



The Science of Fat Loss

Day 5: Making it all work



A quick recap: (click the links below)

Day 1 - [Energy & Metabolism](#)

Day 2 - [Understanding Calories](#)

Day 3 - [Getting rid of fat](#)

Day 4 - [Fat Loss Vs Weight Loss](#)

Day 5 (today)....Pulling it all together.....

A few quotes for you.....

"Information without action is useless"

"Personal transformation is about consistency of action, amid the inconsistency of motivation"

"Transformation lives in the application of the information, the DOING, not the knowing"

'Motivational Quotes" are ten a penny these days.

'Inspirational memes' are everywhere.

People read them, click "like" or "love", and then go back to whatever they were doing.

Alone, these kind of words are meaningless.

BUT, there IS a huge amount of value in such quotes.....**if they are absorbed, internalised, and then APPLIED.**

No matter what diet you start, or what exercise program you try, one thing will always apply - for the rest of eternity.....

And that is **the simple fact that anything worth having (such as personal change, which is really what losing a load of excess fat is), requires us to roll our sleeves up, and put plenty of hard work in.**

This doesn't mean that changing your eating habits and starting a training program that consists of lifting weights, has to be a horrible experience.

But what it DOES mean, is that it requires effort.

And discipline.

And persistence.

Because **motivation never, ever lasts.**

Neither does willpower.

In fact, willpower, has been scientifically proven to only be available to each of us in tiny quantities each day.

But what do so many people say they need more of, in order to finally sort their diet, activity levels, and lifestyle, out ?

Willpower and motivation..... ;-)

The reality is, it's all about creating MOMENTUM...

The first step in building momentum is to



I have told this analogy to hundreds of clients over the years....

When you need to jump start a car, it's incredibly hard work.

A typical car weighs about 2 tonnes!

You lean on it and push it with all your might, and to begin with, nothing.

You dig your heels in, and continue to push HARD (knowing that your ability to physically produce this kind of effort will soon subside).

You're puffing and panting after just a few seconds.

And for a moment, it feels like you can't do it.

Then, you feel a bit of "give"the wheels start to turn ever so slow.

You can feel a tiny bit of movement

Then a bit more.

Then even more.

You realise that you're still pushing hard, but not as hard as before, and the car - the thing that weighs TWO TONNES - is moving forward slowly.

As you continue to apply some effort, the car begins to feel like it's free-wheeling, and **the amount of effort required becomes less and less.**

Sure, you still need to apply SOME effort, but **the wheels now have MOMENTUM.**

The weight of the car (the thing that made it so hard to start) is what is now causing the wheels to turn without as much effort from you.

This is EXACTLY how creating change in our habits happens.

At first, it can take real effort (willpower).

But we need to use our willpower not to "stick" to our healthy eating and training program.

But to create momentum so that it becomes easier, and soon requires less effort to stick to.

In over 7 years of coaching THOUSANDS of people (95% of whom are women), in a one to one situation, a one to many, online, via Skype, via email, you name it. I've done it.....

In all that time, **there's one single thing that helps create that momentum, far faster, and far easier, than anything else....**

ACCOUNTABILITY



Being accountable to someone else, makes your chances of sticking to your goals and habits, about ten times as likely.

It really is that powerful!

Here's why.....

If you have to check-in with someone each week, then you're not going to want to have not done very well.....it's just in our nature to want to be seen to be making a success of things.

Look at slimming clubs - millions of people join them each year.

Not because of their 'revolutionary approach' to healthy eating
(let's face it, the ridiculous sync, points, and red-with-yellow-polka-dot days, are really there to confuse you and tie you into their 'system'...)

And they're only focussed on **weight loss, which as we now know, isn't anywhere near as important as fat loss.....**

In our world, not seeing the scales stay the same isn't a big deal, because we know from the previous lesson, that you can be an entirely different body shape at the same weight as someone else with a higher body fat %.

But people love them because they have to get weighed every week.

In public.

It's fear-based motivation, and it works!

Our approach to accountability differs from this.

We check in with our kickstart clients multiple times a week, to ensure they're mostly on track.

And every week they have to submit their "results, progress & wins".

It's impossible to hide!

This is important because it means there are so many more ways of recognising "success" than just the number on the scales.

Some people will tell us their weight loss, their inches loss, or the smaller clothes they now fit in.

And others will report less tangible wins - we often hear things like:

"I'm sleeping SO much better"

"I feel fitter and stronger than I did 20 years ago"

"I have way more energy to keep up with the kids now"

"I can see and FEEL the changes in my body - more toned, and less flabby bits"

Think about it:

Are you more likely to succeed if you go it alone, and the weight begins to "Creep on" each week, but you keep telling yourself "yeh, I need to sort that out.....I'll look at it next week....."?

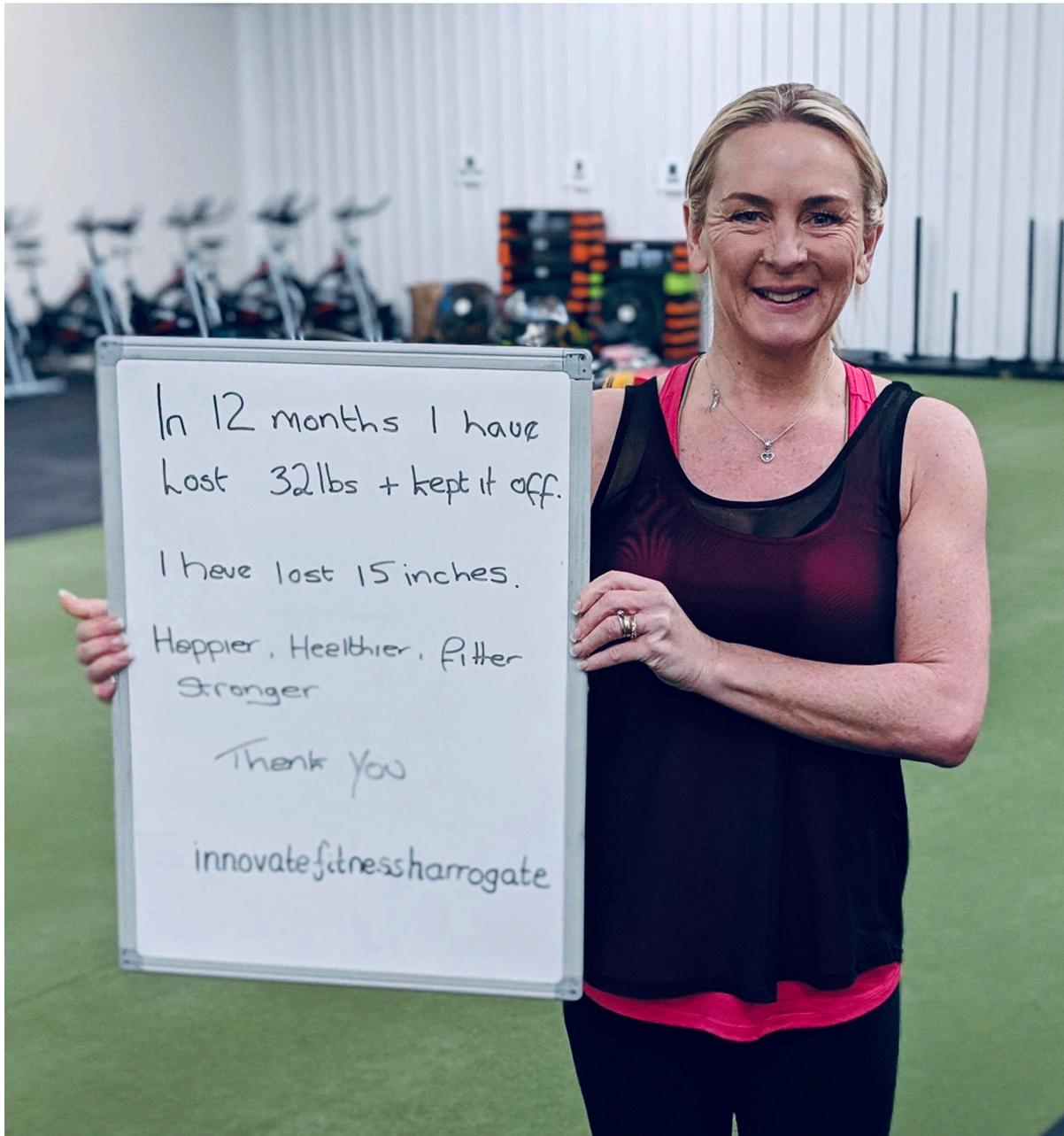
Or are you more likely to succeed if you have someone checking in with you every single week, so that when you DO wander of track (and we all do it, this isn't about being perfect) ?

Having your Coach holding you accountable, helps to empathise that you're struggling, perhaps brainstorms some ideas to get going, and most importantly, helps you refocus, and get straight back on the wagon ?

It's a no brainer which one will all but guarantee your success, right ?

A perfect example of this, is one of our clients, Sarah.

She allowed herself to be accountable - working with us, on **small, weekly, consistent habits to help build that momentum that we mentioned above.**



In 12 months I have
lost 32lbs + kept it off.

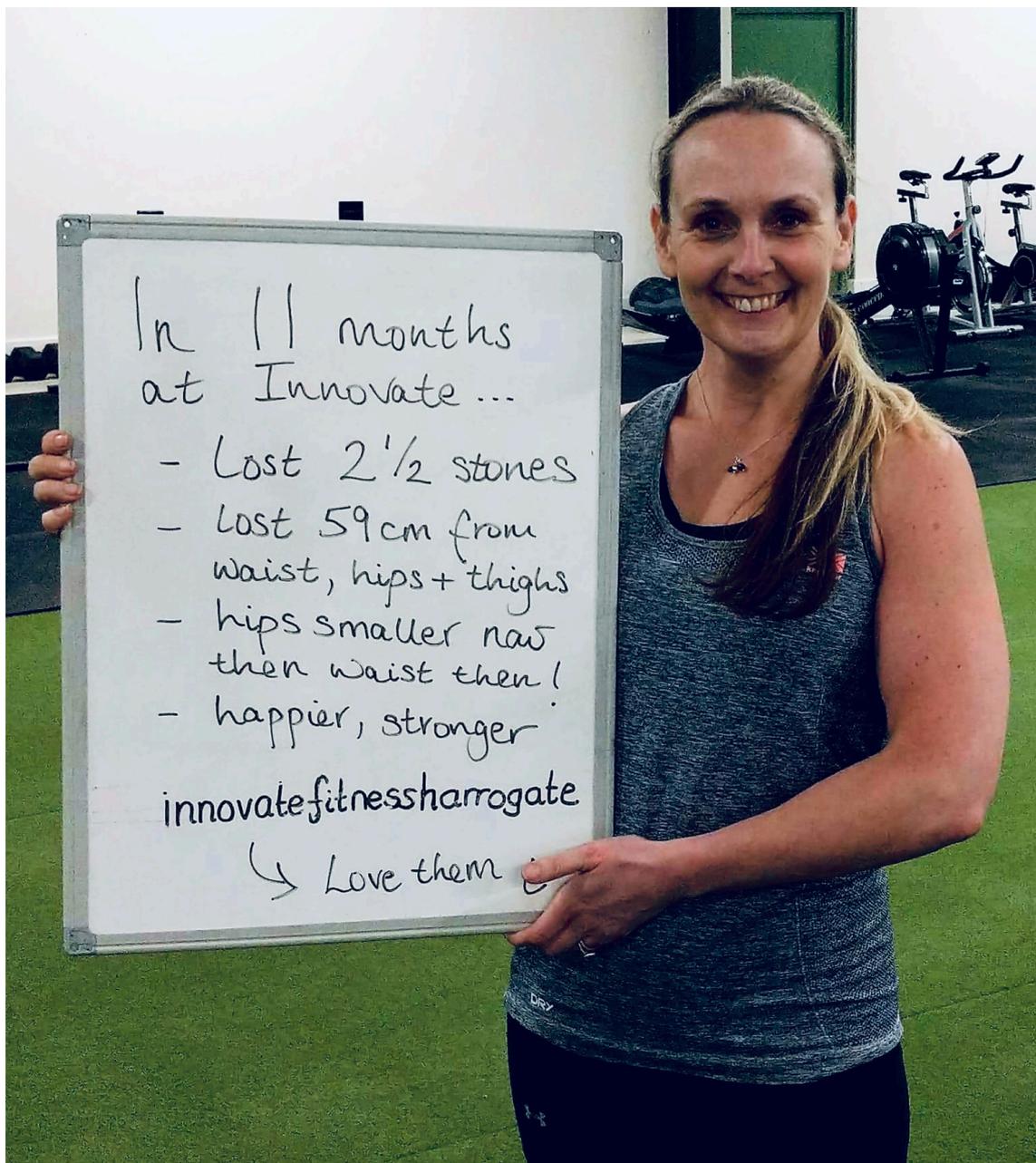
I have lost 15 inches.

Happier, Healthier, Fitter
Stronger

Thank you

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There's others like her too.....





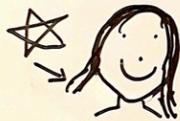
In 9 months I have:

Lost just under 2 Stone

Dropped 2 dress sizes

Feel much healthier and alive

Sleep better, generally much
happier with myself.



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Been coming 16 weeks
Lost 5 kgs and 6.5 inches!

Got a flat stomach!

Back into trousers that haven't
fit for 5 years!

Core strength brilliant now

- deadlift 115 kg! Squat 102.5 kg
- bench 52.5 kg.

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I am so happy I joined!! 😊

Summary

Some people will get this far and think:

"well I struggle to lose weight. You're telling me stuff I already know. I find it hard, and was hoping for some kind of NEW insight to help me on my way"

The thing is, NOBODY on earth falls outside the laws of energy balance.

We ALL lose, gain, or maintain weight dependent on if we're in a calorie deficit, surplus or balanced state.

It is ALWAYS more important, for everyone, to focus more on what goes in, than what goes out, because it can take 3 minutes to consume 200 calories, but 30 minutes to burn it off.

The best kind of exercise for Fat Loss, is a mix of interval training, and more importantly, weight training.

This isn't opinion, this is fact.

And focussing ONLY on weight-loss, is actually a pointless exercise, because we know from a scientifically accurate perspective, that your body shape and size is more dependent on how much muscle and fat you have, than what you actually weigh.

Most people know what to do, it's just doing it.

Not seeing any progress in dropping pounds or inches?

Then unless you're in the 1% who has a thyroid issue, quite simply, you're eating too much.

#RealTalk

But that's good news, because it means you just have to focus on tipping the energy balance scales, ever so slightly more in the direction of an energy (Calorie) deficit.

And the best way to not only do that, but to STICK to it, is to work with someone who will hold you accountable and be as invested in your success as you are..

An invitation to YOU....

We hope you've not only enjoyed this 5 part mini-course, but are also going to put it into action.

And we would LOVE to help you implement it all, just like we've done with thousands of other women over the past 6 years.

On our Transformation kickstart program that encompasses all of what you have learned, delivered by our team of Transformation Coaches.

If you'd like to find out more, and apply for a free Discovery Session with one of the team, click **[THIS LINK](#)** and follow the instructions.

We'd love to you to be our next success story:-)

[CLICK HERE TO GET STARTED TODAY!](#)

Chris Lupton

Founder - innovate fitness & wellbeing
#BeMore

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