

The BEST BODY

BLUEPRINT

For Getting Lean



Skinny



Lean



Muscular



Fat

Muscle Loss

Pure Fat Loss

Weight Loss

Weight Gain

Pure Muscle Gain

Fat Gain

Welcome'

Welcome to the Fat Loss BOSS Best Body Blueprint. This Blueprint will help you lose pure fat in the safest, fastest and most guaranteed way known to mankind.

Read this Blueprint and you will:

- Learn the most powerful principle of fat loss so you can achieve guaranteed results;
- Understand what all successful diets have in common.

Follow this Blueprint and you will:

- Burn fat in the safest, fastest and most guaranteed way;
- Look leaner and feel healthier;
- Get the body you want without sacrificing the foods you love.

This Blueprint was written by two Guys – Rohan and Alex. When we first started out, we knew nothing about fat loss but we had a burning desire to feel healthier, live longer, and get in shape. Soon we were overwhelmed by information. There were too many diet books, too many scams, and too much marketing noise. We searched for long and hard for a simple to read, accurate and unbiased body transformational manual. But we never found one.

This Blueprint is the manual we never found. It's the map we wish we'd been given when we were first starting out on our body transformational journeys. It's the Blueprint that would have saved us from wasting time on diets and exercises that don't work. It contains the key: understanding the fundamental fat loss principles that anyone can use to lose fat and get the body they want.

If you've ever wanted to become healthier and leaner, or simply understand why some diets work while others fail, then this Blueprint is for you. We hope you enjoy it, understand it, and apply it to your circumstances so that you can live a happier and healthier life.

Now You Can Discover Everything You Need To Know About Getting Lean INCLUDING EVERYTHING In This Blueprint PLUS Much More Advanced Fat Loss And Muscle Building Secrets With Our Awesome Online Videos!

Would you rather watch high quality videos or read? If you prefer videos and want the NEWEST and very best fat loss strategy on the planet (based upon new and controversial research), sign up now for Platinum VIDEO Access at <http://members.fatlossboss.com>.

Here's a sneak peak of what you'll get access too:

- The best fat loss body transformation strategy in high quality videos you can watch from your smart phone or home.
- The latest cutting edge research on how to eat (what and when) and exercise (what specific types to do and avoid) for the fastest fat loss.
- The 3 Steps of the Fat Loss Formula and how to apply it to your life.
- The 80/20 Rule of Fat Loss – Avoid wasting time with the 'dreaded' 80% that suck time but don't get you lean.
- Super easy to understand and apply workout ,food, and motivation tips.
- Plus MUCH MUCH MORE.

Save your previous time and discover how to lose fat the fast way with your premium videos! Sign up at now <http://members.fatlossboss.com>



The Fat Loss Formula = (1) **Control Your Intake**
 (2) **Control Your Output**
 (3) **Control Your Mind**



The Best Body Blueprint

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Should You Read This Blueprint?

Read this Blueprint if:

- You want to transform your body in the fastest, healthiest, natural and drug free way.
- You want to improve your health and longevity.
- You want to increase your physical attractiveness.

Stop reading this Blueprint if:

- You want a quick-fix fad-diet solution.
- You're too lazy to make some basic changes to improve your health, longevity, and attractiveness.
- You don't follow through on commitments or take action.

What is 'How to Lose Fat – The Best Body Blueprint'?

Let's briefly outline what this Blueprint is and what it isn't.

This Blueprint is NOT:

- Just another weight loss program.
- A hocus-pocus, 'eat pill and get ripped' scam.

- A restrictive diet that tells you what foods you can and can't eat.
- Simply a cosmetic body transformation or shallow means to improve your attractiveness.
- A marketing scheme for supplements, pills, or diet shakes

This Blueprint is:

- ☑ The fastest and healthiest GUARANTEED way to burn fat so that you can have the body you want.
- ☑ A Drug-free 'how to' manual – we don't mention or promote drugs anywhere in this Blueprint. This Blueprint helps you achieve maximal fat loss in a 100% natural way.
- ☑ Backed by the latest scientific evidence and research on exercise and nutrition.
- ☑ An effective way to burn fat whilst still being able to enjoy the foods you love. Naturally, some foods are better choices than others for burning fat, however you can still enjoy the foods you love and burn fat when using this Blueprint.
- ☑ A way to improve your health and decrease your risk of death by losing fat.

The Great 'Weight Loss' Deception

Have you ever noticed that almost everyone in society is talking about weight loss when it comes to getting in shape?

At every turn we are bombarded with messages about weight from friends, family, coworkers, sports stars, celebrities, doctors, politicians and corporations. They say things like: 'I need to lose weight', 'he's overweight', 'I've finally lost some weight', the list goes on.

Not to mention the fact that nearly all the world's leading diet companies and many 'expert' dietitians, nutritionists and trainers sell programs which focus on managing 'weight'.

With all this talk and obsession about weight and weight loss, it's no wonder most of society believes that 'excess weight' is the big issue and that 'weight loss' is the solution.

But this couldn't be further from the truth.

What does excess weight REALLY mean?

When someone says, 'you're overweight' what do they really mean?

Do they literally mean that your weight is a problem? Do they have a problem with the number that pops up when you step on the scales?

Or is it possible that when someone says, 'you're overweight', what they really mean is, 'you have excess body fat'?

Of course it's possible. So why have most people been deceived into thinking that excess weight is the problem when the real problem is excess body fat?

One possible reason is the amount of money at stake in the weight loss industry. In the United States alone, 'Weight Loss' is a \$3 billion industry employing over 50,000 people.¹ Many large corporations and individuals profit greatly from society's obsession with weight loss. And with billions of dollars at stake, they have a vested interest in keeping you ignorant about weight loss.

Another reason seems to be the use of the word 'overweight' instead of 'fat'. These days, 'fat' is an emotionally charged word. You've perhaps heard people use 'fat' to communicate unattractiveness or laziness. So it should come as no surprise that many people avoid using the word 'fat' altogether for fear of offending others.

As a result, it seems like people have begun to believe that their weight is the problem and not their body fat. And because of this incorrect diagnosis, millions of people around the world are wasting their time and money on losing weight when they'd be far better off focusing on losing FAT instead.

Why does it matter what you call it? If I'm losing weight, I'm losing fat – right?

Wrong. Even though many people mistakenly think that Weight Loss is the same as Fat Loss, it's never safe to

assume that all of the weight you lose is fat. This is because your weight is made up of three elements:

1. Fat Mass – the weight of your body fat;
2. Lean Body Mass – the weight of your muscle, bone and cartilage, and
3. Water Mass – the weight of all the water in your body.

$$\text{Weight} = \text{Fat Mass} + \text{Lean Body Mass} + \text{Water Mass}$$

Any change in each of these 3 elements will change your weight. In other words, a change in weight can come from a change in Water Mass, Lean Body Mass, Fat Mass, or any combination of the 3.

So don't mistake weight loss with fat loss because it might be water loss or muscle loss. In fact, many weight loss diets exploit this effect by causing you to think you're losing fat (because you're losing weight) when you're really losing water and muscle. Water loss can contribute greatly to weight loss. Studies by Kekwick and Pawan² have shown that between 30% to 50% of weight loss can be water loss. In other words, half the weight you lose might be coming from water instead of fat.

Changes in your Lean Body Mass can also significantly impact upon your weight. However, most of this impact comes from changes in your muscle mass rather than your bone or cartilage.

Now let's see how focusing on weight can create further confusion by considering the following scenarios:

- You LOSE 1kg of Water Mass from going to the bathroom and exercising vigorously without drinking water.
- You GAIN 1kg of Lean Body Mass and LOSE 2kg of Fat Mass.
- You LOSE 1kg of Fat Mass.

Aside from noting any changes in the mirror, it's impossible to tell the difference between each of the 3 scenarios by measuring your change in weight. This is because in each scenario, the net result is you LOSE 1kg of weight. Does that mean that each of these scenarios are equal?

No. Thinking that each of these scenarios is the same is a BIG mistake. Each scenario is quite different. A 1kg loss in Water Mass will have almost no impact on how your body looks. Yet, gaining 1kg of Lean Body Mass and losing 2kg of Fat Mass will have a significant impact on your body. You'll look leaner and have a higher metabolism because of your addition 1kg of Lean Body Mass.

So weight loss can mean fat loss, water loss, muscle loss, or any combination of the three. Now it's obvious that fat loss is desirable. But what about muscle? Should you care about losing muscle?

Why you want to keep muscle at all costs

If you don't make a special effort to preserve muscle when you're losing weight, you might lose muscle tissue.³ But why is losing muscle bad anyway? Here are three key reasons.

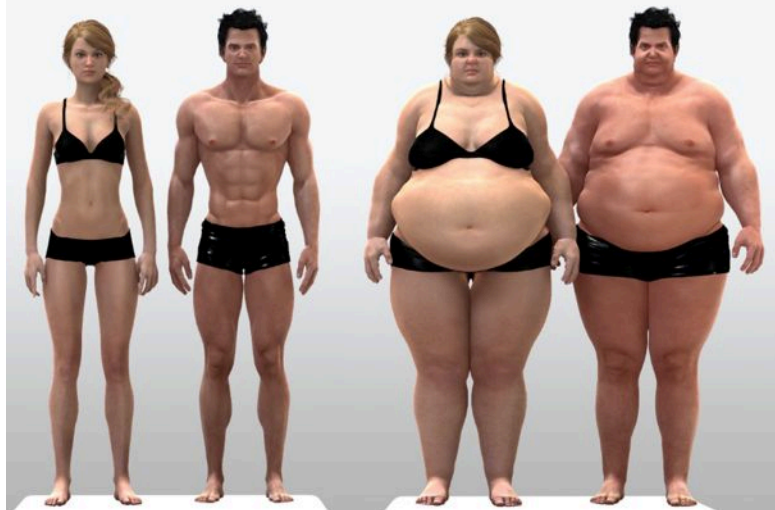
1) Muscle burns more energy than fat.

Muscle burns roughly twice as much energy as fat.⁴ But using your muscle (to do things like walk, run, and lift weights) burns even more! By preserving muscle, you can eat more food whilst staying the same weight because muscle burns more energy than fat.

2) Muscle looks better than fat.

Muscle gives your body shape and definition, which, among other factors, influences how attractive your body is to others. In 2007, researchers at the University of California conducted a wide ranging study that aimed to identify preference for physique and muscularity. The researchers concluded ‘women rate muscular men as sexier... than non-muscular men.’⁵

For a quick test, look at the image below and ask yourself: which body shape do I prefer – the left or the right?



Why Pure Fat Loss > Weight Loss

Here are two major reasons why PURE fat loss (and not weight loss) is the real solution and answer to the problems of excess body fat:

1) Pure fat loss is the fastest way to get in shape and improve your physical appearance

If you have excess body fat, then the fastest way to make your body more attractive is focus on pure fat loss. Focusing on weight typically means you’ll get muscle loss. And since muscle burns more energy than fat, losing it means your body will take even longer to improve in its shape. On the other hand, if you preserve muscle and burn pure fat, you’re focusing on removing the real problem that’s causing you to look ‘out of shape’ in the first place: your excess body fat.

2) Reducing excess body fat – especially belly fat – improves your health

There is a significant amount of research and evidence to support the claim that reducing your body fat reduces your health risk. For example there is a strong correlation between central obesity – also known as ‘BELLY FAT’ – and cardiovascular disease.⁶

Excess fat around your waist and in your abdominal cavity is also connected to:

- Type 2 diabetes⁷;
- Insulin resistance⁸;

- Inflammatory diseases⁹; and
- Many other obesity-related diseases.¹⁰

Summary: what does this all mean?

It means that people have lost sight of the real problem: EXCESS BODY FAT.

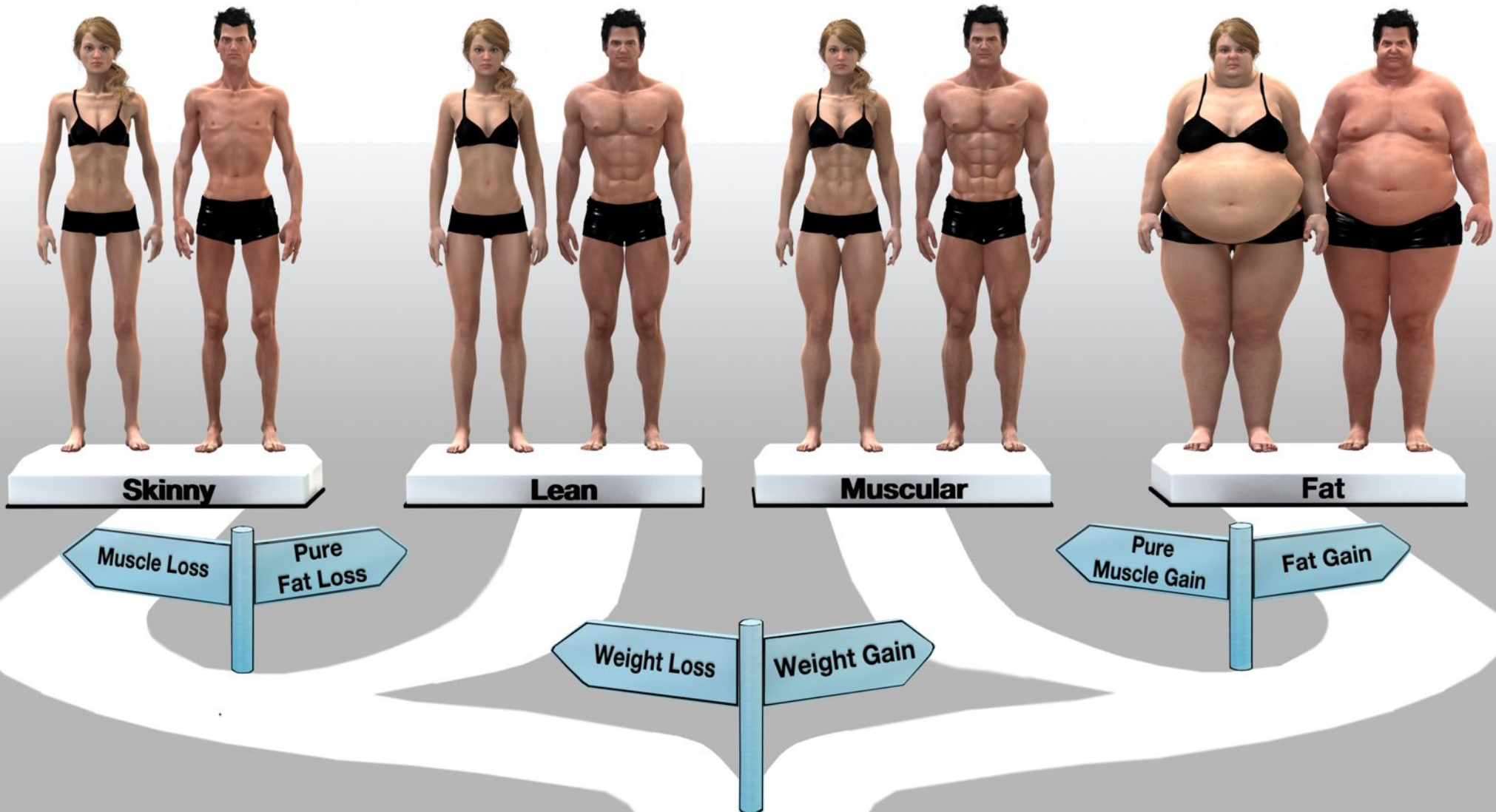
It means that millions of people around the world are wasting their time trying to lose weight when they'd be much better off focusing on losing fat.

It means that if you've been focusing on 'weight loss', you've been playing the wrong game.

But most importantly, it means that because of this Blueprint, you need not waste your time with WEIGHT LOSS ever again.

The 4 Body Transformation Pathways

Choose the path you want.



Introducing The 4 Body Transformation Pathways

The 4 Body Transformation Pathways are a simplification of the kind of end-state body you can expect to attain if you make certain choices consistently over time.

For example, the man and woman standing on the Fat podium are extreme examples of what will happen if you consistently gain fat over time.

Similarly, the man and woman standing on the Skinny podium are extreme examples of what will happen if you consistently lose fat and muscle over time.

The point of the 4 Body Transformation Pathways is not to label, offend, or make fun of any particular body shape. It's simply to communicate the impact that certain choices have on your body shape.

Once you understand what choices are associated with each body shape, you are empowered to reshape your body like never before.

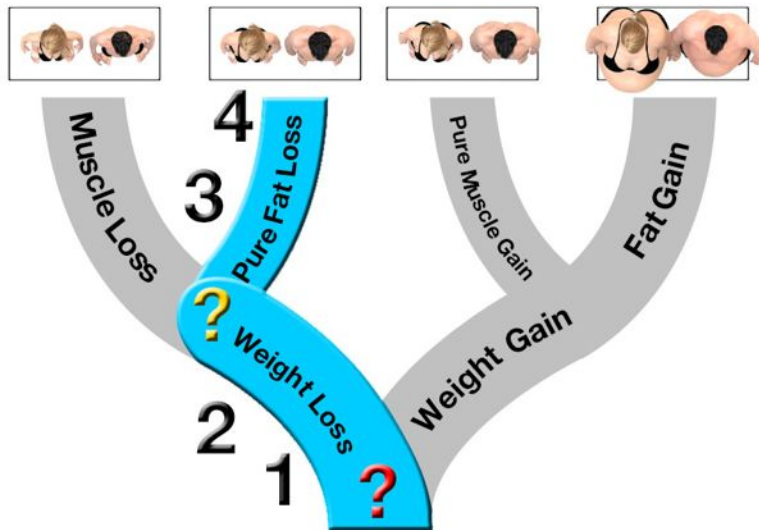
For example, if you want to lose excess body fat, then all you need to do is make the decision to take the Path of Pure Fat Loss – which is the series of choices that leads to a Lean body.

Since this is a 'How to Lose Fat' Blueprint, we'll focus on the specific choices that are required to achieve Pure Fat Loss.

How to take the Path to Pure Fat Loss

'All you need is the plan, the road map, and the courage to press on to your destination.' – Earl Nightingale

This Path to Pure Fat Loss is highlighted in blue:



Each of the coloured question marks along the Path to Pure Fat Loss represents the following key decisions:

- ?. The first crossroad: the choice lose weight rather than gain weight. This is where we confront the issue of what causes weight gain and what causes weight loss.

- ?. The second crossroad: the choice to burn pure fat rather than a mixture of fat and muscle.

Each of the black numbers (1, 2, 3, and 4) along the Path to Pure Fat Loss then represent the following key actions:

Step 1 – Find out how much energy you should eat every day;

Step 2 – Eat this amount of energy every day;

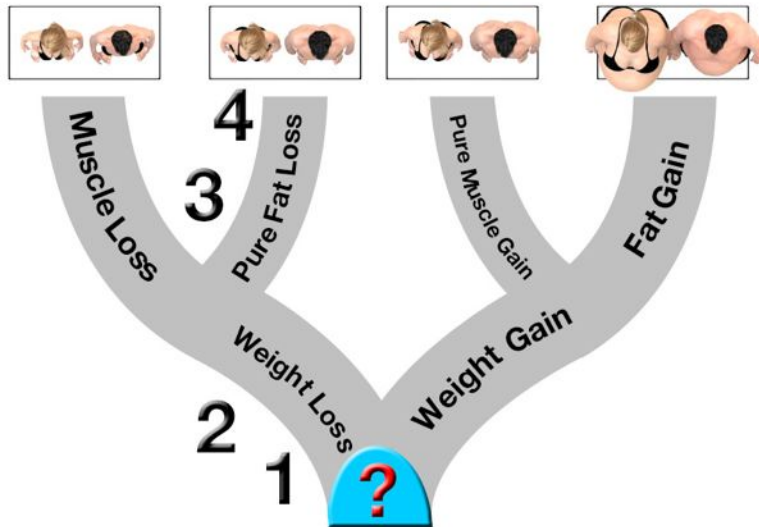
Step 3 – Eat enough protein to preserve your muscle; and

Step 4 – Workout to preserve your muscle.

Let's begin with the first crossroad of your journey: the choice between weight loss and weight gain.

The First Crossroad: Choose to Obey the Law of Weight Loss

Welcome to the first crossroad on your journey to Pure Fat Loss (marked by the red question mark below).



The choice you make at this crossroad will determine whether you gain weight or lose weight. If you take the path on the left, The Path to 'Weight Loss', you will lose weight. If you take the path on the right, The Path to 'Weight Gain', you will gain weight.

It's really that simple. But many mainstream diet regimes and gurus would love for you to believe otherwise. They'll tell you all sorts of nonsense when it comes to what you need to do in order to lose weight. But in this Blueprint, we cut to the chase and tell you the facts. Gaining or losing

weight comes down to basic physics – or if you want to be more specific, the laws of thermodynamics. Once you understand how to OBEY The Law of Weight Loss (which comes from the first law of thermodynamics), you can be 100% GUARANTEED to lose weight every time. And just in case you don't already know, the laws of thermodynamics are universally observed and accepted laws which govern the world and universe we live in. [Click here to learn more.](#)

In this section, you'll learn how to take the path on the left – the Path to Weight Loss. If you take this path consistently over time, just like the Lean and Skinny figures (in the 4 Body Transformation Pathways picture on page 6), you'll lose substantial amounts of weight.

The key to walking this path every day is understanding what we like to call, the Law of Weight Loss. In this section, you'll learn:

- What the Law of Weight Loss is; and
- How it works.

Then in Steps 1 and 2 of this Blueprint, you'll learn how to ensure that you obey it every single day so that you can be guaranteed to lose weight. And you can ensure that the weight you lose is fat by following Steps 3 and 4.

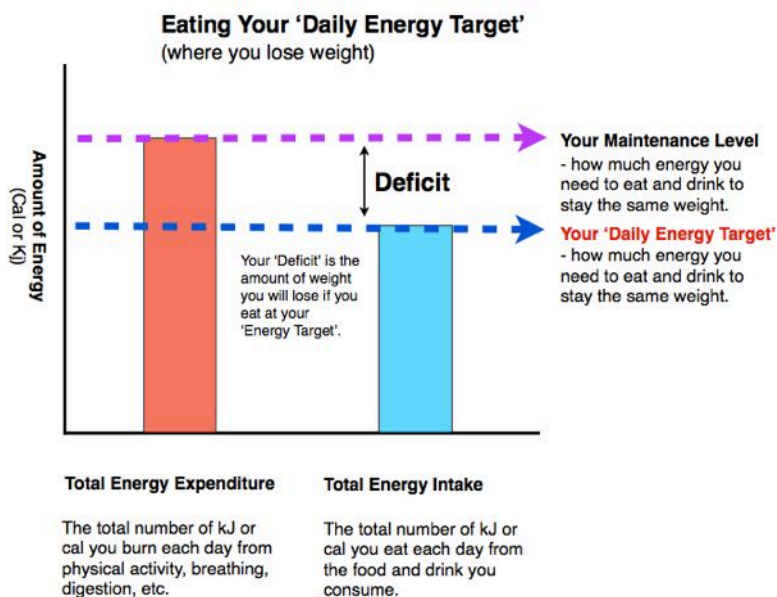
What is the Law of Weight Loss?

The Law of Weight Loss: If you consume less energy than you burn, you WILL lose weight.

So long as you obey this law (by consuming less energy via food and drink) than you burn (via exercise and all your daily activities), you WILL lose weight. It's guaranteed. But how can you be sure that you're obeying the Law of Weight Loss? How can you be sure that you're consuming less energy from food and drink than you're burning from all of your daily activities?

How to Obey the Law of Weight Loss

To obey this law, you must create an 'energy deficit'. Your 'deficit' is the difference between your total outflow of energy (from things like walking, breathing, fidgeting, etc) and your total energy inflow of energy (from all the food and drink you consume). See below for a visual representation of what a deficit looks like:



But how does having a deficit guarantee weight loss?

When you have a Deficit, you simply haven't eaten enough energy to keep your body running throughout the day. If you couldn't get access to any more energy, you'd die. However, somehow our bodies manage to live on even if that means going without food for days. But how is this possible? How does your body make up for this deficit in energy?

The answer is its own backup energy supplies. You have two stockpiles from which you can get energy:

1. Your body fat – that soft yellow stuff everyone wants to remove from their bellies; and
2. Your muscle tissue – the 'red meat' we all have beneath our skin that enables us to move around and do things.

When you have a deficit, you force your body to draw upon these backup energy stores. In other words, if you eat less, exercise more, or a combination of the two, you force your body to burn your body fat and then your muscle.

And in the same way that taking wood from a woodpile to feed a fire decreases the weight of that woodpile, taking energy from your muscle or body fat to power your body's energy deficit will decrease the weight of your body fat or muscle.

In short, to obey the Law of Weight Loss, create an energy deficit. But how big a deficit should you create?

The Bigger Your Deficit, the More Weight You'll

Lose

How much weight you'll lose on any given day depends upon the size of your energy deficit. The BIGGER the deficit, the FASTER you'll lose weight. On the other hand, the SMALLER the deficit, the SLOWER you'll lose weight.

Let's take a look at some examples.

Energy Burned	Energy Consumed	Daily Deficit	Time to Lose 1lb Fat*
3000 Cal	2900 Cal	100 Cal	~ 36 days
3000 Cal	2250 Cal	750 Cal	~ 5 days

*Assuming that 100% of the weight you lose is FAT.

As you can see, the deficit of 750 Cals is more than 7 times faster in achieving 1lb of fat loss than the deficit of 100 Cals. So shouldn't you just eat the greatest deficit possible?

No – because if your deficit gets too big, you'll start to lose muscle, and fast.

The solution is to find a deficit that is right for you. In other words, a deficit which:

- is big enough so that you lose fat as fast as you like; and
- small enough so that you can stick with and not lose any muscle along the way.

Calculating a deficit which works for you is what we cover in the next section (Step 1).

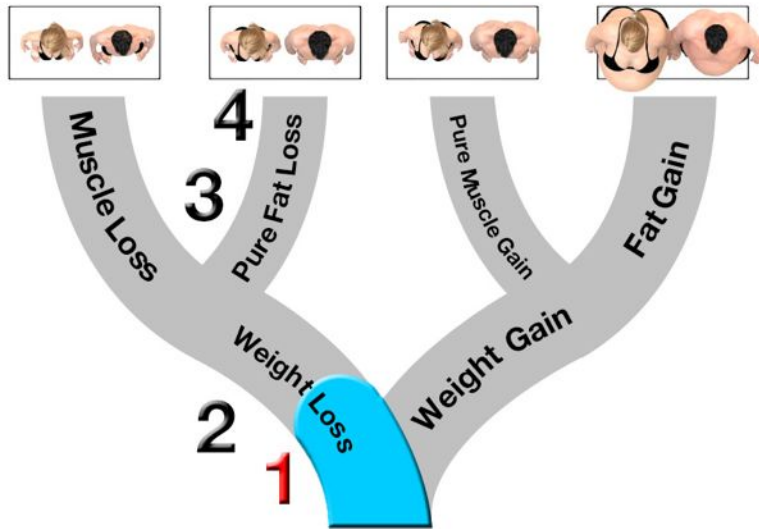
Summary:

- If you obey the Law of Weight Loss you are 100% GUARANTEED to lose weight.
- To obey the Law of Weight Loss you need an energy deficit – that means consuming less energy from food and drink than you burn from exercise and activity.
- The bigger your energy deficit, the faster you'll lose weight. But bigger deficits typically involve eating less food, which can be difficult to maintain over the long term. Also, if your deficit is too large, you'll lose your precious muscle.
- You can calculate the optimal deficit for your circumstances (where you lose fat as fast as you want without losing muscle). This deficit is called Daily Energy Target.
- You can set your Daily Energy Target, by using the FREE Fat Loss BOSS Calculator in Step 1 of this Blueprint (the next chapter).

Step 1. Set your deficit Daily Energy Target for Guaranteed Weight Loss

What's my Daily Energy Target?

Daily Energy Target (DET) – the total amount of energy (in Cal or kJ) that you need to eat and drink each day to achieve the body you want. It's a target for how much food and drink you should consume to attain the body you want.



Eat your DET for long enough and you'll get the the body you want. But how much is your DET?

That depends. It depends upon you – your height, your weight, your age, your gender, and how fast you want to gain or lose weight. It can get complicated quite quickly – especially if you don't have access to the right tools.

Fortunately for you, we like to keep things as simple as possible. So we've created the Fat Loss BOSS Calculator with which you can set your own DET. The Fat Loss BOSS Calculator makes calculating your DET easy.

What you need

To calculate your DET, you will need to know:

1. your weight – if you don't know it, weigh yourself using some weighing scales; and
2. your height – if you don't know it, measure yourself using some measuring tape.

Additionally, if you want to burn fat at the fastest rate possible, you will need to know your body fat %.

How to calculate your DET using the Fat Loss BOSS Calculator

1. Enter your details into 'Step 1' of the [Fat Loss BOSS Calculator](#). Make sure you're honest and accurate.
2. Choose your rate of weight loss under 'Step 2'. If you've entered your body fat %, choose 'Max Fat Loss without Muscle Loss'. Otherwise, select 'Total Loss without Muscle Loss'.

Weight Loss Per Week' and choose 1.5lb(0.68kg) per week. from the drop-down menu.

For more information, see 'Our Recommendations for using the Fat Loss BOSS Calculator'.

3. **Memorise your DET and maintenance level** – these numbers will be critically important in ensuring you lose weight. You'll also need them for Step 2 of this Blueprint

Why knowing your 'Body Fat Percentage' changes everything (for the better)

To make things as easy for you as possible, we've created some advanced fat loss features and built them straight into the Fat Loss BOSS calculator to help you determine your optimal deficit for fat loss. But here's the catch: you need to know your 'Body Fat Percentage'. Why?

Because your Body Fat Percentage enables the calculator to determine your maximum rate of PURE FAT LOSS.¹¹ That is, the perfect deficit where you can lose the maximum amount of fat WITHOUT losing any muscle. This is important because all too often, ambitious people set energy Deficits which are WAY TOO BIG – they go beyond their maximum rate of fat loss – so they end up losing muscle. The beauty of the 'Max Fat Loss Without Muscle Loss' setting on the Fat Loss Boss Calculator is that it provides you with a DET that ensures you won't lose muscle whilst giving you the benefit of maximum fat loss.

Action: If you feel comfortable with calculating your Maintenance Level and then setting your own Daily Energy Target, [visit the Fat Loss BOSS Calculator](#) now.

Otherwise, read on to learn more about:

- Our Recommendations for using the Fat Loss BOSS Calculator;
- The 3 types of Daily Energy Targets;
- The accuracy of calorie calculators; and
- The 3 Methods to setting the right energy deficit using the Fat Loss BOSS Calculator.

Our Recommendations for using the Fat Loss BOSS Calculator

Here are our recommendations for how to calculate your DET if you want to lose pure fat:

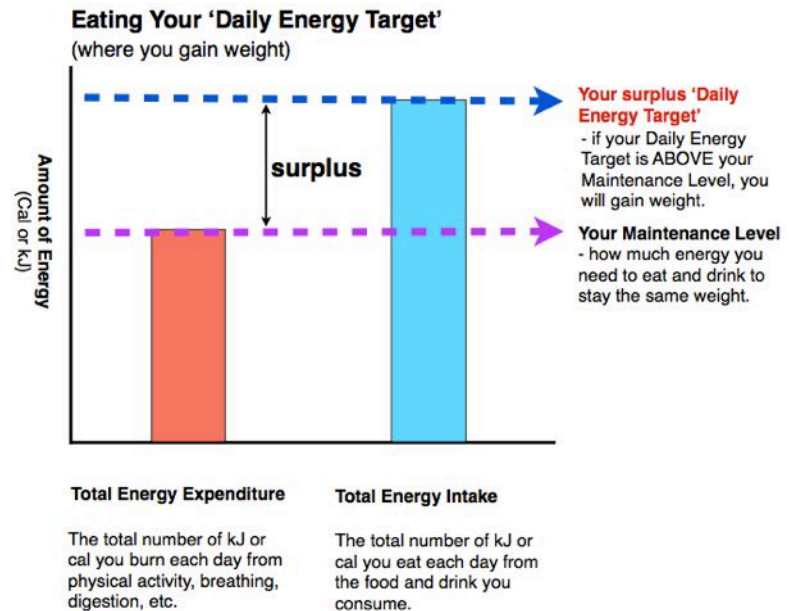
1. If you already know your current body fat percentage, use the 'Maximum Fat Loss without Muscle Loss' setting because this setting will give a DET that provides you with your maximum (safe) rate of Pure fat loss.
 - If you don't know your body fat percentage, find out what it is as soon as possible (see the heading 'How to measure your 'Body Fat Percentage' below). Once you know what it is, use your body fat percentage by doing Step 1. above.

- Another (but less accurate) way to measure your body fat is to measure your waist size, enter it into the Fat Loss BOSS Calculator and then click on the 'Calculate' checkbox (next to body fat percentage section).
2. If you don't want to use any body fat percentage values, choose the 'Total Weight Loss Per Week' option and select a rate of weight loss that suits your circumstances from Table 1 below.
 3. Finally, if you feel comfortable with setting your own specific deficit amounts as a percentage of your maintenance level, go ahead and set your DET and deficit using the 'Deficit or Surplus (by percentage)' method.

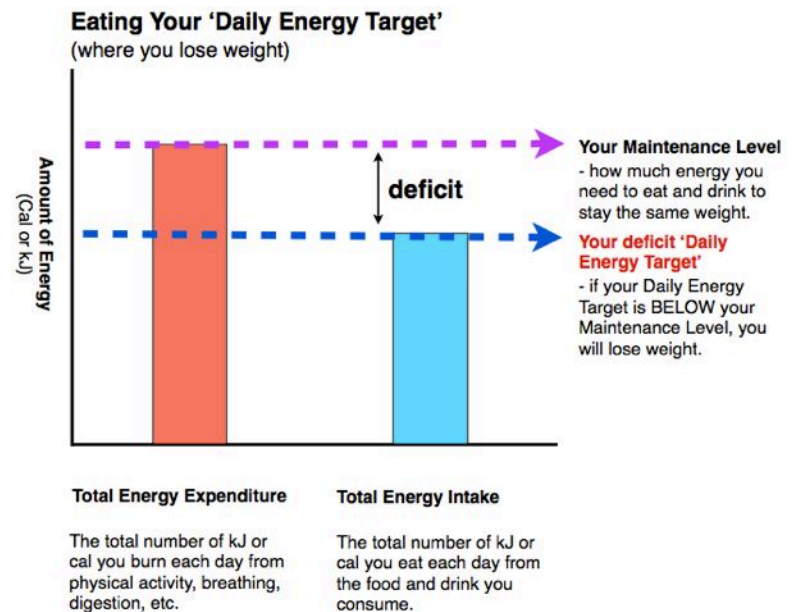
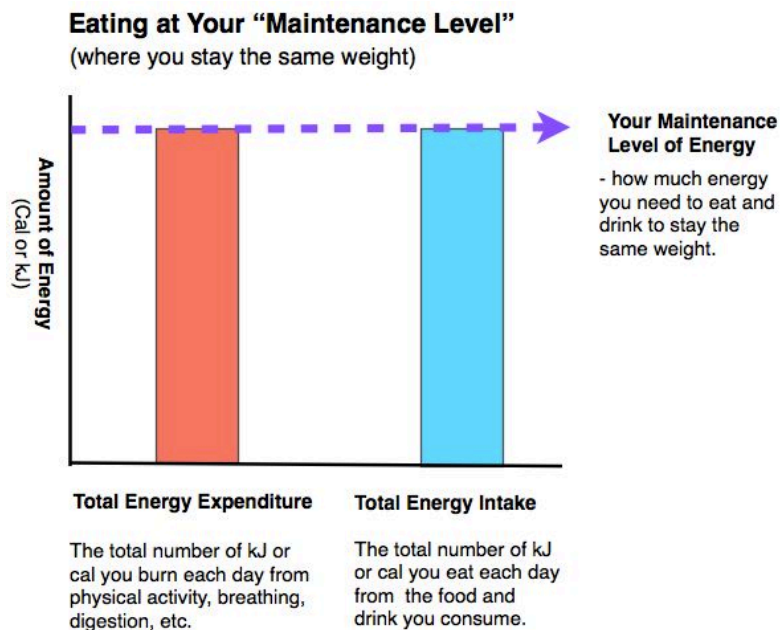
The Three Types of Daily Energy Targets

You can be 100% guaranteed to gain weight, maintain weight, or lose weight if you set your DET to one of three levels and then consume it each day. Here are the three different levels at which you can set your DET:

1. **surplus** – where you consume MORE energy than you burn. This causes you to GAIN weight. If you set your DET to a Surplus, and consume your DET each day, you're taking the Path to Weight Gain.



2. **maintenance** – where you consume the same amount of energy as you burn. Doing this causes you to stay the same weight.



- deficit** – where you consume LESS energy than you burn. This causes you to LOSE weight. If you set your DET to a Deficit, and consume your DET each day, you're taking the Path to Weight Loss. If you were to graph the energy you burned and ate while your DET was a deficit, it would look something like this:

How Accurate are Calorie Calculators?

Warning: Calorie calculations give estimations, not perfect values. Think of Calorie Calculators as useful and FREE alternatives to expensive and costly tests in the laboratory.

To make sure your Daily Energy Target is as accurate as possible, ensure you only enter correct and accurate information into the Fat Loss BOSS Calculator.

Calorie calculators use your personal data to produce close approximations of your Maintenance Level. Yet no calorie calculator is guaranteed to provide you with a perfectly accurate Maintenance level every time because of

individual physical and metabolic differences. Some people simply burn more energy than others. That said, calorie calculators (such as the Fat Loss BOSS Calculator) are useful tools of approximation because it's practically impossible to perfectly measure the amount of energy you expend in a day without sophisticated machinery and technology.

The 3 Methods to setting the right deficit

You'll now learn about the three different ways to set your rate of fat loss (or weight loss) with the Fat Loss BOSS Calculator so that you can move towards the body you want at a pace that suits you.

The Fat Loss BOSS Calculator enables you to set your DET via one of the following 3 methods:

1. **'Maximum Fat Loss without Muscle Loss' – Recommended Option** – where you set your DET for Maximum Pure Fat Loss. You must enter your body fat percentage to use this option because the calculator requires your fat mass to calculate your maximum pure fat loss;
2. **'Deficit or Surplus (by percentage)'** – where you manually set your DET as a percentage of your maintenance level. For example, to lose weight, you could choose a deficit of say, 10% (or some number) lower than your maintenance level; and
3. **'Total Weight Loss Per Week'** – where you choose how much weight you want to lose each week first and then the Fat Loss BOSS Calculator gives you the DET you would need to eat each day to lose that

amount of weight in one week. For example, you could choose '2lb of weight loss' per week. For a full list of rates and options, see Table 1 below. When you choose this option, you can also set what proportion of your weight loss will be fat loss and what proportion will be muscle loss. This can help you make a more accurate weight loss prediction than simply assuming you'll lose 100% pure fat – which should be achievable if you follow steps 3 and 4 in this Blueprint.

How to measure your 'Body Fat Percentage'

There are many ways to measure your body fat. Some methods (such as DEXA scans) are more accurate than others (such as BIA). But since knowing how much fat you have enables you to determine your maximum amount of fat loss (see the Fat Loss BOSS Calculator) that accuracy is often worth the cost.

When it comes to measuring your body fat percentage, we recommend:

1. You get a DEXA scan (if you can spare less than \$100) because that will tend to give you the most accurate body fat percentage. The best way to find out where you can get a scan is by googling your suburb or town along with the keyword "DEXA".
2. If you'd prefer to own your own means of measuring your body fat percentage, invest in some "skinfold calipers". You can get them from \$15 upward online. If used correctly and consistently over time, skinfold calipers can provide you with a respectably accurate body fat percentage.

For more information on body fat measurement methods, see the table below.

Method	Accuracy	Time	Cost
Underwater (hydrostatic) weighing	SSE = $\pm 2.7\%$	~30 minutes because the procedure should be repeated 5 to 10 times	Equipment is expensive, but you can get tested for < \$50 from health associations and fitness centres
Skinfold measurements	SSE = $\pm 3.5\%$	< 5 minutes	Skinfold Calipers are relatively inexpensive, and start from around \$20 online.
Bioelectrical Impedance Analysis (BIA)	SSE = $\pm 3.5\%$	< 5 minutes	Equipment is expensive, but you can get tested for < \$80 from health associations and fitness centres
Dual-Energy X-Ray Absorptiometry (DEXA)	SSE = $\pm 1.8\%$ more research needed to verify SSE	~ 5 to 10 minutes	Equipment is expensive, but you can get tested for < \$80 from health associations and fitness centres

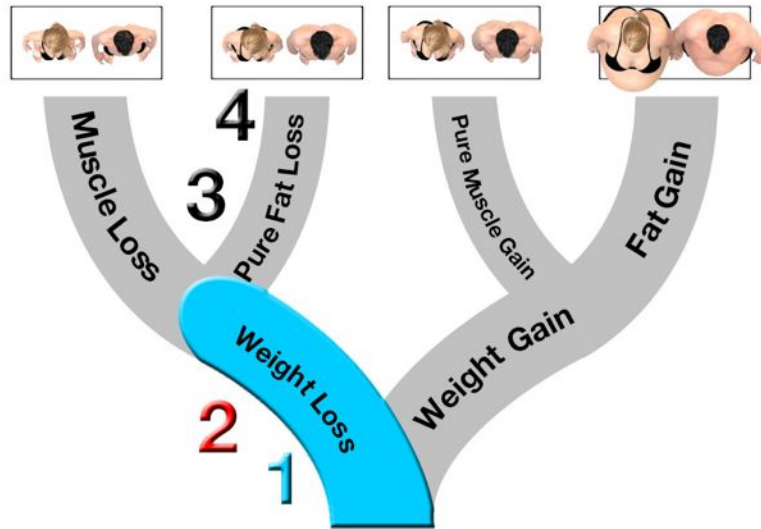
Summary:

- Knowing your body fat percentage has great advantages such as enabling you to calculate your 'Maximum Fat Loss without Muscle Loss' using the Fat Loss BOSS Calculator.
- If you don't know your body fat percentage, choose one of the other methods to calculate your DET. But beware: a deficit that is too large will cause you to lose muscle.
- Use the Fat Loss BOSS Calculator to learn what your Maintenance Level of energy and your Daily Energy Target is. You will need these in Step 2 to ensure guaranteed fat loss.

Table 1: Rates of Weight Loss (by Total Weight Loss Per Week)

Rate of Weight Loss*	Energy Deficit Required (how much less you eat per week)	Energy Deficit Required (how much less you eat per day)	Choose this Rate if:
0.5 lb or 0.23 kg lost per week	1795 cal or 7512 kJ	256 cal or 1073 kJ per day	<ul style="list-style-type: none"> You want slow and steady progress. This rate is the easiest to follow because you can eat more food but it will take much more time before you see results.
1 lb or 0.45 kg lost per week	3591 cal or 15024 kJ	513 cal or 2146 kJ per day	<ul style="list-style-type: none"> You want to lose weight at a steady rate but don't want to eat much less energy than you already are. This rate is a good trade off between your speed of weight loss and adherence to the program.
1.5 lbs or 0.68 kg lost per week	5386 cal or 22537 kJ	769 cal or 3219 kJ per day	<ul style="list-style-type: none"> You want fast results. This rate will give you fast weight loss but requires more commitment to the program.
2.0 lbs or 0.90 kg lost per week	7182 cal or 30049 kJ	1026 cal or 4293 kJ per day	<ul style="list-style-type: none"> You want even faster results and you workout vigorously, diet with precision, and have excellent self control. This rate will give you the fastest results but can be challenging if you find eating less or exercising with intensity difficult.
<p>*These calculations assume that 100% of the weight you lose is FAT. If you follow our recommendations in this Blueprint, your Rate of Weight Loss, will be VERY CLOSE if not EXACTLY the same as your Rate of FAT LOSS.</p>			

Step 2. Eat and Drink, but not beyond your Daily Energy Target



Now that you have a deficit Daily Energy Target that suits your circumstances (from Step 1), you know the amount of food and drink you can eat every day in order to lose weight at the rate you want.

So long as you EAT NO MORE THAN your deficit ENERGY TARGET every day, you are 100% guaranteed to lose weight.

Great. But how can you ensure that you eat no more than your energy target each day?

In other words, how can you keep track of the energy in the food and drink you consume throughout the day so that you

know when you're getting close to your Daily Energy Target and so you don't go over it ?

To track your Energy Intake, you basically have two options. You can either:

- 1) Guess... (not recommended); or
- 2) Measure (recommended approach).

Why we don't recommend guessing your energy intake

If you're serious about getting results, track your energy intake every time you eat something. Why? Because we humans aren't very good at accurately reporting the amount of food we eat. A 2008 meta study (which looked at thirty-seven studies) found that almost one in three people underestimate how much food and drink they consume.¹² And how much energy did they people underreport? The answer was an average of 15% less than the actual energy they consumed in a day – which is enough to blow any hopes of fat loss out of the water.

Estimating your energy consumption with accuracy is beyond hard. To be able to do it well, not only would you have to be excellent at guessing the weight of your food and the volume of your drinks, you would also have to know the nutritional content for everything which passed through your lips.

In short, there's massive room for human error. Some people are actually very good at estimating the energy

content in food because they've been tracking themselves for a while. But if that's not you, trying to guess your energy intake risks what would otherwise be guaranteed results. You could be estimating that you're 1000 kJ below your maintenance level when in fact you're actually 1500 kJ above and are already putting on fat.

How to accurately measure and track your energy

1) The traditional method to tracking energy intake is time consuming, requires patience and lots of calculations (not recommended).

The method is not recommended unless you love spending hours doing basic arithmetic and keeping log books of everything you eat and drink. When you track energy intake the traditional way, not only do you have to measure all the quantities of food you eat and the volumes of the liquids you drink, you also have to waste time digging through nutrition books such as 'Calorie King' to find out how much energy is in whatever you're eating or drinking. This is an unnecessarily time consuming process.

2) the 21st century way to track energy intake – it's fast, easy, and requires minimal calculations (recommended)

This method involves using a smart phone application on an iPhone or Android such as 'My Fitness Pal' to scan food packaging barcodes to instantly download nutrient information and calculate the total amount of energy you're consuming from that food or drink. You still need to pay attention to the serving size of on the food's label, but the application does all the hard work for you. If you're not

eating packaged foods you'll still need to measure the weight or volume of food or drink that you're consuming, but since the application contains a library of almost all foods on the planet, there's no time wasted searching in books to track down nutrient information like there is with the traditional method of tracking your energy intake.

It takes no more than 5 minutes a day to track all the food and drink you consume using this method. This is a small price to pay for guaranteed weight loss.

Another benefit of tracking your energy intake with Smart phone applications is that it's easy to know when you're approaching your Daily Energy Target because you can see the total amount of energy (in cal) you've consumed throughout the day. In other words, you know how much more you can eat at all times and never risk blowing your energy target.

Even better, if you're not sure whether you should eat something or not because you don't want to go over your Daily Energy Target, you can enter the food into the app to see whether it will take you over, then simply change how much of it you eat so that you can still enjoy the food without going over your Daily Energy Target.

So what happens if you eat more energy than your DET?

So long as you eat below your maintenance level, you'll still lose weight – but you'll lose less and less the closer you get to your maintenance level. But if you consume more energy than your maintenance level, you'll start gaining weight. So if you're out at a party or event and you really want to eat high-energy food but you know doing so will cause you to

break through your DET – it's not the end of the world. You can eat the food and break your DET BUT its essential you do not eat above your maintenance to ensure you do not gain weight.

What happens if you consume less than your Daily Energy Target?

If you consume less energy than your DET you'll simply lose more weight. But beware if your DET is a deficit, because eating too far below it will cause your body to start eating up its own muscle as well as your body fat.

Remember, there's a limit on how much pure fat you can burn – your maximum fat metabolism (see the previous chapter). So consuming any amount of energy below this will cause your body to use your muscle as fuel (unless you take other steps to prevent this from happening).

So whether you want to track your energy intake using a smart phone application like 'My Fitness Pal', use the traditional method, or simply guess your calories, ensure that you eat no more than your DET – MOST OF THE TIME.

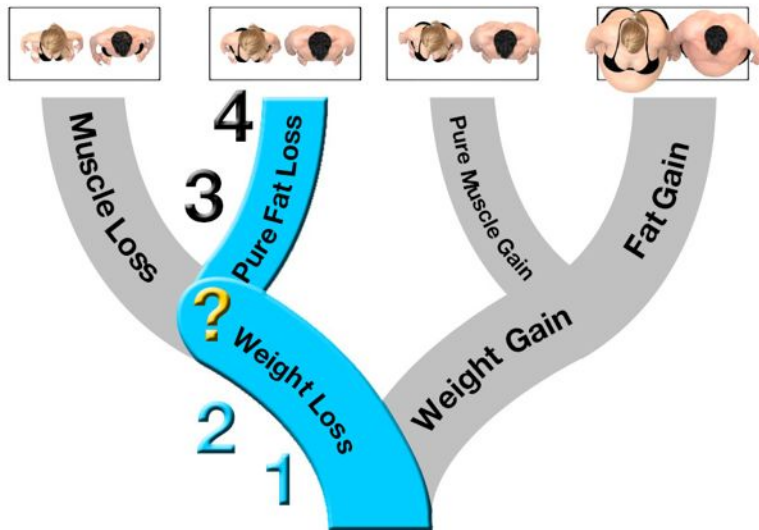
Remember, consistency in eating at your DET most of the time – is what matters. Eating at your DET for 1 day won't result in significant weight or body fat loss. But doing so over two weeks will result in very noticeable differences. Differences that your friends and family will take notice of.

So now you know how to lose weight guaranteed by eating no more than your maintenance level every day – and optimally eating no more than your DET to ensure your desired rate of weight loss. How can you prevent muscle

loss so that you can ensure all the weight you lose is FAT and that you transform your body as fast as possible?

Make Your Weight Loss Pure Fat Loss

If you've followed the Step 1 and 2 in this Blueprint, then you're now on the path of Weight Loss – but what kind of weight loss? Will you lose muscle, water, fat, or an unpredictable mix of all of them?



The answer depends upon the size of your deficit (from Step 1) and whether or not you choose to reduce your risk of muscle loss by following steps 3 and 4.

The decision at the second crossroad (marked by the yellow question mark) is whether or not to take additional steps to preserve your muscle.

From this crossroad, you can:

1) Follow the remaining steps 3 and 4 in this Blueprint and take the path to Pure Fat Loss; or

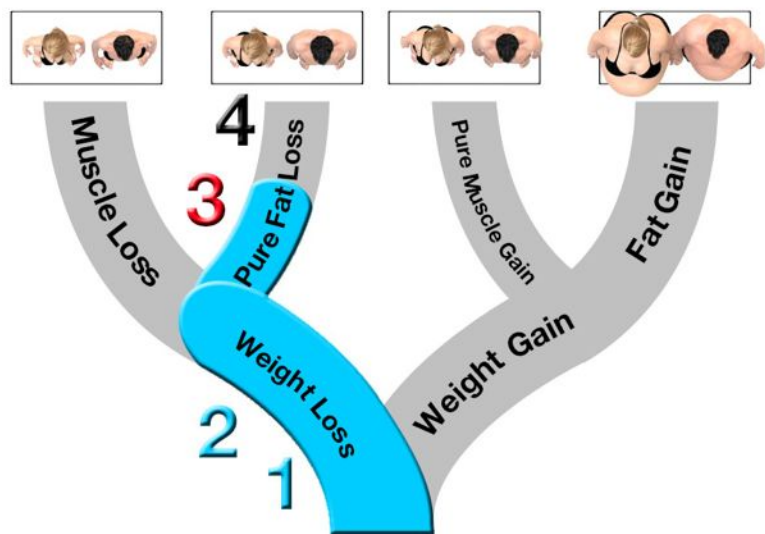
2) Ignore the following steps, continue along the Path of Muscle Loss, and risk losing muscle, water and an unpredictable amount of fat.

How to ensure your weight loss is Pure Fat Loss

To ensure your weight loss is pure fat loss, take the path to pure fat loss (highlighted in blue below) by following these two steps:

- Step 3 - Eat enough protein every day
- Step 4 - Do workouts which preserve your muscle.

Step 3. Eat Enough Protein Every Day



You have probably heard the word protein many times before, but what exactly is protein and what does your body need it for?

Put simply, protein is one of the key building blocks of life. Every cell in your body contains protein as protein is required for the growth, maintenance and repair of these cells as well as the creation of new ones.

Not only is protein an essential part of your skin, organs, glands, hair and muscle, protein also plays an irreplaceable role in healthy digestion, metabolism and immune function. For a healthy functioning body, it's something you can't do without.

Eating enough protein is also essential if you want to ensure that the weight you lose is Pure Fat and that you preserve your muscle tissue.

Protein also has the added benefit of keeping you feeling fuller¹³ for longer after eating meals¹⁴ and managing hunger. And anything that helps your manage hunger whilst eating less than you normally do is very useful.

In this section, you will learn:

1. The optimal daily protein intake required to ensure you burn the maximum amount of fat, whilst preserving muscle and meeting your minimum protein intake for optimal health;
2. A list of natural and supplemented sources of protein and their respective pros and cons.
3. Some simple steps to ensure you reach your daily protein intake with ease.

The Fat Loss BOSS Protein Blueprintline

The Fat Loss BOSS Protein Blueprintline comes from the results of a wide variety of scientific research examining protein requirements and aims to ensure you lose the maximum amount of fat possible whilst preserving your muscle tissue:

This research is summarised below

- Research on the effect of protein on fat loss and muscle preservation by Layman et al. (2005) and Meckling & Sherfey (2007) found that participants consuming a daily

protein intake of between 1.3-1.6 grams of protein per kilo of body weight per day experienced superior results than those consuming a lesser amount of protein.^{15,16}

- Research aimed at identifying the optimal range of protein intake for both strength and endurance athletes by Lemon (1998) recommended a range of 1.2 - 1.7 grams of protein per kilo of body weight per day was ideal for strength athletes. For endurance athletes Lemon recommended a range of 1.2 - 1.4 grams of protein per kilo of body weight per day.¹⁷
- Tarnopolsky et al. (1992) found that a protein intake of 1.4 grams per kilo of body weight per day was superior to intakes of 0.86g per kg and 2.3g per kg for strength trained athletes.¹⁸
- Wolfe, Miller & Miller (2008) examined protein requirements for muscle preservation elderly patients and concluded 1.5 grams of protein/ kilo of body weight/ day was optimal.¹⁹

The USDA (United States Department of Agriculture) minimum required daily intake of protein for healthy functioning is 0.8 grams of protein / kilo body weight / day.²⁰

It should be noted that the USDA's Blueprintlines are a minimum daily intake for healthy functioning, which is very different to the optimal protein intake to required to ensure pure fat loss.

The Fat Loss BOSS Recommended protein intake sits somewhere in the middle of all of those ranges discussed:

1.5 Grams Of Protein Per Kilo of Body Weight Per Day.

This level of protein intake will easily meet your minimum requirements for healthy functioning and whether or not you're doing some kind of exercise activity, if you want to burn pure fat and preserve muscle, we recommend you consume 1.5g of protein per kg of body weight per day.

Let's look at an example of what eating the Fat Loss BOSS recommended protein intake would look like if you weighed 90kg:

$$90 \text{ (kg)} \times 1.5 \text{ grams} = 135 \text{ grams of protein per day}$$

By eating 135 grams of protein per day, consuming no more calories (or kJ) than your DET and following Step 4 in the next section, you'd be losing weight with a high likelihood that most of the weight you are losing is body fat instead of muscle.

If you are used to measuring weight in pounds instead of kilos, then all you need to do is divide your weight in pounds by 2.2 (there are 2.2 pounds in a kilo) to determine your weight in kilos and then multiply that number by 1.5 to determine your Fat Loss Boss Blueprintline Protein intake:

For example, if you weigh 198 pounds:

$$198 \text{ lb} / 2.2 * 1.5 \text{ grams} = 135 \text{ grams of protein per day}$$

So what are the best sources of Protein?

Many foods are sources of protein. However some foods are better than others in that they simply contain more protein and or contain higher quantities of other beneficial nutrients.

As with all foods, the best sources are always natural ones. As a general rule, the more natural and raw you can eat, the better.

Table 2 (below) is a summary of some of the most commonly available, high quality sources of natural protein – but this list not an exhaustive list as there are enormous types of food that contain protein.

Table 2: The Best Sources of Natural Protein

Source	Examples	Benefits and advantages	Things to consider
Fish	salmon, tuna, cod, snapper, and haddock	<ul style="list-style-type: none"> ● High protein content ● Many types of fish contain essential fatty acids such as omega 3s 	<ul style="list-style-type: none"> ● Many fish contain high levels of mercury which prevent them from being eaten too frequently ● Fresh fish can be very expensive
White Meats	chicken, turkey, duck, pork, and goose	<ul style="list-style-type: none"> ● High protein content ● Versatile for cooking ● High availability in restaurants 	<ul style="list-style-type: none"> ● Variable fat content depending on where the cut of meat is from. Chicken thighs have more fat than breast which are very low in fat without the skin. ● Variable fat content amongst species – chicken and turkey are leaner meats than duck, pork and goose
Legumes	lentils, nuts, beans, peas, and soybeans	<ul style="list-style-type: none"> ● High in micronutrients and fibre ● Good source of protein generally, particularly soy ● Versatile group of foods for cooking 	<ul style="list-style-type: none"> ● Nuts have a high fat content - despite their health benefits a small serving contains a lot of calories. ● Some legumes contain anti-nutrients such as phytates which may impair absorption
Red Meat	beef, lamb and game meats such as emu, bison, buffalo, and kangaroo	<ul style="list-style-type: none"> ● High Protein content ● Rich in micronutrients such as iron, zinc and B vitamins. 	<ul style="list-style-type: none"> ● Potentially high fat content in some red meats, where as others such as kangaroo are very lean ● Potentially dangerous carcinogenic properties when grilled for long periods on barbeques
Eggs	eggs	<ul style="list-style-type: none"> ● High quality protein ● Inexpensive and versatile for cooking 	<ul style="list-style-type: none"> ● High cholesterol content in the yolk
Dairy	milk, cheese, cream, yoghurt	<ul style="list-style-type: none"> ● High quality source of protein containing compounds which help preserve muscle (Branched Chain Amino Acids) ● High in calcium 	<ul style="list-style-type: none"> ● Dairy contains Carbs in the form of Lactose (Milk Sugar) which may be difficult to digest for some people.
Vegetables	broccoli and Brussell sprouts	<ul style="list-style-type: none"> ● High quality protein 	<ul style="list-style-type: none"> ● Small amounts of protein per serve

What about protein supplements?

Supplements are no substitute for a healthy diet. That said, they do have a number of advantages which make them attractive sources of protein. Protein supplements are often:

- High quality sources of proteins;
- Low calorie - Most protein powders are close to pure protein with minimal fat or carbohydrate content;
- Have a long shelf life;
- Come in a variety of tasty flavors;
- Can easily be added to drinks and smoothies -They tend to mix well with liquids such as water, milk and juice; and
- Improve overall health and immune function.²¹

Protein supplements are available in a variety of ready to eat forms such as flavored drinks and bars however the most common form of protein supplement is mixable powders.

While ready to eat flavored drinks and bars are very convenient they tend to be considerably more expensive than protein powders.

There are a number of different types of Protein supplements. Check out the most common and readily available supplements in Table 3 (below).

Table 3: Protein Supplements

Type of Protein Supplement	Benefits and advantages	Things to consider
Whey Protein Isolate Powders	<ul style="list-style-type: none"> ● Fast digesting protein suitable for consumption during and after training. ● Mid priced, high quality (higher percentage of protein vs whey protein concentrate). ● Versatile protein that mixes well with milk, water and or juice. 	<ul style="list-style-type: none"> ● Some products may cause digestion issues for those with lactose intolerance.
Whey Protein Concentrate Powders	<ul style="list-style-type: none"> ● A fast digesting protein which makes it suitable for consumption during and after training. ● Cheapest protein on the market. ● Versatile protein that mixes well with milk, water and or juice. 	<ul style="list-style-type: none"> ● Lowest quality protein gram for gram, but still decent. ● Some products may cause digestion issues for those with lactose intolerance.
Whey Protein Hydrolysate	<ul style="list-style-type: none"> ● Fastest digesting protein makes it the superior choice for consumption both during and directly after training. ● High gram for gram percentage. 	<ul style="list-style-type: none"> ● Most expensive. ● It has a bitter taste from the presence of free form Amino Acids. ● Some products may cause digestion issues for those with lactose intolerance.
Casein Protein	<ul style="list-style-type: none"> ● Slower digesting protein – useful for eating before sleep. 	<ul style="list-style-type: none"> ● Some products may cause digestion issues for those with lactose intolerance. ● Doesn't mix as well as whey proteins.
Soy Protein Powder	<ul style="list-style-type: none"> ● Good quality protein. ● Relatively inexpensive. ● Suitable for lactose intolerant individuals and vegetarians. 	

How can you ensure you reach your daily intake of Protein?

There are a number of things you can do to ensure you eat enough protein on a daily basis. Here are a few key recommendations:

- **Eat foods rich in Protein**

There is a huge variety of delicious high-protein foods that can be eaten at breakfast, lunch, dinner and for snacks at any time of the day.²² Use the table above to select high-protein foods that you can eat to ensure you reach your protein target with ease. By eating foods that have a high protein content you can easily achieve your protein target and enjoy a wide variety of other foods.

- **Add a protein supplement to your favourite meals**

Protein powders come in variety of tasty flavours which can not only significantly boost its protein content but also enhance the taste of your meal. For example, by adding a scoop of protein powder to your favourite fruit smoothie you can boost it's protein content from 5-10 grams up to 35-40 grams.

- **Plan your protein intake ahead of time**

Before you leave the house to start your day, think about what you will be doing, where you will be traveling and what you will be eating.

If you are a busy student or worker, reaching your protein target will often be a challenge if you are relying on food from restaurants and fast food outlets. Most of these outlets

and restaurants offer high calorie, carbohydrate rich foods with minimal protein.

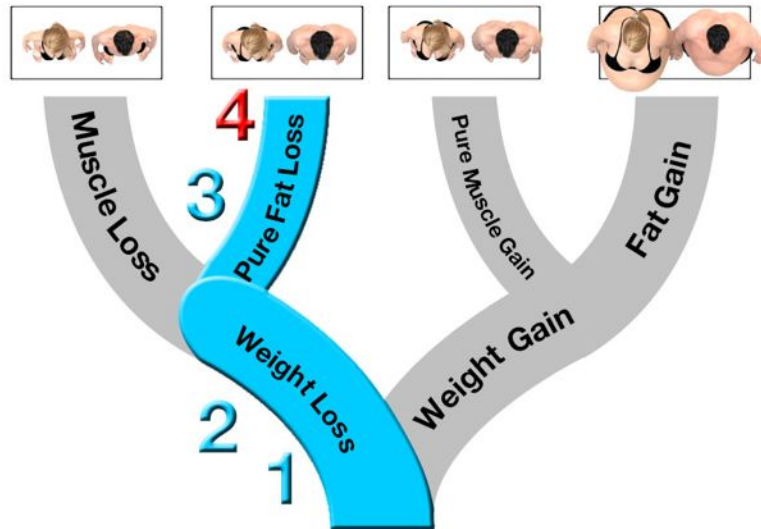
Frequently, the meals that do contain adequate protein may also contain significant amounts of carbohydrate and fat which may make eating at your DET challenging.

By packing an easily transportable source of high quality protein such as a can of tuna or chicken breast, you can ensure you get your protein regardless of where you are or what you are doing.

Tracking your energy intake with applications like 'My Fitness Pal' can also help you ensure you eat enough protein by providing you with a running total of how much protein you have consumed thus far in a day.

Step 4. Workout to preserve your muscle

'Use it or lose it.' – Jimmy Connors, winner of eight Grand Slam tennis singles titles



In this section, you'll learn the key things you need to know about preserving muscle through exercise so that you can avoid wasting time and energy doing unnecessary exercises and focus on what works.

If you lose muscle you'll burn less energy on a daily basis. In other words, you'll need to eat less and less to keep losing the same amount of weight. In fact, if you eat less than your maintenance, it's possible that more than half of the weight loss could come from muscle instead of fat.²³

You already have one strategy to preserve muscle when losing weight from Step 3 - eating sufficient protein. Now in Step 4, we take you through your second strategy: doing the right exercise. Because just like protein, doing the right kind of exercise can also preserve your muscle.

There are many opinions and lots of healthy debate around exercise - far too much detail to address in this Blueprint. But by doing the kind of exercise we talk about in this chapter, you essentially say to your body, 'Hey! Don't break down and burn my muscle tissue because I need it! Burn my fat instead!'

So let's get started.

Which exercises preserve muscle?

Their technical name is 'anaerobic exercises' but they are more concretely known as sprinting, lifting weights, resistance training, and pumping iron. These types of exercises have been demonstrated to significantly impact the amount of muscle you can preserve.²⁴

For many people, 'anaerobic exercise' means going to the gym. But in reality, you can do many anaerobic exercises in the comfort of your own home or in the local park.

Which anaerobic exercises are the best?

In our experience, the most effective, high leverage exercises to focus on are:

- Squats;
- Pull-ups (also known as chin-ups);

- Dips; and
- Sprints.

When performed correctly these exercises work multiple muscle groups simultaneously and, on that basis, enable you to work more muscles faster. These exercises are also functional compound movements which emulate and strengthen the natural functioning of muscles and joints.

We recommend that you choose to make these exercises form the basis of your workout program. You might like to focus on mastering them before moving on to other types of resistance training exercises such as bench press, overhead press, leg press, hamstring curl, dumbbell rows and so on.

If you want to preserve muscle, how much exercise should you do each week?’

In our experience, no more than three to four hours of total exercise per week. This is what 90 days of exercising for three hours each week and eating at DET (using the methods set out in this Blueprint) looks like:



Rohan's Transformation: 5.7kg of Fat Loss in 90 Days

The key is to make sure that the exercise you do counts. Exercise with intensity. In other words, it's better to be completely exhausted after 15 minutes then barely breaking a sweat after 40. Push yourself.

In our experience, three hours of quality anabolic exercise each week is more than enough to send your body the message that it needs to keep its muscle. If you think that three hours is way too much time to exercise, then consider this...

Each week you spend 168 hours doing the various things that make up your life. Of those 168 hours, could you set aside just three for your body and health?

Three hours each week is not a lot of time (see Figure 1). It's about the same time you'd spend watching a movie, watching some television, or mindlessly surfing the web.

Figure 1: The Hours in Your Week



How much exercise is three hours per week?

Exercising for three hours each week is a worthwhile use of your time. Do it and you'll improve your fitness, attractiveness, and health. You'll also preserve muscle and BURN PURE FAT.

So ask yourself, 'how often do I work out each week?'

If your answer is less than two hours, why not decide now to bump it up a little and burn some pure fat?

What should I focus on when working out by

doing resistance training and lifting weights?

Focus on two key principles of effective weight training:

1) Good form

Good form - or performing muscle contractions in a precise and non hazardous way - is CRITICALLY important in reducing your risk of injury. You're better off lifting less weight with correct form and focusing on the muscle contraction than trying to lift big with poor form because you're almost guaranteed to harm your body if you're not lifting or exercising in the appropriate way.

2) Progressive overload.

Progressive overload means putting your muscles under gradually more stress each time you exercise so that they are continually required to strengthen and grow. Applying progressive overload sends a message to your body saying; 'hey! we don't just need to keep this muscle, we need to make it even stronger so that it can handle increasingly demanding stress.'

Applying progressive overload is also an effective way to burn larger amounts of energy when training.

Note: Applying progressive overload will NOT result in increased muscle size UNLESS you are eating above your maintenance level.

So how do you apply the progressive overload?

You can progressively overload your muscles by making sure that each time you do an exercise, you do more total

work. For example, if you did 3 pull ups last session, for this session, you want to achieve 4 pullups - or if you can't do that, 3 and 1/2. And if you can't make 3 1/2, give everything you've got to try and make 3 1/4! All that matters is that you did more than last time.

How can I keep track of my workouts so that I can make sure I'm progressively overloading my muscles?

Just like tracking your energy intake, when it comes tracking your workouts, there's a traditional way, and then there is the faster and easier technologically enhanced way. Both methods are effective, what matters most is that you have a system which works for you.

However, unlike recording energy intake, recording your exercise progress is far easier because there's much less data to enter. Here are the two main methods you can choose from:

The Traditional Way: The Notebook & Pen

Despite being a time consuming method for recording your workouts this method is none-the-less effective.

One of the downsides is the fact you must have your notebook and pen/pencil on hand each time you workout if you want to record your progress.

This method can be challenging when you are recording a number of types of information for each set such as:

- The weight;

- The number of repetitions performed;
- The tempo of each repetition; and
- The time in between each set performed.

The Fast and Easy Way: Smartphones

Alternatively, you could use a smart phone app such as 'Gym Buddy' or 'Gym Junkie'. These are just two of the many free exercise tracking applications available online.

These applications also contain a number of reporting options such as timers, calculators, workout planners and exercises lists to make the process of planning and tracking your workouts easier.

If you own a smart phone – we highly recommended the use of these applications to plan and track your workout progress.

What about jogging, walking, and other forms of cardiovascular exercise - can I do these too?

Absolutely. Cardiovascular exercise, sometimes referred to as 'aerobic exercise' is another way to increase calorie expenditure and burn fat.

However these exercises don't possess the same muscle preserving effect that performing weighting training exercises has on the body.

Cardiovascular exercise should be used in conjunction with a structured resistance training program - not in place of.

Start now.

Putting it all together

Now you know the simple but Best Body steps required to LOSE FAT in the fastest and healthiest way possible.

Let's recap:

- In 'Step 1 - Obey the Law of Weight Loss' you learned how to guarantee your weight loss by identifying the amount of energy you need to consume and how to accurately keep track of your progress throughout each day.
- In 'Step 2 - Eat and Drink, but not beyond your Daily Energy Target', you learnt how to identify your energy target in order to achieve your fat loss goal
- In 'Step 3 - Eat Enough Protein Every Day' you learned how much protein to eat and what kinds of foods are high quality sources of protein.
- In 'Step 4 - Perform workouts which preserve your muscle' you were introduced to the high leverage exercises for muscle preservation and the important elements of weight training.

If you follow these steps, you WILL BURN FAT.

This Blueprint has taught you WHAT to do and HOW to do it, all that's left is simply DOING IT. And as the Chinese Proverb says, 'Do not fear going forward slowly; fear only to stand still.'

Helpful Tips - Ensure Your Success

Since this Blueprint is about helping you get the body you want, this Blueprint is ultimately about change.

Humans frequently demonstrate an inbuilt and instinctive resistance to change as we often feel challenged by things that seek to replace what is comfortable and known to us with that which is unknown and new.

At the most fundamental level, humans feel challenged by change because it is perceived as a threat to our survival. As a general rule: the greater the magnitude of the change the greater the accompanying resistance experienced.

Surprisingly, even change that benefits an individual or group is challenging. It would make sense that change which is clearly positive wouldn't be met with resistance but resistance accompanies change regardless of whether it is for better or for worse.

By following the steps in this Blueprint, you will be making a certain positive change in your life. Despite this, you are almost guaranteed to experience some sort of resistance to the changes you will be making - that's only natural.

So whether it's the decision to not overeat past your Daily Energy Target or to commit to three hours of exercise a week. You are likely to feel some level of resistance. There will be days when you just don't feel like going to the gym, or situations where you justify and rationalise not sticking with your plan.

It's times like these where you are your own worst enemy, however there are number of simple tips, steps and habits

you can use which can help you stick with and conquer the challenge of change.

These are listed in no particular order are some simple tips and habits you can use to ensure you get the most out of this Blueprint:

- **When tracking your energy intake, it's better to overestimate the amount of food and drink you are eating than underestimate** - Doing this will make you more likely to remain under your Maintenance Level if you surpass your Daily Energy Target so that you can remain guaranteed to lose weight.
- **Similarly, it's better to underestimate your energy expenditure than overestimate it.** The reason for this is because your calculated weight loss will be less than predicted if you overestimate as opposed to underestimate your energy expenditure.
- **Learn to say 'NO!' when you've reached your Daily Energy Target** - this habit is important for sustained fat loss. Instead of compromising your progress by giving into enticing offers of tasty food and drink, simply get in the habit of saying 'NO!' (Easier said than done when you are staring down the barrel at a warm sticky-date pudding!). By consistently saying 'NO!' you develop your willpower and ability to say no in the future - it gets easier over time.
- **Fill your kitchen with quality food choices instead of the foods which will make sticking to your diet difficult.** You have probably heard the phrase 'out of sight, out of mind' - This is a good quote to live by when it comes to managing food in your kitchen. You are far less likely to consume high calorie junk foods and blow your energy target if there aren't any of those foods in your kitchen. If you can't completely remove those foods from your kitchen, then at least make sure they are stored down the

back of a cupboard where they are out sight so you aren't tempted every time you visit the kitchen to eat.

- **If you are going to have a treat or eat a meal outside of your eating plan, do it outside your kitchen!** As an extension of the previous point, if you want to eat a snack or treat that doesn't sit inside your normal eating plan, don't go and buy a whole container and bring it back to your house so that each time you go to the kitchen you are tempted! Instead, get your fix from a local store or restaurant and keep your kitchen free of foods that tempt you!
- **Cook and prepare your meals for the following day.** It can be particularly hard to eat quality foods and stay on track throughout the day if you are reliant on fast-food outlets and restaurants. Not only are the foods they serve often energy-dense, it's extremely difficult, near impossible to know the exact nutritional content of the meals you are purchasing because you don't know what is going in the food! Not to mention the fact it's far more expensive to pay for food meal to meal. The solution to all of these problems is to prepare and or cook your food for the day ahead at home. It requires a little more planning and a little bit of effort, but this will in fact save you time throughout the following day when you can simply eat your pre-prepared meal instead of buying food from a restaurant or store.
- **Pack your workout gear the night prior before the day you plan to train.** When you are experiencing resistance, your brain will come up with all sorts of reasons to rationalise and justify not doing things. Not having your clothing and or equipment required to workout is a classic excuse for your change-resistant self to use as a means to avoid working out. Don't make it hard for yourself - Set yourself up for success by preparing so that you have NO EXCUSES to use.

- **Don't track some stuff, TRACK EVERYTHING!** To effectively and accurately calculate whether you are on track to reach your energy target. You need to accurately record ALL the energy you consume. This doesn't mean you can be selective and include a couple of meals then forget about rest. Unless you are tracking EVERYTHING there is no way you can be completely certain you will be achieving your goal. With a smart phone application like MyFitnessPal, tracking your energy intake only takes around 20 seconds a meal. It's easier to enter one meal than try to remember everything you ate in a day. Get in the habit of recording what you eat as soon as you've eaten it - or even while your eating it!
- **Don't give up just because you eat one bad meal or miss a workout.** As the Japanese Proverb goes, 'Fall seven times, Stand up eight.' At the first sign of deviating from a chosen path, there's a tendency for many people to say 'I've blown it' and give up. Avoid this. Just like not having your workout gear, your change-resistant brain wants any excuse to avoid change. One healthy meal won't make you healthy in the same way as one bad meal won't make you unhealthy. Keep at it because it's what you do most of the time that matters.
- **Think ahead and identify any upcoming challenges.** Ask yourself, 'Where am I likely to run into trouble using this program?' For example you may be attending a dinner party later in the week where you know energy dense food and drink will be served without food options to cater for your dietary needs. By identifying this challenge in advance, you could minimise food intake earlier in the day to compensate for the increased energy intake for the event. You might even contact the host to request a lighter meal. This ensures you still you get to attend the event, whilst maintaining your adherence to your plan.

Frequently Asked Questions

If I'm trying to burn fat, doesn't that mean I should avoid eating fat?

Absolutely not! Consuming dietary fat is an essential component of a healthy diet. While dietary fat contains more energy than protein, carbohydrate and alcohol, without dietary fat consumption your health would be severely compromised. Many fats including some omega-3 and omega-6 fatty acids are essential for your health – you'd die without them because your body cannot synthesise them. The important point is to ensure a balanced intake of dietary fat.

Do I really need to exercise?

No you don't. But doing anabolic exercise is a good idea – especially if you want to ensure that the majority of the weight you lose is fat – because they preserve muscle whilst you're losing weight. Anabolic exercises like lifting weights and sprinting are also an excellent way to increase your energy expenditure.

Should I change my workout at all?

Yes, because the human body tends to adapt to change which, over time, makes the same workout less effective. If you run 1km each week, over time it'll become easier – because your body adapts. It's the same with muscle. Our muscles adapt to new stresses, strains and stimulus. In order to preserve and grow muscle tissue, it is necessary to continue signaling to your body that your muscles are

needed by training with appropriate exercises and changing your workouts on a consistent basis.

Generally speaking, a good time interval to change your routine would be every month or so.

I'm tracking everything but I'm still not losing any fat/weight. What's wrong?

Are you really tracking everything? if you can look in the mirror and honestly say to yourself, 'I'm tracking all food and drink that passes through my lips accurately by weighing and measuring everything, recording it, eating BELOW my maintenance level and Daily Energy Target every single day and you're still not losing any fat or weight.' then:

- Re-check the calculations of your maintenance level. Ensure that all the inputs are correct and accurate as possible.
- if you're measuring your body fat percentage using skin-fold calipers, then try using a more accurate measurement system like a DEXA scan for increased accuracy. Using a DEXA Scan is also a wise move as it's possible you could have been achieving some fantastic results that may not be observable if you are only using the weight scales. For example you might have lost 2 kilos of fat but gained 2 kilos of muscle, an outstanding body composition change that would register zero change on the scales.

Can I lose more than 1.5lb. of PURE FAT per week?

It is possible to lose more than 1.5lb. of PURE FAT per week, however as the rate of weight loss increases past 1.5lb per week, it becomes increasingly hard to lose PURE

FAT without some muscle loss. Research has also indicated that the body appears to be limited in terms of how much fat it can breakdown without some loss of protein from lean muscle.²⁵

What about Body Mass Index (BMI) - should I care about my BMI?

The short answer is no. Body Mass Index is an indirect measure of body fat which uses height and weight. Ancel Keys, the creator of BMI, warned that BMI is appropriate for population studies but inappropriate for individual diagnosis.²⁶ That said, various medical and health professionals around the world still use BMI to measure body fat because of its simplicity and the low cost of administration.

Unfortunately this use of BMI as a diagnostic tool can be very misleading if used on an individual basis. Let's look a couple of examples of how this often happens:

- To attain your BMI you simply require information on your height and weight, however because BMI doesn't take into account body composition, it is frequently the case that extremely lean athletes who possess a large percentage of weight as muscle (muscle weighs more than fat) have BMI readings that identify them as obese when that couldn't be further from the truth.
- The inverse also applies, individuals who lead unhealthy lifestyles often attain BMI readings which suggest they are in a healthy 'normal' range when in fact they may have a number of health risks similar to that of an obese person. This phenomenon is known as Normal Weight Obesity²⁷ and is defined by the presence of a 'normal' BMI reading but with a high body fat percentage. this alarming trend is on the rise across the western world.

In summary, BMI is the most commonly used measure of Body Fat but is by no means the most accurate or useful. If you want to measure your body fat there are far more accurate measures such as:

- DEXA Scan
- Hydrostatic Weighing
- Skin fold Calipers

How can I track my energy more accurately?

Basically, this is not an exact science but there are some simple tricks you can use to ensure you achieve your goals.

Firstly focus on the fundamentals: weighing and measuring all foods that contain energy. That means if you're going to eat some chicken, weight out how much chicken you're going to eat and then track the energy density using a tracker like 'My Fitness Pal' or by referring to a book like 'Calorie King'.

Then there are other precautions that you can take. For example, It is better underestimate your energy expenditure than overestimate, as your calculated weight loss will be less than predicted if you overestimate.

The inverse applies for energy intake (or the amount of food and drink you are eating). It is better to overestimate the amount of food and drink you are eating then underestimate.

Where can I learn more about the 4 Body Transformation Pathways – such as the Path to Pure Muscle Gain?

This Blueprint covers the fundamentals of the Path to Pure Fat Loss but it does not cover any other path of the 4 Body Transformation Pathways (such as Path to Pure Muscle Gain) or the more advanced (but less important) strategies for losing fat. If you want to learn more about any of the 4 Body Transformation Pathways (see page 6), then please send us an email at learn@fatlossboss.com and tell us what you want to learn.

Endnotes

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