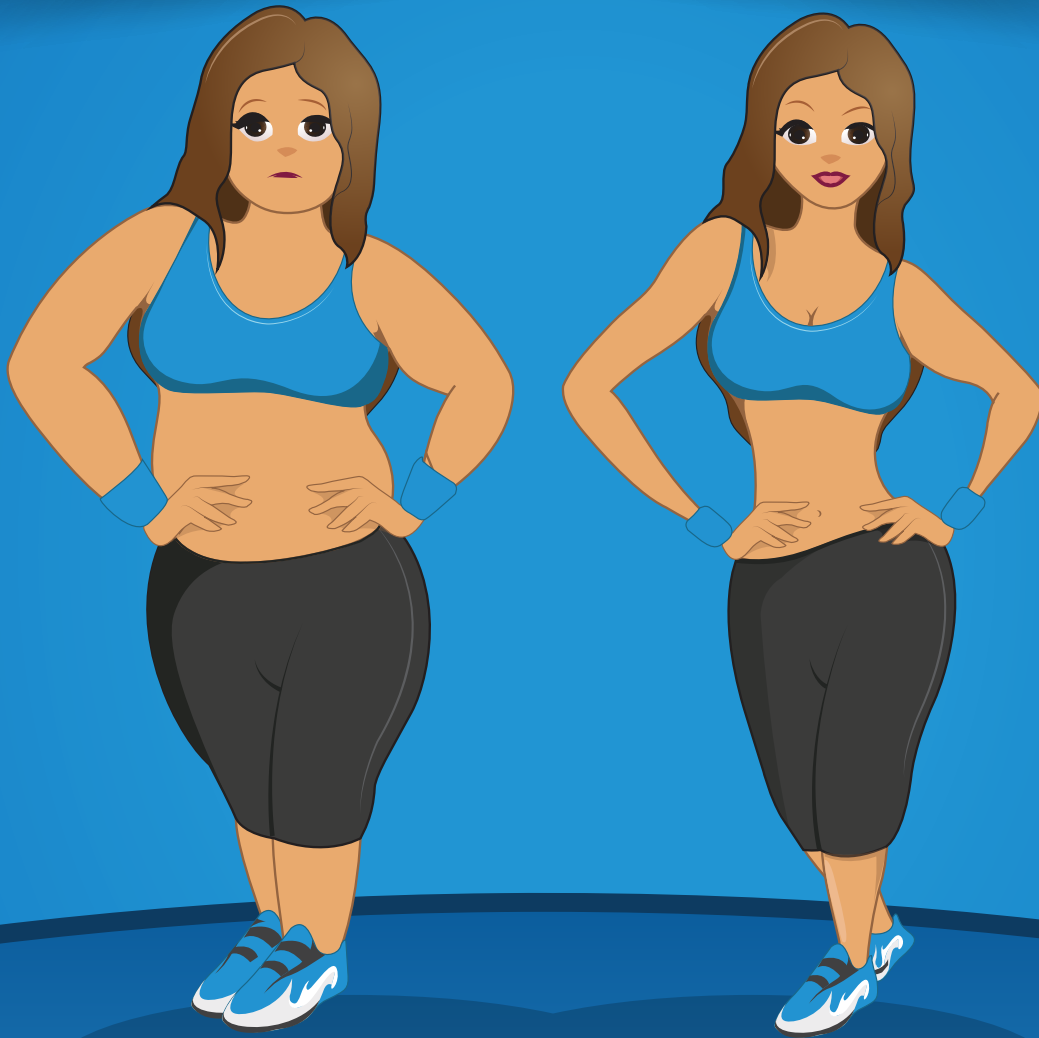


Flab2Fab

QUICK START GUIDE

8 SIMPLE STEPS TO LOSE WEIGHT AND
GET BACK INTO SHAPE



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ABOUT THE AUTHOR



Hi. My name is Paolo and I am a health and fitness coach. I thrive on seeing my clients fulfil their health and fitness goals, while being happy with their bodies and their lifestyle.

Over the course of the last 6 years I have immersed myself in the health and fitness industries. During this time I have learnt so much about food, nutrition, health and fitness. There is tons of information out there - and it can be a painstaking job trying to figure it all out. So I made it my mission to work through all the information and simplify it so that I could help other people reach their health and fitness goals with ease.

My main focus is health and fitness coaching for women. I chose this field due to the vast amount of conflicting information out there and seeing how so many female friends and family struggled with weight management issues. While there are lots of great resources and programs out there for men, the few resources I found for women were mostly vague, contradictory, or ineffective. So I made it my mission to concentrate on this area and do my best to create simple and easy-to-follow programs.

I have created two programs for helping women reach their fitness and lifestyle goals. My beginner program, called Flab2Fab, helps overweight women get back into shape through simple lifestyle changes. The second, more advanced program, is called Fab2Fit and is designed to help women reach their fitness goals.

I am currently certified as a Lifestyle and Weight Management Specialist by NESTA (National Exercise and Sports Trainers Association) and am also working on nutrition and personal training certification. You will also regularly find me with my nose buried in the latest research and books on food, nutrition, health, fitness and weight-lifting.

Healthy living and fitness is medicine for the body and the soul. It's a journey, not a destination. Enjoy the ride

Paolo



INTRODUCTION

You're overweight, you're unhappy and you know you need to make a change. You see everyone else around you making changes but don't know where to start. Fitness and health are becoming all the rage while you seem to be getting left behind. Where do you start if you're overweight?

Your problem is a common one that many women all over the world share and deal with every day. There is so much information out there that it can be overwhelming and discouraging.

Don't be discouraged.

The good news is that getting back into shape doesn't have to be complicated. Today we will reveal the 8 simple steps that will help you lose weight and keep it off, get back into shape and feel good about yourself again.

Disclaimer: This advice is specifically designed for overweight women that want to lose weight and get back into shape. Please consult with your doctor before implementing any new health-related changes into your life.



OVERVIEW

Most people are aware of what needs to be done in order to live a healthy lifestyle, but just don't know where to start or aren't motivated to take action. Contrary to what you've seen on TV, there is no magic pill to help you lose weight healthily and keep it off. You have to do it the right way - through proper nutrition.

The truth is that you must have a strong emotional reason for wanting to get back into shape, or else you just won't be motivated to take action. Getting back into shape and losing that excess weight is all about taking action and replacing your bad habits that caused you to gain weight in the first place with better habits.

Most of these changes are simple to understand and implement, and today we will explore the eight simplest ways to turn your life and health around and get you back into shape.

STEP 1

GET MOVING!



Take Action and start Walking

Taking the first step with anything new is always the hardest. By taking action, you are separating yourself from all the others that don't have the willpower to change.

Walking is the best way to start. Simply get in the habit of walking for 30-60 minutes every day, without exception. After doing this for 30 days you would have built your first new positive habit. This puts you on track to implementing other positive changes into your life and makes implementing those habits easier.

That is why walking is the first step to transforming yourself – not because you lose massive amounts of weight by walking, but because it forces you to take action, get up off your ass and actually do something. If you can do this, you will have no problem with the rest of the steps.

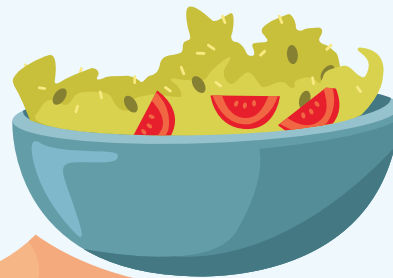
STEP 2

NO MORE JUNK IN YOUR TRUNK!



Eliminate Junk Food & Ready-Made Meals

We get it, it's easier and saves you time, but it's destroying your body and not helping you in any way. Everyone knows this and so do you - and you need to acknowledge it. Not only are the worst types of foods used in these meals, but the added sugar and fat is doing you no justice whatsoever.



Prepare your own food and you will start paying attention to what you put into your body. As you shop and select each ingredient, you will start to question what it is and whether you should be eating it. This is a great step to improving your health and your waistline.

If you simply cannot resist having junk food (we all get a craving now and then), then schedule one day a week where you treat yourself and have takeout. This will be your cheat meal - but remember, cheat MEAL, not cheat DAY - so eat it slowly, savor and enjoy every mouthful and then forget about it and go back to preparing your own food for the next week.

STEP 3

LIQUID COURAGE!

Reduce high sugar alcoholic and soda drinks and drink lots of water

Added sugar is a major factor in most people's weight problems. Most alcoholics and soda pop drinks are loaded with sugar. There is no reason you should be drinking soda or diet soda drinks. Both contain added sugars or additives that wreak havoc on your health, especially in large quantities.

One of the best ways to see dramatic results on your weight loss journey is to replace soda pop alcoholic drinks with water or other healthy drinks. If you can swap soda drinks for water, and alcopop drinks for something like vodka, lime (fresh lime or lemon) and water, you will see a big difference. Red wine and other spirits are also fine in small quantities.



Don't go overboard when you drink alcohol. Not only will all that alcohol add to all the empty calories you are putting into your body - but - by getting smashed, you throw your sense of self-discipline out the window and become more tempted by greasy junk food at the end of the night.

STEP 4

GET OFF THAT SUGAR HIGH

Eliminate added sugar from your diet

Sugar is probably the leading cause of most overweight people's weight problems and obesity. Most of the products that you find on the shelves in supermarkets these days are loaded with added sugar. Even food you thought was healthy, like most yogurts and cereals, is full of added sugar.

Don't blame yourself for this sugar addiction. Companies do everything they can to suck you into their products with sneaky marketing and advertising. This leads most people to believe that their products are healthy, when in fact they are the exact opposite.

These days it's extremely difficult to tell what's healthy and what's not. Luckily, there's an easy way to tell if the product you buying is high in added sugar or not. If you look at the back of the packaging, it will actually tell you much sugar there is per 100g of the product. If the sugar content is more than 8-10g per 100g, avoid the product as a rule of thumb.



A perfect example of this is yogurt. Your typical flavored yogurt usually contains between 12g - 20g of added sugar. That's a lot. Rather go for the low sugar alternatives like Greek Yogurt that contain only 3-4g of sugar.

Other examples of high sugar foods are things like chocolate, hot chocolate, sweets, candy, soda drinks, energy drinks, ready-made microwave meals and fast food.

STEP 5

BYE BYE CARBS, HELLO HEALTHY FATS

Reduce the carbohydrates and starch you consume, and eat more healthy fats

There is a lot of conflicting information out there about carbohydrates and fats. For years your doctors and parents (and their parents) have been telling you to eat low-fat (and high-carb) food. However, new research coming out now suggests that a high-fat, low carb diet might be the healthier way to go when trying to lose weight, which has spawned a whole load of new diets such as Atkins and Paleo. So what should you do?

If you are overweight and/or don't do much physical activity, then in most cases you won't need to consume too many carbohydrates. General, the carbs you get from eating fruit and vegetables (and the odd starchy meal like brown rice, potatoes and sweet potatoes) should be sufficient. As your level of activity increases, then you can start introducing more carbohydrates back into your diet.



Your body has the ability to use carbs or fat as energy. As an overweight person trying to lose weight, you want your body to burn fat for energy. By consuming fewer carbohydrates, you restrict the amount of energy you are giving yourself and thus your body has no option but to turn to your fat supplies and burn those for energy – and that's why it's better for an overweight person to go low-carb.

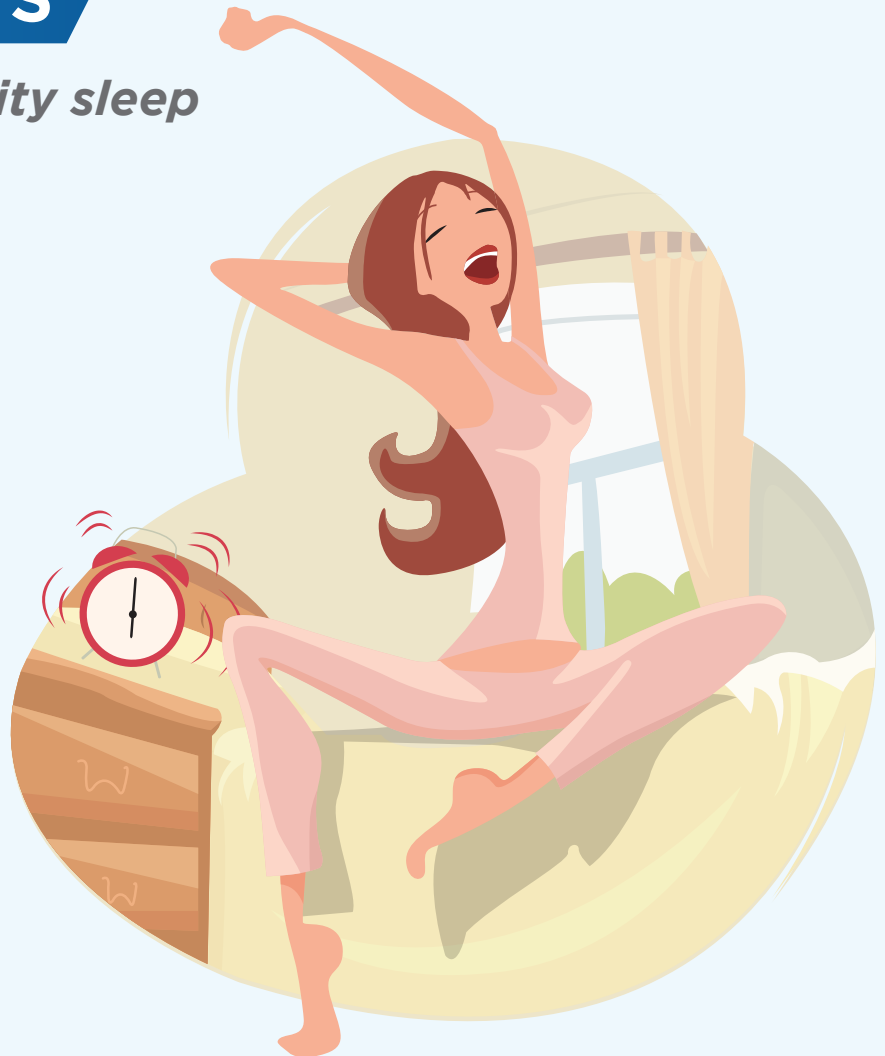
STEP 6

CATCH SOME Z'S

Get enough good quality sleep

Not getting enough quality sleep has been proven to be linked to weight gain and obesity. Finnish Researchers that did a 7-year study of middle-aged women found that women who reported sleeping problems were more likely to experience weight gain and difficulty losing weight.

The timing, duration, and quality of sleep can affect metabolic and hormonal functions related to health. So try and make sure that you not only get enough sleep of at least 7 hours a night, but that the sleep is uninterrupted. Switch off or turn over your mobile phones and switch off any other devices that might be emitting light or disturbing you while you sleep.



Less sleep has been linked to

More time to eat and more eating

More cravings

More hanging on to fat

Burning less calories

This might seem like a trivial thing, but there is tons of research and data that proves the link between weight gain and poor quality sleep. So do your best to get enough good quality sleep.

STEP 7

KEEP CALM AND CARRY ON

Try eliminate or reduce stress

Stress is another one of those sneaky demons that can lead to weight gain without you even being aware of it - especially as a woman.

There are two main scenarios where stress can contribute to weight gain:

The first scenario is the most obvious. Most people admit that when they're under stress, they eat more and eat less healthily. This might be to fill an emotional need, lack of time or tight work deadlines. When you're having relationship troubles, that tub of Ben and Jerry's or that bottle of wine seems like the logical choice. If you've had a long day at work, it seems justified to stop off and pick-up take-out. Be aware of these situations and don't get sucked into them. Eating junk food will stress your body which will add to your overall stress. Keep it healthy so that your body has the nutrition it needs to beat the stress.



The second scenario is less well known mainly due to it being difficult to understand. As a woman, stress can affect your hormones, which can lead to a weight gain.

Your adrenal glands govern your stress response, by secreting hormones (like cortisol) relative to your stress levels. They actually help control many hormonal cycles and functions in your body. When the adrenal glands are overworked (stressed), the body prepares for disaster, by storing fat and calories. Thus stress causes you to crave foods, lose precious energy, and gain weight.

Moral of the story - try to relax and stress less. I know it's easier said than done, but usually a little shuffling around of priorities and time can make a big difference.

STEP 8

TAKE IT SLOWLY, AND FAIL

Slow and steady wins the race. Don't be ashamed to make mistakes - learn from them and move on

Don't be afraid to make mistakes and fail - all successful people have failed over and over again before they eventually achieved success. Making mistakes and bumping your head along the way is part of the journey. Just be aware of your mistakes, learn from your failures and move on. With time you will improve more and more until the results add up and speak for themselves.

Try and aim for slow, steady progress that you can maintain easily - especially when losing weight. This is a much healthier approach than rapid results. When you lose weight too quickly, like with crash diets, you are more likely to put the weight back on later. They are also very unhealthy and can cause you to starve your body of essential nutrients and vitamins. Slow and steady ensures a much greater chance of success.

Beware of other people that try and discourage you when you make a mistake. They will try to get you to quit and tell you that you can't do it - ignore them - they are only saying this because they are insecure and are worried that if you succeed, they will be left behind. Negative people have never made any positive changes in their life so they have nothing positive to offer you. Surround yourself with positive and supportive people and communities that understand and embrace the fact that failure and mistakes are part of the process and necessary to reach your goals.



If you change your habits and eat healthily 80-90% of the time and screw up the other 10-20% of the time, guess what? You're still going to see massive results and be way ahead of everyone else out there who are doing nothing but sitting on their fat asses talking smack.

Be strong! Fail, acknowledge the mistake, learn from it, let it go and move on to success.

BONUS STEP: GET SOCIAL

A great way to motivate yourself and get support on your journey to get back into shape is to get social and share your experience on social media. This will encourage you to take accountability for your actions and goals and motivate you to stick to them and stay on track. It will also encourage your loved ones and others to support you and keep you motivated.

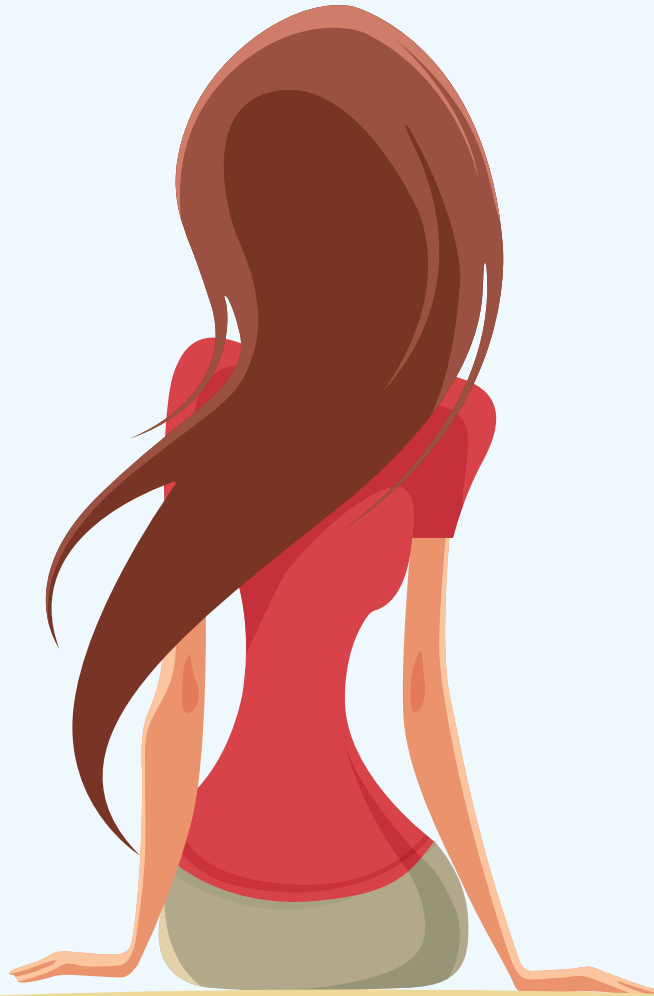
Try and network with people with similar goals to you. There are lots of groups and communities out there that are supportive and encourage positive changes and growth.

Take photos and videos of your journey – share your new meals and recipes or your workout at the gym. Post updates of all the new activities you are experiencing and even include those times that you slip up and have a cheat meal. Let others follow your progress as you transform yourself – just be humble about it so that others can be motivated to learn from you and maybe even be encouraged to follow in your footsteps.

You could even blog or journal about your journey online. This is a great way to keep track and a log of your progress. At the end of your journey, you can look back at where you started and pat yourself on the back for the excellent progress and amazing changes you made.



CONCLUSION



By following these 8 steps and implementing them into your life, you will see the weight burn off and watch how your body transforms from flab to fab. Within a week or two you will already feel better and soon those pounds will start disappearing. Within three months you can expect to be down a couple of dress sizes and looking and feeling great.

The 8 steps discussed today form the foundation of the Flab2Fab program, which helps women get back into shape and feel good about their bodies. Today's article is a summary of these steps and if you are interested in exploring the program in more depth, or you need help implementing these changes, get in touch with me and I will be glad to help!

PREMIUM 1-ON-1 COACHING

ARE YOU STRUGGLING TO REACH YOUR GOALS?

**CHELSEA, BEFORE AND AFTER**

Let me help you, like I do Chelsea and others.

Whether your goal is to reach a certain weight, get bikini-body ready for the summer, or simply implement a healthy lifestyle where you look and feel awesome, I can help you.

We'll work together on a custom meal plan, workout and exercises, motivation and support and more. Everything is customised around your lifestyle and schedule.

If you're committed and hardworking, I can help you achieve the body you want.

I only work with a select few clients every year, so make sure you get in while there are still spots!

CLICK HERE TO START YOUR TRANSFORMATION



Flab2Fab

MAKE IT HAPPEN

Written By Paolo Broccardo

Creator of Flab2Fab & Fab2Fit

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