It’s no secret that fat loss is a desired goal for millions of people out there. There are always new products, seminars, workouts, supplements and diets coming up to help people reach that goal. But while many of these products are well-intentioned and have your best interest in mind, there are equally as much that are pure scam. Too many products promise unrealistic results and cater to today’s instant gratification need.

And so, countless products are born.
“Get the desired 6-pack in 6 weeks with this workout.”

“Lose 30 pounds in 20 days with these pills.”

“Follow this diet and you will slim down in less than a month!”

These are all empty promises that attract people who either don’t know any better or simply can’t be bothered to put in the work to get the results they want. The truth is, losing fat isn’t nearly complicated as most of the sleazy marketer have you believe. It’s pretty straight forward and once you learn what the biggest pitfalls are, it can be quite easy to reach the leanness you’ve always wanted.

In this eBook, we will go down into the 8 most common reasons why 95% of people who attempt to lose fat, fail and drill down into the essence of what actually makes fat loss successful and better yet – how to actually preserve your results once you get them.

Reason #1:
YOU ARE NOT TRACKING YOUR CALORIES AND MACRONUTRIENTS

Let me ask you a quick question: What is the first thing that pops up into your mind when you hear the term ‘fat loss’?

Is it ‘clean eating’ and cardio?

Or..

Energy balance i.e. calories in versus calories out?

If the answer is clean eating and cardio, then I have some good and some bad news for you:

The bad news is that you’re one of the millions of people who have fallen into the trap of thinking that eating the so called ‘clean foods’ is the key to long-term sustained fat loss. And also, in order to lose fat you ‘need’ to add a ton of cardio into the equation.
Don’t feel bad because now I have some good news for you: It really all comes down to numbers. More specifically your calorie intake and where do these calories come from. Protein, fats and carbohydrates.

Yes, clean eating will get you some results .. initially but it won’t be due to the magical fat-burning power of broccoli. It’s simply because these types of foods are generally much less calorie dense than your typical pop tart and help fill you up much better. Therefore, your daily calorie intake drastically drops and your body has no other choice but to get it’s much needed calories for survival and healthy body function from other places such as your fat and muscle mass.

Here is what’s wrong with this approach: When you’re eating ‘clean’ and losing weight consistently, everything’s great. But over time, your metabolism is slowly adapting to your new calorie intake and guess what happens: your fat loss stops. Your body has now become much more efficient at using energy and it’s basic response to your fat loss efforts is: “Fine, if you don’t want to feed me more calories, then I’ll just make due with what I get now.”

So in this often seen fat loss scenario all of this translates to doing a ton of cardio, eating small amount of clean food every day AND not losing any weight. Bingo, you’ve fallen deep into the clean eating trap. What happens from here on for most people is really sad: They get frustrated, they get hungry, they start craving all of the foods they’ve been depriving themselves of for the last few weeks or months and they decide to throw in the towel.

But it doesn’t stop there. Now, your body is a fat-storage machine. Your metabolism is lower and your total daily energy expenditure (TDEE) is much lower than normal. And if that isn’t bad enough, you start planning an all-out binge that includes all of your favorite foods.

When this happens, you can gain more fat than you actually started with and all you have done is slimmed down a bit, restricted yourself of everything you enjoy, saw progress stall, got frustrated and hungry and went out on an all out binge.

It’s a waste of time, it’s angering, it makes you feel like you can’t efficiently burn fat and get lean and I’ve seen this is many people. However, I’m here to talk about how fat loss actually works, how to find your caloric needs for fat loss and maintenance and I’ll even explain to you, step-by-step, how to fix your slow metabolism if you’ve fallen for the clean eating trap.

Enter smart fat loss..

Luckily for us, fat loss is actually a very straight-forward process that requires more tracking and less chasing after the next big ‘Fat burning trick to get shredded abs’.
Fat loss basics

In order to lose fat, you need to be in a caloric deficit. You’ve probably heard this before. But to do so in the best way possible and allow your body to lose more fat over time, you need to be smart about it and approach it correctly.

As I said, what most people tend to do is suddenly increase their energy expenditure through cardio or going to the gym while subsequently cutting out all ‘bad’ foods and replacing them with lean meats, veggies, fish, grains and fruits. Eating such foods is in no way a bad thing, especially if you don’t feel the need to eat junk food. However, this is not the case for most people, they feel deprived and on top of that, they create too large of a caloric deficit and after some time, the body gets used to the new calorie intake.

What happens here is your total daily energy expenditure and basal metabolic rate (BMR) have both decreased significantly but the only way to keep on losing fat is to further decrease caloric intake, increase energy expenditure or do both.

Here is the interesting part: When you’ve already decreased your calorie intake to a really low number but at the same time you’re already doing 1 hour of cardio every day you’re basically screwed.

To never let this happen (again), you need to know how much calories your body really needs and add a slight deficit of 250-500 calories per day to steadily lose fat over time.

How much calories do you need

Imagine your metabolism as a tipping scale. On one end, you’ve got fat loss and on the other – weight gain. When you’re eating more calories than your body burns, the scale tips in favor of weight gain. When you’re eating less than your body burns, the scale tips on the other end and you lose fat. And if you’re eating as much calories as your body burns – the scale stays in perfect balance and you neither gain nor lose weight.

Now, in our example we’re interested in tipping the scale in favor of fat loss. But how exactly do we do this in an intelligent manner?

The first thing you need to do is calculate your BMR (Basal Metabolic Rate) and TDEE (Total Daily Energy Expenditure). Here are the two formulas:
Once you calculate your BMR, use these guidelines to determine your total daily energy expenditure:

**Harris Benedict Formula**

To determine your total daily calorie needs, multiply your BMR by the appropriate activity factor, as follows:

- If you are sedentary (little or no exercise): \( \text{Calorie-Calculation} = \text{BMR} \times 1.2 \)
- If you are lightly active (light exercise/sports 1-3 days/week): \( \text{Calorie-Calculation} = \text{BMR} \times 1.375 \)
- If you are moderately active (moderate exercise/sports 3-5 days/week): \( \text{Calorie-Calculation} = \text{BMR} \times 1.55 \)
- If you are very active (hard exercise/sports 6-7 days a week): \( \text{Calorie-Calculation} = \text{BMR} \times 1.725 \)
- If you are extra active (very hard exercise/sports & physical job or 2x training): \( \text{Calorie-Calculation} = \text{BMR} \times 1.9 \)

You can also calculate them with any of the free online calculators but I’ve found that most of them are quite inaccurate and in most cases estimate your calories at a much lower rate from what they should be.

Now that you know what your current TDEE is, you subtract 500 calories and start your fat loss diet from there.

**Example of how this all looks (keep in mind that it will vary from person to person):**

Let’s take a 27 year old 6’2” tall guy who weighs 180 pounds, is moderately active (sedentary job and 4 gym sessions a week) and wants to lose 1 to 2 pounds of fat per week for example. Let’s call him Dave.

His BMR: \( 66 + (6.23 \times 180) + (12.7 \times 74) – (6.8 \times 27) = 1943 \text{ calories} \). This calorie number is the amount of calories his body burns every day just to stay alive and perform it’s functions.

Now, to calculate his energy expenditure, we’ll use the Harris Benedict multiplier formula. We already said that Dave is moderately active. He sits most of the time at work but goes to the gym 4 days a week. We’ll multiply his BMR by 1.55 (1943 x 1.55) and end up with 3011 calories for his TDEE.

From there, we add a deficit to that number and end up with 2511 calories as a starting point. With this calorie number, Dave should be losing 1 to 1.5 pounds of weight every week. Ideally, it would all be fat but for most people, a small percentage will be muscle loss. And that is okay.
Since Dave is diligent with his caloric consumption, he can easily decrease his calories further once he reaches a fat loss plateau and his weight doesn’t change for 7-10 days.

**How to reverse back from a bad diet without gaining fat**

Calculating your calorie needs beforehand is always easier and smarter to do. But what if you’ve fallen for one of the yolo diets, followed it for a couple of months, and are now stuck in a rut and afraid of what the next step should be?

I have a confession to make..

The first time I wanted to lose fat and finally slim down was when I was a teenager. Prior to then I was pretty sedentary and I ate a lot of junk food daily. So I did what most people do: I went head first into clean eating and tons of cardio. And when I say head first, I’m not joking. I literally added 6 cardio sessions a week, drastically lowered my food intake and refused to touch any food that had even the slightest resemblance of junk food.

Initially, I lost nearly 20 pounds but after a few weeks of this ‘regimen’ my weight loss stalled and I called it quits. I was very overtrained and hungry. Luckily, I didn’t fall for my urge but instead dedicated the next month of my life trying to figure out what I had done wrong and what can I do now.

As it turns out, my approach to weight loss was totally flawed as I started learning about resistance training, energy balance, body composition and macronutrients.

At that point, the only sensible thing I could have done was to slowly increase my calories and bring back my metabolic rate without gaining a ton of fat in the process. This is when I was first introduced to the reverse diet method.

Over the following 7 weeks I slowly added food and I eventually started tracking my calories. I was still overweight and unhappy with the way I looked but at least I minimized the damage in that bad situation.

So how can you go about it?
The biggest mistake you can possibly make after a prolonged ‘diet’ is to instantly start shoving more food. That is going to lead to gaining the fat that you had actually lost and even gaining more in many cases.

You can do 2 things:

1) Either calculate your TDEE with the formulas above, start tracking calories and slowly add 100 to 120 every week until you reach a maintenance level.

Or..

2) Go by feel and slowly add food on a weekly basis.

The keyword here is slowly. Your main goal here is to maintain the progress you’ve made while bringing your metabolic rate up. And keep in mind that the reverse diet process should take a long time. Give your body at least 6 to 8 weeks to slowly adjust to a higher calorie intake.

**Reason #2:**

YOU ARE LIFTING LIGHT WEIGHTS FOR HIGH REPS TO ‘GET DEFINED’

This one surely earned it’s spot in my eBook. Not a year goes by where I don’t see guys who train decently over the colder months, build a good amount of muscle and then suddenly come spring.. they begin lifting half the weight they normally do for more reps, drop sets, super sets and any other training scheme you could think of.

Now, at first, this kind of made me wonder.

“Why is this guy training in such a way now and only a few weeks ago he was hitting 225 pounds on the bench for sets of 4-6 reps?”

But after curiously asking around, I almost always got the same response:

“I want to get shredded for the summer so it’s only light weights, lots of reps and low rest times for me, brah.”
So, you might be thinking now: “Well, this seems like a good strategy to melt off fat and it seems faster.” However, in reality, things don’t work quite like this.

When you’re in a caloric deficit, your body’s natural response is to use tissue for the extra energy you’re refusing to give it through food. Now, ideally that energy would come from fat alone and leave your muscles be, but in most cases it won’t work that well. So, when trying to lose fat a.k.a. cut down, your main goal should be to lose as much fat as possible and preserve as much muscle as possible.

Sounds simple enough, right?

Well, here’s the kicker: You need to give your body a reason to preserve that muscle mass and the 2 best ways to do that are lifting heavy weights and eating enough protein every day.

Keep in mind that although most circuit workouts, cardio sessions and high rep workouts DO tend to burn off more calories in comparison to your typical lifting session, they are not the best approaches to fat loss especially when trying to maintain your muscle mass.

And if this common trend isn’t bad enough, I’ve seen many ‘fitness experts’ both online and off recommend this way of training as a solid fat loss program.

So my advice to you goes against most fat loss programs you’re likely to stumble upon: When dieting to lose fat, lift heavy weights. Always start your workouts with a compound movement in the lower rep range of 4-6 and progressively increase the rep range as you get further into each workout until you reach the 10-12 range.

Why?

First, research has shown that lifting light weights (40-60% of your 1RM) for more reps (15+) doesn’t do much in terms of strength and muscle size but instead improves your muscle’s aerobic capacity and time to exhaustion. What this means is that high rep training improves the endurance of your muscles but it doesn’t do much in terms of stimulating hypertrophy, improving strength and most importantly - preserving lean muscle mass during a caloric deficit.

Second, a study conducted by the Columbia University College in New York put 20 men and 45 moderately obese people on a fat loss regimen. The participants were put in 3 different groups: diet and strength training, diet and aerobic training and diet alone. What they found after the 8-week period was that all 3 groups lost roughly the same amount of weight but the strength training group...
lost significantly less FFM (muscle mass) and had the highest resting metabolic rate (RMR) which means they were able to eat more calories every day and still lose fat.

And another study conducted by the University of Vermont in Burlington came up with the same verdict: although strength training does not substantially elevate TDEE (total daily energy expenditure) it does 2 very important things:

“...increases postexercise oxygen consumption and shifts substrate oxidation toward a greater reliance on fat oxidation.”

And

“...its effects on energy balance and regulation of body weight appear to be primarily mediated by its effects on body composition (e.g., increasing fat-free mass) rather than by the direct energy costs of the resistance exercise.”

So what does it all mean?

If you want to efficiently lose fat and not just weight, incorporating heavy weightlifting into your program is a must. Doing aerobic work is great for your health and vitality and you should mix it up with lifting weights but it should not be your primary focus.

**Reason #3:**

YOU ARE NOT KEEPING TRACK OF HIDDEN CALORIES THROUGHOUT THE DAY

This can quite easily be one of the biggest fat-loss killers out there. The truth is, it doesn’t matter how spot on your calorie and macronutrient intake is if you consistently consume hidden calories throughout each day.

There are many different ways you could be piling hundreds of additional calories every day without even realizing it:

- That donut or small piece of cake one of your co-workers gave you this morning.
- The handful of almonds you ate while preparing your dinner.
- The 2 tablespoons of olive oil you put into your salad.
- The cream, milk and sugar you put into your morning coffee.
• The oil you put into your pan to fry some eggs.

There are literally hundreds of ways you can be adding additional calories every day and I won’t even try to get into all of them. You get the point. Some foods such as most vegetables are high in fiber and volume while low in calories but there are those such as the ones listed above that can pack a lot of calories in a very small amount.

And if you don’t think this is a big deal, look at it from a basic mathematical point:

Supposedly you’re aiming to lose roughly 1 pound of mostly fat every week and you maintain a 500 calorie deficit every day. 500 calories for 7 days equals 3500 calories of a deficit needed to lose that pound. However, today you decided to ‘splash’ a bit of olive oil on top of your chopped tomato and cucumber salad thinking it’s not a big deal. That ‘splash’ could result in as much as 200 to 300 additional calories in your daily intake. Now, that 500 calorie deficit you were aiming for is down to 200-300. And when you multiply this by 7, you could easily be eating more than 2000 additional calories every week. This could easily slow down your fat loss by 50% or more! Add a handful of nuts here, some mayo on your sandwich there and you’ve got yourself the perfect recipe for no fat loss.

Now, you might be thinking it’s a bit paranoid or even OCD to track such small things but the facts speak by themselves. If you do track your calories THAT closely and eliminate the hidden calories throughout the day, you’re absolutely guaranteed to get the results you want.

The best way to avoid most hidden calories is to measure everything you put into your plate and if possible to prepare your meals yourself. Not only will you save money brown-bagging lunch to work but you’ll also be able to accurately calculate your caloric intake for effortless fat loss.

Reason #4:
YOU ARE HAVING FULL-BLOW CHEAT DAYS INSTEAD OF PLANNED REFEEDS

A lot of fitness experts and gurus praise the cheat day. So much so that they actually plan it in their clients’ fat loss programs. The idea behind such a day is that it gives you the mental break from having to track everything and you’re also free to eat whatever you like inside that day. But let’s be honest here – this turns into a binge 9 out of 10 times.

“It boosts your leptin levels.”

“It helps you stay on track with your diet.”
“You get to eat your favorite foods!”

“A single day of bad eating doesn’t matter.”

These are just 4 of the most common arguments of these so called ‘experts’.

The truth, however, is a bit harder to swallow:

Cheat days are NOT the best and only way to boost your leptin.
Cheat days are NOT the best way for you to stay on track with your diet.
Cheat days should NOT be justified with having to eat normal food. You can do that DAILY and still lose fat.
A single day of bingeing CAN set you back as much as a whole week of dieting!

Now, let’s take a look at each of my arguments individually and come down with an unbiased and science-backed conclusion.

**Cheat days are NOT the best and only way to boost your leptin.**

The truth is, fat loss is hard on your body. Your energy levels are low, your libido isn’t what it normally is, your body is in a constant mode of trying to adapt to your lower energy intake and your leptin levels decline over time which accounts for the ‘constant hunger’. In simple terms: it kind of sucks.

This is where a day of ‘overeating’ every 7 to 14 days (depending on how long you’ve been dieting for and how lean you are) can be very beneficial to you. You get to eat more food than normal and you feel a positive effect for days to come. Not only will you feel ‘human’ again, your energy levels will improve and your cravings won’t be that pronounced (due to the acute increase in leptin levels). You could even see your weight drop a bit the next day.

However, all of these benefits can be achieved as long as these 3 requirements are met:

1) You eat a large number of carbohydrates.
2) You eat in a slight caloric surplus.
3) You meet your daily protein and fat needs.
As far as cheat days go, you would be overshooting on all 3. You will most likely eat in a VERY LARGE caloric surplus, you will eat way more carbs than you really need and your fat intake is going to skyrocket.

Granted, you will see the benefits of a refeed day in a cheat day but the potential fat gain and setback is not worth the reward of stuffing your face all day.

**Cheat days are NOT the best way for you to stay on track with your diet.**

Cheat days certainly can trap you into thinking that as long as you eat well for a period of time, pigging out is justified. You ‘reward’ yourself with it because you’re regularly putting effort into dieting.

However, while cheat days can give you that mental break, they can also contribute to the creation of bad eating habits and an unhealthy relationship with food. You see, binge eating is never okay. **Not even if you feel like you’ve earned it.** This can lead to regularly bingeing once your fat loss ends or it can lead to binge eating during stressful and emotional times of your life. Think about it: you found so much comfort in these days back when you were dieting for fat loss, so they certainly can help now. Only this time, it’s not a single day but rather it becomes a way of life. You get into this uncontrolable downward spiral where you know you should stop stuffing your face because you’ve gone too far but you simply can’t.

The other big issue that often arises with having cheat days is the feeling of guilt. Sure, in the morning you’re excited, you’re trying to decide on all the delicious foods you’ll get to eat but as the day passes and it’s night time, feeling of shame and regret start arising. You’re a bloated mess, your stomach hurts, you might even feel like throwing up.

The next morning, you step on the scale and you weight 3 to 10 pounds more. This is normal due to the overconsumption of carbs, sodium and overall calories.

Now, come gym time you decide to undo the damage you’ve done so you jump on the treadmill for 2 hours.

Maybe I’m being a bit overdramatic here but the simple fact is this: a cheat day can do more harm than good and when done on a consistent basis it certainly can DESTROY your fat loss progress.

**Cheat days should NOT be justified with having to eat normal food. You can do that DAILY and still lose fat.**
“Okay, but what if I want to go out with friends, eat some pizza or ice cream?”

Naturally, this question comes up at some point so I’m going to try and answer it the best way I can.

You can fit pretty much all of your favorite foods into your everyday meals and still lose fat. The only requirement is you fit them into your macronutrients (or the very least – don’t go overboard with your set number of calories for fat loss).

Flexible dieting has become very popular in the last 5 years or so exactly because of this – you get to enjoy foods other than chicken and rice and still make great progress both for fat loss and building muscle.

The other option you can consider is having a weekly free meal. No, I’m not talking about an all-you-can-eat-buffet, but rather a meal where you simply eat what you like, you don’t track a single calorie, you eat slowly and enjoy it for as long as you can and you simply stop when you feel physically full, not emotionally.

You can incorporate one free meal for every 10-20 controlled meals or you can simply do it once a week. Friday evening for example. This is a great way to go out with friends and enjoy yourself while keeping your progress in check and eating ‘normal’ food.

**A single day of bingeing CAN set you back as much as a whole week of dieting!**

I won’t bore you with yet another lecture on how cheat days are bad. In this point, we’ll take a look at energy balance and how a cheat day CAN, in fact, ruin day’s worth of progress.

Let’s take a regular guy named John. He is in his mid 20s, hits the gym 4 days a week, weighs 180 pounds and is 6 feet tall. He’s trying to lose fat so after calculating his BMR and TDEE he adds a deficit of 500 calories and ends up with 2300 calories every day in order to lose roughly one pound per week.

Now, John has been good for 6 days, eating 2300 calories, hitting his macros and training hard. But now Sunday rolls in and John is feeling like he deserves to ‘treat’ himself with a cheat day. So he goes out for pancakes and waffles in the morning, on the way home he picks up some sugary treats and .. indulges. At lunch, he grabs a couple of burgers with a side of fries and a cake for dessert. A few hours later, John feels like eating something salty so .. a bag of potato chips. A large bag. Maybe even two. But you can’t have potato chips without some soda and dipping sauce, right?
Come dinner time, John is feeling pretty full, lethargic and a bit sick even. But his free day can’t stop there. Hell no! He opens his fridge and makes a large bowl of cereal, ice cream on the side and, oh look – some left over pizza.

So John ends up eating **upwards of 7000 calories on that singe day** and effectively cancels out his 3000 calorie deficit he’d created over the past 6 days. Not only that, but he’s also cancelled the deficit over the previous week, as well. So if John managed to lose 2 pounds over the last 2 weeks, **now he not only gained them back in a single swoop but he might have even gone overboard and actually gained a bit of ADDITIONAL fat.**

Sure, the psychology of thinking that a single day can’t be that bad is alluring. You try to justify your pigging out any way that you can but at the end of the day, a single cheat day can ruin a lot of progress in a very small time period.

**Reason #5:**

**YOU ADDED A TON OF CARDIO RIGHT AWAY**

Yet another reason why might hit a seemingly unbreakable fat loss plateau is because you set yourself up for failure right from the start.

You want to lose the fat quickly, get your abs to show so you jump the gun too quickly. You cut your calories low instantly add a bunch of cardio sessions throughout the week. This method works initially simply because of the large caloric deficit that has been created but your body is smart – it’s main objective is to stay alive and your metabolism gradually decreases, **and it keeps on decreasing until the caloric deficit has been cancelled.**

So what are you left with? You’ve lost some weight, some of it is fat, but you are nowhere near where we want to be. But since you never started your fat loss the right way, you are now stuck in a rut. There are only 2 viable options here:

1) Reverse diet to bring up your metabolic capacity over a period of 6-8 weeks. After that you can approach losing fat in a much smarter way.

2) Keep on reducing your calories and adding cardio. **This approach is something I DON’T recommend because you’re already starving your body and further reducing your calories is only going to make things worse for you.**

Now, I won’t go into detail on option #2 but I will explain what reverse dieting is and how to do it properly.

**The overlooked simple weapon called Reverse Diet**
What most diets out there lack is not the means to help you lose weight. Sure, the diet could be unhealthy, make you feel miserable and so on but if you stick around with it long enough, you will get results. So why do most diets fail so miserably?

Once they are over.. THEY ARE OVER.

On day 90 you’re eating accordingly but day 91.. you’re no longer dieting and, oh boy, it’s open season on your fridge. It feels like Christmas. You’ve lost the desired weight, you feel good and you get to eat normal again, amazing right?

But now you start eating ‘normal’ again, like you did before your diet. However, this time around – the scale starts going up again, you start feeling fluffy and you get frustrated. The critical component of a successful fat loss program is reverse dieting. The often overlooked solution to gaining weight back and the answer to your problem.

You see, after a certain period of time of being in a caloric deficit, your metabolism gradually slows down to try and ‘learn’ how to maintain your current weight on the now smaller amount of calories. If you could eat 2500 calories a day and lose fat when you just start dieting, after a few months you’ll be lucky to eat 2000 calories and further burn fat.

Now, here is where it gets tricky: Most people don’t account for that slowing down of their metabolism during a diet and they make the mistake of jumping their calories up way too quickly after the diet is done.

But now, instead of maintaining their current weight, they start adding more on top because what used to be their maintenance level of calories (Total Daily Energy Expenditure) is now a few hundred calories less. The job of the reverse diet is just that: to reverse back your metabolic capacity to what it used to be (maybe a little lower) while keeping your fat gains to a minimum. To do this properly, you need to slowly add in calories on a weekly basis, take measurements and weekly progress pictures and see how your body responds.

An initial bump in calories of about 20% is alright. If after the first week of reverse dieting you find that you’ve lost additional weight, bump your calories by 10% and go for another 7 days. From there, simply bump your calories by 5% each week until you reach a maintenance level of calories i.e. your weight stays the same over the course of at least 10-15 days.

Here is how it looks: Diet ends at 2000 calories. Week one of reverse dieting is 2400 calories (20% bump). Week two bump by 5% for a total of 2520. Week 3, same thing – 2520*0.05=126+2520=2646. Week 4 = 2778. Week 5 = 2917. Week 6 = 3063 calories.
The process to reaching your maintenance calories should take you between 6 and 8 weeks but once it’s over, you’ll have achieved two major things:

1) You will have kept your progress in terms of body weight and fat loss.

2) You will have ramped up your metabolism to peak level and can now eat much more calories while maintaining your results.

**Reason #6:**

**YOU ARE FALLING FOR BULLSHIT SUPPLEMENTS**

Walk into a supplement store, any supplement store and you’ll see this **massive array of products.** And when I say massive, I’m not exaggerating. Ask the sales clerk to recommend you something as simple as whey protein powder and he’ll immediately bombard you with all kinds of useless products with a fancy label and false promises. There are at least 10 different protein powders that I’ve stumbled upon that are in no way better or superior to your standard whey but still cost 2 times more.

Sadly, the supplement industry relies mostly on sleazy marketing tactics and drawing in new and inexperienced lifters. The worst part is, it’s not just your regular supplement store that is like that. Most websites follow the same sleazy tactics to make a quick buck from their customers. They often promote the latest ‘mass gainer’, ‘fat burner’ or creatine formula that just end up costing twice the regular version costs without having a better effect on you.

So, because most people don’t really know any better, the supplement industry makes millions every year from useless supplements that you absolutely **DO NOT need.**

Some questions I often get regarding supplements are:

“**What fat burner should I buy to lose the fat?**”

“**Won’t I gain fat from protein powders?**”

“**I can spend $200 on supplements. What should I get?**”

I can easily answer the first two questions by asking you to read or re-read the first point in this eBook. There, I explain what fat loss/gain comes down and I recommend you read that before going any further.
Now, as far as the third question is concerned, the answer won’t be what most people like to hear.

Here is the honest truth: **building muscle and losing fat are simple processes but they are definitely not easy.** They require a tremendous amount of effort and self-discipline to stick with. Supplements are really a small factor in the grand scheme of building a great physique. Their job is to **supplement** the effort that is already there. If you’re looking for the next best pill, powder or drink that is going to get you shredded or pack on slabs of beef on you, you’re in for disappointment. However, if you’re ready to put in the work and focus on what matters, I recommend you follow Omar Isuf’s approach to supplementation – **keep it to a minimum.** Take only what is proven to work, i.e. creatine, whey protein powder and fish oils and disregard most products.

This is the way of the supplement minimalist and trust me when I say it – **taking this simple and practical approach to supplementation will not only save you a lot of money in the long run but it’s also going to shift your focus to what matters and you will stop chasing the next best shiny-labeled crap products.**

There are countless companies out there that offer sports supplements. You can easily head to most of their sites right now and what you’ll see is something along the lines of: **“The new and improved fat-burner to get you shredded for this summer”, “Testosterone booster to make building muscle effortless” and my personal favorite (though this is not an exact quote from any site): “Get the new useless product #1. Buy 2 and get useless product #2 for free. The pros use it.”**

Often times these statements are next to a picture of a big, shredded dude. Now, I won’t blame you for falling for these marketing scams. I was once a gym newbie and fell for numerous crap products that didn’t anything. But what we often forget to account for is the fact that **this man or woman next to the picture DOES NOT owe their results to some random supplement.** They’ve more than likely been training for a number of years and are very disciplined.

**Reason #7:**

**YOU ARE NOT TRACKING YOUR PROGRESS PROPERLY AND MAKING ADJUSTMENTS ALONG THE WAY**

By far, the biggest mistake I see people make when trying to improve their fitness in any way (whether it’d be losing fat, building muscle, getting stronger, faster or more endurant) is **not tracking their progress and making improvements along the way.** And when it comes to fat loss, people screw themselves up right from the start by not tracking their progress.
You see, losing fat is a simple process of creating enough of an energy deficit which forces your body to start looking for alternative energy sources to meet it’s demands. This is where metabolizing fat for that needed energy comes in. You eat less → Your body needs more energy → It burns fat to make up for that deficit. All is good and well until your body catches up to you and you are no longer losing fat.

Because your body’s main objective is to keep you alive, building muscle and losing fat aren’t that high on it’s priority list and that is why tracking progress is very important, **essential** even. Once you’ve been eating in a caloric deficit for a while, your body’s natural reaction is to gradually reduce calorie expenditure to no longer be in that said deficit. This way it can “make due” with the energy it receives without having to burn the precious fat reserves for fuel.

As you can probably guess, **this is when a weight loss plateau occurs**. And a lot of people make the mistake of not tracking a single thing and then wonder what the hell they should do after hitting a plateau. This often makes them angry and frustrated because they’ve been true to their diet and training but for some reason their work isn’t being rewarded.

Let me show you what I’m talking about: Let’s take me as an example. When I’m in a fat loss phase, I’m precise to the last gram. I know how much I lift every week, I know how much cardio I do and I know exactly how many calories I consume on a daily basis. Now, once I reach that fat loss plateau (which I inevitably do) I have a number of options to create that needed deficit again. I can simply drop my calories a bit for a week and see where it gets me. I can increase the cardio I do for the week. I can add a bit more training volume to my workouts or I can simply make a combination of all three options.

<table>
<thead>
<tr>
<th>In a typical fat loss phase, my calories look like this:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1 &amp; 2</strong>: 2700 calories, 20 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 3</strong>: 2600 calories, 20 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 4 &amp; 5</strong>: 2500 calories, 20 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 6 &amp; 7</strong>: 2450 calories, 35 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 8 &amp; 9</strong>: 2350 calories, 35 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 10 &amp; 11</strong>: 2350 calories, 50 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 12 &amp; 13</strong>: 2300 calories, 60 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 14</strong>: 2250 calories, 70 minutes of cardio</td>
</tr>
<tr>
<td><strong>Week 15</strong>: 2250 calories, 80 minutes of cardio (this is where I cap it)</td>
</tr>
<tr>
<td><strong>Week 16</strong>: 2200 calories, 80 minutes of cardio</td>
</tr>
</tbody>
</table>
This is directly from my log and this is exactly the way I did it. As for the results: **I lost 24 pounds in that time period and went down to about 8% body fat.**

You see, tracking what you do makes everything so much easier and you’re MUCH more prepared to make **small adjustments** along the way and **keep the progress coming**. And this doesn’t just apply to losing fat. You can take this lesson and apply it to pretty much any other aspect of strength training and building an awesome physique.

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**Reason #8:**

**YOU ARE BEING INCONSISTENT WITH YOUR CALORIC INTAKE**

“*It’s not what we do once in a while that shapes our lives. It’s what we do consistently.*” – Tony Robbins

Just like with everything else in life, being consistent with your caloric intake is a fundamental element of transforming your body. This mistake often ties in with #3 where **people don’t take into account hidden calories** which often makes them consume more than they should and end up wasting the day by cancelling out their caloric deficit.

Other times, people simply assume that the extra few bites of lasagna or the 2 dessert cookies won’t really do anything but in the end – it all comes down to energy balance. And when you allow yourself to eat a bit more of your favorite foods, **you are setting yourself up for failure**.

That is why setting a caloric goal for each day and sticking to it in a diligent manner is so important. Only after doing it for weeks and weeks at a time can you see your body change in the positive way you want.

But what if we happen to overeat and recognize our mistake? After all, we are all human and sometimes we just want to enjoy a nice meal with our families or eat a rather big ice cream on a hot summer day.
What I advise you to do is think in terms of weekly calories rather than daily. For example: Let’s say that your established caloric needs are 2000 to lose fat at a steady rate. This means that your weekly caloric needs are 14 000 (7*2000). The best way to get these calories is in a slow and steady manner of 2000 a day but as I said – we are human and we make mistakes. Maybe you saw that leftover pizza in the fridge or maybe you were at a birthday party and you overate.

Now, instead of beating yourself up and saying “That’s it, I ruined my progress!” you can think in terms of weekly calories and ask yourself “Okay, I overate. How many calories less do I need to eat the following days in order to negate the effect of my indulgence?”

So for example, let’s assume you ate 3500 calories when you should have stopped at 2000. You can make up for it by eating 300 calories less for 5 days or 500 calories less for 3 days. Really, there are many options here.

This tactic was first introduced to me by Omar Isuf in one of his videos on youtube and I must say: It does work. However, don’t make it a habit of overeating and then restricting yourself. Use this tool only when needed and you will be able to fix your mistake.

Now can you do me a quick favor?

I know you’re a dedicated and disciplined individual who truly cares about transforming their body and life, after all – you’ve read through my eBook ;). What I want you to do is head over to Thinkinglifter.com/contact or reach me directly by email at Philip_stefanov@hotmail.com and tell me what you thought of this eBook. It would mean a lot to me to get your honest feedback (and it would only take you a couple of minutes).

Also, if you know anyone who could benefit from this ebook, feel free to share the love and send it to them!

If you’re having any difficulties or unanswered questions, you can easily connect with me:

Facebook: facebook.com/thinkinglifter
Twitter: twitter.com/thinkinglifter
Email: Philip_stefanov@hotmail.com
Blog: http://www.thinkinglifter.com

Now, go out and burn that stubborn fat!