

THE BULLETPROOF

KETO DIET

LOSE WEIGHT AND REBOOT YOUR METABOLISM



Introduction



If you're reading this book, you probably are a veteran of several diets. I can't say I blame you because you are not alone. In fact, millions of Americans try one diet after another only to end up in the same place. Actually, too many of us go on diet after diet and we get heavier and heavier each time we try.

It's bad enough that a lot of these diets are unable to keep the weight off but once you get off the diet, you gain more pounds. It's a very frustrating situation and a lot of people have basically thought that outside of surgery, losing weight on a sustainable basis is pretty much a pipedream.

You're in luck. It turns out, according to fairly recent search, that fat has actually gotten a bad rap. Based on these recent analyses, the real culprit for America's exploding waistline is none other than sugar. You heard that right.

The old idea of eating a lot of fruits, starchy food and starchy vegetables is actually making you sick. It leads to inflammation; it increases the chances of developing certain types of cancer; and it inflames the system so much that it can put people at risk of cardiovascular diseases.

By loading up on eggs, avocados, and other high-fat, low-carb foods, you can live healthier while losing weight on a sustainable basis. The key is achieving ketosis. Don't get scared of the term. Your

body can take only two forms of energy. Either it uses up the sugar in your bloodstream or it takes in fat in the form of chemical compounds produced by your liver called ketones.

When people achieve ketosis, they not only lose weight, but they get a nice burst of energy; they think more clearly; their skin improves and a whole long list of tremendous health benefits. If you are looking for a great way to adopt the keto diet and recalibrate your metabolism for sustainable weight loss, you are reading the right book.

In this book, I'm going to step you through the basics of a keto diet so as to maximize your chances of success. Please understand that this book is a framework. In other words, I'm not going to make you stick to a rigid system like a typical diet book.

This book is a framework. You basically work with your existing diet and you switch gradually over to a ketogenic diet and you stay there. This way, you experience less psychological internal resistance to your lifestyle change. This is less a diet book as it is a lifestyle-modification book.

Make no mistake, if you want the pounds to go and you want them to remain gone, you have to change your lifestyle. Stop going on diet after diet. Instead, change your attitude about certain foods and change your lifestyle. It can be done. This book will teach you how to do it.

CUSTOMKETODIET

GET YOUR CUSTOM KETO DIET PLAN

REGULAR DIET **KETO DIET**

CLICK PLAY TO FIND OUT WHY

GET YOUR CUSTOM KETO DIET

The advertisement features a dark blue background with food items like a salad, a bowl of red sauce, and a yellow bell pepper. In the center, a white-bordered box contains two illustrations of a woman. On the left, under the heading 'REGULAR DIET', she is depicted as overweight and wearing a dark blue swimsuit. A blue arrow points to the right, where she is shown as slim and wearing a light blue swimsuit, under the heading 'KETO DIET'. Below the illustrations is a play button icon and the text 'CLICK PLAY TO FIND OUT WHY'. At the bottom of the ad is a large blue button with the text 'GET YOUR CUSTOM KETO DIET'.



Chapter 1

How Does Weight Loss Normally Work?

What if I told you that weight loss is actually pretty straightforward. You might be thinking that I've lost my mind. If you are like most people who have been struggling with their weight, "simple" is not the first word to enter your mind when asked to describe dieting.

It's easy to be frustrated about weight loss. A lot of people have a tough time losing weight and keeping the pounds off. However, when you look at human metabolism with a big picture of you, it's actually pretty straightforward.

In fact, it can be reduced to a simple mathematical formula: calories in, calories out. When you try to lose weight, you really only have 2 options. It may seem like there are tons of weight loss options and systems out there, but it really all boils down to these 3 methods. Everything else is a variation of these 3 methods or categories.

Category #1: Eat less calories, but burn the same amount of energy.

In any given day, you are already burning calories. That's right! Just by simply reading this book, you are burning calories. In fact, when you wake up and you breathe and digest food throughout the day as well as pump blood, you are burning calories.

The bottom line is if your body does anything at all, it requires energy. In other words, it's burning calories. This is called your passive calorie burn rate. If you were to eat less calories than the amount of energy your body needs to function every single day, your body is forced to look at your stored energy.

In other words, it starts eating your fat and, eventually, your muscle tissues. That's how it works. Your body has to get enough energy somehow to be able to do what it needs to do on a day to day basis. When there is a deficit between the amount of calories you eat and the amount of energy you burn, your body starts to burn up fat.

Before you know it, you start weighing less and you start looking better and better.

Category #2: Eat the same amount of calories, but burn energy at a higher rate.

You can also choose to flip the script. When people decide to go to the gym or start doing physical exercises daily, this is what they're doing. They eat the same amount of food, but they increase their physical activities.

Please understand that you don't have to overdo it. You don't have to do something dramatic in terms of your physical exertion levels. By simply just walking around the block or walking a longer distance from the parking lot to your office or school, you can burn more energy.

Again, the same process takes place. When you eat the same amount of calories but your body burns more energy, it's going to start looking for other sources of energy. It starts to burn fat and then, eventually, it starts to burn muscle.

The end result is the same. You start losing weight.

Category #3: Burn the weight loss candle from both ends.

This is a no brainer. Since you know that you can lose weight just by eating less calories while burning the same amount of energy or you can eat the same amount of calories while burning more energy, why not do both? That's the third option.

Again, self explanatory.

This is how weight loss normally works.

In terms of a big picture view, this is how weight loss normally works. It's all about calories in, calories out. As simple as this may sound, people have a tough time doing this because of the standard American diet.

Now, please understand that thanks to modern food technology and transport systems, the standard American diet did not remain in the confines of the United States. If you are middle class pretty much all over the world, chances are you have adopted the standard American diet and it's making you fatter and fatter.



Chapter 2

The Standard American Diet And Why You Can't Lose Weight



The standard American diet seems pretty innocuous at first glance. I mean, who has a problem with eating a certain amount of protein and a certain amount of carbohydrates in the form of fruits and vegetables and grains and small amount of fat, if at all?

It's probably been drilled into your head for over several years that this is the healthy way to go. Nobody can really blame you for thinking otherwise. But what if I told you that the standard American diet, with its heavy focus on protein and carbohydrates, is actually making you sick and making you fat?

Carbohydrates and the problem with insulin

Whenever you have more than 12 to 20 grams of carbohydrates in your diet, insulin is going to be an issue. Normally, insulin is a good thing. Insulin, after all, is the hormone that unlocks your body's cells so it lets in the sugar in your bloodstream. Once your cells absorb the sugar, it then converts it into energy.

Well here's the problem with insulin. It has a dark side. When insulin is in your system, your body uses blood sugar for fuel. This means it's not burning fat. In fact, insulin has the effect of locking your fat cells so none of that energy gets out.

Your body is blocked from using fat as energy. That spare tire you're walking around with will remain with you until and unless you deal with insulin. Reduce insulin and your body starts burning fat for fuel. It's that simple.

The problem is the standard American diet has so much carbohydrates that people start suffering from the excesses of insulin. Not only do they have spikes in insulin levels which leads to them feeling hungry throughout the day, a high-carb diet also inflames your system.

The truth about fat loss

If you want to burn belly fat or you just want to lose a lot of weight, you have to focus on controlling your insulin levels. It doesn't get any simpler than that. When insulin is in the picture, it's going to block off your fat cells and your body is not going to burn fat for energy. There's no chance of it doing that.



Chapter 3

The Keto Alternative



Thankfully, there is an alternative to using blood sugar for cellular energy. You can use fat. Now this flies in the face of all the health guidance you probably have heard throughout the years. I remember, since I was a kid hearing again and again, that fat is evil and saturated fat is bad for you. That's all I heard.

Health authorities and advisory boards were saying that I should load up on mashed potatoes, rice, vegetables, fruits, so on and so forth. It turns out that it's the other way around.

The real health emergency in America and elsewhere is the high amount of sugar (read:carbohydrates) in our diets. It's the sugar that's making us sick. It's the sugar that is inflaming us. It's the sugar that is positioning us to developing certain types of cancer later on. Who knew?

The ketosis alternative

If your body doesn't use sugar for energy, its only other alternative is to use fat. Your liver metabolizes fat in the form of ketones. These biochemical compounds are absorbed by your cells and transformed into energy.

Ketosis explained

Ketosis refers to the biochemical process your body goes through when it starts burning fat for energy. Normally, your body burns sugar in your bloodstream as well as the sugar stored in your liver and muscles. Worst comes to worst, your body would turn protein into sugar courtesy of your liver.

When you burn fat for energy, your pancreas does not release insulin since there is no sugar involved. This means that you feel fuller longer. You're no longer eating throughout the day like you would if you were on a standard carbohydrate rich diet.

The reason why a lot of people gain weight is because they can't stop eating throughout the day. This is

due to the fact that their insulin peaks and crashes several times during the day. These peaks and crashes trigger your brain to feel hungry. Your body starts sending out hunger signals and you can't help but eat.

Obviously, the more calories you eat and the less calories you burn or if you burn calories at the same rate as you normally do, you end up storing those excess calories into fat. You let go of all of that when you switch over to fat. Your body burns fat instead of sugar, so you feel fuller for a longer period of time.

No, you're not going to die with ketosis!

One of the most common misconceptions about going on a keto diet is that you end up polluting your blood with ketone bodies to the point that you die. This is a myth. Usually, the people who develop this condition called ketoacidosis are people who cannot naturally produce insulin.

In other words, people most prone to ketoacidosis are type 1 diabetics. There's a good chance you're not a type 1 diabetic. Most people aren't. This is why you shouldn't worry about developing ketoacidosis because at some level, your body is still producing insulin. It really can't go completely off insulin.



Chapter 4

Keep This In Mind Before You Start Your Keto Diet

If you want your keto diet to be a success, you need to wrap your mind around what I'm about to share with you. If you neglect this chapter, chances are you are not going to stay on the keto diet for long. There's a high likelihood that you're probably going to look at your keto diet as just another thing that you've tried so you can lose weight.

In other words, it's just another diet to you. Last time I checked, that is a losing strategy. Keep an open mind and focus on the following.

Change your lifestyle instead of going on another diet

Don't look at the keto diet as just another diet option. I know that I used the term “keto diet”, but if you look at it closely, it's actually something bigger than a simple decision to switch from one class of foods to another.

It's actually a lifestyle change. You're going to change your taste buds. Previously, you may not have much of a preference for oily foods. But once you make that switch, it becomes harder to switch back. Your perspective has changed.

Think long term

The keto diet is actually a long term strategy. It's not something that you try because you have to lose weight for your high school reunion. It's not something that you get on because you just want to lose weight by a certain date.

It is a long term program because it reprograms your taste buds and, ultimately, changes your relationship with food and your attitude towards eating. If you think along these lines, your chances of succeeding with the keto diet increases tremendously.

A lot of Americans go through this process where they go on a diet and they lose weight. They gain the

weight back and they weigh more after a few months. They then go on a diet, then go on another diet and repeat the process again and again.

Once enough time passes, they end up massively overweight. They didn't pack on the extra pounds because they wanted to. But that's where they end up. This is because they don't think long term. They don't think in terms of lifestyle change.

Instead, they look at a weight loss program as simply another diet. Stop it.

Believe that the keto lifestyle works

I can not even begin to tell you how many times I've counseled people regarding weight loss and after nodding their heads for what seemed like hours, they pull me aside and ask me, "Honestly, do you think it's going to work for me?"

This reflects the love/hate relationship too many people have with weight loss programs. At the end of the day, they believe that it's not going to work for them. It is no surprise that with this mindset, people are able to only lose weight initially at best.

That's the best they could do because ultimately, their lack of trust and belief in the system eats away at their resolve. Eventually, they believe that the system really doesn't work and they're back to where they began. Sad. Totally unnecessary.

If you're going to adopt the keto diet, you have to believe that this lifestyle works. Period. You have to believe that this works. Look at the testimonials. Look at the people that have lost a tremendous amount of weight using this system. Believe that it works.

Otherwise, your lack of belief and trust is going to erode your efforts at implementing it. Eventually, you're going to slow down and the pounds will come rushing back. The worst part? You did it to yourself.

Believe that YOU can do it

It's one thing to believe that the keto lifestyle works for other people. It's another thing to believe that it works for you. If you want the keto diet to truly deliver its claims, believe that you can do it. Believe that when you get on it, you will benefit from it.

There's really no point in thinking that something works for other people. So what? That's them. We're talking about you. So, make sure that you believe that this can work for you. The good news is if other people can do it, why can't you?

Aren't you any less entitled to losing all that weight? Can't you benefit the same way as other people? Don't think, for whatever reason, that you're unique and special and can not lose weight through systems that benefit other people. Believe that you can make it work.

The bottom line: If other people can do it, you can do it too. As the old saying goes, the proof is in the pudding. If other people can do it, why can't you? All these keto testimonials as well as the personal "before and after" pictures that you see all over the internet involving the keto diet, they're absolutely true.

They work for people. Keto was working yesterday, it's working today, it will continue to work in the future. Now the question is are you going to look at what happened to those people and accept that it can also happen to you?

If you have a tough time believing that you can achieve what other people have achieved with the keto diet, then you just have to admit that you're giving yourself excuses not to try. That's the bottom line. You're coming up with one justification after another and one excuse after another not to try. That's what's really going on.

Get your mind right before you start your keto diet

You need to go through all the steps above and everything must line up. If you don't get into this with the right mindset, chances are you will end up sabotaging yourself. There's a high likelihood that you will eventually stumble, lose motivation and go back to your old eating patterns.

I understand that you're frustrated with your weight. I understand that you want to change. But no change is possible until and unless you change your mindset. In this chapter, I've laid out the mental changes that you need to go through so you can tackle the keto diet with the right attitude.



Chapter 5

Keto Diet Step Number 1: Displace, Do Not Replace



One of the most common problems I've seen people run into again and again with diets is they use a scorched earth policy. For example, if somebody is loading up on starch, they basically replace all the meat and all the eggs and fatty food they have been eating with just starch.

They have this black and white, either or, all or nothing mindset. Now you may be thinking that this is a good thing. You may be thinking that this indicates commitment and a firm decision to make a change. That might be true.

The problem is when you go through such an abrupt change, your body starts to push back. At first, it's not all that noticeable. But eventually, your mind and your body starts pulling you back to your old eating habits.

You have to understand that we're all creatures of habit. We've grown accustomed to certain things. We adopt certain lifestyles because they meet our needs at a very deep level. Your weight and your eating patterns are reflections of your personal habits.

As you probably already know, changing habits is not very easy. It's definitely not something that you take on lightly. It is no surprise, given this background that a lot of people who just abruptly change their diets end up going back to their old eating patterns.

All that weight that they've lost initially in the early stages of the diet come back. Worse yet, people get heavier. They end up in a worse place. This is due to the fact that they triggered their system for a serious backlash later on.

Just because it didn't happen when you switched over to your new diet doesn't mean it's not going to happen. It's like trapping heat in a volcano. It's only a matter of time until that volcano blows its top. This is exactly what happens to a lot of people switching from one lifestyle to another and one diet to another.

It doesn't matter whether you've adopted the paleo diet, the south beach diet, the atkins diet or any other kind of weight loss program. Eventually, you go back to your old eating habits.

The number 1 reason why people cannot sustain their new diet

Why do people end up where they begin? The most common problem with diets is that people choose to replace instead of blending in new ingredients. For example, if you used to eat a lot of rice, mashed potatoes, white bread, pasta and other starchy staples, you probably would want to clean out your pantry once you switch over to a paleo or other high fat low carb diet.

This is a common tendency with a lot of people adopting new diets. They simply just want to turn their back on their old eating patterns because they can see the benefits the new diet brings to the table. They've seen before and after pictures of people losing a ridiculous amount of weight.

They can see how good people look after shedding all that fat. They can't wait to just stop what they're eating and eat new food. I understand why people are excited. I was excited too. But after seeing myself in worse shape after my diet than when I began, it dawned on me.

I began to realize that the reason why I keep coming back to where I started is because I sought to replace all my food choices. I used a scorched earth policy. I would go from eating fruits and vegetables to eating only eggs, avocados and other fatty foods. After all, I've gone keto.

You can say the same for paleo and other diets out there. The problem is this is not sustainable. I was only able to stay on the keto diet when I started to displace food items. What does this mean? Instead of replacing high carb items on my meal plans, I added high fat items to my diet.

Eventually, I started to lose my taste for high carb foods. They got displaced by more and more high fat items on my meal plans. Add. Do not subtract. Displace. Do not replace.

It's all in your head

Remember, the reason why you are displacing and not replacing and adding instead of cutting out large chunks of your meal plan is because you're trying to work with your psychology. When you start taking out dishes from your meal plan, your mind starts feeling left behind. Deep down inside, you start to feel that you're denying yourself. You feel like you are losing something.

I'm sure I don't need to remind you that one of the most powerful human impulses is the fear of loss or getting left behind. This is the reason why people who live in certain neighborhoods automatically get the urge to buy the same car as their neighbor once their neighbor rolls around in a new set of wheels.

I've seen this happen quite a bit. It only takes one neighbor to buy a new top of the line Mercedes Benz or BMW to get other neighborhoods to want to buy the same kind of car. The same applies to clothes. The same applies to food and lifestyle.

We don't like to get left behind. We don't like to feel like we are denying ourselves. This is exactly the kind of mindset you trigger when you choose to replace certain food choices from your diet on a wholesale basis. Don't do it!

Instead, keep adding ketogenic meal items to your diet. Eventually, you will reach a point where your

taste buds have switched over to a fat preference. You're no longer craving sweets. You no longer feel like you can't go a day without carbohydrates. That's when these carb items start dropping from your meal plan.

However, it has to take place gradually. You can't force it.

Focus more on ketogenic meals

As you get used to eating keto friendly meals, your taste buds begin to change. At first it may seem like it may be hard going for you. After all, who can eat eggs day after day? If you're like most Americans, you probably don't really have much of a craving for avocado on a daily basis.

Eventually, it becomes routine to you and you start craving more ketogenic items and start forgetting about your old sweet tooth. Still, you have to do this gradually. You can't shock your system. The moment you shock your system, be prepared for the back lash because your body is sure to put up a fight.

It may not do it immediately, but eventually, it will undermine you. Eventually, it will get the upper hand. Before you know it, you're back to eating what you used to eat before you adopted your keto diet.



Chapter 6



Keto Diet Meal Plan Strategies That Work

As I have mentioned in the previous chapter, if you don't have the right mindset coming in, there's a high chance you are going to fail with your keto diet.

To be fair, if you are mentally unprepared for your weight loss journey, you probably will fail with most other diets. Don't think that this is limited to keto.

Your lack of mental preparation may mean that you may have certain emotional vulnerabilities which can translate to you getting off your keto diet sooner rather than later.

Thankfully, there are certain strategies that you can use if you have the right mindset.

Having the right "weight loss mindset" is essential. It is non-negotiable. There is no getting around it. This is why I suggest that before you go any further, review Chapter 5 thoroughly.

With that said, here are some key strategies that would help you transition to a keto diet and stick with it.

Quick Note

Transitioning to keto is actually easy. Seriously.

When you're beginning any kind of diet, you would be pumped up. You would be excited about getting started because you know that it benefits a lot of people. You have seen the results other people got so you can't wait to try it yourself.

Getting started is not the problem. Getting pumped up, getting excited, and getting ready are all awesome. The problem is sticking to it.

This is why you need the right mindset and the right meal plan strategies. Please focus on the following.

Focus on Fatty Food that Fits Your Taste

One of the most commonly recommended high-fat foods for people starting out on keto is avocado.

Well, it's easy to see why avocado is a "usual suspect." It is high in fiber and it's loaded with fat. What's not to love?

The problem is, if you don't have a particular taste for avocado, it might seem like you are nibbling on a piece of wax. It takes some getting used to.

Most people usually mix avocado with something else. Either they turn it into guacamole and enjoy it with Mexican dishes, or they turn it into some sort of ice cream.

Now, you know that on a keto diet, you cannot enjoy regular ice cream. This snack is loaded with sugar and milk, which has lactose. So, you're stuck with a plain avocado.

There is a workaround to this. Focus on fatty foods that already have the taste profile you already prefer. In other words, stick with what you know.

If you already prefer certain foods like pork rinds or other oily, salty snacks, then load up on them. This is no time to acquire new tastes.

Remember, as I have mentioned in Chapter 5, the secret to transitioning to keto and sticking with it successfully over a sustained period of time is displacement, not replacement.

When you are trying to discover a new taste or trying to readjust your taste buds to accommodate new tastes, you are replacing.

Don't fool yourself into thinking that you are displacing your old meal plan. No. You are replacing. Bad strategy.

Sooner or later, something will get knocked loose and you will go back to your old eating habits. The better approach is to focus on fatty food that already fits your taste.

The good news is, we already have these. A lot of people who are not on a keto diet think that these are guilty pleasures. They think that they only should eat these dishes or snacks from time to time.

Well, when you switch over to a keto diet, your wish is fulfilled: you can eat those items pretty much every day. Isn't that good news?

Focus on fatty foods that already have the taste profile you desire.

Shoot to Feel Fuller for a Longer Period of Time

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