

THE 3-WEEK DIET

A Foolproof, Science-Based Diet Guaranteed
to Melt Away **12 to 23 Pounds** of Stubborn
Body Fat **in Just 21-Days**



INTRODUCTION MANUAL

The information in this manual is not intended to replace medical advice. No action or inaction should be taken based solely on the contents of this information. Before beginning this or any other nutritional or exercise regimen, consult your physician to be sure it is appropriate for you.

The information and opinions expressed here are believed to be accurate, based on the best judgement available to the author. Readers who fail to consult with appropriate health authorities assume the risk of any injuries.

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This is Not a Review Or a Free Report!



This *Introduction Manual* is just a "small part" of the actual **Brian Flatt's 3-Week Diet** program, so that you know THE FACTS and THE TRUTH of what you will get if you decide to make a purchase.

If after reading this guide, you feel that the whole information within **The 3-Week Diet** program is suitable for you and helpful to achieve your goals...

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Many of us are paralyzed by the conflicting information being given out in the health and nutrition field. There are hundreds (if not thousands) of diets and nutritional plans, quick fix pills and powders, gadgets and gizmos, infomercials and gurus who are all giving us confusing and very often, conflicting information on how to lose weight.

Who's right? Who's wrong...how do we know?

The fact is, the weight loss industry is a multi-billion dollar marketplace that thrives on keeping us guessing. It seems like we can't go a month these days without something "bigger & better" to come along that can help us lose weight "faster & easier." It's the constant barrage of new products and methods that keep us so confused...

But here's the thing...

The real, true "secret" of how we get fat and how we lose weight has been discovered decades ago. And since then, that "secret" has been used to help millions of people to lose weight. Unfortunately, mainstream medicine and the multi-billion dollar diet industry want to keep this a secret.

The problem is that although we know how to lose weight, most people don't know how to take full advantage of these weight loss methods to really make the pounds come off fast.

When the weight doesn't come off as fast as we want, we are more susceptible to those products that promise "faster & better." But in reality, those products never live up to their promises.

The fact is the diet & fitness industry does not want you to learn the true secrets to ultra-fast weight loss because once you learn it—they know that you'll never need to buy another one of their bogus products again. And when you don't need their products, the multi-billion dollar diet industry takes a great big financial hit.

Enter the 3-Week Diet...

The 3-Week Diet is based on medical science, rational thought and proven, real-life results. As of right now, you can rest assured that you will never need to buy another diet book, fancy gizmo or magic pill to lose weight ever again. Quite simply, the 3-Week Diet cuts through the bull and gives you a time-tested, proven and effective blueprint for *rapid* fat loss.

This isn't one of those diets that work for some but not others. The fact is, the 3-Week Diet is based on the science involved with the human body and how different nutrients affect our hormones resulting in either weight loss or weight gain.

RAPID WEIGHT LOSS

In all my years in the diet & fitness industry, I don't think anyone has ever told me that they were looking for a way to lose weight slowly. In fact, most people that come to me about losing weight are looking for something that will produce results as fast as humanly possible. And I truly believe that **the #1 reason that most diets fail is because they don't produce results fast enough**. Let's face it...it's no fun to spend hours at the gym, followed by small portions of food we can't stand, day after day, only to see the scale drop just one pound during the week.

For a diet to be successful, I truly believe that the diet must produce visible and significant results FAST. When the dieter sees real results quickly, he/she becomes more engaged. And when I can get the dieter engaged in the diet, it produces a “snowball effect” causing the results get better and better as the dieter gets leaner and leaner because of the results they are seeing on an everyday basis.

On the 3-Week diet, you WILL see real results daily. Your scale will move, your clothes will fit better, you'll feel lighter (because you'll actually be lighter) and you will look and feel better than you have in years.



This is why the 3-Week Diet is so ultra-effective. It produces extremely fast, visible results. These fast results keep the dieter motivated. And that motivation keeps them going until they reach levels of fat loss that they never imagined were possible.

Once you finish this book, you're going to know more about how we gain and lose weight than most doctors do. And, using the methods you'll learn in the 3-Week Diet, you're going to be fully equipped to lose weight virtually on command.

This is not another “fad” diet. This diet is based on science and it has been proven to be extremely effective for millions of people for the past several decades. This diet takes into account your own biology and hormones and how the body processes, utilizes, stores and burns body fat. This book will show you how and why you have gained the excess weight you now want to get rid of, so that you can stop the weight from ever coming back.

This is the diet that puts you in control.

One of the first questions I'm always asked is:

“Isn't losing weight this fast dangerous?”

Well, I'm not sure where the idea that losing weight quickly is dangerous. In my opinion, it's just the opposite. The longer you're walking around with excess fat on your body, the harder it is for your body to function. Your heart needs to work harder and harder to move your body, which puts a deadly strain on one of your most vital organs. And research has shown that the longer you're walking around with excess weight, the more susceptible you are to a host of diseases and medical problems.

Because of all the health problems associated with excess weight, doesn't it make perfect sense to get rid of that weight as fast as possible?

I think so.

I'm not really sure where the idea came from that says losing weight at a rate of just 1-2 pounds per week is the “safest” or “best” way to lose weight. In reality, there is little medical safety data out there with regards to how fast we can safely lose weight. Most weight loss “safety data” deals with *how* the weight is lost—rather than the rate at which it is lost. Yes, there are ways to lose weight quickly that are extremely dangerous. And this is an important point because losing weight on the 3-Week Diet is about losing weight quickly and safely without depriving your body of the nutrients it needs.

Dr. Michael Dansinger, the doctor who consults with the producers of the NBC hit show *The Biggest Loser*, states that people can lose 20-pounds of weight in a week—if they do it right.

The 3-Week Diet shows you how to do it right.

HOW THIS SYSTEM WORKS

The 3-Week Diet is divided up into several distinct parts.

- 1. The Diet:** the diet portion of the 3-Week Diet is just that—diet. It consists of three phases (each phase being 1-week long). During your first week on the diet, you will likely see a drop of weight in the neighborhood of 10-pounds. It will give you all the information on how you can lose up to one pound of body fat (or more) per day, simply by the foods you eat and don't eat. The diet requires some motivation and short-term changes to your eating habits but I promise you that if you can make it past the first week of this diet, you will be in total control of your weight for the rest of your life. In fact, many people have said that after finishing Phase #1 of the 3-Week Diet, they felt like they could accomplish anything.
- 2. The Workouts:** one of the reasons people fail in their diets is because the workouts required to succeed are just too much for most people to handle. This is not the case with the 3-Week Diet. The 3-Week Diet workouts are designed to burn fat and get you into great shape in about 20-minutes just a few times each week. While you can lose weight quickly on the diet alone, a quality workout like the one in the 3-week diet, can nearly double your fat loss results. The 3-Week Diet workout is broken down into two separate workouts. One is for those who would rather workout at their local gym and the other is a home workout using just body weight and the one single most valuable piece of equipment. No matter which of the workouts you choose, you'll find that they are, by far, the best fat-blasting workouts you will ever see!
- 3. Supplements:** The supplement report provides a look at some of the most popular diet supplements being used today. These will include a review of the supplements not included in the 3-Week Diet itself
- 4. Motivation & Mindset:** the motivation report contains valuable information that I have used on my clients in the past. It will show you how to focus your energy on achieving your goals. There are some really great tips, tricks and secrets to losing weight and keeping the weight off.

To Summarize So Far...

The purpose of this book is to simply cut to the chase—to help reduce the confusion...to eliminate the nonsense and to help you burn stubborn body fat as fast as possible. On the diet alone, you should see weight loss in the range of around 1-pound of body fat per day.

Losing weight is simply a matter of science. How we gain and lose weight is controlled, in large, by our biological makeup. You will gain a better understanding of the body's hormones and how they react positively or negatively with the nutrients you eat with regards to weight loss and weight gain.

You'll learn how to get off the weight loss carousel and instead of taking a "roundabout" approach you'll deal with weight loss straight on.

It is my intention that this diet book is the very last one you'll ever purchase. It promises to be an absolute goldmine of information that cuts right to the heart of rapid fat loss.

There is really just one set of instructions that we all can follow to achieve rapid weight loss and body transformations in record time. That information is contained in this book.

WHY THIS DIET

This diet is going to have several benefits on your life outside of the rapid weight loss it produces. By the end of the diet, you're going to have a new outlook on how weight is lost and you're going to have complete control over your weight for the rest of your life. You'll have the tools and knowledge on what you'll need to drop pounds quickly, virtually anytime you stray from healthy eating.

One of the biggest problems with dieting is that the weight comes off very slowly. In this respect, the 3-Week Diet is an absolute game changer. No more will you lose weight at a snail's pace. Instead, by following this diet, you can expect to lose $\frac{3}{4}$ to 1-pound of fat every single day. And, if you want to nearly double those results, I have included the 3-Week Workout, which will help you do exactly that.

There's several reason why people turn to the 3-Week Diet to lose fat quickly. A large percentage of my readers are seeking to lose weight for an upcoming special event, such as a wedding, class reunion or an upcoming vacation that usually involves the pool or the beach. Others are actors and models that need their body weight and body fat percentages at low levels to earn their living. And many use the 3-Week Diet as a jumpstart to starting a new diet, workout program or healthy lifestyle.

Whatever your goals are, the 3-Week Diet will help you reach them!

WHY 3-WEEKS?

Research has shown that most overweight people are carrying around 10-20 pounds of unwanted body fat. Research has also shown that most diets fail. From my experience, most diets fail because they take the long, slow, boring approach to weight loss. When weight loss comes off at 1-2 pounds a week, the rewards for the sacrifices it takes to get there really aren't worth it. The 3-Week Diet accomplishes in 3-weeks what most diets take 4-5 months to do.

The 3-Week Diet was specifically designed to be an extremely rapid method for burning between 10-20 pounds of body fat.

I understand that for a diet to be ultra-successful, it absolutely must produce very rapid results. When results come quickly, the dieter receives the necessary feedback that the diet is working and that it's worth doing. This results in the dieter sticking with the diet. When the dieter sticks with the diet, the results snowball and the outcome is successful weight loss and a brand new body.

This is why the 3-Week Diet works! You will soon see that you will notice favorable body composition changes in the very first couple of days on the diet. In the very first week alone, you will likely see in the neighborhood of 10 pounds of fat stripped away from your body. Your clothes will be looser...you'll feel lighter...and you'll look and feel 10x better than you did just a week before.

21-DAYS TO MAKE A HABIT

Research has shown that it takes approximately 21-days for us to develop a new habit. This means 21-days of eating healthy...21-days of going to the gym...21-days of doing what ever it is that you want to implement as a habit into your life.

Far too often, when we try to implement a new habit into our lives, we look at it in unmanageable light. Because of this, these new healthy habits never get off the ground because instead of focusing on just 21—days, we sabotage our goals with the mindset that we will have to sacrifice forever.

So, Instead of starting out with thoughts of making a new habit for life, make you can make it a lot easier simply by telling yourself that you are just going to “try” this diet for just 21-days. We can all do 21-days, right? Let your brain “know” that once this “trial period” is over, you can go back to your old eating habits. Then, while your brain lets you participate in this “trial,” it will also be working to form new neural pathways once it realizes that the new habit has benefited you positively in some way. This is the science behind how we develop habits and research has shown that it takes approximately 21-days to develop new habits or to break old ones.

In the case of the 3-Week Diet, your brain will have noticed that it now takes less work to move your body throughout the day because it has shed so many pounds. It will notice the increased energy you have as a result of your daily walks, weekly resistance training and other exercise components of this diet. Your body will also take note of your physical appearance, your muscle tone and how your clothes now fit much looser. Basically, your brain will see remarkable benefits that will stick with you and cause you to follow along the path of good eating and exercise habits

Now, understand that research has shown neural pathways to any habit (even those bad ones) can be life-long, which means bad habits can resurface when triggered to do so. This means that you constantly have to be aware of your thoughts and you need to make conscious efforts to avoid engaging in those bad habits of the past. Believe me, after 21-days, it’s relatively simple to convince yourself to avoid those bad habits of the past. While you will be able to indulge in your favorite foods, they will not be able to take over your life. My intention of the 3-Week Diet is not only to burn fat away fast but to also force new, good habits of eating and regular exercise that will stay with you forever. This will ensure that you get the body you’ve always wanted and keep it for life.

FAT LOSS VS. WEIGHT LOSS

We tend to use the term “weight loss” generally when we go on a diet. And while some are content with simply watching the numbers of the scale go down, it is important that you focus solely on losing fat rather than precious, lean body mass.

If you want to simply lose weight...and you don't care where the weight comes from (body fat, bones, muscle, organs, etc) then the fastest way to accomplish that is through dietary fasting (not eating anything). Fasting is the fastest way to lose weight...but it comes with a hefty price, up to and including death.



After about a day of fasting, your body is getting 80-90% of its energy from its own body fat, which is a very good thing. However, when the body goes several hours without protein (amino acids it needs to sustain life), it begins to attack its own protein stores. Sooner or later, lean body mass is attacked to a point that you are unable to move and your organs cannot function properly, which results in death.

The fact is, there are certain diets out there that have great success in helping people achieve weight loss—with studies to prove it—however, by the way those diets are structured, a large portion of the weight that is lost is not body fat, but instead, lean body mass. Lean body mass is basically everything that is not body fat. This includes skeletal muscle, organs and bones. Remember, a decrease in lean body mass equates to a slower running metabolism. A slow metabolism will make it harder to lose weight and easy for you to put weight back on once it's lost. The 3-Week Diet is designed to not only keep your metabolism churning along, but also works to reset and increase its ability so that you are constantly running at your body's maximum potential.

Those diets that focus solely on the numbers of the scale do more harm to your body than good. These types of diets actually slow your body's ability to lose body fat and they force your body to attack itself for the essential nutrients it needs.

You can spot these diets from a mile away...if you know what you're looking for. The red flag to look for on these diets (often called fasts) are those that have an obvious lack protein as their primary food source. Diets like the Hollywood Juice Diet, the Cabbage Soup Diet, the Lemonade

Diet, etc can definitely help you lose weight...but trust me when I say this: the weight you lose on these types of diets is *not* the weight you want to lose. In fact, these diets do more bad than good because you will unfortunately lose precious lean body mass in the process of losing weight. And again, when you lose that precious lean body mass, you slow your metabolism and you slow your ability to lose weight. The more lean body mass you have, the more calories your body needs to keep that mass functioning properly.

Again when the body goes without protein for a length of time, it is going to get its protein needs by eating your skin for lunch and your hair for dinner. The hair and skin are the first protein stores to be attacked and if you look closely at people on those protein-deficient types of diets, you will notice a lack of glow and sheen to the hair and skin. This is because the protein that keeps the skin and hair healthy and vibrant will be missing. People on these types of diets are noticeably haggard, wrinkly and dull looking.

But it won't stop there. Think about it. Can you really afford to lose part of your heart, liver, brain, kidneys and other vital organs? Do you really want to sacrifice your precious skeletal muscle that actually helps you burn fat all day long?

I know none of this sounds too pleasant but it is a fact. When looking to lose weight, it is imperative that the weight you lose is laser-focused on body fat, rather than lean body mass. Certain diets and misinformation about nutrients can lead to protein deficiency.

If you have any of the following symptoms, chances are you are not getting enough protein in your diet:

- thin, brittle hair
- hair loss
- reduced pigmentation in the hair
- ridges in fingernails and toenails
- skin rashes, flaky skin, dry skin
- weakness and cramps in your muscles
- difficulty sleeping
- nausea
- slow healing in wounds, cuts, scrapes

If you are experiencing any of these symptoms, you should take a good look at how much protein you're getting on a daily basis. Sometimes these unexplainable conditions come down to an easy fix—more protein in your diet.

Protein deficiency can be even more serious than you think. Long term or frequent protein deficiency can result in even more serious health risks, such as:

- gallstones
- arthritis
- heart problems
- organ failure
- muscle deterioration
- death

As you can see, a lack of protein in your diet can be very serious—even life threatening. If you take nothing else from this book, be absolutely certain that you are getting adequate amounts of protein every day. In the diet portion of the 3-Week Diet, you'll learn how to calculate your *true* daily protein requirements.

On the 3 Week Diet, we attempt to emulate “starvation” and all the fat-burning qualities it produces—but without all the negative side effects (hunger, lean body mass loss, etc). To do this, we will focus on depleting the body of carbohydrates to trigger the starvation response. Again, this starvation response forces the body to switch over to burning incredible amounts of fat for our daily energy needs. Meanwhile, we will “sneak” adequate amounts of protein to the body every few hours. Instead of attacking our own lean body mass, the body will use this “easy” protein (the protein we eat) and turn it into glucose, which requires even more fuel (body fat) to accomplish. Basically, we are going to throw all kinds of things at the body to force it to burn more and more body fat, which **will** result in ultra-fast weight loss.

NUTRIENTS

What the Body Needs and What it Doesn't

Our bodies need nutrients, vitamins, minerals and water for good health and proper functioning. Amazingly, the human body is capable of producing thousands of nutrients that it needs to sustain its own life.

The nutrients that the body manufactures itself are known as “nonessential” nutrients because the body is able to actually produce those nutrients itself and it's not essential that you go out and get them from the food you eat.

Nonessential nutrients: the nutrients manufactured by your body that you do not need to get from the food you eat.

Conversely, “essential nutrients” are those nutrients that you must get from the food you eat. To sustain life, it is **essential** that you get these nutrients from your dietary intake.

Essential nutrients: the nutrients you **must** get from your diet because they are not being made in the body.

Some examples of essential nutrients include water, proteins, fats, vitamins and minerals. One very common nutrient that has been purposely omitted here are carbohydrates. The biological fact of the matter is that there is not a single carbohydrate that is essential to the human diet...not sugar...not starch...not fiber. The fact is, carbohydrates do not provide any nutritional benefit to the human body—none whatsoever. You will learn a lot more about this in the coming sections.

The 3-Week Diet is about maximizing the nutrients that we do need while restricting those that we do not. Really, it is all about eating the right foods in the right quantities at the right time. When done correctly, we are able to put our body into a 24/7 fat burning mode.

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