

# The LeannessLifestyle

*Proven Strategies  
to Sculpt Your  
Body, Heal Your  
Mind and Become  
Better Today*



David and Tracy



by David Greenwalt

# Acknowledgments

The Leanness Lifestyle started as a dream—a dream to help others transform in body and mind. The dream became a goal when I wrote it down, gave the dream clarity, and publicly committed it to dozens of people I know and respect. Goal or dream, there is no way this fourth, but first-bound edition, would have become a reality without the support and love of many individuals in my life.

Thank you first to my beloved mother. As my original mentor I am beyond grateful for your unconditional love. For making me feel special and talented but recognizing that we all must focus on what we do best, accepting that no one truly gets it all. For raising me to be a strong and independent person, filled with confidence and pride. For making me your favorite son when I was most in need. For teaching me how to laugh and keep life's challenges in perspective. For showing me the importance of recognizing the value of the simple things in life. For teaching me the true meaning of compassion for others. For always being there for me until the moment of your untimely passing.

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Thank you to my lovely wife Tracy. For sticking with me as a teenage bodybuilder. For putting up with all the foolishness that goes along with being the girlfriend of a guy who just "knows" he has to workout two hours a day, six days a week. For never leaving in times when you probably should have and for honoring our commitment to each other more than 20 years ago—through thick and thin. For letting me spread my wings and watching me start and fail many times in many endeavors. For delivering our three wonderful, healthy children. For taking care of our home, the children and me on a daily basis. For allowing me to watch you become more beautiful today than the day we met. For getting mad or upset *for* me when I'm not publicly allowed to do so. For laughing and crying with me during so many highs and lows over so many years. For being the love of my life and my one, true best friend.

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# Acknowledgments

I must thank my children for helping me keep a sense of perspective for what's truly important in life. For teaching me new meanings for patience, understanding and love. For providing a drive for me to become better than I would without you three in my life. For getting to experience all the joy of being your Dad.

To Snooky for asking me to train with his group in the Summer of 1982. For being the first to really show me what it took to grow muscle.

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To those who worked directly with me on preparing the published work you hold today I thank you. Glenn, Colleen, Elisa and others helped turn my garbled initial drafts into a better looking, better flowing finished work.

Many hands were involved in the production of this, the fourth edition of The Leanness Lifestyle. There will be many more lives this edition will touch. The Leanness Lifestyle, as with the journey of your body and mind transformation, is ever evolving. As this edition touches the lives of what's sure to be thousands, I will have many more people to thank as the next edition develops, beginning with tomorrow.

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# Introduction

If you're like most people who read *The Leanness Lifestyle* for the first time, you probably know very little about me—the author. Who is David Greenwalt and what gives me the right to claim to have enough valuable body transformation knowledge that I should feel compelled to write a book about it? If you would like to get a better feel of who I am, where I came from, and why I knew *The Leanness Lifestyle* had to be written, then get comfortable and allow me to properly introduce myself. I'll also discuss how *The Leanness Lifestyle* developed into what I believe is the most comprehensive body transformation guide ever developed for men and women.

Hello, my name is David Greenwalt, a midwestern-born and raised 37-year old (as of 2002), husband of wife Tracy and father to Steven, Christopher and Elizabeth. I don't define my role as husband and father in the first and second positions accidentally. My family truly comes first. But next in line comes my passion for fitness and helping others transform into all they are capable of becoming. Allow me to digress a bit and tell you where I've been before I tell you more about why I place helping others so high on my life's priorities.

My interest in fitness began in grammar school. My memory then was always being intrigued in those who were physically superior to others. In 5th grade I earned the President's Physical Fitness Award. Remember this award? Several events ranging from the standing broad jump to the baseball throw. I don't remember all the events but I do remember wanting that award badly.

I also have a vivid memory of one particular science class in 7th grade. My teacher asked the class who we thought were the most physically fit athletes. I was pretty shy and quiet in those days but as I listened to the other kids shouting their favorite team sports (football players!, baseball players! hockey players! etc.), I couldn't help but think that bodybuilders just had to be the most physically fit. How could they not be? I mean, look at them! I felt so strongly about it that I actually performed a rare act and raised my hand to answer. The teacher called on me and I answered "A bodybuilder?" It was pretty obvious in 1978 that I caught him off guard. He really didn't know what to say. It's not like bodybuilding was akin to apple pie or Chevrolet back then. Oh, the science teacher's answer? Swimmers. Now, some bodybuilders are really swimmers and just don't know it, and maybe that's who my teacher was talking about. I'm not sure.

Like many lifelong resistance trainers, I started piddling with weights at the early age of 14. I remember as a sophomore in high school, and recently-graduated student of the high school driver's ed program, doing curls at home until I thought I'd puke and then going out for a ride on my motorcycle so others could see my great bicep pump. Of course, no one paid any attention to my 13-inch guns but here's another vivid memory I have of those rides. "Man, if I could just hold this pump forever that would be awesome! It would be great to be *this* big all the time!" Jump to the present. I took a ride on my motorcycle (no, not the same motorcycle I owned then) today with no pump whatsoever and found myself still trying to see in the rear view mirrors if

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that bicep had the look I was after. It does. Twenty years later. But it does! I guess it's true that failure just cannot handle persistence.

I didn't really begin to train systematically or consistently until the summer of 1982, just prior to the start of my senior year in high school. I had dreamed of growing larger muscles but didn't know how to start, probably like many of you reading this today. I was a whopping 140 pounds. I was first introduced to hardcore resistance training and bodybuilding by local Adonis Richard Rutherford. Richard got me started by asking if I wanted to train with him and his circle of training partners. Together, we trained on ancient, smelly equipment at our local YMCA. As amazing as it may be for some, the few, simple pieces we trained on were all we needed to grow. After a few weeks of serious training I remember my first attempt at an all-out maximum single repetition on the bench press. It was 170 pounds and that's all I had in me. Within six months of starting, however, I could bench press 265 pounds and weighed 165 pounds. As many of you have observed or will observe, progress and success are contagious and addicting. As a senior I was so dedicated to my six days a week training regimen that my physical education teacher allowed me to skip regular P.E. so I could hit the weights. I mean, come on! Volleyball over weight lifting? No way! At least not for me. I still feel so incredibly lucky Richard asked me to train with him that summer day in 1982 but now for different reasons. Not only was he my original mentor for resistance training and bodybuilding but he is a great man and great friend to this day. For whatever reason, I tend to create or experience life-changing events in clusters. Not only did I begin serious bodybuilding training in 1982 but it was that same year I met Tracy and off we went on our very first date.

In 1986 I competed in my first bodybuilding competition at Western Illinois University. I dieted quite insanely and you will read more about that in Chapter 1. In 1987 I earned a Bachelor in Science degree from Western. I also married Tracy that same year. Hard to believe 15 years of marriage have gone by so quickly. In keeping true with my cluster of life-changing events, that same year I operated my first business by purchasing an existing, but failing, gym in my hometown of Dixon, Illinois. Co-Ed Fitness Center II was mine! At the same time I was a Dixon Police Officer. Even though I put in 40-50 hours of shift work per week as a police officer, the additional hours necessary to make Co-Ed II thrive were hours that really didn't feel like work to me. I believe I had a natural propensity toward entrepreneurship and also knew I loved being fit and being surrounded by others who sought the same.

Between 1987 and 1990 I continued to train hard and started coaching members of Co-Ed Fitness as well. I was sent to Northwestern University by the Dixon Police Department to participate in their "Physical Fitness Instructor Training for Police Officers" and really enjoyed it. Between coaching others and receiving specialized training in the field to evaluate and teach others, I felt I was coming into my own. Co-Ed continued to grow but I eventually sought and accepted a position with the Illinois State Police. As a young businessman, I hadn't established a business model that would afford me the opportunity to continue owning the gym while away at the State Police academy for six months. I sold Co-Ed Fitness center upon leaving for the academy.

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After winning the award for Most Physically Fit cadet and graduating from the academy, I finally got to settle back in Dixon. I felt an emptiness, however, and knew I wanted to help people again within the fitness circles. It was time to start another business. It was in 1992 that I started a new company called The Power Store, which sold supplements to a few local people. Why “The Power Store?” I was involved heavily in powerlifting at the time and felt some of the basic supplements I took helped me create the “power” and strength I strived for. Over the years I’ve been a state champion powerlifter for the 220-pound class (more about how I got *that* fat in Chapter 1) and I promoted no less than ten powerlifting meets over a four-year stretch in the early to mid 90s. In 1995 my enthusiasm for powerlifting competitions waned in favor of bodybuilding competitions, and I continue to train as a natural bodybuilder today. I don’t want to get ahead of myself so allow me to back up a bit once again. When I say I started The Power Store selling supplements to a few local people, I mean, very few local people! People were coming to my home to buy them or I hand-delivered all of them to their home and hoped they’d pay me in a reasonable time. To say my business plan was suffering is an understatement.

During The Power Store’s formative years I took every call, ordered every product for inventory (3 shelves in a room 10 x 15), picked every product and packed every order. Tracy was working full-time during The Power Store’s early years and we had two of our three beautiful children. So in between wiping snotty noses, giving hugs, changing diapers, reading stories and wrestling with my two boys, I worked full-time as a Trooper. I can still remember a common practice that makes me cringe a bit today and I wonder how I really did it back then. It wasn’t uncommon to have two to four orders per day during this time and I always wanted to make sure the orders got out on time, regardless of the seasons or weather in Illinois. During the bitterly cold winter, the routine consisted of packing two orders that had to get out to be delivered on time. What did this mean for me then? It meant continuing to juggle the duties of a State Trooper with packing up one infant boy and a toddler in full winter gear into my beater car. After packing the whopping two orders, we were off to a UPS center 15 miles away so I could make sure the orders got out on time. The business did finally grow enough to ask UPS to come to my home. Thank goodness for that!

The Power Store continued to grow by word of mouth and small advertisements in magazines and in 1993 it had grown to a point where I had to move the business out of my home. Through the mid to late 90s, The Power Store became one of the largest sports supplement, catalog retailers in the country. In 1996 I resigned from the Illinois State Police to focus intently on my business.

While I enjoyed the success of The Power Store, I continued to feel a strong desire to help people and create real change in their lives. I had gotten a taste of this when I owned Co-Ed and I was hungry for that feeling again. During the time The Power Store was growing in the 90s, I began researching and writing a Power Store newsletter about dietary supplements, basic nutrition, and training. Although I earned a Bachelor in Science, it was through my own research that I learned about dietary supplements. I did so by reading everything I could get my hands on, and finding out what Medline was about, reading endless stacks of full research papers.

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I researched and wrote because—although the magazines were good—there was plenty of room for honest to goodness truth in the supplement market. There’s still plenty of room for that today. Since I began researching and writing in the early 90s, I’ve written hundreds of articles on supplements, nutrition and training. I’ve also been published in *Muscle & Fitness*, *Peak Training*, and been a ghost writer for others. I really believe that each article I published or had published was really the way I could help others see things more plainly, and helping clients sift through the muck that defines most of the marketing for supplements, stripping fat and adding muscle. I researched and wrote to positively affect the lives of others beyond making sure they had enough vitamins, protein and essential fatty acids in their meal planning.

As you will read more about in Chapter 1, the original seeds of The Leanness Lifestyle were sowed for many years but one major turning point occurred in 1998 that really gave The Leanness Lifestyle solid roots. It was in 1998 that I competed in my second bodybuilding show ever, but this time I applied the knowledge I had gained since my research into my precontest nutritional program. I wrote about that experience and printed it as an article in a magazine we were publishing then called *The Health & Performance Marketplace*. The article was titled “*Competition Becomes a Leanness Lifestyle*.” Since then I’ve competed in 1999 and 2001. I plan to compete again when I am 40 (in 2005).

As you will read about in Chapter 12, *Lifestyle Booby Traps*, beginning in 1999 I began a year-long project of learning HTML programming as well as another programming language so I could build my own Power Store website. There were many functions I wanted the website to perform and I was not able to get the current programmers I knew to perform what I needed in a timely and cost-efficient manner. I really did not want to learn HTML or any other language at that time but I did learn it and from that I eventually created The Leanness Lifestyle Superfit Coaching program.

In 2000 I completed all requirements of the National Strength and Conditioning Association to become a Certified Strength and Conditioning Specialist (CSCS). I believe their programs for CSCS, Personal Trainer or others are among the very best alongside those certifications the American College of Sports Medicine offers.

The Leanness Lifestyle Success System (LLSS) was created to continually evolve as a comprehensive platform for the latest dissemination of my knowledge for many areas of life improvement. The LLSS is a member-based program consisting of this book, audio programs, regular e-mail and snail mail newsletters, and other wonderful tools thanks to the technology of the Internet. With The Leanness Lifestyle book and audio program in your hands, you can begin today to change. Beginning at [www.leannesslifestyle.com](http://www.leannesslifestyle.com) you can further your progress and master two exceptionally important tasks you will read more about later: meal and exercise planning. You will also find free special reports, successful stories of others who have used The Leanness Lifestyle to transform from the “before” to the “after,” grocery lists, recipe guides, workout program ideas to break boredom, a full encyclopedia, special calorie calculators to help you to more clearly set goals, and an entire network of support from fellow Lifestylers.

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The experience of those who have traveled the Leanness road before you literally comes to life on the discussion forums for members. When you think you are the only one feeling a certain way or who has experienced a particular setback, you can rest assured you are not when you spend a little time lurking and eventually participating in the Lifestyle discussion forums. When no one physically close to you understands why you are so focused on your transformation, your Lifestyle support group will most certainly understand. By becoming and staying connected, you can be sure you never go through this process alone and without exceptional support. I honestly believe the LLSS is the most comprehensive body of transformation knowledge, tools and support ever amassed into one cohesive program.

The first edition of this book was written in 1999. This is now the fourth. It is no longer surprising to me—and I hope it won't come as any surprise to you—if, in this edition, I've amended some previous theories or guiding principles from former editions. Men and women can spend their entire lives seeking the solution to one unanswered question relating to some biological function occurring everyday within us all. As I continue to work closely with clients, my knowledge is ever increasing. This will continue to be a life-long process. As I put the finishing touches on this fourth edition, some who know I am doing so are already asking if there will be a fifth. As I ask all of you to seek true knowledge and not just information, to keep your minds open, to be willing to shift your position and move away from established, self-limiting paradigms, I must continue to do the same. While I cannot give an answer as to when, I cannot help but know that as my knowledge grows, and my love for helping others create their best body and life thrives by sharing my new knowledge, there must eventually be a fifth edition or some continuation through addendums.

Thank you so much for spending a few minutes getting to know me. I look forward to getting to know you through the various channels I've established within the LLSS. I especially look forward to the return of your Before and After packet and reading every word of your essay telling me of your journey to superfitness.

The best place to begin is the beginning. Turn to chapter one now and experience why The Leanness Lifestyle is beyond dieting—it's about the journey of transformation.

Your partner in living the Lifestyle,



David Greenwalt  
The Leanness Lifestyle

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# Beyond Diet ... The Journey of Transformation

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*"I continue to eat a variety of foods today and for some, it might be considered that I am constantly now in a pre-contest diet. It's not a diet though, it's life."*

-- David Greenwalt 1998

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**T**he Surgeon General of the United States recently reported that more than 60 percent of America is overweight or obese. Any way you slice it this means more than 100 million Americans are currently losing the battle of the bulge. When you finish reading this book, it is my sincere desire that you are not only no longer one of the 60 percent, but that you finally recognize the terrific power within you to take control of your body and your weight.

The desire to "fit in" or "just be normal like everyone else" is strong. Going along to get along can indeed help you fit in and make you quite normal. I am confident you would not be reading this book, however, unless your intentions were quite different from the norm. Staying normal just is not in the cards for you. Anyone can fit in. Anyone can become or remain a member of the overweight 60 percent club. We all have our own definitions of normalcy and what it means to be normal. You may be asking "What's so wrong with being normal?" Please consider my definitions of normalcy in America before you truly decide you want to just be normal like everyone else.

## Who Wants to Be Normal?

- Normal is being a man with 25-30 percent body fat. A healthy man will have less than 15 percent.
- Normal is being a woman with 35-40 percent body fat. A healthy woman will have less than 23 percent.
- Normal is walking around with a huge Goodyear® at your equator.
- Normal is getting by with your clothes on but knowing that your clothing is hiding a huge pile of dog dung underneath.
- Normal is huffing and puffing if you have to walk (only because the elevator is out) three flights of stairs. God knows you would never walk them just for the heck of it.
- Normal is earning the right to eat at all the best restaurants (which of course serve portions big enough for a family of four).
- Normal is spending five full minutes looking for the closest parking space at your favorite department store because you deserve it.

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- Normal is giving one muscle a day exercise (your push button finger) because you have acquired some level of intelligence and have sought and found ways to optimally conserve energy. Well bully for you!
- Normal is being embarrassed poolside.
- Normal is having your kids embarrassed for you.
- Normal is having children mirror what mom and dad do—they too are fat.
- Normal is sitting back in your easy chair sucking down a “cool one” after cool one after cool one with your big ol’ fat gut sticking out and rubbing that Buddha belly, proud that it truly has been bought and paid for—and it has.
- Normal is being the head of the household and having the others follow your lead. Like you, they practice disgusting behavioral practices and will also pack on 40-80 extra fat pounds so that, as a couple or family, you’re a matched set of fat, glutinous, lazy, couch potatoes.
- Normal is waking up in a fog, dragging yourself to work, eating McDonald’s for breakfast, doughnuts and coffee for a break, Burger King® for lunch (super size of course), going home to a big meal, then plopping yourself onto the couch with a half gallon of ice cream to watch some television.
- Normal is ordering a Big Mac® combo with a Diet Coke® because you’re “watching your weight.”
- Normal is the father who drinks after work with his buddies. Normal is the tension in the house when he comes home half-in-the-bag. Normal is the fear and confusion his children feel when they see their father drunk, feel the tension between the parents, and hear the arguing. Normal is having excessive drinking ruin times that should have been good.
- Normal is drifting through life without a plan and without any real goals, other than making it through the day.
- Normal is eating a whole box of Snackwells® or an entire bag of Baked Lays® because they are low-fat or fat-free.
- Normal is going to a buffet and eating as much as humanly possible because you paid for it.
- Normal is setting up social functions around food and drink.
- Normal is continuously rewarding your children with food for everything they do well.
- Normal is not becoming educated and falling for “one-fact diets.”
- Normal is relying on your body to help you work your butt off in the office and with clients for 12 hours a day, but not making time for exercise and good nutrition for optimal daily performance.
- Normal is thinking that you must Either work hard at the office Or follow The Leanness Lifestyle.
- Normal is going home tired and crashing without taking a moment to tell the people closest to you that you love them and care.
- Normal is excuses, excuses, and excuses.
- Normal is claiming you are doing better than you were, so isn’t that enough? Good enough almost never is.
- Normal is using junk “food” to make you “feel” better.
- Normal is getting a gym membership, working out for two weeks and giving up because you “just don’t have time.”

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# Are You Ready to Change?

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*“Focused action beats brilliance any day.”*

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In the third edition of this book, a great deal of time was spent on a lengthy questionnaire attempting to help the would-be transformationists determine if they were ready to change. Through my discovery of the amazing work of Dr. James Prochaska, however, I changed this chapter to reflect the principles of what Dr. Prochaska calls “The Transtheoretical Model of Change.” Since discovering Dr. Prochaska’s model, I have yet to find an exception to his fundamental belief that every person, regardless of the change they go through, will pass through or recycle through at least five of six distinct stages of change: Pre-contemplation, Contemplation, Preparation, Action, Maintenance and Termination.

In this chapter, I will present these stages as they relate to your ultimate goal of a better, healthier body. My intention is that by providing a more scientific, yet easy-to-understand model, you will understand what stage of change you are in currently. This understanding will allow you to adapt to the stage and progress forward. If you attempt changes before you are truly ready, you will only set yourself up for failure. If you are ready to move ahead, but spend too much time simply raising “conscious awareness” or completing tasks you have already mastered, you may indefinitely delay moving forward. Neither scenario is desirable.

## Will Power

Many people believe their lack of weight loss success is due to an inherent lack of will power. I do not believe this is true. I believe you have plenty of will power but may have lacked the power to harness and direct it for the right purpose.

**Will Power** n. The ability and strength of mind to carry out one’s decisions, wishes, or plans.

You already possess tremendous will power and you are not lacking in this characteristic. For instance, when you awaken every day, do you rise when you feel like it? Or do you awaken with an “opportunity clock?” (Zig Ziglar refers to an alarm clock as an “opportunity clock,” and I prefer that term as well.) Do you wake up late everyday? No. Is there anyone else in your home who relies on you to go to work, take care of the home, pay bills, get groceries, keep up with maintenance, or even take out the garbage? If not, do you not rely on yourself for all of these tasks? Do you fail at all of them? Are you late for work often? While at work, do you always let the boss down? Are you proficient at whatever earns you a living right now? When your children want your attention and you are tired, do you always tell them to go away and not to bother you? Do you call someone every

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time a decision has to be made, or do you rely on your own wisdom to make the best choice most of the time? You are self-sufficient and possess good judgment, I bet.

When you wanted to buy a car or a home did you have to save for it? How could you possibly have saved for a down payment if you did not possess will power? Do you invest in your retirement? It takes will power to sock money away every month into something you will not benefit from for 35 or more years! For all of these reasons and more, which all require will power, it is obvious that if there is one thing you are not lacking, it is will power.

## Laziness

Without identifying which stage you are in and eventually progressing to the Action stage, the energy necessary to adjust your eating lifestyle and exercise regimen just will not surface. This can be perceived as lazy, however, with everything you are responsible for on a daily basis and how busy your life is, there is not a shred of doubt—you are not fat because you are lazy. Let's face it—being overweight is a real downer. Is there any question that your mindset as an overweight person can make you believe you are lazy, when in fact you are just depressed or afraid to move out of your comfort zone towards change? Once you identify which stage you are in, and you begin using effective processes to propel you into the Action stage, you will begin to feel more energized and positive about each step you take.

## Lack of Time

The number one reason given for not exercising by those who do not is “not enough time.” There is a limiting false perception that becoming fit will take an inordinate amount of time. Just think about “all that exercise” that you will have to do. The reality is once you have goals and a set program you will quit *wasting* time with immediate gratification and start being more productive. You will find time you never imagined you had! Couple that with the fact that becoming fit doesn't take more time—it gives you more time because you'll be goal oriented and able to accomplish more in less time. Voila! You have been stripped of the “not enough time” excuse. There is no doubt that all of us make time for the things that are most important to us. Any of the people who have been through a transformation before you had no more time than you have. They made the transformation successful because they planned ahead, and were willing to pay whatever price was required to make their transformation a reality. Once they invested the initial energy and time to learn and understand the principles within the Lifestyle, they found they had even more time. The Action stage is a tremendous learning phase and requires energy and more time than you are used to putting out for your fitness program. Maintenance, although still energy-intensive, requires far less mental energy and physical time because by the time you prove yourself worthy of achieving your goals and entering this stage, you will be far more efficient, knowledgeable and not losing weight. This is a very important point not to be missed! In Maintenance, as you will learn on the pages that follow,

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# Body Composition and Obesity

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*Although your genetics may load the gun, your environment and daily activities pull the trigger.*

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Obesity is now considered a disease—not a character failure. The Surgeon General warns that obesity may surpass smoking as the number one preventable cause of death. According to a 1995 report from the Institute of Medicine, “Obesity is a heterogeneous disease in which genetic, environmental, psychological, and other factors are involved. It occurs when energy intake exceeds the amount of energy expended over time. Only in a small minority of cases is obesity caused by such illnesses as hypothyroidism or the result of taking medications, such as steroids, that can cause weight gain.” What does this mean in English? “although your genetics may load the gun, your environment and daily activities pull the trigger.

Public health concerns about this disease relate to its link to numerous other diseases that can lead to premature illness or death. Being overweight is a handicap at any age. Overweight individuals who lose even 5 to 15 percent of their body weight are likely to:

- Lower their blood pressure (and thereby the risk of heart attack and stroke).
- Reduce abnormally high levels of blood glucose (associated with diabetes). (Losing 15-20 pounds can actually reduce chances of getting diabetes by 58 percent!)
- Bring blood levels of cholesterol and triglycerides (associated with cardiovascular disease) down to more desirable levels.
- Reduce sleep apnea, or irregular breathing during sleep.
- Decrease the risk of osteoarthritis of the weight-bearing joints.
- Decrease depression.
- Increase self-esteem.
- Reduce anxiety.
- Improve psycho-social functioning, mood and quality of life.
- Benefit from a 40-50 percent drop in mortality from obesity-related cancers.
- Experience a prolonged and more fulfilling life.

## Measuring Obesity

“Obesity” is the excess accumulation of body fat. For practical purposes, most overweight people are obese. “Overweight” is a less specific term used to define body weight that exceeds standard height and weight charts. Body weight includes muscle, bone, fat and water, therefore, a body-builder who has a lot of muscle, for example, may be overweight according to charts, but not necessarily obese because of his low body fat. Most people are not in this situation, so in this discussion I use the words obesity and overweight interchangeably.

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## Body Mass Index (BMI)

Until recently, body mass index (BMI), a mathematical formula based on an individual's height and weight, has been the most commonly used method for determining obesity. Physicians, researchers and insurance companies use BMI to project disease risk assessment. Over 90 million Americans are considered either overweight or obese by BMI standards. There is a lot of research that cannot be ignored correlating disease risk with BMI.

### Disease Risk for Adult Women

- Low - BMI less than 18.5
- Medium - BMI 18.5-24.9
- Medium/High (Overweight) - BMI 25.0-29.9
- High Obese - BMI 30.0 +

### Disease Risk for Adult Men

- Low - BMI less than 18.5
- Medium - BMI 18.5-24.9
- Medium/High (Overweight) - BMI 25.0-29.9
- High (Obese) - BMI 30.0 +

Some of the research shows that a person with a BMI greater than 35 has a 6.61 times greater risk of having type II diabetes than a person who is not overweight (BMI less than 25).

I have provided an easy-to-use BMI chart in the Appendix. Turn there now and find your height along the left side. Then run your finger across the row where it intersects with the weight column that matches your present body weight. To maintain consistency, you should weigh nude, first thing in the morning or whenever it is you crawl out of bed after your 6-8 hours of sleep. You should use the height that applies to you when you are not wearing shoes. If you are outside the range of the chart provided, you can use either of the official formulas shown below for the Metric and American systems.

### Metric

- $BMI = w / h^2$  (where  $w$  is weight in kilograms and  $h$  is height in meters. Since we Americans still haven't converted to the Metric system, I'll also provide you an easy way to determine BMI using the more familiar inches and pounds.)

### American

- $BMI = w \times 703 / h^2$  where  $w$  is weight in pounds and  $h$  is height in inches.

I will provide my own BMI stats as an example:

Weight = 180 pounds      Height = 5'10" (70 inches)

$$180 \times 703 = 126,540$$

$$(70 \times 70) = 4900$$

$$126,540 / 4900 = 25.82 \text{ (26 if we're rounding)}$$

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# Your Weight—Everything You Wanted to Know But Were Afraid to Ask

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*Fat mass is the percentage of total body mass that is composed of fat. Fat-free mass simply refers to all body tissue that is not fat.*

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**Y**ou step on the scale and your old, trusty enemy immediately feeds you data about your progress, or lack thereof. Many people allow the scale to completely dictate how their entire day will proceed. Your weight can have such a dramatic bearing on your day and mental attitude if you allow it. It's either a good day or a bad day from the moment after you visit the scale. It's not uncommon for individuals to stash their scale, throw it away, cuss it, and even set the dial back 5 to 10 pounds knowing full well they've done so just so what is reflected back to them is anything but reality. Interpersonal relationships often suffer or benefit from three numbers delivered by an inanimate object: the scale.

Regardless of your current relationship with the scale, it's time you understand the two-component model and learn what is realistic in terms of adding one of the two components: fat-free mass. What exactly is the scale and should you even use it? If you do use it, should you weigh frequently or not? This chapter will address these questions head on. Finally, you need to know how you can determine what your approximate goal weight will be so you can transition smoothly from Action into Maintenance.

## Two-Component Model

Transformationists will commonly refer to all nonfat gains or losses as muscle. If someone gains two pounds and their body fat does not go up, they will state that they have gained two pounds of muscle. First, they are really referring to skeletal muscle (and not cardiac or smooth muscle), and second, their reference is an inaccurate assessment of what has been gained.

Most researchers in the field of body composition have adapted the two-component model, which includes:

- Fat mass, and
- Fat-free mass.

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Fat mass is the percentage of total body mass that is composed of fat. Fat-free mass simply refers to all body tissue that is not fat.

When a transformationist says, “I’ve gained 10 pounds of muscle,” the more appropriate statement is really, “I’ve gained 10 pounds of fat-free mass.” What transformationists typically call muscle is fat-free mass. Fat-free mass is a much broader class than you might think. Fat-free mass is composed of all of the body’s nonfat tissue, including bone, muscle, organs, connective tissue, water and other bodily fluids. Basically, fat-free mass is everything other than fat.

Having a clear understanding of the two-component model is important because it helps explain the confusion many transformationists feel when either they, or advertisements report a 20-pound gain of “muscle” in just four weeks. By the way, some transformationists are truly confused, and others are simply steroid-using liars or charlatans.

We live in a fast food, fast-paced, “why should I ever expect to have to wait” world. I am sorry to report that none of that impatience matters to your body with regard to adding skeletal muscle, a major component of fat-free mass. Losing body fat is difficult, but adding skeletal muscle is at least ten times more difficult. Most people start a resistance-training program thinking that if they touch an iron bar they will literally rip out of their clothes like the Incredible Hulk. Ask any man or woman who has any appreciable muscle mass, how hard it is to add muscle. Most likely, you will get the same answer every time—“It’s damn hard!” You must be persistently and diligently patient.

After over 20 years of competing in bodybuilding and power lifting, as well as training hundreds of transformationists, I provide for you, with great confidence, my ...

<b>Maximum Muscle Accumulation Guide for the Drug-Free Resistance Trainer</b>																	
<b>Valid when weight is stable or weight loss is occurring. Not valid during weight gain.</b>																	
<b>Age &amp; Gender</b>	<b>Experience - Never touched a weight before</b>													<b>Intermediate to Advanced (At least 2 years of progressive steady lifting)</b>			
	<b>Maximum Pounds Per Month</b>													<b>Maximum Pounds Per Month</b>			
<b>Age 50 +</b>	.1	.2	.3	.4	.5	.6	.7	.8	.9	1	1.2	1.5	<b>Lbs</b>	.1	.2	.3	.4
<b>Male</b>	<b>.6 - .9 Lbs per month</b>													<b>.3 - .45 Lbs per month</b>			
<b>Female</b>	<b>.3 - .45 Lbs per month</b>													<b>.15 - .225 Lbs per month</b>			
<b>Age 30 - 50</b>	.1	.2	.3	.4	.5	.6	.7	.8	.9	1	1.2	1.5	<b>Lbs</b>	.1	.2	.3	.4
<b>Male</b>	<b>.8 - 1.2 Lbs per month</b>													<b>.4 - .6 Lbs per month</b>			
<b>Female</b>	<b>.4 - .6 Lbs per month</b>													<b>.2 - .3 Lbs per month</b>			
<b>Age &lt; 30</b>	.1	.2	.3	.4	.5	.6	.7	.8	.9	1	1.2	1.5	<b>Lbs</b>	.1	.2	.3	.4
<b>Male</b>	<b>1 - 1.5 Lbs per month</b>													<b>.5 - .75 Lbs per month</b>			
<b>Female</b>	<b>.5 - .75 Lbs per month</b>													<b>.25 - .375 Lbs per month</b>			

# Nutrients – The Fuel That Feeds the Body

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*You may never become what you could have been,  
because of what you eat.*

---

There is not a computer on the planet as smart or complex as the human body. There is not an automobile or home as precious as the joy your body gives you every day. You simply cannot put a price on being lean, fit, muscular, full of energy and healthy. Ask anyone who has lost their health to disease what they would give to have it back. There is not a material possession they would not give up.

Food is the fuel your body uses. You would not consider putting kerosene in a Ferrari, but you don't hesitate to do the same with your body day in and day out. Why in the world would you ever consider giving the most complex machine ever created the cheapest toxic waste that can still pass a government inspection and be called food? How is your body supposed to run on the garbage you feed it?

When the fuel source is cheap, the body breaks down. It starts sputtering at an early age, it runs daily at half speed, and gives up before the real race is over. You cannot possibly begin to feel the energy you have been missing and the growth that has been lacking until you accept the fact that you must improve the fuel your finely crafted, precision-tuned body needs. We have all heard the cliché, “You are what you eat.” But I believe there is more to it than that. You may never become what you could have been, because of what you eat.

Nutrients are the chemical compounds and elements contained in foods that can be used to support growth, maintenance, vital body processes and to provide energy. The six classes of nutrients are:

1. Carbohydrates
2. Fats
3. Proteins
4. Vitamins
5. Minerals
6. Water

The body can make some nutrients for itself, at least in limited quantities, but it cannot make them all, and it makes insufficient quantities of others to meet its needs. Therefore, the body must obtain many nutrients from foods. The nutrients that must be obtained from foods are called *essential* nutrients.

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The term “energy” brings to mind the energy you need to feel great throughout the day. But most nutritional textbooks refer to energy and calories synonymously. Only three of the six classes of nutrients directly provide energy (calories): carbohydrates, fats (lipids), and proteins. Water, vitamins and minerals are necessary for an “energetic” body, however, they contain no calories. Without properly feeding your body the right amounts of vitamins and minerals, you will become very sick or even die. Vitamins, minerals and water “facilitate” many bodily processes that keep your body in either an energetic or a life-sucking state. Vitamins facilitate the release of energy from carbohydrates, proteins and fats. Minerals help regulate the release of energy. Water is the medium in which all of the body’s processes take place.

So, what nutrients are best for an energetic body? When carbohydrates are plentiful, your body will primarily use carbohydrate as an energy source. Lipids are second in line, and protein only becomes a major fuel when the other fuels are unavailable. Understanding where your body derives the majority of its energy from, and how you can eat and drink properly to supply the body with energy, is vitally important. During your 16 or more waking hours each day, you must know how to properly fuel your body for lasting energy.

## Mom’s Confusion Breeds Confusion

My children are actively involved in sports. During the soccer playoffs, children between the ages of 5 and 15 came to compete against one another one final time before the season end. I overheard a conversation between a 12-year old girl, Carrie, and her teammate. The conversation was about which was the best breakfast before the big game. Like many children, Carrie obtained her nutrition knowledge from her parents. Carrie told her teammate that her mother told her it was important to have a big bacon and egg breakfast before the game—you know, lots of protein—so she’d have plenty of *energy* for the hour-long game. I cringed when I heard this, but these conversations occur everyday in thousands of settings, not just among children,

Carrie’s mother was obviously confused about the pecking order of energy supply and how the body converts carbohydrates, lipids and proteins into useable energy. Apparently, Carrie’s mother was not aware that the easiest nutrient for the body to convert into useable energy is carbohydrate. With this knowledge, she might have been more apt to prepare a breakfast more like my daughter, Elizabeth’s, which consisted of cereal, milk, toast with peanut butter and orange juice. Elizabeth’s breakfast was high in carbohydrates, moderate in protein and low in fat. Because I understood nutrients and how they contribute to useable energy for the body, I was better able to help my daughter maintain high stamina not only during the soccer game but also throughout the entire day. Carrie, on the other hand, was being fed misinformation from a trusted source: her mother.

Are you teaching those you love the proper information about nutrition? Keep an open mind as I explain everything you need to know about nutrients, their relationship to calories, and how alcohol affects calories, yet provides zero nutrients. By the time you finish reading this chapter, I want you to be the antithesis of Carrie’s mother by understanding the importance of what to feed your

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# Energy Balance

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*“I have been overweight all of my life and my body tends to hold onto everything.”*

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How many times have you spoken or thought those very same words? I predict this chapter will be in the top three of your favorites of the entire book. This chapter address the question everyone wants to know “How many calories can I have?” You are not alone if you, too, believe your body “tends to hold onto everything.”

I find too many people sabotaging themselves by being hung up and confused by the equations calculating metabolic rate and the value of activity. Many people also associate some kind of “permission” to eat a certain number of calories each day based on some formula.

## First Law of Metabolic Equations

*All valid metabolic equations are scientific estimates of caloric need to cause the desired movement in body weight. Regardless of whose formula you choose to use, that formula is a “best guess” based on science or the experience of the presenter. Detailed analysis of your progression with appropriate adjustments will be necessary.*

As you progress through this section and work through the numbers to determine how many calories you should start your transformation with, I believe it’s imperative to keep the first law in mind at all times. Think of it only as a starting block out of which you will run. Once you take off running, you must determine the precise number of calories you can consume through food logging and a detailed analysis of the numbers (i.e., calories, carbs, proteins, fats, scale weight, tape measure, body fat).

A difference of up to 40 percent is possible in the resting metabolic rate (RMR) between two individuals weighing the same with the same fat-free mass. Does this mean that one 180-pound woman with 35 percent body fat may get to eat 40 percent more than another 180-pound woman with 35 percent body fat? Yes. Precisely why has not been fully determined. Not knowing the precise reason does not change what is true.

Certain nutrients provide energy (calories) allowing your body to perform many biological functions. What is a calorie and how do you balance food and physical activity so that you consume the number of calories necessary to lose weight?

One calorie is defined as the quantity of heat necessary to raise the temperature of 1 kilogram (1 liter) of water 1 degree Celsius (for example, from 14.5 to 15.5 degrees Celsius). Thus, a calorie is more accurately termed a kilogram calorie or

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kilocalorie, abbreviated kcal. In layman's terms, I will simply use the common vernacular most are used to: calorie. If the caloric value of a medium banana is 100, this simply means that banana possesses the heat energy needed to increase the temperature of 100 Liters of water 1 degree Celsius.

When reading elsewhere about calories, you may also read about the joule or kilojoule (kJ), the international unit of expressing energy. To convert calories to joules, multiply the caloric value of the food by 4.2. The joule value of the banana, for example, would be 100 calories x 4.2, or 420 kJ. I will not address energy as joules further in this book and only reference this you'll know what they are saying if you come upon this term when reading elsewhere.

Remember that carbohydrate and protein provide four calories per gram and lipid provides nine calories per gram. By understanding calories, you can apply some basic understanding into why the Lifestyle places a strong emphasis on a low to moderate fat intake. Fats contain more than twice the energy value of carbohydrates and protein on a per-gram basis. While the energy (calories) from fat is not necessarily believed to be more fattening than the energy from carbohydrate and protein, it is simply much easier to over-consume total calories when poor quality, high-fat foods are a bigger proportion of your intake.

For example, to consume 100 calories from each of six common foods—carrots, celery, green peppers, grapefruit, medium-sized eggs, and mayonnaise—you would have to eat five carrots, 20 stalks of celery, six green peppers, one large grapefruit, and 1-1/4 eggs, but only one tablespoon of mayonnaise. If your daily caloric requirement demanded an intake of 2100 calories per day, you would need to consume about 420 celery stalks, 105 carrots, 136 green peppers, or 26 eggs, yet only 1 cup of mayonnaise or eight ounces of salad oil. These examples dramatically illustrate that foods high in lipid content contain considerably more calories by volume than foods low in lipid and correspondingly high in water content. (Source: Katch, "Exercise Physiology," 4th ed., 1996.)

## Daily Energy Expenditure Needs

The amount of energy (calories) you need to consume each day depends upon four primary factors:

- Resting Metabolic Rate
- Thermic effect of physical activity
- Thermic effect of food
- Adaptive thermogenesis

(The terms thermic and thermogenesis refer to "heat producing." Basically, the human body is a skin-wrapped furnace and food is the fuel you use to stoke the furnace.)

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# The Small Stuff You Can Sweat

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*“You can’t guess your way to fitness”*

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It’s very common for the well intentioned dieter to feel as though the transformation process has a mystique about it. One of the most common and costliest mistakes is thinking that your ultimate physique is due to some genius, some magic, something or other that you do not possess. Some are hoping for divine intervention and will to melt the fat off their body. Often the dieter who isn’t clear about why the body responds to what it’s fed will use words and phrases such as:

- Hoping
- Wanting
- Wishing
- Keeping my fingers crossed
- Giving it a try
- Praying
- Doing everything I can

This isn’t really surprising when you consider three things:

1. Most people get their information from mass media,
2. Most mass media wants to keep their reader’s interest, sometimes at all costs, and
3. Most diets pitched in the mass media are afraid to tell you what I’m telling you in the Lifestyle.

In the movie, “A Few Good Men” with Tom Cruise and Jack Nicholson, there’s a famous courtroom banter that occurs between the two men. The Colonel, played by Nicholson, is on the stand being cross-examined by the prosecuting attorney, played by Cruise. In this dialog, Nicholson asks Cruise in an overtly exasperated and loud tone “You want the truth?” Cruise yells back, “I want the truth!” Nicholson then delivers the million-dollar line in the movie when he yells, “You can’t handle the truth!” Why would I go into telling you about a movie from 1992? Because at this point I must unveil more truths about why you are out of shape or why you are not in the shape you’ve longed for until now.

## You Can Handle the Truth

The prevalent thinking often delivered from the diet industry is that there is no way you can really tell someone who needs to lose weight what it takes to actually succeed. No way can you ask them to honestly look at the finer details of what they are doing wrong because they simply won’t. “Don’t you dare tell them what it’ll really take to lose the weight! They can’t handle the truth!” I don’t believe this is true. I believe you *can* handle the truth. *I believe that the only way you will ever know the real path to leanness is by first being told the truth, and then by accepting and living it.*

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When I tell you that I believe you can handle the truth, it's because I have first-hand experience with clients who I've enlightened, then watched them grow stronger and more independent as a result. The saying "the truth shall set you free" has never been more appropriate.

The magical mystery that cloaks the superfit body of "the other guy" is only partly the fault of mass media and diet product hucksters. The other part is simply your acceptance of the fact that change is painful and that you've kept the blinders on for far too long. Allowing yourself to believe there are "secrets" that others know and you don't is too easy. Admitting that there aren't any secrets is an admission that you are poor at following through and that you are *choosing* to be as fat or out of shape as you are. Naturally, the mass media has attempted to oversimplify the process and has failed to address the specifics of the change process. However, you've known all along that eating poorly and not getting enough activity was the root of your weight problem. You'd be hard pressed to find someone not living in a cave who doesn't understand the simplest diet of all is only five words: "Eat less and exercise more." The five-word diet is simplistic and leaves gaping holes in helpful knowledge. You've known for a long time now that sitting on the couch eating boxes of caramel corn and ice cream by the half-gallon will not create a great body. Stop wishing, hoping, wondering, and "giving it a shot." Make it happen. Here's how ....

## Finding the Truth

If I believe you can handle the truth, then what *is* the truth? The truth begins with the knowledge and understanding of how nutrients affect your health and overall energy. Learning that your metabolism isn't broken and how energy balance is truly created or changed is also important. If you're confused or "stuck" about how to progress, then the knowledge of equations for energy balance and creating a relative caloric deficit are absolute requirements to demystify how calories affect your weight. You can uncover these truths in the *Nutrients* and *Energy Balance* chapters. Understanding those two chapters helps give you control over your body.

I'll assume for a moment that you've read the *Nutrients* and *Energy Balance* chapters at this time. With an understanding of these two facets, it's now time to turn your attention to the details of self-analysis and self-evaluation. You see, even though you swear you "don't eat that much," you really are "eating that much." Telling yourself, "I'm definitely eating less than 3000 calories a day" might be grossly inaccurate. You may tell yourself that you "know your metabolism is broken," however, a careful review of the upcoming facts will provide plenty of evidence to the contrary. Even though it "seems" that you are eating a low calorie diet, I'm absolutely confident you're eating more than you think. I'm asking you to ***pay attention to the details***. I know we've all been told to "not sweat the small stuff—and it's all small stuff," so let me clarify which details I'm referring to.

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# Meal Frequency and The Splurge Meal

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*One-meal-a-day diets are for losers—and not the kind of loser you want to be.*

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There are a number of ideas promoted in popular media suggesting reasons one should eat 1, 2, 3, 6 or more meals a day. Typically, each idea reflects the marketing position of the writer or the product owner. The average American consumes on average just over three meals per day. For you, a Lifestyler, I recommend four to six meals per day, every day. My goal in this chapter is to show you why I recommend the meal frequency I do, and not use clever spin to lead you to follow my recommendations. I will also define a splurge meal, the many pitfalls of poor planning, and how the mismanagement of your splurge meals can lead to stagnation.

As a Lifestyler, I recommend a relatively high meal frequency for several reasons. What may surprise you is the reasons are not directly related to changing your metabolic rate or directly influencing your body composition. Many popular sources want you to believe there will be some tremendous increase in your metabolic rate, or drop in body fat, simply from eating multiple meals per day (i.e., becoming a grazer). The scientific research on the subject does not provide much credence to these ideas. At the practical, hands-on, level, I do not see a major benefit of multiple meals in relation to the increase of metabolic rate or the reduction of body fat simply because of the increased meal frequency.

My reasons for suggesting four to six meals per day, however, are based on scientific research. A relatively high meal frequency has been associated with the following benefits:

1. Lower total cholesterol
2. Increased good (HDL) cholesterol
3. Reduced triglyceride levels
4. More stable blood glucose and insulin levels throughout the day (this can promote a feeling of increased vitality, vigor and overall mood elevation)
5. Enhanced appetite control and reduced desire to gorge or binge
6. Increased likelihood of muscle being preserved
7. Possible reduction in cortisol (a major stress hormone that can cause excessive muscle breakdown if high concentrations are sustained)

In addition to the research-suggested benefits that are possible from eating four to six meals per day, I have personally observed one very positive behavior that can truly help reduce total daily caloric intake: frequent eaters feel less obligated to be a member of the “Clean Plate Club.” Grazers

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have a higher tendency to push away from the table when satisfied instead of stuffed. Many grazers who had previously been conditioned as children and young adults “not to waste food” have now realized it’s better to leave something on your plate every time, not some of the time. Recognizing the importance of portion control early on is a significant determinant of eventual success.

From people I have coached to my own children, those who become accustomed to eating many times throughout the day feel less obligated to stuff themselves until it hurts. If my children are enjoying an ice cream treat, they will routinely stop halfway through it because they are full. They know that every day, seven days a week, they will be eating within two to three hours after any meal or snack. For this reason, there is little desire to eat past the point of being satisfied. They do not have to eat as if it is their last meal because the next meal is right around the corner. As parents, we also do not push them to eat past the point at which they say they are full. It is actually foreign for our children to do so. By consuming several meals per day, you too can become conditioned to know that your next meal is only two to three hours away and that there is no reason to eat any meal as if it were your last.

As a Lifestyler, you will be eating 28 to 42 times per week. It does not mean you will eat 22 times on day one and then one time a day for days 2 to 7. You should strive to consume four to six meals a day, every day. You will not skip breakfast because you think you “do better” when you skip breakfast. You will not have “one good meal” per day because you seem to grow fatter slower by doing so. “One Meal Losers,” as I call those who eat once a day, artificially create a 20-hour window of starvation.

What do you think the body does when it is faced with starvation (which is what you create when you skip breakfast)? Whenever you miss meals, you trigger the body’s survival mechanism. In order to survive these periods, the body’s survival mechanism reduces energy consumption (muscle metabolism) to conserve energy stores (fat). Because fat is the body’s energy storage and critical for survival in times of famine, the body will try to conserve it at all costs. In essence, the body slows all metabolic functions that are not critical for survival to a screeching halt. Hey, it is just protecting you from the famine you have artificially created (see *Fasting* in the *Energy Balance* chapter).

The body has no idea of when it is going to get its next meal, so it just shuts down and waits for you to feed it. It also creates a horde of enzymes (protein catalysts) that increase the likelihood of additional, unnecessary calories being stored as fat when you finally decide to eat again. Why would the body create additional fat-storing enzymes? Because, again, it’s been conditioned over thousands of years to be very adept at protecting us from famine. Unbelievably, there really were periods, much like uncivilized parts of the world now, when food was scarce. It took thousands of years to develop this fat-storing protective mechanism and it will not be changing anytime soon. Genetic changes occur so slowly that man is essentially the same as he was tens of thousands of years ago.

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# Goals Are A Must But You Better Know “Why”

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*An unwritten desire is only a dream.*

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**T**he most successful people on the planet are faithful goal setters. Ask anyone who has achieved any measure of true success, and goal setting most likely is the one significant common denominator. Ever wonder why it is you'll plan a fishing trip or a vacation months in advance, but won't spend 15 minutes a day laying out a plan for your life or even a workout? Is it just “supposed to happen?” I can assure you *it does happen* and it will continue to happen until you set clear goals. This is precisely the reason you are looking to change now. Without goals and a *written* plan, you have only been following a plan to fail. Even if you decide not to choose, you still have made a choice. Until now, I suspect you have had no clear direction in what you want or even remotely how you might get there. While you would not dream of getting in the car and driving across the country without an atlas, you have been living every day without a personal fitness atlas. This can change today if you completely read this chapter and use goals to make your dreams a reality.

If you truly want to achieve the body of your dreams, then you must take your dream a step further and create goals. The difference between a goal and a dream is the clarity of the goal and the clear action steps identified to reach a goal. I could dream and say I want to travel the world. I could wish for a better sales year. I could pray that I get along better with my family. The dream, wish and prayer are a start, but without clarity and action, they are merely wandering generalizations and will never give me a strong foothold for true progress. Dreams and wishes do not have any teeth. When your goals are firm and clear, you are no longer just a spectator sitting back hoping that everything will turn out all right.

In order to travel the world I would need to set out, systematically, what I must do to achieve this dream. Some of these steps might include:

- Contacting the travel agent and performing research on the Internet to determine costs.
- Determining a specific projected date of departure.
- Opening my schedule for that period of time, and determining how other current obligations will be delegated or planned for before leaving.
- Beginning to save x dollars per week until the departure.
- Planning ahead to get passports in order.

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It is clear that daydreaming about traveling the world is a far cry from establishing it as a true goal. You’ve got to vividly see yourself accomplishing your goal, take inventory of where you currently are, and take action steps to see it through to the end.

## Choose Performance Over Outcome

Before you can achieve a goal, you must first clearly know what goal it is you are after. If you have read the chapters on *Weight and Body Composition*, you should have a good idea of what you will need to weigh, and how much muscle you will need to add to achieve your dream. Only once you have something that can be measured, can you manage your progress. Understanding the difference between an “outcome goal” and a “performance goal” is of utmost importance. An outcome goal would be stated in this way: “I want to blow away that snippy little secretary at the office with a really killer body.” A performance goal would be stated in this way: “I will lower my body fat from 35 percent to 15 percent while adding 5 pounds of muscle by September 17th of this year—16 weeks from now.”

If you have not read the chapters on *Weight and Body Composition*, I suggest you go back and do so now. Until you have a clear understanding of where you are now, what any human is capable of, and where you will need to be, you will constantly be fighting an uphill battle with no clear sense of direction. Should you drop ten pounds or thirty pounds? What will it really take for you to achieve your dream? Having clear goals based on performance, rather than outcome, is paramount for success.

## All I Want

Eric Hoffer, known as the “Longshoreman Philosopher,” once said “To become different from what we are, we must have some awareness of what we are.” When people do not take inventory of their status and they have no clue about where it is they are going, they are likely to say things like “Well, Dave, all I want to do is look like you. You know, nothing big or anything, just cut and in shape.” Meanwhile, as they say this, they don’t realize that I am 180 pounds and seven percent body fat at a height of 5’10” (167.4 pounds of fat-free mass) and they are currently 200 pounds and 25 percent body fat (150 pounds of fat-free mass). They do not realize they are saying they want to drop 20 pounds of fat while adding 17 pounds of muscle. For a man with better-than-average genetics, the total time to accomplish both facets of the dream—dropping 20 pounds of body fat and gaining 17 pounds of muscle—is at least two solid years of diligent, consistent and concerted effort. The fat loss could occur in as little as 8 to 12 weeks, however, the muscle they need to acquire to achieve that “lean and cut” look will take much longer.

Another example of the “All I want” person is “All I want is to drop about 30 pounds of fat and add 15 to 20 pounds of muscle in my 12-week transformation.” If you are a woman reading this and what I just said describes what you would have said before reading this chapter, then I have to break the news to you now. I cannot let you continue a minute longer thinking that this scenario is even

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# Eating Well Wherever You Are

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*It's not about where you are, but what you've done to  
prepare for where you are that counts.*

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Regardless of where you are, there are better ways to eat than you have been. The dinner party, Christmas dinner with the family, potluck at work, over-the-road, on-the-go and in-the-home times don't have to be disastrous to your plan and your waistline. Nutritionist Keith Klein says there are always "better bad" choices that can be made, and I agree.

Even when you haven't prepared at all, there are still plenty of better bad choices you can make that will do little harm to your plan and that you can easily make up for the next day.

## Eating at Home

The concept of eating at home is becoming more and more foreign for Americans. In 1970, 26 percent of our meals were eaten outside the home. Today we eat away from home over 40 percent of the time. We're relying on restaurants (primarily fast food, no less) to supply us with low-fat, nutrient-rich dishes. Hence, we are the fattest nation in the world. If 40 percent of our meals are eaten away from home, it becomes easy to see then, that 60 percent of our eating is still done at home. However, there's no guarantee that the majority of your calories will be eaten at home. In this chapter, my goal is to help you see that putting a high priority on eating and preparing more foods at home will be advantageous to your Lifestyle.

It's easy to become overwhelmed as you think about "all the changes" that will be necessary to make your home fit the Lifestyle. To make this really work, will there need to be some changes made in your cupboards and fridge at home? You bet. If you just read that statement and the thought popped into your head, "Uh oh, now I have to be perfect," you are wrong and need to shift your position. No one is asking you to be perfect. No one is a perfect eater. No kitchen cabinets are perfectly filled with whole grains and all-natural foods. No fridge is stocked with only the freshest, purest fruits and vegetables. Before I advise you about how to stock your kitchen and prepare your foods, allow me to explain what living the Lifestyle at home means.

You might believe you have quite an appetite for variety. Then again, I've met many overweight people who admittedly eat with very little variety. They just "prefer" the lack of variety. Hey, live and let live, but that's not the Lifestyle. Some variety is necessary for maximum health, vitality and balance. In either case, you're probably not all that fired up about "all the ways you'll have to change" to make your home fit the Lifestyle. The reality is, you likely rotate in a given month through no more than 15 to 20 different meals.

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You've gotten into a routine. We're all creatures of habit. You're no different. Unless you're a one-meal loser (you eat one meal a day), you currently eat one to seven different breakfasts, lunches and dinners a week. Sometimes you snack in between, sometimes you don't. The bottom line is that when you total up all the different meals you consume, you're really only looking at a total of 15 to 20 different meals a week. The exciting part about this is that you can start to think about finding 15 to 20 better meals that more closely match the Lifestyle. Don't waste time and emotional energy filling your head with misconceived thoughts about how you're going to have to spend a small fortune and all your free time buying cookbooks, with thousands of pages of worthless recipes, that you wouldn't feed your dog.

If you'll recall from the Nutrients chapter, the Lifestyle isn't rigidly fixed. I've asked you to eat meals that are fairly well balanced, but within a given range. You will be living the Lifestyle at home if you follow these simple guidelines for creating meals:

- Carbohydrates: 30 to 60 percent of your meal and day (40 to 45 percent optimal)
- Proteins: 25 to 50 percent of your meal and day (35 to 40 percent optimal)
- Lipids: 10 to 30 percent of your meal and day (with less than a third of the fat being saturated)  
(10 to 20 percent optimal)

By the end of the day, you've been living the Lifestyle if you have 1) done your best to prepare meals that closely match the guidelines above, taking into consideration the total caloric guidelines I've provided in the *Energy Balance* chapter; 2) focused primarily on consuming whole foods and less packaged and process foods and 3) have consumed at least:

- 1 serving of fruit (1 cup cut up; not fruit juice or fruit packed in sugar) **2 to 3 is preferred.**
- 2 servings of vegetable (1/2 cup cooked or 1 cup cut up raw vegetable; fresh, frozen or canned without cream sauce) **4 is preferred.**
- 3 servings of whole grains (1/2 cup rice, pasta or cereal or 1 slice of bread is a serving)
- 4 servings of lean protein

The particular items you choose to prepare and how you choose to prepare them is up to you as long as you stay within the simple guidelines above. You'll notice that I never said you had to be perfect.

One of the most overwhelming aspects of adapting to a new food lifestyle is choosing your new favorite foods. Don't allow yourself to become overwhelmed from a limiting false perception of "all the work" that will be necessary to change. Don't continue eating the same old stuff when all you need is to find 15 to 20 meals you like and can live with within the Lifestyle. You're going to eat them day in and day out. Let's be real. You're a creature of habit. You're already doing it now!

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# Triggers, Addiction and Self-Regulation

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*“There are really only three reasons we eat:  
hunger, emotions and addiction.”*

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As I continue to coach transformationists at a very personal level, I continue to be amazed at the complexity of the emotional spirit within us all. Once you understand the basic principles of the Lifestyle, the concepts of how to lose weight are simple. As humans, however, we are very emotional beings. You may believe you are practical, logical and an intellectual first. The reality is you are an emotional animal first and a logical creature second. You might believe you make decisions based primarily on logic, but a close analysis of your decisions and habits will reveal your emotional side determines the majority of your day-to-day activities and decisions.

Coaching member Robert honestly wrote...

*“I think sometimes I have eaten in the past to “deaden” my feelings and emotions, just as I used to go out and drink to excess and go to clubs with loud music to forget myself. Certainly, when I was eating a half- gallon of Edy’s ice cream every night not too long ago, I was trying to push something down. You do not eat a half-gallon of ice cream because it tastes good (after a few scoops you can hardly taste it); you eat a half-gallon of ice cream to put yourself into a coma-like state. And there have probably been times in my life when I was miserable and thought going into a coma seemed like a good idea.”*

Let’s look at a few examples and see if your decisions are logical or emotional. Then, let’s look and see if your decisions begin primarily as one and then are justified by the other.

Do you drive the most basic, practical, fuel-efficient automobile there is? Did you purchase the automobile after carefully scouring every nugget of factual data about the 60-miles-per-hour braking distance, horsepower vs. gross weight rating, safety data from the National Highway Traffic Safety Administration and proven history of its resale value? Or did you buy the car because of some of this data and a much longer list of emotional factors relating to how owning and driving the car would make you feel? Is Ford better than Chevrolet? Is Chrysler better than Ford? Why do you believe whatever it is you currently believe? Why did you pick the color you chose? No matter your income and purchasing power, you had other choices for automobiles. The reasons, of course, are perception and the ensuing emotions resulting from your perceptions.

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*When making a purchase or an eating decision, we base our decision on emotions and justify that decision with logic.*

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“Well, of course I got the AM/FM CD with 8-speaker surround-sound. It was the logical choice, considering it was only \$250 more.” Sure, you are logical all right.

“Who wouldn’t have bought the slinky black dress? It was on sale! It is only logical to take advantage of a good sale and save money. Sure, I have a few other dresses, but when you find something that fits and there is an opportunity to save—you’d be a fool not to take it.” Right, all logical, huh?

“Supersizing® is such a bargain; you’d be a fool not to take them up on it!” Right, the reality is you had visions of sugarplums dancing in your head and looked forward to how all that extra sugar and food would make you happy or feel better. Sure, you are logical all right.

At a more practical level:

- Do you buy the cheapest shoes you can find?
- Do you trust name brands over generic? Even if the exact same ingredients are in the generic?
- If you have any pets, are they animal shelter rejects?
- Have you ever spent more for a service when someone else in town was cheaper and might have been just as good?
- Have you ever cried watching a movie like Old Yeller or E.T.?
- Do you routinely run to food when you feel bad, sad, overjoyed, or depressed?
- Have you ever eaten foods out of spite?

The quicker you can begin to understand and accept how emotional an animal you are, the better you will be. There are many crevasses that can swallow a well-intentioned, but ignorant, transformationist. My discoveries came from working with real clients, as well as from reading and speaking with experts on a variety of emotional issues relating to the transformation process.

Earlier I devoted half a chapter to splurge foods, and how to incorporate them into your meal plans. Now I will teach you about the dangers of trigger foods and why they are different from a splurge meal. Next, I will discuss how identifying and feeding normal hunger with balanced Lifestyle meals is vitally important for your mood, emotions and daily energy. I will then discuss food addiction and close this chapter with a discussion about how self-regulation is a limited, energy-dependent resource.

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# The 24 Most Common Lifestyle Booby Traps

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*“The events in your daily life have only the meaning that you assign to them. Put another way, there is no good news and there is no bad news; there is only news. You have the power to choose your perceptions. And you exercise this power of choice in every circumstance, every day of your life.”*

Phillip McGraw, Ph.D., *Life Strategies*

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In this chapter, I want to talk about booby traps and how they can sabotage your good intentions if you are not aware of them. While working with hundreds of clients over the course of many years, I have become increasingly aware of the attitudes, relationship hurdles and repetitively poor behaviors that can stop all forward momentum. These booby traps can set you up for another notch in the failure belt instead of what could have been your ultimate transformation.

Lifestyle booby traps are those situations, verbalizations, thought processes, emotions and psychological games played on us, and which we play on ourselves. Lifestyle booby traps can stop momentum and cause you to falter before you reach your transformation goal. As you will see, there are many ways you can be blindsided or sabotaged. Sometimes you will self-sabotage, other times the words and actions of others can throw you off course. I believe to be forewarned is to be forearmed. This is not a chapter you want to gloss over. Get cozy and settle in for an interesting compilation of the many booby traps to the Lifestyle and how you can understand, cope with and combat each one.

## Booby Trap #1: Living by a False Set of Nutritional Rules

### The Anti-Stress Diet Rules

*A break from the serious side of the Lifestyle*

I’ve decided to keep the anti-stress diet rules in the Lifestyle because I believe we all see a little (or much!) of ourselves in these comedic portrayals of belief systems many have about foods and calories.

1. If you eat something and no one sees you eat it, it has no calories.
2. If you drink a diet soda with a candy bar, the diet soda cancels out the calories in the candy bar.

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3. When you eat with someone else, calories do not count if you do not eat more than they do.
4. Foods used for medicinal purposes *never* count, such as hot chocolate, brandy, toast and Sara Lee® cheesecake.
5. If you fatten up everyone else around you, then you look thinner.
6. Movie-related foods do not have additional calories because they are part of the entertainment package and not part of one's personal fuel. Examples are Milk Duds®, buttered popcorn, Junior Mints®, Red Hots®, and Tootsie Rolls®.
7. Cookie pieces contain no calories. The process of breaking causes calorie leakage.
8. Things licked off knives and spoons have no calories if you are in the process of preparing something.
9. Foods that have the same color have the same number of calories. Examples are spinach and pistachio ice cream, mushrooms and mashed potatoes. Chocolate is a universal color and may be substituted for any other food color.
10. Anything consumed while standing has no calories. This is due to gravity and the density of the caloric mass.
11. Anything consumed from someone else's plate has no calories since the calories rightfully belong to the other person and will cling to his/her plate. (We ALL know how calories like to cling!)

*Remember: Stressed Spelled Backwards Is Desserts*

## Booby Trap #2: Refusing to Accept That Your Reality is Within Your Control

### Subjective Realism

The saying, “No matter where you go, there you are,” could not be more fitting for this section. Many people have the idea that how they perceive an event or situation is *the* way to see it. It is as though there could never be another way to process the information or situation. Their way is *the* way. Right or wrong—it just is. And that's that.

I would like you to step outside yourself and ponder the following questions:

- Is it possible that you react to everyone and everything around you based not on some set of rules governing behavior, but on a set of filters and state of mind?

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# Benefits of Regular Physical Activity

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*If physical activity could be made into a pill, it would be the number one prescribed medication in the world.*

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You now hold in your hands the key to untapped leanness, health and muscularity through good nutrition and supplement habits, however, the plan is far from complete. In fact, the Lifestyle would be a joke if I didn't spend a fair amount of time discussing exercise, canceling myths and giving you some sound guidance on what exercises you can specifically use to reshape your body and add new muscle, regardless of your current level of fitness. I first want to tell you about the real benefits of regular, vigorous, physical activity.

Studies have confirmed that while dietary intake of quality nutrients is the single most important factor for getting the weight off, *exercise is the key to keeping it off?*

Recent studies have confirmed that a sedentary lifestyle is as strong a risk factor for disease as smoking, high blood pressure and diabetes. If you are unfit, you are no better off than if you were a smoker or had diabetes. If you have diabetes, you can improve your risk of disease to less than someone unfit *without* diabetes.

## A Physically Active Lifestyle:

- Improves quality of life. The more physically fit you are, the more you will be able to do in life. The abilities to play a round of golf, play with your grandchildren, lift groceries, and garden are all improved greatly with regular, physical activity.
- Improves self-esteem. People who are fit and regularly active have a better view of themselves and the world.
- Prevents heart disease. Because it affects you in a similar way as a balanced Lifestyle, the results are very similar. Vigorous physical activity reduces the insulin response and increases muscle metabolism. Reductions in blood pressure and blood sugar, with increases in good (HDL) cholesterol, are commonly noted in those who participate in regular, vigorous exercise.
- Improves arthritis and osteoporosis.
- Improves sleep. If you are physically fit, you will fall asleep quicker and sleep more soundly.
- Improves immunity. As long as there is adequate recuperation and protein, immunity is improved. Otherwise, vigorous physical activity may decrease immunity.

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- Improves stress coping ability. Regular physical activity can help you cope with stress. Vigorous physical activity is perceived as stress by the body. When the body perceives any unaccustomed stress, cortisol—a major stress hormone with a number of beneficial functions to the body—is increased. Too much cortisol can depress the immune system and rob you of precious muscle. So cortisol is a necessary hormone but too much of this hormone is *not* a good thing.

An adaptive response to vigorous exercise involves the improved management of cortisol. A new, vigorous, physical activity program will be perceived as stress by the body. An interesting fact is that the body cannot distinguish between physical or mental stress. Because the body cannot differentiate the stress of exercise from the stress of life, the everyday problems will not evoke the same stress response. You will not get as upset about burning dinner, being late for an appointment or screaming kids. Your blood pressure won't rise as dramatically, you'll feel calmer and be better able to cope. These benefits are primarily derived from the body sensing less need to release cortisol with everyday stress. By participating in your new, demanding exercise program, you will cause the body to adapt to higher levels of stress. By improving the cortisol response to exercise stress, the body becomes better at managing cortisol during episodes of mental stress as well. In effect, by participating in a vigorous exercise program you are getting two stress-coping benefits for the price of one.

- Reduces reliance on antidepressants. Physical activity can not only be a powerful calming and anti-anxiety tool, but it is also one of the most powerful, natural antidepressants known. Through the release of certain mood-elevating brain chemicals such as norepinephrine, serotonin and dopamine, physical activity provides antidepressive relief only dreamed of by manufacturers of antidepressant drugs.
- Improves concentration. Physical activity also improves oxygen transfer to the brain. Increased delivery of oxygen to the brain improves concentration, thought and causes the release of hormones called endorphins, which are powerful mood elevators. If you are angry or upset, take a long walk or complete your workout right away. See how much better you feel afterwards.
- Physical activity also acts similarly to a balanced diet in that it directly improves blood sugar stability and decreases insulin levels.
- Physical activity enhances muscle metabolism and fat burning. It increases muscle mass. This is important because muscle is the engine that burns fat for fuel. Because muscle moves, it requires more energy as calories than any other organ. Muscle is 30 to 40 percent of the total mass of the body but it accounts for 90 percent of the energy used by the body. Muscle is the only organ that is able to increase its ability to burn fat for energy by increasing fat enzymes. Therefore, the more active you are, the more food you will be able to eat.

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# Resistance Training for Everyone

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*Workouts are not like spouses. Be not faithful. Instead, be ever mindful of progression as the only true benchmark of success but be promiscuous along the way and reap the physical rewards of doing so.*

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When you are losing weight by following the Lifestyle, you want to make sure the majority of the weight you lose is fat and not muscle. If you lose weight without resistance training, you are likely to lose 50 percent fat and 50 percent muscle! This means that if you lose 10 pounds and you are not resistance training you may lose five pounds of fat and five pounds of muscle. This is truly an undesirable scenario because each pound of skeletal muscle you have or add burns between 30 and 50 calories per day regardless of your activity throughout the day. You can easily avoid losing 50 percent of your weight as muscle by incorporating an intelligent, yet vigorous, resistance-training program into your transformation plan.

Another major reason that resistance training must become an important element in your transformation is the natural loss of lean body mass as you age. After the age of 20, unless resistance training is a regular part of your physical activity, you will lose 7 percent of your lean body mass per decade. Not only does this slow your resting metabolic rate, it creates a different (softer, more saggy) body even if your body weight stays the same your entire life.

Finally, if you choose to rely solely on walking and aerobic training as your only exercise activity, you will never create the body of your dreams. It is that simple. Without incorporating resistance training into your program, you will never achieve the toned, shapely body you desire. The sooner the better that you can overcome fears of resistance training, learn and understand the proper fundamentals and form. To avoid learning the terminology and fundamentals of resistance training is just like saying, “I want to be thin and saggy!”

I implore you not to skim over this chapter. Even if your nutritional Lifestyle is dead-on true, you will never achieve what you’re after unless you understand and eventually master the fundamentals of developing and practicing a sound resistance training program. Can I overstate this, or have I overstated this? Not even close. Resistance training is vital to achieving the body of your dreams. Give this chapter several reads and do not gloss over it - without question, your ultimate body is dependent upon it.

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## Resistance Training Benefits

- Improvements in cardiovascular fitness.
- Reductions in blood pressure in those who have high blood pressure or borderline high blood pressure.
- HDL (good cholesterol) goes up and bad cholesterol and total cholesterol go down.
- Your body becomes more efficient at delivering carbohydrates to muscle and other tissues and insulin functions better. The risk of diabetes and subsequent cardiovascular disease is reduced.
- Reductions in obesity! Resistance training increases muscle and reduces fat.
- Improves functional strength (the type of strength you need to do stuff around the house) and reduces bone loss (osteoporosis) in women. It may even reverse osteoporosis.
- Only known activity that can truly reshape your body with or without weight loss.
- Ladies: Resistance training can remove that huge flap of skin hanging off the back of your arm.
- Burns calories during the exercise session and increased calories burned for up to 48 hours post-exercise.
- Only activity that can facilitate the addition of muscle while losing weight. Running, jogging, step aerobics, the Stairmaster or treadmill cannot prevent you from losing muscle while losing weight. Only resistance training can!

## Attention! Women Afraid of Growing Muscle!

**Myth:** You should fear looking like the professional woman body builder with all that muscle sticking out all over the place.

**Truth:** NO! It cannot happen. It will not happen. Your fear should not be adding new muscle because it is the muscle that will give you the sleek, sexy look you so desperately want. You do want to add muscle! You want it. You want it. You want it! Yes you do. I am telling you. You want it. You have to have it. It is the determining factor in you achieving your goal and getting the body you want. Muscle burns fat. You need it. Muscle reshapes your body. Muscle narrows the hips. Muscle shapes the thighs. Muscle is not bulky. Muscle is slimming. Muscle is not grotesque. Muscle is sleek and feminine. You cannot naturally add too much muscle. It is not possible. If you are not using steroids, you cannot add too much muscle. You will not get too big. Your muscle

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# Aerobic Lifestyle Prescription

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*“Endurance training produces similar gains in aerobic capacity in healthy people throughout the age range of 20 to 70 years, and this adaptation is independent of age, sex, and initial fitness level.”*

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Aerobic training is any training that primarily uses oxygen as a fuel source. Most of you reading this have your own thoughts of what aerobic activity normally involves. Aerobic activities typically associated with improving aerobic performance and fat loss include:

- Walking briskly
- Jogging
- Swimming
- Rowing
- Stepping
- Cycling
- High- and low-impact step aerobics
- Spinning
- Body pump

For some of you, aerobic training is the step class you signed up for last fall. For others it is a ride on a stationary bike, a run through your neighborhood, the treadmill, Stair Master or rowing machine that serves your needs. Nearly all of you have a perception of what benefits you are receiving by doing aerobics, but many of you are likely wrong about how aerobic activity can benefit your goal of fat loss or improve health.

## The Real Benefits of Aerobic Training

There are benefits for everyone who engages in regular aerobic-powered exercise. To receive the benefits listed below, the minimal sessions needed are two to three per week at a minimum of 20 minutes each. Training more will not necessarily improve any of the benefits over training the recommended two to three days per week, however, increased duration or frequency may benefit those who seek superfitness and ultimate leanness. I'll cover those specifics in more detail later. Here are some true physical benefits of aerobic activity, which are well anchored in science:

- Cellular structures called mitochondria (the primary source of adenosine triphosphate- ATP) grow in number and size in muscles used for aerobic activity.
- Within muscles used to generate the aerobic movement, there is an increased ability to mobilize and use fat for energy. This is likely a result of an improved and increased blood flow within the muscles. This additional efficiency and use of fats for fuel is thought to spare carbohydrates, a real benefit for resistance trainers or endurance athletes needing the explosive power at the end or any part of the workout or race.

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- Type I muscle fibers (generally thought of as the endurance muscle fibers, which don't hypertrophy enough to get someone recognized as a resistance trainer) will grow in size. This can allow the endurance athlete to perform better.
- The heart grows in size and weight.
- Heart rate during rest and submaximal exercise decreases with regular aerobic activity. It is common for a resting heart rate to drop 10 to 20 beats per minute with regular aerobic activity.
- The ability of the heart to pump more blood with each stroke is improved. Because the heart can pump more blood with each stroke, it can also deliver more oxygen per stroke (carried in the blood) to muscles and other tissues.
- The ability of active muscles to “extract” oxygen from the blood is improved, thus allowing for an increased ability of the muscle to fuel movement and exertion.
- A reduction in both systolic (top number) and diastolic (bottom number) blood pressures is noticed among regular users of proper aerobic strategies.
- Having an efficient aerobic system might allow for faster recovery between resistance training workouts because of increased blood flow within muscles and the ability for waste to be cleared faster and more efficiently. This improved recovery ability may allow more work to be performed during training, which may lead to greater strength improvements during resistance training.
- Improving your aerobic capacity may improve the ability for hormones and nutrients to get to the muscles during both exercise and recovery.

## The Fat Burning Zone and Morning Aerobics

There are two erroneous beliefs held by many who engage in a quest for a great physique transformation. They are interconnected and are:

1. You must exercise in some “fat burning zone” to see significant fat loss.
2. You must perform aerobic activity first thing in the morning on an empty stomach.

The “fat burning zone” is some mysterious place where you allegedly have all your fat loss worries taken away. Many of you have seen a chart on the treadmill or your aerobics teacher talked about this fat burning zone as though it were the end-all be-all to your physique transformation. Actually, the fat burning zone is more like an urban legend that just will not die, rather than a truly functional parameter to which you should give more than a moment's thought to. At the worst it is

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# Contest or After Photo Preparedness

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*“I think I feel so good from knowing I found what would work long-term, that the work of the Lifestyle is nothing compared to the work of doubting what I am doing.”*

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As you approach the last few weeks of your transformation many questions will come to mind about whether you are a competitive bodybuilding contestant or transformationist (CT). “Should I cut back on sodium? If so, when?” “Should I eat less carbs for a while and then carb up?” “Do I need to take a water pill or cut back on water intake for my show or photos?” “What supplements should I take to really lean out before my shoot or contest?” These questions and many more are on the minds of those about to shoot their after, intermediate or “work-in-progress” photos as well as those who plan to compete in bodybuilding, fitness or swimsuit competitions.

## Four Weeks Left Until the Show or After Photos

I hope that things have been progressing well up to this point. Your transformation will have significant impact on the judges or camera if you have dropped significant weight and body fat. There is no question whatsoever that your best asset on stage or in front of the lens will be a superbly low body fat. Even if you are thickly muscled, not having a body fat low enough to be noticed will kill any chances of placing well or having After photos you will be proud to show everyone. To compete you have to be ripped! This means that if you are a man competing in bodybuilding, you must attain a body fat less than six percent. If a woman, your body fat must be less than 10 percent. If you are competing in fitness or swimsuit, your body fat must be less than 12 percent.

Those who have attended any amateur bodybuilding show have likely heard or uttered these words after viewing an out-of-shape competitor, “Man, he’s really holding a lot of water.” Or, “She seems to have a lot of loose skin.” The reality of it, usually, is although someone may be holding subcutaneous water (water under the skin) or have loose skin from being morbidly obese in years past, they are far more likely to simply be overfat on contest day.

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*A body fat that is too high is the number one enemy of the competitive bodybuilder, fitness competitor, or transformationist on After photo day.*

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First it is important I state that you need to make sure you are comparing apples to apples in your Before and After photos. For example, if you took your before photos fully clothed or the only Before photos of you are fully clothed, then no matter how lean you are, you need to take some After photos also fully clothed. This is not to say that you shouldn't take after photos in a swimsuit or flattering outfit exposing more flesh, but you must take those fully clothed shots if your Before photos were fully clothed. *No matter how far you have come, you are in much better shape than when you started.* All progress is wonderful progress! Unless you are very lean, however, shooting After photos with a lot of flesh showing when your Before photos were not taken the same way will not do your transformation the justice it deserves.

Very simply, here are the minimum photos you should take depending on what you started with:

Before	After
Swimsuit	Swimsuit
Fully clothed	Fully clothed (nice fitting or custom fit clothes)

When you are shooting After photos with a lot of flesh exposed, a low body fat will project the most significant impact to you and others as well. The very best Before and After photos are those that show the greatest relative change in body fat. I consider a significant change—one the camera will see—as at least 25 percent of your current body fat percentage. For example, if you started your transformation at 40 percent body fat, the camera will pick up a very noticeable change when your body fat has dropped to 30 percent (25 percent less than the forty you started with).

If your starting body fat was 20 percent, the camera will likely pick up a significant change with a nice impact when you have dropped your body fat to about 15 percent (25 percent less than the 20 you started with).

Far too often, I see the disappointed looks on the faces of transformers who drop from 25 percent body fat to 21 because they expected a world of difference. It is also common for those going through a transformation to take photos each week. This is usually a waste of time.

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*If you want to take photos to document your in-progress changes,  
I recommend taking them with each ten percent drop in total body  
weight or 25 percent drop in total body fat.*

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For example, if you started your transformation at 245 pounds, I would recommend your first “in-progress” photos when you have dropped about 24 or 25 pounds. If you started your transformation at 150 pounds and 25 percent body fat, I would recommend your first in-progress photos when you’ve dropped to either 135 pounds or reached about 18 percent body fat (i.e., 10 percent

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# Maintenance and Beyond

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*Your heredity is not your destiny!*

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Hundreds of pages ago you began a journey—a journey toward a better you. As we conclude this edition of the Lifestyle, it is important you understand where you will be when you “get there”, what it means to be in maintenance and, finally what’s next.

As I discussed in the goals chapter, it is vitally important to your transformation for you to have clearly defined goals. No matter how clear or blurred your ideal of the perfect body is, you are certainly destined to go there. Clear hourly, daily, weekly, monthly and long-term goals allow you to determine where you’re likely to be at all stages of the transformation and finally to tell you that you’ve made it.

If you were taking a trip from Illinois to Florida you would probably also pick a precise city and even an address to stay in Florida. This is like having your lifetime achievement goal clearly envisioned in your conscious and subconscious self. Without at least a specific city in mind, you are liable to settle for a win as anything south of Louisville, Kentucky. It is true that you must have a well-defined lifetime achievement goal in place so you will know whether you are finally “there.” Where is “there?” What happens when you get “there?” The answers are relatively unique to the individual, however, I believe strongly in a few basic philosophies for those who have successfully achieved the goals of at least an 8- or 12-week transformation.

## After Photos and the Honeymoon

Many times the act of competing or taking those After photos are followed by a feeling of depression and sadness. You should first know these feelings are normal. It is like all the preparation that goes into a wedding. After hundreds and hundreds of preparatory hours, in only a few short hours it is over. At the completion of your show or After photos, you have just completed the honeymoon. After the honeymoon, the real work begins.

Can you imagine putting hundreds of hours into a typical formal wedding, including thousands of dollars for the wedding and honeymoon, only to believe that once the honeymoon was over you were done? Whoa, big fella! You have only begun! Now it is time to make the marriage work! You have to work on it daily to improve it. In a marriage or your transformation, no matter how much you know about yourself right now, you still have much to learn. You have to stay committed to your marriage. You have to focus on each other. You must learn more about the real differences between men and women. You must read about relationships and listen to those who have been successful at them. If you are not working on your marriage and making sure good communication is in place, your marriage will become ill and it will fail. Your transformation is so similar it is almost scary.

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It is natural to feel a let down after such an intense focus on the publicly overt Action phase. The important distinction of those who are successful at weight maintenance or taking it to an even higher level is not allowing that feeling of let down to last for more than a few days max. It is time to think about the next step. Unbelievably, with few exceptions, there is a clear next step waiting for you. It is time to think of “What next?” It is also time to focus on doing what is necessary to truly reset your set-point.

## Set-Point Theory of Weight Control

During the late 1940s and through the 1960s, behavioral theories of body weight were abundant. Why did you overeat? Well, it could be because eating was a psychological compensation for a conflict in your life or unresolved issues from early infancy. On the other hand, perhaps it was caused by the fact that you ate too fast, or skipped meals. Whatever the reason, the underlying reason was behavioral or psychological.

Beginning in the early 1960s, studies from animals began to show what a powerful influence the brain played in determining the amount of food one eats. Not only did these studies show rather dramatic effects on food intake and body weight, but also the pharmaceutical industry began to take notice. With the increase in the incidence in obesity, an increase existed in the consumer demand for drugs that would help people lose weight.

The current theory of body weight that is held by most experts is the Set-Point Theory of the regulation of body weight. It grew out of the experiments in the 1950s and 1960s in which very small lesions in the hypothalamus of the brains of rats would cause enormous changes in food intake and body weight. Various areas in the brain were first described as “feeding centers” because, if they were removed from the brain, the animal would not eat. If they were electrically stimulated, a non-hungry animal would begin to feed. Another area was the “satiety center”—an area which, if removed, would cause an animal to overeat and gain enormous amounts of weight. If it were stimulated, a hungry animal would stop eating. Everything was fine until a quiet, little scientist from Cambridge University, demonstrated that these areas in the brains were not “feeding” or “satiety” but were rather areas that seemed to determine the amount of body fat the animal maintains on its body.

The way the system worked was that fat cells were supposed to produce a signal that would be sent through the general circulation to the brain. In the brain, the hypothalamus would read this signal and communicate with other brain centers. These brain centers would contain information about how fat you should be, information placed there by your genes. These centers would then compare the amount of fat you do have and the amount that you should have and translate the difference into eating behavior. So if you decided to diet, your hypothalamus would know that you do not have the amount of fat that your genes say you should have and would make you hungry in order to get you to increase your food intake.

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