



**DAN SALAZAR**

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**FAT LOSS MIX TAPE VOLUME 1**

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# Forward

Hey what up – [it's Dan here!](#)

I just want to thank you for downloading this e-book. Before you start your journey of fat loss, weight loss, and muscle building, before you start reading anything else on the Krank Brooklyn site or read any other chapter in this e-book, I want to ask you to do one thing...

Really understand why you want, you need to get in shape.

You need to feel the real reason why it is you are starting on this journey towards reaching your goals.

The reason is that it may be hard and will get tough. You will feel like quitting. You may not see the results right away or change as quickly as you want. Understanding why you started is the only thing that will keep you going.

Everyone starts a training program for a different reason. Some have a special occasion, others want to look the way they did when they were younger and some reasons are a little deeper and more personal.

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What ever your reason is for taking control of your life you are going to have to feel the “why” in that reason. That is the only thing that will keep you going to the gym day-in and day-out when you don't want to, when you don't see the results, when you're tired, when you exhausted, when you have nothing left in YOU.

That “why” will keep you set on your goals.

Motivational videos, songs, blog posts, and quotes only last for so long - they are a quick fix, but acknowledging your “why” every day is the key to keep you going and drive you towards your goal.

Understand that it has taken us years to get into our current physical situation, it has taken years of unhealthy eating and lack of movement to gain those 20, 30, or 50 pounds, This is not going to be a quick fix but the results will come with work and persistence.

Just take your time and understand this is a process, a journey. You are changing your life right now by reading this e-book - you have just started the process of changing who you are right now to the person you feel you are should to be.

We are the same, we all want things done right away - but we have to understand the process of leaning and changing takes time. It takes time to grow into the person we want to be so this e-book breaks things down step-by-step so you can understand exactly what it is you need to do to reach your goals.

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You have the entire Krank team on your side.

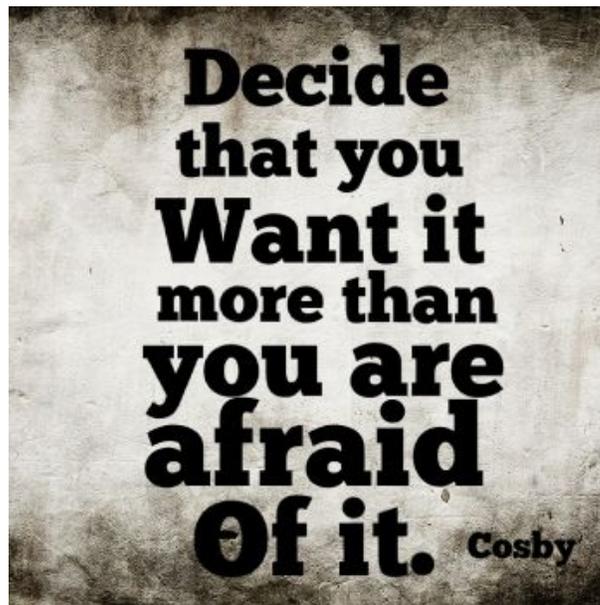
So if you now know your “why” and are ready to become that person you were born to be, let’s get this shit Kranking – are you on Ready?

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# Foundation

## **STEP 1 SET THE PLAN**

Changing your mindset isn't an easy task - it takes work, we need to change the way we think about diet and exercise. Some of us think we can't do this, it's too hard, it's not for me or just except some other false belief but I'm telling you can change, you can be better than you were yesterday if you just take the right steps in changing the way you think today.



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Here are the steps that all truly successful men and women have followed to achieve a long lasting healthy body.

**Before you even look at the program or even think about nutrition, take this step very seriously because without it you may fail:**

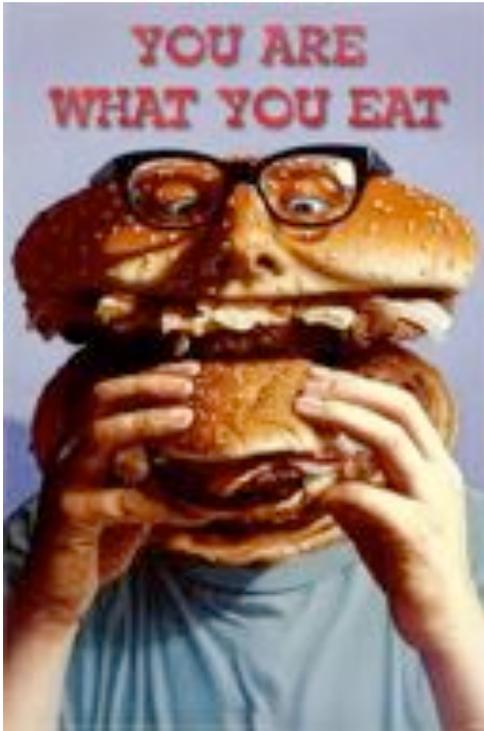
- 1) Write down your goals
- 2) Make sure they are specific (i.e. amount of weight or body fat you want to lose)
- 3) Why is this goal important to you? (dig deep, find and write down the real reason why it is important to you)
- 4) Give your goals a deadline.
- 5) Be realistic (don't write down "I will lose 20 lbs of body fat in one week").  
If you have a huge goal just break it up into smaller millstones. If your goal is 20 lbs, break that down into a pound a week or every 2 weeks.
- 6) Think about your goals everyday. Read them first thing in the morning and right before bed.

These six steps will help you toward your goal! I don't really believe in superstition but there is something to be said about the power of thought. Stay positive and just believe you can and you will.

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# What Are You Eating

If you are going to be successful on your journey of fat loss, muscle building performance or over all fitness here is something you have to understand.



**Nutrition is one of the most important** components for reaching your fitness goals. Not only quality but quantity. You'd be surprised how little or more a person thinks the eat. The only way to understand the direction that it is you are going is to keep track of everything you put in your mouth.

That's why we provided you with a food journal to write everything down that you consume.

You can download that food journal [HERE==>>](#)

Before we go any deeper let's start with a quick nutritional overview.

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## **Proteins**

Proteins are the essential building blocks for muscle tissue repair and building lean mass, immune function, nutrient transport, weight loss, balancing the body's PH, formation of enzymes and structural integrity. You need protein to survive on this planet.

## **Carbohydrates**

Carbohydrates are the body's main source of fuel. These carbohydrates are responsible for providing energy to the muscles, organs, and other bodily functions.



## **Fats**

Healthy fats help slow down the digestive process of carbohydrates and proteins. We also need fats to form cells, absorb certain vitamins and minerals, as well as insulate our body and protect the organs from the outside elements.

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## **HOW MANY CALORIES DO I NEED.**

This Krank Mix Tape Volume 1 is very basic. We're going to assume that you're a beginner to working out and learning the fundamentals of nutrition so we'll keep this basic.

We know more or less what's good food and what's bad food.

So your goal in the very beginning stages of fitness as well as this Krank Mixtape Volume 1 is to eat I'm all better amount of good food then you do bad food.

We know that carbohydrates like white bread, cookies, cakes, candy, sugar-laden beverages, and things of that nature can make you gain weight and get fat.

The reason why is insulin - all of those things produce a major spike in insulin.

Insulin is released whenever you ingest any type of food but especially when you ingest carbohydrates.

Insulin does not have a plan. Its main goal is to regulate blood sugar; unfortunately it makes bodily tissues, grow whether that be muscle or fat cells.

Because insulin is anabolic in nature (meaning it makes us grow) it is also anti-catabolic (which means it stops muscle loss) so depending on your goal and the time food is ingested, it can either help or hinder your fitness progress.

I'm not saying that I'm anti-carbohydrates because you do need them for energy to train and to build muscle, but it's all about the timing of the ingested carbohydrates that makes the difference in reaching your fitness goals.

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## HOW MUCH DO I EAT?

Most trainers and fitness coaches might recommend 6 to 8 small meals daily, however we now know that whenever food is ingested your body will spike in insulin to regulate blood sugar, we also know that insulin is a growth hormone whether that be fat or muscle insulin makes things grow.

So you can see eating 6-8 small meals a day might hinder or help your progress. Again, this is all based on what your current goals are, whether they be muscle-building or fat loss.

In the morning our body tends to be more insulin-sensitive. When food is ingested nutrients will be shuttled towards either a fat cell or muscle cell depending on how depleted you are within each cell.



**Here's something else that happens in the morning** - when we first wake up we have fat cells flowing through our bloodstream. Fat is also a slow form of fuel - our body uses this slower form of fuel because we are at rest and we do not need the fast fuel from glucose or sugar.

As soon as you have breakfast in the morning presumably a high carb breakfast, that free flowing fat is automatically sucked back into the cells and can no longer be used as fuel, thus blunting the fat burning process and glucose is then used as the main source of fuel.

So a breakfast high in protein with a decent amount of fats would be optimal during this time of the day so the body can continue to use fat for fuel.

If your goal is muscle building or gaining weight then having your carbohydrates in the morning might be a better option for you.

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## SO WHEN DO I EAT MY CARBOHYDRATES?

The goal when consuming carbohydrates is to have them around the times they are most needed considering carbohydrates is a source of fuel. If we consume carbohydrate fuel when it is not needed it will get stored as fat, saved for fuel later.



The optimal time to eat carbohydrates are around our workouts. During our workouts we use these carbohydrates in the form of glucose (for muscular contractions) which is our muscles main source of fuel during intense workouts.

After we finish working out our glycogen storages are depleted so our body needs to replenish them.

If your goal is fat loss my recommendation would be not to consume any carbohydrates within one hour to two hours after your workout – just stick to protein immediately after your workout.

This will force your body into transforming your fat cells into a usable form of fuel considering your glycogen storages are completely depleted.

However if your goal is muscle building and weight gain you want to consume your carbohydrates and proteins and immediately after the workout. This will rapidly replenish glycogen and transport the vital nutrients for muscle building to the cells that need it.

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# KEEP IT SIMPLE

In the beginning stages of your exercise regimen, nutrition doesn't have to be complex. Eat more healthy food than unhealthy food.

You already know what's bad for you. Cookies cakes. Candy . . . no matter what your goal, those things are not going to help you or benefit you in any way.



For example, let's just say you need 3 meals a day, 3 meals a day multiplied by seven that's 21 meals a week. It's out of those 21 meals each week 19 of them are very good healthy nutritious meals you will reach your goal. Let's say you only ate one meal a day at seven euros a week if five of those meals are good meals you will still reach your goal.

The whole name of the game is staying ahead of the scoreboard - you want to be up on points meaning good meals.

Got it?? Cool! If you understand this simple concept then you are well on your way to a lean and muscular body!

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## STEP 2 NUTRITION, WHAT YOU NEED TO DO

OK now that you got your head on right, we have to get your nutrition dialed in. Without tightening your eating habits you're going to fail. Luckily, for you, it won't be too hard - here are six steps to help get you started.

### 1) **Eat every 3-4 hours**

For most people, eating every few hours helps keep you full. For a few it might trigger hunger. Either way don't starve yourself because when hunger strikes you're going to end up eating whatever is available and most likely it ain't going to be something healthy.

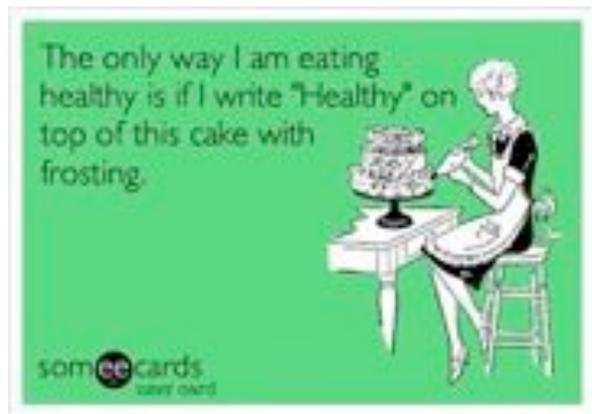
### 2) **Make sure each meal has protein, a green vegetable (lettuce doesn't count) and a very small portion of complex carbs.**

The protein will keep you full, the [veggies](#) will provide some nutrients and carbs will be used as fuel for the body. I say a very small portion because most of us already carry enough body fat to be used as fuel so we really don't need more.

Carbs have a limit to how much can be stored before we have a spill over into fat storages. Unfortunately we do not have a limit as to which how much fat can be stored.

Think of it like this: if carbs are fuel and our body is the vehicle that already is almost full of fuel (fat), by filling up with more fuel your body will just overflow (more body fat).

Bottom line: take it easy with the carbs.



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### **3) Take fish oil**

I think I might be beating a dead horse, but fish oil is the way! It help burn body fat, lowers triglycerides, aids in building a healthy heart, reduces inflammation lubricates joints, promotes cell rejuvenation which helps with anti aging and if poured on paper, turns it into money . . . well, perhaps not that last one but, damn, that stuff does everything!

### **4) Have a pre-workout meal or shake**

Having protein and carbs before a workout will help your body have enough energy to really get the most out of your workout. You wont be able to give it your all during your trainer session if you are running on empty.

And not eating before your workout won't screw up your fat loss efforts; if anything it will help. The harder you work the more calories you'll burn during the session and, more importantly, after the session - studies have shown after an intense strength training session your body will continue to burn calories from trying to repair itself for up to 48 hours!

Key word: INTENSITY!

Eat food and you can work harder.

### **5) Stay away from any beverage that has calories or carbs (except for a pre-workout shake)**

A soda here, a mocha half latte mega grande there, plus some juice can easily add up to an extra 600-1,500 calories a day. If you didn't know yet, it only takes an extra 3,500 calories to put a pound of fat on your body. Those calories will add up over the years.



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## 6) Eat only whole non-processed foods

Processed foods contain all types of health hazards and contain genetically modified organisms, high fructose corn syrup, TVP (Soy protein), MSG and various other abbreviations that are just outright bad for you.

Your body doesn't know how to digest the chemicals involved in creating processed food so they build up in the body and can cause all types of cancers, lead to weight gain as well as other metabolic and physiological dysfunctions.



## What about Exercise

### **I want to get in shape - where do I start?**

I can't count how many times I've heard people ask this. I do love it when I'm asked this because I know when they start they'll feel better, look better, and enjoy their life so much more.

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However, most people find it difficult to stick with their new ambition, especially if it was a New Year's resolution. There is so much workout information available on the Internet that it is somewhat hard to figure out where to start. Grab any health and fitness mag and you will find tons of info that will conflict with each other and you'll end up more confused than when you started.



Should I do just do cardio or weight training? How many days a week should I work out? Should I diet first, then start working out?

All of those are great questions but if you're just starting out, simple always works best.

If you're looking to get started in a beginner-based personal training program, Krank has you covered!

[CLICK HERE==>> to get in shape now!!](#)

## **Here are the KRANK guidelines for a beginner-based training program:**

### **1) High frequency**

You want to train at least three days per week - it isn't too much for a beginner. Training 3 days a week will teach your body how to properly do the movements required in the program. Have you ever heard the saying "practice makes perfect?" It's true that you do need to practice, but you need to practice to make it perfect so focus on form!

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## 2) Full-body training

You must train your entire body. You can't just do crunches all day for your abs and expect to get lean and toned. Your abs are very small muscles and due to their size they don't require much energy. Because they don't need much energy for movement they won't tap into those fat storages and burn em up so we need to move those big muscle to burn the fat covering that lean body.



## 3) Low volume training

Now I know I said high frequency and now I'm saying low volume but hear me out. You must train multiple times per week to get better at the movements. However, the amount of time you are training per session must be short. Why? Because you can easily burn yourself out and be sore for days in the initial stages of training. That will delay recovery and keep you away from the gym. SO TAKE YOUR TIME!!!

## 4) No advanced techniques, yet

Keep it simple! I know you are pumped to start and want to try all the latest stuff to burn fat fast, but we just started training so that means we can get the maximum benefit with minimum effort or complexity. Would you rather burn a ton of fat doing 2 hours of training or just 40 minutes?



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## 5) Focus on progressions

We have about 20 different ways to perform a simple squat. Once you learn the progressions to a movement and structure a training program (*not* a workout – a huge difference) then you can consistently get results . . . but you need to train, not just work out.

If you are a beginner or know someone that is ready to make the change for better health and a banging body, [CLICK HERE==>>](#) to get started!

## STEP 3 THE PROGRAM

If your're new to training or just do the treadmill when you hit the gym this program is for you. If you don't know how to do the movements or what they are, no worries - just click the name of the movement and a video will pop up. Enjoy!

**This 3 week program would be best split on Monday/Wednesday/Friday.**

Remember: ALWAYS warm up, such as foam rolling, dynamic warm-ups, and activation work. You need this! If you work out without warming up you could likely be wasting your workout.

*Check out [KrankSystems.com](#) for more info on how to properly warm up or our video library [HERE===>](#)*

*[Check out our program at KrankBrooklyn.com](#)*

## Quick tips:

1) STOP 1 rep before your rep speed begins to slow down and (or) your lifting technique starts to look or feel crappy.

2) Challenge yourself - DON'T do 12 reps with a weight you could have done 25 reps. Pick the appropriate weight for the number of required reps. Continue to increase the weight till you reach the appropriate rep range.

*EXAMPLE- If you're doing the dumbbell bench press and use two 40lb dumbbells and can bench press them for 13-14 reps and that 14TH rep is slow you would use that same weight for the 12 reps prescribed for the 3 working sets.*

3) Reps are the amount of times you repeat a given movement in one sitting and

4) Sets are the total number of times you do the given number of reps.

**DO  
WORK  
SON!**

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# WorkOut A

<b>Movement</b>	<b>Reps</b>	<b>Sets</b>	<b>Rest</b>
<u>1a) Squat (all variations)</u>	8	4	0
<u>1b) Inverted row (various grips)</u>	8	4	60 secs
<u>2a) Push up plus</u>	8	4	0
<u>2b) RDL (all variations)</u>	8	4	60 secs
<u>4a) Face pull</u>	12	3	0
<u>4b) Planks (hold for 30-60 seconds)</u>	12	3	0
<u>4c) Swiss ball hip extensions</u>	12	3	30-45secs

<b>Finisher Movement</b> <b>NO REST!!!</b>	<b>Reps Beginner</b>	<b>Advance</b>
<u>1a) Squat thrust OR Burpee</u>	5,4,3,2,1	10,9,8,7,6,5,4,3,2,1
<u>1b) Body weight reverse lunge ladder</u> (Each leg)	1,2,3,4,5	1,2,3,4,5,6,7,8,9,10

If you're new to training, you'll start out with 5 squat thrust. After the 5 squat thrusts, do 1 reverse lunge, then 4 squat thrust and 2 reverse lunges, 3 and 3 and so on until you reach 1 squat thrust and 5 reverse lunges.

For the experienced guys and gals, try to knock out 10 burpees and 1 reverse lunge. then 9 burpees and 2 reverse lunges and so on until you reach 1 burpee and 10 reverse lunges.

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# Workout B - Intervals

Work (Run)	Rest (Jog)	Rounds (Times)
1 min	2 mins	5

**Total time:** 35 Minutes

Start on the treadmill at 1.5% incline at 2.2-3.0 mph for 2 minutes.

Raise the speed to a comfortable jog - this should be anywhere from 4.0 mph to 6.0mph depending on your height and conditioning level.

Jog for 2 minutes, then increase the speed on the treadmill 1-2mph faster than your jogging speed.

Ex. Jog (rest) at 6mph for 2mins, then Run (work) at 8mph for 1min

So to recap, we're going to jog for 2 mins and run as fast and as safely as possible for 1 min. This will be done at a minimum of 5 rounds. If you do more than 5 rounds that means your 1 minute run wasn't fast enough.

After 5 rounds of the 2 min jog and 1 min run we're going to bring it back down to nice steady jog for another 20 mins.

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# WorkOut C

<b>Movement</b>	<b>Reps</b>	<b>Sets</b>	<b>Rest</b>
<u>1a) Walking lunges (all variations)</u>	8	4	0
<u>1b) Chin up or lat pull down</u>	8	4	60 secs
<u>2a) Push press</u>	8	4	0
<u>2b) Db cheat curl</u>	8	4	60 secs
<u>3a) Reverse crunches</u>	12	3	0
<u>3b) Close grip pushup</u>	12	3	0
<u>3c) Lateral lunges</u>	12	3	30-45 secs

<b>Finisher Movement</b>	<b>Incline</b>	<b>Speed</b>	<b>Time</b>
<b>Treadmill Hill Climbs (Don't hold on to the rails)</b>	6-15%	2.5-4 mph	10-15 mins

For the finisher just hop on the treadmill, put the speed between 2.5-4 mph, raise the incline between 6-15% incline and go for for a little walk.

Challenge yourself. It should not be to fast so that you can barley keep up the pace but fast enough so that you can't have a full on conversation.

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# HERE'S A FEW MORE TIPS



Habits need to take place every single day.

- 1) Take 5 minutes to do a little PNF stretching (foam rolling) at the start and end of each day. Check out [KrankBrooklyn.com](http://KrankBrooklyn.com) for all of our soft tissue work (self massage)
- 2) Read the labels of each and every thing you put in your mouth. Know what's inside!
- 3) Remember to relax! Don't take working out and nutrition so seriously. Enjoy the process - you'll get there.
- 4) Don't compare yourself to anyone. Just concern yourself with what you need to do and the results will naturally follow.
- 5) Always warm up and cool down before and after each workout.

Check out [KrankBrooklyn.com](http://KrankBrooklyn.com) for all of our warm ups and cool downs.

*[Check out our program at KrankBrooklyn.com](http://KrankBrooklyn.com)*

# Don't have enough time to workout?

## 11 Quick tips to get it in when you can

I'm going to show you several tricks to give your normal 60-90-min workout a mega-boost in just 30-45 minutes each session.

*Disclaimer: Consult a doctor before you start any new workout plan. If you have any heart condition, are taking any prescribed medication, or have any bone or joint injury, you should get clearance from you doctor.*

*Don't get hurt trying to get fit fast! If you hurt yourself, you can't work out; if you can't work out, you can't get fit.*

### 1) Work hard

If you're just starting out with a regimen, take it easy and build up - you have to develop a foundation or you are going to wreck yourself.

**If you're able to train for longer than 30 minutes, you're not working hard enough.**

The bottom line is you get a longer-lasting metabolic effect from shorter, more intense workouts. All that means is when you work out harder for a short period of time, you burn more fat. Check it out [HERE==>>KrankBrooklyn.com](http://HERE==>>KrankBrooklyn.com)



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## 2) Do the most important thing first.

For the meatheads out there, if you're benching (most likely on Monday) and you either feel like crap or are short on time, just bench. Do your prescribed sets and reps for your main movement and just get the hell out of there.



## 3) Get protein

Most people don't pay enough attention to getting protein in the body. If you don't, how can you build then lean muscle required to raise the metabolism for the leaner body you want.

The Amino acids in protein are your body's building blocks - they form cells, repair tissue, create antibodies, build DNA,

carry oxygen throughout the body, assisting muscle activity, as well as being part of the enzyme and hormonal system.

It is essential!

## 4) Water

Exercise performance is impaired when an individual is dehydrated by as little as 2% of body weight. Losses in excess of 5% of body weight can decrease the capacity for work by about 30% (Armstrong et al. 1985; Craig and Cummings 1966; Maughan 1991; Sawka and Pandolf 1990).

If you can't work hard your results will come very very slow.

A suggestion: **drink plenty of water.**

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## 5) Shake before and/or after your workout

This topic has a little controversy behind it. Some say it's best to have a protein shake before your workout, some say it's best after, and other say before and after. I'm going to just say drink up, amino acids are important - get 'em in your body when you can! Once you hit the level of advanced, premier, or high-level peak athlete, then we'll go over the semantics.



## 6) Lift heavy

Lift heavy and get dense lean muscle.

I realize that sounds appealing to men but, ladies, when you lift heavy, your muscle will feel tighter and more firm. No more unwanted jiggly body parts!

And, ladies, don't worry about getting a huge "man neck" as it's difficult for a woman to get super-jacked. Read [THIS==>>](#) article for a little reassurance.

## 7) Do compound lifts.



This one is a give in. If you're looking to burn fat, bicep curls, crunches, and tricep extensions are not going to help you reach your goal. What you need to do is hit those big muscles that burn tons of calories like squats, lunges, deadlifts pulls and presses.

The same thing goes for gaining muscle or getting defined - go with movements that use multiple muscles first for a few phases of your training.

Once your well versed on those compound movements then you should target all the little muscles. Don't spend time looking at a leaf and overlook the forest.

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## **8) Make cardio fun**

Why run on a treadmill if you hate it? Go play basketball, baseball, box, go dancing, or just play with your kids in the park. You'll get the same effect and have way more fun doing it.

## **9) Change up your program**

Granted, you have to stick to a specific program for a given amount of time to ensure that you progress. Program-hopping is a big no-no – it won't help you get to where you want to be. You can't and shouldn't do something different every single day because, after all, how would you ever know if you're making progress? However, once you beat the hell out of your program, it will be time to switch it up to ensure you continue to progress. I would suggest every 4-6 weeks is good amount of time to stick to a solid training program, then change it up.

## **10) Solid form**

If you don't know what you're doing, you won't get all the healthy benefits of doing it; you may also injure yourself! Learn form and technique to achieve your goals quicker and more consistently. If you need help you can always reach out and we'll help just [CLICK HERE==>>](#)

## **11) Circuits**

Some love and some hate this style of training, but either way it pays off. You can get lean as hell if you know how and when to add them in your regimen. Hit up a circuit to help your conditioning or with fat loss at the end of a workout as a filler, or in the days after a major workout.

**Follow these tips and you will be golden!**

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# How To Screw This Up

## The Best Excuses For Not training

Before you get all gung-ho and start on your fitness journey, you first have to figure out what might have steered you off track last year or will steer you off track in this year.

I sometimes put things off because I didn't have the time, energy, or motivation, among other thing . . . know what I mean?



But I noticed that I was just shitting myself - my priorities were just out of whack and I needed to change the way I was thinking about all of my goals and what seemed like setbacks.

Lets take a look at some of the excuses that might set you back:

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## 1) No time

Sweat a few minutes a day. All you need is 5-10 minutes a day if you are getting started in fitness. Knock out a few burpees in the living room, go out for a power walk, or hit the stairs in your apartment. Really, that's all it takes to set your exercise habit. If you can't, then you have a problem and really need to rethink your priorities. Kill the TV, Internet, or any unproductive thing that may be holding you back from just 5-10 minutes of exercise. Then, when the habit is built, add time to your short workouts. Just a few minutes a day will make a huge difference!

**A  
1 hour workout  
is 4%  
Of your day**



## 2) I have kids

Um, me too, and so do most fit people in the world. So you may not be able to take them to the gym but you can take them to the park and play with them - it's just like lifting weights! If you exercise with your kids, you are setting an awesome example that health and fitness is important. You can also figure something out with your better half or a family member to watch them for a while so you can do your thing at the gym. If you don't show your kids the right way, who will?

## 3) Work kills me

Yeah, work does take a toll sometimes. But if you put yourself first, you can swing both fitness and work. Train in the morning before work as it's a great way to get yourself pumped up for the day ahead, or work out right after work to unwind and de-stress. Bottom line: this excuse does not fly.



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#### 4) I'm tired

Not training makes you feel more tired most of the time. Training has been proven to create new red blood cells that will be utilized to transfer oxygen more efficiently throughout the body, thus giving you more energy. Not only that, but it will also excite your nervous system and prepare you to take on the day. Go to the gym and move around, break a sweat, and get those juices flowing!



#### 5) I'm sick/injured

If you are sick or in serious pain, stay home and rest. However, a little cold, soreness, or a bum knee shouldn't stop you from working out - there is always a Plan B. Just figure out a way to work around your injury or sweat out that cold. Any good trainer can adjust the program based on how you are feeling. Just find someone that is knowledgeable and s/he will hook you up with a regressed version of the program. You can check us out [HERE==>>](#) [KrankBrooklyn.com](http://KrankBrooklyn.com)



#### 6) The gym is too expensive

The average American earns \$37,000 – \$41,000 per year. They also spend on average \$2,900 on eating out, and that's just meals during the mid-day work week . .oh, and they also spend an average of \$1,000 per year on coffee. (Don't forget all the dumb stuff we spend money on that we never use and ends up in a closet somewhere, like Bowflex.)

So that means if you were to just bring food from home to work and brew your own coffee and not buy everything you see on QVC, you would not only be eating healthier but also have more than enough cash to get your rear in a gym or even hire a personal trainer for a few sessions a week. Save your dough and get in shape!

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## 7) The gym is too far

If you're reading this, most likely you live in the NYC metro area and that means you have access to public transportation. You can get anywhere in any major city in about 20-30 minutes tops by using the bus or train, so stop your excuses and jump on the train and go work out.

## 8) It's too hard

Take your time and start slow if you feel you're out of shape. You can start out by walking a few minutes a day, or try to knock out a couple of push-ups and squats. If you hire a trainer, he or she will give you a regressed versions of movements to help build yourself up. The point is to get started with something!

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## 9) I'm not motivated Motivation is

all in your head. It's how you look at things and perceive situations. If you have already joined a fitness program or started to work out on your own, it was for a (good) reason - either to get away from the pain of feeling unfit or unhealthy, or to move towards feeling better about yourself and the goal of looking better. Whatever type of motivation you are using, it's your job to think about why you started on your path to meeting your goals and use that fear of pain or the attainment of pleasure to give you that kick in the arse to get up and get moving.

**It's all up to you to cut out the lame excuses and get moving!**

**How are you gonna do it?**

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# THIS IS HOW YOU WILL FAIL AT YOUR GOALS

Here's a little story of failure . . .

A long time ago - before I before I ever got in to shape or understood anatomy, physiology, or exercise science - I was a an out of shape mess. I kept trying to change by running, riding my bike, lifting weights, eating healthier, taking supplements . . . yet I was still fat.

I was the most in-shape fat person ever! (hope that made sense)

Looking back at all the dumb things I did, I went about it all wrong. I set myself up to fail and it became a cycle year after year.

Trust me, I believe sometimes you just have to dive in head-first and run the risk of failing in order to learn from your mistakes.

I've done every single thing on this list below, and most people have done it too.

Here's how to completely fail at your fat loss attempts.

## 1) Try to change your entire life at once

Trying to change eating habits, drinking, smoking, working out, etc. is pretty tough to do. After all, it has taken you years to acquire those bad habits! Changing your life in this way won't allow you to focus on any one bad habit.

Spreading yourself thin is a great way to make sure you fail.

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## **2) Bite off way more than you can chew**

Do your best to take on so much that whatever you try is so damn hard that you never want to do it again.

Instead of going for a nice 10-min walk or jog, go crazy. and run for an hour. Don't half-arse anything you do!!

Instead of just abstaining from soda or juice and phasing out one thing at a time, just eat cans of tuna and lettuce and only drink water.

Just change your whole diet all at once. That's the best way to fail.

## **3) Don't tell anyone**

If you don't tell anyone, you save yourself embarrassment of not having lost any fat. See, we both know that we are going to fail and because we believe we will fail - that's why it happens.

## **4) Don't seek out a professional**

Who cares about how so-and-so lost weight?

a) It won't work for me, nothing ever does. (See #3)

b) I know my body and what I have to do to loss weight.

I'm going to get my healthy eating on! I'll buy vitamins, get tons of vegetables and lean meats and, oh, I can't forget I need a little snack! Why else would I buy those Oreos with my Chobani yogurt? I'm gonna eat those bad boys right after!

Oh, for lunch I'll just go to the restaurant around the corner from work. You see, they normally just sell fried foods or sweets but I'm sure I'll find something healthy.

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## 6) Don't ever be consistent

Look you worked out 7 times in your whole life and should already see results. Who cares that it took over 10 years to gain all that weight. We know this person, well we just saw a commercial on TV that worked out for like 1 month and lost 30lbs so we know were gonna get those same results.

It's no big deal if we don't workout this week just make up for it the next week, OH WAIT, I have so many parties to go to, but for sure the week after that.

And when we skip that week we'll just get upset at the type of workout because we already knew in our heart of hearts that the workout that we NEVER really showed up to would work.

Ready to suck at fitness??

If your looking to 100% fail and stay an unhealthy chubber forever, just follow the rules above and I promise you nothing but success at failing.

However if you looking to drop the fat and get lean you might want to do something different. [TRY OUR PROGRAM==>>HERE](#)

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# What Are We Really Doing

Most of the time we just go through our days not really thinking about the things we do, what we say or how we act, I mean not really considering what's going on.

We are going through the motions of life chores at home, stuff at work even relationships with our significant others without much consideration.

Imagine if you took a second to really think about everything you do.

Are those motions REALLY fulfilling you?

Do they live up to the expectations you had of yourself as a child or even the expectations you had of yourself 5 years ago?

I mean most of the things we do have some thought behind it — I clean my house or apartment because I don't want roaches, I'm going to work because I need to make a living, I work out so I don't gain weight or to lose weight. But after doing these things every day, the your consciousness fades and you just go through the motions. You don't need think anymore, you just do.

What would happen if we just paid more attention.

How would that change your life?

What would be different?

What if you thought first about cleaning your house because you wanted your family to come home to place that was warm and cozy so they can feel at ease and make them happy, you clean because you know that a clean home makes a calm mind.

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All of a sudden taking care of you home would be more important. What if on your way to work you thought of not just making money, but that your going in to make a difference, to guide people with your gift, to help others, to change someone's life??

You might think different about waking up so early to go to work.

I try my best to think that way, I don't all the time, but I do make that effort most of the time.

When I do I feel my life has purpose, my life is more fulfilled!!

Take a second or two before you do the next action at work or at home and think.

Why am I really doing this?

Is it to truly guide and help other people?

Is it to show someone how much you care about them?

To show appreciation?

To make a difference?

Try it out and your life will change!



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