

The Definitive Guide to REAL Weight Loss



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Table of Contents

Case Study: Barb Bullock	4
Barb Is Just Like You.....	6
Oprah Winfrey Is Wrong!	6
"Now you can get rock hard abs with no sweat"	7
"Lose 4 Inches in 30 Days Guaranteed"	7
The #1 Weight Loss Gimmick That Really Works	8
The Cornerstones of Weight Loss.....	9
Case Study : Elspeth Bell	10
The Triangle	11
Diet or "How To Bounce a Quarter Off Your Butt"	11
Cardio.....	12
Strength Training	13
Question: Is it okay for women to participate in strength training exercises?	13
Tying It All Together	14
Diet (for men, double quantities)	14
Exercise	14
Want More Details?	15
Conclusion	16
Get The Updated Version of This Guide	16

Case Study: Barb Bullock

65 Years Old... Lost 70 Pounds...

65 year old Barb Bullock had a self-admitted "serious weight loss problem". She joined a gym with the intent of getting active and hopefully losing some weight in the process.

However, just joining the gym was not enough. Like millions of people Barb lacked motivation. Barb says, "My lack of motivation got in the way! I thought, about getting a personal trainer, but again and again I tried to solve this lack of motivation 'thing' by myself." It wasn't working. She had joined the gym but wasn't going. She had hoped to start losing some weight, but it wasn't coming off.

After many times of trying to solve her problem , and trying to figure out how to make this whole weight loss thing work on her own, she worked up the nerve to approach the trainer's desk and signed up with a trainer. David set her up with a program that she could follow. He laid out for Barb how much cardio and how much weight training she should do.

Barb began to follow the program that David had laid out for her. With his help she started to see some noticeable results. "I felt stronger by the time I had been working out for only three weeks. In most areas I have at least doubled my strength."

Barb wrote in her [testimonial](#).. "David has me work with weights I think are too heavy for me, but he always proves me wrong. He piles that weight on, tells me to breath right and says I can do it– and I DO!!! Sometimes I think I'm going to drop dead from the hard work, but I'm lovin' every minute. I walk out feeling great and know we are definitely doing something fantastic for my health. I feel a dramatic increase in my energy level." Keep in mind as you read this, that this is a 65-year-old woman talking. If she can do the weight training, YOU CAN TOO!

In addition to teaching Barb about the correct balance of cardio and weight training, David laid out a nutrition plan for Barb. In 2 years time Barb, at 65 years of age, lost over 70 pounds!

Barb wrote, "I still have a long way to go, but now I am confident of continued good progress as I watch that needle go down. David is my Miracle Man! Whoever paired us up, thank you, thank you, thank you!"



Barb Bullock

Accomplishments:

- lost 70lbs in 2 years
- dramatically improved all health markers, including bone density, blood sugar profile, lipid panel, range of motion and flexibility, strength, and general energy and endurance
- reduce body fat levels to 30%

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Barb Is Just Like You...

Barb's story is certainly no different than millions of other overweight people. They have a strong desire to lose the weight. They take that first step. They might join a gym, buy a treadmill, start walking, try the newest diet craze, join Weight Watchers or any of the thousands of other programs that promise weight loss. But just like the millions of other overweight people Barb never really started losing the weight-- and insofar as she did, it just came back again quickly. For many it is not a 'lack of motivation' that keeps them from losing the weight, but a lack of 'REAL' knowledge. There are so many programs, plans, diets of the week, gadgets, surgeries and more that it is really hard for the average person to know who to believe.

That is where this book comes in. My goal here is to teach you the ONLY reliable, safe, and healthy way to lose weight, and the means to allow you to keep it off. Imagine how you will feel when you lose the weight you have been trying to lose. Imagine how your life will change when you have the self confidence that comes with successful weight loss. When you defeat the weight loss beast, you will feel like you can take on anything.

Apart from cosmetic reasons, you should exercise and eat correctly for the benefit of your health. Do you know that exercises keep your heart healthy, blood pressure low, and your life free from stress and depression? I can guarantee that when you start working out regularly, you will not only experience a big boost in your energy level but also become a happier and more confident person!

Oprah Winfrey Is Wrong!

“Don’t eat past 6pm!” “You have to circuit train to get skinny– heavy weights just lead to bulk!” “Cardio burns fat, weights build muscle!” “I’m only eating off of the ‘super food’ list these days– you know, blueberries, oatmeal, and broccoli!”

Have you ever heard any of these statements? In my years as a trainer, I’ve encountered so many half-truths (and complete falsehoods) about exercise and healthy diet that my head starts to spin every time I hear “I heard that.” Oprah Winfrey alone should be made to pay for all of your gym memberships for all of the misinformation she has spread on her show during the past year. Remember, it always comes down to a “thyroid problem.”

"Now you can get rock hard abs with no sweat"
"Lose 4 Inches in 30 Days Guaranteed"



You probably remember the TV ads for the AbTronic, Ab Energizer or Fast Abs. These products were great. You just strapped them on to your stomach and let them work their magic. Electrical impulses would interact with your muscles and you would magically, without ANY effort on your part, lose weight. Millions of overweight Americans paid out piles of cash for these amazing products.

That is until May 8 2002 when the FTC filed suit against all three companies. FTC Chairman Timothy J. Muris said, "For years, marketers of diet and exercise products have been preying on overweight, out-of-shape consumers by hawking false hope in a pill, false hope in a bottle, and, now, in a belt. Unfortunately, there are no magic pills, potions, or pulsators for losing weight and getting into shape. The only winning combination is changing your diet and exercise."

Fitness gimmicks have always been best-sellers, especially when it comes to products promising fat loss. Just a brief search on Google returns the following "life-changing" products:

- The Ab Lounge
- 6 Second Abs
- The Thighmaster
- Electronic Abdominal Belts
- The Velform Sauna Belt
- Most recently-- and my personal favorite-- the Shake Weight

As a personal trainer at a large commercial gym, I am asked about fitness and nutrition trends on a daily basis:

- what do I think about P90X?
- what do I think about Nutrisystem?
- what do I think about using phentermine for weight loss?
- what about B-12 injections?

I try to be helpful and guide my clients and fellow gym members toward a deeper education regarding such items, but it often becomes frustrating. It seems everybody is searching for a quick fix, a gimmick that will solve all of their weight loss problems.

The Secret Revealed –

The #1 Weight Loss Gimmick That Really Works



I am here to tell you that there *is* a weight loss gimmick that will work. It's called "keeping it simple and focusing on basics".

Most people ultimately fail at their weight-loss efforts because they don't understand how the body works. Any of the above fitness trends or products or nutrition plans should be able to easily and precisely explain how, exactly, they will lead to weight loss. Try finding that information on the package.

The Cornerstones of Weight Loss

There are two basic rules to weight loss that must be kept in balance with one another:

1) your body must consistently be in a calorie deficit, on average

2) you must not let your metabolism slow down

When you start dieting, it is normal for your metabolism to slow down. So you must do everything in your power to safeguard against this. This is why diet *and* exercise always show the best results when it comes to really losing substantial weight and keeping it off: it allows you to actually *improve* your metabolism, long-term. And this means more calories burned throughout the entire day, whether working out, sitting on your butt, sleeping, etc. A fast metabolism is the key to losing weight and keeping it off. So the question then is, How do you build up your metabolism?

Before we talk about how to build your metabolism, let's discuss "What is Metabolism?"

Everybody talks about how important it is to have a high metabolism, but nobody seems to really know exactly what the metabolism is.

Your metabolism is basically the total rate at which your body burns calories throughout the day. Your resting metabolism accounts for anywhere from 60-75% of your total daily caloric needs (excluding exercise).

Think about that number for a minute. All the stuff that you do throughout the day– waking up, taking a shower, walking to the car, walking around throughout the day, picking up the kids at school, preparing and eating your food, etc., etc., etc.– really only accounts for about 25-40% of the calories you burn every day.

The vast majority of your caloric needs are represented by your resting metabolism, which is going to be a reflection of your eating and training habits, along with your body composition. Looking at it this way, it should be obvious why it is so important to have a high metabolism.



Fitness Myth: A drastic reduction of calories is the proper way to lose body fat: This myth has pushed many individuals towards crash dieting. People take to crash dieting in the hope of shedding those extra pounds, not realizing that crash dieting will harm their bodies instead of helping them. As a matter of fact, when you starve or fast, your body realizes that you are not consuming sufficient calories and then it goes into starvation mode. While in starvation mode, your body slows down your metabolic rate and can burn muscle (instead of fat, which is kept in reserve) for producing energy. This way, you don't lose much fat at all; if anything, you lose your valuable muscle mass. And once you return to your normal diet, you will gain extra weight!

Case Study : Elspeth Bell



Elspeth Bell was in the worst shape of her life. The scale topped out at 189 pounds and she was wearing a size 14. People began to ask her, "When is the baby due?"

On December 4, 2007 she visited her physician. He gave her a serious wake up call. She HAD to lose the weight. Elspeth joined Weight Watchers and a local gym. While she made some progress, the real shift occurred when she met up with David Johnston in August 2008.

David helped Elspeth set specific goals. He helped her develop a cardio program that she could fit into her daily routine. Beyond exercise, they laid out nutritional guidelines.

Elspeth soon left Weight Watchers when it became apparent that it didn't take into consideration the significant muscle mass that she had built up. Weight Watchers still classified her as 'Overweight' when at 5'5" she was wearing size 4 pants and had an amazing 18% body fat.

Even though Elspeth dropped Weight Watchers she writes, "I continue to be held accountable for my food choices, which I report via my daily food logs. There's still the support for 'clean' food choices, with David providing constructive feedback, praise, and motivation. I know that, even if I don't make the best choices over a weekend or while on vacation, I can always return to my 'clean' eating habits and reclaim the progress that's been made."

In [Elspeth's testimonial](#) she continues... "The best motivation has been the change I've seen in myself. I've lost nearly 50 lbs and maintained it. My body fat percentage is down to 16% – half of what it used to be. I'm wearing a size 4, and sometimes even a size 2. I even have been seen wearing a bikini in public! I could never have achieved this without David's guidance, motivation and interest in my achievements."

The fact that Elspeth has been able to maintain her incredible weight loss is proof positive that her metabolism is now kicked up into full gear.

Change the diet to foods that fuel the metabolism, and perform the exercise and weight training that build metabolism-revving muscles. That is the magic secret of weight loss.



For more great inspirational stories of weight loss visit <http://DavidJohnstonTraining.com/client-testimonials/>

The Triangle

There are three equally-important elements to losing weight that we are going to look at briefly. Yes, it is possible to lose fat without doing all three; however, your likelihood of stripping a *lot* of fat, and actually *keeping it off*, increases exponentially when all three parts are covered:

- **the right diet**
- **the right cardio**
- **the right strength training**

Let's take a brief look at all three in turn.

Diet or "How To Bounce a Quarter Off Your Butt"

If you are looking to strip fat and keep it off-- if you would like to walk around with a lean, toned body, with abs popping out and a butt you could bounce a quarter off of-- what is the right dietary approach?

Many make the unfortunate mistake of trying to starve the weight off. The problem is that this will lead to a slowed metabolism. Yes, you need to burn more calories than you consume, but you still need to feed your body the proper fuel to turn it into a fat-burning, muscle-building machine.

The simplest way to characterize a proper fat-loss diet is to "eat clean". There is an actual magazine called "clean eating", and they characterize the approach as "consuming food in its most natural state-- or as close as possible to it... It's not a diet; it's a lifestyle approach to food and its preparation, leading to health, well-being and a lean look."

(http://www.cleaneatingmag.com/minisite/ce_index.htm)

In other words, eating clean for weight-loss is about sticking to non-packaged, non-processed foods, and turning instead to natural foods that will not screw up the body's hormonal system.

Eating small, frequent meals throughout the day, consisting of lean proteins, fruits, vegetables, nuts, and a delimited amount of starches, is going to be the best bet for optimizing metabolism and stripping fat. In future issues, we will unpack this concept further, with detailed meal plans and recipes guaranteed to strip off the pounds.



Cardio



Most people think running is the best way to lose fat. Yet if you walk into any large gym late at night, you will notice that the most toned, "in-shape" people are rarely spending their time running; rather, chances are good they are spending their time in the strength-training area.

In future issues of my newsletter (go to <http://DavidJohnstonTraining.com/subscribe>) I will make a strong case that cardio is *not* the best answer for losing fat in the long-run, and, done improperly, can actually slow down your progress. I will also make the case that strength training is *far* more important for losing fat than cardio ever will be.

That being said, properly-performed cardio can be very helpful for speeding up metabolic rate and losing fat. It has a number of other health benefits that justify including it in your fitness regimen.

As a general rule, when we are looking to lose fat, we are looking to do longer bouts of cardio at a more moderate pace. This doesn't mean walking at the speed of a snail; your heart rate should definitely be increased, and you should definitely be breathing heavy. Furthermore, you definitely want to slowly increase the intensity of your cardio over time. But trying to go from a state of not working out at all, to running on a regular basis-- as a mean of losing fat-- is a terrible idea.

The best way to start implementing your cardio is by including a 30-minute walk at a moderate pace on the treadmill (or other unit) *after* your weight training. If you are pressed for time and need to split up strength training and cardio sessions, then do your cardio on the days that you don't lift weights, preferably first thing in the morning on an empty stomach. Start with three 30-minutes sessions per week, understanding that that number will probably increase depending on how much fat you have to lose and the natural rate of your metabolism.



Fitness Myth: Cardio exercises alone will help you lose weight: While it is true that cardio exercises can help you lose fat, it is not true that this is the only type of weight loss exercises you need to do. Compared to cardio or aerobics, weight training is probably more important in your weight loss journey. Weight training not only helps you burn calories during the workout, but with the increased muscle you will KEEP burning fat all day long!



Strength Training



Most people don't really understand why strength training is so important for losing fat. The amount of muscle mass you carry is the main aspect you have control over that affects your metabolic rate: the more muscle you have, the faster your metabolism. Think of the size of your muscles like the size of your engine: bigger muscles is a bigger engine, which means a car that burns more gas.

Problem is, most people lead fairly sedentary lives nowadays, working in offices, with little-to-no strenuous activity. As you age, your natural hormonal rates begin to drop, and with that, your body's muscle mass starts to dwindle away from the levels it was at when you were younger. This is why your metabolism will slow down more and more as you age, making it harder than ever to stay lean.

So how do we counteract this? By strength training! Real strength training, on average, is the best-- and for most individuals, the *only*-- way to lose serious body fat and keep it off. If you need proof of this, do a little experiment: walk into any large commercial gym at 6pm on a Monday night when it's super busy. Look at most of the people in the gym, and note some trends: look at how lean and toned most of the individuals in the weight section are, versus most of the people in the cardio section. Then go to a second gym and repeat the same experiment. And then a third. And so on and so on. On average, you will notice that those who regularly lift weights are *always* leaner and more toned than those who spend the bulk of their time doing cardio.

Strength-training is more technical and difficult than cardio, but we can still start by focusing on some basics:

- You want to train in a progressive manner. That means starting with lighter weights and slowly progressing to heavier weights over time.
- You want to focus on large, compound movements and large muscle groups. Things like squats work the larger quadriceps rather than working the smaller calf muscles.

Question: Is it okay for women to participate in strength training exercises?

Yes of course, unless your aim is to have a huge potbelly and flabby arms! It doesn't take a rocket scientist to understand the importance of muscles in your overall health and fitness. As we have discussed if you wish to maintain a slim and sexy body, you need to keep burning extra calories at rapid speed at all times.

Yet another myth that confuses many women is that muscle building distorts the looks of a female and rids her of her femininity. I wish I could count the times I have heard girls say, "But I don't want muscles!" By building muscles, you won't change from a woman to a man; you just become stronger and healthier!

Believe me; I know firsthand that you will not start looking like a body builder unless you REALLY REALLY REALLY try to, with conscious effort performed over a course of many, many years. And even then it will be extremely difficult.

So as I mentioned earlier, instead of wasting time on useless crunches, you should concentrate on doing deadlifts and squats. These workouts focus on your whole body instead of one particular area, so that you are able to make your entire body strong and muscular!

Tying It All Together

So what would a good beginner routine look like?

Without knowing your individual age, weight, gender, or experience level, I would put together a *very* basic plan that looked something like this:

Diet (for men, double quantities)

- Meal 1: 2 egg whites, 1 whole egg, 1/2c oatmeal
- Meal 2 (snack): 1 piece of fruit, 1oz almonds
- Meal 3: 4oz chicken breast, 1/2c brown rice, green salad
- Meal 4 (snack): smoothie with 1 scoop whey protein, 4oz skim milk, berries, ice
- Meal 5: 4oz fish, small sweet potato, broccoli

Exercise

Day 1: back and shoulders

- -wide-grip pulldown: 3 sets of 10 reps
- -dumbbell row: 3 sets of 10 reps
- -deadlift or back extension: 3 sets of 10 reps
- -dumbbell shoulder press: 3 sets of 10 reps
- -dumbbell lateral raise: 3 sets of 10 reps

Day 2: cardio and abs

- -30 minutes moderate-intensity cardio first thing in the morning followed by
- -crunches, 3 sets of 20 reps
- -lying leg raises, 3 sets of 20 reps

Day 3: legs

- -squats: 3 sets of 10 reps
- -lunges: 3 sets of 30 reps
- -leg press: 3 sets of 15 reps
- -leg curls: 3 sets of 15 reps
- -stiff-legged deadlifts: 3 sets of 10 reps

Day 4: cardio and abs

- -30 minutes moderate-intensity cardio first thing in the morning followed by
- -crunches, 3 sets of 20 reps
- -lying leg raises, 3 sets of 20 reps

Day 5: chest, biceps and triceps

- -flat bench press: 3 sets of 10 reps
- -incline bench press: 3 sets of 10 reps
- -barbell curl: 3 sets of 10 reps
- -hammer curl: 3 sets of 10 reps
- -dips: 3 sets of 10 reps
- -cable press downs: 3 sets of 10 reps

Day 6: cardio and abs

- -30 minutes moderate-intensity cardio first thing in the morning followed by
- -crunches, 3 sets of 20 reps
- -lying leg raises, 3 sets of 20 reps

Day 7: rest

Want More Details?

For more details on proper diet, cardio, and strength training visit my website.

<http://DavidJohnstonTraining.com>

While there be sure to leave your email address. By subscribing you will also receive updated versions of this guide as soon as they are released.

Visit us right now at <http://DavidJohnstonTraining.com>

Conclusion

If a plan like the above was followed consistently, you could finally throw out all of the fitness gimmicks and for the first time in your life, be in incredible shape.

All it takes is a return to basics.

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