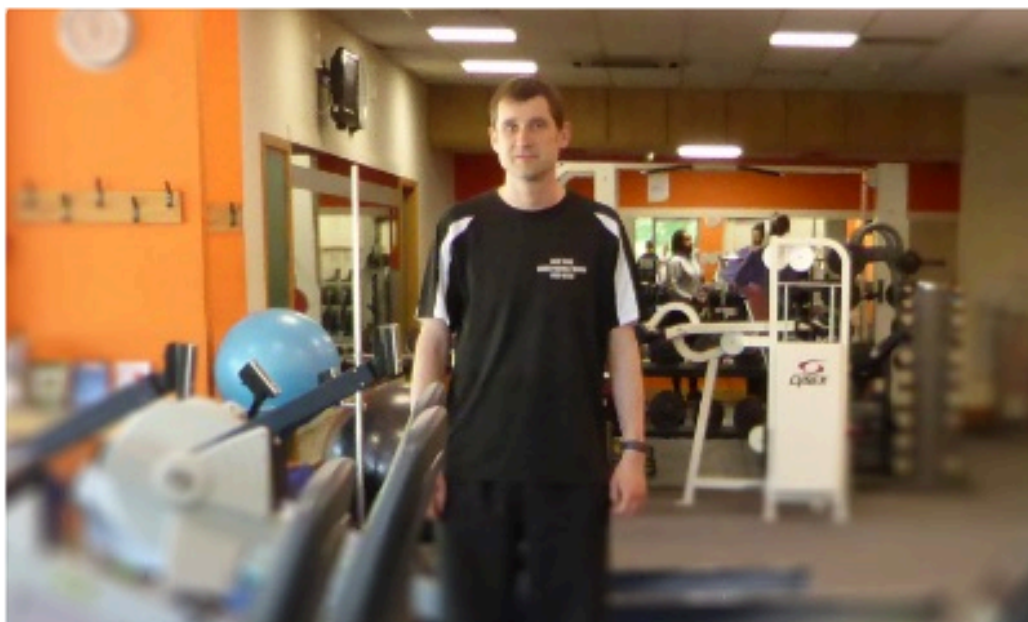


30 Day Weigh Less Program

Do you want to challenge yourself for the next 30 days to lose as much weight as healthily as you can?



If the answer is yes...

...then it's time to follow my 30 day weight loss program, which combines eating a healthy diet with regular exercise.

I'm David Young and I have worked in the fitness industry for over sixteen years after following five years in higher education gaining both a BTEC National diploma and a Degree in sport science. I have gone on to gain qualifications to become a Diet & Nutrition Advisor, Weight Loss Coach, Spinning, Studio Cycling and Circuit Training instructor. I pride myself on a results driven program which I know works, because I tailor the program to your specific requirements and desired outcomes.

1

EAT HEALTHILY

Rather than diet, simply make better food choices and eat better

2

DRINK MORE WATER

Drinking 2lts of water/day can help in your weight loss program

3

LESS REFINED CARBS

Refined carbs come with a higher calorie count, so eat less

Stress can make you gain weight

Stressful situations can cause cravings for carbohydrate-rich foods. Stress hormones increase fat storage.

Sugar's addictive

Research has determined that sugary foods people like excite the same parts of the brain that are activated in drug addicts.

Sleep more

Sleep deprivation upsets your hormone balance, triggering a decrease in leptin (a hormone that helps you feel full) and an increase of *ghrelin* (a hormone that triggers hunger).

Antioxidants are also anti-fat

Free radicals damage the cells that tell you that you're full. Eat more colourful, antioxidant-rich vegetables.

Obesity and weight-related issues are all over the news these days.

The problems this can cause is a huge cost to both the individual and the country.

The time has come to reduce this figure and make the country a healthier place to live, make people fitter, better educated and most importantly healthier. So if you are looking to lose weight and lead a healthier lifestyle it is time to challenge yourself.

It is important that everyone is aware that leading a healthy lifestyle helps in leading a long and healthy life. The two most important factors in leading a healthy lifestyle are exercise and nutrition - put them both together and you will win the battle.

Different people will have varying opinions on which factor is the most important. The fact is it is very hard to lose weight without controlling your diet and exercising regularly. The aim of this challenge is to highlight the importance of



a healthy lifestyle on the body. Diets are a short term fix to a long term problem; the only way to change your body shape and keep it how you want it is a change of lifestyle and a positive mental attitude. If you believe you will succeed the chances are more than likely you will.

“Diets are a short term fix to a long term problem...”

There is not a miracle pill or shake that will help you lose weight and feel great long term; it simply comes down to breaking down those mental barriers and changes to both diet and exercise.

WHAT'S MORE IMPORTANT: DIET OR EXERCISE?

If you could choose between diet or exercise, diet actually has far more influence on developing your ideal lean body mass and overall health than exercise. It accounts for about 80 percent of the health benefits derived from a healthy lifestyle, but of course both are necessary for optimal health. Unfortunately, many are confused on this issue and believe that as long as they're exercising appropriately, they don't have to be very careful with their food choices.

This simply is not true. If you want to lose weight, your first action item should be to drastically reduce or eliminate all forms of sugar from your diet, particularly sucrose & fructose, a major contributor to:

Insulin resistance & obesity • Elevated blood pressure • Elevated triglycerides & elevated LDL •

Depletion of vitamins & minerals • Cardiovascular disease, liver disease, cancer, arthritis & even gout!



In order to lose 1kg in weight you need to burn off 7700 calories.

It sounds a lot, so make your target realistic giving yourself every chance of attaining it.

Basal Metabolic Rate (BMR) this is the number of calories your body needs to stay in bed all day. You need to know this number as it will help you when it come to calculating your weight loss. The easiest way to calculate it is to do it on line and record the number, all you will need to enter is your height, weight, age and gender.

Burning calories is simple the more you move throughout the day, the more exercise you do, the more calories you burn off, the more weight you will lose. If you can work out the amount of calories you burn throughout the course of the day and add to your BMR you have the total amount of calories you body has burn off during the day.

Now it is time to look into food and drink, pretty much anything you consume during the day, one of the easiest ways of tracking what you eat is simple write it down. If you wish

create a spread sheet on the computer and use that or download an app on your phone or devise and record it that way. Whichever way you chose it important and as honest and as accurate as possible.

“Basal Metabolic Rate (BMR) this is the number of calories your body needs to stay in bed all day.”

When you have your BMR, an estimated number or calories you have burnt off through exercise and the amount of calories you have consumed you can calculate how much weight you should be losing.

Example

BMR = 2000 (Calories burnt at rest)

Exercise = 500 (A fitness class)

Total calories burnt 2500

For example: My food consumption works out at 1500 calories which give me a deficit of 1000 calories, if I do that every day for a week I will lose just over 1 kg in weight.

Rewards

It is a good idea to set yourself a reward for hitting your goal - it can be pretty much anything you wish but try not to make it anything that will undo all the hard work you have already put it.

Food Diary

**Record both food & calories... and remember
- record EVERYTHING!**

| | MON | TUES | WED | THURS | FRI | SAT | SUN |
|-----------|-----|------|-----|-------|-----|-----|-----|
| Breakfast | | | | | | | |
| Lunch | | | | | | | |
| Dinner | | | | | | | |
| Snacks | | | | | | | |
| Drinks | | | | | | | |
| Comment | | | | | | | |

Exercise Diary

Record both exercise & time... and (where possible) estimate the calories expended.

| | MON | TUES | WED | THURS | FRI | SAT | SUN |
|----------|-----|------|-----|-------|-----|-----|-----|
| Exercise | | | | | | | |
| Calories | | | | | | | |
| Exercise | | | | | | | |
| Calories | | | | | | | |
| Exercise | | | | | | | |
| Calories | | | | | | | |

30 Day Weigh Less Program

So how have you done?

How did your 30 day challenge go?

| Week Number | Weight | Gain/Loss |
|-------------|-----------|-----------|
| One | | |
| Two | | |
| Three | | |
| Four | | |
| | Total +/- | |

If you are looking to take the next step, why not take on the

60 day challenge

and continue down the road to a healthier lifestyle.