

Stop your diet **NOW!**

I would like to start by thanking you for taking the time to download this PDF.

I promise if you take 10 minutes out of your busy day to read this many dieting myths will be solved.

If you have been on a diet all of your adult life and have had some success but not managed to keep the weight off then this eBook is for you.

I want to share with you the reasons why you should stop your diet and counting calories. Understanding your food and how your body uses it will help you to lose the weight and keep it off for good.

***Read on to share in our
clients success.***



**NOTTINGHAM'S
PERSONAL AND GROUP
TRAINING SPECIALISTS**



FIRST THINGS FIRST...

All calories are **NOT** equal

Most diet plans are structured around a low calorie diet to lose weight.

So every opportunity you get you replace the full fat coke with 0 calorie fizzy drinks or you stop eating anything with high fat but continue to eat a bowl of pasta for lunch, just to hit your low calorie diet goal.

I'm going to tell you that they are right...

SURPRISED?

To lose weight you do need to reduce the calories, but I want you to understand that not all calories are equal.

If you were to eat 1200 calories on a low fat high carbohydrate diet your body will have a different response to if you had a high fat, low carbohydrate diet.

It all comes down to understanding your food. If you are going to reduce your calorie intake then you need to be reducing the right calories and increasing the important calories. This will keep you losing inches and keep the weight off for good.

My mission in this eBook is to give you at least one "aha" moment and be able to input this into your lifestyle.

NO MORE YO YO DIETING

**Next year you will be fitter,
leaner and stronger than
you were this year.**

UNDERSTANDING YOUR **FOOD**



Most diets just focus on reducing the calories which at the beginning kick starts the weight loss. This makes sense as if you have been having an a daily calorie intake of 2000 calories and then drop down to 1200 calories you will see a sudden weight loss because the drop is very dramatic (5,600 over the week). But after the first few weeks of consistently dropping 4 lbs the number rapidly drops to 0 as your body adapts.

This is why you need to understand what food actually is used for.

Macronutrients (macros) are what nutritionists and personal trainers call food. They are split into 3 main components. Carbohydrates, protein and fats.

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Carbohydrates

There are two main forms of carbohydrates. Simple carbohydrates and complex carbohydrates.

Simple Carbohydrates are as it says in the name SIMPLE. They can be broken down very quickly and spike our insulin levels, which leaves you feeling energised for a short period of time and then leads to a drop in energy, VERY VERY bad for weight loss.

Sources – Processed food such as microwave meals, sweets, cakes and juice.

Complex Carbohydrates are complex in their structure and keep you fuller for longer. These tend to contain high levels of starch, which in moderation is good for us, but we have to be aware of how much we consume for weight loss at any one time.

Sources – Potatoes, rice, bread, pasta, quinoa etc.

Use – The primary use of carbohydrates is for energy BUT this isn't used for everyday activities or a steady state run. Your body will only actually start to access a small % of your carbohydrate stores when you reach 65 % of your maximum heart rate during exercise. To utilise the most from carbohydrates you need to be working at 85 % + to gain any benefit, and for anyone who trains with their heart rate above 85 % you know that you cannot sustain this for any longer than 30 seconds.

However, carbohydrates are vital for recovery from intense exercise and aid in building lean muscle tissue, so you should never eliminate them completely if you are exercising for weight loss/fat loss.

Calories per gram – 4 kcal



Protein

Protein can be found in a variety of sources such as meat, fish and eggs. It is also present in plant based foods such as nuts, tofu, beans and lentils. The problem that most plant based proteins have is that there are very little good quality protein in one source. Which means a much more varied plant diet is needed from different sources.

Let me explain in more detail

Meat based protein has a much better quality structure with a variety of amino acids (the building blocks of the protein structure). Plant sources tend not to have as many of the essential amino acids that the body needs. So for every portion of steak we eat you would need to eat 5-7 different kinds of plant based sources. The grams of protein on your food packets are irrelevant it is what is actually in the protein itself, which counts. Which means that Quorn packets saying “just as much protein as mince” aren’t correct.

Uses - Protein is the building block of the macronutrients, we need this to rebuild cells after being ill and maintain a healthy immune system. If you are hitting the gym you definitely need to increase your consumption. Due to every time you train the achiness you get is the result of the muscle actually repairing itself. So if you want to stop the achiness for days and get leaner faster you need protein.

Calories per gram – 4 grams



Fats

Fat can be found in several sources including cooking oils, red meat, butter, nuts, seeds and avocados.

Now I'm sure if you have been a member of a diet club you will have been told that fat is the devil and you should stay away from it due to the high calorie count. This is true there are much more calories in fat so portion control has to be adhered too, BUT...

Uses - Your bodies main fuel source for everyday activity is FAT, this means that if you cut out fat your concentration levels will reduce and you are more likely to maintain unwanted weight.

What do you think you use for energy when you are in bed and not working out or when you are sitting at your desk?

Fat is responsible for everyday activities and supplying our brain with energy to fuel your body for low intensity work.

If you were to eliminate all fats and just eat a lower calorie diet that consisted of carbohydrates and protein only your body would gain weight. This is because some of the essential vitamins and minerals that your body needs are contained in fat.

Here is another reason why fats are essential for weight loss. Remember in the carbohydrates section that you only utilise carbohydrates as energy when working out above 65 % of your maximum heart rate. So even if you are working out above 85 % of your maximum heart rate 7 days a week, which is totally unrealistic, you are only burning your carbohydrate stores for a small and limited amount of time. You need fats to have the energy to undertake steady state exercise.

Calories per gram – 9 calories



Vegetables

I shouldn't need to explain the importance of the vitamins and minerals you get from your veggies, all I'm going to say is your mum was right! Increase the amount you are eating and choose a variety of different kinds of colours with every meal.

You will feel the difference straight away, be fuller for longer and much more energetic.

So what does this all mean for weight loss?

Now go back and check out the number of calories per gram listed at the bottom of each macro.

What you will notice is that carbohydrates and protein are a much lower calorie count than fat. This is usually why when you are on a calorie restricted diet you choose the lower calorie options, because you have never been taught the roles our food have for our body, but to just count calories.

So how can they be equal?

Quite simply they can't, so I hope you understand a little more about calories.

Hopefully you have picked up that a balanced but varied diet is essential for long lasting weight loss. All of the food groups give us what we need.

We need to repair (protein), we need to recover and have energy (carbs) and we need to be able to do everyday activities without being too tired (fats)

So why do all diets insist that you cut out essential macronutrients when we clearly need them all?

I understand that reducing the calories has helped you shift the weight before, but have you ever wondered why you get stuck or put the weight back on? Many people struggle to understand when they do not change anything in their new diet and continue to train as hard as they have done to lose the first stone why no more weight is lost.

This is usually because you are lacking vital nutrients, which you need from all three macro groups.



BALANCE IS KEY TO LIFELONG HABITS.

Your body should be able to handle the influx in higher calories on a cheat day. However, if you are still counting calories and are eating less than 1200 calories for a long period of time your body just doesn't know how to cope with a sudden rush of higher calories. It then holds on to what fat stores you have left hence the plateau in your weight loss.

Eating a 1200 calorie constricted diet is a fast way to lose weight quickly but is only a short term fix. This 1200 calories isn't sustainable and is just a shock factor for your body and most of the time you lose muscle as well as fat (not a great plan).

Lean muscle tissue is vital for burning calories and losing body fat so you need to keep hold of this, a low calorie diet will destroy your development of muscle.

Lets look at the actions of a female who wants to lose weight:

- You start a diet and cut down the calories and cut out the carbs and eat everything low fat to reduce the calories.
- You take up exercise usually 3+ x per week this includes exercise classes back to back and long workouts.

When you combine these it is brilliant at the start because the weight just drops off. You are highly motivated seeing 2, 3 or even 4 pounds a week drop off consistently for the first month. But then it slows down to 1 pound lost then the week after 2 pounds weight gain. This then becomes a disaster for your motivation.

Your body goes into survival mode and will not lose any more fat due to us needing fat for our everyday function with us starting everyday in a calorie deficit.

Find out if you are in a calorie deficit by downloading my fitness pal and inputting your exercise and food for a couple of days and if you are not losing weight but your burning off more calories than you are taking in you need to change something.

Try the following tips to get over your weight plateau.

CALORIES AND ACTIVITY LEVELS

Assess your activity level and adjust your macros to suit. For example if you do 2 training sessions a week above 85 % of your maximum heart rate you should be having less carbohydrates than somebody who is training 4 x per week.

The best way of monitoring your activity level is through a heart rate monitor. If your workouts are under 85 % you are doing longer steady state exercise so carbohydrates want to be low and fats want to be higher.

Extra Helpful Tips

Reduce Lazy Food

One common thing we see in new clients food diary's is convenience food and packaged food, or as I like to call it 'lazy food'.

Yes I understand that you may be busy with family, work and your social life, but try setting aside 90 minutes on a Sunday and prepare your meals for work and freeze them. My favourite way is using the slow cooker, chop up the ingredients pop it in the slow cooker and when you get home from work it is ready.

This will have a number of positive impacts on your life:

- More time on your lunch break and at home
- Save you money in the long run
- Improve your health
- Achieve the body image you want
- De-stress you from feeling unorganised and rushed

STAY NATURAL

We have a rule at Rb5 if it is out of a packet read the label, if you read it and don't recognise or understand the ingredients get rid of it.

Yes this can take 30 seconds out of your life but once you identify what you are putting into your cooking, your body will start to work as it is supposed to.

Anything processed tends to have had most of the goodness replaced with chemicals to add flavour and reduce the calories.

Watch out for these cheeky marketing tactics.

- Low fat is low in fat but quite often has been through a process to reduce the fat and as mentioned earlier fat has the nutrients you want. Fat is also the flavour so to make the low fat yogurt taste better the companies add sweeteners which most of them you will not recognise so revert to the Rb5 rule.
- 0 Calories or anything with diet on it just because something has 0 calories on it or low calories per bar does not mean that it is going to help you with your weight loss. Usually the normal ingredients used in butter and dairy are far too high in calories for diet marketed products aim at people like you. So butter is replaced by margarine and natural yogurt is replaced by strawberry flavoured light yogurts.

MAKES THESE CHANGES NOW

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Learn how for **FREE?**

I hope that you now understand your food better and will have taken away a few points to start to input into your life right away.

As a thank you for reading this eBook I would like to invite you to attend our next Permanent Weight Loss Webinar for FREE. At the webinar you will be able to ask me directly any questions you may have about the points raised or anything else to do with diet and exercise.

You will also learn from other like-minded individuals with the same problems as you. I know it is kind of scary and sometimes embarrassing talking about weight loss. This is why we run the webinar all from the comfort of your own home.

Tired of losing at weight loss and want to learn how to avoid diet pitfalls and achieve lasting weight loss success?

Then click here

The good news is that no matter what your weight loss goal is, even a modest weight loss, such as 5 to 10 percent of your total body weight, is likely to produce health benefits

Still not convinced?



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MALE TESTIMONIALS



Jack Ewing 26 – Engineer

I wanted to train and develop my body but had no idea how. With the guidenec of Rb5 and making simple changes to my lifestyle I gained muscle and reduced my bodyfat by 5 % just in time for my holiday

Kev 52 Buisness manager

Rb5 is personal training , the best training around. Combines fitness with diet and a programme tailor made to your own personal goals. In just three months I have lost 2 stone and lots of inches ,eating properly and drinking less(beer that is)



FEMALE TESTIMONIALS



Carolyn 57 – Admin

At the beginning of this year I was miserable. My weight had ballooned to its highest ever amount and my self-esteem had plummeted in the opposite direction. It got to the point where I couldn't bear to look at myself in the mirror. The weight is falling off and there are real muscles appearing instead of the flabby bits. I now go to the gym (RB5) twice a week, have lost 60 Ibs and 3 dress sizes so far and gained a lot of self-respect.

Sammy Dawn – Sales Assistant

I've never had the motivation and determination to keep working out and attend a gym, until I started rb5 and haven't looked back since. Great personal trainers with a personal approach to everyone helping me understand real food.



HERE'S 5 REASONS WHY YOU **SHOULD** ATTEND...

1. You'll have the chance to listen to Nottingham's Premier Personal Training Experts and have the opportunity to have those burning questions that you may have been too embarrassed to ask before answered face to face
2. This isn't a glorified sales pitch. Our seminars are educational. Of course, we will tell you a bit about our fun yet effective training programs at the very end (as in, the last two minutes). However, you can be assured that you will walk away having had at least a couple "a-ha!" moments.
3. You'll walk away with a clear Action Plan of the simple but effective steps you can take to make REAL Changes and achieve REAL Results
4. Plus you will receive your own copy of the rb5 endorsed family friendly, quick and easy healthy Shape Up For Summer printable meal plans
5. And did I mention it's FREE and only 45 minutes! We know you're busy—so we never go over the 45-minute mark.

Ready to lose your weight for good?

Great, RESERVE YOUR SPOT NOW

This offer expires in 14 days, so act now to avoid disappointment

[CLICK HERE](#)

Yours in Health

Ricky Berry – Owner and Head Trainer
at Rb5 Personal Training



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