

20 reasons you can't lose weight

4week
fat flush

WARNING

This program will change
your body and your life



**even though
you are trying**

www.4weekfatflush.com.au

www.bodsquadpersonaltraining.com.au

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Mistake no 1.

Mistaking fitness for fat loss

Let me first start by saying that exercise is great for you.

For your

- heart,
- lungs,
- energy/fitness,
- blood pressure,
- mental health and stress,
- joints, flexibility,
- mobility,
- strength,
- body re-shaping,
- injury prevention,
- bone health

I could go on and on, there are many more benefits.



BUT.....

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Traditional exercise to lose weight is NOT very effective.

I don't want people to stop exercising, but I do want to give people all the facts so they can make an informed decision on their exercise and/or weight loss choices.

Let's do the maths:

Everyone has a number of calories they burn each day. We call this your BMR. Base Metabolic Rate. This is how many calories you need to eat, breath, sleep, move, stay alive and maintain the same weight.

If you consume more calories than your Base Metabolic Rate,
By eating/drinking more (quantity) or by choosing higher calorie foods/drinks (quality)
You will put on weight.

If you consume less calories than your BMR,
By eating/drinking less (quantity) or choosing lower calorie foods/drinks (quality)
Or using up more calories by movement and/or exercise. **You will lose weight.**

Please click below for a SIMPLE visual demonstration

<http://chrisstinslay.com/how-to-lose-weight/>



**You need to be in deficit 7000 calories
to lose 1kg of body fat.**

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In a hard 1 hour workout (huffing, puffing and sweating), the average woman will burn approx 500 – 600 calories. You can halve that number if you are walking only.

And forget burning any calories/fat on those ab gadgets. (See mistake no 3 for more on that)

As you can see, if you rely on traditional exercise alone it will take up to 14 hours of **hard** exercise to burn 1kg of body fat.

If you are working out 3 x per week (a significant amount for most busy people), then it will take you over 4 weeks to lose 1 measly kg.

And that is assuming you don't consume **anything** over your BMR otherwise its back to square one.

And for all you walkers out there, it could take you up to **28 hours of walking to lose 1 kg** if you rely on walking alone.

Here's another way to look at it. There are 168 hours in a week, if you workout for 4 hours per week (a significant amount for most people), then that's about 2.4% of your week.

You are crazy if you think you can get any major changes with a 2.4% investment.

Here's the really scary flip side.

7000 calories more = 1kg of weight gain

If you consumed an extra 300 calories per day, which is really easy to do.

- E.g. 2 glasses of wine or
- 1 large cappuccino with sugars or
- 1 small chocolate bar or
- 1 small packet of chips



Then over the course of 12 months, you could gain an extra 15kg of fat.

That is scary!

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Mistake no 2. Not understanding the food that you are eating

a. Healthy eating does NOT always equal fat loss

It doesn't matter if you eat totally healthy, or low fat, low carb, paleo, clean eating, vegetarian etc. If you eat more than your body needs, you will put on weight.

You MUST be eating fewer calories than your Base Metabolic Rate to burn body fat.

The type of calories you eat DO matter of course, because certain foods will help you feel more satisfied, thus making it easier to control your appetite. Also choosing the correct foods will keep your fat burning hormones switched on, which allows the body to burn fat rather than holding on to it. (2.c)

b. Not having any idea about calories

Now, I'm not talking about becoming obsessed with calorie counting, but you need to have some understanding of calories to really get a handle on fat loss.

Would you rather consume 500 calories on a handful of chips, or have a whole dinner of lean meat, potato and vegies?? I know which one would keep you fuller for longer and give you more energy.

We discuss this in full in www.4weekfatflush.com.au

c. Focussing ONLY on calories in vs. calories out -

With no regard for the type of food or the macronutrient content of your food.

Take 2 people both on a calorie controlled eating plan (same calorie limit)

Person A focuses only on counting calories in and burning calories out.

Person B eats the same amount of calories each day (as person A), but also chooses foods that will control and manage blood sugar, keep energy high, increase metabolism, feel fuller for longer, ensure nutrient requirements are met.

Persons A and B may BOTH lose weight –

However, person B will lose more than 3 times as much and most of the lost weight will come from body FAT, not muscle loss and water loss.

AND person B will actually boost metabolism instead of reducing it.

Making it easier to keep the weight off long term

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Mistake no 3.

Trying to spot reduce - 100,000 sit ups will NOT get you a flat tummy.

I know you are probably reading this to look better in your jeans or that bikini you are trying to get into, but the truth is, excessive fat stored around the abdominal region can lead to coronary heart disease and many other related diseases such as diabetes and even certain cancers.

It is the most dangerous place to hold your body fat because it's where all your vital organs are.

Your waist measurement should be less than half your height measurement to ensure you are not at high risk of disease.

Ab crunches and in particular, ab "gadgets" do NOT make your tummy smaller.

**Just as 200 bicep curls would not make your bicep muscle smaller,
nor will 200 ab crunches make your tummy smaller.**

Doing 3 – 5 minutes every 2nd day of effective ab exercises, such as crunches, leg lifts, plank holds etc (the slower the better) is all you need to strengthen, firm and tighten your mid section.

If you are already doing this, you probably already have a six pack. The reason you can't see it, is the layer of fat covering it.

So the secret to a flatter stomach is to **burn more fat all over your body.**

We already know that nutrition is the key to this.

If I've said it once, I've said it a million times, you can't spot reduce body fat. Work the whole body and you will see amazing results.

Click below to view a simple video explanation.

<http://chrisstinslay.com/how-to-tone-muscle-and-lose-fat/>



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Mistake no 4.

Not doing strength training

Increasing your lean muscle mass increases your metabolism.

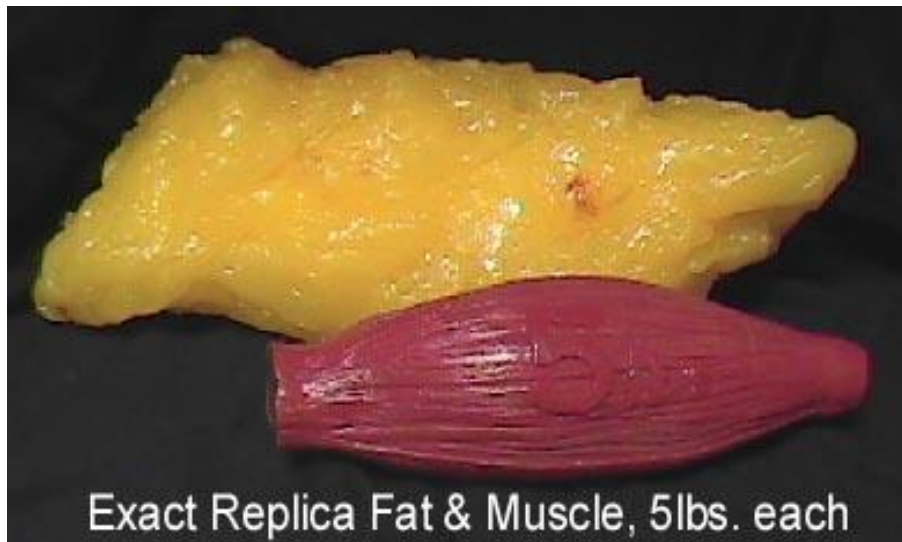
You will burn more fat at rest, even when you are sleeping.

Not to mention the fact that tight, firm, strong muscles look much sexier than flab.

To do this you must

- A. Work hard enough to feel a little sore the next day.
- B. Progress and/or change your program regularly, if you are doing the same workout you did 2 months ago, you are working on maintenance, not improvement.
- C. Work your whole body for an increase in metabolism
- D. Use compound exercises (more than 1 muscle working at one time)
- E. Use free weights instead of machines when possible

Whole body strength training (or weight training) is one of the most important things you can do for weight loss. During a strength training workout you will burn fat and calories during the workout, but you will also have a lasting fat burning effect because your body will be busy building some new muscle. This is the true key to effective weight loss..



As you can see from the image, 5lbs of muscle takes up much less room than 5lbs of fat.

Two people can weigh the same on the scales, yet look drastically different due to different body fat percentages

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Mistake no 5.

The fat burning zone – fact or fiction

Are you doing the wrong type of cardio??

When you exercise at a low-medium intensity, you burn more percentage of body fat.
Around 70-80% fat / 20-30% carbohydrate.

When you exercise at a High Intensity (particularly with interval training)
You burn around 60% fat / 40% carbs.

Let's test it out.

If you walk (low – medium intensity) for 1 hour, you will burn around 300 calories in total.

That's **210** calories from body fat

And **90** calories from carbohydrate.

With a High Intensity training (again intervals are best) you can choose any exercise,
e.g. running, swimming, cycling, skipping, boxing.

**** To know if you are at the right level you should only be able to say a couple of words at times
throughout your session. If you can have a conversation that's medium intensity. ****

In a 1 hour high intensity session like this, you would burn around 600 calories.

That's **360** calories from body fat

And **240** calories from carbohydrates.

As you can see, you burn MORE actual body fat with the high intensity. Not to mention the fact that
you also burnt 300 calories of carbohydrates.

If you don't burn your carbohydrates they turn to fat anyway.

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Please click below for a simple video explanation.

<http://chrisstinslay.com/fat-burning-zone-fact-or-fiction/>

But wait, there's more.... And this is what REALLY makes all the difference.

When you train using High Intensity Interval Training methods, you keep burning body fat for up to 24 hours AFTER exercise, compared with next to nothing for low-medium training.

This is known as EPOC (exercise post oxygen consumption)

www.4weekfatflush.com.au provides easy video exercises to follow that will cover all of this and more.

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Mistake no 6.

Not being NEAT ???

Although the focus for fat loss is often placed on structured physical exercise, it is far from the only way we use and burn energy.

N.E.A.T. - Non Exercise Activity Thermo genesis -

It's a fancy way of saying the energy we use for everything we do that is not exercise.

It ranges from walking, typing, gardening, fidgeting, even standing instead of sitting.

All the little activities add up to a greater cumulative impact.

There are 168 hours in our week.

We are awake for maybe 100 of those.

Most people can fit 3 - 6 hours of exercise into their week - *If they are lucky !!*

If we can maximise some more of our waking hours we can burn more energy and in turn burn more stored body fat, each and every day.



Take the stairs, instead of the lift. Walk to the shops, get up out of your office chair to walk to the printer. IT ALL ADDS UP.

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Mistake no 7.

Mistaking movement for exercise

As discussed in the last chapter, movement is just as important as exercise for fat loss...

However, it does not take the place of exercise.

Exercising is the best thing you can do for your health, heart, lungs, energy levels, body shape, disease prevention and so much more.

Unless you are extremely unfit and sedentary, walking should be classified as "movement" not as exercise.

If you can comfortably hold a conversation or sing a song, then you are working on "movement", not exercise.

You need to be out of your "comfortable zone" and breathing at least a little heavy to classify as "exercise".

Try adding in some jogging intervals into your walk, or you could add hills or carry a weighted back pack to up the intensity.



Intensity = results

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Mistake no 8.

Eating when you are not hungry – or “emotional eating”

Ok this one is a no brainer. STOP eating unless you are hungry.

If you are bored, sad, lonely, stressed, _____ (fill in **your** blank)
Food will NOT fix it.

You wouldn't choose a bandaid for a headache.

Treat the real cause of the problem, otherwise you will just be creating more problems.



Hunger is in the stomach. Emotions are in the head.

You **MUST** listen to the difference to be truly successful in your weight loss journey.

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Mistake no 9.

Not setting yourself a weight loss goal

Did you know that writing down your goals makes you 80% more likely to achieve them?

How will you know how to get there, if you don't know where you're going??

Goal setting is one of the most important things you can do to achieve true and lasting weight loss.

Use the SMART technique

Specific

Measurable

Achievable

Realistic

Time Frame



Example of a SMART goal.

On the 1st of July I will fit comfortably into my favourite jeans.

I will feel energetic, slim and proud of myself.

Compared to

I want to lose some weight and tone up.

We will take you through a goal setting workshop in www.4weekfatflush.com.au with a secret "trick" to ensure you hold yourself accountable.

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Mistake no 10.

Not being held accountable

Once you have set your weight loss goals, your success rate will be MUCH higher if you hold yourself accountable.

You can do this by

- Telling a friend
- Announcing your goal publicly
- Giving yourself a reward (not food related) when you reach certain goal (Maybe a massage or a holiday when you reach a big goal)
- Giving yourself a punishment if you do the wrong thing
- Get yourself a personal trainer or fat loss coach
- Follow a tried and tested program that 1000's of others have succeeded with before you.

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Mistake no 11.

Not getting social support

This is by far the most overlooked factor in any successful weight loss program. When you start a weight loss program it can really feel like it's you against the world.

Get as many people you know to support you, Close friends and family are a great start, but also include other people who want to lose weight. Get as many people involved as you can.

This is another area where training with a group of like minded people is invaluable.

When you are feeling low or stressed or just lazy, yet you know that someone is waiting for you there at your fitness session, you are so much more likely to show up

This is a HUGE reason why www.4weekfatflush.com.au has been so successful.

Doing the program with a team of others going through the journey too.

To hold each other accountable, share your struggles and motivate each other has been priceless.



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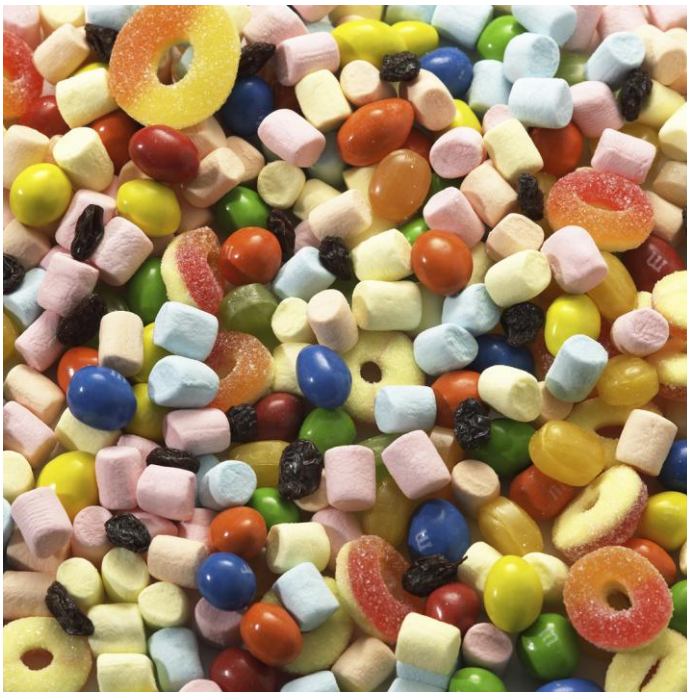
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Mistake no 12.

Mistaking low fat for guilt free

Many low fat food options have almost as many calories as the high fat option.
And even if the calories are less, it's not a licence for "all you can eat".
The truth is - **you can get fat eating healthy foods.** How? Eat too much of them.

You need to eat with a plan to achieve your goals, at least until it becomes a habit.



Marketers often advertise lollies as "fat free" or "low fat". Do they think we are stupid?
Well yes, they probably do.

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Mistake no 13.

Drinking your calories.

Most drinks contain loads of empty calories.

They don't fill you up,

They don't give you (m)any nutrients

and most of the time, they don't even quench your thirst.

And don't be fooled by so called sports drinks or fruit juice - all containing extra calories that you don't need. You would be so much better off to eat your fruit rather than drink it.

Did you know, there are almost **as many calories in a Boost Juice low fat smoothie**

(475 cals in a large banana low fat smoothie) **as in a Big Mac** (493 cals).

The same usually goes for flavoured, fancy coffees.

And there are just as many calories in a standard glass of alcohol as there are in a slice of bread.

Water, water and more water is the key to hydration and cleansing your body.



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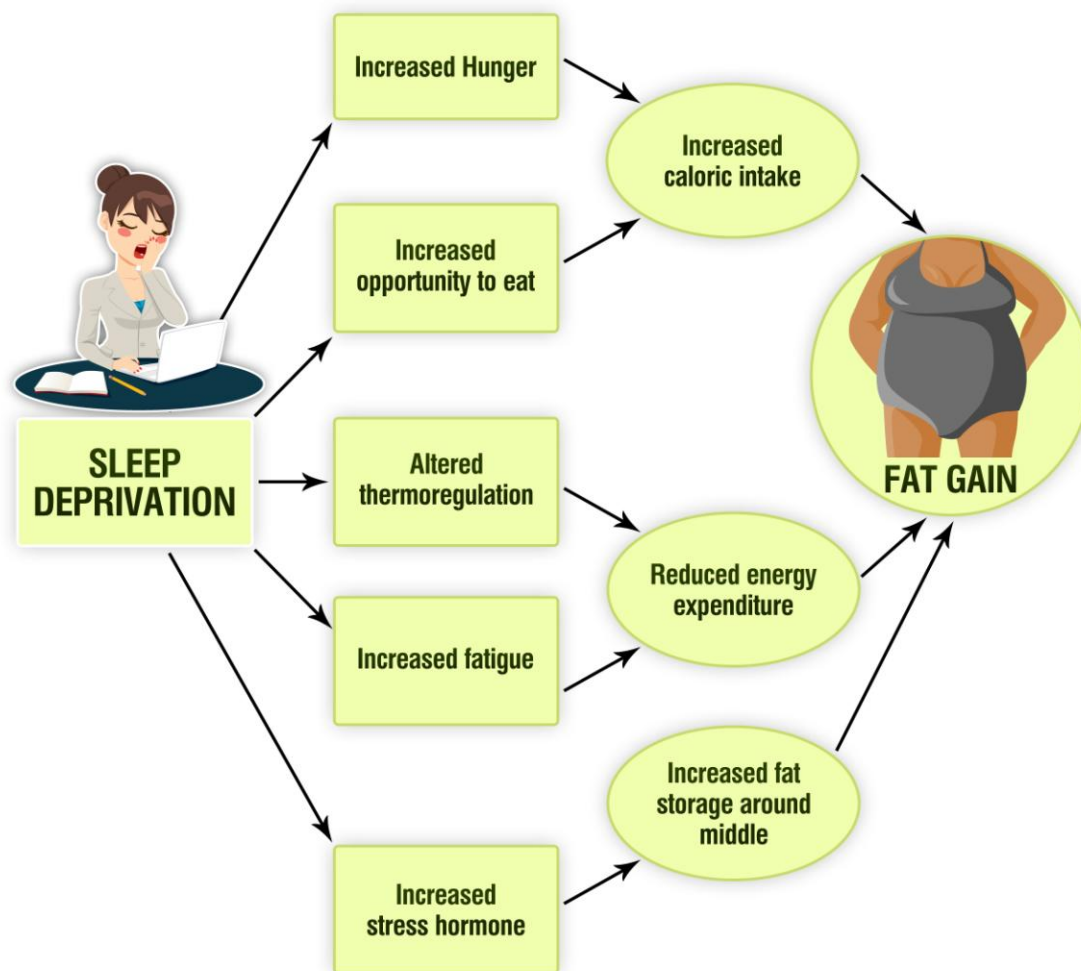
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Mistake no 14.

Not getting enough rest, recovery and sleep

SLEEP DEPRIVATION



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If you would like an extensive step by step fat flushing plan

- including how to fit all of this into your day,
- fat flush recipe book,
- exercise videos and test,
- daily lessons via email to explain it all in an easy way,
- and 4 weeks of hand holding via a private Facebook page

then please join us at www.4weekfatflush.com.au

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Mistake no 15.

Failing to write it down – journaling

Yes, one of the ultimate body transformation secrets is journaling.

A recent study reported, just keeping a simple food diary can DOUBLE your weight loss!

There are 3 good reasons journaling works

1. **Accountability** - you are forced to answer to yourself at the end of every day. So if you commit to journaling each day, you'll quickly get tired of writing about poor results and start doing something about it
2. **Clarity** – as you journal, you get a better idea of what you've done and what you need to do to achieve your health and fitness goals. You are constantly reminding, reviewing and re-planning which gives you a clear path to follow.
3. **Motivation** – keeping a daily record is great because anytime you feel down you can very quickly check your journal and see how far you've come, and what has worked before to get you out of a slump. This gives you the self esteem boost you need to keep pushing towards your goals.



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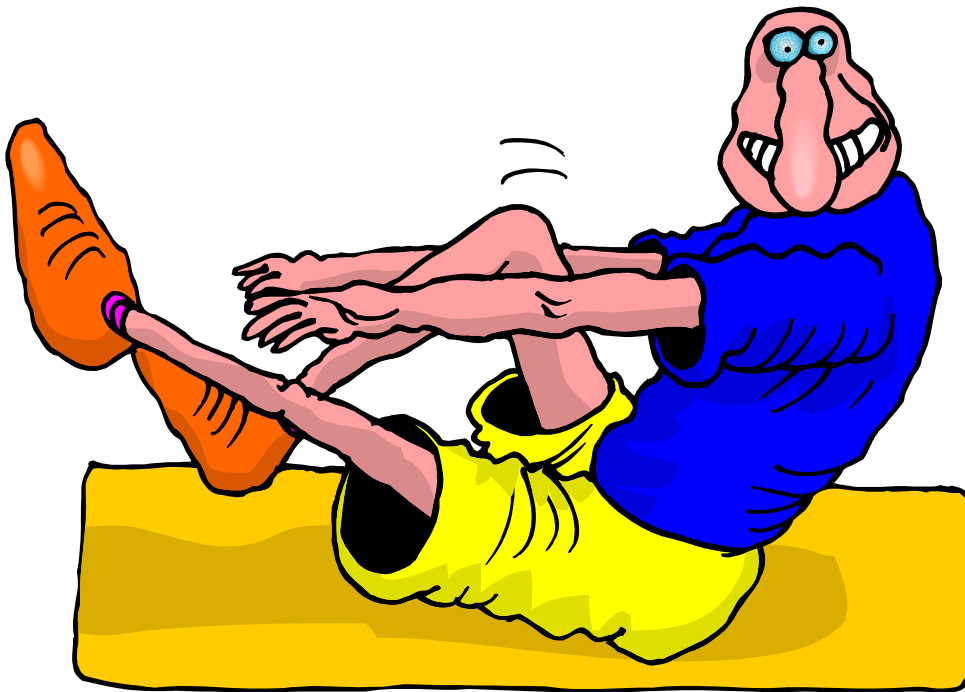
Mistake no 16.

Not exercising with correct form.

How you do the exercise (form) is more important than what exercise you are doing or how many you do.

You would be much better off doing 8 – 12 perfect form squats with a load, than 100 half hearted ones.

When you start to lose form, stop and rest, have a quick shake (I mean quick, not a coffee break), Then continue on to your next set of perfect form exercises.



When exercising with poor form, at **BEST** you are wasting time, but in some cases you will be doing yourself **more damage** than anything else.

Training with a qualified Personal Trainer ensures your safety and gets you results in the quickest time possible.

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Mistake no 17.

Cancelling out your exercise by "rewarding" yourself.

You must exercise and then act like it NEVER HAPPENED

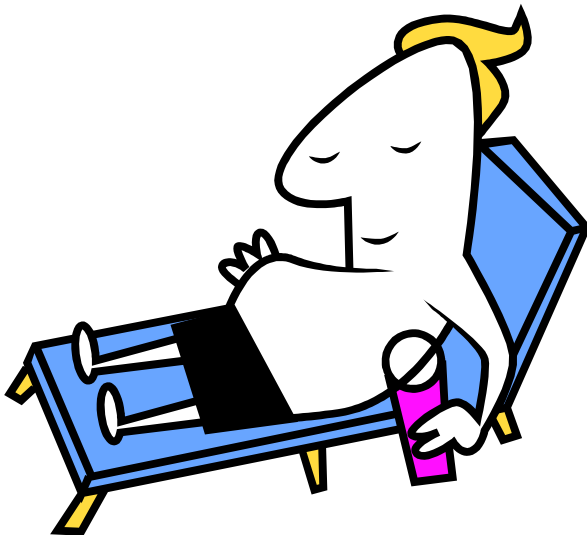
To make your workouts truly effective, you have to act like they NEVER HAPPENED.
What am I talking about?

If you complete an awesome workout, huffing and puffing, sweating and giving it "your all", then you get home and to "recover" from it you sit on the lounge for the next few hours, and you are LESS active than you would normally be, **all of your hard work is going to waste.**

The same applies if you decide to reward yourself after your workout with _____ (fill in the blank with your favourite treat), all of your efforts are wasted again because you have put back the calories you worked so hard to burn, sometimes MORE calories than you actually burnt.

And if you do BOTH - that is, sit on the lounge for a few hours with your favourite treat, then just forget about it.

You will actually put on weight and wonder where it all went wrong.



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Mistake no 18.

Adopting a plan that is too far removed from your "normal" routine.

Your current weekly meal plan probably includes family favourites and what you consider "normal" meals.

Example - A baked dinner on Sunday, Taco Tuesday, Spaghetti Bolognese etc.

If you go from this plan to living off chicken and broccoli, it is only a matter of time before you give in and resume back to what feels "normal" to you.

The best diet is the one you don't know you are on.

You can and should come up with a plan with the LEAST amount of disruption to your regular life, Yet still gives you results. **This is how you will achieve long term results, not just a short term fix.**

www.4weekfatflush.com.au will teach you how to tweak and improve your current routine whilst still including some of your family favourites. It will give you a plan with the LEAST disruption to your life.



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Mistake no 19.

Ignoring your fat burning hormones

This is a HUGE hidden problem that affects a major portion of the dieting community.

This is where most other weight loss programs fail.

If you don't address this hormonal issue, everything feels like such a struggle.

Even worse, you can lose the weight and not address the hormonal problem, only to put it all back on plus more.

Have you ever seen two people adopt the exact same healthy eating and exercise plan, yet one person achieves great results and the other one doesn't see much change at all?

One person's hormones are working as they should, burning body fat for energy.

And the other person's hormones are not working as they should, making fat burning HARD and fat storing EASY.

These hormones are regulated by

- the **types** of food we eat, as well as the amount
- the amount of stress we endure
- the types of exercise we do.

Once we learn to maximise our fat burning hormones and minimise our fat storing hormones,

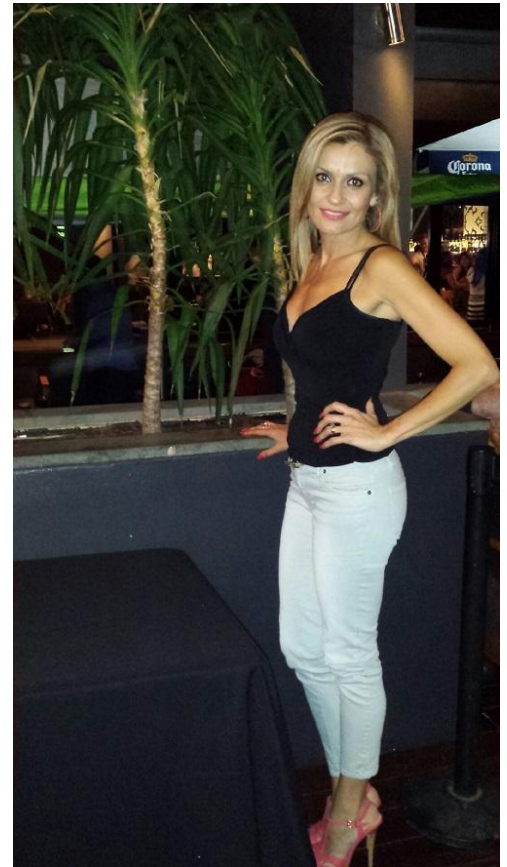
We will truly achieve weight loss success.

Read [here](#) about Rose's (pictured) weight loss fail....

And then HUGE success, once she mastered her hormones with www.4weekfatflush.com.au

Common symptoms of disrupted hormones include

- excess weight around your middle
- high level hunger and cravings
- often tired
- find it hard to lose weight



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Mistake no 20.

Thinking knowledge alone is power.

Please don't be one of those people who focus on their problems,
but never actually DO anything about the solution.

Now that you know all of this, it won't make any difference to your body or your lifestyle if you don't put something into action.

The application of knowledge is power.

Make a change today.

Together, we CAN do this.....

If you would like to learn more about how to lose fat and improve your body and your life, and regulate your hormones.

Taught in a SIMPLE way so that it sinks in. Please join me in www.4weekfatflush.com.au

Will it require a little extra effort and learning at first?

Yes, but that is why I include 4 weeks of online coaching (hand holding).

I have found that 4 weeks is the perfect time for all of the information to sink in and the new habits to take hold.

The result however, finally being in control of your health and physical state - is well worth the time and effort.

The new knowledge and the effects will last for LIFE.

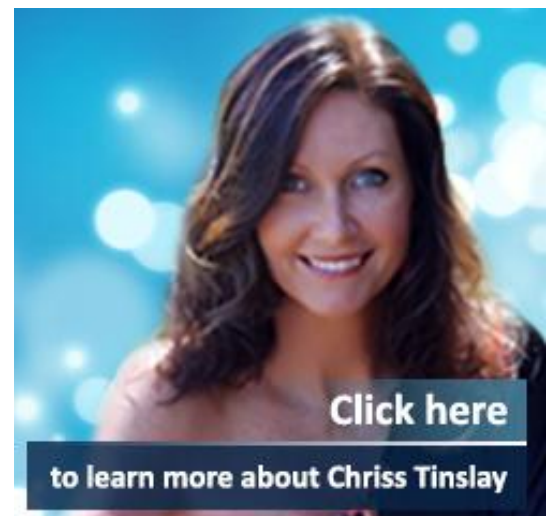
Keep fit and keep focused

Chriss.

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Oh, one last thing.

If you would like to hear what others have to say about www.4weekfatflush.com.au

You can check out some real life stories by clicking the link below.

<http://chrisstinslay.com/hear-what-others-had-to-say-about-4-week-fat-flush/>



It actually made me pretty emotional.

This is exactly why I do the job that I do. I am a very lucky woman.

I believe EVERYONE can achieve results like these... YES even you.

Chriss

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