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INGITE YOUR METABOLISM

How To Speed Up Your Metabolism, Burn More Calories, And Get Lean Again

HAS THIS HAPPENED TO YOU?

- You're watching your food and calories, being careful to not eat over a certain amount a day (usually 1200-1300 calories)
- You've been eating this way for months and months, maybe even years — but your body is not changing anymore — no fat loss or weight loss
- OR, you were on a diet for a short period of time (1-2 months), then stopped because it was too hard to follow. You ate a lot more, maybe even binged, then got started with another similar diet — you were yo-yo dieting
- You may have a list of “safe foods” — these are the only foods you eat, anything outside of this list causes weight gain
- You're exercising regularly, anywhere between 3-10 times a week, doing mostly cardio, running, bootcamps, Peloton, Orange Theory etc — the more intense the better
- You've started seeing some symptoms of hormonal imbalance — heavier or longer periods, skipping periods, acne, hair loss, low body temperature, low libido, irritability, lack of excitement, low mood, frustration

HAS THIS HAPPENED TO YOU?

- You're doing your best to stay away from sweets and treats, but when you do eat them, it's hard to stop at reasonable amount
- You feel like you gain weight even by “looking at food”
- You're surprised because the methods that used to work so well the last time or at the beginning of a diet, are not working anymore
- You're wondering if your gut is off and if you should eliminate some foods
- You cut your calories even more
- You realize that you've dieted yourself into a corner — there's nowhere to diet anymore! You've tried it all.
- There's a reason why it happens! ***Your body does not hate you!***

SHEILA'S STORY

- Started using the NOOM app in June 2020
- For the next 6 months, her calories were 1050-1200
- She cut out most of the meat, all bread, and ate mostly fish, fruit and vegetables
- She was rarely hungry
- When she felt hungry and needed more food, she would eat an apple, a few grapes or crackers but tried to stay within the 1000-1200 calorie range
- During the first 5 months with NOOM, she lost 20lbs
- After that, she didn't lose anything anymore and slowly started to gain the weight back
- *Why did she stop losing weight even though she had lost so well in the beginning?*

DIANE'S STORY

- Had tried Weight Watchers point system for a while. Lost a few lbs which came back on
- Weight around 165lbs, toned arms and legs but noticeable fat around midsection
- Workouts: 4 bootcamps and/or running a week
- 5-day calorie log showed average of 1300 calories. She had no idea that it's too low for her activity level
- She had been eating this way for YEARS and never had big hunger (sign of low metabolism!)
- She believed that she simply has a “slow metabolism” and that there's nothing to do about it

- *She was active and not eating too much, why wasn't she losing weight?*

THERESA'S STORY

- She started dieting, cut her calories to 1200, and in the beginning, lost weight
- Until the past year, when she started gaining! +25 lbs despite doing everything “right”
- Workouts: Running every day, and 3x/week also weights (run + weights on the same day)
- She tried cutting calories more, going Keto (worked in the beginning, then stopped), eliminating several foods — nothing worked
- She was getting exhausted, moody, her periods were getting longer apart and she was having worse PMS symptoms
- She felt out of control around food — she couldn't have just 2 pieces of chocolate but had to have an entire bar, and she was blaming herself for not having enough willpower
- She used cardio to burn off the calories she had consumed during her “binges”, which made her even hungrier and wanting to eat even more
- *Why was it not working, even though she was eating way less than she was burning?*

CAN YOU RELATE TO THESE WOMEN?

WHAT WENT WRONG?

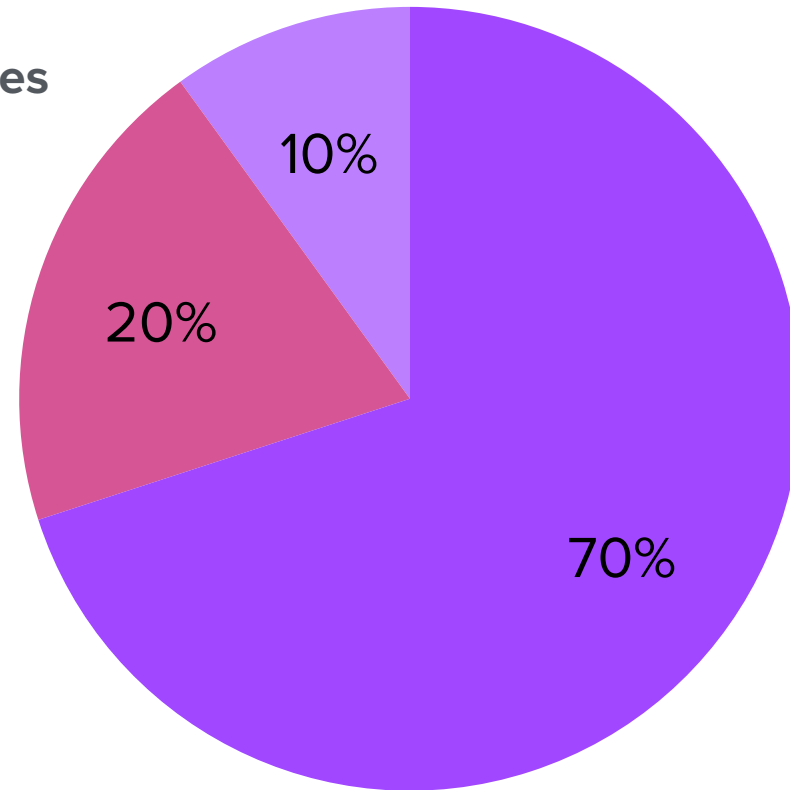
- Math no longer makes sense:
 - 1200 calories in
 - 1600 calories out (via basal metabolic rate and exercise)
 - Deficit 400 calories — weight should go down!
-
- This is called **METABOLIC ADAPTATION** or **METABOLIC SLOWDOWN**:
 - When we cut the calories down, we down regulate our metabolism. Our metabolism adapts to the small amount of food that we're eating, and only burns a very small amount of calories.

HOW WE BURN CALORIES: 3 MAJOR WAYS

- **BMR** (Basal Metabolic Rate). This is the number of calories your body burns every day to perform the metabolic functions: Perspiration, digestion, respiration, pulse etc even when you don't move all day.
- BMR is the biggest calorie burner — yes, even if you don't move all day!
- **EVERYDAY MOVEMENT** — walking, running errands, taking the stairs, cooking, playing with kids, walking the dog, etc
- **EXERCISE** — formal exercise (running, classes, weight training, etc)

HOW WE BURN CALORIES: 3 MAJOR WAYS

- BMR — 70% of daily calories
- Everyday movement — 20% of daily calories
- Exercise — 10% of daily calories



BREAKDOWN

- For example, Diane's BMR is about **1500** calories, and her daily movement + exercise burn about **600** additional calories
- In one day, she burns **2100** calories on average
- What happens when she eats only **1300**? → **METABOLIC ADAPTATION** or **SLOWDOWN**

YOUR METABOLIC BANK ACCOUNT

- Her metabolism slows down
- Diane has been taking money from her metabolic bank account — and has gone deep into debt!
- She took out *a lot more* money (burned a ton of calories) than she paid back (took in via food)
- As a result, her account is on negative and she can't spend anymore = the body doesn't burn any fat!
- Before she can start spending again, she has to first put the money she overspent, back to that account (=repair her metabolism and speed it up)

HOW DO YOU KNOW THAT YOU HAVE OVERSPENT?

- You start developing several symptoms:
- Low energy
- Sleep issues
- Skin and hair issues
- Feeling cold
- Thyroid issues (low thyroid hormones)
- Low libido
- Irregular periods, too heavy periods, missing periods (low sex hormones)
- Weight loss resistance
- Fat accumulation around midsection
- The body doesn't respond to calorie cut anymore
- Workouts don't excite you but feel like a chore
- Never feeling recovered

“BUT IT WORKED IN THE BEGINNING!”

- All calorie cutting works in the beginning when the metabolism is healthy
- This is why your weight comes off easily when you first diet, but becomes a lot harder after you've done several diets
- Yes, our metabolism slows down as we age, but you can still do A LOT to speed it up, so let's not blame the age!
- You can get it back in a good shape again! 100% guaranteed :)
- You need to Ignite Your Metabolism (=repair it)!

WHAT TO **AVOID** WHEN YOU'RE DEALING WITH METABOLIC SLOWDOWN

THE “EAT LESS CALORIES” TRAP

- Eating even less calories will not help
- It's not even doable — you're likely eating 1200-1300 now, you can't possibly eat less than 1000 calories...
- If you try, it's only making you binge more
- To undo the binge, you likely try more cardio, which will make you even hungrier — and the cycle starts again
- The less you eat, the less your metabolism burns — this is the metabolic slowdown
- You can't speed up your metabolism by eating even less — it simply won't happen
- We need to *ignite your metabolism* and the way to do it is to start increasing your calories

THE “DO MORE CARDIO” TRAP

- Doing more cardio (running, treadmill, elliptical) will not help either
- Instead, it makes things worse as it makes you even hungrier!
- As a result, you eat more, do more cardio to undo the damage from eating, then get extremely hungry again
- Cycle repeats itself
- Excessive cardio burns your muscle
- You NEVER want to burn off muscle, because that’s what’s keeping your BMR high!
- The more muscle, the higher metabolic rate
- Remember that BMR is your biggest calorie burner? We want to INCREASE that, not decrease
- Again, more cardio will not help you. Period.

BUT WHAT DOES HELP?

#1 KEY TO START BURNING FAT AGAIN:

- **INCREASING YOUR METABOLIC RATE**
- Speeding it up, so that you can *eat* more calories and *burn* more calories
- Your fat loss hormones come back to balance
- Your sex hormones will come back to balance
- Your thyroid hormones will come back to balance
- One meal out, a slice of cake or a chocolate bar will **NOT** ruin your diet, cause weight gain, or make you to “start over” again
- Your muscle mass will increase — this is **VERY** important to be able to burn calories because it’s your **MUSCLE** that does that!
- You will feel calmer, more relaxed, sleep better
- Your mood is better
- Your body composition will change — more muscle and leaner look!

3 PILLARS TO REPAIRING YOUR METABOLISM: FOOD

- FOOD
- We need to increase your calories — because you can't cut them any lower
- But this increase will be slow and gradual — not quick like the one that happens when binge eating
- Fast increase = fast weight gain
- Slow increase = minimal weight gain (if at all)
- That's true — when you increase your calories SLOWLY and GRADUALLY, you may not even experience weight gain!
- Some people may experience weight gain, but if they're doing everything according to the Metabolic Reset plan, they will have a great body composition change as the muscle mass increases and they start looking better.

3 PILLARS TO REPAIRING YOUR METABOLISM: FOOD

- Increasing calories can be very scary for people but this is **THE ONLY** way to repair their metabolism and prepare them for a successful, healthy fat loss later
- It's **IMPOSSIBLE** to start losing fat without resetting your metabolism first
- You have already tried cutting calories but it didn't help!
- See this repairing phase as a *pre-phase* before you can lose fat again
- It's nothing to be afraid of, as you have so much to win: Your entire quality of life will improve, and your future fat loss will be **DOABLE, SUSTAINABLE** and actually give you **RESULTS**, unlike what you're dealing with now
- Stop banging your head against the wall and instead, change something!

3 PILLARS TO REPAIRING YOUR METABOLISM: STRENGTH TRAINING

- STRENGTH TRAINING
- Strength training will increase your muscle mass, which is the KEY to repairing and igniting your metabolism
- Increasing muscle does NOT mean getting bulky, it means leaner, more toned look
- Cardio training — burns the muscle tissue, decreasing your metabolism even further and teaching it to *burn even less calories*
- Resistance training — builds muscle tissue, increases your metabolism and teaches it to *burn more calories*
- Do NOT focus on how many calories you burn in a workout!
- Focus on what MESSAGE your workout sends to your metabolism:
- Cardio training message: “*Let’s burn muscle!*”
- Strength training message: “*Let’s build muscle!*” → THIS is what you want!

3 PILLARS TO REPAIRING YOUR METABOLISM: STRENGTH TRAINING

- To Ignite Your Metabolism and make it strong again, strength train at least 2x/week if you're a beginner, and 4-5 days a week if you're advanced
- Your only cardio will be walking — at least 8K steps a day, but even better 10-12K
- Typical strength training routine: Exercises that use multiple muscle groups at once, like deadlifts, squats, overhead presses, rows

3 PILLARS TO IGNITING YOUR METABOLISM: STRESS MANAGEMENT

■ STRESS MANAGEMENT

- We all experience stress, whether or not we realize it
- Stress comes in many forms:
 - Mental stress: Work, family life, relationships, too many responsibilities...
 - Perceived stress: Worrying, negative self talk, fear of others judging you...
 - Physical stress: Under eating for too long, exercising too much, especially doing a lot of cardio, eating inflammatory foods, environmental toxins
- CORTISOL is your main stress hormone and during times of ongoing stress, it's chronically high
- Unmanaged cortisol will contribute to insulin resistance and diabetes, weight gain around midsection, menstrual issues and sleep problems, making fat loss a lot harder than it needs to be.

3 PILLARS TO IGNITING YOUR METABOLISM: STRESS MANAGEMENT

- We need to do at least one thing every day, to manage our cortisol levels. Some options:
- Meditation
- Yoga
- Journaling
- Breath work
- Cold showers, cold exposure
- Dance, expressive movement
- Do one of these daily to reduce your cortisol output and get yourself out of the chronic stress state!
- Food: Eating as close to nature as possible, minimizing highly processed foods
- Environmental toxins: Clean skin care, clean water

HOW TO GET STARTED WITH IGNITING YOUR METABOLISM?

FOOD

- Find your BMR: Trusted BMR calculator: <https://www.bmi-calculator.net/bmr-calculator/>
- Find how many calories you're eating per day — use My Fitness Pal and track for a week
- Are you're eating *at* or *less* than your BMR and have been eating this way for months or even years?
- If YES, you need to INCREASE your calories gradually until you're several hundreds higher than right now
- Get the protein high and start with at least 100g a day
- Remember to increase calories slowly not overnight!
- Diane's story: From 1300 calories to 1900 calories

Left: 1300 calories, 4 bootcamps/running
Right: 1900 calories, 4 strength training, walking, no cardio

- Starting weight 165lbs
- Current weight 163
- She is eating 600 calories more!
- She is not doing any cardio
- She is lifting heavy weights



EXERCISE

- Focus on strength training and have **MUSCLE BUILDING** as your primary goal
- Muscle is the tissue that **SPEEDS UP** your metabolism
- More muscle = faster metabolism = higher calorie burn!
- Ideally dumbbell or barbell strength training
- New to weights? Start with **2-3** workouts a week, **45** min each
- Have lifting experience? **3-5** workouts a week, **45-60** min each
- Focus on lifting **HEAVY** weights — no small pink dumbbells!
- Remember to **NOT** to focus on calorie burn but the **MESSAGE** your workout sends to your metabolism
- Kourtney's results:

KOURTNEY'S RESULTS

- Left: 129lbs
- Right: 131lbs
- Muscle definition
- Better posture
- Lost a lot of inches
- Dumbbell training 3x/week
- Eats a high protein diet
- But also treats (sweet tooth!)

Left: 6 days of cardio

Right: 3 days of cardio and 3 days of strength training




WHAT YOU CAN EXPECT DURING THE METABOLIC RESET?

- “*What about my weight?*”
- The #1 goal is to REPAIR your METABOLISM, not weight loss
- That said, about 25% of people lose weight in this process because their metabolisms speed up incredibly fast and start burning through new calories quickly, leading to weight loss
- Some people maintain weight
- Some people gain a small amount — but you should NOT be afraid of this because you can have an amazing body composition change!
- What really matters to you: 1) Number on the scale or 2) How you look and feel?
- Remember that metabolic reset is absolutely NEEDED to set yourself up for successful fat loss later.

WHAT YOU CAN EXPECT DURING THE METABOLIC RESET?

- You can eat a lot more food, and not have “good” and “bad” foods lists
- It can help to heal your relationship with food
- Your thyroid and sex hormone numbers will go up
- In a few weeks or months, you’re starting to look leaner even though you eat more
- You’re having a lot more energy
- You will stay fuller longer, because your protein will be higher
- You get less overwhelming cravings
- You’re able to have a bite of sweet not the entire bar/jar/etc
- You don’t have to cut out ANYTHING from your diet.

HOW TO DEAL WITH FEAR?

- *“I don’t think I can eat this many calories! It’s making me fat!”*
 - The old way didn’t work
 - You can’t eat any less
 - You can’t exercise any more
- 
- As long as you keep doing the same things, you keep getting the same results!
 - Think where could you be in 6 months? Stuck in the same place, or being a lot healthier, fitter, and leaner because you trusted the process?
 - This is a scientifically proven method that actually works!

METABOLIC RESET PROGRAM

- **An 8-week DIY program that teaches you EXACTLY how to go through the process of metabolic reset**
- **I teach you exactly the same tools and formulas that I use when working with my clients and successfully repairing their metabolism**
- **Based on macronutrient tracking: Carbs, fats and protein. Tracking experience is helpful but not necessary**
- **You will need to use the My Fitness Pal app and track your macronutrients accurately, by weighing your food and logging it**
- **You will go through it at your own pace. You will likely need more than 8 weeks to fully reset your metabolism, but I will teach you exactly WHEN and HOW to increase your food and when to STOP**

METABOLIC RESET PROGRAM

- **At the end of the program, your metabolism will be FULLY reset**
- **The program is hosted on Teachable, and you will have a lifetime access to all materials**
- **Audio, video and written lessons**
- **One new lesson per week for 8 weeks**
- **Helpful macro cheat sheets and tracking tutorials.**

WHAT YOU'LL LEARN:

- How to safely increase your calories, without gaining unnecessary body fat
- Find your **TARGET** calories — which you will need to get to by the end of your **RESET** to be sure you're fully healed. This number is highly individual
- How to adjust your calories based on your body's response — also individual!
- What foods to eat for optimal hormonal balance (but no foods are off limits!)
- What foods to eat if you have heavy, long, painful periods caused by imbalanced hormones
- Workout plan for beginners and more advanced weight lifters
- Rest, Recovery & Lifestyle recommendations to support the *Metabolic Reset*
- When to stop your *Metabolic Reset* plan — aka know that your metabolism is healed
- Multiple case studies and examples to support you along the way.

SIGN UP BEFORE FRIDAY 5/14 MIDNIGHT (PDT)

- Program launches Monday May 24th
- Early bird price for webinar attendees: \$147 (full price \$247)
- Exactly the program I take through all my 1:1 clients who need a *Metabolic Reset* - but the price will be just a fraction of the 1:1 cost!
- This offer is good until Friday midnight.

QUESTIONS?