

LEARN THE

FOUR FOUNDATIONAL

PRINCIPLES OF FAT LOSS



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HORTOLOSE HELASTAOLBS

When I was 18 I went to work in France as an au pair. I had always been relatively lean, but not sculpted and toned like an athlete. However, unable to resist the temptations of bread, cheese, olives and ice cream, I arrived home from France a full two sizes bigger than I had been when I left. None of my clothes fit me anymore and I looked bloated and overweight.

I had been riding horses competitively before I left for France, which had allowed me to eat whatever I wanted without putting on weight. But the lack of exercise during my sabbatical in Avignon, left me horrified with how much weight I had allowed myself to put on. I immediately went on a "diet" and started exercising every day. A combination of step aerobics and competitive riding soon had me lean and svelte once more. Soon after I started University, my mum was involved in a serious riding accident which rendered her in a in a cast from groin to ankle and completely unable to get around for months. This left me not only caring for my two high level event horses, but also juggling the demands of caring for the house as well as studying in Uni. No matter how much I ate, I simply couldn't keep weight on. My calorie expenditure far exceeded that which I could consume and I soon dropped down to under 50kg/114lbs in weight, which was tiny for my 5'8 frame.

For the first time in my life, I had abs (what joy!) even though I looked like I needed to be tied down and force fed lard. I stayed this lean until I fell pregnant with my first son Corey, when I slowly began to fill out from pregnancy and extra calories. I didn't have much time to get back in shape before I found out I was pregnant again when Corey was only 8 months old. Maya arrivied only 2 years after Kai, and baby Jack arrived only 21 months after Maya.

Giving birth to four children within 6 years did nothing whatsoever to improve my body composition.



However, I'm a pretty determined person and as an avid practitioner of yoga, I trained to become a yoga teacher after Jack was born and was soon teaching and practicing up to 14 hours a week from my home studio. I put myself on a semi-starvation diet, restricting carbs and calories and most days only eating 1200-1400 calories. As you would expect, most of the "baby fat" soon melted away, I looked relatively "toned" and had nice arms and quads. But no matter what I did, I couldn't get rid of the excess fat around my stomach, love handles, butt and thighs. It was frustrating. I couldn't eat any less as I was basically starving myself anyway, and I couldn't physically exercise any more because I was teaching and practicing power yoga for up to 3 hours per day. When I was younger, the fat would've just melted away (as it did when I was riding competitively) but my late-30s body just did not want to play ball. To say I was frustrated was an understatement. One day in April when I was 37, I walked past the mirror in my yoga studio wearing only a thong and a bralette, as I was getting something out of one of the drawers. The sunlight was streaming in through the windows and bathing my half naked body with light. Bikini season was nearly upon us. And so I did what any self-respecting 37 year old would do and turned to examine my butt in the mirror. I was horrified by what I saw. The skin had started to take on that saggy, wrinkled look that is synonymous with older women. My semi-starvation diet had certainly made my butt smaller, but now with no fat or muscle to hold it up, it just looked saggy and old. I didn't want to have an old woman's butt, and I could see that if I didn't do something about it, it was only going to get worse. Then I suddenly had an epiphany. I realised that the only way to make my butt fuller and stretch out the skin, would be to either fill it up with muscle or fat. And I certainly wasn't about to fill it up with fat! So I decided to fill it up with muscle.

That very day I downloaded a gym program and started it in the gym. I trained intensely for about a month and quickly realised I had found my happy place. My body started to transform before my eyes. But I was still terrified of eating. I had heard that it was important to eat after training to fuel the muscle, but I was so terrified of getting fat, that I still wouldn't allow myself. I was starving all the time, but resisted the temptation to raise my calories. However, I decided I wanted to do a fitness competition. I enjoy having something to work towards and feel happiest when I am striving for a goal. I hired a competition coach and trained with him five days a week. He immediately insisted that I eat more, and helped me to calculate macros that would support the amount of training I was doing. Before my very eyes, the fat that I had been starving myself to get rid of, started to melt away. And I was eating more! In fact, I was eating almost three times the amount that I had been eating for the past 3 years and every day I was getting leaner.



Fast forward nearly four years and IAMINTHE BEST SHAPE OF MY LIFE.



I currently weigh 67kg/148lbs which is 33lbs heavier than when I was riding competitively! I have six pack abs all year round, and strong sculpted legs. I have full round glutes that could crack a walnut, and an hourglass figure. My average off season body fat percentage is around 16%. When I compete, which I have done every year since, my body fat drops to around 12%. When I was teaching yoga and starving myself, my average body fat was 25% and I weighed 120lbs! How was this possible?

The secret to losing the last 10lbs does not lie in starving yourself or excess cardio. It lies in increasing your metabolism and nourishing your body. I have lost around 10lbs of fat, but gained nearly 10lbs in muscle! My body looks completely and utterly different. At 40 years of age, I look better than I did at 20. I am vibrantly healthy, sleep 9 hours every night and wake up full of energy and bounce. I train for around 45 mins, 4-5 times per week and the only cardio I do when not prepping for a show, is walking my dog every day. I am determined to get women out of the mindset of starvation and excess cardio.

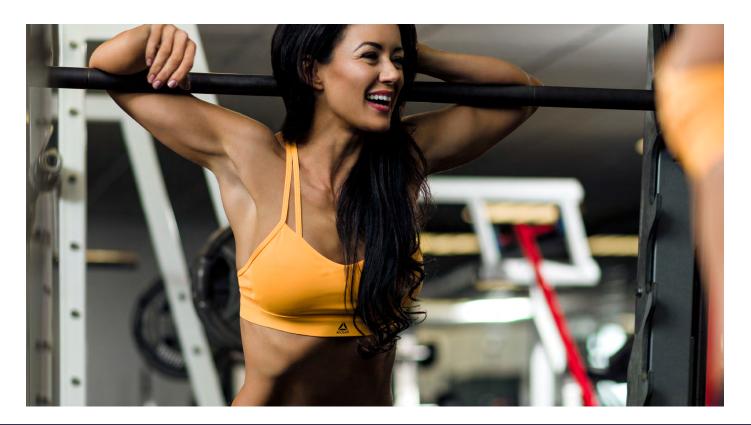
Every day women write to me and ask how they can get rid of the last 10lbs.

Many of them are working hard in the gym, or have lost a tremendous amount of weight. But no matter what they do, they just can't seem to shred the last of the fat. And what I see time and time again, is that they are making some fundamental mistakes. Cardio and dieting will only get you so far in your fat loss journey. There comes a time when you need to do something different. And I get it. Life is short, time is precious and you are busy. You don't have hours to waste and you want results as quickly as possible. So what's the fastest way to lose the last 10lbs of fat and get in great shape? Simple: Model yourself after an expert. With everything new you take on there is a learning curve. But if you have a coach who has been there and done it before you, the learning curve is much less steep. You can use their methods, their experience and their trials and errors to bypass all the hard work and just get straight to the results. So let me suggest something to you that I've put to good and personal use over the years. If you want to get lean, strong and lose the last 10lbs, look to model yourself on the world's best and leanest people in the world: bodybuilders. Bodybuilders and physique competitors are the world's greatest experts in the art and science of body transformation. Athletes and physique competitors often do things differently from everyone else. They don't diet and exercise, they eat and train. If you want to transform your body (and your life), then you're going to have to think and act like an athlete.

But wait! I'm not an athlete and I don't want to compete in a bodybuilding competition. Will this method work for regular people like me?

The answer is yes. It will work because:

- This is NOT a weight-loss program, it is a fat loss program.
- This is not a diet, it is a nutrition program
- It's not about training or nutrition, it's about BOTH.
- It's not about looking better, but also about becoming healthier
- This is a lifestyle, not a quick fix



THE FOUR FOUNDATIONAL PRINCIPLES OF FAT LOS 10

There are four foundational principles that you need to know to lose the last 10lbs.

- 1. Body goal
- 2. Nutrition
- 3. Cardio
- 4. Strength training

Almost everyone is missing one of these crucial elements and some are missing two or even three. Which one(s) are you missing?

1. Set a body goal

"The strangest secret in the world is that you become what you think about" Earl Nightingale

Until you master your own mind, you will never be able to stay focused, motivated and stick with a program. But once you master it, you will be unstoppable. And to master your mind, there is one thing that you must do before you lift a weight, jog a mile, create a meal plan or set foot in a gym. If you successfully complete this step, everything from here on in becomes simple and your lean body will soon follow. The critical first step is setting a goal. Not setting a goal is like shooting at a target wearing a blindfold. How on earth could you hit it if you have no idea where it is? A goal, when properly planted in your subconscious mind, provides direction and stimulates action. It creates energy and motivation.

It gets you out of bed in the morning and into the gym. It keeps you going when you feel like quitting. It is even better if they are emotionally charged. But your goal should not be to lose a certain amount of weight, as this would be counter-intuitive to what we are trying to achieve. Your goal should be to look a certain way.

Stop Weighing Yourself

The reason many women fail to reach their goals is because their measurement is off. They set a goal to weigh a certain amount which is completely ludicrous when you understand that muscle takes up less space than fat. When you strength train, your body loses fat but builds muscle. So you may weigh exactly the same weight, but your clothes will be loose and you'll be inches smaller. This is because your body has replaced some of the fat space with muscle. But that muscle is much smaller than fat. So your weight will remain the same, but you will appear much leaner. When I started training in the gym I weighed 57kg and was 25% body fat. Now I weigh 67kg yet I am only 16% body fat. If my measurement was how much I weighed on the scale I would be suicidal by now, believing that my efforts were in vain. There comes a point where you simply have to stop weighing yourself. When you train the way I teach in this and all of my programs, the scale becomes obsolete. And those who continue to weigh a certain amount or do you want to look a certain way? For me, I want to look a certain way.



In this picture on the left I weigh 57kg and am 25% body fat. In the picture on the right I weigh 67kg and am 15% body fat. Which one would you prefer to look like? (Notice how I didn't say "which weight would you prefer to be?" Am I getting through to you?). Setting a body goal is the first step to achieving your goals. But you also need to completely change your mindset towards training and nutrition. Bodybuilding is a sport of aesthetics, not of weight. Weight Watchers is a club where you gather to weigh yourself. When you take to the gym you should care more about how you look in the mirror than how much you weigh.

To set a body goal, simply scroll through Instagram with the hashtags #fitnessmodel #fitness #gymbunny #girlswithmuscle or any other than you can think of and screenshot any bodies that you think are amazing. Don't limit your imagination! If something appeals to you, save it. Even if you think you'll never ever achieve that kind of physique, save the photo anyway. The important thing isn't that you achieve this body goal, the important thing is that you ASPIRE to a body goal. Your body goal will probably change over time. But you must start somewhere. A body goal will motivate you to keep going when times get tough or motivation fails.

Remember: The most important part about getting in shape is simply making up your mind to do it.



NUTRITION

Each of the four elements of is important, and each works to enhance the other. However, nutrition is the foundation for everything. What you eat is the make or break factor of success and if you get it wrong, you'll sabotage your results completely. Get it right, and the rest is easy.

Calories

People talk about calories all the time, but if you ask the average person what a calorie is or how many calories they eat and burn every day, most wouldn't have a clue. What's more shocking is that if you ask the average dieter, they wouldn't know either! Understanding how calories work is the foundation of all fat loss. Firstly, what exactly is a calorie? A food calorie is the amount of heat required to raise kilolitre of water, one degree Celsius. A calorie then, is simply a measure of heat energy. Food releases energy when it is burned. The more calories are in a food, the more energy will be released. The word calorie is used to describe both the amount of energy in food as well as the amount of energy stored in your body as fat and glycogen. For example, a double chocolate chunk cookie will deposit 220 calories in your body. This will then take an average of a 30 minutes uphill walking on a treadmill to burn off those calories from your body's stores. Think of your body like your car. It needs a certain amount of fuel to run and so you fill it up with petrol or gas. If that car moves regularly, then you probably will need to keep filling it up with more fuel. But what would happen if it stayed parked in your driveway, but you kept filling it up with fuel? The fuel would start to spill out of the fuel tank, wouldn't it? This is similar to what happens in your body, but instead of spilling out of your body, the excess fuel spills over into fat stores.

This brings us to the law of energy balance, which is the first nutritional fundamental you must understand and obey if you want to get super lean. The law of energy balance says that if you burn more calories than you consume, your body must withdraw stored fuel (AKA body fat) for energy to make up for the deficit. It's really that simple. So to burn fat you must always be in a calorie deficit. The deficit doesn't even need to be in a 24 hour period, it can be over a seven day period. How so? Your total daily energy expenditure is calculated when you add your basal metabolic rate to your daily energy requirements. Your BMR is simply the rate at which your body burns calories to keep you alive. Bodily functions such as breathing, digestion, growing hair, nails and blinking, require energy from the body. This is what makes up your BMR. When you add how much energy you expend on average on a daily basis, to your BMR, it gives you your TDEE - total daily energy expenditure. This is how many calories



you need to consume every day to live, work and move around. Consume in excess of your TDEE and you will gain weight. Consume less than your TDEE and you will lose weight.

To calculate your TDEE the average calculator will take your BMR and add it to your weekly activity to give an energy expenditure over seven days. It then divides this number by seven to give your daily expenditure. So if your weekly expenditure is 14,000 calories, your daily is 2000 calories. If you want to lose deficit you could eat in a 20% deficit, which would mean consuming 1600 calories per day. However, you could also consume 1500 calories for 5 days (Monday to Friday for example) and then save the extra 500 calories for the weekend. I find it very easy to stick to a diet from Monday to Friday and extra tough on the weekend when there is more chance of eating out and spending time relaxing. Or you could slash your calories to 1200 during the week and save an extra 2000 calories for the weekend! Given that there are 2000 calories in a bottle of wine and a Chinese take away, you could still diet and have indulgences on the weekend, provided your didn't exceed your weekly calories allowance. Losing weight, therefore, is simply an energy balance. It's not a mythical creature and it doesn't have to be rocket science. But it does take a little bit of planning and tracking to get it right.

Want to calculate your recommended fat loss calorie expenditure? Simply click here to use our free online calculator.



To make this even more simple, follow these simple guidelines to accelerate fat loss and help you achieve your goal faster. If you stick to these guidelines rigidly and **don't cheat on your diet** you will get unparalleled results. (If you're not seeing results, 9/10 times it's because you're cheating on your diet.)

When planning your food simply follow these rules:

1. No starchy carbs

Stay away from any carbohydrate that was white, is white or could be white. This means no bread, pasta, rice, quinoa or chickpeas. Instead choose beans, lentils, legumes and cruciferous vegetables. The only exception to this rule is cauliflower which is allowed.

2. No fruit

The primary sugar of fruit is fructose which can only be processed by the liver in very small quantities. This means that if you eat fruit, your liver cannot use it to fuel your muscles as energy so it is immediately converted to triglycerides and stored as fat. Avoid all fruit when dieting. Your ancestors did not need strawberries in December and neither do you.

3. No liquid calories

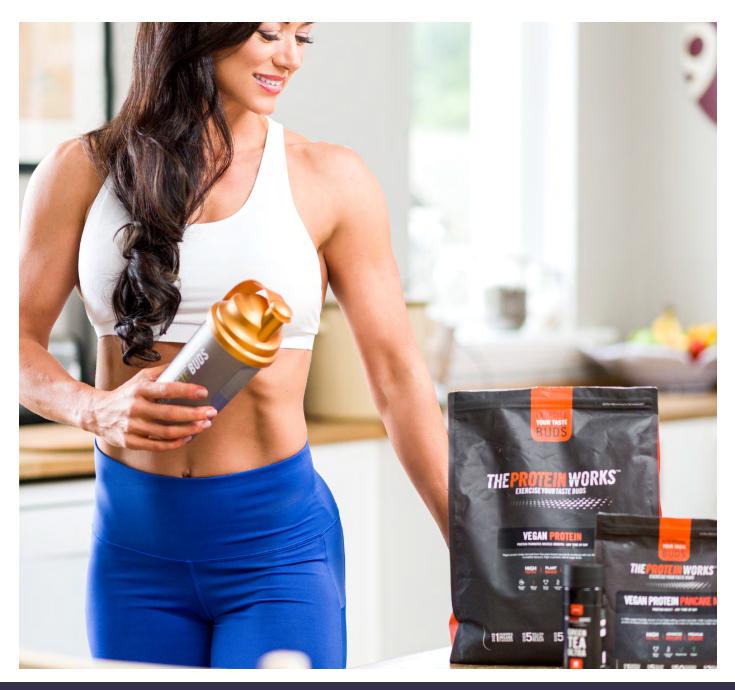
The downfall of many a dieter is drinking their calories. Cappuccinos, sodas, fruit juices and so called "health" drinks are packed with liquid calories. Steer clear of all liquid calories and consume only water, herbal or green teas, or black coffee.

4. Eat the same few meals over and over again

Every successful bodybuilder knows that the secret of getting super ripped is eating the same food over and over again. When dieting for a show we literally eat the same meals for breakfast, lunch and dinner for meals on end. When food is whole and cooked from scratch, and not a sandwich bought at your local deli, it's very easily tracked. It's also much less likely to have any hidden calories. Be boring. Eat the same limited list of food every day.

5. Eat 30g of protein within 30 minutes of waking up

Protein is thermogenic, meaning that it takes energy from the body to digest it. This means that your metabolism has to ramp up to process the protein. When you eat (or drink) protein within 30 minutes of waking up, your metabolism raises by 10-20% over the whole day. This means potentially an extra 400-500 calories burned from doing nothing! Don't skip breakfast. Eat a protein rich meal the minute you get out of bed.





CARDIO

If you know the secrets, cardio can be the number one key to accelerating your fat loss beyond what you could achieve with diet alone. If you do cardio right, you could double or even triple your rate of fat loss, boost your metabolism, increase your conditioning to an athlete's level and get healthier than you've ever been. It's easy to out-eat any amount of exercise if you're not watching your balance between calories burned and calories consumed. **You can cancel out an entire workout's calorie burn with one visit to the coffee and doughnut shop!** The secret to fat loss is not exercise. It's not what foods you eat either. The ultimate secret to fat loss is achieving a calorie deficit, and consistently staying in that deficit until you reach your goal. In fact, **training more to increase a deficit accelerates fat loss every time**. Simply put, the more you move, the more you will burn.

My followers ask me constantly how I manage to stay so lean all year round. The secret is in how much I move. In any given day I will train, move or exercise for three to four hours. Just as an example on the day of writing this ebook I went to an 8am yoga class then travelled straight to the gym to train for 45 minutes. I then ate lunch and worked until 5pm when I got on the stairmaster for 45 minutes at level 7. I ate dinner with my family, rested for an hour and then got on the bike and took the dog for a 10km easy cycle. That is a standard day for me. On Sunday I got up and did a 45 minute step master session before hitting the gym with my husband. After lunch I went to my mums and schooled her horses for 2 hours straight before taking the kids swimming and then out for dinner. My friend then came round after dinner and we went on a 7km walk with the dog. Again, this is an average day for me. You need to reframe your way of thinking about life and see every opportunity to move as a chance to burn fat. Remember always that the more you move, the more you push yourself into a calorie deficit, and the more fat you will burn. Make moving as much as you can each day, your main goal! Eating less to lose fat simply isn't enough because at some point, if you eat little enough, your metabolism will slow and your body will enter starvation mode. Is it possible to lose weight without training, and using diet alone? Absolutely. But you'll never burn fat at the maximum possible rate.

What Types of Exercises Are Best For Cardio Training?

Creating a calorie deficit can be done using high or low intensity exercise. In other words, the best exercise for weight loss is to burn as many calories as you can in the time you have available. So if you only have 10-15 minutes, do HIIT sprints on a treadmill or outside. If you hate HIIT cardio, walking uphill on a treadmill for 30-60 minutes, or a hike with your furry friend. The following exercises are the best and most efficient fat burning exercises:

- Running or jogging outdoors
- HIIT sprints on a treadmill (run flat out for 30 secs, rest for 30 secs and repeat 10 times)
- Power walking
- Uphill walking or running on a treadmill
- Stationary Bicycle
- Stair-Climbers
- Cross-Trainer
- Rowing
- Circuit Training

How Much Cardio Should I Do?

If your cardio is high in intensity (sprints, circuit training etc) then the sessions will be shorter and you'll still burn a lot of calories. If the cardio is low intensity, you need to exercise longer for the calorie burn to accumulate. Aim for 15-30 minutes for HIIT classes about 3-6 times per week, or hill sprints and 30-45 minutes if the intensity is more moderate. Remember, there is no such thing as doing too much cardio! The more you do, the more fat you'll burn. Try to schedule cardio into your week and make these non-negotiable. For example, when I am dieting for a show I will do scheduled cardio every morning on the stairmaster. This is non-negotiable and is my fat burning cardio. Anything I do outside of this I see as a bonus. But anything outside this is take it or leave it. I can choose to do it or not. But my "scheduled" cardio is one that I will never ever miss. That is the secret to burning fat consistently and keeping it off for good.



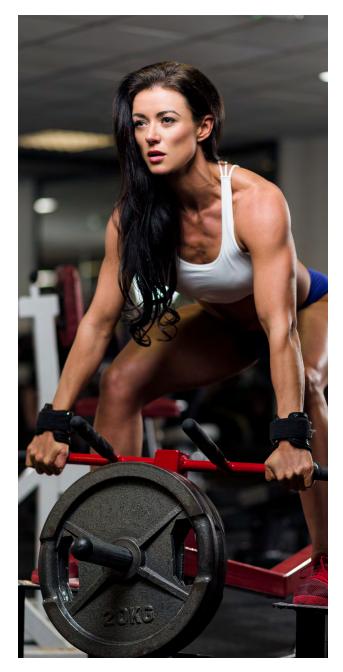
STRENGTH TRAINING

Weight training is the element that almost everyone misses when pursuing a weight-loss goal. And missing this element is why most weight-loss programs fail. Including strength training in your weight loss regime is what makes losing the last 10lbs succeed so brilliantly. If you're a beginner to weights, don't worry. Your weights program need only be very simple to get results. All my programs contain exercises that are not fancy. They are the oldest and the best. Big compounds like deadlifts, squats, pulldowns and rows will always feature heavily in a good training program. This is because they are multi-joint exercises which use many muscles at the same time. I also never ever change my exercises! I do the same exercises in the same order, every single day and have done for 2 years with unparalleled results. This is because when you are not asking your body to learn new movement patterns constantly, you can concentrate instead on pushing heavy loads and training to failure. Like driving a car becomes second nature, so should your gym exercises. Load is king when it comes to building muscle and you can only feel safe to add more load when you're very familiar with the exercise. Remember though, gym programs should be designed to become part of your new lifestyle.

This is not a "get thin quick" program. It's a lifestyle change. Anyone can lose weight with a diet, but only weight training can give you a completely new body.

Why Lift Weights?

If you needed a reason to strength train, then let this be it. Weight training increases fat loss because it burns a lot of calories, especially if you do a lot of energy-demanding exercises like squats, lunges, rows, presses, deadlifts and other compound lifts like the ones on this program. An even bigger surprise is the metabolic boost. Weight training can produce an equal, if not greater metabolic boost than cardio. This means that you'll burn more fat. There's also a high-energy cost required for repairing muscle damage from training and for building new muscle. And these are only the short-term effects. There's also the long-term boost in metabolism you'll get from increasing your lean body mass. The more muscle you have, the higher your metabolic rate because muscle is very calorie hungry tissue that needs a constant supply of nutrients and blood to stay alive. A weight training program combined with proper nutrition will burn fat and re-shape your body faster than any other single form of exercise. If you would like to download a simple but super effective gym program, simply click here.



Conclusion

That's it! You've just learned some of the most powerful fat-loss techniques that exist in the world today. And if you'd like to know more, make sure you sign up for my brand new, completely **FREE masterclass by clicking here**. This masterclass is 60-ish minutes long and will teach you everything you need to know to sculpt the body of a physique athlete, even if you have never stepped foot in a gym before!

Remember that any diet taken to an extreme can do more harm than good, and that includes low-carb diets, excessive weight training or cardio. Remember to use the information contained in this download as a foolproof way to break any fat loss plateau. Measure everything you want to improve and hold yourself accountable to your results. If you get stuck, choose a strategy to re-establish your deficit, re-stimulate your metabolism or restart your progress. Trust an expert who has done what you want to do, and follow their program. Repeat the process until you succeed.

But most importantly, DON'T GIVE UP! I believe in you!

THE LAST 10LBS

The health and fitness information presented in this book is an educational resource and is not intended as a substitute for medical advice. Consult your doctor or healthcare professional before performing any of the exercises described in this book or any other exercise programme, particularly if you are pregnant, or if you are elderly or have chronic or recurring medical conditions. Do not attempt any of the exercises while under the influence of alcohol or drugs. Discontinue any exercise that causes you pain or severe discomfort and consult a medical expert. Neither the author of the information nor the producer nor distributors of such information make any warranty of any kind in regard to the content of the information presented in this book.

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