

28 Day Flat Belly Challenge

QUICK START GUIDE

Congratulations & Welcome to Your Food & Fitness Flat Belly Formula Challenge!

I know you are a busy person so I do not want to contribute to your workload and busy life by giving you 50+ pages of content to read before you are able to start this super simple and yet amazingly effective Formula. So, I recreated this Quick Start Guide to help you get started in as little as 48 hours from now!

Get started quickly now and then you can go back and read the full program materials at your leisure.

However, promise me you will TAKE TIME to read all components of this program, there is a lot of great information in there.

The Food & Fitness Fat Loss Formula is a rapid, safe, weight loss and combined detox program.

Ok, that sounds great but what does it really mean?

It means the Formula has been created in a way to burn fat rapidly whilst simultaneously detoxing the body and tightening and toning all muscles, not just the belly. But it is particularly great at removing stubborn belly fat as it is designed to manipulate your fat burning hormones and sky rocket your metabolism causing the body to tap into the stubborn fat that is painstakingly hard to shift and burn off.

Don't worry . . . it is not a crazy extreme diet and it is not a crazy detox plan that requires you to follow a ridiculous regime. Actually, it is a 'Formula' and formulas WORK!

Create a folder on your computer desktop called Food & Fitness Loss Formula and save all program documents that were attached to your welcome email in this folder.

Begin by reading the Eating Plan and Recipe Manual. In here there is a brief description of each day of the Formula.

Step 2:

Now read the Training Manual to familiarize yourself with the exercise routines which are designed for home and gym and all levels of experience. Pay attention to the tables in each section which outline your weekly routine as per your level of experience and whether it be home or gym workouts.

Step 3:

Open the main Program Manual and skip to page 10, 11, & 12 – read the info on HYPER LOAD DAY and SUPER SHAKE DAY as this is the crucial information which will be different to anything you have ever heard about rapid weight loss. You can read the following days too if you like but the Eating Plan will cover these.

Print the following documents that were also included within this manual as you will need all these in paper form.

Eating Plan & Recipes

Super Shake Guide

Daily Food Journal

Body Measurements Progress Notes

Weekly Planner

Shopping List

Take your shopping list and go shopping and buy your ingredients for your chosen meals and Super Shakes for the week (or can do 3 days at a time). Be sure to buy plenty of lemons as you'll need these for your detoxing & alkalizing lemon water mixture.

Step 4:

Go to your local health food store and buy your protein powder for Super Shake Day. You need a very low or zero carb whey isolate or whey isolate/concentrate blends. This is very important; make sure you ask specifically for this! Isolate will be a little more expensive but is the highest quality. You can also at this stage buy any additional supplements you may wish to use as per the Supplement Guide. Make sure you also have a shaker or blender to mix your Super Shakes.

Step 5:

Read the Goal Setting Guide and set your specific goals for your 5-10-15 Fat Loss transformation. This is very, very important! The method outlined in this guide will increase your level of success by 1000%.

Step 6:

Dig out your weight scale, a tape measure and a camera to record your progress. Record your starting weight and your measurements and take your 'before' photos. This is very important you must know exactly where you are starting from so you can clearly see and record each week's progress.

I know photos are not everyone's idea of fun and can be very hard to take when you are not happy with the way you look. But, please do take them as you will be really glad you did when you are able to compare the amazing side by side shots at the end of your challenge.

NOTE: Measurement's should be recorded each week along with your weight, but no more than once a week please. Daily fluctuations are not important and the scales will move up and down throughout the week; do not let this worry you! Photos you can take at day 1, and on the last day of the challenge.

When you do weigh and measure be sure to do so at the same time of the day, preferably morning on an empty stomach and with few clothes on. Always measure in the exact same areas as per Body Measurement Sheet.

Step 7:

Tell your family, friends and colleagues what you are doing and ask for their support and understanding. One of the biggest hurdles you face daily is peer pressure and being offered food and drink which is not part of the Formula. Explain to them this is a Formula and not a diet, many people are negative about diets and will try to tell you not to do it or you don't need it etc. Better yet invite them to do it with you! The best part about a sharing the journey or a support group is that like-minded people on the same journey will contribute massively to your success, lift you up and you will motivate & inspire each other.

Speaking of support groups, be certain you join the Private Facebook Group.

This group is for your eyes only and is a private community where you can come and ask questions, share your feedback and results, get support and motivation from other women who are committed to this challenge and have access to me. I post regularly offering guidance, answer questions and offer support.

Step 8:

GO FOR IT!

You are now ready to BEGIN!!

You are now ready to begin. Enjoy your Hyper Load Day and smile knowing that you can do this absolutely guilt free as a strategic part of your Formula towards a sexy flat belly, tight toned abs and overall total body fat loss and tone.

Thank you so much for being part of my Food & Fitness Fat Loss Formula, I look forward to sharing in your journey and be sure you tell me all about your success in the Private Facebook Group.

Your Fat Loss Coach,

~Courtney

PROGRAM MANUAL

Read Me First:

There is a lot of information in the following 20 pages: great information which, when applied, will help you change your life and lose a dress or pant size (often 2 sizes and possibly more) whilst feeling light, thin, sexy, fit, strong, toned, energized, confident and happy. You'll sculpt a sexy flat belly whilst enjoying eating whatever you like on Day 1 of each and every week, completely guilt free, on your strategic **Hyper Load Day – YAY!**

If, however you are like me: eager to get started and just want to know the nuts and bolts of what to do and how to do it so you can achieve these amazing results, then you can skip reading this entire Manual and go to the Eating Plan. In here you'll see the fastest way to get started with the step by step method of applying the Food & Fitness formula. However, I personally recommend that you read the entire Program Manual and all the bonus modules, it is well worth the read – honestly!

Before I begin with explaining the actual Formula, I thought it best to explain WHO this Formula is most suited to. So, here goes, this is for you if you:

Always struggle to lose weight no matter what you try and no matter how many diets you have been on.

This Food & Fitness Formula has been designed to will work with your body and not against it. You may even notice significant weight loss within 1 week, but definitely within 4 weeks, no matter how hard it has been for you in the past and no matter how many previous diets have failed you, you WILL achieve success with this program.

Love your food and don't want to have to follow some crazy deprivation diet which is no fun at all, leaves you miserable and moody, with low energy and is just plain boring.

VOILA – your wish is my command. On my Formula you are encouraged to enjoy all your favorite foods on Day 1 of each and every week. Not only is it encouraged but this Hyper Load Day is a strategic part of the Formula and will result in you burning more fat ALL week.

Yes, I said you'll burn MORE FAT by eating all your favorite foods which are normally not allowed on a most diet plans... BONUS - the Eating Plan and Recipes in this Formula are delicious and exciting: you would not think it is rapid weight loss food.

Tried everything to lose weight with only temporary success before regaining all the weight back and, in some cases a little bit extra, which is super frustrating!

I feel for you and I understand your frustration - I really do. I have worked 1 on 1 with hundreds of women over the years and many of them had the same problem and frustrations with regular diets. It was through working with so many people that I was able to create this amazing Formula which **works for everyone**.

Are a total beginner, intermediate or even advanced exerciser?

No worries at all. There are two different exercise programs included in the Formula: one for beginners and one for intermediate/advanced trainees. A beginner is anyone with 3 months or less experience in regular exercise or anyone who has spent the last 12 months sedentary. You have your own workouts included for the home or the gym.

If you are intermediate or advanced you will know who you are and you can follow your workouts labelled as intermediate/advanced in the Training Manual.

No matter whether you are a beginner or experienced, the workouts are enjoyable, stimulating, challenging but not over the top and, most of all, flexible.

Have had 1, 2 or more children and not seen the pre-baby body you desperately crave in a very long time; want to be able to wear a bikini again; feel sexy and not self-conscious.

Ah yes, you ladies wish so much for something that can take you back in time to your pre-baby body. It is so hard now with 1 or more children since you are limited for time and energy and your body just does not seem to respond the way it once did; it is so much harder now. Don't despair, I know for a fact this Formula will work for YOU and you'll be so happy with the way your body responds, you'll think it was a miracle.

You can bring your pre-baby body back; look and feel fantastic; even wear a bikini and feel very sexy! Best of all, you can complete every workout at home if you like with no need for a gym or babysitters . . . how great is that!?

Been lied to and told it's your genetics and that you are big boned or your body type can't lose weight.

FALSE! This simply is not true. You are not a slave to your genes. You CAN and WILL lose weight following this Formula. I hate it when you have been lied to like this and made to think that you have to settle for your body the way it is – you don't. Yes, it can be harder for different body types and yes, some of you store and hold fat easier than others. However, YOU can still get great results with my Formula. Why?

Because the Eating Plan and Workouts in the Training Manual target your metabolism. Every metabolism, when working correctly, will force your body to get rid of stubborn and unwanted fat – that is a fact.

My Formula is your savior lol. Gee, I'm really tooting my trumpet here aren't I? Well imagine this: a rapid weight loss and combined detox program where, every week, you get to enjoy all your favorite foods on one whole day and this actually helps you lose weight!

Then, the rest of the week, the food types and quantity changes each and every day so that your body never knows what to expect and burns fat all day, every day.

Don't know how, or cannot stand, counting calories.

You don't have to with this Formula! There is absolutely no calorie counting at all on any day. How good is that!?! With this Formula your food measurements are SO simple. The palm of your hand is a serving size. You'll be amazed how easy this is and how well it works. Different people have different sized hands and funnily enough your palm just happens to be the perfect size for your portions.

You already exercise and are fit and healthy and not overweight BUT you are stuck in a rut, unable to make more progress, only a couple of pounds from your goal or that little bit of fat on your belly/butt/inner thighs or backs of your arms just won't budge!

You are in luck: you have found the answer. Intermittent fasting, combined with metabolic resistance training, is the key to busting through plateaus like these and shifting the last bit of fat that you have so much trouble with. You could always train and diet like a fitness competitor - that will work too - but it's a little extreme for most people, as fitness competitors are a special breed (I should know...I was one...many years ago...lol). So, for a normal gal who just wants to be their best, this is the Formula for you. Apply it and reap the rewards - you can thank me later.

Whatever other reason you can think of that has prevented you from losing weight and living your life in the body of your dreams (other than medical conditions)

We all have reasons why we have struggled in certain areas of our lives and in some cases the frustration simply overcomes us and then we believe there is no hope for us, that we just have to accept things the way they are. I cannot change your past and I'm not claiming I can fix every health, fitness, weight loss, body image or other issue you may have experienced. But . . . I promise you . . . if you just have a little faith, try my Formula, follow the program, read the tips and apply; you can and will make progress, regardless of whatever has held you back in the past.

It really is a simple Formula once you understand and apply it. It does not take too much time in preparation and application. Please give it a go; you have nothing to lose (except lots of body fat) and everything to gain.

This is the real deal and you will never look back after experiencing the results from this Formula.

Ok, I'm talking a lot here about how great this Formula is for so many different people from all walks of life but I must stress ITS NOT FOR EVERYONE.

Unfortunately, due to the nature of this program, the eating plan and the exercise routines are not recommended for everyone. So, if you fall into any of the next categories, I strongly advise you against participating in this Formula. Please accept my apologies that this is not for you but don't hesitate to contact me if you would like a personal program tailored to your needs and capabilities.

You are currently being treated for heart disease or diabetes.

You most definitely should not participate in this Formula! The Hyper Load Day can be dangerous to your health as fats and carbs are recommended on this day - the complete opposite of what would be prescribed to you by your physician. DO NOT follow this Formula.....please! I will happily offer you a program suitable to your needs after a medical clearance is provided by your doctor. Please contact me.

You have chronic lower back or knee complaints/injuries.

The exercise routines in this plan consist of many full body movements and weight bearing exercises. These types of exercises can be very stressful on the knees and lower back and can lead to further complaints/issues. Therefore, I recommend you do not follow the training prescribed herein. You can follow the eating plan but should avoid excessive weight bearing and high impact exercise. Please contact me if you would like some low impact workouts to suit you.

You are extremely overweight by 50+ pounds or more.

I am not discriminating here but when you are this heavy to start with you really need to follow a different style of nutrition and exercise plan: a gentler approach, focused more on detoxification. I am not excluding you so please don't feel offended. I am merely concerned that this program would do you more harm than good right now. Please feel free to contact me if you would like something more suitable for you at this stage. After losing some weight by following a less extreme lifestyle-based eating plan you would be able to continue with this Formula.

This **Food & Fitness Formula** is a rapid, safe, detoxing fat loss program.

Ok, that sounds great but what does it really mean?

It means the Formula has been created in a way to burn fat rapidly whilst simultaneously detoxing the body and tightening and toning all muscles. This plan is designed to manipulate your fat burning hormones and sky rocket your metabolism causing the body to tap into the stubborn brown fat that is painstakingly hard to shift and burn off.

Don't worry . . . it is not a crazy diet and it is not a crazy detox where you follow some ridiculous regime.

All will be explained fully below but the detox portion of this Formula is achieved through the specific recipes/foods and drinks that are included. The secret to the success of this Formula is the combination of manipulating your fat burning hormones and combining this with a structured metabolism boosting exercise program, which literally melts fat off your body!

Why the combined detox?

Great question! Well just about every person who is overweight or carrying too much fat is very likely to be a little toxic internally. I don't mean to offend you - you are not toxic people. This just means that, due to exposure to processed foods, additives, chemicals, pollution, stress, smoking, alcohol, medications and so on, all of which cause excess oxidation and free radicals, your body will be storing toxins internally since it was unable to process and excrete them due to overload. Where does it store them?? Mostly in your fat cells - argh! The news gets worse I'm sorry to say . . . whilst you have toxins stored in the fat cells it is pretty much impossible to burn that fat for energy so, no matter how much exercise you do, that stubborn belly fat (or other area you struggle with) just will not budge . . . ever! That might explain to some of you why you have struggled and been frustrated all this time.

Fortunately, you were wise enough to invest in my this program and you can smile knowing that the detoxing effect of the Formula, coupled with the Eating Plan and Training Manual, will release these toxins, flush them from your system and vaporize that stubborn fat.

One more point to mention is that detox is also the process of balancing your body's PH levels. Naturally our PH is alkaline and this equals great internal health. However, those

toxins mentioned before also cause a highly acid environment within our body which in turn is a major contributor to ALL degenerative diseases. So, not only will you be burning fat and sculpting lean, sexy muscle tone, but you'll also have the added bonus of much better health, an abundance of energy and lower likelihood of disease. BONUS!

At first glance, this Formula can appear quite complex and overwhelming but please do not be intimidated or scared by it. It merely requires some understanding and some planning. Once you understand how it works and have completed your first 7-day cycle, you will settle into it with ease.

Everyone who has completed this Formula has said how easy it is to follow. Please just read through it once without trying to grasp everything fully and then reread slowly to get a better understanding. Whatever you do, please don't think it is too hard and that you won't be able to do it - YOU CAN and YOU WILL! I am here every step of the way to help you and ensure that you have massive success.

A formula provides a set result every time it is applied . . . there is no maybe; there is only SUCCESS in the form of safe weight/fat loss and detoxification plus the bonus of a tight toned body.

PLUS, you're probably thinking 'oh yeah, sure, in all diets I lose weight really quickly at first and then it stops and I get really hungry and irritable and then I cave in and eat and gain more weight back - what makes this Formula so special?'

I told you . . . it is a 'FORMULA' and formulas do not fail . . . you will never stop burning fat (as long as you have it to burn) from day to day and week to week. Why? Because this Formula is a strategic manipulation of food, drink, calories and metabolism boosting exercise over a 7-day period - ALL whilst eating anything you want on Day 1 of each and every week! So, read on and be excited as you have finally found the 'FORMULA' which will work for you

The Formula consists of a 7-day cycle. It can be repeated over and over if you need to achieve a greater weight loss or wish for even firmer and leaner physique. Or, you can revert to a maintenance program/normal healthy eating and exercise routines at any time you feel you have achieved your goal.

Yes, it is possible to lose 6-12 lbs in only two weeks (provided you have it to lose) but your success will be determined by how well you stick to the program.

You know yourself what you weigh now and how much fat you have to lose. This Formula guarantees weight loss rapidly and safely and it will stay off (unless you return to consistent poor eating). How much weight and inches you lose depends on where YOU start from and how much weight you personally need to lose.

Bottom line . . . you WILL lose weight/fat quickly and feel fantastic for it! I say weight and fat because this Formula eliminates toxins and waste from the body so, in actual fact, you are burning fat, flushing toxins and waste, dropping excess fluid/water and all this equals the total weight lost.

Now, you need to trust me on this. I could spend an hour and write the exact methodologies, scientific explanations and hormonal/metabolic processes that make this program work so well but I'm not going to do that - I prefer to simplify things and that is what I will do.

So, here it is in a nutshell. This training and nutritional program strategically manipulates hormones (mainly Leptin and its sister hormone Ghrelin, together responsible for satiety, metabolism and hunger) which ramp up metabolism to turn you into a **FAT BURNING** machine - period!

It is based on a feast and famine protocol whereby your body never gets the same calories on a daily basis. As a species we were never designed to eat the same amount of food daily - it just did not work that way. Our ancestors never had 3-6 meals a day and had no access to convenience stores or supermarkets for every moment they felt like something to eat. They ate big when they could and they ate small in between feasts. Now, don't worry . . . this is not a keto plan like you may have heard of lately. I have just taken the principles from caveman/woman times, combined that with my 16 years' experience in the weight loss coaching business and applied them to the world we live in now. The result is truly the best rapid, safe, weight loss and combined detox program ever created!

This program will keep you burning fat all day every day without the normal hitting the wall and plateaus associated with regular diets and the best news - **YOU EAT WHAT EVER YOU WANT** on day 1 of each 7-day cycle!

Before I continue, I had better just state that this program is written by me under the assumption that YOU have a basic understanding of what:

- a) a lean protein is;**
- b) a carb (short for carbohydrate) is;**
- c) a fat is;**
- d) resistance training is;**
- e) cardio training is.**

If you are unfortunate enough to have landed from out of space and have no idea what these things are, please do not panic! Just read the Formula anyway - try not to worry what it all means, you really don't need to get into an 'analysis paralysis' mode. All you have to do is get to the end and look at the shopping list, eating plan and recipes and then follow it. You don't need to understand it all - you just need to follow it and get great results.

Remember, I am here to help you and please feel free to ask any question and I will do our best to give you the simplest explanation.

Ok, onto the day by day breakdown. In this section there are references to foods and Super Shakes etc., I have not elaborated here on the food/meals or shakes as these are covered in the following Eating Plan and Recipes and Super Shake Guide. Please refer to these sections for full details.

Day 1: Hyper Load Day

The program as a whole, and each cycle, will begin with a Hyper Load Day to boost leptin satiety hormone and metabolism regulator levels and prime the body for optimal fat burning over the course of the next 6 days.

It is called Hyper Load simply because you load up on calories on this day.

While there are no major restrictions on the types or quantities of food you eat on this day, there are a few 'guidelines' to follow:

- Eat the foods you enjoy and crave without feeling guilty.
- Start when you wake up and stop at midnight the night before 😊
- Don't stuff yourself: eat until you're satisfied, not to the point of discomfort.
- Eat normally throughout the day but you can eat a little less at some meals in planning for a tasty feast at lunch or dinner.
- Don't consume alcohol: one beer/wine is fine, but alcohol affects your metabolism and will work against you if too much is consumed.
- Consume 500 ml water 15-30mins before your meal but DO NOT drink too much during your meal. Too much liquid will dilute your digestive juices and cause indigestion, literally only drink enough to wash the food down. Aim for 100 ml of water only during meals.
- Don't Hyper Load ALL Day – which means don't get so carried away that you'll consume way too many calories. Even though there are no calorie guidelines in this Formula, on this Hyper Load Day we want approx. 1000 calories extra over normal days and we want these calories from carbs and fat. We do not want 5000 extra calories which I know some people are capable of consuming so please do not be a glutton! Enjoy this day but DON'T get carried away.

The greatest part of today is that you need not stress at all about consuming these additional calories from carbs and fat. Their consumption is completely guilt free and in actual fact this strategic calorie overload is required to ensure that tomorrow your metabolism will be running at warp speed and burning a huge amount of fat - how good is that! Enjoy today, completely stress and guilt free.

Important Note:

Hyper Loading on yummy naughty foods without guilt seems like paradise but there are possible unpleasant side effects so please be wary. Consuming high calories from processed or

'junk' foods can cause bloating and indigestion, especially if you choose to have a mega load meal at lunch or dinner. To counteract or avoid this I take digestive enzymes to aid digestion (available at any health food store). Also, be 100% certain you do not sleep within 3 hours of a mega load, the food will not digest properly and the next morning it will literally feel like it's still in your belly - not a nice feeling at all!

Also, if you are normally a very clean eater and do not consume much 'junk' food then hyper loading on junk can be a big shock to your system, causing you to feel unpleasant the next day. In this case I would advise you to choose a cleaner approach to Hyper Load. You should eat more calories all day at each meal from good quality carbs such as oats/muesli/bananas/sweet potatoes, gluten free pasta/brown rice and good quality fats such as raw nuts/olive oil/avocado/salmon and so on.

One more important note, not for a second do I suggest eating 'junk' is healthy; I don't say that at all and never will. I say this is a strategic hyper load which will skyrocket your metabolism, and it will. But healthy it is not. It's very important to be sure you have no health conditions such as type 2 diabetes or any heart problems since excessive fats and sugars should not be consumed if you do.

Today's Exercise

On Hyper Load Day, before you consume your biggest meal, you should perform an interval cardio workout OR full body resistance workout. See the Training Manual for full training options.

Don't be surprised if you gain some sexy, calorie-burning, lean muscle over the course of this 7-day cycle. And as you do, realize how *awesome* that is! The fact is, the majority of people lose muscle whilst dieting. On the other hand, losing fat ridiculously fast whilst potentially gaining lean muscle at the same time, that's pretty darn sweet!

Remember this: 1pound of lean muscle is ½ the size of 1pound of fat! So, you want more muscle and less fat on your body and you'll be lean and toned.

NOTE: You will most definitely not get big and bulky so please do not worry, it is physiologically impossible for this to happen.

Day 2: Super Shake Day

The purpose of the post-hyper Super Shake Day is to create a massive calorie deficit whilst the body is super primed to burn fat, and that's exactly why it's positioned after a leptin-boosting Hyper Load Day.

On this day you will consume nothing but fluids (non-calorie beverages in moderation are OK, but lemon water should comprise the majority of your fluid intake) while strategically supplementing with protein powder and water in the form of Super Shakes.

Yes, this is a supplement and normally you should never rely on a supplement over real food but today is a strategic move to conserve energy on digestion and give the digestive system a complete break and a chance to cleanse - clearing any backlog, so to speak.

Also, when a particular body area is at rest such as the midsection, fat can more easily be taken from this area and burned rapidly for energy. So, on this day alone you'll burn a ton of belly fat - how good is that – whoop, whoop!

This is the only day I advocate 'shakes' all day. Normally science says we should consume approximately 2 gm protein per kilo of bodyweight on this day but to be honest I never do and it is not needed since we hyper loaded the day before and are aiming for maximum calorie burning today. I tend to have 2 or maybe 3 Super Shakes on this day.

FYI: you will NOT feel that hungry on this day due to the calorie hyper-load the day before and you will not suffer from low blood sugar, trust me! This day is easy and you will not miss food (well maybe in your head but not your belly ha-ha)!

One point to note is I find it really helps to exercise as soon as possible on this day, on an empty stomach. Not only will you feel very strong and full of energy but this also helps to begin the flushing and detoxing process from the day before.

First thing in the morning you will drink 300 – 400 mls of purified water (not tap water – it must be purified/filtered) with fresh lemon juice mixed in.

I prefer fresh but you can use bottled lemon juice if you must as long as it's 100% natural lemon juice. This is cleansing and alkalizing and will encourage your body to detoxify. You will drink this all day in between your shakes so make sure you have plenty ready and carry a bottle with you wherever you go. On this day you aim to consume 3 litres of lemon water. Yes, I know that's a lot but it is instrumental in flushing toxins from your body so PLEASE just do it.

Next step, and I know this sounds awful, but you need to trust me here. You will consume protein powder and water only in the form of 2-3 Super Shakes which will give you a total 300-450 calories only for the day. Meanwhile, your metabolism will be racing at warp speed as it works to burn off yesterday's high calorie consumption.

So, I can tell you with certainty that you'll burn 2500-3000 calories (including exercise) for this day. Considering you have only consumed 300-450 calories, that equals a 2000-2500 approx deficit for the day with most of this coming from fat (some from glycogen)!

Now, the Super Shakes do not have to taste awful. I happen to love mine and the taste is delicious especially since I have a number of great recipes in the attached Super Shake Guide which make the shakes fun and delicious.

Now remember, you are not consuming whole food on this day so the cost of the protein is not an additional cost, it simply replaces the money you would have spent on food that day anyway. A tub of protein powder is equivalent to approximately 25 chicken breasts (or any other meat really) so when considering the cost, please ask yourself what 25 chicken breasts would cost, then you'll have a better perspective. Bottom line is . . . it is NOT too expensive.

Finally, for Super Shake Day, it's also zero calorie fluids only. You may consume flavored non-calorie beverages (herbal/green tea), but lemon water is the recommended beverage of choice. If you are a coffee person and must have a coffee, try to have it first thing in the morning or immediately prior to your training session and please keep the milk content to a minimum.

Today you should complete an interval cardio session OR a metabolic resistance training session. This is to further increase the metabolic demand and energy burn of this day whilst using the stored energy from the previous day's Hyper Load. Yes, this is the same style as yesterday's training but you will have plenty of strength and energy today and you should use it to your advantage by utilizing these high intensity training methods which burn a very large amount of calories and, in turn, will burn a ton of fat!

To further create a massive calorie deficit on this day and burn more fat, you could also perform the following additional (optional) cardio workout at the opposite end of the day to your scheduled session.

Lower Intensity Cardio

Perform 40+ minutes at 60-70% of maximum heart rate (maximum heart rate = 220 – age).

Now, I realize not everyone can get to the gym twice or workout twice per day but this is an option for your crazy people who will stop at nothing to burn your belly fat! But don't worry,

this is optional and not an absolute must. If you have the time and inclination, then go for it; if not, do not worry about it.

NOTE: If you are concerned about possible hypoglycaemia (low blood sugar and low energy) resulting from exercise performed whilst consuming only Super Shakes, please understand that it is extremely unlikely to occur given that glycogen (muscle energy) stores will be at maximum from the previous day's hyper load - YAY! No-one has ever reported feeling faint or dizzy on this day so you will be safe.

Day 3: Protein & Veg Day (P &V)

The Super Shake Day is followed by the Protein and Vegetable Day in which you get the day's nutrition exclusively from lean protein and mixed vegetables/salad only.

The purpose of this day is to provide real food without insulin spikes which signal the body to store energy/fat and not burn fat. Basically, today is a very low carbohydrate day in which only non-starchy vegetables and lean proteins are consumed. When insulin is turned off the 'fat burning' signal is turned on very high.

Eating protein is also very satiating (keeps you feeling fuller for longer) and requires energy to break it down, meaning you are actually burning calories simply to digest the food. Also, lean protein provides you with amino acids and these prevent the body from breaking down lean muscle for energy, which can sometimes occur on a low-calorie day like this.

Vegetables, and lots of them, provide you with energy in the form of megahertz (energy at a cellular level). This is the 'feel good' energy whereby you feel alert, awake and alive but not calorie dense energy like you get from eating carbs such as rice, pasta, potatoes, bread etc. Also, the vegetables provide you with much needed fibre to assist the body with the removal of waste and ensure a healthy digestive system.

Remember, if you are green inside, you are clean inside...lol

Salad on this day is great also and in most cases salad and/or vegetables are as good as each other for the purpose of this Formula.

With vegetables, please do not overcook them, the more you cook them, the more they lose their nutrient value. Lightly steam or gently boil or even quick stir fry (very little oil) but never boil them to death or roast them, do this and they are practically void of all nutrient value. In the case of salad please do not use fatty, creamy or oily dressings - for obvious reasons! Lemon juice, vinegar, etc. are ok here in moderation.

Note: When I refer to vegetables, I am talking about all except starchy vegetables like potatoes, sweet potatoes etc. - these are starchy carbs and to be avoided. You can consume corn and carrots, even though these are slightly higher carb vegetables. I believe that the nutrients provided by a range of colors in the foods do more good than harm to this program and the carb content is too low to create an insulin spike.

TIP: To avoid corn and carrot passing right through the body (you have all experienced this, ha-ha) be certain to chew them properly.

Today's Exercise

On this day you should perform a full body resistance training workout. Refer to the Training Manual for your options here.

NOTE: the total minutes of activity/exercise you accumulate over the course of a week, the better your fat burning result will be! So, you can also add some post resistance cardio if you have the time and energy (optional). I recommend 30mins cardio here at 60-80% Max Heart Rate.

Day 4: Protein, Veg & Fat Day

Yes, you need to eat FAT, don't be scared, fat is not the enemy. Excessive consumption of saturated fats and highly processed carbs combined with inactivity are the biggest culprits (there are plenty others but I'll avoid ranting here) but fat alone is not evil! Especially good fats – they are actually very beneficial to your health and the recommended intake is up to 30% of total daily calories per day.

On this day however, as it is your only fat consumption day, you will consume approximately 40% calories from fat. DO NOT WORRY about this – you need it since you have very little on other days and it will actually help your body to rid itself of stored fat and at the same time recover from previous days' training.

So, this day is similar to Day 3 but we add fat to it in the form of:

Oils: Extra Virgin Olive Oil, Hemp/Flax, Fish Oil Supplement

Foods: Avocado, nuts, ground flax seeds, chia seeds. Fatty fish such as salmon, trout, tuna in oil, and whole eggs.

So, you'll have your protein and vegetables just like the day before and simply add fat to the meal. Example:

- Salmon with mixed vegetables/salad and light oil dressing.
- 2 whole eggs and steamed vegetables (ok, not very appealing but if you want to look lean and toned then it's gonna take some effort). I just make a vegetable omelette and throw in a couple of extra egg whites to give it more lean protein.
- Half a handful of raw mixed nuts (this my favorite way to add fat as it is very quick and easy, careful though - ONLY half a handful as nuts are very high in fat and calories).
- Tuna in oil with avocado and salad.

Today's Exercise – Not Much.

By today you may be feeling like you need a break from exercise and you'd be correct! So, listen to your body, take the day off from 'hard' exercise. You could take a walk or have a gentle swim or cycle – just something to stimulate blood flow and internal cleansing but NO heavy exercise so no weights and no high intensity cardio. Trust me, you have done more than enough in the last 3 days and your body really does need a break to recover. Remember, you get most of your results whilst you are recovering and not whilst you are training.

On these days I prefer to be pampered with a massage or a spa and sauna . . . ah bliss. If you can do either of these, I highly recommend it. Tell your partner (if you have one) it's an important part of your Training Program and must be engaged in for health reasons - lol.

Any of these activities/recovery protocols are encouraged:

Massage (pushes lactate and ammonia out of the muscles and aids in recovery)

Spa/Sauna/Infra-Red Sauna (detoxification and water massage, IR saunas are even better)

Yoga/Stretch Class (relaxation, oxygenation of muscles, good for mind and body, flexibility and aid in recovery)

Gentle Walk plus Stretch (blood flow, good for mind and body, relaxes muscles and aids flexibility)

Day 5: Lower /Moderate Carb day

On this day it is time to eat some carbs . . . but not too many. You can consume just enough to give you some blood sugar for energy and to replenish glycogen into your muscles. Also, it is normally on this day we hit the wall having been without carbs for 3 days and training very hard so we now need them for fuel and to prevent that feeling of lethargy which will kick in if we don't eat carbs.

When I say carbs I am referring to good quality, slow burning, low GI carbs. These carbs keep blood sugar level regulated preventing any crash in energy and rise in hunger.

Choose from:

Oats/Porridge/Muesli

Rye/Spelt Bread, Brown Rice, Quinoa

Gluten Free Pasta, Fruit, Sweet Potato

On this day there are two chances to eat carbs. You have carbs with breakfast and then have carbs **after** your exercise session. If you exercise in the morning before breakfast then you have carbs after your exercise **BUT** no more carbs for that day.

You should have a large portion of carbs after exercise. If you exercise at lunchtime or in the evening then you are able to have a second serving of carbs after your exercise. This is very important as carbs after exercise will be stored as glycogen (muscle energy) which can then be used to fuel your next workout! The rest of this day is lean protein and vegetables only.

Today's Exercise:

Today you will perform a combined full body resistance and interval cardio session. This is a unique method of training for rapid fat burning; resistance and fitness ALL wrapped in one workout equals a massive calorie and fat burn!

Day 6: Low / Moderate Card day

Simply Repeat Day 5 here, your body is still guessing what you will do next and does not know what you are going to do today. It will keep burning fat at a rapid pace today even if you consume a few carbs on this day. You have simply not consumed enough carbs to fill the tank so there is no way your metabolism will slow down and no way any of these carbs will be

stored as fat. However, be sure you exercise to keep the metabolism in high gear - this is the trick which keeps fat burning at optimum.

Today's Exercise

On this day you should perform a metabolic resistance workout. If you have the time and inclination, you can add 30mins moderate cardio to the end of your resistance workout.

Day 7: Protein & Vegetable Day - Again

This Protein and Vegetable Day wraps up the 7-day cycle. It is the day prior to your next Hyper Load Day, and serves the purpose of depleting muscle glycogen and triglyceride stores to allow for the influx of calories and carbohydrates that will take place on the following day - the Hyper Load Day.

On this day you will consume lean protein and vegetables, just like day 3. Fat intake should be very minimal (since we are trying to deplete energy stores) so avoid the higher fat proteins like fatty fish and marbled steak - stick with chicken breast, tuna, seafood.

Consume non-starchy vegetables as desired.

Today's Exercise:

On this day you should perform a lower intensity cardio session at 60-70% Max Heart Rate for 40-60mins OR a small muscle group full body resistance workout (see Training Manual) but NOT training to failure. This is the only day I recommend low intensity cardio as the sole source of exercise since we don't want to fatigue the body too much; we just want to contribute to the depletion of glycogen from the body so that tomorrow the tanks will be empty and ready for the Hyper Load.

Today's session is also adding to our total exercise minutes for the week, of which more is better. Reason being, the more total minutes we accumulate per week from a mix of high intensity and lower intensity, the more total fat we will burn over the course of the week. The body responds best to a consistent signal from exercise, since it actually considers exercise a threat which it needs to respond to by becoming fitter, stronger and leaner. So, the more consistent the signal, the better the body will respond. The optimal number of minutes per week for an exercise program is 300+ minutes = say 6 days x 50mins for example. However, in saying that it does not matter if one day is 60mins, one day 30, one day 45 and so on, it is the accumulative amount which results in the best success so do as much or as little on any given day, just aim for 300+ over the course of the week.

In the case of a small muscle group workout this serves to provide a great fat burning session without stressing the central nervous system. A full body workout with large muscle groups causes central nervous system fatigue, which we want to avoid today. Also, the smaller muscles which have not been given any specific attention throughout the week get their own stimulus to aid in toning those specific areas. So, you get a great fat burning workout but also your central nervous system gets a break and will be ready for an intense full body workout tomorrow.

This is also another great day for any of these activities/recovery protocols:

Massage (pushes lactate and ammonia out of the muscles and aids in recovery)

Spa/Sauna/Infra-Red Sauna (detoxification and water massage, IR saunas are even better)

Yoga/Stretch Class (relaxation, good for mind and body, oxygenation of muscle, flexibility and aid in recovery)

Gentle Walk plus Stretch (blood flow, good for mind and body, relaxes muscles and aids flexibility)

IMPORTANT NOTE ON FLUIDS:

Be sure to drink plenty of lemon water on all days, approx. 2-3 litres, but especially on Super Shake day.

Also, first thing EVERY morning as soon as you wake up you should consume 400- 500ml of lemon water. This will immediately work to flush waste from your system accumulated whilst lying flat and idle for the last 6-8 hours. It should be 8 but we all know it's more likely 6 😊

Consume green tea/herbal teas whenever possible to aid in cleansing, sleep quality and recovery.

Green tea is quite low in caffeine but if consuming more than 4 cups, consider a caffeine free green tea. Don't drink green tea before bed as it is energizing and will keep you awake.

Drink chamomile/sleepy tea before bed. I also enjoy specific detox/cleansing teas and recommend you try them. Make sure they are organic and calorie free.

During training make sure you consistently take in water only - please avoid flavored sports drinks (full of sugar and nasty artificial sweeteners too).

Please avoid any pre-workout performance supplements. Yes, they work to a certain degree but they are so acidic that they'll work against the alkalising effect of this entire Formula.

If you really need a pre-workout boost, have a strong coffee (no or little milk) or, if you must, a single small energy drink (250ml). These days there are some very good 'natural' energy drinks on the market with herbal ingredients and natural fruit sugars - check them out first before

reaching for the mainstream energy drinks. NEVER ever consume an energy drink unless 30-45mins before training - you will use the sugar for energy during training but if you are sitting in your office it will go straight to your ass or belly, and that we do not want!

Ok, this is the end of the 7-day cycle. You then repeat the cycle from start to finish another 2-4 times or until you have reached your goal.

SUMMARY

Day 1: Hyper Load Day

Eat liberally throughout the day, enjoying your favorite foods absolutely guilt free but without stuffing yourself. Perform an interval cardio session OR full body resistance workout in the morning/afternoon but before your biggest meal of the day.

Day 2: Super Shake Day

Don't eat anything! Drink 2-3 protein Super Shakes and drink plenty of non-calorie fluids (mostly lemon water); perform interval cardio session OR metabolic resistance training.

Optional: one additional lower intensity cardio session of 40mins at 60-80% max heart rate at the opposite end of the day to your scheduled session.

Day 3: Protein and Vegetable Day

Eat only lean protein and vegetables all day and drink lots of lemon water. Perform a full body resistance training workout.

Optional: If you like and have the time do an additional 30mins of cardio immediately after the resistance training

Day 4: The Protein, Vegetables and Fat Day

Eat lean protein, vegetables and good fats all day. NO carbs and NO heavy exercise today. Take the day off from 'hard' exercise. You could take a walk or have a gentle swim or cycle – just something to stimulate blood flow and internal cleansing but NO heavy exercise so no weights and no high intensity cardio. On these days I prefer to be pampered with a massage or a spa and sauna.

Day 5: The Low/Moderate Carb Day

Consume carbs for breakfast and again post workout. Perform a combined full body resistance and interval cardio session.

Day 6: Low/Moderate Carb Day – Again

Consume carbs for breakfast and again post workout. Perform a metabolic resistance workout.

Optional: Add 30mins moderate cardio at the end of your resistance workout.

Day 7: Protein and Vegetable Day

Eat only lean protein and vegetables all day and drink lots of lemon water. A lower intensity cardio session or small muscle group/full body resistance workout is ideal today. This is also another great day for rest/recovery protocols, listen to your body and rest today if you need it.

Pre-Program Checklist

Use this checklist to ensure you have everything ready to begin your fat loss journey. Follow along here and this will ensure you are totally ready to undertake this awesome fat shredding, belly flattening, thigh toning, butt tightening, body shaping, detoxing and energizing formula.

Let's Do It!!!!

- 1.) You have read either the full program manual or the rapid start guide and understand the concept of this formula. You understand that it is a strategic manipulation of food, drink and calories over the course of a 7-day cycle combined with metabolism boosting and fat burning exercise. This is a formula and formulas have a specific outcome, in this case rapid fat and weight loss.
- 2.) You have printed all the essential documents for tracking your progress, results, measurements and also the eating plan and shopping list.
- 3.) You have read the Goal Setting Guide and understand the process of setting your goal's. You realize how important this step is and you have made sure that you have decided on your personal goal/s and written them down by hand on paper and placed them somewhere you can see them many times each and every day. Remember; what you see is what you get! See them, read them, repeat them over and over and most of all – believe them!
- 4.) You have read the Eating Plan and Recipes and understand the different day's meals and drinks.
- 5.) You have read the Supplement Guide and understand what supplements you need and why.
- 6.) You have purchased the absolute essential supplement of a protein powder for Super Shake day and you have a shaker or blender to mix your Super Shake's.
- 7.) You have purchased the additional supplements you wish to include as per the guide so you have everything ready to go.
- 8.) You have joined the Private Facebook Group for support, guidance and questions and answers.
- 9.) You have been shopping and have all food for the week so you can prepare your meals.
- 10.) You are certain you are medically fit and able to undertake this formula. If required you have visited your Doctor or physician and you have medical clearance to proceed.

- 11.) You have weighed yourself (in the morning on an empty stomach before breakfast), taken your measurements and taken your 'BEFORE' photos so you are certain of your starting point.
- 12.) You have read the Training Manual and viewed and familiarized yourself with the workouts for your fitness level. From this you have planned your workouts for the first week.
- 13.) You have your tracking sheets ready and easily available to record your results for each week.
- 14.) You have told your family/friends/colleagues etc. about your exciting fat loss program and asked them for their support. It's very important you have the support and encouragement from those people close to you; this will ensure even greater success and ease in sticking to the Formula.
- 15.) YES – NOW YOU ARE READY to begin!!

This is where the fun begins. The most important thing to do right now is RELAX and ENJOY the formula.

Weight loss does not have to be a stressful and difficult task and can be fun when you have such a successful formula to follow. There is nothing to stress about with this formula, simply follow it, apply it, stick to it (obviously!) and reap the amazing belly flattening and total body toning results!

I wish you all the best on your fat loss journey and look forward to hearing your success story!

Your Fat Loss Coach,

Courtney Rowsell

Goal Setting Guide

I am certain you have all heard of goals and been told you need to set goals and work towards them and you know all about it and you don't need a guide to tell you how to do it.

Great, in that case don't bother reading this, you'll be fine. Or will you?? Do you currently have your goals for health/fitness/weight loss/business/income/relationships/lifestyle or whatever it is you want to achieve, written down clearly with a deadline?

Then, do you have those goals readily visible for you to read and re-read them daily and also memorize them, affirm them and visualize the outcome?

Do you know how to associate the feeling of having achieved those goals in your mind before you have actually achieved them? I'm pretty sure your answer will be 'NO' to some if not all of these questions. In that case, YOU DO NEED to read this section of the manual!

Don't worry, probably only 2% of all the people on the planet have their goals set in this manner and here is kicker; those 2% are the people in life you envy and perhaps even dislike. They are the ones who make all the money, have the great health and sexy figure, the big house, the best cars, the perfect relationships, the wonderful kids, you know the type, it seems like everything goes their way.

Yeah...., they used to make me sick too, until I learned what they do and how they do it to achieve their dream life. A big part of the answer is goals. Now, I'm not trying to tell you that having clear goals is the only reason they appear to have it all but the fact of the matter is having clear goals means you know where you are headed and when you know where you are headed and work towards it, there is a very good chance you will get there.

So, why set goals and why set them in such a specific manner?

A goal is in essence a dream with a deadline. We often dream and wish for things but we have been led to believe that we cannot achieve these things, they will always be out of our reach and it's unrealistic for us think we deserve them. Well I think that is total BS to be honest and YOU can achieve any goal you can conceive. Now, I'm not a crystal rubbing, chanting spirit worshipper who is trying to tell you that you can just close your eyes and wish and it will happen. There is a little more to it than that.

CONCIEVE

The first stage of goal setting is conception, conceiving what it is you want to achieve. This is probably the hardest part to be honest because naturally we might want the six pack abs and tight toned butt and thighs but we think we can never have it because we have struggled so much in the past. Since we have struggled and/or failed in the past, often many times, we firmly believe subconsciously that we can never achieve it. So, setting a goal that deep down you don't believe, practically guarantees you will fail again since your subconscious mind is working against you. What generally happens at this stage is that people will set low goals or a goal that is not really what they truly want but what they think they can achieve. The problem here is that the goal is really not exciting enough to awaken the passion needed to work towards the goal and often people won't even get beyond the first few days before they give up.

Ok, forgive me if this seems a little deep but bear with me and try to open your mind and understand what I am trying to teach you here. It is ok to set a goal which you don't believe at this moment. The belief will come over time as you re-condition your subconscious to work with you and believe in you. Now, even though I say you can set a goal you don't really believe, it does have to be realistic in the world we live in. For example; setting a goal like 'I want to lose a pound a day is completely ridiculous and no matter how much you affirm it and try to believe it, it is never going to happen – obviously. So, be realistic in the eyes of the universe. For example; if you are a 170lb and you want to get back to your best condition which was say 135lb but you have not been there for 20 years then chances are you won't believe it can be done. But, in the eyes of the universe, that is a totally achievable goal provided you allow the time to make it happen. There is a saying; 'there are no unrealistic goals, only unrealistic deadlines. There is another saying; 'most people overestimate what they can achieve in the short term and underestimate what they can achieve in the long term'.

So, basically you need to learn to set your goals high, above what you think is believable but then allow enough time that it could possibly be achieved. An example of a lofty goal but a timeline that's feasible based on the gal above is;

'I want to weigh 130lb within 12 weeks'

This would be a 3lb loss per week, quite a lofty goal for someone who is not massively overweight but it is absolutely achievable, no matter how hard it has been in the past and no matter how much you might doubt it. This goal though, will never be achievable if you do not re-program your subconscious mind to work with you and not against you.

BELIEVE

So, after setting lofty goals, you then need to learn to believe in your goals and believe in yourself. This is also a tough gig. You'll say to yourself 'I want to weigh 135lb within 12 weeks', and as soon as you say this to yourself your subconscious mind will say 'haha you are off your meds and freaking crazy if you think you can do that, you should just give up now and save yourself the heartache of failing'. These subconscious messages, if allowed to dominate will definitely cause you to fail in your quest. So, how do you re-program your mind? Well you persist and persist and persist with your new message. You push the goal back in and re-affirm it to yourself all day, every day. Each time you push it back in the subconscious mind will push it back out and so the battle begins. You keep pushing it back in EVERY DAY until one day the subconscious mind says 'Ok ok, you win, you want to weigh 135lb within 12 weeks, fine, I believe you now, I'll help you' 😊.

From this day forward, your subconscious mind will work for you and not against you!

Now, in saying all of this you must make sure your actions match your message. If you affirm this goal you then need to ensure you are eating well and exercising at the same time as you are re-programming your mind. You can't make an affirmation but then not take any action, again this is ridiculous and you'll never achieve anything.

So, set your goals high, be realistic in your timeline, affirm and re-affirm your goals until YOU truly believe in them and in yourself, apply the appropriate action/s to lead you towards your goals and then stay the course and do not deviate.

ACHIEVE / RECEIVE

The final phase is of course to achieve the goal/receive the result. This sounds simple right?

If you have set them correctly and applied the action then it's just a matter of time before you have success – right? Well yes and no. In a perfect world everything will go smoothly, there will be no hiccups, nothing else will get in your way and on the exact date you set in your goals you will have achieved every goal you set. However, we don't live in a perfect world and it is quite likely that a number of speed bumps will appear on your road to success. These speed bumps are part of life and they are sent to test you, to see how bad you really want it. It's at these times that your resolve and belief in yourself must be powerful so that speedbumps may slow you down but they will not cause you to fail. On the tough days it is ok to feel a little defeated

or sad but the key is not to dwell on it and to rise up and stay strong and get back on course. The ability to rise up and carry on is a skill that comes with practice, so just keep practicing each time adversity tries to knock you down and one day you'll be so strong that you'll be a goal setting and goal achieving machine!

THE PROCESS

Along with the above information there is a very specific method of writing and recording your goals. You have no doubt heard the acronym SMART goals which stands for:

S – Specific
M – Measurable
A – Attainable
R – Realistic
T – Timeline

This is still relevant today and still applies but there are some newer strategies taking these principles to the next level. No clever play on words here though, just real-world strategies to make your goals come to life.

- * **Write your goals in your own handwriting on paper entitled 'My health, fitness and weight loss goals' (or similar).**

There is something to be said for physically putting pen to paper through your own hand. This assists in making a strong connection from mind to paper and in turn even greater chance of success in achieving your goals. Typing a goal onto your keyboard on your computer misses this mind to muscle connection. It must be in your own handwriting on paper.

- * **Print, sign, witness and date your goals.**

Just as if you are finalizing a contract for a job or home purchase, you should sign and date your goals as if they are a contract you are making with yourself. By having them witnessed you are also declaring those goals to someone else, other than yourself. By declaring your goals to someone else you will automatically work harder to achieve them since failing in the eyes of someone else is extremely painful and therefore we will work exceptionally hard to succeed!

- * **Write your goals in the positive tense as they have already been achieved and try to include the feeling of having achieved that goal.**

So, basically write each goal as a statement of affirmation with a future date included. This one method of writing the goal is extremely important!

Here is an example, let's say my goal is to be 165lb in 3 months, I would write it like this:

"It is April 4th, 2019 and I am so happy and proud that I now weigh 130lb's and can fit into a size 2!!"

You can see this is written in the SMART manner but also as an affirmation and with the associated feeling included. This is the absolute best way to write a goal. It is exact, it is not vague, there is no maybe, as far as I and my subconscious are concerned this is a true fact!

*** Don't write anything in a negative sense and don't set a goal which focuses on something you are trying to get rid of.**

If you want to lose 12lbs, don't write 'I want to lose 12lbs by April 2019'. The subconscious mind does not want to 'lose' anything and 'want to' implies a hope or a wish but not a definite belief. So, in this case you should write 'It is April 2019 and I feel beautiful and sexy now that I weigh.....lb (12lbs less than you started) and fit my favorite bikini perfectly', or something very similar to that.

In the case of focusing on something you want to get rid of, turn it around to focus on how you will look and feel after that 'thing' has been gotten rid of.

So, let's say you have a muffin top or love handles and you hate them. Instead of stating 'it is April 2019 and I'm so happy my muffin top has disappeared' you should write 'it is April 2019 and I feel amazing now that I have a flat, toned and sexy belly that I am proud to show without any feeling of embarrassment'. Ok, I think you get the idea – yes?

*** Once written your goals should be placed somewhere you will see them multiple times per day. You also need to affirm them to yourself and memorize them and re-affirm them at every opportunity you have throughout the day.**

Take your written goals and stick them on your bathroom mirror/bedroom ceiling/bedroom mirror/car sun visor/office desk/fridge door or anywhere where you personally will see them multiple times per day. Hell, you can even write them on little cue cards and carry them around with you. You want to read them, affirm them and re-affirm them all day, each and every day. What you see is what you get and what you think is what you become so 'see' your goals and 'think' about your goals all the time. Repeat them over and over in your head until such time as you find yourself automatically re-citing them without having to consciously tell yourself to do

it. When you get to this stage, you are guaranteed success, your belief will be so strong and your mind so focused that it is simply a matter of time before your goals become your reality.

VOILA – you are now fully equipped with the goal setting knowledge to ensure your fat loss success and success in any area of your life really, just take these goal setting principles and apply them to every area of your life.

You're welcome 😊

**** This method of goal setting and writing has been measured by Harvard University to increase your rate of success in achieving your goals by 1000%****

So, what are you waiting for.... CONCEIVE - BELIEVE – ACHIEVE.