



Rob Goodwin's

Fitness and Nutrition *Insider*

Volume 1, Issue 1

March 2008

Get Rob as your personal coach today. Call 328-5949 or email at: rob@robgoodwin.com

© 2008 Goodwin Holdings, LLC All Rights reserved

America the Beautiful

Okay, so I've given up on trying to save the world... again. It's hard for me. I keep vowing to mind my own business but it's so hard! Don't get me wrong... I love my job and I feel so fortunate to have the honor to do what I do every day, but there are very few vocations where you are always at odds with your industry with new battles to fight every day. I'm sitting on my back porch, sipping a cup of coffee flipping through an issue of a popular women's fitness magazine. I just know some of these ads and articles will come back to haunt me. Inevitably, a client will walk in for her session, magazine in hand, and ask if a diet, pill, or gadget in the magazine will work for her. It's time for damage control. I'm used to it... happens all the time. There's always the lure of the quick fix. I have to keep an eye on what's hot. The latest pill, gadget, or top selling diet book. The ads are slick, the pitch is clever, and the stakes are high. I'm up against multi-million dollar ad agencies working along side of multi-million dollar corporations who are waging war for your trust, emotions, and your wallet.

This is America... and you have to be stunning! You have to fit in and be like the Joneses. You must be fabulous. Just watch an hour of prime-time television and you'll see it everywhere from the shows themselves to the commercials that support them. MTV, Dr. 90210, American Idol, Desperate Housewives, the list goes on. Everyone is beautiful. Every woman is a size two and every man is chiseled and handsome. Americans are obsessed with beauty and weight. However, I'm still shocked each day as to how little most people know about how to achieve a beautiful healthy body. Or, more importantly, how hard they're willing to work at it! The big companies know this... and they profit from it. Day after day, I work one-on-one with a fragile, broken, and confused segment of the population known as the American dieter. I continually thwart the barrage of "does this work" questions from everyone to my personal clients; to the woman at the supermarket checkout who

happens to somehow know who I am and wants some diet advice. You're still searching. The big companies and their junk aren't working. The best selling diet books aren't working even though there are a few goods ones out there. Everyone is just as confused now as they ever were and we're still living in the most obese nation on the planet. I've had many opportunities to sell out. Make the easy buck and prey on the emotionally fragile and equally impatient consumer. But I never could. I enjoy my good nights of sleep too much. If one person out there finds success through this material... then I'm happy. I'm just as angry and frustrated with the scams as you are. Science will never rescue you. There will be work involved.

Can we get real? I mean I certainly do not want to offend anyone, but somebody has got to shake things and be honest if we're ever going to change things. What do I mean? What I mean is if you have a goal of getting lean, fit, healthy, and attractive, then you have to change your whole approach to life. You have to be reborn. To be your genetic best, you have to make radical changes. And you do desire to be a your genetic best! Yes... you do! You may shake you head and say oh, I just want to get my cholesterol down, or maybe drop a few pounds, or just want a bit more energy, etc. That great! But you're lying. Deep down you want to be super lean, super fit, super attractive, with boundless energy! C'mon! Everyone does. You're just putting up your defenses because you're already setting yourself up for failure. You don't want to set the bar that high! You know already that you can't do it so why would you want to get your hopes up? You think:

“Sure I can eat a bowl of oatmeal a day like the commercial says to get my cholesterol down 20 points, but that’s all I’m capable of.”

“I’m not one of those genetically gifted athlete types.”

“I’m too far gone and too old to make that much of a major change.”

“I don’t have time to do all that exercise.”

“I tried diets, they don’t work for me, I was just born with bad genetics.”

“Mom was fat, dad was fat, and I’m just destined to be fat too.”

“I have no willpower.”

I could add about a hundred more of these types of excuses. Remember, I've heard them all. Bottom line, all these excuses are pure crap. Remember this. **Whether you think you can or whether you think you can't... you're right.** The world is full of people who have reached unfathomable goals. Most of the time these remarkable people were told by just about everyone, including family and

close friends, that they could NOT do it. But they dug in, pushed the nay-sayers away, and achieved the impossible. And here's the thing. Ask any one of these people if they would do it all over again, I mean the hard work, the sacrifices, the workouts, the miles of cardio, passing on the foods they loved in favor of the good stuff, and sometimes even pain. I assure you they would all say, "No, I'd do it all over again." I've never taken a client through a workout and had them say, "Wow, I wish I hadn't done that!" No one has ever crossed a finish line and wished they hadn't run the race. They may have questioned the motives, the pain, and the sacrifices during the race... but all that vanished into the wind once they cross the line. I can't tell you how many times I've been on a long bike ride or run and said to myself during the event things like "I'm never doing this again" or "why am I putting myself through this" or "what can my excuse be if I just quit." I've stood on roadsides with burning legs, buckling fatigue, cramps, and vowed not to ever do this crazy stuff again. Then I cross the finish line and the first thing I think to myself is how I can do better next time. Accomplishment is powerful. It changes you. It's like giving birth to a new you with every new goal reached. I can never express the feeling to you. You must experience this yourself. Or, you could sit on the sofa and have a cheeseburger.

Where do we begin?

I once had a client who decided that she would no longer utilize my services as her trainer. You see, I made her arms fat. She came to me to lose weight, get lean, and look hot, you know, the usual stuff. But she soon realized that I didn't have clue as to what I was doing. Her arms got bigger! "*Obviously, working with a trainer and lifting weights doesn't work, so I'll move on to the next option*" she concluded. Last I heard she is enrolled in a popular weight loss support program. You know, the kind where you meet every week, get on a scale, tell everyone in the group that you lost two pounds. Everyone applauds... tells you how great you're doing. They sell you some more food in little boxes... tell you have a goal of three pounds for next week... so you can go home and starve yourself for the next seven days so you can go to the next meeting and everyone can applaud your success again. Sounds wonderful doesn't it? Alright... I'll play nice. The reason my former clients arms got bigger is simple logic, and it's typical. I see it all the time. It's about synergy. She showed up for her workouts most of the time, did her resistance training, but then did not do her part by doing her cardio at least three times per week... and more importantly did not change her nutrition habits. She simply was not willing to make lifestyle changes; work hard, plan, and sacrifice, then stay the course to let the fire build. The term synergy here is important. Because you must understand that, you absolutely have to

incorporate all four components of the fitness synergy in order to succeed. The four components I'm referring to are:

- 1. Productive Nutrition**
- 2. Resistance exercise (Lifting weights)**
- 3. Cardiovascular exercise,**
- 4. Rest and recovery.**

You must incorporate all four if you ever want to attain the body you have in your head.

If you buy a book on nutrition that does not suggest and assert that you must also exercise... throw it out. Conversely, if you have a book on exercise that does not suggest and assert that you also have to incorporate a healthy nutrition plan then throw that one out too. You must, absolutely MUST do all four. Because, they all work synergistically with each other in order to make the changes to your body that you want. Sure, you can get thin by just dieting or just doing cardiovascular exercise... but is it a healthy thin? Is it a "thin" that looks good in a swimsuit? You can be thin and have thirty-percent body fat and clogged arteries. See my point? If you're gonna do it then do it right. It's the only way to achieve lasting, permanent results. Oh yeah, by the way, you will NEVER reach your goal. No matter where you are in your program, you will always want to take it further. I know clients that have reached five-percent body fat, looked great, and felt awesome, yet still wanted to take it further. I have a client that just completed an Ironman triathlon yet still has a multitude of goals he wants to accomplish. It's a journey, a lifestyle. Once you get on the bus, you're on it for good. Sure, you'll make several stops along the way, but there is never an end to the ride. And, if you ask any of the passengers on the journey... well that's just the way they like it.

PRODUCTIVE NUTRITION

Part 1

Might as well begin here. Let's get some work done. Without further adieu, let's dive right into the crazy world of diet. What does it really take, to get lean and mean. What does it really take to be fit and healthy? What do you have to do nutritionally, to finally be free of confusion, and liberate yourself from dieting for the rest of your life? I call it Productive Nutrition. And, it's based on logic, fact, and truth. It's based on results. The results of myself, and the hundreds and hundreds of people I have worked with who have enjoyed incredible success by following these principles. I think you'll

agree that once you hear what I have to say, you're going to have a tough time refuting it. You have nothing to lose but fat... and everything, including a new body and renewed quality of life to gain. So here we go. Productive Nutrition for you.

Productive Nutrition is the act of consuming nutrients for a specific purpose within the body. The foundation of Productive Nutrition is the elevation of metabolism through frequent eating and exercise. Productive Nutrition is very simply eating with purpose. You should select foods that offer maximal nutritional benefit while simultaneously supporting muscle growth and optimizing fat release. Additionally, Productive foods will regulate an optimal balance between the hormones insulin and glucagon (this is a good thing). Balancing these powerful hormones is crucial for effective muscle growth and fat burning. Select combinations of foods that create a metabolic advantage within your body, rather than foods that are devoid of nutritional value.

Look at a competitive athlete. The goal of a competitive athlete is to increase and preserve lean muscle while maintaining a low level of body fat, while optimizing physical performance. If that is not everyone's goal, then it certainly should be. So, from this point on I want you to consider yourself an aspiring athlete. Think of the physique of a competitive athlete: Lean, muscular, attractive. Lean muscle is your body's fat burning furnace. The mitochondria of the muscle cell is where fat goes to die. Therefore, the addition and preservation of muscle is necessary for effective fat loss to occur.

Whether working with a competitive athlete or an average person who just wants to lose some weight, the process is similar. You frequently ingest quality, high-octane nutrients every three to four hours. The body speeds up all metabolic processes and becomes a more efficient fat burning, muscle-building machine. But this is not enough by itself. You must combine this with brief, intense resistance training, cardiovascular activity, and adequate rest and recovery. Once all these elements are combined, you have the formula for unlimited success. Even though you do not necessarily have to weigh your food and count calories, the more precise you are, the better your results will be.

Diets and restriction are an antiquated system that has failed to yield lasting results time and again. Throughout the years, Americans have been clouded by the notion that restricting calories, or "dieting," is the only way to lose weight. Nothing could be further from the truth. It is hormones, controlled by the foods we eat, coupled with activity, which determines whether we build muscle or store fat.

You must forget the idea that eating will make you fat. Eating the wrong kinds of foods in the wrong quantities will add fat to your frame. Those who have achieved the best results and boast the

best physiques have all increased their frequency of intake over time. They now religiously consume nutrients every few hours. Obviously, eating a cheeseburger every three hours is not the idea here. Critical to your success is to select only clean, productive foods in responsible quantities.

The foundation of the Productive Nutrition program is food, plain and simple. Every ounce of lean muscle you develop on your body will take a bit more fuel to keep the pistons cranking. Calories are the fuel your body needs to burn efficiently throughout the day. They are not the enemy. Once digested, carbohydrates, proteins, and fats provide the body with the energy it needs to maintain its many functions. This energy is measured in kilocalories. Kilocalories are the amount of energy needed to raise 1 kilogram of water 1 degree Celsius. Scientists use the term calorie instead of kilocalorie as the standard unit of measure in nutrition.

The calorie and dietary fat were given a bad rap back in the 70's and early 80's. Those responsible for this were the diet centers and the weight watcher faithful. We have to re-train our brains to understand the physiology behind exactly what makes us lean, muscular, and free of excess fat. It is not calories... it is bad calories, and lack of activity.

If you are not prepared to make frequent eating of clean nutrients part of your nutritional lifestyle, then stop listening now. The remainder of this recording is supportive on the frequent eating principle. It is impossible to increase metabolism without a constant supply of productive nutrients being reintroduced throughout the body.

Metabolism, The Basics.

Told you we'd get to metabolism. And, it's the key. So what is it really? Metabolism is the term used to describe all the chemical processes that take place in the body. A simpler definition would be the rate your body burns food for energy. Food is energy. Eating optimal foods frequently (every three hours) stokes your fat burning furnace and increases the rate at which your body burns calories. This adjusts your metabolic thermostat to run more efficiently resulting in a higher metabolism. A higher metabolism results in more efficient and quicker fat burning.

When we eat, our body must go to work to process the nutrients we consume, elevating the rate of caloric expenditure. For example, suppose you consume a productive breakfast at 7:00 a.m. Because you have consumed food, your body must go to work to process those nutrients and send them where they need to go. Once those nutrients are used up, your body will slow down until it has more to

process. So? You guessed it --Eat Eat six small, productive meals. These should be spaced three to four hours apart to keep your body in a continual state of heightened activity. The food you eat will supply the body with the raw materials needed to build muscle, burn fat, and provide energy.

By combining frequent eating with resistance training and aerobic activity, you speed metabolism. Just as a car needs fuel to run its engine, calories are needed to run your body. The longer and faster a car runs, the hotter it becomes. The more energy your body has to process, the hotter it will become, resulting in more calories being burned. When your body's engine burns more calories more often, you speed up your overall metabolic rate. A high, consistent metabolism equals permanent fat loss and an attractive, healthy body.

The act of eating is itself a thermic (heat producing) process. When you take in clean, productive nutrients, your body will crank itself up in order to digest them. Once digested, these nutrients are sent where they are needed within your body. Additionally, feeding the body frequently not only kick-starts your metabolism, it also prevents your body from entering starvation mode. This allows balance between the hormones that regulate muscle growth and fat burning.

FACT: Eating productive foods in balance, frequently, boosts the metabolism and increases the rate the body burns calories.

FACT: By ingesting a balanced combination of productive foods (every 3 to 4 hours) the hormones that promote fat burning and muscle growth stay active in the body longer.

FACT: By eating more frequently, you will have sustained energy throughout the day and substantially reduced cravings.

The key to Productive Nutrition is not just counting fat grams, calories, or even grams of sugar. The secret is not to completely restrict carbs (like many of the current miracles diets popular today). The key is understanding that you must consume the four major nutrients at every meal: protein, carbohydrate, fat, and water. This does not include indiscriminate proteins, carbs and fat. You must learn which are productive and which is the enemy. Not all proteins are good. Not all carbs are acceptable. We all know the effects of too much dietary fat. So, again, the key is to choose your foods wisely. Only the right choices are conducive to an optimal muscle building, fat burning nutrition plan.

So, Strive to eat every 3 to 4 hours. Frequent, productive eating will supply the body with a steady stream of quality nutrients that act like mortar to repair cells and (muscle) tissue within the body

while at the same time providing the body with energy. Frequent eating also trains your body to be more efficient at processing nutrients. When you consume a productive meal, your body must go to work to process those nutrients. It will continue to work at a higher rate until all the nutrients from that particular meal have been broken down. These nutrients are then converted to either glycogen (muscle fuel); amino acids for muscle growth and cell repair, or (gasp!) converted to body fat. Skipping a meal or not eating frequently will allow your body to begin slowing its metabolic processes. The reason is that the body will have no food to break down and keep the body working at an elevated rate. Additionally, without calories, you run the risk of burning muscle and not fat. By continually reintroducing a steady stream of protein and carbohydrates into the body, you guarantee a balance between insulin and glucagon resulting in optimal muscle growth and fat burning. - ***TO BE CONTINUED***

Okay, so here's the deal. In order to get the body you desire and also achieve vigorous, vibrant health, it's going to be tough. You know that. The technology is not that difficult, it's following through. It will take hard work, sacrifice, and even some pain. Both emotional and physical from time to time. But the rewards are always worth it. In my 16 years of training clients... no one has ever completed a workout with me, no matter how hard, then wished they hadn't done it. You can do it... and I can certainly help you if you desire. Til next month, work hard, get active, and believe. Make one vital change today. It will be worth it. With the right plan, and a little accountability, you can achieve stunning results and be happy with your reflection in 2008. -Rob

***Next Month... “What the heck do I eat?”**

Breaking down the right foods for fat loss and metabolism increase.

I am available for private personal training at the Spa Athletic club (No membership required) or within your own home gym. I am also available for small group clinics, and private consultation.

Call me today and schedule a FREE private consultation.

Begin today and have the body you want by summer.

Call 328-5949. You can also email me at rob@robgoodwin.com

Also See www.robgoodwin.com

Weight Loss, Fitness, Health, Accountability, Nutrition, Strength, Energy, and more!