

Build Your Perfect Body

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Nutrition 101

By

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Please Note: The author of this article is not a medical doctor and the information is not considered medical advice, nor is it a substitute for medical advice. Please consult your medical doctor before attempting any dietary practice or exercise program.

Introduction

Since having established a website, I've received hundreds and hundreds of inquires, all with the same themes. "Shawn, what is the best way to **lose my stomach?**", "How do I **get a six pack abs?**", "**Tone my body**, get '**ripped**', or **simply just get in shape?**" The purpose of this article is to answer these questions. The general population is not really sure how to lose fat and eat healthy. For the most part, this topic is never taught in school (for those schools that *do* teach it, often the teachings are incorrect or incomplete). The other thing that keeps the general population in the dark is the annoying fact that many diet books are ridiculously long and wordy (or are too technical to understand). Yes, diet books are long, wordy, and hard to understand... so much, that most people just don't have the time or the patience to read them.

In many ways this reminds me of a story from my former years when I was attending college at UCLA. It was interesting because most of the professors were great researchers, but not necessarily great teachers. Their salary was based on research and publications, not teaching. Consequently, it seemed that because teaching was not incentivized, UCLA as an institution attracted great researchers vs. great teachers. Not to say that all of my teachers in economics and philosophy were bad, because they were not. I had some good ones. But the problem was institutionalized, ingrained in the system. The great researchers seemed to have a hard time coming down to earth and teaching us, the student. To a certain extent, I feel the same thing is happening in the health and fitness industry, it's either conflicting information or confusing (due to the lack of good teachers). My litmus test for understanding is the following: If my mom and dad don't get it, then I need to work on my delivery.

Like most people, my mom and dad, who live in Gulf Shores Alabama, have limited exposure to the world of health and fitness. My litmus test for comprehension is based on them (or the everyday person). So, my goal as an educator is to speak as clearly as possible and to educate and entertain the reader. In the end, all that matters is retention of knowledge and the application of that knowledge. I hope after reading this article you can begin **right away** to make important changes in your life and begin creating the new you...

I'd like to make one other point about knowledge. Knowledge is insignificant without application. The application of knowledge is wisdom. Simply put, once you have become knowledgeable about how to change your body, the next step is to apply that knowledge.

Something to ponder: For you to attain long-term success, your process of transformation should reflect the following steps:

1. **Knowledge.** First you completely understand the information enough so that you are able to teach it.
2. **Wisdom.** You apply the knowledge and make it part of your life.
3. **Habit.** You continue to apply that knowledge throughout your life.

This is the process for you to attain long-term success...

“Bottom Line” Approach

Over the past 14 years of training, I have been determined to find the most efficient way to lose fat and gain muscle. My quest to conduct thorough research has lead me to read countless books, various research reports, interview medical doctors, attend lots of seminars and conferences, and obtain a variety of certifications. I wanted to share all of the knowledge

that I've accumulated over the years and express that knowledge in a comprehensive yet simple to understand format.

The collective feedback from my client and my continuing research has allowed me to design a **“bottom line” approach**. This approach has been proven useful in understanding the complicated dynamics of fat-loss and explaining that solution in an uncomplicated way. Simply put, my clients were less concerned with the technical aspects of fat-loss and more focused on what works. **So, instead of focusing on the “why” your body loses fat or some technical explanation like most books, I will primarily focus on “how” to lose fat.** This way you can start immediately after reading this article...

America Is Getting Larger

Approximately one third of adults are estimated to be obese. Furthermore, the number of adolescents who are obese has *tripled* since 1980, while the numbers of adults who are obese has *doubled*. Consequently, the trend of fat gain and obesity has continued to escalate over the past two decades. Medically, in various scientific journals and books, the issue of obesity has been linked to chronic disease, depression, and an array of symptoms that are not only causing our nation to become less productive but also affecting the day-to-day well being of every American. This trend has led Americans to spend more tax dollars on this epidemic even though the solution is quite evident....

So, what is the solution to this ongoing trend? The answer is simple. **EAT HEALTHY AND EXERCISE**. This seems like simple advice, but the average American is usually at a loss on how to do so.

In this article, I will be discussing various aspects of proper nutrition and supplementation that will apply to a bodybuilder **or** the average everyday person looking to get in shape. The following is a summary of the areas that will be covered:

- Grocery List
- Meal Preparation
- Sample Menu

- Cooking
- Tips
- Other Benefits
- Supplements
- Pitfalls
- Things to do list
- Motivation

Before going into the program, I would like to preface this article with three important points:

1) ***What causes fat loss?*** Fat-loss primarily comes from diet; however strength training and cardio work synergistically with diet allowing a person to attain his or her perfect body in the quickest possible time. Also, another important factor worth mentioning is the benefits associated with proper nutrition:

- Build a better body by losing fat and gaining muscle
- Optimize mood, energy, and sleep
- Enhance mental ability, sex life, self esteem, and total well being
- Reduce chances of having a degenerative disease
- Become more productive at work and reduce stress
- Slow down the aging process
- Attain a sexier, more beautiful body (of course this is related to outer beauty and not inner beauty)

2) ***Be Consistent***. It is important to understand that this is a lifestyle change. To be successful following this program you must be dedicated and consistent. I'll say the obvious... without creating a long-term consistent pattern a person's probability of success is extremely low. Therefore, follow these simple guidelines and you will attain results.

3) ***Get a Physical***. It is advisable for you to attain a medical exam or a full physical before starting this program. Make sure you get blood work done that checks your cholesterol, triglycerides, HDL, LDL, etc. These data points

are a great way to review your progress and compare them to future blood work.

Also, I have had women clients that seemed to be doing everything right, but still have problems losing fat. If you have a hormonal imbalance, you will find it extremely difficult to lose fat. If this is the case, please go to my website: www.chronicfatigue.me to learn more about this issue.

Plan of Action

The beginning of this project is to “put together a plan of action”. The reason why I call it a project is that to transform your body and to change your life style: it is a project within itself. So please treat it like one. View it as a second job. You should be prepared to allocate a certain amount of time to meal preparation, grocery shopping, cooking, journaling, etc. This step will increase your probability of **long term success**. So again, it does take determination, will power, and a reasonable amount of time to set aside... so please do so.

So let’s start with the basics. What do you buy at the grocery store....?

Grocery List (organic only)

Protein (Category 1)

Eggs (organic, primarily grass fed, able to roam in a pasture)

Lean beef (eat twice a week)

Fish (wild only)

Chicken breast (organic, primarily grass fed, able to roam in a pasture)

Turkey breast (organic, primarily grass fed, able to roam in a pasture)

Protein Shakes: Pea Protein by Olympic Labs

Beef (grass fed)

Buffalo (grass fed)

Lamb (grass fed)

Pork (grass fed)

Seafood (scallops, clams, shrimp, lobster, etc.)

Complex Carbs (Category 2)

**Sweet potatoes, yams

**Yucca (similar to potatoes)

**Squash

(* indicates eat more of)

I would eat less of these:

Brown Rice

Oatmeal

Beans

Brown Rice Bread and Ezekiel Bread

Other Carbs (Category 3)

Any Fruits

Any Vegetables

Fats

Coconut Oil, use for cooking

Fish oil

Water

Drink half your body weight in ounces – i.e. a 200 pound man would drink 100 ounces a day. Stay away from diet coke and other soft drinks. They are substitutes for water. Drinking more water will help you lose water weight. Drinking less water will cause you to hold water weight.

Other notes:

Best food for **eating out**: Asian Cuisine

Foods to **stay away from**: fruit juices (drink only water and tea), sugar, candy, popcorn, chips, processed white rice, white bread, pasta, chocolate, butter, salt, dairy (you can have on occasion yogurt, milk and cottage cheese, however this is not a staple in your diet. If you want to lose fat, stick to carbohydrates that are high in fiber and low in sugar).

I'll say this, if you want to get fat, eat all of these foods... if you don't want to get fat, avoid these foods 😊.

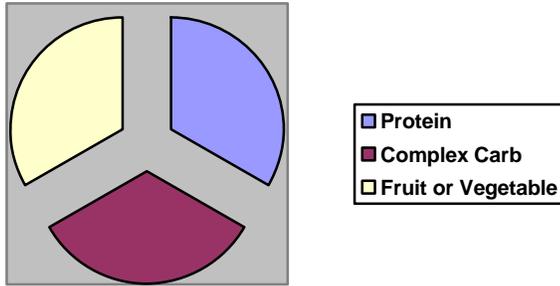
I know this is a silly statement to make, but you'll be surprised at how many people will consume numerous cheat meals and then wonder why they are not getting results. For example, on this program you should be eating 5 to 6 times a day (3 meals and 2 snacks, 3 meals and 3 snacks) that's about 35 to 42 meals a week. Your probability of success goes up if your 35 meals/42 meals are healthy and balanced.

Remember! The more cheat meals you have, the less chance you have of succeeding. The more healthy meals you have, the greater chance of success...

Meal Preparation

Now that you have your grocery list, the next step is to break up your plate in three portions which I labeled as categories.

Divide your plate into thirds. One third will contain protein, the next third will contain either a fruit or vegetable, and the last third will contain complex carbs.



So, as an example, let's review your grocery list....

As you can see, your grocery list is broken up into three categories. They are **protein, complex carbs, and fruits and vegetables**. It's really simple. Take a portion from the complex carb category, one from the protein category and one from the fruits and vegetable category.

How much food do you take from each category? Use the **fist rule**. The "fist rule" is comparing portions that are approximately the **full size of your fist**. You will be taking a "fist" from each category. This method is *much* easier than counting calories.

Let me give you some examples of how that might look.

Examples of meals, portion size = fist for each category

Meal 1: 4 egg whites with one yolk (protein), red potatoes (complex carb), apple (fruit)

Meal 2: Chicken (protein), small salad (veggie) with balsamic vinegar and lemon, yucca.

Meal 3: Fish (protein), sweet potato (complex carb), steamed cauliflower and broccoli

Meal 4: Chicken (protein), grilled asparagus and bell peppers (veggie), white potatoes

Meal 5: steak (protein), squash, and veggie mix (spinach, romaine lettuce, tomatoes)

NOTE: If you can't cook (or if the idea of cooking is repulsive to you) chances are you'll be **eating out** more often or **not eating at all**. This generally is **not a good idea**. If you can't cook or don't have the time to cook, *your other option is Meal Delivery*. This can get very expensive.

If that's the case make sure whatever meal delivery program you choose has meals that are similar to the ones outlined in this article. I am making this point because it reminds me of all the corporate clients I have either coached or am currently coaching. They all seem to have so little time... But remember, this is like a second job. Just like you are dedicated to your work you must be dedicated to changing your diet (that is if you want results). Also, you can look at this as an investment. It is an investment in you, your productivity, energy, enhanced mood, etc... Treat it as an investment and take it seriously.

It's interesting because when I worked in finance as an investment advisor, it was so important for me to be my "Golden Self". (I define my "Golden Self" as having physical and mental energy, enhanced mood, articulate, intelligent, invincible, intuitive, and at times could do no wrong). We have all had moments like that at work, social settings, and/or sports and training. These traits served me extremely well in business. It meant everything to me to be my "Golden Self" when presenting important material to investors. One of the ways I achieved that was through diet and exercise. Finding out how to optimize your body and mind should be essential. Another way I've attained this state is thru testing and targeted supplementation. But that is a whole other story... For more on this please check out my other site: www.chronicfatigue.me.

As an employee or an employer, a wife or husband, (or any other role you play in life) this is one of the apexes of life. **Feeling your best is an**

important goal in life. Why struggle? Nutrition is one way to find and maintain your own personal “Golden Self”.

Let me digress after that last paragraph and let’s talk about fat intake). When following this eating program, you’ll get most of your fat from your meals. However, essential fatty acids such as fish oil and coconut oil will help you lose body fat. So for women take 1 to 2 teaspoons of fish oil a day. For men take 2 tablespoons of fish oil.

Snacks

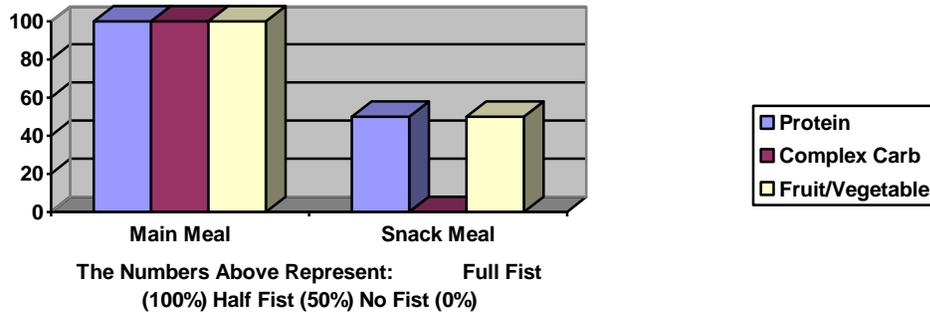
Now for snacks, instead of picking from 3 categories (protein, complex carbs, and fruit or veggie), you will be choosing from 2 categories. For snacks, you will select from only category #1 (protein) and category #2 (fruits or veggies) – no complex carbs with snacks or no category #3 with snacks.

So, what *do* you eat for snacks? Well, unlike most diets where you get a small pretzel or something as your snack – here... **snacks are similar to the meals, except for eating complex carbs.**

Example of snacks:

- 1) Beef, grilled veggies
- 2) Turkey salad
- 3) Chicken salad
- 4) Eggs and spinach

Portion size: The size of each portion should be about **half the size of your fist**, instead of a whole fist. So it's half a fist of protein and half fist of fruits or veggies. Your snack is your "mini-meal".



Note: As seen above, the numbers on the graph represent percentages of the size of your fist. For instance, 0% equals no fists, 50% equals half a fist, and 100% equals a full fist.

Exceptions to the Fist and 1/2 Fist Rule

1. You can always have more veggies at meals or snacks
2. You can always have a bigger breakfast and post workout meal

*Tip – if you want to lose fat faster cut out fruit of your diet until you reach your goal, then slowly add it back in.

Summary:

In a given day you should be eating 3 meals and 2 snacks. That's **eating every 3 hours**. One thing I do guarantee is that you won't ever have the chance to be hungry.

Simply put: If you would like to gain fat, eat one to two huge meals a day. If you want to **lose fat**, eat **5 to 6 small meals a day**. Since I know

you're reading this to lose fat *wink wink*, please stick to eating 5 to 6 times a day. I could give you a long explanation on "why", but I'll just keep this article simple and focus on the "how" to lose fat.

Question: Should I eat shakes and bars? Generally no... Shakes and bars should be looked at as emergency food. For instance, you're stuck at a meeting and you don't have time to eat, it's better to eat a bar than to eat nothing. However, what's the best way to lose fat??? Eat natural foods. They contain more fiber and less sugar. Diets that are high in sugar and low in fiber will make you fat. **Diets that are high in fiber and low in sugar will help you lose fat.** Also, having fruit sugar in your diet is ok, (i.e. apples, grapes, strawberries). *Just make sure that you are eating them in the morning and noon, not in the afternoon or evening.*

What if I just want to gain weight/gain muscle?

Only for those that *are naturally skinny and have a fast metabolism*, you simply have to eat more food. Increase your portions to **two fists** for your **Complex Carbs**. If you're still having problems gaining muscle, try three fists for your Complex Carbs for your meals and one fist for snacks. For example, for a meal (not a snack) have a fist full of chicken, three fists of potatoes, and a fist of bell peppers and asparagus.

Cooking

“Shawn, I don't know how to cook... I hate cooking... I don't have time...”

Hey, not only does cooking save you money, but it also helps you control your eating. You become proactive versus reactive. Meaning, you know what and when your next meal should be instead of being forced to eat fast food or not at all. Just remember, this is an investment in you. If you don't have time, meal delivery is your only option. If you can't afford it, it's time to learn how to cook or have your partner cook for you.

Things to buy so that you may become a super chef:

- 1) Tons of spices and other yummy foods: cumin, oregano, curry, turmeric, cilantro, lemon, lime, garlic, onions
- 2) Big pot to steam vegetables
- 3) Toaster oven, don't use microwaves
- 4) Buy lots of Tupperware.

With the following items purchased it will make it much easier to cook and prepare foods. It's quite simple... Pan-cook your Protein such as steak, fish, chicken, or turkey; you can also grill or steam your vegetables and steam or boil your Complex Carbs such as potatoes, yams, and squash. After you prepare each one add some spices and you have a hearty meal. It'll never rank 5 stars among chefs, but it will get you to your goal, and really... it's pretty tasty...

Tupperware Sunday

I call it Tupperware Sunday because this is when America has the most time to cook. Cook all of your food for the week on Sunday then store it in Tupperware making it **easy** to eat throughout the week. You can bring your meals to work with you as well. This will make it much easier to follow the diet.

Tips to Succeed

- 1.) **Keep a food journal.** This is probably one of the most important tips in this article. The way to keep a food journal is to log in the time of your meal and a description. Each day will take up about one page in your mini notebook. I know as you're reading these last few sentences you're probably saying, "I'm not going to do that... or I don't have time..." *smile*... I know some of you will follow this advice, but there are many that won't... I don't need to tell you which ones will succeed in finding their Golden Self. *wink wink*

Why should you keep a food journal? It enables you to record your food intake so that you **become aware and accountable** of the foods that you are eating. This forces you to become aware of your daily food intake thereby if fat loss is not occurring at a rate that pleases you, it's best to review your food journal and make changes. Also, after you have achieved your results, now you have a blue print for success - your food journal. Years from now you can always come back to it and know exactly how to lose fat.

- 2.) **Eat immediately after your lift weights or cardio.** The two most important meals of the day: Breakfast and the food you eat after you lift weights.
- 3.) **Stay away from low carb diets.** Low carb diets make it extremely hard to lift weights. Also, gaining muscle becomes increasingly more difficult to attain on a low carb diet (especially in the long run).
- 4.) **Buy a scale and a tape measure.** Take measurements three times a week first thing in the morning. For women and men you'll just measure your waist around the belly button. In your food journal on the first page of your notebook is where you'll log in your measurements and your body weight. You'll notice how your weight and measurements will change over the course of a week; but what is important is the trend in your case, specifically a downward trend.

Let me give you a couple of examples.

- 1) Let's say you lose body weight and your waist is getting smaller, chances are you are losing body fat.
- 2) Let's say your waist is getting smaller but your weight is the same if not increasing; this is ideal for intermediate and advance weight lifters. This means you are losing fat (smaller waist), but yet gaining muscle (gaining bodyweight) at the same time. Also, your clothes and the mirror are other good indicators reflecting a change in body composition.

More importantly, another reason to follow this tip is that it's a consistent reminder, three times a week every morning, what you're trying to accomplish which is fat loss. This should only take you about 5 minutes to do. Also, it can be self reinforcing. The more you lose fat the easier it is to stick to the program. See and feel the results, get excited...

- 5.) **Eat fruits in the morning and vegetable in the afternoon and evening.**
- 6.) **Use a toaster oven instead of a microwave.** It's well documented that microwaves damage vitamin and minerals in food much more than toaster ovens.
- 7.) **Again, eat five to six meals a day and drink lots of water.** Eating five to six meals a day, (3 meals and 2 snacks or 3 meals and 3 snacks) speeds up your metabolism in addition to providing you with an even source of energy throughout the day. Drinking a lot of water promotes your ability to shed excess water weight. Drink at least 7 to 8 glasses a day. Remember, stay away from fruit juices, milk, etc... Only drink water and green tea... One cup of coffee no sugar or cream is fine as well.
- 8.) **Make sure you keep your house free of junk food.** Following this step makes the program much easier to follow. If you like you can have one cheat meal a week, but please don't go crazy.

- 9.) **Eat protein first then eat carbs.** Eating protein first has the effect of making you feel fuller causing you to eat less at mealtime.
- 10.) **Supplement your diet with fish oil.** Fish oil is extremely beneficial for fat loss and has numerous other health benefits which include the following: better skin and hair, less likely to have heart problems or other chronic diseases, stimulates various neurotransmitter thereby enhancing mood, energy and mental performance.
- 11.) **Eat only organic foods** – They are less toxic and have more nutrients.
- 12.) **Sleep 8 to 9 hours a night.** Obesity is linked to sleep deprivation. This is due to the fact that your body produces the majority of growth hormones in deep sleep. By limiting your sleep, you impair your body's ability to produce growth hormones and testosterone thereby leading to fat gain and muscle loss. Also, after intense training sessions, your body repairs and recovers during sleep. Sleep is critical in this process.

Sleep deprivation increases carbohydrate intake. Sleep deprivation negatively affects the production of a hormone called Leptin. This hormone is responsible for telling the body when it is full. With less sleep produces less of this hormone thereby wanting to eat more and having a slower metabolism.

Other Benefits

One of the most praised benefits as you follow this diet is that you *consistently feel full*. Most of my clients have a hard time eating all their meals. Also, clients notice **a huge increase in energy** which will help you at work and will also help you train harder causing you to burn even more calories.

Fiber and veggies, in general, makes you feel full causing you to eat less. In turn, even though you feel full, you will be eating less food than if you ate very little fiber in your diet. Consequently, you attain a daily calorie deficit causing you to lose fat over a period of time.

A calorie deficit is basically eating less calories than your maintenance level (it's a little more complicated than this, but this explanation will suffice. For example let's say you are 185 pounds and to maintain that weight you need to eat 2800 calories on average per day. If you eat 2400 calories, you will be achieving a daily calorie deficit of 400 calories. This deficit can be attained by eating a lot of fiber. So you might think you're eating 2800 calories like you normally do, but you're not. By adding fiber to your diet such fruits, veggies, and complex carbs you'll be eating less and still feeling just as full.

What is toning? I hear this word all the time, funny thing is it doesn't exist in any physiology book. To make things simple, to tone your body is to lose fat and gain muscle. That's it.... So how do you lose fat? **Gain more muscle which raises your metabolism, do cardio which burns fat, and eat healthy which also helps you lose fat and gain muscle.** This is the bottom line on the best way to tone. Remember, the best way to tone is lifting **weights, cardio, and diet**. Generally speaking, stay away from quick fixes such as liposuction, stomach staple, and diet pills. Obesity is a symptom, it is not a cause. The cause of obesity is poor diet and lack of exercise. Please, do yourself a favor and address the cause, not the symptom.

Things to do list

Okay. Let's Review: *What should I buy to get started?*

Purchase the following items:

- 1) It's time to go grocery shopping (feeling hungry?)
- 2) Buy spices
- 3) A big pot to steam food
- 4) Lots of Tupperware
- 5) A scale
- 6) Measuring tape to measure your waist
- 7) Go online and buy fish oil – Carlon's Liquid fish oil is great!
- 8) A toaster oven, stay away from microwaves

Beware of Pitfalls

So, how do you lower your chance of success to lose fat and getting lean? What are the most common mistakes?

1. Not eating every 3 hours
2. Not drinking enough water
3. Not eating balanced meals or not eating the recommended Fruits and Vegetables
4. Having way too many cheat meals
5. Not exercising enough
6. Eating Fast food
7. Not keeping a food journal
8. Not cooking your own meals
9. Generally not being consistent for whatever reason.
10. Having a hormone imbalance.
11. Not following progress by monitoring waist and weight measurements.

12. In 4 to 8 weeks, revert back to old habits.
13. Lack week to week consistency.
14. Making excuses...

I'd like to say something about the last point or Pitfall #14. Taking responsibility for all of your own actions is critical in the process we call life. Throughout life you make choices. It is "**choice**" that makes you powerful. It is a lack of "**choice**" that can make you powerless.

I hear some of my clients, at times, will say, "Oh, I went out with my friends, I didn't have a **choice** but to eat poorly".

The key word in this sentence is "**choice**". Ultimately, we all make choices. That person had the "choice" whether or not to eat healthy or not healthy. We all have a choice. The truth is that most restaurants that you go to you have healthy foods. For instance, you can **choose** to have a chicken salad. You can **choose** to have fish and vegetables. You can choose not to eat desert. You choose... When you start making excuses, you have made a choice not to succeed.

Please take responsibility for your own actions. Don't give away your power by blaming life or by blaming others for your choice. Remember, it is your life... **You** are in control...

Adrenal Fatigue and Fat Loss

One issue that I severely struggled with (during the time I worked in investment industry and after) was severe adrenal fatigue. Even though I was eating healthy I still had this issue. I was tired all the time and it became harder for me to lose body fat and to exercise. If this is the case,

please go to my other website for more info on this topic:
www.chronicfatigue.me.

Hormone Balance and Imbalance

Lately there is an enormous amount of information and hype regarding testosterone and growth hormones. The benefits for each of these hormones have enormous implications on how we age, energy level, immune function, and to many other processes that occur in the body.

Here's a list of some of the benefits associated with healthy levels of testosterone and growth hormones in men and women:

Benefits of Optimal Testosterone Levels (Male and Female)

- Sex Drive
- Protection against plaque in the blood vessels
- Denser bones
- Greater focus and intensity
- Better balance and speed
- Strength and Stamina
- Lean Muscle
- Increased Libido, orgasmic power
- Feeling Youthful

Testosterone Deficient

- Poor Body Image
- Loss of hair
- Lack of energy and stamina
- Loss of coordination and balance

- Flabbiness and muscular weakness (flabby upper arms for women)
- Indecisiveness
- Decreased sex drive
- Loss of sense of security

Benefits of Optimal Growth Hormone Levels (Male and Female)

- Better muscle tone
- Improved elasticity of the skin
- Greater bone density
- Enhanced Immune Function
- More energy
- Greater sense of inspiration, positivity and creativeness
- Mental Clarity
- Reduced Irritability
- Greater sense of friendliness
- Better attitude
- More confidence

Growth Hormone Deficiency

- More body fat
- Decreased HDL cholesterol
- Increased LDL cholesterol
- Lowered metabolic rate
- Reduced strength
- Possibly reduce the size of the brain
- Loss of skin tone

- Poor immune function
- Weaker kidneys
- Weaker bones
- Less lean muscle

Now I'm sure that I've made you excited about the benefits of growth hormones and testosterone. Usually after I tell clients what the benefits are, they usually would say, "Shawn, how do I balance out my hormones, or how do I reach optimize my hormonal level?"

How do you naturally increase these two hormones in your body? Diet and exercise play a big role... Also, testing and targeted supplements can help as well.

Of course, both of these have to be done properly. One of the main causes of a hormone imbalance among men and women is poor diet and lack exercise.

In some cases, a hormone imbalance could still exist even though you're eating healthy and exercising - this is where proper testing and targeted supplementation can play a big role. For more info, please go to my website at www.chronicfatigue.me. You can learn more about testing options. For more information about how we structure our program read the next section.

Change Your Body Change Your Life: Our "Building Health Program"

To better explain our integrated approach, I would like to breakdown our process into two important phases:

Phase 1: Foundational Program

The first phase focuses on the Foundational Principals. This is what many doctors don't include in their programs and is critical to attaining solid health, energy, and vitality. This includes:

- Holistic Lifestyle changes
- Nutritional Program
- Sleep and Stress Management Program
- Anti-aging Program

Without a solid foundation, supplements and testing are not very effective. Also, great side effects of following the foundational principals are "look and feel younger" and "fat loss and gaining muscle".

Phase 2: Testing and Targeted Supplementation

Once a client has mastered the first phase and has sent us their food journal, we then move into phase 2. This entails a consistent pattern of testing and targeted supplements over a period of 12 to 18 months. This process has the following effects:

- Boost immune function
- Improve digestion
- Increase detoxification pathways
- Optimize hormone function
- Reverse the aging process

These important improvements lead to fat loss, muscle gain, more energy, higher libido, and the overall reduction of symptoms.

America loves to spend money

America loves to spend money... America spends millions and millions of dollars on face creams, surgery, supplements, anti aging concoctions, clothes, makeup, etc... Companies will sell you anything that will appeal to your insecurity and to so called “help you look young” or simply to “help you look better”.

What is the best, most efficient way to look better?

The best way to slow down the aging process, look sexy, and reduce wrinkles is **diet and exercise**. If you want to look good, eat healthy and exercise. Don't pacify yourself or be disillusioned that all the expensive face creams and such will help you become more youthful. They won't, if you're not eating healthy and exercising.

Motivation and Consistency

“Shawn, how do I stay motivated?” This is a tough question that deserves a whole article in itself to fully comprehend and answer. Part of the reason might be spiritual... If a person lacks purpose and meaning in his or her life, he or she might use food as an escape... For instance,

“I hate my job and it lacks meaning, therefore I eat to escape”.

Or it could be more emotional and psychological.

“I associate stress with eating” or “when I’m stressed I eat”.

How do I go about changing this? Well for starters you should be motivated by all the benefits listed earlier:

- Build a better body by losing fat and gaining muscle
- Optimize mood, energy, and sleep
- Enhance mental ability, sex life, self esteem, and total well being
- Reduce chances of having a degenerative disease
- Become more productive at work and reduce stress
- Slow down the aging process
- Attain a sexier body (of course this is related to outer beauty and not inner beauty)

This doesn’t necessarily address the issue, it’s just a benefit. **One solution is visualization.** When you’re doing cardio visualize your perfect body. See it clearly. I personally believe (and various scientific evidence supports my belief) that your body begins to reflect your beliefs. In other words, I see that I’m fat in the future, therefore I stay fat. Or I see my perfect body in the future therefore I create that body. You begin to adopt a new reality thru your visual creations. Dwell on what you want to look like... You’re body will begin to change on a cellular level.

But remember, your belief system must change as well. The “I can’t lose weight” or other such negative phrase have to change. ***Your thoughts and words are immensely powerful whether you believe it or not. Don’t be restricted to your self-imposed limitations and beliefs.*** Become a dreamer and you will make your dreams come true. Become a skeptic full of negativity and if you like, you can have that reality too. ***You make the choice.***

Anyway, I don’t want to go into to much detail, this I will leave for another article I’m currently working on. For this article, my point here at least is to begin to take notice. Become aware of your beliefs... Observe....

“I BELIEVE...”

Belief... “To believe or not to believe, that is the question...”

What are beliefs? A belief is our programming, our values, our system to understand ourselves and the world around us. In many ways you become your beliefs. You believe that you are fat, therefore you have created that future reality.

“But Shawn, in the present I am fat...” Possibly yes, but are you that way in the future???

NO!...

Sometimes the mind does not necessarily see the distinction between the future and the present. When a person says “I am fat”, they believe that they are just stating their “present reality”. But, they are also creating their future reality.

Observe your thoughts (awareness), but don’t become your negative thoughts. Dismiss them. They are an illusion, let them go.

How *powerful* is the mind? Well, have you heard of self fulfilling prophecies or the placebo effect? Both are related to what a person’s belief is about a future occurrence or event. Both are well documented by Science or just by Human Experience. Why do they occur? Is it because as we believe something, we are creating our future? Yes, I believe this to be true. Our mind is extremely powerful. More than you can possibly imagine or give yourself credit for.

How **powerful** is the mind? Well, let me tell you a funny story. It’s funny because when I train my clients I emphasize that we have to train to the “point-of-exhaustion” in order for them to get results. It’s interesting because when my clients train, they push themselves to the point-of-exhaustion and then stop.

Well, sometimes I assist my clients, I call it the “magic fingers trick” (for all you dirty minds, this is not sexual *laughing to myself). So, what I

do is pretend that I'm helping them. For instance, one of my female clients is doing bench press. I say, "Ok, let's shoot for 8 repetitions". She begins to get her first few repetitions and then she gets close to the "point-of-exhaustion" at, let's say the 5th repetition and needs assistance.

So what do I do *laughing on the inside*, I "pretend" like I'm helping her. It's funny because I'll literally put 4 fingers on the bar to help her, two fingers help from one hand and two fingers help from the other. Do you know what happens? She does another 3 repetitions **because she thinks that I'm helping and I'm not...** ... This is one illustration of the power of the mind...

"Believe that you can do it and you can. Believe that you can't and you may have that too if you like..."

I believe you can do this... I believe you can..., do you???

That's it!!! We have come to the end of our journey. This is everything you need to build your perfect body. The next step is to apply it. Good luck with your pursuit of a leaner and healthier body...

If you would like to learn more about our fitness or nutrition program feel free to contact me for more information.

If you would like to learn more about how we help clients heal and alleviate their symptoms (depression, chronic fatigue, IBS, poor skin, constipation, sleep issues, etc.) please check out our new website at www.chronicfatigue.me.

Shawn

Autobiography

Dedicating my life to health and fitness wasn't a hard decision to make. After graduating from UCLA with a degree in Economics and Philosophy, I was bent on making a career as a successful financial advisor. I interned at Merrill Lynch for about four months, and consequently received an offer as an assistant institutional broker. A year and a half later, I decided to switch companies and begin my career as a financial advisor at Smith Barney. At the time, I thought I was on my way to financial independence and success. Unfortunately, the market took a turn and my business began to evaporate. The stress on my body and mind was relentless. Eventually, my body broke down and I began to suffer from physical fatigue and needed longer periods of rest to recover for the next day of work. I decided to get help and went to a homeopathic doctor, who eventually diagnosed me with chronic fatigue syndrome caused by a combination of stress and a mineral and amino acid deficiency. Being healthy all of my life I was somewhat skeptical, but open to suggestions. At the same time, I began to read countless books on nutrition, supplements, and body building. While going through this process, I began to realize how much I enjoyed the health and fitness industry.

After lab testing and trying different supplements and experimenting with various foods, I began to feel better. Now, I am happy with the change in my life and career. Based on my spiritual beliefs, I believe things happen for a reason. I felt like after experiencing such severe symptoms, I could better empathize with people who suffer physically, mentally, or emotionally. In today's fast paced high stress world, it gives me great pleasure to help people not only cope with their life, but also to enhance their well being with health and fitness.