



EAT MORE RUN LESS GET LEAN

Is it True?

Has the Fitness Industry been Wrong all along?

The **5** Mythbusting Facts about Fat Loss...
and what you can do to get the **body shape of your dreams!**

Matt Townsend
Certified Metabolic Nutritionist
Managing Director of Elite Body Fitness

So what are the 5 mythbusting facts about Fat Loss that the industry has repeatedly vomited in promising a shiny, lean physique, but instead has left many feeling like a flabby, worn out meat sack looking like a punctured tire.

#1 Myth Busted! You need to Count Calories

There are laws that, whether we like them or not, we abide by in our universe.

- Law of Gravity
- Law of Inertia
- Law of Attraction (at least I think so)

to name a few. And of course there is the **LAW OF THERMODYNAMICS**

Law of Thermodynamics suggests that our body fat is determined by the calories our body uptakes minus the calories we burn on a given timeframe. This gives us a net result of total fat increase (or decrease) from our tissue.

This law is an undefeated champion in the scheme of Fat Loss! *"Oh what, but you said"*.... Let me continue.

The Law of Thermodynamics is simply a scientific phenomenon that cannot be ignored. Cutting Calories is a fat loss strategy fraught with danger!

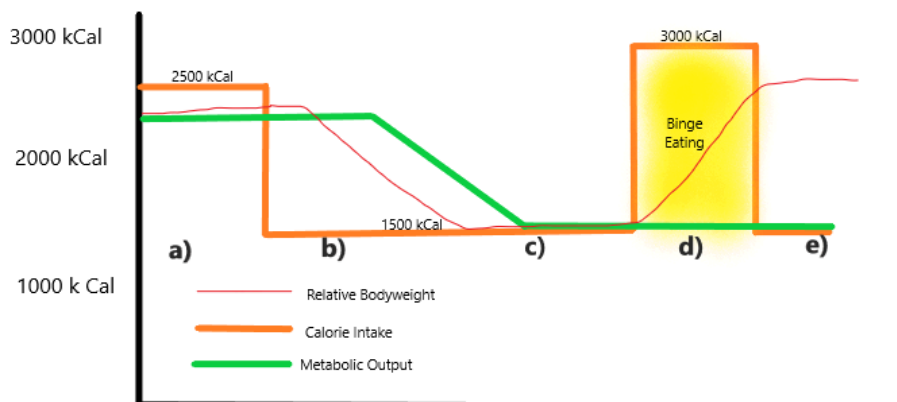


Image 1.

As we can see in image 1. This person has a BMR which typically burns about 2300 calories per day. Their normal uptake from food is about 2500 calories per day. At this rate, this person will put on a kilo of body fat every 39 days. How does this person respond? With unwanted weight surging by the seems, at point A, this person decides to go on a calorie deficit to put a STOP sign in front of fat gain, like roadworks at 8AM.

At point B, this person is stoked as the plan is working, but at point C something has happened that cannot be explained. Not only has this person stopped losing weight, but they are so damn hungry they give in to their cravings and begin to binge eat. Like the pile of manure that inevitably falls into Boof's car, the weight just piles back on. Does this look familiar?

The term for this phenomenon is called **METABOLIC ADAPTATION**. It simply describes that our bodies will adjust to these fluctuations of calorie input as a survival mechanism so we don't simply melt away with our body fat into nothingness.

The real cost of this strategy however, is the damage to our Metabolic Health. Dropping calories generally means cutting down on many important nutrients required (including calories) for optimal bodily function. This can often lead to illness and fatigue and also have lingering longer term effects to our metabolism, making it harder to lose weight in the future.

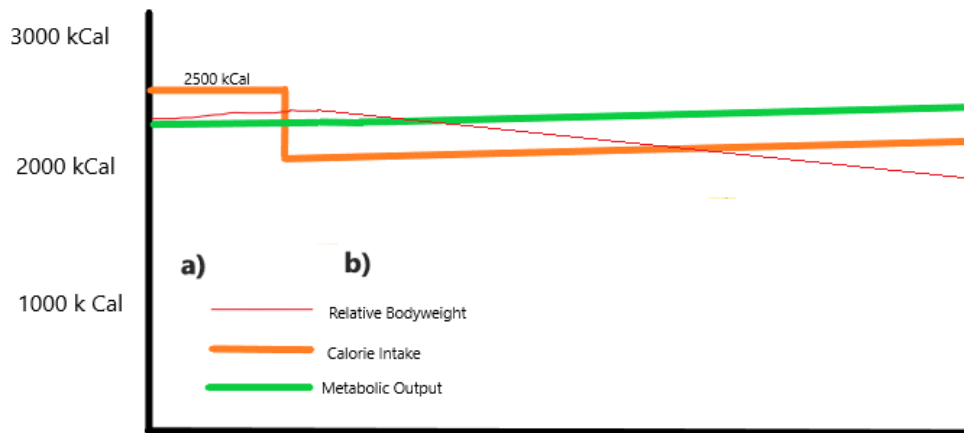


Image 2

You will notice a different approach in image 2. Instead of trying to drastically drop weight quickly, the ideal process is to make simple changes to lifestyle and food choices that will subtly shift our metabolic input down and metabolic output up just enough to create a calorie deficit without starving or pounding pavement like a jackhammer.

Remember on the previous page that a 200 calorie surplus per day adds a whole kilo of body fat in just 39 days? That's just under 10 kilos per year. Now swing that the other way and you quickly realise it really doesn't take much to move in the needle in your favour. The hardest part is finding something you can stick to. The rest of this report will help you do just that!

Industry Insight

Many rookie PT's will just say "as long as it fits your macros/calories". These are often **undereducated** trainers. Those whose nutritional knowledge is worth its salt will know about the impact food intake has on many aspects of their clients health including, hormones, gut health, cellular health, as well as thermodynamics.

Calorie counting does have its place *eventually*. I say eventually because it is determined by the clients metabolic health which can be determined by how they look, feel and function.

If the client has a sufficient 'metabolic platform' - their BMR is reasonably high enough to allow for a deficit, so that when metabolic adaptation occurs, they are still able to consume enough calories to meet certain nutrient requirements - that they can then set a weight loss target based

on their CICO (Calories In vs Calories Out) and effectively achieve this without compromising the client's health.

In our studio, we don't use calorie restrictive diets until the client is at least 15-20% BF for men or 20-25% BF for women, and that's only if their goal is to get even leaner again. We've found that simply improving a client's metabolic health markers is enough to strip unwanted body fat and feel a - *bounce-out-of-bed* - ball of energy that they haven't felt for years!



#2 Myth Busted - You Can Out-Train a Poor Diet

Simple rhetorical question, but which day of the week is **always** the most popular in all gyms? *Why?* Does everybody get off work early on Monday and suddenly have time for gym? Do gyms offer *Monday only* membership specials? Hmm.. I think we know why!

Clearly many gym Go-er's use this session as a feeble attempt to trade in their poor weekend habits for an hour or so of spinning the conveyor belts. While I'll admit, this is better than nothing, it is most often completely futile and unnecessary.

Let's consider the fact that even the really hard - hands on knees - toughest exercise burns somewhere between 600 to 1000 calories over a grueling one hour workout. Add to the fact that a medium Big Mac meal from Macca's is over 1100 calories. Can we see how this might be a problem?

How quickly could you divulge a Big Mac meal? Just a medium meal, so only the Big Mac, medium Fries and medium Coke. No fancy extras. You may say *you could have another* within hours later. And that's only one 'slip-up'. Let's stack on top Pizza night, drinks at a friend's birthday, deserts throughout the week and more, now that is a whole lot of hours of cardio!

Industry Insight

It's hard to read the previous page and not get freaked out saying 'OMG I can never have fun ever again!'. Indulgences can absolutely be part of a healthy diet and you can absolutely enjoy tasty food. Even more vitally important is to enjoy special moments with friends and family without tucking your tail between your legs until you get to the next available treadmill at 6PM on a Monday. The difference in whether your good intentions to do cardio is overdrawn by what enters the esophagus is in what is considered *habitual*.

When poor food choices become part of our **habits**, it is this consistency over time that these foods take hold of our metabolic environment and create a dumpster truck of waste around our love handles. By setting limitations and boundaries, you can gain an understanding of what is acceptable and still stay on track to your healthy weight.

At Elite Body Fitness, we improve these habits by implementing our Remove, Reduce, or Replace method to take a sledgehammer to a wall of poor habits that stands between our clients and their dream body.

- Remove - Go cold turkey and give it up for good.
- Reduce - Still include the food choice but of less quantity and/or frequency
- Replace - Take a poor choice and switch it with a better option

It is these small changes over time that start to shift the energy balance in your favour without starving yourself and doing endless cardio. So how does exercise play a role in reshaping our metabolism and build the foundation for long term success?

#3 Myth Busted - HIIT is the Best Form of Exercise for Fat Loss

15 years is a long time in the Health & Fitness industry. I mean a loooooong time (it would feel like 50 years in many other industries). With the ever changing shifts from the body building programs and - the hundreds waiting in line for - treadmills of the 2000s to so-called *functional training* classes and the cut-and-paste programs from a swath of online trainers of the 2010s, it is anybody's guess as to what is coming in the 2020s. Perhaps AI robots and GLP-1 supps will do all the work for us.

As the industry and culture have rapidly evolved one thing has been consistent:

People getting injured doing exercise they shouldn't be doing!

Research has shown HIIT training to be the most effective form of exercise to burn fat during any given workout. This has resulted in the fit culture going bananas for HIIT training in order to melt away cellulite. Also doing HIIT cardio does have incredible cardiovascular benefits which enables better recovery between workouts. *So how can this be a problem?*

In order to achieve these benefits from exercise, our body needs to be placed under a stress that creates an adaptation to become fitter, stronger and better equipped physiologically for this kind of strenuous activity the next time you call upon yourself to produce these great feats of effort. *Acute Stress Responses* are exactly what the body needs from time to time for optimal health and performance. However, too much of this stress response and we start to create fatigue to our endocrine system (the system that governs hormonal responses) and you are left worn out, fatigued and sometimes with terrible illness. *So how much is too much?*

For a well trained athlete over many years who can dedicate much of their day to day recovering from session to session, quite a few sessions per week. For a highly strung and stressed office worker, who dedicates much of their day stuck behind a desk and has little or no time to focus on recovering from their session, perhaps only once or twice a week. In other words, it completely depends on the individual and their lifestyle. Assuming your lifestyle would likely fit the latter description, here would be the repercussions of your exercise selections.

All movement we perform is coordinated through our Central Nervous System (CNS). When the CNS is fatigued (even only slightly) then the execution of proper movement patterns is compromised leading to poorer technique. This could be technique with how you run, technique with how you swing a kettlebell, or even technique in how you lift a barbell off the ground. The more technically challenging the exercise, i.e. difficult to perform, the more exposed you will be to risk of injury when fatigue sets in. The more stressed you are, the quicker this happens and the heavier the loading to your relative strength, the further compounding the risk of injury.



< It takes skill and dedication to run a marathon.

Lifting barbells should be learnt and practiced before repeated efforts or working to failure >



I'm not saying 'don't go for a run', but if you're overweight and you haven't developed an efficient running technique (running is a skill) then that is a lot of pressure repeatedly hitting your joints. I'm not saying 'don't do kettlebell swings', but if it's towards the end of a 45 minute HIIT workout you are probably going to be swinging through and hurting your lower back rather than firing the powerful glute muscles. I'm not saying 'don't lift barbells', I am saying don't wrench up as much weight off the ground as you can without first spending many sessions (it may take years) perfecting the technique so you can lift safely and effectively.

While HIIT does provide benefits in the moment, poor execution can lead to injury setbacks that often completely derail one's progress towards their goals. A situation that I see time and time again, i.e. I know dozens, maybe hundreds of examples of this, which makes it a myth that HIIT

training is the best form of exercise for fat loss simply because more often it is the best form of exercise for injury.

Industry Insider

For athletes, HIIT should be used to improve performance markers such as lactate threshold. The type, frequency and duration is dependent on the sport. As a casual or gym go-er, the best approach to HIIT is to select exercises that are simple to perform (non-technical) under fatigue such as the Rower, Bike, Battleropes, Step Ups and even the Treadmill to name a few. The idea is that the risk of injury is low and the benefits still remain high.

Remember on the previous page that we use acute stress to create adaptations in the body. Well, the real pro's in the fitness industry don't waste time on compiling marathon HIIT sessions in an effort to 'smash' their clients. The real pro's use resistance based training to create an adaptation of building muscle. Building muscle is the key to longevity from metabolic disease, youthful hormone profiles, strong bones and joints, and YES your ideal body shape.

Quite simply more muscle equates to a more efficient metabolism in that you burn more calories at rest. To achieve the health, fitness and body shape of your dreams than you need to get serious about strength training.

#4 Myth Busted - Cutting Carbs



Another diet that has been all the rage in recent years is the Ketogenic (or Keto) Diet. It is quite simple to understand and can be absolutely effective for quick weight loss results on the scales and also leave you feeling vibrant and energetic in only a short space of time. No doubt this is an impressive result for a diet that simply asks you to avoid wheat based products and processed junk. But here comes the rub.

The weight loss experienced on a Ketogenic diet is often glycogen (stored in the muscles and liver as energy for the body) depletion which also carries water mass at a 2 to 1 ratio. So one

part glucose, two parts water. This is often the rapid *weight* loss experience from Keto and those who do eventually consume carbs again will regain that weight relatively quickly.

The sudden '*feeling great*' experience that many can experience is often induced by a better gut response from removing Gluten from their diet. Gluten is a wheat based protein that notoriously upsets the gut and can often create gut health issues amongst individuals, and should be avoided as much as possible. So this is a big tick for the Keto diet..

Where the Ketogenic diet can fall short is that Glucose is the body's preferred fuel source, so for some (not all) people, a lack of glucose can lead to issues in endocrine function leading to brain fog, lack of energy, and at times hormonal problems. The amount and type of carbohydrates that should be consumed is very much subjected to each individual as there are so many variables to factor in. The good news is that it is very easy to manipulate your carb intake to find what works best for you.

Industry Insight

The first step to approaching your carb intake is to separate what I consider Low Energy Carbs (LEC) and High Energy Carbs (HEC). LEC refers to plant-based fruits and vegetables that simply grow out of the ground or from a tree and don't change their form from dirt to plate. HEC is referring to either wheat based foods and food base products that are processed in a factory before landing on your plate.



< High Energy Carbs provide important energy for muscle recovery and endocrine function

Low Energy Carbs provide vital micronutrients for cellular health and other regulatory needs >



At Elite Body Fitness we teach our clients to first meet their protein requirements and add LEC to their plate in every meal, before we shift the focus to HEC. Once achieved, then we make sure there is enough HEC to replenish muscle glycogen stores and endocrine function while also sticking within parameters to make sure they can still lose weight (when required) to achieve their ideal body shape. Typically the wholefood nutrients recommended prevent the feelings of hunger and cravings that often come with processed or carb heavy foods.

#5 Myth Busted - It's different for the Overweight or Obese

So far I believe I have covered what I promised you from the title of this booklet.

EAT MORE - When you eat to *fuel your body* it not only equates to less calories but you have more energy, increase your metabolic output, and leave the dinner table incredibly satiated.

RUN LESS - It is clear by now that an exhaustive exercise routine is more likely to leave you tired, sick and hungry than it is to melt away the lovehandles into a smooth hour glass.

GET LEAN - When we approach weight loss with a subtle yet consistent approach we construct a metabolic environment that can adjust to your favourite foods and still keep slim and trim.

The last expression is the difference between those who are 'out-of-shape' to those 'overweight' and those who are 'obese'. Your body shape is a reflection of your recent habits over time. The longer and more severe your poor metabolic habits, the worse your body shape and the more challenging it is to overcome these habits. These challenges are often a psychological problem and not just a physical problem, but to suggest that the significantly overweight and obese should approach it differently is false from a physiological standpoint.

The process just simply takes longer and more patience and persistence is required. *We often overestimate what we can achieve in 12 weeks and underestimate what we can achieve in 12 months.* If your food choices have been poor for 12 years (hypothetically) then why on earth should you expect to reverse all of those decisions within 12 weeks. I'd say doing so in just 12 months is an extremely good outcome! And it is incredibly viable.

Industry Insight

Earlier I mentioned that you only need to shift the needle a few hundred calories a day and you are getting well on your way to your ideal body weight. The question is what changes are you going to make in order to do so. These changes can be broken down into two categories. Movement and Nutrition. Or Exercise and Diet if you're looking for a more structured approach to your goals.

The real pro's in the industry teach their clients to use exercise and diet to build muscle mass. Those with real industry experience eventually realise that building muscle is the only way to eat more food, do less running, and still be super strong and lean.

So to my sub headline of this booklet, it is true the fitness industry (for the most part) has got it terribly wrong based on these 5 indisputable mythbusting facts. The reason for this is because it's easier to *sell* someone to lose 6+ kilos in 6 weeks than it is to sell the idea of shifting years of ingrained habits for a long term body transformation result that lasts.



WHAT'S NEXT?

When you made a decision to download this FREE booklet there was a part of you that was intrigued about what on green earth is inside this booklet, then you may have also thought 'hmm.. I wonder if this could help me lose weight, get in shape and be healthier?'. 'Perhaps there is something in this booklet that I have been missing all along that will be revealed to me like a magician sharing his deepest secrets to his most mystifying tricks'.

If pulling back the curtain on these industry myths has resonated with you, then you now have a responsibility to yourself and the loved ones around you, to do something about it. Immediately take action on any eye-popping discoveries that have been made in this booklet. If you were already aware of some or all of this information then what are you doing about it?

Here is a brain teasingly easy 3 point plan to get started:

1. **Start Walking**

If there is one thing us humans are built to do and do a lot of it is to walk. Walking has been proven time again to have many significant benefits that go well beyond just 'burn more calories'. It helps promote insulin sensitivity to prevent type-2 diabetes, stimulate lymphatic processors to remove toxicity, relieves stress to improve endocrine function, and it also helps recovery from exercise. Add walking as much as you can by looking for every opportunity to walk more. Start small and build your steps up.

2. **Go to the Gym**

Don't start running up and down the local bike track as this is pounding pressure through your knees, hips, ankles and back like taking a small sedan through the rocky mountains, instead start resistance based exercises that move through these joints in a smooth and controlled motion like a Ferrari rolling along the Great Ocean Road. If you don't know what to do we have a series of videos on our YouTube channel and our website that will help you get started!

<https://ebfit.com.au/free-resources/>

<https://www.youtube.com/@EliteBodyFitnessAustralia>

The key isn't to load up machines, but rather to move your joints in and out of motion that have been foreign to your body in recent years. This will both break ground on building new muscle tissue and also help you move better. This is actually what *Functional Strength* is, another term bandied around and beaten to death by the industry.

3. **Replace Processed junk with real Whole Foods**

Don't overcomplicate this! The macro measurements can come once at least 80% of your nutrition comes from wholefood sources, and even then you won't need to change much until you reach about 20% body fat. You will eat more food and get leaner than ever before and wonder how you ever lived like *that* before. Yes, that is a common statement I have heard from clients over many years.

THE ELITE INTRODUCTORY PACKAGE

The 3 point plan is easier said than done as there will be obnoxious roadblocks in your way otherwise it is likely you would have already incorporated these into your lifestyle. If you need help fitting exercise and nutrition into your busy lifestyle then getting help from a professional who has been through this process hundreds of times may be essential to your success!

The Elite Introductory Package is designed to get your health and fitness journey started with a clear plan of action to address your exercise, nutrition and accountability needs by identifying the roadblocks that are leaving you stuck in the mud. We hone in on these roadblocks like a heat seeking missile to blast through constraints and get you on the road again and moving towards your goals. We then map out the rest of the journey to ensure you reach your destination.

It starts with a ***Posture & Movement Screening*** to identify what is weak and tight and go to work on a program that will reduce pain, prevent injury and prepare you for the types of exercises that will eventually yield extraordinary results that you would never get from cardio or HIIT training.

Next is a ***Nutrition & Lifestyle Consultation*** that starts with the 6 pillars of Metabolic Health which will pinpoint the problems that make you feel like '*it's in the genes*'. We then use the 6 Steps to Metabolic Mastery like a gold medal pistol shooter to put a bullseye on fixing the problem and constructing your metabolic roadmap.

Finally we take you through your ***Program Orientation*** for your 12 week Functional Strength Program, along with your Nutrition & Lifestyle Plan, as a tangible personalised process for you to immediately implement and reap the enormous benefits. Whether you choose to implement this program with us or not is completely up to you, there are no obligations.

The value of this package is \$497, the value to you maybe so much more. If you could take back control of your health, your energy levels and your body shape, what difference would that make to your life? Do you get more done at work? Can you now keep up with the kids? Are you more confident in your body out in public? What is the real value for you?

Incredibly, whatever that figure you came up with I would hazard a guess that it was a lot more than the \$497 we tagged in the sentence above. But I want to make this such a no-brainer that when you text your '**Name** and **EIP**' to **0455 401 944** that you will be asking us "Are you sure it's only \$197?"

"Yes, it is only \$197, but only for the first 7 days after downloading this booklet!"

We want to reward those who are ready to take action and keep the momentum rolling like Limp Bizkit back in their hay-day!