

7 GOLDEN RULES TO LOSE BODY-FAT AND BUILD MUSCLE FOR MEN OVER 40

EVEN IF YOU
LACK TIME
& MOTIVATION



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1. BE PATIENT, CONSISTENT AND PLAN AHEAD



If you want to lose body-fat, and then gain muscle mass (or even: gain muscle mass as you're losing body-fat), these are the BIG 3:

- Patience...
- Consistency...
- Planning Ahead...

Allow me to explain...

Many years ago there was a wedding in my family which a certain family member was highly motivated to look her best for...

The woman in question was about 70lbs overweight, roughly 5 months BEFORE the wedding. She's only about 5'3, so 70 lbs overweight is A LOT.

Come the day of the wedding nobody could believe their eyes...

Because she rocked up and totally 'stole the show'...

Wearing a dress most women HALF her age couldn't have pulled off, with 5" heels to match...

Needless to say, she'd lost ALL the weight... at least 70lbs.

BUT HERE'S THE THING...

3 months after the wedding she was 75lbs overweight...

Slightly more overweight than she was before her pretty incredible transformation.

WHAT HAPPENED?

Well, to lose body fat as quickly as she did, she'd done the old Slim Fast nonsense...

>> A Shake for Breakfast, A Shake for Lunch, and a "Healthy" Dinner.

WHAT THIS REALLY MEANS IS:

>> A heavily processed shake for breakfast (about 200 calories), the same for lunch... and 2 leaves of lettuce, 1 cherry tomato, and half a chicken breast (if you're lucky) for dinner

This diet will certainly make you LOSE WEIGHT in the short run (because it provides hardly any calories)...

BUT THE TROUBLE IS...

It also provides hardly any NUTRIENTS, so your body ends up STARVING for nutrients and calories...

THEN WHAT DO YOU THINK HAPPENS?

You end up snapping, doing a full 180 degree turn, and binging like you haven't eaten in a year!

The result is not pretty...

Rapid weight gain. Usually gaining back MORE than you lost.

This rush for a "quick fix"... for "fast results"... it's rife in Western Human Society these days, especially when it comes to weight loss...

THE TROUBLE IS...

All these "quick fixes"... which usually involve MASSIVE restrictions in calories... are a BAD IDEA. Sure, they can provide short term results, but **in the long-run they always fail**, and nearly always lead to a *worse* situation (in terms of body-fat levels and overall health) than before you started.

SO THAT'S THE FIRST POINT I WANT YOU TO REMEMBER IN THIS REPORT:

BE PATIENT.

It is absolutely key to losing body-fat, gaining muscle, and staying in great shape, year in year out, especially once you're 40 plus.

THE NEXT PART OF THIS RULE SAYS TO BE CONSISTENT.

Think about it...

If you are consistent with your diet...

Consistent with your hydration...

Consistent with your exercise, sleep and so on...

Day in, day out...

The REWARDS are HUGE.

Consistency is usually how people earn financial fortunes... It's how they become elite athletes... It's how they become Chess Masters, Cirque Du Soleil Acrobats, or learn to sing like an angel.

Consistency is King (contrary to the resentful thinking of the jealous mob, it's not usually "good luck," or pure genetics that leads to these highly desirable outcomes... it's HARD WORK, and being consistent).

You have to do the right things, over and over again, and then you'll **get the results you want** (less unsightly body-fat, more head-turning muscle).

In this report I'll show you the right things to do for body-fat loss and muscle gain - you then need to do them CONSISTENTLY.

Make sense?

Good :)

THE FINAL PART OF THIS "GOLDEN RULE" IS TO PLAN AHEAD.

This is a biggie.

In fact, if you held a gun to my head and said:

"You've got 5 seconds to give me your best weight loss tip, and it better be good"...

I'd say...

"Meal Preparation"

I know so many people whose fat loss efforts get derailed simply because they don't plan ahead...

They might eat a great breakfast, but then they go to work *without* any food, so they end up eating snacks from the vending machine, and a burger for lunch (from Mickey's D's or some other seller of toxic crap that I refuse to actually call "food").

A simple way to avoid this problem is to prepare your meals AHEAD OF TIME...

Some people like to cook on a Sunday night, for the entire week ahead...

I don't, but it can work.

Personally, I like to **prepare my food for the day, in the morning**. That way, I always have healthy foods (and drinks) to hand, no matter how hungry I might get.

If you don't do this, you'll end up picking up crap from the gas station, supermarket or some dirty fast food restaurant way too often (and it's incredibly hard to get lean if you eat like this - because these **"convenience foods"** typically provide too few nutrients and too many calories, and that's a recipe for being sick, tired, hungry and overweight).

LET'S RECAP THIS GOLDEN RULE:

>> Be Patient, Be Consistent and Plan Ahead

- **Be Patient** - because fat loss is a marathon not a sprint (if you do something extreme to rapidly lose body fat, you'll almost certainly gain back MORE than you lost, in the long-run)
- **Be Consistent** - because it's what you do day in, day out that counts (do the right things - the things you'll discover in this report - consistently, and you'll end up leaner and more muscular)
- **Plan Ahead** - meal preparation is key to getting in shape and staying in shape (if you don't do it, it's just too easy to reach for unhealthy, highly calorific junk food when you end up HUNGRY and desperate for food)

2. TRAIN FOR STRENGTH



Whenever I see people in the gym training primarily to **drop body-fat**, I often cringe...

Because they're usually doing some type of "**Met-Con**" or "**HIIT**" or Intervals...

The workouts are fast paced (lots of movement, very little rest)...

Everyone is breathing like a dog - panting with their mouths open (this is incredibly *bad* for your health, for reasons I'll explain in a future email or video)...

The weights used are usually PATHETIC (my 7 year old daughter could lift more)...

And the quality of movement is usually *a disaster* (I once had the miss-fortune of training in a gym where a trainer was doing a Kettlebell Class... none of the men were using more than a 16kg Kettlebell... and yet, by the end of the class... 4 out of 8 of the guys had injured themselves... 2 lower back injuries, 2 hamstrings. The trainer's response: a sheepish grin, followed by: "*No pain no gain, eh lads*").

THE STANDARDS MOST “PROFESSIONALS” SET IN THE FITNESS INDUSTRY IS A JOKE...

And the people teaching these Met-Con, HIIT or Interval workouts... which are what people think they need to do to lose body-fat... are some of the worst.

They're a JOKE.

Just say “NO.” (Note: I'm not saying there's no value in Met-Con, HIIT or Intervals... just that most people do them badly, and most average guys who want to get in shape - lose fat and gain muscle - would be better served training in other ways).

Before I explain why one of the 7 Golden Rules for FAT LOSS and MUSCLE GAIN is to train for STRENGTH...

LET ME FIRST EXPLAIN WHY:

Thinking that *training* is the most important thing when it comes to fat loss is wrong. Complete and utterly WRONG.

Picture the scene...

You go to the gym on a Thursday night, after work, for a HIIT class done in the bicycle studio...

The room is full of mostly 20, 30 and 40 something's, and you certainly have your fair share of “eye candy” to look at, in the form of sexy young women wearing body-hugging lycra...

If you find yourself looking, I can't say I blame you...

After all, you're only human.

But, **here's the point...**

The trainer “Beasts” you for 45 minutes...

Hard as you can for 15 seconds, easy for 30 seconds, over and over again...

And at the end you're knackered. Dripping wet with sweat. Your legs feel like jelly. You can barely walk back to the changing rooms...

And you're pretty certain the girl on the bike in front of you - who is wearing WHITE - is now wearing a totally see-through outfit. You wonder if she knows everyone can now see pretty much, well, *everything*...

Okay, I'll take my mind out of the gutter and get back to the point...

HOW MANY CALORIES DO YOU THINK YOU BURNED DURING THAT 45 MINUTE HIIT CLASS ON THE BIKE?

I'm telling you the answer is 500 MAX.

And it's only 500 if you're really fit and able to maintain a really strong performance during those 15 second sprints. For many people, it may only be 200-300 calories burned during that entire 45 minutes.

NOW THINK ABOUT THIS...

If, after that workout, you do something perfectly 'normal'... such as grabbing a coffee from Starbucks, you may consume 800 calories in JUST THAT CUP OF COFFEE (yep, both Starbucks and Costa have cups of freakin' coffee that contain EIGHT HUNDRED calories. Check out how the Italians drink coffee to see *how it should be done*)...

Even worse...

If you go for fast food afterwards, you'll easily consume 1,000 calories, and quite possibly 2,000.

So, sure, you might have burned 500 calories in the cycle class, but what I'm trying to show you is that **it's STUPID to think that "Exercise is King" when it comes to "Losing Body-Fat"**...

Because the truth is:

"Nutrition is King" when it comes to losing body-fat.

I never, ever, never, ever, NEVER, do CARDIO. I hate it. It's LAME. I train for Strength in the gym...

Then I am active in my daily life - I go climbing with my kids. I go hiking. I play tennis a couple times a week. I walk every day (more on walking in another Golden Rule).

STOP thinking that another HIIT session, Met-Con Beast Session or any other BS is the answer to getting ripped.

It's not. Period. Full Stop. The End.

The answer is nutrition (and we'll talk about that in another Rule).

For now, let's talk about how to train...

Assuming you want to look like a MAN...

Lean, muscular and strong

If you want to look like that...

Train for Strength.

HERE'S WHY:

To lose body-fat, you will have to go into a slight calorie deficit (meaning: you will have to eat slightly fewer calories in a week, than you burn).

If, on top of this, you do this silly HIIT classes, and lift baby weights, you will:

- Get physically WEAKER
- Lose MUSCLE

DO THESE 2 OUTCOMES SOUND LIKE ANYTHING YOU WANT?

Nope. I didn't think so.

So here's how it works...

When you're in a calorie deficit, to lose body-fat, now is NOT the time to test your 1 rep max on the Bench Press (because weight moves weight, so as you get lighter your max strength will likely drop somewhat).

But, if you start doing all sets of 12 or 15 reps, with *nothing* heavy in your training program, you'll lose A LOT more strength, and muscle.

WHY WILL YOU LOSE MUSCLE?

Because your body grows muscle when you force it to adapt to a stimulus (like lifting a weight heavier than you've lifted before). If you stop giving it any heavy stimulus, why should it stick around?

The answer is:

It won't!

Of course, there are countless ways to train during a fat loss phase, and get great results...

But right now, I'll give you an example of how a training week during a fat loss phase may look:

I'll assume you train 3 days a week (because I've found that a good number of weekly training sessions for guys over 40).

We'll train the whole body every time we train (because it's efficient - you get a lot of work done. Don't waste your time going to the gym to train "arms" or "Abs and Calves").

DAY 1:

Warm up:

- Joint Circling
- Jump Rope x 30-60 seconds x 3 rounds
- Plank x 15 seconds
- Glute Bridge Hold x 15 seconds

A1. Bench Press

- Work up to a heavy set of 5
- Aim to hit your top set in 5-8 sets
- Warm up with the bar for 2-3 sets of 5-10 reps
- Then ramp up the weights on each set

For instance:

Bar x 5 x 2 sets

40kg x 5

50kg x 5

60kg x 5

70kg x 5

80kg x 5 (on this set you could probably have got 1 more rep, but your form would have suffered, so you did 5 reps and shut it down for the day)

A2. One Arm DB Rows

6-8/side x 5 sets

(Alternate A1 and A2, resting 60 seconds between sets of each. So: A1, rest 60 seconds, A2, rest 60 seconds, A1 and so on)

B. Kettlebell or Dumbbell Goblet Squat

8 x 4 sets

Do a set of 8 with 16kg to warm up. Then 1-2 progressively heavier warm up sets
Then pick a weight you could do 12 reps with, and do 4 sets of 8 reps.

C. Farmer's Walk

We're not going all Met-Con or HIIT here, but we will get your heart going a bit faster and burn a few more calories.

We'll use loaded carries - which actually tend to make you very strong, and very conditioned at the same time!

Weight: 50% of your bodyweight in each hand (if you're pretty strong), 25% of your bodyweight in each hand (if you're newer to training).

Then set a timer to 10 minutes and do as many trips of 60 yards as you can.

DAY 2:

Warm up:

- Joint Circling
- Jump Rope x 30-60 seconds x 3 rounds
- Plank x 15 seconds
- Glute Bridge Hold x 15 seconds

A. Split Squat

Hold a Dumbbell in each hand if you can handle extra resistance

8/side x 4 sets (ramping the weights up from set to set if you can. Always do your first set with just bodyweight to warm up)

B1. Press Ups

Pick a variation that's challenging for you (hands elevated, feet elevated, weighted vest, against bands, chain over neck etc)

8 x 4 sets (ramping up the weights from set to set)

B2. Pulldowns - any grip you like

10 x 4 sets, pause all reps at the midpoint (ramping up the weight from set to set)

(Alternate A1 and A2, resting 60 seconds between sets of each. So: A1, rest 60 seconds, A2, rest 60 seconds, A1 and so on)

C. Sledgehammer Tyre Smashes

Be sure to work your left and right sides equally

Set a timer for 10 minutes.

Depending on your fitness level and the weight of the sledgehammer, do as many sets of 5 swings/side, 10 swings/side, 20 swings/side or 30 swings/side in the time period.

DAY 3:

Warm up:

- Joint Circling
- Jump Rope x 30-60 seconds x 3 rounds
- Plank x 15 seconds
- Glute Bridge Hold x 15 seconds

A. Trap Bar Deadlift

Work up to a heavy set of 5

- Aim to hit your top set in 5-8 sets
- Warm up with 40kg or 60kg for 2-3 sets of 5 reps
- Then ramp up the weights on each set

For instance:

Bar x 5 x 2 sets

40kg x 5

60kg x 5

80kg x 5

100kg x 5

110kg x 5

120kg x 5 (on this set you could probably have got 1 more rep, but your form would have suffered, so you did 5 reps and shut it down for the day)

B1. Single Arm Dumbbell Push Press

6/side x 4 sets (ramping up the weights from set to set)

B2. Low Cable Rows (or Machine Rows)

6 x 4 sets, pause all reps at the midpoint (ramping up the weight from set to set)

(Alternate A1 and A2, resting 60 seconds between sets of each. So: A1, rest 60 seconds, A2, rest 60 seconds, A1 and so on)

C. Prowler

Take a high grip on the handles, keep your arms straight and assume an athletic posture: lower back in it's neutral position, abs and lats braced hard

Use a moderate weight.

Set a timer for 10 minutes and do as many trips of 30 yards as you can.

DO YOU SEE HOW THIS KIND OF TRAINING WORKS?

- You train your entire body 3 times a week, on non-secutive days (2 times a week is acceptable too)
- You **do some heavy lifting** (in the example above you'd hit a heavy set of 5 on the Bench Press and Trap Bar Deadlift in that given training week. Enough to maintain your strength levels, even when losing body-fat)
- There's plenty of moderately heavy stuff - in the 6-8 rep range - to help **preserve strength and muscle mass** even while you're dropping weight
- There's a balance of upper body pressing, upper body pulling and lower body work (don't be "Tommy Tight T-Shirt" who is JACKED up top, but stands on a pair of legs that resemble strings of spaghetti - women don't find this attractive, it's abysmal for athletic performance, it will actually hurt your upper body gains because the body will only allow itself to get so out of balance, and, well, there's NO upside)
- We finish each session with **"Manly Cardio"** for 10 minutes - cardio that builds STRENGTH and Conditioning (and certainly will help to burn more calories). This "Manly Cardio" will also help you **transfer your gym strength to "real-life"** - because it teaches you how to MOVE with weight

This style of training is reasonable, it's doable, it's manly, it works!

Say no to light weights and stupid "Beast Mode" HIIT classes, even when you're primary goal is fat loss.

Train like a man.

Real men train primarily for strength (and they stay lean, and look good, *without* really worrying about it - especially if they follow the other rules in this report)...

Let's Recap this Golden Rule:

TRAIN FOR STRENGTH

- **You can't out-train lousy nutrition** (when it comes to fat loss, your NUTRITION is KING, not your training)
- **Train for strength to preserve your strength and muscle mass during a fat loss phase** (allow dietary tweaks to be the primary way you drop body-fat, by eating a slight calorie deficit - consuming slightly fewer calories in a week than you burn)
- Don't go for Personal Bests and 1 rep maxes during a fat loss phase, but do **do some heavy lifting** - sets of 5 are perfect
- **Train your entire body** - it's the most efficient way to train
- **Train your lower body as hard as your upper**, and train your pulling exercises (rows, pull downs, pull ups etc) at least as hard as your pressing exercises (bench press, press ups, overhead dumbbell presses etc)

The next Golden Rule is...

3. WALK 10,000 STEPS A DAY



Honestly, if you want to be “in shape” not just for a few weeks or months, but ALL YOUR LIFE...

THE BEST STRATEGY FOR GUYS 40 PLUS IS THIS:

- Reasonable Strength Training Sessions (3 times a week works great, as we discussed in the previous chapter)
- Walking (around 10,000 steps a day, on average)

THERE ARE MANY BENEFITS TO WALKING, INCLUDING:

- **Cardiovascular Health** (consider the fact that heart disease is still the #1 killer of men in the western world, and you'll soon realize how important your cardiovascular health is)
- It's **low impact** - you'll never really get sore ankles, knees or hips from walking (the same cannot be said for jogging, cycling and so on)

- According to my friend Dr Stuart McGill - the world's leading expert on the lower back - walking is **essential for lower back health** (Stu goes as far to say that: *"If you don't do a reasonable amount of walking every day, you deserve your back pain"*)
- Walking **will not steal your strength and muscle mass!** (This is especially important during a fat loss phase, because strength and muscle are very easy to lose if you're not careful)
- Walking is **great for recovery** (I usually go for a 20 minute walk after every strength training session - and always feel better for it, both immediately afterwards, and the next day)
- If you walk at a brisk pace, and include some hills, walking actually makes for **pretty good conditioning** (especially if you go "Rucking" - where you wear a weighted backpack... 10-20kg is plenty for most people)

A COUPLE TIPS TO GET THE MOST OUT OF YOUR WALKS:

- Walk with your mouth SHUT, breathing through your nose
- Walk with good form... look straight ahead as much as possible (as opposed to looking down), and allow your arms to swing naturally (DO NOT walk with your arms folded, in your pockets or clasped behind your back... not only does it look stupid, it's also really bad for your posture)

WHY 10,000 STEPS PER DAY?

- I've heard an argument made that certain **scientists think our ancestors would have walked around 10,000 steps a day**, on average, when we were hunter gatherers (so, the idea here is that 10,000 steps a day is what we evolved to do. I'm not in love with this argument, but it's worth knowing)...
- It's REASONABLE, it's DOABLE, it's not too much, it's not too little (this is the important bit for me!)

You might think 10,000 steps sounds like A LOT, but it's actually fairly easy to do...

For me it's a couple 30 minute walks, and then the rest of the steps are accrued just going about my daily business...

For instance, occasionally I'll keep my iphone on me all day - in my pocket - in flight mode (so I'm not getting pumped full of EMF all day), just to count my steps...

And it never ceases to amaze me that I'll usually do over 1,000 steps before 8am...

Before we've even got the kids in the car to go to school...

That's 1,000 steps just moving around the house, doing my "Morning Routine," getting the kids ready, making breakfast etc.

So, with a little thought, it's EASY to average 10,000 steps a day...

HERE ARE A FEW IDEAS:

- If you drive to work, **deliberately park 10-30 minutes away** (now you've forced yourself to have 2 brisk 10-30 minute walks each day - to and from your car... that'll be a few thousand steps :)
- Take the **stairs** whenever you can
- Always **park at the far end of a car park** - forcing you to walk a little further (and reducing the risk of someone parking close to you then opening their car door onto your car, which is always really annoying)
- Don't underestimate how many steps you take when you **workout**... I kept my phone on me one day when I did a 45 minute Sled and Loaded Carry Training Session and me and my workout partners did over 4,000 steps just in that session! (God knows how many steps I do when I play a couple hours tennis, but it must be THOUSANDS)

Unfortunately, as EASY as this is, most people don't do it...

And that's why in **America** there are now 4 classifications for the overweight...

Overweight...

Obese...

Morbidly Obese...

And...

Wait for it...

The SUPER OBESE (Yep, *really*... this is now a real thing). And, I saw plenty of these folks - probably weighing 400lbs or more, with t-shirts flapping in the wind - when I visited Disneyland in California a few years ago (I think they looked at me - weighing about 170lbs - as a "light snack").

Trust me on this...

You don't need another HIIT session, Met-Con Workout or any kind of "Beast Like Cardio"...

As far as training goes...

>> You need to STRENGTH train...

And you need to...

>> You need to WALK...

And, if you want, do something **athletic** (I like Tennis, you might like Golf or Shooting Hoops or Mountain Biking, or Martial Arts or whatever). The nice thing is: if you strength train correctly a few times a week, and walk daily, you tend to find you have a great base of STRENGTH and CONDITIONING that can be used to allow you to do any other physical pursuit you might enjoy.

Of course, losing body-fat and building muscle (and strength) is not only about how you MOVE your body...

It's also about what you PUT IN YOUR BODY.

Let's talk about that now...

4. STAY HYDRATED



When it comes to fat loss, everybody focuses on what to EAT...

And, in my opinion, very few people think hard enough about what to DRINK...

The reality is that **the human body is made up mostly of water...**

IF you're healthy, you could probably last over a month without food (I'm not saying you *should* go a month without food, just that you probably *could*)...

Yet you could be in BIG TROUBLE - *life threatening* trouble - if you went 4 days without water (maybe even 3)...

And here's the thing...

THE BODY STORES A LOT OF TOXINS IN YOUR BODY-FAT...

So when you start to lose body-fat, if you're not carefully, it can make you feel WORSE before you feel better (I think this is why some people give up on weight loss... because they start losing body-fat, the body starts to release toxins, but they aren't doing the right things to get rid of those toxins, so they feel TERRIBLE)...

KEY POINT:

To get rid of the toxins you will likely release when you start losing body-fat, you need to drink plenty of water...

Think about it...

Drinking water helps to **keep you 'regular'** (it stops you getting constipated) - and the "back door" is one way the body lets toxins go...

Drinking water **keeps you peeing** (another way the body releases toxins). The other ways it releases toxins, if you're interested, are when you breathe and when you sweat. (Of course, if you're poisoned, the body can get rid of toxins via vomit as well, but that's not a typical daily detoxification pathway).

HERE'S ANOTHER THING TO CONSIDER...

Science has PROVEN that a mere 2% drop in hydration can lead to a whopping 20% drop in performance...

Both physical and mental.

So if you want to operate at a high level - physically and mentally - you gotta stay hydrated.

Now...

You might *think* most people drink plenty...

After all, the queues at Costa and Starbucks are always HUGE...

Supermarkets sell A TON of juice...

Studies show the average American guzzles down at least 2 LITRES of Soda a day (I first read this stat about 10 years ago, yet I still cannot get my head around this)...

And **many people seem to drink Alcohol like their life depends on it** (in reality, the *quality* of their lives actually depends on them NOT drinking alcohol, but I won't go too far down that Rabbit Hole here)...

Here's the thing...

Most of the drinks listed above (including alcohol) are HIGH in Empty Calories, which is BAD for your weight loss efforts...

And most of them actually DEHYDRATE the body in certain ways (as an example... when you drink sugary soda, it often makes you thirsty, which probably explains why many Americans just keep on drinking it *all day long*)...

The bottom line is...

YOUR BODY NEEDS WATER.

Sure, you can add some Himalayan Salt to your water... and some slices of lemon or lime...

But if you think coffee, tea, soda, store bought juice or alcohol can replace WATER... you're in trouble...

Not only in terms of weight loss...

But also in terms of health, vitality and general well-being.

For our purposes - where weight loss is the focus - I will say this:

- **Drink 2 litres of clean water a day** (mostly between meals, because drinking loads of water with meals will impair digestion by watering down your digestive juices)

Then...

- **For every 60 minutes of exercise you do, drink another 500ml of water**

Is this reasonable? YES.

Is this doable? YES.

Is it perfect? NO... it's too simplistic (for instance: when it's HOT you will need more water, if you're 400lbs you're probably going to need more water than someone who is 135lbs and so on).

However, 2 litres a day, plus an additional 500ml for every 60 minutes of exercise is a very good start...

And unfortunately, 99% of people *don't* do it.

So if you want to get into the 1%, health and fitness wise, make this “Water Thing” a daily habit.

Okay, are you keeping up so far?

We've discussed how **fat loss, and muscle building, requires:**

Patience, consistency, and planning...

Training primarily for strength...

Walking 10,000 steps a day...

Drinking 2 litres of water...

What's next?

Keep reading and you'll find out...

5. EAT FOR HEALTH AND PERFORMANCE



When it comes to **losing body-fat**, and indeed, **gaining muscle**, what you EAT is more important than anything else. Period.

Please read this section very VERY carefully - and reserve judgement until you've read it all, carefully, *twice*.

In very simple terms:

- If you want to lose body-fat, you must eat slightly FEWER calories in a week, than you burn in a week

And...

- If you want to gain muscle, you must consume slightly MORE calories in a week, than you burn in a week

Notice I said "slightly" FEWER if you want to LOSE body-fat...

And "slightly" MORE if you want to GAIN muscle.

HERE'S WHY I SAY "SLIGHTLY"...

- If, in an effort to lose body fat faster, you eat significantly FEWER calories in a week, than you burn, you will lose weight, sure. But, A LOT of it will be muscle, and not body-fat (not what you want!)

And...

- If, in an effort to gain muscle faster, you eat significantly MORE calories in a week, than you burn, you will gain weight, that's for certain. But, MOST of it will be FAT and not muscle (a healthy and desirable outcome? *I don't think so*).

Making sense so far?

Good.

Let's keep going...

WHY "DIETING" IS NOT A GOOD IDEA...

When most people want to "lose weight," they automatically assume that they must "go on a diet."

There are 2 reasons why I think this terminology - and the mind-set it puts you in - is very negative:

- Firstly, let's stop talking about "losing weight" - I think people say this because they can't bear to say "body-fat" (but it is **always** body-fat you want to lose... NOT muscle!)
- Secondly, look at the first 3 letters of the word "die-t" - does this seem like an empowering word to you? Does anyone you know ever stick to a die-t, achieve their "weight loss" goals and then stay slim for the rest of their lives (it's very rare, right?)

So let's call a spade a spade and get really clear...

- Losing body-fat is a good goal (it's not healthy to be overweight, and it certainly doesn't look good)...
- Die-ting is not the way to do it (because it never works in the long-run)...

HERE'S THE SOLUTION...

With ALL my coaching clients - who are all mostly guys over 40 - I have them agree to a few things:

- **Patience**, Consistency and Planning Ahead...
- Training predominantly for **Strength**...
- Walking **10,000 Steps** a Day...
- Staying **Hydrated**...

Sound familiar so far? (Hint: there's a chapter on each of those 4 points in this book - hopefully you've already read them)...

And in terms of what they EAT...

I get them to get out of the “die-ting” mentality and instead, I have them follow the following **4 Nutritional Principles**:

1. Eat REAL food - meaning: organic or wild whenever possible, prepared at home as much as possible, using fresh, unprocessed, or minimally processed ingredients...
2. Eat when you are HUNGRY...
3. Chew your food slowly and thoroughly...
4. STOP eating when you are no longer hungry (meaning: do not eat until you are “stuffed”)

Do these 4 guidelines sound reasonable?

Do they sound doable?

Do they sound like something you could do in the long-run?

Hopefully you answered “YES” to each of those questions...

Because I'm telling you, based on my own results and my results with countless clients...

IF you stick to those guidelines, in the end **you will end up “in great shape”...**

Lean...

Muscular...

Strong...

Will you end up at 4.5% body-fat, absolutely ripped to shreds, with veins popping out of your forehead, striated striations in your glutes, ready to step on a bodybuilding stage?

NO!!!

But, I'm guessing that's NOT your goal. If it is your goal, you certainly do need a “diet” and you need a different coach.

I'm not trying to get you in shape for a week. I'm trying to help you get in shape for LIFE! And the above guidelines make it very simple.

BEFORE WE MOVE ON, I WANT TO EXPAND ON THIS:

Eat REAL food - meaning: organic or wild whenever possible, prepare at home as much as possible, using fresh, unprocessed, or minimally processed ingredients...

This is the most important FAT LOSS or MUSCLE BUILDING Nutritional Principle of all...

Because if you eat CRAP (like most people do these days) then *even if* you manage to get into shape eating crap (it is possible), you'll run into health challenges sooner or later...

HERE'S WHAT I MEAN WHEN I SAY REAL FOOD:

- Grass Fed, Organic Steak
- Wild Alaskan Salmon
- Free Range Organic Chicken
- Organic Free Range Eggs
- Raw Organic Dairy

- Grass Fed Whey Protein
- Fruits
- Vegetables
- Nuts
- Seeds
- Rice
- Raw Honey
- Organic Maple Syrup
- Himalayan Salt
- Ginger
- Black Pepper
- Herbs and Spices

Is this an exhaustive list of foods?

Absolutely NOT.

But it gives you an idea of what I mean when I say REAL food.

These days many even otherwise smart people are completely STUPID when it comes to food. They literally have NO IDEA what healthy food is...

It constantly amazes me how people who are successful in their careers or businesses, and successful in their relationships, **literally eat poison** (including refined sugar, trans fats, soy, excessive alcohol, Genetically Modified Foods, white flour products, artificial sweeteners, the list goes on and on), on a daily basis and have *no idea* what they are doing to themselves...

They cannot seem to see that the more of this toxic crap they pile into their cakeholes... the fatter they get... the sicker they get... the more visits to the Doc they need... the more prescriptions they are on, and so forth...

Also, you'll notice I haven't mentioned **Paleo, Carnivore, Vegetarian, Keto, Vegan, High Carb, Low Carb** or any other popular die-t...

Here's why:

I have come to the realisation that people are different...

A candy bar is CRAP. It's slow poison for anyone who eats it. Nobody who is half intelligent would debate that point.

But is a grass fed steak healthy?

Or is white fish better?

Are green vegetables the healthiest foods for your body?

Or would you do better with more root veggies?

Are nuts and seeds right for you?

Or would you thrive doing more avocados, coconut oil and eggs?

My answer is...

It depends on the individual.

MY ADVICE TO MY CLIENTS IS THIS:

- **Cut out all the FAKE food first and start eating REAL food** (do this for 30 days or until you feel you've made it a HABIT)...
- Then, **start to experiment with different foods and see what works best for you**... how do certain foods make you feel in terms of digestion, energy, libido, mental clarity and so on?

Again, does this sound doable, and reasonable?

I think it does.

I know it is.

Give it a try.

I think you'll like the outcome :)

Now, in all honesty, we could leave it there...

Because you could make GREAT progress with your **body-fat and/or muscle gain goals**, just using the 5 principles I've shared with you so far...

However, there are 2 more things I want to share with you, which can be absolute “Game Changers” when it comes to:

- Losing Body-Fat...
- Gaining Muscle...
- Improving your Health...
- Experiencing more Energy...

And, to be perfectly honest...

- Helping you to experience life to the MAX

Let's check 'em out...

6. GET 8 HOURS OF QUALITY SLEEP A NIGHT



Most men over 40 are not sleeping well...

Countless studies - and sales of sleeping pills - PROVE this.

And the really sad bit is...

MOST GUYS JUST WON'T PRIORITISE THEIR SLEEP...

Because they *think* they're too busy to get the optimal 8 hours of uninterrupted sleep a night (give or take an hour)...

Whenever I talk to a new client about sleep, I'm often met with some resistance...

They'll tell me 5 hours a night is enough for them (*even though* they look like they haven't slept in a month, and are complaining to me about a lack of energy, and not being able to wake up in the morning - needing an alarm clock... and then hitting snooze 17 times before they drag themselves out of bed)...

They'll tell me they don't have TIME to sleep for longer, because they're too busy...

Man, do I love WAKING people up and making them realize they are Bullshitting themselves...

So, here's the thing...

- Science has proven that 8 hours of deep, quality, UNINTERRUPTED sleep a night is optimal for health (7 might be okay, and some guys may need 9, but 8 is a good number to shoot for)...
- When you sleep for FEWER hours, or you wake up during the night, that is LESS THAN OPTIMAL sleep...
- Less than optimal sleep will usually RAISE your ESTROGEN (female hormone) levels, and your Cortisol (Stress Hormone) Levels... and it will LOWER your Testosterone (male hormone levels)...

Does any of that last bullet point sound good?

It's a NIGHTMARE!

Here's why...

HIGH ESTROGEN + HIGH CORTISOL + LOW TESTOSTERONE IS A RECIPE FOR:

- Easy body-fat gain
- Problems gaining muscle and strength

So sleeping BADLY is literally making you fat and skinny in all the wrong places...

You can train your ass off...

Eat perfectly...

Drink loads of water...

But, if you sleep terribly, or not for long enough, you will leave A LOT of progress on the table.

It's up to you whether or not you prioritize sleep - but with my 1-on-1 coaching clients, I literally *fire them* if they won't commit to trying to improve their sleep quality...

Because I don't want to hear about how the training, eating, hydration and so on isn't working...

If you're 44 years old, with a stressful job, a family to support, and you're trying to get by on 5 hours sleep a night!

In that situation, if NOTHING seems to be working, the answer is simple:

FIX YOUR SLEEP!

When you sleep better - aiming to get 8 hours of deep, uninterrupted sleep a night, you'll find:

- Your Cortisol (Stress) goes DOWN...
- Your Estrogen Levels go DOWN...
- Your Testosterone Levels go UP...

Then you notice:

- You **wake up and feel fresh and energized** (instead of groggy and in need of more sleep)...
- You have more energy...
- You have **more drive and determination**...
- You feel more "fired up"...
- You have **more desire and motivation to train**...
- Your libido and performance are stronger (your wife can thank me later ;)

You getting this?

I once heard a great quote from Deepak Chopra where he basically said:

**SLEEP IS THE BASIS FOR A DYNAMIC AND ACTIVE
DAY AND AN ACTIVE AND DYNAMIC DAY IS THE
BASIS FOR GREAT SLEEP**

So if you want to sleep well, getting your 10,000 steps in, and doing your strength training will certainly help.

But, there's more...

Here Are My Top Recommendations for Getting 8 Hours of Deep, Uninterrupted Sleep a Night...

1. Ensure your bedroom is pitch black and cool...
2. Get the most comfortable mattress and bedding you can afford...
3. Eat your last meal at least 3 hours before bed...
4. Meditate daily (this has so many benefits. I highly recommend Dr Joe Dispenza's course called *The Formula*)
5. Avoid anything stressful within 1 hour of going to bed (eg. watching the news, watching a horror movie, opening your bills)
6. Turn off anything electrical in your bedroom - including your mobile phone
7. Take [Pitch Black](#) - one of the best safe, natural sleep supplements on the market

And finally...

7. OPTIMIZE YOUR TESTOSTERONE LEVELS



These days the average American at 40 years old, has just 50% of the Testosterone Levels his Grandfather had at the same age, 50 years earlier.

This is a health disaster for men...

Causing a huge range of health issues, including ED, low sex-drive, and infertility. Not to mention: lack of confidence, loss of drive, determination, ambition and worse.

THE REASONS WHY SO MANY MEN THESE DAYS HAVE LOW TESTOSTERONE INCLUDE:

- The poor quality of the food supply
- Plastics leaching into the liquids and foods we drink
- EMF (especially from wifi, your mobile phone and so on)
- Stress and Anxiety (which 99% of people are suffering from, on a daily basis, many without even realizing it)
- Lack of intense physical activity (Strength Training is the answer)

FROM A BODY COMPOSITION POINT OF VIEW:

- Less than optimal Testosterone Levels will equal HIGH body-fat levels

And:

- Less than optimal Testosterone Levels will make it difficult to gain muscle and get stronger

So the question is:

"How can you safely and naturally increase your testosterone levels, once you're over 40?"

HERE ARE 6 SUGGESTIONS:

1. Do your Strength Training!
2. Lower your Stress Levels (Meditation is the best way)
3. Eat plenty of healthy fats (because they provide certain "building blocks" for Testosterone)
4. Take Contrast Showers (1 minute hot, 30 seconds cold) after your workouts - because the cold water can be beneficial for your Testosterone Levels
5. Avoid eating the 3 most estrogenic foods/drinks of all: refined sugar, soy, alcohol
6. Take Pine Pollen (this is one of the most powerful ways to safely and naturally increase your Testosterone Levels)

I hope you found this report useful...

And I promise you this...

If you really commit to the 7 principles in it, you will get yourself in much better shape (and you'll be A LOT healthier too).

The 7 principles apply to both fat loss and muscle gain...

The only difference is...

To lose body-fat you need to eat slightly fewer calories in a week than you burn...

And to gain muscle, you need to eat slightly more calories in a week than you burn.

Stay strong, and I'll talk to you soon...

Your friend,



Author, Coach, former Powerlifter

P.S. Be sure to keep an eye out for my emails - in them I'll share more tips, techniques and strategies for fat loss, and muscle and strength gain... plus, ways that you can get more motivated to train (*even if* you don't have very much time to do it)