# BODYWEIGHT FAT LOSS
# STARTER MANUAL

by Ryan Murdock & Adam Steer

BODYWEIGHTBURN

# Bodyweight Fat Loss Starter Kit

by Ryan Murdock and Adam Steer

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Part 1

# BODYWEIGHT FAT LOSS STARTER KIT

# Why's It So Hard To Get Back In SHAPE?

Did you ever stop to ask yourself why it's so difficult to recapture the body of your glory days, when you were at your physical best?

You aren't alone. We were asking ourselves those very same questions not that long ago. You probably think that professional trainers like us would already have had all the answers. But nothing could be further from the truth.

Adam continues to battle a lifelong sugar addiction that leaves him vulnerable to rapid swings in weight. And Ryan — one of those tall skinny types who NEVER had to worry about his weight — was suddenly dogged by a stubborn belly roll as he hit his mid-thirties.

Losing weight wasn't the problem. We could both lose weight. And we could put our clients on programs to make them lose weight. But it seemed like the end result was little more than a smaller version of the same flabby body.

After weeks of hard workouts and restrictive dieting, that kind of payoff just doesn't cut it. We knew we had to find a better solution. We owed it to our clients — and now that we were both getting older, we needed it for ourselves!

# A Better Way To Look Great Again...

After years of study, interviewing experts, attending seminars, and of course testing every promising idea on ourselves and our clients, we did find that
**BETTER WAY**.

It wasn't a sudden revelation that fell on our heads with all the gravity of an apple (apologies for the clever pun). It came to us in bits and pieces, until the big picture finally became irrefutable. And here's what we figured out...

"Losing weight is pointless — what matters is changing your **SHAPE**!"

We came to understand that **LOOKING BETTER** is really about making small and very strategic changes. Moderately paced fat loss combined with strategically toning or building muscle in exactly the **RIGHT** places results in a vastly more attractive body than simply losing a lot of "weight" very quickly.

First of all, muscle is what gives your body it's shape. It's been scientifically proven that the attractiveness of the human physique is determined by the ratio of one body part to another — and those ratios are universally consistent across cultures and across generations.

By adding tone (firmness) or size to muscles in just the right places while whittling fat off your body at a healthy rate, you'll look sexier, more confident and more powerful in a much shorter period of time.

The other thing to keep in mind is that weight loss on the bathroom scale does not always equal fat loss. Water and muscle glycogen (muscle fuel) also constitute part of that weight loss. And extremely rapid weight loss can mean that a lot of muscle mass is being flushed down the tubes along with the fat.

As you already know, losing muscle, especially from key areas like the shoulders and butt, actually makes you look worse even though you're lighter than you used to be!

# The Bodyweight Burn Solution

Along with the realization that “weight” is far less important than shape came an understanding of the importance of making a concerted and coordinated attack on ALL factors involved in rapid physique transformation. And that includes getting control of your eating habits.

As the saying goes, “You can NOT train your way out of a bad diet.” No fat loss system is complete if it doesn’t address how, when and what you eat.

That’s why our **Bodyweight Burn Carb-Synch Diet**™ System was specifically designed for fast fat loss. When you combine our carefully targeted Carb-Synch Diet™ System nutrition plan with the powerful training strategies behind the BW3 Workout System, you can expect massive body reshaping.

But it gets even better...

Rebound dieting will become a thing of the past. Our **Carb-Synch Diet**™ is easy to stick to long term, and because of the time limits our BW3 Workout sessions are a snap to integrate into even the busiest lifestyle.

When you starting training the Bodyweight Burn way, you’ll gain the ability to quickly and efficiently change the shape of your body. Your friends and family will NOTICE how different you look. And you won’t just be a smaller version of the same flabby body — you’ll be proud to show off a REDESIGNED version of your former self.

Part 2

# INTRODUCING THE BW3 WORKOUT SYSTEM™

# Introducing the BW3 Workout System™:

Identifying every single element of rapid physique transformation with pinpoint accuracy has allowed us to accelerate how quickly we can deliver visually stunning results for our clients.

Putting all these factors to work gives you the power to create a physique that'll be the envy of your friends and family in no time flat.

We'll dive deeper into the details of the system over the next couple weeks via email, but for now let's take broad brush look at them:

## BW3 Workout System™:

BW Cardioflow Workouts

BW Afterburner Workouts

BW Metabolic-Muscle Workouts

## The Carb-Synch Diet™:

Sustainable Calorie Restriction™ Method

Control Insulin to Unlock Fat Stores

Synchronize Diet With Workouts

# Bodyweight Fat Loss Starter Kit — Begin Here

Are you ready to start changing the way you look? The skills, habits and secrets you'll experience over the next 6 days will put you on your own path to fat loss, healthy eating, and a dramatically different physique.

This program is your quick start guide to the Bodyweight Burn approach. It's a three-pronged immersion into the daily step-by-step process of looking and feeling better as quickly as possible.

Each day of the Bodyweight Fat Loss Starter Kit program is divided into a Workout, a Diet and a Lifestyle lesson. And each day builds on the one that came before.

Take the discoveries you make over the next 6 days and let them accumulate. Add your new diet and lifestyle habits to each subsequent day. By the time you hit day 6, the combined momentum of all these new habits will have taken on a life of their own!

Are you ready to get started?

Then turn the page. It's time to create a whole new you.

Part 3

# DAILY WORKOUT, NUTRITION AND LIFESTYLE GUIDE

# Day 1

**Workout:**

Let's jump right into training the Bodyweight Burn way with your **Bodyweight Fat Loss Starter Kit** workout!

Refer to the videos on the Bodyweight Fat Loss Starter Kit website for detailed instructions covering all the exercises in this book. You also have the option of cueing up the follow along video and training along with us — "done for you" has never been easier!

Begin with the short warmup to heat your core and prime your joints and connective tissues for exercise:

| Perform One Set Of The Following | |
|---|---|
| Arm Circles | 30 seconds |
| Barrel of Monkeys | 30 seconds |
| Walking Knee Up | 30 seconds |
| Skip Up | 1 minute |

Perform 3 to 5 rounds of the following circuit. Start at the top and work your way down the column. There's no rest between movements — you only pause for rest at the end of each round.

| Exercise | Time |
|---|---|
| Bucket Drop | 30 seconds |
| Spinal Rock | 30 seconds |
| Climber | 30 seconds |
| Spinal Rock | 30 seconds |
| Forward Lunge | 30 seconds |
| Spinal Rock | 30 seconds |
| Rest | 60 seconds |

End your session with the short cool down. This will speed your recovery and increase your flexibility and overall wellness.

| Perform One Set Of The Following | |
|---|---|
| Upper Back and Shoulder | 30 seconds per side |
| Table | 1 minute |
| Piriformis Stretch | 30 seconds per side |
| Shoulder Bridge | 1 minute |

**Diet: Dial In Your Portions & Meal Timing**

The first step in changing your nutrition is to build a new model. You want to form new habits that replace your old nutritional reflexes. The easiest place to start is when, where and how much you eat.

Beginning today, you'll eat three "main" meals. Yep, we're going back to the tried and true "3 squares a day" approach. But there are some rules...

Your plate at each of your three squares should look like this:

- a portion of protein the size and thickness of the palm of your hand
  (beef, chicken, fish, egg etc)
- ⅓ of your plate covered in veggies
- and no more than a closed fist-sized portion of whole grain carbohydrates
  (whole grain rice, quinoa pasta, yam, Ezekiel bread etc)

Schedule and plan your three meals ahead of time so you won't be tempted by cravings for last minute junk food alternatives.

You're also allowed three snacks. Time them between meal one and meal two, as well as an hour or two before bed.

When you're first starting out, our recommended snack is a simple protein shake. It's easy to prepare in advance, you can carry it with you, it provides essential building blocks that support fat loss and lean muscle gain, and protein improves satiety — that feeling of fullness and satisfaction — for longer than other nutrients. Make sure you pick a high quality protein like **BioTrust Low Carb** so you know you're getting only the healthiest ingredients.

Other snack options include a small portion of unsweetened greek yogurt (add some stevia sweetener if desired), 8-9 almonds or 6-7 Brazil nuts, an organic meat stick (nitrite and sugar free), or a boiled egg.

**Lifestyle: "Hush up..."**

Your mission today — and ideally every day — is to take 10 minutes of quiet and alone time. Sequester yourself in a quiet spot that's free of distractions. Get comfortable. Place a pen and paper nearby. And just let yourself think...

Take the first few minutes to reflect on your goals and motivations. Why do you want to change your body? Imagine yourself at the end of the program and describe what you see. Be specific—use as many concrete details as possible. Then project yourself twelve weeks into the future. How does it feel to have achieved your goal? Understanding your underlying motivations will be a potent source of inspiration when things get tough and you run into temptation.

Reserve the last few minutes for writing down your reflections. Don't censor yourself. Just let the results of your reflections spill onto the paper. Putting pen to paper makes things concrete, and that brings high minded ideals down to reality. It keeps you accountable, and it helps you remember why you started this process in the first place.

And as your goals become more real, your chances of success skyrocket. Make daily quiet time part of your long-term Bodyweight Burn lifestyle.

# Day 2

**Workout:**

Today you're doing some extra recovery work, plus a unique bodyweight circuit called the Neuro-boost. It's a great way to recharge your nervous system and reinvigorate your training sessions.

There are no set times for the Neuroboost routine. Go from movement to movement with as much rest as you need. You should walk through this routine rather than go all-out. Your goal is optimal performance on each rep rather than a "workout" in the traditional sense.

Stop as soon as you notice your movements getting slower — and stop before your performance deteriorates.

Do the Neuroboost for a maximum of 10 minutes. Perform no more than 5 reps per movement, and no less than 3. (The Climber should be restricted to 3 reps).

| Exercise | Reps |
|---|---|
| Concentric Only Push Up | 3 |
| Jump Highs | 3 |
| Ballistic Mountain Climber | 3 |

End your session with 3 slow, deep circuits of your cool down routine:

| Perform 3 Sets Of The Following: | |
|---|---|
| Upper Back and Shoulder | 30 seconds per side |
| Table | 1 minute |
| Piriformis Stretch | 30 seconds per side |
| Shoulder Bridge | 1 minute |

**Diet: "Bulk Up" on leafy greens and cruciferous veggies**

Have you ever eaten a cruciferous veggie?
Bet you have... and good for you!

In case you're not in the know, the cruciferous family includes things like broccoli, cauliflower, brussels sprouts, kale, cabbage, arugula, watercress, turnip, radish and more. You may recognize a lot of these things as foods your grandmother always told you to eat. Well, granny was right!!

Cruciferous veggies are chock full of nutrients, fiber and all kinds of dietary goodness. But the most interesting quality of these inconspicuous nutritional superheroes is their anti-estrogenic powers.

Before we get any further, let's talk about estrogen. There's obviously nothing wrong with estrogen itself. It's commonly referred to as the "female" hormone, but it is present and plays an important role in both the male and female body.

The problem with estrogen, as with any hormone, is when it gets "out of whack." Too much estrogen in relation to other hormones may be the problem. But there are also different "types" of estrogens, and they ALSO have to stay in balance with each other.

Why?

When estrogen gets out of balance, all sorts of nasty things can happen, including increased risk of cancer, reproductive problems and more. But on a more superficial level, it can make you fat! This is especially true for more estrogen sensitive fatty tissues, like the lower body for women or the gut for men.

But why are our hormones potentially getting their wires crossed? It has a lot to do with the types of food we eat — and the hormones our livestock are exposed to. But our world is also FULL of substances called xeno-estrogens. These artificial compounds mimic the effects of estrogen in the body. Some of the biggest culprits are plastics, other petroleum products, and even soy products.

So what can cruciferous veggies do to right those wrongs? They're packed with three nifty active ingredients that have potent estrogen modulating powers: indole 3 carbinol, DIM (diindolymethane) and indole 3 acetate. The best thing about these nutritional superheroes is that they actually shift the ration of "good" to "bad" estrogens in your favour.

So load up on your cruciferous veggies today! Your goal is to eat at least one portion a day for the duration of the program. We'll define "one portion" as the size of your closed fist.

Here are some of the ways you can get your cruciferous fix:

- Shredded cabbage in a salad
- Finely chopped broccoli in a salad
- Arugula on a sandwich (sprouted grain bread please!)
- Turnip in a soup
- Finely sliced radish as a side garnish with steak
- Steamed brussels sprouts with olive oil, salt and pepper
- Sautéed kale in organic butter with garlic

**Lifestyle: Take A Hike...**

Go for a walk after supper. If you can't do that, at least get outside and do something today.

Survey research has show that people who report being happy with their bodies and their health generally also report several hours of other "active" lifestyle pursuits each week. That's above and beyond an average of 5 hours of "structured" exercise.

So go on... get outta' here! What are you waiting for?

Need some ideas? Why not try these:

- Go for a walk with the family
- Take a hike in the woods
- Do some yard work
- Go for a bike ride
- Play pick up basketball, soccer or hockey
- Play tag with your kids

# Day 3

**Workout:**

We're doing the Bodyweight Fat Loss Starter Kit bodyweight workout again today. Focus on keeping up the fastest pace you can handle while maintaining good form.

Begin with the short warmup to heat your core and prime your joints and connective tissues for exercise:

| Perform One Set Of The Following | |
|---|---|
| Arm Circles | 30 seconds |
| Barrel of Monkeys | 30 seconds |
| Walking Knee Up | 30 seconds |
| Skip Up | 30 seconds |

Perform 5 to 7 rounds of the following circuit. Start at the top and work your way down the column. There's no rest between movements — you only pause for rest at the end of each round.

| Exercise | Time |
|---|---|
| Bucket Drop | 30 seconds |
| Spinal Rock | 30 seconds |
| Climber | 30 seconds |
| Spinal Rock | 30 seconds |
| Forward Lunge | 30 seconds |
| Spinal Rock | 30 seconds |
| Rest | 60 seconds |

End your session with the short cool down. This will speed your recovery and increase your flexibility and overall wellness.

| Perform One Set Of The Following | |
|---|---|
| Upper Back and Shoulder | 30 seconds per side |
| Table | 0h 1m 0s |
| Piriformis Stretch | 30 seconds per side |
| Shoulder Bridge | 0h 1m 0s |

**Diet: Cut the "carbs" from your lunch today**

Despite what you may have heard from the mainstream media, "carbs" are not inherently evil. But strategically cutting or reducing the amount of carbs in your diet will definitely speed your fat loss results.

Before we start cutting, let's get clear on exactly what we're talking about when we say "carbs". We're ONLY referring to "starchy" carbs or sugars. You can eat as many veggies — also carbs — as you like.

So no potatoes, rice, pasta, bread, sugar, pastries, etc. You get the idea. You can still have your whole grain carbs at breakfast and supper today. Just skip them at lunch.

Not sure how this is going to work? Here are some options:

- Have a salad with a piece of chicken or fish in it.
- Have a nice piece of grilled beef with a huge side of veggies.
- Prepare some tuna "wraps", but replace the tortilla with a big leaf of romaine lettuce

Cutting carbs at mid-day will keep your insulin levels lower, and that will help you burn more fat while still fueling your muscles. So start cutting and watch your fat loss begin to accelerate!

**Lifestyle: Step It Up...**

People who are happy with their health, energy and physique generally report taking at least 5000 steps per day. And the opposite of that is also true. Studies have shown a direct correlation between taking less than 5000 steps per day and being in ill health or overweight. Taking over 10,000 steps has been positively correlated with good health and body image.

So how many steps do YOU take during a typical day?

Your mission today is to estimate how many steps are required for the various "routes" in your life. Do you walk to the bus or train to commute to work? How many steps is it? Do you get up during the day to walk to a colleague's office or to the bathroom? How many steps is that?

How many steps to:

- Walk to your boss's office
- Walk from your office to the coffee shop
- Walk from the kitchen to the living room
- Walk to your car in the morning

This might seem a little ridiculous, but take the time to really think about all the occasions you have to walk or run during your day. Make yourself a little database. Then think of an "average" day and try to add your steps up to see how many you take.

Trust us, it's an eye opening experience.

If you're taking more than 5000 steps, congratulations! If not, start thinking about where you could add steps in.

# Day 4

**Workout:**

We're focusing on recovery again today.

**Reminder:** There are no set times for the Neuroboost routine. Go from movement to movement with as much rest as you need. You should walk through this routine rather than go all-out. Your goal is optimal performance on each rep rather than a "workout" in the traditional sense.

Stop as soon as you notice your movements getting slower — and stop before your performance deteriorates.

Do the Neuroboost for a maximum of 10 minutes. Perform no more than 5 reps per movement, and no less than 3. (The Climber should be restricted to 3 reps).

| Exercise | Reps |
|---|---|
| Concentric Only Push Up | 3 |
| Jump Highs | 3 |
| Ballistic Mountain Climber | 3 |

End your session with 3 slow, deep circuits of your cool down routine:

| Perform 3 Sets Of The Following: | |
|---|---|
| Upper Back and Shoulder | 30 seconds per side |
| Table | 0h 1m 0s |
| Piriformis Stretch | 30 seconds per side |
| Shoulder Bridge | 0h 1m 0s |

**Diet: Are you drinking enough water?**

Though the song says “we are stardust”, we’re actually H2O. It may surprise you to know that 57% of the average adult’s body is water weight. Consuming enough water is an important part of your nutrition plan. As much as a 2% drop in hydration can:

- Negatively affect your mood and concentration
- Sabotage your exercise intensity
- Reduce your strength and endurance

Conversely, maintaining good hydration can:

- Aid in fat loss
- Assist in detoxification
- Keep joints lubricated
- Improve mood and concentration
- Improve energy and increase exercise intensity

Although over-hydrating doesn’t seem to have a direct effect on fat loss, in-the-trenches experience suggests that dehydration can inhibit fat loss.

When it comes to hydration and muscle gain or loss, there’s a much more direct and well documented link. Cell volume is a direct messenger for muscle growth or loss. Increased cell volume signals growth, and vice versa. Dehydration can cause reduced cell volume, which can hinder your muscle building efforts — or even make you lose muscle.

So, how much water should you drink? First of all, you don’t have to be nit-picky about it. As long as you maintain a good running average from day to day you should be fine. To give you a rough idea, Canadian strength coach and nutrition expert Charles Poliquin recommends the following formula for active individuals:

Body weight in pounds divided by 2 + 20% = number of ounces per day

So according to Poliquin, a 100 lbs female should drink around 60 oz per day (100 / 2 + 10). But again, this is just a rough estimate. You can drink a bit more one day and a bit less the next. Just make sure you’re mindful of hydration in order to maximize your fat loss and lean muscle gains.

**Lifestyle: Laugh your way lean...**

Ever hear the saying “Laughter is the best medicine?” We don’t know if it’ll keep you out of the hospital, but it will help you escape the fat farm.

Laughter encourages the release of endorphins — feel good neurotransmitters — in your brain. And natural endorphins can help reduce appetite and cravings. They can also help lower cortisol, which will directly improve your fat loss efforts, especially around the belly area. High cortisol also causes muscle loss, so if you want to improve your body shape, keeping cortisol low is crucial.

Hanging out and feeling good also improves your overall outlook on life. And that means you’ll be more likely to remain motivated and enthusiastic about the rest of your fat loss efforts.

So go on. Call up your best friend today and giggle like you used to do in high school. If you can’t call a friend, rent a comedy and laugh until the tears roll down your face. It really is good for you.

# Day 5

**Workout:**

It's your final session with the Bodyweight Fat Loss Starter Kit bodyweight workout. Let's make this one count!

Begin with the short warmup to heat your core and prime your joints and connective tissues for exercise:

| Perform One Set Of The Following | |
|---|---|
| Arm Circles | 30 seconds |
| Barrel of Monkeys | 30 seconds |
| Walking Knee Up | 30 seconds |
| Skip Up | 1 minute |

Perform 7 to 10 rounds of the following circuit. Start at the top and work your way down the column. There's no rest between movements — you only pause for rest at the end of each round.

| Exercise | Time |
|---|---|
| Bucket Drop | 30 seconds |
| Spinal Rock | 30 seconds |
| Climber | 30 seconds |
| Spinal Rock | 30 seconds |
| Forward Lunge | 30 seconds |
| Spinal Rock | 30 seconds |
| Rest | 60 seconds |

End your session with the short cool down. This will speed your recovery and increase your flexibility and overall wellness.

| Perform One Set Of The Following | |
|---|---|
| Upper Back and Shoulder | 30 seconds per side |
| Table | 1 minute |
| Piriformis Stretch | 30 seconds per side |
| Shoulder Bridge | 1 minute |

**Diet: Cut "carbs" at both lunch and supper**

It's time to cut those carbs again. You did it before at lunch time. We know you can do it at lunch and supper too!

Why would we make you do such a thing? If you're feeding your body carbs, it will use them preferentially as fuel. Carbs also trigger the release of insulin, your body's storage hormone. And insulin locks fat in the fat cells, where you definitely can't use it as fuel.

By limiting carbs, we're gradually training your body to use fat preferentially for its energy needs. To do that we have to start reducing your dependance on quick carb fuels. Longer carb-free stretches will do the trick.

You know the drill. No potatoes, rice, pasta, bread, sugar, pastries, etc. You can still have your whole grain carbs at breakfast. Just skip them at lunch and supper.

Need some ideas? Here are some options:

- A big salad with a piece of grilled chicken or salmon on top
- A bunch of steamed veggies with a bit of organic butter and a nice steak
- A can of tuna, some chopped sweet peppers, green onions and tomatoes — all mixed in a couple tablespoons of mayonnaise (the real stuff) with Celtic sea salt and pepper

Anytime you find the going tough, remind yourself that cutting carbs will keep your insulin levels lower, and that will help you burn more fat while still fueling your muscles. So keep cutting and watch your fat loss take off!

**Lifestyle: Shut'er down...**

If you're like most busy people in today's modern world, sleep is probably one of the most neglected elements in your lifestyle. But it's more than just a luxury. The quality and duration of your sleep actually has a direct effect on your body composition.

Poor sleep encourages fat gain and muscle loss. On the flip side, it's been proven that high quality sleep will make it much easier for you to get a lean, hard and sexy body.

There are a lot of things you can do to improve the quality of your sleep. One of the easiest is to simply shut down your computer and turn off your TV at least 1 hour before you go to bed.

The light emitted from a TV or computer screen is in the blue spectrum, which suppresses the release of melatonin. That means you'll have a harder time getting to sleep, and the overall quality of your sleep will be reduced.

Instead of watching the "boob tube" before bed tonight, spend some time reading in low light, talking with your loved ones, or simply reflecting on your day, your goals and your plans for the future.

# Day 6

**Workout:**

It's the last day of your Bodyweight Fat Loss Starter Kit adventure. By now you should be feeling great, and you should already be noticing the first of those changes that foreshadow the total body transformation you can expect on the full Bodyweight Burn program.

We're going to do one last session of the Neuroboost plus some slow deep yoga movements.

**Reminder:** There are no set times for the Neuroboost routine. Go from movement to movement with as much rest as you need. You should walk through this routine rather than go all-out. Your goal is optimal performance on each rep rather than a "workout" in the traditional sense.

Stop as soon as you notice your movements getting slower — and stop before your performance deteriorates.

Do the Neuroboost for a maximum of 10 minutes. Perform no more than 5 reps per movement, and no less than 3. (The Climber should be restricted to 3 reps).

| Exercise | Reps |
|---|---|
| Concentric Only Push Up | 3 |
| Jump Highs | 3 |
| Ballistic Mountain Climber | 3 |

End your session with 3 slow, deep circuits of your cool down routine:

| Perform 3 Sets Of The Following: | |
|---|---|
| Upper Back and Shoulder | 30 seconds per side |
| Table | 1 minute |
| Piriformis Stretch | 30 seconds per side |
| Shoulder Bridge | 1 minute |

**Diet: Let the "GOOD CARBS" roll...**

Today, you get to let loose a little on the carbs. But you're going to limit your carb intake to something we call "good carbs".

Good carb days are the Carb-Synch system's answer to the infamous "cheat day." This is your day to loosen the reigns a bit without destroying your progress or sending your efforts into that fatal tailspin of cravings, bloating and depression which often accompanies an all out feast on processed carbs.

You'll do it by eating your fill of sprouted grain products (like Ezekiel bread), rice, potatoes, quinoa and couscous. There's no hard limit to the amount you can eat. Just make sure you stop at 90% full — don't go so far that you feel like you're "stuffed" — and don't eat again until you start to feel hungry. Finally, make sure you add protein and good fats to each of your meals.

The "good carb" day gives you a nice psychological break from "hard dieting," and you'll load up on muscle glycogen to fuel your upcoming workouts. Enjoy!

**Lifestyle: Feel the love...**

Hang out with someone who makes you feel good today. Or if you can't hang out with that person, at least give them a call. No, a text message isn't the same thing...

Strong social support is a proven factor in successful fat loss and body transformation. Being able to talk to someone about your goals, motivations and success will DOUBLE your chances of staying on track.

Sharing your aspirations makes them infinitely more real, and it provides you with accountability. Once you've told someone what you want to achieve, you're much more likely to hold yourself to that standard. When it comes time to make a difficult choice — such as cheesecake vs. apple — you'll be more likely to make the right one if you've spoken your goals out loud.

Beyond that, spending time with someone who makes you feel good can directly influence the changing shape of your body. Happy time with friends and family encourages the release of endorphins — feel good neurotransmitters — in your brain.

As you learned the other day, natural endorphins can help reduce appetite and cravings. They can also help lower cortisol, which will directly improve your fat loss efforts, especially around the belly area. High cortisol also causes muscle loss. So if you want to improve your body shape, keeping cortisol low is crucial.

So yeah, you've just been given all the excuses you need to kick back and slack off with someone you like today. Go for it, and have fun!

# Congratulations!! You've just completed the first 6 days of your Bodyweight Burn journey!

Bodyweight Fat Loss Starter Kit is the perfect primer for the full **Bodyweight Burn** experience.

Bodyweight Burn is the fastest and most effective fat loss and body reshaping program ever developed. Period.

Because you downloaded this 6-day program and gave it a try, you're on our exclusive VIP list.

We'll be sending you even more **FREE** fat loss information by email over the coming days and weeks. Simple, effective strategies that you can apply **IMMEDIATELY** to change your shape.

# About Adam Steer,

## NCCP-3, NSCA-CPT, AKC, CST, Biosignature Practitioner, MAT Lower Body Specialist

My grandfather sparked my lifelong fascination with health and fitness. He simply wanted to "keep me out of trouble" – instead he shaped the person and the coach that I am today. Sport became the lodestone of my life. I went on to compete in Laser Class sailing at an international level, and to compete in skiing, football and hockey, among a myriad of other sports and recreational activities. Coaching is a natural outgrowth of athletics, and I discovered that I had a talent for it.

My first coaching passion, alpine skiing, granted me the privilege of working with young elite athletes like current Canadian Alpine Ski Team member Frank Bourque, and now allows me to form the minds of other coaches across Canada as a Level 4 Course Conductor for the Canadian Ski Instructors Alliance. With a background in hockey and skiing, I soon rose from an entry-level instructor of inline skating to become the top Examiner in the International Inline Skating Association. I've traveled the world in that role, "coaching the coaches" in Canada, the United States, Germany, Holland, Slovenia and Singapore.

Through devoted study and intense personal practice I've explored the world of health, fitness and nutrition through a myriad of certifications, books, courses, dvds and seminars. I'm never happy with the rote answer or the status quo. I'm always looking for a better answer, and I'll always be willing to share what I find.

# About Ryan Murdock

I've been involved in fitness all my life. It started in 6th grade when I got a paper route so I could save up money for a universal gym set. Since that time, I don't think I've ever not been on some kind of training program. I got involved with martial arts at age 15, later earning black belts in Bujinkan Budo Taijutsu. For a couple decades my fitness training was focused on performance enhancement for my martial arts.

That work got me inducted into the International Martial Arts Hall of Fame in 2006. It also put me in great demand as a coach.

I've taught training seminars across North America and Europe, presented my stuff on prime time TV, and worked with international rock stars like Jim Gillette of Nitro, guitar diva Lita Ford, and Steve Kilbey of The Church. There's nothing I like better than testing new ideas, researching new programs, and keeping the pulse of what's new and exciting in this industry so I can share it all with you.

When I'm not creating fitness programs, I like to put my training to the test in some of the world's most unforgiving places. My work as a travel writer has taken me to end-of-the-world places like Mongolia, Tibet, Nicaragua, and North Korea, by Russian jeep, motorcycle, dugout canoe, horse and camel.

As Editor-at-Large (Europe) for Outpost magazine, I write feature length articles about my adventures. I guess people like them, because they got me nominated for a National Magazine Award. And my book Vagabond Dreams received a coveted red star review in Publisher's Weekly.

You'd think that all this work would keep me out of trouble, but somehow it doesn't. From run-ins with communist militaries to physical altercations with the secret police of a certain Asian country, to survival situations on the Mongolian steppe with two Swedish girls and a very small tent, mischief continues to stalk me despite publishing deadlines and a rather dull day-to-day life. I'm thankful for that, because if it wasn't for the online world I'd be unemployable.