

- HOW TO - LOSE FAT

Simple and effective solutions to
help you lose fat – **AND** keep it off



Oliver West

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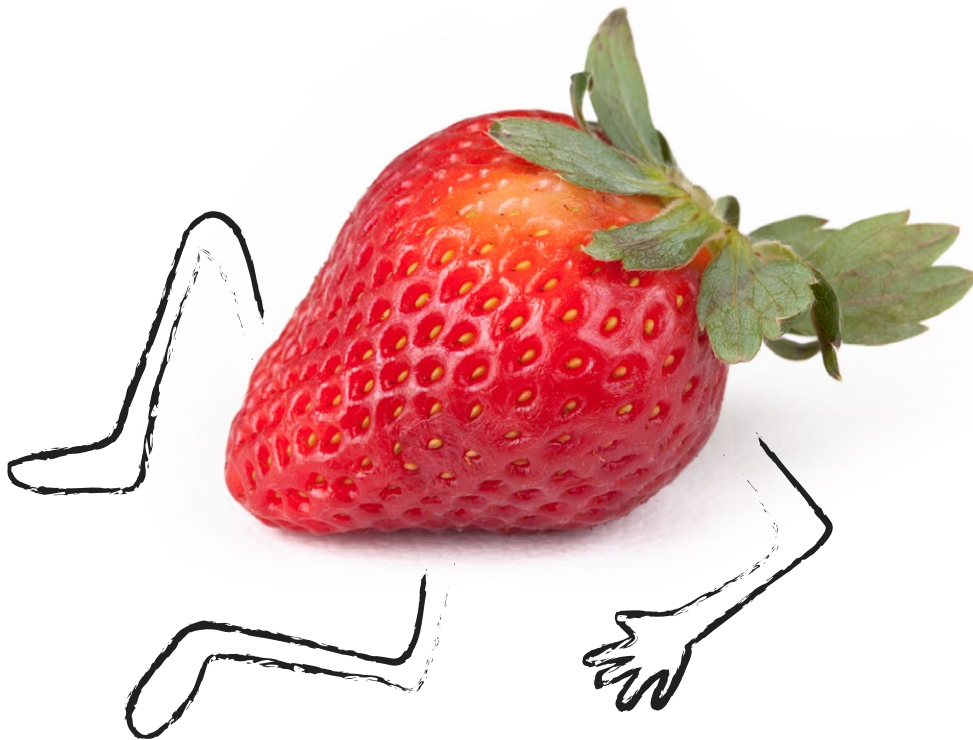
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Introduction

We are constantly bombarded with advice in magazines or on the TV about the best diet or the latest starvation tactic employed by the celebs. These are either unsustainable or unhealthy and in many cases both!

If you want to make changes to your body that will last then follow the simple advice in this book and **you will lose fat.**



A bit about you

You've bought, borrowed or stolen this book because you want to get rid of some fat. Maybe you've tried other methods of fat loss, or maybe this is your first attempt. Either way, you now have the tools you need to help you lose the fat.

By the time you've finished with this book, you will understand the simple rules of fat loss, and that's all they are - simple rules. It's not rocket science and there are certainly no secrets, just simple and effective advice from someone who has tried it and succeeded himself - and has helped others achieve it too.

A bit about me

I'm a personal trainer, an active dad, a keen extreme-sports enthusiast and consider myself to be in pretty good shape. However, turn the clock back 10 years and I was none of the above.

As a chubby, inactive TV lover that spent most of the day behind a desk then most of the evening on the sofa, I decided to learn the tricks of the trade and become a personal trainer so I could kick myself into shape as well as helping others do the same. Since then I have trained people of all ages and sizes that wanted to achieve a wide range of goals, although by far the most common is fat loss.

I have experienced both sides of this issue. I have been the overweight one looking for guidance as well as the one with the knowledge trying to guide others. This has given me the knowledge, but possibly more importantly, the empathy and understanding that's required to help you achieve your goals.

A bit about this book

This ebook will give you all the essential tools and advice to help you achieve your fat loss goals. I will cover all the necessary topics, such as:

- **Food and drink** - what foods to eat and avoid, when to eat them and why
- **Exercise** - what types of exercise you should be doing, how often and when
- **Motivation** - how to boost your motivation and keep it alive
- **Support** - why support is so important and where to find it

Each chapter will give you the information you need without bombarding you with unnecessary details or lengthy scientific explanations. I also give action points at the end of each chapter for you to take away so you are not left wondering what to do next.

Fat loss Vs Weight loss

Many books, magazines, blogs, websites and marketing in general use the term 'weight loss' when if you get to the heart of the issue its about the fat, not necessarily the weight. By losing fat you will be losing the weight as well. More importantly, it is possible to lose weight without actually losing fat. This can be detrimental to your health because if you are not losing fat then you can be losing muscle instead and your body needs muscle.

Unbelievably, skinny models that appear healthy could be classed as clinically obese because of their percentage of body fat compared with lean muscle.

Throughout this book I will refer to your goal as 'fat loss' rather than 'weight loss', but if you follow my advice then you will lose both.

How long will it take me to lose my fat?

This will depend on two things. Firstly, your current situation and fitness levels. If you are already very active and have a healthy diet but just need to shed that last bit of belly fat then it will come off slower than if you are clinically obese and very inactive.

The second factor is how you choose to follow my advice. If you just take on board 10% of the tips and action points through the book then your progress will be a lot slower. Follow all my advice and you will lose the fat a lot quicker.

If you are overweight and you follow my advice completely then it is certainly possible to see some results within 2-3 weeks but please don't get disheartened if its only small results. You should be in this for the long haul and not just a quick fix. Following my advice will give you the body you want AND help you keep it.

The best way to achieve your goals

One of the most important pieces of advice I can give anyone striving for fat loss is to take small steps.

You should be trying to make changes to your body (and life) that you can sustain for life and not give up on after 4 weeks. The best way to do this is to start slowly. Despite how enthusiastic you may feel, you are a lot more likely to achieve your goals if you pace yourself and introduce the changes slowly.

How to change your eating habits

If you plan to make big changes to your eating habits then make 2 or 3 small changes per week rather than changing your whole diet in one go. For example, starting off with introducing more water into your diet, could be as easy as just drinking one glass of water when you first get up in the morning. Ensuring you eat some breakfast before leaving home in the morning - you get the idea - SMALL STEPS...

Introducing exercise into your life

If you are not used to exercising then don't start with 5 sessions in your first week. Not only would you suffer from some very achey muscles but you would more than likely get bored of it very quickly. Start with 3 sessions a week for the first couple weeks, with a days gap in between, then maybe go to 4 times a week or 5 - you get the idea - SMALL STEPS...