

Free Report:

Secrets of Fat Burning Nutrition

Rob Goodwin



When I first titled this report “The Secrets to Fat Burning Nutrition”, I admit it was more to grab your attention than an accurate description of the report. However, truth be told, I’ve changed my mind. I’ve found that real, fat burning; muscle building nutrition truly *is* a secret to most people. This is evidenced by the great number of people who struggle to achieve a lean healthy body no matter how hard they try. When I sit down a new client to explain the path they must take to begin increasing their metabolism and set their metabolic thermostat for fat burning to occur, it as if I had just asked them to go out and run into oncoming traffic! I understand why. Real, fat burning nutrition technology is the exact opposite from what we are inundated with daily through the media, magazine articles, infomercials, radio supplement ads, diet centers, etc. Conventional diet wisdom says that you must restrict calories and literally starve yourself to death in order to lose weight. That you must adopt a meal plan of bland, boring, tasteless foods and suffer though this daily in order to reach your weight loss goal. This is absolutely false. My definition for diet is deprivation, starvation, and misery. My goal is that you never *diet* again. I want you to eat! I can tell you that in my nearly fourteen years in the trenches working with clients, it’s the ones who adopted the following nutrition and exercise principles that achieved staggering, life changing results. And, you’ll find that you can eat a lot of great food and burn body fat off like a flame through paper. Understand though that you must follow the four components to success to achieve lasting results. The two most important components (nutrition and resistance training) are discussed here. Once you finish this report, contact me to schedule a consultation and let me help you take it to the next level. Call me at the Spa Athletic Club at 328-5949. Soon you’ll be living in a lean, fit athletic body with boundless energy. Sound good? Sure, it does and it’s not far away if you apply my principles. Good luck on your journey, and I look forward to hearing from you! -Rob

Synergy

When striving to build a lean, strong, healthy physique, it’s imperative to look at several different aspects of your training and nutrition regimen. First, understand that there are four components vital to your success. If any one of these components is compromised, your overall results will suffer. The four components of what I call “synergy” are Productive Nutrition™, Brief, Intense, resistance training, Moderate cardiovascular exercise, and finally rest and recovery. Second, understand that in order to accomplish your goals, you will have to follow through and make some radical lifestyle changes. Here we’ll look at mainly the nutrition aspect along with a brief segment on weight training.

Undoubtedly, the single most important component of the synergy for success is productive nutrition. Productive Nutrition is the act of consuming nutrients for a specific purpose within the body. But, there are specific strategies that must be employed to produce the desired result. The first is **frequent eating, every 3 to 4 hours**. This will supply the body with a steady stream of productive nutrients that act like mortar to repair cells and (muscle) tissue within the body, as well as provide the body with energy. Second, **you have to eat equal portions of a lean protein, complex carbohydrate, and a fibrous carbohydrate (vegetable)**. The key to this is quality of nutrients. Not all calories are created equal. 500 calories from a hamburger and fries

react differently to the body than 500 calories from a chicken breast, sweet potato and green beans. The term is biological value. The biological value of food is the quality of the calories consumed in proportion to how those nutrients are perceived and used by the body. When trying to build lean, attractive muscle, most people assume that it's calories that are required. While that is true to some degree, the *types* of calories are most important. Your protein and carbohydrate selections determine how your body will react to them. Once you have determined which foods you will eat from each category, simply combine them and you have a productive meal. Poor choices result in minimal gains. Here's what I recommend.

Protein sources should be predominantly from **animal** sources. (Never fried!) Generally 6oz. to 8oz. servings. Best choices are:

- **Skinless chicken breast,**
- **Skinless turkey breast,**
- **Fish, (tuna, salmon, mahi-mahi, etc.)**
- **Egg whites,**
- **Predigested, ION exchange, Whey protein powder,**
- **Low fat cottage cheese.**
- **Plain yogurt**
- **Soy**

Carbohydrate: sources should be lower glycemic, non-enriched, and in their rawest or purest form. Best choices are:

- **Oatmeal,**
- **Whole grain, or brown rice,**
- **Potatoes, sweet potato,**
- **Cream of rice, cream of wheat, kashi,**
- **Whole grain breads**
- **Corn, squash, peas, and carrots**
- **Beans & Legumes**
- **Vegetables: Any and as much as you want. (steamed, or fresh)**
- **I recommend 20 to 40 grams of fiber each day. Typical Americans consume 4 to 8**
- **grams per day.**
- **Fats: Avoid saturated fats. (Monounsaturated are best)**
- **Olive oil**
- **Nuts (Almonds, walnuts), seeds**
- **Avocados**
- **Flaxseed oil (added to shakes or salads)**
- **Natural Peanut Butter**

Keys:

- **Avoid all sugars!!! (Muscle destroyers, fat builder)**
- **NO FRUIT JUICE! (Eat whole fruit)**
- **Cut back on dairy products.**
- **Cut back on breads & pastas and when eating breads choose 100% whole grain**

- **Cut back on fruits (two servings per day)**
- **One gallon of water per day. **Important!***
- **No sodas, fried foods, junk food, etc.**

Most of my early education and experience came from the bodybuilding community. When training one of these elite athletes the goal is to add lean muscle tissue while maintaining a low level of body fat. Therein lies a challenge. The calories consumed must be clean, and they must have a biological value conducive to adding lean muscle and limiting (as much as possible) body fat storage. The concept really isn't that difficult...it's following through that can be the challenge. You will have to make some changes and sacrifices in your lifestyle in order to trade in your present body on a ripped, muscular physique. Below is the master list I follow as well as what I recommend to my clients who desire a lean, tone, athletic body.

- **You must eat frequently, every 3 to 4 hours. PERIOD!**
- **Every meal must include at least a quality protein, and a fibrous vegetable**
- **Avoid sugars and enriched carbohydrates**
- **20-40grams of fiber daily!**
- **Ingest roughly 1.2 to 1.5 grams of protein per pound of bodyweight.**
- **Nutrient ratios should generally be 40% Protein, 40% Carbohydrate, and 20% Fat.**
- **As you add lean muscle, you caloric requirements will rise.**
- **Once again, consume 1 to 1.5 gallons of water a day!**
- **No processed foods or foods containing saturated fat and/or hydrogenated oil, sugars, high fructose corn syrup, etc. (Read your ingredient lists.)**

“This sounds real good Rob, but I go work. How can I eat like this and go to work too?”

Begin by investing in one of the greatest inventions of the modern era - the **Igloo cooler**. Yeah, people will think you're weird (I kind of like that) carrying around a cooler and eating all the time, but when you're burning fat like fire through paper and looking great you won't care and they'll begin to ask you what you're doing. I buy **Active Edge** meals at the gym or I cook enough the night before to pack a couple of Tupperware bowls full of leftovers, as well as a couple of meal replacement packets and a shaker bottle. Definitely beats what's in the company cafeteria or at the local fast food drive-through. Is it difficult? Sometimes. But, if you want it bad enough, you do what it takes. After a while, it will become second nature to you. Also, many supplements are available to make life easier. Protein smoothies, Protein shakes, bars etc. But be careful, many bars are not as "clean" as you think.

Supplements: *Magic formulas or waste of time?*

Let me begin by stating that there are thousands of supplements available today. I recommend about six. What does that tell you? Remember, the term supplement means "in addition to". Supplements should be used *in addition* to a good diet.

Question. What fuels the supplement industry?

Answer: Money.

Question: What are fitness magazines?

Answer: Supplement catalogues.

Question: What supplement is most responsible for the top pro's physiques?

Answer: Anabolic steroids.

Do I recommend taking steroids? **No, of course not.** I believe those who work hard, are driven, and apply these principles to the letter can achieve a beautiful healthy body regardless of where you currently are.

Here are my top supplements that I use and recommend:

- **Whey Protein powder / Muscle Milk**
- **Meal replacement powders** (when whole food meals are not realistic.)
- **Antioxidants/ multi vitamin** (2x daily)
- **Flax seed oil or EFAs (essential fatty acids)** (2x daily added to shakes)

II Weight, stress, and recovery.

Want to be Lean, toned, strong and beautiful? You gotta lift! Before we can understand how weight training affects our body, we must first understand the concept of stress and recovery. In order for muscles to grow, they must have enough stress applied to them to generate an adaptive response. You see, when we lift weights, we're actually tearing down muscle tissue, not building it up as you might think. No one has ever built muscle in the gym. You're actually tearing down muscle in the gym. Muscles are then rebuilt while we sleep, provided we have taken in the proper productive nutrients. When you perform a set of reps in the gym, the goal is to perform that set with pristine form while reaching the point of momentary muscular fatigue. Picture yourself performing a set of biceps curls, lifting the weight slowly up to the contracted position then lowering the weight under control to the starting position. It is during this lowering of the weight when your muscles are under the stress of the weight you're applying to them. Provided you performed the set with perfect form, and reached a point of momentary muscular fatigue, you have properly torn down or broken down millions of muscle cells within the biceps. This is the point where the body becomes very smart. It is at this time when a biological defense mechanism occurs. Your brain now sends a signal to the biceps telling it *"I'm not really sure what the heck she is doing, but in the event that she ever lifts that weight again we should be ready for her."* You see, your body will not only repair the muscle tissue in the biceps that you have torn down, but as a defense mechanism, your body will send a signal to rebuild those muscles stronger than the previously were. That's good news for you. The more lean muscle you have, the more fat you burn and the healthier you become. Intensity is the key to growth. Continually challenge yourself to lift slightly what you perceive to be your limit without sacrificing perfect form and your there. Begin by weaving the basic, compound movements into your program. *Your trainer will best determine which are best for you according to your present level of fitness.

- **Legs Squats**
- **Chest Bench Press or Dumbbell press**
- **Back Rows & pull downs**
- **Traps Shrugs**
- **Back Dead lifts**
- **Triceps Close-grip presses / parallel bar/ bench dips**
- **Biceps Barbell curls**
- **Shoulders Military presses / overhead press**

So, if you want to look like a hard body or athlete, you have to eat and lift like a hard body or athlete. Follow what I've given you here and you will see a noticeable result. Remember that developing a strong muscular physique takes much time, dedication, sacrifice, and determination. Keep working hard and before you know it, you will be on your way to the body you desire.

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