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“How To Lose Weight The Correct Way”

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- **Foundations guide** - an informative guide on the basics of a healthy diet and lifestyle.
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This Free Ebook is in 3 parts.

Part 1 - Our main guide - *'How To Lose Weight The Correct Way'*
(page 5)

Part 2 - A guide on exercise motivation - *'7 Tips To Increase Your Exercise Motivation'*
(page 10)

Part 3 - A bonus article - *'How To Get Your Ideal Body - written by Jason Squires'*
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“How To Lose Weight The Correct Way”

This guide on effective weight loss is going to be *short* and *to the point*.

It's a practical guide which requires you to **TAKE ACTION**. You are never going to achieve your weight loss goal if you don't do anything. So when you go through this guide, ***ACT ON THE ADVICE!***

This guide is going to explain how our Expert Personal Trainers instruct a client to lose weight.

No fluff.

At ***Squires Fitness***, we work with a team of highly experienced *Certified Personal Trainers* who have had innumerable clients wanting to lose their love handles, get rid of their belly fat, tone up and get in better shape.

We also work with *Certified Diet & Nutrition Advisors* who advise our clients on what they should and shouldn't eat in order to lose weight quicker - *and no, our clients don't go hungry!*

Some consider us to be an online personal training programme. We prefer to think of ourselves as knights in shining armour 😊

Anyway, without further ado, let's explore how you **CAN** lose weight and ***KEEP IT OFF***.

Losing Weight The Correct Way

The following excerpt is taken from our *Foundations Guide*: (which all our clients receive)

...Why Conventional Diets Never Work

You've probably heard of this before - someone goes on a diet, loses a bit of weight, but then two weeks after they have ended the diet they are actually heavier than they were before! Not good.

Why is this? Well, conventional diets are for the short term. They do not take into account how your body actually works or how it responds to a lack of food. A diet is simply a method of starving your body of the food it requires until you are at your ideal weight.

With a diet, you are instructed to eat a restricted amount of calories until you are at your target weight. When you have achieved this, you are 'allowed' to start eating 'normally' again. Then what happens? Two weeks later, voila, you've put the weight back on and are back to square one. Once again you are looking for the next 'fad' which will promise to help you '*lose weight quickly, safely and naturally*'.

What you must ask yourself when presented with any of these 'fad' diets is if you can eat like that forever? Could you live the rest of your life without eating bread? Or drinking milk? Or cutting out something else you're advised not to eat? Doubtful.

I think it would be a conservative estimate that the diet industry is worth hundreds of millions of pounds annually for businesses, and is still growing. On the same token, there are also crystal clear facts that obesity is on the rise. Hmm, I would have thought that with the exploding diet industry promising to help you lose weight and get in shape, obesity levels would at least drop *slightly*? Apparently not!

Diets don't work, case closed.

The good news is that there is a way to lose weight (if that's your goal) and keep it off - by making *sustainable* changes to your eating habits.

One problem though... For most people, *change* is scary, *change* is different, *change* is out of our comfort zone. Thankfully, the people who have made the necessary changes and have experienced long term health benefits look back and think "*why the hell did I not do this before!*"

The scary bit is just the *thought* of changing your habits and changing what you eat on a regular basis. Once you start implementing the changes, and start seeing results, these results become reassuring. This, in turn, motivates you to keep going and to keep it up.

Once these new eating habits have been formed (this takes roughly 27 days), this is how you are now. This is the new you.

Diets are **bad**.

Making the correct changes to your everyday eating habits is **good**.

I hope that now makes you feel differently about the latest ‘*only eat cabbage soup*’ craze. They just don’t work.

What does work?

A simple formula is all that is needed to explain weight loss:

$$\text{Calories Burned} > \text{Calories Consumed} = \text{Weight Loss}$$

So if you burn more calories (through exercise) than you consume each day (through the food you eat), your body will begin to use its fat reserves for energy. This is what we want!

That’s the simplest way to explain it.

BUT! Please don’t stop eating completely, and start exercising around the clock because your body won’t react nicely to that either. A hypoglycaemic crash isn’t nice. This is basically when your blood glucose levels are so low that it feels like your body is shutting down! Definitely not good!

We can calculate something called a BMR, which is your Basal Metabolic Rate. This is a calculation to suggest how many calories you need per day to maintain your current weight. We shouldn’t be eating anything fewer than this calculation.

For healthy weight loss, and to stop our bodies putting the weight back on again in a few weeks (as with *yo yo dieting*) you should eat the correct amount of calories as per your BMR calculation and perform *effective* fat burning exercises.

So, it is relatively simple to lose weight, but why do people seem to

struggle? Well, we've found there are several reasons:

- They don't know what foods they should / shouldn't eat.
- Their motivation *disappears* when they don't see results as quickly as expected.
- They don't know what exercises to do to speed up fat loss.
- Emotional eating, food cravings...
- *The list could go easily go on for 5 or more bullet points.*

So how can you overcome all the common obstacles and guarantee success?

1. **Get an exercise programme** that is tailored for fat loss - follow this religiously.

Results will not show overnight, so do yourself a favour and **DON'T STEP ON THE SCALES** every morning and expect there to be an immediate decline. **Throw your scales away if you need to.** If you must keep track of your progress - only step on the scales once every three weeks, and keep a diary of your progress.

2. **Stop eating all the junk.** You know what you should and shouldn't be eating. So get rid of everything that is refined, has added sugar, or added fat. No more chips, crisps, chocolates, pizzas, ice cream, etc. When you slowly phase out all the rubbish food, you stop craving it (*it's all to do with your blood sugar levels*).

But you don't have to starve yourself. If you eat plenty of complex carbohydrates, you definitely won't go hungry. Complex carbohydrates release energy slowly throughout the day, so you keep hunger at bay for longer.

What are complex carbohydrates?

- Brown rice

- Potatoes
- Wholemeal breads
- Brown bread
- Pitta bread
- Bagels
- Wholegrain cereals
- High fibre breakfast cereals
- Porridge oats
- All bran
- Wheatabix
- Shredded wheat
- Ryvita crispbread
- Muesli
- Oatcakes
- Beans

*Did we forget to mention that Squires Fitness offers BOTH a tailored workout programme that will be perfectly designed for efficient weight loss and a diet assessment from a Certified Diet & Nutrition Advisor? So you will know exactly what you should eat for each meal? Did we not mention that? OK, well now you know ☺

3. Stay consistent. Again, results won't show overnight. Rome wasn't built in a day and getting your ideal body may take a little longer than expected. ***BUT YOU WILL GET THERE.***

Persevere. With the correct diet and exercise programme you can lose up to half a stone (7lbs) a month, safely, AND keep it off. So it may only take a few months to get the body you want.

*Did we also forget to mention that Squires Fitness offers an **EXCLUSIVE** motivational guidebook and audio CD for all our clients? And that you can get the first three tracks off of the audio CD for FREE at <http://squiresfitness.com/motivate-me-now/>. Did we not? Thought it was worth a mention ☺

And there we have it, a 'nuts and bolts' guide on... How To Lose Weight The Correct Way.

Now, we can go on to the second part of this guide - '7 Tips To Increase Your Motivation To Exercise'.

“7 Tips To Increase Your Exercise Motivation”

This guide on exercise motivation is going to be *short* and *to the point*.

It's a practical guide which requires you to **TAKE ACTION**. You're never going to increase your motivation if you don't do anything. So when you go through the 7 tips, **actually put them to use!**

This guide is going to show you 7 ways to you can increase your motivation to exercise.

No fluff.

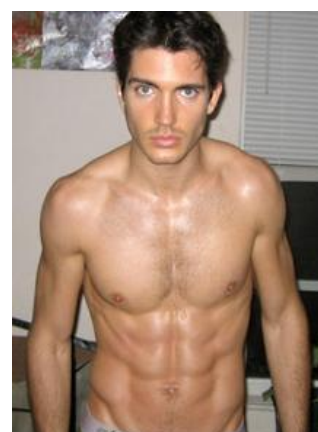
At ***Squires Fitness***, we work with clients every day who struggle with finding the motivation to start their exercise programme or to stay consistent with their current programme.

Thankfully, we provide the guidance and advice to ensure they *start* motivated, *stay* motivated, and ultimately **follow through with their goals** and **get in shape**.

To go from this...



...to this...



... doesn't happen when you're sat on your backside in front of the television!

So what can you do in order to give yourself a kick up the backside and fire up your motivation?

...without further ado, lets jump straight in with the 7 tips!

1. Define and write down your 'Power Statement'

Goal setting is important, we all know that, but not everyone does it. As an alternative, think of the *reason why* you want to get in shape? Is it to build your confidence? Attract the opposite sex? Or just to improve your health? Go back to basics.

Once you've got your 'reason why', start thinking of the end result and the benefits this will bring. What will happen when you become more confident? What will happen when you become more attractive to the opposite sex? What will happen when you are now in the best shape of your life? Just doing a little day dreaming should start to get you excited.

Once you have done this, grab a pen and paper, write down the following sentence and fill in the blanks. This is now your *power statement*.

I am motivated and energised to exercise because I want to "*insert reason why*" as I will then "*insert what will happen when this is achieved*".

2. Read your Power Statement daily

Continuing on from point one, read your power statement daily. Once you have written it down (if you haven't done it yet, **do it now!**) put it next to your bed where you will see it each morning and each evening.

Each morning and each evening read your power statement to yourself over and over several times. Say it out loud as well as in your head. Bring the statement to life, feel the enthusiasm for wanting the end goal. Feel the energy you have behind your *reason why*. You will soon find yourself getting fired up.

This may feel a little silly at first but give it a try over a few days, it DOES work and it WILL increase your desire to get started on achieving your ideal body.

3. Get organised

You have your power statement in mind, are starting to buzz with enthusiasm and are really keen to start an exercise programme. But you are not a member of a gym...

If you intend on exercising at a gym, join one. If you wish to swim several times a week to get in shape, get a membership at your local swimming baths. If you intend to run outdoors, get yourself some running gear - trainers, shorts and t-shirt.

If you haven't got these basic things in place, regardless of how motivated and revved up you are for getting in shape, you have an extra barrier to exercising that needs to be dealt with.

Maybe an obvious one, but for some clients, the obvious needs to be pointed out.

4. Have a plan

So you want to lose weight, or build muscle, or tone up? Fantastic, that's great news! So what are you going to do now? Where do you start? What

do you do? Should you go to the gym? What should you do when you get there?

Fail to plan, plan to fail. Ever heard that before? Good, because this also applies to getting in shape. If you don't have a plan, you'll aimlessly do a bunch of random exercises that aren't geared towards your goal and you won't get the results you expect.

You will then become discouraged, and soon stop exercising. Not good.

You need **two** plans. One for your exercise routine and one for your diet. Exercise and diet are two peas in a pod, to get your ideal body as quickly as possible, you need both peas. You need the pod.

Get a plan for your diet, and get a plan for your exercise routine. You then have all you need to succeed. This reassurance alone will give you more *confidence* and *enthusiasm* to follow through.

*As we mentioned previously, we provide BOTH a tailored workout programme from a Personal Trainer and a Diet Assessment from a Certified Diet & Nutrition Advisor - <http://www.squiresfitness.com/eat-right/>

5. Stop procrastinating

I'll do it later... I'll do it tomorrow... I'll do it next week...

Sound familiar? It probably does, because I'm guessing this is a big hurdle you're trying to overcome in your quest for increasing your motivation to exercise.

To combat this, try this little technique -

Your routine may state that you should be exercising Monday, Wednesday

and Friday (for example). Now, if Monday is your next workout session, just **bluntly** say to yourself - “on Monday I’m going to the gym”. Be **strong** in your resolve. **Make the decision** that on Monday, you **ARE** going to the gym. There’s no ‘maybe’ - You are firmly telling yourself that on Monday you are going to the gym.

Now you are committed to going to the gym on Monday.

What usually happens now is that as Monday gets closer, you will *magically* find reasons and excuses why you can’t go. Maybe you have to finish a report at work, or rush to the shops to pick up some milk?

Before you even begin to justify to yourself why you *can’t* make it to the gym, tell that little voice in your head to **SHUT THE HELL UP!** You’ve already committed to going, the report can wait, and you can get some milk after your workout.

Don’t listen to any excuses that you may start to tell yourself. Excuses are for losers, **and you my friend are going to get in the best shape of your life**. So that’s Mondays workout done, now do the process all over again for Wednesdays workout.

6. Get support

Talk to people about your exercise routine. Share your goal with friends and family. Tell them why it’s important to you that you achieve it.

In 99% of occasions, you will receive words of encouragement in reply. This little boost may be all you need to help you stay on track. But make sure you only talk to **positive, supportive** people about your exercise programme. Discussing it with a negative person can have the opposite effect.

This is another ridiculously simple technique that people generally don't put to use. Give your friend a call tonight and tell them how excited and enthusiastic you are about hitting your fitness goals. Even read them your power statement:

“Hey Sarah, I’ve got this new exercise routine I’m following and feel so motivated and energised to exercise because I want to insert reason why as I will then insert what will happen when this is achieved.”

Speak to your friend tonight, and say the above paragraph word for word and see what reaction you get.

*Again, Squires Fitness offers an exclusive motivational guidebook and audio CD to all our clients? And that you can get the first three tracks off of the audio CD for FREE at <http://squiresfitness.com/motivate-me-now/>.

7. Take baby steps

Losing weight is a common exercise goal. For example, if you want to lose 2 stone (28lbs), this won't happen overnight. In having a large goal in front of us, it often seem that it's 'too big' to tackle and we become discouraged and demotivated before we've even begun.

So break it down. Take baby steps. If you have taken our advice from point number 4 (if you haven't, get it sorted ASAP!) you will have your exercise programme and a tailored diet plan. Now break it into smaller chunks. Firstly, aim to complete your first week in the gym. Then focus on getting your diet right. Then focus on your second week in the gym.

Your larger goal then doesn't seem as 'impossible' because you **WILL** achieve your weight loss goal without really thinking about it, by just taking baby steps...

And there we have it...

7 Tips To Increase Your Exercise Motivation!

NOW IS THE TIME TO TAKE ACTION!

Put these tips and techniques to use for both your weight loss attempts and exercise motivation, and see what they can do for you. You will be very surprised with how these simple techniques can help keep you motivated, driven and enthusiastic about exercise and striving towards your ideal body.

Other than providing incredibly informative reports on health and fitness, our main line of work involves providing our clients with a **personalised 12 week workout programme, diet assessment and motivational support** which is all tailored to their specific fitness goals and previous exercise history.

Whether exercising in the gym, or at home, we can personalise a programme for you.

If you are serious about getting in shape and you still feel a little unsure what to do after reading this report, let us take the guess work out of it for you. That's why we're good at what we do 😊

Check us out on **facebook** - www.facebook.com/squiresfitness to chat with other like-minded chaps and chapettes striving towards their ideal body. We think you'll enjoy it.

If you've already seen us on Facebook, head over to our website to see how we can help you today - www.squiresfitness.com

ADDED BONUS!

We regularly write articles for publication both online and offline. Below is one of our most popular articles titled '*How To Get Your Ideal Body*'. Just an extra bonus gift for downloading our free guide. Enjoy!

HOW TO GET YOUR IDEAL BODY...

Hey guys, what we're talking about today is 'what it takes' to achieve your ideal body... How do you get it? Where do you start? ...and what can you do to bullet proof yourself from failure?

Quite simply, you **ONLY** need **three things** in order to get the results you want.

1. The correct exercise routine that is proven to get the desired results,
2. The correct diet 'tweaks' to get your ideal body quicker, and...
3. The enthusiasm and motivation to stick to numbers 1 and 2.

Without further ado, let's explore these three elements in slightly more detail.

1. THE CORRECT EXERCISE ROUTINE

Before you select the correct exercise routine, you need to figure out what your goals are. What do you want to change? Here's some inspiration:

- >> Reduce your belly fat
- >> Lose your 'bingo wings'
- >> Have an overall more toned physique
- >> Target your thighs and bum

You may want to target something completely different... but listed above are some ideas to get you started.

Once you have an idea of what you want to change - write it down in this format -

“My goal is to _____ because I want to _____”

This sentence can be as long or as short as you like. When you write down the ‘*because I want to...*’ it solidifies your reason for choosing your goal (a little motivation technique which will increase your enthusiasm to follow through).

Now you are able to choose the correct exercise routine specific to your goals.

There are loads of different exercise routines to choose from - far, far too many to comment on in this post. But when choosing what exercise routine to follow, ensure that the exercises target your chosen areas and are suited to your goals (weight loss, muscle building or toning up).

2. MAKING THE CORRECT DIET TWEAKS

This is going to be a BIG revelation to a lot of people, although it is understandable if you aren’t aware of this as it’s never really discussed or commented on... But... *(and to add emphasis and bring the point home, I’m going to centralise the following point, and put it in BOTH bold AND italics)*

...‘Your diet is as important to your fitness goals as exercising is...’

...and it’s not just what you eat (yes, it’s obvious that you shouldn’t eat pizza if you want to lose weight) but also when you eat, how many meals you eat, and what your meals consist of.

However, you don’t need to make drastic changes to your diet in order to reach your goals quicker, you just need to tweak it slightly so that it is inline with (and complementary to) your exercise routine.

Here are a few basic rules of thumb...

>> **You should ALWAYS eat breakfast** - regardless of what your goals are - either toning up, weight loss or muscle building.

>> **Try to ensure all carbohydrates are complex carbs**, not simple carbs. Over a period of time, this will result in diminished sugar cravings, increased energy throughout the day and an overall lift in your mood.

>> **Eat the right types of fats** - dairy products, unsalted nuts, avocado and fish.

>> **Drink plenty of water** - get rid of all caffeine drinks and sugary drinks. Only drink fresh juices and water.

If your goal is **muscle building** or **toning up**, try to eat more protein throughout the day - chicken, tuna, eggs, nuts, beans, etc.

If your goal is **weight loss** or you are targeting specific areas of your body - don't eat less than your BMR (Basal Metabolic Rate) if you do, your prone to putting the weight back on again when you 'resume' eating 'normally' again.

Attempt to eat MORE meals throughout the day... Eat a smaller breakfast, lunch and dinner, but then eat a large snack between meals. This will result in your metabolism speeding up and your body becoming more efficient (you will actually burn fat quicker doing this) - another blog post will soon be uploaded purely on 'the benefits of speeding up your metabolism'.

3. ON GOING MOTIVATION TO STICK TO POINTS 1 AND 2

OK, so you've got an exercise program specific to your goals and have tweaked your diet to complement these goals.

Great stuff, stick to these changes for a little while, stay consistent and you will meet your goals - there is no way you can fail.

BUT - if you give up before you've met your goals, all of your previous efforts will have been a waste of time... So, how can you keep your motivation levels high and follow through on your plan?

Well - the sentence you wrote down earlier - "*My goal is to _____ because I want to _____*" is going to be used to sustain your motivation.

If you've wrote this down on a piece of paper, keep it somewhere you will see it every day (next to your bed, maybe?) and read it daily. You will then continue to remind yourself of the reasons why you want to reach these goals.

Other little motivation tips and techniques you can use are as follows:

>> **Tell your friends about your fitness goals** - their support will ensure you keep up with your programme.

>> **Reward yourself** - Tell yourself that when you have achieved your fitness goal, you will... buy a new dress / have a day out / buy some concert tickets - having an additional reward for achieving your fitness goals will keep you driven.

>> **Avoid negative people** - if your always around moaners and complainers, their attitude rubs off on you (which you DON'T want) - instead, associate yourself with **positive people**, you will find that you start to see everything in a more positive light - including focusing on your fitness goals.

>> **Exercise with a friend** - ask your friends if they want to start an exercise programme with you - you can then both motivate and encourage each other along the way...

AND THAT, IN A NUTSHELL, IS HOW TO GET YOUR IDEAL BODY!

I hope you have enjoyed this Free Ebook from us. To learn more about what we offer, and start today, head on over to

<http://www.squiresfitness.com/>

Committed to your health,

Jason Squires

Certified Personal Trainer
Certified Nutrition Specialist