

**BEST DIET
NUTRITION REPORT**

**ARE YOUR
GOALS WORTH
THE TRADE-
OFFS?**

5



THE COST OF GETTING LEAN:

Is it really worth the trade-off?

By Ryan Andrews & Brian St. Pierre

Six-pack abs. Tight butts. Lean, vibrant, flawless health. That's the image the fitness industry is selling. But have you ever wondered what it costs to achieve that "look"? What you have to do more of? And what you really have to give up?

Make no mistake, there are real trade-offs as you attempt to lose fat and improve your health. Let's talk about what they are. So you can consider how to get *the body* you really want while living *the life* you really enjoy.

A tale of two clients

Not long ago, one of our successful clients — we'll call him Bill — came to us with a question.

Now that he'd lost thirty pounds (going from 22% body fat to 15%), he could run up stairs and haul heavy bags of garden soil without getting winded.

He could genuinely enjoy weekend bike rides with friends. He could wear clothes he used to be able to fit into but had long given up as hopeless.

But what next?

"Don't get me wrong," Bill said. "I'm happy with the way I look and feel."

It's just that he also wanted six-pack abs.

"Oh, I don't have to look like a cover model," he mused. "It's just that I'm really close to looking... awesome."

Bill figured that with just *a little extra work*, and *a little more time*, the abs would start popping and his physique would be "finished".

Meanwhile, another client, Anika, **had the opposite concern.**

She just wanted to lose a little weight, and get a little more fit.

But she worried that in order to do so, she'd have to give up *everything*, become a “health nut”, and make massive changes.

Changes that probably included 6 AM bootcamps, kale shakes, lemon juice cleanses, and 1000 situps a day... forever.

“No way,” thought Anika. “That’s too much work.”

Two common misperceptions

Our two client stories reflect two common misperceptions:

Myth #1:

With just a few small, easy, hopefully imperceptible changes to one’s diet and exercise routine, you too can have shredded abs, big biceps, and tight glutes, just like a magazine cover model.

Myth #2:

“Getting into shape” or “losing weight” involves painful, intolerable sacrifice, restriction, and deprivation.

Of course, neither of these are true.

Reality #1:

The process that helps you lose “the first 10 pounds” isn’t the same one that’ll help you lose “the last 10 pounds”. Indeed, it usually takes a lot more work as you get leaner.

Reality #2:

If you do aspire to “fitness model” or “elite athlete” lean, you might be surprised. Images are photoshopped for effect. Bodybuilders only look

like that for competition. And achieving that look comes at a high cost; one most people aren't willing to pay.

Reality #3:

However, if you're okay not being on the next magazine cover and aspire to be "lean and healthy" even small adjustments can — over time — add up to noticeable improvements. Sometimes these improvements can change, perhaps even save, lives.

Do more of this (and less of that)

With that said, we're about to share something a lot of people in fitness and health don't want you to see.

It's a chart outlining what it really takes to lose body fat, improve your health, move from one fitness category to the next.

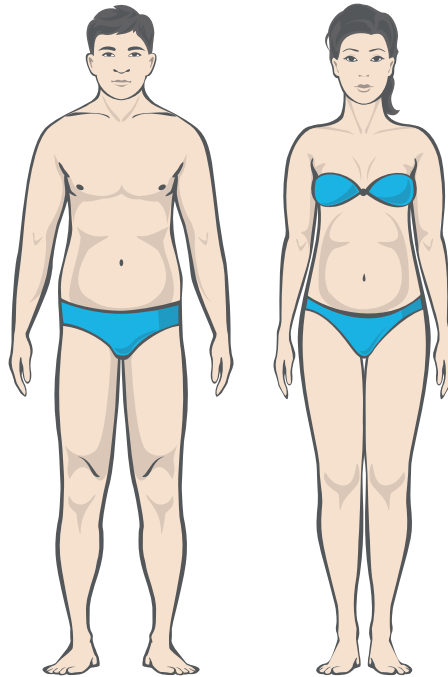
Some fitness people think you're too afraid. Or too weak. Or that you won't buy their products and services if they're honest with you.

We think otherwise.

We think it's necessary to weigh the pros and cons so that you can make informed decisions about your body and your life.

Let's start with the benefits and tradeoffs with each fitness level.

BODY FAT PERCENTAGE:
MEN: >20%, WOMEN: >30%



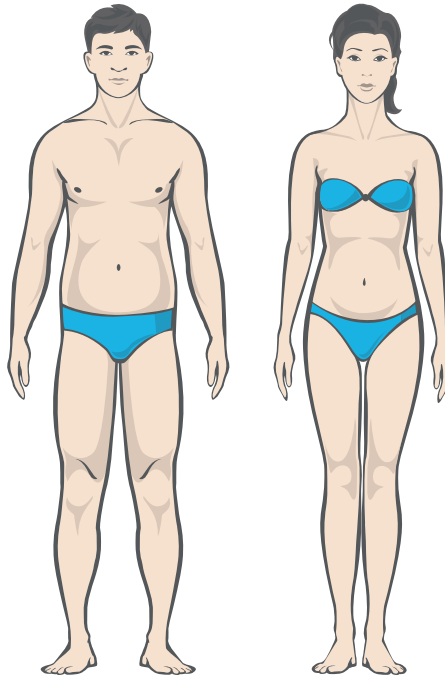
BENEFITS:

- Easy fallback for some folks.
- Does not require much thought or work.

TRADEOFFS:

- Poor health.
- Low energy levels.
- Poorer life expectancy.
- Risks of metabolic syndrome.
- May need medications to manage various conditions.

BODY FAT PERCENTAGE:
MEN: 15-20%, WOMEN: 25-30%



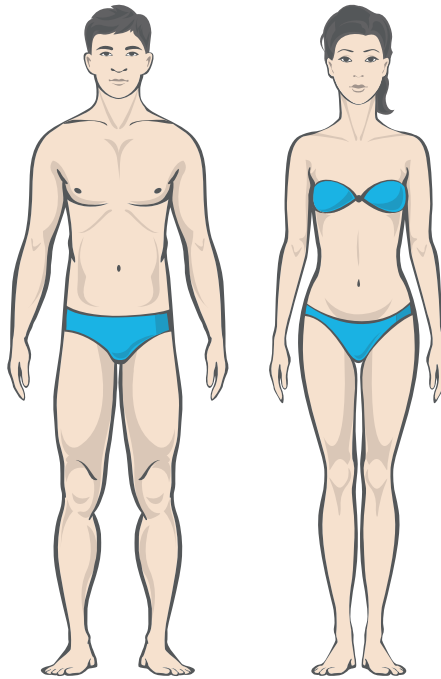
BENEFITS:

- Improved health & energy.
- Improved sleep.
- Exercise is easy and enjoyable.

TRADEOFFS:

- Requires some thought and planning.
- You'll look good but not super lean.

BODY FAT PERCENTAGE:
MEN: 13-15%, WOMEN: 23-25%



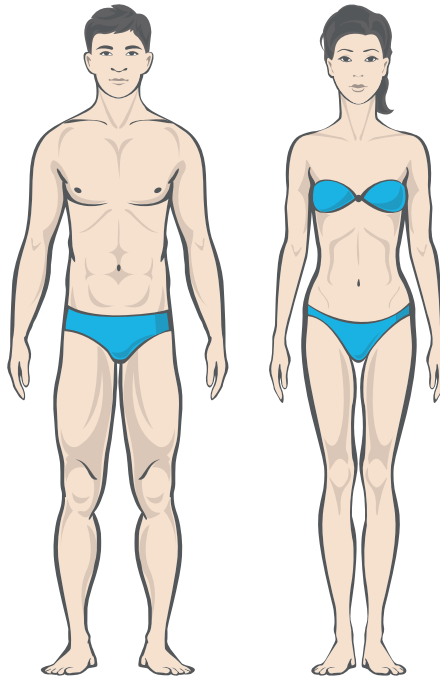
BENEFITS:

- Fairly easy to maintain.
- Will probably be able to reduce or eliminate many medications.

TRADEOFFS:

- Requires some planning and may require minor social sacrifices, e.g. exercising instead of hanging out with friends at a bar.
- May require effort and attention to maintain this much sleep.
- May require some time and attention to learn stress reduction techniques.

BODY FAT PERCENTAGE:
MEN: 10-12%, WOMEN: 20-22%



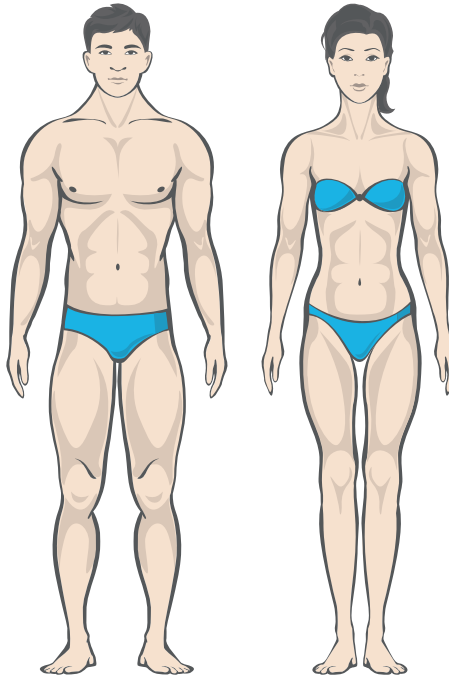
BENEFITS:

- Fit appearance.
- Higher energy.
- Better overall health.
- Fewer food cravings due to balanced diet and exercise regime.
- Relatively easy to maintain once practices become habitual.

TRADEOFFS:

- Requires more planning and greater overall attention to diet.
- Requires a greater time commitment for the more consistent exercise regime.
- May need assistance or coaching to consistently achieve this amount of sleep.

BODY FAT PERCENTAGE:
MEN: 6-9%, WOMEN: 16-19%



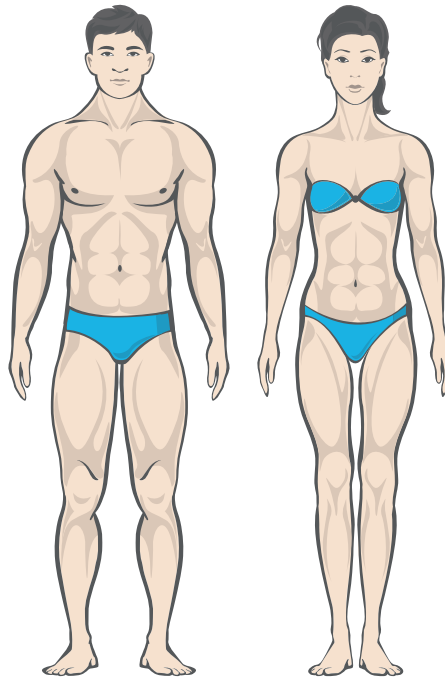
BENEFITS:

- Will probably look extremely lean; may have that six-pack.
- Overall health will probably be good due to carefully balanced and minimally processed diet.
- Will experience fewer cravings.

TRADEOFFS:

- May struggle in social situations, especially those involving food.
- May not have time for social opportunities outside of exercise.
- May have to give up other hobbies and interests outside fitness.

BODY FAT PERCENTAGE:
MEN: <6%, WOMEN: <16%



BENEFITS:

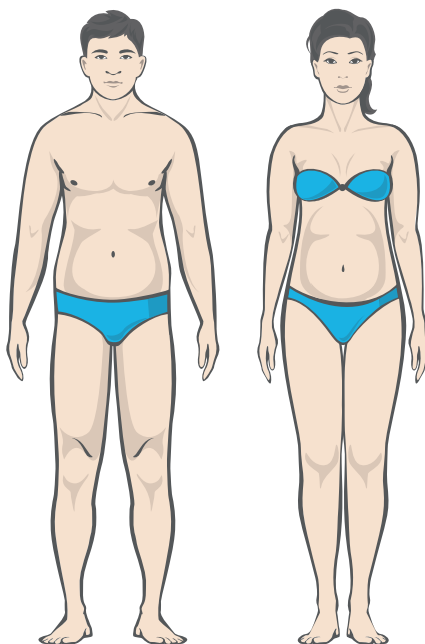
- May feel pride at achieving an athletic goal.

TRADEOFFS:

- Will have difficulty socializing in most typical situations where food is involved.
- May lose out of fun events with family and friends.
- Big time commitment to measure and weigh and track all foods.
- Hyper focus on diet and exercise may contribute to disordered eating.
- Time require for exercise. May crowd out all other pursuits and interests.

Now let's talk about what you might consider doing more of (and less of).

BODY FAT PERCENTAGE:
MEN: >20%, WOMEN: >30%



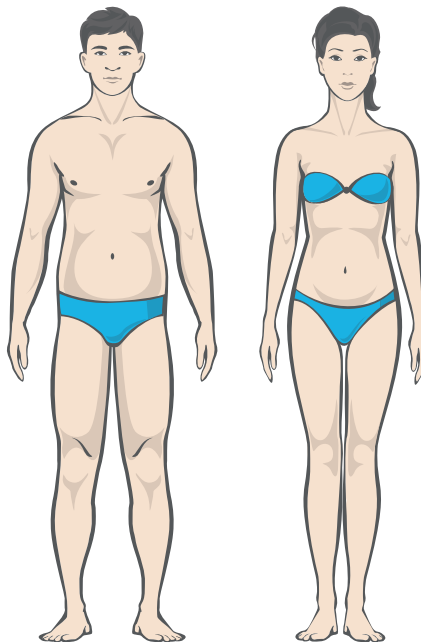
DO MORE:

- Eat processed foods.
- Eat big portions.
- Eat quickly.

DO LESS:

- Exercise of any kind.
- Eat fewer whole foods.
- Do not try to balance meals.
- Sleep less.
- Do not practice stress management.

BODY FAT PERCENTAGE:
MEN: 15-20%, WOMEN: 25-30%



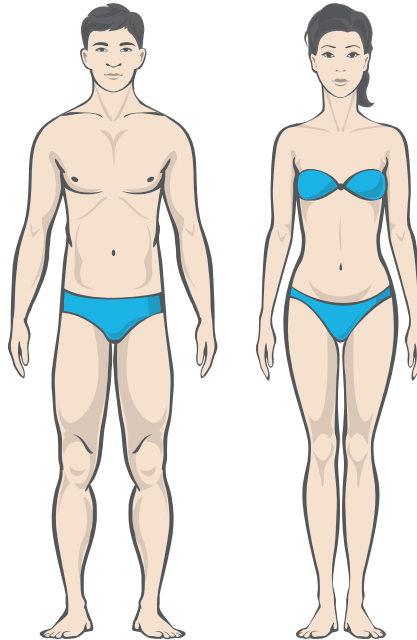
DO MORE:

- Eat slowly until satisfied at 60% of your meals.
- Include 1-2 palms of protein dense foods in 1-2 meals per day.
- 1-2 fists of vegetables in 1-2 meals per day.
- Exercise 3-5 times per week, any activity you enjoy, any intensity level.

DO LESS:

- Eat fewer processed carbs but do not reduce carbs drastically.
- Drink fewer caloric beverages but do not reduce drastically.

BODY FAT PERCENTAGE:
MEN: 13-15%, WOMEN: 23-25%



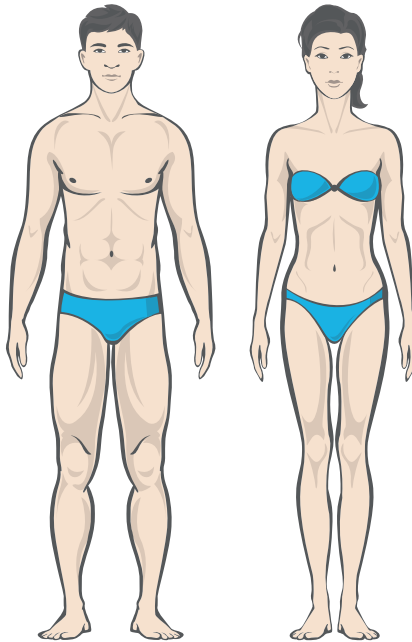
DO MORE:

- Eat slowly and only until satisfied at 75% of meals.
- Include 1-2 palms of protein dense foods at 2-3 meals per day.
- Include 2-3 fists of vegetables at 2-3 meals per day.
- Exercise 30-45 minutes daily.
- 1-2 exercise sessions per week working hard, breaking a sweat.
- Sleep at least 7 hours a night.
- Practice some stress management techniques.

DO LESS:

- Desserts/processed carbs 3-5 times per week, within reason.
- Drink 3-5 caloric beverages per week.

BODY FAT PERCENTAGE:
MEN: 10-12%, WOMEN: 20-22%



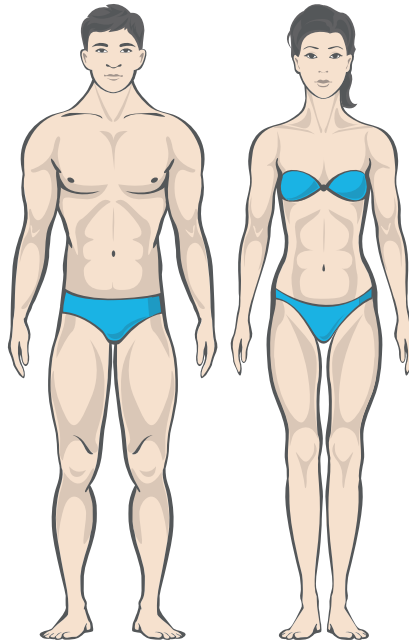
DO MORE:

- Eat slowly and only until satisfied at 90% of meals.
- Include 1-2 palms of protein dense foods at each meal.
- Include 1-2 fists of fibrous vegetables at each meal.
- Include 1-2 thumbs of essential fats at most meals.
- Include 1-2 cupped handfuls of minimally processed carbs at most meals.
- Exercise 45-60 minutes daily.
- 3-4 exercise sessions per week working hard, breaking a sweat.
- Sleep at least 7-8 hours per night.
- De-stress daily for 20 minutes.

DO LESS:

- Eat desserts/processed carbs only 1-2 times per week, within reason.
- Drink 1-2 caloric beverages per week.

BODY FAT PERCENTAGE:
MEN: 6-9%, WOMEN: 16-19%



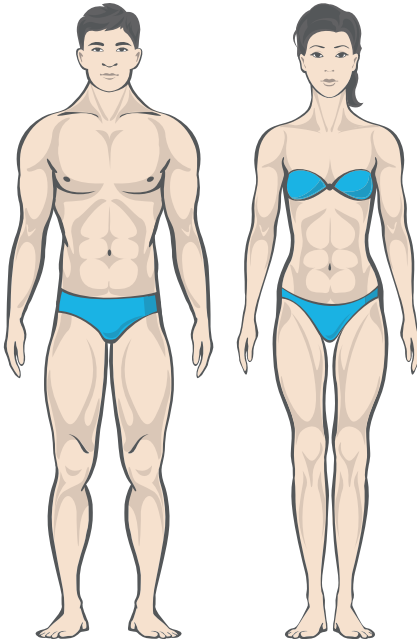
DO MORE:

- Eat slowly and only until satisfied at 95% of meals.
- Include 1-2 palms of protein dense foods at each meal.
- Include 1-2 fists of fibrous vegetables at each meal.
- Include 1-2 thumbs of essential fats at each meal.
- Include 1-2 cupped handfuls of minimally processed carbs after workouts.
- Start to incorporate calorie/carb cycling.
- Exercise 60-75 minutes daily.
- 4-5 exercise sessions weekly working hard/breaking a sweat.
- Sleep at least 8-9 hours each night.
- De-stress for 20 minutes daily.

DO LESS:

- Limit carbs to designated higher carb days.
- Eat desserts/processed carbs one time every 1-2 weeks, within reason.
- Drink one caloric beverage one time every 1-2 weeks, within reason.
- Will want to start limiting time at restaurants, 1-2 times per week.

BODY FAT PERCENTAGE:
MEN: <6%, WOMEN: <16%



DO MORE:

- Eat slowly and only until satisfied at 99.9% of meals.
- Incorporate calorie/carb cycling.
- Follow meal plan with predetermined foods and amounts.
- Measure food specifically.
- Include exact amount of protein dense foods at each meal.
- Include exact amount of fibrous vegetables at each meal.
- Include exact amount of essential fats at each meal.
- Include exact amount of minimally processed carbs after workouts,
- Exercise 45-75 minutes, twice daily.
- 6-7 exercise sessions weekly working hard/breaking a sweat.
- Sleep at least 9 hours each night.
- De-stress for 20 minutes daily.

DO LESS:

- Limit carbs to designated higher carb days.
- Eat desserts/processed carbs one time every 10-12 weeks, within reason.
- Avoid caloric beverages.
- Avoid eating at restaurants.

Your body, your choice

At some point, many of our coaching clients decide that being severely out of shape costs them too much energy, health, quality of life, and longevity. So they choose to change their behaviors and choices. With our help.

Other coaching clients decide that they want six-pack abs. Then, they discover that this option costs them something too. Some folks are willing to pay that cost. But most aren't.

Even if you think you'd like that six-pack, it might turn out that you actually want something else a little bit more. And we wouldn't blame you.

Here are the two basic principles:

- 1. If you want to make further changes to your body, you'll need to make further changes to your behaviors.**
- 2. The leaner you want to get, the more of your behaviors you'll have to change.**

What you decide to change, and how much you decide to change it, is up to you.

What's most important here is that you understand what it actually takes to do what you want (or think you want).

What's a healthy level of body fat, anyway?

First, for the sake of context, let's take a look at some numbers.

Data tell us that most men can be healthy somewhere between 11 to 22% body fat. For women, its between 22-33%.

Right now in the U.S., the average man is about 28% fat, and the average woman is 40% fat.

In other words, the average adult in the U.S. (and throughout most of the West) is carrying a lot of excess body fat. *Unhealthy* levels of body fat.

Getting the process started

The good news is that **it's not that hard to go from over-fat to the higher end of "normal"**.

You can do it with a few relatively small, easy-to-implement changes.

For instance:

- drinking less soda or alcohol each day
- not overeating desserts and fast foods (instead, just eating them in reasonable amounts)
- taking a daily walk or adding a yoga class

Assuming there are no other factors involved (such as a chronic health problem), if you make a few small changes like these, and do them *consistently*, in six months to a year, your body fat percentage will drop and fall into a much healthier range.

Cool!

Now of course, not every change will *feel* simple, small, or easy. Especially when you start out.

You'll need to put a little extra effort and energy into making those changes happen every day. And having a trainer or a coach support you — and hold you accountable — will probably help you feel more confident and on-track.

Nevertheless, if the changes are small enough, and you practice them consistently, you'll probably find that eventually they're just part of your regular routine.

In fact, one day in the future, you might even say, "I just don't feel like myself without my daily walk!"

“Overweight” to “no-longer-overweight” to “lean”

Suppose you've made a few changes like this.

Maybe you pack an apple in your lunch instead of apple juice. Or you include a salad with dinner, or you stick to one or two drinks with friends.

And you're feeling good! Your knees have stopped hurting, plus your pants now button comfortably.

Now you're somewhere in the zone of “a little extra padding, but not too bad”. You're more mobile, healthier, and high-fiving yourself.

What's the next step?

Well, if you're a man who wants to reduce body fat from 18% to 14%,

or a woman who wants to go from 28% to 24%, you'll need to make some bigger changes.

You'll need to invest more time, energy, and effort. You'll need to plan more.

And you'll also have to make some trade-offs.

From “lean” to “leaner”

If you're a man and you want to go from say 14% to 10% body fat, or you're a woman and you want to go from 24% body fat to 20%, it's all a question of doing more...and less.

You'll probably need to do more stuff, such as:

- get more exercise and daily-life movement, and perhaps make that exercise more intense
- eating more vegetables and lean protein
- choosing more whole foods
- doing more meal planning
- getting serious about rest and recovery
- learning your physical hunger and fullness cues

You'll probably need to do less stuff, such as:

- drinking less alcohol and other high-calorie beverages
- eating less processed foods
- not eating when you're not physically hungry

And you'll need to make these small changes *consistently*, over a period of time. Many folks will decide that these changes are worth making. They want to look and feel better, get a good night's sleep, get off medications, and so forth. So they're ready to compromise.

Other folks will decide that they're not yet ready to make more adjustments. And that's fine too.

The most important thing is that you realize: In order to change...you have to change.

What it takes to get “super-lean”

At the next stage — going from athletically lean to bodybuilder lean — the tradeoffs get even more serious.

Here's something that you may not realize:

Elite bodybuilders getting ready for a contest and models getting ready for a shoot are basically in a slow starvation process.

Adhering to an extremely strict and precise regimen of eating and training (and perhaps adding some drugs into the mix) is the only way way they can drop their body fat to extremely low levels.

Males can get to body fat levels under 6% with this process, and females can get to under 16%.

But this process is not for the faint of heart.

It goes against biological cues. It requires exercising when exhausted. It demands ignoring their desire for food in the face of powerful hunger cues. It involves intense focus and dedication.

And it often distracts from other areas of life that these athletes might enjoy and value. Imagine all the practical things that are involved in very strict dieting and training.

- You have to make your own food and measure every meal down to the last gram.
- That food is generally very plain — lean protein, steamed vegetables, plain potatoes or rice, etc.
- You have to carry that food with you so you can eat at a precise time.
- You cannot eat in restaurants.
- You have to do a specific workout on a given day, exactly as specified.
- No sick days, no slacking.
- You'll probably be training 2 or 3 times per day.
- You have to sleep and recover precisely.
- No parties or staying up late.
- You can't think straight because you're always hungry and tired.
- Your whole life revolves around making food, dieting, training, and recovery protocols.
- Did we mention you're slowly starving?

So forget having a sex life, social life, parenthood, school, and probably a regular job.

Is that level of leanness worth it?

Having a six-pack doesn't automatically make you healthy. In fact,

getting too lean can be actively *unhealthy*.

You might end up with amenorrhea, low libido, disordered eating, bones like Swiss cheese, social isolation, and a host of other problems.

Some elite bodybuilders rely on drugs like stimulants, diuretics, and other drugs just to keep themselves going.

Many folks even rely on cosmetic surgery. Which creates its own health risks... and certainly doesn't add health on its own.

In short, **being really lean has** *almost nothing to do with being really healthy*.

Indeed, being too focused on getting lean may lead you away from good health.

Meanwhile, on the subject of six-packs, it might surprise you to learn that even among the super lean, not all abs are created equal.

That's right. Strip away all the excess fat, and some people will never reveal a magazine cover set of abs.

Why? Because — quite apart from that airbrushing we referred to earlier — we're all built differently.

Some folks have staggered abdominals. Some have angled abdominals. Some people might really only have four abdominals that are visible no matter how lean they get.

Don't believe us? Go to any amateur physique competition for a first-hand view.

Who knows? The experience might prove enlightening. It might even contribute to greater body acceptance and self-compassion.

Because what you're sure to notice is that in real life, *nobody's* "perfect". Not even elite bodybuilders and fitness competitors.

Getting clear, getting real

Clarity is essential in change.

If you think you may want to change how much body fat you have, start by getting a clear idea of where you're at.

- **Figure out your goals and priorities.** If you don't know what your priorities are, now's a great time to explore that.
- **Decide what you're willing to do** right now in order to serve those goals and priorities. Why?
- **Decide how often, and how consistently, and how precisely, you're willing to do those things.**
- **Decide what you're *not* willing to do** right now. Why not?
- In the above steps, **be brutally honest and realistic yet compassionate with yourself.**

Now you have your action plan.

And you know where you are on the cost-benefit continuum.

In the images above, we've provided rough estimates for what it might take to achieve specific levels of leanness or muscularity — or even simple health improvements, like getting off medications.

This is just a general guide. It's a start. Something to get you thinking.

You may need more tailored guidance or coaching. Age, gender, genetics, medical conditions, and pharmaceuticals can all affect what you'll need to do to get and stay lean.

If tracking your body fat is important to you, make sure you have a valid way to do it, such as a skinfold caliper measurement by a trained professional. If you don't care, and use other indicators like your belt notches, that's cool.

What to do next

1. Take the long view

Whatever change you want to make, remember: **It will take time.**

Eating one big, rich meal won't make you wake up overweight. Fasting for 24 hours won't give you six-pack abs.

A simple plan followed consistently is better than a complex plan followed intermittently.

2. Review what's involved

To reduce your body fat from unhealthy to healthy levels

You only need to make a few changes, and follow them about 80% of the time.

To go from normal to reasonably lean

You need a few more changes, and a bit more consistency.

Now you might need to eat protein and veggies at every meal, and get 7+ hours of sleep 85% of the time.

To go from lean to very lean

You'll have to put in more time and more effort. Plus, you'll need to follow your plan even more consistently — with almost obsessive accuracy.

This means adding a few more habits, such as monitoring fat and carbohydrate intake, and exercising at least 5 hours per week 95% of the time.

For instance, if you eat 4 meals per day, in any given month you'll need to ensure that 114 of your 120 precisely calibrated meals are perfectly executed, in order to achieve your desired level of leanness.

That's a serious commitment right there.

3. Get clarity on what YOU want

Review the “getting clear, getting real” list.

What matters to YOU?

What are YOU willing to do... or not? Why?

There's no right answer. What's most important is that you understand what it takes to get a certain outcome.

And now YOU have the power to choose. Healthy, athletically lean, or super lean: It all depends on your priorities and goals.

Now you can make the decisions — and get the body you really need, while still living the life you want.



HERE'S THE COST OF GETTING LEAN.

[INFOGRAPHIC]

Is it really worth the trade-off?

By John Berardi and Brian St. Pierre

Six-pack abs. Tight butts. Lean, vibrant, flawless health. That's the image the fitness industry is selling. But have you ever wondered what it costs to achieve that "look"? What you have to do more of? And what you really have to give up?

Make no mistake, there are real trade-offs as you attempt to lose fat and improve your health. In this infographic, we outline them. So you can consider how to get the body you really want while living the life you really enjoy.

THE COST OF GETTING LEAN:

IS IT REALLY WORTH THE TRADE-OFF?

**SIX-PACK ABS. TIGHT BUTTS.
LEAN, VIBRANT, FLAWLESS HEALTH.
THAT'S THE IMAGE THE FITNESS INDUSTRY IS SELLING.**

But have you ever wondered what it really costs to achieve that cover model look?
What you have to do more of? What you have to give up?

Make no mistake, there are real trade-offs. Let's talk about what they are.

UNHEALTHY

Athletes at this level of body fat

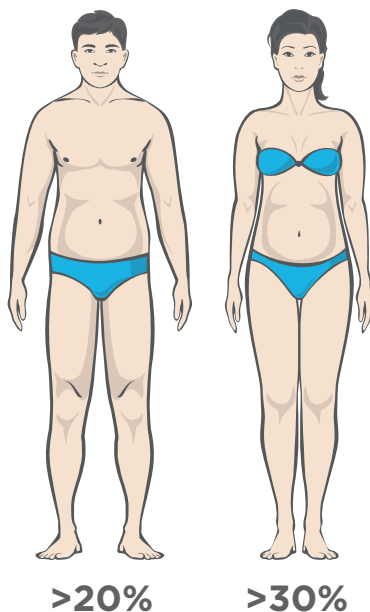
Almost none.

Benefits

Easy fallback for some folks.
Does not require much thought or work.

Tradeoffs

Poor health.
Low energy levels.
Poorer life expectancy.
Risks of metabolic syndrome.
May need medications to manage various conditions.



↑ Do more

Eat processed foods.

Eat big portions.

Eat quickly.



↓ Do less

Exercise of any kind.

Eat fewer whole foods.

Sleep less.



VERY EASY TRANSITION

HEALTHY

Athletes at this level of body fat

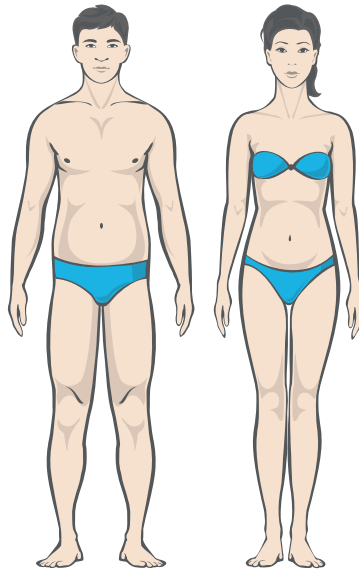
College aged athletes.
Off-season elite bodybuilders.
Olympic shot putters.

Benefits

Improved health & energy.
Improved sleep.
Exercise is easy and enjoyable.

Tradeoffs

Requires some thought and planning.
You'll look good but not super lean.



15-20%

25-30%

Do more

- Eat slowly until satisfied at 60% of your meals.
- Include 1-2 palms of protein dense foods in 1-2 meals per day.
- Include 1-2 fists of vegetables in 1-2 meals per day.
- Exercise 3-5 times per week, any activity you enjoy, any intensity level.

Do less

- Eat fewer desserts and processed foods.
- Drink fewer caloric beverages.

EASY TRANSITION

HEALTHY

Athletes at this level of body fat

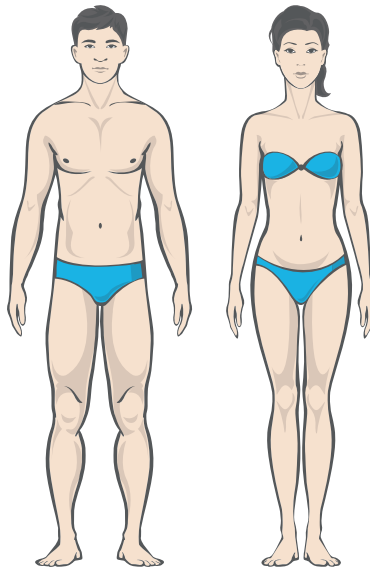
Olympic canoe and kayak athletes.
Professional baseball players.
Professional softball players.

Benefits

Fairly easy to maintain.
Energy levels will continue to improve.
Will probably be able to reduce or eliminate many medications.

Tradeoffs

Requires some planning and may require minor social sacrifices, e.g. exercising instead of hanging out with friends at a bar.
May require effort and attention to maintain this much sleep.
May require some increased food prep skills and effort.



13-15%

23-25%

Do more

- Eat slowly until satisfied at 75% of your meals.
- Include 1-2 palms of protein dense foods in 2-3 meals per day.
- Include 1-2 fists of vegetables in 2-3 meals per day.
- Exercise 30-45 minutes daily, with 1-2 sessions breaking a sweat.
- Sleep at least 7 hours per night.

Do less

- Eat desserts / processed foods 3-5 times per week, within reason.
- Drink up to 3-5 caloric beverages per week.

MEDIUM TRANSITION

HEALTHY

Athletes at this level of body fat

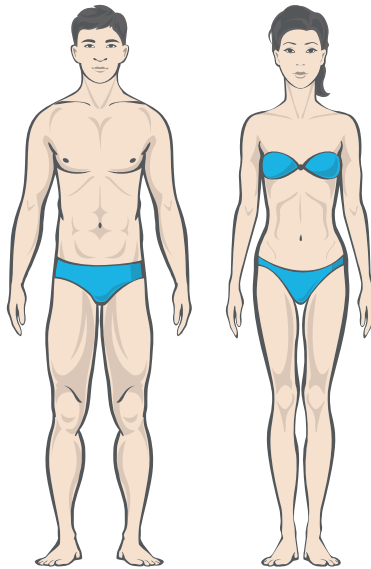
Olympic swimmers.
Professional hockey players.
Olympic volleyball players.

Benefits

Fit appearance and good overall health.
Fewer food cravings due to balanced diet and exercise regime.
Relatively easy to maintain once practices become habitual.

Tradeoffs

Requires more planning and greater overall attention to diet.
Requires a greater time commitment for the more consistent exercise regime.
May need assistance or coaching to achieve this amount of consistency.



10-12%

20-22%

↑ Do more

- Eat slowly until satisfied at 90% of your meals.
- Include 1-2 palms of protein dense foods in each meal.
- Include 1-2 fists of vegetables in each meal.
- Include 1-2 thumbs of healthy fats and 1-2 cupped handfuls of quality carbs at most meals.
- Exercise 45-60 minutes daily, with 3-4 sessions breaking a sweat.
- Sleep at least 7-8 hours per night.



↓ Do less

- Eat desserts / processed foods 1-2 times per week, within reason.
- Drink up to 1-2 caloric beverages per week.



HARD TRANSITION

HEALTHY

Athletes at this level of body fat

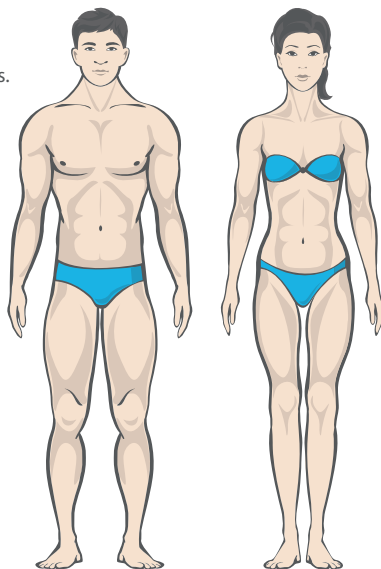
Olympic level boxers and wrestlers.
Olympic sprinters (100-400 meters).
Olympic level gymnasts.

Benefits

Will probably look extremely lean; will have that six-pack.
Overall health will probably be good due to carefully balanced and minimally processed diet.
Will likely have high work capacity and good stamina.

Tradeoffs

May struggle in social situations, especially those involving food.
May not have time for social opportunities outside of exercise.
May have to give up other hobbies and interests outside fitness.



6-9%

16-19%

↑ Do more

- Eat slowly until satisfied at 95% of your meals.
- Include 1-2 palms of protein dense foods in each meal.
- Include 1-2 fists of fibrous vegetables in each meal.
- Include 1-2 thumbs of essential fats in each meal.
- Exercise 60-75 minutes daily, with 4-5 sessions breaking a sweat.
- Sleep at least 8 hours per night.



↓ Do less

- Limit carbs to post-workout or designated higher carb days.
- Eat desserts / processed foods once every 1-2 weeks, within reason.
- Drink a caloric beverage once every 1-2 weeks.



VERY HARD TRANSITION

UNHEALTHY

Athletes at this level of body fat

Elite bodybuilders on contest day.
Fitness models on the day of the photoshoot.

Benefits

May feel pride at achieving an athletic goal.

Tradeoffs

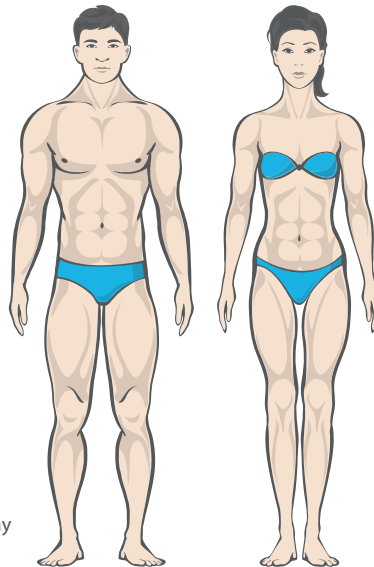
Will have difficulty socializing in most typical situations where food is involved.

May miss out on fun events with family and friends.

Big time commitment to measure, weigh, and track all foods.

Hyper focus on diet and exercise may contribute to disordered eating.

Time required for exercise may crowd out all other pursuits and interests.



<6%

<16%

Do more

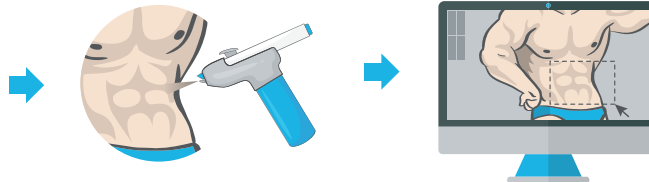
- Eat slowly until satisfied at 99.9% of your meals.
- Incorporate calorie/carb cycling.
- Follow meal plan with predetermined foods and amounts, and measure food specifically.
- Include exact amount of lean proteins, fibrous veggies, and healthy fats in each meal.
- Exercise 45-75 minutes, twice daily, with 6-7 sessions breaking a sweat.
- Sleep at least 8-9 hours per night.

Do less

- Limit carbs to post-workout or designated higher carb days.
- Eat desserts / processed foods once every 10-12 weeks.
- Avoid caloric beverages.

SIX-PACK ABS: A LOOK BEHIND THE SCENES

Aside from the heavy airbrushing and photoshop done in most magazines, cover models often diet strictly for photo shoots. This means they only look "cover-ready" for a short time. The rest of the time they're much less "ripped".



THE LEVELS OF LEANNESS SEEN ON COVER MODELS ISN'T NECESSARILY HEALTHY.

In fact, the type of severe dieting they often use can lead to:

- ! LOSS OF SEX DRIVE
- ! DISORDERED EATING
- ! SOCIAL ISOLATION
- ! AMENORRHEA (IN WOMEN)
- ! LOW TESTOSTERONE (IN MEN)
- ! AN UNBALANCED LIFE

HEALTHY, ATHLETICALLY LEAN, OR SUPER LEAN? IT ALL DEPENDS ON YOUR PRIORITIES AND GOALS.



FIRST, FIGURE THEM OUT.

If you don't know what your priorities are, now's a great time to explore that.



NEXT, DECIDE WHAT YOU'RE WILLING TO DO.

What will you do to serve those goals and priorities? Why?



NEXT, DECIDE FREQUENCY.

How often, how consistently, and how precisely, are you willing to do those things?



NEXT, DECIDE WHAT YOU'RE NOT WILLING TO DO.

What are you unwilling to do? To trade off? To give up?

Now you can make better decisions, leading to the body you really want, while living the life you really enjoy.

Discover how to help anyone eat better—starting now.

If you want to take your nutrition game to the next level, check out the [Precision Nutrition Level 1 Certification](#). It's the most respected nutrition education program in the world—and the next group kicks off soon.

Created specifically for working (and aspiring) health professionals, our self-paced nutrition certification teaches you the science of nutrition and the art of world-class coaching.

Developed over 15 years. Proven with over 100,000 clients. Trusted by professionals in every corner of the health and fitness industry—from personal training and yoga to functional medicine, holistic wellness coaching, and beyond.

Whether you're already mid-career or just starting out, this self-study nutrition certification will give you the knowledge, systems, and tools to make a real, lasting change with anyone you work with.

Visit this link for more information:

<http://get.pn/level-1>

(Already a student or graduate of the Level 1 Certification? Take the next step and check out our [Level 2 Certification](#). It's an exclusive, year-long Master Class for elite professionals who want to take their nutrition knowledge and skills to the highest possible level.)