

Quick Start Guide



More Fat-Loss In Less Time

Here's where the rubber meets the road. Try for three interval sessions per week. Alternate between biking and running. Perform these workouts on your non-lifting days, or after your resistance training sessions on lifting days. These workouts will:

- Burn lots of calories during
- Burn many, many more calories afterwards
- Ramp-up your fat-burning all day long
- Be much quicker and much more fun than plugging away mile after mile on the treadmill (is there anything more boring than that?)

HIIT Workout A – Bike Sprints:

- Warm-up: 5 min
- 10-sec all out sprint (level 9-10 on a scale of 1-10)
- 50-sec moderate (level 5-6 on a scale of 1-10)
- Repeat for a total of 10 rounds
- Add one sprint per week for 4 weeks
- Cool down for 3-5 min
- Total time = 20-23 min for way more fat-loss

HIIT Workout B – Running Sprints:

- Warm-up: 5 min (walk, jog and run)
- Dynamic warm-up (high-knees, butt kicks @ 20/leg)
- 10-sec all out sprint (9 on a scale of 1-10)
Note: you can do this in an alley, on a field, or on a quiet block. A treadmill will NOT work. It will take more than 10 seconds to get up to top speed. Also, sprinting is done on the balls of your feet – no heel-to-toe action.
- 50-sec brisk walk to start line
- Repeat for a total of 10 rounds
- Add one sprint per week for 4 weeks
- Cool down for 3 min
- Total time = 20-23min for way more fat-loss

Obviously, you need to eat better if you want to maximize your fat-loss. With decent nutrition, a smart, 3-day-per-week, fat-loss lifting program, and 3 days per week of HIIT you can expect to look much better in 4 weeks.

This is not new information. Way back in 1994 Canadian researchers pitted steady-state aerobics vs. interval training:

Group 1

- 15-week interval program
- Burned only 13,614 calories during their workouts

Group 2

- 20-week steady-state aerobic program (5 weeks longer)
- Burned 28,661 calories during their workouts (more than TWICE as many)

Group 1 lost 450% MORE body fat than group 2, despite the fact that their training program was both shorter AND burned fewer calories. The calories you burn during your workout are much less important than the calories you burn after your workout.

Why Interval Training Is So Much Better

Interval training is like putting your money in a high-yield, low-risk mutual fund (which doesn't actually exist) while steady-state aerobics is like saving your money under your mattress. It beats spending everything you make, but you get no residual benefit and your money (efforts) are constantly being eroded by inflation.

A 30-minute jog will give you 30 minutes of a metabolic boost and that's it. So, it is definitely better than watching American Idol for fat-loss.

However, a 20-minute, high-intensity interval workout will:

- Burn more calories during the actual workout
- Create a 12, 24, or even 36 hour metabolic boost after you workout (this way you actually can work on your fat-loss while watching American Idol)
- Cause your body to burn more fat all day long (your body will burn a greater percentage of calories from fat all day long after an intense workout. Whereas, the low-intensity stuff, like jogging, seems to decrease this percentage slightly.)

In addition there really is aerobic "inflation." Every time you do an aerobic workout your body gets better at it – better in the sense that it burns fewer calories and less fat every time you do the workout.

With interval (and resistance training) you can train once and reap the benefits for 1-2 days afterwards. But, with aerobics the benefits cease as soon as you stop exercising.

21-Day Fat-Loss Challenge – Quick Start Guide

Here we go:

First, you have to wrap your head around the fact that this is for 21 Days. Challenge yourself to see how many changes you can make in the next 21 days to get maximum results. For change to happen, you're going to have to step out of your comfort zone.

Secret #1 – Diet will deliver 85% of your results. Exercise 15%.

WARNING: If you are unwilling to change your eating habits DO NOT expect results. Change begets change – want dramatic results? Make dramatic changes.

You cannot out-exercise a bad diet. And you cannot guess at what you're eating. Yes, that's right – you must write it down.

First 7 Days

1. Find a journal that can go with you. Loose leaf journals work well. When something passes your lips write down the time and what it is. That's all.

Well what can you eat and what to avoid.
2. Eliminate as many processed foods as possible from your diet. Go with Vegetables Fruits and lean Meats, Poultry, Fish.
3. Avoid and eliminate High Fructose Corn Syrup from your diet. Look at the label. If it's in there eliminate that food replace it with a vegetable or fruit. You do this one thing and you'll lose 5 pounds in the first week
4. Drink water. No fruit drinks, soft drinks, diet soft drinks. Why? Because you are drinking a lot of empty calories throughout the day. And you don't even know it.

Do not cut back on the coffee. Nothing's worse than being hungry, sore, tired and going through caffeine withdrawal. Too much is too much.

Secret #2 – Cardio is a waste of time.

I could go on for hours about the “Aerobics Conspiracy,” but what started as a well-intentioned idea was sidetracked and wound up making Health Club Owners and Cardio Equipment Makers many, many millions of dollars. And left millions of people blaming themselves for doing everything “right” and still getting fatter.

1. Cardio is lame and will make you fatter. Do High-Intensity Interval Training (HIIT) instead. It's in this packet.

High-Intensity Interval Training is like a blow torch to bodyfat. Do it 3 days a week.

2. Get as much sleep as possible the next 21 days. You're going to need it. When you're sleep-deprived you cannot perform at your best. And that's what I need from you the next 21 days: you at your best.
3. There is so much to do in such a short time I'm going to give you information when you need it and when you can actually use it.

Now, start writing down what you're eating.

Good luck, and there is definitely more to come.



Dave Fannin

What to Do on the Other Days, How to Do it and Why.

If you're spending hours a week on the treadmill and still not seeing the results you want – relax. Step off the treadmill and get ready to burn more fat in less time with our introduction to interval training. The hurt never worked so good.

Everyone, including the USDA, thinks that the key to fat-loss is lots and lots of aerobic exercise. I'm sure you've thought to yourself, “If I could just get myself to do an hour or more of cardio 6 or 7 days per week, then I'd be ripped!”

For the record – NOT TRUE! Not at all. Not even a little bit.

Lies, Lies, Lies!

The USDA came out with their recommendation to do 60-90 minutes of aerobics for fat-loss in 2005. The FIRST EVER research study on the efficacy of their advice didn't come out until LATE 2007. Do you know what the study said?

Men who did moderate to vigorous (target heart rate zone) exercise for over 60 minutes per day, 6 days per week, for an ENTIRE YEAR lost ONLY 6.5 lbs of body fat! That is a half pound per month, for more than 6 hours of exercise per week.

So, if you had 20 lbs to lose, all you'd need is 18 hours of aerobic exercise per week and you'd be set in 12 months! Do you have 18 hours to spare each week?

Is There A Better Way?

YES! There is a far better way that will get you much leaner in much less time. Researchers in Australia took two groups and put them on very different programs:

Group 1

- 20 minutes of high-intensity interval training (at week one they did only 5 min)
- 3 days per week
- In 15 weeks, they lost an average of 5.5 lbs of fat

Group 2

- 40 minutes of steady state aerobics (TWICE as much exercise)
- 3 days per week
- In 15 weeks, they GAINED an average of 1 lbs of fat

In HALF as much time, the interval group lost body fat while the steady state group actually got fatter.

The “How Many Calories Should I Eat” Cheat Sheet

Eating for fat loss doesn't have to be complicated. In fact, it can become totally intuitive and unconscious fairly quickly if you understand a few basic principles of energy balance and rules of nutrition.

All you need to do is acknowledge the energy balance equation, become aware of your portion sizes and then increase or decrease your portions based on your weekly results (or alternately, adjust your activity level to produce the calorie deficit you need). However, that doesn't mean calories don't count!

I can't emphasize enough the importance of maintaining a calorie deficit as an absolute requirement of burning fat. If you're going to track numbers, calories are the most important number to know.

Here are two simple methods to calculate your caloric needs. Depending on whether you're the analytical type or the “ballpark figure” type, select the method that suits your style the best.

1. The Averages Method

Use this method if you want a general ballpark estimate and you don't like math!

For fat loss: Men: 2100-2500 calories per day
Women: 1400-1800 calories per day

For maintenance: Men: 2700-2900 calories per day
Women: 2000-2100 calories per day

* NOTE: These are average numbers, so they'll be reasonably accurate if your body size or activity level are average. If you're very small-framed and/or very sedentary, your calorie needs will be in the lower end of these ranges. If you're very large and/or very active, your calorie needs will be in the upper ranges or even higher.

2. The Quick Method

Use this formula if you want a personalized ballpark estimate with one quick calculation. Use the lower number for lightly active, the middle number for moderately active and the higher number for very active.

For fat loss: 10 - 12 calories per lb. of bodyweight
For maintenance: 14 - 16 calories per lb. of bodyweight

Keep a Food Journal

So how DO you eat most of the time? What eating habits do you have that are keeping you in your current body?

There is no better time than NOW to find out. You can Take Control and Increase Fat Loss with this amazing Busy-Mom Fat-Loss Tool . . . a Food Journal.

Ta da! Right! Don't roll your eyes – effective exercise aside, this is one of the most powerful, fat-loss diet tools you can use.

“Food journal!!!! Who has time for that when I barely have time to eat? Write it down? Give me a break!”

Statements like this are signs of being resistant to change. Don't you know that “Anything worth having is worth working for?” Of course it will take thought and effort. Of course it is normal for you to ask, “Do I have to?”

The answer – yes!

Do you have to do it every day? – no.

But you must start somewhere and you must take action. Your results are completely reliant upon your actions. Plus, what I am sharing with you is one of the EASIEST first steps you can take and I'll show you why.

So boot the excuses and be open to taking action that will get you Fat Loss Results!

Successful, busy moms know just how powerful this fat loss tool really is. Many moms find that as they track what they eat through the day they are filled with surprise. It's very easy to avoid identifying unsupportive eating habits.

Who wants to admit that the majority of meals consist of children's leftovers, several handfuls of snack foods, candy and going through the drive through one too many times?

Good news is, moms who track come to KNOW this and can now CHANGE this – for these habits have now been brought to their attention. This simple awareness will allow you to think twice about your choices, to slightly adjust what you choose to eat. This in turn will create a positive change which will only help accelerate fat loss efforts.

Yes, even if you are the busiest mom in the world, you too can do this! Allow me to break it down for you.

How To Track What You're Eating

1st: Denial and vague ideas are of no use in the process of achieving results.

The quickest, easiest way to create awareness is to Write It Down!!

2nd: It does not matter how accurate you are.

You do not have to write down calories, fat grams, sugar, etc. to realize a few of your habits may be the cause of your nutrition obstacles. You can fine tune your nutrition plan after you have a feel for your current habits.

3rd: View journaling as a strategy, not a chore.

If you are on the lookout for the best shortcut - This is it! This is the easiest way to understand your habits, make smarter choices and increase fat loss.

4th: Journaling takes less than 5 minutes to complete.

Either write it down as you eat it – 30 seconds here, 30 seconds there – OR write it down at the end of the day. Choose which way works best for you. If you have 5 minutes to check your e-mail, or chat on the phone, then you have 5 minutes for this.

5th: Make it easy – use a journal that fits your lifestyle.

From fancy food logs to colorful notebooks, grab one on sale at the bookstore. I prefer the \$0.25 memo pads that are small enough to keep in my pocket if necessary. Be sure to keep your journal in a place where you will see it and use it.

Now – Do This! Try it out for at least 3 days and see what new insights you come up with.

“The Perfect Day” Fat-Loss Meal Plan

This is what it looks like when you're doing it right:

- Breakfast: oatmeal and 3 egg whites with a small banana
- Snack 1: non-fat, plain yogurt with ¼ cup mixed nuts and berries
- Lunch: chicken breast or fish fillet with 2 cups greens and no fat dressing along with ¾ cup brown rice.
- Snack 2: 2 plain rice cakes with a tsp almond butter each and ½ cup to a cup chopped broccoli
- Dinner: large fish fillet of cod or snapper steamed with 1 cup (measured cooked) mustard greens and spinach plus a small potato or yam
- Snack 3: protein drink

Focus On:

1. Writing Your Food Down.

2. Drinking Water. Do not drink Soda (not even diet) or Sports Drinks.

3. Avoiding High-Fructose Corn Syrup. Check the label. It's usually one of the top 5 ingredients.

4. Avoiding Processed Food. Processing removes nutrients and adds empty calories.

5. Cleaning Out Your Cupboards. If it's not there, you won't eat it.

6. This lasts only 21 days. Not forever. See how far you can go with it.

7. There's no such thing as “cheat” meals. Would you “cheat” on your spouse? Then don't “cheat” on your diet.

8. Allow one open meal per week. Plan on it to reduce cravings. Don't go crazy. One planned meal.

Dairy Section (\$10-20)

- 2-4 Cartons of eggs (preferably omega-3 eggs for yolks: Eggland's Best Brand)
- Part-skim string cheese, part-skim mozzarella cheese, or full fat cheeses of choice

Miscellaneous (\$10-20)

- 100% Natural Peanut Butter/Nut Butter (no sugar added, unroasted, low in salt)
- Non-Fat cooking spray (extra virgin olive oil spray) and calorie free spray butter
- Extra Virgin Olive Oil
- Dressings: Maple Grove Fat Free Balsamic Vinaigrette or Walden calorie free dressings.
- Vinegars: apple cider or red wine (great for salads)
- One package of organic ground flax meal (contains added fiber/omega-3's to throw in meal replacement shakes)
- Low Calorie/Carb Condiments: Mustard, No Sugar-Added Tomato Sauce, etc.

Eternal Eating

Eat immediately upon waking and then every 2-4 hours for a total of 5 meals per day, EXACTLY as outlined below:

Meal Number/Meal Time Menu

1: 6:00 am

- Drink 2-4 cups of cold water
- **Multi-Vitamin** as directed on bottle
- Choose your **Rapid Fat Loss MEAL** of choice

2: 9:00 am

- Drink at least 1-2 cups of cold water
- Choose your **Rapid Fat Loss SNACK** of choice

3: NOON

- Drink at least 1-2 cups of cold water
- Choose your **Rapid Fat Loss MEAL** of choice

4: 3:00 pm

- Drink at least 1-2 cups of cold water
- Choose your **Rapid Fat Loss SNACK** of choice

5: 6:00 pm

- Drink at least 1-2 cups of cold water
- Choose your **Rapid Fat Loss MEAL** of choice

6: OPTIONAL IF NEEDED

- Drink at least 1-2 cups of cold water
- Choose your **Rapid Fat Loss DESSERT** of choice

Say "NO" to: anything NOT Recommended In The Above Menu, Alcohol, Starches, Refined Sugars, Packaged Goods, Liquid Calories

Rapid Fat Loss MEALS

(Options Item and Female Servings, Male Servings)

- 1:F
 - 3 Omega-3 Eggs
 - UNLIMITED Greens (at least 2 cups = 2 clenched fists)
- 1:M
 - 6 Omega-3 Eggs
 - UNLIMITED Greens (at least 2 cups = 2 clenched fists)
- 2:F
 - 3-4 oz Extra Lean Meat, Fish, OR Seafood (size of 1 clenched fist)
 - 1.5 Tsp. Extra Virgin Olive Oil OR 1/8 cup mixed nuts OR 1 oz. full-fat cheese OR 1.5-2oz. Avocado
 - UNLIMITED Greens (at least 2 cups = 2 clenched fists)
- 2:M
 - 6-8 oz Extra Lean Meat, Fish, OR Seafood (size of 2 clenched fists)
 - 1 TBSP. Extra Virgin Olive Oil OR 1/4 cup mixed nuts OR 2 oz. full-fat cheese OR
 - 3-4 oz. Avocado
 - UNLIMITED Greens (at least 2 cups = 2 clenched fists)
- 3:F
 - 3-4 oz Extra Lean Beef OR
 - Salmon (size of 1 clenched fist)
 - UNLIMITED Greens (at least 2 cups = 2 clenched fists)
- 3:M
 - 6-8 oz Extra Lean Beef OR Salmon (size of 2 clenched fists)
 - UNLIMITED Greens (at least 2 cups = 2 clenched fists)

UNLIMITED GREENS = Green Beans, Broccoli, Asparagus, Spinach, Romaine Lettuce, Brussels Sprouts, Any Dark Green Leaf Lettuce, Cauliflower, AND UNLIMITED Veggies BESIDES Corn, Peas, Carrots, Potatoes, and Beets!

Rapid Fat Loss SNACKS

(Options Item and Serving Size)

- 1: 1/4-1/2 cup mixed nuts (about 20-40 nuts) or 2-4 Tbsp. nut butter (no added sugar, low in salt)
- 2: 2-4 pieces of string cheese
- 3: 2-4 slices Boar's Head Deli Meat (no added sugar, low in salt)
- 4: 1-2 Cups Fruit-Flavored Kefir OR 1-2 cups Organic Whole Milk

Rapid Fat Loss DESSERTS

(Options Item and Serving Size)

1: 1 cup mixed berries with low-carb whipped cream OR 1 cup or 1 serving of any fruit

The Eternal Eating Grocery List

For those who are interested in keeping costs very low, we have included helpful price brackets on the side. However, if you are interested in more variety, you can definitely ignore the price brackets and shop on!

Produce Section – Fruits and Vegetables (\$10-20)

- Green Veggies of choice: green beans, broccoli, asparagus, spinach, romaine lettuce, cauliflower, etc.
- Unlimited Veggies of choice (besides corn, peas, carrots, beets, and potatoes)
- Low GI/Fibrous Fruits: mixed berries, cherries, apples, oranges, pears, and grapefruit (frozen is most convenient)
- Mixed Nuts: Cashews, Walnuts, Pecans, and/or Almonds (unsweetened, unroasted, and lightly salted or raw)
- Extras: Avocados or guacamole, natural salsa, romaine lettuce wraps for naked sandwiches

Lean Proteins: Extra Lean Meat, Poultry, Fish, and Seafood (\$30-\$60)

4-5 lbs (women) or 8-12 lbs (men)* total of a healthy mix of the following:

- Extra Lean Meat (extra lean sirloin cuts or 93% or higher extra lean ground beef)
- Extra Lean Deli Cuts (unsweetened, low in salt)
- Extra Lean Skinless, Boneless Chicken Breasts
- Extra Lean Turkey or Extra Lean Ground Turkey
- Extra Lean Pork
- Fish: Salmon, Tuna, Tilapia, etc.
- Seafood: Shrimp, Mussels, Squid, Scallops, etc.

* 4-5 lbs for women (assuming 9-12 oz. consumed per day), 8-10 lbs for men (assuming 18-24 oz. consumed per day)