

7 SECRETS **OF PERMANENT** **FAT LOSS AND** **FITNESS**

7 Secrets To Help You Burn More Fat Faster...



...That Most People NEVER Talk About!

ROB POULOS

Copyright © 2006-2009 by Zero to Hero Fitness, LLC. All rights reserved.

Rev 04-20090125

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to Zero to Hero Fitness, LLC, 28339 Beck Rd. - Unit F1, Wixom, MI 48393.

Disclaimer: The information and methods recommended in this book were written to help those in the pursuit of fulfilling their physical potential, but it does not constitute medical advice. You should always first consult with your physician and undergo a full examination before beginning any fitness or exercise program. You proceed with the recommendations in this book at your own risk.

Table of Contents

PREFACE.....	4
EXERCISE AND DIETS TODAY: A SAD STATE OF AFFAIRS!.....	6
PERSON A: DAVE.....	8
PERSON B: JULIE	9
A LEAN, STRONG AND SEXY BODY AWAITS... ..	11
SECRET #1	13
CREATE A LIFESTYLE CHANGE WITH SYSTEMS	13
SECRET #2	15
EXERCISE LESS, BUT WITH MORE INTENSITY	15
A BIG DISCOVERY IN FASTER FAT LOSS	18
SECRET #3	19
FOCUS ON THE RIGHT FOODS, NUTRIENT RICH	19
THE BIG ISSUE: TOO MANY CALORIES.....	20
SECRET #4	22
KNOW THE NUMBERS.....	22
SECRET #5	24
SURROUND YOURSELF WITH POSITIVE PEOPLE	24
SECRET #6	27
GET A COACH OR A MENTOR	27
SECRET #7	29
BE A DOER, NOT A TALKER (OR A KNOW IT ALL)	29
BONUS SECRET (#8).....	30
INVEST IN YOUR HEALTH NOW, DON'T PAY FOR IT LATER	30
WHAT'S NEXT?	32
ABOUT THE AUTHOR.....	43

PREFACE

I want to welcome you to my 7 Secrets Of Permanent Fat Loss And Fitness eBook. And let me also congratulate you. Even though it cost you nothing to download this information, realize that you've taken the all important FIRST STEP in getting the body and health that you desire.

Now, before I get into the actual 7 Secrets, let me tell you a little bit about why you should pay close attention to what I say when it comes to fat loss and fitness.

You may already know that I spent over a decade of my life experimenting and testing out nearly every fat loss and fitness method or product I could get my hands on. You see, I was on a mission to find the quickest and easiest way to achieve ultimate health and fitness.

I had struggled with my weight for most of my life, and by the time I hit 30...the bottom fell out. I was fatter than ever, had little energy for anything beyond my job, and my self confidence was at an all time low. It's not that I hadn't tried my hardest to lose the fat and boost my energy, it was just that I was so busy with my work and my family (my wife and I had just had our first child, our daughter Sarah).

Some of the mainstream fat loss methods and diets I tried worked for a little while, but I just didn't have the time they required...or I wasn't ready to continually starve myself or deal with the crazy carb restrictions for too long.

I knew that if I was going to succeed in my own fitness goals, the method would have to be simple to follow and require very little of my time (It shouldn't be that difficult, right?). I also found out quickly, as you may have, that spending countless hours on the treadmill, trying to stick with an unusual fad diet plan, or using the latest exercise gimmick just doesn't work like you think it should...if

you can even stand it for more than a few weeks.

I've spent over twenty three thousand dollars of my own money learning what works, what doesn't work, and most importantly...what works while being simple to follow and with the least amount of time commitment. It is these specific secrets and techniques that helped me shed over 42 pounds of unwanted fat and drop 10 inches off my waist, all while building lean and sexy muscle, strength, and cardiovascular health (yeah, it sounds incredible, I know...but facts are facts!). And it is this information that led me to creating these 7 Secrets Of Permanent Fat Loss And Fitness for you.

Look, I understand how difficult it can be to take the first step toward realizing your goals, whether it is in your work, your finances, your family, or your health. In reality most people don't even get this far, so the fact that you took this initial step by getting your copy of this eBook already separates you from thousands of other people out there, virtually lost in a sea of confusion (that's not your fault by the way).

So here's to you...you're about to learn about some amazing techniques, that if you let them, can change your fitness level and literally transform your life.

But you know, I didn't plan on spending the past 10+ years of my valuable time testing fitness theories and products...I thought it was going to be relatively easy to find the answers I wanted.

Wow, little did I know that sifting through all of the hogwash and traditional fitness material to find the techniques that actually work with efficiency was almost maddening! There were times when I was frustrated, confused, and downright mad at myself for being duped into trying some of this stuff.

But in the end, it was all worth it for me because I was able to discover a group of techniques and secrets that I use to stay in top condition...and all while satisfying my minimal time requirements.

And once my friends and family got a look at the new me, they all wanted to know just what the heck I had done. So I've put these secrets to work for my family, friends, and now readers just like YOU, so that you too can benefit from this incredible information.

But I've got to tell you, I'm a little jealous. What my students and readers benefit from now, from just a click or two of the mouse, I had to spend over a decade to get!

Besides the various specific techniques that have helped me and thousands of others get in and stay in the best shape of their lives, I also discovered some qualities that you must possess if you expect to succeed with your health and fitness goals. I analyzed dozens of successful people and noticed that most all had similar special qualities, or secrets, that allowed them to break past the barriers that usually stifle most everyone.

I'm talking about the fact that winners in life (no matter what the discipline) carry with them certain habits and behaviors that simply foster success. When you combine these with the actual fat loss techniques I'm going to share with you, getting in the best shape of your life quick isn't only a possibility, it's a near certainty!

EXERCISE AND DIETS TODAY: A SAD STATE OF AFFAIRS!

Now, we're just about to get into the first secret, but let me talk for a minute about why I believe so strongly that the methods I recommend are among the best choices compared to the other various methods out there today:

- Popular and mainstream methods of losing fat call for going on a strange fad or crash type diet. Well, these diets can work in the short term, but FAIL EVERY TIME because they are based in a short term mindset and are too restrictive. They're unrealistic and your body knows it. While they may cause weight loss initially, a good deal of this weight loss is water weight and metabolically active muscle tissue.

If you lose muscle tissue you're making it harder to lose fat because you're lowering the amount of calories it takes to sustain your body weight. I don't have to tell you that once you go off these diets you'll end up fatter and more de-motivated than ever! That is not healthy.

- Popular and mainstream methods also call for the heavy reliance on aerobic exercise as the primary and often only method of exercise for fat burning. Aerobic exercise must be performed too long and too frequently for most people with a life, and let's face it, most aerobic machines end up as coat hangers, because for most people spending 2-4 hours or more a week doing aerobics is flat out boring.

Heavy reliance on aerobic exercise can also bring about a host of other issues, including muscle loss, and overuse injuries and muscle imbalances. What's worse, long duration aerobic exercise can actually reduce the capacity of your heart and lungs to perform work...which can be terrible for long term health, increasing your risk for heart attack.

Now, I'm not saying you should sit on your couch all day to avoid cardiovascular exercise. What I am saying is that there is a much more efficient way of literally transforming your body than spending hours a week running to nowhere (and it only takes 15-26 minutes, 2-3 times per week!).

THE BOTTOM LINE IS if you focus on making a solid lifestyle change with techniques that you can realistically implement and follow for the rest of your life, the problems with the typically recommended methods described above will be eliminated entirely.

So considering all that, let's take a look at a hypothetical example of two people and their fat loss and fitness options. Let's say both people are about 30 years old and want to lose about 20 pounds of fat. They also want to improve their physical appearance and their overall level of fitness, getting stronger and gaining endurance so that they increase their energy in everyday physical activity. They also have an eye on health and want to reduce their risk factors for heart disease, cancers, and other far too common diseases.

PERSON A: DAVE

Let's say person A (we'll call him Dave) follows the typically recommended diet and exercise methods available today. Dave goes on a variety of diets periodically, because each time he loses weight on one, it starts to come back once he goes off of the diet, so he hops onto the next one that floats his boat. He also starts exercising, performing 30 minutes of moderately paced aerobic or cardio three times per week to burn calories and fat. After a few weeks, he doesn't see the progress he'd like to, so Dave bumps it up to 45 minutes, 4 times per week. Still, though, progress is not satisfactory, and he might start to notice some aches and pains in his knees, hips, or ankles.

Dave then starts to think it might be his diet that isn't working (after all he's "putting in the work" in the gym), so he eats even less food or cuts his carbs out almost entirely. Meanwhile, depriving himself of various essential foods has left Dave on the edge of a mental breakdown and a major pig out (I've been there before too!).

A few more weeks pass and Dave is growing increasingly de-motivated as he is getting very little results for all of the effort he's putting forth. By now he's probably lost a few pounds but doesn't look much different in the mirror. So he decides to add in some resistance training, because he read it is good to have more muscle mass on your body for fat loss and other health benefits. So now he's in the gym 5 or 6 days a week, for up to 2 hours per session!

Dave's close friends and family wonder where he is all of the time. At this point he may be having trouble sleeping at night from being overworked, may end up getting a cold or flu from too much stress imposed on his body from the exercise frequency and lack of results, and all but give up on his weight loss and fitness goals for a while.

But you know the craziest part? The worst part of this story? Dave will probably return to some form of the above recommendations in a few months, when the next fad diet, miracle weight loss pill, or exercise gimmick strikes his fancy. So at the end of this period, he will probably have made little fat loss progress if any, and little or no muscle or strength gain.

Now what's really unfortunate is that Dave's story happens time after time after time with, dare I say, 99% of people trying to lose fat around the globe. Let's take a look at what person B is doing instead:

PERSON B: JULIE

Now let's assume person B (we'll call her Julie) chooses another path, the road less traveled, that most people are completely oblivious to (like I was a few years back). Julie starts out the right way with her diet adjustments and makes sensible choices and understands that starving herself or limiting certain wholesome foods like complex carbohydrates is not the long-term answer.

She focuses on foods that are rich in nutrients, and drinks plenty of water throughout the day. She's naturally satisfied when she eats, and she's not holding back an urge to shove the next fat laden sugar loaded thing she sees down her throat. As a result she'll most likely start seeing fat come off relatively quickly and it will have seemed fairly easy, almost natural.

Julie also uses resistance exercise properly two or three times each week, for 15 to 25 minute sessions. She's in and out of the gym, quickly, getting her workout done and back home to allow her life to continue on her terms. She's rapidly increasing her strength, endurance, and adding shapely and sexy lean muscle to her body. She starts to take notice of the differences in the mirror in just a few weeks, and so do her friends, which spurs her on to even further progress. She tracks her improvements from workout to workout, which is very self-motivating.

After a few more weeks, her friends really take notice and ask Julie what her big secret is and when she starts to reveal some of her strategies, their friends laugh it off..."Twice a week in the gym, that's it?", "You're eating carbs too? Oh, I can't do that, it wouldn't work for me..." they might say.

Meanwhile her body continues to evolve into a fat burning machine and she's able to maintain permanent fat loss and fitness for the rest of her healthy life, while severely reducing their risks for disease, and all with little time commitment.

Now, that's just a hypothetical example, but it is entirely possible if you use the right approach along with the techniques I'm going to share with you. If you take the steps to change your lifestyle correctly, you have the potential to literally change not only your body fat percentage, but all aspects of your life.

When you are truly happy with what you see in the mirror every morning you feel empowered to conquer anything. Charles Atlas, one of the pioneers of health and fitness from the 1950's, once said that he didn't care if everyone in the room was

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

