

The **4** Greatest
Fat Loss
SECRETS In History



**The Interview -
Marc David with Craig Ballantyne**

by Marc David

4 Ways To Torch Fat Fast | Marc David

BEFORE WE BEGIN...

THE AUDIO VERSION OF THE INTERVIEW



This is a transcript of the main audio portion of "THE 4 GREATEST SECRETS TO FAT LOSS IN HISTORY". It was included here as a reference, but it is not intended to substitute for the actual audio volume of the interview.

In fact, if you haven't yet listened to the main, 55-minute audio presentation, why don't you close this file and listen to it right now. :o)

-Marc and Craig

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THE 4 GREATEST SECRETS TO FAT LOSS IN HISTORY – THE INTERVIEW, BY MARC DAVID WITH CRAIG BALLANTYNE

Marc:

Hi, this is Marc David with NoBullBodybuilding.com, and I've got something a little bit exciting to tell you because I've got somebody on the line who's actually a fitness expert. Craig Ballantyne is a certified strength and conditioning specialist and writes for *Men's Health*, *Men's Fitness*, *Maxim Fitness*, *Muscles and Fitness Hers* and *Oxygen* magazines. His trademark Turbulence Training for Fat Loss Workouts have been featured multiple times in *Men's Fitness* and *Maximum Fitness* magazines and has helped thousands of men and women around the world lose fat, gain muscle and get lean in 45, in less than 45 minutes three times per week.

But more important is the simple fact that Craig is an industry expert. He's actually certified in the industry, recognized by his peers and other well known gurus who don't just promote everybody who comes along. Now, you're going to ask me why you should care. Because in the age of the Internet where it levels the playing field, making everybody seem equal, you need to realize that not everybody actually is equal. Would you take your car to just anybody to work on? Or is the answer obviously that you take it to a qualified mechanic or personal friend that you knew had the experience? The same thing to be said here.

You see newsletters all day long with the new name of the month who's the expert, but right now on this call, I've got a real certified pro who's qualified to answer the questions I'm about to ask. It might seem the playing field is level, folks, but that's an illusion. Let me welcome Craig Ballantyne, the author of *Turbulence Training* to this call. Welcome to my call, Craig.

Craig:

Thank you very much, Marc.

Marc:

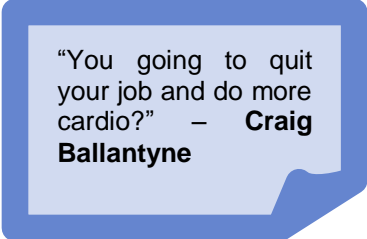
Now before I jump into this, some of these questions might be a little long. You can answer them however you want to answer them. You can be short, you can even say pass, and I'll skip, but I'm really looking to do here is just figure out what your take is on a sound aerobics fitness program and some of these cardio free diets or exercise free programs along with all the studies I've been seeing lately where weight training and exercise doesn't seem to make a difference, and then you know, the rewrites of cardio doesn't seem to play any role in fat loss. I'm really

trying to figure out what your take is on that is. So, that's the purpose of the call.

Craig: Cool.

Marc: So, the first question is I've heard about a few programs that advocate doing no cardio whatsoever. The descriptions are along the lines of cardiovascular workouts do burn a few calories, but far fewer than you think, and the more cardio you do, the hungrier you feel, and only this cardio fail to help you lose weight, but it kills. It kills your time, your energy, your joints and your motivation. You burn a few measly calories, but then you eat twice as many afterwards. The result, weight gain and lots of it, so with that one, do you really think cardio is a waste of your time?

Craig: Well, I mean, it might be if you're doing it and you're not getting any results then you're probably better off spending some time doing something else. I know that I've had more than one, usually it's a woman, but more than one person write in and they tell me about how much cardio they're doing. Like one woman was doing seven hours of cardio and not getting any results, so you know, the question is what's next? What are you going to do? You going to quit your job and do more cardio? So obviously for this person, the cardio training is not getting them closer to their goals, so we have to look at them doing something else.



"You going to quit your job and do more cardio?" – **Craig Ballantyne**

Other ways, there's two other ways that it can be a waste of their time and one of them is if you're doing it, you're ending up injured from overuse that's clearly not a good use of your time, and if you can be getting more results in less time doing something else, then again, you know, if you want to use a different phrase than waste of your time, that's fine, but it's clearly not the best use.

On the other hand, if you're getting great results and you don't suffer from a lack of time, then obviously cardio is not a waste of your time. I mean, most of this cardio controversy can be answered with some basic common sense. I mean, the other reason that it's not a waste of your time is if you truly love doing it and you're doing it healthfully and you're not obsessed with it. If it's contributing to your progress and you know, there isn't something else you should be doing with your time, then, no, it's not a waste of your time.

But to me, personally, I believe that it is relatively inefficient for the results that most people are going after, but it's not going to kill you and certainly not going to make you fat, which I've read in some other writings. I like to think I'm a relatively moderate person with a bit of

common sense here, and so, there are answers that can be both yes and no, that for some people it's going to be a waste of their time, and for others that it's not a waste of time.

Marc: Well, with that, do you have to sacrifice your joints for your heart?

Craig: Absolutely not. The thing is as much credit as we give to cardiovascular exercise for improving cardiovascular health; it's probably not the most important thing. I mean, there's so many other ways to improve your cardiovascular health. I mean, the basics are don't smoke, don't drink excessively, don't be overweight and don't eat certain foods like trans fats; and on the other hand, do be active in activity you enjoy. Don't be stressed out, so make sure that you have some stress reduction tactics. Maintain a healthy body weight and eat the right foods, lots of healthy fats, protein, fruits and vegetables.

I mean, that's a big, broad picture. I mean, if you think about the old people that you know that are in good health, I bet you a lot of them haven't spent four, five hours a week doing cardiovascular training. They've been active, they're probably very happy, good natured people, and they eat and live in moderation. So, I guess my answer is, again it's very moderate there, and you certainly don't have to do cardiovascular, joint pounding exercise to live long and happy and healthy without cardiovascular problems.

And if you do too much cardiovascular training, it's, in certain methods obviously, you can end up sacrificing your joints, and that's one of the things that I refer to as the dark side of cardio. When I've been in gyms with a physiotherapy office in the back, who are the people going in there most of the time? People with overuse injuries, whether they're desk workers with overuse injuries, whether they're weight trainers with overuse injuries, more often than not, they're endurance athletes with overuse injuries from spinning too much to running too much. There's certainly, again it just comes down to common sense and having a professional look after your program, and you'll end up with the most benefits with the least amount of risk.

Marc: Well, I think you've probably already answered this one, but I'll just ask it again just in case, but does aerobic activity have to be extremely time consuming?

Craig: No, I don't think I've covered that yet, and one thing is you do have to look at, you know, there's a law of diminishing results. If I do 30 minutes of steady, say cardio, am I only getting half the results as a person who's doing 60 minutes? No, that's not true. And can I get a lot of cardiovascular benefits from doing interval training in shorter workouts? Definitely, so it doesn't have to be excessively time consuming to improve your health.

Marc: That's absolutely perfect which leads me to this next question. This one will be a little bit weird so, and it is supposed to be an absolutist statement, so I'm not putting in any words here that I didn't actually hear. But one person said and I quote, "If you want to lose weight then you should never do cardiovascular exercise."

Craig: Well, that's obviously somebody taking something a little bit extreme there. On one hand, you're going to have those people that are literally doing seven hours of cardio per week and not losing weight. Chances are there are a lot of nutrition problems with that person's program, but for some reason there are people that don't respond to cardiovascular training.

On the other hand, I mean, there's plenty, especially in young men, it's very easy to get very lean with cardiovascular exercise. Body builders, I mean, how can you say that if you want to lose weight then you should never do cardiovascular exercise, and that just flies in the face of thousands of body builders and fitness models that have done a lot of cardiovascular exercise and achieved a very lean appearance. I mean, it's certainly not stopping anybody from losing weight, or it's certainly not stopping those people from losing weight. Maybe it's stopping somebody else, but it's certainly not stopping most people from losing weight.

That said, again, I don't think it's the most efficient way to lose body fat, and I know some of your other questions are going to probably address that, so, you know, obviously, I disagree with this person.

Marc: Ok. I sort of wanted just to put that one in there just because from my perspective, I think, [Tom Venuto](#) said it as well, but taking an absolutist view of anything, those are usually the people that he said you want to avoid. When people start using the words *never* and when it's an absolutist viewpoint, those are usually signs that there's something wrong.

Craig: Well, I mean, that's, in this day and age, if you're not at the extreme you're not standing up, so obviously some of those quotations, no matter what industry you're in, obviously they're set for a reason and that's probably more business than results as far as the training goes.

Marc: True. So from a fat loss perspective, I can see why these programs, you know, make sense on that level. Basically, you build more muscle which in turn burns more fat, so your metabolism is increased, but in your professional experience, and this I think where the real meat of the call is going to come as far as people seeing a gem of wisdom. So, in your professional experience, what are the three keys to fat loss?

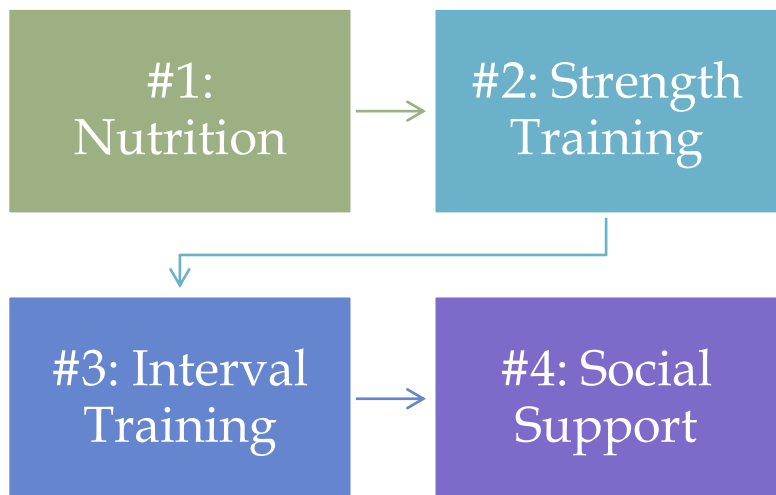
Craig:

Well, the three physical keys are nutrition, that is number one and you know, I'm a guy who makes my living selling training programs, but I still admit that nutrition is more important than the training program. One way to look at it is that you cannot out train a poor diet. It doesn't matter how good your training program is unless you're an 18 year old guy, your nutrition can totally screw up a great program.

On the other hand, if you eat really well and stick to the right program, then you can, you stick to the right nutrition program, sorry, then you can have a less than optimal workout program and still get great results. So, I believe that nutrition trumps training so nutrition is number one and then strength training is number two and then interval training for me is number three.

But I also want to add a fourth factor which is not necessarily physical, but more mental and that is social support. A lot of people neglect having a social support group. If any of your listeners have a hard time staying motivated, or sticking to a program, maybe they still have the motivation but they just can't stick to the program, a social support is incredibly important. If they can find anybody in any facet of their life that is supportive, whether it's on the Internet in fat loss forums, whether it's in person as a workout partner, whether it's their spouse, whether it's their doctor, trainer or nutritionist, you can't do this all by yourself. Most people can't anyways, otherwise I think we'd have a greater success rate. So look for a form of social support. The best two sources are professional or someone that is also successfully losing weight. So, if you hang around people that are losing weight, you have a better chance of losing weight. And when I say losing weight, that's interchangeable with body fat because that's what we're worried about.

THE 4 KEYS TO FAT LOSS



Marc:

Well, that makes a lot of sense, especially number one and number four. At least in my own personal experience, I know that before I was able to really pack on some muscle, I was trying all kinds of you know, heavy lifting programs and you know, doing program of the month and really working out hard in the gym, but I have to admit that my nutrition basically sucked. It just wasn't any good, and the minute I started figuring that out, how many calories I needed, what to eat, what was healthy to eat and the portions, and really the mast building foods, I noticed that I started to not only lean up, but I put on a lot of muscle mass as well. So, I have to agree with you, the nutrition for me, I mean if I had to throw a percentage out, it, you know, was near 80%. It made that much of a difference for me.

And number four, the same goes. You know, having a support group. I'd have to say that my subscribers, my listeners, the pod cast members, the people that are on my body building forum are really my support group because they hold me accountable. In some ways, maybe I'm trying to keep up with the pack or show off or whatever you want to say, but you're absolutely right. Doing it by yourself without anybody supporting you or encouraging you or helping you would certainly be a lot harder. I know my gains substantially improved after I, you know, started reading all these different fitness newsletters and participating in forums and getting different workouts, all of a sudden, that sort of light at the end of the tunnel really started to shine through, so I would have to agree with you, especially on number four.

Now, this one's a little bit different just because this question was sort of odd, but again it might be an absolutist statement. But the only reason anybody should ever spend a minute exercising is to increase your body's lean muscle tissue. Can you comment on that statement?

Craig:

Well, I mean, it just, you know, I don't really see the point why anybody would say that. I mean, if somebody wants, I guess this is referenced only into changing somebody's body because obviously an endurance athlete would need to spend minutes doing other types of activities and not just be focusing on building lean muscle tissue. So, let's take a look at it in that context and I still would disagree with it. So, if we were only thinking about this statement with respect to fat loss or body sculpting and thinking that you should only spend time exercising to increase your body's lean mass tissue, I would disagree because I believe that there's some benefits from interval training that help to boost your metabolism.

You know, if I was going to rearrange that statement, I would say, you know, for fat loss, the only reason anybody should ever spend a minute exercising is to increase their body's metabolic rate because to me that's the foundation in my training system, building lean muscle tissue, just a

pet peeve. I always dislike it when people put the word *lean* in front of muscle. Are you going to build fat muscle?

Marc: Yea.

Craig: I mean, you know? Ok, so the foundation in my training is we want to boost our metabolism with the strength training and interval training and you know, strength training builds muscle tissue which does help increase your metabolism and you know right after exercise, after a hard strength training, work out your post exercise metabolism is increased. So, you know, I certainly wouldn't limit the only exercise people do to building lean muscle tissue.

Craig: There're certainly other benefits, I mean also, you know, boosting metabolism and taking care of your abs and your lower back. You might not be building lean tissue there, but there's certainly, that's the type of exercise you have to do sometimes.

Marc: Ok. Now this question, some different avenues here, but bear with me here. While excessive cardio is indeed a waste of time and can be detrimental to those looking to build muscle, it seems there're some specific cardiovascular benefits that help with athletic performance that go beyond just heart healthy benefits. So, one fact I picked up was research on people untrained who did bike cardio to failure three times a week, showed that the number of capillaries increased 100% in the leg. So this means better nutrition and oxygen to the affected area and all that imparts. So, cardio training provides new roads to the muscle where strength training alone cannot. So, my question is that true and what might this actually mean even to people trying to build muscle, does it mean more pathways into the muscle so more nutrients can be delivered or am I reading that wrong?

Craig: Well, you would first have to establish that blood flow and nutrient delivery is a limiting factor in strength training, or in building muscle, and to be quite honest with you, I don't think it is. If you believed that, then you would actually have to say that these, in my opinion, worthless nitric oxide supplements would actually be beneficial because they increase blood flow, but I don't believe that increased blood flow is making anybody bigger or even stronger.

So, the fact, in my opinion, mechanical factors which is the eccentric, the lifting of weights and the lowering of weights, most importantly, and the concentric, the lifting of weights, the mechanical stress is what stimulates the growth response, and there's enough blood flow to match the needs of the mechanical stress. And the limiting factor is A, mechanical stress and B, the processes in the muscle for regeneration and repair which are probably determined by genetic factors. And then obviously the amount of nutrients, the correct nutrients, but I don't believe that nutrient delivery

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