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# Fast Fat Loss



The 2 Step System for  
Rapid Fat Loss

By Ross Adkin  
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## Introduction

What you are about to learn in this book has frustrated and still frustrates millions of people their whole lives.

It has taken me years to figure all of this out and ultimately put together this 2 step system for changing your body and your life for the better.

As you read through this book you're going to learn a lot about your body and how to get the best from it, not just in terms of fat loss, but also with regards to health, energy and fitness.

I want you to think about your body as if it were a car for a second. It requires the correct fuel and oil etc. to function, you wouldn't put diesel into a petrol car or you wouldn't regularly overfill the tank until fuel was spilling out onto the street. Because something would quickly go wrong! But that is exactly what we do everyday with our bodies.

We regularly eat a diet that the media tells us is healthy or safe and we listen to diet advice from doctors who have never studied nutrition.

Not to doctor bash here (they do a great job with disease, working under a lot of pressure) but the fact is that doctors do not study nutrition at university and push out-dated bad diet advice to not just over weight patients but to all of us.

It's no wonder that around one million of us are overweight and around a billion are obese and it's rising all the time.

As the saying goes 'It's better to build a fence at the top of the cliff than a hospital at the bottom'

So instead of searching for the solution in a pill or an operation let's get things right in the first place so we don't end up needing to take any pills or without needing any operations to keep us in shape.

Well in terms of your personal health, fat loss and fitness by reading this book you have just driven the first stake into the ground at the top of your 'cliff'

Now to finish the job off you need to read through this book making sure you take it all in and perform any exercises asked of you, make your health and fat loss the number one priority in your life right now!.

If you have any suggestions, comments or feedback please email at [ross@london-city-fitness.co.uk](mailto:ross@london-city-fitness.co.uk)

Your final fat loss journey begins now... enjoy!

## Legal Notice & Medical Disclaimer

### **You must read this before commencing any further with this book**

Unfortunately we live in a time where there are people out there who like to sue for fun and for the most ridiculous reasons, so bear with me for a second while I go through all of the boring legal stuff.

Before you begin any diet or exercise program you must get a once over from your doctor and be cleared for exercise. The information contained in this book is for information purposes only and no way takes precedent over any advice given by your doctor or any other medical professional.

You follow this diet and exercise plan of your own free will and at your own risk.

If you feel any adverse affects at all while following the advice contained within this book you must stop immediately and consult with your doctor.

This diet and exercise program is not intended to treat or cure any disease and if pregnant or lactating wait until after before following any advice contained herein.

Ok on with the good stuff...

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# Step 1, understanding why we gain fat in the first place

In this part I'm going to teach you some very interesting reasons as to why we become overweight, a lot of which may seem counter intuitive, but keep an open mind as you read on because everything will quickly fall into place.

## Chapter 1: Why what we eat today is so bad

A long long time ago in a galaxy far far away... well no actually right here on earth, eating whatever you could get your hands on was a good thing.

But today it's not so great which I know you're fully aware of or you wouldn't be reading this book right now.

But that is a very simplistic view to take and one that only scratches the surface as to the real reason why around 1 billion of us are overweight and 300 million of those are obese.

That's not a great category to be in and very few are in that category by choice.

So what's happened?

Well society changes at such a rapid rate that unless you study this stuff full time or happen to work in the health industry, it's very hard to know how to avoid the traps laid down if you like.

And it's no wonder that as the demand for cheaper longer lasting and faster food increases that we get less and less healthy.

The first step to getting in shape and healthy is actually knowing what traps are out there so you can easily skip around them and carry on your journey in great health and great shape.

In this chapter i'm going to reveal to you the most common and most important traps to avoid.

This is one of the most important chapters in this book, so make sure you take it in and even refer back to it if you need to.

Let's go!

### **Where we get ideas about food from**

If I asked you the title of this section as a question what would your answers be?

Our parents? The media? School? Peer groups?

Well they'd all be the right answer...

Increasingly we are bombarded with images, logos, free offers, endorsements, the promise of the best tasting this and the best tasting that.

And we get these influences from a younger and younger age, Mcdonalds uses cartoon characters and free toys to promote it's food to kids all of all ages.

So it's no wonder that generation after generation is getting into a worst state when it comes to health.

But it's not only the kids that are at risk, adults are increasingly targeted by the big food manufacturers. Yes it takes a little more work and yes it takes more disguising of the food but it has been done for years and is being done right now as you read this book.

What am I talking about? So-called health foods, a term so liberally used and under regulated that anything in the supermarket now with 1 grain of salt removed can be labelled as a health food.

Foods with healthy fats removed only to be replaced by ridiculous amounts of sugar so they can maintain their taste are labelled as a health food.

Once you realise this you really do gain back a lot of power in the fight against body fat...

If you only do one thing... Buy real natural food! That alone will have a massive impact on your body fat and your health.

Don't be scared of natural fat, be scared of artificial sweeteners, preservatives and added sugar.

### **How evolution has shaped us**

I spoke about it a minute ago when I said that a long time ago it was a good idea to eat whatever you could get your hands on.

And it's true back in time when famines came around regularly and you never knew where the next meal was coming from it was good to have something in the bank, some fat stores, and those with greater fat stores would ultimately survive and replicate.

So those humans without the ability to store fat efficiently would quickly die off and become extinct.

So our ancestors were under a direct natural pressure that required them to be able to store fat. This pressure or natural selection as it's known lasted for hundreds of thousands of years and still goes on in most 3<sup>rd</sup> world countries today.

But in the western world we don't suffer from regular

famines, Dominos will never run out of pizzas for 6 months every year. But we still have the ability to readily and easily store fat.

You see our society has changed like never before in the last 100 years. We all have more money and free time (yes I know it may not feel like it) and access to a never ending supply of foods. Yet our bodies have pretty much stayed the same.

Even speaking in generous terms, of the last 5000 years with the introduction of farming into Europe, it's still a blink of an eye in evolutionary terms and our bodies have not had time to adapt.

Next time you're in bed with your partner, check out the hair covering their body (hopefully not too much if they are a woman) to see evidence of this. We wear clothes now to keep us warm and we don't regularly have to defend ourselves from blows to the body (ok maybe yes in some neighbourhoods) so body hair is pretty much redundant, but it still grows.

This all means that the rules of the game have changed and we need to quickly take responsibility and learn the new rules off by heart so in every situation that we find ourselves in we can make a good decision about food, that will get us into shape and keep us there when we achieve it.

But apart from ourselves we need to think about our children, if they taught in school what I am teaching you in this book then maybe we wouldn't be in this mess instead we'd all be in a slimmer, fitter healthier state.

You can be the teacher, you can teach your kids the correct attitude and the knowledge to keep them from becoming overweight and unhealthy and if you teach

them young enough it will sink into their subconscious and staying slim and healthy will be like a doddle for them as they go through life.

### **Fat, Carbohydrate & Protein**

Now lets break things down and look at them in a little more detail. Fats, Carbohydrates and Proteins are the 3 macronutrients our body needs to function at it's best, Macro just meaning large.

As you are about to discover they are not created equal and apart from the differences between the 3, there are different types of each, let's discuss...

Fat has generally had a hard time in recent decades and is regularly singled out as the trouble maker when it comes to being overweight, which is no surprise as the actual name of the thing is what we call ourselves when we are overweight 'Fat'.

But although the original weight loss diet and many other diets these days including Weight Watchers still focus on it, Fat doesn't make us Fat... All together now "Fat alone doesn't make us Fat"

For example take the case of the Inuit people (Eskimos) their diet consists of around 98% raw meat and fish, with only 2% fruit and vegetables and they are fit healthy and normal in size. According to most dieticians and doctors the Inuits should be incredibly be overweight and dropping dead from heart disease all over the place but that is just not the case.

Fat plays an important role in our bodies, it is the bodies main energy store, it provides our internal organs with

insulation and protects them from blows to the body.

Fats act as a carrier for vitamins A,D,E and K and aid their absorption, essential fatty acids are needed for hormone function, blood clotting, wound healing, controlling inflammation and proper brain function.

Carbohydrates are the body's primary energy source and are found in abundance in most modern foods and in increasingly more and more simplistic form, which is a major factor in why so many people are overweight and one which I will discuss in detail in the section 'The glycemc load'.

Apart from providing our bodies with immediate energy to carry out it's daily tasks carbohydrate can easily be converted to fat and stored for use later, great for centuries past when the next famine could be just around the corner.

A form of carbohydrate called Fibre is very important in the healthy working of the digestive system and helps in the regular performance of 'The number 2' as my mum liked to call it.

Then finally we have proteins, the original building blocks of life and no they are not just for bodybuilders.

Proteins will help you to feel more full and feel fuller for longer, great for when you are dieting. They will also aid your recovery from exercise, through helping the repair processes of the body and, along with fat, they slow down the digestion of carbohydrates in the stomach which helps to prevent fat storage and to helps to provide us with a sustained source of energy throughout the day.

So there is a quick little introduction as to all the macronutrients needed by the body and as you can see

they are all valuable to a healthy body, now let's discuss fat a little further.

### **Good fats and Bad fats**

Although as we saw earlier fats are essential to the body some fats are better than others.

Hydrogenated fats are by far the worst out there and apart from contributing massively to weight gain they will get the grim reaper calling before your 50<sup>th</sup> birthday if you don't watch your intake and even if you are not overweight!

Convenience food manufacturers love these fats as they are a cheap bulking agent and a cheap way to lengthen the shelf life of foods, which is kind of ironic since they'll shorten your life in the process.

To avoid these killer fats you're going to have to have a look on the ingredient labels of the food your thinking about buying, where you will see hydrogenated vegetable oil listed and if you see this run a mile.

Although many of you may not of heard of hydrogenated fats before I bet the majority of you will have heard of our next batch....

Saturated fat. Saturated fat has had a lot of exposure as the bad one of the bunch, but is it justified?

Well in terms of health you will want to limit your intake of saturated fat but that does not mean cut it out all together.

Some forms of saturated fats known as MCT's (coconut oil and palm oil) are used by the body for energy and

very little actually gets stored as fat in your body, so these can be a great choice when dieting.

Just substitute your cooking oil for coconut oil to reap the benefits, also it's more heat stable so you'll also be ingesting less cancer causing chemicals if you cook with them on high heat as opposed to regular cooking oils.

Saturated fat is more easily stored in the body and has been linked to a number of health problems but that is only true of over eating saturates...

....As long as you choose natural foods and stick to an amount of food intake per day that maintains a healthy weight you will be ok, which brings me to my next point.

### **The French Paradox**

It has baffled the mainstream for years how the French manage to eat what they do and remain slimmer and have a lower incidence of heart disease than countries who eat the same amount of fat per person or even less.

Per head the French eat more saturated fat per year than the fattest nation on earth the U.S.A.

The French regularly enjoy heavy fat foods like cheese meat of all types, yoghurt, butter and they also eat a lot of carbohydrate in the form of bread.

So why are they slimmer and healthier?

Well red wine and one of it's ingredients Resveratrol is often offered as the reason but in reality, although it's a great anti oxidant, it alone won't keep you thin.

There are 4 main reasons as I see it that are pretty clear:

1. Portion control and eating more slowly. Food is a very social event for the french and they take their time over food whilst chatting with friends. Their portion sizes are also a lot smaller.
2. The food they eat is natural. Although they eat a lot of fat and red meat, the incidence of inflammatory diseases are a lot smaller. This is because they eat natural food, their meats are not from animals pumped full of antibiotics and they eat very little hydrogenated fats.
3. They exercise more. This is very simple but people forget this when investigating the French paradox, usually there is a hidden agenda of trying to find a shortcut to weight loss.
4. They socialise more. Having great friends and family who keep you happy and active has been shown to keep people happier and healthier.

The take home message.. there is no magic pill, when it comes to fat loss!

### **Is Fruit Making you Fat?**

Don't get me wrong fruit is a very healthy food source, it's full of vitamins, minerals and phytonutrients but it's also full of fruit sugar.. fructose.

Fructose behaves differently in the body than other carbohydrate, in the fact that it can only be converted to energy in the liver.

Let's say you've just eaten two bananas and your liver stores are full and you're not doing much at the time, say sitting behind your desk, then there is only one place that fructose is going... to be stored as fat.

Even worse if you've just downed a smoothie as packed into one of those little bottles is a around 2 servings of processed fruit (simple rule anything processed is bad) with all the fibre broken down, which means it will be digested even faster.

Most of us could easily drink 2 or 3 of those in a sitting or if we made our own at home then we would make it at least double the size.

Doing this regularly could easily be adding inches to your thighs.

To put it simply fruit is a carbohydrate so for the purposes of this diet, apart from on a day off, you will need to avoid it.

But looking forward, once you're in shape, do eat fruit in it's natural form as it is incredibly healthy, but try to get your main intake from berries, blueberries, strawberries, raspberries etc as they have a much lower fructose content and just as much if not more of all the good stuff.

When you are in shape, smoothies and bananas, pears etc. should only be eaten around a time of physical activity (the gym etc.) or treated as a treat.

### **Why so many other Diets fail**

The first reason that so many of the commercial diets fail is because they focus too much on fat intake and calorie restriction.

This makes the diet very arduous, bland and with poor or slow results people get tired and give up.

Although I will get you to work out your BMR (calorie

target per day) it's just a safety net for the hard cases

out there and I have found from my personal clients over the years that most do not need to count calories if they follow the rest of my advice and are taking part in some physical activity a couple of times a week.

Even the most famous diet of all Weight Watchers are starting to realise that persecuting fat is not working and have recently implemented big changes into their diet system.

At the end of the day most diets fail when they don't get results and get those results fast. A low carb diet diet does and that is why, however you want to call it (Atkins, Zone, South beach) or fine tune it, over the years it has been so popular.

Bodybuilders, whose whole success relies on dropping body fat quickly, have been using low carb for decades now and looking at the rest of us wondering when we will catch on.

## Chapter 2: Turning the tide in your favour

Now that you've heard all the doom and gloom and you're probably saying to me "Ross everything bad that you've just described in the first chapter I do on a regular basis"

Well don't worry because now you're going to learn how to put it all right. This could be the most important chapter that you ever read in your life when it comes to fat loss and health.

Take your time, take it all in and re-read it if you have to but most importantly *Put it into action!*

And I mean starting now, don't give me any of this "Mañana Mañana" rubbish, start now!

Start the moment you finish reading each section, create a burning desire in your head to achieve your fat loss goals, for those of you who have read Napoleon Hill's Think & Grow Rich think back to chapter 1, in fact go and re read it and for those of you who haven't I strongly suggest that you do.

This will give you an understanding of the commitment that you need to achieve anything in life and I'm sure that many of you reading this book right now have already achieved great things in your life so there is no reason or excuse of why you can't do the same with your weight, your health and ultimately your happiness.

With this book you have the knowledge, now you have the desire and with the goals that you will set yourself in this chapter, we're going to achieve more than you ever thought possible... Let's go!

### **The right mental attitude**

I just spoke to you a little about Napoleon Hill and creating a burning desire but let's talk a little further about the right mindset to have with this journey that you're about to go on.

I often have this discussion with people that I train and It's no mystery that 99% of people these days spend years 'on-off dieting'.

Think about that for a second, something that they could get sorted in 1 year they spend years doing and will eventually spend their whole life doing, never really achieving anything.

We all know that dieting is no fun and can be quite stressful, so wouldn't it be better to say "Ok this is the year that I'm going to get a handle on my weight" and then actually follow it through and get it out the way?

Yes you might have to skip a few dinner dates and let a few extra people down this year, but then it will be over.

Then you can do all you want to do and stay in great shape by following the advice in this book to keep you there.

Rather than causing yourself extra stress and probably letting more people down in total when you go through dieting phases for the rest of your life. Not only that 'on-off dieting' only makes you fatter in the long run anyway!

With all that I've said it's a shame that it's a fact of life that not everyone will heed my words and wont get the most from this book and the great opportunity that it

gives them.

Don't be one of those people! You have full control of your life and how you live and how happy you are, put my words into action and stick with it until you get the job done.

I guarantee you that you will be happy for it and look back at this point and think how much of a turning point it was in your life.

For the others there will be plenty of fad diets and fitness gimmicks that come along to keep them wasting their money and keep them frustrated for the rest of their time on this planet.

### **What is your BMR?**

No not your BMI, time to forget about that piece of rubbish that could've been invented by a 5 year old. We're going to talk about your Basal Metabolic Rate (BMR).

Your BMR is the amount of calories needed per day to remain at your current weight. It is the quantity part of the fat loss equation.

For example at the time of writing this my BMR is 2500 calories, so if I eat 2500 everyday and perform no significant exercise then my weight will stay the same.

In order to lose 1 pound of fat per week I need to lose 3500 calories throughout the week, 500 each day.

The average hard 1 hour training session will burn around 500 calories so exercise is important but it's impossible to

train everyday in terms of time and for your health, if you train that hard everyday of the week you will end up burnt out, ill or injured.

So what's needed in order to not just lose weight but to lower your body fat percentage is a combination of both training and diet.

So here's how to work out your BMR, once you've done this write it on your goal sheets so you will always have it to hand, also as you lose weight your BMR changes so you will want to re-do it each month and especially if your fat loss plateaus.

**For Women BMR = 655 + (4.35 x Weight lbs) + (4.7 x Height inches) - (4.7 x Age)**

**For Men BMR = 66 + (6.23 x Weight lbs) + (12.7 x Height inches) - (6.8 x Age)**

OK so now we have your BMR worked out and written down we need to do the magic part, the part that gets results.

Subtract 500 from the answer that you got, so for example my BMR is currently 2500, I would then get 2000.

This second number that you have is your target calorie intake on your inactive days. So for me, for example in order to lose weight on my training days I can eat 2500 calories and on days that I don't go to the gym I can only eat 2000 calories. This is sufficient to keep me losing weight not too fast and not too slow but consistently dropping fat each week.

But wait one minute don't think you've found the promise land just yet, this is only one piece of the puzzle.

I'm sure you know some one who has been on a calorie controlled diet before and not lost any weight. Just like Atkins is only concerned with quality (reduction of carbohydrates and therefore doesn't work for a lot of people) so far we've only got quantity covered and as I say all the time, there are three factors, quality, quantity and timing.

As you read through this book I'm going to show you the other things that you need to get right in order to get the body of your dreams, so let's keep going.

### **Eating for your ethnicity**

Your ethnicity is something that you should consider when it comes to fat loss and I'll tell you why. Although not as important as eating healthy, keeping carbs low and staying under your BMR level, it can and usually does make a difference.

It has to do with your body's ability and tendency to store fat and to what percentage of your overall body will be fat and muscle.

It's never more evident, to give a sport example, in the olympics, why are most of the best sprinters of West african decent, why are the the best throwing athletes of northern european decent and why are the best long distance runners are mostly from the rift valley in Ethiopia?

The same thing is true of body fat storage and it's all to do with evolution and natural selection. Northern Europeans store fat easily to help them survive the harsher colder winters, so need to be more careful when eating carbohydrates.

Peoples from warmer tropical climates have milder winters and access to fruit year round so generally do better with carbohydrates. This is especially true of East Asians who have lived with rice and farming thousands of years before Europeans and therefore have had much more time to adapt.

Is this true 100% of the time? No, but it is something to keep in mind when trying to lose fat. As a guide if your ancestry is from colder climates you will probably need to keep your carbohydrate intake below 30 grams per day and if your ancestry comes from warmer climates you will be ok at around 50 grams and for some lucky souls even a little higher, the only way to know for sure is through trial and error.

### **Shopping Tips**

Obviously shopping is a really important time when it comes to staying on track during your diet. If you live alone this makes things a hell of a lot easier or if you live with a supportive partner, the hardest situation being a parent.

You need to think about shopping trips as laying the foundations for the week ahead... don't buy any bad foods and then they won't be there when you're at home bored or feeling weak minded. Here are my top tips for buying good foods from the supermarket that will keep your weight loss efforts on track.

- First of all if you don't have time to shop well these days that is just not a valid excuse with online shopping and delivery, go here to do your shopping and you can even set up automatic delivery – [my supermarket.com](#)
- If you have kids do not take them with you, leave

them at home with family or whatever because the supermarkets are very good at making them want the bad things that have the potential to derail your efforts.

- Never shop on an empty stomach – we make poor food choices when we're hungry. Remember the burger van on the way home from the nightclub?
- Make a list before you go and stick to it – It's easier to make good decisions without the supermarket having an influence.
- Learn to read the labels so you know exactly what you are putting into your body and avoid anything that lists hydrogenated fat like the plague!
- Shop online – that way you can easily compare prices, avoid any influence the bad foods may have on you and save yourself time!

### **Getting Enough Quality Sleep**

There is a lot of debate about how much sleep is enough and I think there always will be, but there are a few things that we can be sure about, that getting enough is essential to feeling good and being productive.

If you feel good you won't turn to comfort foods as pick me ups and if you're productive then you'll turn up for your workouts and perform well during those workouts, so the benefits that will give to your fat loss efforts is immeasurable.

But how much is enough? Generally current research shows that 8-9 hours is best, although some of us may do ok on a little less but I would say aim for at least 7 or you will quickly burn out and turn to stimulants to help you get through the day, not good! In fact this is exactly how most people are living their lives at the moment.

Also current research suggests that it is best to be asleep during the hours of 11pm and 2am as this is when our bodies do most of their recovery work. If you are sceptical try it for one week and if you don't see a difference then fine go back to your old ways but I'm pretty sure that you'll never look back.

### **Preparation**

Preparation is key when it comes to anything in life, if you leave it up to chance then the chances are you won't get what you want.

Being prepared includes, making your food for the week ahead at the weekend if you have to, adding your workouts to your diary so that you do not forget them, giving them as much importance as say a meeting with your boss and not cancelling them for anyone.

Finally if you do get caught short at work without anything to eat and without much time then refer to my lunch time cheat sheet which you can download here <http://www.london-city-fitness.co.uk/freebies/> there is literally no excuse!

## The Importance of Water

First of all most of us do not drink enough water, this is no revelation, but just by regularly drinking more you could lose weight, how? Let me explain..

Water is important in a variety of ways when it comes to fat loss. Firstly your liver plays a very important role in fat loss, it converts fat into energy. But when you are not drinking enough water your kidneys work overtime to flush out the toxins from your system, but they can't cope, forcing your liver to help out therefore stopping it from converting any fat to energy at that time.

We don't just get water from the old tap you know, no we get a lot of our water from the food we eat and our brain knows this. This leads to feelings of hunger when actually all we needed was a drink (excess calories for nothing!). If you feel hungry try drinking a couple of glasses of water and waiting five minutes, then see if you're still hungry.

Another little nasty side effect of not drinking enough water is 'Water Retention' although having this wont increase your body fat it does make you look fatter and the scales creep up.

We get water retention when we're not drinking enough water and the body begins to hold onto as much as possible or you have a high salt intake and the body is clinging on to water to dilute the salt in your body to prevent it from having a negative effect on you.

The message is clear.. drink more water and eat less salty foods. An adult should aim for 10-14 glasses a day.

**P.s** Another little trick that can speed up your fat loss is to drink cold water, you see you body has to heat it up

internally and that takes energy which uses calories. Just add some ice to your glasses of water to get the desired effect.

### **The Power of Food Diaries**

I have been making my clients use food diaries for longer than I can remember now, why? Because they work great and apart from allowing me to assess what my clients are actually eating they really drive home to the client exactly how much and what they are eating.

There is no hiding with food diaries, it brings it right home to you and a lot of people tell me they are actually shocked at what they eat.

Start a food diary today, writing down exactly what you eat, how much of it you ate, at what time you ate it and how you felt around 30 minutes after. Also include all beverages.

Keep a record for at least a week and if you like even longer that way you will be able to chart your progress and have something to analyse should your fat loss falter one week.

For a simple food diary template go here  
<http://www.london-city-fitness.co.uk/freebies/>

### **Ketosis**

Ketosis is a term used to describe a state that the body is in when it's burning fat for energy, the optimal state for fat loss and the one you're trying to replicate in order to reach your goals.

It has received bad press in recent years usually because it gets confused with Ketoacidosis, a state which is dangerous for type 1 diabetes sufferers.

When our body is burning fat for energy Ketones will be present in the body and one type of ketone will be excreted in your urine, Acetone. This is good because we can measure whether or not we are in ketosis by using Ketostix, which are available at any pharmacy, and make the necessary adjustments to our carbohydrate intake.

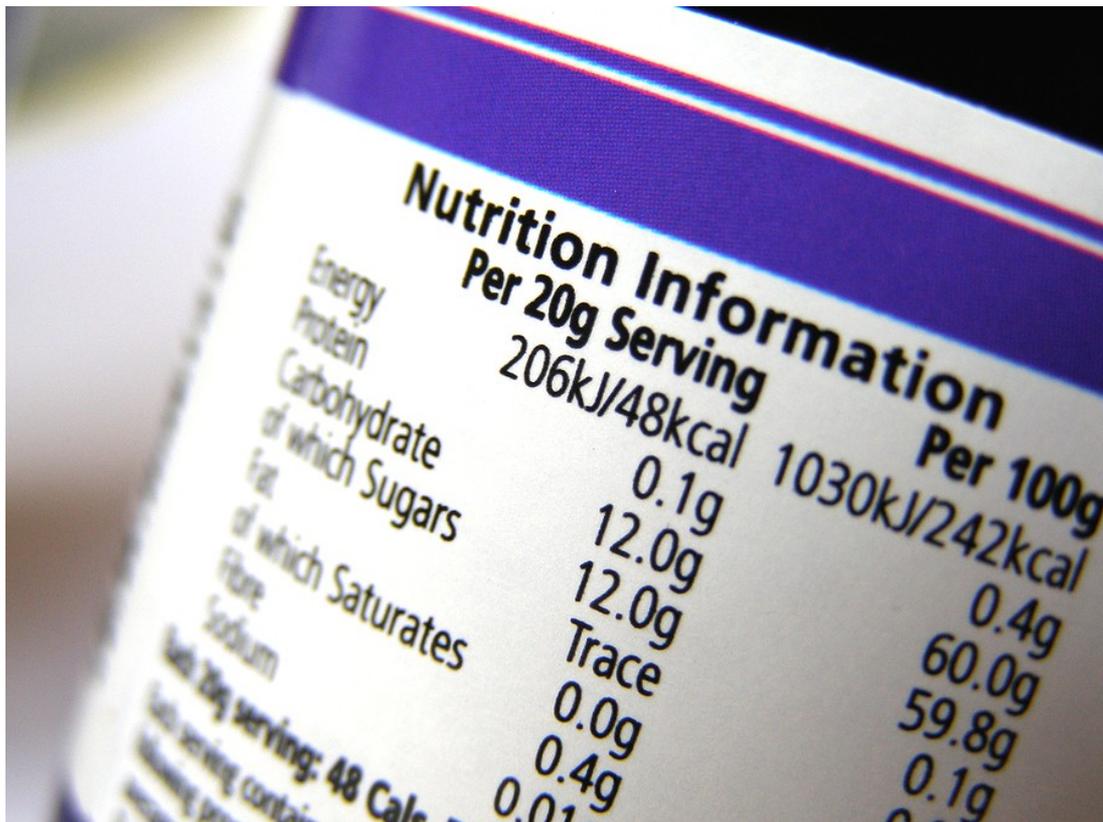
Now I don't advise you to run out and buy any Ketostix and to start testing your urine.

If you follow this diet consistently then you will be in Ketosis and well on your way to burning fat. I just want you to understand the process on a simplistic level so that you realise ketosis is not dangerous (unless you have diabetes) and your body will function fine in this state, so if anyone tries to scare you with some half baked theory that they got from a The Sun newspaper then you're prepared.

### **Reading Food Labels**

I'm not talking about the pathetic traffic light system that the UK government has forced companies to add to the front of the packet, I'm talking about the real information on the back... the nutritional information.

If you've never looked at a nutritional label before, here is how one looks....



What you will be looking for are the Carbohydrates, you'll find them located under Protein. Now if you move your eyes across you'll usually see the values 'Per 100g' and 'Per Pack' or 'Per Serving'.

For the purposes of this diet you need to make sure that at any given meal you eat no more than 5 grams of Carbohydrate. So for certain foods you will need to check the label, but you will be surprised what you can actually eat.

Take the power back into your hands and when you can't eat a food in it's natural state and you must eat something from a packet check the label for any added nasties.

One last thing that I want you to keep an eye out for is any 'Hydrogenated fats' this cheap and nasty fat is a

great preservative and used in margarines to keep them soft in the fridge.

This un-natural form of fat will give you heart disease quicker than a weekend stay over at Rick Waller's house, by law it has to be listed in the ingredients, look for it and avoid it like the plague.

### **Supplements for Fat Loss**

I know everyone out there is looking for a magic pill, you've probably even tried a few of them, god knows I've been asked about them in the gym more times than I care to remember.

Just to put things straight, there isn't one.. there is no substitute for getting your diet right when it comes to trying to lose fat.

But there are a few things that if you don't mind spending a little money and can make a small difference to not just your body fat but also your health, here they are..

#### **Omega 3 fish oil**

Get one where the DHA content is higher than the EPA content, I use [Aliment Nutrition](#)

#### **Green Tea**

Green tea is a great antioxidant and a great fat burner, seeing as you will be eating no fruit on this diet green tea is a great source of phyto-nutrients.

Drink the real thing, don't buy expensive pills and aim for

5 cups or more a day. I personally use Clipper organic loose leaf green tea.

### A Greens Supplement

This will help make sure your body has all the optimum amount of vitamins and minerals that it needs. By far the best on the market is from [Amazing Grass](#).

### Whey Protein

This doesn't directly burn fat but it's a nice meal replacement when you have not got time or are not a breakfast eater. Keep a shake at hand and when you get caught short there is no need to cheat.

Get no frills unflavoured stuff here on the cheap [Myprotein](#). Use my discount code to get 5% off your first order **MP128306**

That's it, that's all you need, don't be fooled into buying any other expensive miracle supplements.

## Step 2, understanding the diet

In this part I'm going to teach you the particulars of the diet, the principles if you like, exactly what I have discovered to be so effective at creating fat loss consistently with my private clients over the years. Enjoy

## **The Diet**

The single most effective principle of this diet and probably the hardest part is to avoid carbohydrates (not including fibre)

You'll need to aim for less than 30 grams per day.

Some of you may be lucky and get away with a little more and some of you may need to get your intake down to as close to zero to see consistent results. This depends on a few factors, including your ethnicity as discussed earlier.

You still need to bear in mind your BMR (remember what you worked out in the first chapter) and make sure that you are not going over it, this is the most common mistake and usually the reason people who are not eating carbohydrates do not lose fat consistently.

So if your BMR say 1500 calories you need to aim for 1000 calories per day (remember we need to be 500 calories under) then that is what you need to eat, no excuses, stay within your boundaries.

That means you need to focus your diet on good quality sources of meat, fish and fibrous vegetables (an easy way to think of fibrous vegetables is typically anything that grows above ground).

There is a list of common foods to avoid coming up in this chapter along with a sample food plan, so don't worry if you're a little lost for ideas.

## **Your Goals**

Remember this diet is about you, nobody else, just you and to put it to you straight very few people actually care

about your health and will not do anything to help you.

In fact most people would prefer that you didn't achieve anything so as to not make them feel bad about themselves or have to face up to the reality of their unhealthy way of life.

So first of all well done for even just reading this book, but remember it's about you so forget about compliments from others or anything negative anyone may say and just charge head on towards your goals.

But what are they? I want there to be no doubt about what you are going to achieve, so go here [www.london-city-fitness.co.uk/freebies](http://www.london-city-fitness.co.uk/freebies) and print out a few copies.

Stop reading this book right now and fill in the sheets, take the time to do it right and then pin a copy on your fridge, on your computer at work or wherever else you will see it every day.

Then the last thing I want you to do is tell everyone you know exactly what you are going to achieve, the closer they are to you the better.

This adds an element of accountability and will add another dimension that will help keep you on track, we don't like letting friends and family down.

### **Cheat Days**

Having a cheat day just means taking a day off from the diet. Cheat days are cause for a lot of heated debate in the health industry, some say they are necessary other say that they just derail your efforts.

Personally I think that they can be beneficial and that you should take one day off per week where you can eat anything you want (this doesn't mean go crazy and eat a whole ice cream van worth of ice cream) just eat how you would've eaten before you started this diet.

If everything else is in order and you find that you are not losing fat or you would like to lose fat faster then you should remove the cheat day all together.

But the cheat day will keep you sane during the week and allow you to let off a little steam at the weekend (some of my clients like to note down things that take their fancy during the week and make a note of eating them on their cheat day)

From a scientific stand point the cheat day also serves to prevent your metabolism going into meltdown and leaving you with problems with fat regain once you finish the diet.

So just re-cap, use a cheat day if you must but if your fat loss is too slow then remove it.

### **Best Food Choices**

There are certain foods that will become staples of your diet over the next few weeks or months and i'm going to list them here.

These are foods that fit with this diet and also at the same time are incredibly healthy and a few of which are classed as 'superfoods'.

These are by no means all that you will be eating but something to get you started.

Chicken breast  
Turkey breast  
Lean beef  
All fish especially Salmon  
Mackerel  
Cured meats  
Broccoli  
Spinach  
Organic Free Range Eggs  
Extra Virgin olive oil  
Coconut oil  
Avocado  
Asparagus  
Cauliflower  
Cabbage  
Celery  
Cucumber  
Lettuce  
Radishes  
Almonds  
Coconut  
Macadamias  
Pecans  
Walnuts  
Hard cheeses

### **Foods to avoid**

Again this is in no way an exhaustive list but one that includes the most common foods in the average western diet that from now on you will need to avoid.

Rice

Potato  
Pasta  
Bread  
Milk  
Sweets  
Pastries and Baked goods  
Tortilla wraps  
Most tinned soups  
Fruit

Don't worry if you're thinking that not eating any fruit is un healthy because you'll be eating more than enough vegetables to get your vitamins.

Remember this is not a permanent diet, it is designed to get you into shape in the absolute quickest time possible but it also won't leave you facing massive weight regain after if you follow it properly. The last few chapters will explain what to do when you want to go back to a normal diet.

### **The Importance of Fibre**

This chapter follows on my last point about eating your vegetables, because not only are vegetables full of vitamins and minerals, the vegetables listed are also full of fibre, so why is fibre so important?

It helps to add to satiety (feeling full) without adding extra calories, it helps to keep you regular which is especially important when following a low carb diet, it also aids digestion and has a beneficial effect on cholesterol levels.

So regardless of whether you on a diet or not, eat your fibre!

## **How to be good while being bad**

There comes times when unless you're a hermit you will want to socialize with your friends or you will have a wedding, christening or birthday party to attend.

Now there are some small switches that you can make which will limit the damage, please note that I am not condoning getting drunk or even stuffing your face but I understand that you're going to do it anyway from time to time so here's how to be as good as you can while being bad.

Alcohol – Steer clear of Beer and Lager at all costs, the average pint of lager contains around 140 calories! Two of those and you consumed enough calories to constitute a meal!

It's much better to stick to a spirit with a diet mixer.

For example a slimline tonic contains only 1 calorie, diet lemonade or diet cola contain around 5 calories and if you combine one of these with a single vodka you have a much lower calorie drink containing around 60 calories.

Over the course of the evening you will save yourself a fair few calories, but this is not a licence to go and rein act your college years, you will lose fat a lot quicker and be a lot healthier if you steer clear of alcohol all together.

On the subject of eating out, which in my experience is another big stumbling block for most people. Maybe you have a date, maybe you have to impress a client over lunch but whatever it is you can't get out of it and again it's time to think damage control.

If you're the one choosing the restaurant then look for a

place with a wide variety of food, try to avoid Italians or pizza places where avoiding carbohydrate is like trying to avoid reality TV in the 21<sup>st</sup> century.

Look for a place where you will be able to forgo the side of pasta, rice, potatoes or chips in exchange for a salad or vegetables.

If you're not the one choosing the restaurant then try to have a look at the menu before and decide what you're going to have (most restaurants have their menus online).

Research shows that we are heavily influenced by others when it comes to making our food choices and that the only person who really orders what they want is the person who orders first.

So by making your choice beforehand you are taking away the influence that your friends may have on you, failing that try and be the first to order.

Another little trick is to have something else to eat before you go so that you are partially full, the absolute worse thing that you can do is rock up to the restaurant hungrier than Michael Moore after a 16 hour flight with no cabin service.

It will only lead to gorging and the derailing of all your good work!

It goes without saying that you should skip the desert, but if you do happen to be quite hungry and there was nothing that you could do about it, then it's far better to have a starter than try to hold out only to fold in when you see everyone else in front of you eating their desert and you're still hungry.

## Sample Menu Plan

Here I am going to give you a template for a day of low carb eating. Then from there with the knowledge you've garnered from this book you can modify it slightly to give you some variety going forward.

Bon Appetite!

Breakfast:

Cheese Omlette (2 eggs, some cheese & tomato)

Snack:

Handful of Walnuts, Pecans or Macadamias

Lunch:

Chicken Salad (with mayonnaise ok, Spinach especially good)

Snack:

Selection of cured meats (Serrano ham, Parma ham, Salami etc.)

Dinner:

Poached Salmon with steamed mixed vegetables

As you can see it's pretty simple and you shouldn't have to go hungry. The above example includes far less than 30 grams of carbohydrates and around 1200 calories, so even for the tough cases out there basing your eating around the above example will be enough for you to lose fat consistently each week.

### **Measuring your Fat**

A lot of people get hung up on the scales when on any diet. The problem is that scales only measure total weight loss, not just fat loss and that is what we are trying to lose right?

Who cares what the scales say if you are a size 6!

How much water you have drunk on any given day, whether you are training and have increased your muscle mass slightly, whether it's your time of the month (ladies only) and whether you need to pass a stool or not.

So the easiest way for you measure your results is yes use the scales but also bear in mind your clothes size and how they are fitting.

If your clothes are getting looser and the scales are staying the same then you know that you are losing just fat, which is absolutely perfect.

So take home message... use the scales as a reference but bear in mind that they can be misleading.

P.S forget about scales that supposedly measure your body fat, they are so inaccurate it's criminal.

### **Re-introducing Carbohydrates**

Eventually there will come a time when you reach your goal and you no longer want to keep losing weight, so what happens then?

Well you're right if you're thinking that "I can't live my life never eating carbohydrate again" and you don't have to to stay in great shape. But there are some principles

that you need to follow in order to keep your great new body.

First of all you will never be able to go back to the way you were eating before because that is how you got yourself out of shape in the first place.

The first thing you need to do is to re-introduce carbohydrate slowly, this means for the first couple of weeks only eating carbohydrate at the weekends. Then after the first couple of weeks you can re-introduce them into the week.

Always avoid sweet sugary foods and keep any white carbs (pasta, rice, bread, potato) consumption to earlier in the day and remember forget whatever they taught you in school, the portion of protein and vegetables should be the biggest two things on your plate and the carbohydrate source should be the smallest, not one third of the plate and not the biggest thing on the plate like most people do.

Treats such as drinking alcohol or filling up on cakes sweets, deserts and bread (yes I'm putting bread in the same category as sweets) should be treated as as a treat and kept to a one-off at weekends. The same goes for bananas and any large fruit (apart from coconut. Berries such as blueberries, strawberries, raspberries and blackberries can be eaten any time without having a negative effect n your weight.

So there you go you now have all the tools in your armoury to get yourself into great shape and then stay there.

Good Luck!

