



Ric  
Rooney

Bart  
Hanks

# ***Secrets***

***of a***

# ***Professional***

# ***Dieter***

### Pearl of Wisdom

*Our program is specifically designed for the average man or woman who doesn't have a degree in nutrition or exercise physiology, is not a fitness competitor, and doesn't have hours a day to devote to creating the perfect body.*

## Totally Transform Your Physique in 16 Weeks

Welcome to Secrets of a Professional Dieter: How to totally transform your physique is just 16 weeks. Guaranteed.

The two hours it takes to read this book won't in and of itself change your life. However, the next two hours **will** educate you on the process of physique transformation, and why it is so radically different from much socially accepted but misguided weight loss dogma.

It is my hope that you read this information carefully so that it sinks in, and you finally understand that many of your preconceptions about diet, exercise and getting in shape may be completely wrong.

For most people, the concepts contained in the book are new and are somewhat shocking. These concepts have been tested by Bart Hanks and I for over 25 years and with thousands of clients. They are real, they are effective and they work.

Throughout this book, we have inserted several success stories, of clients who have done our program. These stories are written by the client, are unpaid and are from the heart. The unique thing about them is that they are totally real and unedited. No physique transformation is without its ups and downs, and these stories contain the successes as well as the struggles as the member takes their physique transformation journey.

### **The Personal Food Analyst: An, interactive, self adjusting, one-one-one teaching tool.**

If you are ready for the challenge of completing a physique transformation program we can make the process foolproof for you with our Personal Food Analyst program and its patent-pending, automated Physique Transformation module.

The PFA is specifically designed for the average man or woman who doesn't have a degree in nutrition and exercise physiology, is not a fitness competitor, or professional athlete and doesn't have hours a day to devote to creating the perfect body.

The PFA teaches and guides you through the physique transformation process on a daily, one-on-one basis. Just as no two people are the same, no two people will ever have the same program generated for them. Your PT program is absolutely unique to you and your goals.

This process will be explained to you in detail over the coming chapters. This 2005 edition is the first update to our original e-book. It takes advantage of what we have learned from the experiences of all those people who have used our program and is further incorporated into the new 2.0 version of our on-line diet software program.

I'm sure by now most of you are aware of the obesity epidemic that is spreading (literally!) across the US and most developed countries around the world. Approximately 65% of Americans are now considered overweight or worse: obese. Two out of every three Americans!

Obesity will soon overtake smoking as the #1 preventable cause of death in the United States. People are actually **choosing**, consciously or unconsciously, to die prematurely. They die suddenly by heart attack, slowly and painfully by stroke or other diet induced disease, inflicting pain and suffering not only on themselves but on friends, parents, brothers, sisters and children for years to come.

And the sad part is that in the vast majority of cases it's all so totally unnecessary and utterly senseless.

The truth about how to live a healthy, fit lifestyle is out there. But it's buried under so much commercial crap and misinformation designed to manipulate you to buy a miracle quick fix product or potion instead of TEACHING you a long term

### Our Promise

*If you successfully pass and finish our program and are not absolutely thrilled with your results, we will give you back SEVEN times the amount of money you paid us for that period of time.*

*A PFA membership is only \$9.97 per month for a single membership or better yet, \$12.97 per month for a friends & family 4-profile membership.*

*There are no sign-up fees or minimums cancel anytime. Just \$9.97 and you are in the game!*

lifestyle process. Most people are so confused and disgusted that they don't believe anything that anyone says anymore!

Take a quick visit to your local bookstore and check out the size of the Diet section. It's astounding! Geez, I'm confused! How is anyone supposed to know what to do with so many self proclaimed diet guru's (most of whom have never actually done their own diets and taken before and after pictures for proof of concept) contradicting each other?

We're trying to fix that. We're creating a grass roots movement called **PT Nation**. The premise is simple: we will teach this process to you, a nation of one. What we ask in return is for your help in teaching this process to just one other person who needs help.

Now we are NOT saying that our way is the only way and everyone else is wrong. There are many different philosophies when it comes to diet, some are sound and practical but many are so ludicrous it would be laughable if it weren't for the fact that so many people don't know any better and actually follow them.

What we ARE saying is that we know for a fact that our way works! Our program is nutritionally sound, balanced and has been handed down from generation to generation in the body-building and fitness community.

But in the end the question is still the same. Why follow us? Why should you believe **anything** you read here or that what we'll teach will actually work?

That's a very good question and I could spend the rest of this book trying to convince you why this process has worked for decades in the fitness community and why it will work for you. But you'd still be rightfully skeptical and I wouldn't blame you a bit.

So instead, we'd like to make you a simple, straightforward

### Pearl of Wisdom

*More than anything else, this program is about changing your lifestyle, not just your diet. You can't be overweight unless you have an overweight lifestyle. It's as simple as that.*

### promise.

We call it the **'7X Sure'** promise. It is sincere, to the point and we challenge EVERY other weight loss program or diet product to step up and be held accountable to it:

"If you successfully pass and finish our program and are not absolutely thrilled with your results, we will give you back SEVEN times the amount of money you paid us for that period of time. Period."

Try hitting Atkins, South Beach, Metabolic Research, Jenny Craig, eDiets, Weight Watchers, Metabolife, CortiSlim and their like, in the only place they really give a damn about: their **pocketbook**. Ask them to match our **'7X Sure'** guarantee and watch what happens. **Excuses. Silence. Nothing.**

It will never happen because they don't have the process and feedback system in place to treat and evaluate EACH person as an individual and ensure their success.

We do, and we stand behind our **'7X Sure'** guarantee with no strings attached. In the following chapters you'll come to understand why we're so confident as we explain our system and the patent-pending, cutting edge technology we've developed that lets us work with one, one thousand or one million people simultaneously yet individually to ensure their success.

Now, we've made a promise that will put us out of business in short order if we don't deliver and get you results. But there is a flip side: YOUR promise to us! It works both ways! We have a precise daily, weekly and monthly process that **you** must promise to follow.

Our system will educate you, test you on a daily basis and hold you ACCOUNTABLE for your actions. If you fail to perform at a certain level, the program will fail you and eventually terminate itself so you'll have to start from scratch again. There are no free lunches (bad food joke!) with this program. There are

consequences to our ‘7X Sure’ promise!

So you’ll have to do some work here. You’ll also have to let go of old paradigms like “I need to eat less”, “I need to do lots of cardio”, “I’m always going to be hungry on a diet”, “I need someone to tell me what to eat”, “I can’t eat five or six times a day”, “tracking my diet every day is not practical.”

More than anything else, this program is about changing your lifestyle, not just your diet. You can’t be overweight unless you have an overweight lifestyle. It’s as simple as that.

When you stop making excuses and start making the commitment to change, the sense of empowerment that you will be rewarded with is life changing and addictive. When you become fit and lean you can **feel** it in the admiring eyes of others. You can **feel** it in the new found confidence you have in yourself.

Most importantly, you can **see** it in the mirror and revel in the satisfaction that you are no longer a slave to your body but are now its master. It will now change and conform to your wishes because you finally understand how to control it.

But we’ll say it once more: it will not come without work and consistent effort on your part. That’s just the plain truth about Physique Transformation and is a price you **MUST** be willing to pay.

Learning to track and analyze your diet is indeed a new skill that will take some work to initially learn but not to execute, once you’ve mastered it. And just like a 16 year old trying to learn the nuances of driving a car, the only way to become skilled is...to practice!

However, the biggest obstacle most people must overcome in their battle of the bulge is not the physical part of this process but the **mental**. The doubt and lack of self confidence in

themselves that they can really do this. The ridicule of friends and co-workers who for reasons I still don't fully understand, are less than supportive when it comes to their friends looking better than they do. The social stigma of daring to eat **differently** than everyone else!

The Germans have a word for this phenomenon: Shoddenfrued. It means 'reveling in the misfortune of others.' Don't try and analyze it. It just is. Just be prepared for it and you'll be OK.

-Here's the single most important thing we've learned from watching those initial thirty-five thousand people try this program. The one thing that all of the people who succeeded had in common was: **They finished their programs!**

I know that sounds overly simplistic but I can't emphasize strongly enough to you, before you read any further: **Make the commitment to finish this program!**

I can't tell you how many times I've seen people prematurely quit, when in fact they were doing everything right. However, being inexperienced in the physique transformation process, **they** determined the program was not working, or not producing results according to **their** unrealistic, 'thirty-pounds in thirty-days' infomercial expectations. They lost the battle in their heads early on and never gave their body a chance to get in the game.

We're Going to Show You How to Take Your Physique From Where You Are, to Where You Want to Be.

My business partner, Bart Hanks and I **are** experienced in the science of Physique Transformation. Our credentials are not initials after our names but six packs under our shirts. Now at 51 and 46 years of age, Bart and I have a combined forty-five years of experience in the physique transformation process.

This is what we do for a living and all modesty aside, we're

pretty damn good at it. This is not another feel good, generically vague, all fluff-and-no-substance “Dieting for Dummies” type of book. Rather, this book is a comprehensive summary of the most detailed, valuable information you may ever read in the fitness arena, condensing forty-five years of trial and error experience into a ninety minute read.

What you are going to learn is NOT book theory. It is proven FACT. You may have already seen the before and after pictures of some of our clients. From their stories you realize the incredible physique changes that can be achieved in just a few short months when you combine a perfect diet with perfect exercise. All you need is a proven game plan and the proper execution.

We have an automated, self adjusting physique transformation process that we teach to our clients. It’s a precise, easy-to-follow methodology that will put your body into a near constant state of fat-burning. For your specific goals, this process will be customized into a detailed, daily roadmap with a beginning and end date. **All you have to do is follow it.**

### **This book is the beginning of the physique transformation process**

There are three essential elements that comprise our physique transformation process:

- 1 Education
- 2 Structure
- 3 Accountability

If the diet program you are using (or considering) does not incorporate these three elements, what I can already guarantee **you** is that you won’t be seeing any ‘7X Sure’ type of money back guarantee from **them**. They can’t because they have no way of monitoring, evaluating and adjusting your day-to-day actions. We do.

The reason that we can make our unprecedented promise is

### Pearl of Wisdom

*The process of physique transformation, like life itself, is NOT a straight line process. There will be good days and bad days. There will be good weeks and bad weeks.*

quite simple. Remember when you were in school? You had:

- 1 A curriculum that the instructors would teach you (**Education**).
- 2 A daily class environment that you were required to attend (**Structure**).
- 3 Periodic testing to demonstrate proficiency before you could graduate to the next level course (**Accountability**).

If you failed to achieve an overall passing grade, guess what? You got to do it all over again! Our on-line software program, the Personal Food Analyst and specifically its patent-pending ‘**Physique Transformation**’ module do EXACTLY the same thing. And the results are just as predictable. Let’s take a quick look at these three elements before we begin discussing the ten secrets.

## Education

The first stage of this program is education. Before you can DO you must UNDERSTAND. That’s where our ‘Secrets’ book comes in. It’s critically important that you read ‘Secrets’ from e-cover to e-cover. ‘Secrets’ will help you understand what you’ll be doing over the next few months and as importantly, **why** you’ll be doing it.

Here’s the second most important thing we learned working with those thirty-five thousand people: **If you don’t trust this program completely and whole heartedly, you will most likely quit prematurely.** The process of physique transformation, like life itself, is NOT a straight line process. There will be good days and bad days. There will be good weeks and bad weeks.

If you are going to buckle every time the scale ticks up a pound or two, you will eventually make the same fatal mistake that many other neophytes to this program do; **they quit.** If you constantly focus your vision **down** at the normal day-to-

day trials and tribulations you will inevitably experience while doing this (or any) program, instead of **forward** to the finish line, your chances of running head first into a wall of doubt are much greater.

Some of what we're going to teach you will contradict everything you **think** you know about losing weight. But our methodology is based on **decades** of experience and undeniable results of bodybuilders like Bart and me when we prepared for a contest or a photo shoot.

All we're asking is that you put your faith in our ability to get you where you want to go. Look at it this way: You already know that nothing you've tried so far has worked. So what have you got to lose? Nothing!

Since going on-line in January, 2002 and with approximately 35,000 people that have tried this program, we have NEVER been taken up on our guarantee. That should speak volumes about this program.

Now that doesn't mean that everybody successfully finished their programs. Many didn't but it was their choice to quit for whatever reasons they had.

Bart and I often joke that people come to us as pre-schoolers in the subject of physique transformation but graduate with their PhD (Physique as hard as Diamonds). Knowledge is an addictive thing. The more you learn and apply, the more you want to know.

Our passion is showing people how easy it really is to change their physiques— once they **understand** the rules of the game and learn how to consistently **apply** them. But this knowledge isn't something that can be learned in five minutes and it can't be bottled in any miracle fat loss pill. If you believe otherwise, read no further: you're not ready to accept what we're going to teach.

## **Structure & Accountability**

The second stage of our program is what truly separates us from any other. It incorporates the second and third elements we mentioned a moment ago: structure and accountability.

Education is useless if it can't be effectively applied to produce a desired **result**. Yes indeed, there are more than a few unemployed PhD's out there. They are extremely well educated but for whatever reason can't seem to apply that education to produce a desired result: income!

Once you have a basic, working knowledge of how the Physique Transformation process works and understand that it is NOT exercise but **diet** that is the critical component to your success, you'll understand why you need a structured environment in which to apply, practice and master this new approach to eating.

Armed with a sound education in the principles of Physique Transformation, you'll now start applying this newfound knowledge and begin the process of shedding body fat and replacing it with lean, toned muscle.

And what a wonderful surprise we have to help you—a patent-pending diet tool called the **Personal Food Analyst (PFA)**. Once you've used the PFA, you'll wonder how you ever got along without it.

The PFA will guide you step-by-step, day-by-day towards your ultimate fitness goals. The program will ask you a few questions about yourself and your fitness goals, then after doing a initial diet analysis to establish your baselines, will generate a day-to-day diet roadmap (**Structure**) for you to follow.

To ensure your proficiency and progress, the PFA has a unique feature called a 'Diet Score' that will grade your daily diet on a scale from 'A' to 'F' as well as a corresponding numerical score (i.e., 82.56%).

Initially you may not understand why we're manipulating your

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calories, protein, carb and fat ratios the way we are, but you **do** understand the difference between an ‘A’ and ‘F’. This is where the third and final element, **Accountability** comes into play. There is a saying I’m sure some of you have heard before:

“That which gets measured, gets done.”

After a certain amount of practice time, the Diet Score in our PFA program becomes a **pass/fail** parameter. This is the periodic testing we were discussing earlier. The PFA at a certain point in your program will now **demand** that you diet to certain proficiency level (A/90.0 or better) in order to continue on in the program. You’ll find that the higher your score, the better your physical results will be.

*In Four Months You Can Build The Home Of Your dreams... Or the Body*

You’ve probably heard the phrase ‘knowledge is power.’ Well it’s not true! The correct phrase should be “The application of knowledge is power.”

Until and unless you take action, until you take control of your body, nothing can happen. Are you ready? No, I mean are you **REALLY** ready to do whatever it takes to succeed? We are! Successfully transforming your body is one of the most satisfying, fulfilling and emotionally rewarding things you will ever experience.

Many people experience a life-changing sense of accomplishment, which spills into other areas of their lives. One thing our success stories all have in common is that they absolutely refused to utter the words ‘I can’t.’ They refused to quit, even when things weren’t going according to plan.

Success is found in cans. Failure is always found in can’ts. I don’t care if you’ve tried once or a hundred times. **If you don’t quit on us, you will succeed.** We’re ‘7X Sure’ of it!. My partner

and I never fail when we play this game. Neither will you.

Study, understand and apply these 10 secrets and you will build and maintain the physique you have always dreamed of.

If you'd like a good example of someone who did everything right, who took the time to first learn and understand the Physique Transformation process, who didn't quit when the scale lied to her about her progress, who simply refused to give in to the old ways of thinking and ultimately produced a beautiful physique when she had finished her program, read on.

*One sure sign that a diet is a fraud is a promise to lose weight over a very short time span. There are all kinds of ways to trick your body to quickly and temporally lose weight, but unfortunately there are no shortcuts to real fat loss!*

*In the typical reduced calorie diet, up to half of the weight you lose is precious muscle, NOT fat.*

## Secret #1

### Use a Precise Process to Keep You on Track

As you will find out, transforming your physique requires a process. No magic pill, fad diet or random set of eating and exercising circumstances has ever led to a quality physique transformation.

The process is precise and produces results time after time because it **requires** you to do your part or it kicks you out of the program! The process leverages your metabolism to help burn fat and uses a daily tracking and scoring system to give you feedback and make small caloric and cardio adjustments if called for, automatically.

We will show you the process we've used for the past twenty-five years to hone our physiques. We're not talking about the usual commercial stuff you see on TV where you'll lose ten pounds in ten days or where you're promised to simply lose weight— with no mention of how much weight, how long it will take or even how it will be accomplished, outside of catch phrases like “Have a shake for breakfast, a shake for lunch and eat a sensible dinner ” (whatever sensible means to each of us).

This really means “Starve yourself all day long, every day and try not to eat like a pig at dinner after having NO solid food!” The sad thing is, when diet companies deploy a fifty million dollar annual advertising budget, a lie when repeated often enough, is accepted as the truth.

We are not advocates of low-calorie diets. They don't work, stall your metabolism, have recitivism of close to 100%, are unhealthy in the short term and unsustainable in the long run. We are also 100% against diets that require you to buy a certain product in order to complete the diet. All that is required for a quality physique transformation is good healthy food.

See, in the typical reduced calorie diet, up to half of the weight you lose is precious muscle, NOT fat. This is an unfortunate

mistake that too many people make! You may temporarily lose weight but you don't look any better. You're simply a smaller version of your current flabby self, and you have just stalled your metabolism. Bart and I refer to these dieters as "skinny fat people."

Our precise Physique Transformation process is all about changing your **shape**, losing body fat and replacing it with lean, toned muscle. Once you understand the process and have had a chance to apply it, you will wonder why you didn't figure it out yourself. Done correctly, it is consistently effective!

So who invented the physique transformation process, and what's the science behind it?

If you think about it, there's only one sport where the goal is to lose fat, gain lean muscle and look great! The physical changes these sportsmen (and woman) produce in a few months' time, while incredulous to the general public, is not only **routine** in this sport, but it is **required** to be competitive.

What is this sport? **Bodybuilding**. Now I understand that you may have no interest in becoming bodybuilders. Don't worry, we have no intention of turning you into one. However, misperceptions aside, no one can argue with the fact that **bodybuilders have learned the secrets to rapid, dramatic, physique changes**. Their results are real, measurable and are critically judged for effectiveness on a stage in front of a panel of physique experts.

Most of the concepts in this program come from my business partner Bart Hanks, a former Mr. Colorado who through a fifteen year competitive career, twenty-five years of trial and error, volumes of acquired book knowledge and being a personalize physique coach for hundreds of clients, developed and perfected the protocols behind the PFA's patent-pending Physique Transformation module.

Most people mistakenly think that bodybuilders train three to four hours a day, six to seven days a week and subsist on

*We've designed it (the physique transformation process) to accommodate the life-styles and goals of the average person, who simply wants to lose weight and get toned. We want you to live the body sculptor's principles, not the bodybuilder's life-style.*

nothing but skinned chicken breasts, steamed broccoli and brown rice. Not true! The real training and eating habits of most bodybuilders (the experienced ones) will shock you.

## **The Subtlties of Bodybuilding vs Body Sculpting**

Bodybuilding, as the term implies, is the process of getting bigger. Conversely, body sculpting is the process of getting leaner and smaller. Bodybuilding is accomplished primarily with weights. Body Sculpting is accomplished primarily with diet.

Body sculpting (i.e. diet) is the process that we've mastered over the years. **We've designed our physique transformation system to accommodate the life-styles and goals of the average person**, who simply wants to lose weight and get toned. We want you to live the body sculptor's principles, not the bodybuilder's life-style.

It's our specialized fat-loss knowledge, which we've integrated into a precise physique transformation process that we teach.

Our system has evolved over a twenty-five year process of hypothesis, test, measure and evaluation. We have kept the good stuff, gotten rid of the ineffective and distilled the process into the system that it has become today.

For 25 years we have set goals for ourselves and our clients, measured the results and refined the process. 25 years ago, we used calorie counting books, but that has all changed today.

Today, we use a tracking and feed back tool called the **Personal Food Analyst** (PFA) which we initially released almost 15 years ago. In 1991 we developed the first version of the PFA for the world's first handheld computer the HP Palm 95LX. In 1996 we released the first desktop version of the PFA. In 2001 the first web version of the software and in 2005 the second web-based version called the Personal Food Analyst 2.0.

***PFA 2.0 is the healthiest and most sophisticated diet program in the world today.***

But the development process is far from over. As new data comes in from users around the world, we continue to make subtle changes and refinements to the program. As a web based program, these changes and improvements are delivered to you instantly and for free as new builds are released.

### **Chipping Away the Fat** **You are your body's artist**

Every year Breckenridge, Colorado, holds an International Ice Sculpting competition. Each sculpture begins as a huge block of shapeless ice. Yet inside each massive block, the individual artist sees something different. One sees a beautiful ballerina, another a soaring eagle, a third a dolphin leaping out of the ocean. As the artists work, their movements are subtle and deliberate. At times, very little seems to be happening.

Yet as the artists continue to gently chip, shape and polish these shapeless blocks, a beautiful sculpted figure slowly emerges. The artist will tell you that it was always there, hidden inside the ice. It was simply a matter of chipping away the excess in order to reveal the figure beneath. But the process can't be rushed. One heavy handed blow can destroy the work.

Slowly, gently and patiently you're going to chip, shape and polish your current physique to reveal the lean, aesthetic, beautiful body that is already inside, just waiting to be set free.

We will reveal this process to you over the next nine secrets, but understand that it is both simple and systematic. We start you moving in a direction, continue to test and measure and then make changes based on the feedback we get. Because the process is specific and predictable, we've been able to integrate it into our Personal Food Analyst software, specifically its Physique Transformation module.

It's interesting to me that many people who start our program have very modest ten to fifteen pounds goals. That's the limit of their reality. But as they become educated in the physique transformation process and they successfully hit their initial goals a funny thing happens.

Like the ice sculpture that suddenly begins to emerge and take shape, people start seeing the beginnings of beautiful, shapely, sexy physique and the game is suddenly on and they want more!

But now they have the confidence in the system, and more importantly, the confidence in themselves that they are in charge for the first time.

It's a great feeling to finally see progress and know with complete confidence that you can get the job done.

## Success Story—Kristen Lingner

Written by Lingner of 10/27/2004

I bet you're wondering if this program will work for you. I was wondering the same thing last January when, at the end of my rope, I stumbled across the Physique Transformation website and started reading all the incredible success stories.

As I continued to read, I realized how much I craved a fit physique and became even more convinced that I had to try it.



*Kristen's progress through the program*

I'm no stranger to weight issues. I've been heavy, thin or somewhere in between my entire life. As a child, I was fat. Turning to food at a young age would soon become a pattern, lasting well into adulthood. It wasn't until my late teens that I was able to shed the pounds and arrive at a normal weight. But unfortunately the damage was done. I would forever see myself as a fat person, setting up a pattern of crash dieting for the next 20 years.

It seems I've constantly struggled with 15 or 20 extra pounds. I've have success in losing weight and have used every diet imaginable. Invariably, though, the weight I lost would always come back shortly after the diet ended. And, even at the end of these successful diets, I can honestly say that I was never really happy with the way my body looked. My muscles rarely showed and cellulite was always a problem regardless of how little or how much I weighed. The term, skinny fat, certainly fit.

Even at my heaviest, most people would not have described me as fat. Since I'm tall, I can carry a bit more weight than the average woman. I learned to wear clothes that would disguise my flaws and give the illusion of a fit person, but I knew the

truth. The problem became worse last year. After a career change, I found myself working out of my home and taking advantage of my newfound proximity to the refrigerator. Four months into my new job, I was at my highest weight ever. Totally disgusted with the number on the scale and the body staring back at me everyday, I decided to really make a change, one that I could live with well after the weight was gone. As a graduate of many other programs like Atkins, South Beach, BFL, and diet pills, I knew my weaknesses. I recognized also that, this time, it didn't matter how long it took to lose the weight. I needed results that would be long lasting. I needed to change my bad habits and find something that I could live with long-term.

That's when I came across the Physique Transformation website and the Personal Food Analyst (PFA). The role of nutrition, as explained by Ric and Bart, made perfect sense to me. I was also excited to learn that just by cleaning up my diet and feeding my body the right food and in the right combination that I could make substantial changes in my physique. So, I decided to give it a try and began the diet analysis phase.

The mental challenges started right away and proved to be my toughest hurdle throughout my rotation. I believed the Success Stories and I bought into the role of nutrition, but I still found the whole process totally counterintuitive. Every day as I worked to complete the diet analysis, I wondered how people really did this and wondered if this would really work for me. I also wondered if I had the right stuff, both mentally and physically, to stick out weeks of conditioning with no weight loss, and worse yet, maybe even gain some. But after thinking about where I was starting from, how I got here and where I wanted to go with my physique, I signed up and made the commitment to see this through — no matter what! Strike one for the scale!

Right from the start, I eliminated the word diet from my vocabulary. Although, my friends and family still used the word to describe what I was doing, I knew that it was no

longer relevant in my situation. The word diet for me had always had a short-term connotation. This wasn't about a short-term result anymore or just losing a few pounds. I really wanted to look like the 'after pictures' of those before and after success stories and transform my body. From all the reading that I had done, I realized that to lose only fat would mean to do so without jeopardizing the loss of lean muscle. Done correctly, losing fat and maintaining muscle mass is a slow process. That was also news to me. Every other diet I had been on always pushed for and rewarded me for losing extreme amounts of weight early on. This was going to be different and I knew I'd have to be patient. I'd have to work really hard to get the results that I wanted. Gone were the days of expecting to lose 5-8 pounds in the first week. Doing so on this program would not be a great way to start. Strike 2 for the scale!

When it came time to start conditioning, I had to ramp up from 1400 calories to 2800 calories per day over eight weeks. I recall the first day thinking that there was no way I could eat all that food. And, if I was struggling now, how could I possibly eat 1400 more calories per day when I reached the end of conditioning. To my amazement, though, I did manage to eat all the food and made it to the end. At the end of the eight weeks, I was sure I had gained a bunch of weight. I certainly felt bigger. When I finally got on the scale, I wasn't surprised to find out I had gained weight. What was surprising was the amount. I was up just two and a half pounds. Still, I felt really full and bloated and was eager to start the next phase of the program, fat burning.

I couldn't wait to get started and uncover the new me. I waited for the miracle. Sadly though, but not uncommon with women, the results were slow to come initially. After the first week, I was disappointed with the scale. I hadn't lost a pound, not one. But I felt more energetic and my clothes were fitting better so I knew my body was responding. At the end of the fourth week, when I still hadn't lost a pound, I was disappointed and frustrated and feeling like I had failed. I was doing everything right, why wasn't this happening for me? So, since the scale

wasn't cooperating, I knew I had to take a different tact to maintain my sanity. I decided to also log my progress with the use of a camera. I created a photographic journal. Sure enough, there it was. After comparing my before pictures with my week four progress pictures, what the scale couldn't tell me, the new pictures could. My body was changing. The first signs of that were beginning to show. I was a happy camper and able to charge on. Strike 3 for the scale!



*Kristen's back shots*

I kept this photographic journal to myself for the most part, but diligently updated it every four weeks. More powerful than any number on the scale, having these photos to reflect on emphasized the incredible physical transformation that I was making over a relatively short period of time. It remains that way today. When I'm feeling down or need a little more motivation, I get out these pictures and immediately feel better. Plus, I'm reminded

of my hard work, my desire and the unwavering commitment that was necessary for me to have achieved this new body.

Forgetting the slow start, my fat burning process was an amazing experience overall. Never before in my life have I witnessed changes in my physique like those I was experiencing every day. I kid you not. It was intoxicating. Sometimes I couldn't wait to get up in the morning just to see what had happened overnight. At that point, the scale lost all its power over me. I began to rely on the mirror, how I was feeling and the reduction in my measurements. I was infatuated with these daily changes and it was this fact, not what I weighed in the morning that drove me forward. It was a defining moment in my rotation and, aside from radically changing the way I looked, was the most rewarding side effect of this process. In

all the years of dieting, I had never been able to separate my emotions from the scale. My success was always tied to what I weighed each day. That's not the case today.

As I reflect back on the success I had, I remember also the challenges I dealt with, seemingly from day one. It was a constant battle to stay positive and follow the program. I had always been an emotional eater. I worked hard at this everyday and really believe that my attitude and emphatic desire for change made the difference in the end. By finishing my rotation I proved that I could accomplish anything. I was accountable to myself. If I didn't do it, it wouldn't be anyone's fault but my own.

Physique Transformation has given me the knowledge, the tools and the power to finally understand how to effectively use nutrition and exercise to uncover, and now maintain, a totally new physique. Being over 40, having a slow metabolism, or not liking 'diet' food are no longer legitimate excuses. All in all, I've learned a new way of eating, lost 25 pounds, and lost 10% body fat. I am forever grateful for the education and to the process.

So, if you are still wondering if this will work for you, I'd encourage you to try it. You have the opportunity to be a whole new you, do what you've never done, and experience what you never have before. Be prepared to work hard, stay committed and stay focused. Everything you want to achieve is possible. I'm proof of that.

### Pearl of Wisdom

*You can communicate with your metabolism through your diet. In fact, you've been communicating with it your whole life without realizing it.*

*Once you begin to understand how your metabolism works and how it affects your ability to store or burn fat, you'll be well on your way to mastering the fat loss game.*

## Secret #2 Metabolism and the Truth Behind Losing Weight

Learning how to harness your metabolism to burn fat is one of the core secrets to losing weight. Once you begin to understand how your metabolism works, and how it affects your ability to store or burn fat, you'll be on your way to mastering the fat loss game.

### Communicate the Right Message to Your Body

Wouldn't it be great if you could tell your metabolism what you wanted it to do? "Metabolism, what do you say we burn off that spare tire that's been hanging around my waist for a while?"

That would be nice, but you can't actually speak to your metabolism. However you *can* communicate with it through your diet. In fact, you've been communicating with your metabolism your whole life without realizing it. That's why you developed a spare tire around your middle or an extra fifteen pounds on your hips.

*You communicated a specific set of instructions (store fat) to your metabolism, and it gave you exactly what you requested.*

Don't believe me? Take a look at what happens when most people try to lose weight. If the following scenario is all too familiar, then you need this book, and you need our system.

First, you make a decision to go on a diet. Naturally, you think, the diet consists mainly of cutting back on the amount of food you eat. You have no idea how many calories you are currently eating or how many calories you should be eating to reach your target weight.

You decide to throw some cardio exercise into your daily routine because, well, that's what everyone else does, right?

You lose a few pounds the first week or two and then... Nothing.

Frustrated, you cut your food intake even more. Your energy level starts to drop, and your cardio work becomes more tiring. You lose a little more weight, but not as much as the first few weeks and you plateau even faster. You are now hungry most of the day. Your food cravings are even worse. And you get cranky.

Making one last determined effort, you cut your food even further. You increase your cardio work. You're now chronically fatigued and hungry. Your mood stinks. You and the people around you are increasingly more miserable. You've lost nine or ten pounds, but when you look in the mirror you don't look much different. In fact, you look worse than when you started your diet.

Finally, in disgust, you come to the conclusion, "My body is different. Dieting and exercise just don't work for me. I guess I'm always going to look this way." And so you quit. Worst of all, you blame yourself for your failure.

After finally quitting this madness, you invariably reflect on the type of lifestyle you think must be required for your ideal body and conclude it just isn't worth it. I mean really, starving yourself for the rest of your life while doing cardio splits everyday is not appealing to anybody—in fact, it fits the legal definition of *cruel and unusual* punishment.

### **There's Nothing Wrong With Your Body. You Gave It The Wrong Instructions**

When you cut your caloric intake below your maintenance level (typically between 1,000 and 1,200 calories a day) even for a week or two, your body senses the change and slows down its metabolism (by consuming metabolic-boosting muscle among other things) to try and compensate for your reduced fuel intake.

### Pearl of Wisdom

*The first and most critical step in losing fat is to prepare your body for the task ahead by raising your metabolism as high as you can.*

Think of your body like a car. You're cruising down the highway at seventy-five when a warning light tells you you're low on fuel. You only have a gallon or two of gas left in the tank and are forty miles from the nearest gas station. What do you do? You slow down to fifty-five miles an hour because you know you'll get better gas mileage and go farther at the slower speed.

**Your body does the same thing with calories.** It does its best to interpret what you want. When you cut your caloric intake below a certain point your body interprets those actions to mean that you want it to slow down and go into starvation mode. Disaster! **Once in starvation mode, your body will not burn stored fat unless it is absolutely necessary.**

Remember: A pound of muscle costs up to fifty calories a day to maintain. A pound of fat costs just two. In starvation mode, with an inadequate number of calories being consumed, muscle becomes a luxury the body can no longer afford to maintain. So, **your body slows its metabolism by consuming muscle for fuel.** Now it's holding onto fat reserves instead of burning them, and consuming muscle instead of maintaining it. Exactly the opposite effect you want!

Can the news get any worse? Unfortunately, yes. Inevitably, people who starve themselves breakdown and pig out to make up for all those lost calories!

The body, not knowing when the next meal is coming, goes after these extra calories like shopaholics at a Moonlight Madness Sale. Preparing for the next famine, it stores as many of those calories as fat as it possibly can. In essence, you get hammered coming (minimal fat loss) and going (maximum fat storage) on a reduced calorie diet.

### Pearl of Wisdom

*Calories are a unit of heat or energy in the food you eat. Specifically a Calorie (with a big C, also called a kcal in your chemistry class) is the amount of energy required to raise one liter of water 1 degree Celcius.*

*Excluding alcohol, sources of calories are limited to protein, carbohydrates (including sugars) and fat. Together these make up your macronutrients.*

*The PFA teaches you to pay particular attention to macronutrient ratios in your diet. We call it your P/C/F ratio.*

## Breaking This Destructive, Self-Defeating Cycle

Just as your body became a fat storing machine because of your bad habit of reduced caloric intake, you can just as easily instruct it to become a fat burning machine.

The first and most critical step in losing fat is to prepare your body for the task ahead by raising your metabolism as high as you can. For the majority, this is accomplished by (take a deep breath ladies) *gradually* increasing your caloric intake (in layman's terms, eating more!).

It's a very specific quantity of total calories and ratio of your sources of calories (percentage of protein, carbohydrates and fats) in your food. Don't worry if math isn't your favorite subject. Our software tool, the **PFA**, does all the counting work for you.

So your first lesson is to learn how to eat cleanly. Learning to eat cleanly is challenging if you have never done it before. One thing you will discover is the huge difference in the volume of food if you compare 2,800 calories of fat, sugar and sodium laden junk food against 2,800 calories of good, healthy, metabolism raising, clean food.

Clean food takes up more space your belly and fills you up more than you are used to. But your metabolism will **love** you for feeding it correctly, just watch!

If you had to run a marathon and had three months to prepare, what would you do? Would you plop down in the Lazy Boy recliner, prop your feet up and get as much rest as you can for the next three months so you'll be ready for the big day?

Or, would you dust off the old running shoes and start conditioning your body for the task ahead? Losing fat is no different. Just as you prepare for your marathon by running a half mile, and steadily increasing your distance, you condition your

### Pearl of Wisdom

*Are you entering one of those physique transformation contests?*

*If you don't understand and practice the concepts of metabolic conditioning, you will not be competitive with those who do, and your chances of winning are slim to none.*

metabolism to burn an increasing number of calories each week by slowly feeding it more and letting it gradually adjust.

Conditioning your metabolism to burn fat is a critical step and is unique to the Personal Food Analyst's patent-pending Physique Transformation (PT) module,

Lack of metabolic conditioning is where most people immediately go wrong with their diets. Trying to lose fat with no preparation will get you the same results as trying to run your marathon training in a Lazy Boy. You come out of the blocks fast, feeling like a million bucks. A half mile into your journey you start drawing a few deep breaths but you keep on trucking, hoping you'll catch your second wind. A mile into your nightmare you realize that the only thing you'll be catching to complete this marathon is a taxi to take you to the finish line.

Losing fat is no different. With no metabolic preparation, you'll lose a few pounds the first week or two. Then your metabolism starts drawing a breath or two and... you're finished! Sound familiar?

*The PFA rotates calories in and out of your diet and tricks your body into constantly burning fat in the Fat Burning Phase.*

The key to getting your metabolism to burn fat is to condition it to consume, say, 2,800 calories a day (the actual number will vary according to your specific profile), and then you **temporarily** reduce your caloric intake. Most of the calories you take out of your diet will come from carbohydrates.

Accustomed to a 2,800 calorie per day burn rate, your metabolism initially compensates for a temporary food shortage by burning stored fat to make up the caloric shortfall. That's why your body stores fat in the first place, to act as a buffer to balance your daily food intake against the total energy you expended for that day.

**The secret is to cut your caloric intake for brief periods of time and quickly bring your eating back up to normal (which the PFA defines for you) so your metabolism continues to spin at a high rate.**

While your metabolism's initial response to a reduced caloric intake will be to burn stored fat, the response to sustained caloric deprivation will be to slow down! That's why **prolonged starvation diets don't work.**

Think of your metabolism like a fireplace. As long as you keep feeding it firewood, it blazes away. However, when you stop throwing logs into the fire, watch how quickly the intensity of the heat drops.

We'll show you how to eat five or six small meals throughout the day, which really turns up your metabolic furnace. It takes a little adjustment, but it soon becomes second nature.

This type of caloric cycling is a safe, healthy and effective way to steadily burn body fat while maintaining a relatively high caloric intake. **And it is exactly the way experienced body-builders have prepared for contests for generations!** Their results speak for themselves, don't you agree? A balanced diet of protein, carbohydrates and yes, some fat, is required to get your metabolism spinning at an optimum rate.

We do not believe in radical, unnatural diets (Sorry, Atkins fans). Our experience with these types of diets is that as soon as the user goes back to a more normal eating pattern, the weight comes right back.

By contrast, we'll show you how to eat lots of healthy, nutritious food, prime your metabolism to burn fat and rotate calories to achieve maximum fat burning. In our Physique Transformation program the common complaint is that it's hard getting used to eating so **much** food, rather than the usual diet complaints about starving!

I know that sounds completely contradictory to what you are accustomed to, but metabolic conditioning is the key to your successful physique transformation. You will know when you metabolism is primed and ready to start fat burning.

## How Rotation Works

The rotation diet incorporated in the PFA's Physique Transformation module works like this: With your metabolism primed and burning at 2,800 calories a day, you'll drop your calories to 2,200 on Monday (what we call a 'low' day). On Tuesday you'll increase to 2,400. On Wednesday you'll increase to 2,600. On Thursday you're back up to your full 2,800 calories (a 'high' day) and on Friday we start the process over again.

The calories the PFA cuts on your rotation days come mainly from carbohydrates (and a little fat). Your protein intake remains constant.

Rotating calories in and out of your diet encourages your body to burn fat and retain most of your existing lean muscle that we TPFA you know. When you rotate your calories, you're essentially giving your metabolism a little shock, which helps it burn more fat and retain more muscle than if you were to just eat the same amount of calories every day.

When you rotate your calories, you're essentially giving your metabolism a little shock, which helps it burn more fat and retain more muscle than if you were to just eat the same amount of calories every day.

A professional physique transformation program focuses on **FAT** loss, not water loss. Stripping fat from your physique and replacing it with lean, shapely muscle changes your appearance. While rapid water loss just takes you from your current shape to a slightly smaller, dehydrated version of the same shape.

If you go through a fat burning rotation in the PFA, you'll probably hit some sticking points along the way. And just as you keep your body burning fat by rotating calories, you break these sticking points by periodically lowering the caloric scale to give your body a jolt.

This is why it's so important to get your caloric starting point as high as possible. We have to keep your caloric low days above that minimum level which would trigger a starvation response which would shut down the fat burning mechanism and have the PFA tell you it will no longer generate any more weeks for you.

I know I've been a little redundant, but this concept of raising your metabolism in order to shed body fat is so **critically** important for you to understand and embrace. Here's the best analogy I can think of to make sure you grasp the concept.

Have you ever watched a potter working with a potter's wheel? The potter starts with a lump of clay turning on a spinning wheel. He gently, subtly manipulates the spinning clay with his hands into various forms. As a result of the constant friction from the potter's hand that is generated by the spinning wheel, the clay virtually shapes itself. What makes the process almost effortless is the speed with which the potter spins the wheel. If the wheel isn't spinning fast enough, the potter's task is impossible.

The spinning wheel is exactly the same as your metabolism! If you don't spin it up fast enough and maintain the speed, it will be extremely difficult to metabolize body fat for any length of time, and impossible to do it without cannibalizing muscle.

### Pearl of Wisdom

*There is no secret to weight loss.  
There is one simple, universal truth:  
You must burn more calories than  
you consume to lose weight. Period.*

## Secret #3 Tracking Your Diet

I've said it before and I'll say it again: **That which gets measured, gets done.** All bodybuilders track their diets, down to the last calorie, and the results speak for themselves. If you want predictable consistent results, you must do the same.

Tracking your diet with the PFA tells you exactly what you're eating, how much you're eating, how much you should be eating, and what's in your diet that shouldn't be. You quickly become a diet expert. The PFA gives you a definite game plan and you measure your daily eating against that game plan. All the guesswork is removed from your diet.

But the most important reason you should track your diet is what you'll learn. **Four months of tracking and analyzing your actual diet is worth four years of trial and error with the latest diet fad.** Or a lifetime with cute "Mr. Bad Food" tips of the day. What do you care what a bowl of Lucky Charms contains if you never eat the stuff? What matters is that you understand and learn about the foods that you **do** eat and how they impact your diet.

There is no secret to weight loss. There is one simple, universal truth: **You must burn more calories than you consume to lose weight. Period.**

If you have a good week and lost weight, you can study your recorded eating and see what produced that result. If you had a bad week and gained some, you can look at your recorded diet for clues as to what caused the problem. Aside from normal physiological events (i.e. menstruation, illness) your answers will almost always be found in your recorded eating and drinking patterns.

OK, you've got the basic concept of how we're going to manipulate your metabolism to put it in a near constant state of fat burning. You understand the rotation theory and are willing to

try it.

The major stumbling block comes when most people are asked to **track my diet**? How much should you be eating? How are you supposed to know how many grams of protein are in a chicken breast? How do you know how many calories you've eaten for the day?

Here's the answer:

## **The Personal Food Analyst**

### *The Simple but Critical Software Tool We Use to Track and Analyze Our Diet*

The answer to all of the above questions and much more is found in the Personal Food Analyst, a unique dieting aid that is helping thousands of people around the world (29 countries at last count!).

We first developed The Personal Food Analyst in 1991 for Hewlett-Packard's handheld palmtop computer. What the PFA does is complicated but the user application is simple. You just answer a few questions about yourself and your weight goal, and the PFA will tell you how much you should be eating based on the information you entered.

It then sets up a weekly calendar for you and compare your actual eating habits to your goals on a daily and weekly basis. To help you judge your progress, the PFA gives you a daily and weekly "Diet Score" to let you know how well (or poorly) you're doing.

The Diet Score is unique of the PFA, and provides instant feedback to keep you stay on course to achieve your weight loss goals. When you're ready for the dieting major leagues, it's time for the PFA's patent-pending Physique Transformation Program.

Let's face it. Most of us hate to diet, but we love to compete in a supportive environment! And competing against the PFA's Physique Transformation module is fun, challenging and provides you feedback, which keeps you on track. If you're consistent and apply the secrets in this book, it's not hard.

To build a tree house all you need is a hammer and nails, a few boards and a tree. After a few hours of pounding, voila! A tree house! Maybe it's sturdy, maybe not. It probably leaks. But it gets the job done. And if you build that tree house a hundred times, it will never look the same twice because there's no plan. It's trial and error.

If you're willing to settle for a tree house type body, you don't need the PFA. If however, you want to build that sleek skyscraper of a physique, a hammer, nails and some lumber just won't cut it!

**You need a detailed blueprint.** The skyscraper goes up in an exact sequence. There is a rhyme and reason for everything that happens and a calculated timeframe in which to complete your project. Once you're done, you will have created a magnificent structure. And if you construct a thousand buildings with the same set of blueprints you're guaranteed the exact same results.

The PFA creates a precise blueprint to help you build the physique you've always dreamed of. **It's an inexpensive, yet indispensable tool.**

The PFA puts you to work on your project, and everyday the inspector (the diet score) tells you if you are getting the job done.

## **Secret #4**

### **The Four Phases of Effective Fat Loss**

By now you should be getting excited. You're looking forward to getting started because you've begun your education and you finally understand that harnessing your metabolism is the key to effective and consistent fat burning. You have the software tool that will setup, analyze and track your diet. So how do you begin?

First you got to learn a little more about the process.

*The physique transformation process has four distinct phases:*

**Phase 1. Diet Analysis Phase**

**Phase 2. Conditioning Phase**

**Phase 3. Fat Burning Phase**

**Phase 4. Maintenance Phase**

People like shortcuts, and if you're hoping to skip the first two phases and just cut to the chase and get started with the Fat burning stage, sorry. You can't. There are no shortcuts in this program, just the truth about what it takes to get in great shape.

If you want our physique transformation process to work, you have to do it one stage at a time. You have to be patient. It took a long time to get into the shape you're in. You probably have built up a big head of steam in the wrong direction and you won't be able to change it overnight.

For the typical person looking to lose 20-25 pounds of fat, you should be able to work through the first three phases and transform your physique in approximately fourteen to twenty weeks.

[Note: Before we get into the nitty-gritty of the four phases, keep this in mind. For beginners, the following details may be confusing. That's why we created the Physique Transformation

### Pearl of Wisdom

*The Diet Analysis Phase is the diagnostic portion of our physique transformation process. It is the shortest segment, lasting for a minimum of three to a maximum of seven days.*

module, which is part of the Personal Food Analyst. It's a completely automated, self-pacing, pass/fail module. You just answer the questions to start the process. The PT module takes care of all the calculations and sets your daily goals.]

Let's discuss the four phases and what you'll be doing during each one.

## Diet Analysis Phase

The Diet Analysis Phase is the diagnostic portion of the physique transformation process. It is the shortest segment, lasting between three and seven days (The more diet analysis days you do, the more accurate your starting data will be). The information obtained here allows the software to generate the rest of your program.

The software works by analysing the nutritional content of the foods you currently eat. It looks at your calories, your ratios of proteins carbs and fat as well as your consistency from day to day during the analysis. That is why it is absolutely imperative that you don't try and cheat by eating and entering what you consider to be a cleaner healthier diet. Eat the same old diet that you typically eat for a few more days. Presumably you have been eating like this for years, three to seven more days won't kill you.

Just as a doctor reviews your symptoms before prescribing a treatment plan, the software must determine the current state of your metabolism before prescribing a customized course of action. A doctor would never prescribe the same drug for all his patients no matter what their symptoms or complaints.

Imagine: Headache, depression, heartburn, cancer, baldness or athlete's foot getting the same prescription. It's funny and absurd, but this is how most diets treat each individual. The PFA constructs unique programs for each individual taking into account current physical state, goals and objectives and finally eating habits.

**To construct your program, the PFA determines four things...**

1. How many calories you presently eat
2. How many calories you need to eat to reach your goals
3. The percentage of protein, carbohydrates and fats (P/C/F ratio) in your diet
4. The ideal percentage of protein, carbohydrates and fats you need to reach your goals?

This is where the PFA starts to earn its keep. The first thing you do is create a profile for yourself. The PFA has onscreen “helpful hints” that provide a quick overview of how to create a profile and operate the PFA.

Once you create your initial nutritional profile, you’ll have the answer to question #2: How many calories should I be eating? As well as question #4: What should be my percentage of protein, carbohydrates and fats?

Next, you simply record everything you eat for a minimum of three days (maximum of seven) to answer question #1 (How many calories do I currently eat?) and question #3 (What is the percentage of protein, carbohydrates and fats in the food I presently eat?).

Developing the habit of recording everything you eat isn’t as easy as it seems. But mastering the discipline to record your eating habits during this stage of the program will be critical to your success.

Once you’ve finished recording your eating during the Diet Analysis Phase you will have obtained your baseline, or starting point. The baseline is a critically important piece of information needed to begin the second phase of the program; the Conditioning Phase.

Let’s use an example of how the Diet Analysis Phase works. You’ve created your nutritional profile, which says you should

be eating 2,600 calories per day for your target weight, in a ratio of 30/50/20 (protein, carbs, fats).

Once you've completed the Diet Analysis Phase the software will show you your current eating habits. It is very important to eat the typical foods, in the typical quantities that you normally would.

Don't attempt to "impress" the software by trying to eat really well in this phase of the program. To generate the most accurate possible program for you, you have to be honest with the software. For this reason, we don't show you the Nutrition Facts panel and we turn off the Analysis features of the PFA during this short phase. We purposely give you **no** feedback on your eating habits so as to not influence your eating in any way.

For instance, your Diet Analysis results might show that you are eating only 1,800 calories per day in a ratio of 10/52/38 (very common). So now you know that:

1. You are **under** eating by 800 calories per day.
2. Your protein intake is much too **low**.
3. Your fat intake is much too **high**.

The Diet Analysis phase has done its job. It has diagnosed your current metabolic condition. Once the Diet Analysis Phase has been completed, the PFA now has the necessary information to calculate the rest of your program and move you to the Conditioning Phase.

## The Conditioning Phase

During the Conditioning Phase you will slowly instruct your body to burn more calories and stoke up your metabolic rate. The Conditioning Phase prevents you from making the classic dieter's mistake of jumping into a reduced calorie diet with a stalled metabolism. Just as you can't win the Soap Box Derby

by starting at the bottom of a valley, you can't successfully burn fat without first pushing your body to the top of the fat burning hill.

During the Conditioning Phase, the PFA gently spins your metabolism up to an ideal state of fat burning. At the same time, the software also slowly adjusts your protein, carbohydrate and fat levels to ratios that will optimize your results when you enter the Fat Burning Phase.

Consider the previous example we just discussed. It would be unrealistic to go immediately from 1,800 calories per day to 2,600 calories. Not only would it be difficult to eat that much extra food (good, nutritionally clean food), but if you succeeded in immediately eating that much extra food, you would indeed put on weight since your body is not accustomed to metabolizing that much extra daily food.

Nor would it be practical to adjust your P/C/F ratios all at once, as it would mean a radical restructuring of your current diet.

The Conditioning Phase slowly, gradually, adjusts both your calories and your ratios until they're in line with your profile recommendations. If you're under eating (the majority of cases, believe it or not), making small (100-200 calories per week) weekly adjustments to your diet allows your metabolism to absorb these extra calories with little, if any, increase in weight. Don't expect, but also, don't be surprised if you actually lose a few pounds during this period (especially if you are significantly overweight).

If you are an over eater, we'll be a little more aggressive in cutting calories to bring you in-line with your profile recommendations, but subtly enough that you won't feel hungry. Most overeaters have P/C/F ratios that are totally out of whack and bringing them in line will cause them to feel full most of the time.

For example, cutting 800 calories from your weekly diet sounds like giving up a lot of food, but it can be as easy as substituting a diet cola or Crystal Light for your usual regular coke. But keep in mind; weight loss is not the object of the game during the Conditioning Phase. We want to slowly raise your metabolic rate to properly prepare you for the actual assault—the Fat Burning Phase.

The Conditioning Phase of the program requires the most discipline and will make or break most people. While it's difficult for people to work for weeks without seeing any weight loss, **the Conditioning Phase is a critically important and essential part of this process.** You must have faith that it will work. Remember, we're making a "7X" promise if it doesn't. That should say something about this program's ability to get you in shape!

The Conditioning Phase in the PT module will last from a minimum of four weeks to, on rare occasions where an individual is severely under eating, ten or more weeks. However, the average length of the Conditioning phase for most people is six to seven weeks.

Let me say it one last time. You **MUST** have the **PATIENCE** and **CONFIDENCE** to stay with the program during this phase. Since there will be very little weight change (maybe even a little gain), this is the stage where people tend to lose faith and give up.

### **Attention Carb Depleted People**

If you have been doing an Atkins, a modified Atkins or any other low carb diet, you most likely will put on a few pounds in Conditioning. One of the metabolic facts that a low carb diet takes advantage of is the fact that your body stores lots of weight in intermuscular glycogen. This is how your body stores carbohydrates and glycogen is hydrophylic (water loving) and attracts water, so as you slowly start to introduce

### Pearl of Wisdom

*Sometimes people get excited and forget to use their brains, but PFAers tend to have substantial noggins.*

*Think about it. Fat contains about 3,500 calories per pound. So for every 10 pounds of fat you want to lose, you must burn 35,000 more than you consume!*

*If your body is GAINING weight on a diet of, say 2000 calories per day, how in this green earth could you possibly lose 10 pounds of fat in a week under any conditions?*

*As best we know today, 1.5 to 2 pounds per week is about as fast as you can safely lose body fat.*

carbs back into your diet, these glycogen stores will be replaced along with the intermuscular water that goes along with it, therefore adding weight to your body, but NOT fat.

That is why you have got to take the time to do your measurements today and enter them into the PFA. You may initially gain weight but it is not fat and this is particularly true if you are on a low carb diet.

### YOU WILL NOT QUIT!

Finally, let me say something about your diet scores during the Conditioning phase. In the initial version of the PFA only the final week of Conditioning was a pass/fail week where we required that you score a six day (Mon-Sat) average 90 (A-). The intent was to give you a little practice time to learn how to change your eating habits to get good diet scores.

However, we found that some first timers were so anxious to get to the good part, the Fat Burning phase, that they didn't focus on their scores during Conditioning until that final week because as they later told us, "well, you said I only had to pass the last week!"

So let me be very clear about this point: **The ultimate results you get in the Fat Burning phase will be determined in large part by the consistency and quality of your work in the Conditioning phase.**

So to help ensure your results we've raised the bar in the new version (2.0) of the PFA. Now the final four weeks of Conditioning are pass/fail but on a sliding scale of 75, 80, 85 and finally, 90.

We're trying to balance the initial learning curve you'll go through during Conditioning and not put too much pressure on you right off the bat. However, if you consistently get C's, D's or worse you WILL NOT have properly conditioned your metabolism and you will not thrive.

If you are getting A's, you are doing your job and your metabolism will be properly conditioned to burn fat. If you are getting A+ averages, you will be a top performer and your body will respond in kind.

**Don't waste your time by doing the program and not properly conditioning your metabolism to burn fat!** If you can get A's or better the last four weeks of Conditioning, you're ready to rock!

### **Tools Needed for the Conditioning Phase:**

We are all busy, and we can all fabricate excuses so if you really want to get in shape, you have to eliminate all the things in your life that could possibly get in the way of reaching your goals.

One of initial hurdles is getting all the right equipment together. For example, you can't weigh and measure your food without a food scale and measuring cups. If you don't have them, go shopping now. Don't let insignificant details get in the way of your success.

Here are some of the things you must have.

1. PFA Membership
1. Open Mind To New Concepts
2. Food Scale
3. Consistency
4. Bathroom Scale
5. Patience
6. Insulated Food Bag or Lunch Box
7. Commitment
8. Food Containers
9. Measuring Cups

There are other items that aren't required, but are nice to have around. For example, you will be cooking on this program. Lean healthy sources of protein include lean meats like chicken and turkey breast and fish. You have to have an easy way to prepare these items. Most PFAers use the George Forman style of countertop grills. You can toss on two chicken breasts in the morning before you take your shower and by the time you are dressed your lunch is ready.

Here is a short list of items that are nice to have:

1. George Forman Grill
2. Rice Cooker
3. Blender

### **Things to Expect in the Conditioning Phase:**

Most people have never eaten a healthy diet for a week straight. Truly, they go from one extreme to the other and have spent a lifetime sending mixed signals to their metabolisms. Now for perhaps the first time ever, you will be sending a consistent healthy message to your body.

Here is what to expect as you condition your metabolism.

1. Hunger Every 2.5 to 3 Hours
2. Duration of Four to 10 Weeks - Depending on results from the Diet Analysis Phase
2. More Energy
3. More Strength
4. Improved Sleep Patterns
5. Minimal Weight Gain If Any (in some cases, people have lost weight by cleaning up their diet)
6. Fuller Feeling Physique (due to increased glycogen in your muscles)

## The Fat Burning Phase

The Conditioning Phase is over and your body has become a high-octane, fat shredding machine ready to go to work. The Fat Burning phase is when you start stripping fat off your body. By now you should feel it. You should have more energy than ever before and you should be getting hungry every three to four hours. You're hungry because your body is telling you, "Hey, I'm a fat burning machine, I need food or I will have to start burning fat."

*Now you systematically begin to rotate calories out of your diet. The calories you cut will primarily be carbohydrates and a little fat. Your protein intake will remain the constant.*

As you briefly cut calories, your body will use stored fat to make up the shortfall, while your steady protein intake, combined with some amount of resistance training, will retain most if not all of your existing lean muscle, thereby helping to maintain your high metabolic rate.

In this new 2.0 version of the PFA's Physique Transformation module the program is now even more intuitive and intelligent. In the initial version, the Fat Burning phase was fixed at twelve weeks and made preprogrammed caloric drops (based on our past experience) in weeks four, seven and ten.

So the maximum theoretical fat loss was twenty-four pounds in a single rotation, even though in our one-on-work with clients in Colorado Springs we routinely get thirty to forty pound drops in a single rotation (our record is sixty-seven!) before the body needs to take a break and recharge. But that's because we were manually supervising their programs and could hold a client's caloric level for longer periods if they continued to hit their goals.

While overall our initial twelve week Fat Burning phase has proved to be very effective for the majority of people doing the

PFA program, we noticed a pattern developing as we continued to collect and analyze data.

Most men entering the Fat Burning phase seemed to start hitting their fat loss goals right out of the gate. But a percentage of the women seemed to take a few weeks to find their fat loss groove and didn't really hit their stride until the fourth week where we programmed that first set of automatic adjustments.

Our new PFA 2.0 changes all that! In 2.0 the PFA now knows if you are a male or a female. Once you begin the Fat Burning phase a pop-up message will ask you each Sunday if you hit your fat loss goals for the week.

If you say yes, the PFA will continue on its preprogrammed course and generate the next scheduled week for you. However, if you say no, it will instantly react and make a small caloric and cardio adjustment and modify your program for the following week. The intent is to find that **sweet spot** sooner for the slow movers.

### **Fat Burning Nirvana: The Sweet Spot**

Let's talk for a minute about this "sweet spot", that perfect combination of caloric rotation, cardio and weight training that produces a constant 1.5 – 2 pound fat loss each week.

The sweet spot is Physique Transformation's nirvana. It is the ideal fat burning situation we look for. However, you **must** understand that and not get impatient by trying to push the process along faster than this 1.5 – 2 pound pace.

This is a mistake many people make. They figure that if this combination of calories, cardio and weight training equals 1.5 – 2 pounds a week, then why not double down and get a bigger 3-4 pound bang for the buck!

**Don't do it!** While you may initially produce a larger "weight"

loss by cutting more calories out of your diet and doubling down on your cardio, it probably won't be more fat loss. But rather your body realigning itself to a starvation and deprivation situation by, you guessed it, burning muscle and holding fat.

For the majority of people reading this book, under normal diet and exercise conditions, metabolizing one to two pounds of body fat per week is about as fast as your body can get the job done for you. It took many of you years to get to the shape you're currently in. Is a few months too much to ask to bring that body back into prime time trim?

If you continue to reach your goals the program will continue to generate identical weeks of Fat Burning for you and allow you to go well beyond the twelve week limit of our initial version! It only makes adjustments when you fail to hit your target weight loss.

In cases of twenty pounds or more of weight loss, you should target a goal of completing a minimum of twelve weeks of Fat Burning. It's enough time to produce amazing changes in your physical appearance but short enough to help you maintain your focus and discipline.

The fat loss goal for each week is 2 pounds a week for men and 1.5 pounds a week for women. So if you successfully completed twelve weeks of Fat Burning (although now in 2.0 you can go well beyond) you'd be looking at fat loss of approximately twenty-four pounds for a man and eighteen to twenty-four pounds for a woman.

If you don't think dropping eighteen to twenty-four pounds of **fat** can change your life, consider this—by volume, a pound of fat takes up to five times as much space as a pound of muscle. Five pounds of fat takes up the same volume as a loaf of bread. So losing eighteen to twenty-four pounds of fat will make an enormous difference in your appearance. Try strapping five loaves of bread around your waist and you'll get the idea!

Also, keep in mind that during the entire Fat Burning phase the **Diet Score** now becomes a pass/fail mechanism. We're raising the stakes but that's what makes the PT module so much fun to compete against!

If you don't score a six-day (Sunday is a planned reward day to let you relax a bit) composite score of 90% (A-) or better, the PFA will make you do the week over again. Miss a second time and the PFA will warn you that this is your last chance. **If you miss a third time the module will terminate and you will have to start from scratch.**

While that may seem harsh, this is **accountability** in action! Let me tell you that our experience in talking with people who have successfully completed their PT modules is that "If I go through the effort of completing all those weeks of Conditioning, I'll be damned if I'll mess up now in Fat Burning and have to start all over again!

But that's what the PFA makes you do. It's not unnecessarily tough for the sake of being tough. If you fail three times in a relatively short timeframe, you're not working at a consistent enough level to ensure continual fat loss.

At a 90% score (the minimum needed to successfully pass from week to week) you're dieting at the same proficiency level Bart and I are when we were getting ready for a contest or a photo shoot and needed to be in stage shape.

So, if you're dieting at the same level as we are, we're confident you'll shed body fat at approximately the same rate we do (making the slight adjustment for women). Do your part and this program works. That's why the PFA comes with the "7X Sure" promise.

## The Maintenance Phase

This is a new feature in 2.0 and was the most often requested enhancement to the PFA. In our initial version, the Physique Transformation module had three automated phases that it guided you through: Diet Analysis, Conditioning and Fat Burning. The program got you to your desired goal weight and then sent you on your way.

But there has always been a fourth and final, long-term phase: Maintenance. Once you achieve that physique you worked so hard for, what's the game plan for maintaining it?

There is a right way and a wrong way to exit Fat Burning and stabilize your physique at the new weight and body fat levels you've achieved. Going out on a one week eating binge to celebrate your new body is definitely the wrong way! Thinking that you can suddenly go back to your old eating habits and you would now be immune to gaining weight is definitely the wrong way!

The right way to exit Fat Burning and maintain 85% - 90% of your gains (losses?) is to SLOWLY start raising your calories again (just like in Conditioning) to the level that is correct for your new weight. At the same time you slowly raise calories you also want to SLOWLY start loosening up the low levels of sugar and fat that you maintained during the Fat Burning phase.

In the new Maintenance phase of the PT module, over a five week period the program slowly brings your sugar levels back up to a maximum of 20% of total carbs (from 10% in Fat Burning). It also brings your fat levels back up to fifteen percent (from 10%).

Finally in Maintenance, as calories are slowly being raised and sugar and fat ratios are being loosened, the PFA will check your cardio levels at the end of Fat Burning and systematically

start ramping you back down to an end point of two heart healthy cardio sessions a week for the long term.

You could do this in our 1.0 version by using the PFA's Standard (manual) mode. But the math can get a little confusing and changing numbers every day in the Standard mode was a pain for users who were now spoiled by the elegance and ease of the automated PT module. So we've taken care of things in 2.0 and have automated this fourth and final phase into the PT module.

*Each Sunday when you are in the Fat Burning phase a pop-up window will ask you if you hit your 1.5 – 2 pound fat loss goal and would like to continue, or if you're ready to activate the Maintenance phase.*

If you activate the Maintenance phase the PFA:

1. Checks to see your current weight (the most recent entry in the PFA's 'Weigh-In' tool) so it knows where to bring your final caloric level.
2. Ask if you plan on continuing to exercise on a regular basis, so it knows if it needs to make any adjustments to that caloric level.
3. Take the seven-day caloric average of your last week of Fat Burning so it knows where your baseline is to start slowly increasing your calories. And finally...
4. Create the first week of Maintenance and reduce your cardio work, set new caloric goals and ratios for protein, carbs and fat for the coming week.

During the Maintenance phase the program continues to check with you each Sunday and ask if you maintained your weight or gained no more than one pound the prior week. If you answer 'yes' the program makes another scheduled bump in calories, small adjustment to your sugar and fat levels, and reduction in cardio.

However, if you say ‘no’ to the question (in other words you told the PFA you **did** gain more than one pound in the prior week) the PFA will keep you at the same caloric, sugar, fat and cardio levels for another week.

Our experience is that as we loosen up your diet a bit to more mainstream eating patterns of slightly higher sugar and fat levels, people give back on average 10-15% of their gains (losses). So if you lost thirty pounds in Fat Burning you can expect to gain back 3 – 4.5 pounds by the end of Maintenance Phase. This usually is not entirely fat. Remember during Fat Burning the majority of the calories rotated in and out of your diet were from carbs, so as you already read, you will be somewhat carb / glycogen depleted and a small weight (not fat) gain is virtually assured.

But we think that’s an acceptable tradeoff for no longer feeling like you have to constantly starve yourself to stay slim, be able to eat much more food day in and day out, be able to enjoy some sinful indulgences here and there (no, not that kind! The hot fudge Sunday kind) and still stay in great shape year round!

#### What about the long term?

In the long run, you can’t go back to your old lifestyle, nor will you want to. You will be an expert on food and nutrition by the time you finish with us, and the thought of going back to your old lifestyle will probably gross you out.

Most days you will eat sensibly and follow the principles that you learned on the program, but without all the measuring. Remember, after 4 months of doing this program you will have a good sense of where your diet is each day.

Your metabolism will spin at a high rate, and once a week or so you will indulge yourself with a nice night on the town with friends, have a margarita, nachos or whatever your thing is. But most days, you will eat quality healthy food. You will do

cardio a heart-smart two times per week, and resistance train twice per week.

Once every year or two, you may want to come back and do another rotation to give your body some polish or to reestablish good habits.

The long-term lifestyle I just described is the lifestyle you have to live to maintain a physique that is strong, healthy and beautiful. If you can't deal with these realities, you have to change your mindset to one of positive acceptance or settle for something much less.

Many people have a funny notion that if they could just get in shape, then somehow they could go back to their old unhealthy lifestyle and maintain the body they worked so hard to craft in the first place.

It is time to use your brain again: Think about it. If you go back to your old lifestyle when you are done, what will be your results?

I won't even answer that one. If you don't know by now, STOP and re-read this book from the beginning.

## Success Story—Chandler Rozear

Written by Chandler Rozear on 11/30/2004

There were a number of little “Ah ha!” moments before I actually took the steps necessary to change from fat to fit. Some of the more memorable ones were:



The hoopla over the Millennium and a heightened sense of time moving on.

My doctor, gazing over my charts, said if “we” couldn’t get my Blood Pressure & cholesterol (142/92 & 241) numbers down with exercise & diet, “we’d” have to do something else. (Meaning: A lifetime of monthly prescription refills and side effects.)

Stepping on a scale and having it read 230. Though fully clothed, it was still an eye opener. I was 150 when I graduated from college.

### Struggling to get out of a beanbag chair.

My eldest daughter, full of teenage tact, announced that I would never have a “six pack.” “After all,” she said, “The first three letters in father are F-A-T.”

The various photographs taken over the years showed me progressively more plump faced and spilling over my belt.

What made the difference was when I caught a vision that I really could change. It was the pictures on the cover band on the Body for Life book that finally caught my eye. Unlike the usual muscle magazine pictures of body builders who had fattened up for a before shot and then consumed mass quanti-

ties of the advertiser's secret fat burning formula of champions to become really ripped in their after shots, these appeared to be now very fit people who once were very regular people just like me. I read the book and said, "I can do this."

Actually, it took nearly five months to decide that the program was legitimate and if I was willing to see it through to the end. First I had to see if I could live without my Coca Cola crutch to get me through the day. While climbing that hurdle, I noticed a couple at church that looked like they could be BFL poster kids. They were! Regular people that I knew changing before my eyes. It could be done so I set off to do it myself. Recording every pound, rep, set, palm sized and fist sized portion, I was never without a bottle of water close at hand. Even without spending a bundle on supplements, the program was effective and I dropped down to 170lbs. I, along with everyone who knew me, was amazed. Since I was forty-five pounds lighter than the last time he saw me, my doctor put off placing me on a drug regimen to see if I was going to make further progress on my own.

To provide an additional bit of background, I have been a recreational swimmer for the last 32 years. I will also run enough to keep participating in a local "Biathlon" (5K run, 800m swim) six-race summer series and have even done a few short course Triathlons. For a few years I faithfully did exercise tapes from the Firm and always looking for some magical solution to my ever-expanding body, bought more than one exercise gadget. With the BFL program, now I added carefully documented weight training at home alternating with runs in the morning. I even added a set of Power Blocks to my collection of "clothes hangers & dust collectors." But trying to achieve "10's" in my weight-training program aggravated some pretty serious problems with my back. Since even standing bicep curls can make my back hurt, I have backed away from heavy weights and learned to be very protective of my back. My Total Gym (I told you I was an exercise gadget person) has returned to daily service and lets me weight train with far less compression load on my spine than I can with my free weights.

Over the course of the year and a half after my original 12-week program, now without the heavy weights and letting too many days be “Free Days,” I slowly worked my way back up to 188 lbs. Left to my own devices, I’m probably a 230 lb guy, but I didn’t want to go buy big pants again, so I started looking around at what other programs were around. Something that made sense and that I could live with. That’s when I found the Physique Transformation web site. I down loaded the Secrets e-book, read it, thought about it and read it again. Made sense. It matched my experience with exercise and diet but could I actually do this? Again it comes down to having a vision that it was possible for me and making a decision and commitment to see it through to the end.

The PFA proved that I didn’t have a clue as to what I was eating. When left up to me those “palm and fist sized” portions were still full of saturated fat, salt and sugar. What was missing was both a clear goal and a reliable map to get there.

The Physique Transformation Program answered the challenge. I said that I wanted to weigh 160 lbs and it told me how to get there. A “picky eater” all of my life, I wasn’t being asked to eat an exotic diet of foods I would never consider eating. I could eat things I wanted to eat. All I had to do was plan ahead, weigh it out and balance the proportions of protein, carbohydrates and fats. This is simple to say, but initially difficult to execute. Fats, salt and sugar are hidden everywhere. Planning my food for the next day was initially quite time consuming.

When I went as a chaperone to weekend Youth Rallies, I had to plan and prepare every thing I was going to eat for the entire trip. I could program in a Wendy’s Grilled Chicken Sandwich or a Subway sandwich, for stops on the road, but I traveled with a large cooler full of dated Baggies with all of the other food I needed to eat each day. Before I started drinking the IBM shakes with an additional scoop of protein powder, I transported and ate hardboiled egg whites by the dozens.

(Note: The vanilla IBM shakes not only make balancing out your daily food much easier, they actually taste good. All the others out there...well, I would rather eat another dozen hardboiled egg whites than gag one of them down.)

Getting control of my eating and fat intake during conditioning had an immediate effect on my total cholesterol levels. Going from 242 the month before I started the Transformation Program it immediately dropped to 141 one month after I started. I was eating all of the time. One has to consume a stunning amount of food to get up to 2800 calories with 15% fat as your upper limit in conditioning. It isn't done with bacon cheeseburgers, milkshakes and movie popcorn either. I had to eat all day long to avoid having to eat too much in the evening.

It isn't done without other "costs" as well. Generally, I plan and prepare my food independent of what the rest of my family does. I'll ask what they'd like to eat tomorrow or say I've worked out a trip to the Red Lobster or the steak place or work something out around their plans. Some nights they may all be eating pizza and I, like Horton the elephant ("I meant what I said, and I said what I meant. An elephant is faithful 100%.") will be doing my own thing. But the program is also faithful and does what it says it will do. My weight worked on down and on the prescribed day, I weighed 160 lbs. This may not happen for everyone so precisely, but I was amazed.

My doctor was delighted that I had been able to take even more weight off while not losing any muscle mass. My total cholesterol (141), blood pressure (120/72), resting heart rate (60bpm) were all where they needed to be. I needed new clothes and, if the light was right, there was even a "six pack" there.

I have a new paradigm with regards to my weight. I can actually decide to weigh some given amount and because I have this amazing tool, I can confidently proceed to achieve it. I have done a rotation in the quest for the elusive 10% BF goal and learned that it is not good for me to weigh 147 lbs. Not

only did I not feel particularly good, after years of my looking like an apple, at 58, the skin on my face and stomach tended toward the deflated balloon look. I can also decide to stop planning, go off on a vacation or simply not deal with it when circumstances require it. Like when four hurricanes roll through the state in six weeks and the power is off for days. Because now I have the tools and can achieve whatever, whenever I decide to do it.

Since it doesn't bother me to eat the same menu over again from one day to another, I have learned a few shortcuts. Figure out one A+ menu in conditioning and it's good for the entire week. A few adjustments may make it work next week. During Fat Burning, Monday and Friday can be the same menu for three weeks, as can Tuesday and Saturday, Thursday and Sunday. Wednesday is unique but it's still good for three weeks. I find it's possible to start with an A+ menu, throw in the odd food that somehow you're supposed to deal with and start varying the other amounts until it works again. Better than throwing up your hands and bailing out. I eat a lot of things that I can parcel out very precisely. Cheerios, rice, broiled chicken breast, fish oil, skim milk, 7% ground beef, frozen vegetables, bran flakes, deli turkey, whole wheat bread, potatoes, salad greens, egg whites, peanuts and almonds all are used to fill out my day's menu. If you go to the support areas of the Website, you'll find that there are literally as many ways to solve the daily puzzle, as there have been participants. If you make the effort, look around, ask, you will succeed.

Yours,

Chandler

## **Secret #5**

### **Food: Planning Meals in Advance**

If you apply the secret of planning your meals ahead of time, you cannot fail at this game. However...

*Ignoring this secret is the number one reason people fail.*

The PFA sets your calorie goals and P/C/F ratios week-by-week once it has done your Diet Analysis. You should enter food in future dates, within the same week and create perfect days in advance.

Your objective is to eat five or six relatively small meals each day, trying to evenly divide your total nutritional numbers into those five or six meals. If you miss a meal or two, you'll need to eat proportionally larger meals later in the day to make up for it.

Although six meals may initially sound like a lot, it's just breakfast, lunch and dinner with three planned snacks in between. Eating five to six small meals each day is so important that it almost justifies its own secret, but I only have ten fingers, so I've included it here.

If you plan on using a meal-replacement powder, like our Precision IBM (In Between Meal) or pure protein powder, like our Precision Protein, consider drinking these as your snacks.

By constantly feeding your body every three to four hours you force your metabolism to work all day long. That's a good thing! Even if your total caloric intake is the same, it costs your body more calories to metabolize five or six small meals through out the course of the day then it does just two or three larger meals.

If you haven't planned your meals in advance, you'll eventually find that you're gotten too far behind in one or more macronutrients (protein, fat, carbs) or you've eaten too much of

one or more macronutrients (sources of calories) and your day is shot.

**The best way to hit your goals is to plan the night before what you'll eat tomorrow.** This way you can take your time, enter foods you plan on eating, check your numbers, make portion adjustments until you're right on and voila! You have a food list (that you can print and check off through the day) that guarantees a perfect day of eating.

This is the #1 secret to success for those who have successfully completed our Physique Transformation module. They know before the day starts, exactly what and how much they will eat for each of their meals. It's that easy.

## **Food: Preparing Meals In Advance**

If planning meals in advance is the #1 fat burning success secret, getting into the habit of preparing meals in advance is corollary 1A.

If you start to plan your meals for the coming week, the next logical step is to make a shopping list of all the necessary food items. Some people shop and prepare meals for the upcoming week each Sunday.

When cooking, you simply cook in bulk. For instance, it takes just as long to cook one cup of rice as six. If you're going to put two chicken breasts on the grill, why not throw on six? Cooking in bulk makes it very easy to prepackage your meals. Buy several Tupperware bowls, refrigerate or freeze your meals for the upcoming week in advance and use them as needed.

The 1B corollary to stocking up on good food is to get rid of all of the bad foods. Let's face it, if it's there, we're gonna eat it! And don't try and fool yourself into thinking "I just had a handful of M&M's. That's not too bad." How many of us stop at a handful?

Do yourself a favor. Get rid of the junk food in the house. If you're a parent, you might have a minor mutiny on your hands at first. But once kids (or spouse!) get used to the change in selection in the pantry, they usually get along just fine and will benefit for the rest of their lives.

### **Food: What should I Eat?**

One of the best things about using the PFA is the way it educates you about the specific foods you eat. One of my pet peeves about certain diet programs are preplanned meals.

While I agree that presenting lists of approved food choices can be helpful, telling people what they're going to eat never works in the long run. In fact, Bart and I have talked about the business objectives of some "diet companies" who bank on their clients regaining all the weight they lost after they leave the diet plan they had been blindly following and coming back to buy more of their prepackaged food the next time they decide its time to lose that same twenty pounds again.

This may be a sound business strategy if your core competency is selling expensive prepackaged food. However, we're opposed to these types of programs because dieters don't learn a thing during the process. Once they leave, they have no clue how to eat on their own.

Having said that, we received extensive feedback from thirty-five thousand users over the past few years, consistently asking for help on two food related issues:

1. Figuring out what to eat in order to get their daily 'A' diet score.
2. Learning how to quickly find the foods you search for in the extensive (and often intimidating) 23,000 item EHSA food database that powers our PFA program.

In PFA 2.0 the entire food database program, as well as the searching algorithms, have been rewritten to make searching for food items quicker and more intuitive. For instance, in the original version you could search for ‘McDonalds’ or you could search for ‘hamburgers’ but you couldn’t search for ‘McDonalds hamburgers’ to get a short, specific list of exactly what you were looking for. Now you can.

Searching for foods in 2.0 is faster, easier and more user-friendly than ever before.

As you begin to learn what foods you should and shouldn’t be eating, you start to look at things a little differently and understand that there are no good or bad foods, just ‘food.’ Your judgments about to eat and what not to eat are not based on whether a food is perceived as good or bad (like the hysteria surrounding carbs these last few years) but strictly the nutritional content of that food in relation to your nutritional goals for the day.

The PFA reflects back the foods you eat only in terms of its nutritional value. When you look at a Big Mac you may see a juicy burger. When the PFA looks at a Big Mac it sees 502 calories, 25 grams of protein, 26 grams of fat and 42 grams of carbs. To the PFA it’s simply a numbers game. It makes no judgment as to whether a food is good or bad. It just gives you the facts, compares it to your profile and gives you the tools to judge for yourself.

That’s why we say that there are no forbidden foods on this program. If you can work it into an ‘A’ day, the PFA does not care what it is. Believe it or not, you can actually earn an A and still eat a Big Mac on all but the lowest caloric days during the final days of Fat Burning. Here’s the catch. In order to keep your A, you have to be perfect the rest of the day. You will quickly find that Eating that Big Mac is just not worth it. But ultimately it is your own judgement call.

You can effortlessly make changes and substitutions of one food for another. For instance, if you're considering a Big Mac, you can return to the PFA and preview different food choices at McDonald's in order to substitute a better choice.

### **Highlighting the Bad Stuff**

Even without being an expert, you probably have a good idea which of your favorite foods are the bad ones—foods loaded with fat, saturated fat, sugar and salt. I don't need to tell you that foods like Big Macs, Haggen Das ice Cream, margaritas and Snickers bars will lower your diet score in the PFA. The tendency for many PFAers is to never analyze their diet including their favorite indulgences.

When in fact, it is a good idea to experiment around with building a perfect "A" day of eating, and then try adding in a few of your favorites indulgences to see just how they affect your score, your calories and your P/C/F ratios. It's part of your education process.

If you play around with your unhealthy food choices as you learn to build "A" diet scores you will probably be shocked just how bad some of these foods truly are. As you Analyze your diet, these foods will stick out like a sore thumb.

Remember during this program you are transforming your physique crafting a body like you never thought possible. So, I am NOT encouraging you to eat your "sinful" foods. If you can eliminate them entirely, you will be better off, and your results will be a testament to your ability to eat cleanly. But once you are done with your transformation, you can relax a bit and hopefully you have learned a thing or two of how these little indulgences effect the quality of your overall diet.

Having the PFA highlight poor food choices and letting you make your own decisions about reducing, eliminating or substituting them increases your long-term success.

## **Secret #6**

### **Learn to Fill the Holes in Your Diet**

Do you really need to take nutritional supplements or are you just peeing good money down the toilet? If I had a dime for every time I've been asked this question, I'd have... well, not enough to buy a new Porsche, but a lot of dimes!

Should you take supplements? Yes and no. Let me explain. Theoretically, you should be able to get all the macro (protein, carbs, fats) and micro (vitamins & minerals) nutrients you need from your food alone. And theoretically, you will hit the lottery some day by playing the same numbers over and over.

The problem is, you'll be long dead before your numbers ever come up. If you depend on food alone to provide all your macro and micronutrients, the odds are not in your favor.

But there's another important reason why using a few key supplements will become an indispensable part of your regimen. You already know that you should be eating five to six small meals each day, right?

Have you tried eating five or six food-based meals every day? For most of us, it's just impractical. Why not substitute a supplement shake or two? Supplement shakes provide a complete meal (protein, carbs, some have a smidge of fat, vitamins and minerals) that can be consumed in seconds. Now that's a fast, convenient and inexpensive meal. The typical cost is around \$1.50 per serving.

More importantly, from years of teaching the science of physique transformation and analyzing diets, we know that it's easy to get enough food-based carbohydrates and fat in your diet. However it's much more difficult to eat enough food-based protein (based on our recommendations) and this is where a protein rich shake is worth its weight in gold.

Out the six meals I eat daily, three are always food meals (breakfast, lunch, dinner) and two to three are supplement shakes (mid morning, mid afternoon and sometimes an evening snack). I encourage people to get as much of their calories and protein from real food as possible. People are sometimes surprised to hear me say this since we sell our proprietary 'Precision Protein' as well as a few other key supplements in our online store. My basic rule of thumb is to try and get at least 70 to 80% of your calories from real food!

Here's something else to consider about today's nutritional supplements. Let's use whey protein as an example. Whey isolate protein is the new gold standard in high quality protein, supplanting egg whites, the long time champ. Yet purified whey protein didn't even exist until a few years ago. Why? First a little background information. Whey is a waste by-product of cheese manufacturing and is loaded with fat. Researchers have long known about its exceptional protein characteristics but have only recently been able to perfect a way to separate the delicate protein from the fat without destroying its biological value.

The result is a pure protein of exceptional quality that you simply can't get from whole foods. Whey protein is a good example of a healthy, engineered food. There's nothing wrong with getting your nutrients the old-fashioned way through food alone. But these new supplements are easy to fit in a hectic lifestyle, inexpensive and exceptionally nutritious.

There's been an explosion in supplements products over the last few years. And there's no doubt that you can get carried away and go on an expensive supplement binge when you visit your local health food store. What you'll come to find is that some supplements are worth every penny you pay for them, while others are not worth the cardboard box they come in.

Here are my suggestions for a core supplement strategy.

## Foundation Supplements

There are two categories of supplements that are an essential and indispensable part of a healthy diet.

1. Liquid multivitamin/mineral formulation.
2. Protein Supplement/MRP.

**1. Multivitamin/mineral:** Nothing gives you a bigger bang for your buck than a well formulated multivitamin/mineral. In the June 2002 Journal of the American Medical Association (JAMA), Harvard researchers, Drs. Kathleen Fairfield and Robert Fletcher recommended that everybody, regardless of age or health status take a daily multivitamin. Dr. Fletcher indicated that “it’s rare to find a health promoter (multivitamin/mineral) that offers such a substantial benefit with a relatively low cost and low risk of problems.”

I’m not a big fan of the one-a-day products, although from a convenience perspective, I understand why they are marketed. One-a-day multiples are usually pressed tabs. The problem with these is the pounds per square inch of pressure they must use to compress a number of different ingredients into one tablet and the difficulty the body has in dissolving them.

The second reason why they are limited in efficacy is that they are also coated in a binding substance that holds the tablet together. This coating is frequently not broken down in the stomach, so the tabs simply pass through the stomach into the intestines and into the toilet. This is particularly true for older people who lack the proper stomach acid and natural enzymes necessary to break down the tablets.

More and more research continues to suggest that one of the keys to successfully staving off the chronic degenerative process is to keep a sufficient amount of circulating antioxidants in your system at all times.

That is why I am such a big believer in taking liquid multivitamin/mineral formulations, because the absorption rate is so much greater than a pressed tab or a powered capsule. The drawback is that liquid formulations are usually more expensive than their tablet counterparts. But I consider it money well invested in my long term health.

The half-life of water-soluble vitamins is about four hours. The fat soluble, A, E, D and K have a longer half life. A well-formulated multivitamin should be designed to work best with a variety of vitamins and minerals. That is one reason why savvy nutrition experts advise their clients to eat as many different types of foods as possible every day—and to take what is known as a ‘full-spectrum’ multi-vitamin/mineral formulation for insurance.

The simple pressed tabs rarely have anything more than the basic vitamins/minerals at the current RDIs, which are sadly lacking the powerful antioxidants necessary to keep us in optimum health.

**2. Protein Supplement/MRP:** Protein is the foundation upon which your body is built and maintained. Your genes contain the code to for every protein in your body. Everyone gets enough food-based carbohydrates and fat in their diet. Getting adequate amounts (according to our standards) of food-based protein is where most people fall short.

**An MRP (meal replacement product)** is a complete food supplement that contains a significant (20 grams/serving) amount of quality protein and carbohydrates (primarily complex) and is fortified with the essential vitamins and minerals. This supplement can be in the form of a powder, which is good because it forces you to drink more water or a chewable bar, which is more convenient to carry around. In our e-store we have a proprietary MRP product called Precision IBM (In Between Meals).

Unlike an MRP, a protein supplement is pure protein and nothing else. Hence it's much lower in total calories than a complete food supplement. If you need to cut some carbs out of your diet on a low day, you can substitute a pure protein shake or bar. Also, if you want to temporarily limit carbs from a specific meal, a pure protein supplement is the perfect solution.

Adding a pure protein and an MRP to your core supplements will fill in most of the macronutrient holes in your diet. And while there are additional supplements that can accelerate the process of adding lean muscle and burning fat, these two foundation supplements are an essential part of a healthy diet and need to be a part of yours.

### **Kicking it Up a Notch**

If you're ready for a more advanced supplement program specific to the Physique Transformation process, my top four recommendations would be:

1. EFA (Essential Fatty Acids) formulation
2. ALA (Alpha Lipoic Acid) a powerful antioxidant
3. Chromium Picolinate
4. Glutamine (a pure amino acid)

**1. EFA:** The “good fats” you may have heard about - Omega-3 (Linolenic Acid) and Omega-6 (Linoleic Acid). You find EFA's in certain fish, primrose oil, black current and borage (a coarse, hairy, blue-flowered European herb used medicinally and in salads). But how many of us eat fish two to three times a week and how often do you really eat a borage salad?

EFA's help your body metabolize stored fat more efficiently and are very important to the fat burning process. In addition, EFA's are beneficial in helping to prevent stroke, heart disease, arthritis, eczema, PMS, dry eye and a number of other symptoms.

Essential Fatty Acids are as the name says, essential, which

means your body doesn't make them; you must eat them. Even though we are consuming forty percent more fats today than we did about a hundred years ago, we are not getting nearly enough essential fatty acids in our diets.

**2. ALA (Alpha Lipoic Acid):** It's an exceptionally powerful antioxidant. ALA is unique in that it's both fat and water soluble, so it can attack free radicals in both environments. ALA also helps increase insulin sensitivity, which means the body needs to produce less insulin in order to maintain correct blood glucose levels. Lowered insulin levels are much more conducive to metabolizing fat.

**3. Chromium Picolinate:** More and more a 'must include' supplement in the natural treatment of Type II diabetes because of its acknowledged ability to significantly increase insulin sensitivity, much like ALA, only stronger.

Health professionals are beginning to realize that a significant factor contributing to overweight conditions is being caused not just by the foods that we eat but by insulin insensitivity, classically exhibited by Type II diabetics and a new class of people just recently identified as 'Pre-diabetic.'

In insulin resistant individuals, which is strongly correlated to overweight/obese conditions, insulin receptors become progressively dulled and the body is forced to produce more and more insulin to metabolize ingested carbohydrates.

This in turn results in higher and higher circulating insulin levels, which makes the body more efficient at storing fat and at the same time more and more resistant to metabolizing it.

It's a vicious cycle that is very difficult to break. The more weight you gain, the less sensitive your insulin receptors become, the more insulin your body must produce to compensate, the more efficient your body becomes at storing fat and protecting it.

**4. Glutamine:** The most abundant amino acid in the body, which is used for a myriad of functions. Glutamine is primarily stored in muscle. It's called a 'conditional' amino acid because although the body can manufacture it, the body's need for glutamine sometimes exceeds its ability to manufacture it.

In such cases, the body is forced to break down muscle tissue for extra reserves of glutamine. Disaster! Muscle is what drives your metabolism and burns calories, 24/7. **You must preserve muscle at all costs to help you stay lean.**

This is why Glutamine is known as the 'anti-catabolic' supplement. Taking supplemental glutamine ensures that the hard-earned muscle you are building by day is not being partially cannibalized at night because the body has inadequate amounts of glutamine to carry on normal, necessary bodily functions.

For this reason glutamine is usually taken before or after workouts and most importantly, at night just before bedtime. It is a superb addition to your supplement arsenal.

## Success Story—Frances Treat

Written by Frances Treat

Most of my life I've been somewhat overweight. As a child my grandmother called me "chubby", during adolescence I was referred to as "pleasingly plump". As an adult I ranged from being what some kindly referred to as "voluptuous", "curvy" and some even would comment on how I resembled the old paintings by Ruben or as some would say "Rubenesk" to later just being just plain overweight.

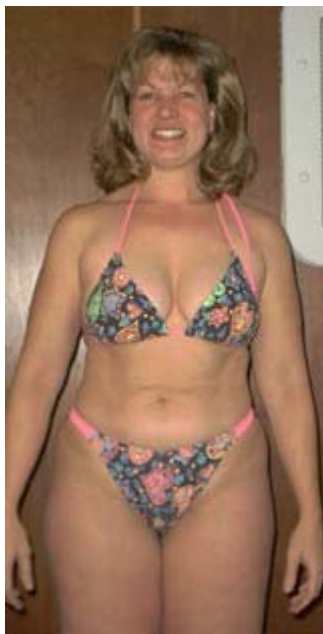


*Frances, beautiful and polished...Turn the page for her before shot.*

I'll have to openly admit I tried every diet I could get my hands on. Nutri-System, Jenny Craig, The Adkin's Diet, The Diet Center and the list goes on and on. I did have a love for weight lifting and exercise, which has been in my favor through the years, but it still didn't achieve that lean look that I've always wanted.

I felt like I was in a constant battle to keep that scale from going up. After I had my son, my weight seemed to be even MORE unstable. I lost 20 lbs with Weight Watchers only to find that I gained half of it back as soon as I ate anything off the plan. Not to mention I felt like I was sentenced to a lifetime of deprivation. At times it was a vicious cycle of eating, gaining, getting depressed about it and eating MORE.

I continued to workout with weights though out this battle only to find myself covering up myself more and more when I went into the gym. I was strong but no one would ever know that I lifted weights because of the layer of fat that covered that hard-earned muscle. And on all the crash diets I found that my strength would diminish and I would end up less muscular than ever, even though my scales would read 10 ? 12 lbs less. And again, the scales would pop right back up when I got OFF whatever diet plan I had been on.



*Here is Frances before she started with PhysiqueTransformation.com. Duncan didn't know more about Yo yo'ing than Frances!*

THEN, I passed my 40th birthday and the scale continued to creep up. One day last fall (2002) I was surfing the web and came across the [www.physiquetransformation.com](http://www.physiquetransformation.com). I started to browse the photographs and there were some of the people that worked out right in MY gym in Colorado Springs. Not only THAT but these were the very people that I had admired from afar thinking they must have been blessed with good genetics.

Little did I know, they weren't much different from myself, but they had the secret knowledge. One of these people was Jo Morales, who is now my PTS (Physique Transformation Specialist) trainer. One day I decided to just talk to her a bit. She arranged an appointment and from there my life changed. I started conditioning probably not unlike MOST women, thinking "Gosh, this is an awful LOT of food". But having seen these people in the gym, I knew that something must be working for them so I trusted what they told me and kept on eating. My conditioning lasted 7 weeks.

I'm in fat burning still, even as I write this, and Jo and I have fine-tuned my goals and expectations. I originally wanted to get my weight down to 125. But as I approached that weight I realized that I could achieve so much more. I no longer settle when it comes to seeing what my body is capable of doing. I'm leaner than I've EVER been in my entire adult life AND I'm stronger and more muscular also. Who would have guessed that being over 40 would look like THIS? NOT ME! My goal weight now is 115 and it's only a matter of time and I will be there.

This has not only been an education in nutrition, but also in EXACTLY how MY body reacts to every element of food that I put in it AND the cardio and weights that I impose ON it. I felt like I went into this, blindly, hoping and trusting in the process and I am coming OUT an educated woman. I can now honestly say that I know my body. That education alone was worth every effort I put into this. And I can now enjoy the body I always dreamed of having. I plan to carry this further and go

on a muscle building rotation after this fat burning rotation is complete. Then, who knows what next year will bring. Maybe competition. That's MY thoughts.

Thanks for listening and good luck to you all.

Frances Treat



*Here are some shots of Frances at several stages during her program.*

## Secret #7

### How to use Exercise to Burn Fat

Both cardio and resistance exercises will help your body burn fat if used correctly. Done incorrectly, it's just wasted effort. So it is important that you understand the secrets of each of these components before you start your exercise program.

I've said it many times: **Your appearance is determined 80% by your diet and 20% by exercise.**

However, it's that twenty percent that allows you to change your physical appearance to suit your particular preference. Getting your diet dialed in and consistent will assure you a lean, healthy physique.

The types of exercise you do determines whether your physique will be ballerina slender or athletically muscular.

Weight Training (i.e. Resistance Training) serves two vital functions:

1. It shapes and contours your physique to become more aesthetically pleasing.
2. It builds and tones muscle, which raises your metabolism and burns calories 24/7.

The more muscle you have, the more easily you lose weight and the more easily your body burns off those excess calories when you over indulge.

Just as a hammer and chisel are the tools the ice sculptor uses to create his art, cardio and resistance training are the tools you use to create your ideal physique.

I realize many women have a hard time with the concept of gaining muscle. But keep repeating this mantra: A pound of fat takes up five times as much space as a pound of muscle. So if

you lost ten pounds of fat and gained ten pounds of muscle, your weight would be the same but you would actually be **SMALLER** than when you started.

## **The What and When of Exercise?**

First, let's define things a little better. Step aerobics and bench presses are both exercises, but the body reacts to them in very different ways.

Remember when I said that we can't talk to our body but we can communicate with it? Well, that's what exercise does. The type of exercise you do, the amount of weight you use, the length of time you do it all communicate a specific message to your body. Your body will answer by adapting, changing its size, shape and body fat percentage in order to handle the stresses you impose on it through exercise.

**To strengthen your cardiovascular system and burn extra calories, you do aerobic exercise** (i.e. biking, running, stair stepping) at a steady, moderate pace for twenty minutes or more. This type of exercise does **NOT** significantly build muscle.

**To build and tone muscle you do anaerobic (without oxygen) or resistance exercises** where you pull or push a given weight in thirty to sixty seconds intervals followed by a one to two minute rest period. This type of exercise does **NOT** build cardio endurance.

**You need both!** All the cardio queens need some iron every week. And the iron heads need to get in touch with their feminine side and do some more cardio work. We suggest that you start some very moderate exercising with both iron and cardio. Now keep in mind when I say iron I really mean any of the different types of resistance equipment you'll find in a gym, from traditional dumbbells/ barbells to the newest cable machines and Free Motion equipment.

You've heard the old saying, "Anything worth doing, is worth doing right." This is where the problems start for most of us.

**To be effective, exercise must reach a certain threshold.** For example, to achieve lift off, a small plane must reach a speed of 120 miles an hour. What do you get at 119 miles an hour? A fast, ugly looking car with appendages on the sides, but it doesn't fly.

If you want steam, you have to heat water up to 212 degrees. What do you get at 211 degrees? Really hot water—no steam.

Exercise is the same.

## Using Cardio to Achieve Fat Burning Goals

During my twenty plus years in the fitness industry, cardio is the #1 area that is the most misunderstood and routinely misused. At the gym, I find three types of people who do cardio training—the Cardio Kings and Queens, the 'I've-Been-Tolds' and the Educated Ones.

The Cardio Queens and Kings kill themselves as they go from cardio machine to cardio machine, spending hours a week firmly believing they're headed for that perfect body—and yet they haven't spent five minutes thinking about their diet or why their cardio routines are yielding little or no results.

These are also the people who after eating a holiday meal head straight to the gym. They won't leave until they believe they've worked off those calories—and then they'll go home to eat the leftovers!

Someone has told the "I've-Been-Tolds" that they are wasting their time unless cardio is included in **every** workout. The I've Been-Tolds don't pay attention to what they're doing as they read or watch TV. Often they are just going through the motion of keeping the pedals moving on the bike.

### Pearl of Wisdom

*If your goal is to lose body fat, there must be a deliberate method to your cardio routine.*

They really don't want to be working out but because they've been told cardio **MUST** be included, they're getting by with as little effort as possible. The funny thing about this group is that you can't tell them anything. They defend what they do because someone told them to do it this way.

**The Educated Ones frustrate a lot of people.** Everything seems to work for this group. Every time you see them they're dropping weight, getting leaner and yet they don't spend half the time on the cardio equipment as the Kings and Queens. You watch as they occasionally check their pulse to make sure they are in their *Target Heart Rate Zone*. They seem so focused. These are the athletes and the PFA'ers.

The less successful often dismiss the Educated Ones as 'being blessed with that kind of body' or, 'having a fast metabolism' when the truth is they've simply learned how a body works and applied that knowledge. I was told many years ago that I've been blessed with a fast metabolism and that when I hit my thirties everything would change.

Well, I'm (Bart, now) 46 now and still waiting for this 'big change.' Some things have indeed changed as I've gotten older, like recovery time from workouts, goals and objectives. However, my metabolism has not. Why? Because I keep my calories up all year long, which keeps my metabolism alive and well.

The Educated Ones are successful because they apply what they learn, track their results and never quit until they reach their objective. Cardio is no different. If your goal is to lose body fat, there must be a deliberate method to your cardio routine.

This is another of the changes you'll see in 2.0. If you join our Fitness Leagues games, when you set up your Fitness League profile you'll notice a 'Cardio and Weight Training Schedule.' In 2.0 the PFA will **calculate** and if necessary **adjust** a cardio



schedule for you, based on your cardio fitness level and your progress during the Fat Burning phase.

The cardio schedule will highlight cardio days with a red ‘running man’ icon. Red indicates that the cardio has been recommended but not completed. When you do the cardio session and log it in the ‘Exercise’ icon on the PFA’s home page, the red running man will turn green to indicate you’ve completed your assigned task!

In addition, each day that the PFA recommends a cardio session it visually reminds you by posting a ‘running man’ icon in your Enter Foods screen.

The most important thing to remember about cardio is that the more you do today, the more you have to do tomorrow to get your body to respond. It is imperative that you learn and apply this to your program because most people initially go crazy with their cardio and everything works great for a while—until their body plateaus.

This is your body’s way of telling you that what you’re doing doesn’t work anymore. Simple as that! Why does your body plateau? Because the body only does what it must to get by. Your body likes the status quo and won’t change until you **force it** to change. Add a little more cardio, your body responds again. Once it stops, you change it again... and again... This is the ‘getting-in-shape’ process.

Remember: Your body tells you everything. You just need to learn its language and change as needed.

Because of the body’s continuing internal dialogue, it’s obvious that if a dieter who is forty to fifty pounds overweight starts out doing massive amounts of cardio in the beginning, they’ll end up having to do an impossible amount of cardio to continue their progress as they get deeper into their programs.

### Pearl of Wisdom

*Finding Your Target Heart Rate Zone:  
Take 180 and subtract your age with  
a spread of  $\pm 5$ .*

*So if you are 40 years old, your  
target is  $(180 - 40 \pm 5)$ .  
Which is a range from 135 to 145  
beats per minute.*

**We already know that the more cardio you do today, the more you have to do tomorrow.** Let me add a second part to the equation: The degree of intensity of the cardio session.

Anyone can figure out their Target Heart Rate Zone. Take 180 and subtract your age with a spread of  $\pm 5$ . This is where your heart rate needs to be during your cardio workout. Let's use me as an example. I'm 51. Take  $180 - 51 = 129$ . Therefore, my fat burning zone is 125 to 135. When I am doing my cardio, my heart needs to beat between 124 - 134 times per minute for me to be in my target range.

An easy way to do this is to check your pulse for six seconds. Count the beats in six seconds and multiply by ten. I should be around 12-13 thirteen beats. If its faster, I slow down; slower, I speed up. Since you are reading this now, take six seconds to practice and count your heart beats. This is your resting heart rate.

When logging your cardio into the PFA, the time you enter should be the time you spent in your target heart rate zone, which is always less than the time your were doing the exercise. Usually you will have a warm-up and a warm-down of five minutes each. So to do 20 minutes of cardio, you may be doing the exercise for up to 30 minutes time.

The most important result of your cardio training, in addition to burning calories and getting in better cardiovascular shape, is that it speeds up the metabolism for up to eight hours!

When you do thirty minutes of cardio in your target range, your metabolism stays 'hot' for eight hours after you are done as it begins to taper off. The ultimate goal for losing body fat is to keep the metabolism running fast.

Some of you might think that doing cardio for an hour will make your metabolism run hot for sixteen hours, but it doesn't work that way. Eight hours is about all you get. **But here's a**

**secret...instead of doing cardio for an hour at a time, try doing 30 minutes in the morning and 30 minutes at night. Watch what happens!**

With all this new information, how do you apply cardio to your routine for maximum benefit with minimal effort? Remember, your body tells you everything. You just need to know what its saying and change when necessary.

**The most common problem among our clients is that they under-eat and over-train.** You can only imagine what my clients think when I tell someone who wants to lose 50 pounds that he or she must eat more and cut back (or temporarily stop) their cardio!

Just like working with me one on one, the PFA looks at several things when constructing a program for you.

1. **Diet:** How many calories they you currently eating and what are the ratios of protein, carbs and fat in your diet?
2. **Cardio and resistance work:** Are you already doing intense cardio workouts, none at all or somewhere in between. Are you an experienced weight trainer or neophytes?
3. **Goals and objectives:** Make sure you have a clear understanding of what it is you want to achieve.

Many people come to me with unclear and unrealistic goals. For example, I've worked with people who want to lose twenty-five pounds in two weeks because they have a reunion or special event to attend. Not a chance!

Some people have no idea what they want while others have conflicting goals. One of my clients stated that he wanted to lose body fat, maintain the same weight get ready for a power

meet and run six miles a day. This guy's goals were all over the place and cancelled each other out.

Your goal could be a certain weight, a dress size, a certain look (my personal favorite) from a picture or something you have seen. The point is, once you've decided upon a definite goal, it's easier to put a program together.

While in the Conditioning Phase, you might think your diet has begun and either start your cardio or add more cardio. However, this is definitely the wrong time to fire up the old treadmill.

The Conditioning Phase is designed to stabilize your body and to begin to raise your metabolism by raising your calories. That's it. You should look for your weight to stabilize and vary only one half to one pound per day, nothing else. If you do lose weight in this phase we'll take it but that isn't the goal.

Once you've completed the Conditioning Phase and the long awaited day has arrived - you're ready for Fat Burning. Ready now to dust off the treadmill? Not necessarily, however your past cardio history will play a part in when and how much cardio you'll start off with.

If your body was accustomed to excessive amounts of cardio before you began this program you may indeed have to start your cardio work in Fat Burning a little earlier than others. That's why our new 2.0 version asks you about your cardio history when you're first filling in your personal profile to begin your program. It wants to be ready to adjust your cardio parameters if necessary and knowing your cardio history gives the PFA the advance information it needs.

Let's look at where you are first. Your calories are high and you're starting the rotation part of our program, the Fat Burning phase. For many people, just the change from eating all those calories to rotating your calories may be enough for your body to lose its first two pounds.

Therefore you don't have to do any additional cardio this week because you've hit your goal.

Now if in week two you find that the first pound came off as scheduled, but you've stayed the same weight for the last four days, **now** is the time to throw in one more cardio for that week.

In our new 2.0 version the PFA asks you each Sunday if you met your fat loss goals for the prior week. If you say 'No' it automatically adjusts the amount of cardio it recommends for the following week. The PFA does virtually everything for you. You just have to listen to it!

### **Do cardio on the low day(s) of your rotation**

**The high caloric days set up the low caloric days.** The high days remind the body that everything is OK and that there is no need to slow the metabolism down to compensate for the lower days it's just experienced. With the metabolism rocking after a high day, dropping the calories for the low day, then slamming the body with a cardio triggers fat burning. But cardio is used only sparingly and strategically.

The whole game is predicated on what your body is telling you. That is why it's important to listen to what it's saying. The way your clothes fit is one way your body communicates with you. **Your appearance, body fat tests and measurements, are all excellent ways of hearing what your body is saying.**

Weighing yourself in the morning, when you're at your lightest, is extremely important. Getting up, using the restroom, and weighing yourself nude with the same scale on the same place on the floor will give you the necessary reading you need to make the day's right choices.

By weighing yourself everyday in this fashion, you know whether you're losing weight or whether your body needs something different. You can make changes in three ways.

- 1 Add cardio
- 2 Decrease calories
- 3 Both

If you need to add another cardio and you are already doing cardios on your low days (Mon/Fri), the PFA automatically add another cardio on the next lowest day (Tues/Sat) and so on. Never forget: The more cardio you do today the more you have to do tomorrow. The PFA **only** adds cardio to your schedule when you fail to hit your fat loss goals for the week.

*Adding more cardio for the sake of doing cardio is not going to significantly speed up the process.*

You're searching for your "sweet spot"—that perfect combination of just the right amount of cardio combined with the right caloric rotation that sets your body into a **steady** 1.5 – 2 pound fat loss week after week. The inches **WILL** melt away but it doesn't happen overnight. It takes time.

As you go through this process, keep focused on your goal. Don't be in a hurry. A one pound weight loss every three and a half days is a good benchmark.

Putting cardio into your routine is very important—but adding it at the right times and in the right way is paramount. Following these suggestions will guarantee your success and will keep you motivated for the duration of your program.

**Something else to consider:** Losing one pound on a 125 lbs. body is like losing two on a big person's 250-pound body. In other words, losing ten pounds might not sound like much but that is twenty pounds to a bigger person.

## **Secret #8**

### **Resistance Training**

Resistance (weight) training involves stressing a muscle (or group of muscles) by pushing or pulling a weighted object (barbell, dumbbell, cable apparatus, etc.). The body synthesizes new tissue to accommodate the demands placed on it by resistance training. Diet plays an important supporting role in how quickly and efficiently these changes occur.

The problem once again is communicating correctly with your body. As with your cardio work, resistance training must reach a threshold level to induce the body to change. Far too many people who work out just waste their time. They may be working out faithfully but they've never taken the time to correctly learn the rules of the fitness game and how to play it.

If you're pleased with your physical appearance, at that point you simply stay in maintenance mode. However, if you're dissatisfied with what you see in the mirror, you must change your routine in order to shock your body back into action.

Resistance training differs from cardio in that cardio work is done at a relatively low percentage of maximum effort. The duration of cardio exercise is relatively long while the degree of effort is moderate.

Resistance training is just the opposite. The duration is very short but the effort is much higher. I'm sure you've heard the phrase "no pain, no gain." To be more realistic, the phrase should be "no discomfort, no gain." Resistance training is meant to fatigue and in some instances, exhaust muscles in an effort to stimulate growth. As muscles fatigue, lactic acid builds up, causing that familiar burning sensation.

But the burning sensation is the body's way of communicating back to you "OK, I got the message!" If you feel nothing, that's exactly what's happening to your body—nothing.

### Pearl of Wisdom

*The body adapts very quickly. You need to be just as quick. Your routines should change every three to four weeks.*

All out psychotic bodybuilding training is painful and unnecessary. That said, for people whose objectives are more mainstream and just want to look good and feel healthy and energetic, resistance training is nothing to be afraid of.

Variety is the spice of life. Whether it's food, social activities or exercise, variety keeps things fresh and keeps the body guessing. Have you ever seen the following person in the gym? He (or she) has been faithfully coming to the gym for years, but hasn't changed a bit from the first visit. He's done the same three exercises per body part, for the same ten reps, with the same amount of weight forever. Not coincidentally, he continues to get the same results.

Your body is always trying to communicate with you, and you have to start listening to what it's trying to tell you. In this case, (assuming weight loss is your goal) the fact that you're seeing NO change is your body's way of telling you, "This isn't working; try something else!"

The body adapts very quickly. You need to be just as quick. **Your routines should change every three to four weeks.** There are lots of different ways to constantly change up your training.

For instance, I rotate my own training by doing three to four weeks of heavy training (heaviest weights, where I can only manage four to six reps per set). Then I switch to three to four weeks of moderate training (moderately heavy weights that I can do for eight to ten reps per set). Finally, I switch to three to four weeks of light training so that I can complete twenty reps per set (talk about 'the burn!'). Each cycle stresses the body in different ways, forcing the body to constantly adapt and respond.

For most beginning and intermediate level exercisers it's enough to train each body part (chest, back, shoulders, arms, legs, abs) by doing two to three exercises consisting of three to four sets per exercise.

**The secret is to focus and train hard.** To train at the intensity level we discussed, you should probably only work two body parts per workout. The exception would be legs since they are generally our strongest muscles, and it takes more weight to fully work them. Legs are usually done all by themselves.

Want more? Try ‘tempo’ training once in a while. Tempo training is raising and lowering weights in an exaggeratedly slow motion to a specific tempo or rhythm. For instance, a three-one-three tempo. The proper rhythm: Raise the bar to a three count (1001... 1002... 1003), hold for one count, then lower the bar for the same three count. Your muscle’s response to this radical change in the usual lifting pattern is; “What the heck is he doing now? Help!”

Here’s a rough rule of thumb to gauge how much weight you should be lifting. Take your moderate weight, ten-rep cycle. If you can complete the last rep on the last set of each exercise without difficulty, add more weight. Adjust your heavy and light cycles accordingly.

Okay, we’ve discussed cardio and resistance training, types of exercise, intensity levels and variety. Now, how often should you train? How much is too much? Not enough?

For most beginning and intermediate level exercisers, two to three weight training sessions per week and two to three cardio sessions per week will provide excellent results.

Although PFA 2.0 does not calculate a weight training schedule for you like it does for your cardio, it does allow you to log both your weight training sessions and their intensity level (on a scale of 1 to 5) so you can have a complete history of your work to refer back to.

At this stage of my career (Ric, 51 years young), my usual training schedule is one day of weight training (two body parts per session), then one morning of aerobic work (a twenty or twenty-five minute session) immediately upon arising. Sunday

is a complete rest day. So Monday, Wednesday and Friday are weight days and Tuesday, Thursday and Saturday are aerobic mornings with the rest of the day free. This schedule is extremely easy for me to maintain and keeps me fresh and anxious to train.

When I get ready to do pictures or I'm just in the mood to train harder, I'll switch to a more advanced two days on then one day off routine. How much time should you spend in the gym once you're there? Contrary to the notion many people have that you need to work out for two to three hours a day, I get in and out in anywhere from forty five minutes to one hour and fifteen minutes. I try to stay focused, work fairly quickly and don't gab with a lot with people once I'm ready to go. You should do the same.

## Women and Resistance Training:

While I'm all for women's equality, there are situations where doing things just like the guys, isn't a good thing and in my opinion weight training is one of them. That doesn't mean women shouldn't be in the gym throwing the weight around with the guys. It means that they should be throwing the weight around a bit differently than the men.

Let's take a look at the different workout objectives for men and women:

**Men:** Usually want to build muscle and get bigger.

**Women:** Usually want to burn fat and get smaller.

**Men:** Want to look more masculine.

**Women:** Want to look more feminine.

**Men:** Usually want large, striated muscles.

**Women:** Usually want smooth, lean muscles, the thoroughbred look.

**Men:** Usually want hard, square pectorals.

**Women:** Usually want soft, round breasts.

Consider one of the most sacred principles in weight training:

**“Never train the same body part two days in a row”**

Why? Because muscle won’t grow without sufficient rest and recovery time between workouts. If over trained, muscle may actually decrease. So where **training the same muscle group on successive days is a recipe for disaster for guys who want bigger, stronger muscles, it’s ideal for women who want toned, sleek, lean muscles.** Men want size and strength, women want shape and strength.

The fact that I advocate this radical kind of training philosophy (successive training for the same muscle group) for women goes against the grain of some experts, who usually happen to be men. Their intentions are good. It’s just that up until the past twenty-five years or so weight training has been a man’s game, refined to produce desirable results for men.

But now more women want to play, so it’s time to write a new set of rules to address the expectations of women.

From a training perspective men and women are as different as North and South. If you use your bellybutton as the Mason-Dixon line, North is where most men focus while South is where it’s at for women.

North of the bellybutton is testosterone territory—chiseled chest, bulging biceps, cannonball delts. South of the bellybutton border is the focus for most women—slender, fat free hips, buns of steel and sleek, toned, million dollar legs.

On average, a man’s exercise program works five times above the waist (chest, shoulders, back, biceps, triceps) for every time below the waist (legs). A woman’s program should do just the

opposite and work five times below the waist (quads, hamstrings, calves, hips, glutes) for every time above the waist.

Furthermore, women's upper-body work should focus on compound-type exercises—movements that work multiple muscle groups simultaneously—rather than the specific isolation movements preferred among men. Compound exercises tend to give muscles a smoother, more flowing appearance as opposed to the more refined separated appearance of muscle produced by concentrated isolation movements.

If squats are the king of exercises for men, **lunges should be the queen of exercises for women.** Lunges are a great compound movement that works the glutes, hamstrings and to a smaller extent, the quads, all in one exercise. Lunges can be done forward, backward, sideways and at various angles to completely work the lower body.

Whereas squats done with heavy weight, with sufficient rest between workouts, will induce growth, lunges done most workouts at a comfortable, sub-maximal effort (say 50 to 70% of your 10 rep max), will produce lean, toned muscle, without excess size.

Have doubts? Which female athletes have legs that most women would sell their souls for? Figure skaters. These athletes practice nearly every day, but at sub-maximal strength levels. Their work is almost exclusively below the waist. The results speak for themselves.

Women also have the disadvantage of naturally carrying more body fat than men and being genetically disposed to holding on to it more stubbornly for childbearing purposes. So a woman's priority is generally more concerned with burning fat than building muscle.

Legs are your biggest muscle group and as a consequence you burn more calories in a leg workout than any other body part.

It's just one more reason why women should consider this type of gender specific training.

Now keep in mind that Freestyle training is primarily intended to tone muscle and burn more calories but not necessarily increase muscle mass. If you're actively trying to add lean muscle to increase your metabolism, the more traditional method of training (heavier weights, lower reps, rest days between same body part) will build muscle faster.

The above information should be enough to get you started on your exercise program. One last comment, training (i.e. resistance & cardio) and diet are synergistic. The better your diet is, the faster you'll see physique changes from training. The better your training is, the faster you'll achieve your weight loss goals resulting from your dietary changes.

## **Secret #9**

### **Keeping Yourself Motivated**

“ The only lifelong, reliable motivations are those that come from within, and one of the strongest of those is the joy and pride that grow from knowing that you’ve just done something as well as you can do it.”

#### **Lloyd Dobens and Clare Crawford-Mason, Thinking About Quality**

Everything you’ve read so far will have no effect if you’re not truly committed to changing your physique. And this is where this book is going to depart from the normal rah-rah, you-can-do-it, hug-hug-kiss-kiss but-make-sure-you-buy-my-book motivation speech.

When it comes to motivation, here are the statistics you need to know. I’m sure you’re familiar with the 80/20 rule. Most of us have heard the statistic that 80% of new businesses fail within the first five years and only 20% will survive.

However, what you probably haven’t heard before is a lesser-known statistic: Of the 20% of businesses that survive the first five years, 80% of **that** group will fail in the subsequent five years. The bottom line is pretty grim. Only 4% of new businesses started this year will still be around ten years from now.

So what does this have to do with you getting in shape? Unfortunately the statistics are the same for you and your fitness quest. The businesses that failed in the first five years simply didn’t have what it takes to succeed. They didn’t have the resolve to find a way to be successful. They didn’t want it badly enough.

But those that made it past that first five-year marker should have made it, shouldn’t they? Yet 80% of them still eventually fell to the wayside over the next five years.

These are what I call the sixteen-percenters (the 80% failures out of the original 20% survivors) They had the desire but not the resources, the necessary tools, to grow to that critical mass necessary to survive long term.

Are you a sixteen percent person? If you are, this program is the answer you've been searching for and you will succeed if you indeed have the heart to follow it.

But I have no illusions that our program will change the world. From past experience I understand that when Bart and I do a seminar in front of 100 people, our message will fall on deaf ears for eighty of them.

Those eighty want to believe the infomercial illusion that fitness is only three payments of \$19.95 away. They are determined to believe that a beautiful, lean, sexy body can be realized in only five minutes a day. They cling to some celebrity's promise that you can still pig out on your favorite junk food all day, as long as you take a magic fat-burning or carb blocking pill (Steve Garvey, you should be ashamed).

**The sad truth is: Most people want to buy their way to a fit, lean, beautiful body.**

When we tell them they're going to have to actually work to achieve their fitness goals, they're already mentally gone.

But the remaining twenty in the audience, the ones that have the desire and motivation to at least try, will hear us. Unfortunately, if those motivated individuals are left to themselves, with no education, structure and accountability put in front of them, most of them will also eventually give up.

**We're looking for the sixteen-percenters.** We can help those who have the heart and the desire to succeed, to FINISH WHAT THEY START HERE! Given the proper guidance and an effective game plan to follow, the success rates for the sixteen-percenters improves dramatically.

Motivation has to be an internal thing. External motivation, like a contest that offers prize money or trips is fine initially but usually doesn't have long-term staying power. **You have to want it and want it with a singular, unwavering purpose.** Here's my entire motivational speech—not only about dieting but about life in general.

***“If it is to be, it's up to me.”***

## **Change Begins and Ends with You**

If you have a burning desire to learn and practice the techniques of successful physique transformation, you've come to the right place. If not, everything you've read up to this point is meaningless.

That said, I realize that a little encouragement now and again is an important part of any fitness program. I can encourage you with examples of other clients who have succeeded with the program, but your motivation is internal to you.

One of the things that I really enjoy is monitoring our PFA on-line support group. I've been doing this for over three years now and believe it or not I've read every one of 57,161 posts (as of this writing).

And what I've learned from all of you is how incredibly important a sense of 'community' is to those of you trying to get in shape.

*Here's some examples from PFA'ers:*

*“This is one of the best things I have done for myself! Right up there with my husband and babies! This support group has made all the difference in my success! [Ric's note: check out Kera's updated pic on page 2 of the Success Gallery].” -Kera-*

*“You have a great product and are offering a terrific service to people who are looking to lose weight in a healthy manner. I also have to say that the people on the PFA support group are wonderful. What a great resource for information and support.” -Helmut-*

*“Thanks so much Joye, Richie, Rachelle and Ric for the welcome and the info. I think where a lot of other programs fail is because there is no support mechanism. I have to say that having this support group available was a major contributing factor in getting me to try the PFA. Having people who have BTDT to cheer you on is invaluable. I know I have a long way to go. I didn’t get where I am overnight and I can’t get to where I want to be overnight either. Thanks for being here. Blessings!” -Grae-*

## **Fitness Leagues, Community and Motivation**

This longing for community and support is the whole reason that we’ve developed the **Fitness League** game concept in conjunction with the PFA, to allow you to get encouragement, motivation and to enable you to communicate directly with your peers—other dieters with your same characteristics going through the Physique Transformation process at the same time you are.

Fitness Leagues is a phenomenal programming feat. It’s different from simple support message boards or chat systems in that you can compete in actual fitness games as an individual, as part of a four-person team or even as part of a large group (how about New York vs. Boston!).

Whereas our Diet Score focuses purely on the quality of your eating, in Fitness Leagues you will be challenged by a ‘Fitness Score’ which measures and encompasses all aspects of a complete Physique Transformation process: diet, training and finally, the bottom line: results.

Your diet and exercise are tracked, recorded and points awarded on a daily basis for all three of these factors to determine our game winners. Unlike all the other Physique Trans-

formation contests out there, where winners are subjectively determined by things like “your written essay” and a panel of “judges”, in Fitness Leagues winners are objectively determined by a simpler, purer method: who got the highest cumulative Fitness Score for a given game? That’s your winner! Period.

**Incentive:** Providing tools like the PFA and Fitness Leagues is what we, the PhysiqueTransformation.com team, try to give you. But **motivation** is the gift you must give to yourself. There is a huge difference. True, internalized motivation is the passion in your life with which you do something.

It’s what has driven me on a fifteen year journey to create this program. It’s the passion that infects others around you and moves them to do incredible things that money could just never buy. Ask my partners Bart, Matt, Pete and the ESHA team (David, Chris and Nathan) and they’ll tell you. They’ve made contributions to this program that go so far beyond the call of duty that I’m truly blessed to be a part to this team with them.

I am by far the least talented of this group of amazing people (Matt would probably bust my chops and say I’m WAY least talented!) But the one thing I had was enough motivation and drive for all of us. And eventually they all came to believe in the same vision and became infected with the same enthusiasm and motivation that I had. **You can’t buy that, it must be given freely.**

I’ve had this vision since 1990 and I’ve **never** let it go. Motivation is very personal to each of us. It’s a power that can drive us to achieve things we never thought possible. It’s what you need to find in yourself.

I don’t have the literary skill to convey to you how powerful this emotion is and how **important** it is that you find it and learn how to tap into it. But, perhaps this passage, one of my favorites, will get my message across in a way I never could:

“There is a legend about a bird, which sings just once in its life, more sweetly than any other creature on the face of the earth. From the moment it leaves the nest it searches for a thorn tree, and does not rest until it has found one. Then, singing among the savage branches, it impales itself upon the longest, sharpest spine. And, dying, it rises above its own agony to out carol the lark and the nightingale. One superlative song, existence the price. But the whole world stills to listen, and God in His heaven smiles. For the best is only bought at the cost of great pain... Or so says the legend.”

**(Source: THE THORN BIRDS by Colleen McCullough)**

At the risk of sounding insincere and melodramatic, I can't tell you how deeply that passage affected me the first time I read it. It touches me at a level that I just can't explain. But it has inspired me for over twenty years to try and do one great thing in my life. This program is my best shot.

So I'm going to try and challenge **you** to excel at something you've never done before: Physique Transformation. However the challenge won't take place in this book, but in the PFA. I want to challenge you to excel every day in the PFA. Every time you start a new day and you see that beginning 'F' diet score your task is clear; beat the PFA today and get your 'A'.

It's not that I won't try to help inspire and encourage you, I will. But I'll do it on the Physique Transformation.com website where you'll find new information and articles posted on a regular basis. I'll try and keep you focused on your task through the periodic newsletters we send out and interactive conference calls that Bart and I periodically host.

But hopefully it will be the unexpected fun of playing the PFA game, the satisfaction of getting your 'A' diet scores, competing with old friends or making new ones across town or across the world in our Fitness Leagues game that will give you the external motivation and desire you'll need to achieve your fitness goals.

Welcome to the game. Are you ready to play?

## Secret #10

### Get a Game Plan

No NFL football team goes into a game without a game plan. No business seeking venture capital funding gets in the door without a business plan. No house is built without blueprints. **Dieting is no different.** Your chances of success increase dramatically when you have a WRITTEN (or computer generated!) weekly fitness plan to follow.

So this final secret is a review of all you've just read and now transforming it into a formal action plan for you to follow. So let's get started.

Your fitness plan will consist of two parts:

1. **Diet**
2. **Exercise (resistance & cardio)**

#### Diet

In a physique transformation process, 80% of the way you look is determined by your diet. If you doubt that, look at it this way. We'll give everyone the benefit of the doubt and say you exercise three times a week (less than 20% of you actually do).

How many times a week do you eat? Let's give everyone the benefit of the doubt again and say you're **just** getting your three square meals a day. So you train three times a week but you eat three times a day, twenty-one times a week. That's a seven-to-one ratio. Doesn't it make sense to devote the same proportional effort to your diet? Remember, **no amount of exercise can compensate for a lousy diet.**

You should have an ultimate weight loss goal in mind. You should be targeting a fat loss goal of approximately 1.5 - 2 pounds per week. Once you set your fat loss goal, do the math and calculate how many weeks of Fat Burning (at a respective 1.5 or 2 pounds per week) it will take to reach your objective.

DO NOT look all the way down the road to your final destination. When some people see the task ahead and the length of the journey, they quit before they start.

It's all a matter of perspective. Whether it's twelve weeks, twenty weeks, thirty weeks or longer, the time will eventually pass anyway. Why not do something positive with that time? The Chinese philosopher Lao-Tsu had the right idea when he said:

***“A Journey of a thousand miles begins with a single step.”***

After you've calculated your end date (which the PFA will actually do for you) break your diet plan down from monthly goals into weekly and daily goals. **The object of the game is to hit your weekly fat loss goal.** You accomplish this by focusing on one day at a time. Win the days and the weeks will follow. Win the weeks and the months will fall.

Keep your weekly goal in mind, check and record your weight every morning upon rising, and your body fat once a week. If you're getting A's in your daily Diet Score and you're doing your workouts, you should be dropping at least that first pound by Wednesday or Thursday. If for some reason you haven't (especially in the final weight loss stages), you still have time to adjust your cardio and diet in that current week to try and compensate.

If your weight sticks, one of the tricks of the trade we use is a fibrous carb day. This means that you shock your system for one day by maintaining your protein intake but otherwise eating NOTHING but fibrous carbs (otherwise known as vegetables). Eat as much salad as you want, with fat-free and sugar-free dressing if you'd like, and nothing else! Be sure to maintain your protein level though!

It's a harsh one day regime, but very effective at breaking a weight loss plateau. Since this trick will backfire long-term by stalling your metabolism, it should be used sparingly. Fibrous

carb days should only occur during the final stages of your weight loss program when your metabolism is naturally beginning to run out of gas.

Use the automated Physique Transformation (PT) module in the PFA to generate a customized daily diet plan to meet your predetermined fat loss goals. The PFA incorporates a professional, body sculpting, four-step approach to fat loss;

1. **Diet Analysis Phase** where the program analyzes your current dietary habits to establish your nutritional baselines.
2. **Conditioning Phase** to gradually prime your metabolism to an optimal fat burning state.
3. **Fat burning Phase** where your metabolism is harnessed in a near constant fat burning mode through rotational dieting.
4. **Maintenance Phase** where we gracefully exit you out of the Fat Burning stage and slowly readjust your final calories and ratios to a long term eating plan that will maintain most of the gains you achieved in this rotation.

The PT module will assess your daily and weekly progress (based on your diet scores and weight changes) and knows when to move you to the next level, make a calorie or cardio adjustment or make you repeat a level.

In the PT module the daily goal will be to achieve a Diet Score of A/90 or better. The problem for a lot of people is that in the early stages of a diet there's not a lot of positive **visual** feedback. Good things are happening but you usually don't **see** any changes in the mirror for three or four weeks. Many get discouraged and quit too soon

With the PT scoring system you get immediate, daily, positive reinforcement if you achieve your A/90 Diet Score. Conversely, if you don't hit your numbers, you get an immediate flag that let's you know you have to do better, NOW!

In the Conditioning phase of the PT module, the diet score is not pass/fail until the final four weeks, which is on a sliding scale of 75, 80, 85 and finally, 90. You're essentially practicing to get better and better diet scores as you condition your metabolism for the upcoming fat burning phase.

We give you some slack here, but as I said in a previous chapter, if you get A's in those last four weeks of Conditioning, you're really setting yourself up well for an effective Fat Burning phase.

You must hit a six-day (Mon-Sat) average score of 90 or better in that last week of Conditioning to activate the Fat Burning phase. Think of that last week of Conditioning as your final exam. You've got to pass to prove you're ready to graduate to the Fat Burning Phase.

However, once you enter the Fat Burning Phase the game intensifies. For the rest of the program the diet scoring system is a pass/fail mechanism. You **MUST** score a six-day average (Sunday is a reward day) of 90/A- or better to successfully move on to the next weekly module. It's challenging and a lot of fun.

The PFA is a sophisticated piece of software that will take you by the hand and guide you day-by-day, week by-week and month-by-month to your fitness goals. **Guaranteed.**

## Exercise

Let's get the obligatory stuff out of the way first. Per our lawyer, I have to suggest that you consult with your physician before beginning any exercise program. When it comes to exercise, be smart. **More is not necessarily better.**

Combined with a dialed-in diet, two to three training and cardio sessions per week if done properly (i.e., with intensity), will produce great results and are enough to maintain and shape muscle. For women, you might want to consider the

alternative training method described in the “Women and Resistance Training” article in Secret #8.

Don’t wing your training and leave it to whatever you feel like doing that particular day. Prepare. **Set your training schedule for the coming week and then commit to doing it.** A maximum cardio session of 30 minutes and resistance training of 60 minutes is more than adequate for the majority of people.

I recommend that you use the exercise log in the PFA to record your workouts and use the diary function in your Fitness League profile to record your thoughts. Recording your workout information is essential in calculating your Fitness League scores.

In addition, it’s invaluable in helping you to maintain your training intensity by constantly pushing yourself to new personal best milestones when you have past performance records to review. Constantly try to improve! Even one more rep on one single set will add up over time.

If you’re a beginner, think about investing some time and money in a qualified personal trainer. Six to twelve weeks with a competent personal trainer can put you years ahead of most gym regulars when it comes to training efficiency and productivity.

For beginning and intermediate level people, your goal is to work your way up to two or three training and cardio sessions per week. Maxed out (30 minute cardio, 60 minute resistance), your total exercise time is less than five hours per week. That’s about 2.5% of your week— a small investment of time for such an enormous return.

For instance, you can do cardio (morning) and training (evening) on the same days, (M/W/F) and have complete rest days in between.

Another method is to do cardio one day (M/W/ F) and resistance training on alternate days (T/ TH/SAT). My personal preference for weight loss training is doing something six days a week and resting on the seventh day.

Doing twenty to thirty minutes of cardio first thing in the morning is quick and easy and still feels like a rest day. Yet it keeps jolting my system. Whatever you choose, it must be something you can live with and stick to.

For most women, the exercise objective will be to lose fat and maintain lean muscle mass. So the total number of sets can be greater (intensity) but the weights will be lighter, around 50-70% of your 10-rep max (your 10-rep max is the maximum amount of weight you can do for a given exercise, for 10 repetitions). You can train the same body part on consecutive days.

For men and women who want to increase muscle mass, the total number of sets is lower but the weight (intensity) is much greater (80-100% of your 10 rep max). In this training scheme you never train the same body part on consecutive days.

Two to three different exercises per body part is adequate for most people. For weight loss work, along with using lighter weights, you can work in a twelve to twenty repetition range. For muscle mass work, along with using heavier weights, you can work in a six to ten rep range. For each exercise you do, two to four sets (depending on how you're feeling that day) per exercise is plenty.

You Diet for Fat Loss and You Exercise for Shape.

Well, there you have it. Now you know the ten secrets to successful physique transformation. Follow these principles faithfully and I guarantee that you will achieve your fitness goals. It's just a matter of time now.

The road will be longer for some than others, but there is an endpoint for each of you. As with everything else in your life, you'll have good days and bad days. A bad day here and there won't hurt you as long as you **stay with your program on a consistent basis.**

As you gain experience, you'll tinker with both the diet and exercise portions of your program. Ultimately, you'll learn how to listen and communicate with your body. There is no one program that's perfect for everyone. Start with these 'Secrets' guidelines and your body will tell you by its response what's working and what's not.

Good luck and good health.

Ric Rooney

Bart Hanks

## Acknowledgements

Bart Hanks (46) and Ric Rooney (51) have been friends and business partners for over fourteen years. Bart is a former Mr. Colorado (1991). In his day he had a reputation for not necessarily being the biggest bodybuilder in his class, but always being the **hardest!** His secret as you now know, was not his training program but his **diet** program. During his fifteen year competitive career, through trial and error and most importantly, education, Bart had perfected the art and science of dieting to get ultra lean (4-6%) to prepare for a show.

Bart actually competed against Bill Phillips a number of times here in Colorado in the late eighties during their competitive days. Bart was a light heavyweight at the time and Bill was a middleweight. Bill never did beat Bart in an overall.

Ric trained with Bart for nearly seven years in the mid eighties and was his training partner during his 1991 Mr. Colorado preparations. During those seven years, Bart taught Ric his dieting system and saw him improve his physique more in those years (in his mid thirties) than his previous twenty years of training. This is where the concept for the Personal Food Analyst (PFA) software program was born.

In 1991 Ric and Bart developed the initial versions of the PFA software that they considered to be their secret weapon in successful diet education. Using this software, they began to do diet analysis for customers, which gradually steered them into a consulting business teaching their dieting philosophy to others. Today, this consulting business has evolved into the [www.PhysiqueTransformation.com](http://www.PhysiqueTransformation.com) international website.

In 1998 Ric began developing a completely new, updated version of the Personal Food Analyst as a web-based application. The web based version includes the revolutionary, patent-pending Physique Transformation module.

This fully automated PT module incorporates the **exact** same dieting program and philosophy that Bart teaches his individual clients, just without the \$250.00 monthly fee it costs to work one-on-one with him.

In 2005 they introduced their second generation program, PFA 2.0.

We Didn't do it. Alone!

We couldn't have completed all that we have been able to accomplish without the help of some very talented individuals. Following are some well deserved credits of some of these folks:

### **Matt Troyer**

Our behind-the-scenes business partner, Matt Troyer, worked with Ric back in the early '90's the same time we wrote the original version of the PFA, but in an unrelated business. Matt spent the second half of the decade building a large technology distribution firm with over 100 employees. He sold his interest in that company in early 2000.

At that time Ric asked him to join the PFA team and help create a web version of the PFA. He accepted and we went to work.

Matt has a degree in Biochemistry from the University of Colorado in Boulder. His hard science background, business acumen, organizational skills as well as his friendship, support, hard work and endless reservoir of good ideas have been invaluable and helped make the PFA what it is today.

### **Pete Alvin**

Pete is our Chief Technology Officer. Pete has a BA in computer science from the University of California. His forte is system architecture and database-driven web applications in the Java and C++ computer languages. He is also well versed in

client/server, object-oriented, and Microsoft COM technologies.

Pete has an exceptional pedigree in computer science and has an uncanny ability to understand the human factors involved when creating software programs.

Pete developed an object-oriented technology he calls FlexPage which allows us to make updates and changes to our site using only a web browser. Pete is also responsible for the remarkable technology that powers our 'Fitness Leagues' games that collect and display results in real time from PFA'ers around the world as they're doing their daily diets.

The hours of programming that Pete has devoted to this program go above and beyond the call of duty and we owe him a huge gratitude of debt.

### **ESHA Research**

I cannot say enough about ESHA Research. ESHA is the defacto world-wide leader in nutritional databases and professional nutrition software programs. Without their belief in our vision, none of this would have been possible.

Thousands of hours of programming work from ESHA programmers Chris Elkins, Nathan Bubna and talented managers like David Hands as well the co-owners Elizabeth Hands and Robert Geltz, have made the Personal Food Analyst the most sophisticated diet program in the world today.