

OPTIMISE
YOUR BODY



FUNDAMENTALS OF FAT LOSS



Chapter 1- How do I lose fat and keep it off?

We have designed this guide to teach you the **fundamentals** when it comes to losing body fat, building a healthy amount of lean muscle, and creating sustainable health.

Losing fat is simple, you need to burn more calories than you consume in order to create a negative energy balance, which is known as a **calorie deficit**. Now having coached hundreds of clients from the average person to professional athletes, the battle is not losing fat, the real challenge is keeping the fat off without reaching a plateau or putting body fat back on. You must be aware that when it comes to achieving long term success with your body and health goals, simply burning more calories than what you eat is just not going to work long term for at least 95% of people.

Literally every single person that I have coached both as a personal trainer and online, needs to build their metabolism up, in other words not cut back too much on calories in order to build lean muscle. This is the best way to approach **fat loss forever** before you create a negative energy balance. (calorie deficit)

Now the key element with fat loss if you can just focus on the process instead of obsessing over instant progress, then this guide is going to kick start your fat loss journey, and not just short term fat loss, we are talking **fat loss forever**. I know what you are thinking- “I want to lose fat now, I don’t want to wait”, and don’t worry you will start losing fat pretty fast, providing you are willing to make your primary focus **building muscle and strength**.

The only reason people cannot seem to shift body fat or they are slowly gaining body fat, is because they are in a state of positive energy balance, which is known as a **calorie surplus**. So there is also a simple explanation for this, they are consuming more calories than they are burning.

Also what I meant by saying most people need to build their metabolism up, is by focusing purely on building muscle and strength, your metabolism will begin to speed up because just for your body to keep 1lb of lean muscle tissue on your body, this will cost your body 30-50 calories, give or take.

An analogy we like to use is this- “Muscle tissue is expensive, it costs your body lots of calories to keep this muscle on your body”. On the flipside, fat is cheap, it only costs your body around 2 calories per pound of fat, to keep this fat on your body.

As I mentioned, the majority of people cannot sustain a calorie deficit for very long until they build enough muscle which firstly completely changes the way your body looks for the better, but also muscle acts as insurance when life gets in the way. An example is this- most of us like to over indulge over the weekend with food, alcohol or both, this is why unless you increase your bodies ability to automatically burn calories, it becomes increasingly difficult to shift fat and keep it off for a lifetime. This is why we want you to follow the training plan attached to this guide, so you can focus on building muscle, which is going to supercharge your metabolism.

Once again reverting back to what I said about 95% of people needing to build their metabolism up, what I am also trying to explain here is because most people I have coached, have tried and failed to lose body fat and keep it off, which normally means they have lost body fat and gained it back several times, their metabolism has adapted by slowing itself down and storing body fat. This is not to say everyone has done this, some people are genetically really slender but maybe still want to change the way their body looks, ie build more muscle and shift stubborn body fat, the same principle applies here, these kinds of people also need to focus on building muscle and strength to supercharge their resting metabolic rate. (RMR)



Chapter 2- Mindset

It is vitally important for you to understand the reason **why** you want to improve your well being and lose body fat. This may sound a little “woo woo” to you, but this is essential for you to keep making progress with your fat loss goals, you have to be driven for the right reasons.

Do you want to improve your quality of life by obtaining a better state of health?

Do you want to be able to play and run after your kids into your later years?

Do you want to feel more confident?

There is much more to achieving your goal of fat loss than just a few numbers, it is more about you developing a stronger character and a more resilient mindset, the fat loss will come as a by-product of you taking better care of your body.

You should be able to come up with 3-4 reasons why you want to achieve fat loss, this is not just me being awkward, this is based on us helping thousands of people achieve **fat loss forever**.

If you want to achieve long term success, then I need you to write down these 3-4 reasons that make you want to embark on this journey of creating a fitter, healthier, leaner version of yourself.

Example

I want to look good, get fitter and feel healthier.

Why do I want to look good?

I want to look good on the beach because I want my family and friends to be proud that I have improved my health and physique.

Why do I want my family and friends to be proud?

I want my family and friends to be proud because I want to feel more confident.

Why do I want to feel more confident?

I want to feel more confident because I want to be the best version of myself and reach my full potential in life.

Why do I want to be the best version of myself and reach my full potential in life?

I want to be the best version of myself and reach my full potential because I don't want to look back and think 'If only I had given it a shot'.

Boom, that is an example of the right reasons to get in shape. Remember at Optimise Your Body, we have been driven by insecurities in the past in terms of wanting to build muscle because of us feeling skinny and inadequate as teenagers. Doing the exercise above will help you think of the right reasons to obtain fat loss forever.



Chapter 3 – Tracking your calorie intake

The first step for you is to start tracking your calorie intake using the app- Myfitnesspal, this will teach help you build awareness in terms of the amount of sugar you are consuming, if you are consuming adequate protein, and so on.

Use this formula to work out roughly where your daily calories should START.

BW in LBS = Body weight in pounds

Here is a guideline to get you started:

Teresa Green is a 160 pounds office worker, who manages 10,000 steps a day and strength trains 3-4 x a week. I would do the following to gauge her STARTING point.

Calculation:

10 x160 =1600 (Work on a calorie range rather than one fixed number)

If you have a more active job ie I am a personal trainer which requires me to be on my feet most of the day and averaging 12-15,000 steps per day then you can use BW x 11 (Don't read too much into this basic formula, human metabolism is very complex, this is just to give you a starting point)

If you have an even more active job ie Sean is a builder and is hands on most of the day averaging 18-25,000 steps per day then you can use BW x 12 (Again don't read too much into this basic formula, human metabolism is very complex, this is just to give you a starting point)

Teresa Green would start off by consuming between 1600-1700 calories daily or 11,900 calories per week

View calories as a weekly calorie target, this is known as undulating calories, this is the way we evolved as humans, so it turns out this does your metabolism good, and it also gives you more flexibility within your diet.

To sum up

BW x 9-10 if you have an inactive job and train 3-4 x a week BW x 10-12 if you have a more active job and train 3-4 x a week.

Macronutrients:

Just to simplify things, calories are made up of 3 different Macronutrients. Protein, Fat and Carbohydrates. Protein is the most satiating out of all 3 macronutrients which is why I have mentioned it first. Each Macronutrient contains a different amount of calories:

Protein- 4 calories per gram

Carbohydrates- 4 calories per gram

Fat- 9 calories per gram

Protein intake:

Now I would like you to aim for **0.7-1g of protein per pound of BW**. This is going to keep you much more satiated, it will help speed up your metabolism, plus it is also going to help your muscles build and repair after strength training.

To keep it simple:

Teresa weighs **160 pounds** therefore she is going to aim for an average of **160 grams** of protein per day. (1g of protein per pound of BW) If she hit her maximum amount of 160 grams, then this would total 640 calories. (1 gram of protein= 4 calories)

Remember you do not need to hit this number daily, and also 1 gram per pound of BW is the maximum amount of protein you need, Teresa would still be fine if

she were to average a minimum of 112g of protein per day (0.7g per pound of BW)

Carbohydrate intake

With your carbohydrate intake, just focus on eating plenty of vegetables and some fruit, also for your starchy carbohydrate sources, stick to whole-grain products and minimise/avoid any white refined sources, this will ensure you consume enough fibre which is essential for gut health, keeping you full for longer. Also you do not need us to tell you that the refined sugars, chemicals etc which you find in processed junk food, is the type you want to avoid/minimise.

Aim for around **12 grams of fibre per 1000 calories** that you consume on average. So if Teresa is eating 1600 calories then let's just say she should aim for at least 20g of fibre per day.

Fat intake

Once you have hit your minimum amount of protein on average per day, I would say to maximise the amount of fats that you eat but primarily healthy fats. The right kinds of fats will also help keep you satiated, plus you will be consuming lots of nutrients. Try to aim for at least 25% of your calories coming from fats, so Teresa would aim for a bare minimum of 400 calories of fat, this works out at least 44 grams. (25% of 1600 is 400, 400 divided by 9= 44g)

Building your metabolism

In chapter 1 I talked a lot about the importance of strength training, in order to build muscle and boost your metabolism, you must make sure you don't cut back too much on what you are eating. We don't want you to drop much weight initially because as mentioned, we want you building first so you can sustain much easier. In fact I would like you to add healthy foods to your diet, and it is totally fine to occasionally eat processed foods, but just aim to eat primarily wholefoods, check out our **Nutrition Fundamentals** guide for a more in depth list of foods.

Below I have included my top 5 foods for each category of natural wholefoods which may be an idea for you to experiment with. The foods that I have listed are extremely nutrient dense but this is just a guide, the more variety in your diet, the better:

Protein and fat sources:

Grass fed red meat
Free range chicken liver
Free range/organic chicken thighs
Ocean fish ie Salmon/mackerel
Free range/organic eggs

Starchy Carbohydrate sources:

Potatoes ie sweet potato
White/black/red rice
Beans ie kidney, black, pinto
Buckwheat
Oats

Fruit sources:

Blueberries
Strawberries
Lemons
Bananas
Apples

Healthy fat sources:

Extra virgin olive oil
Nuts ie almonds/macadamia/walnuts
Avocado
Seeds ie pumpkin/chia/flaxseeds
Dark chocolate 85% minimum cacao

Fibrous Carbohydrates ie Vegetables:

Broccoli
Cauliflower
Carrots
Spinach
Brussels Sprouts

Chapter 4 – Your 4 Week Training Plan

Training Frequency:	2-3 times per week
Rest in between sets:	1 Minute
Total sets per exercise:	3
Reps per set:	8-12
Training Tempo:	Slow and controlled reps
Activity Level:	Minimum of 10,000 Steps

Monday	Wednesday	Friday
Full body workout 1:	Full body workout 2	Full body workout 3
Barbell Squat	Trap Bar Deadlift	Dumbbell Walking Lunge
Incline Dumbbell Press	Chest Press Machine	Barbell Romanian Deadlift
Close grip Pull Up	Lat Pulldown	Flat Bench Dumbbell Press
Seated Dumbbell Press	Seated Cable Row	Z Press
Dumbbell Lateral Raise	Ez Bar Upright Row	Rope Face Pull
Dumbbell Hammer Curls	Dumbbell Shrugs	Barbell Bicep Curls
Tricep Dips	Reverse Fly Machine	Dumbbell Skull Crushers
Ab Crunch On Fit Ball	Russian Twist	Cable Lateral Raise
Standing Calf Raise Machine	Seated Calf Machine	RKC Plank



Chapter 5 – Tracking Your Progress

The best methods for tracking your progress are as follows:

1. **Overall Health-** Nothing will indicate an improvement in your physique more than your overall wellness, ie How are your energy levels? Are you sleeping better? How is your skin and hair looking? Do you feel your appetite increasing? (This is a good marker for a boosted metabolism) How is your libido? Etc.
2. **Performance-** Is your strength improving in the gym? Are you lifting more weight and maintaining perfect form? Are you recovering better from your workouts?
3. **Measurements** - Measure your waist, hips, chest, arms and thighs, every 2 weeks.
4. **Take photos-** front, back and side and compare them every few weeks or so.
5. **Clothes** - You will notice a difference in your clothes, ie your jeans/trousers will become tighter around the legs/bum but looser around the waist.
6. **People** - Other people will notice your shape slowly changing so use this as motivation!

Key fundamentals for fat loss

Sleep - Make sure you are getting adequate sleep, somewhere between 6-8 hours per night, but the most important thing is **sleep quality**. Aim to come off your phone at 8pm most nights and turn the lights down to improve sleep quality, this is vital for fat loss. Poor sleep quality will mean that you make poorer choices with what you eat the next day, not to mention the impact poor sleep quality will have on your hormones, which can lead to fat gain.

Hydration - Aim to drink at least 2.5 litres of water per day. You should be having at least 4-5 clear pees each day if you are hydrated. A good trick is to keep water on you at all times, this is a simple habit but super effective. Water will help your body shift contaminants out of your cells aiding fat loss, not to mention water is an essential nutrient because the human body is 70% water!

Vegetables - Aim to eat a bare minimum of 3 cups of veggies each day, this is the equivalence of 1 plate full of veggies. The ideal amount is 6-9 cups per day, (2-3 plates) so build up to this, a wide variety of veggies is key also, so check out the food lists we have provided.

Weight training - I have mentioned throughout the course of this guide- lifting weights should be your number 1 priority as far as exercise goes if your goal is **fat loss forever**.

Movement - Invest in a wrist device ie a fitbit because the majority of your calories burned will take place when you are not aware of it, the average person only does around 4-6,000 steps per day, you should aim for a minimum of **10,000** steps per day, a wrist piece will help keep you accountable.