

## **Burn the Fat Feed the Muscle: Book Overview and Highlights:**

### **Chapter 1: How to set your goals**

All the knowledge in the world is useless if you can't get yourself to apply it. What's the difference between someone who knows what to do and someone who does what they know? Why is it that some days you just can't get motivated to work out? Why do you follow a diet for weeks and then "fall off the wagon?" Why do you sabotage yourself? These things only happen when you don't know how to set goals properly and you don't understand how to harness the power of your subconscious mind. You might think that you're in total conscious control of your behaviors, but it's really your SUB-conscious that controls your behavior. If you know what to do, but you can't seem to get yourself to do it, you've probably been giving negative or conflicting messages to your subconscious mind. The behaviors that are produced by subconscious conditioning are more commonly referred to as habits. Fortunately, you can re-program your subconscious mind with positive instructions and become a creature of positive habit, just as easily as you can become a victim of negative habits. It all begins with a conscious decision and written goals.

Now, to do this:

- 1) Become conscious of what you are thinking. You may automatically think "I want that donut" without even realizing it. Change your negative thoughts. Mentally think "switch" or "next" when you have those thoughts that defeat your purposes.
- 2) Set your goals, very specifically. Pick a certain body fat percentage, a certain size you want to be, etc. The goals have to be measurable though.
- 3) Set big goals, even if they scare you.
- 4) Set realistic deadlines
- 5) Set all kinds of goals, including your ultimate long-term goal, 12- and 3-month goals, weekly goals, daily goals, and the goal of beating your personal best.
- 6) Write down your goals, in the present tense, in the positive, attach emotional reasons, and write them down using "I". These are your affirmations. Examples follow this list.
- 7) Repeat your affirmations several times every day. Have them written down in a conspicuous place, in front of you. Have them in your face all the time.
- 8) You must do this and have faith in it, and do it at least for 21 days. This won't work if you just "try it", only do it sometimes, or do it and then say "this is so stupid and cheesy!"

Examples of affirmations:

I am so happy and thankful now that I am 13% body fat!

I am losing body fat and reaching my goal weight of 110 lbs and my goal body fat of 14% by June 1<sup>st</sup>.

I am developing clean eating and consistent exercise habits that are so ingrained into my lifestyle that they stay with me for the rest of my life.

## Chapter 2: Why Diets Fail, and 8 Powerful Strategies for Permanent Fat Loss

Why diets fail:

- 1) Weight loss is easy. Fat loss is not.
- 2) It seems black and white that if you take in fewer calories than you eat, you should lose fat. It is not this straightforward for many people, for several reasons, including the starvation response of the human body.
- 3) The starvation response is basically your body's response to reduction of calories, in which it reduces your metabolism, and therefore making it harder and harder to lose more fat.

The 8 strategies

- 1) Weight train, for obvious reasons. More muscle means more calories needed just to stay alive. Also do cardio. The only effective way to lose fat without slowing the metabolism for many people is to combine cardio and weights.
- 2) Use a SMALL calorie deficit of 15%-20% below your maintenance caloric requirements, and don't get caught up in exact numbers. As stated before, the human body is quite complicated and solely relying on an equation (if I reduce calories by 500 each day, I will reduce calories by 3500 in a week, and 3500 calories are in a pound of fat, so I will lose 1 pound a week, for ex.) is not necessary.
- 3) To create your caloric deficit, use part diet and part exercise. Don't choose a 500 calorie a day deficit that you get from dieting alone, and then add exercise to that, for example.
- 4) Determine your minimal caloric requirements, and NEVER drop below them
- 5) Eat more frequently and never skip meals.
- 6) Zig-zag your calories (more on this later).
- 7) Never aim to lose more than 1-2 pounds per week. You can lose more weight than this, but it is almost NEVER just fat. It's also water and muscle, which you don't want to lose.

### **Chapter 3: Body Composition – how to determine your body fat ratio**

- 1) It is a great idea to figure out your body fat percentage, choose a goal percentage for you, and work toward it. It is measurable, more reliable as far as the real goal (to lose fat), and you can do it at home.
- 2) You can get this done professionally, which is the most accurate, but is hard for most people to obtain.
- 3) Get the accu-measure caliper. You will have to practice (and I have included how to get good at it), but if you do your measurements consistently, that's what matters.

## **Chapter 4: Charting Your Progress: How to Use Performance Feedback to Get From Where You Are to Where You Want To Be**

The process of losing body fat is a lot like the takeoff and flight of an airplane. Some people take a long time to “get off the ground.” Instead of being patient and waiting out the storm, they quit before they even get to takeoff speed. Others get off the ground, but as soon as they hit any turbulence, they quit and “land the plane.” Some people even manage to start coasting comfortably towards their destination, making substantial progress. But the minute they find themselves off course, they too join the quitters instead of simply adjusting their direction. Each of these people made the fatal mistake of interpreting their results as failure. Because they believed they had failed, they gave up. Can you imagine if a pilot “quit” every time there was a delay, turbulence, or a slight deviation in the plane’s course? No one would ever get anywhere! The key to your success in losing body fat starts with a mental re-frame:

***There is no such thing as failure - only feedback; only results.***

The fat loss system that never fails, IF YOU FOLLOW IT!!

- 1) Know your outcome, decide where you want to go (you should have done this in Ch. 1.
- 2) Establish your starting point, with measurements. Take your body fat percentage and lean body mass measurements. Your body fat percentage, total body weight, fat weight and lean body mass should all be recorded in the first row of your progress chart (see appendix). It’s also helpful to record your skinfold measurements on your chart for accuracy.
- 3) Formulate a plan of action
- 4) Act on your plan consistently – work for it, and know that it is work. It is not easy!
- 5) Pay attention to see if your plan is working. Monitor it, know what is going on, so you can adjust when needed.
- 6) If it’s not working, try something else. Later we’ll learn the many adjustments you can make to get back to progress. Remember the airplane and the pilot!
- 7) Be flexible and persistent.
- 8) You should see positive changes every week. If you are, but then suddenly hit a plateau, you need to be totally honest with yourself. If you are doing everything I tell you, and not losing weight, try the adjustments mentioned in #6 above, and that will be described later.

**The training and nutritional variables you can change:**

- 1) **Eat less** – (include the whole paragraph here b/c needs it) Calorie cutting works when you’re already at a moderate to high calorie level or if you’re eating too much because you underestimated the amount of calories you need. If your calories are already low, then further cutting of calories will have a negative effect

in the long run. Ultimately, the “eat less” approach always backfires if taken to an extreme. In any event, cutting calories beyond basal metabolic needs ALWAYS decreases metabolism. The degree of metabolic slowdown occurs in direct proportion to the size of the drop relative to basal metabolic rate. Some people may disagree, but I believe the first adjustment should almost always be to increase activity before decreasing calories. The conventional approach to dieting says that if you’re not losing body fat, then you simply need to decrease your calories. The cornerstone of this entire program revolves around this idea: *It’s better to burn the fat than to starve the fat*. Think about it: Decreasing calories causes a reduction in metabolic rate. Cardio always causes an increase in metabolic rate. Eating more also causes an increase in metabolic rate. So why not eat more AND do more cardio for a two-fold increase in metabolic rate? I suppose it’s because people think the two will cancel each other out - they don’t – eating more clean food and doing more cardio enhance each other.

- 2) **Manipulate macronutrient composition of diet** - Although the conventional high carbohydrate approach (50-55% carbohydrates, 30% protein and 15-20% fat) is effective most of the time for most people, a drop in carbohydrates with a corresponding increase in protein (and/or fats) can often help break a plateau. Decreasing carbohydrates and increasing protein gives you decided metabolic and hormonal advantages over a high carbohydrate diet. You will learn more about these advantages in chapter twelve.
- 3) **Improve food choices** – obviously, choose the whole grain bread, choose the apple over the applesauce, etc.
- 4) **Manipulate meal timing and frequency**
- 5) **Increase duration of aerobic exercise** - Increasing the duration of your cardio workouts is always one of the first strategies you will employ. You should do a minimum of 30 minutes of aerobic exercise per session when your goal is fat loss (unless you’re a total beginner, then you may need to build up to 30 minutes). If this amount doesn’t produce results, increase it incrementally by five to ten minutes at a time until you reach a maximum of 60 minutes per session. Beyond 60 minutes will usually yield a diminishing rate of return for the time spent. At this point, you would be better off increasing the intensity or frequency. Systematically measure the results of each increase on a weekly basis until you find the level where you start to drop body fat at the optimal rate. For most people, 40-45 minutes per session yields optimal results.
- 6) **Increase frequency of aerobic exercise** - If you’re already doing long aerobic workouts, continuing to increase your duration beyond 45-60 minutes may be counterproductive and very exhausting physically. At this point, one option is to increase your frequency. You should always start with a minimum of three days per week of aerobic exercise. To break a plateau or increase the rate of fat loss, incrementally add one day per week until you reach six or seven days per week. Some people believe that aerobics seven days per week is excessive. When maintained for months on end, this is probably true. But as a method of breaking through a plateau, a period ranging from one to twelve weeks of daily cardio can work wonders for getting you lean. Most bodybuilders and fitness competitors do cardio seven days a week for three months prior to competition. When the

competition is over, most return to a moderate level of three to four days per week.

- 7) **Increase intensity of aerobic exercise**
- 8) **Change type of aerobic exercise**
- 9) **Incorporate high intensity interval training**
- 10) **Double cardio – needs explanation but really for serious plateaus for seriously fit people**

## **Chapter 5 - Metabolic Individuality and Your Body Type: Doing Your Best With What You've Got**

- 1) No two people are alike, so no nutrition or exercise system will work exactly the same for every person
- 2) People usually have some traits of the mesomorph, ectomorph, and endomorph, and are rarely an exact representation of just one of the body types
- 3) Ectomorphs – tend to be tall and skilful, with small joints and waist. Naturally lean and not much trouble with excess body fat. Not likely if you are reading this book that you are one of these, unless you are thin and want to build muscle.
- 4) Endomorph – tend to be naturally muscular and lean, with small waists, broad shoulders. Natural-born athletes and bodybuilders. Same comment as #3.
- 5) Most people who are working hard but still struggling to lose body fat are endomorphs.

### **Endomorphs or those who tend toward endomorphic qualities:**

- 1) A larger amount of cardio is almost always needed for endomorphs to lose fat.
- 2) High protein, medium to low carbs – like a zone diet
- 3) Larger amounts of cardio
- 4) Keep cheat meals to once/week
- 5) Lots of other suggestions that are common sense

Assume 100% responsibility for your results. If you want to eat junk, then accept the results. Even if you stay within your caloric range to lose weight, the junk may seriously affect you – chips, sugar, etc. So don't eat it and wonder why you don't look the way you want. Genetics do play into what your results will be, but you can get fantastic results if you take control of the factors you can control – your exercise, your diet, your persistence, your focus, etc.

## Chapter 6 – The Law of Calorie Balance

- 1) Lists lots of different ways to determine your calorie needs – just use the book and do it
- 2) A calorie deficit that's too large or maintained for too long, will eventually invoke the starvation response and slow your metabolism. Nevertheless, you must have a calorie deficit if you want to lose fat. The secret is to use a small calorie reduction and to avoid any diet that calls for extremely large calorie reductions.
- 3) Reduce your calories by 15%-20% less than your maintenance level
- 4) Adjust according to weekly results
- 5) Zig-zag – 3 days at 15%-20% less than maintenance, then 1 day at maintenance.
- 6) Adjust if needed
- 7) Journal everything – you'll never know if you doing this right and if things are working and what you need to change if you don't do this, at least at first

## Chapter 7 – Secrets of meal frequency

SIX small meals a day is the answer (for men)! Two simple facts of physiology will explain why: (1) It takes about three hours to digest each meal, and (2) protein (amino acids) lasts about three hours in the bloodstream. If you sleep eight hours per night, that leaves 16 waking hours in the day. Six meals over 16 hours equals one meal every 2.7 hours. If your goal is five meals, then your target is one meal every 3.2 hours. Average it up for simplicity, and that's where the guideline of one meal every three hours comes from. Five meals a day seems to be the optimal number for women and six meals is ideal for men. The difference is because men require on average, about 600-900 calories per day more than women.

How to divide your calories:

An example, for the average woman, adjust for you:

Women:

Average optimal caloric intake for fat loss = 1500

Desired number of meals = 5

Target calorie intake per meal = 300 calories per meal

Try:

- 1) Taper your calories, bigger meals earlier in the morning, smaller at night
- 2) Start eating early
- 3) Be consistent from day to day
- 4) Try not to eat "all carb" snacks (small meals)

If it is too hard to start eating 5 calorically equal times a day immediately, try a transitional menu plan.

### **Transitional menu plan example:**

#### **Women/1500 calories/5 meals**

Meal 1: 400 (breakfast)

Meal 2: 175 (mid morning snack)

Meal 3: 400 (lunch)

Meal 4: 175 (mid aftern. snack)

Meal 5: 350 (dinner)

## Chapter 8: Macronutrient Ratios

Fat loss is not usually as simple as calories in versus calories out. So calculate your calories you need first, then divide them up by macronutrients.

The combination of my personal experience with the results from my clients convinced me that this ratio was the best place to start and it became the "baseline" of the BFFM program. If fat loss is your number one goal and you want to achieve it the healthy way without losing muscle or energy, then you can't go wrong with 50-55% carbohydrates, 30% protein and 15-20% fat as your starting point. These numbers are not intended as a rigid prescription; for fast metabolism types, 55% carbohydrates or the classic 60% carbohydrates works well. For others, 45% carbohydrates is a better place to start. Your ratios might need to be adjusted slightly depending on your body type. But before you can make any adjustments for your body type and goals, you must first establish a starting point or "baseline."

### **Adjustments for nutrient ratios by body type**

#### Mesomorph

The mesomorph could probably follow any nutrient ratio and still get results. Enough said here.

#### Ectomorph

An ectomorph should almost never restrict carbohydrates. The ectomorph usually isn't concerned with losing body fat. Usually their goal is to gain muscle, and for gaining muscle, a diet composed of 50-55% complex carbohydrates with 30% protein and 15-20% fat would be ideal.

#### Endomorph

It's the endomorph that needs to pay the most attention to nutrient ratios. Endomorphs are often insulin resistant and carbohydrate sensitive, so the high carbohydrate approach is usually out of the question. A better starting point for an endomorph might be around 50% carbohydrates. Then based on results, they may need further reductions to about 40-45% carbohydrates. In extreme cases, a diet with 25-35% of calories from carbohydrates may work best, although only for short periods of time.

### **Adjustments to the baseline diet ratios for maximum fat loss**

For short periods of time when maximum fat loss is desired, the baseline ratio of 50-55% carbohydrates, 30% protein and 15-20% fat can be shifted to a higher ratio of protein/fat and a lower ratio of carbohydrates. This increases metabolism through the thermic effect of food and it also controls insulin more effectively.

The reduction in carbohydrates is most easily achieved by reducing your intake of concentrated, starchy carbohydrates (such as pasta, bread, rice, potatoes, etc.) at night and late in the day and replacing them with less calorie-dense fibrous carbohydrates (such as green vegetables and salads) using the calorie tapering method you learned in Chapter six.

Remember that the ratios are not just important for the entire day, but for every single meal.

## Chapter 9: Fat

The optimal fat intake is between 12 and 25%, experiment to find your best ratio.

## **Chapter 10: Protein**

To maintain the optimal environment for muscle growth (positive nitrogen balance), complete proteins must be eaten with every meal. This explains part of the rationale behind the common bodybuilding practice of eating six protein-containing meals per day (One every three hours or so.)

### **Protein quality: Complete vs. incomplete proteins**

Protein isn't just found in meat, eggs and milk. There's also protein in vegetables, beans, legumes, and grains. However, the protein in these foods is not considered "complete" because it lacks one or more of the essential amino acids. Generally speaking, proteins from vegetable sources are lower in quality and that's the reason bodybuilders eat so many proteins from animal sources. The complete proteins are those that come from animal sources such as eggs, milk and meat.

### **Complete lean proteins**

- Chicken breast
- Turkey breast
- Fish
- Shellfish
- Eggs (Mostly whites-use limited yolks)
- Lean red meats (Top round, lean sirloin, flank)
- Nonfat or low fat dairy products
- Milk, egg, or whey-based protein powders

There are times when a higher protein intake is necessary. These include:

- 1) When you are trying to gain muscular body weight
- 2) When you are using a low carbohydrate diet for fat loss
- 3) When you are "carbohydrate sensitive"

## Chapter 11: Carbohydrates

Glycemic index – it doesn't mean as much as the Zone and the South Beach Diet will let on. It was based on eating single foods in a fasted state. On this plan, you will always combine proteins and carbs, and you will never be in a fasted state.

## **Chapter 12: How to Get as Lean as a Bodybuilder or Fitness Model Using A New Twist on the Old Low Carbohydrate Diet**

Before deciding that a lower carbohydrate diet, for example is better for you, you must start with the baseline and master the basics first, which are:

1. Eating fewer calories than you burn
2. Properly balancing your macronutrient ratios
3. Eating five or six meals per day, properly timed
4. Eating lean proteins with every meal
5. Eating the right types of carbohydrates and avoiding refined sugars
6. Eating low fat and choosing the right types of fat
7. Drinking plenty of water
8. Eating natural, unrefined foods

### **When a low carbohydrate diet is appropriate**

Carbohydrate reductions are helpful and effective at certain times and under certain circumstances for speeding up fat loss. Here are the three situations where low carbohydrate dieting may be appropriate:

#### **1. For carbohydrate-sensitive endomorph types**

From my experience working with thousands of clients, I would estimate that about 70% -80% of people will lose fat on a baseline diet without carbohydrate restriction. That leaves 20% to 30% who don't respond well to the conventional high carbohydrate, low fat approach.

#### **2. Breaking a plateau**

#### **3. Bodybuilding, fitness or figure competition**

There are some big disadvantages to low carb diets. Reading the list of side effects and disadvantages might be enough to make you steer clear of ever using a reduced carbohydrate diet. However, most of these problems occur by using a “conventional” low carbohydrate diet. Bodybuilders do things a little differently, and the result is often magnificent muscularity and rock bottom body fat levels – without the negative effects! There are three secrets to getting all the benefits of low carbohydrate dieting without all the side effects. The first is carbohydrate tapering, which is the practice of eating more carbohydrates early in the day and fewer later in the day. The second secret is using moderate carbohydrate reductions, not the removal of all carbohydrates. The third is carbohydrate cycling. When combined, the results of these three techniques can increase fat loss beyond your wildest dreams and expectations! Lets take a closer look at each one.

(I did not copy this stuff here. I'll use it if needed, but I don't think I'm carbohydrate sensitive)

Chapter 13 – drink a lot of water ☺

## Chapter 14 – Eating Plan

### **A simple formula for creating effective, fat-burning meals and menus**

Ok, now that you know exactly which foods to choose, you're ready to hand-pick the foods you enjoy and put them all together into your own personalized meals and menu plans. Creating effective, result-producing menus is incredibly easy once you know the simple formula.

Baseline diet formula (50-55% carbs, 30% protein, 15-20% fat)

Step 1: Choose a lean protein from the list for every meal.

Step 2: Choose a starchy carbohydrate from the list for every meal

Step 3: Choose your simple carbohydrates for your breakfasts

Step 4: Choose your fibrous carbs for your lunches and dinners

Step 5: Add essential fats if insufficient quantities are present in your foods

Step 6: Count your meal subtotals and grand totals.

Step 7: Compare your totals to your calorie target and adjust the serving sizes

Step 8: Assign a time a time for each meal

### **BFFM Breakfasts (meals one and two)**

Because you'll be eating five or six meals a day

### **The menu template for the baseline diet**

This template allows you to create a virtually unlimited variety of menus. All you have to do is choose the foods you want and plug them into the appropriate slots. Then adjust the portion sizes for your calorie and macronutrient needs.

#### **Meal 1:**

Lean Protein, Starchy Carb, Simple carb (dairy or fruit)

#### **Meal 2:**

Lean Protein, Starchy Carb, Simple carb (dairy or fruit)

#### **Meal 3:**

Lean Protein, Starchy Carb, Fibrous carb (vegetable/salad)

#### **Meal 4:**

Lean Protein, Starchy Carb, Fibrous carb (vegetable/salad)

#### **Meal 5**

Lean Protein, Starchy Carb, Fibrous carb (vegetable/salad)

#### **Meal 6**

Lean Protein, Starchy Carb (small serving), Fibrous carb (vegetable/salad), essential fat

The book lists acceptable foods for each category, swap as you wish. Also, sample menus are listed in an Appendix.

### **Spicing and flavoring your food**

The sample meals that were listed earlier in this chapter are plain, simple and do

not involve any fancy recipes. That might make you wonder, “Am I supposed to just eat this stuff plain?” The answer is no – you can spice up and flavor your food as much as you want. However, eating basic, natural foods is part of the learning process in the beginning. Once you’ve mastered the fundamentals of combining single foods together in the right ratios and quantities, then you can move on to more fancier, more complicated multi-ingredient recipes.

Feel free to “spice up” and season your food to make it more palatable. You can add any low or non-caloric condiments and sauces such as butter flavor sprinkles, light dressings, low calorie marinades, salsa, cinnamon, or artificial sweeteners (Stevia, Equal, or Sweet N Low). You can also use a wide variety of herbs, spices and seasonings such as pepper, garlic powder, oregano, parsley, sage, thyme, dill, ginger, chopped onion, paprika, Mrs. Dash, and any no-sodium seasoning mix. None of these items will alter the percentages or your caloric intake significantly.

### **Cheat days:**

Designate a “cheat day,” perhaps one day on the weekend, and give yourself permission to have one (or at the most two) “cheat meals” of whatever food you want, then get right back on your regular nutritional program. I do NOT recommend having an entire cheat DAY. I am suggesting one or two cheat MEALS per week. Depending on your body type, you may be able to cheat more often and still get results. However, don’t fool yourself into thinking that it doesn’t matter. Everything matters and every time you cheat you are slowing down the time it takes for you to reach your goals.

## **Chapter 15 - Supplements**

Didn’t read

## Chapter 16 – Cardio

At lower intensities, you burn a greater *percentage* of calories from fat than carbohydrates, and at higher intensities you burn a greater *percentage* of calories from carbohydrates. High intensity aerobic exercise can use as much as 65% of the body's energy needs in the form of carbohydrate. The most important issue for fat loss is not the ratio of fat to carbohydrate burned, but the total number of calories burned and high intensity aerobic exercise burns the most calories!

The number of days per week you do aerobic workouts is largely dependent on your goals. Everyone should always do three days per week of cardiovascular work as a minimum. Three days of cardio a week is a habit you should maintain as a part of your lifestyle for your health if no other reason. If your body fat is already in the desirable range, then three or four 20 to 30 minute workouts per week are usually enough to maintain your low body fat level and stay aerobically fit. It's also enough to help keep you lean when you're working on gaining body weight. If your goal is to lose body fat, then adding a fifth, sixth or seventh day will maximize your results.

When your goal is maximum fat loss:

30-60 minutes of continuous activity per session, 5-7 days per week

When your goal is gaining muscle, maintenance or cardiovascular conditioning:

20-30 minutes of continuous activity per session, 3-4 days per week

This optimal zone for fat burning and cardiovascular conditioning is generally between 60% and 80% of your functional capacity or 70-85% of your age predicted maximum heart rate.

To avoid adaptation and plateaus, you must alternate periods of high volume aerobic work with periods of low volume work over the course of a year. Bodybuilders do this naturally between pre-contest and off-season phases, and that's why they're able to reach peaks of extremely low body fat every year. Once you've achieved what you consider an ideal weight and body fat percentage, don't continue with six or seven days per week. Three or four times a week usually does the trick .

**More is not always better: Do as much or as little aerobics as necessary to produce the result you want:** It may sound like I'm an advocate of always doing tons of cardio for fat loss. But that's not necessarily true. I'm an advocate of being *willing* to do as much as it takes for *YOU*. The results you get from your training are largely dictated by your genetics. Depending on your body type, you may need more or less aerobic work than other people. If you can get lean with a bare minimum of cardio, then there's no point in doing more. In fact, ectomorphic types who are naturally thin and lean to begin with may find that they lose muscle by doing too much cardio. You should adjust your level of aerobic work according to the results you get. Do as much cardio as is necessary to produce the desired results – no more, no less.

## Chapter 17 – Weights

The increase in resting metabolism that comes from weight training is not enough to get maximum fat loss for most body types. It's important to realize that the primary fat burning effect of weight training comes *after* the workout from the increase in BMR and from the increase in post-exercise metabolic rate. *During* weight training workouts, you are burning primarily sugar. The increase in post-exercise metabolism from cardio, on the other hand, is relatively small (with the exception of very high intensity cardio). Cardio provides the majority of the fat burning benefits *during* the workout, because aerobic exercise uses oxygen and is therefore fat-burning in nature.

All calories burned will have an impact on fat loss because overall calorie balance is what really matters in the long run. However, it's my contention that sustained fat burning, oxygen-utilizing aerobic exercise is critical for fat loss – especially in endomorph body types. If you're the type of person with stubborn body fat, weight training alone is never going to cut it.

BFFM is, by definition, a weight training, nutrition *and* aerobic exercise program. If you're not doing all three, and you don't have written goals, you're not following the program.

Your weight training workouts should not last more than one hour. The optimal workout duration is probably even shorter; around 45 minutes.

### **BFFM Frequency guidelines:**

Beginners: 3 workouts per week on nonconsecutive days, full body each workout

Intermediate: 3 or 4 workouts per week on two day split routine; half the body one day, half the next (each muscle group worked no more than 2 x/week)

Advanced: 4-5 days per week, on a 3 or 4 day split routine, each muscle group worked once every five to seven days.

### **BFFM repetition guidelines**

Strength/Power 1 – 5 reps

Hypertrophy (size) & some strength 6 - 12 reps

Local endurance/ little size 12-20 reps

Abs & Calves 10-25 reps

### **BFFM Exercise guidelines**

Beginner: One exercise per muscle group/full body routine

Intermediate: Two exercises per muscle group/ two day split

Advanced: Three exercises per muscle group/three day split

Advanced II: Three or four exercises per muscle group/four day split

**Lots more info on splits, reps, all that – not copying here b/c I'm using videos. Very important to change your routine frequently, and ALWAYS keep using heavier weights. Examples on how to do that are included in the book but not copied here.**

