

# DITCHING THE DIET



**UNCOVERING THE WEIGHT  
LOSS SECRETS THE BIG  
COMPANIES HAVE BEEN  
TRYING TO KEEP HIDDEN  
FOR YEARS!**

**BARON GRANT**

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**Ditching the Diet Audiobook**

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THE BIG COMPANIES HAVE BEEN TRYING TO  
KEEP HIDDEN FOR YEARS

BARON GRANT

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# INTRODUCTION

**Y**ou can do it!

You can lose all the weight that you want! Anybody who tells you anything different is a clown and doesn't understand how weight loss actually works!

But here is the truth - you are where you are because of what you have put in your mouth.

It is as simple as that!

I could try to make you feel better and say that it's because of your thyroid, or because of menopause, or because you're getting older. But then, just like everybody else, I would be flat out lying to you. And why would I do that? In fact, why does anybody do that? I believe that it's because it is self-serving. It is easier to tell you that you're broken than it is to tell you that it's your fault.

In this book we are going to break down all of the frankly ridiculous excuses that people tell themselves for why they are overweight. Now, maybe you have told yourself some of these excuses throughout your life. Or maybe you have heard this from a ‘professional’ or someone you deem as having status that you can trust. If that is the case this book will be extremely confronting, and certainly not a comfortable read. Accepting that we don’t know everything is hard. Taking responsibility for our own actions is harder.

Okay, hang on! I want to call something out right at the very start before you get to upset at me. I am well aware that there are different ‘types’ of bodies. I am also well aware that because of those different body ‘types’ some people will put weight on faster than others. Some people will lose weight faster than others. But with that said, there is zero point focusing on that part of it. We have to work with what we’ve got. We have to work with the body that God gave us. And we have to make the very best of it! We have the opportunity to make the most of it. So, in this book I won’t spend any time discussing different body types because it’s completely irrelevant, except in understanding that there are different body types. How you get smaller or larger is the same. It may just happen at different rates for different people.

So, let’s just jump in and get serious about how we actually lose weight without pontificating about why it’s harder for some people than it is for others. Whether it’s faster or whether it’s slower, the process is the same. Adherence to that process and the change of mindset that you need to ensure that you are successful is also the same. You can win this game, but you have to make the decision that you are going down this path and never going back. You need to be ready to say to yourself that you’re going to eat and live healthy

for the rest of your life - not just for two weeks on a silly diet.

Now, with that out of the way, let me explain who this book is for and who it is not for, because I don't want you to waste your time reading if I am really not the guy you want to help you.

Here are a few questions to help you determine if what I have to say is what you're ready to hear:

Are you sick of looking in the mirror and not liking what you see?

Are you tired of feeling unwell, lethargic and consistently tired?

Do you hide away from experiences with loved ones because you are uncomfortable about your weight?

Do you compare yourself to others who are healthy and wish you looked more like them?

Are you ready to live like a healthy person for the rest of your life?

Are you ready to open your mind to learning something new, that might go against what you have thought was accurate in the past?

Are you willing to take responsibility for your weight and not place blame on other factors?

If you can answer YES to these questions, you are in the right place! Keep reading. You are in for a life changing treat.

As you keep reading, you are going to learn some remarkable truths about weight loss. My purpose in writing this book is to help you



see that the process of losing weight isn't complicated! It isn't revolutionary! And it's not confusing, like the big companies are making it out to be. You are about to find out the secrets that these big companies have been trying to keep hidden for years! Heck – if they told you how simple it was to lose weight, they couldn't profit from it, could they?

If you knew it was as easy as making some simple changes to how you eat, drink and move, their businesses would become irrelevant, and they don't want that. They 'need' you to keep buying their programs and keep purchasing their recipe books – and they need you to remain confused so that you keep going back to them. Because, when you lose some weight then put it all back on again, you are right back at the same place you started when you decided you wanted to lose weight all those years ago. And, because you don't know any better, you go right back to them and purchase their products all over again. It's a messy cycle that can be hard to get out of.

You will notice that this book is more of a workbook than purely an informational book. 100% you will learn something new as you read it, but more importantly, I want you to **DO** something new. A lot of the stuff I will talk about you might already know. And do you know why you already know it? Because it's not rocket science! Losing weight is one of the simplest processes in the world. However, simple doesn't always mean easy. To lose weight takes effort. It takes consistency. It takes a will to win, and it takes a *never say die* attitude.

As much as you will know a lot of the information I will go through in this book, knowledge is not the be all and end all. If it was all about knowledge, we would all be skinny and rich, right? To be

successful in anything knowledge is just one part of the journey. The more important part is action - action every single day no matter the circumstances.

But do you know what's great? You can do it! I know it.

So, buckle up and get ready to be astounded. The scam that is the weight loss industry is about to be uncovered.

Are you ready? Let's get started!



SECRET 1

## THE MYTH OF DIETING

**F**irst of all, YOU HAVE TO STOP DIETING! You have to put away the diet quizzes, the recipe books or the tips and tricks you might have seen online. The ‘big’ companies I mentioned above want you to believe that you need to keep ‘dieting’ forever. That you need them.

There is no miracle diet! There is no one program, that if you follow for a couple of weeks or months until you reach your goal, then go back to your old patterns, will keep you at your goal. This is the myth. You cannot believe that you can take a pill, or follow a program for a short time, and expect to maintain a good outcome long term. There are many programs out there that will help you to lose weight. No doubt about it. But after your weight loss, have you changed your habits?

I hear it over and over again: “I have tried everything, and nothing works!” or “I lost weight following such and such a program, then put all the weight back on again when it was finished”.

Now, what I’m about to say is going to be a bit of a slap in the face for a few of you, so be prepared: The only reason a program hasn’t worked for you is because you haven’t done the work.

Ouch!

Don’t expect to lose some weight and think that you can go back to what or how you were eating before. Remember that your current habits got you to being overweight, so going back to them is going to give the same result, right? There must be a change in habits and practices.

“

*“If you always do what you’ve always done, you’ll always get what you’ve always got” – Henry Ford.*

In order for things to change, we need to change the way we do things.

But, before changing the way you eat, or starting a new ‘diet’, there is one question that you have to ask yourself:

“Is this a sustainable change that I can make for the keep - or can I at

least implement elements of this change for the rest of my life?”

I don't want you to confuse this thought with the thought of, “I want to lose weight, but I am only willing to eat the same foods that I like already”. Remember, this is why you are overweight in the first place. We simply cannot just eat the food that we like, especially if those foods are full of sugar, carbohydrates and loads of fat. If you are overweight right now reading this book you have to change the way you eat and live for the rest of your life. **For the rest of your life!**

Now, this doesn't mean that you can never have some of your 'favourite' foods again. There will be times in life when you will have important events or celebrations which would be appropriate to indulge in some other food or drink. But what it does mean is that you simply cannot have those 'favourite' foods as much as you have been having them leading up to this point.

Sometimes we can get caught up looking at other people and their eating habits and begin to compare their habits with our own. We might look at skinny people who are eating loads of McDonald's and KFC and other sugary or processed foods, and we might wonder why it is okay for them to eat that and not you. Are you just unlucky because you put weight on easier? Let me be clear - It is not okay for them to eat that crap! Just because some people don't show the fat on the outside doesn't mean they're not completely unhealthy on the inside.

So, when I talk about healthy people in this book, I am not talking about people who eat loads of garbage and stay skinny. I'm talking about really healthy people who make good decisions about their food & exercise every day!

Over the years helping people to lose weight I have literally spoken to thousands of people in detail about their eating habits day in, day out. And honestly, it's sad because many of the people I speak to are simply not ready to make the changes required to be healthy, and to subsequently lose their extra weight.

A good friend of mine said to me one day, "Baron, I really do want to lose weight, but I like the taste of chocolate much more". I think this sums up many people's attitude when it comes to eating healthy and losing weight. They love the 'idea' of losing weight, and love the 'idea' of being healthy, but want the food that made them fat more. Many people like the romance of eating healthy, feeling good, and having heaps of energy. But so many of those same people don't like the reality of what being healthy looks like, and the decisions they will need to make about food that goes along with that way of living.

Literally hundreds of the people I have spoken to have told me that they don't like water, and that no matter what I say they will keep drinking Pepsi Max (or their other liquid vice) because they don't like the *taste* of water. Here is the fact of the matter: if you want to lose weight you have to drink water. It doesn't matter if you like water. It doesn't matter if you hate water. You cannot lose weight and live healthy drinking Pepsi Max. It is terrible for you. It is as simple as that.

A common phrase I use with people who think this way is: "You can eat or drink anything you want - if you want to stay fat." That is what it comes down to every single day. Make no mistake we are what we eat (and drink).

You cannot let circumstances dictate what you eat. It doesn't matter what is going on in our lives. It doesn't matter the stresses that we are facing on a day-to-day basis. It doesn't matter if life is busy. It doesn't matter if our kids are driving us crazy. It doesn't matter if we're tired from work. It doesn't matter if we are sad, depressed, bored, happy etc. The list goes on and on. None of it matters. The reality is if we want to lose weight and then keep that weight off for the rest of our lives, we need to eat clean, drink water and move! We need to live a 'healthy' life, regardless of what is happening in our lives.

Now, before we get into the nitty-gritty of how to lose weight and get healthy for the rest of your life, I want to start off by saying something: there's a good chance that you might be in the situation where you feel like you're eating really healthy but not losing weight, and maybe you don't understand why. Maybe you feel like you've tried everything, maybe you feel like the food you're eating right now is super healthy, but your weight is still stuck going nowhere.

If this is you, I want to help you understand that **just because it is healthy doesn't mean it's good for losing weight.** We live in a world that is completely obsessed with finding the new, fancy way to lose weight. So much focus is on the next amazing superfood or fancy shake or pill, potion or health food that we all *need* to eat so we can lose weight. Yes, it's true - so many 'health foods' have remarkable health benefits. But they also have their purpose in our bodies' health. In fact, many of these healthy foods are likely the very things that are making you gain weight in the first place. I'll go into more detail about this in **Secret 8** but keep it in mind for now.

Now, I want to be really clear. Many people that you will speak to, whether they be personal trainers or nutritionists, dieticians or



medical practitioners will completely disagree with a lot of what I speak about in this book. And that's ok. They know what they know and have their own specialties and skill sets. And I know what I know. And I have worked with thousands of people to help them specifically lose weight, and I've never worked with anybody who can't lose weight when they actually follow the process I teach and eat the right foods. I have had medical specialists follow my program with great success. I have even had clinical dieticians on my program because, even though they know so much about food, they haven't been able to put it together successfully in a structure that helps them lose weight.

I know weight loss, and it is not a mystery. What it does take is the right information followed by consistent effort day in day out. And the great thing is, once you get those habits in place it is much easier to keep them in place and keep the weight off long-term. Having a mindset to do a short-term diet never really works in the long-term. Because when you go back to the foods that you were eating before, in the same way that you were eating them, clearly you will end up being back at the same weight or more than you were in the first place.

So, to sum it up – you don't need to diet for the rest of your life to lose weight. You don't need to sign up to a monthly subscription, or exercise in a way that is unnatural for you. You don't need to eat more calories, consume more fat, or go without meals. You don't need to take a certain pill or powder or count and weigh everything you eat. This is the great myth.

You can lose all the weight you want and keep it off for good by following a few simple steps and implementing some easy and common practices every day. It's that simple.



## SECRET 2

# TAKE PERSONAL RESPONSIBILITY

**L**ike I briefly mentioned in Secret 1, you are where you are with your weight and health because of what you have put in your mouth.

Looking back in time, all over the world families and communities would farm and grow their own food. They would eat what they grew and sell their abundance. They grew plenty of vegetables and fruit in their seasons and had meat, milk, and eggs available to them with the animals they kept on their land as well. This food was all wholesome, grown from the earth, and just what their bodies needed. Their bodies were sustained and were strong as they ate this food and worked to produce it. And most importantly, they avoided

'lifestyle' diseases and health challenges that are associated with poor food choices.

Now we have a 'convenient' world where other people make the food for us, so we can have our high paying corporate jobs and often elaborate lifestyles, or simply so we can work day to day just to make ends meet. We are no longer producing our own food and are entrusting that charge to someone else, in the hopes that they'll give us what we need. That's a bit of evolution for us, and as much as it is good to progress and do things differently at times, our lifestyles have now become such that we want to be able to grab whatever food we need/want and get on with our busy lives.

Food that was once a wholesome addition to our diets have now become full of preservatives and added sugars simply for convenience. It's a sad tale to tell. We aren't eating the way we used to eat, and consequently our bodies aren't functioning the way they used to function. And what we are doing is causing havoc.

We were designed to fuel our bodies with what God gave us on the earth. We can liken this to fuelling a car. If you put Diesel fuel in your car that requires Unleaded fuel, your car is just not going to work the way that it needs to. Sure, on the outside it still looks like a perfectly good car but try and start it and get it to take you to work or to the grocery store, and that's a different story altogether. We are often putting the wrong fuel into our bodies and expecting them to still do what we want them to do, without the success we are looking for.

Here's the truth of it: the majority of our common health issues have come because of the environment we have placed them in. We eat worse than we have ever eaten in history, we exercise less than ever

before, we put ourselves under more stress than we ever have, and we have more health complications as a population than has ever been. Looks to me like there is a sound connection between them all.

Think about it. Prior to the early 20<sup>th</sup> century heart disease was an uncommon cause of death, steadily increasing into the ‘modern way’ of eating and living. This increase has been attributed to the increase of smoking and dietary changes, also resulting in higher cholesterol levels and other health complications.<sup>i</sup>

The incidence of Type 2 Diabetes has had a rapid incline, even since 1980, and is one of the top 10 causes of death globally. Together with cardiovascular disease, cancer and respiratory disease, these conditions account for over 80% of all premature, non-communicable disease deaths, and it is widely known that simple, consistent lifestyle changes improve, and often reverse the disease.

*“The incidence of diabetes could be reduced by weight loss. Globally, diets low in whole grains, nuts and seeds, and fruits were the leading risks among dietary risks. . . . Most developing countries are switching from traditional diets to higher intake of carbohydrates, fats and sugars. Globalization and emerging supermarkets increased access to processed, high-fat, added-sugar and salt-laden foods. Relative low price and high accessibility of energy-dense but low-nutrient food decrease the consumption of whole grains, fruits and vegetables. High BMI is greatly affected by dietary and physical activities which suggests improvements in healthy diet and adequate exercises [to avoid or reverse the disease]”.*<sup>ii</sup>

I have worked with countless people who have hormone trouble, or thyroid issues or some other challenge in their body. These people have been told by doctors and other supposed experts on health that they can’t lose weight **because** of problems they have in their body.

Hmmm. That's a great way to take personal responsibility out of the weight loss equation, isn't it? In most cases, we have taught our bodies what to do by giving them clear instructions. In simple terms, we have told our body to work crazy hard and haven't given it everything it needs to function properly, resulting in deficiencies and imbalances. In short – we haven't given our bodies the right nutrition which in turn causes medical issues.

But just because we haven't given our bodies the best instructions in the past doesn't mean that there's no way out. Every single person I have worked with that has had a thyroid issue or a hormone issue or some other issue, has succeeded in losing weight as soon as soon they start eating right and moving. **Every. Single. Person.**

So, if you're ready to accept that you are where you are because of how you have lived your life and because of what you have put in your mouth, then we can do amazing things together! But if you're not ready to take full responsibility for where you are and that you've done this to yourself, you have some work to do before you are going to be able to get to where you want to be.

But that's ok. You have a starting point, and you know now what you need to do to begin.

## SECRET 3

# KNOW WHAT YOU ARE WANTING TO ACHIEVE

**B**efore we get into the actual metrics of where you're at and what you're trying to achieve I want to quickly explain how we lose weight. There are plenty of marketing campaigns trying to tell us that you can somehow melt the fat away with special wraps that you put around your stomach or crazy pills that promise the worlds easiest weight loss without doing anything different. But here is the cold hard truth about weight loss and how it actually works, so let's keep it very simple...

We lose weight when we consume less calories than our body needs every day for basic function. That's it.

When we consume less energy than our bodies need, it is at that point that our body searches for extra energy sources. Let's look at a really simple example. Let's say your body needs 1500 calories per day just for basic living – for breathing, heart pumping, digestion, and simple movement etc. If you wake up tomorrow and eat 1000 calories, your body still requires 500 calories for this basic function, and it needs to get that energy from somewhere.

Eventually, without going into the inner workings of the human energy systems, the place it will go to is your fat stores, where the body turns your fat stores into ketones, and you use those ketones as energy. This is what is commonly referred to as ketosis - our body using our fat stores as an energy source. Makes sense?

Remember that 'less calories' isn't the same as 'less food'. You can eat loads of food while losing weight. But more on that later.

Okay now that we've got that straight let's talk numbers...

As it says in the famous movie *'The Sound of Music'*, let's start at the very beginning, a very good place to start.

Before you can even try to work out a plan to go from point A to point B with anything in life, whether it be a business venture, a holiday, a new relationship etc, we need to understand what point A actually is. Sometimes determining this takes us having a good hard look at our situation and being honest with ourselves. This isn't always easy and can be a little confronting.

With weight loss, it is no different, but often holds with it an emotional element that can be hard to admit. But remember that if you don't acknowledge whole-heartedly your current situation,



you are less likely to make a change that will be maintained long term.

There are a few things that I want you to do before we move on in the book. I need you to get down and dirty and a little bit personal. Using the space below, I want you to write down your current height, weight, and age – your personal metrics, if you like. And even though I'm not right there with you, I want you to imagine that you are telling me all this information. I want you to open up and admit to me – just you and me, one on one – your current weight situation.

Now, some people I speak to don't like to weigh themselves at all. Others like to weigh themselves every single day. Either way I want you to get on the scales today and write down the number. It doesn't matter if you like what you see or you don't like what you see. It's important, if you are going to make a change at all, for you to know what the starting point is.

To finish off I want you to write down your goal weight. Now when I say your goal weight, I want you to write down your absolute goal weight. I don't want you to worry about what you *think* you can achieve. I just want you to imagine that you had a magic wand, that you could wave it and when you did you would magically become this weight.

Going back a few years, I worked with a lady on our program, who, when I asked her what her ultimate goal weight was, she said a number that was only five or 6 kg away from what her current weight was. I challenged her and said that I think she actually wanted to lose more but was too scared to say it.

She pensively agreed and told me the actual number that she wanted

to be. She was so worried about admitting out loud what she truly desired. She'd had so many experiences in the past with other programs and meal replacements etc that hadn't given her the desired results, that she no longer believed that she could ever achieve such a lofty goal. Needless to say, she not only hit the first goal that she had originally told me, but she also smashed the second goal – her real goal!

You have to begin with the end in mind. If you don't know where you're headed there's no way you can ever make the right decisions to get there.

Ok – here goes. It's just you and me. Let's hear it:

**What are your numbers?**

- **Height** \_\_\_\_\_
- **Weight** \_\_\_\_\_
- **Age** \_\_\_\_\_
- **Goal Weight** \_\_\_\_\_

Make sure you don't go onto the next section before you write these metrics down. These numbers will help you to work out what your Basal Metabolic Rate (BMR) is. We are going to go into this in Secret 7 as it's imperative in learning how the body functions to lose weight. But for now, your BMR is the number of calories that **your individual** body needs every day for basic function. I'm talking about walking around, breathing, moving your arms, talking, etc, like I mentioned above.

Our body needs a certain number of calories to perform these tasks

every day. When we eat above that number of calories, we will gain weight as the body is simply given too many calories and will therefore store them. When we eat below that number - in the right way - we are giving our bodies the right environment to lose weight.

Now, not all calories are created equal (we will talk about that a little bit later in Secret 8) but make no mistake – ‘calories in’ versus ‘calories out’ is a fantastic place to start when it comes to knowing how to lose weight.

Okay, now you have identified where you are currently and what you will achieve in the future, let’s talk about some of the things that have not worked for you in the past.

Why? Why focus on the past? Because until you identify that these practices haven’t been helpful, you will continue to go back to them over and over again, achieving the same results. You might desire a quick fix to lose a bit of weight for some event that you might have coming up. Or you might feel so deflated about your weight that you just have to do ‘something’ and it’s better the devil you know.

Now, you may have only tried a few things in the past to lose weight. Maybe though you have tried 25 or 30 different diets or meal plans. Remember, whether you choose to follow what I teach or not is up to you, but either way I want you to acknowledge where you are now, and what you have done in the past to bring you to this point. It is only then that we can truly make the decision to lose weight and keep it off for good by eating healthy for the rest of your life, not by trying to find quick fixes after you’ve treated your body wrong for a long period of time.

So, take a few minutes and write down all of the things that you've tried in the past to lose weight. Maybe you've tried so many things you can't fit them on a list in this book, but I want you to write down every single one that you can think of. I'm going to talk through a few of them in the next section, but as you list what you have tried, I want you to think about why it was not sustainable and why it hasn't led to you currently living a healthy life...

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Ok! There it is. This is what you have tried in the past. The list may be short, or it may be long. Either way, you haven't achieved what you have wanted to achieve by trying them or following their programs. And that's actually great information for you to know. Because now that you know what you truly want (or what your goal weight is), and you know what hasn't helped you to achieve it, you are in a better place to be able to make the changes needed for you to truly achieve your goals.

Now it's time to learn how. Keep reading – you're doing great.



## SECRET 4

# NOTHING REVOLUTIONARY

**W**e live in a world where we are constantly surrounded by new inventions and new products. There are so many clever people out there who have the mind and the talent to create new things and then to present it to the world, hoping that they will be able to sell enough to make a good living and maybe make a difference in the process. But they have to get the marketing right to convince us that we need their product, don't they?

Often these shiny, new and improved items or programs or products promise to make life simpler for us. We even tend to look for them when we see how great they are claiming to be for us, or how easy it will be to do this task or that task. Without even realising

it, we begin to think we need these ‘revolutionary’ things to fix our common day to day problems.

While this can be true in many instances, and can make life easier in many ways, in many others, it simply isn’t the case.

For example, the washing machine has made washing clothes a heck of a lot easier than it used to be. The microwave has made re-heating and cooking food a simpler, more convenient experience. And the sewing machine – no more hand stitching entire outfits! Brilliant! I can’t imagine life without a vacuum cleaner, a flushing toilet or a computer. And what about simple things like a pen, cutlery or a drink bottle? Heaven knows my wife would be lost without her drink bottle. It is stuck to her like glue.

When you stop and think about it, we really have a lot of clever people to be grateful for. There have been so many inventions, so many creations, that really have made things a lot easier for us. They have helped us fix real problems.

There are also, however, people out there who are creating products then trying to convince us that there is a problem that needs fixing with something new. And this is what has happened when it comes to the weight loss industry. ‘Inventors’ are capitalising on human emotions – particularly our tendency to compare ourselves to others, having high expectations of ourselves along with our desire to look a certain way and ‘measure up’.

But why are ‘new’ products different when it comes to weight loss? Well, the simple fact is that we don’t need anything revolutionary to lose weight. We often forget that we never did anything revolutionary to put the weight on in the first place. So, the question

is, why do we need anything revolutionary to take that weight off again?

The way the human body functions haven't changed since the beginning of history. Some of the things that have changed, though, is how we have fuelled, and how we have treated, our bodies, which has altered what our bodies do in response. This seems to have also altered our thinking. Because our bodies are now responding differently to our choices of food, surely, we have to do something different again, right? Wrong. We simply have to get back to what we **were** doing before – before we started gaining weight as a population. Before we started getting sick and before our hormones started going crazy.

Below are some of the revolutionary ways that people try to lose weight. You might be familiar with them and even tried them yourself:

### **Weight Loss Shakes**

Weight loss shakes would have to be one of the easiest ways to reduce calories and lose weight. The idea is that you swap out 1, 2 or even 3 meals a day for a low-calorie drink. Sounds like a great alternative. But they suck!! Why? Because they are 100% not sustainable! You can't (and certainly won't want to) live off meal replacement shakes forever. You are going to have to start eating actual food again at some point.

Yes, using Weight Loss Shakes will make you reduce the calories you are ingesting, therefore allowing your body to burn fat for energy, which of course results in weight loss. But when you use



shakes as a meal replacement you are simply putting a Band-Aid over your eating issues. For a short period of time, you are taking away food and replacing it with something that is not food (in fact in most cases it is something synthetic, made in a lab not at all with real food), all the while neglecting the root cause of your weight issue. Food.

From the outside, Weight Loss Shakes appear to make so much sense, though, right? Simply don't eat and have this shake instead. It will satisfy all my nutritional needs, and I can lose weight in the process.

I can almost hear you saying, "But Baron! I've lost heaps of weight before using Weight Loss Shakes. It can't be that bad."

If you've used shakes before and you're reading this book, it didn't work so well for you, did it? Losing weight in the wrong way is a waste of time if you end up putting that weight back on again.

The real challenge I see with shakes is that you don't learn the right foods to eat. There's no re-education, there's no practice with eating the right food. You can't create new habits with your food, particularly when it comes to snacking, when food itself is eliminated from the equation.

If you want to attain and maintain a healthy weight long-term, understanding the right foods to eat, the amount of food to eat and how to make simple and easy snacks is all key. Then, when you know and understand what to do, you need to put it in to practice. Drinking Weight Loss Shakes can't do that for you.

## Weight Loss Pills

There are a plenty of pills available over the counter, online or by prescription that claim to help you lose weight. There is a huge market out there profiting from many peoples' desperation. One of these pills that is sold in the mainstream pharmaceutical market is a drug called Duromine. This drug is prescribed by doctors as an appetite suppressant which affects a particular part of your brain to help you to stop feeling hungry.

I've spoken to many people who have taken this pill and a variety of others just like it. Not only did they only experience a small weight loss, but they also had the added bonus of experiencing many of its common side effects, such as:

- changes in heartbeat
- high blood pressure
- restlessness
- trouble sleeping
- nervousness
- tremor
- headache
- dizziness
- fainting
- nausea
- vomiting
- diarrhoea or constipation
- stomach cramps
- dry or unpleasant taste in the mouth

- trouble urinating
- skin rashes
- sexual function problems
- feelings of extreme happiness followed by depression and tiredness
- swelling of the face and lower limbs
- And these are just the common side effects. More serious side effects include:
- heart attack
- stroke
- chest pain
- myocardial infarction and
- difficulty breathing<sup>iii</sup>

Think about this for a second. Instead of encouraging a patient to lose weight by making changes to their food intake and lifestyle, a ‘medical professional’ has prescribed a drug that effectively speeds up somebody’s body, stopping them feeling hungry, at the expense of the proper function of that body, according to the side effects listed above.

So, if that thought isn’t enough, my question is, just like with meal replacement shakes, what happens when you stop taking Duromine, or another similar drug? Do you maintain the weight you might have lost? Or do you just jump back in and eat the same type of food that you did before. That is certainly an option, as you still likely ate them while taking the drug anyway, maybe just in smaller portions.

But do you know what is a complete guarantee? That you **will** put

all the weight back on that you lost, because remember that it is our eating and lifestyle habits that cause us to gain weight and taking a drug can never change your habits.

Like I mentioned earlier, a question I commonly ask the people I work with is, ‘You didn’t need anything revolutionary to put the weight on in the first place, so why do you need something revolutionary to take the weight off again?’ It seems completely ridiculous. And it is, but there is a weight loss industry out there, and clearly some pharmaceutical beneficiaries, that are built on you failing over and over and over again. Most weight loss companies don’t really want you to lose weight and keep it off, because it is repeat offenders that make them loads and loads of cash.

## **Frozen Meals Delivered to Your Door**

Next on the list is frozen meals delivered to your door. There are so many options to choose from when it comes to this as a weight loss consideration. Yep, you can have all of your meals pre-prepared, delivered to your door ready to go when you need them. And this is another one that seems to make perfect sense from the outside.

However, there are a few things to think about before embarking on such a venture. The first problem I see is that frozen food tastes like crap! Most people cop it for a few weeks or months and then realise that their food tastes like cardboard, or the chicken is as dry as a bone, and it is not at all enjoyable, or the vegetables are soggy, or you are simply still hungry after finishing the meal. Also, this option can end up being quite an expensive exercise, especially if you still need to buy and prepare food for your family.

It comes back to that same challenge we have with the other options that we've already discussed. Meals being delivered to your door is completely unsustainable, unless you have the funds to have meal deliveries for the rest of your life.

Another problem I see with this approach is that you never learn for yourself how to choose what to eat and how to prepare the right foods for what you are trying to achieve. When someone else is making all the decisions and doing all the preparation for you, you're not changing any habits at all. And because frozen meals are an unsustainable option, once you have ended your subscription or are bored from a lack of variety, what happens next? How do you know what to cook or how to prepare your next meal? What food, and in what quantities, should you actually be eating at each meal and snack time?

Once again, because habits haven't changed, any weight that you might have lost, will soon be gained again, and you'll be back at the same place you started months earlier.

I frequently speak to people who only have maybe 5 kg to lose. When they begin a home delivery service of frozen meals, generally in the starting process they need to select the amount of calories that they would like to be eating each day. The most commonly chosen option is about 1200 calories per day. This is often where the confusion lies.

As an example, if someone is not very heavy, maybe around about 60 or 65 kg and they want to drop that extra 5 kg or so, they simply will not be able to lose any weight on a 1200 calories per day diet. This fact is so commonly misunderstood, because at 65kg and

wanting to lose weight, eating a 1200 calorie per day diet is not going to do anything for them at all! Their Basal Metabolic Rate (BMR – the amount of caloric energy needed for daily function) is around about that 1200 calories per day mark. Meaning that, by eating 1200 calories, they are not getting underneath their Basal Metabolic Rate like they need to in order to lose weight. I will explain more in Secret 7 about how to work out your own Basal Metabolic Rate – the number of calories your body needs to function. But for now, you need to know that you have to be in what's called calorie deficit to lose weight. You need to be consuming less than your body needs.

Yes, frozen meals delivered to you are convenient and easy at the start, but they quickly become tasteless and frustrating when you end up not losing any weight, or worse yet, you put all the weight you did lose back on because you haven't changed the habits that got you there in the first place.

## **Fasting**

Fasting has all sorts of health benefits, and it has become a real weight loss Fad over the past few years. You may have heard of some of these: Intermittent Fasting, Water Fasting, Time Restricted Eating, 5:2 (five days eating what you want and 2 days of very low calorie eating), Seasonal Eating, Nutrient Restriction, etc.

There are some massive benefits to fasting, but as with many Fads, if not preformed correctly, can also have very negative impacts.

One of the greatest benefits I see of fasting is that your body can go

into a cleaning up process called autophagy. This is where your body uses damaged body tissue, proteins, and other bacteria as an energy source during periods of starvation. This can help to clear out some of the nasties in your body, like harmful bacteria and other disease-ridden cells. This is a real reset and clean out of your body and can be a really good thing in many instances, so I'm not against fasting for these purposes.

Fasting in the right way increases brain function, decreases inflammation, improves blood pressure and heart health among other benefits, which are all fabulous, right? Yes! But when undertaken without the right information and often with the wrong intentions, these benefits can be outweighed by the often-increased weight incurred because the body doesn't properly know what's happening or how to respond to the fasting.

I am, however, not a fan of fasting as an ongoing weight loss tool. There have been several studies done on what happens to the body because of fasting. Going without food for long periods of time (whether that be hours or days) can have some benefits, as listed above. But adversely, when not done right, it will also cause the body to go into 'starvation' mode. When this happens, your body will begin to slow your body processes down so that you burn less calories and will begin to store more of the food that you eat as fat as a protective mechanism. All of this because it doesn't know when you are going to give it another meal or nourish it in the right way again. And your body's purpose is to keep it functioning and to preserve your life, so it naturally does this to protect itself.

The primitive part of our brain still operates on the 'feast or famine' method. In times of plenty (usually in the warmer times of the year when food grows abundantly) the body stores extra energy so that

it can live effectively when there are times of lack (usually colder months when it's harder to grow food). It really is a remarkable mechanism that our bodies have – the innate ability to store energy to protect itself when it needs it.

But we live in societies across the globe now where there is often plentiful food available to us all year round. We no longer have the need to store the extra energy to preserve our lives. But our bodies don't know that. And we keep confusing it when we fast. In order to reap the benefits and eliminate the negative impacts of fasting, we need to 'trick' our bodies into thinking that we are actually not fasting at all. That in itself is information enough to fill a whole other book, so I won't talk about that here.

I remember one lady I worked with who was doing really well losing a kilo or two every week on her weight loss journey with me. About halfway through the program she said to me that she needed to do a fast for the next two weeks due to religious reasons.

The way the fast would work is that she would eat nothing for breakfast and lunch but would eat dinner. This lady went from consistently losing weight every week to only losing 300 g over the course of two weeks while only eating one very clean meal for dinner, but not eating any breakfast or lunch every day.

It was amazing because she was eating far less in terms of calories coming in but because she was fasting for such a significant amount of time during the day, she couldn't shift the weight. We need our bodies metabolising food consistently. This will allow us to continue to lose weight day in, day out. Going without food is never a great way to lose weight.



Another challenge that I see from fasting is that because you have gone without food for a long period of time, when it is time to eat again, most people generally eat more than they would have eaten had they not been fasting. So, that lunch that they're having at 2 o'clock ends up being the same amount that they would've eaten for breakfast and lunch combined, therefore defeating the whole purpose of fasting in the first place.

Also, I don't know about you, but I certainly don't want to spend half of my day feeling hungry when I could've simply eaten some food and felt really content and still be losing weight.

Another approach, aside from intermittent fasting or time restricted eating, that I have seen going around a lot when it comes to fasting is long-term water fasting. I can tell you right now that this is not a great way to go when it comes to losing weight long-term.

Due to some complex medical conditions that my wife has, she has tried long-term water fasting, not for weight loss but in the hope of achieving some of the health benefits that can come from this type of fasting. She wanted her body to go into autophagy – a massive clean-up - in an attempt to remove large amounts of bad bacteria from her body.

One of the fasts that she did last for 21 days where she only consumed water and nothing else. Over the course of that 21-day period she lost 14 kg. Watching the process was quite remarkable. She felt well for the first time in ages! She had mental clarity and, although she felt a little low in energy, she was able to do so many things that she couldn't before. She was still able to go for a walk and keep the house running, and she still worked in our business. It was clear that her body was working at eliminating the nasties that

had been holding her back, which is what she wanted in the first place, and it was empowering for her.

But here is the scary part - in the five days after she completed the water fast, she put on 10 kg! The vast majority of that was water weight because as she started to consume food, water could actually be retained again in her body. When you're not consuming food, water just flushes straight through you as there aren't the right mix of minerals, hormones or salts to keep water in to be able to do its job. As you can imagine, this left her feeling extremely unwell after the fast, with significant pain and swelling throughout her body.

My wife was not doing this fast for weight loss, but there is still so much relevance to our conversation here. It was a fascinating observation to see what happened to her body because of the fast. There were benefits – especially during the fast - but there was also damage to her body because of it. It put her body under so much stress and caused some additional challenges that took some time to rectify.

I have literally spoken to thousands of people helping them to lose weight and I could count on two hands the number of people that have actually consistently lost weight following any sort of ongoing fasting regime. Once again, I don't know about you, but I would much prefer to eat food rather than starve myself.

And I promise you that you can do both. You can eat food and lose weight without starving yourself.

## **Extreme calorie restriction**

Like fasting, another regime I hear about frequently is Extreme Calorie Restriction. There are many programs that you can find on the internet that focus on restricting your total caloric intake down to about 400 or 500 calories per day. Yes! For sure, you will lose a bucket load of weight if you reduce your calories down to 500 per day. But you will also be miserable, hungry and frustrated. The likelihood of you continuing with this kind of program is extremely low. Most people only last a couple of weeks and get too frustrated because it's too restrictive and not comfortable.

I remember when I used to own my gym and I would watch people join or attend more frequently in preparation for a body building competition that they had coming up in 2- or 3-months' time. They had to shred all of their excess weight as well as excess water from their bodies to ensure that they were ready to be on stage for the judges to see all of their muscle separation and definition properly.

I don't think I'm going out on a limb in saying that they are not the happiest of people for those last couple of months. It's a gruelling experience for them in their preparation as they work on dropping weight and counting calories. They are preparing insanely for a competition that will only last for an hour or so while they're on the stage.

Commonly, many of them leave their competitions and go straight to a pizza place, a McDonald's or another fast-food restaurant to get lunch – food they haven't had for months! But remember that they were only doing this preparation for one moment in time. Yes, they worked hard for the reward and satisfaction, and have proven that

they can push their bodies harder than they ever thought before, but once again, no habits were changed, and they often go right back to their old lifestyle until the next ‘challenge’ comes along.

If you’re reading this book, I know that you don’t want a ‘one moment in time’ experience of losing weight, then to have the weight all come back on. I know you want to lose weight properly and keep it off, living a healthy life for the rest of your life!

### **Weight Loss Surgery**

Okay, I’m not going to pull any punches here at all. Weight loss surgery should be banned, cancelled, and never ever allowed to be performed ever again. It is a disgrace! It is my firm belief that it is completely unnecessary and causes far more challenges than it ever solves.

I know that I am speaking with a broad brush here, and if you haven’t already recognised, I like to ‘say it as it is’. I am also well aware that there are people who have had weight loss surgery and who have experienced terrific results. But these results don’t take away from my opinion - that in my mind weight loss surgery is a completely unnecessary way to lose weight.

I see the huge number of people who come to me after they’ve had weight loss surgery, so discouraged that they’ve put all the weight back on again, a lot of the time with interest, meaning they have gained their weight back again plus more! Often, they are so confused about what to do now and how to eat, because after surgery they have restrictions on what foods their bodies can now process, and therefore have restrictions on what they can eat!

We know that over 50% of people who have weight loss surgery will put all the weight back on in the following five years after the surgery. This is really due to the fact that a ‘quick fix’ was implemented by a doctor – a respected professional - instead of focussing more on the root cause of the weight gain.

In most cases, what needed to be ‘performed’ was proper education and support to ensure that there were changes in diet and exercise implemented consistently. They needed a professional to help them make these changes so that they were long-lasting and could create a healthy lifestyle, rather than simply forcing weight loss for a short time with surgery.

But once again, it’s a great money maker for those who look to profit from someone else’s desperation. In my opinion it is one of the grandest acts of malpractice in the medical community, without regard for the patient’s long-term interest.

Weight loss surgery does not teach you the right food to eat. It does not change your mindset to think differently about your relationship with food. It does not allow the body to create healthy patterns around food and exercise. What it does offer is a short-term quick fix of weight loss, which if not handled correctly will come back on at a rapid rate.

Simply put, you can lose weight at almost the same rate as someone who has had weight loss surgery, all while eating the right foods and making good lifestyle choices. There is simply no need to have a doctor open you up and remove part of your body. **You don’t need them to do that.** You can lose all the weight that you want by making good choices - consistent good choices



## SECRET 5

# WEIGHT LOSS IS A MIND GAME

I remember talking to a lady on the phone about her eating habits as part of a consultation call. She told me that she would eat three Nutella wraps for breakfast, which was followed by three Nutella wraps for lunch, and if she had no dinner prepared, she would follow it up again with another three Nutella wraps for dinner.

Now, most of us would look at that day of eating and fully realise, as this woman did, that it is a completely unhealthy way to eat. So why did she continue to do it day in and day out?

This lady had created habits in her life that were unhealthy. She wasn't consciously making a decision to eat this food **because she wanted to gain weight**, that was simply a consequence of her

decision. She was eating this food because it was simple, easy and in her mind tasty. And the more we eat these types of food the more our body will crave these types of food.

To lose weight and keep it off for the rest of your life, you have to change your relationship with food.

If we only ate when we were hungry, there would be so few people that are overweight. The fact of the matter is that we tend to eat for many reasons. Some people call this ‘emotional eating’. I had one lady say to me “Baron, you have to understand that I eat my feelings”. It made me laugh, as you can imagine, but it clearly shows that she, like many people, eat for reasons other than to fuel their bodies.

We eat when we are grumpy, frustrated, happy, bored, sad, thoughtful, celebrating, and the list goes on. But if we want to be healthy, we can’t just simply eat for the sake of eating. Making conscious decisions about our food and not mindlessly consuming it will allow us to have long-term success when it comes to losing weight and keeping it off.

This is why I like to say that weight loss is simple, but not always easy. The information I talk about in this book is very simple. However, the application of this information is not always easy, depending on where you are individually starting. If you have a habit of bingeing and eating a lot in an emotional way, it is a bigger change for you to make than someone who has simply gained weight after having children. But you still can make that change no matter what your current situation is.

If you really want to make long lasting change when it comes to



weight loss, the most important place to start is identifying **why** you actually want to lose weight in the first place. When you do this, your thought processes will change which will aide you in your journey.

Over the next few pages, I'm going to ask you 3 important questions. I want you to take some time to really think about these questions, and then I want you to write down your responses in this book. Be serious about this task as well. Don't just write down some fluff that is superficial, like you think you are 'too fat', or 'I'm not happy with my weight'. Write down what that feels like. Write down why you don't like how that feels.

So, **the first question**, that I have already alluded to, is: "Why do you want to lose weight?"

Some of the reasons I often hear in my conversations with people sound like this...

- I don't feel confident going outside
- I hate the way I look
- I have no energy
- My body hurts
- My clothes don't fit
- I hate looking in the mirror
- I am tired of living life on the sidelines
- I don't feel attractive to my partner
- I am too embarrassed to be intimate with my partner and our relationship is suffering
- I have had a health scare

The main reasons for wanting to lose weight and live a healthy life will be different for everybody. But what is indisputable is that when

you lose weight and become healthy you will be happier and more comfortable in your own skin. You increase your chances of living a longer life and you decrease the chances of dying of serious (avoidable) illness, which we spoke about in Secret 2.

So, as you write down the reasons why you are not happy with where you're at right now, make sure you include potential health risks that you are facing because of your weight. Be honest about this. Don't just gloss over the fact that your excess weight is making you sick. Being honest will help you to really solidify your reasons for losing weight.

While you're thinking about this answer, also think about what you don't like about being overweight. What are you unable to do because of your weight? What would no longer be an issue for you if you were thinner and healthier? These reasons can be great motivators – but you need to identify them first.

Don't be afraid to experience a little discomfort here as you pick out the things that are crappy about your current situation. You need some strong reasons for losing weight. Reasons that are impactful to you on an individual level.

Here goes. Once again, it's time to get down and dirty. Get real and personal, and really identify all the reasons WHY you want to lose weight. Go.

“Why do you want to lose weight? What is crap about where you are right now?”

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Our bodies are certainly worth loving. Without truly loving ourselves and who we are it becomes extremely hard for us to show real love to others. But loving ourselves doesn't mean that we need to be content with being unhealthy. Wouldn't it be nicer to love ourselves enough to work at being healthy rather than try and force self-love in our unhealthy states?

Many people put up a fake front and act like they're happy with being overweight. You might have even done this yourself in the hopes of finally accepting where you are. My experience, however, in speaking to thousands of people in this situation is that this is almost never the case. Even some of the most body confident overweight people on the outside are hiding a deeper pain on the inside. I have never spoken to somebody who is overweight and happy - truly happy - with where their body is at.

**The second question** I want you to answer is, "What is going to be amazing/different for you when you get to your goal weight?"

Just as important as identifying the areas of your life that you're not happy with because of your weight, is the need to identify what is going to be amazing in your life **when** you reach your goal weight. Notice that I said 'when' not 'if'.

Too many people say to me "*I'll give it a try*" or "*I hope you're right*" or "*Maybe*". And I totally get this type of comment born out of years of emotion. You've tried in the past, and you're right back at where you began. You've put effort in previously only to gain weight all over again.

With all the respect and understanding I can offer, if this is what you're thinking right now, you have lost before you've even started.

You might lose a few kilos, but then the cycle will once again be in full effect. You will undoubtedly stop putting in the effort needed to keep losing weight. Something will come up and you'll feel overwhelmed. You will not be as organised with your food one day and you will eat something you shouldn't. Then it's all over. You're back to doing what you used to do, not working towards your goals, just doing what's *easy* and *familiar*.

Changing your mindset from 'I hope I can achieve something' to 'I will achieve something'; thinking 'win' instead of thinking 'fail'; saying 'This is easy. I can do this' instead of 'This is too hard, I can't,' will make a huge difference in your capacity to actually achieve the goal that you have set out to achieve. If there is one principle, I want you to take away from reading this book it is this ... Never again **try** to lose weight. Just **do** it.

If you're a Star Wars fan, you will remember a very short, yet hugely impactful quote from Master Yoda. He said:

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*“Do or do not. There is no try!”*

If we continue to **try** to lose weight we will never achieve. Today, right now, make the decision to be a certain weight by a certain date. Lock it in and then **do** the work you need to do to get there. Remember weight loss is simple but simple doesn't mean easy. Make the decision, do the work (no matter the circumstances) and you will win!

Everybody has a number that they want to reach, and in Secret 3 you identified what your number is. It's fantastic to have that as a goal so you know where you are heading. But, in the whole scheme of things, it's important to remember that the number you have written down is completely irrelevant. What is most important is how you are going to feel **when** you get there.

Using the area below, I want you to identify what is going to be different for you when you actually get to your goal weight. You'll know how to stay there following the principles I teach, so I want you to search yourself and think about how you are going to feel. What does it look like? What does it taste like? What does it smell like? I want you to really visualise yourself at your goal weight. What do you see now when you look in the mirror in your mind's eye? How are your relationships effected? What in your life has improved?

Maybe your goal weight is 63 kg (this just happens to be the most requested weight that people mentioned to me on the phone). What can you do at 63 kg that you can't do now? How does it feel when you put clothes on? When you walk into a room, do people look at you differently? How is your health at your goal weight? Does your body hurt at your goal weight? How do you move? Is it easier?

The more detail you include, the more effort you put in to visualising how you will feel when you arrive there, the more chance you will complete the task of losing weight and win the process. So be detailed, be raw. Nobody else is going to see it, unless of course you would like to share it with someone. But this is about you chasing the best version of you!



become the absolute best version, the healthiest version of yourself that you possibly can. And more than likely, the happiest version of yourself that you could and ever have been.

Okay, **the third question**, but arguably the most important question that I want you to answer below is this:

What excuses are you using to stop you from reaching your goals?

I want you to think of all the excuses that you are likely going to come up with over the next few months that are going to hold you back from achieving your goal weight?

I've already said a number of times that I've spoken to thousands of people about losing weight and the reasons why they gained weight in the first place. A lot of these discussions begin with people telling me about hormonal issues or genetic issues or thyroid issues etc. or even how busy they are at work, or how family life and pressures have caused their weight gain. But most of those discussions end with the person on the other end of the phone accepting that they are not where they want to be because of what they have put in their mouth.

As harsh as it is to say, or as hard as it might be to hear, you are overweight because of what you've put in your mouth – regardless of what your circumstances are. When you accept personal responsibility for where you're at instead of placing blame on external influences, it's actually very liberating. You place yourself in a position of power. You become totally in control of changing your current situation.

A big challenge we have in this world today is that we are taught by



the media and often well-meaning friends, that things are rarely our fault. That we are all somehow victims of our circumstances. That life is being done *to us* rather than *us doing* life. If we want to win, we have to take responsibility for the situations we are currently in and not blame other sources.

Okay so with that premise, I want you to think about all those excuses that you're going to come up with over the next couple of months for why you might want to cheat when it comes to eating the right food. You know, excuses are the biggest problem that we have in our lives. And we are so good at making excuses and justifying our actions that we call them 'reasons'.

So, here's how it works. Remember how I said that weight loss is simple but not easy? It takes four simple steps:

- a positive mindset
- clean eating
- water &
- walking.

That is, it. And those four things need to be done every single day. But this is what an excuse sounds like when you're trying to lose weight:

“I am too tired today to go for a walk” or

“The kids are driving me crazy!”

“I didn't have time to make the right food, so we got takeaway instead” or

“I don't really like the taste of water, it's boring. I would much prefer just to drink Pepsi Max. That contains no

sugar, right?”

“My knees hurt when I go for a walk so, I just can’t walk very much” or

“I get the munchies before bed”.

Here's the deal, all these may be valid excuses for not doing what you need to do every day. But guess what: your body doesn't care about your excuses! Your body doesn't care if you're tired, grumpy, happy, frustrated, stressed or any other emotion you can think of. It doesn't care if your work is keeping you overtime, or if you have financial difficulties. It doesn't even care if your kid broke his arm falling off the monkey bars at school. If you don't eat the right food, drink water, and move every day you will gain weight! This is where most people fail when it comes to weight loss. They think that their excuses matter in the grand scheme of things. They don't.

I remember a beautiful lady that I work with named Tamara. Tamara was doing remarkably well losing weight every week as we worked together. Then midway through the program she got some terrible news of her cousin passing away. This was completely heartbreaking, and extremely hard for her to understand and to deal with. I remember one particular phone call with Tamara where she let me know that she was preparing a good deal of food for the funeral the next day. She said, “Tomorrow, Baron, I won't be able to stick to the plan because I will need to eat at the funeral with my family”.

I must say that I thought for a moment before I replied, because I didn't want to be insensitive or rude in anyway. But I decided to still challenge Tamara on her thinking at that very moment. I asked her the question, “Why can't you stick to the plan while you're at the funeral”?

After speaking about it for a little while, Tamara agreed that there was actually no reason that she couldn't choose the right foods from the food that would be laid out at the funeral. In all reality, Tamara had seemingly legitimate reasons (or excuses) at her disposal for not eating the right thing in her circumstances. But, at the end of the day we spoke again, and she was pleased to let me know that she ate perfectly throughout the entire day! Tamara decided that excuses were no longer going to get in her way; that she would be the master of her own destiny. She decided that life wouldn't just happen to her. Tamara decided that no matter the situation, she was no longer going to make any excuses. She was just going to win.

It's time now for you to identify what excuses you might be tempted to use for not achieving while you are trying to lose weight:

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One of my favourite quotes in the whole world comes from Wilford Lynn Fluckiger. It is all about excuses, how we use them, and how we will never achieve anything if we keep holding on to them.

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*“Any excuse for non-performance, however valid, softens a character. It is a sedative against one’s own conscience. When a man uses an excuse, he attempts to convince both himself and others that unsatisfactory performance is somehow acceptable. He is, perhaps unconsciously, attempting to divert attention from performance - the only thing that counts - for his own want for sympathy. The user is dishonest with himself as well as others. No matter how good or how valid, excuse never changes performance.*

*“The world measures success in terms of performance alone. No one in history is remembered for what they would have accomplished, and history never asked how hard it was to do the job or considers the obstacles that had to be overcome. It counts only one thing – performance! No man ever performed a worthwhile task without consciously ignoring many a plausible excuse.*

*“To use an excuse is a habit. We cannot have both the performance habit and the excuse habit. We all have a supply of excuses. The more we use them, the lower our standards become, the poorer our performance.”*

This quote is both confronting and inspiring at the same time. If we want to achieve anything of worth in this life, we must ignore the excuses that get in the way, that we use to try make us feel better about not achieving. If we want to win, we cannot allow ourselves to accept our frankly garbage excuses.

We should go back often and look at the reasons why we're trying to do what we're doing. Like I said before, you will have hard days on your journey to a healthy weight and a healthy life. But what are the reasons you're doing it for in the first place? **That** is what you need to focus on. **They** are the reasons you must remember. Because, when we really remember those reasons and we visualise what we are going to have in the future, when we achieve our goal, the excuses just melt away and we just get the stuff done that we need to get done.

About 10 years ago I began participating in a series of races called 'Tough Mudder'.

This an adventure style race with about 20 obstacles and challenges that are to be completed over a course of 20 km. Each time, a group of us do the race. We work together to complete each of the obstacles, but it is really hard! We had to swim through ice water, get electrocuted while crawling through dirt and mud, scale a huge quarter pipe, swing bars across a lake, rope climb up tall towers, amongst other crazy things.

When it was our starting time for the race we would congregate as a big group of about 100 participants. We are all directed to take a knee and make a pledge before we start. This is the pledge:

As a Tough Mudder, I pledge that...

- I understand that Tough Mudder is not a race but a challenge.
- I put teamwork and camaraderie before my course time.
- I do not whine – kids whine.

- I help my fellow Mudders complete the course.
- I overcome all fears.

**I do not whine – kids whine!** That would have to be one of the greatest lines I have ever read. Competing in Tough Mudder is hard. We can sulk and moan and complain about how hard it is while we're doing it, or we can just get in and get the job done – drawing on the help of people around us as we go.

Losing weight can be compared to experiences like Tough Mudder. You'll have hard moments, and you'll have easier moments. You will have moments that you celebrate and moments that you hate. But if you can keep in mind and really live the phrase, "I do not whine – kids whine", it will help you to get over yourself when you're feeling like you want to eat some toast or some chocolate or some chips. Just get on with the job. That's how winning is done.

The way you talk to yourself ends up having a physiological affect. Everything that we do, how we feel and how we act, begins with a thought. That thought turns into words. Words turn into actions or physical responses.

Your brain is like a very obedient computer. If you give it an instruction, it will make a way for it to happen. We can think of our brains as being the pharmacist of our bodies. It creates the combination of chemicals and hormones needed to produce a desired (or instructed) effect. The reality is that sometimes we don't actually want what has been produced, and we don't even realise that we have been the ones to give the instructions in the first place.

Let's try nut that out a little.

First, I want you to think about a time that is a good memory for you. A time you can look back on and feel joy. It could be watching the children on Christmas morning, or it could be a time when you were reunited with someone very dear to you. It could be a games night, where you laughed and laughed with good friends, or when you were on a romantic date with the love of your life. Think about what you were doing. Remember where you were, the other people that were there, and how you felt.

Now, pay attention to what your body is currently doing as you think back on this special time. Are you smiling? Do you feel lighter and brighter? Are you feeling a little more gratitude? Are you happy?

As horrible as it is, now I want you to think about the loss of a loved one. Think about not having them near you anymore. Think about what you're missing out on together now that they're gone. Think about the funeral - the days leading up to it and the days following. Think about what you were doing. Remember where you were and the other people that were there. Think about how you felt.

Now, once again, I want you to pay attention to what your body is currently doing as you think back on this time of grief. Are you frowning? Are there creases in your brow? Does your body feel heavy and weighed down? Are you crying?

I hope this little exercise has helped you to see the connection between our thoughts and the way our bodies respond. They are inextricably connected, and we have power to shape our physiological responses based on how we treat our thoughts.

With each of the examples above, consider what would happen if you continued to think about each scenario. Naturally, our minds continue to look for and find other related material. So, if you are thinking about a glorious Christmas morning with your family and how happy you all were, your mind will take you to other similar experiences. You will keep remembering other fun times at Christmas and you will keep being happy thinking about them until you make the deliberate choice to think of something different.

Conversely, if you continued to think of the heartache of your lost loved one, you would have the same experience. Your mind will naturally search out other times when you felt grief or loneliness and you will stay in that space until you make the deliberate choice to think of something different.

Your body will respond to the information you give it. If you give it the message that it should create feelings of joy or grief based on what you choose to think about, it will obey. If you give it the message through your thoughts that you are not good enough and you will fail, undoubtedly it will be true.

If, however, you choose to give messages that are inspiring, empowering, successful and capable, your body will respond appropriately and create a way to make it true as well. It's a beautiful concept, but very often not understood or practiced.

Buddha understood it, as well as many others in the past. Now it's time for us to understand and implement it as well.



“

*“The mind is everything.  
What you think, you become.  
What you feel, you attract.  
What you imagine, you create”.*



## SECRET 6

# BE HONEST ABOUT WHAT YOU ARE EATING

If we want to achieve anything of significance in this life, I believe one of the most important traits that we need to possess is honesty. I am not just talking about being honest with other people. In fact, I'm more so talking about being honest with ourselves.

One of my favourite parts about helping people lose weight is when we talk about their current eating habits. The reason I love this part so much is because I'm always fascinated by the answers that I get when I ask, "talk me through an average day of eating. What are you eating for breakfast lunch and dinner? I also want to talk about snacks, alcohol and anything else that you put in your mouth".

The reason I find this part of the call so fascinating is because most people don't tell me the truth. Let me give you a couple of examples so that what I'm talking about makes a little more sense.

Now, before I begin with the examples, I have to frame up here that I don't believe people are deliberately lying to me. I think most people are good and that they are earnestly trying to make a difference and be good people. And if they are on the phone with me, they have spent some time researching, then booking a call and I don't think they would waste their time booking in a call and expending that energy if they didn't truly want some help to make a change.

But I think there are a few reasons that I don't get the full truth initially. Firstly, it could be that they are embarrassed about what they eat, and they don't want to have to admit it out loud to someone they don't really know.

Perhaps they simply can't remember what they have eaten, as their lives are busy, and food isn't an important part of their busy equation.

Or perhaps they want me to hear what they should be eating as opposed to what they are eating. They might want to put their best foot forward and appear to me to be doing everything right maybe so they can quietly blame their weight gain on some other factors.

Lastly, maybe they are telling me only the 'good' things that they eat, and not mentioning the other snacks or the not so good food.

Either way, I am frequently not given the whole truth when I ask someone about what they're eating. And that's ok. I'm not offended. But it is the reason that I say we must be honest with ourselves if

we want to make significant change and achieve anything meaningful in this life.

Example one. I might be talking to somebody who is about 120 kg. When I asked them what they eat, a lot of the time the response is something like this: “I eat yoghurt and berries for breakfast, I eat chicken and salad for lunch & a tuna salad for dinner”. That is often followed up with another comment such as... “as you can see Baron, I don’t eat that bad. I don’t understand why I can’t lose the weight”.

Now, let me be clear. I don’t doubt that that person has eaten all those foods, maybe even all in the one day. But there is a whole heap of other stuff that they have eaten to get to 120 kg that they are not telling me. And maybe they’re not telling themselves. We only gain weight because we eat crap, or we eat the wrong type of food. Remember, just because it’s healthy doesn’t mean it’s going to be good for losing weight. We’re going to talk about different foods a little later on in Secret 8, and you might be surprised at what foods you learn are not helping you lose weight.

Example two. I remember vividly one phone call that I had with a lady who tried many times on the call to convince me that she was eating really well. This lady was 180 kg, and to say I was frustrated on the call would be a complete understatement. When I asked her what she was eating every day she started to tell me that she only ate one meal a day. And that she could not understand why she was gaining weight.

She continued by saying that she thinks it’s because she eats too late at night. She also said that she thought she might be gaining weight because she wasn’t eating enough calories. I tried to press

her for more information about what she was eating but she wasn't forthcoming, instead insisting that she did only eat one meal a day, didn't drink any soft drink, and didn't drink any alcohol.

Then she followed it all up by saying that she could teach me about weight loss because she knows so much about it!

It was at that point that I had to get off the phone and let her know that I'm not the guy to help her because she wasn't being honest. This was a hard conversation because she fully believed the story that she was telling herself, and she wasn't about to be told that she wasn't right.

But here's the reality. An individual simply cannot get to 180 kg by eating one meal a day - unless that one meal starts at 8 am and finishes at 5 pm. You would need to be consuming 5000, 6000 or 7000 calories a day and not exercising at all to be able to get enough food in to get to 180 kg.

If you are not losing weight, if you are stuck where you are and feel like there's no way out, I promise you that when you start to eat the right foods, when you get your head in the right place and you move every single day you will get to where you want to be. But this can only be achieved if you are completely honest with yourself.

Example three. If I were on a phone call with you, what would you want to tell me about what you eat each day. Have a think about that for a minute. Would you be inclined to share with me only the good things you eat, giving away only a few of the little treats you give yourself? Or are you ready to be totally and completely honest and

divulge your entire food intake with me – the good and the bad? If you can answer yes to that last question, you are on the right track.

I want you to take a moment and write down what you are eating in a day. But don't write down the perfect day where you are following some sort of program like Jenny Craig or Weight Watchers. I want the average day. No - I want you to write down a crap day of eating.

Maybe it was yesterday or last week. Maybe you've had a month full of unintentional eating. Maybe you've been eating heaps of chocolate, or you've been reaching for and finishing entire bags of chips. Maybe your vice has been McDonald's or KFC on your way home from work or sitting in the car after doing a grocery shop eating an entire packet of cookies, which continued by eating almost everything in sight once you arrived home – even if you had a healthy dinner.

If you're not honest at this very moment you may as well shut this book, chuck it in the bin and go about your day. But I believe you are in the right place and that you are ready to make big changes so you can be healthy. So, don't throw this book away. Keep going and start now by being totally honest about your food intake.

As you list out all of the different foods that you've been eating, make sure you also incorporate all of the 'healthy' foods you've been eating on that list as well. It could be nuts, avocado, salads, anything! Oh - and make sure you include drinks and alcohol intake. (Alcohol sucks when you're trying to lose weight!)

Here goes!

DITCHING THE DIET

What does an average day of eating look like for you?

**Breakfast:**

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**Lunch:**

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**Dinner:**

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**Snacks:**

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**Alcohol:**

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**Soft Drink:**

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**Tea/Coffee:**

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**After Dinner/Before Bed:**

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Remember to be as detailed as you possibly can as you fill this out. If you feel like you've missed something, go back and put that in as well. It should give you a really good picture of the types of food you're actually eating each day.

Sometimes we imagine that we are eating much better than what we are because our main meals might actually be quite good, while it's the in between mealtimes that are the issue.

Other times we really are eating quite well but it's the wrong types of food, and that is just not going to help us lose weight. Either way, there will definitely be things on this list that you can change so that you begin losing weight. There are often such tiny changes that need to be made in order to get huge results on the scales and in your overall health.

Now, before I go any further, I want you to know (in case you were wondering) that I do not encourage people to count calories on their journey to losing weight. Does calorie counting work when you're trying to lose weight? Absolutely! But does it also drive you completely insane calculating every single bit of food that you put in your mouth every day? Also, absolutely! Nobody really wants to

count calories every day, or by the end of the first day you will end up throwing your phone against the wall.

This also begs the question, ‘does counting your calories make you lose weight fast or slow?’ What is the best way?

As you will learn in Secrets 7 and 8, not all food is created equal when it comes to calories, so the best way to go about weight loss is to simply eat the right types of food in the right way, and you will see and feel your body changing in weight and in health in a short space of time. And when people talk to me about the speed in which they should lose weight, there are some interesting reasons around certain preferences.

Some people say to me that they want to lose weight slowly, as they’ve heard that is the best way to keep it off. Some people say to me that they want to lose it fast. What’s the right way?

Here’s what I know: If you lose weight too slowly you are more likely to lose motivation and are more likely to quit! I have seen it time and time again. A couple of hundred grams lost each week is not very encouraging, and when you feel like you’re putting in a lot of effort for only a small reward, the easier option of stopping is so much more appealing. Most people who are two weeks into that sort of weight loss throw their hands up in the air and say, “What the hell is the point?” or “It’s not working! I knew it wouldn’t”.

So, in my opinion, losing weight faster is better. There are no negative consequences for losing weight quickly - that is of course if you do it in the right way. And what is the right way? Eating heaps of really healthy food and not starving yourself.

The fat that we have sitting around our bodies is literally killing us, whether we see it in rolls and bulges around our abdomen, back or legs, or whether it's hiding internally around our organs. The faster that we can get that fat off, the better it will be for us. Losing significant amounts of weight consistently helps keep you motivated and on track with the process. And every bit of fat that comes off your body is making you healthier and happier.



## SECRET 7

# CALORIES DO MATTER – BUT YOU DON'T NEED TO COUNT THEM

**K**nowing that I don't get people to count calories, I am still going to talk about calorie numbers just for a second. Keep in mind that if you eat the right **types** of food you don't need to worry about your calorie numbers. They will take care of themselves. The fact of the matter is if you eat the right types of food, you can eat large portions - heaps of food in fact – and still lose weight. We'll reserve portion control for when you want to eat crap food.

So, let's spend a little bit of time talking about calories. In this book I don't go into the nitty-gritty detail of every single piece of food we put in our mouth. Instead, I speak broadly about food and its impact

on weight loss. Because frankly if you live by the principles I teach, you can lose heaps of weight **and** you'll know what to do and how to eat to keep it off long term. You won't need to be counting macro or micronutrients. You won't need to weigh out your meat or limit your veggies. You'll be empowered! You will have experienced significant weight loss and you will feel amazing because your body will have become healthier than it has been in years! All you need to do is follow the principles I teach and finally commit to living the life you truly desire.

The reason that calorie numbers are important is because our body only needs a certain number of calories, or energy, every day for basic function. This number of calories is what's called our Basal Metabolic Rate, or BMR for short.

Everything that we do requires energy, whether we are sleeping, walking around, talking, moving our arms, breathing, or our heart is simply beating. Every process that happens in our body requires energy or a certain amount of calories to continue operating. Blood circulation requires energy for it to continue. Digestion requires energy for food to be properly processed. Even that tiny, seemingly insignificant blink requires energy to keep our eyes in good working order.

However, the energy that our body actually needs to operate is finite. It doesn't need more than it needs, if that makes sense. And that number is different for everyone according to height, age, muscle mass, weight, gender etc. So, if there is excess energy that our body doesn't need to be able to perform its work, it will simply store it for later use. Simply put, if we have gained weight, we have

consumed too many calories. More calories than what our bodies daily requirements are.

So, what is this magic number for you, you might be asking? There are many places online where you can work out your BMR with the personal details you wrote down in Secret 3. If you simply search 'BMR Calculator' on Google, you will find a bunch of different calculators that you can put your personal information into. Each calculator will take your information, put it through its formula and spit out a number for you. Yes - it will give you the number of calories your body needs every day. One that I like to use is found at [calculator.net](http://calculator.net). But please bear in mind that there are a few different formulas that can be used to work out this number, so there may be small discrepancies in your personal estimated BMR.

Also, I don't want you to get too obsessed with that number and start counting calories towards it. Focussing on the numbers is not going to give you the balance and freedom you are looking for. Like I said earlier, if you eat the right food, you can eat loads of food every day. The reason we are discussing calories is to put it all into perspective a little bit. It's important to understand what our bodies need and what causes weight gain and weight loss.

This information is critical to your success. Knowing what foods are low enough in calories but will still satisfy your bodies nutritional needs is the important thing here. Once you know what your body needs, what food you should eat and how you should exercise, you will have all the information you need for you to be able to lose weight successfully.

The reason I like to talk about BMR in a bit more detail is because a lot of people believe that there is an arbitrary number of calories that

they need to be eating every day – one that doesn't really mean anything, but which will magically result in them losing weight. And this is where there is so much confusion around weight loss.

The most often quoted number of calories people are told to eat if they want to lose weight is 1200 calories per day. For a lot of people - especially those who have significant amounts of weight to lose - this would be completely fine, and over time they would lose weight.

However, the smaller you are (and I am talking both height and weight here) the less calories you need every day for basic function. So, it's likely that 1200 calories per day would end up being too much for you, and you wouldn't lose weight.

I want to give you some examples of how to put this information together so that it makes sense for you. For the sake of the exercise, I am only going to refer to the BMR for women of the same age, and height, but different weight, so I can talk you through how it works in a simple way.

Example Female 1

Age: 40  
Height: 165cm  
Weight: 90kg  
**BMR = 1570**

Example Female 2

Age: 40  
Height: 165cm  
Weight: 60kg  
**BMR = 1270**

As you can see from the above examples, with more weight comes a higher calorie need per day. In example number 2, the woman is only 60 kg, therefore her total BMR is only 1270. If she were to follow the classic 1200 calorie per day diet, it would almost be worthless for her. Only reducing your daily calorie intake by 70 is



not going to make nearly enough of a significant impact to reduce your weight by much, if anything at all. To lose weight we need to eat significantly below our BMR – or have a big calorie deficit - to make a meaningful difference in weight.

And to shake things up even more, in order to lose 1kg of body fat in a week, you need to have a calorie deficit of 7,700 for the week. It makes a deficit of 70 per day seem like nothing at all, doesn't it? We'll talk this through more in the coming secrets as you learn about the connection between food, exercise and calories.

Let's imagine for a second that you are example number two. You're currently sitting at 60 kg and maybe you want to get down to 55 kg. You decide to go with that 1200 calorie a day diet that you've been told about, and you reduce your calories below your BMR by 70 calories a day. If you do that over the course of the week you would have reduced your daily calorie intake below your BMR by a total of 490 calories.

Now this might sound good. But let's say you are doing this and by the end of the week you are out at the shop and, in a moment of weakness, decide reward all your hard work with a chocolate bar. If that chocolate bar happens to be a king size Snickers bar, you have just eaten 440 calories in 35 seconds. If you don't reduce your calories by a significant amount each day, one stuff up will ruin all the work that you've done in that week. It's just not enough of a deficit.

Now, I am not going to tell you the exact number of calories you need to be eating every day. I don't believe tracking your food in that much detail is beneficial or sustainable at all. What I am trying to say is that there must be a sizeable reduction in the number of

calories you are currently eating if you want to lose weight. In my experience, consuming 400 or 500 calories less per day is what is needed to make any meaningful difference in your weight and the number on the scales.

Now, while I'm talking about calorie numbers. I want to highlight that not all calories are created equal. Not at all. Certain types of calories process significantly differently in our bodies. Carbohydrates and sugars process quickly into glycogen as an energy source, and the problem with eating foods containing larger amounts of carbohydrates and sugars is that glycogen is a short acting energy source. It doesn't sustain you for a long period of time. When we eat carbohydrates and sugar and do not use all of that energy pretty quickly after consuming them, most of it will quickly store as fat.

So, it is not enough to simply reduce our calorie intake every day and continue to eat these carbohydrate and sugar rich foods. We must also reduce the amount of these that we consume. If we still have a high carbohydrate or sugar diet, even with a reduction of calories, we still won't lose the kind of weight we want.

Additionally, we will also find ourselves feeling hungry and tired **a lot**. A diet high in carbohydrates and sugar only provides us with short term energy boosts, doesn't satisfy our bodies nutritional needs and leaves our body calling out for more food, in the hopes that we will give it what it really needs.

I like to think about it like this. When we, as regular humans, eat a bag of lolly snakes and then simply go about our usual activities – often fairly sedentary- a lot of that sugar we have just eaten stores as fat, because we're not using the energy that the sugar

provides.

Conversely, have a think about watching your favourite team playing sport. I'm a big fan of Australian rules football, and you will often see players come together at half time and eat a bag of snakes. Although it's not fabulous nutritionally, in a way it is also completely fine because they want and need fast acting sugar energy for the next hour. They're going to be running and tackling and kicking at an intense level. Because they are running many kilometres and working extremely hard after they consume that high amount of sugar, they will use that excess energy almost immediately.

Unfortunately, most of us are not elite athletes, so consuming the same types of food that they do, especially in the quantities that they can, will simply be counter-productive to our efforts. I am not saying that every elite athlete should eat loads and loads of sugar. That's simply not true. But sugar does play a role for them, particularly on game day.

Some diets focus a lot on increasing fat in large amounts. This is something I fundamentally disagree with due to the large caloric content of these foods. Fats contain double the number of calories as carbohydrates and sugar. Now, fats aren't processed in the body in the same way as carbohydrates and sugar, and aren't stored as fat as quickly, but if you want to lose weight, the only sustainable way is to be in calorie deficit, which is eating underneath your BMR every day. Unless you do this, you can't be guaranteed any weight loss. Eating a significant amount of fat may start off with some great results on the scales, as it's usually combined with eating less sugars and more vegetables as well, but eventually it will slow the process down.

We don't want our bodies to use what we consume as it's only energy source when we are trying to lose weight. We want our bodies to use the fat we have already stored in our bodies as an energy source.

## SECRET 8

# JUST BECAUSE IT'S HEALTHY DOESN'T MEAN IT'S GOOD FOR WEIGHT LOSS

I remember speaking to a couple who ran a health retreat together. They were a beautiful couple who were really trying to help others live healthy lives. But a big challenge that they were facing themselves was that they were both heavily overweight. This became problematic for them in running their health retreat because they felt that they weren't in the shape they should be to help people make healthy changes in their life. They were not the example they wanted to be for their clients. And it was likely hurting their business too, as consumers need to feel that they have the right people on

their side – people who know first-hand how to succeed at what they are teaching.

I remember the initial consultation that I had with them on the phone. We spoke about all the food that they were currently eating, and almost desperately, they explained to me that they couldn't understand why they couldn't lose weight.

They said to me, “Baron, we don't understand it! The food we eat is so healthy! It is all organic. We don't eat takeaway or drink soft drink. We eat loads of organic fruit and vegetables, nuts, and seeds. It makes no sense to us that we are so overweight.”

My response to them was very much to the point and I simply said, “And that is exactly **why** you are overweight! It doesn't matter if the food is organic or 'healthy'. You are simply eating far too much sugar and carbohydrates and far too much fat. End of story.”

Over the next couple of months this lovely couple lost over 30 kg between them, which was evidence to them that what they were previously doing, although it might have had health benefits for them, was not helping them to achieve their weight loss goals.

It's so vital that we understand that different foods fulfil different purposes in our bodies, and many foods will not be fit for purpose when you are trying to lose weight.

Yes, if you want to lose weight you need to eat healthy food. But some 'healthy' food will make you gain weight just as fast as a takeaway meal from McDonald's will.

So, what are these 'healthy' foods that are not helpful when losing

weight? Let's look at what my friends were eating in the example above to help identify some of them here for you:

**Fruit.** Fruit is packed full of sugar and sugar turns to fat very quickly in our bodies, like we learned in Secret 7. Yes – it's healthy for our bodies, and we should eat fruit, but there is a time (and quantities) for its consumption, especially when you are wanting to lose weight.

**Dried Fruit.** Whoa there! But Baron – it's fruit, and I should eat some, right? Wrong again. Dried fruit has an insane amount of sugar in it and should be avoided at all costs when wanting to lose weight. Let's look at apricots as an example:

100 grams of fresh apricot contains about 9 grams of sugar. Not too bad at all.

But,

100 grams of dried apricot contains 53 grams of sugar!! Insane!

Another example is grapes. They are a little higher in sugar when it comes to fruit, containing about 16 grams of sugar per 100g. But if you were to eat 100 grams of sultanas or raisins (depending on the type of grape that is dried) it would contain between 65 and 70 grams of sugar!

And because dried fruit is a sugar, you will need to use the energy it gives you quickly, otherwise it will be stored as fat.

**Seeds.** Seeds can be a lovely snack, helping you to feel like you are doing something great for your body. Looks can be deceiving though if you are trying to lose weight.

Here are some examples of the calorie content of a few commonly eaten seeds:

Chia Seeds – 486 calories / 100 grams

Pumpkin Seeds (Pepitas) – 446 calories / 100 grams

Sunflower Seeds – 584 calories / 100 grams

I know that it's not common to have huge quantities of seeds at once, but once I get started on some Pepita's or Sunflower seeds, I know it can be hard to stop. Then, all of a sudden, 100 grams is gone, and I am up around 400 or 500 calories that day. Not a good start to your weight loss journey.

**Nuts.** Nuts are healthy. And I have often heard it said that an individual should eat nuts when they are following a weight loss regime. Yes – nuts are healthy! But they are rubbish when it comes to losing weight. They are extremely calorie dense and will make a calorie deficit goal almost impossible to achieve.

Let me give you a bit of a 'Nut Guide' to give you an idea of how many calories some nuts will cost you:

10 almonds = 100 calories

10 walnuts = 260 calories

10 Brazil nuts = 330 calories

Let's say you are trying to lose weight, and you're trying to get your calories down to somewhere around about 1000 calories each day.



If you only ate the nuts above – nothing else - you would consume 690 calories! It doesn't leave a whole lot of room for much other food, does it?

I recently spoke to a lady who told me that she eats about 50 or 60 almonds every day. So, whether it comes from a combination of nuts or just one type of nut that you eat a lot of, that's a heap of calories.

I have shared these examples with you, not because fruit and seeds and nuts are evil - because they're certainly not. They are very good for our bodies in many ways. But they have a purpose. And it doesn't fit in very soundly when **your** purpose is weight loss.

I hope you have been able to clearly see that even seemingly 'healthy' food contains far more calories than our body can cope with if your goal is weight loss. They contribute far too much to our overall calorie intake for the day. We are left with too much energy coming into our bodies that it simply cannot use and therefore will end up storing the excess energy as fat. Not ideal.

Next, I am going to go through some different food and drinks that are important for you to know about when your purpose is to lose weight. There is so much conjecture when it comes to fruit, vegetables, sugar, and meats. Hopefully, these next few pages will open up your mind to what is true regarding food when it comes to you reaching your weight loss goals, and I hope it helps you to make better choices and achieve greater results.

## **Natural Sugars vs Processed Sugars**

I really want to get one thing straight when it comes to sugars. A lot of people speak about the benefits of having ‘natural’ sugars in our bodies as opposed to having ‘processed’ sugars.

Here’s the truth of it: ‘natural’ sugars and ‘processed’ sugars are metabolised in the same way in our bodies. What does that mean? It means that they turn into exactly the same stuff. Simply put, whether you eat natural sugars or processed sugars it doesn’t matter in terms of weight loss. They both turn into glycogen and glycogen turns to fat.

Don’t be sucked in by the hype. If you eat lots of fruit you may as well eat lots of chocolate. They are both doing the same thing inside your body. If you want to lose weight you have to reduce sugar completely. It doesn’t matter where that sugar comes from. You just have to eat less of it.

## **The Best Food for Losing Weight**

Ok, so let’s talk through what some of the best foods are that we should be eating when we are trying to lose weight. Keep in mind as we go through some of these foods that I built this list based on the proviso that we don’t want to count calories, use weight loss shakes or participate in any sort of points program. You can lose weight in a variety of different ways following different programs and structures. However, I believe the most important part of losing weight is knowing how to keep it off for the rest of your life, otherwise your efforts are actually a waste of time.

I have seen far too many people jump from one program to another, lose some weight and then put it all back on with interest leaving them feeling deflated and horrible because they haven't achieved what they want to achieve. So, with that in mind, whether you choose to follow what I outline for you to do, or you choose to do something else, it doesn't matter. What is important is that the changes you make need to be long-lasting and sustainable.

I have spoken to literally countless people who are constantly looking for the next revolutionary thing to lose weight (remember back in Secret 4?). Frankly, this most often ends in tears because, even though they may find some cool new way or some cool new fad that will help them lose a bit of weight, inevitably that weight comes back on again and they feel more stuck and more broken than they did before they started in the first place.

If you want to look and feel like a healthy person - if you want to be a healthy person - you need to eat like a healthy person for the rest of your life. You cannot go back to the way you've been eating to get to this point, ever! Jumping from one thing to the next to the next is not the way to long term success.

So, what are the best foods? I really like to break the food into three main categories: Protein, Vegetables & Fruit.

We've already spoken a little about fruit, and now know how full of sugar they are. BUT – your body needs some of those sugars to be able to operate efficiently. Limiting your fruit choices to 1 low sugar option per day is a good way to go. Having the fruit will help regulate your blood sugar levels and will give you a good burst of readily available energy as well as giving you some fabulous nutrition. So, with fruit, tread carefully, but enjoy the sweetness of these God

given gifts.

The vast majority of people that I speak to are generally eating a high calorie/high carbohydrate diet. This is the main reason that people have gained weight before they come and speak to me. Mind you, at the start of our discussions they are not usually honest about this, like I mentioned back in Secret 6. Most people try to tell me that they eat really well, and inevitably I find out throughout the call that it is not always the case. Starting out being honest about your diet is the only way you can ever improve and move forward.

One real challenge I see with a high carbohydrate diet is that you're getting a bunch of short-term energy boosts rather than feeling sustained consistently throughout the whole day. Remember that when you eat carbohydrates or sugar this quickly turns to glycogen in your body and is a fast-acting energy source.

However, this energy doesn't hang around too long for our bodies to use, which means that our bodies will get excess storage of fat from the energy that our body doesn't need to use at the time. When it comes to picking the right foods, consider increasing the amount of protein you consume when you decrease your carbohydrate intake. Not doing this will result in you being frequently hungry. But more on protein in a minute.

Think about the last time you went and had a meal at McDonald's. How long after that meal did it take for you to start feeling hungry again? Maybe it was half an hour. Maybe it was an hour. Maybe it was a little bit longer. But in most situations that food didn't sustain you for very long. Not only did it not have sufficient protein or proper nutrition, but it was choc full of carbohydrates which leaves you feeling empty too soon after eating it.

As I have already mentioned, if you want to lose weight you have to reduce the number of calories coming into your mouth. If you are currently eating a higher carbohydrate diet, and you wake up tomorrow and decide that you want to start losing weight and your approach is to reduce the size of the portions that you eat, you will simply just be hungry all day. This is not a sustainable approach. However, it may also be necessary to reduce the quantity of food you eat if you have previously been eating huge amounts of food. With my approach, if you want to lose weight and keep it off, you need to be able to eat large portions of the food that right for your purpose.

The question is how do we do that when we are trying to eat less calories? The answer is simple. We need to increase our protein.

### **Why Protein is so Important**

Protein has all sorts of health benefits. Proteins are made up of chemical building blocks called amino acids. Your body uses amino acids to build and repair muscles and bones to create hormones and enzymes. They can also be used as an energy source.

The reason that protein is so important on a weight loss journey is because when you eat protein it turns off the hormones that make you feel hungry in the first place. Bang! This is why protein is an actual miracle when it comes to losing weight.

If you are looking to reduce your daily calorie intake, you should also look at increasing the amount of protein you eat so you don't end up feeling hungry and tempted to have sneaky snacks here and

there throughout the day. Feeling hungry is a disaster on a weight loss journey. It can make you want to eat food that isn't helpful to losing weight and when you slip up, that is when you will want to quit, and you'll be back at square one all over again.

Now, this doesn't mean that all sources of protein are okay for you to eat while you are trying to lose weight. So many foods containing protein also contain large amounts of calories to go along with it. So, it is once again really important to choose protein that is low in calories and low in carbohydrates. This is where the term 'lean protein' has come from. Lean, meaning small or low in something, and in this case, 'lean' refers to the calories it contains, predominantly from fats. We want to get lean protein into our bodies. And the best way to do it is with food, not with shakes or meal replacements.

The best sources of lean protein are foods like chicken, fish, eggs, and turkey. Why? Because, while being highest in protein, they are also the lowest in calories of any other protein sources. Like I said, you can get protein from other sources, but in comparison to these they suck because they contain way too many calories.

We can just look at red meat as an example. If you were to put a piece of chicken breast and a piece of red meat next to each other, you will get approximately the same amount of protein out of each piece. But depending on the cut of the red meat you may end up consuming more than double the amount of calories as you would out of the chicken breast. So, the red meat is not in any way evil, but it does contain more calories than chicken breast due to the higher amount of fat that is in red meat.

Another significant example of high calorie vs low calorie protein

sources is Tofu. So many people I speak to believe that Tofu is the best option for protein as it doesn't come from an animal, and should therefore be better for us, right? That all depends on what your purpose is. If you are wanting a meat free diet, losing weight is going to be infinitely more difficult for you than if you were to consume meat.

For example, Tofu contains about  $\frac{1}{4}$  of the amount of protein than chicken does. So, if you are wanting to get the same amount of protein from Tofu as there is in just 100 grams of chicken, you would need to eat about 400 grams of Tofu. And those quantities and calories soon add up as you continue to satisfy your hunger and fulfill your bodies protein requirements.

### **Low Cal/Carb Vegetables vs High Cal/Carb Vegetables**

Vegetables will be your best friend when it comes to losing weight. And I want you to eat loads of them on your journey. But if you don't want to count calories and if you want to lose weight at a decent rate, you have to significantly reduce the quantities of some of the veggies that you're currently eating.

You might not have realised this, but some common and readily available vegetables are really high in calories and won't benefit you losing weight. For example, vegetables like potato, pumpkin, sweet potato, peas, and corn are all high carbohydrate, high calorie foods. I'm not saying you should never have these foods. What I am saying though, is that you will need to eat significantly less of these foods than other vegetables that contain far fewer calories.

You will often hear people talk about the benefits and nutritional value of a sweet potato versus a normal potato. 100% sweet potato is fantastic, and has various health benefits, but it is not the best for you when you're losing weight. In fact, sweet potato contains more calories than a normal white potato making it a secondary option for weight loss.

As you get closer to your goal weight, I think it's important to slowly introduce foods that are healthy, but which may have a higher calorie content. But just for now, look at taking them out of your daily or weekly food regime so that you can reach your goals. Then reconsider your food plan.

The best vegetables to eat when you're losing weight are vegetables such as cauliflower, broccoli, zucchini, cucumber, capsicum, mushrooms, carrots, all your leafy greens etc. And the list goes on. Any vegetable that is low in calories is awesome and can be consumed in large quantities.

Now, many people argue with me on the point that carrots are not good for weight loss. And I never shy away from some healthy, robust discussion. I think carrots are fantastic! Yes, they are a little higher when it comes to carbohydrate content, but they are just so damn flexible when you are trying to eat healthy and lose weight. You can have them as a side on a main meal; grate or cut them into a salad; you can have them cut up as sticks for a snack during the day; you can grab them straight out of the fridge and munch on them without any preparation. They are amazing!

So, there is a balance here of making sure that the process doesn't end up being too hard or too complex when you're trying to lose weight. There have to be some aspects of the process that are easy, and which will help you stay the course. And the proof is in the



pudding, right? I teach that carrots are fine to eat while you are following my program, and I have never worked with anyone who hasn't lost weight while following the principles I teach. So, all in all, in my professional opinion and using the results of the many people I've worked with, carrots are fantastic!

Remember, your purpose is to reduce your calorie intake. That is the number one mechanism that is going to allow you to lose weight consistently. Increasing the amount of protein, you eat each day will allow you to be at a lower calorie rate by fuelling your body effectively and stopping you feeling hungry. If you simply try to just reduce your portion sizes and you're still eating a high sugar or carbohydrate diet, you will end up being hungry much of the time. Increasing your protein sends a message to your body that you are feeling full, therefore the desire for more food, particularly more carbohydrate or high sugar food, is reduced.

Your body doesn't want to have to work hard to access its energy source. There can be a number of reasons that our bodies crave carbohydrates, and one of those reasons is because it is one of the most easily accessible energy sources for our body. The body doesn't have to go through as much of a process or work as hard to use glycogen which comes from carbohydrates and sugar as an energy source. When your body wants to use your fat stores as an energy source, it ends up having to work harder to do that. Ensuring that you don't feel hungry on your weight loss journey will decrease your bodies desire to eat carbohydrates.

Hopefully now you have a clearer understanding of the right foods to eat while you are trying to lose weight. You will notice that there are no specialty foods, or powders that you need to purchase from

the Health Food Store. You will see that it is all familiar, easy to access food that is readily available and common in our current society. But you will also see that it is food that, as a population, we used to eat more of every day. It's not a mystery.

If we can get back to eating the way our bodies need, we will lose weight! If we can see food as a fuel source rather than an emotional comfort or for pleasure and social purposes, then we will soon find greater health and vitality – both individually and collectively.

Yes – weight loss is simple.

## SECRET 9

# WATER IS KING

One of the most important tools at your disposal on a weight loss journey is water.

Our bodies are made up predominantly of water (at least 60%) so it is pretty easy to say that water is super important to keep our bodies healthy and functioning well. But the reality is that most of us don't drink nearly enough water for our daily needs. And you know what's really interesting? A lot of the time that we might think we are feeling hungry, we are actually thirsty as our bodies are often dehydrated because we haven't had enough water to drink for the day.

Drinking water is crazy important, and to highlight that I'm going to identify 3 key reasons why you must increase your water intake if you are wanting to lose weight.

But before I do that, I want to give a word of warning! When I'm talking about water I am talking about only water. The clear stuff God gave us in abundance on the earth. Don't try to kid yourself into thinking that drinking Pepsi Max, or diet cordial, or no sugar drinks is contributing to your water intake. Water in its purest form is what your body needs, and these other drinks are not any good for you at all. They may contain water, but the impact of the other chemicals and acids that are found in them are doing your body far more harm than you can imagine.

Just because you like the taste of Krispy Kreme doughnuts doesn't mean that you should ever eat them. And the same goes for the drinks that you 'like'. Water is what we need.

I couldn't tell you the number of people that I've spoken to who tell me that they just don't like water. They say to me "Baron, water is just boring", or "I just don't like the taste. I have to have a little flavour in my water". People often ask me if they can put something - anything - in their water to make it taste better.

Here's what I have to say about that:

Our bodies need water more than anything in this world. If you don't like water, start liking it, or stay fat. There is really no other option. You are where you are because of what you've put in your mouth, which includes drinks, so it's time to change what you put in your mouth. The more water you drink, the more you will like it. So, if you are a person who doesn't 'like' water and you want to lose weight, get over it and drink plenty of it. And when I say plenty, I'm

talking 3 L per day. That's how much your body needs if you want to consistently lose weight.

Okay, so here are my 3 key reasons for why water is not only important but **absolutely essential** when it comes to losing weight:

## 1. **Water is a Natural Appetite Suppressant**

When the stomach senses that it is full, it sends a signal to the brain that says you are full and can stop eating. Water can help take up space in the stomach leading to the feeling of fullness and reducing hunger.

Like I mentioned earlier, a lot of the time that we feel hungry, we are thirsty. Drinking a glass of water before reaching for something to eat can help to curb unnecessary snacking, reducing the calories that we are eating, therefore helping us to lose some extra weight.

## 2. **Water Helps Remove Water Retention**

When we are overweight, we are not only carrying extra fat, but we are carrying extra water. When our bodies are not filtering correctly, we end up holding onto more water than what the body needs to hold onto. A lot of the time this will give our bodies a puffy look, will cause us to feel uncomfortable, and often discourages us so much that we end up losing heart and eating or drinking other things we shouldn't. And the cycle continues.

Losing water weight is just as important as losing fat weight. When the number on the scales goes down, we are motivated to keep

going, and we feel better in the process. And here's an interesting fact about water weight. For every gram of glycogen that is stored in our bodies, there are about 3 or 4 grams of water attached to it simply to sustain its existence. So, every little gram of weight you lose, actually releases those 3 or 4 grams of water, as they are no longer needed.

When your body doesn't get enough water for its needs – for effective brain function, blood flow and digestion etc – it will instinctively hold on to every little bit of water that it can get, in preparation for the chance of a drought

Remember that our bodies only respond to the messages we give them. It doesn't know that we're not in a drought, but if we haven't been giving it enough water, it responds in the same way and will hold onto water so it can preserve itself in times of need. As soon as we begin giving our bodies the right amount of water, it realises that it no longer needs to hold onto it and releases the water instinctively.

But here's the crazy part - the only way that we get rid of water retention in our bodies is to drink more water! That's right we need to drink more water than we ever have before if we want to get rid of the excess water in our bodies.

Our kidneys and our liver work like a filtration system for our body. When we don't consume enough water, they also get clogged up, causing water to be trapped in our bodies. When we start to drink more water, it flushes out our kidneys and our liver allowing them to operate more efficiently.

So, it looks pretty clear to me. If you want to lose weight, start

drinking water. Lots of it! Your body will love you for it.

### **3. Water Contains Zero Calories**

I want you to have a think about what beverages you are currently drinking, besides water. It could be soft drinks, cordial, sugar free drinks. It could be alcohol. For most people there are a variety of different drinks that you are having every day. Now, sometimes you might think you don't drink many 'additional' drinks, but when you stop and think about it, are you being completely honest with yourself? You might feel to acknowledge that you are probably drinking more than you really care to admit.

Remember that water contains 0 calories. It is simply the best thing that we can drink because it is what our body needs. All other drinks might taste good, but your body doesn't want them or need them at all. Your brain may try and tell you that you want them, but I promise you your body does not want them or need them at all. Let's do a couple of comparisons to put things in perspective.

A standard glass of red wine (250ml) contains between 200 – 250 calories per glass!! That is more than a jam doughnut. Many people I speak to drink at least one glass of wine most nights of the week. Maybe you don't. Maybe you only have it on the weekend or on special occasions, but the reality is that it contains huge amounts of calories. Compare that to the 0-calorie alternative of water. When it comes down to weight loss, there is no comparison.

Let's say you have four glasses of wine on a Saturday night with some friends. That could be as much as 1000 calories in one sitting. If you have four glasses of water on that same night that will be a

grand total of 0 calories. And for the record, for most people, under 1000 calories per day is the kind of place that you need to play in if you want to lose weight. Consuming those calories in alcohol has not left any room to eat any food and is not going assist you on your weight loss journey at all.

I can hear you thinking it already. And I have heard it so many times in my conversations over the years. “But wine contains all of these great antioxidants, and don’t we need to have those?” I have to say I find these studies that people come up with absolutely stupid. So what? Maybe wine does contain beautiful antioxidants. You can put lipstick on a pig, but it is still a pig.

Wine is terrible for your body. We can convince ourselves that it’s okay to have garbage because it’s got a little bit of good stuff in it. Lots of food has antioxidants in it, and if you are eating the right way, you’ll be getting all the right stuff that your body needs from your food. And aren’t you better off getting your antioxidants and other nutrients that might be found in wine from your fruits and vegetables rather than from alcohol? I think you know the answer.

So, to sum it up secret 9 in just a few words: Water is King. Drink more of it and your body will function more effectively and you will lose weight. Simple as that.



SECRET 10

## EXERCISE FOR WEIGHT LOSS IS OVER-RATED

As soon as someone decides that they want me to help them lose weight, I am frequently asked questions about exercise. They ask me if they should be going to the gym and doing big workouts so they can lose weight faster, and my response is always the same.

Just walk.

Walking is the best form of exercise that you can do when it comes to losing weight.

Here's the reality: 90% of your weight loss will come from what you put in your mouth. Does exercise help? Absolutely exercise helps.

But when it comes to losing weight, food is the key, so there's no need to stress about trying to sort out what different forms of exercise need to be done.

I am going to go into greater detail about walking in the next section, Secret 11, so hold on to your britches for that information. For this secret, I am going to explain why other types of exercises are over-rated when used for weight loss, and the impact many exercises can have on our bodies.

Remember my Snickers Bar example from earlier on in Secret 7? Let's play that out from an exercise perspective vs the Snickers Bar. Let's say you go to the gym and do a really good workout for an hour. You work hard in the class, elevate your heart rate, and get a good sweat up. Maybe you will burn about 450 calories, which is a great effort if you've been in the gym for an hour.

Now, on the way out of the gym you head to the grocery store to pick up some essentials before heading home, but as you pass the chocolate aisle, you can't resist picking up a king size Snickers Bar – one of your favourite treats. You deserve it right? You've eaten well all week, and you have just finished an awesome workout at the gym. Surely it won't have a huge impact.

You end up eating that Snickers Bar in 35 seconds flat and, without even considering it, you've just consumed 440 calories! Now, keep in mind that you just burned 450 calories while you were at the gym. Congratulations! You have successfully burnt off a huge 10 calories for all your effort in one hour.

Now, I am purely talking about things from a weight loss perspective. The work out you just did in the gym will have all sorts

of other benefits such as improvement in your cardiovascular fitness as well as muscle strength and stamina. But we're not talking about that here. We're talking about losing weight. And the work you did for that loss of 450 calories is gone in 35 seconds just by eating a chocolate bar.

Food is always more important on a weight loss journey than exercise.

“But what about weight training Baron? Shouldn't I be doing lots of weight training to lose weight?”

Now I need to be clear. I love the gym! I owned my own gym for several years, and I currently train every day in the gym I have set up in my home. But I'm training for strength and for cardiovascular fitness, not for weight loss. A lot of people feel the need to go to the gym and lift heavy weights so that they can get 'the edge', or because they think they will have a better result on the scales.

Lifting heavy weights is awesome, both for the body and mind. It helps you to feel empowered because of what you have been able to achieve. It increases your BMR, meaning your body will use more energy to sustain the new muscle fibres you are growing. Which also means you can eat a little more in terms of calories and not gain weight. It strengthens not only your muscles, but your entire bone structure.

But it can also have significant negative impacts when you are trying to lose weight. Lifting weights or doing harder resistance training causes damage to your muscles. Now, this damage is an important part of muscle growth and is not a bad thing if that's what your goal is. But this damage causes an inflammatory response in your body,

which is accompanied by fluid retention to help protect the damaged muscles. When there is inflammation and fluid retention, there is often a weight gain on the scales. And although these responses are not bad for the body, it can have a huge psychological impact on you during a weight loss attempt.

As another similar example, let's say you haven't been going to the gym or lifting weights for a long time, and you decide you want to lose some extra weight. You think it's a good idea to hit the gym and start working out hard again. Two days after going to your first session at the gym you are really sore! You know that soreness where you almost can't sit down on the toilet because your quads are so sore from doing so many squats? Or maybe you can't lift your hands up to wash your face in the shower because your biceps are so sore from doing loads of bicep curls. If this is the case, then you have little micro tears in your muscles (which, like I said earlier, you need for muscle growth). These little micro tears cause inflammation and subsequent water retention in your body. If you are sore from the exercise you are doing in the gym or in another class, you are carrying extra weight. It is as simple as that.

Clearly this is not a bad thing when we look at exercise from a health perspective. The problem really arises when you get on the scales the next day. You check your weight and see that it's gone up even though you've been trying so hard to lose weight. Psychologically this is bad. It is often at this point that hands are thrown up in the air and it is surmised that "not even going to the gym every day works!"

When you're sore from your exercise you will be holding extra weight, and most people don't have the ability to divorce the two things. In most people's heads, extra weight means it's not working,

and is therefore another failure on their already long list of things that haven't worked for them. It's not that the exercise hasn't worked, though. It's just that you haven't done the **right** exercise for what you are wanting to achieve.

I'm not saying that you can't lose weight and do heavy work outs in the gym at the same time. This can absolutely happen, but the body isn't good at doing the two things very well at once. It can lose weight without a problem, when given the right environment. And it can get stronger and gain muscle without a worry - when you do the right exercises. But we also know that growing and strengthening muscles and losing weight can work in conflict with each other when you try and do them at the same time. You can still lose weight, but your loss will be much slower than if you were to exercise differently.

So, I believe it is better to not worry about the gym just yet. Instead, get your food right and get walking. We can head back to the gym later on.

Here's a real-life example of what I'm talking about. One lady that I worked with recently is named Tina. She was about eight weeks into our program and was doing an amazing job losing weight consistently each week. As she was getting closer to the end of our program, she told me that she was going to join a Bootcamp. She said, "I'm just feeling so good in my body and I'm ready to make that sort of change".

I said, "Wow! Hang on a second. If you go to a Bootcamp this week, you will weigh more next week. I love that you want to go to a Bootcamp, but I want you to make sure you get your head around the fact that you won't lose weight this week".

Tina couldn't believe what I was saying. What kind of trainer would say to **not** go to a Bootcamp? But that is exactly what I was telling her. Tina didn't believe me and attended the Bootcamp anyway, which is fine. But on her next weigh in, even though she was eating the exact same food, she had gained a kilo for the week. This was almost depressing for her. She was so disappointed that she had put weight on, and she couldn't understand why. The first question I asked her was... "are you sore?" She said that she could barely sit down her legs were hurting so much.

Being sore from the workout is great, but when you are in the headspace to lose weight and the scales are not going down it makes you want to quit. You need to know that there are reasons that the scales are not going down. You just need to work out what those reasons are. Heavy exercise particularly will cause the scales to stop moving down until your body gets used to it and recovers. There is no need to do heavy exercise on a weight loss journey. Get the food right first and just move more.

Exercise is an important part of your weight loss program. But having exercise as your only weight loss tool is really the wrong attitude completely. Exercise should be part of your life whether you are overweight or at a healthy weight. And when I say part of your life, I mean every day, not every now and then.

We now live in a world where most people live a fairly sedentary existence. We move far less than we ever have before, as we spend most of our time sitting in front of a computer screen or looking into a phone. Getting out and deliberately moving every single day is an important part of our life that needs to become a daily habit.

So, as we talk about exercise and how it relates to weight loss, I really want you to stop thinking that you need to exercise just to lose weight. You need to exercise to be healthy. For the rest of your life. End of story. Does it help with weight loss? Of course, it does, but that shouldn't be your main motivation for going for a walk or a run. The weight loss that results from it should be just a perk.

There are lots of different ways that you can exercise. And I'm a believer that all exercise is good! Let me be really clear about that. But I do get asked the question, "What is the best exercise for losing weight?"

Here's the really complex answer... Walking!

Yes, walking is far and away the best exercise that you can do for losing weight. Because, like we spoke about earlier, 90% of your weight loss will come from what you put in your mouth. Exercise plays only a small role when it comes to losing weight in comparison to the type of food that we choose to eat.





SECRET 11

## WALKING IS THE BEST EXERCISE

Now, like I said earlier in the last Secret, I am a huge fan of exercise. I've been a personal trainer for the better part of 20 years, and I train every day myself. I have a full gym set up at home that my family and I love using. I have been trained hard, and I have trained people hard for many, many years. I absolutely love it and I think the health benefits of exercise are out of this world.

But, when it comes to weight loss, it's my experience that you don't need these fancy or hard workouts or high intensity interval training to get the greatest benefit. Walking is the best. Let me explain some reasons why.

When starting on a weight loss journey the most important thing

over everything else is that you are consistent in your effort every single day – with your food, water intake and your exercise. Starting and stopping a new program or new regime every few months will never get you to where you want to be.

With the need to be consistent in mind, walking is definitely something that can easily be performed every day. We've been doing it for most of our lives, and it is a familiar activity. To walk, we don't need to learn a new skill or figure out the choreography of a gym class. We don't need to be super coordinated or strong as we lift weights. We may even go for a little walk here and there with friends and family already. Or, to get some much needed 'me time' we might go for a regular walk outside in the fresh air on a regular basis. It is so easy to do, and it doesn't damage your body. It's not often that we get very sore from going for a walk, and we don't need any fancy gym equipment or even a gym membership to do it. It's totally free! So, knock yourself out and go and do lots of it consistently.

Remember that exercise only contributes a small amount to your weight loss journey, with the majority of the grunt work being done by your food. In saying this, investing your time in getting your food right is the most important. So, while you are in the process of organising your food and ensuring you are eating the right things, you don't need to worry about trying to sort out what kind of workouts you are going to do. You don't need to invest in any workout programs, gym memberships, or specialised exercise machines to lose your weight. And if you're walking how I recommend, you'll be burning around 300 or 400 additional calories each day, which contributes to your calorie deficit goals for the day! It's actually a brilliant phenomenon.

We spoke earlier about the challenges associated with harder

exercising, and the inflammatory response the body experiences when higher intensity exercise or weight training is undertaken. This response is most often associated with a gain on the scales and that can be so disheartening.

Losing weight is as much a psychological challenge as it is a physical one. Once you start on a weight loss program, you'll want to see results on the scales almost immediately, because if you don't, you'll soon want to quit. And contrary to popular belief, if you eat the right foods, you will see results on the scales extremely quickly. I have had many people lose anywhere from 2 kg to 10 kg in the first week, depending on their starting weight of course. And each time, this weight loss was achieved by eating the right foods and doing no other exercise than walking.

When you focus on getting your food right and make exercise a simple walking habit, you won't have that psychological barrier to fight with all the time. Yes, there may be other barriers you need to deal with, but when you continue to see a drop on the scales and you begin to feel more confident in your body, you will want to keep doing whatever it is that is making you feel good and is working to achieve your goals.

Like I mentioned above, walking is an activity that you can do every day. Of course, the more that you do every day the more weight you will lose because you'll be burning more calories. But there is so much more to it than just burning calories.

Walking is so good for your mind. It helps to clear your head. It improves energy levels. You begin to feel more positive about life when you're out in nature. Walking tones your leg and abdominal muscles, which shifts pressure off your joints, which decreases joint

pain. Walking releases those feel-good endorphins, and people who walk during the day have an elevated mood, causing you (and likely the people you live and work with) to feel happier. When you fill your lungs with good, clean oxygen while you walk, you will feel amazing and be prompted to continue your good eating habits. The more you exercise in this way - the more you move - the more you will want to eat good food. Your body will crave it.

Walking is also something that is easily measurable in the form of steps. Maybe you can only start at 3000 or 4000 steps a day, and that's sensational. But, with just a little effort, you can quickly increase that number to 5000, then 8000 and before you know it you are walking at least 10,000, 12,000 or 15,000 steps. All by continuing, day after day, to put effort in. Soon you will be inspired to walk further, and walk faster, and will feel like you can't live without your daily walk.

I often get asked about alternatives to walking when someone has experienced an injury or is unable to walk because of other physical conditions. The answer to that question is of course yes. There are plenty of exercises you can participate in that are easy on your body like walking is. You could use a spin bike, an exercise bike, an elliptical or cross trainer. And there is some great exercise 'classes' that can be found on YouTube where you are doing exercise from a chair! All from the comfort of your own home. Any exercise where you are moving and burning energy without huge intensity or pounding on your body is wonderful. If you are into yoga, that would be a great addition to your walking and other exercise as well. It is about movement, not specifically about walking. Walking is just one of the easiest ways to get that movement in.

Talking about walking being easy, it's also a great way to catch up

with friends. Invite a friend to walk with you regularly or mix it up and walk with different friends every other day. Bring others along with you on your journey. You just might be the inspiration they need to get them moving again as well.

And like I've said before, this habit of walking, or exercise, should become your daily habit. It doesn't matter if it's boiling hot, freezing cold or pouring rain. You must move every single day. It just has to become part of your life. Make the commitment now to make time for exercise. It won't just happen. We already need to schedule or plan our days so that we include and complete the most important tasks, right? Why not schedule in your walk too?

Most people find that walking first thing in the morning is the most effective time to get it in. If it's left until the end of the day, you're more likely to be tired and less motivated to get your shoes on and get outside. Getting up a little bit earlier will help you fit it in without disrupting the rest of the schedule you have. And when you walk in the morning before you do anything else, you will find that you have more energy, and will be better able to accomplish your other tasks for the day. Another brilliant phenomenon.

So, get out your sneakers, call up a friend and get walking. You will be doing great things to aide your efforts in your weight loss journey, and your body will love you for it.



SECRET 12

## TEA & COFFEE ARE NOT YOUR FRIENDS

What I'm going to say now is going to go against popular belief when it comes to losing weight. Many weight loss 'gurus' advocate having coffee every day to help speed up your metabolism. Well, I don't. I teach the complete opposite. In fact, I'm here to tell you that coffee and tea are not what your body needs at all when you are trying to lose weight. They are terrible for your body and I'm going to explain a few reasons why in this section. So, sit tight. This might be a real eye opener for you.

Before you start throwing things at me or poking my voodoo doll for saying you shouldn't drink tea or coffee, I want you just to relax a little and go with me on this. You might not agree with what I'm about to say (or maybe you don't want to believe it) and that's ok.

But perhaps it's time to have a think about the success you are having with your current food and drink regime.

Are you looking the way you want to look? Do you feel the way you want to feel? Do you have the energy you wish you had, or do you often feel lethargic? Are you losing weight the way you would like? If not, maybe consider just for a moment that what you are doing might not be working for you. Maybe – just maybe – there could be some merit to what I have to say, which could finally help you achieve your weight and health goals.

Just have a think about it.

I know that there are health benefits to drinking some teas and coffee, and I'm not disputing that. But like we spoke about in Secret 8, just because a food or drink may have some health benefits, it doesn't mean that it's good for weight loss, or that those same benefits can't be found in a variety of other ways.

Okay. Let's go through the three main reasons why I feel drinking coffee and tea sucks and why I think nobody should drink it – especially when they are trying to lose weight:

## **1. Drinking Tea and Coffee is Habitual**

If you want to lose weight and keep it off for the rest of your life you cannot mindlessly put things into your mouth, like we have already determined. Everything we eat or drink will have some kind of physiological response in our bodies, and we want that response to lead us closer to optimum health and weight. We need to be very conscious and deliberate about what we choose to eat and what we



choose to drink and be fully aware of the impacts of them on our bodies.

Weight loss is about changing your behaviour and to change your behaviour you must change your mindset. It's not about the calories in the coffee or the tea that is the problem, but a lot of it is about the habitual nature of its consumption.

Have a look at your lifestyle right now when it comes to drinking tea and coffee. How often do you drink them? Is it twice a day? Three times a day? Five times a day? Ten times a day? And what are the circumstances around you drinking them?

In my experience, most people drink tea or coffee as the first thing they do in the day. They drink it at break times at work. They have it again when they are feeling a little bit tired, or because they have just become used to sipping on something warm throughout the day. They drink it when they meet up with friends or when they have a work meeting. They are not drinking it for any specific health purpose (other than to perhaps give them a kick of energy).

Our bodies require us to fuel our bodies with the things it needs, and it also asks us to avoid the things it doesn't need. If we don't listen to it properly, our body will have to work so much harder to do what it needs to do. It doesn't seem fair, does it?

Drinking coffee is a bad habit! The more we do something, the more our body will instinctively want it. And in a lot of cases this is a good thing. Take walking as an example. The more you walk, the more you will desire to get out there and walk again. But the same is true on the other side as well. An example here could be eating chocolate. The more we eat chocolate, the more our body is going to desire it.

And this **is** a problem. It is also a problem when it comes to drinking coffee and tea. The reason is because you are giving in to the demands of your body and not taking control of it yourself.

People who say that they can't start their day without a coffee have conditioned themselves to think this way and then to act accordingly. And because they have been 'stimulating' their bodies in this way for so long, their bodies now call out for it, and the person gives in. **Nobody needs a coffee.** It is a totally made up, fabricated piece of nonsense. It is a way to get out of taking responsibility and acting for the good of your body rather than being acted upon.

## **2. Drinking Coffee Plays with Your Energy Levels and Makes You Crave Crap**

Every time you have a coffee, you get a spike in energy from the caffeine contained in it. Not really a bad thing, right, when you consider the low-calorie content of coffee?

Wrong.

The problem with that kind of energy is that it is not long-lasting. Think about it - you have a coffee and get the subsequent spike in energy. This is quickly followed by a drop in energy. Soon you will want another coffee, and the cycle happens over and over again.

The high energy times after you have a coffee feel great. You feel more alert and capable of managing the demands that are placed on you. When your body is low in energy, however, it looks for the

easiest, most accessible energy source, and glycogen is the source of energy that it will look for and crave first.

The best way for your body to get more glycogen is to eat sugar and carbohydrates. So, what are you going to crave when you have an ‘energy low’ after coffee? Sugar and carbs. Or in our layman’s terms, Tim Tams, chocolate’s, chips, and bread. If we are having multiple coffees per day, our energy levels are up and down like a yo-yo. And consequently, our body will be consistently searching for glycogen, which equals cravings for carbohydrates and sugar.

If you want your weight loss to be an easier journey with long-lasting affects, you need to reduce the cravings your body has and the reliance it has on carbohydrates and sugar. Taking coffee out of the equation for a while will help you to get in control of those cravings. In fact, it will help you to totally eliminate those cravings. Remember this is about changing habits for the rest of your life, not losing a few kilos, then putting it all back on again.

We had a lady named Vicki join our Weight Loss Program a couple of years ago. She was about 20 kg overweight and was feeling every single bit of it. Vicki was in her 60’s, was a full-time nurse, working mostly after hour shifts, and was also the carer for her aged mother who lived with her and her husband. Understandably, Vicki didn’t feel like she had much time to prepare and cook wholesome food and fell into the trap of using the energy from tea and coffee to help her through the day.

She would go without food for breakfast and lunch, and most often just grab something simple to eat for dinner. However, her body didn’t like that, and she would drink up to 15 cups of tea and coffee each day to try and satisfy her bodies needs.

While not eating very much at all, Vicki was confused as to why she was gaining weight and booked a call with me to try and make sense of it all. When I told her that her weight problems were because of how much tea and coffee she drank, combined with not nourishing her body with food, it was like a light bulb was turned on in her mind.

She immediately stopped drinking tea and coffee! And she committed to eating food – the right food - to effectively fuel her body and give her the naturally produced energy that she needs each day. And, as a result of these changes, over the following 9 weeks, Vicki lost 15kg!! All because she stopped drinking tea and coffee and started to eat the right food. Her energy levels were high, and she was able to fulfil her responsibilities so much easier. And this was all achieved by changing her eating habits.

I hope this helps you to see that to eliminate the cravings we might have for sugars and carbohydrates; one sure fire strategy would be to not drink tea or coffee.

Additionally, when you are fuelling your body in the right way with the right food, you will have such an abundance of energy and will feel so good that you will not even feel the need for the ‘quick burst of energy’ that coffee can give you. When you give your body what it needs, your body gives you what it needs in return.

### **3. Drinking Coffee Compromises Adrenal Function**

We don't really hear much about our adrenal glands and what their

function is in our body. But I bet once you know a little bit about them and what they do, you are going to want to treat them a little better. You might even recognise in yourself some of the symptoms of your adrenal glands not functioning properly. So, let's do a little overview.

Your adrenal glands are found at the top of your kidneys and are responsible for the production of several hormones that are involved in controlling blood pressure, blood sugar levels, metabolism, and the body's response to stress.

When your adrenal glands are not functioning properly, you might notice some symptoms such as these:

- Consistently high blood sugar levels
- Skin problems, like acne
- High blood pressure
- Muscle and bone weakness
- Moodiness, irritability, or feelings of depression

And just like with many other common health challenges, much of this is caused by the environment we have placed our bodies in. If you have treated your body poorly for many years, with a low nutrient diet and little exercise, your body can only manage the strain for so long before things start to go wrong, and proper function suffers.

Drinking coffee compromise's proper adrenal function. It stimulates it more than it was designed for and elevates your cortisol levels. This leads to insulin resistance, among other complications, which, in short, is bad for weight loss.

If good adrenal function is responsible for a good working metabolism, which is a significant contributor to effective weight loss, it makes sense that we would also want to help these little glands operate in the best way possible.

One very reasonable way to help this happen is to put aside the coffee and start nourishing your body with low carb and low sugar foods and just see what happens.

Now don't get me wrong, I'm not saying you can never have a tea or coffee again. Far from it. I know that drinking this is of high importance to many of you for connectedness and social reasons. But what I am saying is that you should cut it out until you get to your goal weight. It will make the process of losing weight so much easier because the cravings that you have for carbohydrates and sugars will decrease when you remove tea and coffee from your diet. You will feel far more in control without the coffee than with it.

Like I mentioned at the beginning, I know that some of you are not going to like what I've had to say here. I know that drinking, or rather **not** drinking coffee, can be a real hang up for some people. They honestly can't believe that they can actually go without coffee for a day let alone for weeks on end.

Let me tell you about a lady I worked with. Her name is Bec.

When I first spoke to Bec she told me that she drank 8 to 10 coffees per day. She knew that was far too much but didn't feel like she could stop. I helped her to see how coffee was not good for her and she decided to go off coffee cold turkey so she could lose weight while following our program.

For the first few days of the program, it would be fair to say that she hated me! And she didn't want to talk to me much at all. But she did it! She stayed off coffee for the full nine weeks. And the end result was awesome.

Starting the program Bec weighed about 80 kg. Over the next nine weeks, she lost 13 kg and felt better than she had felt in years. After she lost her weight, Bec did go back to drinking coffee, but only one every day or so. Which is totally fine, as long as it's done in a very conscious and deliberate way, and not simply because that's 'just what we do'.

The difference for Bec now is that **she** is in control of the coffee, without the coffee being in control of her. The coffee no longer dictates how she eats and drinks. Now she is in charge of what goes in her mouth without experiencing the cravings that were caused from her poor choices. And that is super exciting and empowering for her.

You can have the same experience as Bec did. When you take out of your diet the things that are hurting your body and start giving your body what it really needs, you will end up having more sustained energy throughout each day than you ever used to have before. I have had many people that I've worked with come to me and tell me that they have never had more energy in their life than they do now that they are eating well. It's such a cool experience for me to be helping so many people to live with such vitality. And you can make some very simple, little changes that will help you to feel the same way as well.

I'm not trying to take away every little bit of food or drink that you

enjoy. There are some foods that I enjoy eating that aren't considered healthy, and which certainly wouldn't help me to lose weight if I needed to. I'm just hoping that I can help you understand that some of the things we enjoy frequently in our diets are garbage for our bodies. Remember that we only gain weight because we put too much of that 'garbage' into our bodies. We need to significantly reduce or eliminate these foods and drink, and we need to have more of the right foods for the rest of our lives so we can be healthy – but especially while we are trying to lose weight.



SECRET 13

## ALCHOL IS VERY UNHELPFUL

Okay, so I'm going to be really straight up with this one. And when I talk honestly about alcohol some people get upset. Once again – stay with me here.

You cannot lose weight and drink alcohol! That is the end of the story!!

But before you start swearing at me, let me explain a little bit about why this is the case. Most alcohol is a high calorie high carbohydrate/sugar drink that provides us with very little nutritional value. Alcohol is a key contributor to weight gain for many people because of this fact. Because alcohol is high in sugar it turns to fat pretty quickly in our body. It acts just like chocolate does. So, we

can probably treat alcohol in the same way we treat chocolate. We mostly acknowledge that we should have less chocolate because, although we like it, we know it's not good for us. Alcohol is the same. Even though we may enjoy drinking it, we know it's not good for us and we should drink less of it.

Now something I hear frequently from people who want to continue to drink alcohol while they lose weight is, "Baron, I hear that wine contains antioxidants, so I really should be drinking that". Look, that maybe the case. But using that as an excuse to drink wine is like polishing a turd. It is still a turd no matter how much you polish it (please excuse my Aussie terminology and humour).

It's like saying that pizza is *really healthy* because it has vegetables on top. Or that the block of chocolate you enjoy is *really important* and healthy to eat because it has fruit and nuts in it.

No.

I promise you that you could find something good in almost every bit of food. But the negative effects of eating and drinking them outweigh any positive nutrition that might be gleaned from them. You can get all the antioxidants you need out of eating a diet higher in vegetables and protein and having a little fruit each day. You don't need to drink alcohol to get proper nutrition. And drinking alcohol is a terrible way to get antioxidants into your body.

So, the question is: Why are we told that wine contains great antioxidants and that drinking it could be beneficial to our overall health?

I believe the simple answer to this question is because most people want to drink it. And when the majority wants to do something, they will find ways to justify their behaviour to make it acceptable to do - even if those ways are completely insane and make little sense. We can find plenty of studies claiming to prove this or that health benefit. But the reality is that those studies are nonsense and are conducted to make people feel better about the decisions they are making. It removes the guilt. It places the blame on somebody or something else.

Let's revisit an example from back in Secret 9:

Let's say wine is your chosen drink, and like many people I talk to you, you have at least one glass of wine most evenings at dinner time. In a standard glass of red wine, you will consume between 200 & 250 calories. If you ate perfectly all day, and I mean really perfectly - the cleanest and best food - you are on your way to losing weight that day. But if you drink that one glass of wine, you will not lose any weight. I cannot be any clearer about the negative impact that alcohol has on weight loss.

Some people say to me that vodka is a better option because it's low in calories. Yes, it is true that it has lower calories than other alcoholic drinks. But those lower calories are still higher calories than what's in water. Vodka is still crap for your body and drinking it (as with other alcohol) can lead to some rather disturbing health challenges: a faster heartbeat, elevated blood pressure; and drinking alcohol can disrupt your immune system. Even based on those reasons alone, I would not recommend drinking alcohol at all, but especially not when you're trying to lose weight.

If you can find me a drink that has lower calories than water, being

0 calories, then I would be happy for you to drink that. Remember, your whole goal here is to reduce overall calories and to reduce sugar. Alcohol contains both high calories and often high sugar. Meaning it is in complete opposition with what you are trying to achieve on your weight loss journey. Oh, and did I mention that it contains very little nutritional value?

Aside from not being good for you in its own right, another big problem with alcohol is that it prompts bad eating. Just think about it for a second. When you are at a party with your friends, one glass quickly becomes two, which quickly becomes three and the story continues. But along with the alcohol consumption often comes the urge to consume food such as chips, chocolate, crackers, dip, etc. All of it goes hand-in-hand. The more alcohol that is consumed, the higher calorie, high carbohydrate foods are consumed as well.

If you're genuinely serious about losing weight, stay away from the alcohol. Lots of people are half hearted with their intention and effort to lose weight, and simply want to keep eating or drinking the things they like because they feel like they deserve them. But remember, facts don't care about your feelings or the food you like. Drinking alcohol is a guaranteed way to slow down your weight loss process, or maybe even stop it completely.

If you feel like you can't go without the alcohol, then I would recommend going and looking in the mirror again. You better get comfortable with what you see, because if you don't change the way you do some things, your weight simply won't change. Well, no – I am wrong. It will very likely change. But it won't be the change you want to see. If you don't stop drinking alcohol, your weight will continue to change by going up and up. And I know that is not what you really want.



SECRET 14

# YOU CAN NEVER GO BACK TO EATING ‘NORMAL’ AGAIN

I recently read an article in the newspaper that stated that being overweight was **not** a choice. I would be lying if I didn't say that my head almost exploded!

We live in a society now where people refuse to take responsibility for their own actions. It's so easy, and almost expected, to place blame on someone else or some other influence for us not being a certain way or accomplishing a certain goal.

With regards to weight loss, I completely understand that many people have health and physical challenges, and that many people

are unaware of the wrong food or the right food to be eating so they don't gain weight. But when so-called experts start to preach that being overweight is somehow out of our control, as a general rule, it makes me feel sick. It takes **all** of the control away from the individual, completely disempowering them to make the changes they need to so they can be healthy.

Being overweight is a choice. With that said, I don't believe anybody *deliberately* makes the choice to be overweight. I don't believe someone sits down with a bag of chips and a block of chocolate, thinking "I want to do everything I can to get fat today", then follows up their little 'snack' with a bag of popcorn and a tub of ice cream.

What I mean by it being a choice is that, if you are overweight, you have made many small, little choices each day that have contributed to your weight gain. Now these choices may have been as a result of being busy or tired, bored or unwell. They may have been made out of innocence, or out of complete defiance. But make no mistake choices were made, and better choices around food could have been made in place of them – whether you were aware of it at the time or not. Taking personal responsibility is the most important aspect on a weight loss journey and the ensuing weight maintenance that will follow. You can't leave it up to your circumstances, your health, the medicine or something else. You need to own it.

When it comes to maintaining a healthy weight, it starts with having the right mindset. When you embark on a weight loss journey, it will be impossible to succeed if you embark on it with the mindset that you will go back to eating the same way once you've achieved your goal weight. Remember that eating like that got you to where you are in the first place.

I remember coaching a lady name Lizzy. She was absolutely brilliant on the program as it progressed, however at the start I remember one voicemail that she left for me. I had sent her a message checking in with her for the day, asking how she had gone with her food and her water and her walking. She responded by letting me know that she was out with friends, and that her friends were eating all of the “good” food (and when Lizzy said “good” food, what she really meant was garbage, junk food).

Many people would’ve put that thought aside, but I realised that this was kind of an important moment. Without wanting to sound harsh or insensitive, but also wanting her to have a change in her thought processes about food, I responded to Lizzy. I let her know that she should not refer to that junk food as ‘good’ food ever again. I reminded her that the food she was referring to as the ‘good’ food was the reason she had gained all the weight that she was now carrying. If she was to continue to have such a positive emotional connection with that food, she would never make the changes necessary for the weight loss to be long-lasting. She needed to create more positive associations with healthy food and more negative associations with unhealthy food.

And not only did I feel that this needed to be said, but the impact of it on Lizzy was remarkable. She changed the way she thought about food. She acknowledged that the food she was almost longing for was not what her body needed, and she recognised the positive impact this ‘new’ food was having on her body. She chose to stop feeling as though she was missing out on foods that she had previously eaten regularly, and she reached her goal (and is still there today) with positivity and enthusiasm for her new way of life.



Once again, I'm not saying that you can never have a chocolate bar again, or a pasta dish, or a piece of birthday cake. I'm not saying that you can never have a drink of alcohol again. What I am saying is that you can never eat the way you used, in the quantities and with the consistency and mindset that you used to eat, if you want to lose weight and keep it off long term.

This is probably the greatest secret when it comes to losing weight and being healthy for the rest of your life.

We have been sucked in by big weight loss companies that promote weight loss shakes and meals and pills and whatever else, that we feel we can somehow go back to the way that we ate after we've lost weight. This is just not the case!

I often get asked on the phone, "Baron how do I maintain my weight once I get to my goal?" And I think people want some sort of a revolutionary response, with some highly structured, and secret way of keeping the weight off. They may be disappointed when my answer is simple. It goes something like this...

When you are losing weight, you have to be 100% on point with your food, your exercise and your water consumption. If you stuff up during the day you simply will not lose weight for the day. So, it needs to be a seven day a week proposition to get your calories lower consistently to get the weight off that you want.

Things do change a little bit when you reach your goal weight. Instead of really good, clean healthy food being a seven day a week proposition, it can become a five day a week proposition. One option is that you can live five days a week in calorie deficit eating heaps of food like you've learnt to eat while losing weight, and then

a couple of days a week you can eat some of the other food you enjoy. However, there must be moderation in the ‘other food’ you eat. You can never eat the way you **used to** eat again.

Something that really helps this process is to **not** have a specific goal weight that you will live on for the rest of your life. For example, let’s say you wanted to get down to a weight of 65 kg. If you become too obsessive about the exact weight you want to stay at forever, you will simply be frustrated all the time. The reality is that nobody can ever stay the same weight, not even for a few hours. If you weighed yourself in the morning and you were 65 kg, it is likely by the end of the day that you would be 66.5 kg. Because as we live, exercise, consume food and water and experience joys and grief, our body will increase in weight based on our different life experiences. And as we sleep, our body will decrease in weight from that point.

I encourage people to live within a weight ‘zone’. Let’s say your goal was still to reach 65 kg, and you get down to a wonderful 64 kg. Living between 64 kg and 66 kg is a great place to play. This becomes realistic. If you can live in calorie deficit for five days a week and then have two heavier calorie days if you choose to, you will find that you can achieve an easy, healthy balance with your food each week.

This strategy will help you feel in control of your food and weight, where you are not consistently stressed over the ups and downs of the number on the scales. This is one of the reasons why it is so important to learn and implement simple rules when it comes to losing weight, and not be concerned about monitoring every single thing you put in your mouth.

It’s not practical to live each day counting or weighing everything

you eat. Keep a good balance – following the principles you learned as you lost weight – and you will find the success you desire. BUT – you cannot go back to what you were eating, the way you were eating before you lost weight.

When I speak to people on the phone, one of my favourite phrases to say is... “If you want to feel and live like a healthy person then you need to eat like a healthy person for the rest of your life. If you’re not ready to do that, I’m not the guy to help you on the journey”.

So, the real question is how do **you** want to feel for the rest of your life? Do you want to feel and live like a healthy person? Do you want to lose all the weight that you’ve ever dreamed of and keep it off for the rest of your life?

Well, if you do then you must make the decision to eat like a healthy person for the rest of your life. Don’t worry, healthy people are happy people. Just because you start to eat healthy doesn’t mean you become miserable. As your palate changes you will not only feel amazing in your body, but you will feel amazing in your mind as well.

You 100% can lose all the weight that you want and keep it off for the rest of your life. You just have to be willing to make the changes necessary, to live life in a healthy way. You can do it I know you can. It’s time to make the change and never go back!

# CONCLUSION

I started this book by emphasising that YOU CAN lose weight. You have the ability – we all do – to live healthy and feel amazing at a healthy body weight. You can lose all the weight you want and learn how to easily keep it off for the rest of your life.

The big companies have done a great job at convincing us that we need them; that we need their recipe books, and their pills and powders and their ongoing memberships. They have convinced us that we can't do it on our own and that we need them long term so that we can have continued success.

Yes, we can lose some weight with their offerings, which is wonderful. Losing even a little bit of weight helps us feel great and empowers us to push on and do that little bit more to get closer to reaching our goals. But what these big companies have failed to do is teach us what **we need to do** to be successful on our own once we have actually lost the weight.

This is what their success relies on. They need you to keep coming back to them. They need your ongoing business so that their business continues to survive. It's a brilliant financial strategy, but it is unfortunately at the expense of their clients' emotional and physical health.

Losing some weight, stopping a program or a diet, then putting the weight back on again because we don't know how to keep it off, is demoralising. It's disheartening. It crushes feelings of accomplishment and capacity. And it eventually leaves the individual feeling desperate again, longing to lose weight once more. Because they had success losing weight before, they go back to the big company – the pill, the shake, the program – because they trust them to help them achieve their goal. And the cycle continues.

But it's not just about the yo-yo cycle of weight on and weight off that is the issue here. This process places so much strain on the essential processes of the body – heart health and function is impaired; lung, kidney and liver functions suffer; hormonal imbalances occur when there isn't consistency in weight and health, and a plethora of other health concerns arise when the consistent strain of weight gain, and weight loss is placed on the body.

If you remember, at the beginning of this book I also said that anybody who tells you that you can't lose weight and keep it off for good is a clown and doesn't understand how weight loss actually works!

In my experience, many well-meaning medical professionals, or family members and close friends often try to make the individual feel better for not being at a healthy body weight by saying things

like: “Your health challenge X or Y will make it impossible to lose weight”; or, “Your mum was overweight. It’s in your genes. You can’t control it”; or, “The only way for you to lose weight will be through medication”; or, “You are so busy with all your children and work responsibilities, you can’t possibly dedicate the time to losing weight now. Just love the body you’re in”.

As well-intentioned as these comments may be, they are not at all helpful. They will never encourage the individual in such a way to help them make the changes they need to make to be healthy. And when we are carrying excess weight, losing that weight is what will help us to be healthy.

In this book, I have identified 14 ‘Secrets’ that I believe are the keys to living healthy, losing weight, and keeping it off for good. You might not like, or agree with some of the things I have said here, and once again, that’s ok. Like I mentioned earlier, facts don’t care about your feelings, or your circumstances, or if you really like something or not. The facts are the evidence we need so that we can find ongoing success.

You may want to build a brick house that withstands high winds and protects your loved ones. But you might not like working with mortar, so you decide to simply place the bricks one on top of the other, hoping for the outcome to satisfy your desires. Of course, we know the outcome. The facts tell us that the bricks are stronger when they are held together with mortar. When the wind comes, the bricks shift and the house falls. And you are left to build the house all over again. But we hope that you might have learned a lesson from your past failure and decide to do things differently based on evidence rather than on wishes or likes.

So, let's stop trying to find excuses, or reasons, why we aren't looking better or feeling better. Let's start taking responsibility for our bodies and our health, and stop giving all the power over to professionals or experiences or circumstances that claim to be taking away our agency. Let's look at the evidence and commit to doing things differently so that you can finally reach the goals you have had for so long. Be the one out of many who finally decides that you are in control of your weight and health.

Remember, you are where you are because of what you have put in your mouth. The sooner you can acknowledge that, and commit to doing better, the sooner you will find the success and satisfaction you have been searching for.

And the best thing is, **YOU CAN DO IT!** I know you can.

## ADDENDUM

If you have found this book helpful in your understanding of what to do and what not to do to lose weight and become healthy, but need a little more help, I would love to hear from you.

Go to [www.ditchingthediet.com](http://www.ditchingthediet.com) to get the information you need to lose all the weight you want and learn how to keep it off for good. We can offer you everything you need, including one on one support, so that you can finally get off that roller coaster of yo-yo dieting, and feel better than you ever have before.

You can do it!

I can't wait to hear from you.



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<sup>i</sup> *National Library of Medicine, The Epidemic Of The 20th Century: Coronary Heart Disease, [James E Dalen](#), [Joseph S Alpert](#), [Robert J Goldberg](#), [Ronald S Weinstein](#)*

<sup>ii</sup> Global, regional, and national burden and trend of diabetes in 195 countries and territories: an analysis from 1990 to 2025, [Xiling Lin](#), [Yufeng Xu](#), [Xiaowen Pan](#), [Jingya Xu](#), [Yue Ding](#), [Xue Sun](#), [Xiaoxiao Song](#), [Yuezhong Ren](#) & [Peng-Fei Shan](#), *Scientific Reports* volume 10, Article number: 14790 (2020)

<sup>iii</sup> <https://www.news-medical.net/drugs/Duromine.aspx>