

Conventional low calorie/low fat dieting is not fun. On top of that, it just plain doesn't work. The standard low-fat/low calorie diets have done more harm for our health than good. Unfortunately, what you have been told in most cases is 100% WRONG. Cutting calories DOES NOT mean you burn more fat – it means you burn less calories.

The Fit in 30 Nutrition program simply and elegantly solves the issues of conventional dieting, allowing you to eat foods regularly off-limits to dieters. In addition, we will rely almost exclusively on nutritious and wholesome REAL foods (with a few exceptions) to replenish your body and promote healthy fat loss.

Real food is what our body was designed to eat. When you feed your body in a manner consistent with its design it becomes lean and healthy – and you become happy. Choosing foods that are organic, unprocessed, and whole will prime your body for optimal health and fitness.

This plan will deliver fast results to be sure, but even more importantly, it can easily be translated into a lifestyle that will last the rest of your life.

I wanted to keep this guide short and sweet, so here it is. Please do not hesitate to get back to me with any questions.

THE BASICS

The basics of this program are super simple: eat real and wholesome foods, avoid junk food, bad fats, most sugars and hidden carbs. Simply concentrate on foods that nourish your body and give it what it needs to not just survive but THRIVE.

We will be keeping our carbs relatively low (but not zero) and our protein relatively high while eating only the healthiest fats. This means lean and healthy proteins, tons of vegetables, fruits and only natural sources of fat. I have designed this plan specifically to feed your metabolic furnaces (your muscles) while starving off unwanted fat.

When you follow this plan you will NEVER go hungry and your body will literally transform right before your eyes on a daily basis. You'll be eating the most nutritious and best tasting meals as the fat melts right off you.

SIDE NOTE: If you ever get hungry EAT! (just choose from recommended foods)

To make this program as simple and done-for-you as possible, I have enlisted the assistance of celebrity chef Diana Keuilian. She is the best-selling author of "The Recipe Hacker", and is legendary for creating amazing-tasting, fat-burning meals (and even desserts) that the entire family will love. Yes, even your kids

will love this plan :)

She has put together 4 full weeks of done-for-you menus and grocery lists as well as a full recipe book exclusively for The Fit in 30 participants.

Every Friday you will receive an email from me with the following week's meal plan as well as a corresponding grocery list with everything you'll need to prepare all the meals for the entire week. Then you can just reference the The Fit in 30 Cookbook to discover all of the amazing recipes found in the menus.

KEEPING THE CARBS IN CHECK

Fat loss is dictated by our bodies' hormones levels, primarily insulin. When insulin is high, fat burning is simply not possible. And when we eat carbs we secrete insulin and thus fat loss comes to a screeching halt. So it is imperative that we control insulin levels, but there is good news: we can control insulin directly by controlling our carb intake.

Problem solved.

But this process can be dreadfully boring if you let it be. That is where the done-for-you menus and Fit in 30 Cookbook come in. These are insanely delicious recipes that are incredibly nutritious without excess and unwanted carbs and without you having to count calories.

YEAH, WHAT ABOUT THE CALORIES?

The component of this program I care LEAST about is the calorie levels. More and more research every day says that calories are not as significant as we thought in the fat loss battle. What is important: the body's hormonal environment (i.e. low insulin levels).

And hey, when we follow the menus we've already got that covered, right?

Really, I am more concerned with you not eating enough (as that KILLS your metabolism) than I am with you eating too much. So again, if you are hungry EAT!

Just know calories are pretty low on my list of fat loss concerns. Follow the menus and you'll be just fine, I promise.

THE POWER OF PROTEIN

Protein is VITALLY important in this program. You see, our muscles are primarily composed of protein (once you take out the water.) And we will be working our muscles hard in boot camp during this program

so we **MUST** supply the raw materials needed to rebuild and repair from the workouts.

Carb control is important to fat burning, but it is equally important that we keep our muscle and other lean tissues well nourished to increase metabolism.

Protein also takes twice as much energy to digest and assimilate as do carbs and fat, and it can also blunt appetite. In addition it stimulates cognitive function. Protein is good stuff, and can make you feel good and look good.

Good sources of protein: meats, chicken, turkey, fish, cottage cheese, (certain) protein powders, whole eggs, and even (nitrite free) bacon. Be sure to go organic whenever you can.

Again, no need to count protein grams. All the numbers are taken care of when you follow the menus, so there is no guesswork on your part!

EAT FAT AND GET LEAN

Remember this simple fact: Natural fats are awesome, man-made ones not so much. Remember that one simple thing and you are golden.

Another thing to remember is this: Eating fat does **NOT** make you fat. That's just not how it works. We do need to make sure we eat the right fats to nourish our bodies.

In fact, our bodies **LOVE** fat. Our brains are mostly fat. Our cell membranes are made of fat. Healthy skin and hair also depend on dietary fat to stay radiant.

Our hormone production **RELIES** on fat. Our bodies were literally made to function optimally with a relatively high fat intake.

Going low fat is simply a **HUGE** mistake. That is why this program has the perfect level of healthy fat included to give our bodies what they need to flourish.

You can have plenty of healthy and natural fat in this program. Things like coconut oil, avocados, nuts, meats, natural cheeses, butter (grass fed) and even bacon (so long as it has not been processed). It's all been done for you.

But you must **AVOID** anything that says it is hydrogenated or partially hydrogenated. "Trans fats" as they are known are quite toxic and should be avoided at all costs.

CHEAT NIGHT :)

This is unquestionably the most awesome (or at the very least the most fun) part of this program: the night when you throw all the rules out the window.

From 5-6pm until bed, feel free to eat whatever you want. Optimally, this would be a very high carb / low fat affair. Seriously – whatever you want, but my preference is to keep with healthy sources and avoid junk.

This pre-planned cheat accomplishes a few different things. First, it regulates a hormone called leptin. Simply put, leptin is your body's fat regulation hormone. When leptin levels fall, fat loss stalls or even ceases. When we "cheat," leptin production increases and fat loss gets a nice jump start. Cool right?

Secondly (and in my opinion more importantly) a cheat gives us a psychological break. A night where we don't have to think about the "rules" or being perfect. We can just relax and enjoy ourselves. And here's something very important: the psychology of fat loss is more important than the physiology of fat loss.

The menus have the cheat scheduled Friday night, but you can switch that to Saturday or even Sunday if you want. I recommend you plan them around your social calendar so that if you are going out with your friends and hanging out with your family you can enjoy yourself with no restrictions.

ALCOHOL

To get the maximum benefit from this nutrition program alcohol consumption needs to be kept to a minimum, preferably zero.

"BUT WHY???" I hear you plead...

Well, the unfortunate fact is that booze stops fat loss in its tracks. I can't tell you how many times a client has come to me perplexed as to why their fat loss has come to a stop, only for me to find out they are having "a glass or two" of wine each night.

When the wine stops the fat loss starts up again.

So how much is ok? It's impossible for me to say for sure as everyone is different, but what I can say is no alcohol, for now, is really your best option.

Will a glass of wine once a week derail you? Probably not. But again, I prefer making this program as efficient as possible and keeping alcohol out makes that happen.

Final note: If you are going to imbibe, keep it minimal and do it (but not OVER do it) on your cheat night.

WATER

Here is my advice on water: drink more. To fully optimize this plan, you should work your way up to drinking a gallon per day.

Yes, one gallon.

Yes, that is a lot.

Yes, you will pee a lot.

The deal is your body functions best when fully hydrated, plus the processing of fat (fat burning) happens most easily when properly hydrated. This will also reduce water retention under the skin.

Also, we have the added benefit of extra water helping to detoxify your body over the next 6 weeks. Body fat can store toxins, and when you are burning fat at a high rate (which you will) you are also potentially releasing more toxins.

And keep this in mind: while drinking more water will not make you burn more fat, not having enough water will prevent your body from burning fat.

The Custom Menus, Grocery Lists and Cookbook

As I stated earlier, the Fit in 30 menus, grocery lists and cookbook were custom created for you by master chef and Recipe Hacker Diana Keulian, and they are nothing short of outstanding. One thing to keep in mind is that the recipes were (in general) created with a family of 4 in mind. So, if there are more or less in your household make adjustments as necessary.

CONCLUSION

That's it. It is really not that complicated, but if you have any questions DO NOT HESITATE to contact me - that is what I am here for. The best place to reach out to me is in our private Facebook group because I can guarantee you that if you have a question, someone else is wondering too but they are too shy to ask.

Following this guide can potentially change your life forever. Now is your time to rediscover the strong and beautiful woman you are. Now is your time to be the best version of you the world has ever seen.

You have been given the keys to a new, lean, healthy body and a renewed and energized life. All you have to do is turn the key and walk through the door. Trust me, you're going to love it here!