9 LIES

How Not To Lose Fat

9 Of The Biggest Weight Loss Myths, Lies & Scams In The Diet & Weight Loss Industry That You've Been Falling For!

By Travis Sawyer, Body Transformation Expert

Copyright Fit Faster Performance 2012

This eBook may be freely distributed as long as all links remain intact and no changes are made.

Introduction

I have no doubt this is NOT the first diet or exercise book you have ever read. I wouldn't be surprised if you've read over 100 articles about weight loss. There is so much information on the internet, in the newspaper, on the radio, on TV, from your friends and family, and so much of it is WRONG!

I am so passionate about this that whenever I hear something on the radio in my car I'm yelling and screaming because I'm fed up with this FALSE information being passed around. It is not fair on you.

I'm not an internet expert. I'm a Fat Loss Expert who walks the talk. I train and coach hundreds of people every year on fat loss. I look at hundreds of my client's food diaries. I write articles every week on ways to encourage change of habits, training tips, recipes and motivation. If I didn't need to work, I'd still be doing this stuff. I love it and I'm good at it.

My clients get results, even if it means unconventional ways of achieving them. I've invested so much time and money into this stuff and it's worth every cent. There is always a solution to your issue, whatever it may be. Even if you've been told that you'll never lose weight, YOU CAN!

I've been through my share of challenges and I know what it's like to make major physical change. I've been a skinny kid all my life. I was told I'd never gain weight and that led me on a career path I never imagined.

I was as light as 60 kilos at the time.

I've been as heavy as 86 kilos.

I've had my body fat as low as 10% and as high as 23%.

I've gained muscle and I've gained fat.

I've lost muscle (through chronic health issues) and I've lost fat through simple diet and exercise changes.

I won't just tell you how to do this stuff without the experience of it. I KNOW IT.

I want you to lose fat and get that lean, toned body you've always wanted. But more than that, I want you to keep that body for the rest of your life. And it is possible once you stop listening to some of these weight loss myths that you've heard over the years.

Myth # 1

You can lose 30 pounds in 30 days.

Well actually you can. But most of the time it's not healthy.

If you are obese, then it may be ok. MAYBE.

Fad diets are to blame for this myth. You've probably been on a fad diet before and lost weight, only to put it back on again and then some more.

For most people, if they lose weight too fast, they are definitely losing muscle. When they return to their normal eating habits, which happens MOST of the time, they put it all on again and more. Only this time, they are carrying less muscle tissue, so they put on more fat! Now their metabolic rate has dropped for good.

You don't want to lose weight. You want to lose fat. That's because when you lose weight you lose fat and muscle. Muscle burns fat even while you're doing nothing, so if you lose muscle, then you are burning less fat.

Copyright Fit Faster Performance 2012

The more muscle you have the more fat you will burn. This increases your metabolic rate so you **burn more fat while you're doing nothing**. That is why it's absolutely necessary to do resistance training. Which leads me to Myth # 2.

Myth # 2

Lifting weights will make me bulky.

If you are taking steroids, eating massive amounts of food, following a body building weights program or have a hormone problem (ladies) you might get bulky. But it's really hard for most people to gain huge amounts of muscle. Ladies don't have enough testosterone to gain huge amounts of muscle, and for guys it's still really hard.

Just look at your favourite celebrities that have the body you like. They are all doing or have done some form of weights training. The ones that are bulky have spent years working really hard to achieve that look.

And ladies, gaining muscle can make you look slimmer, even at a heavier weight. You have to see this before and after photo to believe it! **http://tinyurl.com/83t86zk**

Resistance training is the best exercise for burning fat above everything else, as long as it's done correctly. And lifting weights often refers to bodyweight exercises and band training, as well as using other equipment like machines, dumbbells and kettlebells.

Cardio Strength Training is the best form of weights training for fat loss for normal people. Only elite athletes or body builders should be doing anything else. Cardio Strength Training involves functional movements grouped together with little to no rest between workouts. It's hard, intense and a quality fat loss workout can be done in as little as 15 minutes.

Myth # 3

Crunches and sit-ups are the best way to lose belly fat and get a six pack.

I spent hours doing crunches and sit-ups in my teens and early twenties. It wasn't until I learned the truth about fat loss that I gave them up altogether. Crunches and sit-ups do nothing for fat loss. Maybe you burn 10 calories. Big deal. It's not going to move the belly fat. More so, there's research that shows crunches and sit-ups can cause back problems too, so none of my clients do them anymore.

If you want to get rid of the belly fat, you've got to tackle the whole body. You can't just pick a spot and say 'I'm gonna lose the fat on my thighs' and wave a magic wand. You put it on evenly. It's gonna come off evenly.

The best way to lose belly fat and get a six pack is through Cardio Strength Training. What about for working your abs? With my BOOTCAMPS and Home Bootcamp Workouts Program, we use full body exercises that work your abs and sculpt them into a washboard. But you will only see them once you burn that fat away.

Your abs are under there, you've just got to train smart and stick to your diet.

Myth # 4

Aerobic cardio will burn the most fat.

Wrong.

The Home Bootcamp Workouts Program is based on the new science of fat loss – **real studies that prove Cardio Strength Training workouts burn up to 9 times more fat that regular cardio.**

Izumi Tabata and Trapp & Boutcher have both done studies on **interval training which proved it burned far more fat** and increased the excess post-exercise oxygen consumption or 'afterburn' effect for up to 38 hours after the workout. That's when they stopped measuring anyway and that's good enough for me. Burning fat for a day and a half after the workout has finished! You need this!

Don't do aerobic cardio. It's only good for some endurance sports. **It's terrible for fat loss.**

Alwyn Cosgrove is in my opinion the best fat loss guru in the world. This is due to recording every workout that has ever happened in his gym over 12 years, reading all the scientific studies and tweaking and changing things along the way. He's a Men's Health magazine advisor too. This is what he said...

"Quite simply aerobic training is grossly over-rated. Over rated for health, over rated for performance and definitely over rated for fat loss. My personal opinion is that it is practically useless for fat loss, but the real problem is aerobic training's detrimental effect on strength and hypertrophy work"

*When I said "**Aerobics are useless for fat loss**" what I meant was "aerobics are useless for fat loss". Is that clearer?'-* Alwyn Cosgrove

Cardio Interval Training on the other hand will complement your Cardio Strength Training for even faster results. But we'll have to cover that some other time.

Myth # 5

You have to train for an hour a day to lose fat.

Who has an hour every day for training? I for one do not. Even if I did, I wouldn't need to use it all. Sometimes rest is more efficient for fat loss.

If you want to lose fat you should be training with intensity. Aerobic cardio doesn't have much intensity. Cardio Strength Training is all about intensity. In fact, it's so intense that you don't need to do too much of it for maximum results.

At the end of 2011, I was very limited in how much training I could do. My workouts consisted of a few rehab exercises and 2 main strength exercises. The 2 main exercises lasted about 10 minutes, 15 if I was dragging my feet, and I usually was.

I continued on this way for January 2012, and after 'No Junk Food January' I reached my lowest body fat level in 7 years without putting in the training time. I averaged 3 or 4 sessions a week. Even my cousin, another Personal Trainer who has worked with me for years, wouldn't have believed it had he not seen it.

We always think more is going to be better, but this is not always the case. You may look at my story and think that it's a one-off situation. What about my BOOTCAMP clients?

They come along for a 45 minute session. Of the 45 minutes only 20 minutes is used for Cardio Strength Training with 4 minutes of Cardio Interval Training at the end. That's it.

I see people drop several kilos in a week. In January a few of the guys dropped even more.

I see ladies gain a little muscle and drop fat and change their physique completely.

I see guys gain muscle and lose fat at the same time, every time.

I see results from people despite not changing their diet enough!

Copyright Fit Faster Performance 2012

Myth # 6

The only way to get really lean is to starve yourself. Cutting calories will help you drop body fat.

If you are starving yourself you're in for some serious trouble. Very low calorie diets will cause your metabolism to slow down even more. This will cause you to lose muscle mass and subsequently lower your metabolic rate so you burn less fat while you are at rest. So after your metabolism resets itself, you're likely to gain some extra fat again.

But we've already covered that. Remember in Myth # 1, we talked about losing muscle through fad diets. It's not worth it.

Reducing your calories will help to a certain point, but you still must be eating enough food. Not enough food is just as disastrous as too much food. Also if you are not eating the right balance of protein, fat and carbs, you will start to lose muscle mass again. See Myth #6

If you are eating plenty of vegetables and some fruit, as well as a 2-3 good serves of protein each day plus some fat, then you can eat a lot of food without eating too many calories. It's a fine line, but to get to that stage, you need to start swapping foods, not cutting out calories.

Swap cereal at breakfast time for eggs with whatever vegetables you like. My favourite breakfast is scrambled eggs with tomato, spinach and capsicum.

Swap your sandwich at lunchtime for a big green chicken and avocado salad.

Swap your pasta dish at dinner time for a beef and vegetable stir fry or fish with grilled eggplant, capsicum and asparagus.

Copyright Fit Faster Performance 2012

Myth # 7

Zero carbs or very low carb diets are the best way to lose fat permanently.

This is the best way to quit your diet. You can only keep up very low carb diets for a short amount of time. If you could last 3 weeks you would be super committed. Bodybuilders may do so in a pre-contest phase for a short time, but most normal people need never really try this.

A conventional weight loss diet looks something like this:

50-55% carbohydrates
30% protein
15-20% fat

For most people your carbohydrates should be coming predominantly from vegetables and some fruit. For guys and athletes, you can get away with some whole grains such as oatmeal and brown rice, but vegetables like sweet potato are probably better.

To get that amount of carbohydrates in you should be consuming 5 or more serves of vegetables per day plus 0-2 serves of fruit, every day. A serve is approximately a cup but it varies depending on the size of a person.

Some times you may need to increase you protein and or fat and reduce your carbohydrates to get your weight moving again, but your calories should still stay closely the same. This is because the body can only use so many carbs in a day, and if it takes in too much then it can be stored as fat.

Even still, your carbs should probably not drop lower than around 40%. If in doubt, talk to a dietician or nutritionist.

Copyright Fit Faster Performance 2012

Myth # 8

Losing fat can be accomplished quickly and easily.

Did you know that there are thousands of people who are convinced that they will never lose weight and they should just give up trying and accept that their genetics suck? If that's the case, I guess TV's 'The Biggest Loser' is a hoax!

Losing fat is a simple process.

Losing fat is not easy though.

If you had to replace 20+ bad eating habits, that would take considerable work and dedication. That is often what it takes to lose fat. When you see people losing fat quickly, it's often after years of changing this and changing that and all of a sudden something 'clicks' and it all comes together.

Sometimes you may see someone lose weight really quickly, but often they have done so before and just needed an incentive to get fit and healthy again. Ex athletes have this mentality and I've often see this.

But maybe you are so stubborn you are going to resist every temptation and just make all the changes that are necessary anyway. Maybe you are the exception to the rule. There are always exceptions. Just keep in mind that when the going gets tough, YOU KEEP GOING!

Success is often just over that nasty hill that's trying to stop you.

Myth # 9

Eating healthy is expensive.

No it's not. Maybe you're just used to buying the unhealthy stuff or 'so called healthy' foods. When you go to buy the healthy stuff, the prices scare you, but there's so much you don't need to buy when you eat healthy!

You should be buying fresh or frozen fruits and vegetables which like any foods can be found cheaper or more expensive than some shops or others. Shop around! I have found great local shops and don't spend a massive amount of money on food like I used to. Once you have found your favourite shop with good prices, go there regularly and buy only what's on your shopping list. You do have a shopping list don't you?

Meat can be expensive if you buy the most expensive stuff all the time, or if you buy it from the wrong place. Ask around. Your friends will surely know a shop or local butcher that does good deals on meat. You just have to find them.

And stop buying so much junk. You don't need so much junk food anyway, and the savings you find there are enough to bring your shopping bill way down.

Last of all, hospital bills, medicine, supplements and health care is far more expensive than eating healthy! Believe me. I got Chronic Fatigue and shelled out well over $10,000 in a year to help me get better, without taking into account the specific foods I had to buy. And I'm not the only one.

Don't wait to get sick! Get healthy and save yourself a bunch of money and a ton of suffering for you and your family.

To conclude, I don't know what your personal health and fitness or physique goals are. But make sure you write them down and look at them daily. Or find a picture of someone who has the body you want to look like.

No goal is too big. 'Shoot for the moon. Even if you miss, you'll land among the stars'. Brian Littrell

If you really want to make a change, you will need a coach, and I'll be here to guide you on your way.

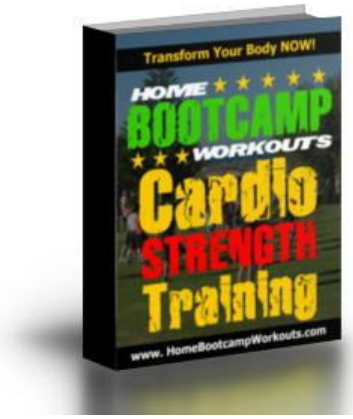
Copyright Fit Faster Performance 2012 www.TravisSawyer.com

ABOUT THE AUTHOR

Travis Sawyer is a Body Transformation Expert in Scarborough, Western Australia. He has been training people since 2003 and runs a personal training business in Perth. He has also written the Home Bootcamp Workouts Program so you can do Bootcamp style workouts at your home in your own time.

He is a regular blogger at www.TravisSawyer.com with a vast range of health and fitness experience. He is a skinny guy who has gained muscle and once gained fat to see how hard it was to lose. He has tried most sports, loves the beach and surfing. He is currently recovering from Chronic Fatigue and is documenting his recovery for a future book.

If you are too far away from Perth Fitness Bootcamps and want the same results our Bootcamp clients are getting, then this is the program for you. We guarantee that you will burn fat and build muscle at the same time creating the toned, fit body you desire.



The workouts are simple but tough, and require no equipment so you can do them anywhere, anytime.

Travis also covers fat loss nutrition which is absolutely necessary to drop that extra fat as fast as possible. You can check it out here:
www.HomeBootcampWorkouts.com

TESTIMONIALS

Nigel dropped 2kg in the first week!
I feel a million bucks already! I don't expect to see any real results physically for a month- I've dropped 2kgs in one week however, which is bloody awesome and unexpected!

It's the best way to kick start the day, I can't believe I have taken so long to do this!
Nige

I have regained an athletic physique again at the age of 46 years of age *after being deconditioned for over 7 years. All due to excessive work commitments and leaving myself, my health and fitness, low on my list of life priorities.*

With Travis's encouragement and his well thought out training systems, ***I dropped 6kg in 4 and a half weeks****, have a renewed confidence in my health and well being, so much so that as an ex personal trainer I have also joined with Travis's team to share my passion for fitness.*

As a trainer who has 24 years fitness industry experience, I know one of the best fitness programs in the world, not only when I see one, but when I have personally experienced tremendous physical and personal gains in my own life. As a True friend Travis I can never thank you enough!

As one fitness professional to another, thank you for trusting me with your systems and thank you for inspiring me to reconnect with my Life Quest as a Mind and Body Fitness Specialist.
Steve Mclean, Personal Trainer at Perth Fitness Bootcamps in Mt Lawley

Peta lost 3.8kg in 4 weeks
Heya Trav. I'm just emailing to brag. Have lost 3.8kg in four weeks since I started with you!
And have returned to the "healthy" BMI weight range.... You're helping me stay motivated and make better food choices. I've also found the Bootcamp stuff is really helping my other training. It's like my joints have oil them. The three key aspects for me have been the support of a friend who is also watching her kilojoules, joining the cycling club and the Bootcamp. Between those three things I seem to be doing ok. Thought you'd like to know :) Cheers
Peta*.*

Copyright Fit Faster Performance 2012 www.TravisSawyer.com

Harriet dumps weight loss shakes
Trav, I can't thank you enough. Coming from an eating disorder in the past and living on EVERY shake diet, as real food just wouldn't work for me, you taught me that you can eat properly and regularly and still manage to lose weight. You brought me from Shakes for years (with not even budging any weight) to someone who could eat multiple times per day, have a couple of "cheat meals" and have a messy weekend every now and again without fear of "will my clothes fit me come Monday" or "that guilt feeling in your mind"

This program is fun, creative and defiantly does the job! I can 100% say that I put my complete trust in you-not knowing you but so desperate to be "normal" I took the plunge and my life has changed ever since. I may not make it to Bootcamp due to working commitments and time slots-however what I learnt in your classes and the knowledge you passed onto me, will forever be held close to my heart and not far from my mind. To me Bootcamp was ultimately my saviour and you were definitely that push for me to take responsibility. THANKYOU SO MUCH TRAV- all the best
Harriet

Jodi lost 5kg in 8 weeks
I'm much stronger and people have started to say stuff about my body changing. I've lost 5 kilos in 8 weeks and most of that fell off in the last few weeks.'
Jodi R

Jayden lost 39 kilo's in 12 weeks!
...and another 10 kilo's in the next 3 months and looked 5 years younger! Travis I'm so happy with the results. I'm happy with my body and my digestion problems have gone away. My core is strong so I don't get a sore back at work anymore and I've got way more energy!'
Jayden, Chef

Debbie aces her work health check

I am very happy and it is all because of you. My work has an area within the company specializing in our health. A rep came out to check on our fitness, well being, etc and give us a biological age base on our fitness, diet, etc.

Everyone but me was higher than their actual age. Mine was 31 (I am actually 36) but he said it could be lower but that is where the scale ends! Yah me and you! Thanks

Debbie, Wembley Downs

Ben lost 2.5 kilo's and 4% body fat while drinking beer!

'To be perfectly honest I didn't try very hard. I did good for the first 2 weeks, but did almost nothing for the next 2 and drank way too much beer. I still lost 2.5 kilo's and 4% body fat in the first 4 weeks! You're a champ!'

Ben F, Chef Leeming, WA

Daniel Squats Double His Body Weight!

Trav. I remember the day I walked into the gym and thought to myself "I'm pretty over this, I can't get stronger, I can't eat enough, I'm feeling sick as a dog nauseous, this is not worth it. All I wanna do is squat 100 and I'm never going to get there." That day you walked in and walked up to me at the squat rack and said "load up the bar with 100. You can do it and I don't want any weakness. Give it everything you got".

And I did. It felt crazy good. You walked me over to the bench and said "load it up with 85" I was like no way I'm doing this". The bar went down. The bar came back up. It felt amazing. I big singled two big exercises.
I thought to myself "if only I could rep those weights for 5 I'd never want to be any stronger."

From that day I have kept working, and eating, and working, and eating. I stepped off the bench today… 50×15, 60×12, 70×5, 80×5, 80×5, and 85×5. Walked (stumbled) off the squat rack on Friday... 120 for 4. The 200% club on the squat has been my dream ever since I learned that squats were king. I've

accomplished my goals and it's beyond me belief. I owe it all to you for planting that seed and giving me the kick in the pants i needed to keep at it. Appreciate it mate. I feel on top of the world. Can't wait to see you in there. Dan'
Daniel K, Bentley, Western Australia

Chris Gained 13kg of Muscle in Only 5 Months!
'I started training with Travis soon after my 18th birthday, weighing only 62kg. I'd previously done various forms of weights training with minimal if any results.
I began training with him 3 times a week and in 5 months I gained 13kg of muscle and have kept it all. My strength and speed had also increased significantly and I'm more confident and perform better at all my sports.'
Chris Z Student, Bentley

Copyright Fit Faster Performance 2012 www.TravisSawyer.com