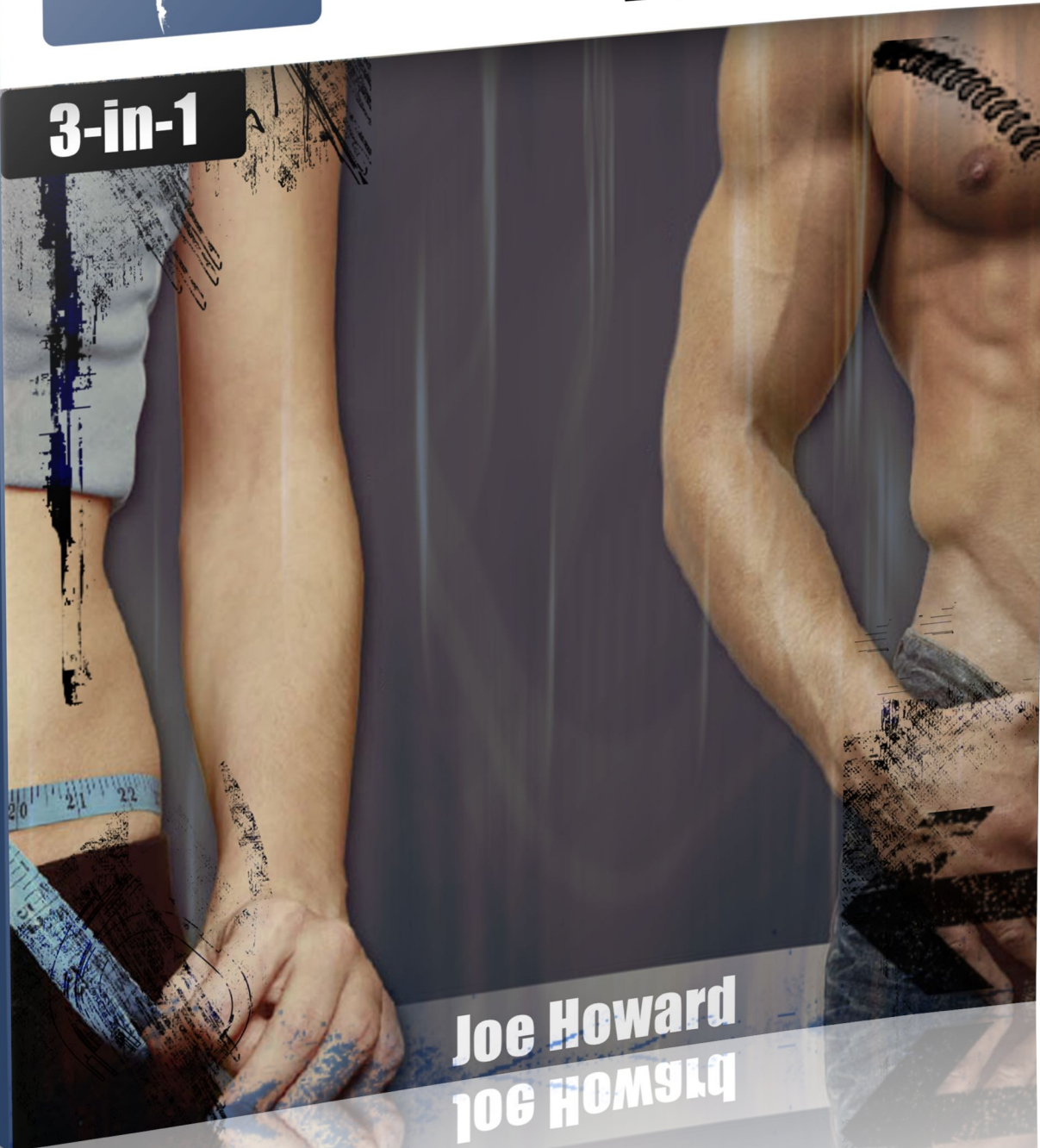




PROVEN
WEIGHTLOSS
FORMULA

3-in-1



Joe Howard
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Introduction

No matter what your specific goals may be, you now hold in your hands my expert tips on accomplishing your goals at a much faster pace, without wasting your valuable time, money, and effort on trial-and-error experimenting and unproductive exercise routines and diet fads.

By following the advice laid out for you in this manual, you will be light years ahead of where you were just a few short weeks ago. Your progress will increase. You'll start to feel better physically and emotionally. And you'll have much more self-confidence.

I know that health clubs can be a very intimidating place, especially if you don't feel like you know what you're doing. All the machines, all the free weights, and all the fit people that seem to fill up the gym can make you feel overwhelmed and self-conscious.

The information contained herein will help you to understand exactly what you should be doing to accomplish your goals, how to exercise effectively, and how to eat to make getting the body you've always dreamed of a very real and attainable possibility.

I began personal training to help people like you achieve your goals, no matter what they may be now, or what they may become in the near future, as rapidly as possible. It is my sincere desire that the information contained in this manual will help you do just that.

Committed To Your Fitness Success,



Joe Howard
Fitness Director
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www.fitpro360.com
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P.S. If you have any questions about anything contained in this manual, please do not hesitate to contact me directly at any time by e-mail at joe@fitpro360.com. I'm always happy to help in any way I possibly can.

The Discovery

How did the 3-in-1 Rapid Fat Loss Formula come to be?

It all started back in 1996 when my father was a Paramedic with a local ambulance service. One day I asked him what it was like working as a Paramedic. He stated that it was one of the most rewarding things he has done and that every day is always a challenge because no two calls are alike. I became extremely interested and wanted to see what it was like, so one day I decided to do a ride-a-long. That was the day that changed my life forever.

I can remember my father's pager going off and he was being called to a scene for a 42 year old man that was having chest pains. We jumped into the ambulance and headed to the scene with the lights flashing and the sirens blaring. What a rush, my heart was beating a hundred miles per hour. When we arrived on scene a young lady came running over to us stating "help him, please help my dad, he just stopped breathing". That is when my heart went from a hundred beats a minute to one thousand. My father and the other paramedics dove right in to save this man's life. I watched as one of the paramedics started CPR and another paramedic cut the man's shirt open and hooked up the heart rate monitor.

Just then I heard one of the paramedics say "Stand Clear", just then he defibrillated the man and brought the man's heart rate back. He had a pulse again. They continued rescue breathing and we headed to the hospital. We released his care to the hospital staff and we headed back to the ambulance building. My father asked me what I thought. All I could think about was my heart that was still racing a thousand beats per minute.

Two days later my father told me he had word that the guy had lived and was doing well. This is when I decided I wanted to help people. So I became licensed as an Emergency Medical Technician and joined the local ambulance service. I worked as an EMT for about a year and a half when I started to find a common trait among people. Many of my patients had diabetes, heart disease, high blood pressure, back injuries, knee injuries and many other common problems, which could all be prevented through proper exercise and nutrition.

That was when I decided to set a new goal in life. My goal was to go to school to become a personal trainer and see how many people I could prevent from reaching the same situation as the man I spoke of above.

Over the next three years I worked at a large gym, in the suburbs of Chicago, that had over 30,000 members. But I have to admit, the first year and half, my clients experienced very few results. Not to mention, the fitness environment was being bombarded with fad diets and quick fixes. I was frustrated because I really wanted to help people change. So, I decided to go to a local bookstore, where it was quiet, to rethink what my goal was in life. I grabbed out a piece of paper and made two columns on it. One labelled pros of being a personal trainer and the other labelled cons.

I was at my rope's end and just about ready to give up on my journey. Just then, a man and woman sat across the table from me and they were reading a weight loss book. You know, the one where you cut all carbs out of your diet. They started discussing what their next attempt to lose weight was. All of a sudden I had a aha moment. I ran all around the bookstore pulling all of the weight loss books off of the shelf. I went back to my seat and threw all of the books on the table. I startled the couple that was reading the weight loss book. They probably thought I was crazy. I can not imagine what they thought. Here was a fit person with about one hundred

weight loss books. I started to study all of the weight loss programs out there and I came to a conclusion. Now, before I tell you what they all had in common, let me explain what gave me the aha moment.

When I was sitting across from the husband and wife I wanted to help them, so I asked them how long they have been trying to lose weight. The man replied “about fifteen years”. He then proceeded to tell me his story. See, this man has actually gained about one hundred pounds over the last fifteen years. Every time he starts a diet, he loses weight fast and then gains it all back plus some. He stated “I just don’t get it, I have tried every diet out there and I keep getting the same results”. So I started to think about all of the downfalls with each program to see if I could find something in common. Then it hit me! What if I have been looking at these programs the same way as everyone else? I asked the man what weight loss programs he has tried and I started to make a list. (The list contained all of the books that I threw on the table)

As I looked at an overall picture of each of the programs I found one thing in common, every program focused on cutting calories and exercising more, which is exactly what I was doing with my clients. Yet, this is not how I trained myself. See, I never focused on cutting calories or exercising more. So I decided to take my thoughts back to the drawing board.

The next four months, I practically locked myself in my room studying the effects of cutting calories and exercising more. This is when I developed my 3-in-1 Fat Loss System. I was excited to try it out, so I found four people who were looking to lose weight. I experimented with my program for six months and the results were amazing. The average weight loss was 8.5 pounds per month. I could not believe the response, I literally had people lined up to try my new program.

Since then, I have recreated my 3-in-1 Fat Loss Program, changing the minor downfalls, creating my New and Improved 3-in-1 Rapid Fat Loss Formula.

WARNING: Before you read on, I ask that you clear your mind of everything you have learned because what I am about to share with you is going to change your life forever.

3-in-1 Rapid Fat Loss Formula

Are you tired of trying fad diets and exercise programs that never produce any results? Would you believe me if I told you that traditional diets and exercise programs are designed to make you fail? If you answered “YES” then you have just stumbled across a weight loss formula that is going to change your life once and for all. As a matter-of-fact this formula has helped over 7,795 individuals tighten, tone and shape their body, leaving them with remarkable results.

What’s My Formula

Let’s just say that my formula **DOES NOT** focus on zone-this or high fat-that, ridiculous liquid diets, harmful and unrealistic diet pills, no carbohydrates, or restricted calories.

The secret lies in my scientifically proven 3-in-1 Rapid Fat Loss Formula, which consists of cardio, nutrition and weight training. I have specially designed this program to increase your body’s resting metabolism.

Too many programs out there concentrate on burning calories during training. But what about the other 23 hours in the day? This is where I concentrate and why my program has been so successful.

When I cover this in a moment, it will make perfect sense in understanding how you body works and how you will lose weight immediately, safely and naturally.

My main goal is to educate you as well as give you all of the tools necessary to reach your ideal weight. By learning my 3-in-1 Rapid Fat Loss Formula you will never have to diet again. So let’s get to work

Metabolism

Metabolism is the rate at which we burn calories per day. The majority of the calories we burn per day (70-90%) are while at rest. So let’s get that number as high as possible.

What I found was our metabolism decreases 10% per year if we leave it alone, but can be increased 40-60% through nutrition and exercise if done right.

What Diets Don't Work....

If you are like most of my clients then you have probably tried at least two or three of these programs. And if you were like 99% of my clients then you probably ended up gaining weight in the end.

Diets that do not work:

- Liquid Diets
- Diet Pills
- Extremely Low Calorie Diets
- Low Fat Diets
- Water Diets
- No Carbohydrate Diets

Why These Diets Don't Work

These diets all have one thing in common: They focus on losing weight instead of body fat. When you step on the scale all you see is a number. What if you are losing precious lean muscle, which, by the way, is what burns calories and gives you a tight and toned look. Studies show that when on a fad diet, 1/3 of your weight loss will be muscle. So, for every twelve pounds of weight lost on the scale four pounds of that will be muscle, which makes this the number one reason people experience the "Yo-Yo Syndrome"

How to Increase Your Metabolism So You Can Burn Calories At Rest.....

It's simple really.... **increase your muscle mass and you will burn more calories** and if you **lose muscle you will burn less calories**. Scientific studies show that 1 pound of muscle mass burns approximately 50 calories per day (when at rest) where as 1 pound of body fat burns 4 calories per day.

Take a look at this example:

Let's say that you start working out and you gain 10 pounds of muscle. We already know that 1 pound of muscle mass burns approximately 50 calories per day. Therefore, if you multiply the 10 pounds of muscle by 50 calories per day, that will give you an additional 500 calories per day that you will be burning. Then take the 500 calories per day and multiply it by 7 days a week. That will give you 3500 calories, which is the exact number of calories it takes to burn one pound of body fat. Wait, I have even better news for you, the 500 calories you are burning are at rest, which is more than most people burn in an hour workout.

1 pound muscle (burns 50 calories per day) X 10 pounds = 500 calories per day

500 calories X 7 days a week = 3500 calories

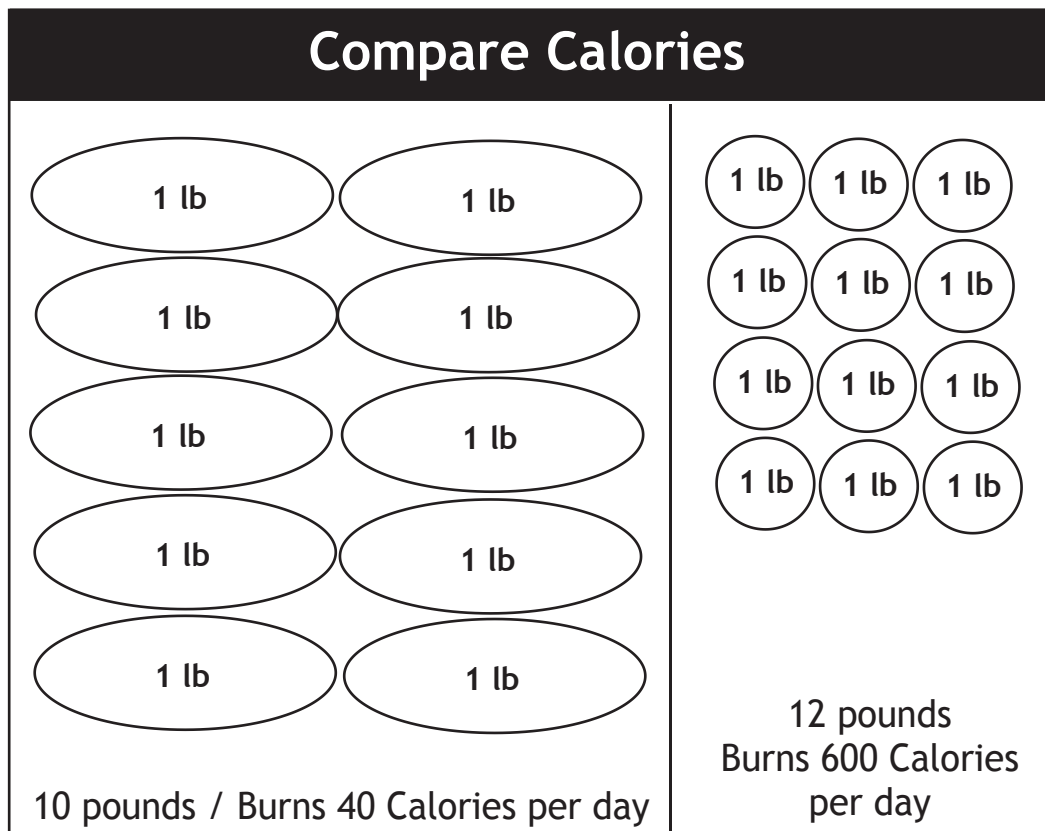
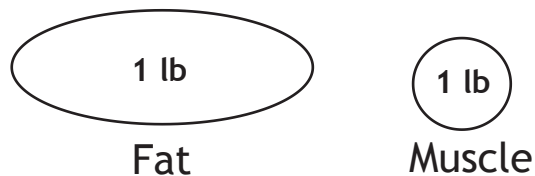
3500 calories = 1 pound of body fat loss

Ok, How Do You Maintain And Gain Muscle

There are four ways to maintain and gain muscle:

1. By exercising, preferably with some type of resistance exercise.
2. By making sure your body gets a good supply of proteins.
3. By allowing your body to rest and recover.
4. By changing your workouts so you never have a routine.

Remember muscle is what gives you that nice toned, youthful look. If you have a fear that you are going to become big and bulky with my program you are wrong. As a matter-of-fact on the next page I am going to share with you a real life example that is going to blow you away. But before you take a look at the next page, take a look at the diagram below. As you can see, the pound of fat is three times larger than the pound of muscle.



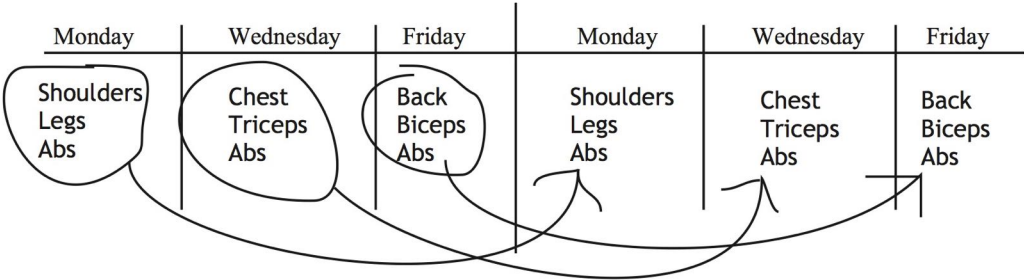
<p><u>Before</u></p> <p>Weight - 167</p> <p>Body Fat - 35%</p> <p>Body Fat - 58.5 lbs</p> <p>Lean Muscle - 108.5 lbs</p>		<p><u>After</u></p> <p>Weight - 143</p> <p>Body Fat - 20%</p> <p>Body Fat - 28.6 lbs</p> <p>Lean Muscle - 114.4 lbs</p>
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Pictured above is a real life example of the benefits of increasing muscle mass. The starting weight was 167 pounds and the ending weight was 143, which will give us a total weight loss of 24 pounds. Like I mentioned before, the scale is useless unless you are using it to determine the amount of fat you lost and muscle you have gained or maintained. This individual has lost 15% body fat leaving her at a total loss of 29.9 pounds of fat. But most importantly she has gained 5.9 pounds of muscle, which means she is burning 295 calories more per day while at rest.

Don't Make This Mistake

One of the biggest mistakes you can make is having an exercise routine. Let's use a real life example to show you exactly what I mean. You have two people: a banker and a construction worker. For this example, we are going to have the banker switch jobs. The banker, who sits at a desk all day long, goes to work a construction job where he will be lifting heavy metal and bending over a lot. Imagine how he might feel after his first day of work. My guess would be sore! Because his body is not use to that kind of work. Now imagine that two months have gone by. How do you think he feels now? Much Better! His body has adapted and now can function more effectively. That may be okay in the job environment, but in the weight loss environment it will lead to no results. They key is to change up your workouts!

Below is an example of what not to do. (This is the way I used to train my clients and they never got results). I would put them through a shoulder, leg and AB workout on Monday and then repeat that exact same workout on the next Monday. If I was lucky, I would try to get them to increase their weights every once in a while.



How To Achieve The Most With A Workout

Every workout should be intense and to the point. No watching TV, talking to friends or reading a magazine. Most people feel that they must spend a lot of time in the gym - this is wrong. My clients are shocked when I tell them our sessions are a half hour long and we only meet three times a week.

What I do is take aspects of the original workouts and create new ones by changing the sets, reps, weight, tempo, environment (stable and unstable), and rest periods. This keeps the body guessing and the body fat falling off. It avoids that dreaded plateau and keeps the workouts fresh and exciting.

Let's say that you perform body weight squats one day, you would not want to repeat the same exercise again because your body would learn how to adapt. Therefore you could simply change to body weight squats to squats on top of a BOSU ball with weight. In this example you would be adding two variables; weights and a BOSU ball (which would create an unstable environment).

In the back of this manual, I have provided you with some exercises to help you along the way. Like I mentioned before, our goal is to build or maintain the muscle, but if we do not feed the muscle the right nutrients this will never happen.

Feed The Muscle, Burn The Fat

Nutrition is by far the most important aspect of losing weight, because what you put into your body will determine how you look and feel. To better understand the value of nutrition, I explain it like this to my clients: Imagine your car is like the exercise part of my program. We know how important and valuable it is to us, but what if we put water in the gas tank? How far would it get us? Not very far. Our body relies on the right type of fuel. If you provide it with bad fuel, you will gain weight. If you do not provide it with enough fuel, you will gain weight. I am assuming I just lost you on the last one, since all nutrition plans state you should cut calories to lose weight (I will explain more later).

Nutrition 101

If you have previously read anything about *protein*, *carbohydrates*, and *fat*, make sure you don't skip this section as I give it my own spin for weight loss.

Protein

The word "protein" comes from the Greek word meaning "*of first importance.*" After water and oxygen, protein is the most prevalent essential-nutrient and structural substances in our bodies. Our muscles, organs, glands, bones, teeth, skin, hair, nails, are all made up of protein. It is a constituent of every cell, and the functional element in our hormones, enzymes and glandular secretions. Most importantly, protein is critical for growth and repair.

Proteins are made of building blocks called amino acids. There are two types of amino acids: essential and non-essential. Essential amino acids cannot be made by your body and must be obtained from food. Foods that contain all the essential amino acids are referred to as "complete" proteins. These are animal sources of protein - meat, fish, fowl, eggs and dairy products. Foods that lack essential amino acids are called "incomplete" proteins. These are plant proteins, such as grains, beans, fruits, and vegetables.

When you do not have enough protein in your diet, your body will break down your muscle tissue to meet its protein needs. When this happens during dieting (restricted calories), you will end up with an un-toned body and loose skin. Instead you should gain muscle when losing weight. This is why my clients and I have toned, firm and more youthful bodies.

Also, when you diet or exercise, your body requires more protein than normal. One reason for this is the body may not be able to make enough non-essential amino acids to repair the body when it is stressed (injury, illness, exercise). In order to replenish your body's supply of amino acids it is important to eat enough protein. While food is preferred as a source of protein, it cannot always be digested and assimilated well by the body. This is why it makes sense to use protein supplements.

Carbohydrates

The primary role of carbohydrates in the body is for energy. Although proteins and fats can be converted to energy, carbohydrates are the body's preferred source.

When certain carbohydrates are emphasized (i.e. fibrous and complex) and other are avoided (i.e. simple and refined sugars), the body will draw upon its fat store to provide energy - thus resulting in weight loss.

Carbohydrates come from vegetables, fruits, and grains.

Carbohydrates are considered "refined" or "unrefined." Unrefined ones are carbohydrates that come from foods that have not been processed. These types are typically foods in their natural state (yams, brown rice, wheat, oats, and certain vegetables). They contain many naturally occurring nutrients and usually have a lower glycemic value (good). Refined carbohydrates are those foods which have been processed (i.e. White flour products, breads, white rice, pasta, soda, sweets). These have been stripped of the naturally occurring nutrients and contain more calories (thus they are referred to as "empty calories"). They also have a higher glycemic value and rapidly increase insulin levels (both not good).

I break carbohydrates down into three general groups: simple carbohydrates (sugars), complex carbohydrates (starches), and fibrous carbohydrates (fibers or fibrous). In my experience, the type of carbohydrates and the amounts you consume is one of the biggest factors in determining your weight loss success and how quickly your results are achieved. It is vitally important to know which foods fall in what carbohydrate categories.

Complex Carbohydrates

Complex carbohydrates (the unrefined ones) take longer to break down and absorb so they are less likely to be stored as fat. This provides a longer energy boost and does not rapidly spike insulin levels (which is good). Complex carbohydrates contain more calories though, so even the good one should be limited.

Good (unrefined) complex carbohydrate sources are: Sweet potato, beans, peas, whole wheat, oatmeal, brown rice. Complex carbohydrates that should be avoided are refined ones, like white flour, pasta, white rice, and breads. Certain unrefined complex carbohydrates, like potatoes and carrots should also be limited as they have a high glycemic value, thus having a greater effect on blood sugar.

Fibrous Carbohydrates

Fibrous carbohydrates are like complex carbohydrates, but contain higher amounts of fiber and

lower amounts of calories. These are typically “crunchy” vegetables, like green beans, broccoli, celery, asparagus, cauliflower, and salad vegetables. Because of the high fiber content they will also satisfy your appetite making you feel full. These are the best carbohydrates you can consume for losing weight - and doing it quickly.

Simple Carbohydrates (Sugars)

Simple carbohydrates are commonly referred to as sugars. This type of carbohydrate is absorbed directly into the blood stream and typically requires little to no digestion. They are easily converted to body fat. Most of these carbohydrates stimulate a rapid insulin response (not good). Since they are absorbed easily, they leave you feeling hungry sooner than complex carbohydrates. They also give you short bursts of energy and bigger letdowns.

Processed Sugars

These include refined foods like sweets (candies, ice cream, etc), sodas, chips, snacks; as well as white sugar, brown sugar, corn syrups, most maltodextrins, dextrose, and sucrose. They are also “empty calories” containing virtually no nutritional value, are high in calories, have high glycemic indexes, and will shoot your insulin levels through the roof, easily storing body fat.

Fat

In the body fat functions as a structural component for all cell membranes; insulation, support, and protection of your organs; as a carrier for fat-soluble vitamins A, D, E, and K, aiding in their absorption; and in hormone production (critical in anti-aging and weight loss).

There are two types of fats: saturated and unsaturated. Unsaturated fats are anti-sticky and more fluid. Contrary to what many people think, both of these fats are important for a healthy body. There are several important fatty acids the body cannot manufacture - these are called essential fatty acids. There are two types of essential fatty acids; Omega-3 and Omega-6. Most people should focus on consuming more Omega-3's (as they usually consume enough Omega-6's in their diets). Good sources of essential fatty acids are fresh seeds and nuts, sprouted grains, vegetables, and cold water fish. Two of the better sources of essential fatty acids are olive oil and Omega-3 fish oils.

Healthy fats help the body burn calories. They also improve insulin sensitivity, reduce inflammation, decrease the risk of heart disease; support healthy cholesterol and blood pressure levels and improve mood and feelings of well-being. They have been shown to support vision health, memory and concentration, as well as support healthy skin, hair and nails.

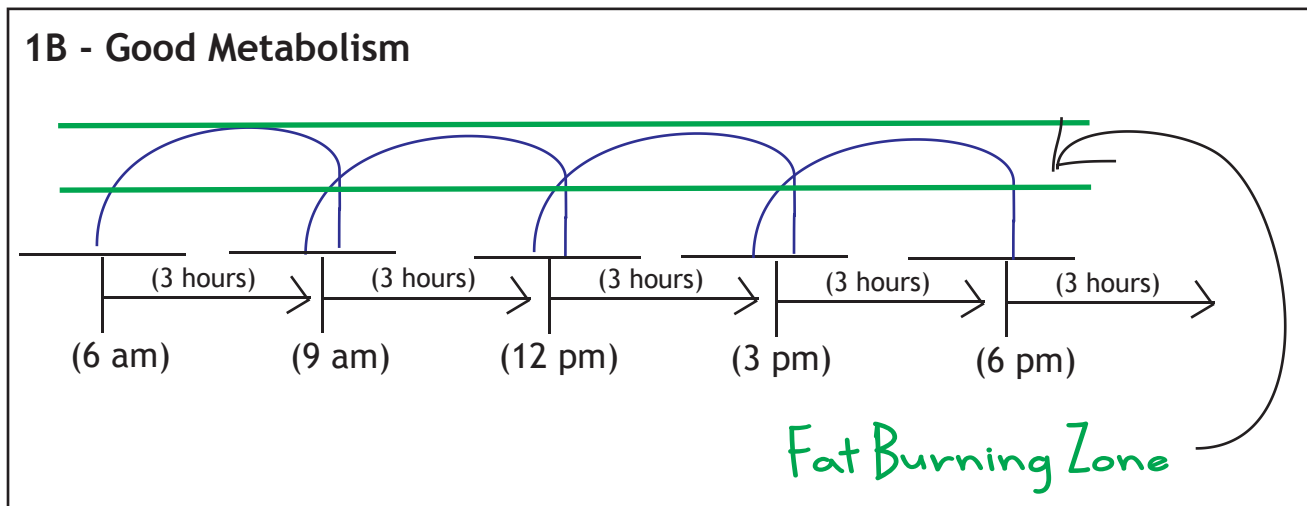
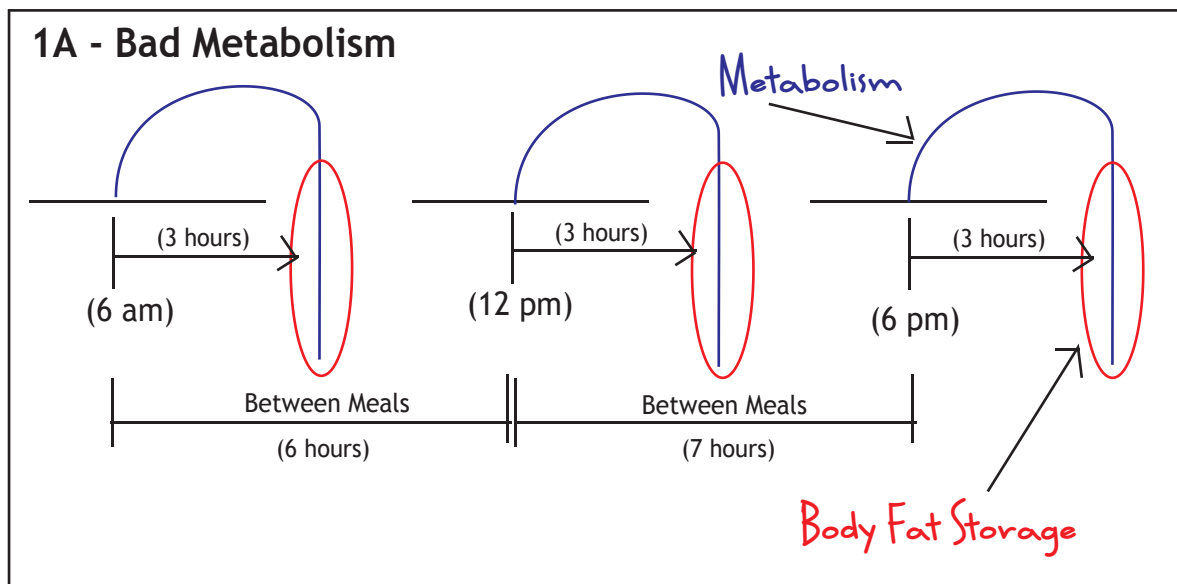
6 Rules of Advanced Nutrition

1. Eat 5-6 times a day spaced two to three hours apart.
2. Have a protein source at every meal. (Protein shakes are great for snacks)
3. Have a fibrous carbohydrate source at every meal.
4. Eat based on your activity levels throughout the day. (Consume larger meals when you are active and smaller meals when you are least active)
5. Have a minimum of 96 ounces of water per day.
6. After exercise, immediately have a post exercise shake within 60 minutes.

On the next page, I explain how the first rule can turn your body into a fat burning furnace.

The Fat Burning Furnace

I found that every time you eat, you are boosting your metabolism. It takes energy to digest and assimilate the food that you eat. Therefore, take a look at the diagram (1A) below. Let's say you eat breakfast at 6 am, lunch at 12 am, and dinner at 6 pm. This means that you have approximately 6 hours between breakfast and lunch and 6 hours between lunch and dinner. Having this long of gap in between meals will make your body think it is in starvation mode and will preferentially store the food you consume as stored body fat. So we are going to fill in these gaps (diagram 1B) with small evenly spaced meals throughout the day. Now you will be boosting your metabolism 5-6 times a day instead of 3. Plus your body is much more likely to give up stored body fat when it sees the nutrition is coming in like clockwork every few hours.



Foods to Avoid

All refined carbohydrates, sugars, alcohol, foods with chemicals or preservatives, fast foods, artificial sweeteners, honey, caffeinated beverages, soda/soft drinks (including diet ones), canned foods, margarine, fried foods, salted products, protein bars, sports drinks, all energy drinks, concentrated fruit juices, orange colored cheeses, regular mayonnaise, dried fruits, candies, catsup.

Don't Miss Your "Critical Hour"

The critical hour is the hour immediately after intense exercise. During this hour it is estimated that your body can utilize up to 80% of the nutrients needed for recovery for the next 24 hours.

Exercise (intense, not passive) creates nutritional deficits that need to be replaced. If these go unattended, you will not recover properly and can possibly lose muscle instead of building it.

Your body prefers using carbohydrates as fuel. It stores these carbohydrates in the liver and muscle cells - these are known as glycogen. Glycogen gives you energy on demand!

The key to recovery is getting the body's glycogen levels back to normal - and you do this by ingesting carbohydrates (this is the one time of the day when high glycemic carbs are ok). Unlike other times of the day, carbohydrates - even in high amounts - are typically not stored as fat when ingested after and intense workout or during the "critical hour".

Also, exercise lowers insulin levels, which is good for fat burning. But after exercise, you want to "spike" or raise your insulin levels, because insulin will carry glucose and amino acids into the muscle cells - which is important for muscle recovery, maintenance and for those who are training to add muscle mass. This is why you need to consume easily digested proteins with carbohydrates (preferably high glycemic ones - which is okay to do at this time only) to aid in the release of insulin to help get protein and nutrients to the muscles!

The best post-workout meal is a liquid meal or shake containing a pre-digested or easily absorbable protein powder supplement (like whey protein) and carbohydrates (both complex and simple - higher glycemic).

Fact

Americans have reduced their fat intake during the past decade by 25%, yet in this same time, the number of overweight people increased by 33%

Cardiovascular Training

Cardiovascular training has been said to be the number one exercise for weight loss - although I disagree, I am going to show you how to utilize cardio training to give you the best fat loss results.

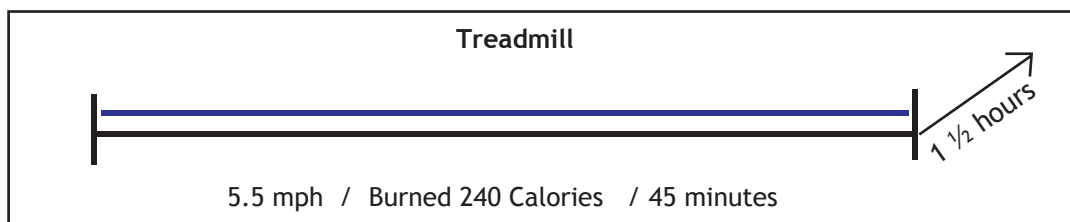
Now we do not use standard “steady state” cardio as a primary fat loss tool. When you walk on a treadmill (or whatever) for 45 minutes, you are burning calories while you are doing it but it has ZERO carryover to the rest of the day. ZERO! Also your body adapts to it very rapidly. This means your body will become less efficient at using fat for fuel - WHICH IS NOT GOOD.

I had one client come to me who had become frustrated with her fat loss progress. She was about 40 pounds overweight so she began to walk around her neighborhood to lose fat - and she did. But then it stalled so she walked more. Then it stalled again so again she walked more. When I asked her how long she was walking now she said 3 hours per day. CAN YOU IMAGINE WORKING OUT 3 HOURS PER DAY AND MAKING NO PROGRESS? Her body had adapted to the walking. The cardio formula I use avoids this adaptation.

It is called “Intervals” or “Sprints”. I have you go hard for 30 seconds, then rest 60 seconds and then repeat. You will adjust the rest and work intervals as well as the exercise you use to keep the body guessing. The cool part is it only takes about 15 minutes - that’s a fraction of traditional cardio. On top of that your body will be burning extra calories 38 hours after the workout. That means if you workout on Monday morning, Tuesday night you are burning extra calories because of that work out.

You can see this same effect in Olympic sprinters - those guys have a body fat percentage of about 4-6%. All they do is short intense bouts of exercise, with limited rest. Plus they have to eat like horses because their metabolisms are so fired up. Now if you look at marathon runners, those guys have a body fat percentage of about 11-14%. And they run for literally hours at a time. Plus they look very emaciated - not a healthy look at all. The difference between these two individuals are: the Olympic sprinter burns calories at rest due to more muscle mass and effective workouts and the marathon runner only burns calories while running.

Marathon Runner



Olympic Sprinter

