

Flow: The Psychology of Optimal Experience, by Mihaly Csikzentmihalyi.

#YOUVERSUSYOU and The Cheat Meal Diet

Secrets to Guaranteed Performance

Mindset and Lifestyle

Get Better Performance, Faster! Guaranteed!

The following is a passage from the genius literary work on peak optimal mental states,

Flow: The Psychology of Optimal Experience, by Mihaly Csikzentmihalyi.

Following a flow experience (optimal psychological experience), the organization of the self is more complex than it has been before. It is by becoming increasingly complex that self is said to grow. Complexity is the result of two broad psychological processes: differentiation and integration. Differentiation implies a movement towards uniqueness, towards separating oneself from others. Integration refers to the opposite: a union with other people, with ideas and with entities beyond the self. A complex self is one that succeeds in combining these opposite tendencies...

The self becomes more differentiated as a result of flow because overcoming a challenge inevitably leaves a person feeling more capable, more skilled... After each episode of flow a person becomes a more unique individual, less predictable, possessed of rarer skills...

Complexity is often thought to have a negative meaning, synonymous with difficulty and confusion. That may be true, but only if we equate it with differentiation alone. Yet complexity involves a second dimension – the integration of autonomous parts. A complex engine, for instance has many separate components, each performing a different function, but also demonstrates a high sensitivity because each of the components is in touch with all the others. Without integration, a differentiated system would be a confusing mess...

Flow helps to integrate the self because in that state of deep concentration, consciousness is unusually well ordered. Thoughts intentions, feelings, and all senses are focused on the same goal. Experience is in harmony. And when the flow episode is over, one feels more together than before, not only internally but along with respect to

other people and to the world in general...

A self that is only differentiated – not integrated – may attain great individual accomplishments, but risks being mired in self-centered egocentrism. By the same token, a person whose self is based exclusively on integration will be connected and secure, but lack autonomous individuality. Only when a person invests equal amounts of psychic energy in these two processes and avoids both selfishness and conformity is the self likely to represent complexity...

The self becomes complex as a result of experiencing flow. Paradoxically, it is when we act freely, for the sake of the action itself rather than for ulterior motives, that we learn to become more than what we were. When we choose a goal and invest ourselves in it to the limits of our concentration, whatever we do will be enjoyable. And once we have tasted this joy, we will redouble our efforts to taste it again. This is the way the self grows... Flow is important because it makes the present instant more enjoyable, and because it builds the self-confidence that allows us to develop skills and make significant contributions to human kind.

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Fyziogym Core Values Narrative

The Fyziogym is a Specialized Fitness, Sports Training and Functional Training facility. “Fyziogym” is the actualization of the APTA Vision Statement - Transforming society by optimizing movement to improve the human experience. This is a Goal for the future, one that has yet to be actualized.

The word physio (Fyziogym) means relating to nature or natural phenomenon. We are the best at helping people by enhancing your wellness through the natural processes of your body or Fyziology. We are the most concerned with the functional performance of your body and when suffering from impairments of your Movement System. We are the experts in enhancing the function of your Movement System and returning you back to pre-injury states of function following a surgery or injury.

The healthy way to enhance the Movement System is to follow the science of natural function of the body. This requires a blending of the principles behind traditional Physical Therapy and Human Performance with the additional emphasis on Wellness.

Physiotherapy (also Physical Therapy as referred to by the WCPT) is a health care profession concerned with human function and movement and maximising potential. Around the world, Physical Therapy is known as and is a part of what they call Physiotherapy.

The American Healthcare system is based upon a capitalistic, fee for service, business model in which a majority is able to get basic levels of healthcare, a minority suffers and while those in power enjoy unimaginable profits.

We would like you to frequently refer to our symbol for inspiration, energy and vision. The Delta and the Infinity symbolize the only constant is change and the need to strive for constant improvement. The first Law of Thermodynamics tells you energy is either transferred or transformed. It can neither be created nor destroyed. It is important to understand and furthermore embrace that Change is always inevitable.

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The question is; Are you getting better or worse? Where are you investing your energy? What is your process? Do you have a process? One that guarantees you will keep getting better?

We are here to help you increase your smiles to breaths ratio while focusing on achieving your short and long-term goals.

Self-improvement should be about Grit but through an enjoyable process. Facing worthy challenges, True achievement and overcoming obstacles is Guaranteed to leave you with feelings of satisfaction and joy.

The Secret of Strategic Self- agitation.

When you hear the word agitated, it typically doesn't resonate as something enjoyable. Agitated usually means something negative to most people.

The best athletes and top performers however have learned to use agitation as benefit and positive impact on their lives an performance. The best coaches know how to perfectly agitate you to get you to get more out of yourself than you can do on your own.

Those who achieve mastery, learn how to strategically self-agitate to keep a high standard, stay motivated, Be Proactive and hold themselves accountable.

This is not punishment but more like excitement. This can not occur without a high "give a shit factor". The rest of this section of the book is dedicated to give you the tools to be able to be Proactive, have a performance mindset and set yourself up for guaranteed improvement and success.

**No one talks about the Psychological effects of injuries
Your mental state will dictate everything about your performance.**

Did you cheat yourself? If you did it will eventually get exposed.

GET BETTER PERFORMANCE, FASTER! GUARANTEED!

Whether you're breaking boards or trying to run faster, it is important to understand your starting point. Having a more precise understanding of your relationship between your starting point relative to your end goal line can make all the difference in actually achieving your goals.

When attempting to break boards, you have to imagine you are hitting through the board several inches on the other side to break it. You have set your goal beyond the actual goal to achieve it.

When running in a race, you must run through the finish line. This is a very common way you might lose a race you were winning as you slow down and your opponent continues to accelerate through the finish line. These types of unforced errors (Mental Mistakes) are entirely preventable!

Whether the race is a marathon or a sprint, you have to RUN to win. However, you may not be guaranteed the win just because you are the fastest person. You will only win if you can reach a speed high comparable to your competition and are the one who slows down the least.

This principle is the same in all endeavors and tasks worthy of competition. The competitor who can reach a high intensity and slows down the least will win. It doesn't matter if it is a competition for a promotion, a wrestling match, or two companies competing for business. The principles are the same.

As you move in a certain direction, you gain inertia. Inertia is a phenomenon of an object in motion. To change the direction of a moving object, the force required to do so directly correlates to the object's size and speed. The larger and faster the moving the object is, the more inertia there is.

The more inertia you possess, the harder you are to stop.

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Setting appropriate goals is the best way to start to create strong inertia. Once you set a goal, you want to stay full steam ahead, progressing directly to your goals. You must absolutely try to avoid getting sidetracked.

Unfortunately, and especially once you reach high enough levels of competition, trying isn't always good enough.

SMART goals are the answer. Taking the time to do create SMART goals is the difference maker.

Goals create a gravitational pull, with a massive amount of inertia. As you proceed in the direction of your goals, the inertia will get stronger and stronger until nothing will be able to stop you. This feeling makes it easier and easier to keep you moving away from your old behaviors. This is the beginning of the path to your freedom and ultimately becoming the most successful version of yourself.

Successful companies, athletes and organizations are the direct result of strategic Goal setting. Success needs a target. Something which all your efforts can be aimed.

Without a goal, your activities and methods lack direction. You can't afford to be inefficient, to

waste your time with uncoordinated efforts and chaos. You can almost guarantee a path to frustration with a likelihood of failure. **Clear goals provide direction to your actions.** Without direction there is nothing to focus your energy on. This gives you purpose. You are a purpose driven organism and must have direction to have true enjoyment.

Happiness is the self- confidence to set goals and achieve them.

Start enjoying your life more. Start today. Write those goals down. Get them on paper. Show them to someone that will hold you accountable. Buckle up and enjoy the ride! Join The Revolution!

Here is a link to the Goal Setting Study Guide located in our Level 1 Wellness and Performance program.

- a. [Goal Setting Study Guide](#)
- b. [Free Fyziogym Wellness Curriculum](#)

GET IN THE ZONE! HOW TO ENJOY DOING ANYTHING!

You like to play Games right? Sure, everyone loves some type of game. Peak-a-boo, hide-and- seek, monopoly, kickball, sports, etc, etc, etc. What other games do you love to play? Why?

One aspect to games which is rarely considered enjoyable are the actual “goals” of the game. To make games the most enjoyable, there must be clearly defined goals and rules. Without them it is hard for you to understand the point of playing the game and you tend to quickly lose interest.

Chasing a carrot is one of the most enjoyable aspects about life. It is potent to have something attractive, visible, and within reach especially if it is achievable soon. There are few things in life that are better than attaining a previously unattained reward. This leaves you with the satisfaction of knowing your efforts were well WORTH IT. Immensely satisfying!

Games may even seem to cure your “ADD” (Not trying to downplay true ADD or degrade anyone). You must be able to concentrate on what you are doing to enjoy playing a game. The best games cause you to use all your skills and concentration with little mental energy left over.

All good things must come to an end. Especially that is which is enjoyable. It is a requisite, unfortunately. Your brain must know there is an end in sight to be able to

enjoy an experience. Prolonging anything is sure to increase mental anguish. When you are finished with a great game, you are often fatigued but elated. Often, you wish the experience could go on forever. The game has justification in and of itself. You don't ask why you are doing it. This is when you are the most focused and completely enjoying what you are doing.

When is the last time you were completely in this state of mind? What does this actually do for you?

Games that are challenging and attainable are the most fun. Having a worthy opponent is a great stimulus! **Competition, however, when placed in front of developing skills and improving performance is not very fun for anyone.** Opponents and challenges cannot be mismatched in terms of your skill level or abilities. If the game is too easy or too difficult, it will be boring, arduous work.

This also often leads to getting destroyed by the competition. Getting demolished is no fun for most people but there might be a few out there. This is the worst scenario possible because you will likely leave the game with less confidence than when you started. It is not bad to occasionally test yourself against much better competition. Often you will surprise yourself and you will have more confidence.

You must also progressively increase the complexity of the games as you develop your skills or once again the game becomes tedious and laborious work.

When the feedback is strong and the challenge is too, it will cause some level of doubt in your ability to achieve or succeed. This keeps you in the "Goldilocks" zone. Not too hard, not too easy. Just Right!

Fun games and worthy competitions also provide us with immediate, in game, real time feedback. This gives you the ability to determine how you are progressing towards that goal. Immediate feedback lets you know quickly if you are succeeding, allowing you to make quick adjustments. When you have the right feedback, you can know exactly what you need to do (or not do) to complete your task. Without clear goals and feedback you are left in a confusing, less enjoyable, mess.

You engage in these types of activities because they are enjoyable. You will enjoy doing it, even if it requires a considerable amount of work. These games help to push you into a new reality, to higher levels of performance, and new states of physical and mental capability. These games cause a transformation. They move you towards becoming a more complex human being. Remember, it's all about chasing the carrot! Find your purpose and have fun!

HOW TO GUARANTEE SUCCESS? The Self-efficacy Secret

The process of becoming successful requires awareness and the **DESIRE TO IMPROVE**. You can never be absolutely certain as to how successful you will truly be. You can only do things that will improve your self-image, your confidence in your beliefs and **self-efficacy**.

Your faith in yourself!

The desire to improve allows you to seek out a more systematic process which can be re- created and applied universally across all of the endeavors and obstacles encountered in your life.

All successes and failures are based upon beliefs and therefore are directly related to your mindset and attitude!

Self-efficacy is **your** perception of **your own ability** to set goals and achieve them. This maybe the most critical component and aspect of fulfillment in life.

SELF-EFFICACY IS TRUE CONFIDENCE!

Self-efficacy may only result from making good decisions repetitively over time. This takes practice. The practice is what leads to your perception of success. The achievement of any worthy goal boosts your fulfillment.

One of the greatest benefits to people who follow a performance enhancing program is the increase self-efficacy by simply setting small goals and achieving them. Improving daily nutritional habits and making it to the gym are huge steps in the right direction for boosting self-confidence. Consistently performing a daily exercise routine, or even better, differing and more challenging routines like a competitive athlete, maybe the quickest way to enhance your self-efficacy.

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What improves self-efficacy? Simple. Set goals and achieve them... and Repeat. and Repeat. and Repeat. and Repeat. Even small goals. Research indicates that exercising has the greatest overall effect on improving your self-efficacy. As you consistently attend and complete your workout sessions, you build up a belief in your ability to set a goal and achieve it. This belief carries over into all avenues of your lives. When in doubt workout!

#YOUVSYOU THE REAL COMPETITION!

Self-efficacy is the main goal of any improvement or self-development plan. It is the "**BIG**" picture.

To achieve success in any endeavor first, you must believe it is possible.

Fortunately, you are in control of your beliefs.

Success is efficacy, the ability to set a goal and achieve it.

Self-efficacy is strengthened every time you set a goal and strive to achieve it. Efficacy is the belief that one is in control of the ability of performing in a certain manner to attain goals. Efficacy is the power to produce an effect. A person with high self-efficacy may engage in a more health related activity when an illness occurs, whereas a person with low self-efficacy would harbor feelings of hopelessness. The belief in your capabilities to organize and execute the courses of action required to produce the desired outcomes is constructed on the basis of the four most influential sources.

Actual achievement of your goals. Your self- image and your identity only gains true strength from wholehearted and consistent recognition of real accomplishment that has significant social and cultural meaning.

Vicarious achievement. You can use **the** secondhand experience of someone else, who is similar to you, achieving their goals which are similar to yours.

You like to think if they can do it then so can I. This is often what works very well with leadership in sports. The followers observe the habits and behaviors of their leaders, their peers and emulate them to increase their chances for success as well. Be careful here. Choose who you emulate wisely.

Word of Mouth. You can also use word of mouth from others, most specifically experts whom we have may know or have never met. Sometimes if you are fortunate to receive information from someone who is an expert and that is information is accurate it may enhance your self- efficacy. If this information is congruent with your beliefs and supports your behaviors and your goals, it can potentially strengthen your self-efficacy. There is more access to these experts than ever.

Intuition. Sometimes intuition can be unbelievably valuable. Many people use their feelings to determine how they make decisions, which is often the most unreliable

way to achieve a goal. This is also known as going with our gut instincts. It is effective at times, but for you to get to your goals, “some of the time” is not good enough.

*According to renowned psychologist Albert Bandura, self-efficacy plays the main role in **motivation**.* This is because you will regulate the level and the amount of effort you will expend in accordance with the outcomes you are expecting. The greater the desired outcome is, the more effort you will put in.

If you believe in yourself and your self - efficacy is high and the goal is challenging yet attainable, you will GO ALL OUT!

Think about what you are willing to do when there is money on the line. Games get more interesting when you have made a bet and efforts increase when there is a chance for a monetary reward or incentive. You probably tend to alter your behavior significantly when differing amounts are on the line, as well. You may choose in the hope the financial gain will bring you happiness or some other associated benefit. Don't be fooled, eventually you have to come to enjoy the process if you want true success.

You are the one who creates the value. Elite successful individuals such as professional athletes realize this and end up finding the most enjoyment in their process and their performances. They enjoy the chase. They enjoy getting better and testing themselves.

Very few people should have low self-efficacy because success in any endeavor requires the same steps whether it's tying your shoe, going to the bathroom or getting your PhD.

Different goals require different timelines. You can't get a PhD in one month. You can read anything in that time frame that will lead you closer to the goal of achieving the PhD. Certain goals also require a certain baseline knowledge or skill. There is a different starting point for all of us. From there it just requires following the steps, remaining diligent and enduring.

Success is, rationally and logically, having a high level of self-efficacy because **you earned it**. It starts with passion and desire. If you do not truly have the desire to have the outcome, you must go back a step. You will know when you are ready because when presented with a difficult task it will be easy to make an attempt.

The fear of failure will be outweighed by the potential for gaining the pleasure of achievement. If you are uncertain, then you are not fully committed. You must go back and generate

enough desire that will allow you to have the confidence to go all in. You cannot get your best results with lukewarm faith.

Be passionate and you will get whatever you want out of life. You are in control. You are in charge of your destiny. Your life is like a movie and you are the director. At any point in time you can choose to make yourself a STAR in a blockbuster movie. The choice is yours.

SUCCESS GARMIN

Is there a fail proof navigation system to lead you closer to success? Yes!!! And this technology has been around for decades.

Cybernetics is a term created originally from a Greek word which basically means steering. Torpedoes need programming and need a destination to be successful and so do you!

Cybernetics, described by Norbert Wiener in 1948, is the study of functions and systems that have goals. In 1956, Louis Couffignal philosophically characterized it as the art of ensuring the efficacy of action or more simply put "the art of ensuring goal attainment".

The self-regulation of systems is the most important indication of human evolution. Humans are self-regulating systems biologically and socially. Living organisms are the best representation of naturally occurring cybernetic systems. The goal of your human system is to continue to live and improve your abilities to do so. The term for this is biocybernetics. The "Government of life" on the molecular level.

The type of biocybernetics Physical Therapists are concerned with are much more macrobiological (the study of living organisms with information available to the naked eye). **Surprisingly, you, like many others today, have realized this is an area of little study and one of which humans have most control over.** Through altering specific macrobiological behaviors, you can proactively restore balance while establishing control of your body systems even on the microbiological level.

When it comes to steering you towards success in anything, **SMART** goals create an enormous target to aim you in the right direction. SMART goals make your targets **HUGE** and easy to hit. Your goals are the only thing that let you know what the score is and if you are winning or losing!!!

SMART goals give you a carrot to chase and also a baseline to determine your progress. How can you know if you are heading in the right direction if you don't have road map to lead the way? You must create SMART goals in order to have a clear target to govern your behaviors.

Many people, especially athletes and fitness fanatics **WASTE years** trying to improve themselves because they do not have SMART goals leading their journey. The more formalized and precise these goals are, the more accuracy you will have with your efforts. Don't waste your passion, time and efforts! They are the most valuable thing you have. Spend them wisely by creating huge, attractive targets for you to guide yourself to success and better performance.

Once you understand this technology (cybernetics), all you have to do is apply it. Success will be endless and sustainable. You will be able to become successful in whatever passion you choose to pursue. It is simple but it's not easy. This requires discipline but so does anything that is worthy of calling yourself more successful.

A Garmin needs a starting point and a destination. Where is the Garmin of your life headed?

Take the power back. Set your Garmin to take you to your dreams. Imagine getting everything you ever wanted. It's possible!

"The greatest danger for most of us is not that our aim is too high, and we miss it, but that it is too low and we reach it." - Michelangelo

PERFORMANCE ENHANCING STRATEGY

The LAW of Attraction...

Proper setting of goals WILL absolutely shift your attention and disrupt your current patterns and behaviors. You will notice new things in the world that are closely related to your goal. Remember the last time this happened? You recently realize you like a car and you start to see it everywhere? It was already there but you didn't notice it, not until you decided to pay attention. This is the LAW of Attraction.

Setting appropriate goals causes your brain to focus on getting more of what you want. Great ideas for helping you reach your goals will seem to come out of nowhere. Setting goals will increase your focus and ambition. Attention shifts and behaviors change. Whatever questions you ask yourself will be unconsciously accepted as important.

Focusing on the negatives of life makes them more apparent and will make you have more suffering. If you focus on what you don't want, you will get more of what you don't want. Complaining about problems and focusing on things you can't do or don't have is not advantageous. Addictions are compulsive negative thought patterns, while failure is also the same. Your conscious mind does not ask of positive or negative, good or bad, it just follows commands.

Goal setting will significantly change your habits as well. These habits are particularly important in continuing on a successful path. Breaking old ones and accepting the new ones is critical.

It takes 21-30 days to form a new **habit**. There is no reason you should quit before this point. You will never know the results of the endeavor because you did not give yourself enough time to develop the appropriate habits to succeed.

The longer you repeat a behavior the more deeply it gets set into your neural connections or circuits. Repeated behaviors eventually become reflexive, becoming habits. If you want to learn any new skill, you must learn it through repetition. As you practice any habit or skill whether consciously or unconsciously, your body will create stronger reflexive neural pathways and increase activity in the areas of the brain associated with efficient execution of the habits.

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Previous unconscious conditioning and programming are unfortunately opposing your new conscious desires. Therefore, the brain and body need new programming.

This programming is called your "Strategy". What exactly do you need to do, perform on a regular basis to get to your goals? This is your strategy! This strategy is what builds your process. Your process is what leads you to attainment or failure in reaching your goals.

If you do not have a confident strategy, you cannot feel like you will have success. A great strategy makes us feel much more confident when entering any competition or endeavor. Planning and preparation improve performance. It's simple.

Take the time to think about how you will be successful and guess what? You will get more of what you want. It just takes a small amount of time to plan. If you have a strategy but it yields poor results, it should decrease your confidence in that strategy and the strategy should be discarded or revised. If you have a supremely confident strategy but do not follow it, you will ultimately lower your self-confidence, self-efficacy, and/or chances of success.

Insanity is doing the same thing over and over expecting different results – Albert

Einstein

You must practice these strategies consistently and adapt as necessary to continue to renew your **competitive advantage**. When you are exposed to reasons that require you to adapt, you must. Over time you will get better and better at strategic goal setting and planning.

Remember to remain open to new ideas and never get rigid or stuck in a broken record of repeated failures. You should, however, stick to your principles but stay open to new information that may help you get what you want even more effectively and efficiently.

The strategies and behaviors associated must be practiced until they are finely ingrained in your mind and in your reflexes. You want to become **CONSCIOUSLY COMPETENT**. You should be consistently conditioning your mind and body to perform your strategies as best as you can. If you are not, once again you are leaving it to chance. This can be cool sometimes but if you are serious about making the necessary changes, you will not want to leave things to chance. When you take control of your behaviors and execute your strategy, the chances of getting what you want increases exponentially.

The most perfect strategy does not always need to be perfectly executed or acted out. Many athletic teams start with some type of strategy at the beginning of the game. If they are facing a worthy opponent who also understands the importance of planning and creating strategy, the first team will have changed their strategy at least once if not many times prior to the end of the game.

Many outcomes are achieved when only a percentage of the strategy is carried out effectively. Elite athletes, academics, doctors and successful business corporations have acquired the ability to perform and carry out these behaviors and actions consistently. They perform consistently in the belief that their strategy will bring them closest to attaining their outcome. Execution of their strategy is how they can make the most critical decisions that lead them to success. This type of thinking is what allows for success and is not optional. It will not happen overnight, it will take practice.

Remember the only failure is quitting. Wellness is the pursuit of self-actualization. The opposite is not desirable.

As you pursue improvement, you become enhanced. Your pursuit and your strategy will lead you to become a better version of yourself. **It is one of the most beautiful truths that exists in the world. Improve your strategy and improve everything.**

CREATING YOUR ROAD MAP TO SUCCESS

Set a goal to have a new belief. You are neither inferior nor superior to other people. But you are compared to yourself. You can only truly compete with yourself. #youversusyou

Prepare and execute a game plan or strategy and attempt to perform at your best. If you believe the “average” human ran a 4.5 second forty-yard dash, you would definitely feel very inferior. Many people unrealistically live their lives like this having a very skewed perception of their own abilities relative to the NORM.

People hold many beliefs which aren't true and these are the beliefs that sabotage people's dreams and goals. Do not compare yourself to the best. Try to do your best and set goals for yourself based upon your own abilities. This in turn helps strengthen your self-image.

EVEN THE BEST GET COACHING

You must desire to change and become a new person who has new beliefs. Imagine what a person with the self-image you desire is like. How would they think, believe, and behave?

You must practice this consistently until it becomes unconscious and you now have a new self-image closer to the one you desired. If you can't imagine this, take the next step and find someone who has the self-image you want and consult with them. Find a coach who works with people you want to emulate.

I recommend doing this with anyone you can identify as a self-image or character you wish to emulate yourself. This should evolve over time. As you get closer and closer to your goals, the person who you seek out may change. You may realize you have to step up your game to another level.

Don't be afraid of reaching out, these people have also had to struggle through the process. They respect the process and typically embrace the opportunity to help people like you get to your goals. If you feel uncomfortable with this, seek out a mentor, coach or professional. I always say “**even the best get coaching**” when they want to be at their best. Don't be afraid to ask for help! You will be surprised just how many people out there are willing to lend a hand.

Continue to do what you have always done, and you will continue with the same self-image. You are here for change! You will become a better, healthier version of your former self. You can change so much that you will not remember who you were before. Many people look

back and think, “Did I really behave that way?” You did. But now you are better. You can tie your shoes, even though at one point you couldn’t. It’s time to learn some new skills

BEING YOUR BEST AND SMART GOALS

A SMART goal is Specific, Measurable, Attainable, Realistic, Time Sensitive

What does the best version of yourself look like? What kind of physique do you have? Where do you live? How healthy are you, how fit?

Set long terms goals – 2-5 years, – 10, 20 and even 50 year goals.

Where do you see yourself? Paint the picture. Use your imagination. Where could you be at the end of your life if you meet all of your goals? Where will you be if nothing changes and you stay on the same path as you are on now? Would that make you happy? What would ultimately make you happy? What kind of person do you need to be to have your dream(s)?

1. (SM) For the best chance at success be sure to create very specific and very measurable goals. Create a definition of your future, simply by asking the appropriate questions.

Ask the question without limiting yourself, “What do I really want?” What would I do with unlimited wealth, power, money, time, control? Your mind does not respond to generalities. You must be as specific as possible and give goals as much detail as possible. They must have measurable parameters well. This will allow you to have a better way to gauge your effectiveness and ultimately how you are performing in relation to your goals. The more detailed you are while defining your standards and your future, the more **CLEAR** it will become.

Did you hit it? Did you miss it? The only way to know is to define it!

2. (AR) Your Goals should be exciting and scary at the same time. You do not want to be in your comfort zone and you can’t be you’re best until you get out of the comfort zone. A little discomfort brings out the best in you. But not too much! You must set challenging yet obtainable goals. Goals such as these are only unrealistic until they are achieved. The most difficult goals will require a considerable amount of time to achieve.

It is ok to set very challenging goals, but you must have realistic time frames to compare your efforts against. You may think you should be able to lose 30 pounds in a month and keep it

off. There are few exceptions of people that have been able to do this. These large weight loss amounts usually occur through measures that are not sustainable. If you are trying to lose weight or body fat more importantly, you should strive to lose .5 - 1 % body fat per week. Weight loss beyond 1-2% per week is usually water or lean muscle tissue.

3. (\$T) Time is the most important yet most often least valued currency. Your self- image, perception, [self-efficacy](#) and reputation are directly related to how you spend that currency. There are many different and necessary ways to spend this currency but if it is not spent well, failure will be much, much more likely.

Investing in this currency well is a key strategy to success. It has the highest Return on Investment (ROI) of all things. It will lead to true fulfillment. Getting control over time and not letting time control you is one of the most important things someone can do. You can never slow it down or have enough, but if you manage it appropriately you can have nearly anything you want.

Set deadlines and time limits. C Northcote Parkinson, Parkinson's Law – achieve more in less time by setting short deadlines.

You have to associate rewards and consequences with achieving or not achieving the deadline by the time you set. How much is this goal worth too you? Most people do not set deadlines, time limits or serious consequences because they are afraid or do not have enough confidence. They also may have not yet created the self-efficacy they need to take action towards achieving their goals.

This takes practice. Have no fear, this formula always leaves you better than you once were!

Proper goal setting will provide you with short term goals that progressively lead you to the achievement of the long term goal. Not reaching the goal in the proposed time is not failure. It just means you need to reset your goals. We need to examine why you didn't make the deadline and set a new strategy and deadline for the goal.

The ONLY failure is quitting.

Action steps. Take the time to do this. Adherence to the guidelines that follow, is a sure way to improve your chances for success in anything. First, you must set your goals with deadlines in 5 steps.

There are two types of goals according to the Book, The Four Disciplines of Execution.

Lead Measures and Lag measures. Lag measures are what happens, the outcomes. Lead measures are what you do or measurements which need to be made to make sure you are making progress in attaining the Lag measures. In the following steps, try to create both Lead and Lag Measures for all 5 steps.

1. Multi year goals – start with your vision.

Be realistic about your current reality. Be unrealistic about your future. You are allowed to dream. Dream huge and set a plan to get it!

2. 6 months – 1 year goals. These are goals that should be achievable in this time period that will start to make progress towards your longer term goals. 3. 4-12 week goals – It is important to frequently re-assess. Time frames such as these give you the ability to make adjustments before a whole year goes by. These types of goals should not be re-assessed in less than 4 weeks. Speed and strength fall into this time frame. 4. Weekly goals – body fat measurements, weight gain, accountability. These goals keep you on track. Weekly planning and creating goals that allow you to more effectively perform your daily tasks. 5. Daily goals – outcomes for workouts, weights, intensity, distance, reps, calories burned – eating a fruit or vegetable with every meal. Daily goals should be reflective of the goals that are more long term. This also allows us to strengthen your self-efficacy and feelings of enjoyment.

Frequent feedback provides you with joy. Each and every time you make it to the gym or you do what you say you were going to do, you get stronger. You can take advantage of one of the simplest strategies to improve or increase your self-efficacy by meeting these daily goals.

If you have taken the time to read this and implement a new success strategy in your life, I know you are well on your way to a better version of yourself. Best Wishes.

Remember you deserve it but no one is going to give you anything. If you want something in this life you are going to have to go out there and take it.

Renewable Competitive Advantage: PERSEVERANCE & Long Term Success

Delaying instant gratification is the key to any true success. When you plan to adjust your lifestyle forever, you are really making a commitment to change not only your results and outcomes, but your self-image as well!

You are making a commitment to become a better or HOPEFULLY the best, version of yourself. If you truly want it bad enough, you have to plan to never return to the old behaviors that you had before. You have to think long- term.

You have to identify the current but soon to become “old” behaviors that will be sure to sabotage you. You must expect a certain commitment level to practicing these new behaviors as well. Change is not easy. But it is simple.

The more specific your goals are the easier it will be for you to carve a path to success. This path requires both positive and negative reinforcement. You will need both consequences and rewards to allow you to attain your goals.

What would you be willing to do for a new t- shirt? I am sure you would be willing to do more for a brand-new car. The key here is to have reinforcement and to make it valuable enough to keep you compliant. This is so important. It creates the appropriate motivation and drive. It will keep you forging ahead even when times get tough.

Any real change will not be easy. The formula is easy, but you will have roadblocks and obstacles while progressing to becoming the new you.

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Having SMART goals and the appropriate reinforcements will allow you to blast through any adversity you may face. Appropriate reinforcement of goals is one of the secrets of the most successful people in the world. You have to associate a ton of pleasure with getting to your goals and also a ton of pain with not getting to your goals. This also requires ongoing refinement.

If you want to get your best results, it is imperative that you define your goals and write them down. Put them in places where you will see them. Also place the reinforcements, rewards or consequences in plain sight. Take a small piece of paper and write your goals and reinforcements on it. Get it laminated if possible. Keep it in reaching distance at all times. Make multiple copies. Grab it whenever you are feeling weak. Eventually, all you will have to do is think about reaching in your pocket and you will break your cycle.

Remember, why you got started in the first place. I know how bad you want it now, but you are the one who can't forget. Whenever you find yourself struggling, in negative self-talk, remember your **“WHY”**.

You are totally in control of your destiny! Nothing can stop you if you don't let it.

WHY SHOULD I WRITE MY GOALS DOWN? IF SO HOW?

Writing goals down improves your compliance and accountability. Take the time to write a personal Vision statement. It's called a vision statement because it is where and who you will be in the future. **See the 7 Habits of Highly Effective People.** People most often avoid writing out their Vision statement because they will have to hold themselves more accountable. They fear this. Don't be afraid. Taking this step is one of the most critical

aspects to getting what you want. It may change your life for the better,

FOREVER. Most people who take this step and look back and wish they would have done it sooner. It is powerful and very effective at getting us to our goals.

The following is an example of a Wellness Vision

Wellness Vision

I am now at my ideal weight and body composition. I am working with a personal trainer or physical therapist that can help get me to my goals. I have a much more advanced understanding of what I need to do to be happy and healthy. I now weigh myself daily and get my body fat checked once a month. I am consistently re-evaluating my progress and resetting my goals on a monthly basis. I eat breakfast everyday, drink plenty of water and I am following my diet plan. On Sundays I plan my meals for the week. I eat plenty of fruits and veggies, especially with my morning energy shake and I rarely binge on sweets outside of my planned times. I no longer sit on the couch all night and snack while watching television. When I go to the grocery store, I go to Whole Foods and I rarely diverge from my shopping list. I rarely buy or eat unhealthy foods and nor do I eat food from gas stations. When I eat out I look at the menu online and I rarely choose meals that diverge from my nutrition plan. I normally eat around my physical fitness program and I can tell the difference with my recovery from workouts based upon my nutrition.

I have tons of energy and I no longer feel the need to drink caffeinated drinks for energy. I now have a workout schedule and I follow it consistently. I am constantly improving my physical capacity and most or all of my aches and pains I routinely used to get have disappeared. I now really notice when I get off my nutrition and fitness program because my energy levels drop, etc. I can manage these times and can get back on track by myself or I immediately go to my coach to get assistance and redirection.

My self-image is not the same as it used to be before I started acting and being proactive. I have confidence. I have the most inertia I have ever had. I cannot imagine ever turning back, stopping my nutrition program or fitness program. I am moving forward and progressing towards the best me, the healthiest me I have ever been.

People at work or school have consistently make statements regarding my commitment to my health and how much I represent my wellness vision, although they probably don't know everything I am doing.

I wear clothes that do not hide my problem areas and I am not afraid to be in any type of clothing at work or for leisure. When I go on vacation or go to the pool, I am not afraid to be in a bathing suit and I feel more attractive than ever before. My significant other finds me more attractive and our relationship has improved significantly. My stress levels at work and home have significantly decreased and I am able to manage my life.

My self-efficacy is at an all-time high and I believe if I set my mind to it, I can achieve anything. I have begun to inspire others to get on the wellness path and this makes me feel great. My family has also joined me on this quest, and they are now pursuing optimal health as well.

I feel more successful than ever and I know the only true failure is quitting. I have significantly changed my beliefs and no longer have self-defeating thoughts and behaviors that impede me towards my happiness. I understand how my behaviors affect my health and I cannot imagine myself ever getting a chronic disease such as diabetes. I do not need to live off prescription medications and I do not feel helpless and destined for a life of chronic disease and disability. I am empowered and in control of my health, wellness and performance.

It may take you years to finalize your vision statement and for some it is an ongoing development process. When considering long term life goals, you must understand that you will change over your lifetime. It is inevitable. You might not change your personality, but your priorities will definitely change. This is totally normal, and your vision statement should change as your priorities change. A vision statement can even be re-written at any point.

The point here is that writing it down increases the chances of you getting what you want. The writing of the vision statement maybe one of your first steps in strategic planning to achieve your SMART goals. The SMART goals should be reflective of your vision statement and vice versa.

When writing each goal, Ask “What is important to me about this goal?”

Most people want to be happy. Being healthy or looking good makes you feel a certain way. You might not want to change your behaviors until your health is threatened. Unfortunately, you like most other people, usually place having a “good time” over your health.

Happiness is a byproduct of good health and healthy decision making. The more you attempt to re-create happiness, the less you truly have it. Happiness is a byproduct of your lifestyle. Don't let a health crisis be the reason you change your goals and behaviors! If good health is placed as one of your highest values, then you will probably have less chance to have a health crisis. This is a great step in the right direction. You truly can't be happy if you are unhealthy. If you are already unhealthy, that is ok too. Taking even the smallest of steps to improve your health will cause you to reap benefits of a healthy lifestyle.

Having your goals in writing helps you with repetition and habit formation. You should write your goals in an affirmation and in the present tense. Write all goals as if you have already achieved them. Make the goals positive and personal, they are not for someone else. You want to gain things and not lose them. You don't want to think about not eating your favorite unhealthy food because you will only think about it more. You want to think about how good it will feel when you attain our goals. You want to think about all the reasons why you set out for these goals in the first place. You will only perform poorly when you don't think about winning or the positive outcome.

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When an elite boxer throws a punch, they don't wonder if it will hit the other guy. They plan on hitting them. When a successful business owner opens a new storefront, they think of all of the reasons why they will succeed and leave the naysaying to the accountants and lawyers. Writing goals down and revisiting them, will get the appropriate record playing between your ears

We want to write goals that are like this.

1. I was 205 pounds 3 months ago and now my weight is under 185 pounds.
2. I have been following my plan for 30 days and my clothes fit better now and I am much more comfortable during my daily life.
3. At my last assessment, on this date, my body fat percentage is less than 20 percent and has been maintained for the past year.

4. 6 months has passed and everyone at the office is noticing my weight loss and wants to know how I did it.

5. One year has passed since starting my makeover project and I look good with my clothes off and I like to look at myself in the mirror. I even feel attractive.

6. 2 years have gone by and it has been quite the journey. I have adopted the lifestyle I yearned to have. I am who I want to be. I am happy, truly happy. I totally enjoy life and I am comfortable in my own skin.

7. I am a personal trainer. I have passed my certification tests. I am now helping others successfully do what I did. Change my life for the better and become the best version of myself.

8. I now know a different more enjoyable lifestyle and I never want to go back to the other ways.

9. It has been 3 years and I now believe something different about being successful. I know I can set a goal and achieve it, in anything I want. I can do anything!

Review these goals daily. It will help keep them at the front of our minds. Keep these goals in a place where you can see them frequently. Keep them close and read them when you are having difficulty. Often just the thought of your goals can help strengthen your decisions.

Finally, you must think of your goals with behavior changes in mind. Let's consider someone who is trying to lose weight and they decide they need to burn more calories than they consume. It is a great idea but is outcome derived and not process or behavior oriented. It doesn't give you anything to execute upon. There are no lead measures.

The most precise way to achieve this goal is to change the behaviors that will allow you to burn more calories than you consume.

Behavior change goals and Lead Measures would sound like this.

1. I now weigh myself daily and get my body fat (composition) checked 1 x per month
2. I have a smoothie for breakfast daily and I am consistently following my diet plan
3. On Sundays, I plan all my meals for the week.

4. I now have a workout schedule and I consistently follow it.
5. I am working with a personal trainer or Physical Therapist to help get me to my goals.
6. I am consistently re-evaluating my goals and resetting my goals on a monthly basis.

These are the appropriate goals that will help you be successful. Take the time to do this exercise. This will be one of the areas that is subject to the most change because you will learn new behaviors as you go along this journey. When that happens take the time to restructure your goals. This is totally normal and will only strengthen your chances of consistently getting what you want in life.

And now we can get to the information you have been waiting for

The following are explanations and answers revolving around the questions you on the Cheat Meal Diet Nutritional Questionnaire

1. How many meals do you eat that are prepared by you or a loved one, from your or

their home?

- _____ 1) Never
- _____ 2) No regular eating pattern
- _____ 3) 1/3 meals of all food intake or less
- _____ 4) 2/3 meals of all food intake or less
- _____ 5) 3/4 meals of all food intake or less
- _____ 6) Every meal

Meals eaten outside of the home are often calorie laden and may likely sabotage a good eating system. Try to eat more meals that are prepared by you or your loved ones. Historically, people did not risk allowing other people to care for their nutrition, other than your mother or trusted special people. You and I have been lulled to sleep by the food corporations and led to believe they have our best interest in mind. Yet most of the food industry supplies us processed, chemical ridden, calorie laden, addictive, insulinemic, estrogenic foods that are killing us and making us sicker and less capable by the year.

- 2. Do you follow any type of diet plan? If so, is it low carb, low calorie, low fat, slow carb, Atkin's, Dean Ornish, or Zig Zag?
 - a. _____ yes _____ no

It is important that every human place value on the foods they place into their mouth. Food is "information". Having a rhyme and a reason for the foods you eat gives you a direction and road map to follow to help keep you in line and on the path to improved health, performance and vitality.

Many diet plans however often lead you to failure. Many Fad Diets are not sustainable. Sometimes they do not even help with weight loss or management at all. Most often they also leave you depleted, weaker, and less healthy and most importantly your performance also suffers. You need a year round plan focused on your daily cycles, eating clean, getting leaner while improving performance and health. The Cheat Meal Diet is your answer!

- 3. How many meals do you eat foods that are processed?
 - _____ 1) Every meal
 - _____ 2) No regular eating pattern
 - _____ 3) 3/4 meals of all food intake or less
 - _____ 4) 2/3 meals of all food intake or less
 - _____ 5) 1/3 meals of all food intake or less

_____ 6) Never

Processed foods are everywhere and have become a staple in the western diet or SAD (Standard American Diet). Most people have a large proportion of their diets based upon consuming processed foods. Processed foods are anything that are prepared or cooked prior to them being prepared or cooked in your home. Not necessarily to be confused with prepared foods can be purchased in grocery stores and reheated in the home.

Processed foods are often pre-digested, loaded with preservatives and the body does not recognize them and digest them normally. Processed foods are absorbed much more rapidly in foods more in their natural state. This creates a shock to the system and often toxic placing tremendous stress on the digestive system. Rarely do you get an upset stomach from eating natural foods unless they are spoiled or contaminated. How many times have you eaten too much sugar, dairy and/o fried food to be left feeling ill, having to run to the bathroom or having to lay down and take a nap?

Eating Chicken nuggets is not the same as eating chicken. Apples are not the same as Apple Juice. Dairy is pasteurized which destroys the enzymes. Pasta cannot be whole grain. Pasta is processed and cooked and packaged.

Anything that is not in its most natural state or comes in a package is likely to be processed and should be consumed at the least as possible. Eating clean means starting with eating as many foods in their natural state or as close to it as possible. It also means avoiding processed foods as much as possible. Understanding the lingo on food labels can be a critical first step. **For more information see the Food Labeling section.**

We know how difficult this is. That is why we created the Selective Fasting Eating System. This allows you to have a cheat meal every day. Yes Everyday! Managing your Cheat meals is a long known and widely utilized secret of the leanest and most muscular body builders on the planet. We have discovered a way you can use this to your advantage. See the section titled "Food Choices" and your Meal Plan for more information.

4. I usually eat or drink sugar at my meals

_____ 1) Every meal

_____ 2) No regular eating pattern

_____ 3) 3/4 meals of all food intake or less

_____ 4) 2/3 meals of all food intake or less

- _____ 5) 1/3 meals of all food intake or less
_____ 6) Never

Food labels have ingredients listed by weight. The first ingredient on the list is the most concentrated substance in the food. The following should be avoided: maltodextrin, sucrose, cane sugar, sugar syrup, high fructose corn syrup.

Crack Cocaine. There is a great similarity between high fructose corn syrup and crack cocaine. Crack cocaine is derived from the cacao plant and the roots are commonly chewed on for energy by the indigenous tribes in South America. This is much like what everybody commonly does by drinking coffee. The chemicals are now extracted from the roots and concentrated into a form that gets people high.

Corn contains fructose, or fruit sugar, which is a disaccharide many times sweeter than table sugar. If corn has such a sweet sugar in it, why does it not taste as sweet as a honey? Why don't we just put corn into our water, coffees, and sports drinks? The fructose content in corn is not concentrated enough in nature, just like the cacao plant. Our bodies were never meant to handle crack cocaine. Our bodies were also not meant to be able to handle ingesting high fructose corn syrups or other processed concentrated sugars.

5. I usually eat pasta, bread, potatoes

- _____ 1) Every meal
_____ 2) No regular eating pattern
_____ 3) 3/4 meals of all food intake or less
_____ 4) 2/3 meals of all food intake or less
_____ 5) 1/3 meals of all food intake or less
_____ 6) Never

Your body was meant to consume the right carbohydrates. Throughout most of history, the only carbohydrate foods that were available were the wild roots, tubers, fruits, vegetables, and nuts that our ancestors gathered. These foods were loaded with fiber and nutrients, and they were slowly digested and absorbed to provide a slow-release, sustained form of energy. With the advent of agriculture humans began to cultivate grains such as wheat, rice, corn, oats, and barley. These foods quickly became a foundation in the human diet. These foods were consumed in their natural unprocessed forms. Whole, cracked, or coarsely ground grains were made into porridges or baked into hearty whole-grain breads.

While the introduction of cereal grains substantially changed the human diet, the past

200 years have had an even greater impact on the types of carbohydrates available in the food supply-starting with the invention of high-speed grain mills in the early 1800s. Using this technology, producers remove the fibrous bran and nutritious germ from grains to make finely ground flour from just the starchy endosperm portion of the grain. People eagerly adopted this new flour, which had an exceptionally long storage life and made softer and lighter breads, cakes, and pastries. Unfortunately, this new white flour was also virtually devoid of the vitamins, minerals, and fiber found in whole grain products. Its superfine texture makes it quickly digested and absorbed in the body, causing a rapid release of glucose and insulin into the blood. The past fifty years have brought the most dramatic changes of all to our food supply. Products made from quickly digested white flours, such as breads, bagels, crackers, pretzels, and baking mixes, have become the norm in most people's diets.

Blood sugar elevates following ingestion of carbohydrates and a sustained period of elevated blood sugar is called hyperglycemia. Following ingestion of carbohydrates, insulin is released to drive sugar into our cells for storage and to be used for energy. Some foods cause greater increases in insulin levels.

Insulin is secreted by the pancreas when blood glucose levels are elevated above resting state, 120g/dl. Insulin is an anabolic hormone that signals your body to open up the gates and take glucose and other fuels, such as creatine, into the muscle fibers for storage. Insulin is an anabolic, tissue building hormone, and is one of the most potent hormones naturally occurring in the body.

Hyperglycemia. (See HBA1C) As blood sugar elevates after digesting carbohydrates, the red blood cells, which are primarily used for oxygen transport, pick up blood sugar for transportation to our cells, a process called glycosylation. The red blood cells only have so many receptacles designated for transportation of specific molecules. As levels of blood sugar elevate, the receptacles begin to fill up with glucose. The blood glucose competes for receptacle space with oxygen. When blood sugar is elevated, blood sugar wins. The process of suffocation from the inside out begins. Over time the tissues or cells that live the furthest from the heart are suffocated and begin to die.

To have the optimal function of your body you need to have the maximal amount of oxygen delivered to your cells. When deprived of oxygen for even several minutes, brain damage and ultimately death is highly likely. You can see and understand how this could ultimately affect your performance. Hyperglycemia also affects the liver's ability to oxidize (breakdown) fatty acids and convert blood sugar into the storage form of glycogen.

Any time you significantly stress the liver it also impairs its ability to focus on its primary responsibility as a detoxification system. Hyperglycemia also has a diuretic effect and significantly increases pressure on the kidneys. Hyperglycemia alters pH, your acid-base balance, and osmolality; your concentration of water. This in turn causes the kidneys to have to work very hard to try to get the body's water system back in balance. **Any alteration in our osmolality will cause stress to all the systems and processes of the body.** The body is 70% water and utilizes water to catalyze many of the processes of the body, including fat oxidation.

6. I usually eat dairy products such as milk, cheese and yogurt

- _____ 1) Every meal
- _____ 2) No regular eating pattern
- _____ 3) 3/4 meals of all food intake or less
- _____ 4) 2/3 meals of all food intake or less
- _____ 5) 1/3 meals of all food intake or less
- _____ 6) Never

Although Dairy is high in protein and calcium, as well as Vitamin D. Today's dairy products are highly processed. This removes many of the enzymes that allow for the benefits once sought after by our ancestors. Dairy is also the only food that natural provides high levels of all 3 macronutrients. Typically, a serving size, 8 oz, of 2% milk has about 12-13 grams of sugar or carbohydrates, 8 grams of protein and 8 grams of fat. The combination of a high amount of all 3 macronutrients is very anabolic and insulemic (Spikes the hormone insulin).

Dairy is designed for young people and mammals, to help them to grow. Dairy, especially the more processed varieties, must be kept on check to allow for the best benefits of health, vitality and performance.

7. I usually eat dessert type foods i.e. cookies, cakes, puddings

- _____ 1) Every meal
- _____ 2) No regular eating pattern
- _____ 3) 3/4 meals of all food intake or less
- _____ 4) 2/3 meals of all food intake or less
- _____ 5) 1/3 meals of all food intake or less
- _____ 6) Never

Though mentally rewarding these are saboteurs to your digestive system and metabolism. These foods are often high in all 3 macronutrients. The combination of high

sugar and high fat simultaneously in a food does not often exist in nature. That is why we love these foods so much. Unfortunately, your system was not designed to consume large amounts of these addictive and damaging foods.

8. On the average, how many glasses of water do you consume per day? Note: A serving is one 8-oz. glass of water only; do not include coffee, soda or other beverages

_____ 1) Rarely drink water

_____ 2) Less than 4 glasses per day

_____ 3) About 4 to 8 glasses per day

_____ 4) About 1 glass per hour throughout the whole day

Hydration. Eliminate drinks with calories except for post-workout nutrition. Limit and avoid liquid calories, these are high calorie, low nutrient density, food substances.

These drinks are high in sugar and do not activate the GI tract normally due to lack of fiber. Fruit sugar is attached to the fiber of the fruit. These refined, processed foods make it easy to consume an enormous number of calories with no nutritional benefit.

Most importantly, drink water. The National Research Council recommends 1.0 – 1.5 ml per calories expended. On average women should consume 1.9 - 2.9 liters or 66 - 100 ounces of water. Men should consume 2.7 - 4.1 liters or 93 - 130 ounces. Athletes, especially wrestlers, should be on the high end of this. This figure represents the total water from all sources. If you are not getting these amounts, then you are dehydrated. If you would like to know how to calculate your number of calories needed daily, you can easily find fairly accurate calculators on the internet. For the Biohackers out there, there are also very scientifically accurate methods for determining this number as well.

Thirst hunger rule – Your hunger and thirst mechanisms are regulated by our hypothalamus, a small area near the center of our brain. This part of our brain cannot differentiate between hunger and thirst and most often we are actually thirsty. Your brain is unable to tell us the difference when we are hungry or thirsty. Most likely, if you are an athlete or the average American, you are thirsty. Unfortunately for many, the brain will send a message to the conscious mind telling you to eat when you actually need to drink. Do not trust your body's mechanisms for identifying thirst and hunger.

Trust your plan and stick to it.

Human and athletic performance can be significantly improved, simply by ensuring proper hydration. Each 1% drop of hydration below normal will cause an increase in resting heart rates by 8 beats per minute, a decrease in cardiac oxygen output (the total amount of blood our heart pumps) by 1 liter per min, and a .3 degrees F increase in body temperature. The body uses water as a lubricant in the joints, tendons, and cartilage. When you are dehydrated your joints are less lubricated and you are more susceptible to injuries. Research shows that a decrease in hydration levels by 2%, that is 3 pounds of water loss for someone weighing 150 pounds, leads to mental fatigue, decreased acuity, physical fatigue, and ultimately a decrease in speed and strength of nearly 10%. Research shows most Americans, including athletes, are chronically dehydrated. Nearly 70% of athletes in all sports walk on to the field of play dehydrated. With simple awareness and behavior changes, an athlete can improve performance by 10% by ensuring proper hydration. Here is the quick and easy assessment for hydration status. If your urine has any color to it, you are probably dehydrated. Your urine should be crystal clear. If you are thirsty, you are already dehydrated.

Most people are dehydrated and have no idea what it feels like to be hydrated. **I always tell people that it is like trying to tell someone what a rose smells like, that has never smelled one before.** When I was wrestling, I failed the hydration urinalysis tests 4 out of 6 times both my junior and senior year, and I was wrestling heavyweight. I had no concept of needing to be hydrated. I also know I had poor performances, secondary to improper hydration. I would go out on the mat, I knew something was off. I wasn't cutting weight, so why would I think I was dehydrated? Unfortunately, I wasn't rehydrating like I should have.

I was eating healthy; anyone can tell you, I had one of the best diets in college wrestling, especially for a heavy weight. Unfortunately, there were matches, thankfully I won most of them, that my performance suffered because I didn't properly rehydrate after practices in the days preceding the competition. We should be trying to step on the field of battle and get our best performance possible. Winning and losing is important, however, the goal to shoot for is performing your best consistently and the wins will come.

You must rehydrate. Water has a high specific heat and is why you can create a lot of heat and not overheat. It takes a lot of energy to raise the temperature of water. Your body is 60-70% water. Water is needed for many molecular reactions, especially related to nutrition and exercise, to properly take place including fat oxidation and metabolism, muscle regeneration, and heat dissipation. 2-3% dehydration decreases strength and power by 10% and speed by 8%. A drop in hydration of 2% (3 lbs for a 150 lb man) leads to fatigue, diminished mental acuity and alertness, increased

perceived exertion, central nervous system fatigue, a decrease in the sweat rate and ability to cool the body, a decrease in endurance and diminished work capacity You can't trust your thirst mechanism. Your rate of digestion of water is limited to .5 L to 1L per hour and sports drinks may be 1-2 L per hour. Sodium and potassium are also excreted during the dehydration process and must be replenished. The nervous system functions properly with a signaling system that utilizes sodium and potassium to regulate the speed and efficiency of the nerve conductions. **You should be drinking water or preferably a 6-12% carbohydrate solution, every 15-20 minutes during exercise.**

EXERCISE and PHYSICAL ACTIVITY – Check out the Workout Makeover Questionnaire to get a custom workout based upon your physical goals and current activity levels.

9. When considering your overall levels of activity, how would you describe yourself? (circle one)

1- III - disease is present and you are unable to participate in physical activity. -1

2- Sedentary – sits most of the day, does not complete 20-30 minutes of light activity per day

3- Inactive – sits most of the day – does get a minimum amount of light physical activity each day like walking and taking the stairs

4 - Moderately Active – moderate activity throughout day and moderate workouts > 30 min/day

5 - Vigorously Active – physically active for vocation and vigorous workouts 45-60 min/day

6 - Extremely active – competitive athlete

Increasing Energy Expenditure. Increasing total energy expenditure can be a simple and effective strategy to increase efficiency with losing weight. There are several different ways to achieve higher levels of energy expenditure on a daily basis. You can increase resting or basal metabolic rate, RMR. RMR is the amount of energy used for essential body functions. RMR accounts for 60-75 % of total daily calories. Intense training will increase RMR significantly. Having more muscle mass and less adipose (fat) tissue also increases RMR. It is harder for your body to keep muscle nourished. Muscle requires a lot of calories to maintain. When you are not using your muscle or are having an energy issue or illness, the body will catabolize or breakdown muscle for energy first primarily to make it easier and more efficient for the body to function. It does not want to operate with all the overhead expenses that muscle requires. The electric bills for muscles are sky high. Thankfully we can pay that bill with good nutrition, a

physically active lifestyle and focused physical training.

Resistance training for fat loss. Resistance training has huge implications with fat loss because it burns a lot of calories and promotes lean tissue. A person could burn as many calories with resistance training as performing cardio. Intense weight training burns 7 -9 calories per minute. Cardio training as well as resistance training both boost your EPOC and increase the number of calories your body is burning. EPOC, or post exercise oxygen consumption is elevated significantly higher after interval and resistance training as compared to steady state cardio. This is the process that occurs to bring your body back to resting state. This is significantly enhanced through proper training. The higher states of intensity sustained, the longer it will take to return you to resting state. This means your body has to work harder just to return us back to baseline, therefore expending more calories.

Non exercise activity thermogenesis, NEAT, is all of the energy spent on non-exercise activity throughout the day including talking, chewing, walking, sitting, changing posture, etc. Minor manipulations increasing the amount of your daily non-exercise activity can significantly add up the calories over the long term. Take the stairs, walk as fast as possible, etc.

How do I train to lose weight? Understanding your zone for training is assisted by the Borg rating scale of Perceived exertion (RPE). You should attempt to maintain an RPE at 7- 8/10 for long interval training and 9-10/10 for short burst training. Training sessions should entail 15-30 second bursts or 60-120 seconds of longer intervals. This should be performed in 6-12 cycles with no more than 1:2 work per recovery rate.

I would personally try to mimic a competition as much as possible. I personally like the 5- 10 seconds of explosion and 10-20 seconds of active rest. This is much more like a competition. Performing this over 6-7 minutes at a time will enhance your athletic performance. You will want to incorporate the longer endurance intervals to ensure the ability to sustain power over extended periods of time.

If you are injured or have other limitations such as chronic diseases like Diabetes, Heart Disease and Osteoarthritis, you need a personal assessment of your physical capacity and a custom program designed more specifically for you. If you are interested in a more customized program design at an affordable price please email us at Fyziocoach@fyziogym.com or me at drlyneil@fyziogym.com

Sitting on the couch is a low intensity steady state fat burning activity at 1 calorie per

minute. Do not get fooled into thinking steady state burns more. It is a myth. Exercising more intensely with any mode of exercise will burn more calories than low intensity steady state exercise. This explains why you see someone on the elliptical on level 1 for 60 minutes a day and is still tremendously out of shape and overweight. Not to mention it is more likely the person on this program also has a ton of other counterproductive habits and behaviors.

You are training and using methodologies to improve performance and simultaneously build lean muscle and decrease body fat. You must train and stay focused on your goals. Do not lose sight of the forest through the trees. You started this endeavor with a goal in mind. Stay focused on it.

Resistance training does not make you bulky and gain weight. It takes at least 6 weeks of resistance training to see a difference on the microscopic level in the protein structure of a muscle fiber. Prior to this, the gains are all neurological. You gain weight while they are resistance training because they are usually trying to or have the goal of building up or gaining mass. You will use resistance training, especially in-season to make you stronger, increase your lean muscle mass, boost your metabolic hormonal environment, increase your metabolism, and help prevent injuries.

Resistance training is the best way to maintain muscle while in a calorie deficit. The longer you stay in a calorie deficit, the more the body will try to catabolize your muscle. Resistance training burns calories and increases fat loss, especially when utilizing exercises that call on multiple muscle groups at once such as dead lifts and hang cleans. Resistance training is also a significant metabolism booster. The microtrauma experienced from the resistance training causes increased demands on the body to repair tissues following exercise. This muscle repair and regeneration process increases caloric expenditure. Resistance training has also been shown to elevate EPOC, increase RMR and total calorie expenditure better than cardio. Resistance training also increases bone density and increases the tensile strength of tendons and some ligaments. You do not want to merely become a smaller version of our former selves. You want to be a leaner, more muscular version which makes you look more athletic, in shape and intimidating.

Exercise Density and Super setting. The best method of resistance training in season is the use of super setting which in more of a power endurance fashion. You get the best of both worlds and it improves your exercise density.

Exercise density is the amount of work per time. Super setting is not circuit training,

supersets give you something to do during rest breaks. They are full body work outs and/or split routines. Supersets use methods and exercise that try to stimulate many large muscle groups which enhances natural HGH production as well as other hormones that facilitate lean muscle mass and decrease body fat. You must make sure the resistance you are working with is adequate. You are either getting stronger or you are not. If resistance is too low, you will be wasting time.

As you train during an athletic season, everything should focus on high intensity, quickness, agility, quick bursts and power. These are the demands placed upon an athlete during competition. Studies have shown a decline in power and speed with a decrease in fast twitch muscle fiber composition while doing long duration steady state cardio exercise to cut weight. You should be conditioning to be as to as athletic as possible with every aspect of your training.

10. I use supplementation as a staple part of my diet

- 1) Never
- 2) Randomly
- 3) I do supplement but I frequently skip
- 4) I do supplement and I rarely miss
- 5) I consistently supplement on a regular basis

Not all supplements are created equal. Take a multivitamin or greens powder to ensure adequate antioxidants and minerals. Preferably a collagen-based protein and egg protein. These are more natural sources of protein with amino acid compositions which are very agreeable with your digestive systems. Eggs are considered the gold standard in terms of protein composition. Collagen Protein or gelatin was commonly consumed by our ancestors as they used bones for soups and also utilized all parts of the animal in meals.

Protein isolates and meal replacement shakes can be helpful to meet your protein requirement. There are primarily three words we need to be concerned with when buying protein. Hydrolysate, isolate and concentrate, which is in descending order of quality. Choose whey protein hydrolysate. Protein hydrolysates are > 95% protein by weight and are more expensive of course. Protein isolates are between 80-90% proteins. Protein concentrates are anywhere from 20 – 80% protein and the rest of the content is fat and sugar.

Supplements have the ingredients listed by weight. Be aware that companies will advertise a supplement as hydrolysate but if you look on the ingredients it is listed far

down the list. Labels have the ingredients listed by weight. If we look on our protein's container label, if protein content is not within 80% of the serving size recommended, our protein is full of excess fat, sugar, and ultimately calories. Protein supplements are supposed to have protein and very little else. For example if the protein says it has 30 g of protein per serving and the serving size is 50 g, you can be sure the other 20g is fat, sugar and unnecessary calories.

I also recommend supplementing with at least 5 g of creatine monohydrate or phosphocreatine as well as no less than 5 g's of branch chain amino acids. No studies have shown negative associations with creatine if taken appropriately and staying hydrated. Creatine significantly enhances sports performance. Creatine is a supplement that has been shown to decrease injury rates, improve power, recovery from injuries, and decreases heat stress. Your body produces creatine daily. Creatine is synthesized in the liver from arginine, methionine and glycine. Your muscles use energy in the form of ATP, adenosine triphosphate, for contractions. During power movements and intense anaerobic activity of approximately less than 1 minute, creatine phosphate is a primary fuel source. Energy is released in the muscle by breaking the bond of one of the phosphate groups of the triphosphate component of the ATP. This turns the ATP into ADP, adenosine diphosphate. The adenosine diphosphate waits to be replenished and turned into ATP. When your creatine phosphate muscle stores are saturated, your muscles can more easily regenerate ATP from ADP by using the phosphate of the creatine to replenish the ADP.

Certain nutrients can be utilized to speed up the recovery process following an injury. These several key nutrients assist with decreasing inflammation and oxidation, improving immune function, promoting collagen formation and providing cellular nutrition. Following an injury, we should be attempting to stay hydrated. Hydration facilitates the healing process by bringing nutrition to your healing tissues and will help flush inflammation and toxins from our body. Increase our intakes of fruits and vegetables which have many pro-healing nutrients and anti-oxidants. Vitamin C is found in the greatest concentration in broccoli, but eating oranges and supplementing with vitamin C is also beneficial. Protein is used to build, repair and maintain tissue. However, as mentioned previously, you can only utilize so much protein every 2-4 hours. The male body can approximately utilize 14-30 grams of protein every 3-4 hours. The female body can utilize approximately 7-21grams of protein within the same time span. Eat foods high in omega 3's or supplements with high quality fish oils (be careful here it is better to eat fish and other high omega 3 foods in their natural state than consuming a ton of fish oil supplements). Omega 3's are natural anti-inflammatories and anti-oxidants. The following should be consumed daily to facilitate healing and recovery, especially if experiencing an injury. Not all supplements are created equal.

Eicosapentaenoic Acid (EPA) 376 mg (milligrams)
Docosahexaenoic Acid (DHA) 264 mg Gamma-Linolenic
Acid (GLA) 672 mg Selenium 100 ug (micrograms) Zinc 15
mg Vitamin A 1 mg Vitamin B6 2.2 mg Vitamin C 90 mg
Vitamin E 15 mg

Branch Chain Amino Acids. BCAA's allow the body to have a constant supply of amino acids for fuel which will increase your metabolism. When your body uses up all its glycogen it will start to turn to muscle and break it down for fuel. This is called protein catabolism. If you have a high amount of BCAA's in your system, it will be used sparingly for your muscle protein. L-carnitine assists with fat metabolism and facilitates uptake of BCAA's. Take approximately 1000mg of L-carnitine per day. L-glutamine is the essential amino acid that anyone who is training hard should be taking. 2 g of L-glutamine should be taken on training days. L-glutamine is the most abundant amino acid in the body but is the first amino acid catabolized when the body is under stress. L-glutamine also assists with immune system and brain function.

Limit energy drinks - Limit caffeine. Although caffeine is not harmful up to a certain amount, I believe it should be limited. It is a drug. It is a stimulant. It is a diuretic. Moderation is necessary. Many people who regularly consume caffeine become chronically dehydrated. As mentioned before, dehydration causes fatigue and a decrease in alertness. Many people consume caffeine because we wake in the morning fatigued from being dehydrated from inadequate intake of water the days prior. We then drink a cup of coffee or energy drink to restore our feeling or perception of having energy. This only dehydrates us even further. Drink 16-20 oz of water every day on awakening prior to your morning cup of coffee. Children and adolescents should not consume any caffeine. A child experiences in one can of soda the same as what an adult experiences in 4 cups of coffee.

Caffeine also has a Narcotic effect. Caffeine as used in pre-workout drinks or in coffee causes increased output by up to 30% during an exercise session. This is not only because of the increase in energy but by the decrease in pain and discomfort. This allows a person to over-train beyond their normal levels. Obviously this can be very detrimental if not controlled and performed over extended periods of time.

Females need different amounts of nutrients than their male counterparts. Females tend to have lower bone mineral density and higher rates of osteoporosis and should be consuming high levels of calcium when entering adolescence and throughout their lifespan. They also need higher levels of iron especially during menstruation. Female

should consume, through foods and supplements, 1500 mg of calcium per day, 18 mg of iron, and 90 mg of vitamin C which helps absorption of Iron. Calcium citrate is an easily absorbable form and compared to several other forms has been shown to cause less GI distress. Calcium is absorbed through proper intakes of vitamin D. Vitamin D3 and vitamin D 1,25 are important supercharged types of the vitamin. Vitamin D is naturally produced by our bodies when getting adequate amounts of sunlight. Limited sunlight and decreased levels of vitamin D are associated with osteoporosis, autoimmune disorders such as multiple sclerosis and rheumatoid arthritis.

Bonus

11. What time of day do you work out? (You will/can have a meal plan designed for you based upon the time of day you workout)

- 1) Morning
- 2) Midday
- 3) Late afternoon / evening
- 4) I workout twice a day

See the Book, "The Power of When" by Michael Breus, PhD for more education on which times of the day to exercise. Basic rules are to wait 90 minutes after awakening to perform exercise greater than moderate intensity. This allows you cortisol levels to stabilize and gives your body a chance to warm up and increase blood flow to your muscles and joints. Resistance training is also best to perform in the second half of the day secondary to hormone influences such as testosterone and HGH.

12. After exercise I use recovery nutrition techniques

- 1) I don't know what recovery nutrition is
- 2) I never use recovery nutrition
- 3) After less than 1/3 of my workouts
- 4) After more than 3/4 of my workouts
- 5) Every time

During exercise, your body burns carbohydrates for fuel, especially during strenuous physical activity. If your glycogen stores start to become depleted your bodies will turn to catabolize our protein, muscle protein. There is also a cascade of hormonal changes that occur during exercise which may be detrimental to your ultimate strength gains and

increase in your lean muscle mass. During exercise, your body releases hormones in response to the stress of exercise which signal the body to catabolize your proteins and break down glycogen. Epinephrine and cortisol are two of these hormones. When cortisol is released it causes your body to catabolize protein for fuel and also suppresses your immune system. The harder the workout, the more cortisol is released and the greater the amount of protein breakdown and immunosuppression. Exercise also causes immunosuppression, oxidation, and inflammation. Finally, exercise also causes a significant amount of fluid loss and subsequent dehydration.

Pre-Exercise Nutrition. There are several things you can do to diminish these negative physiological responses. 2-3 hours prior to exercise, you should consume a small meal to increase your level of blood glucose and amino acids, along with an antioxidant multivitamin, primarily containing Vitamins A, C and E. An Omega3 supplement could also be included in this dosage to limit oxidation and inflammation following exercise. This meal also gives your body nutrients to utilize to replenish your glycogen stores and will in turn stop your body from initiating gluconeogenesis, and ultimately the catabolizing of muscle protein.

Post-Exercise Nutrition. Following exercise, especially heavy resistance or high intensity exercise, your bodies become highly sensitive to insulin. The forty-five to 60 minutes following exercise is a crucial time period for nutrition. After 60 minutes if the proper action was not taken, your body starts to become more insulin resistant. This means that if you wait longer than 60 minutes to consume your carbohydrate protein mix, your body will not respond and take the nutrients into your muscles. This is a great phenomenon which you can take advantage of. Your body is in a maximal anabolic state and by giving it carbohydrates, your insulin will increase and your cells will open the flood gates to take in nutrients. Following exercise, your post-exercise meal, to get optimal results you only need between 15-20 grams of carbs and 20-30 grams of protein. A beverage with 10-15 g of protein and 2-4 grams of carbohydrates should be consumed every 2-3 hours following your post exercise drink that was consumed within the 45-60 minute window. This is also a great time to take your creatine supplement. Your reserves will be significantly depleted and need replenished following exercise. I prefer Beta K. Beta K combines Kre-Alkalyn with beta-alanine which helps with creatine facilitation.

I prefer the platinum Collagen Protein because of its low effect on insulin. During the day we want to take another 30-40 grams of protein but without the carbohydrates. Your body is not highly insulin sensitive after the 6 hours following exercise. You must be careful to not spike your insulin levels during these times. It is beneficial to continue with protein and amino acid supplementation during these times to help maintain protein

synthesis.

This is most important if you have been fasting prior to exercising.

Refueling – Your body normally stores 9-10 g of carbohydrates, primarily as glycogen, per kg of bodyweight. This is typically enough to fuel a 20-mile run at high intensity. The upper limit of storage for carbohydrates following a carbohydrate loading for several days is 15 g per kg of body weight. Muscles are the primary reserve for glucose, or in its polysaccharide storage form, Glycogen. 70-80% of your body's glycogen stores are in the muscle. The muscles use this glycogen for fuel and it needs to be replaced following exercise. A muscle cell is a muscle fiber. Insulin is the hormone that signals your body to open up the gates and take glucose and other fuels, such as creatine, into the muscle fibers. Insulin is an anabolic hormone and is one of the most potent hormones naturally occurring in the body.

Exercise helps to increase insulin sensitivity to your muscles. Following exercise or fasting, insulin sensitivity is the greatest and the muscles and liver are preparing to replenish their stores of glycogen. This should be the only time for us to eat any refined sugars.

You can ingest higher glycemic carbohydrates after working out if possible and a sports drink as listed below. Gatorade or the like is the best option. Remember, insulin is an anabolic, muscle building, hormone and by consuming carbs after working out, your insulin levels will increase. You will already be in an anabolic state because you just worked out and now you will be supercharging it by increasing insulin levels and driving nutrition into your muscles. I still recommend keeping your sugar intake to a minimum if you are trying to or need to lose weight or body fat.

Fueling prior to, during and after exercise ensures adequate supply of energy and if nutrition is consumed in a liquid form, will also supply the necessary rehydration. Drinks should be 60-120g of carbohydrates per 1000ml (6-12%). At least drink water and, if possible, a similar carbohydrate drink. Athletes should consume 4-8 oz every 15-20 minutes during practice. A mouthful of water on the average 150-pound person is about 1 oz. You will be able to burn more calories and sweat more by having a good workout. Not drinking and not having carbs will cause you to crash. Your workouts will suffer and make it more difficult to burn calories and shed the excess pounds.

Pre-competition meal. The main point is, do not over eat. When foods are undigested, the body redirects blood flow from the muscles to the stomach and intestines, termed

post-prandial hypotension. This is the phenomenon which occurs when you stuff yourself and feel fatigued after. All of the blood is in your stomach. Eat a small, easily digestible meal while properly rehydrating. Do not eat a new food prior to competition. If a new food is desired, especially a potential performance enhancing food, experiment in the days and weeks following competition to gauge your body's response to the food. The pre-competition meal should occur 3-4 hours prior to competition. The athletes can fuel up with carbohydrate drinks and GU. GU is a small concentrated carbohydrate gel that many marathon runners utilize during training. www.guenergy.com. *This can also be taken during the break of games with half times such as basketball and football. When I was at The University of Cincinnati, we provided the Bearcats with GU and Gatorade during halftime to replenish their muscles.*

13. I eat Nuts and seeds

- 1) Every meal
- 2) No regular eating pattern
- 3) 3/4 meals of all food intake or less
- 4) 2/3 meals of all food intake or less
- 5) 1/3 meals of all food intake or less
- 6) Never

Lowest caloric intake. While losing weight, it is not recommended to drop to a lower caloric intake than your body weight in kg's multiplied by 28.6. Consuming a lower level than this can trigger starvation mode. In starvation mode your body will hold on to everything you eat, slows down digestion and your metabolism. You must eat to fuel your body. You must eat to be able to burn more calories and to fuel your work outs. You should be a workout machine. People who work out consistently will create a significant calorie deficit and will increase their total daily energy expenditure to offset calories ingested from our nutrition plan. After 24 hours of cessation of eating, all glycogen stores will be depleted, and the body will start to utilize fat and protein for energy. Through this process the body begins to catabolize muscle tissue for conversion of protein to glucose for energy. This process is called gluconeogenesis. Prolonged calorie deficits of greater than 50% of total caloric needs will cause increased levels of cortisol, muscle protein catabolism, and a decreased resting metabolic rate. A significant weight re-gain once normal calorie intakes are resumed occurs and weight is usually regained as primarily fat not muscle.

Binging and purging. Studies have shown that athletes who consistently allow their weight to fluctuate during the season will have a decrease in metabolism. This is very counterproductive. You are doing everything you can to rev up the engine and burn as many calories as possible. You want try to keep your fluctuations to a minimal. Your

body has a set point in which it believes your weight should stay. This is the reason losing weight at the beginning of a program is so difficult. Your body likes where its weight is and if weight loss occurs too quickly it responds as if you are dying. If you properly condition your body and do not fluctuate, a new set point is created. Continuously fluctuating in weight will not allow this to happen and will ultimately make you struggle even more to make or lose weight. Large weight fluctuations during the athletic season have also been associated with low serum levels of testosterone in athletes, especially competitive wrestlers.

Nutrition and Lifestyle score $\frac{\text{score}}{50} = \times 100$
_____ %

44/88%+ Level 5

37/74%+ Level 4

25-36/50-72% Level 3

<25/50% Level 2

The Cheat Meal Diet

The Revolution Eating System

- **An Eating System for Performance, What is the SECRET FORMULA?**
- **Birth of the Cheat Meal Diet concept**
- **Background and Creation of the Cheat Meal Diet (Performance Eating System)**

- **What is Selective Fasting?**
- **What is the Cheat Meal Period?**
- **What are the Rules of the Cheat Meal Diet?**
- **What Should I eat?**
 - **24/7 Strategic Eating**
- **Adopting the Performance Lifestyle**

What is the Cheat Meal Diet (Performance Eating System)? SECRET FORMULA Nearly every other diet and training regimen follows a “calories in calories out” format which leads most people to failure. Fortunately for you, your body is not as simple as basic addition and subtraction. After years of education in Physical Therapy and Exercise Science, I had to ask why the calories in calories out approach does not work for everyone?

I discovered there are few key reasons why this approach fails most people. First and foremost is that weight/fat gain and all body composition changes are not just based upon calories in and calories out or energy balance. Body composition is truly based upon how your body is producing and responding to hormones.

Any changes a human may experience for the better or worse in performance actually lies in the neuroendocrine and neuromuscular systems. The **Cheat Meal Diet (Performance Eating System)** is based upon this realization.

The Cheat Meal Diet, although based in the complexities of science, is so simple.

It eliminates counting and tracking numbers.

It gives you the empowerment to take control of your diet, your weight and your performance while continuing to eat all, I said ALL, of the foods you love.

Sounds too good to be true. The science of the future always does. In 10-15 years, the science will catch up with modern day or common knowledge and people everywhere will be utilizing a diet regimen similar to the **Cheat Meal Diet (Performance Eating System)**. The **Cheat Meal Diet (Performance Eating System)** is designed to allow you to achieve optimal states of health and performance, just like I had, in one of the most demanding sports in the world, college wrestling. The kicker... Without starving

yourself, and performing hours of intense workouts etc. The more specific and focused you are, the easier life becomes. You can get high levels of performance without wrecking yourself. If you are the type of person who enjoys pushing your limits to the max this plan will help you too!

The **Cheat Meal Diet (Performance Eating System)** is based upon daily cycles of selective fasting from specific foods at specific times and **REWARDing** yourself with your favorite foods at specific times that **YOU** choose.

The foods that cause all of the negative side effects such as low energy, inflammation and increased body weight and body fat are not eaten during the **Selective Fasting** times of the day. These are the same foods which increase insulin levels, decrease insulin sensitivity, increase estrogen levels, increase toxicity, stress your immune system and decrease performance and energy levels.

This diet is not a total FAST but selective and intermittent fasting. This means that foods are chosen or consumed at certain times for certain reasons to have a positive effect on the body. The **Cheat Meal** part is the best part. By following the principles, when you are on the **Cheat Meal Diet (Performance Eating System)**, you are able to have a **CHEAT MEAL EVERY DAY** and eat foods that are otherwise banned from most traditional diets.

On the Cheat Meal Diet, if you follow the rules for short periods of time, less than ONE WHOLE DAY!!!, less than 24 HOURS!!!, you are able to reward yourself with the foods that are typically totally removed and forbidden from most diets. This diet also teaches you how to ensure proper nourishment and how to properly use recovery meals following bouts of exercise or demanding physical activity. Once again, you get to reward yourself for your hard work! There is nothing better than having hard work pay off with hefty REWARDS. Imagine you get to feel this way every single day. Be careful. You might actually start to like the **Cheat Meal Diet (Performance Eating System)!**

Sounds Great doesn't it? Well trust me, my clients and I totally agree with you and guess what? It works like a charm! It might be the **EASIEST** diet you have ever been on once you get the hang of it.

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Wait a minute... So you are saying **I can eat chocolate every day and still achieve optimal body weight and body fat?** Yes, and for most people it is possible on the Cheat Meal Diet. Get your results without depriving yourself! **Finally you can!!!** If you're looking to be your best, you may have to step up to the black belt level which unfortunately doesn't allow chocolate every single day. The black belt meal plan does allow for you to have Cheat meals throughout the week in which chocolate can be eaten.

The Cheat Meal Diet is also designed to be able to be followed year-round. Once you understand the principles, it very easy to do this. I wish you the best of Luck, even though I know you won't need it! It is hands down the best thing out there for getting leaner, healthier and improving your performance.

I urge you to continue to read the rest of this document. However, if you want to get a head start to begin this diet please visit this link Cheatmealdiet.com to secure your questionnaire. If you have already

completed the nutrition questionnaire, please score it and head to Cheatmealdiet.com to select the appropriate Food Choices Table or Meal Plan designated by your score. This table will be your daily guide to success and can be a HUGE help to guide you along your journey of success. It is \$9.99 and you will also receive access to Recipes and other resources to keep you achieving the best results possible. If you are disciplined enough to reach level 4, and being a Black Belt gets easy and you are ready to step it up please contact me at fyziocoach@fyziogym.com

Following the completion of the questionnaire, you can get access to a lengthy educational section on why these questions are important and what you need to know about each topic. Once you start your new eating plan after you download it at theCheatmealdiet.com reading this section could be the most important step. You can also find more specific information such as supplementation here as well.

I hope you enjoy the following information on the Secrets of using the Cheat Meal Diet!

System Background and Creation First let's start with where the CheatMeal Diet came from...

On the basics of levels, people are all the same. People also have many of the same problems. One problem being that no one has been able to definitively determine what to eat and how to live on a year-round basis to stay healthy, get leaner, more muscular and have enhanced physical capacity and performance. This eating system was created to fill this need. It was created to allow anyone to follow and get the results mentioned previously. Have you ever wondered or asked yourself???

1. What should a person eat? You know what to feed your dog and maybe even your cattle but what are you supposed to feed a human?
2. If you do know what to feed a human then what should someone eat to get the best performance possible?
3. Everyone is different when it comes to physical capacity, what is the best way to train and live to become as athletic as possible?

I have been developing this diet for nearly 2 decades. The concepts for this diet began when I started to notice how my nutrition was affecting my performance in high school sports. Prior to my senior year of high school, I never paid much attention to which foods were better for me to eat relative to my performances. I quickly realized I was using an inferior method of evaluation to create my nutrition plan. I had been following a “**calories in calories out**” philosophy which left me depleted and weak during wrestling season and overweight and slower during football and baseball season.

I started college in the 197 pound weight class although I weighed about 225 entering my freshman year. By my junior year of college I no longer needed to cut weight because I could not make the 197 pound weight class. At this time, the only answer was to start competing at heavy weight (285 pounds).

This was a total game changer.

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I now struggled to keep my weight as high as possible as I often weighed in nearly 60 pounds under the heavyweight limit. I would drop from just over 250 pounds at the beginning of the season to about 225 pounds each season, my junior and senior years. As you can imagine, I was trying to keep on as much weight as possible. However, with the amount of working out and eating a “healthyish” diet, the weight kept falling off.

When I started competing at heavyweight, my results were very different. I would still lose weight during the season, but I would continue to get stronger, faster, more muscular and leaner throughout instead of weak and depleted. This happened because I was trying to make it happen. I had learned to pay attention to the details that would help to get me healthier and also improve my performance. Training without a weight goal allowed me to have one thing to focus on. For the first time, I could solely focus on wrestling instead of trying to be the best weight cutter on earth. I could eat the healthiest diet regimen I could and simply try to be the best wrestler I could be. And as you likely expected, I started having more energy, less injuries, less time off from practice and better performances. My grades even improved!

How do you lose 25- 30 pounds of fat, increase your lean muscle mass, get ripped, increase your strength and power, feel great and improve your performance?

Pretty crazy but this was my experience. It was an amazing feeling. It's like trying to tell someone what a rose smell like that has never smelled one before. During my undergraduate studies and athletic competition, attempting to answer this question became an obsession. You have to remember; when I was in college, 1998- 2003, you still couldn't rely on using the internet for information gathering. Exercise science and human performance were nearly brand-new emerging fields of study. Fortunately for me, I was pursuing a bachelor's degree in Sports and Exercise Science. I soon realized what was being taught in undergrad programs had significant diminishing returns. These diminishing returns ultimately lead to a lack of **sustainability** and ultimately **failure** to achieving your fitness and nutrition goals. Lack of sustainability is the number one saboteur to any plan.

Revelation after revelation occurred to me throughout PT graduate school. I soon realized many people out there were operating their everyday lives with information that wasn't even close to accurate. I also learned that PT research was much overlooked when it came to HealthCare. This is unfortunately is still occurring despite the fact PT Science is going to become the most important information for the future. This will become more of a reality as society ages and becomes simultaneously more proactive in improving health on all levels and ages. The “common knowledge” regarding Nutrition maybe the most inaccurate saboteur which is currently plaguing of our society. It may also be the biggest threat to the future of our society.

I really think that the solving the answers to these questions could not be solved with the same level of thinking that created the problems in the first place. This is something my brother Nate always says and in this case, it is very true.

The mainstream information for what works is biased towards for improving the health status or prolonging the sickness of people who have chronic diseases, like diabetes and heart disease.

Athletes and those who train them do not employ this information. How would that even begin to make any sense? They focus on improving physical capacity and enhancing performance.

Most of the medical literature on nutrition and physical activity, however, is **not based upon improving performance**. The medical field is **not in the business of performance**. Medical practitioners are in general, currently focused on the business of taking care of sick people and doing the minimal for prevention. What prevention is being done is most definitely to figure out ways to lower costs and increase profits. Definitely not to improve your Health Span or quality of life.

What you are reading was written to be the best and most useful information that anyone will eventually come to learn as they head down the performance improvement path. Instead of wasting 10-20 years reading other books, surfing the net and consulting the BRO's at the gym, the information here will get you set straight from the beginning.

Imagine, you are driving on a trip to see a good friend out of town. You open up the road map or navigation on your electronic device of choice and program in your destination. Unfortunately, the navigation system has serious errors. It wasn't programmed correctly, and it doesn't have the most updated maps. It also only uses highways and main roads but there is no detail on the back roads. At every turn, the system resets the route to the destination. It doesn't have the ability to select the most efficient and effective route and picks random routes instead.

Sound familiar at all? I hope not but for many this is how they unknowingly select their path to their goals in life, especially for health, wellness and performance. I hope this type of navigation sounds ridiculous, but for many the path to wellness and self-actualization is just as tortuous and painful. It doesn't have to be. The CheatMeal Diet is an eating system designed to get you the results you want without killing yourself and making it as enjoyable as possible.

Birth of the Cheat Meal Diet Lack of sustainability is the number one saboteur for all plans, especially diets. **Lack of sustainability**. This means most diets are destined for failure for people. Most diets therefore are setting people up for failure and create a false belief system. This, to me, is the worst part of it all. It makes people lose faith in themselves and leaves them feeling vulnerable, ready to try worthless gimmicks. Sometimes it may even leave them headed down dangerous avenues that may lead to declines in performance and potentially threats to their health.

Today, businesspeople will sell anyone anything to make money. They do not have a true passion for helping people... changing culture... leaving the world a better place than they found it! They just want to improve the bottom line. I believe this diet is able to help any person and every person. It has the potential to have some impact on our culture and potentially leave the world a better place In 2007 I had completed my first version of this plan. Like everything I create, it was designed to

- Improve Performance
- Be Sustainable – Year Round
- Work for Everyone and Anyone

I gave people the diet system and quickly found I had created program fit for a college wrestler combined with a professor who has a PhD in nutrition. It required a ridiculous level of discipline and if you slipped up, there was no way you were going to get results. You were more likely to go nuts from stressing yourself out than you were to get the results you were looking for. My wrestling background was significantly skewing my beliefs on what the diet of a modern-day human should follow to stay optimally healthy. This meant that the diet was designed to be too difficult and would not be sustainable year-round and could not be followed by every single person.

After a few years, I went back to the drawing board with the same high standard. This eventually led me to create the **Cheat Meal Diet (Performance Eating System) several years ago**. Since then I have been tweaking it and having my clients as well as myself test it out. We are getting great results and I believed it was time to get this out there and give it another shot.

This **Cheat Meal Diet (Performance Eating System)** is designed to be used by anyone to get better results and improved quality of life for the rest of their life. No one I know or ever heard of was born successful and I know you weren't either. It takes time to build up to actualizing your potential. It just takes a good plan and a little execution to become successful at anything. All it takes is a little practice. The Cheat Meal diet will help you gain the confidence to raise the bar even further.

What is the diet that allows EVERYONE to be eating in a manner that is centered on enhancing performance and grants us with optimum health? The Cheat Meal Diet was specifically designed to answer that question. For this reason, the **Cheat Meal Diet (Performance Eating System)** has to be more specific. It also has to be designed leaving no room for contradiction or conflicts to your health as well as not interfering with your with social life and quality of life. Tall order but one I challenged myself with while creating this.

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I am very pleased to be able to now provide you with the **Cheat Meal Diet (Performance Eating System)**. Designed based upon the principles of a successful diet. The principles of a successful diet are as follows:

1. Starts with an assessment
2. Places people in levels to help ensure success and appropriate progression
3. Provides essential nutrition = Does not eliminate food groups or macronutrients
4. The principles and goals are well understood and defined.
5. The diet is easy to follow on a daily basis/year round
6. You have access to the foods recommended
7. It is designed to achieve optimal body composition

8. It puts us in an appropriate catabolic/anabolic balance
9. It is designed to improve physical performance
10. It will positively affect digestive health

Any diet or lifestyle regimen that you follow should be designed to increase your performance. There are many reasons why a proper program will allow you to excel. A proper program allows you to meet these goals:

1. Improves your feelings of self-efficacy, self-control, and confidence
 2. Improves your overall energy levels and vitality
 3. You have increased fuel and energy for workouts and activities of daily living
 4. You will have maximum healing, regeneration, recovery and repair
 5. You will have less inflammation, tissue damage and soreness after exercising
 6. Helps you avoid injuries and over training
 7. Gives you optimal body composition; this means Max lean tissue and minimal fat
 8. Allows you to have Optimal States of Health
 9. Improves your digestive organ function, food digestion and assimilation of nutrients
 10. Improves your hormone profile especially estrogen and insulin 1
1. Improves your blood profile
 12. Decreases your toxicity
 13. Improves your immune system function

What is Selective Fasting? Have you ever thought about what you would do without a grocery store? Grocery stores maybe the greatest innovation of all time. Even the average grocery stores are wellness oriented when compared to 10 or 15 years ago. This has greatly skewed our understanding of what is truly natural. However, I am not saying to go live in the woods or start your own farm. The trick is to use technology to help yourself and our culture. This requires learning how to make choices based upon the technology you have at your disposal. This writing was designed to help you navigate this process by developing a system of eating to improve your performance daily. This requires becoming more selective and becoming a better decision maker. All you need is the correct information!

Selective Fasting is a term designed to remind you that you are in control of being more selective

about your choices. Unfortunately, many people, maybe even you, did not grow up in an environment that fostered learning and promoted doing all of the right things. Most people never even begin to learn the principles of being successful until they are far into adulthood. That's ok because its better late than never. You can always get better!

So, you had to have started somewhere before picking up this information. You have also had some varied amounts of success in the past. In all these successes, you made **THE SWITCH**. When you became decisive and made the choice. When you became convicted! Take a second to think about your mindset in these moments. You really wanted it! In fact, you realized that to get what you want, to be better, you had to start wanting to be better. You had to start being the person who was going to get better. The better version of yourself. The formula to allow your transformation into the better version of yourself is easy. The execution unfortunately is never that easy or everyone would be doing it. That's why the **Cheat Meal Diet (Performance Eating System)** was created to give you and everyone else the tools to simplify this process.

Fasting is a hot topic right now in the nutrition world. Fasting stimulates a state of ketosis and improved energy efficiency and utilization. There are many diets out there right now promoting this state of ketosis and becoming Ketogenic. These diets however fail to put performance first. They lack the keys to sustainability. It also requires often ingesting large amounts of caffeine due to low energy levels. Much like a purely vegan diet, these diets are unnatural requiring large amounts of supplementation and modern-day technology to remain sustainable. Can you even sustain these diets for short periods without modern day technology?

Unfortunately for fasting ketogenic enthusiasts, when it comes to performance, simply fasting or utilizing intermittent fasting can have a negative impact in a variety of ways. Intermittent fasting is a type of fasting which centers on cycling varying lengths of periods of eating and fasting. Intermittent fasting has little to do with performance and focuses mostly on merely weight loss. Losing weight although commonly desired should not be the only thing in which you focus on. There are three primary things a diet should concentrate on giving you,

- *Optimal body composition* (fat to lean muscle/tissue ratio)
- Optimal health
- Optimal performance

Selective Fasting is a term I came up with to describe a type of intermittent fasting that allows you to choose when to eat certain foods at certain times and get the results you are looking for without ever having to give up the foods you love.

With Selective Fasting, you have much more freedom and much less restriction in what you can and can't do. Selective Fasting allows you to not have to ever skip a meal, let alone ever starve yourself or deprive yourself from the foods you love. Sounds too good to be true? The science of the Future always does! Join The Revolution! Selective Fasting was designed to decrease body fat and increase

lean muscle tissue all the while giving you optimal health and performance. This is the best part! Because it is a selective fast, within the guidelines you are choosing which foods to eat and how often you eat them. Remember, you still get to eat most of the foods you love every day and still get optimal results.

While on the **Cheat Meal Diet (Performance Eating System)** you choose what to eat based upon your recent physical activity levels and how the foods you choose are going to affect your body after you eat them. Your body consistently fluctuates between different states. This is highly based upon your physical activity levels. Physical activity and several other critical factors will alter the way your body responds to the foods you eat. This simple fact may be the most important thing for you to understand and can make or break the results of your diet and/or exercise program.

Selective Fasting is employed to allow your body to go through a **catabolic, detoxifying, clean-up phase** and move us towards **homeostasis**. For most people the only time there, body gets a chance to do this is when they are sleeping. The selective fast, however, is not a total fast but a temporary abstinence of foods that slow down the **clean-up process**. These foods are the usual suspects but there are a few surprises to many people **See Recommended Food Choices document**. This detoxification cleanup phase increases the sensitivity of your tissues and prepares them for maximal absorption and utilization of the nutrients in all of your meals.

You also have a buildup or anabolic phase in which the cells are taking up as much nutrition as possible. Once your tissues are stocked up on the nutrition, they require to operate at optimal levels the buildup phase begins to slow down dramatically. The only way to maximally stimulate the buildup phase, you need to go through the cleanup phase before they need replenished again. As you enter into the clean-up phase, you will utilize the stored nutrition and energy in your tissues. If you try to

replenish or nourish your body when it is full, and resistant, your body will not respond as well. This is considered an insulin resistant time period. This means more of your metabolized macronutrients, especially starchy carbohydrates and sugars, will be rapidly converted/metabolized and quickly transported to your fat cells.

Insulin causes this process of cleaning up to be decelerated and may totally blunt it. Insulin does not allow your body to appropriately initiate the actions needed to enter the cleanup phase. When you are in a toxic state, the clean-up process is compromised. Fat accumulates when you are in excess or toxic.

Likewise, it is not possible for the body to remain in a clean-up phase for too long, 24-48 hours, without experiencing negative effects. This is why low carbohydrate diets and intense multiple session per day workout routines are not sustainable. When clean-up hormones remain high for too long, the body goes into survival mode. Survival is not where You want to be. You want to thrive. You want better performance, not just weight loss.

Most biological processes are regulated through negative feedback loops. Negative feedback loops are commonly used in the most stable, self-regulating systems. These systems require alterations in the

process based upon what has recently been happening during the process. This feedback is used to further adjust and regulate the outcomes. A thermostat, not a thermometer, is an example of negative feedback technology often utilized in complex systems. This is the same way your body achieves homeostasis or equilibrium.

The Buildup phase is stimulated by Cleanup activity and Cleanup activity is stimulated by Buildup activity. The Buildup phase is stimulated by insulin, which is caused by eating, thinking about eating, and when under the influence of certain medications or hormones such as estrogen or xenoestrogens.

The Cleanup phase is stimulated by certain stressors. Typically, these stressors are fasting, under eating, selective fasting, and/or substantially increasing your physical activity level. You should desire to be cycling through both of these phases consistently/daily to achieve homeostasis giving you the ability to have optimal health, body composition and performance.

You want to progressively improve the time you spend in the Cleanup phase to at least 12-16 hours of the day. Spending this large amount of time in the awakened clean-up phase is what keeps your body lean, healthy and optimally performing. You should have preferably 24-48 hours, between meals consisting of starchy or high glycemic index or insulin index foods. The Cheat Meal Diet recommends that you stay as close to 24 hours as possible to help get onto a consistent/daily schedule. Most people find that they struggle trying to push the clean-up phase beyond 24 hours but this can be particularly beneficial especially after the occasional accidental but inevitable **binge**.

Once you can do this for a few months to reap all of the benefits, you can play with the time intervals to see how it affects your results. The goal is to progressively allow you to change your behaviors and lifestyle. *See Recommended Foods*

One of the most important aspects of improvement is the desire to improve. When you make this switch, it shifts your attention towards things that are going to help or hurt your chances of success. You can either speed things up or you can slow them down. Your rate of speed primarily stems from how **SELECTIVE** you are. The **SWITCH** causes you to begin to focus on beliefs and behaviors important to help to get you to your goals. This must come from one place and one place only, inside of you.

To have true success, you must program your beliefs about success. For everyone, this can be different. The first step is in creating a **definition** of what success will be for you. What is it that you REALLY want to achieve? How can being in your best physical condition help with this?

The next step in your path towards self-actualization and success starts with selecting the appropriate behaviors which you will need to take action on. Once these are defined, your compliance will almost single handedly determine the rate in which you reach your pinnacle. This information is designed to be that foundation. The information in this writing is the most up to date information regarding the pursuit of self-actualization, good health and enhanced physical capacity.

You have to take responsibility for your success and failures. Taking the time to be more selective will improve your chances at getting to your goals. You know the pursuit of your goals is an outward cry that you desire to change your situation. And yes, improvement inherently denotes you will undergo some type of change. Hopefully, a metamorphosis! Sometimes it requires you to be socially deviant. You might have to adopt some different positive behaviors such as spending more time in a more productive and success conducive environment. Every time, it requires selecting new behaviors, changing your beliefs and the creation of an improved self-image.

What is the Cheat Meal?

Ok I have heard of cheat meals before but there is no way you can have a cheat meal every day and still get success? The Cheat meal is the sweetest part of the **Cheat Meal Diet (Performance Eating System)**. While you are progressively becoming more and more consistent with the rules, you will begin to find a significant enjoyment with the Cheat Meal. This meal begins to become positive Reinforcement for a job well done during the Selective Fasting period.

You will find that in a couple weeks, you will be having minimal cravings during the selective fasting period. You will also find considerable **elation** during these Cheat meals not only because the foods you can eat but, because you were able to do so well during the Selective Fasting Period. This creates an immense sense of **satisfaction**. Satisfaction is one of the things most other diets cannot sustain on a year-round basis. The Cheat Meal Diet is here to solve that problem. This will also leave you with serious feelings of **anticipation**. You will patiently be waiting to Reward yourself not only physically but also psychologically as well.

I am sure you would agree, your Hard Work deserves Rewards.

During the Cheat Meal, Starchy and sugary carbohydrates as well as dairy products are reintroduced to your meals. ***The higher levels of the** Cheat Meal Diet don't permit sugary carbs on most days as well as any junk foods, if you are trying to get your best results. Fortunately, most people do not need to start at the higher levels to get the results they are looking for.

If you want to get a head start to begin this diet please visit this link www.thecheatmealdiet.com to secure your questionnaire. If you have already completed the nutrition questionnaire, please score it and head to www.thecheatmealdiet.com to select the appropriate Food Choices Table or Meal Plan designated by your score. If you are disciplined enough to reach level 4, and being a Black Belt gets easy and you are ready to step it up please contact us at Fyziocaoch@fyziogym.com

During the Selective Fasting Period, most of you will limit starchy and sugary carbohydrates as well as several other select foods. However during the Cheat Meal these can be consumed (See your Recommended Food Choices from your Meal plan based upon your questionnaire).

The two Cheat Meal Periods are the post workout period and one main meal per day. Vegetable and fruit (blueberries, raspberries, blackberries, strawberries) based carbohydrates can be consumed at any time based upon the list of foods in the table. Dairy should also be limited to one meal unless it is

a whey protein supplement. Dairy is usually processed and high on the insulin index. It spikes your insulin despite not seeing a directly proportionate spike in your blood sugar. You can learn more about this by accessing the resources at the [theCheatmealdiet.com](http://thecheatmealdiet.com).

If you are craving a Cheat Meal during the Selective Fasting phase, first try drinking water or coffee, eating some berries or nuts. This tends to really help curb your cravings. Many people like you will find coffee and nuts like pistachios or almonds to work best. Chia seeds are also a great option and can be mixed with liquids like water, unsweetened coconut or almond milk and berries to make a nice little desert type dish. See the resources at the TheCheatmealdiet.com for recipes and meals to help you along this journey.

What are the Rules of the Cheat Meal Diet?

Rules are made to allow us to have efficiency in executing any plan. This plan happens to be designed to enhance performance. **The first rule** is based upon the fact that rules for performance are different in one way. This difference is that all rules centrally focus on performance before and above all other things. This gives these rules a special distinction among the rules of most types of planning strategies. This is especially important for training regimens designed to improve fitness and give you the leanest most muscular body. This Eating System is designed understanding that you want to be your best. It's design also understands that you are human and perfection is not one of your strong points.

Fortunately, the Cheat Meal Diet has factored this in! This is the best way to feed a human and expect enhanced performance, sanity and optimal healthy. It truly can't be beat. If you want to be your best, the rules you follow must be designed to enhance performance and not hurt it. You should also not do what everyone else does! Believe me it will make you feel even better once you are getting the results you desire!

Any diet that you follow should be designed to increase your performance. Is your diet designed to enhance your performance? Is it designed to do anything? Most people I know and the diet plans they follow do not have improved performance as the number one goal. There are many reasons why a proper nutrition program will allow you to excel.

The Rules are simple and in syntax or hierarchical order:

1. Focus on Performance
2. You are what you digest not what you eat. Focus on Digestive performance.
3. Get at least 8 hours of sleep per night
4. Stay Hydrated Drinking the minimum required amount of water per day
5. Progressively eliminate junk food from the Selective Fasting Period – [See Meal Plan Food Choices](#)
6. Eat as high % of Real Whole Foods/Total Foods consumed as possible
7. Use Recovery Nutrition after bouts of anything greater than moderately intense physical activity

8. Take the recommended Supplements for optimal performance

Once you are able to execute rules 1-8 for at least 1 week move on to Rules 9-11. If you are someone that requires a little more adjusting use 21 days as your time frame. Remember they do say it takes 21 days of consistent behavior to make something habitual.

9. Perform Selective Fasting progressively lengthening to 24 hours

10. Eat plenty of the foods allowed during the CheatMeal Period

11. If wanting optimal results work on progressing to higher levels

– Not all are included in the meal plans. IF interested in a more custom meal plan after utilizing the black belt program please contact me drlyneil46@fyziogym.com

The MOST IMPORTANT rule of performance enhancement is to decide which level you want to compete at. How committed are you? How much are you really ready to change? Do you want to be your best? Really? That's ok too.

The MOST IMPORTANT Rule is really that you have to want to improve. You have to want to get better and that means you have to be willing to change. If you are truly willing to change the way you operate, then you can get anything that you desire in life. You get to choose!

Enhancing is a choice not sought by many. It is not easy and can seem rather complex. Once you understand this concept, you realize it really isn't that complicated! The complexity is that the system needed for continual improvement requires continual refinement and re-assessment. This means that you have to keep trying to improve. The only true failure is quitting. **This plan is designed to give you the best starting point possible and also give you a place to return when hitting the wall. Remember, this eating system was designed to allow you to have long term success and be very predicable and sustainable.**

24/7 Strategic Eating

What am I supposed to eat for breakfast? This might be the most important question and is definitely the most important meal of the day. Breakfast would be considered to be the meal you eat after sleeping at least 8 hours. People should definitely focus on improving sleep patterns and getting normal amounts. When you lose those critical hours of rest, your body becomes more likely to add body fat. When you are sleep deprived, hormones like ghrelin, that increase hunger, are elevated. Upon awakening, you should rehydrate by drinking 20 oz of water. Second you should always break a fast with the healthiest food choices possible. [see list of Do's and Don't's for Food Choices](#) . if you are interested in improving your sleep, checkout The Power of When by Michael Breus. You can take a quiz to learn about when you should program your sleep and everything else at <https://thepowerofwhenquiz.com/>

Upon awakening, your stomach is primed for nutrient assimilation after depleting, so breakfast or “breaking the fast” is a very important, **MAYBE THE MOST IMPORTANT**, meal. Eating nourishing whole food sources first thing in the morning sets the stage. If more nutrients are assimilated earlier in the day without spiking insulin or destroying all the benefits of the selective fasting period, it will cause less cravings later on in the day. I do however recommend delaying your food consumption for a few hours to continue to enhance this effect. See the Resources for Success at the Cheatmealdiet.com for the 24 hour Daily management plan.

Preferably, the next food type introduced should be a high-quality protein. Amino acid levels in the blood are low first thing in the morning and it is very important to replenish your amino acids. Eggs are a great choice as well as other lean protein sources. BCAA's and/or collagen/whey/vegetable protein supplements are encouraged. You may prefer to have an all-natural smoothie first thing in the morning. You will likely find that morning breakfast smoothies will make the biggest difference of all parts of this diet in my opinion.

Ok, I think I get it, so what am I supposed to eat?

This is simple.

The initial **Short Term Goal** is to get to the point where you are eating only one Cheat meal per day that is high in starchy or sugary carbohydrates or processed foods. Your body needs at least 24 hours to get back to equilibrium following eating a processed food or high starch/sugar meal. You will need to practice increasing the time between these meals but after a few weeks it should be a cinch.

If you are just starting out, use a food journal or calendar to track progress. Evaluate meals in terms of being high processed/nutrient sparse/starchy/sugary Junk foods and low processed/whole/natural/nutrient dense/low sugar/high fiber/starchy foods.

- The first goal for a “**starter**” is to get to the point where 1 meal per day for 7 days is composed of foods from the **selective fasting period** chart. A Meal Plan table for your questionnaire score can be redeemed at www.thecheatmealdiet.com
- Once you get to that point, the next step is, especially for the “**beginner**”, to strive to get all meals composed of foods from the Selective Fasting period except 1 meal per day, the Cheat Meal. This one meal should be composed of foods described in the **Cheat Meal** chart for your recommended level.
- The final step is to progress to eating all meals following the meal planning chart given and consistently adhering to the rules for 1 week. Then progress to the next level. You can always move up or down a level in order to find your “Goldie Locks Zone”.
- You will see results immediately on this diet as you begin to follow the Rules of the diet. Optimal results will be realized once you are consistently following Rules. Remember the only failure is quitting. **See the Meal Plan and list of Do's and Don'ts for Food Choices based upon your**

appropriate level designated by the nutrition questionnaire.

During the Cheat Meal Phase, you can have as much of the foods listed to desire. It is always wise to slightly under eat, rather than overeat. Stopping before you are full is a desirable behavior. Drink some water, wait a few minutes. If you are still hungry, eat some more and repeat. You should not consume more than 2-3 ounces of meat, poultry or fish at a time because it slows digestion and takes 2-3 hours to assimilate. 8 ounces should be the maximum consumed during the Cheat Meal period only. If you are a larger male looking to keep on some Mass, a few more ounces will be fine. Stick to consuming 20-30 grams or 2-3 ounces every 2-3 hours maximum during the Selective Fasting periods.

Please complete the nutrition questionnaire. Once completed, score it and head to the www.thecheatmealdiet.com to select the appropriate Food Choices Table or Meal Plan designated by your score. This table will be your daily guide to success and can be a HUGE help to guide you along your journey of success. It is \$9.99 and you will also receive access to Recipes and other resources to keep you achieving the best results possible.

Thank you and I hope you have gotten as much out of this as you expected

Lyneil Mitchell, DPT

Daily Performance Management Revolution

We are excited to be able to present this Performance Management Program to you. This was created to provide a daily performance system to get you the best chances possible to Win Each day. If you want to reach your goals and achieve your ambitions, a focus on daily success is a mandatory minimum requirement.

This document is designed to act as a field guide to daily success and for quick reminders. It is a tool for daily execution and maximum effectiveness.

For further reading on Daily Regimens for Success, Please checkout the books listed at the end of this document with accompanying links to audible.com. If you don't have audible.com, I highly recommend it. The appropriate "information diet" can be your best asset in terms of your ability to stay focused and execute your plan to reach your goals.

Please note, all exercises which are underlined are available as videos from our YouTube channel. Please do us a favor, while you are there please subscribe and checkout some of our most watched videos.

If you need any further assistance this please email me at fyziocoach@fyziogym.com or to get access to more information go to www.fyziogym.com #SchoolofAthleticism

- This is a daily program designed to give you the best results. Pro Athletes are able to recover much faster from their injuries and surgeries. They are typically able and willing to put in the work. They have access to the best programs and resources. Their injury becomes a priority and a focus for their daily energy and performance.
- **Rule Number 1**
 - Win everyday. Do what you can. Even better do everything you can. Repeat this each day. Get better each day.
- **Rule number 2**
 - All excuses are lies. Get it done. You will thank yourself later.
- **Rule Number 3**
 - The only failure is quitting. Finish your Physical Therapy. Finishing your physical Therapy program significantly decreases your risk for re-injury or future injuries from compensations developed during this or past injuries.
- **Rule Number 4**
 - Never stop. Keep getting better and winning everyday. Find a wellness program and a movement practice which continues to enhance your performance and quality of life while decreasing your risk for pain syndromes and non-contact injuries.
- Please note, all exercises which are underlined are available as videos from our YouTube channel. Please do us a favor, while you are there please subscribe and checkout some of our most watched videos
- [Ronda Rousey - How an ACL injury at 15 became a career defining moment](#)
- [Ronda Rousey - Road to Recovery Finger and hand Injuries 2019](#)
- [Amazing ACL recovery return to Sports in 15 weeks – Abbie Trzeciak](#)
- [Antonio Brown Off-season Training at Revolution 2014](#)
- [Chantae McMillan 2012 Olympian Rehabilitation and Training at Revolution](#)
- [SportsMuscle Versus Beach Muscles](#)
- [Revolution Functional Fitness and Equipment](#)
- If you decide to print this document – Please note Hyperlinks may not be visible and therefore words will appear to be missing. You can fix this by selecting all of the words on the page and changing the font color to Black.

START HERE

Daily Activities

- **Your morning routine is crucial to getting your day started successfully.**
- **Focus on your process.** You are the type of person who has a strong morning routine and who has a strong enough determination and motivation to start your day and finish it off right.

- Always Remember to Meet your basic needs before jumping to higher level needs. Mazlow still has a lot of clout when it comes to sustaining high levels of performance. Wellness and Performance are luxury pursuits.
- Use discipline when unable to find inspiration and motivation. No excuses. All excuses are Lies - Jocko Willink

WAKEUP - Whatever works best. See "Power of When" Book listed at the end of this.

1. Do not check email etc – Do not discuss work
2. Oral Hygiene Routine – Brush your teeth, mouthwash, floss. Yes of course. Do this.
3. Drink at least 8 oz of water – You are likely Dehydrated from the evening prior and sleeping without drinking water.
4. Listen to appropriate motivation/spiritual of choice based upon activities to follow – [Fyziogym Motivation Playlist](#)
5. Shower or workout then Shower – Each Help you escape the sluggishness of sleeping and stimulate arousal of the senses and a feeling of freshness. A shower typically symbolizes the beginning or the end. Could also be a cold shower. This establishes control over your schedule and reinforces your desired self-image.

Note: A shower may absolutely be one of the most overlooked and underappreciated technologies in terms of health, hygiene and performance.

6. Review Personal Goals – Review your why – Keep it Simple. Can it be done in the Shower? Think about this... What are the most important parts of your goals? If needed, please review the attached Goal Setting Study Guide in the [Fyziogym Wellness Program](#). This coaching program designed to give you the knowledge to guide yourself to a faster Road to Recovery, Functional Capacity and Athleticism.

- [Nutrients for Recovery and Healing Document](#) - A field guide for quick reminders on the best nutrients and vitamins for Healing and Recovery. The best foods full of those nutrients and vitamins.
- [Fyziogym Challenge](#) - A battery of fitness and mobility tests. Review your results. Don't forget the score.

a. Mental review of Fitness and Training needs for the day

B. Goal Setting Study Guide and Curriculum should be completed found in [Fyziogym Wellness Program](#).

7. Read Positive Wellness based information to support your HealthSpan and Performance Goals - [The CheatMealDiet Ebook](#) or the [Hacking The Athletic Code Ebook](#)

9. [Functional Mobility/Power Center Development Routine](#) - This program Should be based upon evaluation and should be 15-60 minutes. Checkout your [Workout Upgrade](#) for more

examples and routines to perform daily for improved physical performance. If you would like a full Workout Upgrade or Makeover program specific for you or someone else please email fyziocoach@fyziogym.com.

11. Brisk Functional Walk minimum 15 minutes – Intentionally walking to improve walking mechanics, endurance and power center endurance. Focus on Counter Rotation, shoulder bounce and arm swing fluidity. Start slow and build up speed. Intervals, hills and stairs also work very well. **Can be done before or after breakfast.**

If you are in really great shape already this could be replaced with a short 10-15 minute interval warm up run/walk for 1 minute run and 1 minute walk. Add side shuffles, back pedalling, high knees, carioca etc if you are a good enough athlete. This is just to break a sweat.

12. Optional moderate to high intensity workout for those who wish to ignite their body both physically and mentally

Breakfast - See Meal Plan for detailed information – [The CheatMealDiet Ebook](#) or checkout www.thecheatmealdiet.com and complete the [Cheatmeal Diet Questionnaire](#).

- Best Choice is to have Breakfast 2 - 4 hours after awakening. Take advantage of a fasted state from sleep which is further explained in your [CheatMealDiet Ebook](#).
 - What to Eat for Breakfast? BEst to eat Breakfast like you are following a Ketogenic Diet again taking advantage of a fasted state from a good night's sleep. – Consume Higher healthier Fats. Recommended to include ½ Avocado, Coconut oil Daily. Eggs 2-3 days per week. Low carb or no carb Protein supplements 15-30 grams Daily. Antioxidant Greens Powder; follow instructions on the product which usually also works great with a Blended Protein Shake (Include the avocado here too). Bacon 1-2 days per week depending on weight loss goals and self-control.
 - Add Creatine supplementation Based. Almost good for anyone to take. Keep the sugar and carbs in the supplement to a minimum. Magnesium RDA every other day. Blueberries, Fruits such as Blackberries, raspberries following zero carb dinner days and high volume and intensity workouts.
 - Add Berries, Banana and other natural fruits to breakfast if performing the intense workout following brisk walk. Not too much so as to cause your workout high to crash. Pay attention to this.

13. Self-Development reading/listening (Leadership, Self-Image Management, Performance)

- Preferably Audible.com from readings listed at the end of this book
- [Fyziogym School of Athleticism Playlist](#) - Featuring Andy Galpin, Cal Dietz, Jocko Willink, Joe Rogan, Ronda Patrick, Simon Sinek and Anthony Robbins

14. Review Agenda for Work Meetings and/or your objectives for training sessions

· For those who are working Attend your First Meeting or Training Session. Stretch breaks for 1 minute every 15 minutes of sitting. Someone to keep a timer if necessary. Program your watch or computer. Dont stay stagnant. Athletes get your 1st Training Session. At least mobility work and calisthenics.

· Prepare for technical/vocational work. Do not sit/stand still for longer than 15 minutes straight if possible. Be your best at the work you do. Whether you love it or not. Excellence is not an act but a habit - Aristotle.

Eat Lunch - Protein, Fat, Veggies and still a little “Keto”ish. Just Say No to processed carbs. No foods from CheatMeal List.

16. Oral Hygiene Routine

17. Back to Technical Work/vocation.

Pre-shift Preparation - Review for Meetings following day. Send appropriate email responses. Create agendas if necessary.

18. Finish work day on a high note, accomplish something positive even if it means to do something extra or something menial. Never leave Angry or Frustrated. Remember your why? Remember there are always more important things which you are very grateful for. Maybe necessary for you to create your own music playlist for this situation. I know this typically works very well for me. But this music should absolutely be YOUR favorite, for YOUR best mood and on your most accessible and practical device.

- Light 5 minute Mobility and Stretch followed Brisk Functional Walk minimum \geq 15 minutes – Intentionally walking to improve walking mechanics, endurance and power center endurance. Focus on Counter Rotation and fluidity. Start slow and build up speed. Intervals work very well. May need to sit 15 minutes if legs are tired prior to walk depending on your job/vocation.

Eat Dinner – a great goal is to be finished eating 3-4 hours prior to planned bedtime - Add Healthy Carbs back in – Sweet Potatoes preferably – Always Limit Processed food. Refer to performance plan if necessary. Refer to food choices handout that was given after questionnaire. www.thecheatmealdiet.com

19 . Family Time minimum 30 minutes and Structured Relaxation at the end of the day to start Start no later than 30-60 minutes prior to bed

20 . Night Time

- Educational Activity 30-60 minutes
 - **“Non-work-related”** growth and learning
- Soft Tissue Foam Roller and Mobility work 15-30 minutes
- Relaxation or Enjoyment Activity – Non-Fiction or Fiction reading/listening
- **Night Time** Oral Hygiene Routine
- Prepare for Optimal Sleep – Deep breathing techniques. Appropriate lighting and room temperature. Do not risk developing **Insufficient Sleep Syndrome – ISS**

Recommended Readings

[The Practicing Mind by Thomas M. Sterner,](#)

[The Talent Code by Daniel Coyne,](#)

[The Compound Effect by Darren Hardy](#)

[The Power of When by Michael Breus MD](#)

[The Mind Gym by Gary Mack and David Casstevens](#)

[The Champion's Mind by Jim Afremow](#)

[The Miracle Morning by Hal Elrod](#)

[Faster Higher Stronger by Mark McClusky](#)

[The Pyramid of Success by Coach John Wooden](#)

[The Story of the Human Body by Daniel Lieberman](#)

[The Sports Gene by Davide Epstein](#)

[PsychoCybernetics by Maxwell Maltz](#)