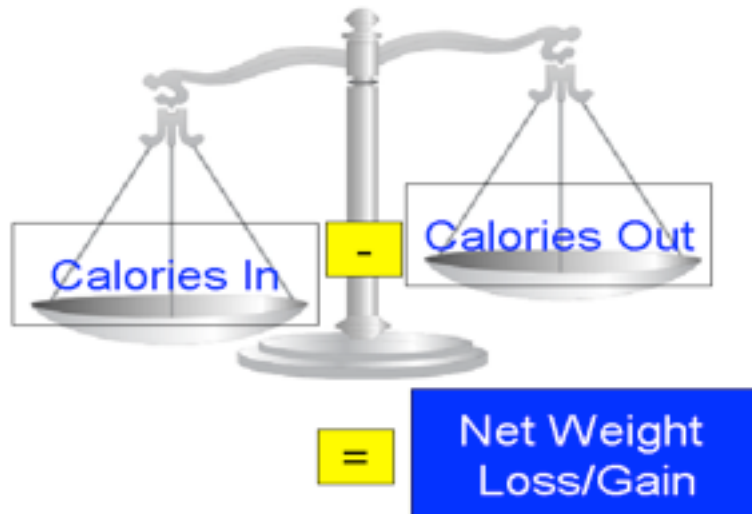


While counting overall calories is a good way to manage our weight, counting carbs will yield better fat loss results!

Weight loss explained

Now, I know what you are thinking...weight loss can be explained in a simple mathematical equation as we discussed earlier.....

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If the number is positive – you gained weight
If the number is negative – congrats you lost weight!

Unfortunately the magic is not just in the equation.

It is our job to optimize this equation, to achieve our ideal body composition. We need to stack the deck in our favor by knowing how to manipulate our food intake in a strategic way.

The problem with the equation is that it doesn't take into account what kind of weight we will lose. If you want to lose fat, then information that follows is crucial.

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Exploring the most important part of the equation....

Calories Consumed

Unfortunately, I was not always a firm believer that nutrition is the most important factor in determining our body composition. Boy was **I WRONG**.

If you have read this far, you are probably wise enough to know that nutrition is the most critical factor in determining one's body composition. More important than exercise, age, and genetics...yes genetics.

With nutrition advice, comes measurement advice, and the most popular of all terms is **calories**.

What is a Calorie?

A calorie, according to most definitions is simply a unit of energy, usually described as heat.

Since we consume calories from many sources, which calories should we choose?

Are all calories created equal?

This question has led many researchers down a long, difficult path, until recently. In his book “**Good Calories, Bad Calories**”, **Gary Taubes** exposes some of the greatest health and nutrition myths in the industry. The following is list of foods Mr. Taubes had deemed to Good or Bad calories.

Good Calories

“These come from foods without easily digestible carbohydrates and sugars. These foods can be eaten without restraint. For example, meat, fish, fowl, cheese, eggs, butter, and non-starchy vegetables are wonderful options.”

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Bad Calories

“These are from foods that stimulate excessive insulin secretion and therefore make us fat and increase our risk of chronic disease.

These include all refined and easily digestible carbohydrates and sugars. The key is not how much vitamins and minerals they contain, but how quickly they are digested. (So apple juice or even green vegetable juices are not necessarily any healthier than soda.)

Examples of these foods include, bread and other baked goods, potatoes, yams, rice, pasta, cereal grains, corn, sugar (sucrose and high fructose corn syrup), ice cream, candy, soft drinks, fruit juices, bananas and other tropical fruits, and beer.”

- Excerpt from Gary Taubes - **Good Calories Bad Calories** (unbelievable work, please read it someday if you have not already)

Before we condemn all the food on his list of bad calories let's understand that some of these items can still be consumed in moderation, but are capable of stifling our weight loss if consumed regularly.

Insulin and Fat Storage

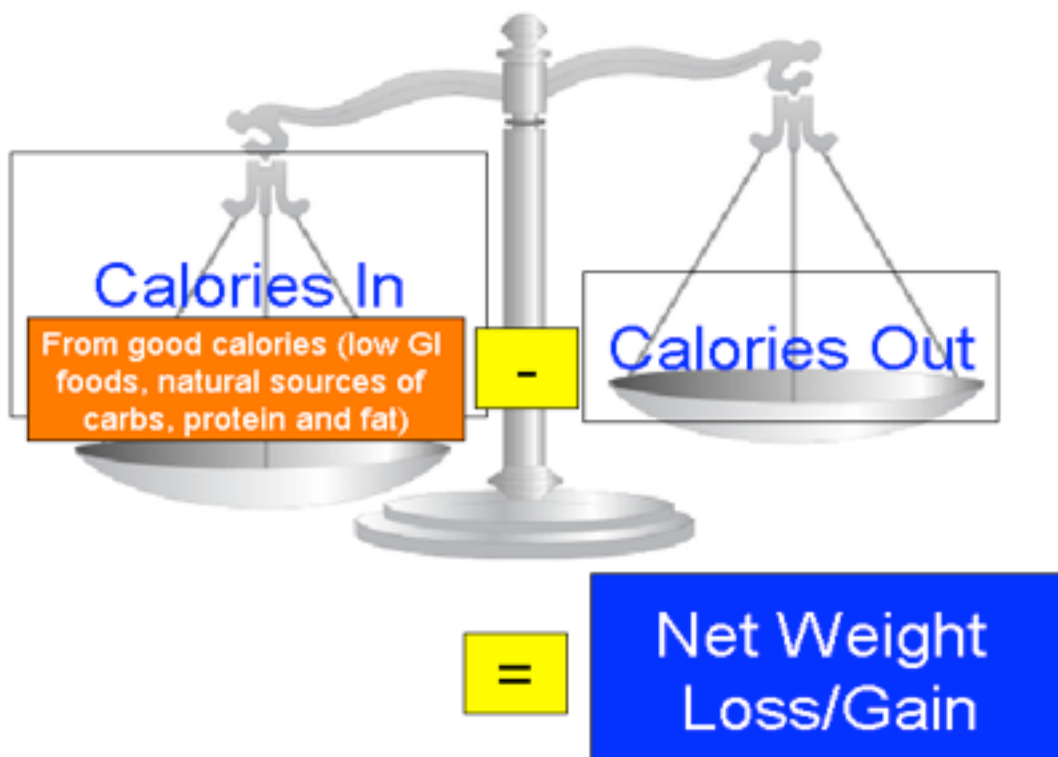
When we consume carbohydrates as processed or high sugar foods our body breaks them down quickly and releases glucose into our blood stream.

The presence of glucose in our small intestine specifically, sends a signal to the pancreas to release a hormone called insulin. When insulin is secreted to above normal levels our body begins to store fat. More sugar and grain = more insulin = more fat storage.

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The logical way to avoid storing fat is to eat foods that do not produce a high insulin response. See the [glycemic Index](#) for more information.

New Weight Loss Equation



What about tracking? “I need to measure something!”

Instead of counting calories try tracking carb intake, since carbs are the primary macronutrient capable of influencing insulin levels and therefore fat storage.

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What is Your Magic Number?

Regardless of your current weight, consuming less than 100 grams of carbs per day will lead to weight loss. This was the only number I counted when I was trying to lose weight, and it worked like magic.

For most people 100 grams of carbohydrates is the magic number. If you are slightly larger or smaller adjust accordingly. Smaller you are the smaller your magic number. The larger you are, or more active you are, the larger your magic number.

Your carb number should be between 75 and 150 grams, depending on your size and activity level.

My favourite article on this topic was written by Mark Sisson of [Marks Daily Apple](#) and can be found [here](#)!

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How to: Step #2 Web Tools



We live in a world with thousands of free online tools! Using technology to track our progress is a great way to stay motivated!

To track your carbohydrate consumption visit [Fitday](#) and sign up for a free account. [Fitday](#) has the largest data bank of food catalogues on the internet and allows for customization of your most consumed food items. Again...let's keep it simple, only track one number; **grams of carbohydrates per day**.

Bottom Line

Keep total grams of carbohydrates under 100 and you will have weight loss success, guaranteed!

Personal Challenge

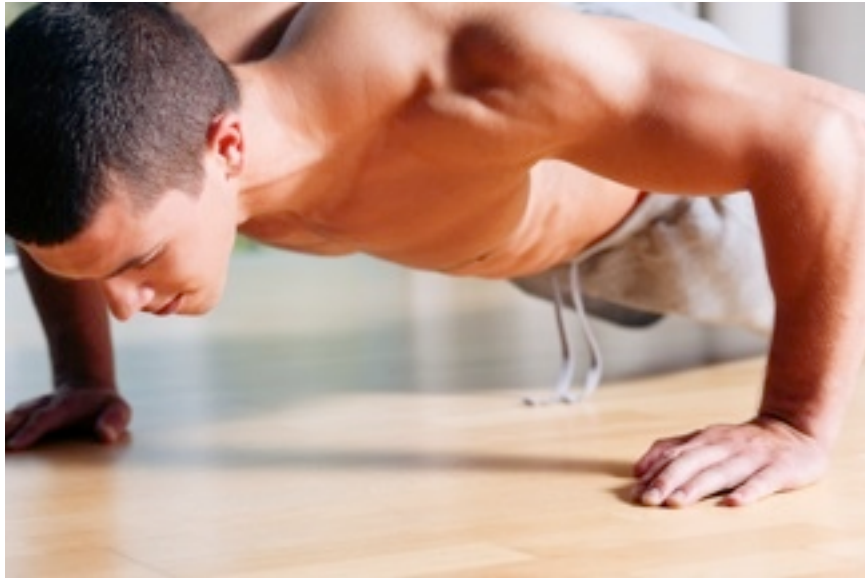
Try going two consecutive days under **100 grams of carbs**...this is tough, but if you can do it once, then you have the mental toughness to repeat it!

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Step #3 – Strategic Exercise: Minimum Effective Dose



“The only place where success comes before work is in the dictionary” - Donald Kendall

Exercise Schmexercise

Even though I am a physical education teacher and an active lifestyle enthusiast, I don't think you need to spend hours at the gym to get the look you want.

There are so many ways to reach your goals, and exercise is only one small part of that. Remember, strategic eating is the most important tool we have!

The goal of exercise in my opinion is to use what **Tim Ferris** calls the “**minimum effective dose**”. This means the absolute minimum output for the optimum net effect. (hand drawn diagram)

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The goal is to use training methods that will produce a desired effect in the shortest time possible.

Here are some “**minimum effective dose**” routines.

High Intensity Interval Training (HIIT)

This can be completed using a variety of exercises. The main thing to consider is your ratio of work to rest (or active recovery).

The goal of **High Intensity Interval Training** is to go hard during the work phase and use the recovery time to catch your breath...literally.

This type of training should never last longer than 20 minutes, which is perfect for busy people. This combined with strategic eating will expedite your fat loss like never before.

Sample Plan on Treadmill

The treadmill can be substituted for other equipment (elliptical, stepper, bike, outdoor running, etc...)

Ratio 2:1

Rest to Work

(1 minute rest: 30 seconds Work)

Walk 3.5 mph/ Run 7 mph

Walk 3.5 mph/ Run 7.5 mph

Walk 3.5 mph/ Run 8 mph

Walk 3.5 mph/ Run 8.5 mph

Walk 3.5 mph/ Run 9 mph

Walk 3.5 mph/ Run 8.5 mph

Walk 3.5 mph/ Run 8 mph

Walk 3.5 mph/ Run 7.5 mph

Walk 3.5 mph/ Run 7 mph

Walk 3.5 mph

Total time 15 minutes

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Remember you can adjust your speed based on how you feel. The Walk phase should feel manageable, and the Run phase should cause you to sweat and breathe heavy without falling off of the treadmill!

Total time = 15 minutes

When you start a **HIIT** Program it is really important to keep your total time under 15 minutes, to avoid injury and burnout. **HIIT** is potent medicine, treat it as such.

Tabata Protocol

Tabata protocol is just the real name for minimum effective dose.

The Tabata protocol states that to get the maximum effect from any interval exercise we should perform exercises with a work to rest ratio of 20 seconds to 10 seconds.

Basically this means that you can pick any exercise and complete it using these intervals for a total of 4 minutes per exercise.

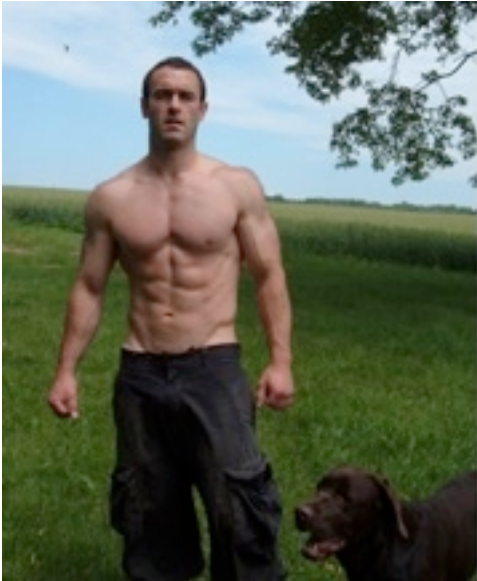
What I recommend is to select 2 exercises per day and go for a total of 8 minutes. (20 seconds work: 10 seconds rest)

For a comprehensive list of exercises with illustrations check out <http://www.muscledstrength.com/exercises/equip/bodyweight.html>

Bodyweight training used to be viewed by experts as a low budget alternative to real weight training, but with the success of P90X and other programs, bodyweight training is extremely popular and has proven to be very effective.

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A more detailed bodyweight program called [Turbulence Training](#) provides efficient workout plans that you can perform in the comfort of your own home and uses **minimum effective dose** routines like the samples we have discussed.



Men's Fitness writer and creator of [Turbulence Training](#) **Craig Ballantyne** is the guru of **High Intensity Interval Training**, and has helped sculpt bodies with less than 3 hours of workout time in a week!

Mr. Ballantyne, like most people, understands that time is precious and wasting it in the gym is just a bad idea.

The goal should be to include physical activity as part of your leisure time along with completing the “**minimum effective dose**” required to get a training effect. This philosophy formed the basis for [Craig's program](#).

How to: Step # 3

To get the most from out of interval training it is important to have a great timer. I love to use the [speed bag forum timer](#), which allows you to customize intervals for your workout. It is great to use at home. All you have to do is set the timer, and then crank some tunes!

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If you think you can handle high intensity interval training and are up for the challenge of body weight training then you might want to check out the [Turbulence Training](#) Program. It will kick you butt into high gear, and help break through any plateau! Best of all you can complete the workouts in the comfort of your own home!

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Now for my favorite part.....

Step #4: Strategic Eating



Deciding what to eat can be difficult under normal circumstances. Once you learn about strategic eating, these decisions will be much easier!

You Can't Out Exercise A Bad Diet

Even though I am an advocate of daily exercise, when it comes to fat burning I believe that controlling your calorie intake is the single most important factor for achieving true sustained fat loss.

There are countless strategies to achieve this. It really depends on your personal circumstance and how you interact with the world.

If you answer yes any of the following questions than the method I am about to share could be the your saving grace.

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1. Do you hate reading food labels?
2. Does totally giving up your favourite foods seem unreasonable?
3. Does eating with your friends and family make it hard to stick to your diet?
4. Can you be brave 1 day each week?
5. Do thought of food dominate your mind?

All you need is one **yes** to continue. **Let's go!**

Good To Great

Last year I came across a thought provoking weight loss method called ***intermittent fasting***. The idea is to stop eating for a time typically ranging from 12-24 hours. The idea was foreign to me, but the research was compelling, so I decided to try it.

As I sit here one year later and 50 pounds lighter, it's easy for me to say the results were remarkable. ***Intermittent fasting*** expedited my fat loss greater than any method I have ever experienced, hands down.

Physical Effects of IF (Intermittent Fasting)

- Reduce incidence of cardiovascular disease
- [Increases fat burning potential](#) (my favorite)
- Weight loss
- Fat loss
- Increase Life Expectancy
- Fights free radical (cancer causing agents) development at cellular level

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Psychological Advantage: Intermittent Fasting vs. Calorie Restriction

Both intermittent fasting and calorie restrictions produce the same result, which is to consume fewer calories. There is however a significant psychological difference.

Imagine omitting three full meals from your weekly plan, while still maintaining your normal food consumption pattern for the other 18 meals of that week. Sounds easy enough, right?

Now think about the method most dieters choose, which is to reduce calories at every meal. Calorie counting serves as a constant reminder that we are on a diet, and is often the reason people fail.

With ***intermittent fasting*** you don't have to think as much!

How many calories would we reduce in a year?

(3 meals) x (52 weeks) x (640 average calories per meal) = total calories eliminated

3 x 52 x 640ish! = **100,000 calories! WOW**

If you have an active social life, then ***intermittent fasting*** is perfect.

Is Intermittent Fasting Healthy?

I did hold out trying this method of fat loss for the same reason you may be hesitant to try. It wasn't until I hit a plateau that I decided to attempt this method.

I continued to look for more evidence that demonstrated this strategy would produce results. I remembered an article I came across an in

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Men's Health titled "[The World's Most Effective Diet](#)" published back in early 2009. It is one of the few mainstream publications I've read that supports the idea of fasting as a means to good health and longevity.

The article shared the key findings from research conducted by Mark Mattson, Ph.D.

Here's what they found out about Intermittent Fasting

Advanced Info Box: Skip If you wish!

Mitochondria inside your body's cells use carbohydrates to make cell fuel. This process creates a molecular byproduct called free radicals. Free radicals damage DNA, impair cellular function, and promote cancer. Here's how fasting may help. **[the more carbohydrates we ingest the more free radicals our bodies produce]**

- 1. Fewer free radicals-** During a fast, the mitochondria, sensing a lack of food, become more efficient. Like a cleaner-burning fire, they start producing fewer free radicals per calorie burned, says Eric Ravussin, Ph.D., a clinical investigator at Pennington Biomedical Research Center.
- 2. More antioxidants-** The diminishing number of free radicals is met by an increase in antioxidant production within your cells. These enzymes "search and destroy free radicals," says Mark Mattson, Ph.D., a neuroscientist at the National Institute of Health.
- 3. Stronger Cells -** This cleaner calorie-burning also produces a surge in beneficial stress hormones, such as cortisol and growth hormone. "Exercise during a fast and the increase is even greater," says Ravussin, adding that the hormones prepare cells for worse stresses. "They'll better resist tumors and rebound faster from a heart attack." – **Men's Health**

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After reading this I decided to give it a try. In addition to all of the physiological benefits, I experienced amazing weight loss results and broke through my plateau.

The Benefits I personally experienced from Intermittent Fasting

Weight loss – expedited the process to reach my goal faster! I was stuck at 180 for several months. I tried one fast a week, and was down to 170 in 4 weeks!

Alertness – I have never been a coffee drinker needing that fix to keep me alert, but being without food for 24 hours seemed to heighten my senses. I became very aware and focused on what I was doing.

Energy – oddly enough, just knowing that my body now preferred fat as an energy source (during a fast) gave me motivation to power through workouts. Knowing that you are blasting fat is an empowering thought!

Decreased Cravings – without eating for 24-36hr periods I adjusted to having no food and subsequently experienced decreased cravings for high sugar/carbohydrate laden foods.

Fasting and Workouts

Rusty Moore at [Fitness Black Book](#) is a big supporter of fasted workouts, and has written an interesting article about the benefits of using this technique on his website.

If we rid our body of readily available carbohydrates, our bodies down regulate and select fat as its fuel source.

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The Not So Big SecretAnymore

That's it, the big secret that most people will not talk about. I was skeptical too, but I have used this strategy to get to the next level of fat loss, and it is truly amazing.

Simply do not eat for at least 6 hours before your workout and for at least one hour after a workout.



“I used to hate people that could eat whatever they wanted and still looked great! Now I am one of them....”

Here's How It Works.....

Burning Carbs Vs Burning Fat

Our Body prefers to use its fuel source in this order;

1. Carbohydrates
2. Fat
3. Protein (rarely used, so we will it leave out of the picture)

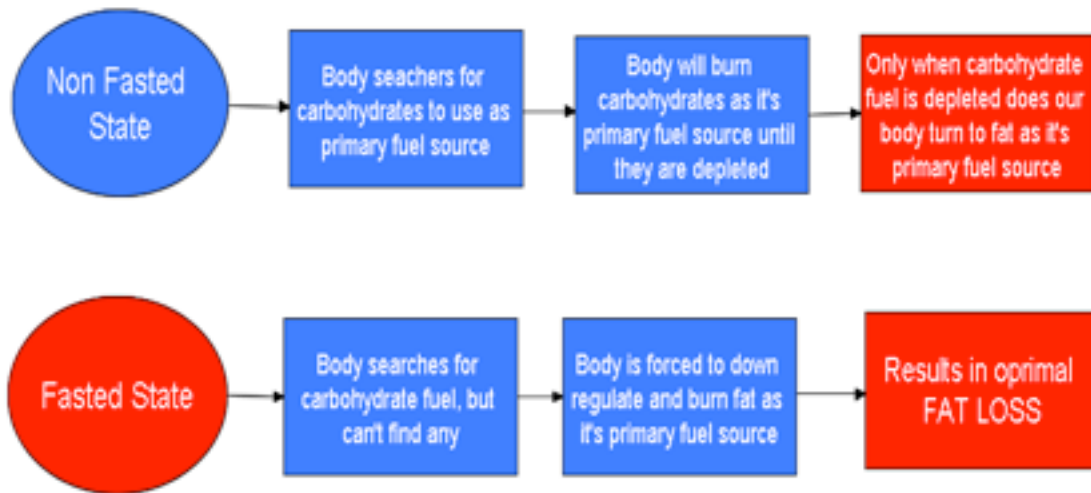
Here are two ways to approach a workout session

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Exercise in a Non Fasted State Vs. Fasted State



Rusty Moore, creator of [Fitness Black Book](#), [Visual Impact Muscle Building](#), and [Visual Impact for women](#) is a huge advocate of working out in a **fasted state** and I have no reason to doubt him.

I am just about finished his [Visual Impact Muscle Building Course](#), and the results are even impressing me...Rusty has created an amazing free resource to help people get the lean "Hollywood" look, which has spawned a huge online community on his [Facebook page](#), which is worth a look!

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How To: Step #4

Intermittent Fasting Methods

Full Day Fast – Get up and don't eat all day (not recommended)

Night/Day Fast – Early dinner, than no food until next dinner (fairly easy to implement)

Eat /Skip/ Eat – Skip meals randomly throughout the week (I like this approach)

Condensed Eating Window – Eat all meals between 10-5 pm (18hour fast)..Only eat during the hours of 10am-5pm (I like this approach but would do it a bit differently)

1-2 days a week – (eat dinner at normal time, no later than 7pm – then don't eat again until noon or slightly later the next day)

*** Experiment with the different types. Try a different method once a week, until you find the one that works best for you! ***

****The key is to eat regular/light meals following a fast period****

Acceptable Beverage Consumption During Fasting Period

- Water / Lemon Water
- Tea/Coffee – no sugar please!

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In this guide, I have covered the basics of intermittent fasting, but if you are looking for more detailed guide to implement this strategic eating technique for maximum fat loss check out [EAT STOP EAT](#), written by intermittent fasting expert **Brad Pilon**.

The lessons I learned in this book have helped change my body forever.



This is **Brad Pilon**, creator of [EAT STOP EAT](#). I love his research because it worked for me, and the fact that he is a Canadian researcher doesn't hurt either!

Brad Talks the Talk and Walks the Walk!

Brad used to be a body builder focusing on muscle gains, which meant eating tons of calories all the time. Since implementing his own research he eats the foods he enjoys, exercises less, and still maintains a great physique.

If nothing else [follow Brad](#) on twitter, because he always has a fresh perspective on weight loss, and is continually conducting research.

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Review Time

[4 Steps to Fight Fat and Find Freedom](#)

1. Eliminate Grains – Try Paleo Recipes or [get the cookbook](#)
2. Count Carbs, not calories (keep carbs under **100g's** per day) – use [Fit Day.com](#)
3. Use **high intensity interval training** and **Tabata Protocol** for exercise! More advanced try [Turbulence Training](#), or [Visual Impact](#)
4. Implement Strategic Eating with [EAT STOP EAT](#)

Good Luck on your weight loss journey!

Sincerely,
Jordan Figueiredo

p.s. Be sure to read the bonus section below!



Live the Life You Really Want

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How To Live The Life You Really Want

Bonus: How to Master the 80/20 principle

"A person's success is directly attributed to the work they put in when nobody is watching"

To master the 80/20 we need to have realistic expectations. While I recommend trying this plan 100% strict for the first 30 days it is nearly impossible to keep it up forever.

Adopting the 80/20 principle will help keep you motivated and allow you freedom to eat the foods you enjoy! This means you stick to the plan 80% of the time, and loosen up for the other 20%.

Never Be "That Guy, or Girl"

When I started my weight loss journey I vowed to never be **that guy** who grandstands in social settings by turning down birthday cake or professing that the food offering is not good enough for my body.

I made it my priority to stick to my routine (no grains, carbs under 100g's, intermittent fasting, and strategic exercise) when nobody was watching.

This is where the battle is won!

The 80% of the time that you are on your own.

By digging deep on my 80% I am able to enjoy my 20% binges that much more. It has led others to believe that I must be doing some kind of magic diet.

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Imagine you had a friend who appeared to stuff their face with no restraint, but every time you saw them they had lost more weight. That was me and I think I got some weird pleasure out of it.

The key to this plan is to bare down when nobody is watching. I have been to countless social gatherings where friends or colleagues have ordered all the right foods, and professed how they were on a diet only to never see any results down the road.

Actions Speak Louder Than Words

My wife Kayla loves this line, and it is so true. Sometimes just stating what we are setting out to do, like “ya I’m on a diet, and I’m going to lose weight” tricks our brain into believing that the battle is somehow won, and our dedication wanes.

Do yourself a favor. Keep your weight loss plans to yourself, do the work, and you will be rewarded.

Instead of telling people you are going to lose weight, **show them!**

The greatest reward for me was keeping quiet about the details of my program, then having people approach me to ask what I was doing. It was much more satisfying than grandstanding! Now that I know people are interested, I am willing to share.

It’s not surprising that the same people that make these claims don’t hold true to their word when they are behind closed doors. The proof is in the pudding. Did they lose weight or not? If they did, do you notice?



True Grit

Monitor your behavior when you are alone. This is the time your true character shines and when your habits ultimately dictate your body composition!

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If I can do it, you can too!



To your success!
Sincerely,
Jordan Figueiredo
TheHealthyTeacher.com

P.S. Thanks for taking the time to read this guide. I really appreciate it!
I would love for you to become fan of my Face Book Page, but please don't feel obligated.

If this guide is of any value, you can Like the page [Here](#) if you have not done so already.

If you have any questions, or comments you can reach me by email at jordan@thehealthyteacher.com

I would love to hear from you!

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