

Chad Howse's

FIX YOUR FAT LOSS HORMONES



FIX YOUR FAT LOSS HORMONES

10 FAST AND EASY STEPS
to Unlock Your Body's Fat Loss Potential

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INTRODUCTION

The Mission

Well done on step one.

You took action, and that's something that few do. Well, at least you took action on getting to this point, but intentions are useless if not backed by purposeful actions, and that's what I require of you going forward.

I DO NOT want this to be a program or book or plan that you read and *intend* to do, but never follow through on.

I spent A LOT of time working on this, and years of research and actually testing things on my own to figure out what works BEST for men to burn fat and maintain or even gain that metabolic and anabolic muscle we need to be at our best.

There's one constant that I've discovered, and it's that men are getting weaker, fatter, and less manly, and we're letting it happen.

This is where the line is drawn. No longer can you compare yourself to others, to other guys walking around with their belly's and bitch tits, nor can you compare yourself to *who you were*. From now on there's only *who you can be*, and the actions you're taking to get there as fast as humanly possible, in the straightest line as humanly possible.

In this, the manual where I show you how to fix your fat loss hormones, we'll explain everything in a very simple, straight forward manner.

The goal is focus and brevity, not long-winded musings or nonsense that you don't need to hear. I'll tell you what to do and why you need to do it, and then you just go out and do it.

A few things:

- a. Read this entire manual before you start the diet or the training program. It's a lot easier to stay the course when you know *why* you're staying the course.
- b. Take action once you've read. Don't set a date to begin, just begin as soon as you've got a firm understanding as to the methods behind the mayhem.
- c. Follow the program, don't pick and choose. You can get insane results, but discipline in some areas and a plan of action are needed. I'll show you exactly the things you're going to have to do, just please, implement, don't waste your time or mine.

This stuff works. Your body isn't cursed, your genetics aren't preventing you from building your ideal body.

Your lifestyle and environment have systematically crushed the hormones that help you burn fat and build muscle and become awesome, and the most important hormone of all is where we'll begin...

Fix Your Fat Loss Hormones

TESTOSTERONE

Testosterone is king.

Make no bones about it. While this is where we'll start in the guide, this is actually *not* where we'll start with the diet. We're going to start with the metabolism, kick your fat loss into gear with some strange and tasty techniques, and with the big picture in mind, and then we're going to get your most important fat loss hormone working in over drive.

An important thing to note as to *why* we're taking this approach:

Testosterone and body fat are enemies. The higher your body fat levels, the lower your testosterone levels will be and the higher your estrogen levels will be. What we need here is strategy.

We need to attack your fat cells, your stored body fat, by getting your metabolism working in overdrive, and *then* we'll go for the knockout punch with testosterone.

This approach is one part diet, one part lifestyle, and one part training routine.

Fit it all together and you have the perfect fat loss plan that's designed to get your hormones working for you rather than against you, as they likely currently are.

So let's get started with the big daddy; testosterone.

FIX YOUR FAT LOSS HORMONES

STEP 1

Naturally Increase Your Testosterone Levels by Eating More Man-Foods

The purpose of a GOOD fat loss diet is to help you maintain as much metabolically active lean muscle mass as humanly possible while also helping you burn fat.

Testosterone doesn't just help you *burn fat*, it helps you *kill fat*, that is, testosterone has been shown to not only increase the amount of fat you use for energy, it actually directly inhibits the production of *fat cells*, as shown in this study...

Testosterone Stops Creation of Fat Cells

The study: <http://www.ncbi.nlm.nih.gov/pubmed/16210377>

Furthermore, testosterone aids in recovery and the reparation of the muscle tissues that you break down during training.

In other words, testosterone not only helps you burn more fat and kill those bastards we call fat cells, but it helps you maintain more of that lean muscle mass that, as we've already stated, a good fat loss program will do.

I can't reiterate this point enough:

You shouldn't only be concerned about burning fat, even if your only goal is to burn fat. Building muscle is just as important in the battle to defeat the bulge and blubber that currently hangs from your body.

What we'll show, soon, is that while testosterone may be the top dog, it's so interconnected to every other fat loss hormone in your body.

A great example is your metabolism...

If you're dieting right now, you're likely slowing your metabolism down and making it tougher on your body to burn fat. Your cortisol levels are rising and your hormones are getting out of whack, yet you're consuming fewer calories than you're burning, which is a staple for most "diets".

So you're cutting calories and your body is adapting (we'll talk about why in a second), you're experiencing a fat loss plateau, and you can't burn any more fat.

The thing with your hormones is, they're all connected.

When your fat loss stalls and you start to gain fat, your T levels will drop. Body fat and T don't work well together. So before we start optimizing your testosterone levels, we need to fix your metabolism so we can burn fat. When your metabolism is fixed, we can start increasing T and we'll create a perfect storm of sorts, helping you burn more and more fat.

Testosterone is *so* powerful, when it comes to fat loss, that *low* T is actually a contributing factor to obesity, as shown in this study:

Low T Leading Contributor to Obesity

The study: <http://www.ncbi.nlm.nih.gov/pubmed/20807333>

So why are *you* concerned about testosterone?

Why should *every man* be concerned about testosterone?

Well, it's declining, and it's declining rather rapidly, and this decline isn't relegated to the older amongst us, but all of us.

And that's something I intend to fix.

Testosterone: The Fall

Imagine if there was a hormone that helped you physically, mentally, and even emotionally move closer to that ideal, some may say *alpha male* that you have it within yourself to be?

Now, imagine that this hormone once thrived in all men, but for the last century, namely the last few decades, this hormone has been under attack by changing view of dieting driven by a largely female market, by an environment that does more to feminize than anything else, and by myth and social pressures and even the changing of how we operate on a daily basis that have led this hormone to decline and decrease, and we're now seeing the negative consequences.

This hormone is, of course, testosterone. And as it declines in men, as we're feminized and emasculated seemingly in a systematic fashion, we become weaker and fatter and mentally weaker and impotent.

A group of researchers recently found that this decline in testosterone is *independent* of age-related declines in T. In their words,

These results indicate that recent years have seen a substantial, and as yet unrecognized, age-independent population-level decrease in T in American men, potentially attributable to birth cohort differences or to health or environmental effects not captured in observed data.

The study: <http://www.ncbi.nlm.nih.gov/pubmed/17062768>

They don't know why, or the methods, although the guesses can be very educated and surrounded by simple common sense, as we'll discuss soon, but the modern male is becoming less of a male.

...And we're getting fatter as a result.

How We Naturally Produce Testosterone

To know how to *increase* testosterone, you have to understand how we actually create it.

Testosterone is produced in the testes (hence, *test*osterone) when we convert cholesterol into testosterone. We *get* testosterone from dietary fats that contain cholesterol.

Thus, things like eggs and steak and other delicious man-foods help you naturally increase your testosterone levels, and it's no coincidence that our testosterone levels have gone the way of the wind while our consumption of man foods has done the same.

While diet plays a massive role in our ability to produce optimal testosterone levels, activity, or our lack-there-of, has played just as a significant role in their decline.

While dietary fats are highly anabolic, body fat is highly estrogenic, that is, as your body fat increases your testosterone levels decline to make way for more estrogen, which, in turn, makes you store even more fat and the vicious cycle is set.

This is what we're going to disrupt. If you're a heavier guy carrying more body fat than you care to carry we're going to stop it at its source.

How Testosterone Helps Burn More Fat

Testosterone was once thought to merely increase our ability to use body fat as fuel, but it's now been shown to actually burn the cells that carry body fat.

What's more than that, it helps use recover more quickly and efficiently from our workouts, allowing us to build more muscle, which is very anabolic and metabolic, and in turn helps us burn yet more fat.

Side note: one of the best things you can do to increase your T levels is strength training, we'll cover why very soon.

When you create optimal testosterone levels (as we're going to show you how to do very soon) you make your body perform as efficiently as it was always meant to. This will give you other fat loss hormones a big boost. You'll see better results from your workouts and you'll be able to enjoy life a little more - that means more delicious man foods as well.

If you're finding it difficult to burn fat even though you're staying disciplined and focused and you're working hard, or if you simply want to burn fat easier, the information that is to follow will help you immensely.

Testosterone: How It's Suppressed

There are many ways in which testosterone is inhibited. Simply by carrying too much body fat you're lowering your 'T' levels - as a side note, body fat wasn't always around, we used to walk this earth as what would now be considered super-humans, with lean, ripped, and much stronger physiques than even our best athletes now do, let's bring them back - as will stressing too much, worrying too much, and eating the wrong foods.

In this next little section we'll go through things you need to watch for, we'll also explain portions of the diet so you'll better understand why you're doing what.

Note: I'm keeping everything as condensed as possible. In my experience, when things are brief and clear, it's easier to take action on them. So enjoy.

Testosterone: Boosting Diet

We talked briefly about how testosterone is created, when our bodies take cholesterol and convert it into testosterone. Where most of us run into problems is the lack of natural dietary fats in our diets and the abundance of highly glycemic carbohydrates and trans fats in our diets - both oppose testosterone.

Where testosterone is concerned, and keeping in mind the fact that a low body fat percentage will increase your 'T' levels, you want to have a good amount of natural dietary fats in your diet. A *lack* of dietary fats in your diet will not only inhibit your 'T' levels, preventing you from creating optimal 'T' levels, but consistently spiking your insulin levels by having a high-carb diet, will quell this rise in 'T' you're trying to create.

The answer, though, isn't to drop your carbs completely, you need them to burn fat, build muscle, and for energy and brain function. The answer is finding the right balance, which we do with our diet (we'll explain how your macros will help you increase your 'T' levels and burn more fat in the diet).

There are, however, foods that *lower* your testosterone levels that we're going to avoid at all costs which we'll cover in another section, so keep your eye out for how to remove phytoestrogens from your life.

The rest of what you'll need to know about testosterone will be covered in the diet. Basically, follow the diet, watch out for phytoestrogens, and lift heavy things (more on this in a bit as well).

STEP 2

Re-Set Your Metabolism by Eating More (the Start to Your Diet)

As I said in the brief introduction to testosterone, we're not going to start off by "dieting" or cutting calories. Unlike most diets, we're actually going to start by *eating more*, that is, if you've been dieting up to this point.

If you haven't been watching your calories and cutting back on foods, you're all good, you can start with the Fix Your Fat Loss Hormones Diet immediately. If, however, you *have been* dieting, and *especially* if you've been dieting for some time now and have experienced a plateau in your body's ability to burn fat, you're going to re-set your metabolism and get it working once again by over-eating.

We're doing this because of our body's desire to create homeostasis. That is, when we diet and cut calories our bodies respond by inhibiting our ability to burn fat by slowing our metabolism so it can conserve energy.

Simply put, decrease your energy intake for an extended period of time, and your body will respond by shutting down your metabolism and storing fat for fuel, no matter how hard you're working or how drastically you're cutting calories.

We're going to get your metabolism working in over-drive, then we're going to cut fat fast without wasting metabolically active muscle, and then I'm going to show you how to maintain - which is far easier than "cutting".

Now, you may not *need* to fix your metabolism. Here are a few signs that this metabolism re-set may be in order:

First, the dictionary's definition of that thing we call a metabolism.

The chemical processes that occur within a living organism in order to maintain life.

Two kinds of metabolism are often distinguished: constructive metabolism, or anabolism, the synthesis of the proteins, carbohydrates, and fats that form tissue and store energy, and destructive metabolism, or catabolism, the breakdown of complex substances and the consequent production of energy and waste matter.

Not All Metabolisms Are Created Equal

Definitions are nice, but in layman's terms (words that I can understand), when we're talking about our metabolism we're actually talking about our body's ability to make energy available for cells to

use by producing and breaking down various substances through a series of chemical and biological processes.

When we *talk about* our metabolisms you typically hear two claims:

I have a slow metabolism and no matter what I eat or how hard I workout I can't burn fat, or, I have a fast metabolism and it seems like everything I eat is burned immediately.

What we're really talking about is our body's metabolic rate, that is, the rate at which we break down energy to produce fuel and allow our bodies to function. The faster the metabolism, the more energy your body burns performing tasks. The slower it is, the less energy it burns.

Simple.

Kind of...

You know by now that your metabolism is effected by things like lean muscle mass, age, weight, fat free mass, and hormone levels, including testosterone levels and your insulin sensitivity. But some humans just burn more calories than other humans.

Check out this study: <http://www.ncbi.nlm.nih.gov/pubmed/2305711>

In it, researchers found metabolic rates differing between people of almost identical lean body mass and fat mass, with all other variables in line. That is to say, just because you have a lot of lean body mass, doesn't mean you have as an efficient metabolism as you can, *and* that not all metabolisms are created equal.

Another study: <http://www.ncbi.nlm.nih.gov/pubmed/15674765>

This one showed that while people with the same LBM (lean body mass) tend to have similar basal metabolic rates (BMR), that doesn't mean they're guaranteed to (around 27% of the people in this study's BMR variance couldn't be explained by researchers)...

... Which means that they may have had a high percentage of LBM, but still had a slow BMR, or not a lot of LBM, and a high BMR.

What *we're* going to do is *optimize* your metabolism, no matter at what end of the spectrum it may be.

Metabolism: The Double-Edged Sword

So, if your body burning more energy than it consumes leads to fat loss - or weight loss - then wouldn't simply eating less mean weighing less?

As you know, that's not always the truth. Sometimes we can inhibit our caloric intake and be at a fat loss stalemate. Other times we can eat a bit more and we end up looking more shredded.

This is because of our body's constant desire to create a homeostatic atmosphere in our body or to regulate our energy resources. When we deplete our calories for an expended period of time, our bodies respond by slowing our metabolism, storing more energy as fat in the process.

So how do we keep our metabolisms working in overdrive?

Why do so many diets and workout plans fail when we're dramatically cutting our calories and increasing our energy output?

Doesn't less in and more out = less body fat?

Not always. As I said earlier, your metabolism adapts to the amount of energy you feed your body. When you consume fewer calories, your body's reaction is to slow down and conserve energy as best it can. The greater the reduction, the faster the metabolism responds, and, as you feed your body more, your metabolism speeds up to deal with the increased "load".

As your metabolism slows, your weight loss stalls, leading you to further reduce calories which leads your metabolism to slow down even more. Thus, the path to a damaged metabolism is set, setting the stage for the frustration and even depression that leads to an all-out purge or binge where you *dramatically* increase your calories while your metabolism is at an all-time low, and the fat gains are immediate and astronomical.

This is the route most "dieters" take. They cut calories and workout longer and harder and ruin their metabolism in the process. This may be what *you've* done up to this point, giving us something to remedy.

The Metabolic Fix

We're not going to go over this too much in the diet manual, so make sure you pay attention to this here. These are the steps you're going to take to fix your metabolism *before* you start your diet.

Rather than simply starting another binge diet, you're going to "prime" your metabolism, making sure your weight is stable with a caloric intake that's at least your total daily energy expenditure (your BMR + any other calories you burn working out, walking or whatever) *without gaining weight*.

So, you're going to eat a healthy amount of *good calories* per day before you start restricting, and I'll tell you what *kinds* of calories those will be in a minute.

If, right now, you're dieting and your weight loss has stalled (by dieting I mean eating less than your total daily expenditure), you need to start fixing your metabolism and consuming more foods.

This "re-set" is, luckily, a simple thing to do.

1. Metabolic Loading

Start by *increasing* your calories every week until you reach your total daily expenditure. The key is to work it up *slowly*. You're not binging or purging but allowing your metabolism to keep up with the intake. The result is an increase in calories but little to no fat gains.

Suggestions:

Increase your calories by around 100-150 calories every 7 days. Repeat this process until you've reached your daily caloric expenditure, which is your BMR + activities (how many calories you're burning per day).

Again, if you're not currently at a caloric deficit, this isn't something you need to do.

To know exactly what your TDE is, see the calculations chapter at the end of this manual.

2. Increase your dietary fats to 35–40% of your daily macros.

We've applauded testosterone as the most important hormone in your body for fat loss, and testosterone comes from dietary fats, more specifically the cholesterol that our bodies abstract from said fats.

Testosterone, as mentioned, not only helps the metabolism but it increases insulin sensitivity and it *kills* fat cells.

You're going to increase your dietary fats regardless with this diet, so get started with the metabolic re-set.

At the heart of the metabolism issue, though, is muscle.

We want to increase muscle because muscle invariably increases our metabolic rate. That is, the more lean muscle mass you have, the healthier your metabolism will be. So *no matter* your goals, be they building muscle or burning fat, building muscle is actually the most important step in both, which brings us to #3.

3. Increase lean muscle mass by lifting heavy weights and consuming high amounts of protein.

Protein is very thermogenic, that is, our bodies really have to work hard to break it down, resulting in a big boost to our metabolic rate. That is, however, not the only benefit of protein.

Protein also helps us repair muscle tissue, and muscle tissue helps us increase our metabolic rate.

With the *Fix Your Fat Loss Hormones* program, you also gain access to the weight training routine. Whether you're starting the dieting process immediately or if you need a metabolic re-set, you should start weight training *immediately*, and the workouts are nothing like any of the "fat loss" programs that you've done in the past.

The focus of our workouts are simple: get stronger.

In getting stronger and combining that with the right diet, you're going to achieve the BEST fat loss results of your life. Just wait and see.

Protein intake: at least 1 gram per pounds of lean body mass.

Conclusion of the Metabolic Re-Set

- a. Increase your calories slowly until you get to your total daily expenditure and you're not gaining weight, you're simply maintaining.
- b. Stay here for 4-6 weeks, hit the gym hard, and get your metabolism fully used to consuming as many calories as you're burning.
- c. After 1 month or so of your metabolism maintenance, start the *Fix Your Fat Loss Hormones Diet*.
- d. Keep in mind that you should be starting the training protocol from day 1 regardless as to whether you're starting with a metabolic fix or if you're diving right into the diet. Training is VERY important, as we'll discuss very soon.

Now, though, we have to stop this bombarding of your sex hormones!

STEP 3

Avoid Xenoestrogens

Your fat loss hormones can also be crushed by your environment and routine, not just your diet and a sedentary lifestyle. So while you're not going to flip either upside down and make your life and routine both unrealistic and impossible to live while also functioning as a human in society, we *are* going to give you minor tweaks that will seem insignificant and even easy, yet give you immediate and lasting benefits.

A few changes we're going to have you implement.

a. Avoid plastics.

Plastics contain chemical estrogens, and while not *all* plastics contain them, why not be safe and use glass or metal instead? For water, this becomes even more important because so many of us drink out of plastic bottles.

The solution: go to your local grocery store and buy a large bottle of Pellegrino. Drink it. Then rather than tossing it out, use that sob as your new water bottle.

b. Choose your deodorant wisely.

Much of the deodorant we use contains the chemical estrogens that lower our testosterone levels by flooding our body with unnatural forms of the female hormone.

Choose natural options for your deodorants and colognes.

c. Clean with natural products.

This is especially important for your kids, namely boys. Spend a bit more - or a bit less - if necessary to fill your kitchen and your bathroom with natural products.

The chemicals to pay close attention to in any of the aforementioned products: BPA, DBP, DEP, DEHP, BzBP, and DMP in the ingredients; all are chemical estrogens.

As mentioned, there are also foods that are high in phytoestrogens.

Here's what you should be watching out for...

Soy: naturally increases estrogen and blunts the production of testosterone. There are, however, studies that have found this to be not entirely true, and of course other studies (like this one: <http://www.ncbi.nlm.nih.gov/pubmed/24015701>) that show that supplementing with soy does, indeed, blunt the product of T by increasing the estrogen levels in men.

So, what do you do?

Well, do you need soy in your life? Of course not. So why risk it? Don't freak out if something has soy in it, but don't hunt down those edamame beans and devour them like you would a delicious steak.

Fruits and veggies that contain chemical estrogens: it's not necessarily about organic vs GMO, but pesticides vs non. Pesticides contain the chemical estrogens that we're going to avoid in things like plastics as well.

Fried foods: while saturated, polyunsaturated, and monounsaturated fats should fill your diet, trans fats should be completely left out. Avoid deep fried foods or man-made/manufactured foods.

We'll cover a few more things about testosterone coming up, but where your diet is concerned, your macros and your meals are all laid out for you in the diet section, and in the **Meal Plans** if you added that to your order.

Tap Water: Now, I actually like tap water, but I'm currently living in Vancouver, which is home to the cleanest tap water on the planet. Most tap water isn't clean, and it's filled with phytoestrogens that can be run-off from crop farms or simply excrement from waist and chemicals that find their way into our water supply.

... Not to mention that most tap water is carried to our homes in large, plastic pipes.

The solution: a simple carbon filter has been shown to do the most good for our tap water, so get a Brita filter and get to drinking some clean water.

If you're able to remove phytoestrogens from your diet and your environment, you're able open yourself up to produce the optimal fat loss hormones that you need to build your idea body.

If you keep these roadblocks in place, you limit your body's ability to *optimally* fight fat.

STEP 4

Optimize D3 and Zinc Levels

Though the industry is wrought with fakes and scams, supplements do work and I know which companies can actually stand behind their products. While you don't have to take everything under the sun, you should supplement *effectively* if you want to get the *best* results possible.

Part of this "effective" approach is getting more Vitamin D3 and Zinc. Here's the thing about vitamin d3, quality matters, and quality is hard to find.

Vitamin D3

D3 is something we naturally get from the sun, but we're not getting enough of it, especially with the insane amount of hours we spend indoors in the run of a day.

The solution is to both get outside and in the sun more often and to supplement, and supplement with much higher doses.

Where most will tell you to supplement with doses of 1,000 IUs daily, I'm recommending that you supplement with 8,000IUs daily, and at the bare minimum, 4,000IUs.

D3 has not only been shown to improve mood and ward off depression, but increase the amount of *free testosterone* flowing throughout your body doing what testosterone does for men, helping you repair tissue - like muscle tissue - and burn more fat.

[The Highest Quality D3 On the Market \(liquid form\) can be found here.](#)

Check out this study: <http://www.ncbi.nlm.nih.gov/pubmed/21154195>

And this study: <http://www.ncbi.nlm.nih.gov/pubmed/22048968>

Zinc

Zinc is also important for your fat loss hormones because, for men, it blocks aromatase, which is a precursor to estrogen. What's interesting is that men with zinc deficiencies are increasing in number.

The thing about zinc is that I don't supplement with a zinc supplement, I get my daily zinc allotment from the most powerful supplement on the market: [Athletic Greens \(AG\)](#).

Read this study: <http://www.ncbi.nlm.nih.gov/pubmed/8875519>

STEP 5

Optimize Growth Hormone Levels with Off-Day Fasting

Intermittent fasting is one of those things in our recent history of dieting that has taken the industry by storm, and for good reason. Intermittent fasting (IF) has been shown to decrease inflammation and increase growth hormone levels.

Where your fat loss hormones are concerned, GH is right up there almost at testosterone's level for effectiveness at recruiting fat for fuel and maintaining a lean muscle mass while also at a caloric deficit.

Now, before we get started on IF, you have to understand what works best for *you*. Fat loss doesn't require the same methods for everyone. Up until now we've been talking about things that will help your fat loss hormones increase, and they'll help *everyone's* fat loss hormones increase.

When it comes to diet structure, though, IF can be your saving grace, or it can make things a little tougher.

A few things to beware of:

a. Protein Synthesis

While it really doesn't matter one iota if you eat 6 smaller meals or 1 massive meal on your body's ability to burn fat (assuming the macronutrients are the same), there is an effect on protein synthesis.

Protein synthesis is your body's ability to break down protein, and it's been shown to be more effective when spread out in amounts of 20-30 grams. This, of course, is also contingent on the *quality* of the protein you're consuming – something we'll cover in the diet.

An example of the numerous studies investigating the amount of protein needed to maximally trigger protein synthesis is a 2009 study by Symons that found that a meal containing 30 grams of lean beef increased muscle protein synthesis by about 50 percent in both young and old volunteers. A larger dose of 90 grams of beef didn't further increase protein synthesis.

This means that when it comes to eating whole foods like a quarter-pound of beef or 3 ounces of chicken, you'd get the same increase in protein synthesis as if you ate three times that.

Check out this study: <http://www.ncbi.nlm.nih.gov/pubmed/22150425>

So while we're going to give you the option to use intermittent fasting, we're going to keep protein synthesis in mind for our training days because, as we've mentioned, the most important thing regarding a good fat loss program is the maintaining or building of lean muscle mass.

It's your lean muscle mass that will have the greatest effect on your metabolism and your ability to burn fat.

b. Binging

Now, I grew up with the 6 meals a day like clockwork, but I've also done well on an IF protocol (again, we're using IF on off days, not on training days, unless you want to).

You, however, may be different. IF, and the condensing of your feeding into a "feeding window" can lead to a binge.

This is the number one problem holding people back from building their ideal bodies and sticking to a diet: a lack of control and motivation.

We'll cover this further in the diet section, but if you just can't handle an IF approach, don't use it. If you work better with smaller, more frequent meals, then eat smaller, more frequent meals.

In our meal plans (which you've hopefully purchased) we use 4 meals + a shake. It's just enough to keep you full throughout the day, but not so many that you're constantly trying to make or find a meal.

I think we've created the perfect balance.

Now, why is IF good and why are we using it on off days?

Step 1 to your fast: Have a source of slow-absorbing protein like casein or egg protein before your fast. This study showed that by doing this your body will have a steady supply of amino acids for hours after your meal, meaning you're not going to break down muscle like you may without amino acids as your body looks for glycogen to breakdown.

Check out the study here: <http://www.ncbi.nlm.nih.gov/pubmed/16779921>

So what about this "slowing of the metabolism" that we talked about way earlier in the metabolic reset chapter?

As you decrease your calories, doesn't your metabolism slow to prepare for future decreases in energy input?

It makes sense if it would, but it doesn't. This study shows that a metabolic slowdown would only occur after 60 hours of fasting: <http://www.ncbi.nlm.nih.gov/pubmed/3661473>

Just another reason why we're using fasting on our off days and not on our training days.

So we know that IF (intermittent fasting) doesn't slow your metabolism down, but does it *help* it?

Yes, and this is a massive reason as to why we're using IF on our off days for training, this study actually shows that your metabolism *speeds up* for 36-48 hours after fasting. When you train after your fast you're going to be training with an increased metabolism.

Intermittent Fasting and Your Hormones

Insulin Sensitivity

We'll talk a lot more about insulin sensitivity. The best way to increase your insulin sensitivity is to lift heavy weights and follow a good strength training routine – something you get with the *Fix Your Fat Loss Hormones* program anyway.

Intermittent fasting, though, is another tool you can use to increase insulin sensitivity on the days you're *not* training.

This is the study we'll use to highlight this point: <http://www.ncbi.nlm.nih.gov/pubmed/20921964>

Growth Hormone

Ah, the “other big hormone” in the fight against fat. Growth hormone helps you maintain lean mass while burning fat – i.e. Maintaining muscle when you're at a caloric deficit.

Important? Indeed. It's muscle that we want to maintain and even gain as we're burning fat because it's muscle that helps you burn more fat and increase your fat loss hormones more than anything.

So IF helps increase GH levels, but so does training. So while we're going to use IF to increase GH on our off days, we're going to use good ol' fashion weight training to boost GH on our training days.

Check out this study to see the effects of IF on GH product:

<http://www.ncbi.nlm.nih.gov/pubmed/1548337>

Question: Can you use IF on your training days?

Yes, by all means. I don't like using it on training days simply because I want to spread out my protein and eat 2 hours before my workout (which is also what I suggest you do). The focus of my training and my diet is to maintain muscle, to get stronger, all the while losing fat.

That's what I want you to do as well.

So, it's up to you how you use IF. The point of this whole book is to show you that it doesn't matter what "method" you necessarily use, so long as you have the right macros and it fits your lifestyle and your schedule.

Some people think that IF is easier, some fall off the wagon quicker.

Do you have to use IF on your off days?

No, not at all. If it works for you, use it

Summary of Your Off Day Fast

1. Drink coffee while you fast.

Coffee works as an appetite suppressant, but it doesn't have an effect on your insulin levels. So when you're fasting, have a cup of coffee to make sure you can sustain the fast.

2. Use your sleep as the bulk of your fast window.

Your fast starts after your last meal the night before. So if you have dinner that ends at 7 pm, your 16 hour fast would end at 11am the next day.

3. Use a 16-hour fast window.

There are many fasting protocols, but for many of the reasons already explained, I recommend a 16-hour feeding window. You'll limit muscle loss and still have a big enough feeding window to account for healthy protein synthesis.

4. Eat eggs or a slower-absorbing protein the night before you fast.

A point to keep in mind, you want amino acids flowing through your body, but you don't want to consume amino acids during your fast, the spike in insulin that results from consuming aminos essentially ruins the fast, or at least ruins the growth hormone boosting aspect of the fast.

Finally, this use of fasting should make life easier, you don't have a meal to worry about in the morning, and you can eat "breakfast" or your testosterone meal the night before. If it makes things too complicated, or if you can't manage without that early morning meal, then don't do IF, simple.

RE-SET YOUR FL HORMONES TRAINING

STEP 6

Increase Insulin Sensitivity, Growth Hormone Levels, and Testosterone Levels with the Proper Strength Training Routine

Heavy lifting will not only help you maintain your lean mass while cutting, it can actually help you burn more fat.

A study published by Greek sports scientists found that men that trained with heavy weights (80–85% of their one-rep max, or “1RM”) increased their metabolic rates over the following three days, burning hundreds more calories than the men that trained with lighter weights (45-65% of their 1RM).

Study: <http://www.ncbi.nlm.nih.gov/pubmed/19729520>

The studies are really endless, the benefits of training with heavy weights vs cardio or lighter weights with higher reps range from a spike in your sex hormones, fat loss hormones, insulin sensitivity, to a better maintenance of lean muscle mass that helps you burn a heck of a lot more fat in the long run.

Another example...

In a 2006 study of runners, only the runners who tripled their weekly mileage from 16 km/week to 64 km/week did not gain fat over the 9-year study. That's a huge increase that would naturally triple the amount of training time required to prevent fat gain.

So not only is using weight training better for the long term, it's better for the long term because it's more sustainable. Imagine having to increase your training output by that increase to get the results you want while the nature of strength training doesn't follow a “more is better” approach, rather, a more effective is better.

Some of the best strength training workouts and programs I've done have workouts that last 45 minutes or less. With the *Fix Your Fat Loss Hormones* program, we're going to follow something along those lines simply because we're focused on building an optimal body through optimal results. When you exceed that 60 minutes mark of a workout, your protein breakdown tends to get into overdrive.

This is also why we're breaking up our HIIT (which we'll cover next) from our weight training.

When you split them apart you burn more overall calories, but you also hold on to much more muscle.

Researchers from RMIT University worked with well-trained athletes in 2009 and found that “combining resistance exercise and cardio in the same session may disrupt genes for anabolism.”

In short, they found that combining endurance and resistance training sends mixed to the muscles. Cardio before the resistance training suppressed anabolic hormones such as IGF-1 and MGF, and cardio after resistance training increased muscle tissue breakdown.

When you separate them and give them their own time, focus, and workout, you keep your fat loss hormones performing optimally and you make the most out of the workout and the HIIT.

But back to weight training...

The purpose of our training, and of this entire program, is to get your body working for you rather than working against you, this includes working for you when you're not actually working.

When you get your metabolism and your fat loss hormones working in overdrive, you're going to be burning more fat when you're sleeping, sitting, and when you're at work (i.e. When you're not working out).

The most important aspect of this strategy to burn fat when you're not training – along with the diet – is the training routine and the base of lean muscle mass that you're going to be building. It's lean muscle that will help you burn more overall calories in a day, but the workouts will also help you increase your metabolism for *several* days after a workout.

This, of course, is only true for heavier weight training, as shown by [this study](#), weight training of 80-85% of your 1RM (1 rep max) had a much higher metabolic effect than lighter weight training done at 40-45% of your 1RM.

No matter what you've heard to this point about increasing reps and lowering weight to burn fat, you've been led astray. It's heavier resistance training that will have the greatest effect on your metabolism and on your body's ability to burn fat.

So as much as you may still think that high reps = fat loss, follow the training program and let me prove you wrong 😊.

An important thing to note is the percentages...

Your 1RM isn't my 1RM. You may be stronger or weaker. The key is that you choose 85% of *your* 1RM if that's what it calls for.

“Heavy” is a completely subjective term when it comes to lifting weights. My heavy and your heavy will likely be different. Just like your heavy and your pal’s heavy will differ.

You have to lift the weight that is *your weight*, not someone else’s. You can’t get the results you want if you bring your ego into the gym. Real results need real strategy and they don’t need injury or they don’t need you trying to lift 95% when all that’s called for is 85% or 80%.

Anytime you hear the term “lifting heavy”, we’re typically referring a weight that’s in that 80% or higher range, or a weight that you can lift 6 or fewer reps of, sometimes 8 reps or 10 reps, but we’ll cover that in the training routine.

So step number 6 to building your ideal body and fixing your fat loss hormones is very simple, follow the training routine we’ve set up for you.

Follow it to a tee, from day one to the last day. Don’t follow it for a few weeks then change things up. We’ve incorporated the progressions you need to sustain the results you want and to create the optimal fat loss you want to experience.

Work hard. Be disciplined. And have fun.

STEP 7

Burn More Fat with Sprints

So what is HIIT?

High intensity interval training, or HIIT, is simply bursts of intense exercise followed by periods of rest or slower movement. For example, you may sprint for 10 seconds, then walk or jog for 40 seconds, then repeat for 5 minutes (after warming up, of course).

If you want evidence as to what works better, jogging, walking, or sprinting, the evidence is rather conclusive...

Study 1: <http://www.ncbi.nlm.nih.gov/pubmed/8028502>

Study 2: <http://www.ncbi.nlm.nih.gov/pubmed/8883001>

Study 3: <http://www.ncbi.nlm.nih.gov/pubmed/18197184>

Study 4: <http://www.ncbi.nlm.nih.gov/pubmed/20473222>

Not only are sprints and other forms of HIIT (sprints are my favorite) a better use of your time – you burn more calories in fewer minutes – you maintain your lean muscle mass far better by using HIIT ([study](#)) as your form of cardio than you do with longer, steady state forms of cardio like jogging or hopping on the exercise bike.

So what form of cardio should you do?

There are a number of options, sprints are my favorite because of the explosive nature of sprints, they're also where I've had my best results, but using the exercise bike is another great option, in fact this study shows that by using [the exercise bike](#) you're able to maintain and increase your strength possibly better than any other form of cardio.

But it seems that sprinting has the greatest effect on your testosterone levels, as shown by this study by Tanner, A., Nielsen, in the *British Journal of Sports Medicine*, that found the hormonal response in intense sprints to be far greater than those from a tempo run or a circuit.

What will we be using?

We're going to be using different timed structures where you can choose whichever form of cardio you like, but we'll also add finishers to the ends of your workouts (you can separate them from your

workout if you can, increasing the benefits of the cardio session) and other modes of training to help you increase your body's fat loss while also maintaining muscle.

We'll show you how to do this in the workout as well as the cardio routine.

RE-SET YOUR FL HORMONES ROUTINE

STEP 8

Increase Your Fat Loss Hormones (Leptin, Testosterone) and Decrease Your Cortisol Levels by Getting a Better Sleep

Something we haven't discussed at too much length thus far is the role of cortisol on your body's ability to burn fat and maintain metabolically active muscle, and like most hormones, cortisol doesn't stand alone, it's tied very closely to some of your body's other powerful hormones, namely testosterone.

When cortisol levels are high in your body, testosterone levels are typically low. One of the ways in which we *measure* our testosterone levels, in fact, is in relation to our cortisol levels.

Cortisol isn't all that bad, we actually need it for energy production and to survive, but when cortisol levels creep too high, which is increasingly common especially as cortisol is in part regulated by stress, your body actually burns muscle and bone and stores fat for future use.

A few things that increase your cortisol levels:

- a. Extreme dieting – this is why we're using a smart approach to dieting.
- b. Over-training – in our training protocol we're limiting our heavy weightlifting days to 4, when you creep into the 5 or 6 or even 7 days of heavy weight training (depending on how your body reacts), you can create unnecessary stress on your body and your hormones, this is why people feel run down when they're training too hard too early, it's something you need to build up to.
- c. A lack of sleep – this is the important one.

Of all the emails I get asking questions about training and dieting, a quality of sleep is either at the top of the list of questions or at the top of the list for *solutions*.

I've had many an email from guys saying that they're eating right, training properly, but that their T levels are still a tad low. I ask them how they're sleeping, and the inevitable answer is, *terribly*.

[A recent study found](#) that men who slept based on their natural chronotype had higher testosterone than those who didn't time their sleep based on natural tendency. This is huge!

Subjects who were forced to go against their chronotype (such as an “evening” subject who had to get up early) had lower testosterone. The thing is, that we essentially choose our chronotype based on our routine.

I grew up with insomnia, so I’ve been to my fair share of sleep doctors. In fact, I technically still have it if I change my routine. My routine, though, is the opposite of what doctors back then told me it was.

In their words: *It appears that your sleep cycle is more of a go to bed at 1am and wake up at 11am cycle.*

My response was, essentially, you’re a nutcase who has no idea about how society works or how to help your patients function optimally within a society. I mean, what functional human can maintain that sleep cycle (this was while I was working for an employer, and before I started my own business).

For years I basically just dealt with my insomnia by sleeping terribly, and then I met a guy, a fella who’s absolutely killing it in the business world, a guy I really look up to – Craig Ballantyne, if you’re dying to know the name – who’s so strict with his rising hour, that he never breaks it.

I think it’s 4:30am, basically 365 days a year, no matter where he is.

Respecting the guy and his discipline and the insane amount of quality work he accomplishes, I decided to try this out. So I got my wake-up time down to 5am, and kept it as such.

Something interesting happened.

I now “naturally” get tired and fall asleep at around 9pm (I’m a tad odd, I’m not big on staying up late simply because I’m of no value after around 830pm, I mean, I don’t really do anything important after 830, so why not just sleep?), and I “naturally” wake up at or before 5am.

Naturally is in quotations because that goofball sleep doctor told me that my natural circadian rhythm was to wake up at 11am, but over the past 1-2 years I’ve become a *very good sleeper*, and I also carry around less body fat than ever, more muscle, I’ve increased my strength and athleticism even at the ripe old age of 29 (I kid), and my T levels have never been higher (at least not since I’ve started measuring them).

The point is not to tailor your life to your sleep rhythm, but to find a sleep schedule that fits your life and determine to stick with it, unflinchingly so.

That’s where the struggle comes in for a lot of guys, we want to get better sleeps, but we don’t want to sacrifice our nightlife, partying or anything like that.

Here's what to do:

Stick to a *firm* schedule for a month. Experience the benefits. See just how good you feel, then go out one night, have some drinks, whatever, and see if you can get back to that sleep rhythm the following day.

If you can, awesome, if you can't, you'll know that you rely on this structure and you'll have to weigh the benefits of a night out vs your optimal health.

Back to the benefits of sleep...

[Another study](#) shows that the effect of shorter than ideal sleep influences basically all of your hormones, making sleep quite possibly the most important “x-factor” to you building your ideal body.

Researchers tested the effect of sleep restriction for five nights in young, healthy men. They were allowed to sleep only four hours each night. The results showed that **just a few days of inadequate sleep decreased testosterone a small amount**, while significantly increasing the average cortisol level at all time points throughout the day.

Cortisol (the bad guy) was on average 15.5 percent higher, and a related stress hormone, ACTH, was 3.2 percent higher. Most significant, subjects experienced an impaired blood sugar response after eating breakfast when sleep deprived, and insulin was nearly 30 percent higher. They also found that a lack of sleep affects your leptin production (leptin is a hormone that regulates hunger, and a lack of sleep has decreased leptin levels often making subjects feel more hungry in comparison to those who sleep effectively).

Insulin sensitivity is something we've covered in this manual, what we haven't covered much is insulin resistance, which is something that is 30% higher after being sleep impaired.

What insulin *resistance* is, is essentially your body's *inability* to process the spikes in insulin that come from certain calories, like most carbs, proteins, and some sources of fat. This can further reduce your energy levels which, in the grand scheme of things, will have a very large impact on the quality of your workouts and your ability to burn fat, IR (insulin resistance) also means that your body's absorption of nutrients can be impaired, as well as its ability to use carbs as fuel rather than storing them as fat.

Sleep is very important, and the number of *hours* of sleep that a human needs can be personal, but it typically resides in the 7-9 hour range.

I'm a 7.5-hour guy. If I get 7 I'm fine, but any lower than that and I'm useless, and I can't remember the last time I slept over 8 hours. You may be different. The key is that you feel rested and energetic during the day.

A lot of this can be aided by the right diet (which you have access to here), the right training, but your sleep is very, very important as well.

So, to re-cap...

Set a sleep schedule! One that you can maintain 7 days a week. One that makes you optimal, and helps you perform optimally at whatever you do to bring home the bacon.

STEP 9

Take Cold Showers to Boost T and Brown Fat

Cold showers have many a benefit, such as decreased inflammation and an increase in recovery (both of which we'll cover soon). There *does* need to be some more evidence put forth, but the notion of brown fat was only recently discovered, so the addition of cold showers isn't limited to brown fat, there are many other benefits that we'll discuss, but why not start with the most perplexing and controversial.

It wasn't until recently that researchers even *knew* that adult humans actually possessed brown fat, where they found it and what it is ties into why it'll actually help you *burn more fat*.

What is brown fat?

Taken from the recent findings of a Harvard Medical School professor:

In January 2012, a research team led by Dr. Bruce Spiegelman, a Harvard Medical School professor, published a new study in the journal Nature. The study was done in mice, but may well apply to humans. The study showed that exercising muscle produces a hormone called irisin.

"Irisin travels throughout the body in the blood, and alters fat cells," explains Dr. Komaroff. "Body fat is stored inside fat cells. Most of these fat cells are called white fat cells, and their function is to store fat."

Makes sense. We eat more than we consume, so we store fat. But they go further...

... Our distant ancestors didn't eat as regularly as we do. Forty thousand years ago on the Serengeti, our ancestors were able to get a serious meal only a few times each week. In between meals, they needed some source of energy. A large part of it came from the fat they stored away after a meal.

In 2009, studies from Harvard Medical School and elsewhere discovered that humans have not only white fat cells but also brown fat cells.

"Brown fat cells don't store fat: they burn fat. If your goal is to lose weight, you want to increase the number of your brown fat cells and to decrease your white fat cells," says Dr. Komaroff.

Irisin does that, at least in mice. And those newly-created brown fat cells keep burning calories after exercise is over. But it gets better."

So "fat" isn't actually the enemy, at least not from a cellular standpoint, and at least not if that fat is *brown fat*. Again, brown fat burns fat, white fat stores fat.

So we know that irisin increases brown fat cells in the body, and that exercising effectively can increase irisin, so where do cold showers come in?

Well...

Another study by biologists at The Scripps Research Institute (TSRI) have identified a signalling pathway that switches on a powerful calorie-burning process in brown fat cells.

The study, which was reported in the *Proceedings of the National Academy of Sciences*, sheds light on a process known as “brown fat thermogenesis,” which is pretty darn interesting. As we already know, brown fat burns the white fat that we store as energy.

If we want to burn more fat, then, can we convert our white fat cells to brown fat? And if so, how?

This is where cold showers come in...

Low temperatures activate the brown-fat thermogenesis process via the sympathetic nervous system: Nerve ends in brown fat tissue release the neurotransmitter norepinephrine, and that triggers a shift in metabolism within the brown fat cells, which are densely packed with tiny biological energy reactors called mitochondria.

“The mitochondria start generating heat instead of useful chemical energy; it’s like revving the engines of a lot of parked cars,” said first author Marin Gantner, who was a graduate student in the Kralli laboratory during the study.

What shows this to be true is where they *found* the majority of the brown fat in humans, around the neck and the collar bone area, spots that are usually exposed to the elements, which is why we’re going to expose our bodies to the elements daily, but there’s more to cold showers than just this seemingly mythical brown fat.

The main aspect of these benefits is increased recovery. As shown by [this study](#), there’s a real reason as to why athletes take cold baths after training or after a game, it increases the body’s ability to recover from a workout.

That’s huge. Very huge.

If cold showers both help you recover (i.e. Build more muscle, maintain muscle, and help you see the results from the training you’re doing), and they help you create more “white fat burning brown fat”, then I highly recommend you add cold showers to your routine.

When to take them?

Take a 5 minute cold shower upon rising, and another one after your workout. Cold showers before bed have also been shown to help with sleep, so if you want, hop in one more time before you head to bed.

I wear a watch when I’m taking a cold shower just so I can time myself and try to beat the last time that I had. I treat it like a little competition. Right now I’m getting closer to the ten minute mark.

... And yes, by cold, I mean “all the way cold”.

STEP 10

Supplement Effectively to Maintain Lean muscle Mass While Cutting Fat

When most people talk about supplements they usually say that you either don't need them at all, or that you should simply use them to "supplement" an already healthy diet.

I'll come in with a third angle, that you should eat effectively, like we show you how to do in the diet and in this manual, but yes, you should take supplements if you want *optimal* results. There are supplements that have been proven to work time and time again, they're backed by science, and they will genuinely help you.

The tricky part is finding a company that you trust. I don't use anyone's supplements that I don't know, and that hasn't shown me their research. I know the guys who own the following companies, I trust them, and the quality of their supplements.

Now, does this mean that you should buy every supplement on the market?

No, of course not. But there are supplements that actually will help you get the results you want by increasing the fat loss hormones that you need to increase to get the best results you can possibly get.

We'll cover the bare necessities and we won't go beyond them.

Let's start with testosterone...

You're actually not going to find test-boosters here, what you *will* find is nutrients and minerals that you should add to your diet that will increase testosterone, and we've already covered the first two.

Vitamin D3

So, there are two kinds of testosterone, but researchers believe there's only one kind that truly matters. There's the testosterone that's bound to a protein, and then there's the testosterone that's "free" from said protein molecule.

This "free T" is the only form that's able to move around the body and repair tissue, which is what testosterone does. D3 actually frees the "bound" testosterone and converts it to "free T", essentially increasing the quality of the testosterone that's in your body. However, all forms of D3 aren't created equal either.

A recent and very interesting study found that men who were deficient in vitamin D (a level below 20 ng/ml) had much lower free T and higher estrogen. Obviously, those same men had more body fat, less lean mass, greater chance of depression, higher rates of cardiovascular disease, and poorer fertility than men with higher vitamin D levels.

The men with adequate vitamin D (above 30 ng/ml) had the leanest body composition, higher free T, and better overall health.

Now, the *best* place to get vitamin D3 is from the sun. But we're not quite getting enough D3 from the sun (not nearly enough), nor are we supplementing with enough D3.

This initial study was followed by a [study](#) that tested the effect of giving men with vitamin D deficiency who suffered from low T a supplement of 3,332 IUs of vitamin D or a placebo daily for a year.

Taking the vitamin D supplement increased free T by a robust 20 percent—the supplement also brought vitamin D up to 36 ng/ml, a completely adequate D level for health. The placebo group had no change in testosterone or vitamin D.

Vitamin D supports T production because there are vitamin D receptors on the cells in the glands that release T. In addition, vitamin D is thought to inhibit a process called aromatization in which T is changed into estrogen in men, something that zinc also does...

What's the best source of vitamin D3 on the market?

[Athletic Greens Liquid \(very important\) Vitamin D3](#)

Consume 2 drops daily, placed under the tongue for best absorption.

Zinc (Athletic Greens)

As we just mentioned, D3 inhibits a process called aromatization in men, where our bodies convert T into estrogen, which is clearly not something you want to happen, and it's zinc that's been shown to be the best aromatase inhibitor we have access to.

The relationship between zinc and testosterone is a little more widely known than that of D3. [A 1996 study](#) found that young men with normal T status who avoided getting zinc in their diets for 5 months experienced a dramatic drop in total T of more than 50 percent. Giving zinc gluconate over the same period to older men who had low T resulted in doubling the men's T levels.

Now, next to zinc sits Athletic Greens in brackets. While zinc is important, and Athletic Greens gives you your daily quota of zinc, AG is far more important and beneficial than zinc alone, in fact, out of all the supplements here, I'd say AG is the most important.

If you want to stay *healthy* while you're training, getting the nutrients that you're just not getting in your diet right now, recovering faster, avoiding those sick periods that plague most of North America and Europe and wherever else you reside, Athletic Greens (with its 12 servings of vegetables, many of them veggies that you just don't find at your local market) is something you need to add to your nutrition routine.

When to take it:

- 1 scoop upon rising
- 1 scoop post workout

[Get Your Athletic Greens Super Foods Here](#)

BCAAs

BCAAs are my favorite “supplement”. That is, when you think of supplements you think of protein or creatine or, BCAAs. Why are BCAAs so important?

When you're training and when you're at a caloric deficit, the thing that we have to worry about most is muscle loss. When you're lifting the “heavy” weights that you'll be lifting in the *Fix Your Fat Loss Hormones* Program, there's a point in your workout where your body will seek out proteins for its energy source – this is the protein and muscle breakdown that we try to avoid.

If we can stop or quell this protein breakdown we can maintain our metabolically active muscle and focus only on burning fat. Well, it just so happens that BCAAs are the best thing at stopping this protein breakdown, which is why I take them before and in the middle of every workout.

The Highest Quality BCAAs on the Market: [BioTrust BCAA Martix](#)

If you want *optimal* results, BCAAs are easily a must have.

Dosage:

- 10-15 grams 15 minutes before your workout
- 15-20 grams halfway through your workout

Protein

Protein is something you're going to be consuming a fair amount of in your diet, in one sense because it's such a thermogenic macronutrient. That is, our bodies burn a lot of energy breaking down proteins.

But the more important aspect of protein is how it helps us recover from our workouts and build muscle. Remember, muscle is the most important aspect to your fat loss journey, and it's something that so few people pay attention to when they're trying to shed pounds.

A good, high-quality, artificial-sweetener-free protein powder should be in your routine, if not as a meal, definitely as a part of your post workout nutrition.

When your insulin sensitivity is at its height at the end of a workout, this is when you need to flood your body with nutrients like Athletic Greens, high quality carbs, and a high quality protein to ensure you start the recovery process immediately, and to ensure that while you burn fat, you don't burn muscle.

A high quality, artificial-sweetener-free protein: [BioTrust Low Carb Why Isolate Protein Powder](#)

Dosage:

Consume post workout (within 15 minutes after a weight training workout) with the dosage suggested on the protein container – there are differing amounts for differing weights.

I take 2.5 scoops, weighing 190 lbs.

Omega-3's

Athletic Greens is the ultimate immunity-booster, but aside from helping you naturally increase your testosterone levels and speeding up your metabolism, Omega-3's have been shown to boost B cells, which helps with your health and immunity.

Now, quality, again, is important. So while there are other company's that I *love*, the specific Omega-3 supplements aren't up to snuff with Athletic Greens' version of Omega-3's.

The best source of omega 3's on the market: [Athletic Greens Omega 3 Fatty Acids](#)

Dosage:

Consume according the product prescriptions.

ACTION STEPS MOVING FORWARD

When the rest of the world is heading in one direction, it's usually good to head in the opposite direction.

So as everyone tries to cut calories and simply work *harder*, work smarter.

When everyone is focused purely on energy in vs energy out, focus on the things that will help you use the fat energy for fuel rather than the muscle or protein energy for fuel like so many other people do.

When everyone loses muscle while they aim to lose fat, keep that muscle and cut only fat.

There's a smart way to go about your training and hopefully you've seen that intelligent approach in these 10 steps. Next, there's the easy part, that's implementation.

Hopefully you understand the methods behind the madness, and you're fully on board and ready to take action. You can set up your diet and your training routine simply by following everything we've laid out for you, no research, no scouring the internet for a new program to go along with an awesome diet, we give you both.

My goal is to help 1 million men build their ideal lives, and I think the body is the beginning to that larger transformation.

So, there are a few other things I'd like you to do before you proceed.

1. Take a before picture.

It's images that *show* our transformations the best, not the scale. You may gain lean muscle mass and burn fat and the scale won't budge. A before picture will show you exactly where you being in comparison to where you end.

I'd also love to include you on the Fix Your Fat Loss Hormones page as a testimonial to the power of what we're doing here. So get that pic taken before you do *anything else!*

2. Print out the programs and the diet.

Track your progress and have your diet and your programs in your hands when you're training. Write down the weight you're using one week, and try to beat it the next week.

In the diet we'll have more action steps and calculations you'll need to do, but for now, just print the stuff out!

3. Keep your eye on the newsletter.

Your info won't stop with these manuals. I'm going to be giving you a lot more guidance and motivation over the next few months to help you get the most out of your body and to build the potentially incredible physique you have the ability to build.

Be in this for the long run.

Work your ass off in the gym, and take it day by day, I can't wait to see how you progress over the next few months!

If you need help, I'm always around.

Be Legendary,

Chad Howse