

SHAWN PHILLIPS'
7 Eternal Laws
for a

RED
HOT

Fat-Scorching
Metabolism

With Tom Bilella, D.C., M.S., C.C.N.

Copyright Laws

Red Hot Metabolism: 7 Eternal Laws of a Red Hot, Scorching Fat-Scorching Metabolism. First Edition.

©2006 PST, Inc. and Shawn Phillips. All Rights Reserved

The content contained herein is protected by international copyright and trademark laws. You may not modify, copy, reproduce, republish, upload, post, transmit, or distribute in any way any material from this book. You may download this book for your personal, non-commercial use only, provided you keep intact all copyright and other proprietary notices. No part of this book may be reproduced in any form or by any electronic or mechanical means, without permission in writing from PST, Inc. and Shawn Phillips.

Health Disclaimer

The information contained herein is intended for healthy adults, ages 18 and over. This book is solely for informational and educational purposes. Any application of the techniques, ideas, and suggestions in this book is at the reader's sole discretion and risk, and is not intended as a substitute for proper medical advice.

Always consult your physician or health care professional before performing any new exercise, exercise technique, training program or beginning any new diet or nutrition plan — particularly if you are pregnant, nursing, elderly, or if you have any chronic or recurring conditions, or if you have questions about your health.

The author and publishing entity of this book are not liable or responsible to any person or entity for any errors contained in this document, or for any special, incidental, or consequential damage caused or alleged to be caused directly or indirectly by the information contained within. Individual results will vary.

TABLE OF CONTENTS

7 Eternal Laws of a Red-Hot, Fat-Scorching Metabolism

Introduction: *Page 4*

It's Your Life and It's Your Metabolism - What You Need to Know

Law No.1: *Page 15*

How to Create A Non-Stop, Fat-Burning Engine 24 Hours a Day, 7 Days a Week, 365 Days a Year in Less Time Than it Takes to Shower and Dress.

Law No.2: *Page 24*

How to Eat More and Weigh Less.

Law No.3: *Page 31*

How to Spend More Than You Save to Live Long and Strong.

Law No.4: *Page 36*

How to Stop Eating Foods that are Killing You.

Law No.5: *Page 49*

How to Keep Your Body Burning Red-Hot with the Most Fundamental Fuel Known to Man.

Law No.6: *Page 56*

Why Taking 4 Strokes Off Your Game Can Add Years to Your Life.

Law No.7: *Page 64*

How to Regulate Your Body's Master Control Switch.

Putting It In Action *Page 76*

How to Put This Knowledge Into Action.



7 Eternal Laws of a Red-Hot, Fat-Scorching Metabolism

Just the other day, I was speaking with my friend Brett. He's frustrated. You could see it on his face from a block away. Forehead rippling, brow furrowed...he shared his frustration with me, "I've been exercising and eating really well and I still can't drop more than a few pounds!"

Brett goes on to say, "I've just got a slow metabolism...yeah, that's it."

Not wanting to sound like I was challenging his self-diagnosis – yet very curious as to how he'd come to assign himself this common catch-all condition, I asked him, "How do you know you've got a slow metabolism?"

Quickly, as if I'd called his momma a name, Brett replied, "Like I told you, I'm dieting, exercising and not losing weight. What else could it possibly be?"

Having put one foot in already, I couldn't help but toss out what could easily seem like a trick question, "What is a metabolism?"

"It's a measure of the rate at which your body burns fat... or something like that, right?," he says, his confidence deflating with each second of silence that followed.

Brett's no rocket-scientist but he's a smart guy and based on the numerous answers to that question I've heard over the last two decades, he did pretty darn good. Few people even manage to "land in the park," when asked this question about metabolism.

It's been my experience that those who are quickest to tag themselves as suffering from "a slow metabolism" are least likely to have any idea what a metabolism really is. Most tend to simply adopt the condition based on their body weight, alone.

Once the nearly exclusive property of scientists and researchers, thanks to the excessive popularity of diets, "the metabolism" has come to enjoy near rock-star status. People have become aware that they "have" a metabolism and much like one's political affiliation, they enjoy placing significant importance on it without much need to understand what it does or means to them.

To many people their metabolism is the "control center" for weight; occasionally it is the hero which allows them to "eat anything" and most often metabolism is the villain that banishes them to a life of deprivation and dieting and lets those other "lucky people" eat whatever they want.

What you'll find in the pages to follow are the 7 key factors that will either boost your metabolism or bring it screeching to a halt. They are clear and simple things you can act on now. But before we move on, if you have struggled to answer any of the following questions on metabolism, I strongly encourage you to read the intro in its entirety before jumping ahead. Once you've completed this "metabolism 101" crash course, you're free to consume the 7 Laws in any order, at any rate you wish.

Let's answer a few common questions:

- **What is a metabolism, really?**
- **What is my metabolic rate?**
- **Why does metabolism tend to decrease with age?**
- **Can I increase my metabolism over time, or am I stuck with this decline?**

What is Metabolism?

Metabolism, from the technical perspective, is all chemical processes that occur within a living organism. This includes the "building-up" and "breaking-down" of your body on a cellular level, technically referred to as anabolism and catabolism.

For a more digestible, relevant description try this: metabolism is the process by which your body combines nutrients with oxygen to produce the energy required to keep you running. The nutrition you consume is like gasoline for an engine, it's the fuel that ignites when it mixes with oxygen (think carburetors) to create the energy and power for living. A calorie is a measure of the energy which nutrition produces when it's "burned" by your body.

Our body's primary source of energy is our blood sugar (glucose), which is most readily supplied by carbohydrates. When your blood sugar runs low, the process of metabolism turns to either your protein or fat stores for energy (in some cases, not all). Conversely, when your blood sugar runs high, the process of metabolism stores

excess “energy” by turning it into body fat to be used another time. All too often that time never arrives – and instead people continue to store excess energy in and around their bodies.

What is my metabolic rate?

Next time you overhear someone say, “my metabolism” you’ll know they are most likely speaking of their **resting metabolic rate**, or **RMR** even though most people call it their **BMR (basal metabolic rate)**. BMR has received the most attention even though it’s the most technical of the two measures and very rarely used outside of a laboratory. It’s become so cache you’ll even hear some people using it in place of “metabolism.”

Both BMR and RMR are snapshots of your body’s processes that are used to project the total calories you would burn if you were to do nothing but rest for 24 hours. The resulting number represents the minimum amount of energy required to keep your body functioning, including your heart beating, lungs breathing, and body temperature normal. That’s all. No walking, exercising or even the energy required for eating is included in these baseline numbers.

BMR (Basal Metabolic Rate) is the more strict of measures, usually taken in a darkened room upon waking after 8 hours of sleep; 12 hours of fasting to ensure that the digestive system is inactive; and with the subject resting in a reclining position.

RMR (Resting Metabolic Rate) is typically taken under less restricted conditions than BMR and does not require that the subject spend the night sleeping onsite prior to testing. Despite BMR’s prestige in diet support groups, RMR is more appropriate for your needs and is a more accurate estimation.

While knowing either your BMR or RMR would be handy for impressing the in-laws over the holiday feast, it has only marginally

Researchers have clearly demonstrated that the vast majority of any noticeable decline in metabolic rate is a result of the loss of lean muscle mass (“sarcopenia”). And this loss of lean muscle mass is the result of inactivity not (I repeat, NOT) by the aging process itself.

more real-world value than knowing the precise number of nautical miles a sperm whale can cover in a 24 hour period. What is much more valuable and interesting is to have a good idea of how many calories your body utilizes in a day. This requires the addition of two other measures: unrestricted physical activity, the amount of energy the body uses during daily through exercise and general physical activity or movement throughout the day; and the thermogenic value of food which is the energy required to assimilate food, converting it to energy to support you.

So what you’ve really got here are three separate yet connected ways in which to influence how much energy (calories) you burn each day; your metabolic rate, the amount of activity you do each day and the food you eat. And while it’s in your interest to maximize your RMR, I’m sure you’d agree the potential and immediate impact you can make with exercise has a strong allure, as does the types and amount of food you eat. Ultimately it’s up to you whether your activity level and how you eat is working for or against you.

Some studies indicate that a sedentary lifestyle explains as much as 70% of the difference in weight gain between older and younger people!

Why Does My Metabolism Decrease with Age?

For the most part, people justify an increase in weight as they age as a result of a “natural slowing of their metabolism.” Many simply accept this as a given – a part of “getting older.” And to some degree this is correct. Starting near age 30, it’s common for many people to begin experiencing a decrease in metabolic rate. The youthful figures of the 20’s slowly start morphing into something we once laughed at in the fun-house mirror.

While they are correct about their metabolism slowing down, there’s a critical error in the belief systems most of these people – a critical error which if understood could free them from this too willingly accepted “fate.” They’ve got the wrong “why” – it’s not really age but neglect disguised as age.

As our bodies age they become less efficient in how they operate, which could actually be a good thing in terms of metabolism (less efficient = more energy needed for same output) if it were not for the fact that our energy requirements tend to drop many times more. It's my feeling that the drop in metabolism, and overall energy, has been far too easily accepted as a "normal" part of life.

Personally, my radar goes way up whenever the words "normal" or "expected" are being thrown around. The good news is that, today more than ever before, an increasing number of mature people are declining the invitation to slow down with age - challenging the "norm" and winning big.

What follows is a common, "normal" story of a person as they age and their activity levels drop significantly. Just as the cold comes with snow, this drop in activity level brings a loss of lean muscle mass (the average man loses about ten pounds of lean muscle per decade after he graduates from college). These changes combine to speed the decline in the number of mitochondria, which are the cellular power plants responsible for converting all organic matter (nutrition) into energy for the body. The formula is pretty simple here: stop demanding your body produce energy for life and watch your mitochondria, along with your metabolism, plummet like a lead zeppelin. This spiraling cycle gains momentum each day that one avoids bringing vigorous activity into one's daily life. Life is indeed the ultimate game of "use it or lose it."

If you've ever felt the horror of the possibility that you may live long enough, to become weak and frail enough to experience someone else "cleaning your backside" – I may be able to free you from this concern. In a powerful example of truth being more shocking than fiction, research has shown that people, well into their 90's, are able to add muscle mass through strength training at the rate of a 25 year old. Now, I'm not suggesting that you wait until you are 90 to start, but I think this important discovery illustrates that one need not lose their lean muscle as they age.

You may be asking why this is such an important discovery and how it supports metabolism. The answer to that excellent question can be found in the following list of the most common reasons why metabolisms tend to drop over time – as one ages. Take a close look and you'll see just how much say you have in the matter – you're not at the mercy of anyone, even Father Time.

The Most Common Reasons Metabolisms Slow as You Age

- **Lean muscle loss due to the lack of strength training and exercise**
- **Eating fewer and larger meals**
- **Allowing your activity levels to decrease**
- **Making poor food choices, consistently**
- **Living a lifestyle that fosters chronic levels of stress**

How can I increase my metabolism?

Clearly, you can see that it is not a fundamental law of physics that your metabolism decreases with age. In fact, a slowing of your metabolism is more commonly the result of lifestyle. It could be an extreme diet that triggers your body's starvation reflex, a chronic level of stress, eating the wrong kind of foods in excess, or toxic environments. And, of course, loss of lean muscle and a less active life are metabolism killers at any age.

All you have to do is take a look at our lifestyle and cultural trends over the last five decades to find ample cause for the epidemic of obesity. Kids stare at video / computer games rather than engage in real life activities – at least until their parents need the TV set along with their feed tray and drool bucket for an evening of Americans' Gone Idol. It's truly a wonder people aren't exploding in front of their TV sets all over the country like kernels of popcorn.

The good news, the place you want to focus your energy, is that you do have a choice. You can lose weight, gain muscle and live healthy, free and strong, or wait until you hear the loud pop! Which will it be? It's your choice and your responsibility. No one can (or will) "make you" live well.

So this brings us to the \$64,000 question:

Can you truly boost your metabolism?

The answer is a resounding, "Yes! Absolutely!"

Next question... "What's the easiest, quickest way to do that?"

How did I know that was coming? I know, not quite as amazing as pulling a rabbit out of a hat, but I tried.

Correct me if I'm wrong, but isn't the desire for a "faster metabolism" really just another way to say, "I'd like to be leaner, stronger and have more energy?" Sure it is...that's the goal. And while the hyper-focus on metabolism is effective for marketing purposes and makes interesting cocktail conversation, the real, life changing value is in putting it all together for the results you really want. Seeking quick-fix metabolism boosters can be at best, frustrating, at worst extremely detrimental to your health.

Truly understanding how to elevate your metabolism in a healthy, energizing way, now and for life is key to the lean, strong and energized body of your dreams. Once you've become the proud new owner of this wisdom all that's left is the small technicality of "doing it."

What you will uncover in the pages that follow is an intelligent, sound and relatively simple "formula" for stoking your metabolism to optimal levels now and for a life time. If you are serious about realizing your goals for a new you, with energy to burn and a body to turn heads, you need only do three things:

- 1. Read this book with absolute focus and resolve.**
- 2. Develop a clear plan of action that fits your life**
(Don't worry I'm going to walk you through this).
- 3. Finally, take action.** Apply consistent intelligent guided action until these keys are a part of your lifestyle. Do these three things and I promise you will be rewarded with a life of uncommon strength, energy and pleasure.

Case Study Stats**Name:** Brett**Age:** 36**Married:** 7 yrs**Kids:** 2**Education:** MBA

Ivy League School

Job: Executive Sales
Manager**A Case Study in Good Intentions**

Back to Brett for a moment, who, in spite of his best efforts, cannot seem to lose weight. It was time to dive in and see what I could uncover. I asked Brett, "What did you eat yesterday?" He paused, looking puzzled, struggling to recite a few highpoints like he was trying to recall the plot from a mystery novel he'd read ten years earlier.

First question, first clue. Brett lacked clarity about his eating which often means he really doesn't know what he's eating. His best attempt to describe his eating was always given in the broadest, most general terms; like "clean... good... healthy..." but without some detail these were meaningless. And while you decipher this, consider that studies suggest that the majority of people who report difficulty losing weight are underestimating their caloric intake by an average of 40%.

Brett is a 36-year-old, hardworking, driven professional, devoted husband and father. A former two sport athlete in high school, he's always thought of himself as active and in reasonably good shape – likely contributing to a decade of irregular exercise. But my take on Brett is, there has simply been no real urgency – no catastrophic reason to change a comfortable pattern.

He has over a thousand dollars in home exercise equipment to make sure he doesn't miss a workout – yet he does. When he is

training he does more thinking about work than the lifting itself. His weight training schedule is sporadic at best – a few days here and there. No structure and no goals. Shockingly (not really) he comments, “weights are boring for me.” Really? Hmm... can’t imagine why when you go about it with all the structure, and intensity of “one man arctic lawn bowling.”

In a valiant effort to get his exercise in regularly he winds up relying more on cardio sessions than strength training – he says he “feels the fat burning more” when he does cardio. So mentally, he’s certain this is the key. He’s also training his abs two to three days a week and has been known to experiment with fat-loss supplements for those “last few pounds.” Truth is he’s hoping they will start the first few going.

While his workouts are decent when he does make it, his nutrition has gaping holes in it. He can’t remember if he had breakfast – he knows he had coffee although he doesn’t specifically recall that either (a sign of extremely unconscious eating habits). He didn’t have any mid-morning nutrition to keep his body revved up. After careful review we discovered what he thought was his “healthy” lunch was actually overflowing with fat and carbs, low in quality protein, and contained well over 1,200 calories. For hours after this heavy lunch, his energy plummeted and he “hit the wall” prompting him to reach for coffee and later for diet soda for quick pick-me-ups. Then some five or six hours later, having “ate light all day” he rewarded himself with a huge dinner with servings so large they comprised nearly 50% of his daily calories. Finally, he loaded his system up with enough carbs to float a boat as he “snacked” on a little “fat free pudding” before he went to bed. Perfect, just the excuse his body needed to add a little more insulation around his middle!

Now, Brett’s a smart guy; he’s got a great job, a wonderful family... heck, he’s even got an MBA from an ivy-league school, but when it comes to nutrition, Brett is being careless; As a result

Most Common Reasons Metabolisms Slow as You Age:

- Loss of lean muscle
- Eating fewer and larger meals
- Activity levels to decrease
- Poor food choices
- Chronic levels of stress

he's suffering mentally, physically and emotionally nearly every moment of every day.

So how can we help Brett solve his problem?

In the pages that follow you will discover, in glorious step by step detail, how to elevate your metabolism and in the process how to solve Brett's problem. By the time you finish reading this you'll know how to increase your energy and build a strong, lean body with an equally robust metabolism and you'll have the knowledge to help change Brett's life as well. As soon as you've applied these seven essential laws in your own life, I'll give you his number.

Here are the 7 key factors that affect your metabolism from most powerful to least.

- 1. Muscle Tissue:** The more muscle tissue the body has, the more calories it will expend regardless of activity.
- 2. Meal frequency:** The longer you go between meals the more your metabolism slows down to conserve energy.
- 3. Activity level:** Important but doesn't make any difference if you don't match your eating to your expenditure.
- 4. Eating Balanced, Energy Stabilizing Food:** No extreme diets - low-fat diets tend to result in poor hormone production, which leads to a slower metabolism.
- 5. Chronic Stress:** Stress also can slow metabolism by placing extra stress and strain on numerous systems. Plus, many people tend to overeat when "stressed out."
- 6. Hydration:** Over 70% of bodily functions take place in water - not enough water causes all your systems to slow down, which causes unnecessary stress.
- 7. Hormone Production:** Thyroid can greatly inhibit a fast metabolism, but is very rarely the true culprit... stabilizing the above factors can have a greater impact on the metabolism than manipulating hormones.

No 1

RED HOT LAW NO. 1

How to Create a 24 Hour-a-day, 7-Day-a-Week, 365 Day-a-Year Fat Burning Engine in Less Time Than it Takes to Shower and Dress

How do you get better gas mileage out of a '65 428 Ford Cobra? You don't. Instead, fill 'er up with airplane-rated fuel, stomp on the pedal, and if gas mileage ever crosses your mind again, either seek immediate psychiatric attention or get yourself a Honda.

Even grandma knows that big, strong engines use lots of fuel – whether idling at the stop light, or accelerating on the drag strip. Heck, they aren't called "muscle cars" for nothing.

Following me so far? It's pretty easy to see where this is going, isn't it? A high-performing, strong metabolism determines just how much fuel your body uses every day. A strong metabolism means low fuel efficiency – this is one case where economy is not what you want. Here's what it all boils down to: if you're looking for the least fuel-efficient "motor" you can build, and yes, you read "build" correctly, get yourself some serious, solid, strong and lean muscle!

It's precisely that simple. The amount of lean muscle mass on your body is the greatest determinant of the strength and energy utilizing capacity of your metabolism. And unlike the Cobra, your body is never parked or fully at rest. Even during sleep your body is idling and burning energy.

Your muscle is an energy hog – requiring constant "feeding" for support, 24 hours a day, seven days a week. Thus, the more muscle "power" you're packing, the more calories your body expends to keep you going strong, all day long.

Simply stated: the more muscle you have, the faster your metabolism runs. The less you have, the slower your metabolism.

One Pound of Muscle Burns Five Pounds of Fat in a Year

Scientific researchers estimate that for each pound of muscle added to your body, you will burn an additional 37 to 60 calories per day (studies do vary). For our purpose here I'll use the commonly referenced, midrange estimate of 50 additional calories per day. For a reference point, contrast this with studies demonstrating how a pound of fat burns less than 2 calories per day.

The more muscle you have, the faster your metabolism runs. The less you have, the slower your metabolism.

1 pound of muscle is 2,600% more active than 1 pound of fat.

Applying the amazing power of the calculator one can quickly extrapolate (as I have) that one precious pound of muscle on your body will burn an addition 18,250 calories in the year ahead. During this year, a pound of body fat will require barely over 700 calories! Wow, this sure makes a strong case for why muscle is important and how fat begets more fat.

But let's not stop there. To make this "new you" ever more enticing, let's say you've added a reasonable ten pounds of lean muscle mass to your body. Just carrying those ten lean pounds around in your typical activities (not including exercise or training) it will burn an additional 500 calories each day or 182,500 extra calories in a year! That's nearly the exact same amount of calories stored in 53 pounds of fat!

Let's imagine you've already dropped that 50 pounds of fat (no worries if you've not got that much to spare – this is imagine time). Your metabolism will take a small dip as it will be easier to walk, and to exercise. For the sake of this example we'll keep it simple and focus only on the metabolic requirements for 50 pounds of fat. Losing 50 pounds of fat would mean you'd require 100 less calories per day or 36,500 calories per year. Yet, only having gained ten pounds of muscle, you'd still have an overall increase in metabolic requirements four times the 36,500 or 146,000. That's how much more potent muscle is for your fat burning engine.

For purposes of entertainment, assuming your body performed as precisely as math can at times, here's how adding muscle can change your life:

lbs. New Muscle	lbs. Fat Burned per Month	lbs. Fat Burned per Year
1	0.5	6
5	2.6	31
10	5.1	62
15	7.7	93
20	10.3	123

By adding ten pounds of muscle to your body, you could burn off 50 to 60 pounds of fat over the next year! What's even more exciting is this new muscle will keep burning those extra calories day after day and year after year. That means that when you've lost the fat, you can eat a lot more and not gain back the fat.

Start Living Stronger Today

I admit it, I made adding ten pounds of muscle sound pretty darn easy. You know why? Because it can be, for some, if you know how. If you don't have a clue, it can be an infuriating, rocky road.

First, let me make it clear you've got no time to waste. With every passing day, you're one day closer to a year older. And as you age things start working against you. First, most people start losing muscle cells between the ages of 22 and 25. Yes, that's right - you start losing muscle cells in your early to mid-twenties! Currently there's no way to fully reverse this process but we do know that using your muscles regularly allows you to maintain the muscle mass you have and even develop more even though you're losing muscle cells as you age.

You see intense strength training is the only form of exercise that has been shown to increase both your muscle strength and muscle mass at any age.

As the numerous examples of active, strong "boomers" increases, we're seeing more and more clearly that age does not require we become weak and frail. Not at all. It's an option you can and should decline.

"But wait...that's not all..." Along with the declining muscle cells there's another serious challenge that is the result of lifestyle. This second challenge is often more devastating yet is very much within your control. Most people become much less active as they age,

which means the muscle cells that are retained become smaller and weaker as time goes by.

Shocking isn't it? Inactivity leads to weakness and weight gain. Well, when I put it in those terms, it isn't really. It sounds about right.

Further aggravating this inactivity challenge is the fact that when the inactive finally do get active they tend to head straight for the treadmill. Absolutely, it's better than nothing – it's something. Sure, but most never come to understand that long term, cardio alone is not enough.

When people think of exercise as being synonymous with cardio and as the only way to burn fat off their bodies they often set themselves up for failure.

This is because cardio sessions can actually break down muscle tissue for energy, amplifying the very problem we're trying to solve. Furthermore, after long cardio workouts you'll find yourself with less muscle mass, and in the long run with a greater propensity to store more body fat. You may get thinner but you'll also be using less energy and your diet will have to drop lower and lower.

When people think of exercise as being synonymous with cardio and as the only way to burn fat off their bodies they often set themselves up for failure.

Boost Strength Train Like It's Going To Add Life to Your Years and Years to Your Life

The #1 most important form of exercise is strength training. Nothing else like it can help add life enhancing lean muscle mass. Nothing! So in your quest to stoke your metabolism, the single best action you can take is to lift some weights with intensity... set it down, rest and then do it again.

Strength training depletes your muscles' energy reserves in a different way than cardio does. Without getting too deep into

the nuts and bolts of it all, strength training depletes the muscles of ATP and glycogen (the two major fuels your muscle use while you're lifting weights). In the process, strength training also "damages" the muscle's fibers themselves. The result? It becomes necessary for your body to kick up your metabolism for the next 12 to 48 hours to repair (which is how you build that extra pound of muscle) and refuel. It's not as simple as just replacing the fuel for energy – the muscles themselves must be repaired.

Your body has three major tasks at hand: First, it has to replenish the glycogen that was once stored in the muscles. Secondly, as I mentioned above, your body needs to repair and rebuild the muscle fibers. Your body works diligently to repair and strengthen these muscles so that the fibers can more easily handle the same amount of stress in the future (which means you're getting stronger – nice bonus). Finally your immune, circulatory and digestive systems will be hard at work following your strength training to remove waste products and get vital nutrients into the areas that need them the most. What all this boils down to is your metabolism is racing at this point.

Needless to say this is a lot of work for your body, as it will be busy building and repairing itself for hours if not days following an intense session of strength training. So, while you may only burn 300 to 500 calories during a 40 minute strength training session, your body will be consuming extra calories for days after this single encounter with a few dumbbells. This means you'll be burning fat day and night, along with other fuel sources, after a workout. This is part of what makes strength training far superior to cardiovascular training.

I'm sure you can already see why it would be important to be consistent with this strength training practice. While you're getting your body in peak shape I suggest you don't miss a single workout - it's just not worth it. For every workout you miss, you're setting your metabolism back and slowing your progress.

While you may only burn 300 to 500 calories during a 40 minute strength training session, your body will be consuming extra calories for days after this single encounter with a few dumbbells.

For cardio I strongly urge you to employ some form of interval training that taxes your anaerobic system. There are plenty of resources which detail intelligent, effective high-intensity interval training for cardio, including my book *ABSolution* and my bro's *Body for Life*. These are great tools but you don't have to follow the cardio segments to a "T." For me, I love using mountain biking in the summer months for my "HIIT" (high intensity interval training) cardio. It's extremely intense and naturally inclusive of intervals – as you climb and descend, over and over.

Bust

The greatest "busts" to increased muscle mass are as follows:

- 1. The long, low intensity cardio sessions** I described above. My advice, nix them for good unless Nike is paying you by the mile. Toss the long, drawn-out cardio sessions as they burn your precious lean muscle mass and drain your immune system. Cardio work does grow more capillaries, but capillaries aren't the name of the metabolism game, muscles are.
- 2. Extreme deprivation diets** slow your metabolism to a crawl and deprive your body of the nutrition, especially vital proteins, needed to support lean muscle mass. Run from any extreme diet that's asking you to deprive your body of the nutrients you need to be at your best.
- 3. Chronic stress**, which I will tell you more about in chapter 6, is extremely detrimental to muscle growth and thus, your metabolism. Relax, yes you've got a lot going on but take a break and find a way to relax every day. If you don't you'll be setting the stage for a perfect environment to slow your metabolism and stack on inches to your waist line.
- 4. Inconsistent strength training.** Because, as I explained, your muscles are not encouraged to grow with an occasionally, happen-chance workout. Structure, consistency and a plan are paramount. Make a commitment to train at the very least 3 times a week. Get a training partner and

connect with an experienced trainer and make strength a mainstay in your life.

Closing Question:

Q: I know that it's true the body continues to burn calories after a workout but what I'm not clear on is how long it lasts?

A: With aerobic exercise the increased heart rate and increased oxygen consumption can produce calorie burning during the session – and this is important to note. Yet when the cardio session is over, there's little if any after-burn effect. In contrast, some studies report that metabolism stays elevated anywhere from 12 to 48 hours after a single bout of high intensity strength training.

According to Dr. Jody Wilkinson, medical director of research at the Cooper Institute for Aerobics Research in Dallas, *"Muscle is metabolically active tissue. The more lean muscle we have, the more calories we burn -even when resting. Strength training increases BMR."* William J. Evans, director of the Geriatric Nutrition, Metabolism and Exercise Program at The University of Arkansas agrees: *"You can change body chemistry through strength training, which gives an elevation in BMR by as much as 15 percent due to changes in lean muscle mass and protein turnover. It takes energy to build new muscle tissue. Changing body fat levels doesn't change metabolism."*

Brett

Brett has fallen into the unfortunate grip of circuit training. He thinks he's building strength and strengthening his heart in the process, but primarily he's exercising his aerobic capacities. The problem is, he's also doing 30 minutes of running beforehand and thus he's essentially getting in a full hour of cardio training when he does make it to the gym.

Brett's intensity on the weight machines is determined by how much oxygen he can circulate to his muscles, instead of intentionally depleting the glycogen and ATP energy sources which accompany anaerobic training. As he approaches this level of intensity, Brett starts thinking about his next exercise, so he backs off and then moves on to the next set without any recovery in between.

As a result, Brett largely misses all of the benefits of intense strength training in which the muscles are brought to failure or near failure, stimulating the critical growth process necessary to increase metabolism consistently over the next few days. Without seeing the results generated from a more structured approach to intensely engaging each set and then effectively recovering, Brett easily misses workouts, doesn't set goals, and guides himself by his aerobic as opposed to his anaerobic capacities.

No 2

RED HOT LAW NO.2

How to Eat More and Weigh Less

When it comes to eating for a lean, healthy and strong body it turns out that what our mothers taught us (and their mothers taught them) was often flat-out wrong. All good intentions noted, most of us grew up believing that eating right meant “three squares” a day. Yet, as it turns out, consuming smaller meals more frequently is the better choice for strengthening your metabolic, fat-burning furnace.

Using calories as a guide, let’s look at the “three squares” approach in action and see first-hand how well it does not work. For the sake of this example let’s use my approximate daily caloric requirements (BMR + activity level + specific activities / exercise) of 3,300 calories per day.

For the purpose of this example, let’s assume that this is the precise number of calories (amount of total energy) my body requires each

24 hour period (day) to remain at equilibrium; where I'm not gaining or losing muscle or fat. If I come in below 3,300 consistently, my metabolism will slow down as I will probably lose lean mass which will make my number smaller when I get on the scale (muscle is the heaviest tissue in the body) but the long term consequence of this loss is often an increase in body fat percentage. Come in above this number for long I'll naturally be eating too much and start storing fat. This is of course if all other variables, like my activity level, remain constant.

Following the good ol' three-squares, and assuming I'm getting some nutrition other than the three-squares, I'm looking at three 1,000 calorie meals! Hello Denny's Grand Slam! Yikes... that sounds like enough calories to stop a freight train to me but of course, I'm used to eating smaller meals. We're talking about eight eggs, three strips of bacon, four slices of toast with butter and a glass of orange juice Yeah, I should be good to go on that... go back to bed that is! Now, as I am sure you can relate, a thousand calories of food at one sitting isn't exactly uplifting. It's a heavy load on your body's system – likely to result in mental and physical fatigue. From my experience this much food throws me into low energy state where I find it hard to do anything more strenuous than watch TV. Cognitively, I'm sluggish and drowsy for at least a couple hours.

Once I've recovered from the energy slump, I may be good to go – but only for a few hours, at best, before I am craving more food. Let's fast forward: It's six or more hours in the future, and it's time for lunch. I'm not just ready, I'm so ravenous I find myself fantasizing about a hamburger (like I'm back in high school sneaking the Sports Illustrated swim suit edition into social studies class). Somebody get this boy some food! I'm ready to eat!

Here's the problem with going six or more hours between meals. Our bodies are not designed to go long periods of time without food. Wait too long before meals and you'll digest your muscles for

Consuming small meals more frequently is the better choice for strengthening your metabolic, fat-burning furnace.

1000 calories at any one meal likely results in both mental and physical fatigue.

Eat too much at one of your three square meals and you'll store fat each and every time you sit down to eat.

energy to keep you going. Appetite control and energy management is all about maintaining a steady and stable level of blood glucose (sugar) – and it's a very difficult thing to do when you're going this long between fueling. Eat too much at one of your three square meals and you'll store fat each and every time you sit down to eat. Clearly this isn't the recipe for a faster metabolism and a leaner you. Let's take a look at a more sensible approach.

Let's suppose I were to eat five to six meals each day. As you can guess, I'd be consuming smaller meals, more frequently. Instead of eating 1000 calories at each meal I'm targeting more around 400 to 500 hundred calories. My meals would be more sensible in size and ideally each one would be generally balanced with proteins and carbs while minimizing the obvious bad fats.

As a result of smaller more frequent meals, a few important things happen. First, I'll actually be eating "human sized" portions. I won't uncontrollably devour any and all food within 30 feet of me. Additionally I'll have higher more steady energy levels throughout the day and thus I'll reach less often for coffee to keep me going. I'll preserve my lean muscle tissue better and I'll store a whole lot less fat, if not start to lose some. Finally my mental focus and mental productivity will dramatically improve as my digestive system isn't getting hit with massive meals.

Boost

Eat 5-6 Meals Each Day

Up the number of meals you eat each day to at least five. If you're training regularly (which you should be) shoot for six complete, small, balanced meals each day. This is absolutely one of the best ways you can stoke your metabolic furnace and maintain steady energy levels, sustain fat loss and maintain a sane clear head for facing the demands of your life.

Plan your meals

Eating is one of life's great pleasures and yet it can also be a tremendous inconvenience at times. One of the problems that turns food from pleasure to an inconvenience is the attempt to "save time" by avoiding food or just grabbing "convenience" snack foods, sadly unhealthy drive through fast foods or frozen foods that are safer for all of us if they never left the freezer. The more time driven we are around food, the greater our potential is for killing a healthy racing metabolism.

Why? When we're driven for time, food often becomes an inconvenience to getting to the next item on our schedule. When time is the priority, the types and quality of foods we choose become secondary. After all, we need to get rid of this hunger and get on with the day.

Whether it's to get back for the meeting, pick up the kids, or finish up that project, the need to eat is experienced as an inconvenience. Instead of enjoying our meals, choosing healthy foods, and enjoying the time to nourish and rejuvenate our bodies and minds we often reactively grab the double-cheeseburger and fries with the monster sized soda.

Don't allow yourself to be a victim. Don't fall into this reactive trap where you just eat whatever is close by without any consideration to how these foods are going to impact your metabolism.

Adopt the intention to bring both a consistency and a rhythm to how you eat day in and day out. The further you are from a practice of healthy eating, the greater the challenge will seem but like all periods of growth in life, the effort will fade and nutritional freedom will be yours before you know what happened.

Create a rhythm to eating – make it an integrated part of your day, of your life. Cherish this time – it's your time. Putting yourself last, while trying to take care of life's demands and sneak in a few

Don't allow yourself to be a victim. Adopt the intention to bring both a consistency and a rhythm to how you eat day in and day out.

Need a tracking form to track what you eat over the next 7 days?

Feel free to use one I created for myself: Absolution Tracking Form

minutes “here and there” for yourself costs everyone. You are not at your best if you’re not fueling your mind and body with quality nutrition and a few minutes of peace, quiet and “me time.”

If You Bite It – Write It

I need your help... are you willing? It’s only for one short week – and the one you’ll be helping is yourself. For the next seven days, starting tomorrow, you must write down every bite of food you put in your mouth. That means if you have a bite of chocolate, write it. Nothing that gets past your mouth gets past your pen.

During this next week you may already be on the five to six small meal plan or perhaps you’re just in a “trying to get it together” stage. It doesn’t matter if you’re doing it perfectly or perfectly horribly. The purpose of this week of diligence is to get real, to tune your awareness – and get yourself aligned.

I strongly encourage you to take 20 minutes and plan every meal you’re going to have for the next week. Look forward, if you’re traveling during this time, plan in accordance. Just make a plan and see how close you can stick to it. By the time this week is up, you’ll likely have a pretty solid idea of what works for your schedule. My bet is you quickly find yourself more productive, focused and in a better mood.

Here’s my suggestion: Enjoy a balanced, healthy breakfast that consists of protein, carbs and some healthy fats. I tend to lean towards a larger breakfast – a few more carbs during this meal. For about 20 years my breakfast has consisted of egg whites and oatmeal. In the last six months I’ve switched entirely to a Full Strength® premium nutrition shake. It energizes me and “does me right” first thing in the morning. Sometimes I’ll add a few extra carbs to my morning shake by adding a banana or other fruit.

Once you’ve set the bar with breakfast, follow with a “meal” every three hours. I use the term “meal” to represent a source

of balanced nutrition that includes a primary protein source, a complex carbohydrate and a conservative dose of healthy fats. I don't like nor use the term "snack" as it simply has such negative connotations and connections. It may be that some of your meals are simpler, smaller and more convenient but please don't make them a "snack." Snacks are unconscious eating habit vehicles and chances are snacks are ultimately working against your own healthy racing metabolism.

Start Strong!

Did you know that skipping breakfast sinks your cognitive performance like the Titanic?

One of the major findings researchers have found around nutrition and cognitive performance is starting your day without a well balanced meal sets you adrift with serious impairments in your ability for both memory storing and recall, ability to focus, cognitive speed, and problem solving ability amongst others.

Here's the scary part, because you're "cognitively impaired" you're generally not even able to notice how "off" you really are, so they make decisions – sometimes big ones – without all your "marbles."

Stoke Your Metabolism

As you're planning this next week plan a breakfast every single day and then never skip breakfast again. Sorry, a coffee and a bagel doesn't count.

Bust

Skipping meals causes your metabolism to drastically slow down.

So if there's one thing to bust, it's skipped meals. Have a plan in place for every day until it's a regular habit. Fail to make the plans and take the appropriate steps to fuel yourself right, and you'll find yourself missing meals, adding inches to your waistline and slowing down your metabolism.

Bust the nasty habit of skipping breakfast, snacking on and off all day on empty calories, having a rushed lunch, and then taking in about 50% of your daily calories at dinner. This is an extremely destructive habit that sets up your entire day wrong. The result is more like one giant block and a few small triangles. It's nearly the perfect plan if you're looking for maximum fat gains and a pear-shaped physique.

Brett

Brett is a classic case of a guy who just doesn't make the time nor desire to eat in the morning, so he starts his day off with some coffee before heading to the office. The last time Brett had breakfast consistently was back in high school and that's probably because his mother had it waiting for him on the table. Brett basically runs on coffee all morning and afternoon, with the occasional cookie or doughnut that someone brings into the office. For the most part Brett's just too busy at work. Sometimes he goes without lunch, but most of the time he makes it out for a "quick bite," as he puts it.

Back at the office following this "fast-food" meal, which tends to be heavy in carbohydrates and high in fats, he fights off his post-lunch energy slump with a few cups of coffee. Five o'clock rolls around and people start leaving, but Brett works late most nights and won't make it out of the office until after 6:30. When he gets home, he's ravenous and eats a huge meal. Shortly after his meal Brett says he usually has a snack like some cookies or potato chips. He's on the fast track to an ever-expanding waistline along with an ever-slower resting metabolic rate, as well as a wide range of health conditions that will be washing up on his shore within the next decade.

No 3

RED HOT LAW NO.3

The World Renowned Mayo Clinic Discovers The Key to a “Low Metabolism!”

How do you like that headline? Very exciting, wouldn't you agree?

Yes, you read that correctly.. “the key to a low metabolism.” Confused? Why would I be sharing the keys to a low metabolism with you?

That's a good question to which I shall offer an equally marvelous answer: “Because understanding the causes of a slowing metabolism can also give you the key to creating a high metabolism. And that's exactly what this study showed.

When I give you the key findings of this study you will know how you can burn fat, all day long, without spinning, lifting, jogging or visiting any fitness center. Sounds a lot like the over-hyped promises of so many fat-loss supplements, don't you think?

Try this one on...

How would you like to burn fat all day long without doing anything you'd call "exercise" and also without the heart pounding, head tingling side effects of "thermogenic" stimulants... without any supplements at all?

According to James Levine, M.D., the Mayo Clinic endocrinologist who led a recent study it is simple... his advice: "Wiggle, walk, tap your toes, shop, dance, clean your basement, play the guitar to boost your "NEAT" -- or if you're not a scientist, your "non-exercise activity thermogenesis" (NEAT for short). In the July 2006 issue of The Journal of Science, the researchers from the Mayo Clinic reported that NEAT may well be more powerful in determining who is lean and who is obese than formal exercise alone. According to their research, obese persons sit on average 150 minutes more each day than their "naturally lean" counterparts. This means obese people burn about 350 fewer calories a day than do lean people."

"Our patients have told us for years that they have low metabolism, and as caregivers, we have never quite understood what that means – until today," says Dr. Levine. "The answer is they have low NEAT, which means they have a biological need to sit more. A person can expend calories either by going to the gym, or through everyday activities. Our study shows that the calories that people burn in their everyday activities, their NEAT are far far more important in [determining] obesity than we previously imagined."

Throughout the evolution of mankind inactivity has been an indication of either illness or a food shortage. In either case the body slows to preserve energy to survive.

As is often the case, science can spend a handsome sum concluding what seems like common sense – and in this case, something we might have logically assumed; that heavy people are much less active all the time. They move around less – not just some of the time but it's deeply engrained in their nature – in fact it may be a difference in brain chemistry. Then there's the question of chicken or the egg – which came first? Was it the reduced movement or the excess weight?

This is interesting research and it is rather fundamental knowledge – essentially, it's supporting the fact that your body responds positively to activity and negatively to inactivity. Which is why any physical activity stimulates your metabolism. It really is that simple. The more active you are, the more you're maintaining the delicate balance; the flow of energy in and energy out.

Throughout the evolution of mankind inactivity has been an indication of either illness or a food shortage. In either case the body slows to preserve energy to survive. Today it's the position of choice. Whether sitting in front of the computer, driving, watching "reality" TV or eating, our modern world encourages us to remain stationary for much (if not most) of the day. For many people their most physically demanding moment takes place rising out of bed in the morning.

So what is activity? It's living your life and using your body to be present in it, to show up and to move around. It means walking when you could ride an elevator, standing when you could sit, taking a walk when you'd normally be sitting in front of the TV. And while I agree that moving often and all day long is important it does not replace the need to exercise – especially exercising at high intensity, be that with the weights or cardio. I want to make that perfectly clear.

Boost

Adopt a regular active lifestyle and make it a daily habit to move your body with some vigor. Walk when you could ride, take the stairs in place of an elevator. Consider not only adding interval training to your cardio but working in intervals as well. Stay focused and on task for 50 minutes then take 10 minutes to walk, clear your mind, recharge and then get back to the work. Then try it again in another 50. Oh yes, and strength train at least three times a week.

Bust

It's pretty simple, nix any prolonged periods of inactivity. Avoid plopping down in front of the TV for an evening of exciting prime time television like it's the plague. Being still and stationary for long periods of time sends all the wrong signals, and if you do find yourself stationary for several hours, make sure to inject some vigorous activity ASAP!

Limit the number of TV shows you watch. After going to the movies, go to the park. After working for two hours on a project at work in front of your computer, take a walk around the block. Traveling across the country? Get off the plane and find the closest gym as soon as you check into your hotel room. If you find yourself being still, MOVE! Your metabolism will thank you.

Brett

Brett sacrifices training and other active parts of his life for work at the office, time at home with his family, and social gatherings at restaurants. Brett puts active parts of his life as a lower priority, with the result being that now he's starting to pay the consequences.

As Brett doesn't get daily consistent activity, his waistline is slowly expanding since he's eating more than he needs, and his body is consistently receiving messages to store more fat

and slow down its metabolism. As a result, Brett's starting to age faster. His energy levels are lower, his sex life is suffering and he's not sleeping as well as he used to. Brett's just not getting the activity that he needs to really take care of himself.

While Brett thinks this is just normal aging, he's slowly creating a lifestyle that will have a high price tag in another decade. As Brett's activity levels further decrease as the years roll by, his stress levels increase via higher stakes at the office and from the home front with growing children. Combined with a poor diet, Brett will end up being at high risk for a heart attack.

No 4

RED HOT LAW NO.4

How to Stop Eating Foods that are Killing You and Enjoy Healthy, Balanced Meals that Energize and Keep You Going Strong

To forge a lean, healthy and strong body you must fuel it with vibrant, nutrient-rich foods – enough “fuel” to keep your metabolism going strong but not more than you need, because any excess “fuel” is easily stored as fat. It’s a serious balancing act which gets even trickier when you’re seeking to lose body fat while keeping your all important metabolism going strong.

To get your body lean you've got to create enough of a calorie shortage that your body taps its fat reserves for the necessary energy while consuming enough nutrient-rich calories to support your lean muscle. Cut calories drastically and you'll trigger "starvation mode," which dramatically slows your metabolism and actually encourages fat storage.

Calories are important, but they are not all important, for not all calories are created equal when it comes to ridding your body of fat. To keep your metabolism at full-strength it takes more than just the right number of calories. The type of calories and the mix of foods you eat each day have an enormous impact. A glaringly obvious example: 2,000 calories of Twinkies could bring a body to its knees while 2,000 calories consumed in six balanced meals a day could lead to steady weight loss and vibrant energy.

Not All Calories are Created Equal

I realize what I am about to say may be a foreign concept, but consider that the right balance of nutrient-rich, wholesome foods will leave you feeling clearer, stronger and energized for hours after. The opposite is also true, eat a meal that's out of balance, too large and devoid of the nutrients you need most and you'll find yourself needing a siesta after this energy bomb. This is why coffee has become a post-meal hangover staple.

Most people's eating strategy – or lack there of – places them directly in the path of suffering from energy deficits. Many people regularly eat foods that don't energize their body and instead, literally rob them of the very energy they seek. An easy, and obvious, example is fast-food, which are foods that tax your system, elevate blood sugar levels, surge fat through your body, then send you crashing down, your energy reserves zapped. If you have ever suffered from the post-meal energy hangover, you're eating the wrong kind of foods in the wrong amounts.

Most people's eating strategy – or lack there of – places them directly in the path of suffering from energy deficits.

By overlooking or ignoring this key (and direct) link between what you eat and how you feel an hour, two or three later you're missing the real message that food is sending you.

If we learn to connect the arising of desire to the result of actions (how we feel after the meal), we will make better food choices.

Why would any sane person eat foods that rob them of vital energy and clear thinking? Doesn't make sense... ah, but it does. Perfect sense. You see, we're pleasure-seeking machines. And unfortunately, food has become an abundant source of pleasure for many. It is my firm belief that the majority of all food consumed by people is done so in reaction to a want or desire, not a true need. Unconscious eating has become the response to a feeling of emptiness, a lull in the "action." And our wonderfully wired brains have connected the moment of consumption - the burger, fries and soda - with the moment of satisfaction. It's all about pleasure – but little more than "nutritional prostitution."

Let's follow this action chain in detail: it starts as emptiness. It may be a silent bored "itch," you could use some stimulation to "wake up" or perhaps you're feeling stress that you'd like to avoid. It doesn't matter, all the triggers by this time are incredibly subtle. Without you ever having the slightest clue, that underlying "thing" arises as an appetite... "ah, need something sweet..." Perhaps it's a doughnut or three. So, logically, you eat the doughnuts... and the brain then goes, "ahhhh...." Got it. Mission accomplished.

There's a fault in the system though—a real serious one. Sure, you may have medicated the condition and temporarily avoided the feelings of stress, but the wonderful tracking system is actually quite faulty. For it does not track the entire loop—rather only half of it. Once you've eaten that doughnut or whatever the reactive food was, your brain stops looking for signals. And the feedback it misses is the downside: the crash in energy and feeling like crap for an hour and more after eating it.

By overlooking or ignoring this key (and direct) link between what you eat and how you feel an hour, two or three later you're missing the real message that food is sending you – the nutritional truth. We're tuning out just when we should be tuning in – for it's this time (those three hours after you eat) to which I believe you need to pay close attention.

It's my belief that if we could learn to connect the arising of desire to the result of actions (how we feel after the meal), we would make better food choices, for we'd know what helped us to feel better... we'd make choices that made us freer and stronger... not weaker and more dependent.

Why You Need a Nap After Some Meals

Do you recall the superbly healthy foods I spoke of a moment ago? Lean protein, wholesome carbohydrates and that brilliant broccoli... yeah, you've seen it (perhaps only on TV). When you eat a balanced meal like that, your body has to do its thing—it has to do the work it's designed to do. That means breaking down the proteins, dealing with the fiber, extracting the vitamins and minerals... it's busy and thus the energy value of the food is released gradually.

What this means is that you don't get a "false summit" spike of energy like a candy bar might give you, but instead that balanced meal will be fueling steady energy for hours. The proteins and carbs are digested slowly so that your blood sugar remains steady—insulin, the wonder hormone which is responsible for stabilizing blood sugar and transporting nutrients to the cells, is released but it's not flooding in like a dam break as it would in response to a sugar assault. This is the desirable condition, for the moment insulin is present in the body, all fat burning ceases. Keeping your insulin levels steady and low is the function of the balanced, frequent meals.

In contrast, the three doughnuts or the large burger and fries overload your system with carbohydrates, which are converted to glucose. Calories however do not just sit around like barrels on a dock. Your body has to do something with them and it's a lot of work. Eat a meal high in carbs, low in protein and worse yet, high in fat and your blood is flowing in a concoction of sugar, which would turn hummingbirds into vampires, thus triggering a massive insulin spike in an attempt to get the blood sugar back

Eat a meal high in carbs, low in protein and worse yet, high in fat and your blood is flowing in a concoction of sugar, which would turn hummingbirds into vampires.

down. This huge dose of insulin tells your body, “open ALL glucose storage units and if there are not enough...MAKE MORE...NOW!” And while your eyelids are falling shut because your blood sugar has dropped to pre-food levels, your body is stockpiling fat at a staggering rate.

Starbucks®’ Solution to the Energy Shortage

With this very basic understanding of how your body manages energy, there should be no question as to why Starbucks is soaring while most Americans are experiencing a personal energy shortage of epic proportions—no pun intended.

What continues to boggle my mind and clearly frustrate me is the massive number of people who simply “don’t know better.”

I know a lot of people who absolutely believe themselves to be health-freaks, who would “swear on the King James edition” that they are health-nuts. Yet they don’t see the hidden sugars and they fall prey to the endless twists of nutritional truth. Be it the daily 860-calorie Frappacino, “just my little pick-me-up treat for eating well today.” Yeah sure, that and one third of your daily calorie needs in one liquid insulin sky-rocketing fat bomb.

Then there are the card-carrying Jamba-Juice sugar addicts who have somehow managed to convince themselves that 1,290 calories and 216 grams of carbohydrates in a Jamba Juice® Power smoothie is somehow good for them. I agree it sounds better than saying, “I just drank a glass of skim milk with three strawberries and 38 teaspoons of sugar!” Unfortunately, take your “carb goggles” off because that’s what it amounts to—at least as far as your body knows, which is really what matters here.

Next time you innocently reach for a soda consider it’s stocked with about 13 teaspoons of pure sugar. And those “energy drinks” with those slender cans pack about six heaping teaspoons of the deadly delight. Oh that wonderful caffeine and sugar combo...there’s a short-lived energy spike at a high price. The fleeting burst of energy is

as false as a WWE cage match, and in the big picture is triggering the response implicated in Syndrome X: obesity, diabetes, and heart disease.

And please tell me, just how many people on earth today are truly in such a depleted state that they would actually benefit from sports drinks? Okay, I've got my doubts about that but fine, I'll play along. Great, then drink it when you're being an athlete. Slam one down after you've chased Lance on an off category hill in "the Tour"—enjoy the shot of carbohydrates when you're in need of replenishing, but not because it tastes better than water.

If you've been on the fence about drinking sports drinks in place of water or choose sugar-laced teas or "flavored" waters in place of fresh, clean water... it's time to wake-up.

This is your chance. I don't even drink iced tea with sugar laced in it and neither should you. What sports drinks succeed in doing is triggering a sudden spike in insulin, which instantly stops the use of fat reserves for fuel and elevates the storing of fat. In a very short period of time this insulin has not only cleared that incoming sugar surge but driven the blood sugar levels down in response—the result is you want to sleep—to lay your head down and go "night-night" or reach for more sugary snacks and drinks to fight off your drowsiness.

We're exhausted by the very cycle of foods to which we're addicted.

We live in a veritable minefield of sugar (most notably the high-fructose corn-syrup) and fat, of temptation and excess, and we call this freedom. We say it's our right to destroy ourselves—to eat what we wish, when we want. We enjoy a level of convenience

We enjoy a level of convenience that no society before has ever known and we choose to disrespect ourselves and our bodies with a Twinkie.

that no society before has ever known and we choose to disrespect ourselves and our bodies with a Twinkie. To call freedom acting like a defiant ten year old is insane—you are not free until you can freely choose to stop eating the crap. Only when you can stop, can you freely choose to indulge!

In contrast, true energy (which most people lack), is the invigorating and lasting lift that comes only from nutrient-rich foods—the fuel of life. The vitamin C of an orange, the complex carbs in a bowl of steel-cut oats, the lean and clean life building proteins, the antioxidants of vegetables... these are real energy, stable and steady without the insulin surges and exhausting crashes.

Soaring Energy Levels and a Red-Hot Metabolism

Forget about the extreme diets, save the low carb strategy for a specialist to advise - or as a temporary carbohydrate addiction recovery program. There is one sane strategy that has been proven effective millions of times over. This “secret” is to balance protein and carbs while keeping fats at moderate, reasonable levels. Yes, this is the same healthy, balanced, amazingly effective, and spectacularly rational approach to nutrition you may have seen in my brother’s all-time bestseller, “Body-for-LIFE” and in my book, ABSolution.

Personally, I maintain a balanced approach to meals—including equal portions of high-quality, lean proteins and complex carbohydrates, and keep an eye on the essential “good” fats while eliminating most saturated “bad” fats.

This is not a mystifying or complex strategy—it’s simple and in line with the way the body works, to build muscle and lose fat. It’s not complicated and it is effective.

This is the very simple assembly pattern for my meals, not just some of the time but all of the time. Coercing the body to release unwanted fat requires consistency—a lifestyle based on healthy nutrition you can thrive on, not a diet to “survive” on.

How to Build a Balanced Meal

Basically, when I look at a meal, any meal, I see it in portions of proteins, carbohydrates, and fats—before I notice the chicken, rice, and veggies. It’s like speaking another language: when people speak French, your brain translates the words to English. When I see food, my brain translates it into portions – it sees the overall value, looking for protein, carbs, greens and fats.

When I’m planning a meal or putting one together, I base the meal on the right serving of protein. Then I balance the “right” type of carbs. I’m not “counting calories” or adding up fat grams (thankfully!). I count portions—a portion (the size of the palm of my hand) of carbohydrate and a portion of protein (again the size of my palm). And fat? Well, fat will take care of itself—as long as you are vigilant about trying to minimize it. The obvious fats (cheeses, butter, etc.) are no-brainers to avoid.

“It is really a matter of consistently feeding your body the right foods, in the right amount, at the right time.”

Where I see the most failure is in managing meals consistently, which is essential, and cutting out the empty calories from “snack foods” and sugar-laden beverages. It is really a matter of consistently feeding our bodies the right foods, in the right portions, at the right times—this is the ultimate solution to long-term results and a red hot racing metabolism.

Boost

Why Protein is Job #1

If there's one thing you should know about food, it's probably the importance of protein—it provides the “building blocks” for your muscles, skin, tendons as well as for every cell in your body. It's the stuff that keeps your brain stoked—providing the building blocks of the neurotransmitters that produce happiness, satisfaction, focus, drive and overall well being. But that's not all. Protein also supports your immune system, encourages stable energy levels, and is the most thermogenic macronutrient (up to 30% of its caloric value is lost in the conversion), which means that as much as 30% of a protein's caloric value is lost before it could even consider being stored as fat. For all these reasons, and more, you should make protein the centerpiece for every meal.

In addition to its role in supporting the regeneration (building) of nearly every cell in our bodies, protein exerts a positive impact on the metabolic system to help support fat loss. Protein is more difficult to digest than carbohydrates, so eating protein first in a meal can slow the release of carbohydrates, producing a favorable insulin response—reducing insulin's capacity to increase fat reserves and maintaining steady, positive energy levels throughout the day. This also leads to lasting satiety—freedom from hunger and cravings (the science on this has exploded in recent years, confirming what we've known for decades).

If you've ever experienced the “Chinese food phenomenon,” where you're starving fifteen minutes after dinner, then you know how quickly carbs, such as rice, can leave you.

Eat More Of The Foods That Require More From Your Metabolism

The term “thermic effect of food” is used to describe the energy expended by our bodies in order to eat and process (digest,

transport, metabolize and store) food. Processing protein requires the greatest amount of energy, with estimates ranging as high as 30%. Dietary fat, on the other hand, is so easily processed and turned into body fat that there is little thermic effect, perhaps only 2% or 3%. The amount of energy required to process carbohydrates falls between that of protein and fat, usually estimated in the 10% to 15% range. Certainly it would depend on the carb source.

A figure of 10% is often used to account for the thermic effect of a meal. This would mean that if you wanted to replace 500 calories burned through activity, you would eat around 110% or 550 calories. And if you consumed 500 calories in protein (which is quite within a full day's intake) it would translate to a net caloric value of only 350 calories. It's easy to understand why most people who understand the thermic effect of food choose to consume more protein at every meal.

Statistics show that people gain back more weight after dieting, and with a higher percentage of body fat.

The Atkins Diets "Hidden Secret"

Last year a team from the National Research Institute found that a high-protein diet induces feelings of satiety, making the test animals less inclined to eat. While the Atkins diet was controversial among nutritionists, a number of studies showed that it could indeed lead to weight loss. Researchers linked this effect to protein's impact on fullness, making dieters eat less.

The new study, published in Cell Metabolism (issue 2, vol 5, pp. 321-29), found that feeding rats a high-protein diet significantly increased the activity of genes involved in glucose production. This led to increased protein production causing the animals to cut their food intake. What's the key? More protein!

While I don't support the Atkins Diet as a whole, it did get one piece right – eat more protein.

Bust Diets: Metabolism Killers

I'm sure you're aware of the "macronutrient madness," as I call it:

The all American “Big Mac Meal,” weighing in at about 1,300 calories would require that you to do 1,400 sit-ups to break even.

By cutting back in calories, you will see an immediate drop in metabolic rate.

the increasing number of extreme diets—usually where one type of nutrient is way out of balance. First it was high-carb, then low, low-fat and of course the once-popular Atkins revolution (as in circular). Perhaps you’ve even tried one yourself. If you have, you already know what so many are discovering: these are simply not long-term strategies—you can’t live on them. That’s why they’re called “die-its”

What made the low-carb diet so intriguing at first was the weight lost during the first few weeks (which, of course was mostly water weight). As you cut carbs, your body loses its energy reserves—and if you consider that for every gram of carb in your body, your body holds three grams of water, you can see how losing energy also means becoming dehydrated (read Law No. 5 and you’ll see what a not-so-smart idea this is!).

Dieting shuts off metabolism and causes a loss of lean muscle mass. For every diet, there is an equal and opposite binge. Statistics show that people gain back more weight after dieting, and with a higher percentage of body fat. These are abysmal statistics. William J. Evans, director of the Geriatric Nutrition, Metabolism and Exercise Program at the University of Arkansas for Medical Sciences, Little Rock, Ark., states, *“By cutting back in calories, you will see an immediate drop in metabolic rate.”*

Statistics show that people gain back more weight after dieting, and with a higher percentage of body fat. Cutting calories is not the answer. Restricting calories robs the body of necessary nutrients, which slows metabolism in an effort to conserve energy. This sets the stage for fat storage. The human body has a sort of built-in survival mechanism that fights dieting. Weight loss is primarily muscle lost, not body fat (especially the more restrictive the dieting). In several research studies the weight lost from dieting was more than 50% from muscle. Think about that. You’re getting lighter, and weaker, losing energy and strength at the same time. Nice. Soon no matter how little you eat, you still put on fat.

Snacking: The Silent Killer

The great American pastime of snacking on high-carbohydrate foods, be them baked chips or fat-free cookies, can be enormously detrimental to your body. Snacking, by in large, is an unconscious, addictive habit that is a quick road to weight gain.

The more processed and refined the snack food, the more devastating it can be. Most of what people call “snack food” are nutrition black-holes—providing “empty calories” which leave you drained and still craving—both the snacking “experience,” and your body in search of the nutrients it’s missing.

You really have to ask yourself before you eat some things, “Is it worth it?” Here’s an enlightened way to put a value on foods, to see if they’re worth it: at the rate of nine calories for every ten sit-ups, you can quickly compute the sit-up equivalent of food... for example, the all-American “Big Mac Meal,” weighing in at about 1,300 calories requires you to do 1,400 sit-ups to break even.

Some foods simply are not “cheat-worthy” - not worth the cost. Foods like non-whole grain breads, candy, and cookies aren’t really that fun to eat. When you know the price, that is to say when you know how you feel an hour after you ate them, two hours later and so on, suddenly these indulgent items don’t look all that appealing.

Brett’s Story

Brett doesn’t really think about balancing his protein and carbs, nor does he consistently try to minimize fats in his meals. Why? Brett is in the habit of unconsciously eating what he craves without thinking about what’s in it. His mind is focused on working through some problems needed to be solved before deadlines, along with a few stressors at home with his teenaged son.

Mentally he’s consumed and thus, lacking awareness, he eats

Brett’s living a nutritional nightmare, but he’s totally unaware of it.

whatever he craves. As a result he eats tons of carbs and fats and nowhere near enough protein. Brett's energy is all over the place. He frequently misses meals and then snacks on carb and fat-loaded snacks, spiking his energy levels up along with the soda he gets from the vending machine. Soon however he crashes and reaches for coffee, which further drains his system with an artificial energy kick from the caffeine.

Brett's living a nutritional nightmare, but he's totally unaware of it. He drags his energy levels along with his expanding waistline day in and day out, thinking that it is completely normal. Brett blames his fatigue on work stress and getting older, along with missing the gym here and there, but he has yet to suspect that it's the way he's eating that's literally killing him.

No 5

RED HOT METABOLISM LAW NO.5

How to Keep Your Body Super-Cool Yet Burning Red-Hot With The Most Fundamental Fuel Known to Man

What is the most fundamental fuel known to man? You've probably already guessed... yes, good ol' H₂O. Water, the source of life. The importance of bathing every cell inside your body in a steady flow of water is not something new. You've heard it before – possibly dozens of times, but have you acted on it?

Do you know what the number one complaint people have when they visit the doctor? It's headaches and fatigue. According to a study of the American medical system, nearly 80% of all people

complain of headaches and fatigue when they visit their doctor. Given that it's also been estimated that at any moment nearly 80% of all Americans are suffering some from mild to moderate dehydration and that the top two symptoms are headache and fatigue, it's no enormous leap to assume that a glass of cool, water could do you and our country's citizens some good.

What is it about vitally important advice like this that is so rational, so sound that we acknowledge but shrug off any action? It's as if when you're advised to drink 8-10 tall glasses of water every day your brain shuts off and says, "Yeah, I that's right. I know..." and then moves on to something else. Seriously, ask yourself why you don't drink enough water, then immediately write the answer down on a sheet of paper. Once you've got the answer out there where you can see it objectively, do one more thing. Promptly crumple that paper up and toss it into the nearest trashcan. Forget it... toss out the why and start taking action now. Do it... make a decision to change your ways of doing. Just drink the water and don't make a case out of it.

Do I have your attention yet? I certainly hope so because if you're like most Americans, right at this moment you're operating with a less than optimal hydration level – many at 40% - 50% less than what they should be.

Consider that for an athlete, a 1% drop in hydration can reduce performance output by as much as 20%.

For the average person "dehydration increases the accumulation of toxins in your body, stunts your metabolism, shoots your risk of cancer into orbit" (you might want to read that again) "and accelerates your aging processes." Quite simply, in a dehydrated state nothing, not your mind nor your body is operating to its potential. Unfortunately, you tolerate or possibly aren't even aware

If you're like most Americans, right at this moment you're operating with a less than optimal hydration level.

of the dramatic cognitive impairments, the decreased energy levels, the increased susceptibility to illnesses of all types, the inability to lose fat, and of course the crawling, stunted metabolism you live with every day.

But hey, you're used to it, right?

Let's cut to the chase. For those of you who are thinking, "Well, at least I drink coffee, sodas, sport drinks, energy drinks and so on," and are feeling the desire to skip ahead now... stick it out. Sure, you may have it all figured out, but why not stick around for the affirmation. It does feel good to hear advise that you're already following, doesn't it? And heck, who knows... you may learn something or be reminded to make a change for the better.

Are you ready to take a dive into the fundamentals you've already mastered or at least know? I promise, no lecturing you about your H2O habits from here on out – just an interesting, insightful look below the surface of this universal source of life.

Let's start with something relatively new about this liquid which is at times blue. In addition to being the medium in which all basic biological processes take place (including all moving parts of your body, digestion, temperature regulation and cellular communication) it's also an essential link that nearly every single biochemical process in your body depends on. **Here's a list of those processes water supports for you every moment of your life:**

- Transports and delivers proteins and other nutrients throughout your body.
- Channels thousands of biochemicals amongst enzymes within your body's cells.
- Maintains the structure of proteins as they are used in your body.
- Provides the communication medium within your DNA's double helixes, which is important for cellular replication.

Women consuming two glasses of water a day had nearly twice the risk of cancer as those who drank four glasses per day.

- Removes toxins and other wastes caused by your metabolic processes.
- Supports your endocrine system, which manages various hormone levels.

Now read carefully here. Even minute changes in the hydration of the cell produce dramatic alterations in each and every cell and their activity within your body. For example, water plays an essential role in DNA and RNA communicating with each other, which by the way is pretty important communication.

Pop quiz: What's the number two killer in the United States? Cancer. That's about half a million people every year. I can't help wondering if this has anything to do with the massively pervasive dehydration rate, especially if water's an essential component for cellular repair and replication. This might be something to look into, don't you think?

Just for the record, studies have been conducted on water consumption and cancer – I just had to do some research – and the findings are remarkable. Let's take Seattle's Fred Hutchinson Research Center and their study of women, water and colon cancer. As it turns out women consuming two glasses of water a day had nearly twice the risk of cancer as those who drank four glasses per day. There was also a group who drank eight or more glasses of water per day. Guess what? These women had nearly half the risk for cancer than the group drinking four glasses per day. Interesting finding, isn't it? Other studies have found comparable results with other forms of cancer, too.

Drink Water. You'll slow down the aging process considerably.

If you're serious about boosting your metabolism as well as avoiding cancer as best you can, you have to drink enough water. Doing so accelerates all of your metabolic processes. You can build muscle faster, burn fat, and remove toxins and waste more efficiently when you're well-hydrated. Plus you'll slow down the aging process considerably as aging is largely thought

to be a catabolic process (meaning your body breaks itself down for energy). Don't force your body to drain water from your skin, making you look significantly older, as well as pull water from your vital organs and brain just to attempt to cover the most basic and essential metabolic processes. Drink enough water and you'll find yourself a much happier person.

Boost

Drink eight to ten glasses or more of water every day. If you're training, which I like to imagine you are, you'll need even more than this. Regularly drink or sip water all day long. Your body can only assimilate and utilize water in small amounts, so if you chug that glass of water you'll only be using a small portion of the full glass, while the rest will be urinated out unused. This isn't necessarily a bad thing, but if you sip water all day long, hydration will be more effective.

Drink only high-quality purified or filtered water. Seriously, get the good stuff or invest in a top of the line filtration / purification system.

Drink fruit and or vegetable juices to provide yourself with additional water. Fruits and vegetables organize water molecules as they take it into their own cells, much like your cells organize water. Fruit and vegetable juices can provide your body with a rich amount of this water, which can help the hydration process particularly as we age and become less efficient at effectively hydrating our own cells.

Don't think that these can replace drinking plain old-fashioned water, however. Juice is a once-a-day type of thing at the most, as drinking too many of these (especially fruit juices) will load you down with too many sugars and calories (which have their own negative consequences).

Sugar-drenched soda pop is little more than a turbocharged "aging potion" that couldn't be engineered any more effectively to dehydrate your body.

Bust

Limit your intake of highly caffeinated beverages like coffee. Personally, I'm a big coffee fan – and I keep it in moderation and certainly keep myself hydrated. As for tea drinkers – two big thumbs-up. I love the stuff – so many things about quality teas (without sugar added) that are good for you that it doesn't warrant any red flag warnings for hydration in my book.

As for the sugar-drenched soda pop, it's little more than a turbocharged "aging potion" that couldn't be engineered any more effectively to dehydrate your body. Also get rid of those so-called "energy drinks" that are loaded with caffeine and sugar. Seriously, it would be difficult for you to drink anything worse! If you choose to hold on to your coffee each day, then make sure you drink twice its equivalent in water in addition to what you're supposed to be drinking to offset the dehydration caused by the caffeine.

Finally, toss the habit of only drinking something when you're thirsty. Your body isn't going to give you a thirsty signal when you start to become dehydrated, nor will it consistently give you a thirsty signal when you're significantly dehydrated. In fact often times your body will produce a hunger feeling when you're merely thirsty. This means you shouldn't wait until you're thirsty - drink regularly all day long. If you're hungry, drink some water first and see if your hunger subsides. If it doesn't, then you know you really are hungry.

Brett

Brett wakes up every day and instead of giving his body what it needs – water – he reaches for coffee to get him started. Brett's body has a high physiological need for water upon waking as it has been busy at work all night long. Caffeine in the morning is one of the worst things he can do for his hydration and ultimately his metabolism.

During the day Brett makes his way to the coffee machine at his office to refuel when he starts to feel a slump, which further dehydrates his body. For lunch Brett usually drinks a soda. Most weeks Brett doesn't drink any plain, old-fashioned water at all. The exception is when he makes it to the gym, he'll usually get water from the drinking fountain a couple of times throughout his workout.

Brett drinks alcohol socially with friends a few times a week, which typically ends up to be about eight to ten beers a week, dehydrating him further. (This is fine and likely even darned fun. And let me be clear, this is not a moral issue nor me preaching "right" or "wrong" – it's a discussion about metabolism with an emphasis on the importance of hydration. Drink four, five, ten beers but make darned well sure you're staying hydrated, during and after. Oh yea, and don't drink and drive!)

Brett doesn't know it, but he lives his life dehydrated and unknowingly suffers from it. While he'll occasionally buy a bottle of water or drinks a glass at a business lunch, he doesn't drink enough water to compensate for all the coffee and alcohol he consumes each day. Ultimately, Brett is slowing down his metabolism bit by bit, accelerating the aging process and increasing his risk of numerous health issues as he continues to age.

No 6

RED HOT METABOLISM LAW

Why Taking Four Strokes Off Your Game Can Add Years to Your Life!

Stress. You, know it...I know it...we all feel it now and then. Unfortunately, many of us know it all too well. It's our primitive survival mechanism response to nearly any "perceived" threat. That means any time you perceive (think, believe, fantasize, worry, etc.) yourself to be in danger of any sort, you will experience a degree of stress.

In days gone way by, this stress response was very handy, especially when a saber-toothed tiger lunged at you. Problem is we live in an environment that can trigger this sort of stress. The opportunities to be "under stress" are endless... a negative performance review, a change in home or work environment, change in relationship, fear of failure, a tight deadline on a project. How about conflict with your partner? You guessed it, stress!

Life is filled with a great deal of uncertainty which for many means an endless opportunity for stress!

The list goes on and on, which makes it understandable how its been reported that well over half of all doctor visits are considered to be stress-related. That's a pretty big number, isn't it? Here's why chronic stress is a major health risk as well as a major factor in determining the clip your metabolism moves at.

Any stressful situation ignites the release of adrenaline and cortisol into your bloodstream, giving you a boost of energy and heightening your attention. Adrenaline, also known as "epinephrine," acts as a neurotransmitter in the central nervous system and as a hormone in the blood circulation, initiating the "fight or flight" of increased heart rate, blood pressure, and blood glucose levels. Cortisol is a hormone that helps restore homeostasis after stress. It promotes increased blood glucose concentrations, resulting in increased glycogen formation in the liver and also increases blood pressure.

Now this physiological roller coaster ride is terribly handy when you're called upon to outrun a tiger or Chicago Bears linebacker Brian Urlacher, but its benefits quickly become a liability even in the world of high performance athletics. Athletes and performers of all sorts work for decades to develop the ability to override this response, to modulate it so they can show up fully present and energized but not over stimulated.

When a situation is not really life-threatening, we are under self-induced stress (however real it feels) and more often than not we've crossed the line where it's actually helpful. When your stress reaction is inappropriate to the situation – it no longer helps you "perform" - it hurts. It's a problem – and the most debilitating, damaging and deadly form of stress is the steady, numbing, unrelenting, daily dose of stress.

In days gone way by, this stress response was very handy, especially when a saber-toothed tiger lunged at you.

In chronic states of stress your body does not digest food efficiently nor build up your immune system further worsening the damage to your energy levels, your body and your mind.

Cortisol can begin dissolving your hard-earned, lean muscle tissue like paint thinner on your little red wagon.

I believe that part of our modern conditioning is really an inner drug dependency, where many people have unknowingly become addicted to the stress response – the cascading effect of the stimulus wakes a person up like a strong cup of coffee (or together with one). The result is we’re using “fight or flight” response to meet deadlines, create and resolve conflicts, and even in our daily commutes where the limited cognition becomes very obvious.

Here’s what else is happening when you’re under stress. As we discussed above your body releases cortisol into the bloodstream, which slows down and in some cases shuts off your entire digestive system and also suppresses the immune system which isn’t always ideal. When under (perceived) attack, digestion is not a priority nor is fighting off that cold – running for your life is. In chronic states of stress your body does not digest food efficiently nor build up your immune system further worsening the damage to your energy levels, your body and your mind.

When stress finally subsides your body starts coming back to normal, you rather quickly recover and relax and all is well; however, if the stress is chronic, all is not well. Along with the slowing of the digestive system, your body releases glucose (sugar) and fats into the bloodstream for immediate and long-term energy, just in case the chase lasts longer than expected – at least that’s what your body’s physiology is thinking. If your body happens to have various proteins in the bloodstream headed to perform one of thousands of functions, this release of glucose will often create a blood sugar level that will literally rot proteins, ultimately making them toxic. These high glucose levels trigger your body to release insulin to stabilize the glucose levels in your bloodstream. And that’s a good thing; however, one of insulin’s main roles is to load fat cells using that same glucose.

As your bloodstream is flooded with fats and glucose, proteins rot and your body fat surges, stress is also breaking down your number one metabolic furnace, muscle tissue. Cortisol can begin

dissolving your hard-earned, lean muscle tissue like paint thinner on your little red wagon. In cases of life or death, muscle has a lot of fuel we can use immediately so it makes sense to tear it down, and now. Thus, the debilitating chronic stress is steadily dissolving your muscle, slowing your metabolism moment by moment, as long as the stress continues. Here's to some R&R, some much needed down time for vital recovery.

Now I wish that was the end of it, but as I mentioned above stress places a major demand on your immune system. It not only has to fight off food that hasn't been fully digested, it also has to clean up any toxic proteins as a result of the increased glucose levels we discussed earlier. On top of this the immune system has to work hard whenever cortisol breaks down muscles. As a result, you're much more susceptible to all varieties of illnesses while you're in the midst of chronic stress.

The recipe chronic stress delivers goes something like this. You've got a much slower metabolism because you're losing muscle mass, your immune system is seriously weakened, and you store fat more efficiently. With hardening of the arteries as another by-product of cortisol, stress is one of the major reasons many people's metabolisms flat-out stop (that's a polite way of saying "die").

Boost

Now that I've managed to stress you out with the graphic explanation of the damage stress can do, let's kick back, chill... take the edge off a bit. Alright?

When it comes to stress, quite honestly there are no quick and easy answers – if you're a high stress person you've spent a lifetime setting up the system and it's not going to disappear in an afternoon or a week. But like all things that require change, awareness is step one. Being present to your emotional state, to your reactions, to the feeling of stress in your body will give you the freedom (which will grow and grow) to choose how you react. Find this space, this moment

of awareness and then you can begin to engage more techniques, like simply taking a deep breath, breathing naturally and the others to follow.

Looking for a way to unplug? One of the best ways to manage and actually begin to eliminate stress is to replace the toxic chronic stress with “real” stress – exchanging linear unrelenting stress created for a short bout of “real” stress. Yes, that’s right – it all comes right back to training, to vigorously working out. Training in its many versions is “active relaxation” (as opposed to passive relaxation which is what some people like to believe the TV to be).

I know that the long-term implications of chronic stress are damaging but that does not mean all stress is bad. On the contrary, stress evokes adaptation and nowhere is this positive stress clearer than in strength training. The stress that strength training puts your body under is finite, focused and actually a stimulus that evokes your body to get stronger. It forces your body to grow and adapt. Overtraining however is the physical equivalent of chronic stress - and it’s not uncommon. It will set you back because if you train too much you’ll have too much stress and not enough time to grow, adapt and evolve.

In *Body for Life*, my brother Bill said it well when he wrote, “you don’t get stronger in the gym, you get stronger at home, relaxing.” That’s the absolute truth – it’s all about the rest, the recovery.

And I take recovery a step further in my training in that I pay particular attention to the rest period between each set. Most people who strength train have been conditioned to the “chronic” stimulus of cardio exercise like jogging. So they don’t really know how to engage a set with absolute total intensity and then allow themselves to relax and recover with equal intensity. Yes, relax with intensity – that’s what I said. That’s not the contracted, “keep the energy pumped for 50 minutes, from start to finish, see how many

Ironically the most popular TV shows engage us in stressful situations and suspense.

sets I can do without a breath,” kind of training... it’s about paying attention and respecting the space between sets, to allowing your body and your mind to fully recover for 60 seconds before you fully engage yourself in the next set. Try this some time... if you’ve not been paying full attention to your recovery, I can assure you that you will experience a feeling of energy, a spike in intensity and an improvement in your strength unlike anything you’ve felt since you started training.

In summary, chose one or more forms of active relaxation to recharge yourself (there’s more to follow below). There are a lot of them out there – take golf, for instance. It’s an amazing way to recharge yourself if you fully engage in it and don’t allow it to become another source of stress. I love all sorts of biking, hiking and getting out doors in addition to my strength training. Yoga is clearly an effective and engaging way to actively recharge; as are the martial arts. Maybe your love is photography...whatever you choose, go with it. Do it and don’t let excuses rob you of your essential need to recharge.

Here are some more examples of active relaxation:

- **Meditation**
- **Take a walk or hike in nature**
- **Have great sex**
- **Regularly connect with friends and loved ones**
- **Cooking** (preferably healthy delicious foods)
- **Ride your Harley to Sturgis** (after about two hours, the flow is amazing)

Bust

Putting your head further in the sand, trying to turn away from the obvious overload and thus allowing stress ru(i)n your life. It's really very simple – you are either at the helm or whatever you are avoiding is. Ask yourself: “am I running my life, or is my stress in the driver's seat?” The answer to this question is critical for stoking up your metabolism and living a healthier, more productive life. Start managing stress instead of letting it manage you. There's a world of difference between the two - one wears down the body, while the other uses stress to build up your body's metabolism, energy immune system, and your overall quality of life.

Here's a few additional BUSTS I'd like to quickly reference for you...

- **TV watching** – it's perfectly engineered (intentionally) to active your “stress-response system.” With the exclusion of comedy shows, like Seinfeld, which is one of my addictions. It's actually a release. If you're stuck on too much TV, bust this habit as chances are while you're assuming you're getting to relax your stress response system is on a roller coaster ride.
- **Overtraining** – which is not only doing too much, too soon, too often – one can also overtrain while doing what seems like a sound program of training if you are not physiologically prepared for the stress. In a nut-shell, that's what happened to a lot of well intending people during the first few weeks of my Brother's Body For Life program... they imploded and never knew what happened. Physically they were NOT ready for the stress – so if you're just getting into the swing of things on the training front, take it easy for a few weeks, eat well and get prepped for a more serious program or “transformation.”
- **Overworking** – work is stressful, and the more time you spend in it, the less you'll have to bring to it. It really is that simple, so if you're overworking, chances are you're suffering from chronic stress and headed in the wrong direction. Nix the

The cardio boom of the '80's is over. Yes it's great for the heart, but it's hard on your immune system, joints, and lean muscle mass and thus it's less than ideal for your metabolism

killer (literally) work habits and focus on less time in the office with more focus and productivity while you're there. How do you do that, make sure you get your time away from the office.

- **Long Distance Running** – the cardio boom of the '80's is over. Yes it's great for the heart, but it's hard on your immune system, joints, and lean muscle mass and thus it's less than ideal for your metabolism. If you love the endurance events, do them sparingly with plenty of recovery between each bout. The longer the event, the longer the recovery. For example, run a marathon – take a month off from distance! Long distance work is an OK addition to throw in now and again every once in a while. If it's the core of your training to stay healthy and active bust it and bring in shorter faster work alongside strength training.

Brett

Brett's a classic example of someone who is addicted to stress. He doesn't know how to live and function without it. He wakes up and drinks caffeine, which mimics the body's physiological response to stress. Once at the office he's continually putting out fires, moving like a surfer from one urgent issue to the next. He works long hours and pushes harder when his company approaches deadlines. As a result he skips meals, misses workouts, sleeps less and stays in "overdrive" for weeks at a time.

Brett is stunting his metabolism, digesting his muscles, wearing down his immune system and storing fat like a sumo wrestler. Ultimately Brett's putting himself in a prime position to suffer an early death as a result of his lifestyle.

No 7

RED-HOT METABOLISM LAW NO.7

Why Some People Can Do All the Right Things and Still Not See Any Results

**(Hint: If Your Body's "Master Control Unit" is
Not Operating Properly You're Going to be
Running Up a Greased Mountainside)**

A couple weeks back I enjoyed a two-day adventure doing what is commonly called a "ride along." You've heard of a "ride along?" You know, when someone, usually a VIP of some sort, "rides along" for a day – most often with a police officer. That's why it's called a "ride along," I imagine.

This ride along was not your typical, patrol car adventure, but rather a day alongside one of the country's leading integrated health practitioners, Doctor Tom Bilella, at his renowned New Jersey based center for health and vitality, The Nutrition Treatment Center.

Doctor Tom is one of the country's leading integrated health practitioners.

“Doctor Tom” as I’m prone to call him, is a true “minister of health and vitality.” What he does is change lives. How he does it is case by case but as you may suspect, it involves precise, personalized nutrition as part of a complete integrated lifestyle (makeover) program which you’d be right again to assume includes exercise, both for strength and stamina.

For my time there’s no comparison – a day with Doctor Tom is much more engaging than a long day in a police cruiser. It’s impressive to see Doctor Tom in action – managing real people, with real issues, right there, live. Clearly, helping people live amazing, vibrant, strong and healthy lives is our common goal – we just go about it in different ways. He’s there, at the front, hands-on, deciphering the complex underlying issues and setting people on a path to freedom. With me, I’m painting a much broader picture –spreading the word to the masses rather than doing it one-on-one. And after a day with Doctor Tom I’m grateful for this as he’s good... no, he’s great!

Just before our lunch on day one, Tom greets what he would later tell me is his most common case. A woman, medium build, five foot six, shoulder length sandy blond hair, early to mid-40’s, walks in, offers up a faintly friendly, “Hello,” and sits down. We’ll call her Barb.

Barb’s energy seems low – she strikes me as exhausted both mentally and physically. I can see she’s holding 20-30 extra pounds on her average-sized frame. The good news is that she’s not dragging another entire body around nor playing “obesity roulette.” I get a sense this could be her last attempt to drop this excess baggage. Her energy, posture and tone sound like a person who has “had enough.”

As she begins to talk my suspicion is confirmed. Barb’s a hard working professional, a wife, and mother of three great children not yet in their teens (but not necessarily in that order!). She’s been active her whole life, although not to a committed practice – meaning she’s not a runner, nor a “yoga-er,” nor “into weights.” She just likes to exercise and be healthy.

For her entire adult life, she has been able to stay within her target weight range, fairly easily. Even after the first two children “she came back quickly.” After the third it was harder and she never really got back down to her “ideal weight,” but she was busy and seemed okay with that.

“I’m not sure,” Barb says. “Maybe it’s really been going this way for five years. But in the last two years it’s become crystal clear that this weight is not going to leave me. My husband, now that’s another story...” she jokes, nearly.

“I’ve stepped up the exercise, done three or four serious and dreadful diets, even hired a fitness trainer, which has been most helpful, but I’m at the point where it’s clear to me that it’s not just about me not ‘giving 100%!’ I don’t need another rah-rah, ‘you can do it’ speech from anyone...ever again.” she says, hitting her stride and beginning to show signs of life.

“On top of this, the stress at my job is high, time is limited and I’ve been feeling run-down for longer than I care to think about. Yes, run-down... on top of feeling depressed when I logically know I have no reason to be. A few years ago I went on an antidepressant, which has helped a little, but I would rather not have to take this to feel just lethargic. You’d think I’d be feeling like Wonder Woman – but no...”

Barb explains how she’d gotten into weight loss supplements over a year ago, felt they were helpful at first, and then hit the wall. It took her months to recover her energy, and since has taken refuge in three to four solid cups of coffee each day.

Feeling she has us captivated, Barb continues, “All this finally urged me to see my family practitioner – who promptly told me ‘You look fine,’ and that I should ‘stop being so worried about it... hey, you’re Italian right? What’s the big deal?’”

“In the last two years it’s become crystal clear that this weight is not going to leave me. My husband, now that’s another story...”

-Barb

Of the twenty percent of women and ten percent of men who have a sluggish thyroid, most will go undiagnosed.

“He did play along with my needs long enough to run some thyroid tests which he told me came out ‘looking great.’ So it’s not that he said and left me with ‘Maybe you just need a new diet and to exercise more.’”

Barb’s eyes drifted to a distance well beyond the horizon as she added, “Had I been six inches taller I might have offered him a round-house kick to the side of his head in return for that advice.”

As I suspect, Doctor Tom’s seen this before – in fact he later goes on to explain that Barb’s story is remarkably typical. Sure, there are some variations to this story, but all in all the theme is the same for a large portion of his clients – and likely for a lot more who are not yet seeking his support.

There are a number of things one must look at and there’s no single answer, but Doctor Tom quickly spots the potential indicators of a thyroid issue – an under active or “sluggish” thyroid, to be more accurate. There are certainly issues with other hormone levels; cortisol is likely off the charts, judging from her chronic stress and amplified by her struggle with her body image. Exercise could be more regular and structured and whereas Barb is “dieting,” she is not eating in an intelligently balanced manner – and thus not getting enough protein to support a mouse, for one thing. Which may correlate with her mood and the tests clearly show a brain chemistry imbalance.

Doctor Tom has a lot of deciphering yet to do but determining how her thyroid is functioning is of primary importance. If your thyroid is not performing well you’ll likely see just about everything we’re seeing in Barb. Specifically, as in Barb’s case, if you’ve gone from a person who always held a healthy weight to a person who can’t drop twenty pounds, it would be wise to consider looking at your thyroid. And just as with Barb, most standard blood tests as well as doctors are often not effective in identifying thyroid malfunctions.

One reason is that their impairment is considered “sub-clinical,” which means it produces subtle symptoms. This is no good at all for most doctors who have been trained to look for “real disease” with textbook symptoms which can be diagnosed from a low-flying airplane and promptly matched to a prescription drug. The subtle, more chronic symptoms are often overlooked or deemed “tolerable.”

Personally, I have absolutely zero tolerance for the idea of an early, albeit gradual death. Nor am I willing to live my life in a compromised state of struggle – in this case with health, weight, energy and all the cascading hormones that are impacted by an out of order thyroid.

“Hypothyroidism, the name of the production of too little thyroid hormone, is a vastly under diagnosed health problem in this country.”

– *Ultrametabolism, p. 178, Mark Hyman*

What is Your Thyroid?

You’ve undoubtedly heard of it – your thyroid, that is. In the “play” that is your body, amidst the hundreds and thousands of actors, your thyroid receives premier billing for its critical role.

If you’ve got one of those minds that requires a picture before we can move on to the functional significance, here you go. The thyroid is small gland located in the front of your neck, just below your voice box. It’s responsible for regulating the thyroid hormones, T3 and T4 (and others), which are of primary importance in controlling your metabolism. It also interacts with all the hormones in your body, including testosterone and estrogen.

This remarkable “master gland” affects every cell in your body, regulating your metabolism like a thermostat controls the temperature in a room. If it’s not working properly your entire body system slows – and you’ll feel cold. Your body needs heat to function optimally, so a cold system has many ramifications beyond undesirable weight gain.

Most standard blood tests as well as doctors are often not effective in identifying thyroid malfunctions.

Your thyroid's function may be sluggish but rarely is this from some genetic mistake – its "vitality" is directly impacted by dietary, lifestyle and environmental variables.

If it happens that your thyroid is not doing its job of heating and energizing your body well, for whatever reason, literally every part of your body, from your skin to your heart, head to toe, is compromised and functions poorly. The first thing that causes people to suspect their thyroid is not optimally working is unexpected weight gain. Because the thyroid regulates the burning of calories, your weight tends to go up as your thyroid function goes down.

While thyroid is central to your metabolism and our focus here, it's important to know neither your metabolism nor your thyroid function in a vacuum.

Your thyroid's function may be sluggish but rarely is this from some genetic mistake – its "vitality" is directly impacted by dietary, lifestyle and environmental variables. That means that you can starve it, feed it and stress it into a sluggish and sub-par state. The good news is that in most cases this means you can also kick it back into high gear (however not all long-term wear and tear on it will disappear – you may have to supplement and or kick start the system).

As in the case of Barbara above, her most common signs of a sluggish thyroid include: low energy and fatigue, depression, constipation, trouble losing weight, easy weight gain, difficult PMS, high cholesterol, instable insulin and blood sugar levels, along with the dreaded inflammation. An indication that is very easy to spot is having constantly cold hands and feet.

Step one to a strong thyroid is to determine if your thyroid function is in any way compromised. A sluggish thyroid is more common than many people know, in fact it's considered by some to be at the root of the entire "obesity epidemic" itself. Review the following list of the most common indicators of a low thyroid function and if your assessment feels warranted, see a professional to help you diagnose.

Common Indicators of a Potentially Low Thyroid Function are:

- A family history of thyroid problems
- Low energy, fatigue, lethargy, need lots of sleep (more than eight hours)
- Trouble getting going in the morning
- Tendency to feel cold, particularly in the hands and feet
- Excessive weight gain or inability to lose weight
- Depression
- Low blood pressure / heart rate
- Reduced sexual drive
- Poor concentration / memory
- Swollen eyelids and face, water retention
- Low body temperature
- High cholesterol

Regardless of whether or not you suffer from a few or most of these common indicators, following the specific advice in this report for the six other “laws,” comprises a step-by-step formula for optimal thyroid function.

Here are two tips guaranteed to help your thyroid and boost your metabolism:

#1. Rid Your Body and Life of Toxins

Toxins are a major hidden epidemic in this country. Many experts see a direct correlation between the rising toxicity of our environment (thus our bodies) and the rise in thyroid dysfunction.

Toxins slow down your thyroid – it’s really that simple. When your thyroid slows down you gain body fat. And guess what happens to those thieving toxins? They take up residence in your fat cells. Doctor Tom says, “the single largest toxic waste dump in the world is the collective fat reserves of every person in this country.”

Eliminating toxins from your environment is largely common sense – but here are a few simple tips, however obvious they may seem: keep fresh air flowing through your home, get your carpets cleaned professionally and regularly, don't work in a coal mine, and get pesticides out of your life as much as possible. As for the things you ingest, clean your fruits and vegetables well, reach for organic foods whenever possible, especially meats, drink filtered water, don't drink chlorinated water, avoid fluoride and get the mercury out of your head – and life.

Likewise, there are a number of ways to detoxify your body and here are a few, simple practices you can start now and stay with for life. Sweat it out in the steam or sauna. Not only does a hot steam relax you (causing your cortisol and stress levels to fall) but it's a great way to get the toxins moving out of your body. And when it comes to sweating, you get double points for exercising yourself to a clothes-drenching sweat getting the fat and the toxins out at the same time.

A detoxifying lifestyle includes eating plenty of vibrantly healthy foods, rich in nutrients, drinking lots and lots of clean filtered water, and taking body-cleansing supplements including L-glutamine, vitamin C, L-aurine and probiotics. And anything that supports your liver health is extra important as the liver is your toxin scrubbing machine – clearing all that you don't want out.

#2 Smile Your Way Slim

The founder of the Metabolic and Longevity Research Center, Christopher Guerriero, provides a unique angle for boosting your metabolism in his best-selling book, *Maximize Your Metabolism*. I really like his book and I'm especially fond of this insight. Christopher makes a direct and irrefutable link between your metabolism and your emotional state. Masterfully articulating the mechanics of a positive outlook, a positive "high energy" state of mind lifts your entire body on a cellular level. And on the other side, dark, negative, pessimistic emotions can bring your entire system to a crawl.

“Emotions are the key to our hormonal response. If we are in a depressed state (meaning that every time we think about our body, we think negative thoughts), then our hormones, glands and related systems will all work in concert to keep us in a depressed state - an emotional state that brings about a depressed or slower-working metabolism.

Fortunately, the opposite is also true! A heightened enthusiasm for life results in a heightened metabolism. As a matter of fact, whenever we enlist any negative emotions such as depression, anger, hatred or jealousy, we slow the process of building our metabolism. More importantly, whenever we enlist positive emotions such as love, enthusiasm, or faith, we immediately strengthen the metabolism-building process. The upshot of this is that a positive emotional state can be very exciting - even monumental - if it's structured properly.”

Christopher Guerriero, Maximize Your Metabolism, p. 96

Boost

Things to watch out for:

- *Food allergies – like gluten sensitivity*
- *Excessive soy food intake has been shown to impair thyroid function*
- *Eliminate toxins: don't drink chlorinated water, avoid fluoride, get mercury out of your teeth and any where else it may be*
- *High / chronic stress can lead to adrenal gland exhaustion and severe thyroid impairment*

- **Chill out**, relax and get some sleep! Seriously, your thyroid and the rest of you will be glad you did.
- **Be positive more of the time.** Take the time to do the things you love and be with those who love you. If you feel like you can't, it's probably time to make some changes. The sooner the better.
- **Vigorous activity** stimulates your thyroid gland secretion and increases tissue sensitivity (two-fold benefit!). So get active!
- **Take a steam bath or a sauna** – sweat out those toxins and improve your heart's health.

Supplements for Thyroid

L-Tyrosine is the body's most energizing nutrient – you could say it's your body's natural caffeine source for fuel for the thyroid and adrenaline, testosterone, norepinephrine and dopamine. I know we haven't talked much about all of these; however, it is safe to say they are all very important to the overall quality of your life. **Here are a few supplement suggestions you may want to consider:**

- High quality multi-vitamins and minerals
- Selenium
- Iodine
- Zinc
- Vitamins A & D
- Omega 3 fatty acids

Got questions about supplements? Go to Nutros.com, it's a wealth of information on supplements, what they do, the science behind specific ingredients and more. It's a simple easy to use search database that can help you stay informed.

Bust

Nix Too Many Refined Carbohydrates and Sugars

This seems too obvious but there's more damage being done by high-glycemic carbohydrates than added body fat. Refined carbs and sugar laden junk foods literally deplete your body of nutrients, including chromium, which is essential for processing the very carbs you've just consumed. This combined with the havoc they play on hormones like insulin, cortisol, and even testosterone elevate the stress in your body. Thus, eating highly refined carbs regularly, especially by themselves (in the absence of protein) is a sure-fire recipe for adrenal fatigue.

You can see where I'm going with this, right? Yes, adrenal fatigue and stress can literally stomp on your thyroid function – further fanning the flames of weight gain and the pre-diabetic state.

If, for some reason, you need more inspiration to limit your refined starch / sugar intake, consider these gems:

- Eating high amounts of refined sugars and starchy carbs, especially high fructose corn syrup, can impair and impale your mitochondria – attacking the very source of life energy.
- Fatty liver is the most common liver disease in America, affecting 20% of the population. The number one cause of this disease is the excess consumption of sugar. If your liver is impaired that means an increasingly toxic body – and as you already know, toxins are deadly to your thyroid function.

Nix Nasty Sources of Toxicity From Your Life

I believe that with the possible exception of toxicity, dieting has done more damage than any other thyroid suppressor. Your body is an incredibly intelligent, highly adaptive machine. When you cut calories drastically or skip meals it knows darned well that you've just entered into a long period of food deprivation. Heck, it could be the Ice Age returning or the end of mastodon season. Okay, smart as it is, it's not sure why but what may look like skipping lunch to you and me, can look exactly like day one of the Ice Age to your body. As a result, in its infinite wisdom your body grabs hold of all those calories and stores them as fat.

And how can your body become an optimal fat storage machine?

Simply, slow that metabolism and all the hormones related. And as if this isn't devastating enough, your body immediately starts whacking off large chunks of prime, USDA grade lean muscle for fuel. What the heck do you need it for with the Ice Age here, after all?

Julia Ross, M.A. in her book, *The Diet Cure*, masterfully paints the bleak picture of dieting:

“Up to 83 % of those who start formal weight loss programs drop out because: (1) they can't stop eating; (2) they can't lose weight; or (3) they continue to gain weight while sticking to their diet plan! More than 60% of all dieters are neither overweight nor overeaters to

begin with. But after enough dieting attempts, dieters progressively gain more weight and are apt to become overeaters. Those who are already compulsive eaters know that they tend to lose all control after a monitored fast or more gradually lose control after less extreme diets. More than 95% of dieters gain back any weight they lose within two years after a diet. But many have gained more than they ever lost to begin with. It is typical for dieters to become progressively heavier than they ever would have been had they never dieted.

One reason dieters gain weight is because when they diet, they do not get enough protein and calories to build and maintain muscle tissue. Instead of using carbohydrates to make glucose, the body's "fuel," your dieting body starts burning muscle instead, just as someone in an isolated cabin might run out of firewood and have to burn furniture for warmth....Since muscles burn calories and keep your metabolism high, this loss of muscle slows down your system and causes the calories you eat to turn into fat rather than be burned as energy by your body. "

Let's all agree to stop the madness. No more diets.



Your Red Hot Metabolism In Action

Congratulations! You now know more truth about your metabolism than 97% of the world – and I hope you enjoyed the clarity and levity of the presentation. I know how busy my life is and while I care immensely about my strength and fitness, reading a 400 plus page book on metabolism is a daunting task I appreciate being able to avoid. And that's just what you were able to do – not only did you save yourself weeks of effort, you also know just what is truly most important. You didn't have to try and decode the encyclopedia of facts to take action – and isn't that what you really want? Knowledge is great but results speak loud – and results are only as close as concise, focused action.

Speaking of action... the following few pages contain a clear and concise summary of simple, clear action you can take to support each of the metabolism boosters – and thus, not only your metabolism but your overall health and energy. I've included this final section as a sort of Cliff Notes for your reference – knowing that a week, a month and a year, this what you can come back to. You don't have to re-read the entire book but instead, simply open this and you'll be on track – and in action.

Red-Hot Key No.1**Maximize your lean muscle mass for a 24-hour a day, 365 day a year fat-burning furnace.**

Make a regular practice of strength training a part of your life – it's as simple and challenging as that. I like the term "strength training" because I believe it to be the most accurate description but you're free to call it, weight training, resistance training or even pumping iron if you like. Which ever you prefer so long as you begin today and end not a day before you are 90. Deal? Great...

Certainly there are forms of yoga which are strenuous and technically qualify as "strength training" but there's really no complete replacement for the important activity of building strength and lean muscle with the simple, eloquent art of lifting – be it your body, dumbbells or a machine.

If you're training now, consider stepping it up – bring some focus, intensity and energy to your training and see if you don't fall in love with it again. If you've not been strength training, start immediately. Go to a gym, get a trainer, buy a copy of Body for LIFE or my book, ABSolution – both have excellent basic programs for strength.

Ideally you'll want to strength train 3 times per week – but I'm willing to accept 2 times when in a real bind or just getting going. You don't need more than 40 – 45 minutes of intense strength training and most people can do wonders with 30 minutes.

One final warning, please don't fall into the mindless exercise trap where you get to the gym and just go through the motions. Set some goals that are meaningful, get serious and train with all of your focus and intensity.

Make a regular practice of strength training a part of your life – it's as simple and challenging as that.

Make a regular habit of getting on your bike, putting your hiking shoes on or putting on that swimsuit. Regardless of what you do, move your body and be active.

Red-Hot Key No.2 **Eat well balanced, nutrient rich meals every three hours**

Unless you've just returned from an extended stay on the planet Mars, this is not recent news but simple as it is, it works like magic for those who will do it. Doing it... That's the real trick, don't you agree? It's so fundamental and contradictory to our upbringing – the way our entire social system works that you've got to be a true individual to uphold your schedule – do what you want.

Most people I've known to be successful at making this a lifestyle shift have done it with some help – the same way I've done it.

The most successful people enjoy three healthy, balanced whole food meals each day and in between they include a fully integrated, nutrition shake (often called “meal replacement shake”). While there are a number of nutrition shakes available today, there's only one that I've created for my own personal use, and that's Full Strength® the world's first performance fast food shake. Unlike the mass of nutrition shakes which are little more than protein delivery drinks, Full Strength® is a complete, balanced, fully integrated food.

With Full Strength® I enjoy the freedom of starting my day with a whole food breakfast and enjoying a rich, delicious nutrition shake every other meal. Or you can start strong each day with a Full Strength® in the morning and take it from there. Both work well... it's simply a matter of preference. Either way this is the easy building block to your Red-Hot Metabolism. Personally, I can't imagine going back to five whole-food meals each day, from a time or cost standpoint.

Red-Hot Key No.3: Tap Dance Every Day for a Faster Metabolism

Get moving! Make a regular habit of getting on your bike, putting your hiking shoes on or putting on that swimsuit. Regardless of what you do, move your body and be active. Keep sending your body the right signals to grow, adapt and thrive instead of the alternative. Cut down on stagnant activities like watching TV and develop a regular habit where you're out walking around town, hiking the trails or playing on that softball team. Whatever it is you choose to do, make a commitment to yourself to do it and don't allow the busy schedule to interfere, you'll be glad you did.

Inactive people can lose more than a half pound of muscle per year -- that's over five pounds a decade of one of the body's most metabolically active tissues. Current research seems to suggest two effective approaches for weight control and/or changing the body's metabolism: strength training and aerobic exercise. Ideally find your way into the gym for strength training 3 to 4 times a week. Two to three times a week get out and hike, walk, run, bike, swim, dance, river dance... whatever, just get out and do it!

Red-Hot Key No.4: Enjoy Healthy, Balanced Meals that Energize and Keep You Going Strong

Set yourself up for success by keeping the junk out of your home and office. Set yourself up for a test in willpower and you will lose. It really is that simple so stock up on the good stuff that will fuel your metabolism and keep you leaner, more energized, emotionally stable and mentally focused.

*If you surround yourself with the wrong foods
and you'll find yourself eating the wrong foods.*

*Set yourself up
for success by
keeping the
junk out of
the home and
office. Seriously,
set yourself up
for a test in
willpower and
you will lose.*

Here are a few reminders that will keep you on track:

- **Start with protein**, add a healthy complex carbohydrate source to your meal and minimize the obvious bad fats. Add some greens and you're well on your way!
- **You're not shooting for a 100%!** Shoot for doing the right things 90% of the time. Slipping up is expected and are not the end of the world as long as you get back on track.
- **Stop dieting** & start fueling yourself consistently and intelligently.

Finally, Here's 3 tips to keep you moving in the right direction.

1. **Drink Full Strength®** Premium Nutrition Shake, do at least one or two a day, it simplifies your day, provides nutritional freedom and saves you time and brain power because it's a perfect bulls eye every time.
2. **PLAN!** Make a plan and stick to it.
3. **Cook for the week.** If you're like me your weeks are BUSY! If I plan, I can cook for the week and have everything ready to go for each day. All I have to do is reheat food and run the blender for my Full Strength® shakes. 90% is easily doable if you plan and then cook most of the meals for the busy week ahead.

**Red-Hot No.5
Keep your Metabolism Running HOT with
Cool Water: Stay Hydrated!**

Make a water bottle be "the item" you never go anywhere without. You can forget your wallet, loose your car keys, or forget your ipod but whatever you do you can't afford to be caught without water! Make having purified water on your side a ritual in your life. Don't drive anywhere without water, don't go to your meeting without your water and don't visit a friend's house without your water bottle. This way you can drink regularly all day long, minimize your risk for cancer, keep your brain running at its peak not to

mention make a few more trips to the bathroom each day flushing out toxins and helping you burn more fat!

- **Buy a good polycarbonate water bottle**, keep it full and keep it within reach at all times.
- **Drink from that water bottle regularly.** Have a sip every 10 to 15 minutes.
- **Drink good water.** Just because it's bottled doesn't mean its good water. Some of the water out there is simply municipal water put into bottles. I won't call out the cheap companies doing this, but make sure you're buying quality water.

Red-Hot Key No.6 **CHILL OUT!!!**

Relax, it's all going to work out just fine.

Stress - its causes seem to be just about everywhere and demands pull you in different directions.

Take your time, focus on one thing at a time and schedule in regular breaks in which you unplug and relax. Perhaps the number one best form of relaxation is meditation. Start today! Not only does meditation lower cortisol, muscle tension and respiration but it also boosts creativity, IQ scores and mental flexibility.

- **Meditate!** Sit down, keep your posture upright but relaxed and simply follow your breaths for 5 minutes. Trust me, your mind is going to wander, when it does just come back to your breathing. Its not exciting, and that's the point. It's relaxing.
- **Strength Train!** Are you seeing a pattern here? Strength training does SO much for you. When you're under the most stress, those are the most important times to make sure you get to the gym for a vigorous bout with the weights.

Plan down time into every single day! I enjoy called a "shake break" where I drink a Full Strength® shake, unplug from my

activities at the office and meditate while I drink my shake. I just relax, breathe and enjoy the taste of one of my favorite foods. In just a few minutes I'm back at it with more energy, focus and creativity.

Red-Hot Key No.7 **Take care of your thyroid!**

For starters, make a concerted effort to make the first 6 laws presented here a mainstay in your day-to-day life. If you do, chances are your thyroid will be in good hands. If you're still struggling contact my friend Doctor Tom or another qualified health care professional to get your thyroid thoroughly checked out. Doctor Tom's Nutrition Treatment Center can be contacted at www.NutritionTreatmentCenter.com

Brett

So, how's Brett doing?

After I shared my 7 Eternal Laws of a Red Hot, Fat Scorching Metabolism with Brett, I am happy to say his life has changed. His words, not mine:

"I thought my loss of energy and the flab around the middle was a result of getting older. Honestly Shawn - now I'm starting to think 36 is pretty young"

-Brett

The biggest change in Brett's life is he's only drinking one cup of coffee a day and he's no longer skipping meals. In fact, he's replaced his morning coffee ritual with, you guessed it, Full Strength. He's enjoying a Full Strength shake for breakfast every morning 5 times a week, and eating 5 smaller meals a day, two of which are shakes. He's still working on the weekends, especially when he's around the extended family where gatherings revolve around food...and lots of it. Some days Brett slips up but for the

most part he's earning his "A" doing the right things 90% of the time. Nice change.

The second biggest change in Brett's life? You guessed this one too. He has been strength training in his home gym 4 times a week. But instead of feeling like he needs to be there for an hour and a half to two hours, "he's in and out" in 45 minutes – with a new house rule that, barring emergency, Dad is not to be disturbed while he's training. Knowing it's short and focused is keeping him motivated, instead of using the excuse he doesn't have enough time.

His workouts are short, but intense and he's starting to feel better. He's got more energy, more clarity and has a positive attitude when he's training consistently.

He's applying the HITT technique to his cardio, and he's found he actually enjoys it better. He's still missed a few workouts here and there - in fact he missed two in a row after 3 weeks of not missing (his excuse "work travel") and he noticed how "off" he felt. Needless to say this is also helping him stay consistent with his training. Brett's energized, focused and optimistic about his life right now and the future.

"I always thought the path to lose fat was riding the bike for hours...cardio man! But, with strength training I'm actually beginning to see definition I haven't seen in years" -Brett

Taking a Break

Brett is still "stressed out" as he put it. Life hasn't backed off but he did turn down a project that before he would of just piled onto his already overflowing plate of responsibilities. He's also tried my shake break when he's really stressed out at work. He breaks out his "shaker cup" and a packet of Full Strength and closes his office door for about 5 minutes.

He's consuming a lot more water and a lot less caffeine than he used to, but he's "still not drinking as much water as he should" as he puts it. He still falls into long periods where he's focused and on task at work and not drinking any water. I keep nagging him on making this the one thing that he unconsciously consumes, so he's "working on" making sipping water a habit. His only complaint is more trips to the bathroom, my response, "it sure beats cancer."

So far Brett has lost about 7 pounds, now that doesn't sound too amazing but when you consider he's lost about 16 pounds of fat and put on quite a few pounds of muscle, things start looking quite different, in fact quite remarkable. And trust me, Brett does look remarkable!

He's made these positive changes over the course of about 3 months. While he admits in the past he has looked for faster more dramatic changes Brett is pleased that he's been headed in a steady direction that feels sustainable and is making a felt difference in his life.

As you can see Brett's not "doing it" perfect and neither will you, but he's headed in the right direction. This is certainly a real possibility for you as well, right now. All you have to do is start. You don't have to do it all perfectly or all at once, but you do need to start.

Start Strong and Stay Strong!

*Good luck and I hope our paths cross often,
Shawn*



Shawn Phillips

Shawn Phillips is an author, business leader and internationally respected expert in the area of health, fitness and human potential. For the past 2 decades he has helped athletes, celebrities and tens of thousands of people achieve vibrant healthy lives through his leading edge integrated approach to developing strength.

Shawn was an instrumental part of building the most successful company in performance nutrition, EAS. Beyond supplements Shawn's pioneering efforts in magazines (Muscle Media), documentaries (Body-of-Work, Integral Practice), transformational challenges (Body-for-Life, Maximum Growth), seminars (Integral Life Practice) and online multimedia (Integral Naked) has brought next level leadership, unparalleled content and optimal performance to millions of people around the world.

While known for his world-class physique through numerous magazine covers and articles, Shawn is better known as a pioneering thinker in his field for well over a decade. His most recent book *Absolution* was an instant health and fitness bestseller. Shawn's commitment to intentional physical training as a foundation for integrated development and performance has contributed to an evolving approach to strength training. It is here, at this next-level incarnation of training where Shawn is currently focused as he works on a new book and a comprehensive training program *Focus Intensity Training™* to help individuals unlock their greater potential.

In addition to Co-Founding EAS, Shawn has spearheaded Nutros.com, iSatori and most recently Phillips Performance Nutrition in which Shawn has pioneered the world's first fast performance food, *Full Strength™*. Shawn currently serves as a lead facilitator and faculty member of the Integral Institute and is currently working on 3 books to once again revolutionize the health, fitness and human potential movements.

While Shawn may be best known for his signature “six-pack abs,” his brilliant clarity and pragmatic creativity, Shawn is better known by his family, close friends and business associates as a focused, hard-working, soft-spoken man with a kind heart and an intense passion for helping people reach into their greater potential.

Shawn currently lives in the foothills of Colorado with his beautiful wife Angie and their son Nathaniel.

www.Shawn-Phillips.com

www.fullstrength.com

www.bestabs.com

www.nutros.com

www.fullstrengthblog.com

www.fullstrengthlife.com



Tom Bilella, D.C., M.S., C.N.N.

Tom Bilella, is the founder and director of the Nutrition Treatment Center located in Red Bank, NJ. He specializes in fatigue, anxiety, depression, weight loss, chronic illness and other ailments that have a nutritional basis for their development and progression. He is the personal consultant to numerous professional athletes who seek his advice for peak performance and optimal health.

Doctor Tom holds a Masters degree in Human Nutrition from the University of Bridgeport and has received his post-graduate degree in Chiropractic, graduating cum laude. Tom attained titles as a Certified Nutritional Specialist (C.N.S.), Certified Clinical Nutritionist (C.C.N.) and is also a Diplomat of the American Clinical Board of Nutrition.

Tom lectures internationally on health, nutrition, anti-aging and fitness. He has been a featured speaker at the first Society of Weight Training Injury Specialist (SWIS) symposium.

Tom's passions include educating students about health and fitness. He stresses the importance of goal setting, perseverance and nutrition as a way to enhance peak performance in all areas of life. A staunch anti-drug messenger, Tom warns of the dangers of substance abuse. Tom is also a co-founder of F.A.S.S.T. Camp (Focused Athletic Sport Specific Training), a camp dedicated to helping young athletes reach their potential on and off the field.

Tom's highly spirited approach to nutritional medicine has helped many shed unhealthy body fat, reduce the effects of premature aging, optimize genetic potential, enrich their careers and reach peak performance in all areas of life. Tom's list of clients includes the N.F.L. elite, major league baseball players, television personalities, and people just like you who are finally ready to WIN!