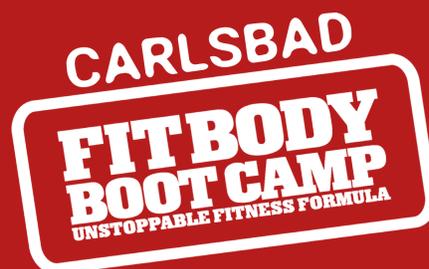


28 DAY CHALLENGE



CHEATING GUIDE



Before I get into the cheating rules, let me explain a bit more on how your body works.

Chronic overeating makes you fat. You knew that.

Chronic under-eating **KEEPS** you fat. You might not have known that.

That's why normal "diets" stall and ultimately fail. You go from states of overeating to states of damn near starving. Your body freaks out and holds onto its stored body fat through a series of hormonal checks.

One of the big hormones involved is Leptin. It's considered one of the most important hormones in body fat regulation. Leptin causes satiety. Leptin levels are high when you eat a lot. When Leptin is high, your body has no problem allowing fat loss to occur. However, even if Leptin is high, your body needs a reason to burn fat.

That's where a caloric deficit comes in. You need to consume fewer calories than what you need per day. Basically you need to eat less and move more, which means diet and exercise.

Simple, right?

Uh, no. You see that's where the problem comes in. When calories are restricted, Leptin levels begin to fall and metabolism slows down. A slow metabolism means your body burns less fat. When Leptin levels are low, your body will bring all fat loss to a halt. Great, now what?

It seems you have no choice but to eat more to get Leptin levels up. However, if you eat too much, you gain weight. See the problem?

But there's good news. You can use this information to your advantage. You can take what you know about Leptin and make it work **FOR** you instead of against you.

How do you do this? Simple: *Strategic cheating coupled with specialized workouts.*

To be clear, a “cheat” is a pre-determined period of high calories. The best cheat for you is a meal high in carbs, moderate in protein and low in fat. Basically anything will work as long as your carb intake is high. Don’t stuff yourself, but there’s no limit either. You can eat, minimum, 1 cheat meal per week (even if you don’t have some holiday party planned).

On “normal” days, your daily calories will be low. On “cheat” days, your daily calories will be higher. By keeping calories low, you will be creating a caloric deficit and your body must burn fat for fuel.

BUT you will also be using resistance training (specialized workouts) to maintain and even increase the metabolism.

You will be training 3 or more times per week.

Remember that Leptin levels drop when you diet? And what happens when they drop? Fat loss stops.

That’s where the cheat meals come in. You will use them to raise your Leptin levels. Your body produces Leptin after every meal. So that means that shortly after your cheat meal, Leptin is released and your body gets ready to keep burning fat. Don’t worry about a cheat meal preventing you from losing weight. Trust me when I say: the likelihood of that is EXTREMELY slim.

To be a bit more specific, Leptin levels are influenced by 2 main things: caloric intake and muscle glycogen levels. Glycogen the name given to sugar (carb) stored by the muscles. When dieting and working out, glycogen is used to produce energy.

Think of your muscles as sponges. When you work out, they get rung out. This forces your body to use fat for fuel. But to get Leptin levels up, you need to refill these glycogen tanks.

Again, this is where your cheat meal comes in. So let's put it all together.

When you diet, caloric intake is lower and glycogen is depleted. This causes Leptin levels to drop as well. Then fat loss comes to a screeching halt. Ok, let's fix that with a cheat meal. About 6-12 hours after your cheat meal, Leptin levels rise and your fat loss doesn't stop.

So there you have it - a simple and effective solution. But we are not done. Let's super charge it.

First, let's really get you primed for the cheat meal. To do this, you are going to perform a "depletion" workout. Remember that muscles are like sponges? Well, with the depletion workout we will ring them by getting the glycogen levels as low as possible. This does a few things. The most important one is, your muscle sponges will soak up your cheat calories (carbs specifically) like nobody's business. The likelihood of fat spillover has just been obliterated.

(That is also why it is next to impossible to overdo a cheat. Don't go nuts, but enjoy.)

Now that your glycogen levels are full, you have temporarily spiked your calories and your Leptin levels are now flying high. That means your fat burning potential is VERY high.

Now it's time to fire up your metabolic furnace with the "Ignition" workout. You will do it after your cheat meal day because your Leptin levels will be at their highest. You need to take advantage of that and create a massive caloric deficit via getting back to the "normal" phase of your diet.

So now you can see a very simple pattern emerging: workout, cheat and workout. You really earn that cheat meal and then use it to incinerate your body fat.

Here's what an OPTIMAL Week looks like with a Friday cheat meal.

Monday: Normal diet + workout

Tuesday: Normal diet

Wednesday: Normal diet + workout

Thursday: Normal diet

Friday: Normal diet until cheat meal + Depletion workout *prior* to cheat

Saturday: Normal diet + Ignition workout

Sunday: Normal diet

Also, optimally the depletion workout has to be as close to the cheat meal as possible. Now this might not always work out (no pun intended) exactly like above, but the basic rule of thumb is EARN YOUR CHEAT, BURN YOUR CHEAT.

Don't freak out if you can't do a depletion workout. You'll still be just fine. But if you can...

The depletion workout doesn't need to be anything special. Remember, muscles are like a sponge. Just wring out the last remaining bit of glycogen with the following workout:

Basic Depletion / Ignition Workout:

Reps: 10, 20, 30, 20, 10

Moves:

1. Bodyweight Squats
2. Push Ups
3. Sit Ups

Do 10 Squats, then 10 push ups, then 10 sit ups. Then do 20 of each, then 30 of each, then 20 again, then 10 again.

So now you have the basic info. Stick to the "normal" diet on most days; cheat on specific days and workout 4 times per week. That's it. Email me with any questions.

Bonus Fat Loss Tactic:

You can further accelerate fat loss the day AFTER the cheat meal by extending the non-eating period. You can accomplish this by eating only until 5 or 6pm the day after your cheat meal. At that time you will just eat a "normal" dinner. Don't try to eat all of your daily calories, just eat one meal and that's it. Chances are that after the cheat day you will not be hungry anyway, so this will probably be a lot easier than you think.