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# *“How To Lose Weight The Correct Way”*

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## **This Free Ebook is in 3 parts.**

**Part 1** - Our main guide - *'How To Lose Weight The Correct Way'*  
(page 5)

**Part 2** - A guide on exercise motivation - *'7 Tips To Increase Your Exercise Motivation'*  
(page 10)

**Part 3** - A bonus article - *'How To Get Your Ideal Body - written by Jason Squires'*  
(page 17)

# “How To Lose Weight The Correct Way”

This guide on effective weight loss is going to be *short* and *to the point*.

It's a practical guide which requires you to **TAKE ACTION**. You are never going to achieve your weight loss goal if you don't do anything. So when you go through this guide, **ACT ON THE ADVICE!**

This guide is going to explain how our Expert Personal Trainers instruct a client to lose weight.

No fluff.

At **Squires Fitness**, we work with a team of highly experienced *Certified Personal Trainers* who have had innumerable clients wanting to lose their love handles, get rid of their belly fat, tone up and get in better shape.

We also work with *Certified Diet & Nutrition Advisors* who advise our clients on what they should and shouldn't eat in order to lose weight quicker - *and no, our clients don't go hungry!*

Some consider us to be an online personal training programme. We prefer to think of ourselves as knights in shining armour 😊

Anyway, without further ado, let's explore how you **CAN** lose weight and **KEEP IT OFF**.

# Losing Weight The Correct Way

The following excerpt is taken from our *Foundations Guide*: (which all our clients receive)

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## *...Why Conventional Diets Never Work*

You've probably heard of this before - someone goes on a diet, loses a bit of weight, but then two weeks after they have ended the diet they are actually heavier than they were before! Not good.

Why is this? Well, conventional diets are for the short term. They do not take into account how your body actually works or how it responds to a lack of food. A diet is simply a method of starving your body of the food it requires until you are at your ideal weight.

With a diet, you are instructed to eat a restricted amount of calories until you are at your target weight. When you have achieved this, you are 'allowed' to start eating 'normally' again. Then what happens? Two weeks later, voila, you've put the weight back on and are back to square one. Once again you are looking for the next 'fad' which will promise to help you '*lose weight quickly, safely and naturally*'.

What you must ask yourself when presented with any of these 'fad' diets is if you can eat like that forever? Could you live the rest of your life without eating bread? Or drinking milk? Or cutting out something else you're advised not to eat? Doubtful.

I think it would be a conservative estimate that the diet industry is worth hundreds of millions of pounds annually for businesses, and is still growing. On the same token, there are also crystal clear facts that obesity is on the rise. Hmm, I would have thought that with the exploding diet industry promising to help you lose weight and get in shape, obesity levels would at least drop *slightly*? Apparently not!

Diets don't work, case closed.

The good news is that there is a way to lose weight (if that's your goal) and keep it off - by making *sustainable* changes to your eating habits.

One problem though... For most people, *change* is scary, *change* is different, *change* is out of our comfort zone. Thankfully, the people who have made the necessary changes and have experienced long term health benefits look back and think "*why the hell did I not do this before!*"

The scary bit is just the *thought* of changing your habits and changing what you eat on a regular basis. Once you start implementing the changes, and start seeing results, these results become reassuring. This, in turn, motivates you to keep going and to keep it up.

Once these new eating habits have been formed (this takes roughly 27 days), this is how you are now. This is the new you.

Diets are **bad**.

Making the correct changes to your everyday eating habits is **good**.

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I hope that now makes you feel differently about the latest ‘*only eat cabbage soup*’ craze. They just don’t work.

*What does work?*

A simple formula is all that is needed to explain weight loss:

***Calories Burned > Calories Consumed = Weight Loss***

So if you burn more calories (through exercise) than you consume each day (through the food you eat), your body will begin to use its fat reserves for energy. This is what we want!

That’s the simplest way to explain it.

**BUT!** Please don’t stop eating completely, and start exercising around the clock because your body won’t react nicely to that either. A hypoglycaemic crash isn’t nice. This is basically when your blood glucose levels are so low that it feels like your body is shutting down! Definitely not good!

We can calculate something called a BMR, which is your Basal Metabolic Rate. This is a calculation to suggest how many calories you need per day to maintain your current weight. We shouldn’t be eating anything fewer than this calculation.

For healthy weight loss, and to stop our bodies putting the weight back on again in a few weeks (as with *yo yo dieting*) you should eat the correct amount of calories as per your BMR calculation and perform *effective* fat burning exercises.

So, it is relatively simple to lose weight, but why do people seem to

struggle? Well, we've found there are several reasons:

- They don't know what foods they should / shouldn't eat.
- Their motivation *disappears* when they don't see results as quickly as expected.
- They don't know what exercises to do to speed up fat loss.
- Emotional eating, food cravings...
- *The list could easily go on for 5 or more bullet points.*

*So how can you overcome all the common obstacles and guarantee success?*

1. **Get an exercise programme** that is tailored for fat loss - follow this religiously.

Results will not show overnight, so do yourself a favour and **DON'T STEP ON THE SCALES** every morning and expect there to be an immediate decline. **Throw your scales away if you need to.** If you must keep track of your progress - only step on the scales once every three weeks, and keep a diary of your progress.

2. **Stop eating all the junk.** You know what you should and shouldn't be eating. So get rid of everything that is refined, has added sugar, or added fat. No more chips, crisps, chocolates, pizzas, ice cream, etc. When you slowly phase out all the rubbish food, you stop craving it (*it's all to do with your blood sugar levels*).

But you don't have to starve yourself. If you eat plenty of complex carbohydrates, you definitely won't go hungry. Complex carbohydrates release energy slowly throughout the day, so you keep hunger at bay for longer.

What are complex carbohydrates?

- Brown rice



- Potatoes
- Wholemeal breads
- Brown bread
- Pitta bread
- Bagels
- Wholegrain cereals
- High fibre breakfast cereals
- Porridge oats
- All bran
- Wheatabix
- Shredded wheat
- Ryvita crispbread
- Muesli
- Oatcakes
- Beans

\*Did we forget to mention that Squires Fitness offers BOTH a tailored workout programme that will be perfectly designed for efficient weight loss and a diet assessment from a Certified Diet & Nutrition Advisor? So you will know exactly what you should eat for each meal? Did we not mention that? OK, well now you know 😊

3. Stay consistent. Again, results won't show overnight. Rome wasn't built in a day and getting your ideal body may take a little longer than expected. ***BUT YOU WILL GET THERE.***

Persevere. With the correct diet and exercise programme you can lose up to half a stone (7lbs) a month, safely, AND keep it off. So it may only take a few months to get the body you want.

\*Did we also forget to mention that Squires Fitness offers an **EXCLUSIVE** motivational guidebook and audio CD for all our clients? And that you can get the first three tracks off of the audio CD for FREE at <http://squiresfitness.com/motivate-me-now/>. Did we not? Thought it was worth a mention 😊

***And there we have it, a 'nuts and bolts' guide on... How To Lose Weight The Correct Way.***

***Now, we can go on to the second part of this guide - '7 Tips To Increase Your Motivation To Exercise'.***

# “7 Tips To Increase Your Exercise Motivation”

This guide on exercise motivation is going to be *short* and *to the point*.

It's a practical guide which requires you to **TAKE ACTION**. You're never going to increase your motivation if you don't do anything. So when you go through the 7 tips, *actually put them to use!*

This guide is going to show you 7 ways to you can increase your motivation to exercise.

No fluff.

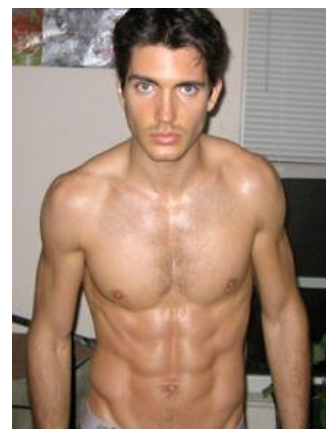
At ***Squires Fitness***, we work with clients every day who struggle with finding the motivation to start their exercise programme or to stay consistent with their current programme.

Thankfully, we provide the guidance and advice to ensure they *start* motivated, *stay* motivated, and ultimately *follow through with their goals* and *get in shape*.

To go from this...



...to this...



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