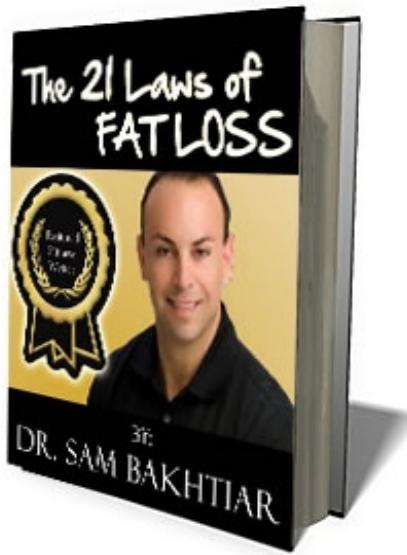




The 21 Laws of Fat Loss



Bad guy / Bad girl notice

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Disclaimer

In our Fitness programs we have all clients sign a "sense of humor" clause. This states that the client is fully aware of the fact that the instructors tell weird jokes and say the most random things that most likely don't make sense. So...if you are easily offended, lack a sense of humor, or if you DON'T have the desire to make serious changes to your body...then this book is probably not for you.

The problem is that there is SO much nonsense out there on what really works to burn the Fat... that it is getting harder and harder to both tell the TRUTH and not offend anyone.

In America so many people have been lied to by supplement companies, magazines, TV Shows, Celebrities, etc, that many false theories may have been embedded in your head.

As you can read in my story on www.fitconcepts.com I've spent many years and thousands of dollars trying to figure out the fastest, most effective ways to burn fat...so pretty much I went through all the struggles FOR you...just read this report in its' entirety and if you only take away 1 thing from this report...have it be LAW number ONE...

FAT LOSS LAW #1

TAKE MASSIVE ACTION once you get the information you need and Read this ENTIRE REPORT from start to finish.

This is pretty self explanatory but even if you take one little tip away from this report it will be to **make it a habit of starting what you finish**. Don't feel good about yourself just for getting this report on your hard-drive and not doing something about it



Now don't get me wrong. I know you're not like that because you wouldn't even be reading this right now. **You have joined the top 3% of people in the world that download a free report, opened it up and ACTUALLY READ IT.** I can see that you are definitely serious about achieving your fat loss goals.

Those who are most successful in achieving their goals **TAKE ACTION**. The rest complain about everything in their lives and are onto the next fad they think will get them to where they need to be without putting any effort in.

If there is one thing you take away from this report is it to **TAKE MASSIVE ACTION**. Action creates momentum and it is critical to be successful in anything you set out to achieve.

FAT LOSS LAW #2

You can never out-train/out-exercise a bad diet.

If you are working out really hard with an effective fat loss program and not seeing the results you want, 99% of the time it is due to one thing and one thing only: **Your nutrition sucks.**

If your breakfast consists of a Mocha Frappuccino Blended Coffee from Starbucks, you would need to workout HARD to burn off the 500 calories that you already had during breakfast (...and to burn 500 calories, you'll need to do around 45 minutes of swimming...or 90 minutes of gardening – whichever you prefer).



So do realize that your workout is equally important to your nutrition habits. They go together like Wine & Cheese, or Oatmeal & Blueberries.

Here's the trick: It's actually a lot easier to workout hard or go all out in Fit Body Boot Camp than it is to **STOP** eating your favorite foods and/or drinking your favorite type of alcohol on the weekends.

And the best way to counter this, is to **watch your surroundings**. Because of human nature it's nearly impossible to keep a healthy diet when everyone else around you eats horrible.

So with that said, here are 2 of my favorite quotes:

"Abs are made in the kitchen" and "Don't be a hero in your workouts and a Wussy in the Kitchen!"

FAT LOSS LAW #3

Interval Cardio is FAR Superior to steady state cardio.

This goes hand-in-hand with Tip#3 from our video on www.MagicFitnessFormula.com, which states that **regular cardio is ineffective** (...and it takes way too much time).

According to research, doing intervals in your training is 9x more effective in improving your cardiovascular abilities AND it burns fat much quicker.



**Marathon
Runner** vs... **Sprinter**

I think the picture above says enough...

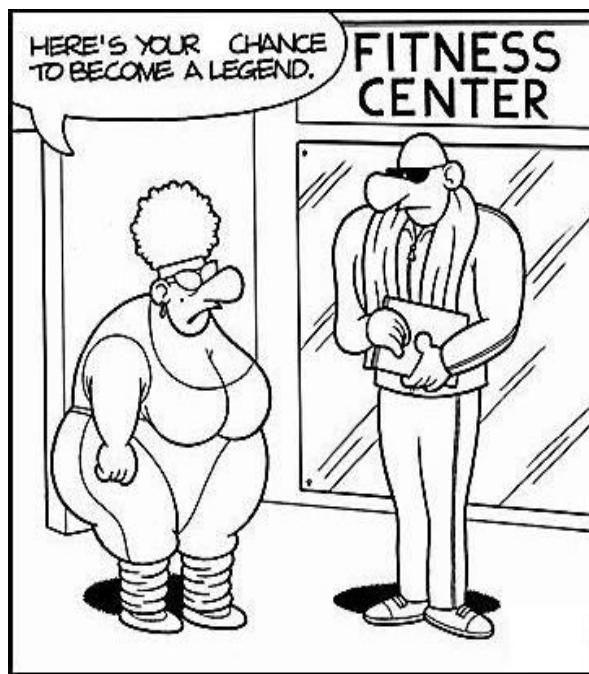
Intervals elevate your metabolism and boost what's called your "EPOC" (post exercise oxygen consumption). To put this in simple terms -> intervals turn your body into a fat burning furnace for up to 36 hours AFTER YOU DO THE CARDIO.

How awesome is that?

FAT LOSS LAW #4

"One should lose weight before beginning an exercise program" is a total MYTH. The best time to start working out is always TODAY.

There is no physiological reason to lose weight prior to beginning an exercise program. Exercise is the best thing for your health, and there is no time like **NOW** to start.



Any amount -- starting with five minutes a day -- is beneficial. When you carry less weight, you can move a little more easily, and it may be less strenuous on your heart.

You can be more fit at 30 percent body fat if you *are* exercising...

...than if you try to achieve 20 percent body fat *without* exercising.

The goal is to gain or preserve muscle and lose fat -- not just '*lose weight*'

FAT LOSS LAW #5

Doing hundreds of crunches will NOT get rid of your "pooch"

It's not possible to spot reduce any area of the body. The real solution is to...

- 1 Reduce overall body fat through a slight caloric deficit
- 2 Add resistance exercise (weight training) to stimulate the metabolism
- 3 Add cardiovascular exercise to burn additional calories.



Performing crunches will **never** reduce the abdominal area because it only serves to strengthen muscle, not flatten a specific area.

Just as 200 bicep curls will not make the arm smaller, nor will 200 abdominal crunches make the waist smaller. You cannot spot reduce any part of the body. It's just not physiologically possible.

FAT LOSS LAW #6

Circuit Training is the most effective form of metabolic conditioning.

With circuits you would go through 5-8 exercises in a row without resting. Try to alternate your circuits to do a lower body exercise followed by an upper body exercise.

An example would be: Squat ten times, Pushup ten times, Lunge ten times, Back row ten times.



It's super effective, and we use it very often in Fit Body Boot Camp.

FAT LOSS LAW #7

Intensity is the key factor in your exercise program (Intensity equals Results)

You can't expect to lose fat at a rapid pace if you do "punch the clock" type of workouts. You should be moving constantly and sweating profusely if you want to break past your plateaus and into a new body.



Remember, Intensity equals results. If you do 10 exercises in 30 minutes, your intensity is much higher than doing the same 10 exercises (the same amount of work) in an hour. So make it a habit to get as much done in as little time as possible.

FAT LOSS LAW #8

You may occasionally get Winded, Breathless, or Downright Nauseous when training for Fat Loss.



...And here's why: When a client does a fat loss workout, there is almost no possible chance for rest whatsoever. This will lead the client feeling out of breath because there is minimal stopping for a break.

This ties into the previous law. You need to keep the pace fast and intense if you want to see fast results. This is one of the key ways to increasing your metabolism and burning a rapid amount of fat off of your body.

FAT LOSS LAW #9

Machines should comprise 0 – 10% of your exercise program. Free weights and bodyweight exercises should comprise 90 – 100% of your exercise program.

Machines are horrible when it comes to fat loss. The main reason machines exist is to make it 'easier' to exercise OR to fully isolate a certain muscle.



But since we're here to burn fat – we want challenging workouts that use the most amounts of muscle in your body (so we definitely don't want to 'isolate' any muscles...this is just a waste of time).

Using free weights, like dumbbells, is the way to go. Not only do you use more muscles, you also use your core to lift the weight.



Machines dictate the range of motion for you already. And again they are not challenging to do. That is why you see a lot of people flocking to them on a regular basis.

Remember... Intensity equals results, so stay away from machines as much as possible!

FAT LOSS LAW #10

Aerobics...are a waste of TIME!

The truth about aerobics may hurt a lot of people. And that truth is...

"Doing Aerobics is like using a shot glass to empty the ocean."



And it's not just Aerobics that are a waste of time, this also goes for cardio classes, toning classes with those plastic weights, step classes, tae bo, hip hop abs, using small 3 pound weights and dancing with them, fitness classes posing as boot camp programs (ugh), etc, etc...



While it is true that aerobic training burns extra calories, and that you must have more calories OUT than calories IN to burn fat... It is NOT true that aerobic training is an efficient way to burn off extra energy. In fact, it is the **least efficient mode of exercise** possible.

The problem is that Aerobics will **NOT** build any amount of muscle to increase your metabolism, not through weights, nor through challenging bodyweight exercises.

And you NEED resistance training. It will NOT make you bulky, just nice and *toned*. See, muscle is denser than fat. So, if you lose 5lbs of fat and gain 5lbs of muscle, even though on the scale you will weigh the same, you will be smaller, firmer and have a faster metabolism which will help you continue to get smaller and firmer.



FAT LOSS LAW #11

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



Let's say you do a squat...but you just go down half way so you can make it easier.

Logically you would be decreasing the effectiveness by half right?
RIGHT!

Quality over quantity is always the idea when working out. Form is always more important than banging out more reps of your favorite exercise. I would rather get less reps and better form than more reps with horrible form.

It's THAT important.



FAT LOSS LAW #12

Always get adequate sleep (at least 7 to 8 hours a day)



Exercise & Sleep are often the first to be sacrificed in today's hectic schedules. Nowadays many of us work 10 hours / day, 5 days / week, AND we drink alcohol on the weekends...with ONLY 4 weeks of vacation per year!!

So how *can* we expect to get ourselves to workout...if we don't get enough sleep?

Your employer would LOVE for you to get your work done, and do whatever it takes to do so. He would probably even reward you for it as well. However, the BEST way to make this happen is to get solid workouts with a SOLID amount of sleep.

The only time you recover is when you sleep, so without adequate sleep...every workout only tears your body down even more.

So go ahead and put your body under stress for a period of time. But then rest and recover so it can grow, get stronger and be ready for your next challenges.

FAT LOSS LAW #13

Always write down the one goal you want to achieve and review that goal daily.

Before doing anything important, set goals on what YOU want to achieve. Goal setting is like a laser pointer for the mind. Researchers say that writing down your goals makes you 80% more likely to achieve them.



And now that you know this...did you know that only 3% of people in the world write down their goals?

Here are the 5 steps for writing down your goals and achieving them:

1. Make sure your goal is something **you** really want and not what others want for you.
2. Always have only one goal and stick to it. Confucius say, “*A man (or woman) who chases two rabbits ends up catching none*”
3. Write down your goal in the positive and not the negative.
4. Make your goal high and achievable. Don’t settle for what you think you can achieve. Shoot for the moon and you’ll end up in the stars.
5. Review your goals daily. Just because you wrote them down doesn’t mean that you can forget about them. You have to constantly remind yourself of what your goal is if you want to achieve it.

FAT LOSS LAW #14

Keep a journal to log your results

If you keep doing what you've always done...you'll keep getting what you've always gotten.

Writing down your achievements in your workout and nutrition is the only way to see the improvements. What gets measured...gets improved.



So keep a food diary and track your workouts as much as you can. Research has shown this can **double** your weight loss. Not only that, it tells your subconscious that your fitness goals are a very serious issue and they are not to be messed with!

FAT LOSS EXERCISE LAW#15

Whether trying to lose weight or gain weight, compound exercises rule all!

We showed you a great example of this in Tip #2 of the video on www.MagicFitnessFormula.com. And that is that compound exercises burn WAY more fat than single-jointed exercises.



←
don't do it sitting down...

...do it standing up!

this burns waayyy more calories!

Hit up as many muscles as possible if you want to rapidly lose fat (which brings us back to... **Intensity equals Results!**)

FAT LOSS LAW #16

Always look to break past your comfort zones.

There is always something that is uncomfortable in people's lives that they know that they should do...but tend to avoid it or not do it. The paradox is this: You **need** to leave your comfort zone to grow.

Especially if you realize that in life, you either get **better** or **worse**...you **never stay the same**.



The more things you do that are uncomfortable, the more skills you acquire, and the more you will grow as a human being. Here's one of my favorite quotes of all time that covers this a little more:

"It is not the critic who counts, not the one who points out how the strong man stumbled or how the doer of deeds might have done better. The credit belongs to the man who is actually in the arena, whose face is marred with sweat and dust and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, if he wins, knows the triumph of high achievement; and who, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory or defeat"

FAT LOSS LAW #17

Planks and side planks should be a staple in everyone's ab program.

These exercises have two benefits:

- They reduce inches from the waistline by activating the transverse abs (The body's weight belt...the exact same muscle we talk about in Tip#4 in the video on www.MagicFitnessFormula.com)
- They help strengthen and support your core to keep your body strong and functioning properly



They're not easy though.....

FAT LOSS LAW #18

The best ab exercise is pushing yourself away from the dinner table

Abs are made in the kitchen, and the ONLY way to see your stomach getting flatter (and perhaps actually seeing your abs) is to lower your Body Fat %.

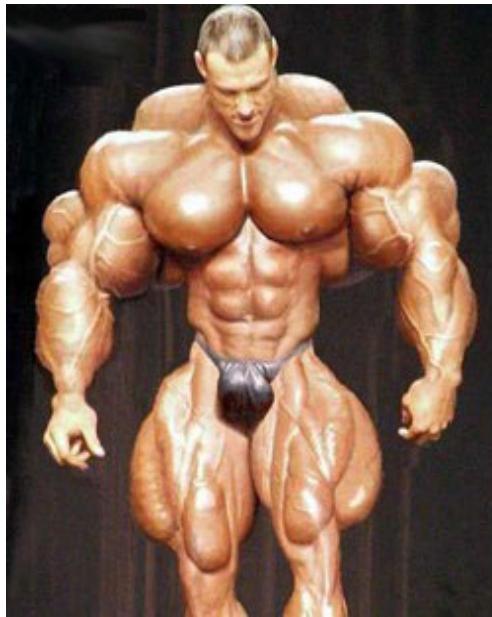


If you're looking for that magic bullet to lose inches from your belly...then it would be to **control your eating habits**.

FAT LOSS LAW #19

ALMOST always train with a full body exercise program.

The more frequently you hit your muscles during the week the better your fat loss results will be. You're going to hear from others that you should hit "legs on Monday" and "back and biceps on Tuesday", but that goes more for bodybuilders who want to grow specific areas in their body.



I heard he drives
a Volkswagen

But since your goal is FAT loss, you'll want to burn as many calories as possible. And nothing does this better than hitting every single muscle in your body – up to 4 times per week (for instance).

FAT LOSS LAW #20

Social Support will make you 80% more likely to achieve your goals.

Like I mentioned before, your surroundings determine greatly how successful your weight loss will be. If you hang out with 9 bank robbers, you'll probably end up becoming the 10th bank robber...

...if you hang out with 9 people who skip breakfast, the odds are slim of you sticking with oatmeal & blueberries in the morning.

You have to surround yourself like minded people who have the same goals.



In fact, research has shown that if you put a group of people in the same room with similar goals for one month straight, they will be 8 times more likely to achieve results than if they did it alone. And of course it's easier to stick to a fat loss program if you know someone else is going to hold you accountable.

FAT LOSS LAW #21

Don't waste your time. Only use a tried and tested Fat Loss Program to reach your goals.

Time is precious. It's the one thing you can never recycle. So make use of it as much as possible by doing the right things.

This goes for your workouts as well. At Fit Body Boot Camp we focus purely on Fat-Burning Workouts. And after years of perfecting our program we **guarantee** you will burn twice the amount of fat in half the time with us.\

And we fully stand behind our words by backing it up with a 100% Money-Back Guarantee. So even if you're not satisfied for whatever reason under the sun, we'll refund you your money within 30 days with no questions asked.

If you want to lose weight, get a flat tummy, feel sexy again, gain confidence in your body and make new friends email us at sam@corp.fitconcepts.com or visit www.fitconcepts.com for more info.

Just take a look at some of our previous clients on the next page and see for yourself...If you ask me, it's a shame for you **not** to burn that stubborn belly fat, especially when these people did it so easily...



HERE'S WHAT YOU CAN EXPECT DURING YOUR 6 WEEK TRANSFORMATION :

- 5-30 POUNDS OF WEIGHT LOSS**
- 5-8 INCHES OFF YOUR WAIST**
- FIRMER ARMS, LEGS, THIGHS, AND BUNS**
- INCREASED STRENGTH, ENERGY, AND STAMINA**
- FASTER METABOLISM TO BURN MORE FAT AT REST**
- TIGHTER, FLATTER ABS – MEANS SMALLER WAIST**
- 3-6% DECREASE IN BODY FAT**
- LOOK AND FEEL TEN YEARS YOUNGER**
- LOSE THE UNCOMFORTABLE “BLOATED” FEELING**
- LOOK AND FEEL BETTER IN YOUR FAVORITE CLOTHES**



ALL IN ONLY 6 WEEKS. THIS IS ALL TRUE - HAVE YOU WATCHED THE VIDEO YET? DO IT AGAIN!

THIS PROGRAM IS UNLIKE ANYTHING YOU HAVE SEEN

THIS IS THE SAME 6 WEEK STEP BY STEP PROGRAM THAT GOT THE ABOVE RESULTS,
BUT *SUPER CHARGED* (PLUS YOU CAN GET IT HALF OFF, READ BELOW...)

BECAUSE I WAS HIRED BY A TOP FITNESS COMPANY THE HAD A TON OF RULES,
I HAD SOME RESTRICTIONS – BUT NOT ANYMORE!

I CAN UNLEASH MY FULL AWESOMENESS ON YOU FOR EVEN MORE UNBELIEVABLE RESULTS:
FLATTER ABS.



JUST LIKE McDONALDS I HAVE A SECRET SAUCE. WELL IT IS NOT REALLY A SAUCE, BUT I DO HAVE SECRET FAT LOSS TECHNIQUES WHICH I WILL BE SHARING WITH YOU DURING THE COURSE OF THE 6 WEEKS. YOU WILL BE RECEIVING MULTIPLE EMAILS PER WEEK FROM ME PERSONALLY WITH TIPS AND TECHNIQUES TO ENHANCE YOUR FAT LOSS.
(BUT I WILL SWEAR YOU TO SECRECY...)



come try us out ...

www.fitconcepts.com

there is no better time than RIGHT NOW...

www.fitconcepts.com

Talk soon,

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