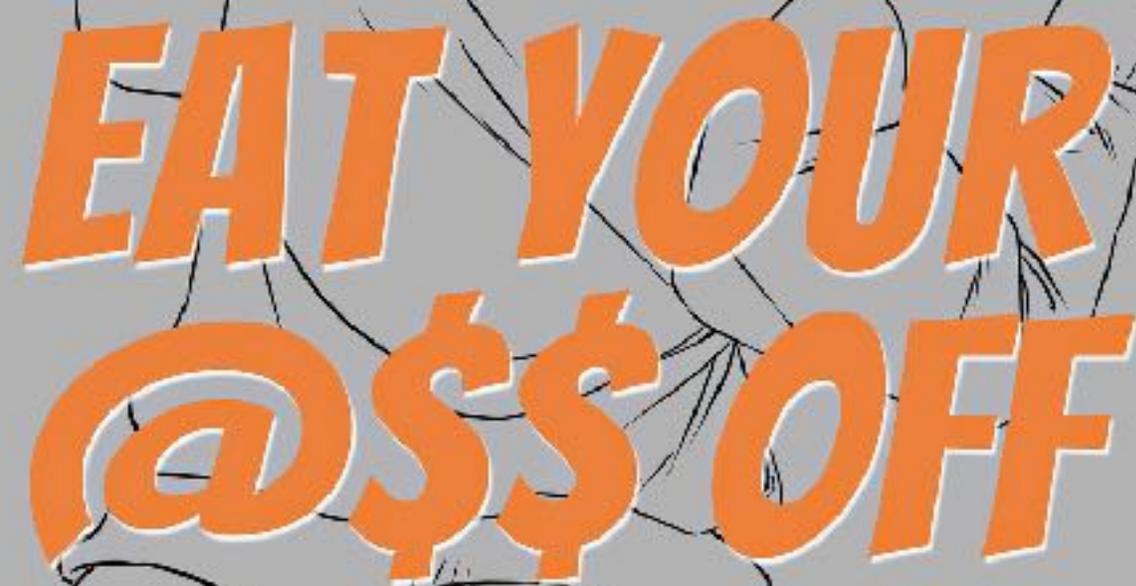


The Lazy Man's Challenge presents:



**EAT YOUR
@\$\$\$ OFF**

Your Guide to
Safe, Effective & Sustainable
Weight Loss

Your Guide to

Safe, Effective & Sustainable Weight Loss

by Christopher J. Becker
a.k.a. Coach Becker

For Ashley & Audrey, the loves of my life.

I need to thank the following individuals for their inspiration, encouragement, and in some cases... for being a good enough friend to let me know they were concerned about my health:

Nathan Holritz, Mark Cafiero, Shaun Gordon, Kevin Swan, Jeffrey Lawler, Joseph Paulicivic III, Denise Warren, Bill Agee, Tim Ferriss, Grant Petersen, Vinnie Tortorich, Ted Naiman, Andreas Eenfeldt, Jason Fung, Jimmy Moore, John & Anna Carson, Jeff Standley, David McVicar & my parents.

I also want to thank the participants of the Lazy Man's Challenge who continue to encourage and inspire me with their progress and dedication to the LCHF Lifestyle.

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Medical & Legal Disclaimers

I am not a doctor.

I am not a nutritionist or a dietician.

I am not a personal trainer.

I have no formal training on this subject (*).

*The opinions expressed in this book are my own. They are based on **my interpretations** of the **extensive research** I have done and my understanding of the latest studies about nutrition, obesity & weight loss.*

I am obviously not qualified to diagnose, treat or give medical advice and you should consult your physician or a medical professional before changing your diet (especially if you are a diabetic or taking any kind of medication).

**Between the time I started writing this book and the time I finished, I completed a course to become a Certified Primal Health Coach and everything I learned about health, diet & nutrition in my training is consistent with the claims I make in this book.*

Also...

I cannot guarantee you will lose weight if you try this plan (although I certainly believe most people will).

I cannot guarantee you won't suffer any adverse health problems if you try this plan.

That said, I also believe this is perfectly safe otherwise I wouldn't be doing it myself.

I am not responsible for any side effects or adverse consequences or conditions you experience should you follow this plan.

But...

Trust Me



I know what I am talking about and I wholeheartedly believe this plan can help you!

I know what it feels like to be overweight.

I know what it feels like to be fat.

I know what it feels like to be severely obese.

I know what it feels like to lose some weight on a diet only to gain it all back, and then some, when you go back to your old eating habits.

I've tried just about every diet known to man at one time or another.

I've spent thousands of dollars on exercise equipment and programs, personal trainers, special foods, shakes, supplements and other weight loss "solutions".

While I've experienced some **short term** results... nothing ever lasted.

Until now!

In the past 2 years... I have watched hundreds of videos & documentaries, read dozens of books, listened to countless podcasts and I've read over 1,000 articles on the subjects of weight loss, obesity, diet, nutrition & fitness.

I am confident that this plan is safe, effective & SUSTAINABLE!

I am proud to personally have lost over 95 pounds so far, but I am more proud that I've helped a couple hundred people lose over 5,000 pounds collectively via the Lazy Man's Challenge.

**the photos on page 7 were taken exactly 6 years to the day apart and there's a 96 pound difference between the two.

I have lost weight and **kept it off!** (<— that's the key)

Now I want to help you do the same!

Is This Book For You?

Take off your shirt.

Look down.

Are you fat?

No?

Cool!

Lucky you!

No need to read on.

Enjoy the rest of your day. ;-)

If you answered YES, you have 3 options:

1. You can accept it and do nothing about it. Go ahead and put the book down and enjoy some Doritos!
2. You can follow the "conventional wisdom" by starting a diet and exercising more. Maybe you'll drop a few pounds, but eventually you'll probably end up right back where you are right now. (*We've all done that right?*)
3. Or... you can learn how to turn your body into a fat burning machine so you can lose weight and **keep it off** once and for all!

Option 3 is what this book is all about.

My Goals

I had 3 goals in mind when I set out to write this book:

1. To educate you about the benefits of the LCHF (low carb, high fat) Lifestyle especially in regards to weight loss and more importantly... **fat loss**.
2. To assure you that the LCHF Lifestyle is safe, effective and sustainable. You really don't have to worry about red meat or saturated fat clogging your arteries.
3. To convince you to take action and give LCHF a try! Once you finish this book, you'll know **what to do** and I want you to **do it!**

Transform Your Life!

I am not exaggerating when I say this could be a matter of life and death!

At the very least it could mean the difference between a vibrant healthy existence... or one of continuing health issues and feeling terrible all the time.

Upon completion of this book, you will know exactly what it takes to lose weight, burn fat and get on the path to better health.

But it's up to you to put that knowledge into action!

Pay Attention

Do yourself a favor and pay very close attention to what I have to say.

You owe it to your body to hear the truth!

Try to read this entire book in one sitting.

It shouldn't take more than 15-20 minutes.

Keep an open mind and understand that I wrote this book **and made it available for free** because I feel the content is so valuable and I want to share it with everyone!

Eliminate all distractions, put your phone in airplane mode, turn off the TV, find a quiet space and get comfy!

Your life is about to change forever!

Too Good to Be True

I know what you are about to read may seem like it's too good to be true.

Some of it is going to sound like pure bull\$h!t.

It will contradict just about everything we've been taught about diet and nutrition for the last half century.

I was also skeptical at first, but I assure you... I am sharing the truth and I fervently believe the information contained within and the claims that I am making.

I ask you to give me the benefit of the doubt and trust that I know what I am talking about. (Go ahead and take another peek at my before & after photo).

Over Simplified

This is an incredibly complex subject and there are **many factors** that have contributed to the rising global obesity epidemic.

It is my goal to teach you how to lose weight once and for all and make it as simple as possible to understand **and implement!**

I'm not going to get into the technical & medical terminology like hyperinsulinemia & de novo lipogenesis; however, I will provide links and resources at the end where you can do your own research on the subject.

My goal is to give you the basics, the gist if you will, on how you can **effectively** and **safely**, achieve **lasting** weight loss once and for all!

Two Words

Nutritional Ketosis.

The human body can either burn sugar for energy in the form of glucose, or it can burn fat for energy, in the form of ketones.

By adopting a Low Carb, High Fat (LCHF) Lifestyle and dramatically reducing/eliminating your intake of sugar, grains & processed carbohydrates... your body will enter a state of nutritional ketosis in which it will burn ketones/fat for energy instead of glucose/sugar.

When this happens...

Your body will burn its stored fat for the energy it needs ***whether you work out or not.***

The Key

I'm going to get straight to the point and I'm going to make it as easy as possible to understand the key to losing weight:

*WHEN YOUR BLOOD INSULIN LEVELS ARE HIGH...
YOUR BODY STORES FAT.*

*WHEN YOUR BLOOD INSULIN LEVELS ARE LOW...
YOUR BODY BURNS FAT.*

So if you want to lose weight...

YOU NEED TO KEEP YOUR BLOOD INSULIN LEVELS AS LOW AS POSSIBLE, FOR AS LONG AS POSSIBLE.

To do that...

STOP EATING SUGAR, GRAINS AND PROCESSED CARBS.

It's pretty much that simple, but don't worry... I'll elaborate in a minute.

But First...

Notice I didn't call it "the secret" to weight loss?

1... it's not really a secret. Lots of people know about this and more people are learning about it every single day.

And 2... I don't want it to be a secret.

My goal is to get this info out to as many people as humanly possible.

In fact, it's become ***my life's mission*** to share this information with whomever will listen.

(I'd really appreciate if you'd share this book with any of your friends or family members who might need help losing weight).

“Mission From God”

As someone who has spent most of my life yo-yo dieting and struggling with my weight, I have finally learned the key to lasting weight loss and I want to share this info *with everyone!*



I am on a mission to help reverse the global trend of rising obesity around the world.

According to the World Health Organization 30% of people around the world are obese and in the US, 69% of adults are overweight.

I am dedicated to sharing the truth about weight loss and nutrition and dispel many of the myths that we've believed for far too long.

Eat Your @\$\$ Off

This book is titled “Eat Your @\$\$ Off” because the goal is to actually train your body to eat its own stored fat for fuel turning your body into a ***Fat Burning Machine***.

Once you become “***fat adapted***”... it means you are in the state of nutritional ketosis... and you’ll burn ketones for fuel instead of glucose.

That fuel can come from bacon or butter (or any other healthy fats that you eat).

Or... it can come from your stored belly fat (or from your thighs, buttocks, or wherever else your body stores fat).

The goal is to teach your body to eat it’s own fat for fuel when it needs it.

They Sound The Same

Nutritional Ketosis is not to be confused with ketoacidosis. They sound similar, but they are completely different.

Ketoacidosis is a potentially dangerous and/or deadly condition that can arise when Type 1 diabetics don't get enough insulin to regulate their blood sugars. If you don't have Type 1 diabetes, there is virtually no chance that you can develop ketoacidosis.

"Nutritional Ketosis" is simply the state where your body burns fat instead of sugar and it's perfectly safe and sustainable long term.

Sadly many nutritionists, dietitians and even doctors get them confused simply because they sound similar.

Eat Fat To Lose Fat

If you eat a diet high in fat **WITH** sugar, grains and processed carbs... you will likely **get fat!**

(BUT IT'S THE SUGAR, GRAINS & CARBS THAT ARE MAKING YOU FAT)

If you eat a diet high in fat **WITHOUT** sugar, grains and processed carbs... you will **burn fat!**

If you eat a diet high in sugar, grains and carbs and little or no fat... you will **likely get fat eventually!** (unless you are lucky enough to be very insulin sensitive).

EATING FAT DOES NOT MAKE YOU FAT.

So if you want to lose weight and burn fat...

Stop Eating Sugar & Grains

Here's the deal... if you stop eating sugar, grains & refined carbohydrates like sweets, bread, pasta, rice and other grains... you will all but certainly lose weight.

If you add more healthy fat to your diet... it'll keep you from feeling hungry... which is huge for long term success!!!

In the past, whenever I went on a calorie restriction diet, or ate special diet food...

I was always hungry!

Human beings only have so much willpower.

Eventually your hunger is going to crush your willpower, and you are going to eat something you know you shouldn't.

Fat is very satisfying and satiating.

And when you are in nutritional ketosis... if your body requires more energy... it just burns your stored fat to get the calories that are required to fuel your body.

That's why I almost never feel hungry anymore, even though I eat **a lot less** than I used to.

A calorie is just a unit of energy.

You get them in just about all foods, and you can also get them from burning your stored fat, thus the title of the book: *Eat Your @\$\$ Off*.

So if you want to stay satisfied and not feel hungry all the time... cut out the sugar, grains & processed carbs and eat more healthy fat!

Simple.

Calories In vs. Calories Out

For the longest time, we've been told to "eat less and work out more" because we believed weight management was about calories... burn more calories that you take in and you'll lose weight.

This is known as the Calories In vs. Calories out theory.

The "CICO" theory sounds logical, but it's just not how the body works.

Obesity isn't about about calories. It's about hormones.

Like I mentioned earlier, when your insulin levels are high, your body stores fat.

Furthermore, when insulin levels are high, your body is unable to access your stored body fat as fuel no matter how much you exercise.

People who go on calorie restriction diets and crazy workout programs (such as those on *The Biggest Loser* TV show) may lose weight at first, but almost every single contestant on that show ended up gaining the weight back once they stopped the insane workout and extreme diets. It's not sustainable long term.

Perhaps you've experienced similar results after a diet or exercise program?

Losing weight, and keeping it off, is not about balancing calories in vs. calories out... it's about regulating your hormones.

When your insulin is low, your body burns fat for fuel. When your insulin is high, your body stores fat for later use.

Stop counting calories!

Other Weight Loss Myths

Contrary to popular belief... you can lose weight:

- Without dieting.
- Without working out like a mad man.
- Without starving yourself or feeling hungry.
- Without counting a single calorie.
- Without having to choke down gross tasting "diet food".
- Without buying supplements, shakes, pills, special food, or magic beans*.

**There are so many weight loss scams out there... including ones that say you can get into nutritional ketosis by taking a exogenous ketones... it's a scam. Be careful.*

Diet vs. Dieting

The word diet has several meanings.

Diet: (n) - the foods eaten, as by a particular person or group:

The native diet consists of fish and fruit.

Diet (Dieting): (v) - to select or limit the food one eats to improve one's physical condition or to lose weight:

I've dieted all month and lost only one pound.

For the purpose of this book, when I refer to the LCHF or Keto “Diet”... I am referring to the first meaning... talking about the foods eaten on a regular basis and not as a short term weight loss solution.

My goal is to educate people about the benefits of the LCHF **Lifestyle**.

It's about a long term, healthy, effective and sustainable solution.

Good Fats vs. Bad Fats

LCHF stands for Low Carb, **High** Fat, but many in this community use it to represent: Low Carb, **Healthy** Fat... which is also an important distinction to make.

It's imperative that you eat healthy fat only and avoid unhealthy fats at all costs.

Healthy fats include:

Meat	Fatty fish
Olive oil	Olives
Coconut oil	Nuts
Avocados	Eggs
Full fat dairy	Cheese
Grass fed butter	Ghee
Lard	Tallow

Contrary to popular belief... saturated fat is perfectly healthy and DOES NOT lead to heart disease.

Bad fats to be avoided at all costs include:

Canola oil

Cottonseed oil

Peanut oil

Sunflower oil

Trans fats

Corn oil

Grapeseed oil

Soybean oil

Margarine

Vegetable oils

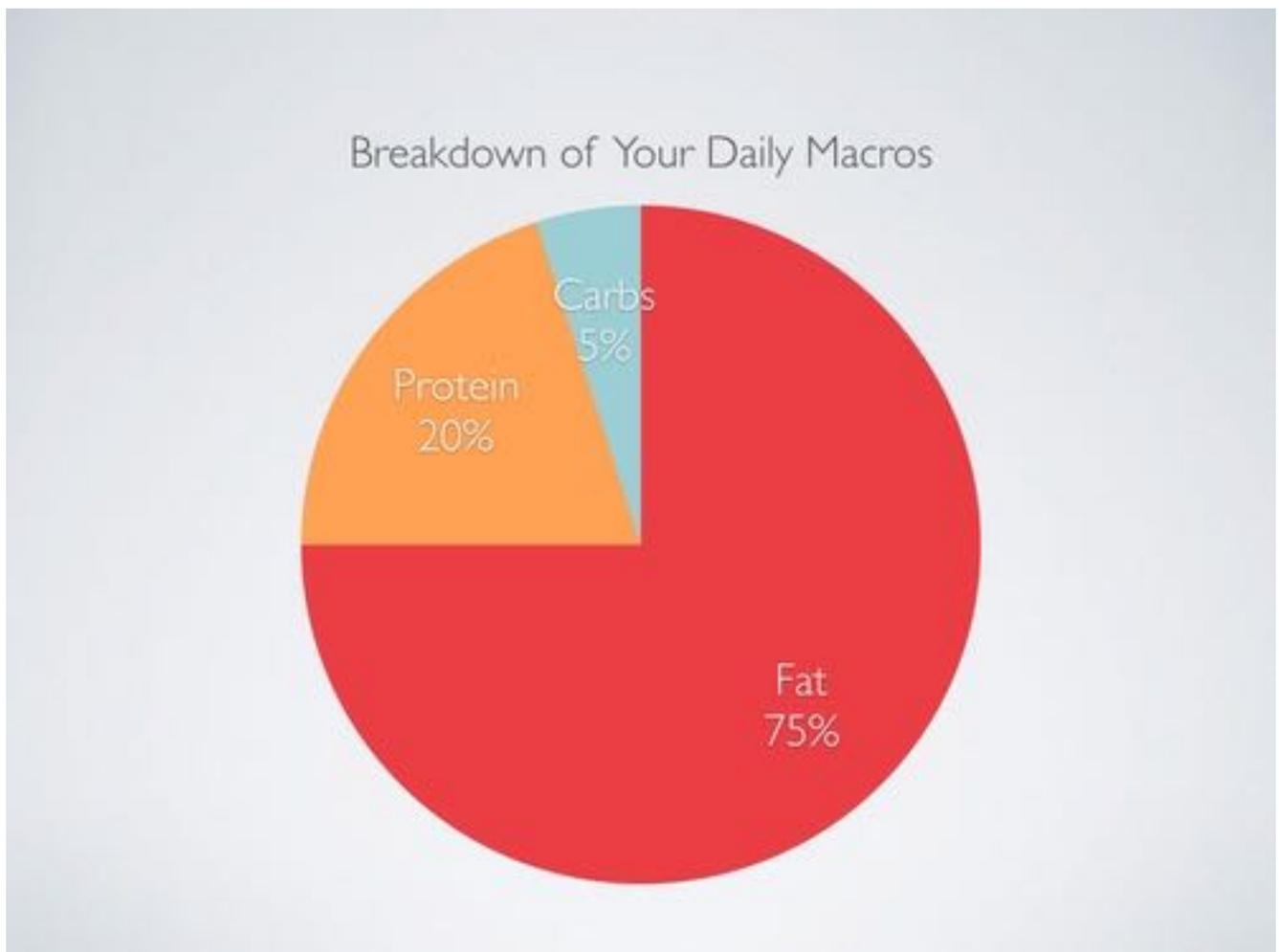
Partially hydrogenated anything is bad! No Crisco!

Basically if it was made in a lab or a factory... it's not good for you.



Eat Fat To Get Fit!

Try to get 70-80% (that's not a typo) of your daily calories from healthy fats like grass fed meat, fatty fish, eggs, extra virgin olive oil, coconut oil, full fat dairy, grass fed butter, nuts, cheese & avocados.



Use the **My Fitness Pal** app to track your macros.

Why It Works

The LCHF Lifestyle works because:

The food tastes fantastic and it's what your body is meant to eat.

Fat is very satisfying so you'll rarely feel hungry.

You don't have to worry about counting calories or measuring your portion size.

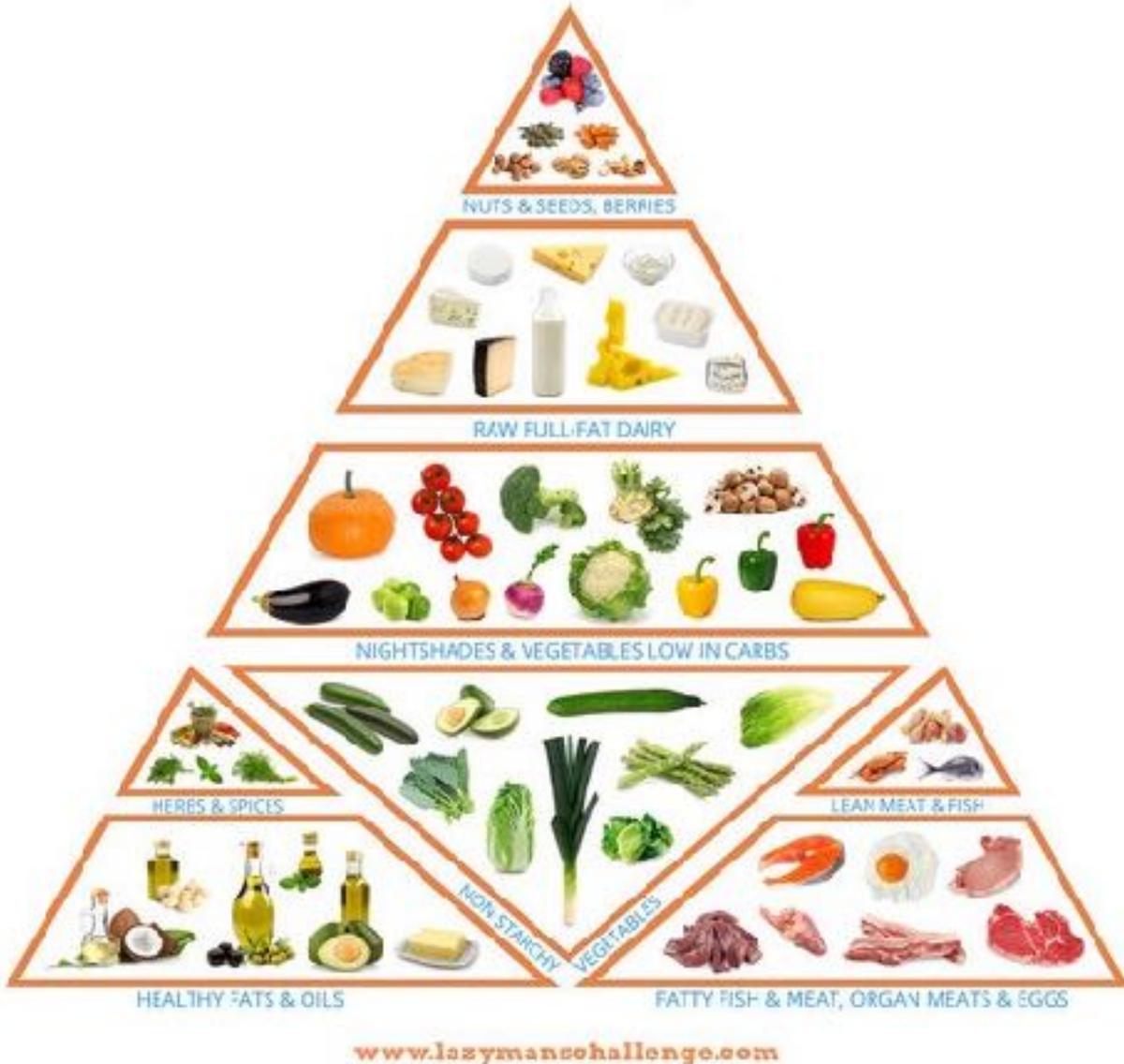
It's sustainable long term.

It's safe and effective.

It's easy to stick to once you get the hang of it.

Follow me on Instagram to see a sample of what I eat on a regular basis. @beckergetsfit

Keto Food Pyramid



Instead of focusing on what you can't eat like bread, rice, pasta & sugar... concentrate on all of the real, delicious and satisfying foods that you can enjoy!

Is It Safe?

Absolutely!

When you first tell people that you are eating a high fat diet with lots of butter and bacon... they automatically assume that you are going to drop dead from a heart attack at any moment.

I've even had friends try to stage an intervention!

Unfortunately... we have been misled for decades; but the good news is:

THE LINK BETWEEN SATURATED FAT AND HEART DISEASE SIMPLY DOES NOT EXIST!

Sadly... many doctors and nutritionists are still confused because it's hard to combat decades of "conventional wis-dumb".

Much of the “evidence” from the 1950’s & 60’s that suggested saturated fat was the cause of heart disease was faulty science to put it mildly, or straight up fraud, according to other sources.

All the latest science is showing that inflammation and oxidation are the causes of heart disease.

Sugar, grains and processed carbohydrates cause inflammation in your body, not saturated fat. And processed vegetable oils cause oxidation.

Again, I am not a medical professional, but in my opinion... adopting a diet that eliminates sugar, grains & processed carbohydrates and adding plenty of healthy fats is the very best way to not only lose weight, but to feel amazing too.

I have a ton more energy, improved focus and I am far less moody now that my blood sugar levels aren’t on a constant roller coaster.

What About Cholesterol?

Believe it or not, you don't have to really worry about cholesterol either!!!

I know that sounds crazy! The pharmaceutical companies will deny this to the end, probably because statins are the most profitable drugs they sell.

Lipitor is the #1 selling drug in America.

Some studies suggest that statins help fewer than 1% of the people who are taking them, and that a low carb diet is the best treatment for high cholesterol.

A LCHF diet will likely lower your bad cholesterol (LDL) and increase your good cholesterol (HDL).

Links backing up these claims are in the Resource section at the end of this book and I encourage you to do your own research.

The Skinny On Fat

*“THERE ARE TWO WAYS TO BE FOOLED. ONE IS TO BELIEVE WHAT ISN'T TRUE; THE OTHER IS TO REFUSE TO BELIEVE WHAT IS TRUE.”
— SOREN KIERKEGAARD*

We've been duped for decades. If you hear a lie often enough, eventually people come to accept it as truth.

“Red meat is bad, butter is bad...” I've heard that my entire life (and still do from those stuck in the past).

The latest research is pretty clear, yet many refuse to believe the truth and will continue to be duped.

I am committed to sharing all of the current scientific research about diet & nutrition on my blog and website. They are updated often as more and more studies are showing fat to be perfectly safe while sugar is what is making people fat and sick.

(the links are in the resources section at the end)

All Diets Work...

Until they don't.

In the short term... just about all diets work.

Anytime you restrict calories, concentrate on eating good, restrict junk food and/or pay attention to what you put in your mouth, you're likely going to lose weight.

But the second that the diet is over, and you go back to your regular eating habits... what do you think is going to happen?

Of course the weight is going to come back!

That's why it's so important to make a lifestyle change!

The reason that I am so passionate about the LCHF Lifestyle is because it is sustainable!

The food is delicious! *Check out my [Instagram feed](#) to see what I eat on a regular basis.*

It doesn't feel like I am on a "diet"... *because I am not.*

Fat is so tasty and satisfying!

I have so much more energy without the daily sugar crashes because my body is fueled by ketones.

I am stronger, leaner, healthier, more confident and I simply feel amazing all the time!



The Meat Pyramid

But My Trainer Said...

I can't tell you how many times I've heard people object to the LCHF plan because their personal trainer said it wasn't healthy.

They advocate eating steamed broccoli (no butter) with chicken breast (which is fat free) and brown rice (for those "healthy carbs")

Here's the thing... most personal trainers are pretty fit right?

In all likelihood, they do not suffer from insulin resistance, so they can enjoy carbs on a regular basis and not worry about gaining weight.

To be honest, I am a little jealous of those people.

If you're still reading this book... it's likely that you **DO** suffer from insulin resistance.

For people like us, sugar, grains and refined carbohydrates make us fat, despite what your trainer believes.

So when a personal trainer or a natural skinny person tells us that we need carbs and fat is unhealthy... I am sure they mean well, but they just don't have the same type of metabolism that we do.

Sure, you can eat egg white omelettes, ground turkey, count calories and work out 45 minutes every single day to lose weight... but that's not really a sustainable lifestyle and the second you stop... those pounds are coming back... guaranteed.

Insulin Resistance

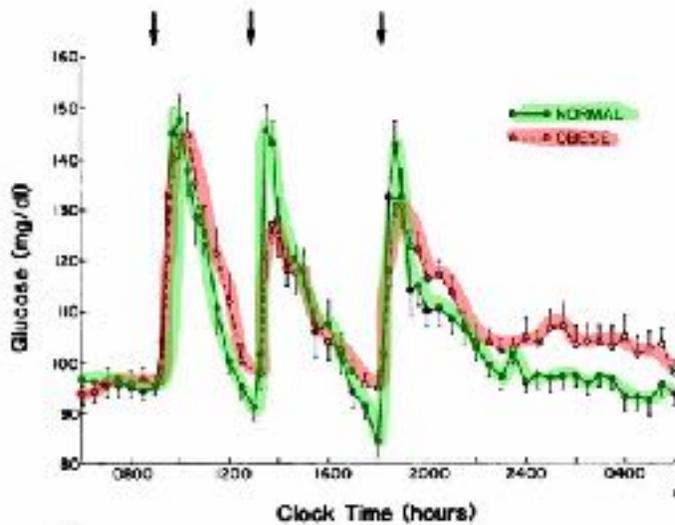
I know I promised not to get too technical with this book, but the idea behind insulin resistance is one of the keys to the obesity epidemic.

Whenever we eat food, our blood glucose level rises, then eventually drops back down to its normal level.

This is the same, whether you are considered normal weight, or if you are obese.

Unfortunately, when it comes to insulin levels, obese people can secrete 2-3x the amount of insulin as normal weight people when the same foods are consumed. (that's why your personal trainer and other naturally skinny people, like my wife, can get away with eating carbs and not get fat).

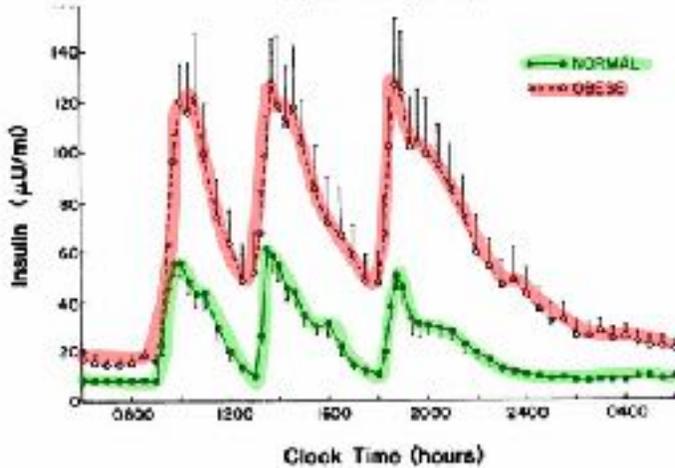
See the diagram on the following page:



NORMAL VS OBESE

Glucose

Vs



Insulin

Diabetes Care 1993;16(12):1425-1435
 DOI: 10.2317/di.1993.16.12.1425
 PUBLISHED BY THE AMERICAN DIABETES ASSOCIATION
 1401 AVENUE K, DENVER, CO 80202

Watch Dr. Ted Naiman explain this graph in [this 2.5 minute video clip](#).

Remember, when insulin levels are high, your body stores fat and cannot access the stored fat for fuel.

Avoiding foods that cause your insulin to spike is imperative. By now, I am sure you can guess what those foods are. Sugar, grains & processed carbs.

But My Doctor Said

Here's where this book gets a little controversial and here's where I open myself up to a bunch of legal crap so let me reiterate...

I am not a doctor and I am not responsible if you suffer any adverse effects from trying the advice contained in this book.

Most general practitioners have little to no training in nutrition, so it's really important that you become the general manager of your own health.

If you have high cholesterol, your doctor will likely recommend a statin, because that's the safest and easiest thing for him/her to do.

That's what's been done for the longest time, it's the "standard of care", it only takes a few seconds to write a prescription and it won't open them up to any kind of malpractice suits.

If you have Type 2 diabetes or pre-diabetes... your doctor will likely prescribe insulin, which we learned earlier, makes people fat. (High insulin levels in the blood = the body stores fat)

If your doctor specifically urges you not to attempt a low carb high fat diet, that is your first clue that they are not up on the latest nutritional science.

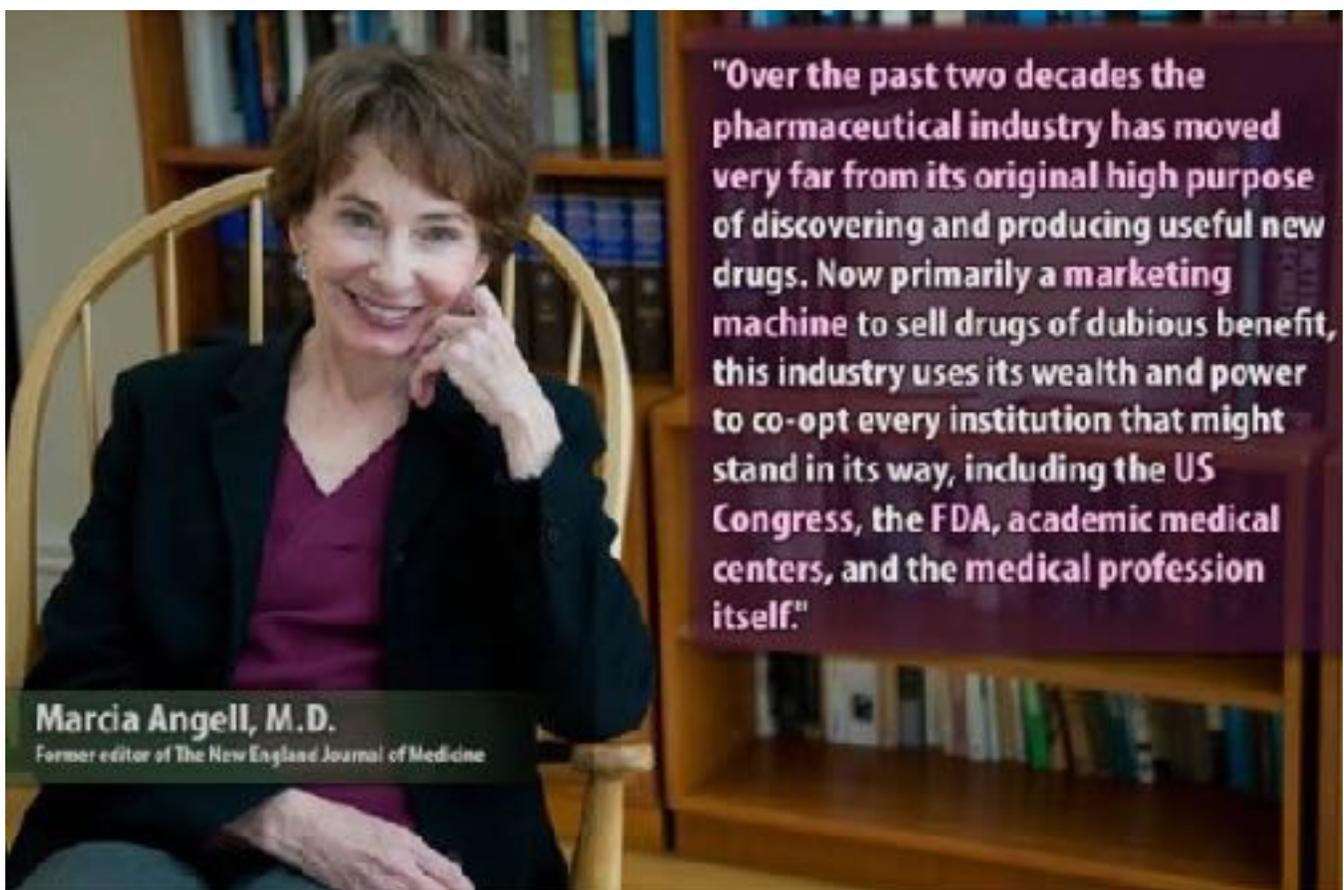


Photo borrowed from the article [Change Your Doctor or "Change" Your Doctor](#) which is a must read... especially if your doctor advises against a LCHF diet.

The Greatest Gap

“THE GREATEST GAP IN THE WORLD IS BETWEEN KNOWING AND DOING” - JOHN C. MAXWELL

Knowing what to do, and then doing it are two entirely different things.

I made this book available for free because I wanted you to learn about the LCHF Lifestyle and I am serious about trying to tackle the worldwide obesity epidemic.

Just avoid sugars, grains and refined carbohydrates and you'll lose weight.

Add some healthy fat and you won't feel hungry while doing so.

Now you know!

Are you going to do something about it? I hope so!

If you are able to adopt this way of eating on your own... more power to you!

I'll warn you... the first few weeks are hard while your body tries to break it's sugar/carb addiction, but I promise you it's worth it!

Most people have a hard time doing it on their own.

Trying to undo a lifetime of bad eating habits is no easy task.

Not only will your body be going through physiological changes... the psychological aspect can derail you as well.

If you need help... take the challenge!

Lazy Man's Challenge

I created the Lazy Man's Challenge to help you turn your body into a fat burning machine.

This book lays out what the LCHF Lifestyle is, and why you should adopt it if you are looking for safe, effective and sustainable weight loss.

The Lazy Man's Challenge exists to help show you exactly how to adopt the LCHF Lifestyle and make it fit into your life.

The Lazy Man's Challenge is not a 100 day diet.

It's a training program designed to show you step-by-step how to successfully transition into a fat burning machine.

Our goal is to educate, motivate and keep you accountable so that you can lose weight, burn fat, get fit and thrive!

Why It's Called The LMC

I'm a big fan of the phrase "work smart, not hard".

In all of my businesses, I aim to implement efficient, effective strategies that produce maximum results with the least amount of effort as possible.

In the past... I've bought "insane" workout programs that promised incredible results.

When you are severely overweight like I was... those programs are next to impossible to complete and not very effective regardless.

"Abs are made in the kitchen."

When it comes to losing weight, about 80% of your results are going to be determined by what and when you eat.

The goal of the Lazy Man's Challenge is to help you turn your body into a fat burning machine ***whether you workout or not!***

You do not have to work out like a madman in order to lose weight.

You can workout if you'd like... you just don't have to.

Even though this is the Lazy **Man's** Challenge, this program is perfect for women as well. So far over 60% of our participants have been women.

IF YOU SIGN UP FOR THE LAZY MAN'S CHALLENGE WITHIN 1 WEEK OF DOWNLOADING THIS BOOK CAN SAVE \$100 TO REWARD YOU FOR TAKING ACTION AND NOT PUTTING IT OFF UNTIL "SOMEDAY".

FOR LESS THAN \$2 A DAY AND YOU CAN COMPLETELY TRANSFORM YOUR LIFE AND YOUR WAISTLINE!



About Becker

I was shooting a wedding in Vegas in November of 2010 and had my photo taken with Elvis.

I knew I had gained a few pounds and I was always a "big guy", but I never thought of myself as "obese" until I saw this photo.

When I stepped on the scale, I couldn't believe I was almost 300 pounds! (285)

I felt depressed, ashamed, and my self esteem was at an all time low... but it was a wake up call and I started pursuing a healthier lifestyle the following month.

I lost 50 pounds in 3 months!!!

Within a year, I was down 70 pounds, which was a huge personal accomplishment for me!

Over the next few years, I maintained healthy eating habits overall, but for one reason or another (insert excuse here)... I managed to gain back half the weight I lost.

In April of 2015, I rededicated myself to finish the job I started to lose the weight, keep it off, and actually get fit! I started studying and researching everything I could about diet & nutrition.

Since Easter 2015, I have lost over 60 pounds and I am down more than 95 pounds from my highest point in 2010.

I used to barely fit into size 40 jeans, I currently wear 31's (they're getting loose) and I went from wearing XXL shirts to regular ol' L shirts.

I am stronger than ever, have tons of energy, tons of confidence and I feel amazing!



I Know How You Feel

After struggling with my weight for my entire life. I know how it feels to be rejected & ridiculed.

Name a diet... I've tried it!

I've hired personal trainers, spent thousands on gym memberships, shakes, supplements, "special diet foods" and while I'd lose a few pounds here and there... the weight would always come back... usually with reinforcements.

But I've finally figured out how to lose weight AND KEEP IT OFF! It's not a diet, ***but a complete lifestyle change and I can help you transform your life once and for all!***

I've been told I look 10 years younger and I cannot begin to tell you how much better I feel. I have tons of energy and a new confidence knowing that I can achieve anything I put my mind to!

How Does It Work?

Simple. For the next 100 days*:

**CUT OUT THE PROCESSED CARBS & SUGAR, AND
EAT A HIGH FAT, MODERATE PROTEIN DIET IN ORDER
TO ENTER A STATE OF NUTRITIONAL KETOSIS SO THAT
YOUR BODY WILL BURN FAT WHETHER YOU WORKOUT
OR NOT.**

**this isn't a 100 day diet. It's a 100 day training program that will help you achieve a healthier lifestyle that will last a lifetime!*

There are only 2 parts to the Challenge:

1. Learning how to turn your body into a fat burning machine.
2. Putting that knowledge into action.

Here's How We Do It:



What To Eat

We'll show you exactly what to eat and what you need to avoid and when it's okay to break the rules.



Track Your Progress

Tracking your progress creates accountability. There is no greater motivation than seeing your results.



A Mental Battle Plan

This is key! You'll receive daily motivational emails, weekly videos and we'll help you conquer the biggest hurdle of all... your own mind!



Group Support

Doing this challenge with others who are in the same boat as you can make all the difference in the world.

Resources

I encourage you to do your own research regarding the LCHF Lifestyle.

When you sign up for the [Lazy Man's Challenge](#), you'll get access to even more of my curated links & resources, but here are a some of my favorites to get you started:

Concerned With Cholesterol & Heart Health:

- [Worried About Cholesterol and/or Statins](#)
- [The Cholesterol Myth](#)
- [The Definitive Guide To Cholesterol](#)
- [High Cholesterol Does Not Cause Heart Disease](#)
- [There Is No Significant Evidence Linking Saturated Fat to CVD](#)
- [Why Doctors called A Truce On Cholesterol](#)

About Ketosis:

- [What is Nutritional Ketosis](#)
- [How Does Ketosis Work](#)
- [Evidence Supporting A LCHF Diet](#)

The Evils Of Sugar:

- [The Sugar Conspiracy](#) (long read, but very informative).
- [How The Sugar Industry Shifted The Blame To Fat](#)
- [Treat Sugar Like Tobacco](#)
- [Is Sugar The World's Most Popular Drug?](#)

Experts:

- [Dr. Aseem Malhotra](#) - One of the UK's leading cardiologists.
- [Dr. Jason Fung](#) - Author of *The Obesity Code*
- [Gary Taubes](#) - Author of *The Case Against Sugar, Why We Get Fat* and *Good Calories, Bad Calories*
- [Professor Tim Noakes](#) - Researcher, Scientist, Author
- [Andreas Eenfeldt](#) - [The Diet Doctor](#)

More Articles:

- [A NY Times article embracing fat](#)
- [Reddit Article](#) (for lots of technical information)
- [The Faulty Science That First Blamed Fat](#)
- [Saturated Fat Could Be Good For You](#)
- [Fat Is Good For You](#)
- [Low Fat Diet Bad For Your Health](#)
- [Worldwide Obesity Map](#)

On the Lazy Man's Challenge website:

- [The Skinny on Fat](#)
- [Nutritional News](#)
- [Success Stories](#)



I got my certification from [Primal Health Coach](#)

If you found this book helpful at all and would like to make a donation to help me spread the word about reversing the rising global obesity epidemic, [you can do so here](#). Thank you!

Final Note

Here's the thing... as you've figured out by now... I am not a very good writer. I got C's & D's in high school English.

I originally got interested in photography because I found out I could be the photographer on the school newspaper and it counted as English credit.

The last thing I ever imagined I'd be doing is writing a book, let alone a book about weight loss and health.

The thought of writing a book literally scared the shit out of me.

I've been working on this book for quite a while. I just kept putting it off and putting it off because I hate writing.

But I hated being fat more. I hated feeling hopeless.

So I felt compelled to share this information because I want to help people experience the kind of transformation I have experienced in my life.

This book will be updated as I find typos, grammatical errors and as I think of better ways to get my points across. I hope you'll focus on the valuable information contained within and not my poor writing skills.

Let me know if I can help you in any way.