



THE **MANDIET**

CHEATER'S Guide

CHAD HOWSE PRESENTS

THE **MAN** DIET

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Chad Howse Presents...

The Cheater's Guide to Eating Like a Man!

The most important aspect with any way of eating is sustainability. There's not much benefit to a diet, or a meal guide if, after following it for a month, you fall right back into your old way of doing things, and right back into your old body.

Cheating can, actually, be an effective way to sustain a diet. And if it's done at the right times, and with the right foods (the tastiest, sugary foods you can get your hands on), cheating can help you burn *more fat*, and maintain even *more muscle*.

In fact, I actually *suggest* that you cheat. It'll not only help you sustain this diet over the long haul, but it'll help you burn more fat in the short term as well. And it all has to do with a little-known hormone called leptin.

Before we get into the hormonal benefits of cheating, let's discuss something that I deem imperative to manliness, the

adherence to a code or a mindset that was most famously presented by Abraham Lincoln. It's a code that fits especially well with the *Man Diet*.

**It's not the years in your life that count.
It's the life in your years.**

That is, why spend 100 years on this planet not actually *living*?

The reality is that most of us do just that. And you can take it two ways when it comes to diet. For one, I wouldn't look forward to a life completely absent of scotch and pasta, and other goodies or treats that I enjoy in moderation.

But I also wouldn't enjoy a life with these things in excess.

I'd be fat and unhappy and depressed.

The key is balance.

Thus, we cheat, but we cheat strategically as to enjoy the finer things in life, those things that make life fun and exciting and relaxing. Those things that bring friends together and build stronger bonds – like booze.

But we do this in a way that keeps us improving and evolving and growing.

Now, the hormones.

Leptin and Cheating

Leptin is a hormone involved in communicating – and regulating – your nutritional status to your body and brain. It tells you to use fat as fuel and energy. If your leptin levels are high, you're going to be burning more fat, and if your leptin levels are low, you'll burn less.

Here's what's odd, people with higher bodyfat levels, have higher leptin levels than those who have lower bodyfat levels. Problem, when you lower calories and cut down on your meals, your body lowers leptin levels, independent of your bodyfat.

For starters, *The Man Diet* doesn't lower your caloric intake. You're going to be eating enough calories to stay energetic and

muscular, it's the *type* of calories we're changing that will keep your leptin levels high. But cheat meals can also help with this.

What's *worse* about leptin, is that as they drop they not only make you store more fat, but they make you crave the sugary foods you're supposed to stay away from. It's also those sugar-filled high carbohydrate foods that are also high on the glycemic index that can positively impact your leptin levels.

So, how are we going to cheat to maximize fat loss using the *Man Diet* approach, but *also* allowing ourselves some strategic, and tasty, meals?

The "cheater's" guide is primarily for those of you who are trying to burn fat. If you're trying to gain muscle, you have a little more wiggle room with your calories. Meaning, you can cheat, but you don't necessarily have to follow it up with a fast, especially if you're a hard-gainer.

For the fat loss crew, however, your cheating needs to be more strategic.

Cheating on the "spur of the moment", and with the wrong stuff, *can*, and most likely *will*, do more damage than good. In the following sections I'm going to show you how to cheat to

maximize your fat loss, testosterone, without compromising your muscle gains.

Oh, and regarding leptin, think of your leptin in 7-day cycles. If you're not eating enough over a 7 day period, your leptin levels begin to drop around the 6th or 7th day. Thus, we're going to cheat on that last day, but we're also going to follow it up with a strategic "fast", as to take full advantage of the boost in leptin, which will help us burn fat – and not muscle – whilst in a caloric deficit.

So while your overall calories throughout the week won't be too minimal, you're going to cut down to only two meals following your cheat day

Insulin and Cheating

Insulin and testosterone don't typically play well together.

Within the *Man Diet* we're going to keep our carb intake pretty minimal – carbs are what will elicit the greatest insulin response. With the abundance of fats and good, whole proteins, your insulin health should be high, not to mention that you should also be working out – ideally with *the Man*

Workout – which will also positively effect your insulin health, and so will your increased testosterone levels.

Why is this important?

Well, it's important that your body deals with spikes in insulin effectively. This will determine your body's efficiency in using carbohydrates as fuel.

The more efficient you are with your insulin health, the more carbs you're going to naturally burn as fuel, and the *fewer* carbohydrates you're going to store as excess body fat.

There are also times of the day that are better for consuming carbs, when your sensitivity to elevations in insulin are at their highest. That is, when you're going to use more carbs as fuel. These “carb feeding” times should come immediately after your workout.

This is when your body is craving carbs and proteins to feed your broken down muscles, but also to stop the rise of cortisol that can potentially destroy the workout you've just finished.

This is also when your cheat meals will occur; post workout.

And your cheat meals should come packed with the lovely, tasty carbs that you love, but also with a heavy dose of protein.

Pasta with chicken breast cut up and spread over it is a great cheat meal. As is lasagna, and even ice cream. But, make sure you keep them to within 3 hours before or after your workout.

Cheat days are awesome, but if we're going to keep them optimal, we still need to focus them around our workouts.

If you choose *not to* cheat around your workout, it's still important to have strategy behind your cheat meal(s).

The next section will help you with this.

And yes, sometimes you're going to *have to* cheat without a workout. this time is on Sunday, when the NFL is on. Thus, the *Men Diet* once again gives men a diet that not only helps them build muscle and burn fat and stay epically healthy and active and strong, but it delivers it in a way that's easily sustainable.

Cheating to Win

If I go “healthy” – by that I mean high fat and low carb – for too long, my cravings get intense. So I like to beat them to the punch. But I also want these cheat meals to *help me* burn fat and maintain muscle. Thus, the 1 day-a-week cheat day, that’s followed by a fast.

The fast is done for a very specific and strategic reason. So are the high carb days, that are also low in fat (something that’s a Paleo no-no).

Insulin and leptin and carbohydrates have been shown to have a very close relationship. By having a day that’s completely dedicated to ice cream, pizza, and pasta, you’re going to revamp your leptin levels, kicking your body’s ability to burn fat once again to full gear.

The fast is where we take advantage of said leptin levels when they're at their height.

You're spending most of the following day (all of it if you can manage it), *not* giving your body any fuel. Your body, needing to feed itself and survive, will go looking for fuel, and because your leptin levels are once again raised to optimal levels, that fuel will be fat.

What to Eat When You Cheat

As we said earlier, carbs have the greatest effect on your leptin levels. So while excess carbs are a *Man Diet* no-no, they're going to be eaten on your cheat days in spades.

The best cheat day options are those things that you crave most. Again, remember that a cheat day will not only help you burn more fat, but it'll help you stick to the *Man Diet*, forever.

So eat what you want to eat – except for fried foods.

Yes, trans fats are always a no-no. So chips, fries, and onion rings are off the menu. Ice cream, pizza, and all the bread you can consume, are on it.

Structuring Cheat Days

Stick to this schedule as best as you can. Let's be honest, though, your diet is already going to be high in most of the foods you love most.

Eggs, beef, bacon, bison, fish, and all other animals are free game.

Is there anything better than a steak for dinner?

Honestly, no.

So cheating once a week, with one or two meals, shouldn't be difficult.

Your week may look as follows:

Workout	Diet
Day 1 – The <i>Man Workout</i>	Man Diet
Day 2 – The <i>Man Workout</i>	Man Diet
Rest (watch a sport)	Man Diet
Day 3 – The <i>Man Workout</i>	Man Diet
Active recovery (play a sport)	Man Diet
Day 4 – The <i>Man Workout</i>	Cheat Day
Active recovery (play a sport)	Fast Until Evening

Cheat Day Rules

Freedom is what we're trying to create here. Freedom, that is, within a set of guidelines that will help you get the best possible results from your diet, while also enjoying life, and what you're eating.

Follow these rules for cheat days.

- Always cheat on a workout day.
- Always cheat with tasty foods that are filled with carbs.

- Keep up your protein intake on your cheat day – the day doesn't have to be a *total* deviation from healthy eating.
- Focus *most* of the high-glycemic carbs *after* your workout (this will also help you sleep).
- If you go off the wagon completely, don't worry, just fast the next day, and get active the next day.
- Limit your trans fats intake to zero.
- Have as many cheat meals as you want, but you'll find that 1 or 2 will do the job to quell your cravings for the week as time goes on.
- If you're craving carbs during the week, it's not the end of the world if you have a goodie after a workout, even if it's not a scheduled cheat meal.

And now, for one of the most important aspects of the *Man Diet*: booze.

Alcohol and Eating Like a Man

Where do the delicious nectars of the world fit into the man diet?

Can we drink scotch and beer and cognac? Is brandy a no-no, or a yes-yes?

Here's what you need to know about alcohol...

Yes, alcohol negatively effects your testosterone levels, some more than others, but the degree of the negative effects are only dangerous on binge drinking nights.

So, if you want to go get pie-eyed with your pal's, and we're all entitled to do that from time to time, you're going to negatively effect your testosterone levels.

As such, *do not* binge drink or get drunk after a workout, or close to a workout. Get drunk on your day off.

But what if I don't want to get drunk, Chad, can I still enjoy my scotch?

Of course.

Listen, drinking alcohol isn't the end of the world. In fact, after I finish writing this section of the *Cheater's Guide*, I'm going to sit down with my book, and enjoy a couple fingers of *Highland Park's* 18 year masterpiece.

But I'm going to keep it to a couple fingers, not a few glasses. There shall be no refills, okay, maybe one, but that's it.

Are there some booze that are better for you than others?

Yes.

Beer is the worst for you. It's highly estrogenic, which sucks, because it's also the nectar of the gods. A beer at the end of the day isn't the end of the world, but it isn't ideal either.

Keep your beers to a few, and don't make them a daily occurrence. You don't want to constantly hurt your testosterone levels day after day.

Red wine is probably the best for you, as such it can be consumed with a greater frequency and in less moderation. Vodka ain't that bad. Scotch is about the same. And every other liquor falls in line somewhere between the "bad" (beer), and the "good" (red wine).

So am I telling you *not* to drink?

No.

Just keep it in moderation. And if it's a wedding or some special occasion where you want to let loose and get pie-eyed, blackout drunk, have at it. Just don't mess up your recovery by getting drunk after an intense workout.

Conclusion

The *Man Diet* is right for you because you're a man. This is how men should eat.

We need to consume a lot of fat, far more than women. We like red meat, and we should eat red meat. We shouldn't be eating too many carbs or dairy, but they can exist in our diet.

Where the health and fitness industries have led us astray is in their reluctance to create a diet that men *can* follow, and *should* follow.

This diet, *the Man Diet*, however, fills that void.

Within the parameters of the Man Diet, you'll be able to live the strong, healthy, energetic life you should have been living all along.