

# fit *In* 15



A COMPLETE WEIGHT LOSS  
PROGRAM DESIGNED FOR WOMEN

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# WELCOME TO YOUR PROGRAM

## Chapter 1: Introduction

Hi!

First up, let me welcome you to your program.

I'm delighted you invested in this, as I've seen the results that women just like you get when they apply the principles inside, and quite frankly, they're astonishing.

Perhaps the most surprising thing though, isn't the results themselves, but the way in which they're achieved.

I'm sure you'll be familiar with plenty of fad diets and gimmicks and may have even tried a few in the past, whether that's been low-carb dieting, Atkins, a fat-free diet, the baby food diet, cabbage soup, slashing your calories right down, or just relying on pills, powders and potions to see you through, rather than real food.

The thing about these diets, while you'd imagine they'd get results, seeing as for most of them you're surviving on very little and making your eating plan extreme, is that they don't work.

At least, they don't work long-term, as you always put the weight back on once you've finished the diet. Plus, any weight that you lose is never pure body fat - you lose a lot of lean muscle too, and they can often have sickening side effects.

## That's where this book comes in...

I know that eating and training to get a lean, sexy, slender physique is actually very straightforward.

Through principles that are backed by science and evidence, this book will show you how you can get your dream body without using any of the drastic measures that are so often associated with weight loss.

Whether you just want to lose a few pounds for a vacation, or you want to blast body fat and look like a cover model, or maybe even your favourite female athlete, this book is for you.

It's divided up into several sections:

- Myth-busters, where we'll go through why many of the most common fat loss approaches just don't work, to help prevent you falling victim to them.
- The foundations of sensible dieting and training, where we'll look into the science behind losing weight and keeping it off. I know 'sensible' and 'science' aren't often words that are used to describe fat loss methods, but trust me, once you've nailed these, you'll see how easy dropping weight and getting an amazing body is.
- A comprehensive dieting section, in which we'll run through the fundamentals of fat loss nutrition, from the importance of calories, right up to when to eat your meals for best results, and everything in between.
- Next we'll touch on training, including the best types of cardio to do, why lifting weights is so crucial if you want the fastest results, and give you sample plans that you can follow to get going right away.

- Finally, we'll wrap everything up, recap what we've gone over, and discuss an action plan for you moving forward.

I hope that by downloading it, you see how fast, fun and stress-free losing fat can be, and never fall prey to another nutritional scam, fad diet, or overpriced workout DVD ever again.

This really is the only female fat loss book you'll ever need, so strap yourself in for the ride, and let's get going!

A woman in a dark sports bra and leggings is performing a yoga pose on a red mat on a beach. She is in a standing split leg pose (Urdhanva Dhanurasana), with her right leg raised and bent at the knee, and her left leg extended forward. Her arms are raised, and she is looking upwards. The background shows a clear blue sky and the ocean.

# THE REAL TRUTH ABOUT WEIGHT LOSS

## Chapter 2: The Real Truth About Fat Loss

Despite the science being there to show us what really works, so many female fat loss and nutrition plans are based around principles that don't deliver results, and pseudoscience that just doesn't stack up.

Your typical female is told to do two things to lose weight -

1. Drastically slash calories.

This is usually done by minimizing carbohydrate intake, cutting down on fats, eliminating processed foods and alcohol completely, and even banning whole food groups such as grains, gluten or dairy.

2. Start doing lots of cardio.

(And we mean LOTS of cardio.)

The theory is that cardio burns calories, and so any woman who wants to drop body fat needs to pound the treadmill, take up jogging, dedicate themselves to evenings on the Stairmaster, or spend hour upon hour on an exercise bike.

This isn't the case. You'll be amazed how little exercise you need. Once you're doing the right type of exercise that is.

Before we move on, and I go into how we'll get you to lose fat faster than you ever imagined, as well as doing it safely and sustainably, so you experience no ill-health effects, and maintain all the progress you make, let's just look at why the above methods don't work.

## **You Slashed Calories and Upped Your Cardio?**

Initially, doing this will bring about results.

The weight on the scale will definitely go down, and you may even look a little leaner.

This is because you've created a *calorie deficit*.

A calorie deficit is where you're burning more calories than you're eating, so in order to survive and to have a supply of energy, your body turns to its stored fat for fuel.

No matter what type of diet you do, you have to have a calorie deficit to lose weight. You can eat as healthy or as clean as you like, but if you're eating more calories than you burn, you won't lose an ounce.

Even if you're surviving solely on chicken breast and broccoli, while it would be hard to over-eat these, it's still theoretically possible to gain fat if you're not in a deficit.

So you've been 'dieting' for a few weeks, and seen the scale move down, your clothes feel looser and you might even have seen some changes in the mirror, but pretty soon, a few things happen.

For one, your hunger levels will be through the roof. This is because typical weight loss diets restrict your food intake so much, that you're ravenous, almost 24/7.

Combined with this, you'll also be getting huge cravings. Because you've probably banned most tasty foods, your body's pleasure sensors have gone into overdrive, and you're craving something delicious.