

WORLD CLASS FITNESS COACH REVEALS ALL
PLUS HOW YOU CAN SHRED THE FAT FOR GOOD

5



**SHOCKING SECRETS
FITNESS PROFESSIONALS
HIDE TO KEEP YOU
FAT**



Introduction

Dear future health conquerer,

Are you looking to drop that body-fat once and for all?

Has your weight been a constant struggle throughout your life and you just can't seem to figure out what the 'secret sauce' is when it comes to losing weight?

If you answered yes to either of these two scenarios then this will be the most important information you'll ever read.

Here's why: I want to share with you what I believe are the single greatest secrets in all of the health & fitness industry.

When you implement these strategies, you will *never* have to worry about your weight ever again.

These are proven strategies that have been used on countless clients over and over again to all get the same proven end result... Insane fat-loss & better health!

These strategies will also allow you to manage and maintain your excellent weight loss results for the long term, enabling you to live a long and healthy life.



How do we know?

Because these tried and true methods are literally the pillars of success I use with clients day in and day out, for well over 13 years now.

I've used these exact secrets we will talk about in this book to help hundreds of every day folk just like you to drop pound after pound of excess body fat.

In this book you will learn:

- The secret energy equation that forms the pillar of your weight loss success. When you know your numbers, you will be able to drop as much weight as you like guaranteed, day in and day out.
- The importance of particular foods that increase your chances of success by well over 90%. If you've struggled with dieting in the past, I guarantee you neglected these types of foods.
- Why your will power sucks and how to turn that around right now. If you tend to follow a diet or exercise plan for a few weeks then stop, this is what you've been missing.
- How to use accountability to hold everything together for the long term. Stop leaving it in your own hands, and start using those around you.

These strategies have worked for me and my clients, and now I'm here to reveal everything that successful fitness professionals don't want you to know.

If you're ready to discover the best kept secrets in weight loss - the secrets that will help you finally drop the pounds for good - then keep reading.



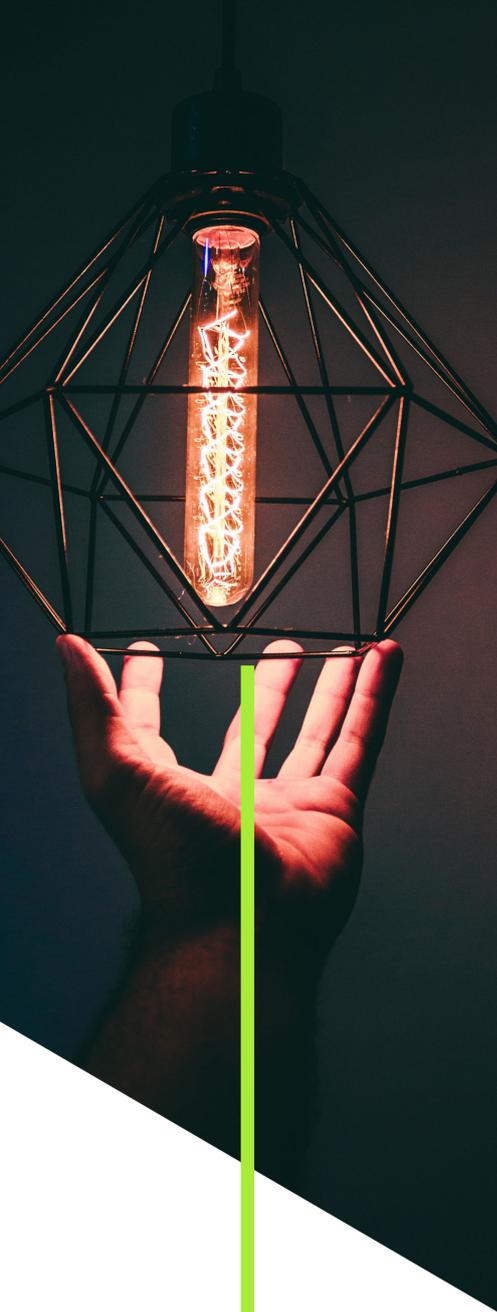
1.

The energy equation – the one and only principle that matters

The energy equation principle and fat loss is a lot like a car salesman and cars. For a car salesman to be successful, he needs cars to sell. If you want to lose weight, you *need* to understand and master the energy equation.

Without this part, you're just a car salesman in an empty yard with nothing to sell, or in your case you're just a man with a dream and no idea on how to make it reality.





Fat loss can be very confusing if you're part of the general population. It's designed to be like that. How else is the multi-billion dollar fitness & supplement industry suppose to keep up those numbers if everyone knows the secrets to staying in shape?

No more will you be held at the mercy of these mammoth money making corporations.

The energy equation is very simple to understand. We require energy to live. We find that energy through the consumption of food. Our body then utilises that energy to stay alive.

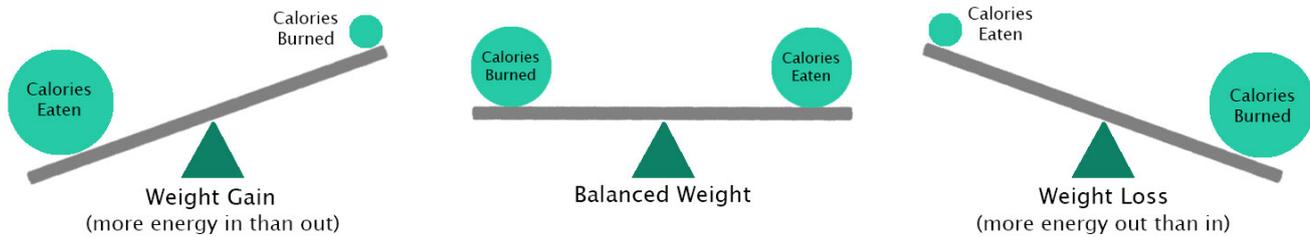
There are three parts of the energy equation that we need to be familiar with.

Energy Balance: This is simply a balance between energy consumed through food intake and energy burned through keeping us alive (plus exercise, fidgeting etc).

Energy Deficit: This is where we consume less energy through food than our body demands to stay alive and maintain daily functions like going to work and talking to colleagues. When this happens we start to use muscle or fat stores in the body as energy.

Energy Surplus: Opposite to a deficit, this is where we consume more energy than our body needs. When we do this, our body stores that energy as fat.





In knowing this energy equation, we can now manipulate our diet and exercise to give us our desired result.

If we wish to gain weight, we simply know that we need to consume more energy through food than our body expends daily.

If we wish to lose weight, we simply consume less food than our body needs to maintain weight (or exercise more to burn energy and achieve the same result).

You're probably thinking, "ok.... That makes sense, but how the hell do I know what all these numbers are and how can I track it?"

This is exactly what fitness professionals do with their clients when they are creating guides like nutrition plans and exercise programs.

They're simply getting an understanding of the clients numbers and creating a diet that brings in a specific amount of energy. Then they put together the exercise plan that will burn a specific amount of energy. The end result is the ability to know exactly how much weight that client will lose in 7-days, 7-weeks or even 7-months.

Here's a simple way you can find out what these numbers are. Simply click the logo below and you'll be taken to a calculator.

All you need to do is enter your age, height and weight and this calculator will tell you your energy requirements.



What changes this equation?

There's a number of factors that come into play when determining what we would call a 'set-point' for your specific energy balance number. Think of your set point as being an energy number to keep your weight steady.

Obvious factors like age, height, weight, sex & ethnicity all play a role. As an example, it would make sense that you burn more energy if you weigh more given it requires extra work to carry excess weight around.

Here's a list of other factors that can play a major role on changing your energy equation set point:

- *Exercise*: The most obvious factor at play that we all understand. Exercise requires energy. The more exercise we do, the more energy we burn,
- *Non-Exercise Activity*: Twiddling your thumbs, walking to your car, eating a meal. These are all types of activity that require extra energy. Although we may not think they do much in the way of weight loss, they can be quite significant over a period of time.
- *Other Factors*: There are a whole host of other factors that can make small changes to your 'energy set point' like digestion of food and muscle mass, but for this lesson, we won't go into too much detail.



Achieving weight loss.

Now that you have a grip on the energy equation and what your's needs to be to illicit weight loss, what are the next steps?

We first need to get a read on your energy intake. How much energy are you currently consuming through food?

I'll give you a hint. If you're stacking on the weight, your energy intake is well above your 'set point'. If your goal is weight loss, we need to reverse that and consume under your energy balance/maintenance number.

The best way to track your energy intake through food is by using Apps that do it for you. By far one of the best on the market is called 'My Fitness Pal'

My Fitness Pal makes it easy to track your current energy intake by simply scanning the barcodes on labels, or manually searching their database of foods that tally well over 11-million.

Just click the My Fitness Pal Logo below, set up your account for free and get tracking.

The first thing you will start to notice is just how much energy some of the foods you're eating right now contain.

That segways us nicely into number two of our five shocking secrets fitness professionals are hiding from you.



2.

High protein foods are the secret sauce

Ever had a crack at dieting before and failed miserably?

Let me guess, you started off strong for a few days, maybe even a week. But eventually you got to the point where you couldn't take it anymore. Not because you didn't like the food, or you didn't want it bad enough.....

You were just so damn hungry right? No more will that be an issue.



Protein.

When you hear that word, the first thing you probably think of is a big juiced up body builder. Or maybe big Arnold in his 1970's yellow swim trunks.

Although protein is important for building and repairing muscle, it has some unbelievable properties when it comes to weight loss.

Before we get into just why that is, let's list a few food groups that are very high in protein:

- Meats
- Seafood
- Dairy Products
- Eggs
- Tofu
- Nuts
- Legumes

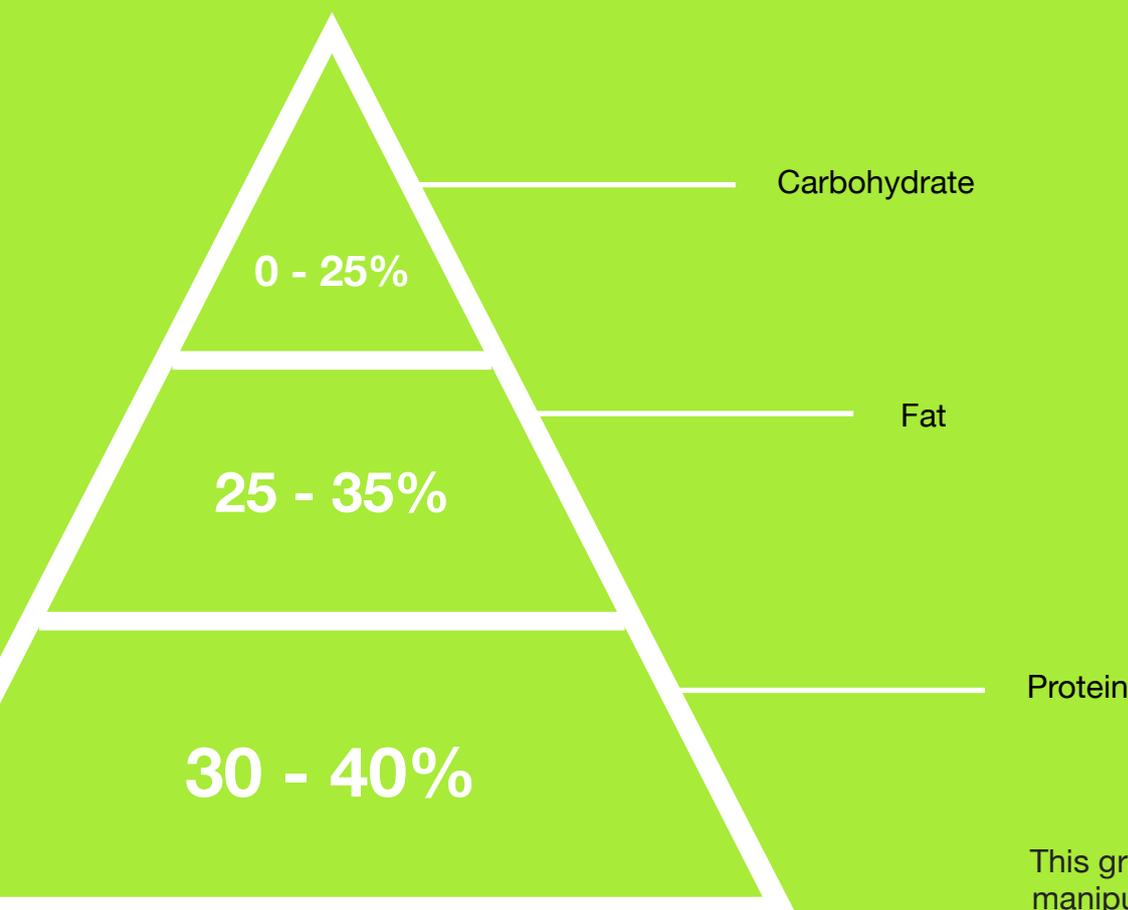
These foods will play a vital role in your weight loss success moving forward.



Why is protein so important for weight loss?

Here's just a few reasons why Protein is crucial to any weight loss goal:

- *Metabolically taxing*: This fancy wording means protein takes a reasonably large amount of energy to digest to be used as energy. As much as 25% of the energy you consume can be used just in the digestion process.
- *Satiating*: Protein has great properties for keeping us full. Remember the importance of the energy equation and remaining in an energy deficit. High levels of protein will give you the best shot at pulling this deficit off.
- *Muscle Preservation*: Protein when consumed in the right quantities, can actually protect our muscles from being broken down and used as an energy source. This is really important when we are in an energy deficit.



This graph shows how we can manipulate different intakes of macronutrients in our diet to get a desired result like fat loss.



How much protein should I eat to lose weight?

This will differ depending on your individual circumstance but I'll give you a few guides to get started. As a general rule of thumb, a good starting point is to aim for 1.5g of protein per KG of body weight per day.

For example, I currently weigh 80KG, so $80 \times 1.5 = 120\text{g}$ of protein per day.

To get this amount of protein in our daily diet, we will need to be eating foods we spoke about earlier that are high in protein.

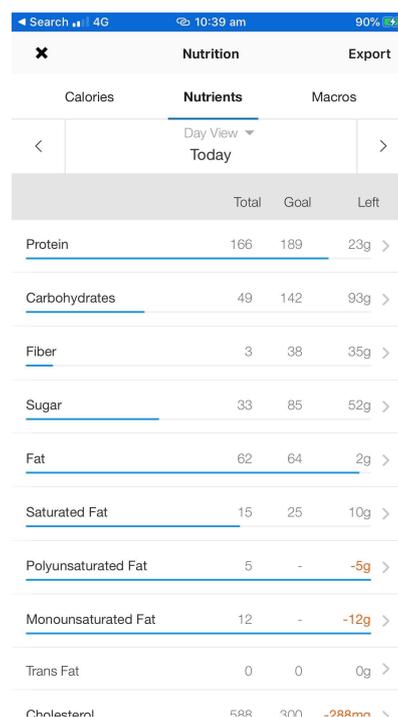
Using My Fitness Pal once again, this App can allow us to input our goals for our macronutrient intake (protein, fat & carbohydrate).

Just click the 'Nutrition' tab down the bottom of your diary to see how you're tracking for the day. You can alter the amounts of protein you require in the 'goals' section.

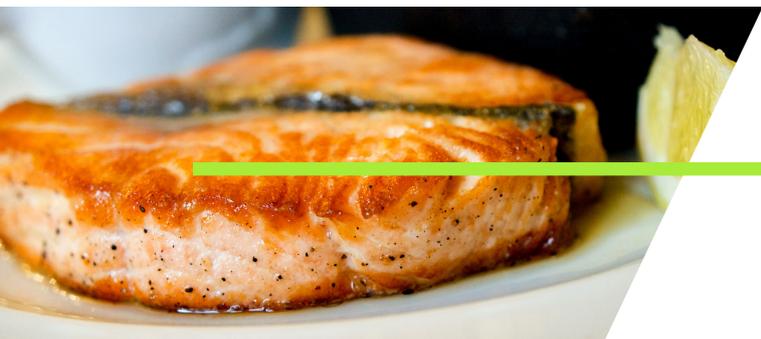
As you can see from this screen shot of my phone, my current protein goal is set to 189g and I've currently consumed 166g.

Remember if you have a weight loss goal, you need to be aware of the amount of energy you have to limit yourself to every day.

Ideally, you want to hit your protein goal whilst staying in an energy deficit for optimal results.



	Total	Goal	Left
Protein	166	189	23g
Carbohydrates	49	142	93g
Fiber	3	38	35g
Sugar	33	85	52g
Fat	62	64	2g
Saturated Fat	15	25	10g
Polyunsaturated Fat	5	-	-5g
Monounsaturated Fat	12	-	-12g
Trans Fat	0	0	0g
Cholesterol	588	300	-288mg



3.

Tracking gives you traction

Ever heard the saying “what can be measured can be managed”?

Well, when it comes to achieving weight loss goals, nothing is more true my friend.

As a Fitness Professional for over fifteen years now, very rarely does a client walk into my establishment struggling with their weight, yet they’ve been tracking everything and following a well thought out plan.

Tracking gives you the ability to become more self aware, a key ingredient if you wish to be successful with any goal.



Why does tracking work?

Tracking is one of those tasks that we often undervalue. After all, who wants to track? It's time consuming, it's boring, it's a waste of my time!

Wrong! Without tracking, you dramatically reduce your chances of success, especially if you're keen on dropping a few pounds.

Tracking has a number of hidden benefits most people don't even think about. I am telling you now, if you've had a problem with sticking to diets or exercise plans in the past, I guarantee you weren't tracking the areas you needed to. How do I know? Because the hundreds of clients I've worked with that pulled off incredible results *all* tracked. Here is why tracking is so powerful:

- *Conscious Awareness*: Half of the problems you have right now are due to habits so engrained into your life that you don't even know you're doing them. Tracking areas like nutrition & exercise make you face the mirror, and I'm telling you now my friend, it ain't gonna be pretty.
- *Accountability*: Tracking is a great form of personal accountability. It's no secret that accountability has profound benefits when achieving goals. We'll talk more on this shortly.
- *Identify Behaviour Patterns*: There are two or three behaviours you are doing right now that are destroying any chance you have of success. These behaviours will be blindingly obvious to you once you start tracking this area.



What specific areas do I need to start tracking?

- *Nutrition*: This is an area we've touched on a few times already and arguably the most important area to track. Using My Fitness Pal is the most convenient. If you're not so tech savvy, a handy notebook and pen will do just fine.
- *Exercise*: Tracking your exercise throughout the week is hugely important. It will allow you at the end of the week to identify if your exercise is impacting your results, your mood and behaviour, and your energy levels.
- *Behaviour & Mood*: These are two areas that almost all clients that come to me with weight issues don't track. If you haven't figured it out by now, your mood will generally dictate your behaviour, especially around the food you eat. Ever wondered why you have bad days of eating when you're stressed or tired? Bingo. Starting a simple journal that you fill in morning, mid-day and night time can help you start to really understand how your behaviour and mood impact all other areas of your life.
 - When you wake up, write down how you slept. How do you feel mentally?
 - In your lunch break, journal about your morning. Were you stressed with work? Did that impact your food choices or portions?
 - At night, give a summary of your day. Were there parts of the day where your mood dictated a behaviour that wasn't aligned with your goals. The entire idea behind this type of journalling is to help you see consistent habits that are sabotaging your success.



4.

Your will-power fuc*ing sucks, so stop relying on it!

How many times have you relied on your will power in order to achieve a weight loss goal?

I'm going to take a fifteen-year educated guess and say it's more than once. Am I right?

It's a rhetorical question by the way, I know I'm right. In fact, statistically speaking you've probably tried at least twenty-seven times already. Yup. That's the average my friend.

Twenty-seven times and you still haven't stopped to think, "Fuck will power, you suck"!



"WILL POWER IS
LIKE A CONDOM.
IT'S NOWHERE
TO BE FOUND
RIGHT WHEN
YOU NEED IT
MOST"



Mastering will-power is a long and lengthy process that requires you guessed it..... will-power.

It is true that will-power is a lot like growing a muscle. It's small repetitions done over time.

But you don't have time. You want results now right?

Let me give you my best hacks on mastering will-power in the short term so you can see results with your weight loss goals now.

Will-Power Hack #1: Remove temptation: In knowing your will-power sucks, stop putting yourself in bad situations.

I'll be honest, my will-power isn't great as well. You hand me a block of chocolate, I'll eat that son of a bi*ch. But I've learnt to remove the temptation. I don't buy food that doesn't align with my goals. I sometimes turn down a night out knowing it wasn't long since I last went out.

From right now, remove any crap from your life that doesn't align with your health and fitness goals. It's that simple. Don't let will-power have a chance to waiver.

Will-Power Hack #2: Buy your groceries on a full stomach.

Like most clients that come to me, they suck when it comes to buying healthy food. Most of the time it's because they go shopping on a empty stomach and hope that good ol' will-power will kick in when they get to the biscuit isle. Stop fooling yourself and fill-up before your next shop.



Will-Power Hack #3: Know your north star. It's easy to stay focused and on track when you have an end goal. Whilst you're filling out your morning behaviour and mood journal, write down your goals so they are clear in your mind for the day ahead.

I won't sit here and ramble on about the importance of writing goals down and all that crap, but seriously, if you can remind yourself of why you are doing what you are doing, it doesn't help.

Here's a practical way of doing that. Set an alarm on your phone to go off when you tend to struggle throughout the day.

I personally have a tough time being productive after lunch. So I set an alarm that pops up and reminds me of why I'm working so hard every day.

This can work well for your weight loss or exercise goals too.

All-in-all the point I'm trying to get across here is will-power is a fickle bi*ch and it's much easier to remove temptation than try and master it.

My job is to eat well and exercise and even I still haven't mastered this Jedi-like will-power. In my experience, it takes a very special individual to have extraordinary will-power.

I hate to say it, but if you have issues with your weight or health right now, you're not one of them.

**CONCLUSION:
WILL-POWER SUCKS**



5.

Accountability is everything!

Accountability is a crucial part of your success moving forward.

In my fifteen-years working one on one with people looking to improve their health, their number one response when I ask them “why are you here if you have an idea of what you need to do” is -

“I need someone to hold me accountable”



"ACCOUNTABILITY
IS THE GLUE
THAT TIES
COMMITMENT TO
RESULTS"



Accountability works more often than not because, we are more than happy to let ourselves down, but when it comes to someone else, it's a different story.

In my experience, accountability is the single most important factor I see amongst those that achieve their weight loss goals, and those that don't.

It really is that important.

Luckily for me as a health coach, it's something that we offer clients, and one of the core reasons as to why people use our services.

But you don't necessarily need to use a fitness professional even if your goal is health related.

Sometimes finding a family member or friend that is also on a health journey can be extremely powerful.

Accountability doesn't need to be a confusing or complicated process either. It may be something as simple as a weekly check-in to see how everything is going.

There are a number of different ways you can hold yourself accountable.

I want to use this chapter to list some of the best accountability strategies I've learnt in my fifteen-years and how they help you stick it out for the long term.



Accountability strategy #1: <https://www.stickk.com/>

This is a great website you can use to hold yourself accountable. Here's how Stick works:

How it works

We all have goals...

Yet, most of us struggle to achieve our goals. That's because there's a big difference between having a goal and achieving a goal—stickK works by helping people eliminate this gap by using, what we call, a Commitment Contract.

A Commitment Contract is a binding agreement you sign with yourself to ensure that you follow through with your intentions—and it does this by utilizing the psychological power of loss aversion and accountability to drive behavior change.

By asking our users to sign Commitment Contracts, stickK helps users define their goal (whatever it may be), acknowledge what it'll take to accomplish it, and leverage the power of putting money on the line to turn that goal into a reality.



5 SECRETS KEEPING YOU FAT

Accountability strategy #2: Social Media

Social media can be a great tool for accountability. I've seen many people hold themselves accountable by posting to social media, letting their friends and family know what they planning to achieve.

A great strategy is to post a video and let everyone know your intentions, and set some goals over the next four, eight and twelve weeks.



Accountability strategy #3: Hire a Professional

Yes, this is a seamless plug for my profession.

If you're going to work hard, exercise and attempt to eat right, then please for the love of god, hire a professional.

This industry is the one and only industry I know where people walk in with no idea on what they are doing, and just expect to get results. It's insane.

Just imagine taking some of your hard earned cash and jumping on to the stock market with no clue what you're doing but expecting to make 1-million in the next 12-months. C-R-A-Z-Y!

Ready to take your health and fitness goals to the next level? Get in touch today and find out how Primal Project can take you there.





**CLAIM YOUR FREE RAPID
RESULTS BLUEPRINT TO
DOUBLE, TRIPLE, OR
EVEN QUADRUPLE YOUR
RESULTS
(WORTH \$499)**



Getting the stuff in this book right is the only way to start finally smashing your health and fitness goals.

If you're serious about dominating your health and stripping the fat once and for all, it's clear that changes need to be made. But do you really want to go at it on your own one more time and risk failure once again?

I've given you what you need to get started. But if you have any questions, or would like our help on implementing any of the above, get in touch today. Even better for a limited time we're offering you a 30-minutes strategy session where we'll discuss your health & fitness goals and challenges and draw up a health blueprint for you for free.

Please note this is NOT a sales call. You will be speaking with myself, a highly experienced fitness coach that is only looking to speak to people who are serious about changing their circumstances.

Claim your no-obligation free 30-minutes strategy session now and get your \$499 custom Rapid Results Blueprint FREE!

WARNING: Before you claim your free strategy session you must understand that this is only for people serious about setting up their health for long term success. We'll do the brunt of the work, but to truly get your results fast, we need your commitment and dedication, If you're not ready for that please don't waste our time.

But if you are ready to kick your health into overdrive and speed up your results, book your FREE strategy session call now.

**CLAIM YOUR FREE 30-MINUTE
STRATEGY SESSION**