



## The Lucky13Fitness Welcome Guide

*Everything you need to be successful with your diet and fat loss!*

Welcome to Lucky13Fitness! We are so excited to have you on board as part of our community. We look forward to coaching you along the journey to your fitness and wellness goals.

Our program is **proven** to get clients the results they want without restricting food, taking powders, pills or exercising excessively.

Our expert coaches have written your programming based on **your** goals as well as **your** initial assessment. Everything about your Lucky13Fitness experience is 100% customized!

Before we get into the wealth of information I want to share with you, I'd like to point out a few things that are critical to you getting the best out of your membership. If you have any questions, feel free to email me:

[michelle@lucky13fitness.com](mailto:michelle@lucky13fitness.com)

## **IMPORTANT THINGS TO KNOW:**

1. If you haven't already, visit [www.mindbodyonline.com](http://www.mindbodyonline.com) and create a username and password for yourself. This will be the online platform through which you schedule your training and coaching sessions. There is also a MindBody app that you can download to your smartphone which will allow you to schedule appointments easily.
2. Be sure to schedule your sessions in advance, as our semi-private slots are limited to 4 people, and our 1:1 sessions can fill quickly. You will not be able to schedule your sessions within 24 hours of your desired training time. This is to ensure our coaches have your programming ready for you when you arrive.
3. Your membership at Lucky13Fitness includes either a 30 minute Mindset Coaching call, or a 60 minute Nutrition/ Mindset Coaching session with Michelle. No matter which type of coaching you've chosen, this session is a chance for us to talk over the phone to strategize on how best to get you to your goals. We will discuss nutrition, stress management, sleep, work/life balance, and how to make it all work for you. **I highly suggest you schedule this early in the first month, to make the most of your time.**

4. If, for any reason, you need to cancel or switch your training time, please note that we have a strict 24-hour cancellation policy. If you cancel an appointment within the 24-hour window, you will be charged for that appointment. All cancellations and rescheduling can be done via your MindBodyOnline account.
5. The #1 goal we have for you as our member is to HAVE FUN and find enjoyment in healthy living. If there is anything we can do to make your experience more enjoyable, please don't hesitate to reach out to our team members!

Okay! Now onto some information that is going to guarantee your results!!!

The fastest way to lose weight is through proper diet.

That is not an overstatement or any kind of fluffy hype. Many trainers try to sell people on instant fat loss workouts, but they don't back it up with supportive nutrition.

In reality, diet accounts for easily more than half - though probably more like 80% - of your fat loss success.

But there is one major problem most people have: knowing what to eat.

I'm here to let you in on a little secret... **HEALTHY EATING IS EASY.**

It's easy, but just because it's easy doesn't mean everyone can do it. It takes effort and a desire to change your behaviors for good.

It will not require overly restrictive diets. It does not require loyalty to a specific brand of weight loss supplement. There are no pills or magic potions.

In all honesty, fat loss and clean eating both start with common sense. People too often want to be fed a quick fix, but you already know what it takes to eat right.

You need protein, for one, and you need fruits and vegetables. Just add water, and you're almost there.

Of course, getting yourself to the point where you can take diet recommendations and incorporate them into your everyday life is a little harder than that.

That's where the Lucky13Fitness Welcome Guide comes in. You will read about what foods you should eat, which ones you should avoid, and how to take steps to reach your goals and change your lifestyle. We will even provide you with some sample recipes for good measure.

Just remember that fat loss and healthy eating doesn't start with this book. What you will find here is supportive information and useful tips. Fat loss and clean eating start with... wait for it... YOU!

Just by virtue of the fact that you've signed up for a membership at Lucky13Fitness and you're reading this sentence, I can promise you that you are on the right path. You are seeking out information and taking action that will help you change your life. So congratulations to you... but remember there's still much left to do!

## General Diets vs. Specific Diets: The Case for Being a Generalist

Healthy eating starts with supportive nutrition. This means clean eating: choosing foods that provide you with essential nutrients, including healthy fats (like Omega-3), antioxidants, vitamins, minerals, and especially protein.

Most diets want you to commit to a highly restrictive number of specific allowable foods.

This is insanity. These diets do not work because they severely limit your freedom to choose. It is easy to give into temptation when you don't really know why you're eating certain foods and instead just have a list of "allowed" foods.

Every time you eat, you make a choice. Healthy eating is about consistently trying to make the right choice. It's not about sticking to one specific list of foods or only drinking a liquid diet or anything of that nature.

Keep it simple. Adjust accordingly.

With this in mind, you are now ready to embark upon a lifestyle change that is more than just a diet. Clean eating is something you can do for life, not just for a couple weeks until you get burned out.

Yes, what you are about to read will include lists of healthy and unhealthy foods, but they are not exhaustive. Let common sense be your guide.

## **\*\*\*Quick Hitter: An Ode to the Avocado\*\*\***

Avocados are so green  
They will make you nice and lean

SO EAT THEM!

(But seriously: Avocados are loaded with fiber and healthy fats, and they have been proven time and again to be one of the best foods out there for fat loss. They go great with meats and beans.)

## **Top 10 Habits of Highly Effective Eaters**

Clean eating is all about forming lifelong habits that will get you to LOSE FAT and KEEP IT OFF.

Here are 10 of the most significant habits you will need to develop in order to be a healthy eater

### **1. Breakfast: Every Morning!**

-Breakfast sets the tone for the rest of your day. If you're not eating breakfast, start making it a point to do so every day. You will be less hungry throughout the rest of the day and less likely to binge on snacks or overeat at other meals.

### **2. Eat Throughout the Day (Every 3 or 4 Hours)**

-The timing of when you eat is highly important. You shouldn't eat based solely on hunger. If you eat small meals throughout the day and have healthy snacks (Greek yogurt, nuts, etc.), you will be less likely to give into the temptation of splurging on pizza, fries, and other junk food.

### **3. All Calories are NOT the Same**

-Calorie counting is not the most important thing in the world. Eating 500 calories of grass-fed beef or wild caught salmon is not the same as eating 500 calories of potato chips. The former is rich in essential nutrients and protein, the latter has no nutritional benefit and will leave you still hungry an hour later.

### **4. Real, Whole Foods vs. Processed Foods**

-We will talk throughout this guide about what foods to eat; just know that it's typically better to eat something that was once a living, breathing animal or plant rather than something you will find sealed in a bag or can.

### **5. Protein, Produce, Protein, Produce...**

-It's time to trim the inessential carbs. Protein is a major muscle building source, and foods that are high in protein leave you satisfied for longer than high carb foods. Eating protein will help boost your metabolism.

As for produce, well, you have always been told to eat fruits and vegetables and that hasn't changed. Produce is essential for feeling full, meeting your daily requirements of vitamins and nutrients, and for burning fat for good.

### **6. Cut Out the Sugar!**

-Sugar is the biggest source of weight gain for most people. Whether it's in your breakfast cereal, candy, soft drinks, or added to your coffee, sugar will mess with your insulin levels, slow your metabolism, and cause you to pack on the pounds. AVOID IT!

### **7. Omega 3**

-Omega 3 has a host of benefits for fat loss. You can find it in grass-fed beef and poultry, wild caught seafood, walnuts, flax, and other foods. You can also take fish oil supplements, but only in addition to healthy food sources, not as a replacement.

## **8. Eat or Drink after Workouts**

-When you do resistance and weight training, you need to eat and/or drink soon after a workout. Getting your body the fuel it needs is essential to having a good metabolism and building lean muscle mass.

## **9. Write it Down**

-Keep a food log. Know what you eat. If you can chart your progress, you can know where you're going wrong, where you're doing well, and how you can make adjustments to be more successful.

## **10. Consistency is Key**

-Don't sweat the details at the expense of putting forth the effort. Too many restrictive diets suck all the joy out of eating. They only leave you craving more, and you wind up binge eating. Make a consistent effort to incorporate clean eating into your lifestyle, and don't get bogged down counting calories, watching points, or any of the other fluff diet nonsense that can sidetrack you.

## **\*\*\*Quick Hitter: Top 5 Proteins\*\*\***

1. Grass Fed Beef
2. Organic Poultry
3. Wild Caught Fish
4. Eggs
5. Dairy (esp. Greek Yogurt)... (NOT the sugar filled, fat-free kind)

## The Top 13 Fat-Burning Foods

The truth about healthy eating is that not all foods are created equal. When it comes to eating for fat-loss, this is especially true.

One of the hidden properties of healthy eating that rarely gets much discussion in the mainstream press is the “thermic property” of foods. Yet, it is this very property which accounts for why not all foods are created equal.

To sum up briefly, every individual has a resting metabolic rate. This is the rate at which your body burns calories in the absence of all other activities besides merely existing.

The thermic effect of eating refers to the energy you expend (aka the calories you burn) beyond your resting metabolic rate due simply to digesting and storing the food you have eaten.

Certain foods help you shed the pounds by burning calories through this thermic effect more so than others.

Other foods are great for fat loss, but for other reasons. They may be filling without having many calories, or they may pack a big punch nutritionally without packing on the pounds as well.

So without further ado, here are **THE TOP 13 FOODS** that will burn calories for you!

### 1. Nuts (esp. almonds and walnuts)

- Nuts make for a great snack, and each type of nut offers its own nutritional benefits. Walnuts, for example, offer beneficial Omega-3 fatty acids. Almonds, meanwhile, are a great source of Vitamin E, which has been linked to healthy skin.

## **2. Chili peppers**

- Remember the thermic effect? Chili peppers contain capsaicin, which is a powerful metabolite. Capsaicin heats the body, and works effectively to decrease appetite so that you feel full after eating.

## **3. Eggs**

- Eggs are an incredible, low-calorie source of protein. In addition to protein, eggs provide large amounts of several other important nutrients. I recommend organic, cage-free eggs fortified with Omega-3.

## **4. Whole Grains (Examples: quinoa, amaranth, buckwheat)**

- I keep stressing this point, but I'll hammer it home again one more time: whole foods are better than processed foods. One reason is that your body breaks down twice as many calories processing whole foods as opposed to processed ones. Examples: quinoa, amaranth, buckwheat

## **5. Greek Yogurt**

- A lot of dairy products aren't great for people trying to burn fat. Sugar-filled "fruity" yogurts are a great example. Greek yogurt, however, bucks this trend. Loaded with protein and low in sugar, Greek yogurt is a great option at snack time. (Try mixing in berries and nuts to make it extra tasty and for added nutrition)

## **6. Grass Fed and Lean Meats**

- As a rule of thumb, grass-fed meats are better than farm-raised ones. Lean meats, like turkey, provide an outstanding amount of protein but are not loaded with fat. Protein has a high thermic effect, and you can burn up to 30% of these types of calories through digestion alone.

## **7. Berries**

- You know that berries taste great, but did you also know that they are low in calories, high in fiber, and that each type of berry contains a great mix of vitamins and minerals? Raspberries, blueberries, and blackberries all taste great mixed in Greek yogurt or even on a salad.

## **8. Nut Butter**

- In moderation, nut butter can be a great snack-time food, packing a lot of protein. The best nut butters are organic ones without hydrogenated oils. Try Trader Joe's all natural almond or cashew butter mixed with flax seeds for that extra Omega-3 boost.

## **9. Green Tea**

- Green tea is one drink that has a very high thermogenic effect. It contains EGCG, an antioxidant which has been shown to boost metabolism in the period after drinking it.

## **10. Spinach**

- Where to begin? Spinach is loaded with fiber, cancer-fighting flavonoids, and a host of antioxidants that help with everything from vision to blood pressure. They also help build strong bones by providing over 100% the daily value of Vitamin K.

## 11. Grapefruit

- Because of the thermic effect, people have called grapefruit a “negative calorie” food. While not literally true, grapefruit is a wonderful, low-calorie breakfast food that helps burn fat. It is high in enzymes and water content, so it doesn’t have many calories. This is one of the absolute best fat-fighting foods.

## 12. Coffee

- Okay, now don’t use this as an excuse to go wild at Starbucks. I’m not talking about coffee loaded with sugar, whipped cream, and all that other junk. Studies have shown that not only does drinking coffee help you burn more calories at rest, but it helps you burn more calories while working out. Thank everyone’s wonderful metabolism booster: caffeine.

## 13. Fatty Fish (i.e. tuna, sardines, salmon)

- Leptin, a hormone in your body, regulates your metabolism. Studies have shown that lower levels of leptin make for higher metabolisms. Fatty fish like salmon are great for fat loss because they boost metabolism and help keep leptin levels low.

## **\*\*\*Quick Hitter: Top 5 Proteins for Vegetarians\*\*\***

1. Quinoa
2. Buckwheat
3. Chia
4. Hempseed
5. Nuts

# The 5 Do-Not-Eats

## 1. Processed Foods

- Processed foods are loaded with preservatives, sodium, and other harmful ingredients. Sodium, for one, has been linked to hypertension. It is best to “buy fresh.”

## 2. Sugar and Sweeteners

- Sugars and artificial sweeteners are added to lots of drinks and foods. See a so-called “healthy” yogurt in a 100 calorie pack? Read the label! Chances are it is so loaded with added sugar that it’s like eating a 100 calorie candy bar. **TOTALLY EMPTY!**

As for artificial sweeteners, studies show that people who drink diet sodas with artificial sweeteners simply crave sugar more often and end up eating more sugar as well.

## 3. Bread, Cereal, Pasta

- These are hard foods to stop eating for most people. They are essentially just carbohydrates and little else. You should focus your energy on getting carbs from fruits and vegetables, especially in the form of fiber. Fiber is harder to break down by the body, and it requires more energy expenditure to digest. Simple carbs like those found in bread, cereal, and pasta do not have much fiber and actually cause insulin spikes.

An added note: most children’s cereals (i.e. Cap’n Crunch, Reese’s Cereal, etc. are basically like eating candy for breakfast. **DO NOT EAT THEM!**)

#### **4. Simple Starches**

- Simple starches include potatoes, potato chips, corn, French fries, and other foods that are loaded with empty calories. These foods are doubly worse because they are not very satisfying and will leave you hungry shortly after eating them.

#### **5. Alcohol**

- Alcohol, like soft drinks, is an example of a high carb, low nutrient drink. You want to get most of your calories from healthy foods, not from unhealthy drinks. Ever hear of a beer belly? I thought so. Alcohol consumption will undermine you if you let it... so don't let it!

## **\*\*\*Quick Hitter: Omega-3\*\*\***

Omega-3 fatty acids can be found in wild salmon, grass fed meats, leafy greens, nuts, flax, and more. They are, essentially, the good fat.

Omega-3 has been shown to protect against inflammation of the arteries, lower levels of triglycerides and lower blood pressure.

Some work even suggests they may be beneficial in protecting against rheumatoid arthritis, cancer, ADHD, and dementia.

You can find them in:

Canned salmon and tuna (albacore tuna is best)

Walnuts

Grass fed meats

Trout, mackerel, and other fish

Supplements

Olive Oil

Flax Seeds

## Why Am I Still Hungry?

Cravings. You know the word, and worse yet, you know the feeling. Maybe you just ate a full meal, but now it's a half hour later and you're hungry again.

Or maybe, you went downstairs for a midnight snack... but then you found yourself unexpectedly polishing off a box of Oreos because you had no idea how hungry you actually were.

The truth is, you might be so hungry because of the very types of foods you're eating (or not eating) at other times of the day.

The real culprit behind these phenomena is one of your body's most important hormones: insulin. When you eat infrequently or have a diet heavy in sugar, your body will experience drastic spikes in insulin. This is bad.

Insulin spikes are not desirable because fluctuations in blood sugar are not conducive to fat loss or to putting on muscle mass. In the long term, insulin spikes are going to increase insulin resistance.

So how can you stay satisfied throughout the day without having to give into cravings?

### **Eat Frequently**

This might seem like a bad thing if you are trying to lose weight. You might ask yourself, "How can I lose weight if I am eating more often?" The answer, though, is quite simple: eat more often, but eat less at each meal.

Importantly, eating frequently normalizes blood sugar levels and controls those pesky insulin spikes.

In addition, frequent eating typically results in an overall decrease in caloric intake. Rather than eating 1, 2, or 3 very big meals each day, you can monitor your hunger level throughout the day. Eating more often decreases the likelihood of overeating.

By eating small meals and snacks throughout the day, you will accomplish the high desirable feat of never being hungry while also never being full.

### **Drink Water**

Have you ever found yourself eating and eating and still never being satisfied? Have you ever come home from a long day of work and chugged a soda or sports drink, and you weren't sure why?

Well, the answer is that you were probably dehydrated and didn't even realize it. It is crucially important to drink enough water throughout the day.

The body often mistakes thirst for hunger, so if you find yourself eating a full meal and still craving more, try reaching for a glass of water before re-filling your plate.

### **Eat Breakfast**

You have heard it before, and most likely you heard it from your mom when you were a child but ignored it: Breakfast is the most important meal of the day.

Eating a sufficiently fulfilling breakfast prepares you for the day. In addition, it reduces those pesky insulin spikes throughout the rest of your day.

### **Eat More Fruits and Veggies**

Fruits and vegetables, though low in calories, are much more filling than (for example) a bag of potato chips, which can have hundreds more calories. Green, leafy vegetables are also rich in Vitamin K, which helps regulate insulin.

Eating salads before meals will help you eat less during the meal, while still ensuring that you are satisfied and get all of the nutrients you need.

In between bigger meals, try snacking on fruit like apples, oranges, or berries Alternatively, baby carrots and celery sticks make for great snacking, too.

### **Focus on the Real Problem: Boredom**

Nearly everyone knows what it feels like to start eating simply because there is nothing else to do. Perhaps you are enjoying a lazy Sunday without having to go to work or carry out any other of your usual responsibilities. Out of sheer boredom, you probably start to snack... but just because you don't have anything else to do.

While this type of eating can be hard to stop, the best way to deal with it is to think before you eat. Before you eat anything, you should always take a moment and think to yourself about a) what you're eating and b) why you're eating. If you realize that you're not actually hungry, try doing something active instead.

## **\*\*\*Quick Hitter: Essential Supplements\*\*\***

1. Fish Oil (Omega-3)
2. Daily Multi-Vitamin
3. Vitamin D (in addition to Daily Multi-Vitamin)

## **A Guide to Dining Out**

By choosing to have a healthy diet and engaging in clean eating, you are making a serious effort to take control over the foods you put into your body. I have made a point throughout this healthy eating guide of consistency. Consistency is the single most important factor in maintaining a healthy diet and achieving lasting fat loss. Ultimately, every meal and/or snack comes down to a choice. At any given point, you are forced to choose what to eat.

However, no one can completely avoid being in certain circumstances in which it is difficult to know how to decide what to eat. When you are dining out of the home, you are faced with a menu of foods with which you may not be familiar.

While it might seem like this is a bad thing, it doesn't have to be. As a matter of fact, your decision to enjoy clean eating is not just a restrictive diet, but rather a lifestyle change. For it to really work, you have to learn how to eat in any environment, be it in the home, at work, during the holidays, or at a restaurant.

Nevertheless, you may have some questions about how to ensure that you make the right food choices when you are not the one preparing your own meals. As such, here are some helpful guidelines for eating out:

## **“No Bread for Me, Thank You”**

Most restaurants offer some kind of empty-calorie filler for the table before they bring you the actual main course. At pizza joints, waiters often suggest some sort of fried appetizer for the group before the pizza. In other types of restaurants (especially Italian), there is an even greater temptation to indulge because they provide you with free bread. Mexican restaurants are usually no better, as they make chips and salsa plentifully available.

Just as bad as this, though, is the fact that many fine dining establishments incorporate bread, tortillas, and other empty carbohydrates into their main courses. How do you handle the situation?

The answer is simple: politely ask that they not bring you bread. If you order a hamburger, try getting it wrapped in lettuce rather than on a bun. Going to Chipotle? Try the burrito bowl instead of the regular burrito.

## **Do Your Homework**

Most restaurants have an online presence. A simple search using one of the popular internet databases will help you find the restaurant’s menu online. If you cannot find the nutrition facts on the company’s website, try searching “[Restaurant Name] Nutrition Facts” and see what you can find on a third party website.

## **“What’s on that?”**

Do not be afraid to ask your waiter what comes with a meal or what kinds of ingredients are used to prepare it. If you are ordering seafood, ask if the fish is farm-raised or wild-caught. There is a HUGE difference. Wild salmon, tuna, and other fish are rich in Omega-3, whereas farm raised

animals are often fed with low-quality foods. The animal's diet fundamentally changes their nutritional content.

Make sure you find out what sides come with the entrée. Instead of French fries, try to substitute vegetables, salad, or another healthy option if it is available.

### **Cook Most of Your Meals**

While you cannot avoid eating out every once in a while, it is in your best interest to still cook most of your meals yourself. By preparing your own meals, you are in control of what goes into the cooking process. You control the ingredients and the types of meat or fish.

## Changing Your Lifestyle: The Importance of Performance and Habit-Based Goals

With all this diet and healthy eating talk, it can be easy to overlook something very important. You aren't just making simple decisions about what to eat, you are changing your lifestyle. In order to change your lifestyle, in any way, you must set out your goals beforehand.

Any person who has ever gone on a diet, started an exercise regimen, or otherwise tried to lose fat knows what it is like to set goals. The problem, though, starts with what type of goals you are setting for yourself.

Yes, indeed, there are multiple different types of goals out there. You have to know how to set the right ones for you, so you can be as successful as possible in achieving your ultimate overarching goal, which is to burn fat.

But let me backtrack. "Losing fat" might be your general goal, but it is far too ambiguous. The kinds of goals you need to set for yourself are far more narrow than that.

I will now introduce a new concept to you: the three different kinds of fat loss goals.

A goal such as "losing fat" is what could be called an outcome-based goal. You will want one outcome-based goal as your guide, but it should be specific. Rather than "I want to lose fat," you should say, "I want to lose 10 pounds of fat." This is a measurable and specific marker. You will need to write down your goal and refer to it later.

But how do you reach this goal? This is where I will refer you to two other types of short-term goals. Performance-based goals are numbers based. For example, "I will eat 5 small meals throughout the day, rather than 2 large ones." These goals work on a day-to-day basis.

The other type of goal, habit-based, is possibly the most important when it comes to defining your eating patterns. You want clean eating to

become the norm, not the exception. The only way to do this is to repeatedly set out goals that will turn actions into habits.

For example, “I will substitute blueberries and Greek yogurt for pancakes” is a definable habit forming goal.

By setting out these types of simple goals on a daily and weekly basis, over time clean eating ought to become second nature to you.

## Sample Breakfasts

### Breakfast A:

1 cup greek yogurt

1 cup blueberries

¼ - ½ cup granola

### Breakfast B:

2 whole eggs

3 spears asparagus

2 oz shredded cheddar

1 cup blueberries/strawberries

### Breakfast C:

2 whole eggs

½ red bell pepper

1 Portobello mushroom

2 oz shredded mozzarella

1 pink grapefruit

### Breakfast D:

2 whole eggs

½ yellow squash

¼ cup broccoli

¼ cup onions

2 oz horseradish cheddar cheese

1 banana

## Sample Lunches

### Lunch A:

1 sprouted grain tortilla

6 oz halibut, grilled

1 TBS hummus

1 TBS salsa

1 banana

### Lunch B:

4 cups mixed greens

½ cup strawberries

2 TBS vinaigrette

2 TBS Hempseed

¼ cup mushrooms

½ cup coleslaw

### Lunch C:

2 TBS BBQ sauce

Sprouted grain tortilla

5 oz grilled chicken

1 cup loose leaf lettuce

1 cup cantaloupe

**Lunch D:**

½ cup quinoa

½ cup canned salmon

¼ cup salsa

1 TBS vinaigrette

1 grapefruit

## Sample Dinners

### Dinner A:

- 1 cup mixed greens
- ¼ cup gouda cheese
- 1 tsp vinaigrette
- 3-4 oz turkey breast
- 1 tsp mozzarella cheese shredded
- 4-6 asparagus stalks, steamed

### Dinner B:

- 4 cups spinach
- 1-2 TB vinaigrette dressing
- 1 cup mixed veggies
- 3-4 oz grilled chicken
- 2 TB hummus

### Dinner C:

- 4 oz flank steak
- Sprouted grain tortilla
- 1 cup grilled broccoli florets
- ½ Vidalia onion
- ½ avocado
- 3 TBS salsa

**Dinner D:**

3-4 oz salmon

¼ cup salsa

¼ avocado

1 large orange

## Sample Snacks

### Snack A:

1 cup cottage cheese

1 cup cantaloupe

1 oz pistachios

### Snack B:

1 oz raw pecans

1 cup blueberries

¼ shredded coconut

### Snack C:

2 nectarines, sliced

1 TBS almond butter

### Snack D:

1 Cup Greek yogurt

1 oz walnuts

1 cup blackberries

## It's Time to Start Taking Care of YOU

The next part of the Lucky13Fitness Welcome Guide that you are about to read is first and foremost about YOU.

It is a useful guide to self-improvement. Specifically, the principles you will find in this guide will help you achieve the **LASTING FAT LOSS** you have long dreamed about.

What will you need to be successful with this fat loss guide? Just one thing:

**A POSITIVE, DRIVEN MINDSET**

If you are committed to being successful, this guide will help you get to where you want to be.

We will teach you how to plan for fat loss, but it is ultimately up to you to **TAKE ACTION!**

So, without further delay, let's learn how to come up with a successful fat loss plan...

# Planning for Fat Loss

## 1. Define Purpose

- You know that you want to lose weight, but at first it is a very nebulous concept. How much weight do you want to lose? Why do you want to do so? Is it for health reasons? Cosmetic reasons? Both?

Knowing the reasons why you want to lose weight and establishing firm goals is the first step in any fat loss plan.

## 2. Envision Outcomes

- Now that you have an idea as to what you're setting out to achieve, it is a good time to visualize the process and the end results. Take a moment to envision what your life will be like if you are to be dedicated to this goal of losing weight.

You should think about it from a variety of angles. First, imagine how much healthier and more energetic you will be once you start working out, eating right, and melting fat. Second, think about the good example you will be setting for your wife, kids, friends, and other loved ones.

While envisioning positive outcomes can be a great motivational technique, you should still take the time to envision negative ones. Could you see yourself eating fast food on nights where you stay at work late? Could you become beleaguered by having too many responsibilities on top of your work out goals? Imagining potential negative outcomes is the first step towards developing safeguards against them.

This is exactly the stuff we will discuss during our Nutrition/Mindset Coaching session...its all incredibly important to your success, so take the time to give it some thought and come into your coaching session ready to strategize.

## 3. Identify Limits

- If you are new to fat loss, chances are you're not quite prepared to run a mile, bench press 500 pounds, or perform an intense metabolic circuit program.

But guess what? That's perfectly normal!

Everyone has limits. For most, these limits are physical. Perhaps your body cannot handle the stress of certain types of workouts. Maybe you have an injury that needs attention before you can take off in the weight room.

Sharing your limitations with your Lucky13Fitness coach(es) will help us to provide the best road map FOR YOU to be successful. We work with all sorts of people that have varying limits, and because our program is 100% customized to each individual, it is guaranteed to work for you.

#### **4. Organize and Take Action**

- Now that you have defined your purpose, envisioned good and bad outcomes, and identified your limits, it's time to start taking action. And you've already taken your first BIG step by joining us as a member- so **CONGRATS!!!** The short-term action of joining this program will help you to develop long-term actions of acquiring healthy habits and consistent behaviors.

## 5 Quick Short Cuts to Fat Loss Success

1. Decide on goals and write them down
2. Establish a support system (our Facebook group is a great example!)
3. Keep a food journal
4. Eat Breakfast! (high fiber, high protein)
5. Exercise 3X per week

## The 6 Level Pyramid of Goals

Every person in life has a unique set of goals, and most people measure their success by their ability to see these goals through to completion.

While you certainly have a good idea about what a goal is, what many people fail to recognize is that goals can often be grouped together on the basis of how long it will take to achieve them.

If your goal is to save up enough money for retirement, it is most certainly not a failure if you haven't done so after merely one year of working. Saving for retirement is not something that can be accomplished in a day, a month, or even a year. It is a LIFETIME GOAL.

Fitness goals are no different. Some are very short term (i.e. exercising on that particular night). Some are long-term; for example, dropping 50 pounds by the end of the year. Of course, some are very long term (maintaining good health as you age, for instance).

By understanding what category your particular goals fall into, you can plan accordingly.

To illustrate the different types of goals you most likely have, you can think of them as grouped into a 6 level pyramid.

At the bottom of the pyramid are your short-term, immediate goals. For nearly everybody, the bulk of our goals are comprised of the immediate work before us. This extends to every domain of life: driving the kids to school, cooking dinner, working out, taking your spouse out for a night on the town, etc.

You could probably fill page after page with all of the tasks you have to complete in the short-term.

As you move up each level of the pyramid, your goals start to become more all-encompassing. If you are to lose 50 pounds in a year, achieving that goal will be the end result of achieving many more short-term goals (for example, completing your workout tonight, completing your 3 workouts next week, etc.).

It should start to become evident that, like a pyramid, the structure is only as solid as its foundation. If you are to one day achieve all of your long-term goals, it will require you to set and meet a series of shorter-term ones.

The only way to get to the top of the pyramid - or in our case, a goal of lifelong health - you must, of course, start at the bottom:

### **Level 1: Immediate Actions**

These immediate actions are the bulk of your tasks (not just in health and fitness, but in life). You know what they are... and you also know how daunting they can seem.

Immediate actions are not quite goals. They are, in effect, the simple tasks that arise every day. For instance, you may have a workout with your Lucky13Fitness coach tonight at 6pm. Driving to the studio and completing your workout will knock this immediate task off of your to-do list.

By completing these immediate tasks, you are building a foundation of success. The best way to do this is through reminders (i.e. a day planner) and holding yourself accountable by reviewing whether or not you completed the tasks in your planner.

## **Level 2: Short-Term Goals and Projects**

Anyone trying to lose fat should set short-term goals for him or herself. These goals might range from completing the the first 30 days of your exercise commitment to carrying out a weekly meal plan.

## **Level 3: Responsibilities**

This level comprises the different categories your short-term goals belong to. These include such things as work, home, finances, family, and health commitments.

Becoming physically fit is just one part of your responsibilities to your health... and an important part. Of course, being healthy also includes getting yearly health checkups, dental appointments, etc.

Understanding that each of your short term goals is part of something bigger can clear your head and keep you focused on the real reasons you are doing what you are doing on a daily basis.

## **Level 4: 1 to 2 Year Goals**

These goals might best be classified as medium-term goals. Do you want to lose 50 pounds or finally look good in a bikini in time for next summer?

Chances are you will not be able to accomplish these goals in a matter of a couple of days, weeks, or months. However, setting a realistic timetable for achieving such a goal could keep you working toward it, rather than losing sight of it.

## **Level 5: 3 to 5 Year Goals**

We've all heard the question asked before: "Where do you see yourself in 5 years?"

In all fairness, this question is probably asked so often because it is crucially important. Who you are today is most likely not who you will be 5 years from now. Perhaps 5 years from now you see yourself getting

promoted, buying a new house, or sending the kids to college. Such long-term visions require planning and steady execution.

Naturally, the same goes for your health and fitness goals. While your journey may begin with the small, immediate steps before you, you should try to envision yourself in 5 years and what kind of health you would like to have.

### **Level 6: Lifetime Goals**

Each of us only has a certain amount of time on this Earth, and it is important to make the most of it.

Over the course of your life, you probably want to eventually save up enough to retire and live comfortably. For many people, raising children and grandchildren is a fundamental part of life.

Never neglect your health when considering the overall course of your life. As you age, it will be harder and harder to achieve good health if you have not started to make any progress toward that goal.

While it may seem a long ways off, remember that the action steps you take today - whether they are positive or negative for your health - could have an enormous impact on your life for the years to come.

## **A Note on Goal Setting: How to Set S.M.A.R.T. Goals**

Goals are one of the most significant components of executing a successful fat loss plan. Simply put, you must be able to set goals.

Yet, many people set themselves up for failure by failing to craft goals that they can actually achieve. The point of a goal is not to make a grand statement just to say something that sounds important. The point of a goal is to motivate you to reach a specific milestone.

### **Ambiguous Goals Yield Ambiguous Results**

The biggest problem most people have when it comes to goal-setting is listing out goals that are hard to measure. If you've signed up for a Lucky13Fitness membership and you're reading this, chances are you want to burn fat. Well, it is not enough to say that your goal is to "burn fat." While it may be correct in a literal sense, it will not motivate you to reach a specific milestone.

### **Goals Should Motivate**

One of the primary reasons for setting a goal in the first place is to motivate you to get out and exercise. If you have a goal in place, it makes working out easier because you have an end point in mind.

Saying that you want to burn fat is not a good goal because it doesn't motivate. Instead, having a goal like "dropping a dress/pants size" motivates because you can keep working hard until you see the tangible result. Your Lucky13 coach(es) will work with you to develop programming that will lead you to your specific goals.

### **Performance-Based vs. Outcome-Based vs. Habit-Based Goals**

These are the three types of goals. Outcome-based goals are important in a general sense. They are the end result you are hoping to achieve after putting in the hard work. Outcome-based goals are goals like "dropping a

pants size” or “losing 20 pounds.” The goal is to attain a specific outcome.

Habit and performance-based goals are much more important to the actual process of losing weight, and should be your main focus at the beginning. A habit-based goal is the type of goal that leads to “doing.” For instance, a good goal to have could be “I will get 8 hours of sleep.” This type of goal will help you repeat certain positive actions.

A performance-based goal involves numbers. This is a goal such as “I will bench press 150 pounds in two weeks.” The goal here is to be able to complete a specific task at a certain level of performance.

### **Getting SMART**

You can easily remember what makes a goal a good goal by remembering the acronym **SMART**.

**S**pecific: “I will work out at 6pm” is specific. “I will work out” is not.

**M**easurable: “I will bench press 150 pounds” vs. “I will lift weights”

**A**ttainable/**R**ealistic: “I will lose 50 pounds in 1 year” vs. “I will lose 50 pounds by the end of the week”

**T**imely: “I will eat a healthy dinner tonight” vs. “I will start eating healthy eventually”

## Setting Goals and Taking Action: The Value of “Why”

When you are setting goals or charting out a course of action, asking the question “why?” is something most people overlook.

Yes, we all want to burn fat, eat healthier, and live better lives. However, it can be easy to lose sight of our goals if we have no sense of purpose driving us forward.

That is why I recommend always taking that extra moment to ask yourself: “Why am I doing this?” “Why do I want this?” etc.

Here is what asking “why?” does:

### **Creates a Definition for Success**

If you are going to put time and energy into something like a membership at our personal training studio, you need to have a purpose. Without a defined sense of what it means to be successful, people often lose motivation to continue. When you ask why something is important to you, your answer creates the criteria by which you judge success.

For example, let’s say you come up with a goal: “I want to lose 5 pounds in a month.”

By asking yourself why this goal is important to you, you can create a clearly defined reason for pursuing it. Whatever your answer is (to look better, to drop a dress size in time for vacation in Maui, etc.) will be something you can turn to when you question why you’re working so hard in the gym.

### **Narrows Focus and Gathers Resources**

Imagine you give yourself the following goal: “I will work out 3 days this week for half an hour.”

By asking why you are doing this action, you can begin to think about all of the resources that you must put into achieving it. Perhaps the answer is that you want to work out, but don’t have much time. Now that you have your answer to “why,” you know that time is a precious resource. As

such, you can begin to manage your time by organizing it in such a way that you give yourself time to accomplish this goal.

Asking “why?” also narrows your focus, especially in relation to longer term goals. Perhaps your goal is to lose 50 pounds in a year. When you ask “why,” you focus in on the forces driving this major life change. Perhaps you want to avoid health issues or want to look great in time for your wedding. Whatever the answer, you will have a clear focus moving forward.

### **Motivates**

Lastly, understanding why you’re doing what you’re doing is a great way to stay motivated.

Let’s say you have the following action step in place: “Drink a glass of water instead of a can of soda whenever you crave soda.”

Over the course of a week, you may know what action you’re supposed to be taking, but without asking yourself “why” you are taking that action, you could very well lose motivation to do it.

Instead, when you ask “why,” you can create a list of all the reasons you should skip that can of soda: “I’m trying to lose 10 pounds... The sugar in soda will undermine my other diet efforts... I need to stay hydrated for my workout... and so on.”

Having something to lean on when bad habits and doubt start to creep in can be the difference between being motivated and successful or being apathetic and unsuccessful.

## **A Guide to Getting Things Done**

How do you take action? It's not always so simple, especially when it comes to changing your life and instilling new habits.

Typically, getting things done - new things that you aren't used to doing - requires a series of steps from planning through execution, and the team at Lucky13Fitness is here to help you every step of the way.

### **Step 1: Collect Information**

First you have to start with a little bit of reconnaissance. Do a self-inventory. What are you currently doing? How are your current behaviors affecting your health for better and worse?

After establishing that certain behaviors need changing, share them with your Lucky13Fitness coach(es), and with me in our Coaching session/call.

### **Step 2: Get It off Your Mind and Into a System**

Many people fail to take action on their goals and desires simply because they feel overwhelmed. More likely than not, you have many responsibilities going on at once right now and have a hard time keeping track of them all.

There is no need to feel overwhelmed. The best way to get all of your responsibilities off your mind is to organize your thoughts and write them down.

Write down what you have to do, list a desired outcome, and note any next steps to take. It is also important to set up reminders.

For example, let's say you want to find time to work out this week. You may be struggling to do so because you keep thinking about everything else you have going on: packing for that business trip, cooking dinner, etc.

By writing down all of the various tasks you have to do, you can begin to put them into a system.

### **Step 3: A Time and a Place for All Things**

Now that you have all of your major tasks written down, put them into your schedule. Picking a specific time of day to work out will make you less likely to worry about it because you know that it has its own time to occur.

Organizing your life in such a manner will leave with a clearer mind to more effectively carry out all of your undertakings.

Furthermore, when you have a reminder system in place, you don't have to worry about uncompleted tasks until you get a reminder to do so.

### **Step 4: Take Action**

Now that you have a system in place and a reminder to perform the task, the last step is just to do it!

## Reminder Systems

Every plan - no matter what theory is behind it - exists on a day to day practical level. As such, I want to use this space to briefly offer up a few good “Reminder Systems” you can use to make sure that you remember when to take action and what action to take.

### Google Calendar

In the information age, many of us are constantly tethered to our laptops, smartphones, tablets, and other electronic devices. Google Calendar is a great reminder system for anyone who prefers to do the bulk of their work online.

To use it, you must have an account with Google. Within the calendar itself, you can set up events to take place on particular days and times.

For example, perhaps you want to plan out your meals for the week and make sure that you take the appropriate actions to carry out this plan. At the beginning of the week, you can enter each meal into each day at whatever time you want to designate as breakfast, lunch, or dinner. You can have Google Calendar send you an email reminder ahead of time (30min before, 2hr before, etc.). In the description for each meal, you can include all of the foods you will be eating.

### Day Planner

For the less tech dependent of us, a physical day planner is often more than adequate... provided that you keep it in an accessible place and remember to use it daily.

### Dry-Erase Calendar

While online calendars have many benefits, there is nothing quite like having a large, tangible calendar displayed in a prominent place in your home or office. Make sure to place it somewhere that you will be sure to notice it, so as to not wind up ignoring it.

## **Minimize!**

While the 3 options listed above are all great in their own ways, it is unnecessary to rely upon more than one of them for your daily planning needs. In fact, having some information stored in one location and other information stored in a different location could wind up being very confusing. I recommend you choose whichever option works best for you and rely on it as a central database for all of your daily actions steps.

## Attitude and Social Support

It has been said that whether you think you can or think you can't, you are right.

While it is perhaps a cliché, it is still very much true. You can sabotage your goal of achieving long term fat loss if you approach losing weight with a bad attitude.

People who tell themselves how hard losing weight is or who don't believe that diet and exercise will work for them usually are quicker to give up whenever they encounter a roadblock.

At the same time, a positive attitude can make all the difference. There will undoubtedly be days along your journey when you want to abandon your healthy eating plan or skip your workouts. There may come a time when you step on the scale and find that you haven't lost as much weight as you had hoped you would.

A positive attitude, however, will always keep you moving in the right direction. Believing in yourself is perhaps the single most important thing you can do. Sure, you have to have a plan, you have to be willing to work hard, and so on, but you will fail if you tell yourself that you will fail.

### Social Support

To go along with belief in yourself, it is nearly as important to surround yourself with people who also believe in you.

Imagine two scenarios. In one, your "friends" and "loved ones" all undermine your efforts to lose weight and make fun of you for trying to improve yourself (probably out of jealousy or spite).

In the other, your friends and family support your goals, encourage you to eat healthy and exercise, and maybe even exercise with you when you need a training partner.

Now, it may not be impossible to burn fat and maintain healthy life habits in the first situation, it should be clear that it is easier in the second.

It has been suggested that you are the average of the 5 people they spend the most time with. Think hard about the people you surround yourself with. Do your friends value a healthy lifestyle? Will they encourage your new lifestyle habits?

It may be tough, but if it is worth it to you to lose weight, then finding the right support network is certainly worthwhile. And Lucky13Fitness, we provide a place for just that. Our private Lucky13Fitness VIP Members Facebook group is a place where you'll find motivation, inspiration, pictures, quotes, workouts, words of wisdom, and a supportive social network of folks who are trying to achieve the same thing as you: losing fat, getting healthy & living a fit lifestyle.

## **Eating Advice: Consistency is King**

Becoming a healthy eater is no small task. In the end, what is more important than having a slavish devotion to a particular diet regimen is consistent effort to eat well every day. This will be a key topic of discussion in our (en)Vision Coaching sessions, but in the mean time, here are some tips to stay consistent and become a health eater:

### **1. Make one healthy change per week**

- Lifelong health is a marathon, not a sprint. You don't have to overhaul your entire life overnight, but it is wise to take steps every week to get better. Every week you should make at least one healthy change to your eating habits.

### **2. Shopping**

- Make sure you make a list of foods you want to eat, and stick to it when you go grocery shopping. You will be less likely to eat unhealthy foods if they aren't in your kitchen. One way to ensure that is to simply not buy them.

### **3. Planning/Cooking**

- At the beginning of every week, you should plan out your meals. This way, you will know what to buy at the grocery store and be less tempted to slip into bad habits. It is much easier to skip out on fast food if you know what's on the menu on any given day. I recommend writing down these meals and keeping it somewhere you can see every day (such as on the fridge).

### **4. Water, Water Everywhere**

- Make sure you have plenty of water. Do you take long car trips? Try bringing a water bottle along for the ride to stay hydrated. You should drink water consistently throughout the day. Perhaps the healthiest tip I can offer would be to try substituting water anytime you have a craving for a soft drink.

### **5. Write It Down**

- Keeping a food log will keep you on track and accountable. Without one, it is easy to forget about the deviations from healthy eating you make each day. If you keep a written record of what you eat, you can more accurately assess your habits and come up with ways to eat better.

## Sleep: The Final Frontier

Everyone has to sleep. We sleep so that our body can rest, recover, and repair itself. While we sleep, our brains consolidate memories, allowing us to gradually retain information and perform familiar physical tasks. Sleep also rests and repairs our muscles.

Research has consistently shown that while sleeping, growth hormone production increases. If you get an adequate amount of sleep, your body will take advantage of all the training you have been doing. Miss sleep, and you will also lose out on this great benefit.

Sleep plays such a pivotal role in repairing and building muscles that some trainers have said that the body doesn't get better in the gym, it gets better in bed.

Overall, several studies performed on athletes show that sleep both helps people maintain a healthy weight and even perform better at physical tasks.

Now that you know the powerful influence sleep has on hormones, metabolism, and making the body leaner and more muscular, I recommend you try getting **7-9 hours of sleep every night.**

## **Hold Yourself Accountable with: A Weekly Review**

At the end of every week, you should designate a small amount of time to review your progress. This could be as little as a few minutes, or as long as half an hour.

However long it is, this weekly review will provide you with invaluable insight into your patterns of behavior and give you an opportunity to shore up any “weaknesses.”

Bringing your weekly check-ins to your Coaching session/call will optimize our chances at identifying what areas are going well, and what areas might need support and adjustment.

Once again, I want to say how EXCITED I am that you are part of the Lucky13Fitness community. I know that being part of our fitness family will bring you success and a deep sense of accomplishment. I am honored and excited to be coaching you along your journey.

**In health,**

**Michelle Densmore, CPT, LCSW**

**Founder & Co-Owner, Lucky13Fitness**