



7

Weight Loss Secrets

**How To Make
Living A Healthy Lifestyle
Your Reality**

Branden Bridge

Congratulations

Congratulations on taking action with your life by downloading this ebook!

You might not realize it now but just by taking this little action it will be the catalyst that will forever change the course of your life.

I am going to share with you 7 secrets that if implemented will ensure that health and fitness becomes an integral part of your life from this day forward.

Be sure to read every page.



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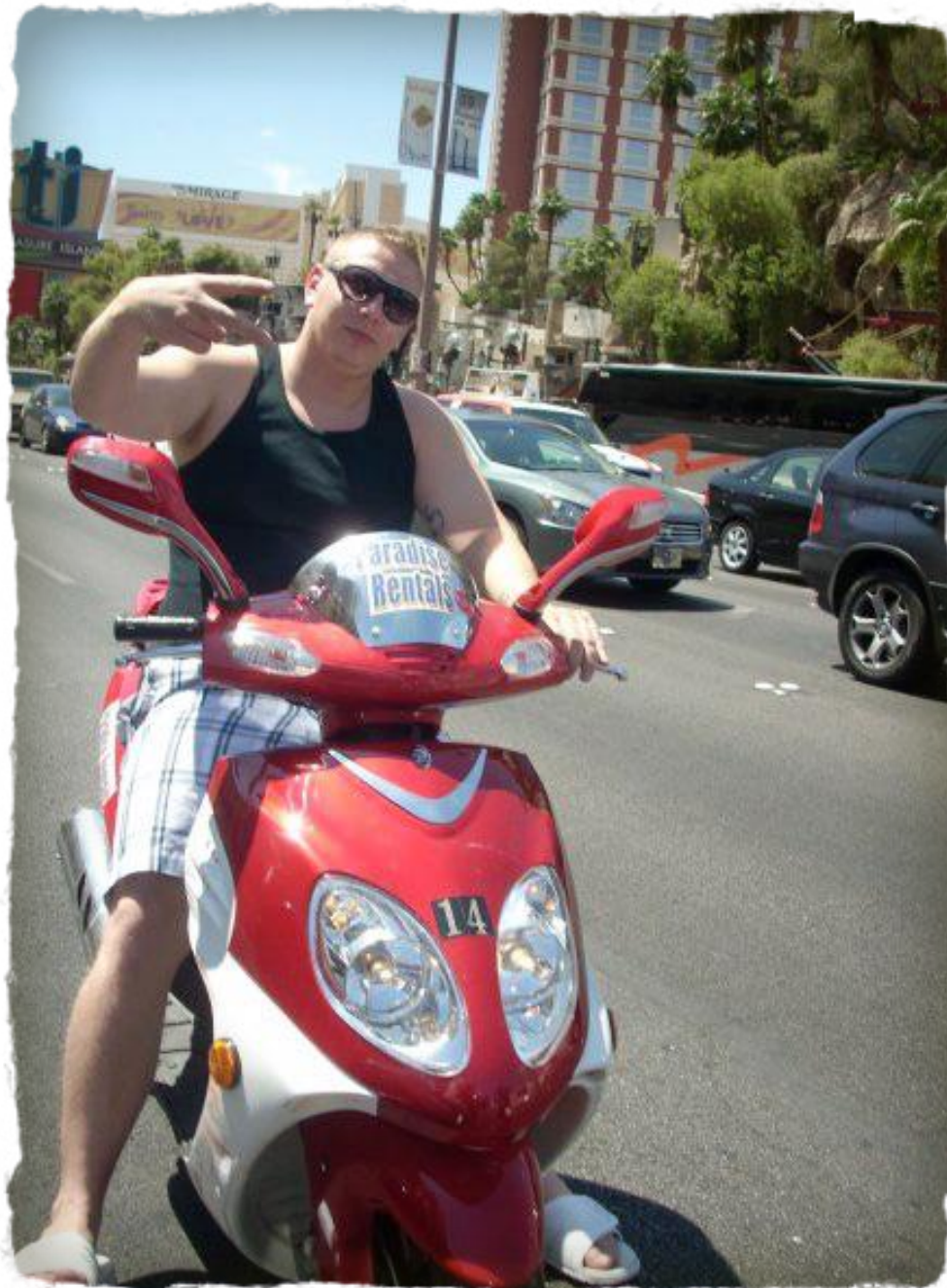
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The information presented is not intended for the treatment or prevention of disease, nor a substitute for medical treatment, nor as an alternative to medical advice. This publication is presented for information purposes, to increase the public knowledge of developments in the field of strength and conditioning. The program outlined herein should not be adopted without a consultation with your health professional. Use of the information provided is at the sole choice and risk of the reader. You must get your physician's approval before beginning this or any other exercise program.

My Journey



Believe it or not, this is me August 2009 in Las Vegas...

I was roughly 305 pounds and WHO KNOWS what percentage body fat!

I started my journey as a 305 pound 22 year old FAT GUY.

*I mean look at me! It's hard for me to even look at this photo below. I don't even know who that person is anymore.



Simply put, I was overweight throughout my whole childhood.

I rarely did anything that was considered athletic.

I was made fun of, picked on, bullied... you name it! I lived it!

As I got into my teenage years the weight just kept piling on.

By the time I hit my twenties I was well over the weight to be considered clinically obese!

I smoked cigarettes, ate Twinkie's, ate candy, drank soda, drank beer & liquor...

I played video games all day...

I watched TV and movies all day...

I ate huge servings of food whenever I sat down for family dinner...

You name the lazy activity and I did it!

I was a mess and I didn't even realize it at the time.

Then something happened!

Something I will forever be grateful for...

Something that changed my life forever

A moment in time that sent me on my current life journey that I am living today.

But before I get to that moment, I want to show you something.

You got to see pictures of me from my past.

Something I am not proud of. Now I want to show you a picture of my present self...



You know those moments in movies where the main character goes through a struggle in life then comes out the other side and has that...

LOOK AT ME NOW! moment...

Well that just was my LOOK AT ME NOW MOMENT! AHAHAHA...

Thanks for sharing it with me!

I'm very very very proud of that photo! It's from a recent photo shoot I just had.

A day after my first ever natural physique competition.

As you can see with your own eyes, I have completely transformed who I am!

I went from 305 Fat Guy who never worked out a day in his life and ate Twinkies and doughnuts all day

and

transformed myself into a 170 pound shredded Personal Trainer and Natural Physique Competitor who eats healthy and works out every day!



Just in case you forgot what I look like! ;)

I could have never achieved this success if it wasn't for a moment that happened to me when I was 22 and 305 pounds.

It was a moment that led to a series of moments that eventually led me to realizing the 7 secrets that will ensure success for anyone who is trying to make living a healthy lifestyle a reality.

The Moment

I was out at a nightclub/bar with my best friend that I grew up with who I know since 3rd grade!

His name is Brian, you'll meet him soon enough!

We were young and wild and out looking for girls like most guys in their early twenties.

Except unlike me, my best friend Brian was never overweight in his entire life and was always in good healthy shape.

He played football and generally was always a very active person.

Not only that, he got really into working out and fitness once he realized he needed to be stronger and bigger for college football.

So we were out this night partying it up and I noticed he was getting a lot of attention from women and I wasn't.

You see I never really had a problem with getting attention from girls during my teenage years despite being overweight.

But now, I was 22 and at the peak of my fatness! Not only that but I had just got out of a 2 year relationship.

Needless to say, everything had changed. I had ballooned up to 305 pounds from normally being at about 235 pounds.

When I was 235 pounds, I could get by with still attracting girls.

Not at 305 pounds, not with being clinically obese!

So after being frustrated the whole night and about 6 or 7 drinks later, I asked my best friend Brian...

“Why are you getting all the girls?”

I was not ready for his response, it hit me like a ton of bricks...

He replied in his typical blunt humorous fashion...

“DUDE IT”S BECAUSE YOU’RE FAT!”

He was right, I knew he was right, I knew that was the answer the whole time yet for some reason I still had to ask.

I needed him to tell me so I heard it.

What he said next though, I wasn't ready for, and it was the moment that forever changed my life.

Being the good friend that he is... he said...

“Dude you’re coming to the gym with me! I will force you to the gym everyday for months!

I'll force you to go with me every day until it feels weird to you when you don't go!”

Did you see it? The secret is hidden in what he said to me that night...

If you didn't catch it, don't worry I didn't either that night.

I replied “OK!”

Even though I really didn't want to go.

From that night on he was a man of his word and the very next day he dragged me to the gym and signed me up for a gym membership at World's Gym in Hamburg, New York. The gym I still work out at to this day...

Everyday Brian would call me and drag me to the gym at least 5 times a week.

And let me tell you at first, it suuuuuuuucked so bad!

Especially that first month! It was the worst!

But after that it became easier and easier and before I knew it 6 months had past and I started to see changes in my body and I've been hooked ever sense.

There was even days where Brian didn't want to go and I went by myself.

and you know what...

He was right! When I didn't go it felt weird!

It felt like suddenly my whole life was out of whack just because I didn't go to the gym.

That's when I realized the first secret and most important secret of my 7 secrets for making living a healthy lifestyle a reality.

Before I reveal the secret, let me point something out to you by asking you a couple of questions...

Everyone wants to be healthy, right?

Everyone wants to be full of life and energetic, right?

Everyone wants to be fit and have an amazing body, right?

Everyone wishes they can choose the healthy chicken and salad over the fast food drive in, right?

Everyone thinks they have the will power to make it happen, right?

THEN WHY ISN'T EVERYONE FIT AND HEALTHY?

Why is 75% of the population overweight? That's right, 75%!

Well, I'll tell you why...

It's actually the first and most important secret of my 7 secrets.

You ready for it? You'll be surprised when you see it...



Secret #1

Make Fitness A

Habit

This is why most people who attempt to live a healthy lifestyle, completely fail!

They never last long enough to reach the point where fitness becomes a habit.

Habits are the defining factor on whether YOU ARE living a healthy lifestyle or YOU AREN'T.

Your whole fitness journey will be dependent on habits.

Whether it's creating long lasting new habits (ex: Consistently exercising) or breaking old bad habits and replacing them with new ones (ex: Replace eating Candy Bars with fruit OR replace eating 4,000 calories a day with eating only 2,600 calories).

Habits Explored

Before we can create new habits or break old ones we first need to learn about habits.

We need to understand habits so we can be aware of them in our day to day lives.

Knowledge is power!

Being aware of habits is the key to mastering them.

A quick typing of the word “habit” into google's search engine will bring up the following definition:

Habit - A settled or regular tendency or practice, especially one that is hard to give up.

Now we all know habits are hard to break.

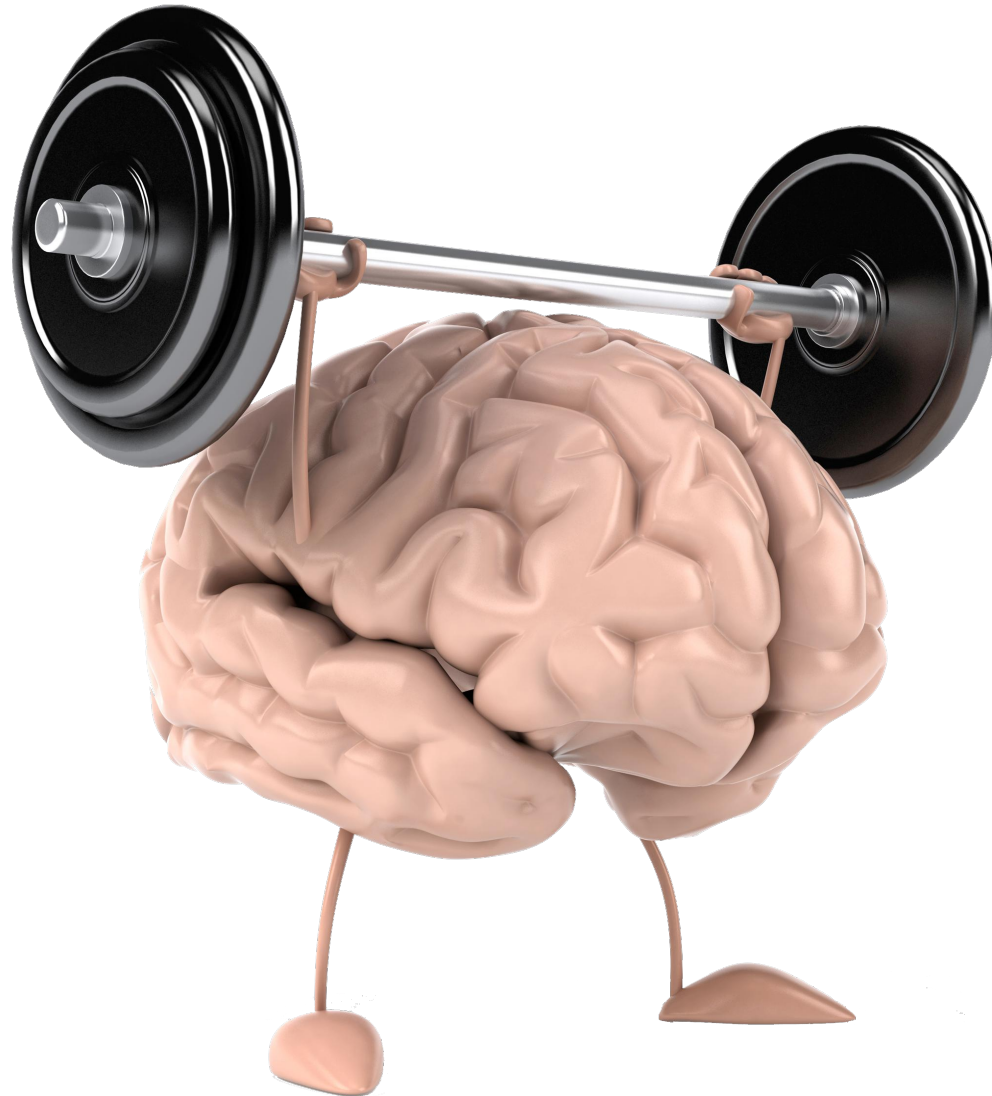
That's the bad news.

Here's the good news.

Once we form GOOD HABITS, they are equally just as hard to break.

Why are habits so hard to break?

The answer is revealed in our minds...



In how we think and how our brains function on a daily basis.

Our brains are constantly processing information every second of the day no matter what we are doing.

As a way to take some of the load off the brain, we develop habits.

Habits are essential to our learning and growth as human beings.

Once a habit is formed, we no longer need to think about it.

We will do it automatically without much if any thought.

In doing so, this free's up our mind to ponder other things.

This is how we can brush our teeth every night before we go to bed or take the same route to work everyday without having to give our full brain capacity to think about it.

We simply trigger the activity in our minds and we are off, everything runs on auto pilot.

On average it takes 66 days for a behavior to become automatic.

The length of time for a habit to stick can vary from 18 days to 254 depending on the type of habit.

Doing a task with repetition over time will create neuron synapses connections in the brain.

Each time you do the activity that connection becomes stronger.

Once an activity is engrained in your brain, it will become automatic.



“Thoughts turn into Actions,
Actions turn into Habits,
Habits turn into your Life!”

Now that an activity has become a habit, whenever that activity is triggered, the part of your brain (Frontal Cortex) that controls decision making will be less activated or not activated at all and another part of your brain (Basal Ganglia) which focuses on memory, emotions and patterns will take over.

This mix of emotions, memory and pattern is what causes us to do these activities automatically without consciously needing to make a decision.

So how do we create a new good habit or break an bad old habit?

The answer to that question leads us to my second secret...

keep reading to find out...

But!

Also check out below my friend Lee Milteer's complete and proven system for breaking bad habits called Habit Busting Secrets - Learn How to Break Any Habit in 21 days.

Her system covers breaking habits extensively and provides so much in-depth knowledge that won't be covered in this ebook.

I highly recommend it!

Especially if your bad habits rule your life or if you can never seem to consistently reach your goals by creating good new habits.



Secret #2

Will Power & Focus



Like I mentioned earlier, being aware of our habits is the key to mastering them.

Whether you are trying to stop a bad habit or you are trying to create a good habit.

The key in doing so is will power and focus!

Creating good long lasting habits or breaking bad ones that are ruining our lives is not easy to do.

It will take consistent effort and commitment in the form of will power and focus.



Luckily all habits, good and bad, have triggers. We can focus on these triggers to ensure our success.

When creating a good habit we need to trigger ourselves into action with motivation, will power and commitment.

Examples: Listen to motivating music or watch a motivational video on youtube.

When ridding ourselves of bad habits we need to have focus so we can be aware of when the trigger occurs and we find ourselves doing the activity that we wish we didn't.

It then takes will power to ether not do the activity or replace the activity with a good alternative.

In doing so you start to break the cycle and change your habitual behavior.

Example: You're hungry and without thinking, you start to grab for a doughnut.

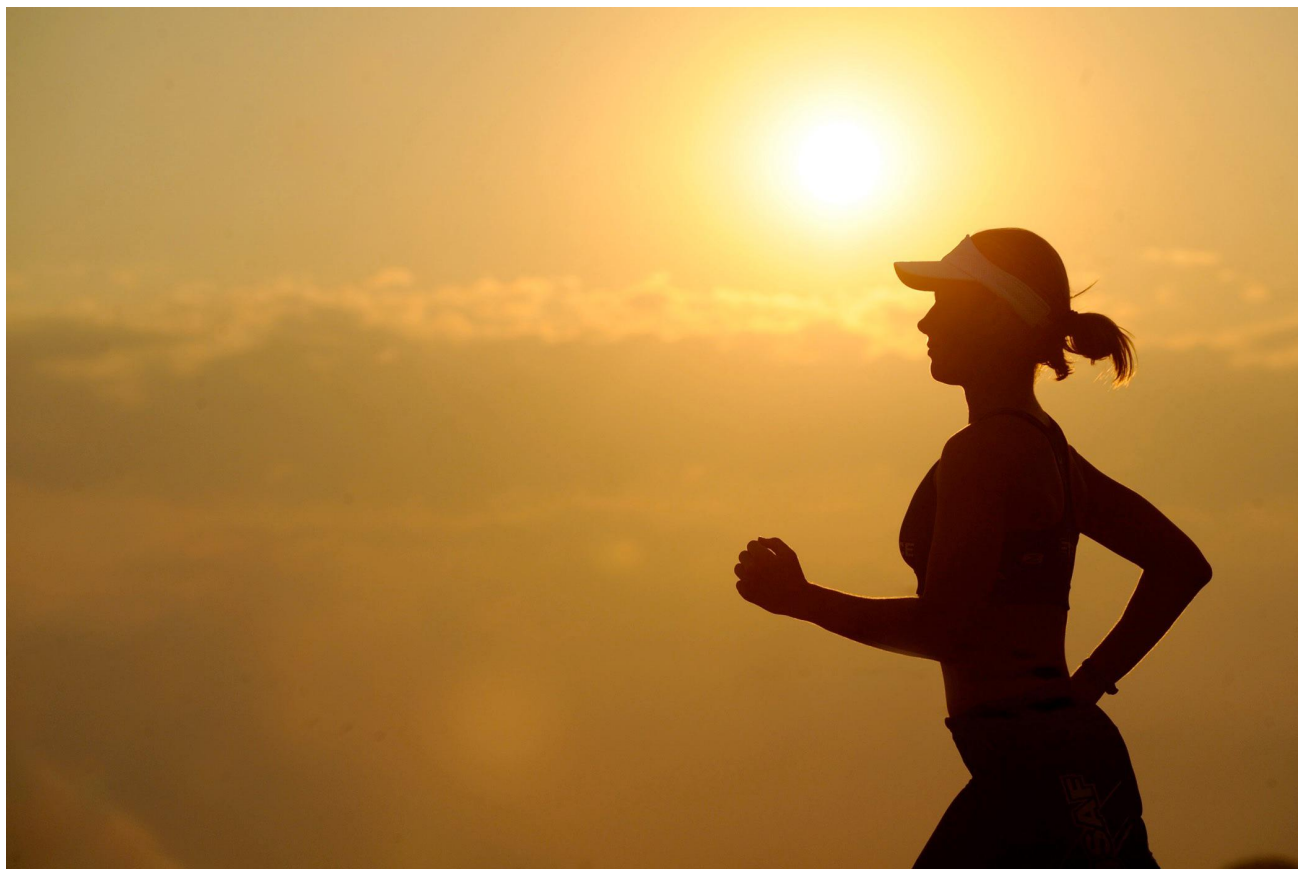
Because you're focused on changing your eating habits, you will yourself to say no and choose a healthier alternative like an apple.

3 Phases of Creating or Changing a Habit

I want you to be aware that when you are trying to create or change habits, you will go through 3 phases.

Everyone goes through it.

Phase 1: The Motivated Infatuation Phase



This is the beginning.

We are pumped and motivated to take on the challenge of changing our habits.

We feel great about our chances of success.

Nothing will stop us.

For the first week or so, we are doing great and we think to ourselves.

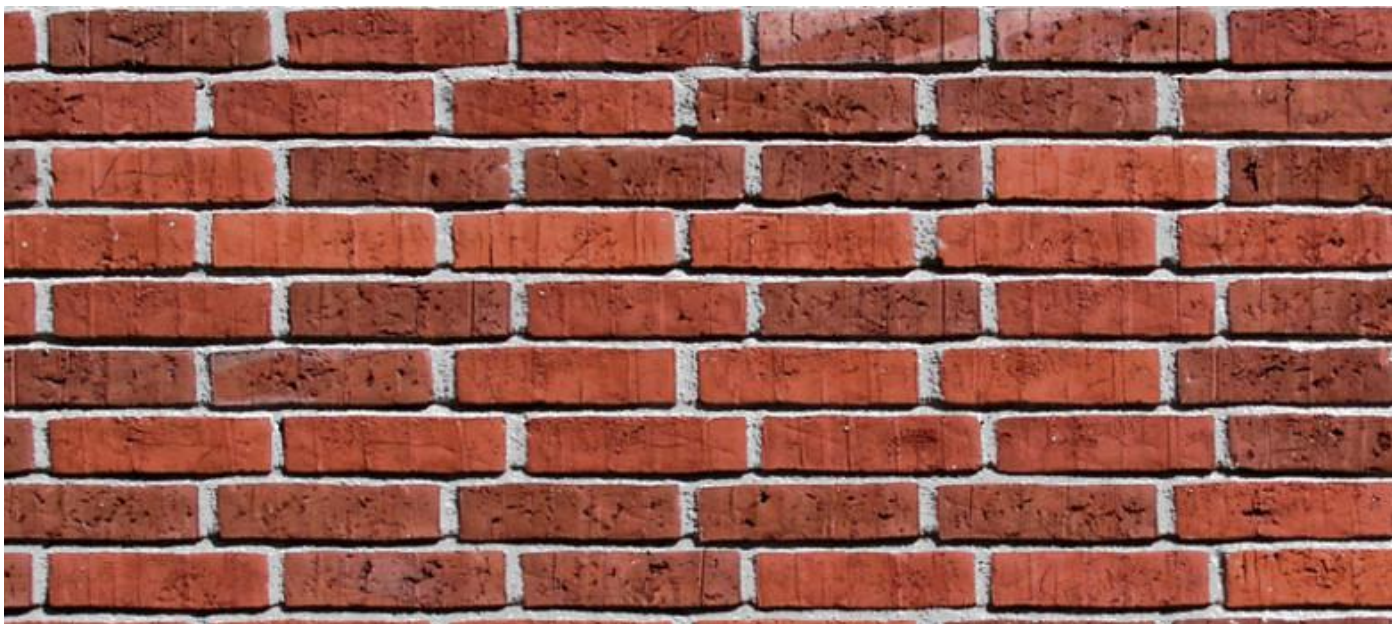
I can do this, it's easy!

For some this phase may only last a day or so.

Especially when it comes to fitness.

This phase often ends the next day after a workout when they feel sore.

Phase 2: The wall



Inspiration starts to fade and reality sets in.

Life starts to happen and the person loses focus.

They find themselves slipping up from time to time and start losing confidence in themselves to consistently have the focus and will power to overcome.

Doing the task (Ex: Exercising) becomes increasingly difficult and just getting started or showing up seems hard to do.

Motivation is no longer fueling us to succeed. It's time to dig deep and climb the wall.

There are some tricks to get through this phase:

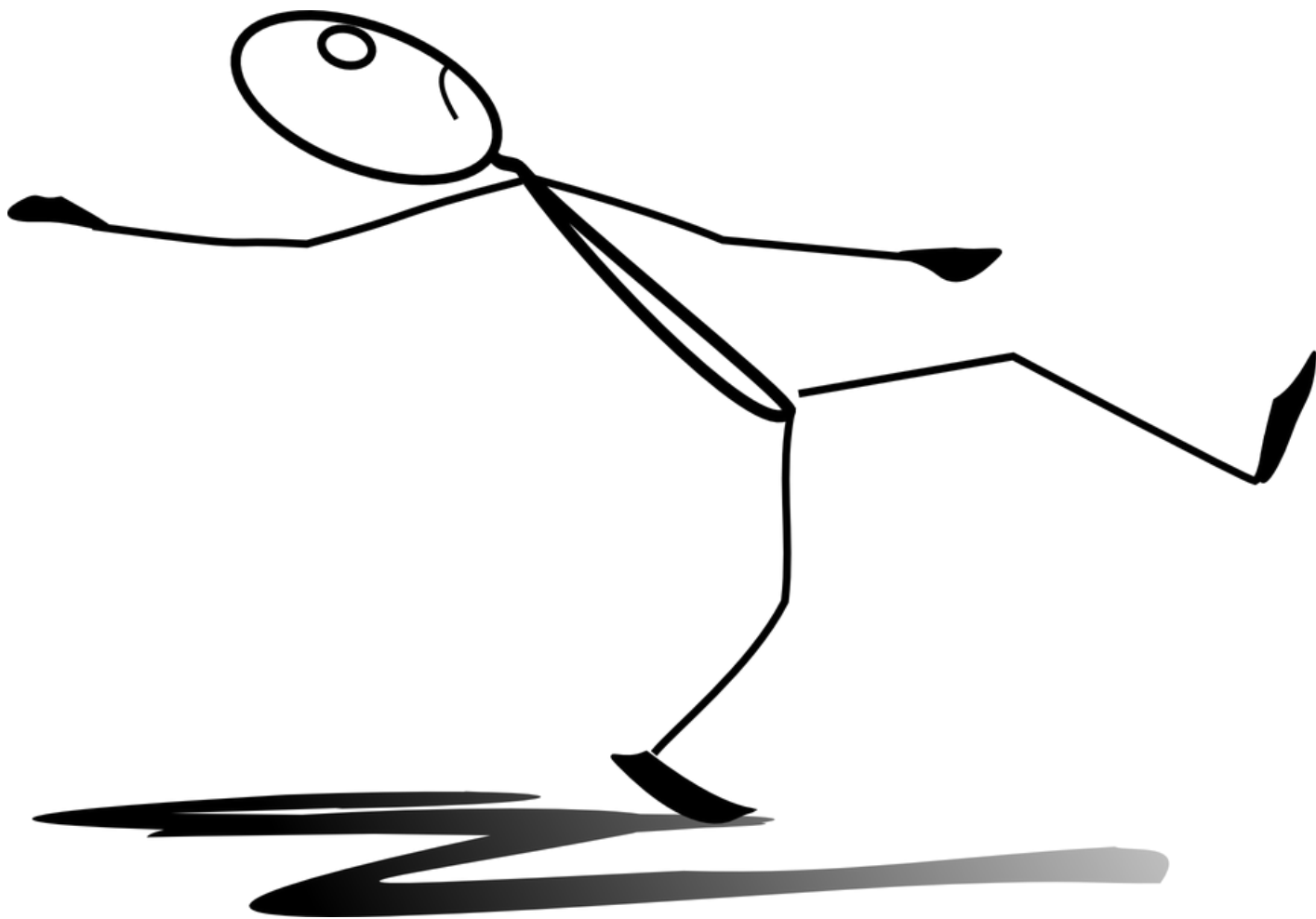
Trigger Motivation: Listen to upbeat motivating music or watch a motivational video.

Recognize the Wall: You know this is where the change happens. Tell yourself that each time you do what you need to do, it will become easier and easier the next time.

Appeal to your emotions: Ask yourself how you will feel after successfully completing the task or denying yourself of the bad habit. Also ask yourself how you will feel if you don't do this. How disgusted and disappointed you will be in yourself for not having the will power to succeed. Try to feel what both would feel like and obviously you will want to choose the happy feeling.

Visualize: Stop whatever you are doing and close your eyes and clear your mind. Now visualize you completing the activity or denying yourself of the bad habit. Now visualize yourself once the good habit is a part of who you are or the bad habit no longer burdens you and how amazing it is to have willed yourself into change.

Phase 3: The Over Confident Slipping Phase



You got this.

No really you do.

You have been consistently completing your good habit or rejecting your bad one.

You're feeling amazing about yourself.

Change is complete.

Right? Wrong!

All of a sudden you think you have complete control over the habit.

You start to think I can skip a day in trying to instill my good habit or indulge once in my bad habit.

Though you are on the home stretch, in this phase it's very easy for people to slip up and think they have the habit beat before the lasting change has been instilled into the DNA of who you are.

Stay focused, be harder on yourself than ever as it's very easy to start to slip up and all of a sudden you will find yourself back in phase 2 where conquering the habit will seem like a gigantic wall you need to climb over.

So you're probably asking now...

“How will I know when the good habit is instilled in me or the bad habit is no longer a part of me?”

Well in the case of instilling a good habit.

You will just always do it without an urge to skip it

OR

You will constantly be aware when you find yourself not wanting to do the good habit and you will simply overcome it with your new found laser focused will power.

In the case of ridding yourself of the bad habit, one day you will not have the urge to do it or denying it will become second nature.

Denying the bad habit will even become it's own habit. Whaaaaat? Mind Blown!



Unfortunately with habits.

They never truly leave.

It simply depends on whether you stop a trigger in its tracks or not.

Or in the case of a good habit, ignoring its trigger.

Some habits are easier to complete than others.

For instance a bad habit of biting your nails is easy to do and doesn't take any will power

Instilling the good habit of working out is very hard to do as it takes more will power.

This is why it's easy to slip back into biting your nails and it's easy to stop exercising.

However as I said, the habit never leaves.

Thus when we make good habits, they stay with us forever!

My best friend Brian has gone a month, maybe even 2 months without exercising on a regular basis.

But even within this two months of time he found himself going to the gym at least once a week.

Because fitness had become a habit for him, he noticed himself becoming out of shape and how he was feeling lazier and slightly depressed.

It felt weird for him not to exercise and his whole life started to feel out of whack.

Thus he had no trouble getting back on track and easily assimilating himself back into exercising regularly and eating healthy.

You see for my friend Brian, myself and everyone else that has made “living a healthy fit lifestyle” a habit, fitness has become a part of who we are.

It has become as easy as brushing our teeth.

Once you make fitness a habit, it will never leave you.

It will forever be a part of your life.

This is what I wish for you and quite honestly I wish fitness was a habit for everyone on the planet!

Remember that will power and focus will be the key to your success.

Know that just getting to the gym or just starting your home workout is half the battle.

However I understand that Will Power and Focus is not something everyone can easily harness.

If you're one of those people I have found an amazing program by Zachary Bowman called

[Find Your Focus- End Procrastination Without Will Power](#)

It's the perfect solution for anyone who has struggled with will power in the past.

Now that we have covered why making fitness a habit and using will power and focus will ensure your success in making "Living a health lifestyle" your reality.

It's time to share with you my 3rd secret that helped me in my journey.

This secret is not only the underlying driving force to your success in your fitness journey but is the secret to success in all aspects of life...

Secret #3 Positive Mindset

Has anyone ever told you “You are what you eat?”.

Well the same is true with your thoughts.

“You are what you think!”

or

“You are what you think you are!”



If you think that you're a confident person, you will act more confident.

If you think you're funny, you will most likely be funny or get better at being funny from trial and error.

If you think you're smart, you're more likely to try harder to learn new skills or remember facts.

When you have a positive mindset, generally speaking you will have a happy life.

Obviously, people will still go through tough times like when a love one passes away.

That's just life!

However, a positive person is much more capable of enduring negative life events and getting through them more easily and coming out on the other side with peace and continued positive thinking.

Thinking positive thoughts and taking positive actions will lead to positive results in your life.

It's really that simple.

For example, which of the following people do you think will be more likely to make fitness a habit and a part of their lifestyle long term when first starting out?

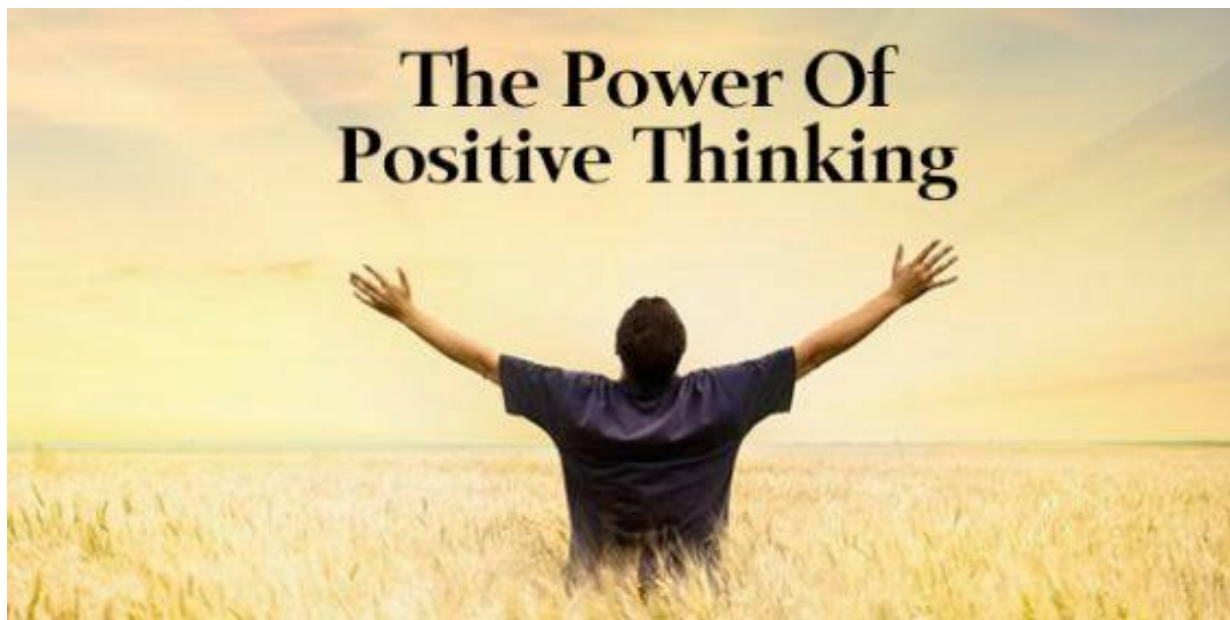
Person A) Someone who constantly doubts themselves, makes excuses to rationalize why not to do something, and see's their goal as something super hard and not achievable.

VS

Person B) Someone who consistently believes in themselves, looks for solutions to hurdles in life, and see's their goal as within reach and easily attainable.

I think everyone would agree that person B would be more likely to make fitness a part of their lifestyle.

Health Benefits of Being Positive



Let's look at some of the known benefits of someone who has a positive mindset.

People with positive mindsets typically have less stress and we all know the health effects of stress...

Benefits of having a positive mindset and less stress:

- Less instances of having depression
- Longer lifespan
- Better immune system
- Better psychological and physical well being
- Lower risk of heart disease

With a healthy outlook like this why would anyone choose to become a negative person filled with anger, frustration & hate?

Well, like we learned from the previous two secrets of habits & will power...

Generally, most people who are negative have a lack of self awareness which leads to weak will power and bad habits.

How People Become Negative



Here's what happens to people which slowly turns them into a negative person:

Remember a person who is negative usually has a general lack of awareness and a unwillingness to correct negative thoughts & actions.

Let's say someone starts out neutral on the scale of being positive or negative and they have a day where everything goes wrong.

Not only that but every time something goes wrong they think to themselves or say out loud... "I HATE my life!" which is negative self talk.

Let's say a bird pooped on their car.

"I HATE my life!"

They were late to work.

"I HATE my life!"

Someone got their lunch order wrong.

"I HATE my life!"

They get home and they find extra fees on their cell phone bill.

"I HATE my life!"

Then their boyfriend/girlfriend dumps them.

"I HATE my life!"

Over the course of the day, they told themselves they hate their lives five times out of frustration, sadness & anger.

Not once did they do any self reflection or self correction when they felt or thought this way.

Instead, they just planted a seed of behavioral conditioning to say or think "I HATE my life!" whenever something bad happens.

Over time, this feeling only becomes worse because they are constantly reinforcing this feeling and thought.

A habit has formed and it's become second nature to feel this way.

Eventually they become completely depressed.

Lets give you one more example.

Have you ever met someone who always says "Nothing ever goes right for me!" or 'That's just my luck!' or "That's my life(In a negative tone)"?

We all have, and lets be honest we all can't stand those people because they carry nothing but negative energy.

You might be this person, and if you are KEEP READING... I'll show some techniques on how to overcome this way of being.

This example of a person always views themselves as the victim.

They never look for solutions to their problems and only choose to bitch and complain when nothing goes right.

It's like they attract more bad things to happen to them because they expect bad things to happen to them.

Your Attitude Determines The Possibilities of an Interaction



When you're in a situation. You can experience millions of different outcomes based on how you feel and think in that moment.

Take for instance someone who is looking for a new job in the banking industry and bump into a stranger at the grocery store.

That person just so happens to be a manager at a bank.

They strike up a conversation randomly but because the negative person looking for a job doesn't like to talk to people because they view most people as annoying to talk too, they never get past the small talk of the conversation.

Now take the same situation but a positive person looking for a job who runs into the same manager.

They strike up a random conversation but because they are feeling happy and talkative in the moment, they start asking more questions about the new stranger they just met.

They end up finding out that this person is a manager at a bank.

The bank manager says he is looking to hire and takes down her phone number to set up an interview.

The same situation but totally different outcomes all based on how the person was feeling and thinking in the moment.

Okay, so you probably get that having a positive mindset in life is pretty important if you want to be successful at anything or just to be a happy person.

But what if you're not positive and happy and you feel trapped in the whirlwind of your mind that has been filled with nothing but negative thoughts.

What do you do? Where do you start?

How to Escape your own Negative Self



First thing is to start being honest with yourself and write a list of things or thoughts that occur in your daily life that you wish to get rid of.

If you can't be honest with yourself than you should get a close friend to create this list for you.

Tell them to be brutally honest.

But you can't get mad at them when they show you your faults.

This is a great first step to becoming more aware of your thoughts.

Next, you need to go look at yourself in the mirror and promise yourself that you will change.

That every day you will focus on your thoughts and each day you will strive to get better at controlling your thoughts.

I like to call this continuous immediate self correction of your thoughts.

Every time you start to think about something or instinctual react to a situation, I want you to pause for a moment and notice if that thought was a negative one or a positive one.

If it was a negative one, you need to correct yourself and change it with a positive one.

For example:

Someone cuts you off on the highway and you start to scream curse words at the person.

Because you promised yourself you would focus on your thoughts, you catch yourself.

You realize the anger is pointless and not worth it. Instead of feeling anger you decide to feel peace and compassion.

You think to yourself, well maybe they cut me off on accident or they are in a rush to get somewhere.

Or maybe they are just a negative person and in that case I hope they will someday read an E-Book like this and start to change.

You can even do this after the fact, minute or even hours after the moment has passed and you forgot to correct yourself in the moment but finally found time to reflect back on your day and remember how poorly you responded.

You can visualize the moment going differently in a more positive way.

In doing so, you're reinforcing positive behaviors, feelings and thoughts and still correcting the negative behavior and thought.

At the same time taking all the power of the negative behavior, feelings and thoughts like it didn't even happen.

Eventually overtime, maybe weeks or months.

You will suddenly stop reacting in a negative manner to life's hurdles.

Instead you will become a calmer, more self aware and peaceful person.

Your life will start having more loving, prosperous and happy moments and less bad moments.

One of the best resources I have ever read on the subject of living with a positive mindset comes from none other than Jack Canfield who is the fa-

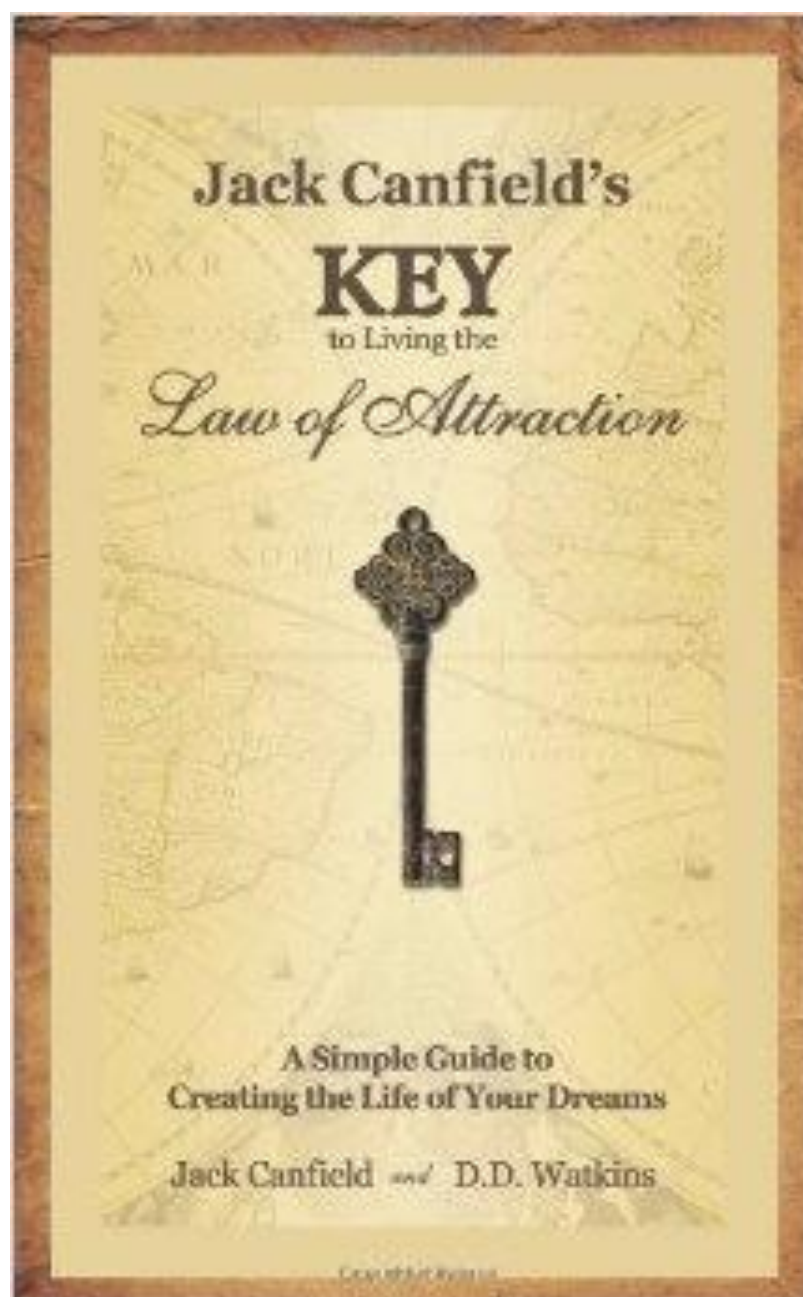
mous author known for writing the books Chicken Soup for the Soul.

His book I'm referencing is called Jack Canfield's Key to Living the Law of Attraction.

Whether or not you believe in the law of attraction or not.

The principles taught in the book if followed, will lead you down a path of positive thinking and taking positive action in your life to achieve anything imaginable.

I highly recommend getting yourself a copy. It just might change your life!



Secret #4

Ignoring The Haters, Ridding Negative People From Your Life



My 4th secret expands on my 3rd secret.

With my 3rd secret we talked about your own thoughts, feelings and actions that are important to control so you can lead a life with a positive mindset.

A positive mindset can be like rocket fuel for achieving goals and results.

Now I want to talk to you about your surroundings and the energy & thoughts of others and how they effect you.

Whether we like it or not, the thoughts, feelings and actions of others effect us.

We should all aspire to achieve a state of mind and being where the thoughts of others don't effect us but even the best of us are effected by who "We Choose" to be in our social circle.

When you have friends who are negative thinkers or like to put you down, you are surrounding yourself with negative energy.

When you have friends who are positive thinkers, supportive of you, you are surrounding yourself with positive energy.

When we our negative ourselves but committed to changing towards the positive, it can be hard to say goodbye to people who are bad influences in their life.

But it might be essential to do so otherwise they will always be holding you back or putting you down once you start to change for the better.

It's very easy to fall into old habits when hanging out with people you have known for years.

People tend to build habits together, especially how we interact with each other.

Negative people tend to build rapport through bitching and complaining or even worse talking shit about other people.

Sometimes it's best to just completely cut our negative friends out of our lives.

However it's not always easy to do or we just don't want to do so.

Once you're thinking, feeling and acting positive you will see others negativity clear as day and how palpable their energy is.

Quite honestly you will find that you won't want to be bothered or even put yourself around negative people anymore.

Scientists did a study once where they mapped out people on a college campus.

They surveyed each individual to gain a sense of whether or not they were a negative thinking person or a positive thinking person.

Then they mapped out who was friends with who.

What they found was quite astonishing.

For the most part, positive people hung out with other positive people and negative people hung out with other negative people.

There were also people that were more neutral who had connections with positive groups of people and negative groups.

But rarely if ever did they find a group of friends that were filled equally with negative and positive people.

The study makes perfect sense.

Humans want to be around other like minded humans.

We have been this way for thousands of years.

When it comes to making a decision on what to do with the negative people around you...

The choice is yours.

You can rid people from your life.

Try to be a leader and help change them too.

Or

Become so strong with your emotional intelligence & mental fortitude that you continue hanging out with your old friends that continue being negative and just try to enjoy the better qualities that they do possess.

To do so, you need to become like a ghost where people's energy just flows right past you without ever touching your soul.

You can also just start hanging out with negative people less and less.

When it comes to family, it can be quite difficult to become positive when you have family members that are close to you.

It can be a difficult thing as our loved ones can quite often be the most critical and negative people in our lives.

As with friends or family, sometimes you need to sit them down and let them know you're trying to improve yourself and tell them exactly how their bad energy affects you and ask them to avoid being like that when they are around you.

Be careful of your negative friends.

As soon as they see you start to change, a majority of them will look to try to pull you back down.

It's the hater in them.

They know subconsciously and on a biological level that you will not want to be around them if you improve yourself.

We are just blobs of energy attracted to energy that is similar to ours.

Okay enough talk about energy and thoughts.

Lets now talk about the stuff that even allows us to continue to have energy, FOOD!

More specifically our diets!

Secret #5

Diet & Tracking

What We Eat

There are two parts to living healthy when it comes to our body.

1. Being Active

&

2. Eating Healthy



Eating healthy is more than just eating high quality nutrient dense foods like most people think.

Just as important as eating healthy foods is...

HOW MUCH YOU EAT.



Especially when it comes to losing weight.

A person who over eats healthy foods will still get fat.

He/She just might be the healthiest fat person ever is all.

Here's a secret that most overweight people won't believe or understand.

You can actually eat horrible food and only horrible food and still be skinny or look fit.



When it comes to weight and the amount of fat on your body it all comes down to a super easy magical mathematical equation.

Weight Loss = Calories Eaten < Calories Burned

Weight Gain = Calories Eaten > Calories Burned

Which means If all I eat is Doritos all day but my calories burned for the day is 3,000 and the amount of Doritos I ate only equals 2,500 calories then I just burned 500 calories.

Your organs and body systems will still hate you but you will still lose weight and burn some fat if you continued eating like this.

You would probably get sick too only eating Doritos.

By the way, to lose 1 pound of weight in the beginning usually takes somewhere around 3,500 calories burned to lose 1 pound.

So burning 500 calories more than what you in take each day will allow you to lose about a pound of fat a week.

However, this is not always the case once the weight cutting process has begun.

Eventually your metabolism will catch and the same 500 calories you were cutting vs your intake no longer yield the same results.

There is a reason for this...

You don't weigh as much as you used to so you body burns less calories to do the same activities.

Also, your body no longer needs as much food each day to maintain your current weight so if you're still eating the same amount of food as you did

when you were 20 pounds heavier chances are you will no longer be losing any weight or burning much fat.

This is why many people trying to lose weight hit plateaus and then give up.

You also have to be careful of not cutting out too much food and going below a certain base level of calories for a human of your stature.

Doing so can really mess up your metabolism and have the opposite effects.

For instance, eating less than 1,200 calories for a woman of average size.

Different diets and nutritional techniques so to speak play a large role in losing weight and burning fat.

For instance, eating smaller meals more frequently vs eating larger meals spread apart.

or

Reverse Dieting in which you slowly increase your calorie intake to limit fat but bring up your metabolism without gaining much if any weight.

Reverse Dieting helps prevent keeping your metabolism at low unhealthy levels which would only cause you to plateau in your weight loss and fat loss efforts.

But one thing is for sure...

To keep it simple.

If your calories burned is more than the calories taken in it will equal fat loss and weight loss.

O and please don't go and eat like a crazy person only eating Doritos then say well the Bridge To Fitness Ebook I read said I could so this.

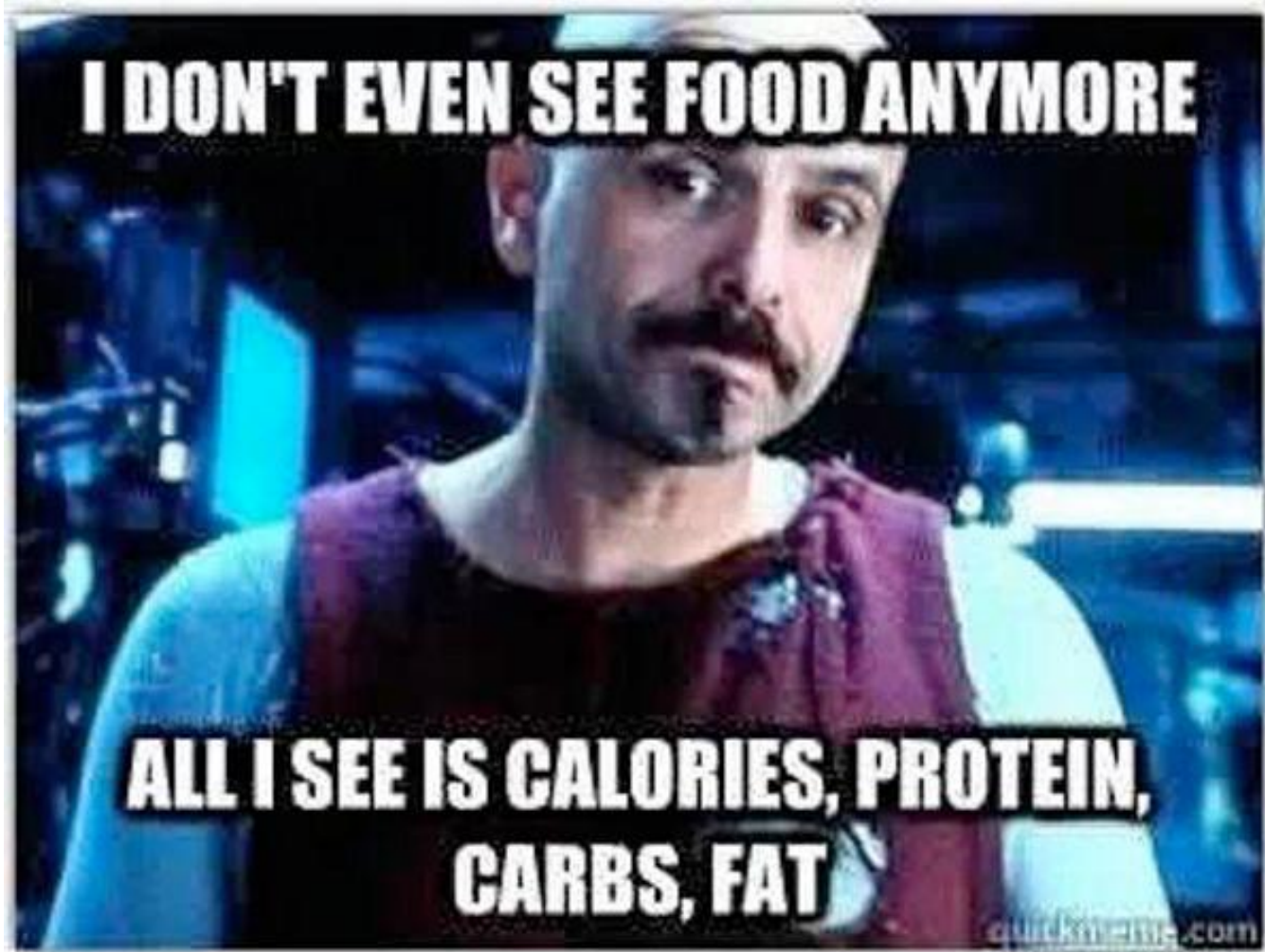
Because I definitely don't recommend anyone eating like that.

I subscribe to a healthy balanced diet with some light snacking to remain human while tracking calories to make sure we are still hitting our diet goals.

This is called IIFYM.

Which stands for...

If It Fits Your Macros



You might of heard about IIFYM.

There's a lot of debate out there about it.

But it does work!

Most of you are probably asking what the hell is a macro?

To explain how IIFYM works we need to talk about macros.

Well a macro is the shortened slang term for Macronutrient.

Macronutrient - Macronutrients are what make up the caloric content of a food. The three categories of macronutrients are carbohydrates, fat, and protein. The caloric combination of the macros is what equals a food's caloric value.

For instance:

1 gram of Protein = 4 calories

1 gram of Carbohydrate = 4 calories

1 gram of Fat = 9 calories

WAIT! WHY DOES 1 GRAM OF FAT EQUAL.....

I know, I know, we live in a cruel cruel world!

It's just how it is and there's nothing we can do about it.

Anyways back to macros and calories.

Let me give an example of the caloric and macronutrient breakdown of a two foods so we can compare.

Krispy Creme Doughnut – 46 grams – 199 Calories

11 grams of Fat - 99 Calories in Fat

22 grams of Carbs - 88 Calories in Carbs

3 grams of Protein – 12 Calories in Protein

VS

Sweet Potato – 133 grams – 116 Calorie

0 grams of Fat – 0 Calories in Fat

27 grams of Carbs – 108 Calories in Carbs

2 grams of Protein – 8 Calories in Protein

Notice how the Doughnut which weighs 46 grams is almost twice the calories of a Sweet Potato that outweighs it by almost triple.

Foods heavy in fat really rack up the calories quick.

Not only that but it's very easy to wolf down 2,000 calories of bad food vs just 800 calories of healthy food.

When dieting, you will have a calorie goal for the in take of food each day which will be broken down by your macros.

For instance a common macro diet for a man is 30% Protein, 55% Carbs, 15% Fat.

Say you have a goal of eating no more than 2,600 calories for the day.

You will then fit your calorie intake according to the percentage of taken up by each macro.

In this example you would then eat...

780 Calories of Protein which is 195 grams of protein.

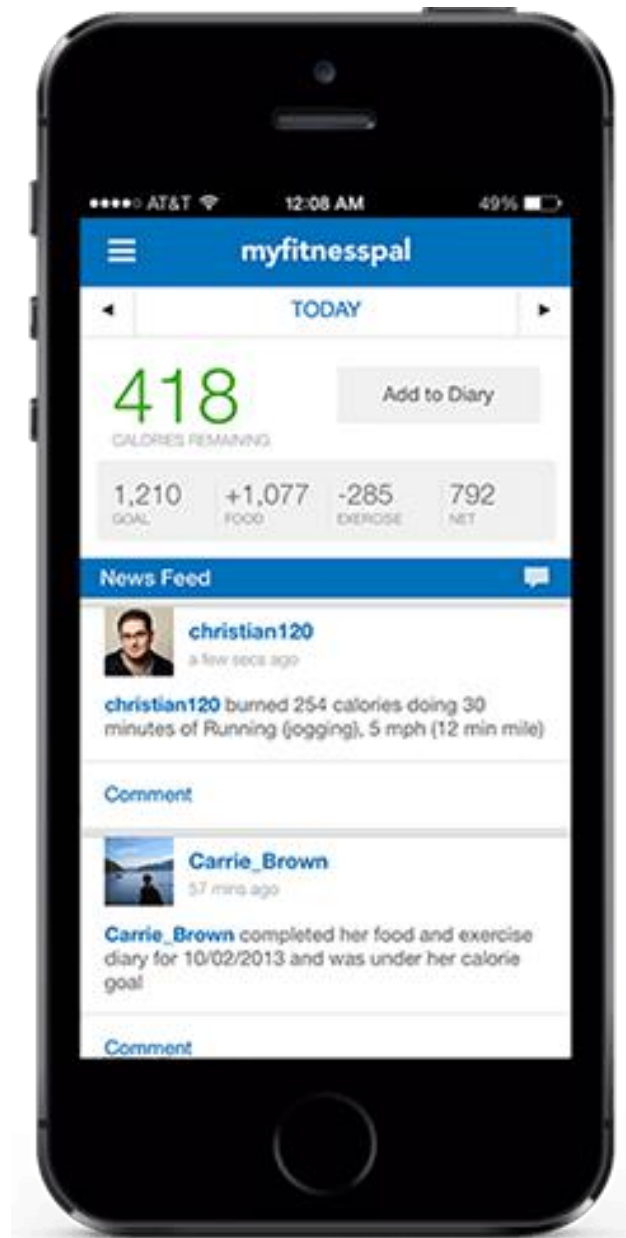
1,430 calories of Carbs which is 357 grams of carbs.

390 Calories of Fat which is 43 grams of fat.

You might be thinking well this sounds like a ton of work.

Not really thanks to this wonderful free App you can get for your smart-phone called...

My Fitness Pal



With My Fitness Pal all you do is set your daily calorie goal and macro percentage and then input what you eat each day.

My Fitness Pal has a huge database of user inputted and verified foods from major chain restaurants, grocery stores and fast foods places.

It also has a scanner option to scan the barcodes of foods to get the calorie and macro info.

It's pretty amazing.

So back to IIFYM.

What IIFYM allows you to do is eat the foods you want as long as you stay under your calories for the day and still hit each of the 3 macro goals.

Typically this is impossible eating junk food all day.

However, if you eat 4-5 meals of healthy food, you can usually fairly easily fit in a snack like a doughnut or some ice cream each day and still hit your macro & calorie goals.

So you can be fit and eat your cake too. Ha!

Also, unless you're trying to have the best showing abs on the planet or are competing for a fitness competition you can always fit a cheat day in each week.

As long as you don't go crazy.

It's a day where you can approach it one of three ways.

1. Not worry about your macro goals but still stay under your calorie goals.
2. Not worry about either goals and go nuts (Not recommended, maybe once in a while once you're actually in great shape)
3. Not worry about your calorie goals but still try and hit your macro percentages.

Usually people either do #1 or #2.

I like to do number #1 so I don't gain any weight or put on any fat from over eating.

I think it's the best approach to a cheat day.

Without My Fitness Pal or an app similar, trying to approach dieting the IIFYM way would be much more difficult.

Technology in today's world really helps us to stay accountable.

Which just so happens to be my next secret...

Secret #6

Accountability



Aside from poor dieting, accountability is the main reason why someone quits too soon when trying to lose weight.

My first secret of making fitness a habit can never become a reality without Secret #2 Will Power & Focus.

along with...

Secret # 6 Accountability.

They go hand in hand.

Will power and focus is needed for staying accountable to yourself.

But here's the secret to accountability, especially when it comes to losing weight and burning fat.

Have someone else be accountable for you as well, supporting you every step of the way.

It's a game changer.

Whether it's a close friend who really cares for you and will give you tough love when you need it like my best friend Brian did for me when I needed it.

Maybe it's a friend who is on the journey with you who can become your workout partner.

Maybe it's a semi private small group training where you can participate in some friendly competition and have a 3 to 5 other people care about your results along with the personal trainer.

Having someone else to be accountable too or someone else being accountable for you is like having get out of jail free card when you're feeling weak.

Especially when you feel like cheating on your diet when you shouldn't be and you feel the need to text your friend who's been helping you stay on track because you don't want to let not only yourself down but your friend as well.

Or when you just don't have any energy to get up to do your workout and you can group text everyone in your training class that will be there for you to give you motivation.

Or when you break down and cry at the end of the first month and want to quit and normally you would but you have your personal trainer who has your back and doesn't let you quit because they have committed themselves to you and will stop at nothing less than seeing you succeed.

That's powerful!

That's what having a tribe whether small or large who has your best interest in mind is all about.

That's accountability.

Most people who attempt to lose weight and burn fat who fail, fail because they only ever try to be accountable to themselves and they go on the journey alone.

But for most, they are not strong enough or have the will power, focus, confidence, knowledge or commitment to do it alone.

That's usually how they ended up overweight to begin with.

They never were accountable to themselves.

Don't be that person!

Don't go at this alone!

Use the power of people, the power of a tribe or at least the power of one other individual who will care and help you along the way.

It is the #1 thing that will greatly increase your chances of succeeding.

Now lets talk about what it takes to be accountable to yourself.

It's one thing to lean on others for support but results and success will still only be achievable if you are accountable to the only person that truly matters.

YOU!

This is your life and its time to take control of it!

Accountability to oneself comes from digging deep and being honest with yourself.

It means being aware of your shortcomings and not allowing your weaknesses to control of you.

It means looking into your own eyes in the mirror every morning when you wake up and every night before you go to sleep and promising yourself you will stay on track.

It means doing more than just promising.

It means believing that reaching your goal has already been decided.

It means believing you have what it takes to be an extraordinary human being who is capable of doing anything that you set your mind too.

No excuse will set you back.

No lack of energy, lack of sleep, negative friends, negative family, mean strangers, no desire for delicious, tasty, oven fresh pizza will stop you.

It's your destiny to live an amazing healthy lifestyle.

As humans, we are emotional creatures and because of this we can't always feel motivated.

There will undoubtedly be times when you just don't feel like working out or eating right.

For these moments, we need something extra to keep us going.

Below are my 5 favorite ways to stick to your workouts.

1. Sign up for some sort of athletic competition. This could be a marathon, volley ball league, anything that you need to be in good shape to compete in.
2. Share your workouts and workout goals on social media. This could be something as simple as posting in the morning "Can't wait for my workout tonight!" This way if you don't workout you feel like your lying to everyone you know!
3. Every day take 5 minutes to visualize what you will look like as your best self. Visualize yourself as a super fit person who is vibrant with energy and looks amazing.
4. Follow a long term fitness program and make a commitment that you can't go back on. IE Sign a 12 month personal training contract with a trainer.
5. Secret # 7 GET A PERSONAL TRAINER!

Secret #7

Get A Personal Trainer



Am I being biased because I am a personal trainer?

Yes!

But it's because I know the power in having a personal trainer and how it can change the course of someones life that normally would never succeed without one.

When I first started, my best friend Brian was basically my personal trainer.

He shared with me all of the knowledge that he had acquired, motivated me to go to the gym with him, showed me all the different machines and exercises and how they effect your body.

Without him pushing me for 6 months and teaching me everything that he knew back then I might not be a personal trainer today.

My whole life might be different.

I Might 305 pounds still or even worse.

I might be 400+ pounds, who knows!

Having a personal trainer in your corner is like a Fitness Superhero on your side.

They do so much for their clients.

They...

Educate you.

Help you reach your goals.

Perfect your form so you don't hurt yourself.

Plan your workout so all you have to do is show up and give effort.

Motivate you.

Keep things challenges.

Don't waste any time by keeping you moving from exercise to exercise.

Help you with any unique requirements like making sure you don't aggravate old injuries.

Maximize your results.

Improve your mental health by exuding positivity

Help you form good healthy habits

Are like a therapist from time to time helping you forget about life's problems.

Personalize a training plan specific to you

Most importantly keep you accountable!

Some trainers like me even help you with the other half of fitness, your diet!.

By showing you which foods to eat, when to eat, how much to eat and how to track what you eat.

Some personal trainers used to overweight themselves. They like myself have been through journey you're about to go on and have achieve the results and goals you're trying to reach.

Don't try to achieve your goals alone, I highly encourage you to put any reason aside that would prevent you from getting a personal trainer and to just get one.

You won't be disappointed!

A Trainer Who Has Gone From Fat To Fit

I've been in your shoes, I know what it's like to be overweight with zero confidence and feeling completely depressed when you look at yourself in the mirror or walk around in public.

As you have read, I was once 305 pounds in my life. I know what it takes to go from FAT TO FIT and have lasting results.

I've already been there and done that and have mastered the Journey that you're just about to begin or have been recently struggling with.

I want to help you lose the weight, get strong and start feeling amazing about your body and the future ahead of you!

<http://bridgeto.fitness.com>

Here's to Health, Wealth & Happiness!

-Branden Bridge

BRIDGE TO FITNESS

