



**AGGRESSIVE**

**FAT LOSS 2.0**

**THE ULTIMATE STRATEGY FOR  
LEANING DOWN QUICKLY**

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# Chapter 1 – It All Came Down To This...

It was the summer of 2011.

I had done it.

I stepped outside into the hot sun and peeled off my shirt. As I turned around and looked at my reflection in the windowsill, I felt a wave of satisfaction wash over my entire body.

Veins were scattered down my abs, my chest was sliced and my abs... well, razor sharp didn't quite cut it.

**I had gotten to my goal.**

But it wasn't just a goal. No way! This was supposed to be salvation. I mean, after all, I had trained my body to exhaustion. I had battled hunger and popped fat loss pills like they were candy.

I even passed on restaurant outings, cottage weekends and nights on the town. (Not just once or twice, but repeatedly.)

Sure, I was lean and looked great! ...But at what cost?

I had given up my relationships, my enjoyment and my freedom - all to get to a goal: 6% body fat.

**After the initial euphoria washed away, I felt indescribably unsatisfied.** It wasn't enough.

I wasn't happy.

What do I do now? Lose more fat and get to 5%?

So I pushed myself to get leaner and more defined. But my body and my mind couldn't take more and I gave in. I started eating more and skipping cardio workouts.

Every week, I would try and tighten up and dial down my eating and cardio. But invariably... I would buckle.

And next thing you know, I would be lying on my couch, watching TV with a massive plate of cheese nachos or ice cream.

Some nights I went to bed so full so disgusted I tried to make myself throw up (thankfully I never succeeded).

Over the course of the next several weeks, I had been gaining more and more weight. And the more I tried to be strict and diet and train hard, the more I would sling shot to the opposite end: complete gluttony.

Eventually you begin to realize something: what worked in the past may not work again. And so after gaining close to 20 pounds of fat, I needed a new plan and a new strategy.

I was mentally and physically burnt out. Any attempt to eat a very strict diet or perform torturous amounts of cardio was to no avail.

Months went by with little to no success... Until the following summer. My buddy Drew invited me on a trip to Miami Beach and all I had to do was pay for my flight and food.

How could I turn that down?

And so weeks leading up to the trip I was stressed out what I was going to do. I was worried that I would end up gaining a ton of weight on the trip.

For most people this may not sound like a big deal and weight gain on a vacation is just something that you accept.

But I wasn't exactly 'most people'. The idea of gaining fat was asinine because a big portion of my self worth and my identity at the time was invested in being lean.

To gain some fat that I would later struggle to burn off would be a very hard hit to my self worth.

But it was too late, I already said 'yes'. And I wasn't ready to bail on my friend. I did that enough in the past to avoid any potential fat gaining situations.

I was essentially Jim Carrey's character in Yes Man. Before he attends the Yes Man seminar, of course.

And perhaps it was because I saw Yes Man around that time, I was compelled to follow through and say 'YES' to life.

Thoughts began spouting through my mind. How was I going to track my macronutrients, let alone cook perfectly calibrated meals?

What was I going to order at restaurants?

What was I going to do at night clubs and bars?

Eventually I just let go and decided to live a little and enjoy life. And I devised a little strategy that would allow me to keep my calories in the ballpark of what they needed to be to maintain my weight (though I ended up falling below that, almost effortlessly)

In Miami I had an absolute blast! I drank, I ate and I partied. It was the psychological break that I needed. **I stuck to a few little rules and to my amazement, I had become leaner and leaner during the entire trip.**

At the end of the trip, I even started to get those veins on my lower abs that I hadn't seen for a year. It was beautiful.

Once I returned home, I was more motivated than ever. I had busted through a weight loss sticking point and I was ready to push the pedal down and get back to six percent body fat.

And so I dropped my calories and carbs down and upped my cardio regime. I was bringing my body back into an overtrained and deprived state.

And my body's predictable response was an overproduction of cortisol and a huge spike in hunger.

Unfortunately, there's only so much will power available to us. And when you're constantly stressing out about calorie intake, meals, cardio and body fat percentage, you get mentally exhausted pretty quickly.

So no matter what, a few nights per week I would kill my diet. I would take in an extra 1000-2000 calories. And over the next few months, I would work harder and diet harder than ever before, while gaining weight.

The worst part was, I wasn't even going out with friends to restaurants or going on dates or hitting the town for drinks. I was trying to be strict, then cheating at home at 10pm at night with bowl after bowl of ice cream or cheese nachos, and feeling horrible about it.

I was just as socially isolated and miserable as before when I first got ripped. Only I was getting less and less defined.

So finally I started to think about Miami. How is that I was able to drop fat pretty much unconsciously?

What was so magical about Miami? It was the worst possible circumstances to lose fat, yet I had lost a bunch of fat.



I then began to understand the difference between Miami and when I'm dieting at home. And the differences were staggeringly and overwhelmingly profound...

## ***Dieting At Home Outlook***

When I was at home, I was obsessed with getting to my goal. It was all I thought about.

When I was in Miami, I was present to the moment. I was enjoying the beautiful environment and having laughs with my friend. I rarely thought about calories, protein and body fat.

When I was at home, I was trying to lose fat as quickly as possible. This meant low calories and lots of cardio.

When I was in Miami, I let go of the need to lose as much fat as possible and wasn't concerned with it. I wasn't worried about perfection, I was just going to do the best I could, and wasn't going to beat myself up about it.

The more and more I looked at it the more I started to realize what was going on. I was putting way too much pressure on myself at home and it was destroying myself both physically and mentally.

In fact, I had become so burnt out from harsh diets and rigorous cardio routines that neither my body nor my mind could tolerate it anymore.



*Note: This is precisely why I created the “Presence” Bonus. It includes daily drills and teachings to master the outlook for effortless aggressive fat loss.*

Until you reshape your outlook, you will constantly run in circles and you will be defined by exactly how you see yourself right now.

You may see some progress, but you will always run back to home base, to what you know and are comfortable with.

Now as far as the training and nutrition was concerned, I knew there had to be a better way...

## Chapter 2 – There Had To Be A Better Way...

Extreme fat loss and extreme cardio workouts were killing me. I couldn't sustain it, my sex drive was shot, my testosterone levels were nowhere close to where they should have been and I was gaining weight, despite all the misery I endured.

**I needed to crack this code.** How can I achieve a fast level of fat loss, while staying completely satisfied?

Because after all, I knew that relying on willpower to push through at this point was a futile battle.

After all the pain I endured, enjoying life was more important to me than having shredded abs. Yet, I knew there was a way to achieve my goal – of looking great and having fun too.

There had to be a way - and thank the gods - there was! And I couldn't be happier to share it with you.

**Being able to achieve the lean and totally shredded body I wanted, while enjoying life more than ever before, is exactly what I learned.**

And best of all, it won't take years of effort for you to get there. People who have been following this course have been dropping 8-10 pounds of fat per month, while progressing in the gym, and all the while feeling great and super satisfied.

It almost sounds too good to be true, but in this case, it isn't!

Now make no mistake, it's not an easy road. It will require dedication and at times, hard work and intensity.

But we need that little bit of sacrifice. We need the intensity! As long as we get that reward each and everyday. And that reward is not just waking up leaner and leaner every morning.

It's being able to feast on truly satisfying meals that leave you in a state of blissful peace.

Moreover, this strategy can be adapted to any circumstance, so you can stay lean and even drop fat no matter what's going on.

Business, travel, hectic work life, injuries, colds... There's really no excuse. If you're bed ridden you could drop fat with this approach, albeit, at a slower pace.

But that's not the point. The point here is that nearly all the will power you had to exercise constantly, well you can say goodbye to it.

Give this program a couple weeks, and you'll see for yourself. The results come fast and the level of effort is totally manageable.

Now you will need to push it hard in the gym a few days per week! You will need to get used to fasting and eating bigger meals.



You will need to start tracking your calories and getting an idea of how much you're taking in. But once you go through this transitional phase, you will have mastered the skill of dropping fat and staying lean for life.

This is the body I've been maintaining since cracking this code and gawd... it couldn't be any easier.

Often times, I'll have to deliberately go out and eat Burgers and French Fries, all you can eat sushi – because I'm leaning down too fast.

And no, I'm not some special and unique snowflake, although my mom likes to think so. (Just kidding, she doesn't.)

But the point I'm trying to make is that I struggled with fat loss for years.

I repeatedly gained weight while trying to stick to a 'rigid diet'. And I'm certain that once you adopt this approach, you will never have to struggle with dropping fat again.

It works, and it works gangbuster!

**Now, this program is simple. It's based on:**

- Intermittent fasting
- Strategic black coffee to make fasting effortless
- Eating two meals per day (one very big meal and one smaller meal)
- Utilizing strategic fruit snacks to make eating two meals per day effortless
- Proper calorie intake to support aggressive fat loss, without the downsides of extreme 'crash' dieting
- Macro ratios to best support testosterone, mood, satisfaction and muscle retention
- Emphasizing foods that are highly filling and satisfying - lean meats and potatoes baby!
- Performing three intense workouts per week to maintain and even increase muscle
- Performing low intensity exercise on rest days to support fat loss without increasing appetite or cutting into recovery

- Mastering the art of becoming present to make the journey completely fulfilling and bring easy, joy and lightness into your life
- Performing self hypnosis to align your subconscious with the person you really want to become

Well without further ado, let's begin! Now keep in mind, this is a simple and quick read. You actually may be shocked at just how simple it is. *Brevity is key!*

I see no sense in rambling on for hundreds of pages if I can say the same thing in fewer words. That's the way I live my life - to be laconic!

Interestingly enough, Laconia was a region that encompassed Sparta. The word laconic is derived from the region Laconia and it means to speak in a concise way, as the Spartans were known to do.

I aim to keep things as simple and practical as possible, while leaving out the unnecessary details. Anything else, I feel, is a disservice of your time and ultimately, your success.

# Enter Aggressive Fat Loss

In the following pages, you're going to discover a downright effective and aggressive diet to drop fat quickly...

## ***About Aggressive Dieting & Its Pro's and Con's***

There are LOTS of diets out there, but the BIG problem is that most of the more "aggressive diets" are WAY too extreme.

Some of these diets recommend having zero fats, or zero carbs, or keeping calories around 800-1200 max.

These are all horrible things to do.

Not only do they DESTROY testosterone, but they cause you to sacrifice muscle tissue and inevitably feel miserable, burn out, and rebound gaining more weight than ever before.

## **Enter my Aggressive Fat Loss course.**

I created this aggressive approach to jumpstart your fat loss.

Using this program, you can drop up to 1.5 to 2 pounds per week provided you (A) get some form of daily activity in whether strength training or cardio and (B) you have the Intermittent Fasting protocol dialed in that I lay out in this program.

Unlike most other aggressive fat loss approaches, you should be able to stick to this one consistently.

One important thing to keep in mind though:

*Accept that it will be a long road.* If you don't, then you'll fail because you'll get discouraged that the pounds aren't coming off "fast enough".

Your MAIN goal is to make consistent progress every week, not to get to your end goal as fast as possible – that makes the journey meaningless.

## ***Aggressive Dieting Increases Motivation***

I like implementing periods of this style of dieting because the results come faster and it primes you to be more motivated.

*(Aggressive = more results, which fuels your motivation.)*

If you implement Intermittent Fasting like I'll explain, you'll be able to use this program to lose fat faster.

## ***What Results Can I Expect?***

This is an expected question to ask.

These are just guidelines, of course, but they're definitely within reason when implementing this strategy:

**You can expect to lose between 1.5 to 2 pounds per week.**



You may even lose up to 3-4 pounds your first week. This is primarily the result of eating less food and losing water weight.

Every month you should be down 6-8 pounds *of fat* and your waist should be down 1-1.5 inches. Though, most people will lose 8-10 lbs the very first month.

After 12 weeks – three months – your waist should be down 4-5 inches (which is a massive drop). At this point, you'll want to take 2 weeks to eat at maintenance-level calories.

## The Strategy

### ***Intermittent Fasting***

Intermittent Fasting is what makes this program so effective. I'll explain this more in just a second, but you'll be skipping breakfast and eating 2 meals per day.

Yes, you're not going to be eating breakfast on this plan. Breakfast is NOT the most important meal of the day, despite what the "media" and "gurus" tell you.

(That's just a marketing ploy, anyway.)

When you skip breakfast, growth hormone goes through the roof, which is advantageous because it shifts your metabolism to burning fat for fuel and sparing muscle protein.

During this fasted state in the morning, drink plenty of water and a 1-2 cups of coffee (coffee will help blunt the hunger).

Don't take in ANY additional calories during this "fasting" time.

You'll break the fast with a large meal that I call "The Feast".

You'll eat a second smaller meal later in the day.

After this smaller meal, only drink water. Don't take in any calories between this smaller (later) meal and the Feast the following day.

Now, this may take up to a couple weeks to adjust to, but there are ALL sorts of benefits of Intermittent Fasting.

Not only does this method diminish cravings for sweets and junk food, but it also helps with focus, clarity, and boosts mental alertness.

The meal plan may sound harsh, but keep in mind: this is an aggressive strategy. It's brutally effective, but it can be tough, at first.

## ***Meal Frequency***

As I said above, you'll be eating 2 meals per day: one big meal and one smaller meal.

I'd recommend eating your biggest meal first (the Feast), since it takes you out of the big calorie deficit from fasting. If you save the

big meal for later in the day (your second meal), it's a LONG time to go without eating anything substantial.

Because you're skipping breakfast, your first meal will be a later in the day. *I'd recommend eating this bigger meal 5-8 hours after waking up (6-7 hours is the sweet spot).*

That's what works for me. If you find yourself getting hungrier earlier, then eat earlier. As long as you're skipping breakfast and waiting at least 4-5 hours after waking up, you can eat that first meal whenever you like.

*(So for example, if you wake up at 7am, then you'd eat this first meal somewhere between 12-2pm.)*

Then, eat a second smaller meal 4-6 hours after this larger first meal. I'll get into specifics of these two meals in the next section.

Here's an important point to make first though: **You can do this either way, whichever works better for your lifestyle.**

If you want to have smaller meal first and save the bigger meal for later in the day, then you totally can. If you want to have the bigger meal first, then you can.

It's the total at the end of the day that counts, not in what order you eat the meals in.

## ***The Big Meal (a.k.a. the “Feast”)***

The size of this meal may surprise you, but the fact is – we need to hit a certain calorie total each day, even when we’re cutting.

This bigger meal (a.k.a. the Feast) should contain 60%+ of your daily calories.

I’ll get into setting up your macros and calories in a later chapter, but here are the basics of what this looks like:

**For protein:** I’d recommend 2-3 chicken breasts, 1 lb of steak or 14-16 oz ground turkey, etc.

**For fats:** if you’re using lean meat (chicken, turkey, white fish), then add fats like oils, avocado or cheese. If you’re using steak, then keep fats lower to optimize the protein to fat ratio.

*Fat helps increase testosterone and keeps you full.*

**For carbs:** I’d recommend a moderate serving such as 1-2 potatoes or sweet potatoes. Keep carbs moderate to replenish glycogen, support training performance, elevate testosterone and trigger the release of serotonin in your brain.

**Additionally, eat a bunch of veggies.** The fiber in veggies like broccoli or cauliflower slows down absorption of the meal and will keep you fuller longer.

*If you have issues with being tired after the big meal, emphasize fats and proteins and go lighter on carbs.*

## ***My Favorite Meals***

### **Burger & Baked Potato**

- 3-4 extra lean burgers in lettuce wraps with mustard
- 1-2 russet potatoes baked, served with 1-2 tsp of butter for taste
- Greens or veggies

### **Chicken and Baked Potato Wedges**

- 400-500g of chicken breast cut into small pieces and fried on a pan (2-3tsp of coconut oil)
- 1-2 russet potatoes cut into wedges and mixed in 2-4tsp of oil and baked in the oven for 30-35 minutes at 400f. Serve with salt and vinegar.
- Greens or Veggies

### **Ground Turkey and Sweet Potato Wedges**

- 400-500g of ground turkey cooked on a skillet in 1tsp of coconut oil. Add sauce of choice (tomato sauce and buffalo wing sauce are my favs)
- 1-2 sweet potatoes cut into wedges and mixed in 2-4tsp of oil and baked in the oven for 30-35 minutes at 400f. Serve with cinnamon
- Greens or Veggies

### **Steak & Sweet Potatoes**

- 400-500g of flank steak cut into cubes and fried on a pan (1tsp of coconut oil)
- 1-2 sweet potatoes baked in the oven, serve with 1-2 tsp of butter for taste and cinnamon
- Greens or Veggies

## **Chipotle Burrito Bowl**

- white rice
- black beans
- fajita veggies (peppers)
- 2-3x chicken
- big mound of cheese
- This very big meal works because you're only having one smaller meal on the side, which will be around 400-600 ish calories.

*Keep in mind, with this plan we want to get in enough protein, moderate carbs, and fats with only 2 meals per day.*

## ***The Smaller Meal***

The lighter meal (ideally the second meal of the day) will be much smaller and consist of protein with minimal fat.

For this smaller meal, I recommend having one of the following:

- 500g of cottage cheese or greek yogurt (2% plain for either option; don't get fat free because you won't feel full)
- OR an omelet with 2-3 whole eggs + 1-1.5 cup egg whites
- OR 1-1.5 chicken breasts cooked with 2-3 teaspoons of coconut oil

Any three of these choices work great because they're very slow digesting, making them better to eat at night while you're fasting to the next afternoon.

Another option, for people that aren't scared of going a little lower in protein, and a personal favorite of mine, is to make 3-4 cheese quesadilla's with low fat cheese.

This recipe is quite simple:

- Heat 1tsp of coconut oil on a skillet.
- Throw on a corn tortilla.
- Let it crisp up (2-3 minutes, tops).
- Flip it.
- Throw on some cheese.
- Fold the tortilla in half and wait for the cheese to melt.
- Serve and eat.

Depending on how big your skillet is you may have to do 2-3 rounds because you may not be able to fit more than 1-2 tortilla's on at a time.

This is fine, just make sure not to use oil each time, otherwise you will go too high in fat.

If you're going to go with the fried tortillas with cheese, you will be getting more carbs and fats and less protein.

That said, calories should be around the same. This will result in the same level of fat loss.

A benefit is that the extra carbs and fats will help support higher testosterone, since carbs and fats have play the greatest role in testosterone (more so than protein).

These 2 meals combined should total between 1600-2000 calories. This depends on your current weight and calorie needs.

To establish general targets, your first meal (the Feast) should be around 7 calories per pound of goal bodyweight.



So if you're 200 lbs and your goal weight is 170 lbs, you would multiply 170 lbs by 7. This equates to 1190 calories.

Your second meal should be around 3 calories per pound of goal bodyweight. So in this example you would multiply 170 x 3. This equates to 510 calories.

To calculate your calorie intake from a meal, I recommend using a smart phone app such as My Net Diary.

You can simply enter the food that you're using and the weight of it in grams or ounces, and it will tell you how many calories you're getting.

*You can see that these are just guidelines. You don't have to be exact, as long as you're within range of your target.*

## ***Strategic Fruit Snacking***

Some people may find they get hungry a couple hours before their first meal. Often times, this is due to depleted liver glycogen.

Fruit, which contains a mix of fructose and glucose, is the ideal food to replenish liver glycogen and stave off hunger for a couple more hours.

By strategically snacking on fruit when you get hungry before a meal, it makes a two meal diet, pretty damn effortless.

The fruit snacks only add a couple hundred calories to your diet, but this couple hundred calories offers a big bang for its' buck.

You will find, these couple pieces of fruit make eating low calories and sticking to a two meal per day plan, much easier.

As well, some people don't like huge gaps between meals. Fasting throughout the day isn't hard and the hunger cravings aren't bad, but sometimes knowing you have several hours to wait before you can eat can be tough.

To help with this, we're going to add 2 servings of fruit to your diet each day. *This is very healthy as long as you're in a calorie deficit.*

There are three options for fruit snacking but you will only go with two. So you might have an apple before dinner and again late at night. Or you might have an apple before lunch and dinner.

You can pick two of the three options.

**#1** – Have the first “fruit snack” 1-2 hours before your first meal, around the time you start to get hungry.

For example, if you sleep till 10am, you'd have your first meal around 4pm and at 2-3pm you'd snack on an apple. This makes it easier to extend through the fast.

**#2** – Have an apple or serving of fruit 1-2 hours before dinner.

**#3** – If you're hungry before going to bed, you can have an apple or some berries (80-100 calories per serving max).

Incorporating fruit into your plan like this only adds 160-200 calories to your diet a day, which isn't much in the grand scheme of things.

Add these strategically as “bridge” snacks between your meals to make eating only 2 meals a day a breeze (as far as aggressive fat loss programs go).

## ***Strategic Caffeine Use***

Strategic caffeine use will also play an important role in this aggressive fat loss strategy.

Caffeine will help shuttle fat cells into your blood stream, will help blunt appetite and increase energy.

Because of this, the most effective place to use it is in the morning when we're fasting.

But here's the thing:

**ONLY consume caffeine when fasting.** When you're in a fasted state, your body can handle caffeine really well and you shouldn't notice any negative side effects.

Don't drink any caffeine after eating though or the appetite suppressing effects will be reduced, becoming less effective over time.

Now if you're used to slamming lots of caffeine, then it may take a few days to adjust to only having coffee during the fasting portion.

You can train your body to adapt to this, and pretty soon you won't crash or have withdrawals if you don't have it.

**So again: cut out caffeine all other times except while fasting.**

No more than 2-4 cups of coffee per day: 1-2 in the morning, 1-2 later at work before you eat your first meal. That's it.

By 'cups' I'm referring to a standard cup of coffee. If you're pouting a full mug or getting a medium coffee at a cafe, this is about 2 cups of coffee.

So keep that in mind. And don't forget, you should stick to black coffee. If you must, you can have a splash of milk. But ideally you'd go black.

I'd also recommend cutting out the pre-workout... You don't need them. If you adapt to this strategic caffeine use, the performance effect of caffeine in the morning will be awesome.

*(Plus, you'll save tons of money on workout supplements!)*

This strategy helps with sleep as well. When you keep caffeine consumption to the morning, the effects are gone by the time you go to sleep. Sleep is critical to fat loss and dietary adherence. If you're getting hungry between meals 1 or 2, have something else like herbal tea.

Herbal tea (to clarify: **caffeine free hot tea**) is great to drink later in the day if you want something without taking in any additional calories.

## ***Recapping the Strategy***

Now that we've laid out all the components to the strategy, let's recap everything:

- 1) Fast through the morning, only having a 2-4 cups of coffee (caffeine pills or other forms of caffeine work as well)
- 2) Eat a big meal at lunch (5-8 hours after waking up)
- 3) Eat a lighter meal around dinner/night time (5-6 hours after the first big meal)
- 4) Incorporate 2 servings of fruit as bridge snacks that you can have before the meals or before bed.

## **The Calculations**

### ***Setting Calories & Macros***

Now that we have the nutrition plan laid out, let's talk about how to set up your calories and macros:

For this plan, you'll be consuming about 10 calories per pound of goal bodyweight plus 160-200 calories (from 2 servings of fruit).

This will put most people around 11 calories per pound of goal bodyweight. From my experience, this seems to be the sweet spot for aggressive fat loss.

Going any lower than this, you'll experience more hunger, lower energy and negative side effects with very little extra fat loss.

Most people will lose about 1.5-2 lbs of fat eating at 11 cal per pound of goal bodyweight.

Here's how you would calculate your total calories for the day

*Example: if you weigh 200 pounds and you want to drop down to 180, then it would be  $180 \times 11 = 1980$  calories.*

In this plan you'll want to make it predominantly protein-based: **35% of calories should be based around protein.**

*If your calorie intake is 2,000 calories, then you'd multiply 2,000 by .35 (35%) = 700 calories. There are 4 calories per gram of protein, so  $700/4 = 175$ g of protein.*

The rest of your calories should from fats and carbs. Fats will come from meat, cottage cheese or Greek yogurt, and supplemental fats like oils.

You don't need to count fats or carbs exactly, as long as you're under your calorie target. This makes the program easier.

One interesting thing is that some people will do better going lower in carbs and higher in fats, and vice versa.

As a general rule of thumb, I'd recommend about 35% of your calories from carbs and 30% from fat. Though you can do 40% carbs and 25% fat if you prefer.

**As long as you're getting optimal protein and you're hitting your calories, you're in the clear.**

You can experiment going lower or higher in protein if you want. If you're going to have fried corn tortilla's with cheese with your last meal, you may end up getting less protein and more carbs and fats.

This is fine. Research has shown that you only need 0.82g of protein per pound of bodyweight. And many people have gotten amazing results going lower than this.

The advantage of a higher protein diet is that it can help with fullness. But for some people, they function better with a little less protein and more carbs and fats.

That said, since you're fasting and eating big meals, you shouldn't have any issues with not being full after a meal.

This gives you the flexibility to opt for higher protein or lower protein. If you want higher protein stick to cottage cheese or an egg white omelet with 1-2 whole eggs for your last meal.

If you want lower protein and more carbs and fats, fry a few cheesy corn tortillas. Use lower fat cheese (should have about 5g of fat with 7-8g of protein).

I have gotten great results with higher protein and lower protein. Both can work, so go with whichever you enjoy. You can also mix it up.

The main priority is getting in optimal protein (don't go below 0.7-0.8g of protein per pound of goal weight) and of most importance, hitting your calorie numbers.



*Now, I WOULD recommend tracking everything for the first couple weeks so you know approximately what proper servings look like. Once you have a grasp on that, you don't need to track everything as long as you know you're under your target.*

### **Example Meal Plan (1 Day):**

*Target: 2,000 calories*

#### Big Meal "Feast" (7 cals per pound of goal bodyweight)

- Big serving of lean meat
- Moderate serving of carbs (2 medium sized potatoes or sweet potatoes)
- Butter / oil for cooking or taste (to hit your calorie and fat numbers)
- Veggies or Greens (no need to count the calories for these)

#### Fruit Snacks (Bridge Meals)

- Apples x 2

#### Small Meal (pick an option below)

- Omelet (2-3 whole eggs + 1-1.5 egg whites)
- 500g of cottage Cheese (2%)
- 2-4 fried corn tortillas with low fat cheese
- 1-1.5 chicken breasts fried with 2-3tsp of oil

### **Once Per Week: Refeed Day**

Once per week, you can do a refeed day. This is where you bump your calories up by about 600.

These additional calories should take form mostly from carbs and some fats; this is because your protein intake is already optimal.

Carbs, specifically, will do the best job at replenishing glycogen levels, shifting you into an anabolic state, and up regulating hormones such as leptin, that regulate appetite and metabolism.

I recommend sticking to your diet for most of the day. Fast in the morning, drink black coffee then eat your first main meal.

Afterwards, this is where it changes.

Instead of having a small meal as your second meal, you can feast again or go out for dinner and load up on some carbs and fats. You'll have an extra 600 calories to work with here.

So if your small meal is 500 calories, you are looking at 1100. Oh baby! My favorite option is to go out to a restaurant and get an 8oz steak (40-50g of protein) and a big serving of fries.

Alternatively, I'll make a delicious omelet with some home fries and a bowl of frozen yogurt ice cream.

You don't have to track your calories and get them dead on for your reefer day. If you're eating out, you can't be exact.

Just eye ball it! Make no mistake: if you're in the ballpark, you will lean down perfectly.

## **When To Do Your Reefer Day**

I recommend placing your reefer day on Friday or Saturday, on one of your lifting days.

You'll get the most out of a refeed day if you have it on a workout day. This will help drive all of those additional calories into your muscle stores.

## ***Adjusting As You Go Along***

As you follow this plan, you may have to adjust your nutrition plan to ensure consistent fat loss occurs.

Your fat loss may start to plateau. If this happens for longer than a 2-week period, then drop your daily calorie target by 200.

After 8-12 weeks (2-3 months) on this diet, you'll want to bump your calories to maintenance level for 2 weeks - about 15 calories per pound of bodyweight.

Then, after you take that 2-week period to eat at maintenance level calories, re-adjust your new target based on your current and goal weight and start this Fat Loss Program again.

*You can cycle this diet for these 8-12-week "sprints" for consistent fat loss, readjusting as you go along to drop down to your ideal weight.*

## **What To Do Next**

When you hit your goal, switch to maintenance level calories (14-15 calories per pound of body weight).

**There are a couple ways to do this while following an Intermittent Fasting style diet:**

Go with bigger meals or add in a third meal.

You could also have a big bowl of cereal at night for carbs to help you sleep well (*I prefer gluten-free cereal*).

You'll also want to have a big serving of carbs once a week, adding in 100-150g of carbs to your diet (for the week). This is called a *Refeed*, as I talked about before.

## Now It's YOUR Turn

This strategy works like a charm and will help you get to your end goal as easily as possible.

But the key thing is to TAKE ACTION!

Thanks for taking the time out of your day to invest in and read this guide... This is the first step towards the physique you want!

Transform Your Physique &  
Live the Life of Your Dreams

*Greg O'Gallagher*

*Owner, Kinobody Fitness Systems*

PS – If you have any questions or comments, or if you just want to keep updated on all things Kinobody, head over to my Facebook Page at <http://www.facebook.com/kinobodyfitness>.