



12 Fat Loss Success Strategies

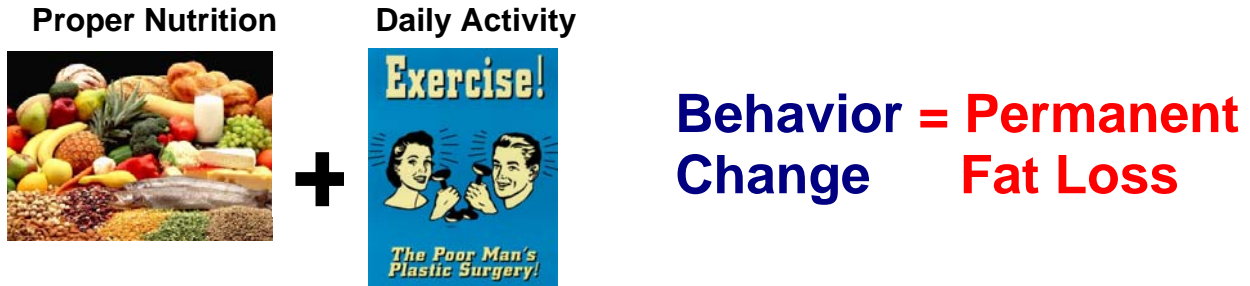
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What does it take to lose fat permanently? There are really three, simple steps.

The fat loss “equation” looks like this:



When combined, fat loss will happen...and it will be permanent.

But lo and behold, if it were truly as “simple” as that equation, we wouldn’t have an obesity epidemic around the world. So we took it one step further to find out your specific fat loss questions and stumbling blocks...**we surveyed 2,798 of you**, men and women, to see what’s getting in the way of permanent fat loss success. And we compiled these questions into what we think are 12 of the most important Fat Loss Strategies. These **12 Fat Loss Solutions** are your answers to **losing belly fat forever**.

1. Goal Achieving

Goal achieving is necessary for permanent success. This is more commonly known as “goal setting” but setting is just the first step. And we surely encourage setting lofty goals. At the same time, it’s important to set baby step goals along the way to keep that positive momentum going. You see, permanent change takes time and so does creating new habits. Fat loss can be confusing if you get caught up in the conflicting information and minute details. If you eat fast food 5 times each week, moving down to 2 or 3 times is a HUGE step in the right direction. But telling yourself that starting tomorrow, you’ll never touch fast food again in your life is unrealistic. It’s a great long term goal, but those baby steps are important to keep all positive momentum headed in the right direction.

For example, if you don’t currently exercise, start with several short exercise bouts each day, and build up. We wouldn’t encourage training for a marathon if you haven’t walked further than to your kitchen and back each day. If you do currently exercise, change it up – the best program is the one you’re not doing. Add sprints, decrease rest times when lifting, and so on. These simple, yet powerful steps will help you in your quest to shed unwanted pounds.

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2. Visualize your goal(s)

It's impossible to get to a destination when you don't know where you're going. Losing fat for many is an unknown "destination" so it's important to create that visual goal. Write it daily to help visualize the endpoint. Every positive step is a small victory – for some, that could mean carrying your kids up the stairs without getting out of breath, while others may have more specific goals of a 6-pack or specific body. Think of your goals everyday, as they need steps and then action.

3. If you bite it, you must write it.

Writing down every food and drink you put in your mouth is one of the simplest ways to shed body fat. Why? You increase your awareness. And when you're more aware of what you're putting in your body, you'll make better choices and will eat and drink less calories.

The simple act of writing what you eat is powerful. So powerful that we have seen people, like you, lose weight without deliberately making any other change ... outside of simply writing it down.

If you bite it, you must write it.

In addition to increasing awareness, journaling makes you more accountable. To yourself. And that's exactly what's necessary for permanent success. The very simple act of putting the pen to the paper will help you succeed. That's it. If you have kids, this will decrease those "BLT's" (bites, licks, and tastes). If you don't have kids, it will help decrease that mindless eating. The handful of candy when you walk by a candy dish, the mindless eating in front of the TV or computer, or the extra bites of dinner, even though you're not hungry anymore, all add up.

And do you know how many calories it takes to gain 10 lbs each year? Just 100 calories more every single day...

If you think it's hard to eat or drink 100 calories, check this out.

- 100 calorie snack packs
- 1 cup juice
- 1 small cookie
- 1 mini bagel
- ½ small French fries
- 1 TBS peanut butter

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You see how quickly those calories add up? And that's why journaling is so important for permanent fat loss success. We recommend good 'ol fashion pen and paper, so you can keep it with you all the time, but with technology the way it is, you can surely use some of the free online programs, apps for your phone, or another method you prefer.

One important point to remember, though, **the most effective way to make use of the diary** is to write foods and drinks down as you eat them ...

... you're surely busy with a ton on your plate, so to speak. This means you're sure to forget a few things—we all are. Well, the more you forget, the more inaccurate your recordings will be. So do us a favor, when you bite it, you must write it. Deal?

4. Plan Ahead.

This single fact alone will make or break your success. When you fail to plan, plan to fail. We've all heard it. Why is this so important?

- So you're less likely to stop at fast food restaurants on the way home from work.
- You'll make smarter decisions during the day, when you're trying to figure out what you have to eat.
- You'll be prepared. And when you're prepared, you'll be more successful. It's like anything you do – a presentation at work, planning a day with the kids, etc. If you try to wing it, you'll struggle, whereas things that are well thought out are sure to make you achieve your goals.

How can you do this?

Take some time on a Saturday or Sunday to cook extra portions for the week. Go through some recipes and plan your menu for the week. Try writing down what you eat **BEFORE** you eat it; this will give you a handbook, so to speak, and help you lose even more fat, faster!

Map out your day to determine how much food you need to pack. For example, let's assume you eat your first meal at home, shower, get ready for work, and then plan to be at the office for 10 hours that day. You have a lot to do. If you're eating every 3 hours, that means you will need at least 3 meals during the day before going home. What are those meals? They need to be packed and ready to go before you're about to run out the door in the morning.

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It's important to also plan ahead with your exercise. Carve out time for regular exercise before the day even starts; schedule it like any other appointment. Ideally you'll get it done first thing in the morning so it's out of the way. But if the evening is better for you, that's fine too. Just get it done! And write down when you will get it done.

Put it in your phone, on your Outlook calendar, or simply jot it down in a notebook if that works best.

5. Be consistent.

Carbs are good. Nope, carbs are bad. Fat is good this week. Now it's bad. I can't eat fruit, it spikes my blood sugar. But I can eat it if it's raw.

Sounds crazy, right? Well that's what happens when we fall for all the hype and barrage of nutrition information that's available. Between "celebrity diets," "fad diets," and every other bit of nutrition information that's out there, it's tough keeping things straight and sorting through the hype.

But the thing that will keep you on track to reach your goals is to be consistent. All of us have a touch of ADD – everything you want is instant – unless it comes to results for our own bodies. But, unfortunately, we still want those overnight. And when we don't have instant results, the "diet" being followed is usually at fault and we switch to something else. Or maybe the simple novelty of changing your eating habits wears off and you're ready for change, so you go back to old habits.

True success, however, requires consistency. Continue working towards your goals. Results take hard work. Hard work results in success. It's as easy as that. It won't happen overnight. If you think it's as simple as "cutting carbs" or mindlessly slashing your calorie intake, without regard to the quality of those calories, again this isn't the "formula" for optimum success.

6. Eat a fruit and/or vegetable with every single meal & snack

Fruit and veggies are great for you – NONE should be eliminated, regardless of what you've read in other books. The worldwide obesity epidemic didn't come from eating too many fruits and vegetables.

My goal is to get you to eat 10+ servings each day. On average, most people eat just 2 servings. We have a long way to go.

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Fruits and veggies help fill you up, without filling you out. They provide a ton of nutrients that are necessary for optimal health, wellness, and performance, yet they provide very few calories.

There are a few basic “rules” that you should follow. First, eat a variety of fruits and veggies – the more color, the better. Every single meal should be a rainbow of colors. And there is no shortage to choose from. The other “rule” is to focus on the darker colored produce – the darker the color, the better. This means choose spinach over iceberg lettuce, for example.

The reason the produce is dark is because of the different nutrients that they contain – the skin in red grapes is high in something called resveratrol, a powerful antioxidant. Green grapes don’t have this same antioxidant.

Just how do you eat more fruits and veggies? These simple strategies can help.

- Add veggies to eggs in the morning.
- Replace one meal with a large salad, loaded with mixed veggies, even some fresh fruit, and lean protein (like wild salmon or grilled chicken). You’ve got a perfect meal.
- Use fruits or veggies as snacks – try an apple and cheese, veggies and hummus, or a banana and raw nuts, for example
- Start your day with a bowl of fresh berries and raw nuts, rather than cereal
- Never eat 1 meal or snack that doesn’t include a fruit and/or veggie
- Use fruits and veggies as the primary carbohydrates you eat each day

7. Share your goals

It’s very difficult to achieve something important alone. Ask for support from family, friends, co-workers, online, your physician, everyone you can. **Social support absolutely works.** Not only does it work, but without it, you’ll struggle to be permanently successful. The accountability is powerful.

If joining a group works for you, then join. A boot camp, for example, is an example of a powerful group of individuals all working towards a similar goal. If you want to improve your current body, self esteem, get a boost in energy, or simply improve your health ... don’t be ashamed – you are, after all, doing something about it!

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I once saw a speaker who said this very simple, but powerful message. “I’m going to take a picture of you naked, and put it on your Christmas card that is sent out to all your friends and family.” With gasps of embarrassment from many of the audience members, he quickly responded saying “What, you’re not happy with how you look? THEN DO SOMETHING ABOUT IT!” That speaker was 94 year old Jack LaLanne, who has been preaching about physical fitness and nutrition for over 70 years.

“Doing something about it,” as LaLanne stated, is significantly easier and more effective when you have the positive support of others. On the flip side, if you are alone, on an island, or have the negative influence of others, success can’t be permanent.

Get rid of the negative voices and influences in your life. The people who make comments, such as “you look great, don’t be so strict...,” “you’re not fun anymore,” or “you’re on vacation, why are you working out” are all negative saboteurs.

Those kind of comments, and others along the same lines, are not positive social support. When you’re surrounded by positive people, who are also working towards making themselves better, you too will achieve success.

8. Weigh and measure your foods.

You can't accurately estimate calories. This is a hard truth that many people who struggle with their weight fail to realize. The bottom line is that if you want to lose fat, then **you're going to need to get a hold of your calorie intake.** While the initial “excitement” of working towards achieving your physical goals might work, as you are more aware of your intake, that will surely subside over time. And that means portions will increase, and you’ll be back to square one.

You’ve surely tried different “diets” in the past.

And what has happened time and time again. The first few days, you’re gung ho ... motivation is high, you’re eating clean, you’re watching that scale, and everything is working like you want. A few days pass. Maybe you start to “reward” yourself a bit. Rationalize that a little extra of this, and another scoop of that, won’t kill you ... after all, you’re doing great. But then this all starts to add up quickly. Your weight quickly comes to a screeching halt, you claim the “diet doesn’t work” and go back to old habits.

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That is one reason weighing and measuring foods is smart. Studies support this too -- it's not just opinion. It keeps you on track. What's interesting, is the more unhealthy a food, the worse it gets...with one study showing a **136% underestimation in calorie count of chicken fajitas!** Imagine how THAT would sabotage success! Even nutrition experts themselves are off with one study suggesting the experts underestimate by up to 16%.

That may not seem like much, but if you think you're eating around 1800 calories each day, and underestimate by just 16%, like nutrition professionals, that would mean you're actually eating almost 300 calories more than you think each day.

If you want your fat loss to come to a screeching halt, go ahead and try that...

...on the other hand, simply measuring portions and essentially readjusting your eyes to a true serving, you'll be on track for permanent success.

Do you have to do this forever? Nope. But will it help you get off on the right foot? Absolutely!

To start simply measure some portions to "readjust" your eye ... dust off the measuring cups, spoons, etc. Don't worry about this for fruits and veggies ... but things like dressings or other higher calorie items can add up quickly.

9. Earn your carbs through exercise.

Carbohydrates can be great for you. They can also be horrible for you. Soda is a carbohydrate – clearly you wouldn't drink soda if your goal is to get lean and be as healthy as possible. Berries, apples, oranges, and spinach are carbohydrates. So are all other fruits and vegetables. Those are of course necessary for optimal health.

In fact, fruits and vegetables should make up the main part of your carbohydrate intake. Here's the deal, though, the more you exercise, the more carbs you can eat. I'm not saying you have to immediately start training for a marathon if you want to eat more carbs, but that kind of training would give you the "right" to eat more carbs to fuel your working muscles. But most of us aren't exercising or training that often.

It's more common to go to the gym for 30+ minutes, maybe do some intervals or go out for a bike ride, for the same amount of time, then we're sitting on our backsides all day, everyday.

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Let's use Mary Barker as an example of your typical, 40 year old "active" mother of 3.

Mary is active. Great. In fact she meets the recommendations for physical activity. But those recommendations mean 30-60 minutes, 5 days per week. That's fantastic, but what is she doing the other 23+ hours of the day.

Sleeping for 8 hours

Sitting in front of a computer at work for 8 hours

Making dinner, sitting to eat dinner, then plopping on the couch for another 4 hours before lying horizontal and going to sleep.

That means out of 24 hours, Mary sat or laid down for at least 20 of them. Is that the type of routine that needs to constantly be fueled with carbohydrates?

Absolutely not.

Keep fruits and vegetables as the "base" of your carbohydrate intake and you'll virtually guarantee success. Oh yeah, and you don't have to "earn" those – **eat** those, especially **veggies, in unlimited quantities!**

10. Focus on fiber, not carbs.

Every single carbohydrate you put into your body should have at least 3 grams of fiber per serving or more. Fruits and vegetables do. If you eat bread, it should too. If you eat cereal, it should too. Simple, straightforward, and effective. This will allow you to eat quality carbohydrates and not feed your body junk.

12. Focus on quantity AND quality!

Calories matter. We can't get around that. Calories in, calories out. However, all calories are not created equally. We would never suggest eating shortening by the spoonful, even though it has the same amount of calories as a healthier olive or flax oil. We would also not suggest chugging soft drinks by the gallon, even though you can eat an equal amount of calories with other grains, fruits and veggies. **It's not just about the calories** – yes, they matter, but while I can lose fat eating just two candy bars each day, I of course will also lose my health.

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On the flip side, you want to fuel your body with the absolute best nutrients possible. And you want to fuel your body with the greatest variety of nutrients possible. Fruits and vegetables are your friend. No one ever gained weight by eating too many fruits and vegetables – fruits and vegetables are the definition of quality. Don't limit them. They provide vitamins, minerals, antioxidants and other nutrients we can't get from any other food.

Quality carbohydrates, void of sugar, yet loaded with fiber, do the same. They provide nutrients we can't otherwise get from other foods.

High quality, lean protein is also important. As a simple rule of thumb, the less legs the better. That means fish (no legs) is your best source of healthy protein...followed by chicken and turkey (2 legs), and finally other meats (4 legged animals). But it's not just animal proteins we should focus on. Branch out – enjoy beans, not just a quality source of protein, but also a great source of fiber, and other vitamins and minerals. Eggs are of course a great source of healthy protein, as are nuts, some grains, and even try more unique foods like tofu or hemp. Variety is the spice of life!

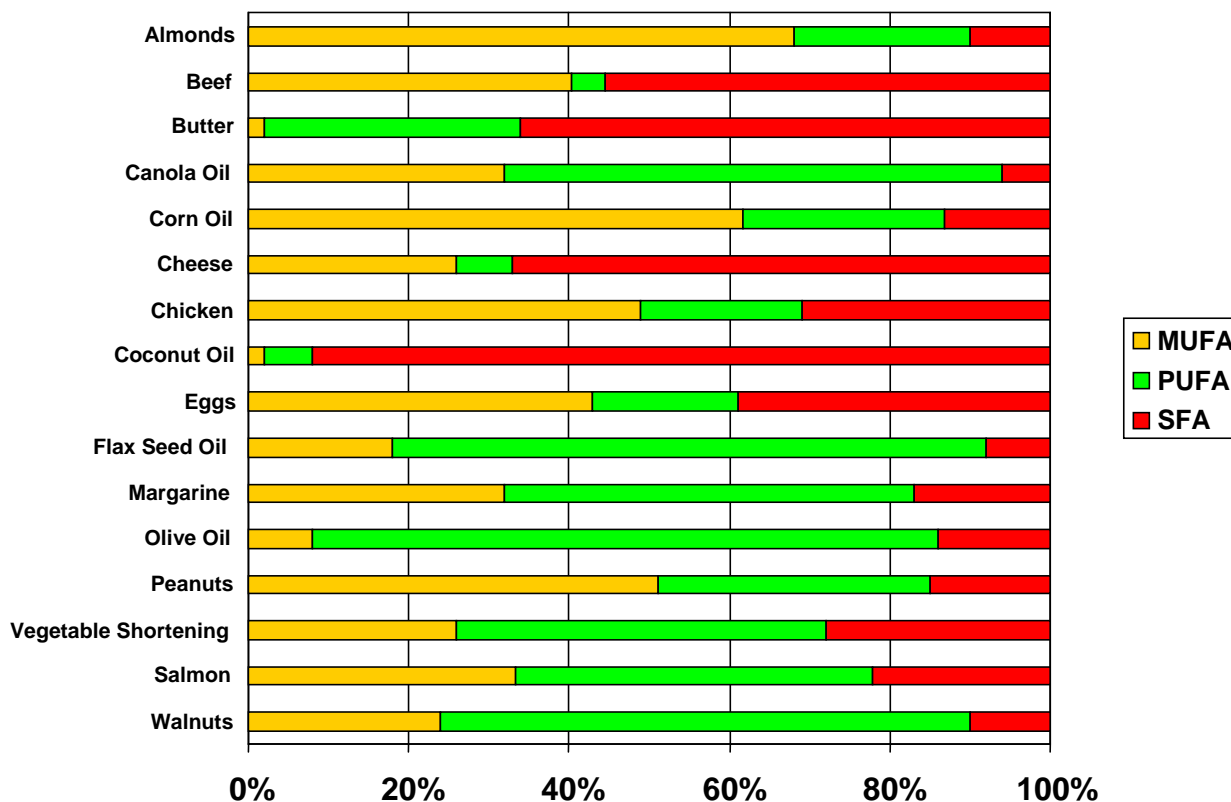
Finally, focus on healthy fats. If it's solid at room temperature, leave it on the shelf. Animal fat, shortening, butter...should all be limited. The goal should be to replace saturated and trans fats with healthier, mono and polyunsaturated fats.

The simple chart on the next page gives some examples of what a healthier fat looks like. Very simply, focus on foods that have more "yellow and green" in the bar graph and less red.

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Fatty Acid Profile of Common Foods



Focus on olive oil, raw nuts, avocado, fish oil, flax oil, and other healthy fats along those lines. Our goal isn't just to teach how to lose fat, it's how to lose fat permanently and gain your health.

12. Eat foods that aren't manmade.

This basic tip in and of itself will cause powerful changes in your health. Think about it – what “great for you” food is created in a factory and comes in a box, bag, or package?

Come up with anything? Either did we.



But the basics of nutrition can (and should) all be found outside of a factory or package. Things like fruits, veggies, lean meats, grains, and healthy fats.

Simple. Straightforward. Effective.

Oh yeah, and you may notice that all of those foods listed above have 1 ingredient – the food itself.

Following these 12 Fat Loss Strategies will absolutely help you achieve the body of your dreams and the health you desire.

After all, what good is a great looking body if your health is in the toilet?

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