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PERFORMANCE U

# LEAN FOR LIFE

PRINCIPLES FOR MAXIMUM FAT LOSS



PERFORMANCE U

Poor genetics. No time. Stress. Bad habits. Big boned. Lack of information. Laziness. Unmotivated. Party too much. Kids. Don't like working out. Thyroid problems. Confused. No willpower.

Have you used any of these excuses to explain to yourself or others why you don't look the way you want to look?

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Well congratulations, you're human and you're following the same BS beliefs the rest of the fitness world does, just like I did for the first 10 years I struggled to get in shape. But it doesn't have to be this way.

I have heard people use every excuse in the world as to why they "can't," why they don't, why the time isn't right, or even why they don't like setting goals.

I sometimes wonder whether people unconsciously choose these excuses or the victim approach to avoid setting goals for fear of failure, for sympathy, or to commiserate with their peers. You can't fail if you don't set goals, right?

Regardless of what you've done in the past, what you believed, or what you've been told, you absolutely can change your body and life forever--, and it's not about simply counting calories, restrictive eating, or doing way more exercise than anyone wants to.

In my life, I have comfortably walked around at six percent body fat for years, and I have also walked around at 20 percent body fat for years. After carefully analyzing myself and many countless others, the difference between making sub 10 percent body fat your norm, and being over 20 percent is much less than you think. It's not hours of cardio, or starvation. It's not some miracle drug or supplement protocol. It's a few simple habits that involve the body AND the mind, that when applied daily, make permanent changes.

People fail at losing fat, not because they “can’t,” but because no one has ever really spelled out all the reasons why you are likely to fail, and provided proven action steps to overcome them, permanently.

## THERE ARE TWO PRIMARY REASONS PEOPLE GET FAT:

- 1 | Overeating.
- 2 | Not moving enough.

Arguably, the two can never be separated. If you move a ton, you can eat a lot. But too much food makes us sluggish, so we end up sitting around and rationalizing our lack of movement.

### HERE'S A FACT:

Measuring calories will NEVER solve the problem of overeating, and in most cases measuring calories has been shown to increase binge eating and actually decrease movement.

Counting calories is the trend now, and although it can be useful in some cases, it is certainly not the first step to lose fat permanently.

### Why then, is no one questioning this paradigm?

Dropping calories seems to make logical sense in theory, and to people who don't think deeper or actually work with real clients, but it doesn't hold up over the long term. Over 95 percent of people who lose weight will gain it back within one year.

Calorie restriction simply doesn't work because it doesn't address the cause of the overeating.

# OVEREATING IS A MIND STATE

Overeating is an amygdala-based response that is grounded in stress, fear, and the learned associative habit that food will cure this uncomfortable feeling. It's a state of mind that must be addressed by creating a new state of mind. Simply telling someone not to eat, or to eat less is like yelling at a child to not eat that cookie in front of them. It simply doesn't work.

This consumerist paradigm is built into the culture and our subconscious from the time we are born.

*Little Sally doesn't feel well; give her some ice cream. Little Freddie is sad; give him a cookie to make him feel better. Little Johnny did well at school; give him some cookies.*

To change, you either need a new and positive coping strategy, or you need to be much better at managing stress. Actually you need both.

Until now, it seemed that getting and staying lean for life was hard. It's reserved for the genetically blessed and no one else. That's because fat loss "experts" tend to focus on one aspect of the process: the physical.

No one has ever taken a deep dive into the combination of how to change the body, AND how to change the mind. Your habits and behaviors are run by a set of unconscious beliefs and a personal identity that lives well below the surface of your conscious thoughts.

You can calorie deplete yourself and exercise off all the fat you've got in a few months if you're willing to suffer. But until you address what's happening in your unconscious mind, you will always spiral right back and return to the level of your former self, and often ending up worse than where you began.

**I've worked with people from all over the world at all levels and guided them to drop thousands of pounds of unwanted fat. It's not hard, and it's certainly possible for you, too.**

I've spent the last few years working with the top experts in the fields of human metabolism, exercise physiology, motivational psychology, neuroscience, and nutrition pinpointing all of the possible reasons why people struggle to lose fat, and what sets

apart the people who succeed from those who struggle, fall short, or give up.

Like all great coaches, I care about your results and I care about making sure you sustain them. This means not only achieving a short-term mind-blowing transformation; it means achieving that mind-blowing result, and embodying those results so you never go back

# GETTING IN SHAPE COMES DOWN TO 6 THINGS

Beliefs    Identity    Habits    Skills  
Purpose    Proven Action Plan

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Most "Coaches" focus on one, the action plan.  
This is why most people fail.

**This is just the tip of the iceberg.** Yes, if you're willing to suffer you can absolutely create incredible short term change. However, to create dependable lasting change, you must go deeper. Unless you address the other 5, you will never sustain those results.

# LET'S GET STARTED:

I want to help you succeed. But I can't want it for you more than you want it yourself.

- You have to KNOW you want it.
- You have to BELIEVE you can (because you absolutely can).
- You have to know WHY you want it now so when things start getting even a little bit out of your normal routine and it feels a little uncomfortable, you will persevere.

# LEAN FOR LIFE: 58 Performance U principles FOR MAXIMUM FAT LOSS

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## 01

### MEDITATE

Start your day, every day, by creating your mind.

Meditation is the single greatest opportunity to manage stress and create a new mind that is your ally, rather than an enemy. Either you create your mind, or the world creates it for you.

Sitting down to meditate each morning for 20 minutes gives you the opportunity to create high level awareness of your thoughts, actions and feelings. This awareness is the essential first step in creating behavior change. Meditation is the opportunity to decide who you are going to be, and how you are going to show up. Are you a victim to life, or the creator of your life?

Meditation is like placing a wedge in between the things that happen to us, and the way we respond. It helps to remove the reactionary mind (amygdala), and gives us the time to think about the best possible response rather than senselessly reacting (prefrontal cortex). Meaning: less reactivity, less stress, less mindless action. The more you train a calm mind, the less often you will become stressed, lose control, or do mindless things. Millions of books have been written on the endless reasons why meditation will improve your life, but I could write a book on why this will improve your body composition. JUST DO IT. Start with 10 minutes today.

## 02

### BREATHE

Create a daily breath practice.

Breathing is the gateway to our autonomic nervous system (ANS), and when trained can act like a volume knob to turn your energy and performance way up, or calm you way down. Our ANS controls our stress response, which has an impact on our heart rate, heart rate variability, breathing rate, perceived stress, digestion, healing, focus, fat loss, anxiety and much more.

CO2 tolerance is a trainable marker of the body's reactivity to stress and exercise. CO2 is the body's metabolic stress signal and the more we can tolerate CO2 the lower the perceived effort during exercise and the less we react to stressful situations. This is a marker of high level performance and recovery. Plus, its instantaneous feedback.

Poor tolerance of CO2 = poor performance. Outstanding tolerance of CO2 = outstanding ability to do more work, with less effort, less discomfort, less inflammation, faster recovery.

Does it sometimes feel hard to focus? Or do cardio? Or to breathe when exercising? Do you get anxious? Have a racing mind? Yes, so does everyone else until they learn to control their breath. I use the metaphor of the walls closing in around you. When you breathe well and tolerate CO2, the walls become pliable and stretchable. Breathing well will shift all of these away from reactive living, to feeling confident and empowered. Start your day with a 4-4-4-4 box breath for 10-20 minutes, ideally while walking or doing some type of aerobic exercise.

## 03

### GET OUTSIDE

**Spend time outdoors in natural environments.**

Breathing outdoors is a big part of establishing a healthy and diverse microbiome, which we know is correlated with being lean. Being outdoors and using our peripheral vision (wide viewing rather than narrowed field of vision) like when looking at a horizon is a significant lever in becoming more parasympathetic (calm). This is due to the peripheral nature of our visual processing when outdoors, decreased noise and light pollution associated with natural areas, and the calming nature of the spectrum of green shades we are exposed to.

**IF YOU WANT TO CALM DOWN, GET OUTSIDE.**

## 04

### SUNSHINE

**Watch the sunrise, and sunset every day.**

Sun is the most impactful signal on our biology. It will improve glucose utilization, increase vitamin d, decrease inflammation, and set our circadian rhythm to upgrade sleep cycles. Get sunshine on your body daily (or a minimum 10 mins of infrared light). If you want to lose fat and tighten your skin, have more energy and feel better all around, increase your sun exposure. Watch the sunrise and sunset at minimum every day. The science behind the changing colors in the sky benefitting our biology is irrefutable.

## 05

### SAUNA

**3-4 times a week.**

Sweating is vital to health, detoxification, and longevity. The more often the better. Aim for 30-60 mins.

Bonus: Cold exposure via cold plunge might be a very good way to decrease resting blood glucose which can be correlated with increased fat oxidation.

## 06

### MEASURE AND MANAGE STRESS

**Measure HRV and take daily action to increase it.**

HRV (Heart Rate Variability) is a direct measure of stress. Low variability means high stress and poor resilience to stress. High HRV means high resilience. Deliberately increasing heart rate variability is one of the biggest levers in changing your body. Not only will it allow you to train harder with less perceived effort, recover faster between sets and between workouts, it will also allow you to burn more fat during exercise. Higher HRV is correlated with greater preparedness for exercise, better sleep, better focus, better endurance, and better digestion. (I use the Oura Ring).

07

## TRAIN EARLY, TRAIN OFTEN

**Morning workouts set up your body and mind for success.**

Mentally and physically, it is vastly superior to train early in the day. Your body and mind will feel better, you will crave less food, and be less likely to eat poorly. Some people feel better in the afternoon for heavy lifting, which is fine.

Increase your training frequency and become the type of person that loves to train their body and mind.

08

## MOVE YOUR BODY OR EXERCISE BEFORE EATING ANYTHING EVERY DAY.

**This prepares your body to maximize the benefit of all the great nutrition.**

Exercise is our best signal to turn on beneficial genes, as well as to increase the absorption and utilization of the foods we consume. It prepares the body to increase uptake and utilization of all nutrients. Not only does exercise deplete glycogen so you can store the new incoming food, it also releases hormones to improve the gene expression of every cell in the body. Commit to moving for a minimum of 10 minutes before you eat anything in the morning. Walk, run, yoga, box, sex, just get your body moving.

09

## GRATITUDE

**Practice 3 minutes of gratitude in the morning and before each meal.**

Putting food into a body that is ready to digest, absorb, assimilate is very different from putting food into a body that is on high alert and ready to run away from a threat.

Become present, slow your breath, and be grateful before every meal. Stop to take a moment to think about where this food came from, and how many people contributed to this meal appearing on your table, and ask that it nourish your body.

People have prayed before meals for thousands of years. This calming practice of gratitude prepares the body to receive food. Do not eat in a rush. Wait, breathe, relax, and chew thoroughly. This creates a parasympathetic state in the body which is conducive to improved digestion. Absorption of nutrients starts with chewing.

10

## HYDRATE

**Drink one liter of filtered water first thing in the morning, and one liter again before training. Adding electrolytes is a good idea.**

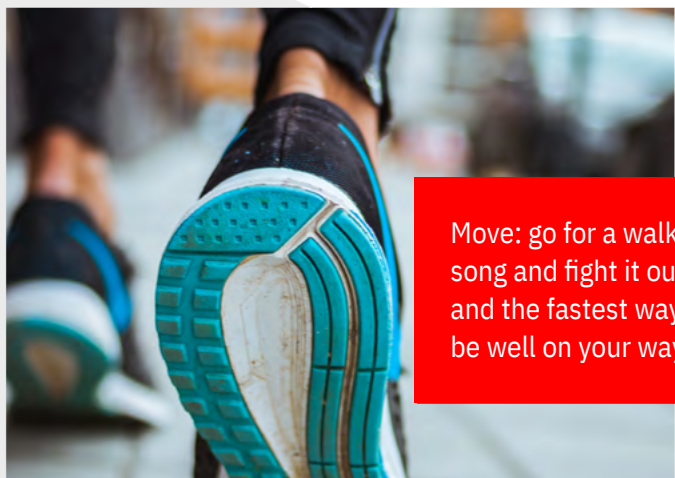
Hydration is one of the most overlooked aspects of feeling energized and training well. If you're sluggish at all, or when you're preparing to train, top up your hydration. It's also a great idea to drink a lot when you're hungry. Thirst and hunger signals are often confused. Drink 500-1000ml before beginning to prepare your food (about 10-20 minutes before a meal). Hydration will increase satiety and prevent cravings. Don't drink too much with your actual meal, which can impair digestion.

# 11

## GET HUNGRY

Change your relationship with hunger.

Spend time being hungry. Become comfortable being hungry and be aware that hunger is your best friend for fat loss. There is nothing wrong with feeling hungry, you do not have to eat, you will not die or pass out. It's simply a signal. Get in the habit of waiting at least 30 minutes once you feel a hunger signal. I personally wait 60 mins.



Move: go for a walk, skip rope, dance, 40 squats, or put on your favourite Rocky song and fight it out. Simply changing your brain's neurochemistry is the key and the fastest way to do this is to move. Commit to this for 30 days and you'll be well on your way to permanence.

# 12

## NO MINDLESS EATING.

Interrupt the pattern. Create a new habit instead of mindlessly eating.

Habitually eating when you're not hungry or when stressed is very common. It's vital that you create a substitute for mindless eating. If you find yourself headed there, create a "wedge". I place a tiny neon green dot on my junk cabinet as a reminder to break the mindless habit. Overeating is a state of mind. A default pattern that happens in the mind and over time this pattern happens more and more often. Breaking this pattern requires creating a new state of mind. 4 primary ways to shift the mind state are: Breathing, meditation, movement, human connection.

# 11

## NO FOOD DOGMA.

No food is universally good or bad. Pay attention to your body.

No one food is ideal; our bodies react differently to different food sources and at different times. What is ideal for me won't be ideal for you. In fact, what is ideal for me now, won't be ideal for me in 6 months. Our bodies are different genetically, our hormones are different, our microbiome is different, our stress and inflammation is different, our ability to synthesize protein is different, our training needs are different, and even the seasons are different.

## The only guidelines I am strict on are:

- 1) Minimize inflammation.
- 2) Control Insulin. If any food is driving these up, remove them.

The worst culprits tend to be: gluten, grains, corn, soy, vegetable oil, pesticides, corn syrup, and dairy. But again, there are people that can get away with these however there is no benefit to eating them.

## 14

## EAT TO FUEL PERFORMANCE. DON'T STARVE FAT OFF

**Determine your training FIRST.  
Create a diet that supports  
your performance.**

Creating a diet that supports your high level performance and recovery as first order priority allows you to train at a high level, build more muscle and burn more calories. Exercise is the key to health and body transformation. The more intense the exercise, the better the result. Under-eating is one of the quickest ways to lose energy, lose sleep, lose motivation, increase stress hormones and slow results. This is one of the biggest mistakes that will leave you feeling unmotivated, inadequate, and begging to quit. This is one of the keys that separates fit pros from people that “cant” get in shape.

### DO. NOT. UNDEREAT.

Aim to outperform. This is also not an invitation to overeat either. Consistency with nutrition wins.

## 15

## DO NOT USE FOOD AS REWARD

**Reward yourself with things  
that matter to you, not food.**

Dopamine is our reward system and it drives our behavior. If food is the thing that gives you dopamine (aka rewards you and makes you feel good), your brain will associate food with reward and always look for it in times of stress. Create new habits by rewarding yourself with social time with friends, exercise, beach time, vacations, books, courses, cooking or dance classes are good rewards. Food is not a reward. This doesn't mean you can't eat foods that taste good sometimes, but don't create the behavior that junk food is rewarding yourself.

## 16

## MEAL FREQUENCY

**Meal timing and frequency  
only matter at a high level.**

Timing of meals matters when you're aiming for exceptional health, and life changing results like getting sub 10% bodyfat, or training at a high level. If you're simply looking to lose some fat, meal timing matters less except that it drastically alters circadian rhythm-sleep/ wake cycles. If sleep or organ health is an issue for you, look at meal timing as one of the levers to pull. For most people whose goal is just to get in better shape, focus on the big picture like food quality rather than obsessing over details that don't really matter until you're elite.

## 17

## REDUCE INFLAMMATION

**Make all dietary decisions  
through this lens first.**

**If it's inflammatory to you, take it out.  
No further discussion needed.**

List of likely dietary culprits to remove: grains, gluten, all vegetable oils, alcohol, corn, soy, excess sugar, peanut butter, dairy (for some people), pesticides, molds, artificial colors, artificial flavors, artificial sweeteners, trans fat, fried foods, overcooked fats, toxins, household cleaners, chlorine, unnecessary pharmaceuticals.

# 18

## MINIMIZE TOXIC BURDEN ON THE BODY

Toxic burden on your body is real. Too many toxins will lead to cellular stress, poor function, poor health, and disease.

Some common toxic culprits include: household cleaners, air fresheners, artificial candles, make-up, plastics, food additives, pesticides, chlorine and fluoride in water and heavy metals - these are all big contributors to adding chemical stressors to the body. This will make a difference in how you feel, how you function, and eventually how you look.

Think of your toxic load like a bucket; once it's full it starts spilling over. Being healthy can help you manage this burden, but it's also important to remove toxins wherever you can.

# 19

## CHOOSE ORGANIC, PESTICIDE-FREE FOODS WHEN POSSIBLE.

Foods can be loaded with pesticides that are proven to destroy the gut, nervous system, and endocrine system (hormones).

Pesticides from low-quality, non organic meats, grains, nuts, vegetables and even in water will increase the toxic load the body. This doesn't seem to make a difference in the short term, but long term there is no question you must manage your total toxic burden on the body. Pesticides are toxins.

# 20

## "MEAT AND HEAT". 5 MINUTE MEALS.

Find or create 3-4 recipes that you love, that take less than 5 minutes to prepare.

I call these meals "Meat and Heat". Don't be afraid to keep your meals simple. Cooking doesn't have to be complex. Get high quality meat, add some heat, and you're set. We rationalize eating poorly when we're hungry and don't want to cook. Curating a few meals that you love and that only take a few minutes to prepare is key for avoiding those hungry rationalizations that lead to eating poorly.

Find the highest quality meats you can and eat it with every meal. Quality is defined as an animal that lived a good life, ate its natural diet, in a natural environment.

Animal protein is vastly superior to other sources for absorption and completeness. Vary your sources. Complex preparation methods are awesome, but also take time and lead to excuses around being underprepared. Add some fancy salts to spice it up.



21

## EAT 1G/LB PROTEIN

**Measured before cooking.**

4oz (~100g) of meat has 24g-26g of protein on average. This is a starting point for maintaining muscle and optimizing recovery. Some people might need more, others can get away with less.

22

## PRIORITIZE HIGH-QUALITY FATS

**Fat sources matter.**

Think of the ratios of fats you eat as forming the outer layer of every cell in your body. Poor fat choices will negatively affect the functioning of every cell. Emphasize omega 3 from wild fish and omega 9 from olive oil and avocado. Fats from wild and grass fed meats are also proven to be healthy. Saturated fats are not bad, just not a majority source of fat. Completely remove vegetable fats and seed oils: cotton seed, corn oil, canola (rape seed) oil, soy, sesame, sunflower. Use olive oil or butter for cooking but stick with low heat.

23

## CHOOSE HIGH-QUALITY FRESH FOODS. LOCAL WHEN POSSIBLE, AND MINIMIZE ARTIFICIAL INGREDIENTS

**You become what you eat.**

The food you eat literally becomes your tissues. Think about that. The quality of your food is of utmost importance. No one needs artificial colors, sweeteners or flavors. Maybe you can get away with some of them, but they have zero benefit. They can have negative effects such as GI disturbances and increasing inflammation.

24

## MINIMIZE STIMULANTS (COFFEE/PRE-WORKOUTS)

**Stimulants borrow energy from tomorrow.**

I know this sounds counterintuitive, but consuming less stimulants is vital to long-term fat loss. This boils down to the sympathetic/parasympathetic balance. If you're over-stimulated (chronically sympathetic), you won't burn fat. Most people are chronically over-stimulated and that can contribute to elevated inflammation, poor health, metabolic dysfunction, stress, anxiety, cravings. Some coffee is great, but too much can cause issues for some people - pay attention to how it affects you.

25

## KNOW YOUR MACROS

**Macros matter, but less so at the beginning.**

Counting macros will become an important objective at some point, but not in the beginning of any transformation. To start, place more focus on choosing high quality foods, and eat as much as you like. Simply decreasing life stress and inflammation from toxic substances and lifestyle choices will start to decrease your unnecessary eating, and as a result shed unwanted fat. NOTE: this effect will not last forever. Think of it like newbie gains in the gym. At some point you must track macros. Familiarize yourself with counting calories so it becomes second nature, as it will become a necessity at some point to reach significant decreases in fat or adding muscle.



## 26

### LOOK FOR WAYS TO CUT UNNECESSARY CALORIES

Sauces, oils, alcohol, cream in your coffee - pay attention to ways that added calories sneak into your diet, because they add up quickly. Experiment with low or -no calorie condiments like mustard, vinegars, horseradish, sauerkraut, herbs, and spices.

## 27

### IDENTIFY ENVIRONMENTAL TRIGGERS AND TRIGGER FOODS

**Your environment determines success and failure.**

Make note of the places, people, things that trigger mindless or unhealthy eating and remove them. Your environment is the single biggest trigger to habits, this can be your best friend or worst enemy depending on how you CREATE it. Think of how you eat at work, versus your parents home, versus your own, etc. Every environment brings with it memories and habits. If you know you “can’t” control yourself with certain foods, the answer is simple: don’t eat them at all, and don’t bring them in the house.

When the desire to eat poorly rises, commit to 5 minutes of movement instead. I call this the wedge. The second time it happens again, commit to 10 mins of movement. Progress up by 5 mins each time it happens and before you know it the associative habit is broken. You may find afterward the very first wedge that you aren’t hungry anymore, or the craving has passed because you’ve altered your brain chemistry. Sometimes it may take 30-40 mins of walking to break the habit.

## 28

### EARN YOUR CARBOHYDRATES

**Movement makes the body more receptive to carbs.**

The more you move, the more carbs you are able to utilize. Eat a lower carb diet unless you’ve earned them.

## 29

### PRIORITIZE A DIVERSITY OF VEGETABLES AND MINIMIZE FRUIT

**Vegetables can be very helpful for increasing gut diversity, which we know is correlated with being lean.**

Eat vegetables as soon as possible after they’ve been picked. Try to avoid high-oxalate veggies like spinach and chard. You don’t have to remove fruit entirely, but recognize that it’s a source of sugar and carbs and choose wisely - prioritize antioxidant-rich fruits like berries.

## 30

### MOVE FOR A MINIMUM OF 10 MINS BEFORE EVERY MEAL

**Walk, pushups, play, yoga, balls, bike, squat, lunge, dance. Just move.**

It helps with digestion, absorption, assimilation. Move more, period. It doesn’t have to be complex or even challenging. Simply move and progress. Make movement a part of who you are.

# 31

## BUILD A SOLID AEROBIC FITNESS BASE

The aerobic system produces energy from fat. The more fit this system, the more fat we burn.

This is imperative to success in performance, recovery, and in fat loss. Many misguided coaches advise against this. Bad idea. Do challenging aerobic workouts three times/week to build a solid base but realize that there is a point of diminishing returns (more is not better). Aerobic means staying submaximal effort (sub VO2 max) for an extended period, for most people that means under 140-150 BPM. Anaerobic is supra VO2 for shorter periods. If you don't have a HR monitor, an easy way to gauge if you're aerobic is whether or not you can maintain nasal breathing during the exercise. If you can't, chances are you're moving into anaerobic energy production and burning more carbs than fat. This is not necessarily bad, just dependent on stress load.



# 32

## TRAIN WITH WEIGHTS 4-6 TIMES /WEEK

The most efficient way to burn calories is to create a bigger engine.

Challenging muscles offers a huge advantage to transforming your body due to the metabolic properties of muscles and myokines released during exercise (signalling molecules). It's not simply about doing it, however. Apply the intelligence training principles and double your gains.



The aerobic system produces energy from fat. The more fit this system, the more fat we burn.

# 33

## WORK SMARTER, NOT HARDER

**Aim to challenge muscles, not simply to lift weights.**

This is the premise of training with Intelligence and applies to all aspects of health, fitness, and life. Most people think they need to work harder and do more to be successful. Although this will work for a short time, it will fade quickly when you're tired and hit a plateau.

In reality, creating the habit of doing things well removes willpower from the equation. We all have a massive opportunity to progress without ever having to work harder. Save that for later.

Instead of upping volume, focus on intensity - go deeper, commit yourself 100% to every rep. This means moving further and further toward your discomfort. Growth in the gym happens outside of your comfort zone. Greatness lies outside the walls we set in our minds.

# 34

## CREATE MORE DENSE WORKOUTS

**Density = amount of time between sets.**

Decreasing the amount of time between sets is one of the most useful tools to increase the metabolic demand on the body. It increases the demand on the body to produce more energy (ATP) in shorter times, and clear more metabolites. This will increase the efficacy of this system, making you more able to progress muscle building and fat loss.

# 35

## TRAIN MULTIPLE BODY PARTS EACH DAY

**One body part a day bro-splits only works for top professionals.**

I hear a million guys out there chiming in with "Works for me, bro!" No, you simply haven't learned anything better... yet. Train each body part every 2-5 days depending on skill, effort, and volume. The more skilled you are, the better you are at challenging a muscle, the longer you will want between workouts to recover. If you're not great at contracting a muscle (yet), make it your goal, and train that body part more often.



# 36

## ADJUST YOUR TRAINING RATIOS

**Always incorporate three types of workouts:**

Mobility/Stability

Strength/Hypertrophy

Aerobic/Anaerobic

**The ratios of each type of training will determine your results.**

Your body is a system. All things you do impact others. For optimal rate of progress, you must train all three. These would have been called: "Stretching, Weights, Cardio" in the

1970's and 80's but that's simply not accurate. How much of each one will be determined by your goal and where you start. I like to do a 1-1 ratio with one day of strength and hypertrophy, followed by

one day of mobility and stability training combined with aerobic/anaerobic work, then repeat. Some people may want to do 2:1, 3:1, or even 1:2, 1:3 ratios. Create a system, stick with it and progress it based on your goals and how you're responding.

## 37

### PHOTOS

Take progress photos every week.

Photos make it real. There will be times when you do not feel like you've changed, so recording your progress is imperative to seeing how far you've come and maintaining forward momentum.

## 38

### PLAN

Follow a proven plan.

"Failing to plan is planning to fail." A plan is vital. Aim for 100% adherence. I often refer to objective vs subjective living. This is huge for losing fat. It's too easy to rationalize slip ups when you don't have an objective target. Some examples of objectives: Set your daily macros and hit them. Decide how many calories you will eat per meal and stick with it. Decide to eat every 4 hours. Decide to eat your protein first.

If you fall short or see yourself going off track, do not assume it's done and give up. Failure does not exist except if you quit. Get back on track and commit to a period of time of 100% commitment. The key to success is habits. Your goal is attainable if you identify habits, follow through with them daily, and stick with it through obstacles.

## 39

### JOURNAL

Write everything down.  
What gets measured gets managed.

Diet.  
Supplements.  
Workouts.  
Sleep.  
Stress.

I like to rate myself daily from 1-5 on each of these. 5 being perfectly hitting my objectives. When I do that, I give myself a big "W" for the day. (WIN!)

Reflect daily on what you're grateful for, and what is the single thing that if you simply removed it, would allow you greater progress.

## 40

### HIGH IMPACT HABITS

Habits. Are. Everything.

Create a list of habits that will directly lead to your goal. Schedule them. Never negotiate. Habits should start with TINY actions that present a very low level of necessary commitment. The objective is simply to place a wedge in between the current habit and the new high impact habit you're striving to create.

"You are what you repeatedly do.  
Excellence then, is not an act but a habit."

~Aristotle.

# 41

## SET CLEAR GOALS

Create a time-sensitive and measurable objective.

You must live objectively if you're going to succeed at anything. Objective living means: set an objective, and start to reverse engineer the strategy, action steps, and habits to make it reality in a set amount of time.

### Example:

I will lose 20lbs of fat in 40 days (timebound objective). That means I need to lose 3.5-lbs a week on average. What daily habits must I create to ensure I lose 3.5-lbs a week?

**NOTE:** I also strongly suggest that these goals are well beyond what you think you can accomplish in the given timeline. Reasonable goals are boring and don't force you into a sense of urgency and commitment that necessitate growth. Set a goal that is 50-100% greater than what you think you can achieve. This doesn't mean it's unattainable, instead that they simply require 100% commitment.

# 43

## COMMIT 100%

**NO rationalizing. Don't negotiate with your goals.**

1% divergence now will set you way off course downstream. It's very easy to rationalize little slip ups and easing up on your standards. Do not negotiate. Go all in. Set a timeline, stick to it 100%, then reward yourself.

# 44

## ASSESS SELF-IMPOSED ROAD BLOCKS

Determine the three habits you currently have that are holding you back.

Ruthlessly eliminate them. (Example: I personally committed to no longer eating peanut butter because I know it is something I tend to overeat, and it's very easy to put back 2000 calories in under 10 minutes). Once I'm at my goal, I can re-examine whether I have peanut butter again on certain occasions. Reflect on your days and weeks to determine which habit or action isn't moving you forward.

# 42 DEADLINES

Create a sense of urgency by having a concrete deadline and consequences.

Have a short-term goal with a hard timeline. It's too easy to rationalize things that don't support your goal when you don't have a deadline with consequences. Create rewards for when you hit your goals.



## 45

### DISCIPLINE

Get comfortable being uncomfortable.

Can you sit in a sauna?  
Can you meditate?  
Can you be alone for three days?  
Can you sit in an ice bath?  
Can you go for days with deep hunger?

**Answer:** of course you can.

If you cringed at any of these, take note.

To lose fat, you are going to be uncomfortable. Being hungry won't harm you. Being tired won't harm you. Being sore won't harm you. Being irritable, tired, restless, hot, cold, and alone will not harm you.

If you “can’t” get uncomfortable, stop reading right now, and go take an ice cold shower for three minutes. Breathe through it, and when it gets uncomfortable go deeper into it. Do not retreat or give up. Then do it everyday. Realize you absolutely can do any and all of these things, and the more comfortable you get being uncomfortable the easier it will be.

## 46

### CHALLENGE YOUR BELIEFS

Become aware of your own BS story.

The stories we tell ourselves (our beliefs) will determine our actions.

Our actions become our habits. Our habits become our character.

If you believe it will be hard, it will be.

If you believe it will be easy, it will be.

Perception is yours and yours alone.

**A few more common BS beliefs to think about:**

You will lose muscle in a day.

You will lose fat in a day.

You will implode if you're hungry.

## 47

### CURATE YOUR ENVIRONMENT

Become aware of your environment, then optimize it.

Environmental triggers will have a big impact on your mental state and what you default to when you lose conscious awareness. Think about how you act when you go home to your parents place, or to your favorite vacation spot, or at your spouse's parents home. You tend to eat, drink, act differently, don't you? Curating your home to ensure it serves your goals is a huge advantage to succeeding. I use little neon green sticker dots as trigger reminders to do the important habits (move, breathe, become conscious, smile, be grateful) and place them in places that previously may lead to poor choices. Ask yourself: will this environment and the people I surround myself with support or hinder my success?

48

## PERSONAL RULES COMMUNITY

### Create rules for yourself.

I don't drink. I don't eat sugar. I don't eat dairy. I don't eat peanut butter. I don't eat after 8pm, etc. Having clear rules will make it much easier when your friends, family, and colleagues ask you to continue your previous social activities that don't contribute to your goal.

**Every single thing you do is either moving you closer, or moving you away from your goal.**

49

## COMMUNITY

### Choose your tribe.

"You are the average of the five people you surround yourself with." This commonly used phrase that couldn't be more true. Find a community of people to support your goals and dreams. Plan social time with this community. Humans need social time and if you don't plan it, you'll take it from whomever will give it to you. This often means less time with people who don't support your goals and more time with people who love you for you, and support and encourage your goals and dreams.

50

## SCHEDULE

### Schedule your workouts.

Decide on a time and do not negotiate. This includes the time workouts must end - more time does not equal more gains. Focus, and get to work. When we don't schedule in things like workouts, it becomes very easy to skip or push back in favor of other things - lean people make workouts a necessary part of the day, like taking a shower or brushing your teeth.

51

## INTEGRITY

### What you say, you do.

The only person that knows is you. The only person that matters is you. Nurture a strong commitment to showing up, doing what you say you're going to do, and having the self-respect to be honest with yourself and others. Ask yourself: Are you committed, or are you interested? When you commit to a goal, stopping is not an option! When you're interested, you will change your mind when a strong wind blows. If you're not 100% committed to a goal, reassess your goal, purpose and values.

52

## VALUES AND GOALS

### What you value MUST align with your goals.

If your goal is sub 10% body fat, but you value social eating and the comfort of eating junk food in front of the TV, you will have a much harder time achieving your goal. This is an example of goals and values being out of alignment. If this is the case, make sure your goals are truly in alignment with your values, or you will always feel like you're failing.

Do you value growth or comfort? Discipline or short term satisfaction? Immediate gratification or long term fulfillment? Accomplishing the goal you set, or eating something now?

**Goal achievement can sometimes require changing your values, or realigning a new goal.**

53

## STANDARDS

### Create a higher personal standard.

You are the standard to which you hold yourself. If you want to create a new version of yourself, it starts by saying, "I will never again accept less than this new standard for myself."

For example, I might say, "I will no longer allow myself to go above 12% bodyfat." As soon as I see it creeping up, I take immediate action to correct it. Or, I will never have less than \$50k in my bank account.

Being lean is not hard. It's simply different. Being 6% body fat is no harder than being 15% body fat. I've been both many times. It's simply the habits you have, the standard you set for yourself, and your belief about why you should or shouldn't have it. If 6% becomes your standard, you will maintain it. You simply have to learn how.

54

## PURPOSE

### Know your why, write it down, and remind yourself often.

What is your deepest pain point that pushes you to start? Health? Confidence? Excellence? Sex? Remember this feeling. Once it starts to fade, motivation can sometimes go with it. Always remember why you started.



55

## VISUALIZE

### See it, then be it.

Identify people and physiques that inspire you. Ask yourself: What habits must this person have that allow them to look this way all the time?

I used to pick the body parts of my favorite athletes, cut them out and look at them before I trained and imagine beating them in the gym. I wanted calves and back like Dorian Yates, quads like Tom Platz, hamstrings like Tom Prince, abs like Milos Sarcev, delts like Jay Cutler, and glutes like Tommi Thorvildsen.

This goes hand-in-hand with creating a world-class standard for yourself. Many people set goals that are too low and never get inspired enough to take massive action every day. Setting the goal to lose 10lbs of fat will never inspire you as much as the goal to get onto the cover of a magazine.

56

## PAY ATTENTION TO YOUR SELF-TALK

The words you use and self talk will give you a window into your unconscious mind.

Understanding your beliefs and personal identity that exist beneath the level of your conscious awareness is vital in becoming a leaner, healthier you. The words you use, and your self talk are the surface level reflection of your inner identity. Beginning to note and pay close attention to these is the access point to identifying and ultimately changing your beliefs.

Pay attention to victim phrases or possession phrases: I am. I have. I have always been. I can't. I hate. Impossible. It's hard for me. This is how I am. I don't have.

57

## WHEN IT SUCKS, SMILE!

At the deepest depths of your hardest moment, SMILE. Knowing you're becoming a better version of yourself.

It will not be easy. You should not ask for it to be easy. Ask instead to be stronger.

When things become challenging for you, SMILE. This triggers the reward centers in the brain because you're telling your brain you're moving toward something you like. Smiling can initiate a release of the feel-good neurotransmitter dopamine which drives up neural energy to push past previous barriers.

58

## CREATE YOUR NEW PERSONAL IDENTITY

It's not about the end result, it's WHO YOU BECOME in the process.

If you want life long results, you absolutely MUST, MUST, MUST learn to love the process. People who are fit and strong LOVE to move, train, smile, and nourish their bodies with real food. It is showing love and appreciation for this meatsuit we are borrowing. The amount of joy and nourishment that can exist in simple things like exercise, meat, water, salt, fruit, vegetables, and high quality fats is beyond most people's understanding because we are manipulated from birth to eat high calorie, hyper palatable foods and never go without them. Find fulfillment in who you are becoming, not in external consumerism.

“Fulfilment exists inside you. Not in external things.”

See the empowerment in small wins. Celebrate your progress. Learn to love your body. Learn to love movement and exercise for what it's doing for you. The greatest opportunity that exists in all of this is learning to be grateful for YOU, your struggles, and your progress.

**Lets. Do. This.**



PERFORMANCE U