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5 Weight Loss Secrets Revealed

By Greg Finch, The North Coasts Most Trusted Fitness Trainer

Dear Friend:

This is the manual that will give you straight forward truth about permanent life-long weight loss and fitness. Read it, implement it, and if you have any questions please call me at (805) 777-3676 or e-mail and I will be happy to help any way I can. contact@studiofitnessmorrobay.com

I created this 5 Steps to Weight Loss Success and use it with all my clients at Studio Fitness in Morro Bay. The success they have found following this program motivated me to share it with as many people as possible. That's why I offer it FREE here to anyone that was motivated to grab it. I'll be honest the guidelines are the easy part STAYING with them is the hard part. To set yourself up for success you need to dedicate to the steps, seek support from family, friends, and [professionals](#). To reach your goals effectively it is crucial to have a strong team supporting you.

A lot of us find ourselves living like caged animals. Built to move, but too often we are sedentary. We have bodies designed to race across the savannas, but we live a lifestyle designed for migrating from the bed to the breakfast table; to the car seat; to the office chair; to the restaurant booth; to the living room couch and back to the bed.

It was not always this way. Not long ago in the United States, a man who worked on a farm did the equivalent of 15 miles of jogging every day; and his wife did the equivalent of 7 miles of jogging.

Today, our daily obligations of work and home keep us tied to our chairs, and if we want exercise, we have to seek it out and find the time to do it. In fact, the obesity problem facing our country today is caused at least as much by lack of physical activity as by eating too much. Hence, it is important that people need to start and keep moving.

However, that does not mean that a lap or two around the old high school track will offset a daily dose of donuts. Exercise alone is not very efficient. If you just exercise and do not change your diet, you may be able to reduce weight gain or even lose a few pounds for a while. That progress will stall or even start to reverse. **YOU CAN'T OUT EXERCISE BAD NUTRITION**

To make the significant improvements to your body composition (large body fat loss, big improvements in lean body mass, significant increase in energy and stamina) you need to look at your lifestyle and its choices as a whole picture.

To be able to see that whole picture you need to study small sections of it and step back a little at a time and then you will be able to digest the whole panorama and not be overwhelmed. You will actually be able to enjoy that huge landscape, take it all in, and revel in what you've accomplished.

Here are five things that you need to know and strive for every day to reach your weight loss goals.



1. Weight Loss Equation: Calories IN LESS Than Calories OUT

This may seem obvious to some. Yep, but that doesn't make it easy. I use a straightforward but comprehensive program with all my clients at Studio Fitness. Track and record the numbers below.

Calories IN: If you are not counting your caloric intake you are missing crucial information for your success. It's like trying to follow a budget to save for a major purchase (Home, college education, etc.) but you DON'T know how much income you made last month.

Calories OUT: Just like calories in if you don't know how many calories you burned then you can't do the math. Same analogy as above holds true if you don't track how much money you spend you can't effectively save. I am a big advocate for heart rate monitors. Not only do they compute your caloric burn but they convey valuable information on your efficiency in specific training zones. In addition they let you know immediately if you are in dangerous heart rate levels. The more automated you make your tracking the more apt you are to maintain it.

2. Don't Waste Time Worrying About Carbs and Fat Counting

“What are you out of your mind!!!?” I know I know, how can I speak that blasphemy. Well despite the bombardment from the media and all the “Diet Guru's” out there the science doesn't really show that there is a huge difference in benefits or detriment to how you get your calories. AS LONG AS YOU FOLLOW STEP #1 Count that Calorie Equation.

To be clear I am not advocating anything extreme, on the contrary, I am showing that you need balance and that balance includes the occasional treat. What is your indulgence? For me its beer. I make my own, drink my own, and share with friends and family. To do this I need to count those calories as part of my intake and make sure I still get balanced nutrition, while still coming in under my caloric count for the day. I want an extra beer, guess what? That is extra time running, or surfing, or circuit training.

Below is a study on this approach. Quick note here ALWAYS KNOW YOUR SOURCE for information. Peer reviewed research is not only thoroughly vetted it is on-going. This means the next study has to show a replicable result and it means the answer is not taken as absolute but a starting point for further research. Below is a great study supporting the approach in Rule #2.

New England Journal of Medicine - Comparison of Weight-Loss Diets with Different Compositions of Fat, Protein, and Carbohydrates

<http://www.nejm.org/doi/full/10.1056/NEJMoa0804748>

3. Walk the walk

It is probably the easiest foundation to your exercise program of all. Wear that heart rate monitor and know those calories burned.

Gradually build up to at least 30 minutes of brisk walking 3 times a week. Brisk walks themselves have health and psychological benefits that are well worth the while.

4. Get quality Zzzs

Sometimes easier said than done. Here's the thing about that problem though more exercise begets more sleep and if you are fully rested you will be in a much better space to exercise the next day. One of those beautiful, not vicious, cycles.

There is growing evidence that correlates less than 6 or more than 9 hours of sleep daily significantly raises your pre-disposition to obesity. Sleep like exercise is a regulator of rhythms and our bodies chemistry. The proper regulation of that chemistry provides tremendous and sometimes intangible benefits.

In addition, there is evidence that people who are tired tend to eat more, using food as a substitute for the rest they need. Refer back to #1 know your calories and you will make better choices.

5. Seize the time

Excuses aside, lack of time is certainly a limiting factor in most lifestyles. Dedication to a fitness schedule is paramount to success. Accountability whether it's meeting friends for a walk, hiring a [professional trainer](#), or attending that boot camp make sure your fitness appointments are written on your schedule and they are appointments you can't miss.

Start modest in how much fitness you schedule and steadily build the time and intensity commitment. With my clients at Studio Fitness that are re-initiating their physical activity I use my 3, 3, 3 rule. 30 minutes, 3 times a week, for 3 weeks. They commit to a combination of working with me at Studio Fitness, walking, stretching, or any of [The Studio's](#) group trainings.

Remember exercise is a way to avert many health problems when you prevent weight gain, lower blood pressure, stress, and muscle atrophy. Keeping your health is a gift to your family as well as yourself.

Just giving you this valuable information is not enough. If I only did that, and stopped there, I simply would not be doing you or myself any justice. Therefore, I'm going to go further to ensure that you receive the most accurate solution to your fitness and weight loss problems. On the next page you'll find a gift certificate just for you. I would like to offer you a "Free body Diagnostic Consultation."

That's right, the gift certificate below entitles you to a Free Body Diagnostic Consultation worth \$194. All you have to do now is call me at (805) 776 3676 before the expiration date on the gift certificate and we'll schedule your no obligation Free body Diagnostic Consultation. Right now, at this very moment, you have a decision to make. You can either call me to schedule your Free body Diagnostic Consultation, and take the first step to achieve the body that you deserve...Or you can do nothing, and fall into the trap of procrastination. Please, take action now while it's still fresh on your mind. Pick up the phone right now and let's get your Free body Diagnostic Consultation scheduled today.

Committed to your fitness results,

Greg Finch – A.C.S.M. cPT, BS
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P.S. Give me a call today, and see why I'm the only personal fitness trainer in Morro Bay and the whole North Coast to guarantee results or your money back!

P.P.S. In just a few short months you will look back on this decision as one of the best you've ever made – but it all start with a single phone call. Do it now.

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Free 30 minute personal training session with a Master Level Studio Fitness Trainer (\$65 value)

This entire no obligation package is valued at \$194 but it's yours free if you redeem this certificate by phone or e-mail. I look forward to meeting you at the Studio Fitness.

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