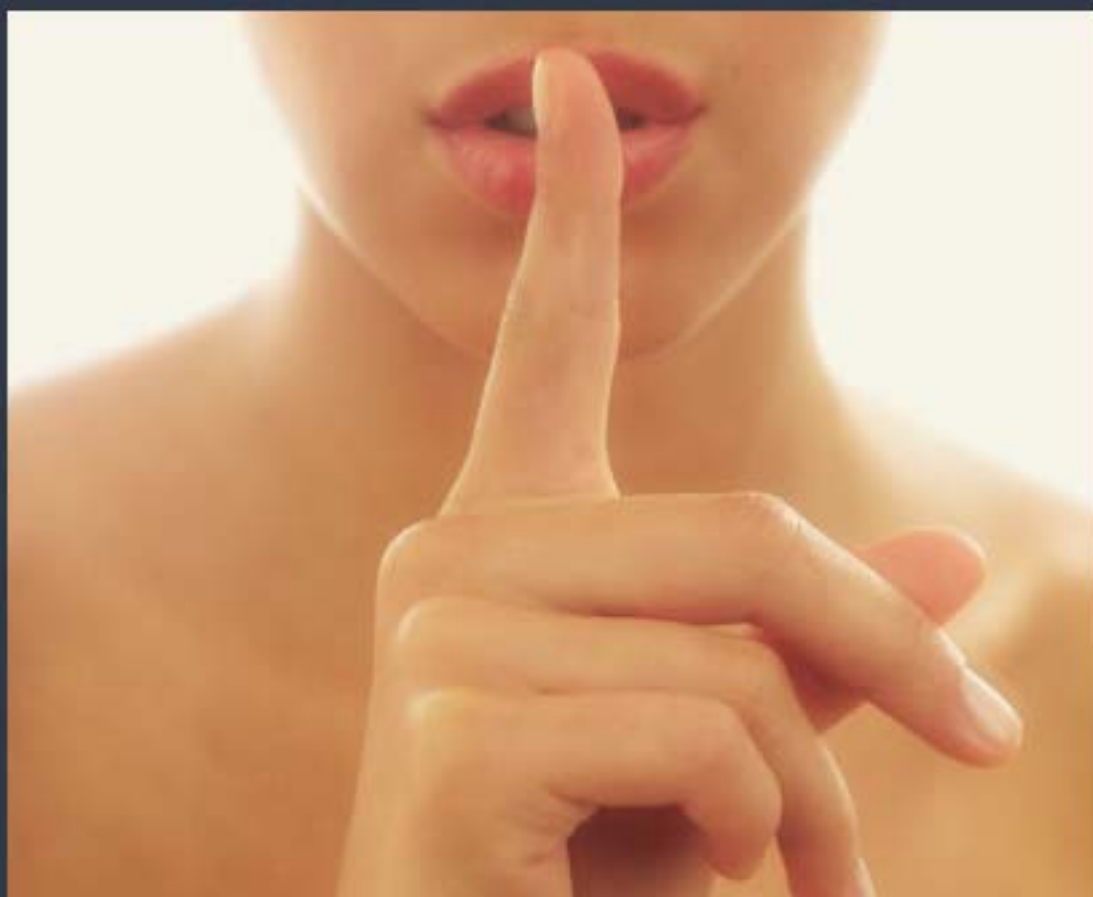


7 SECRETS OF PERMANENT FAT LOSS & FITNESS

7 SECRETS TO HELP YOU BURN MORE FAT...



...THAT MOST PEOPLE NEVER TALK ABOUT...

ROB POULOS

7 Secrets Of Permanent Fat Loss And Fitness

Copyright © 2006-2008 by Zero to Hero Fitness, LLC. All rights reserved.

Rev 03-20080306

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to Zero to Hero Fitness, LLC, 1259 Buckboard Circle, South Lyon, MI 48178.

Disclaimer: The information and methods recommended in this eBook were written to help those in the pursuit of fulfilling their physical potential. You should always first consult with your physician and undergo a full examination before beginning any fitness or exercise program. Proceed with the recommendations in this eBooklet at your own risk.

Table of Contents

PREFACE.....	4
EXERCISE AND DIETS TODAY: A SAD STATE OF AFFAIRS!.....	6
PERSON A: DAVE	8
PERSON B: JULIE	9
A LEAN, STRONG AND SEXY BODY AWAITS... ..	11
SECRET #1	13
CREATE A LIFESTYLE CHANGE WITH SYSTEMS.....	13
SECRET #2	15
EXERCISE LESS, BUT WITH MORE INTENSITY.....	15
A BIG DISCOVERY IN FASTER FAT LOSS.....	18
SECRET #3	19
FOCUS ON THE RIGHT FOODS, NUTRIENT RICH	19
THE BIG ISSUE: TOO MANY CALORIES.....	20
SECRET #4	22
KNOW THE NUMBERS	22
SECRET #5	24
SURROUND YOURSELF WITH POSITIVE PEOPLE	24
SECRET #6	27
GET A COACH OR A MENTOR.....	27
SECRET #7	29
BE A DOER, NOT A TALKER (OR A KNOW IT ALL).....	29
BONUS SECRET (#8).....	30
INVEST IN YOUR HEALTH NOW, DON'T PAY FOR IT LATER	30
WHAT'S NEXT?.....	32
ABOUT THE AUTHOR	43

PREFACE

I want to welcome you to my 7 Secrets Of Permanent Fat Loss And Fitness eBooklet. And let me also congratulate you. Even though it cost you nothing to download this information, realize that you've taken the all important FIRST STEP in getting the body and health that you desire.

Now, before I get into the actual 7 Secrets, let me tell you a little bit about why you should pay close attention to what I say when it comes to fat loss and fitness.

You may already know that I spent over a decade of my life experimenting and testing out nearly every fat loss and fitness method or product I could get his hands on. You see, I was on a mission to find the quickest and easiest way to achieve ultimate health and fitness.

I had struggled with my weight for most of my life, and by the time I hit 30...the bottom fell out. I was fatter than ever, had little energy for anything beyond my job, and my self confidence was at an all time low. It's not that I hadn't tried my hardest to lose the fat and boost my energy, it was just I was so busy with my work and my family (my wife and I had just had our first child, our daughter Sarah).

Some of the mainstream fat loss methods and diets I tried worked for a little while, but I just didn't have the time they required...or I wasn't ready to continually starve myself or deal with the crazy carb restrictions for too long.

I knew that if I was going to succeed in my own fitness goals, the method would have to be simple to follow and require very little of my time (It shouldn't be that difficult, right?). I also found out quickly, as you may have, that spending countless hours on the treadmill, trying to stick with an unusual fad diet plan, or using the latest exercise gimmick just doesn't work like you think it should...if

7 Secrets Of Permanent Fat Loss And Fitness

you can even stand it for more than a few weeks.

I've spent over twenty three thousand dollars of my own money learning what works, what doesn't work, and most importantly...what works while being simple to follow and with the least amount of time commitment. It is these specific secrets and techniques that helped me shed over 42 pounds of unwanted fat and drop 10 inches off my waist, all while building lean and sexy muscle, strength, and cardiovascular health (yeah, it sounds incredible, I know...but facts are facts!). And it is this information that led me to creating these 7 Secrets Of Permanent Fat Loss And Fitness for you.

Look, I understand how difficult it can be to take the first step toward realizing your goals, whether it is in your work, your finances, your family, or your health. In reality most people don't even get this far, so the fact that you took this initial step by getting your copy of this eBooklet already separates you from thousands of other people out there, virtually lost in a sea of confusion (that's not your fault by the way).

So here's to you...you're about to learn about some amazing techniques, that if you let them, can change your fitness level and literally transform your life.

But you know, I didn't plan on spending all the past 10 plus years of my valuable time testing fitness theories and products...I thought it was going to be relatively easy to find the answers I wanted.

Wow, little did I know that sifting through all of the hogwash and traditional fitness material to find the techniques that actually work with efficiency was almost maddening! There were times when I was frustrated, confused, and downright mad at myself for being duped into trying some of this stuff.

7 Secrets Of Permanent Fat Loss And Fitness

But in the end, it was all worth it for me because I was able to discover a group of techniques and secrets that I use to stay in top condition...and all while satisfying my minimal time requirements.

And once my friends and family got a look at the new me, they all wanted to know just what the heck I had done. So I've put these secrets to work for my family, friends, and now readers just like YOU, so that you too can benefit from this incredible information.

But I've got to tell you, I'm a little jealous. What my students and readers benefit from now from just a click or two of the mouse, I had to spend over a decade to get!

Besides the various specific techniques that have helped me and thousands of others get in and stay in the best shape of their lives, I also discovered some qualities that you must possess if you expect to succeed with your health and fitness goals. I analyzed dozens of successful people and noticed that most all had similar special qualities, or secrets, that allowed them to break past the barriers that usually stifle most others.

I'm talking about the fact that winners in life (no matter what the discipline) carry with them certain habits and behaviors that simply foster success. When you combine these with the actual fat loss techniques I'm going to share with you, getting in the best shape of your life quick isn't only a possibility, it's a near certainty!

EXERCISE AND DIETS TODAY: A SAD STATE OF AFFAIRS!

Now, we're just about to get into the first secret, but let me talk for a minute about why I believe so strongly that the methods I recommend are among the best choices compared to the other various methods out there today:

7 Secrets Of Permanent Fat Loss And Fitness

- Popular and mainstream methods of losing fat call for going on a strange fad or crash type diet. Well, these diets can work in the short term, but **FAIL EVERY TIME** because they are based in a short term mindset and are too restrictive. They're unrealistic and your body knows it. While they may cause weight loss initially, a good deal of this weight loss is water weight and metabolically active muscle tissue.

If you lose muscle tissue you're making it harder to lose fat because you're lowering the amount of calories it takes to sustain your body weight. I don't have to tell you that once you go off these diets you'll end up fatter and more de-motivated than ever! That is not healthy.

- Popular and mainstream methods also call for the heavy reliance on aerobic exercise as the primary and often only method of exercise for fat burning. Aerobic exercise must be performed too long and too frequently for most people with a life, and let's face it, most aerobic machines end up as coat hangers, because for most people spending 2-4 hours or more a week doing aerobics is flat out boring.

Heavy reliance on aerobic exercise can also bring about a host of other issues, including muscle loss, and overuse injuries and muscle imbalances. What's worse, long duration aerobic exercise can actually reduce the capacity of your heart and lungs to perform work...which can be terrible for long term health, increasing your risk for heart attack.

Now, I'm not saying you should sit on your couch all day to avoid cardiovascular exercise. What I am saying is that there is a much more efficient way of literally transforming your body than spending hours a week running to nowhere (and it only takes 15-26 minutes, 2-3 times per

7 Secrets Of Permanent Fat Loss And Fitness

week!).

THE BOTTOM LINE IS if you focus on making a solid lifestyle change with techniques that you can realistically implement and follow for the rest of your life, the problems with the typically recommended methods described above will be eliminated entirely.

So considering all that, let's take a look at a hypothetical example of two people and their fat loss and fitness options. Let's say both people are about 30 years old and want to lose about 20 pounds of fat. They also want to add improve their physical appearance and their overall level of fitness, getting stronger and gaining endurance so that they increase their energy in everyday physical activity. They also have an eye on health and want to reduce their risk factors for heart disease, cancers, and other far too common diseases.

PERSON A: DAVE

Let's say person A (we'll call him Dave) follows the typically recommended diet and exercise methods available today. Dave goes on a variety of diets periodically, because each time he loses weight on one, it starts to come back once he goes off of the diet, so he hops onto the next one that floats his boat. He also start exercising performing 30 minutes of moderately paced aerobic or cardio sessions three times per week to burn calories and fat. After a few weeks, he doesn't see the progress he'd like to, so Dave bumps it up to 45 minutes, 4 times per week. Still, though, progress is not satisfactory, and he might start to notice some aches and pains in his knees, hips, or ankles.

Dave then starts to think it might be his diet that isn't working (after all he's "putting in the work" in the gym), so he eats even less food or cuts his carbs out almost entirely. Meanwhile, depriving himself of various essential foods has left

7 Secrets Of Permanent Fat Loss And Fitness

Dave on the edge of a mental breakdown and a major pig out (I've been there before too!).

A few more weeks pass and Dave is growing increasingly de-motivated as he is getting very little results for all of the effort he's putting forth. By now he's probably lost a few pounds but doesn't look much different in the mirror. So he decides to add in some resistance training, because he read it is good to have more muscle mass on your body for fat loss and other health benefits. So now he's in the gym 5 or 6 days a week, for up to 2 hours per session!

Dave's close friends and family wonder where he is all of the time. At this point he may be having trouble sleeping at night from being overworked, may end up getting a cold or flu from too much stress imposed on his body from the exercise frequency and lack of results, and all but give up on his weight loss and fitness goals for a while.

But you know the craziest part? The worst part of this story? Dave will probably return to some form of the above recommendations in a few months, when the next fad diet, miracle weight loss pill, or exercise gimmick strikes his fancy. So at the end of this period, he will probably have made a little fat loss progress if any, and little or no muscle or strength gain.

Now what's really unfortunate is that Dave's story happens time after time after time with, dare I say, 99% of people trying to lose fat around the globe. Let's take a look at what person B is doing instead:

PERSON B: JULIE

Now let's assume person B (we'll call her Julie) chooses another path, the road less traveled, that most people are completely oblivious to (like I was a few years back). Julie starts out the right way with her diet adjustments and makes

7 Secrets Of Permanent Fat Loss And Fitness

sensible choices and understands that starving herself or limiting certain wholesome foods like complex carbohydrates is not the long term answer.

She focuses on foods that are rich in nutrients, and drinks plenty of water throughout the day. She's naturally satisfied when she eats, and she's not holding back an urge to shove the next fat laden sugar loaded thing she sees down her throat. As a result she'll most likely start seeing fat come off relatively quickly and it will have seemed fairly easy, almost natural.

Julie also uses resistance exercise properly two or three times each week, for 15 to 25 minute sessions. She's in and out of the gym, quickly, getting her workout done and back home to allow her life to continue on her terms. She's rapidly increasing her strength, endurance, and adding shapely and sexy lean muscle to her body. She starts to take notice of the differences in the mirror in just a few weeks, and so do her friends, which spurs her on to even further progress. She tracks her improvements from workout to workout, which is very self-motivating.

After a few more weeks, her friends really take notice and ask Julie what her big secret is and when she starts to reveal some of her strategies, their friends laugh it off..."Twice a week in the gym, that's it?", "You're eating carbs too? Oh, I can't do that, it wouldn't work for me..." they might say.

Meanwhile her body continues to evolve into a fat burning machine and she's able to maintain permanent fat loss and fitness for the rest of her healthy life, while severely reducing their risks for disease, and all with little time commitment.

Now, that's just a hypothetical example, but it is entirely possible if you use the right approach along with the techniques I'm going to share with you. If you take the steps to change your lifestyle correctly, you have the potential to literally change not only your body fat percentage, but all aspects of your life.

7 Secrets Of Permanent Fat Loss And Fitness

When you are truly happy with what you see in the mirror every morning you feel empowered to conquer anything. Charles Atlas, one of the pioneers of health and fitness from the 1950's, once said that he didn't care if everyone in the room was smarter than he was, because he knew that he could KICK EVERY ONE OF THEIR BUTTS!

I love this statement, because it speaks to the truth that when you are confident about your body, you feel incredibly strong and powerful in everything else you do.

Any investment you make today to improve your knowledge on how to take the steps like Julie did in our example can truly make the difference in your long term fat loss, health and fitness. It can be like flipping on a light switch in a pitch black room...it can be that drastic, as it was for me and thousands of people who have learned the material you're about to.

A LEAN, STRONG AND SEXY BODY AWAITS...

Now that you have this eBooklet, you'll be able to start reaping these rewards too. What kind of benefits am I specifically talking about?

- No longer will you have to be a slave to the gym, spending countless monotonous hours each week on a treadmill, elliptical machine, or something similar.
- No longer will you have to rush to be on time for an aerobics class. No longer will you have to be in the gym for 4, 5, or 6 days per week, performing various different forms of exercise to get all of the benefits you seek.

7 Secrets Of Permanent Fat Loss And Fitness

- No longer will you have to follow some wacky fad or crash diet plan calling for the elimination or severe reduction of carbs or something similar.
- No longer will you have to maniacally watch your diet every second of the day, wondering if that cookie you had will require another 45 minute aerobic session.
- No longer will you have to feel bad about yourself for not being able to live up to all of these popular recommendations and more.
- And most importantly, no longer will you be a slave to the multi-billion dollar fitness industry that is keeping you from reaching your goals.

Imagine having the confidence in knowing that the little time and effort you're spending each week is creating a healthy environment inside your body that is simultaneously burning fat and building muscle, strength, and endurance 24 hours a day, seven days a week.

Imagine knowing that you must eat carbohydrates every day as a major part of your food intake, and not having to worry about it all going to your belly, hips, or thighs.

Imagine knowing that you're greatly reducing your risk of disease and other physical and health problems as you age, and looking and feeling years younger than you actually are.

Imagine impressing almost everyone you know with your new body and self confidence, how that will transfer over to more success in all other aspects of your life, and how everyone will want to know your secrets.

7 Secrets Of Permanent Fat Loss And Fitness

And imagine having the extra time to enjoy your hobbies and interests, and what really matters in life...your family and closest friends. Now stop imagining, because this really is all within your grasp...and it all starts with the principles I reveal in this manuscript. So get excited...the best is within you!

SECRET #1

CREATE A LIFESTYLE CHANGE WITH SYSTEMS

The 1st secret to permanent fat loss and fitness is: create a lifestyle change with systems. Now, what am I talking about here...well, for starters, if you're not thinking in terms of a lifestyle change, you're in trouble. If you're idea of fitness is going on a diet for a little while and taking a few aerobics classes, you're not going to succeed. Period. If you want to live your life in your own lean, healthy, and strong body, you need to take the steps necessary to literally change your lifestyle.

Now, a lot of people have heard this before, but it's not the fact that you have to make it a lifestyle that's the secret...the secret part of it is how to do this effectively. And that starts with something most people completely miss: identifying what your lifestyle is today.

The first step is to think about your eating and exercise habits as they are now and **WRITE THEM DOWN** on a piece of paper. What do you eat on a typical day and throughout the week? How much are you eating? How often are you working out? What kind of workouts are you doing?

You also need to examine your stress level and what are primary forces behind your stress. You also should take a look at your rest and sleep schedule. And lastly take a look at your mindset and your thoughts on how you see yourself and

7 Secrets Of Permanent Fat Loss And Fitness

your lifestyle. These questions and topics will give you a snapshot of your current lifestyle...all on 1 sheet of paper for you to see and review.

After spending a few minutes jotting this data down and reviewing it once or twice, you can probably start to see just how big this whole fat loss and fitness thing really is, and why making a small temporary change here or there (as most diets or exercise plans give you) might win a battle or two, but not the WAR you're fighting.

There are just too many variables to try and control by using the bandage approach. And what I mean by that is, most people try to fix their health and fitness problem like someone would fix a cut or scrape with a band-aid. Your health and fitness is not a simple cut or a scrape, and it needs more than a temporary fix. So a lifestyle change is what is needed for a long term solution to fat loss and fitness. That is essential.

Now, once you've established a snapshot of your current lifestyle, you need to move on to the second step...changing your lifestyle through systems. Here's what I mean by that:

Ask any successful business person what is at the heart of his or her success and most of them will mention a system of some type. If you have a proven and successful system, you will be successful at whatever you're trying to accomplish. If you don't, you'll be lost. I spent years of my own life searching the fitness wasteland for methods that I could use to burn fat, build muscle, and get healthy with little time commitment. At some point I realized that I was creating my own system for fitness success.

Once I realized that, I was able to recommend this same system to my friends and family members interested in lifelong health and fitness. And guess what, it worked for those who applied. It was a proven and successful system. All I did was apply it to another person. Just like in business, if you have a successful and

7 Secrets Of Permanent Fat Loss And Fitness

proven system, you can essentially apply the system over and over again to create new businesses. They're all based on the same successful and proven model or system.

Again, without a system, you may get to find what you're looking for, but it could take years or more, and a lot of frustration to be sure...I'm sure if you think back to a time in your life when you were investigating a particular topic or discipline, you'll realize you spent a lot of time and effort in doing so.

If you had a system on how to find those answers, it would have been a lot easier and more successful. You would have made far fewer errors and saved yourself a load of time.

As I said earlier, I didn't have a system early on in my fat loss struggles, and as a result I was trying to plug the holes in my lifestyle with diets, miracle pills, and exercise gizmos.

So analyze your current lifestyle (be brutally honest), decide what needs to change and then get to work on getting a proven and successful system that will create a new lifestyle for you. ..one that you can lead for the rest of your lean and healthy life.

SECRET #2

EXERCISE LESS, BUT WITH MORE INTENSITY

The 2nd secret to permanent fat loss and fitness is: Exercise less, but with more intensity. Now, not many people have probably told you to exercise less, right? Well, what I'm getting at here is that most people are exercising far too much, but with not enough intensity.

7 Secrets Of Permanent Fat Loss And Fitness

You see, while some of the top minds in fitness are starting to realize that intensity is the fastest ticket to fat loss and lifelong health and fitness, most are still recommending long, boring cardio workouts as the primary form of exercise for burning fat. And this is really sad because while this type of exercise certainly can burn fat, it is far from the most effective of methods available.

There are a few reasons for this, but mainly it has to do with the fact that this type of exercise primarily burns fat while you're exercising...while this may sound good at first, it's actually bad news. This can cause your body to start saving a reserve amount of fat to have available for your next long cardio session. You see, when you exercise like this exclusively, your body wants to hold on to your fat just so it can be burned during the next time you exercise. So if you want to burn more fat, you'll have to do more and more of it.

Even if this type of exercise worked really well, anyone who has experienced week after week of hour long cardio sessions done 4 or more times per week knows that this is far from exciting or enjoyable.

Yeah, there are exercise addicts out there who like spending their whole week in the gym, but I know most do not. The fact of the matter is that there are more rewarding things in life like spending time with our families, so my goal has always been to find the most efficient route to health and fitness.

So, the way we get the results we want is by increasing our intensity. Intensity is the name of the game in productive results-producing exercise. It's just the way the body responds to a stimulus. The greater the stimulus, the greater the response from the body, provided you give it time to rest and recover.

The basic principle here is, you can work hard, or you can work long, but you can't do both effectively. If you're working hard enough, you literally won't be able to work very long or often...you'll be challenging your body to improve, and

7 Secrets Of Permanent Fat Loss And Fitness

you'll need to extra rest to extract maximum benefit from your exercise. It is a simple concept but the #1 reason why people's exercise programs fail them.

They are giving their body NO REASON to change or improve when attempting something they're already capable of.

And when you are working with sufficient intensity, your body switches to primarily burning calories from the carbohydrates in your muscles instead of body fat. And after your intensity based workout is over, your body then begins to burn existing body fat and calories to fuel the growth and repair processes that occurs (which is a massive combination of complex chemical reactions). The best part is, your body can continue to burn body fat like this for up to 48 hours *after* this workout is over! Now you're working smart instead of long.

Now if we simply applied this intensity principle to aerobic workouts, we instantly make our exercise more effective. But even when doing this, I still found the results not to be up to my expectations. Why?

Because I also had to engage in resistance training or weight training on top of this to build fat burning muscle mass and develop a stronger body. Having to perform two different forms of exercise each week still kept me in the gym for at least an hour 4 or more times per week. Better, but I wanted it to be even easier and less time consuming.

Now, you may already know that adding lean muscle mass to your body is one of the big secrets to burning fat all day long, even when you're not working out. The reasons for this are two-fold:

First, a pound of lean muscle requires about 40-50 calories per day to keep alive, and when you add several pounds of muscle, you can create a calorie deficit in your body which melts off even more fat. On top of that, the growth and repair

7 Secrets Of Permanent Fat Loss And Fitness

process mentioned above that occurs after intense strength training can burn huge amounts of calories and body fat for up to two days later.

And the health benefits are tremendous...properly applied resistance training can increase your heart and lung's capacity for work, with helps reduce risk of cardiovascular disease.

A BIG DISCOVERY IN FASTER FAT LOSS

The big secret I've found is that combining high intensity cardio with high intensity strength training into one workout is the absolute fastest way to burning fat, building muscle, strength and endurance...all at the same time. It awakens and unlocks the fat burning furnace inside of your body 24 hours a day, 7 days a week.

It must be performed correctly however, not like you see the typical person using weight training...but when performed correctly as I teach readers of my Fat Burning Furnace eBook, this type of exercise will outperform anything else I've seen, and will only take an average of 20 minutes per session, and only needs to be performed twice or three times per week.

Perhaps the best part is, as you progress, you'll have to perform even less exercise...that's right, even less exercise (this is an amazing but true fact of how the body's ability to tolerate intense exercise actually decrease the stronger and leaner you get.)

To experience the benefits for yourself, let's take the Squat exercise as an example. The Squat is one of the top 2 exercises for burning fat and building a strong and shapely body. But sadly most people spend too much time with the exercise but not nearly enough intensity. Here's how to change that:

7 Secrets Of Permanent Fat Loss And Fitness

Instead of performing a set or two of warm ups followed by 3-5 “work sets” as most people would do, try this. Cut the amount of weight you use in half. SLOW the movement down to about 5-10 seconds per repetition (concentrate on a slow lifting, pausing at the top, and a slower lowering of the weight), right from the very first one. Keep doing this until you cannot complete another repetition in at this speed despite your greatest, and I mean greatest effort.

Now, 99% of people working out today have never experienced what you will experience after performing only 1 set of the Squat exercise in this fashion. If you did this right, your heart will be racing...your lungs gasping for air...your thighs, butt, hips, and calves will feel like jello. And it probably took you only about 60 seconds to stimulate your body this way.

You can even try this without any equipment and just do a bodyweight Squat. You’ll want to slow this down even further, depending on your strength level in the movement, but you’ll still feel the amazing difference.

This is a window into the kind of exercise that I and my students have been using to simultaneously burn stubborn body fat, build strong sexy muscle, strength, and endurance, all in just minutes per week. And it can keep the fat off permanently. Compared to what’s typically recommended these days, it’s almost magical.

SECRET #3

FOCUS ON THE RIGHT FOODS, NUTRIENT RICH

The 3rd secret to permanent fat loss and fitness is: focus on the right foods, nutrient rich. We’ve all seen the fad diet books and plans out there that promise all sorts of fabulous weight loss with very little effort. What we typically find out

7 Secrets Of Permanent Fat Loss And Fitness

though, after going on one of these diets, is that they're unusual. They require you follow a very unusual way of eating compared to what common sense and Mother Nature would tell you.

We also find out that once we go off of these diets we gain the weight back faster than we lost it, and usually add a few more pounds on top of it (often due to loss of muscle mass in the process). This is obviously not the way to go, yet so many people are still duped into following these wacky diets...again and again and again.

The big secret I've found in eating is that instead of focusing on what you can't eat or what you shouldn't eat, we should be concentrating on the types of foods that create an ideal environment for satisfying hunger. This is true because when it comes down to it, we have to create a calorie deficit if we want to lose fat.

That is, we have to burn more calories than we consume. The exercise principles I described in secret #2 will help to create a deficit without changing your eating habits at all. But if you want fast success, and lasting success, you must employ proper eating strategies as well.

THE BIG ISSUE: TOO MANY CALORIES

Whether you like it or not, the big problem people have is simply eating too many calories...there is too much going in and the only place the excess is going is to your fat stores. So what I've found is that instead of restricting yourself of entire food groups (like carbohydrates), it's far easier and better from a fat loss and health standpoint to concentrate on eating foods loaded in nutrients. Why?

Because our hunger is driven by nutrient consumption. Not just the macronutrients (protein, carbs, fats), but even more so by the

7 Secrets Of Permanent Fat Loss And Fitness

micronutrients...the vitamins, minerals, etc. that are found in certain foods and not so much in others. In fact most people don't even think about this, instead focusing on how many carbs or how much fat or protein they eat.

And the mainstream diets are this way too. When you analyze it, most diets are just variations of either low calorie, low fat, or low carb. They're all focused on the macronutrients with little regard for choosing food based on the micronutrients....which really satisfy your body and your hunger.

When you focus on these foods, many of the details take care of themselves.

Think about it, these are the foods your body craves naturally...why? Because they're loaded with nutrients...your body craves nutrients. I'm talking about unrefined whole grains, beans, legumes, vegetables, fruits, nuts and seeds. If you give your body what it craves, it's very unlikely you'll have overeating problems. Period.

This one fact could save so many people from so many health problems it's not even funny. And most issues with fat gain simply disappear when eating this way even 80-90% of the time. And on top of this, you're automatically lowering your chance for various diseases and ailments that plague the person on the typical oversized and protein heavy American or western diet.

Now, focusing on nutrient rich foods is the foundation, but there are other factors we can manipulate to get the desired fat burning effect while supporting the muscle growth we are stimulating with our proper exercise application as I talked about in the last secret. These include eating smaller meals more frequently, managing your calorie intake without actually counting calories, and more.

Perhaps just as important as what foods you are eating is what you are drinking. The habit of drinking loads of water each day should be one you want to develop right now. While water is essential for almost every bodily process we go

7 Secrets Of Permanent Fat Loss And Fitness

through, it is absolutely vital to fat burning. If you don't get your water, you can forget about maximum fat burning.

The reason for this has to do with what happens to your body when it is dehydrated. It basically stores fat at an accelerated rate, and the sooner you get hydrated, to sooner your body will be able to metabolize your body fat stores for energy.

So make sure you're eating foods that are rich in nutrients and make sure you're getting more than your fair share of water. Give the body what it craves...and it will reward you.

SECRET #4

KNOW THE NUMBERS

The 4th secret to permanent fat loss and fitness is: know the numbers.

If you don't know the numbers, you have little chance of success in fat loss and fitness. Let me explain. Just like anything else in life, if you're not tracking what works and what doesn't work, you'll be using a shotgun approach that will take much longer and not work as well as an approach that includes tracking. This is especially important in relation to your exercise and fat loss and fitness progress.

Let's look at the business world again for a moment. In any business, at the end of the day, results are measured by revenue, or the money that was made. If the business owner doesn't know the numbers, they won't know if they've made any money. And thus they have no business. Pretty simple, but the most powerful metric a business owner can track.

7 Secrets Of Permanent Fat Loss And Fitness

I'm a big NBA basketball fan, but do you think I'd enjoy watching my favorite team if they didn't keep score? Of course not! If they don't keep score, we don't know who's winning, and thus there is no "game" to win or lose. They have to know their numbers to know who wins and who loses.

Again, strikingly simple, but the fact is that most people don't track their exercise routines at all. How do they know if they're winning or losing the fat loss game?

In fat loss and fitness it's all about progression. When using a progressive based form of exercise like properly conducted intense resistance training, your fat loss and muscle, strength, and endurance gain is mirrored by how much stronger you're getting each workout. And as such, you should base your progress primarily by monitoring your strength gains from workout to workout. If you don't know if you're getting stronger, or how much stronger, you'll have a tough time advancing through the workouts and creating that fat burning environment inside of your body.

This is because the speed of your progress is related to a combination of the intensity you're using, along with the volume and frequency of your exercise. By monitoring your progress with a particular combination of these variables, you'll be able to adjust if necessary for optimal results.

Next, you'll want track your body fat percentage. Forget about what the scale says or what your "ideal weight" should be. Forget about Body Mass Index charts. These are all measures of weight loss, not FAT LOSS. We don't want to lose weight, we want to lose fat.

It should then become obvious that tracking the percentage of our bodies that is fat, and watching that number drop, is the other key factor in determining our wins or losses in the fat loss game. (You can do that quickly with the PRIVATE BODY FAT ANALYSIS web link you received along with this eBooklet at: <http://www.fatburningfurnace.com/body-fat-analyzer-comp.php>).

7 Secrets Of Permanent Fat Loss And Fitness

So you see, recording your progress is key to getting that lean and fit body you desire and everyone else envies...and if you're not doing it, you're using the shotgun approach: just spraying bullets and hoping you hit something. And this always results in the wasting of your most valuable asset...your time.

By doing this you'll not only be able to watch the inches melt off, but you'll also be able to use these records as a motivational tool, spurring you on to even further progress...and even inspiring others you care about to do the same. So, bottom line, make sure to keep accurate records of your workouts and your progress. Just like in any business or in sports, you won't know if you're winning if you don't keep score.

SECRET #5

SURROUND YOURSELF WITH POSITIVE PEOPLE

The 5th secret to permanent fat loss and fitness is: surround yourself with positive people. Ok this one is extremely important. Surround yourself with positive people. I can't stress this enough...and this might hurt your feelings a bit, but your friends and family may be making you fat.

Think about that for a minute. Your mindset, whether you like it or not, is shaped (and often times greatly so) by your outside influencers, the people you choose to associate with, namely your friends and family.

If you've got a host of people telling you that you'll never succeed at your fitness goals, you'll have a tougher time. Even if you have developed extraordinary mental toughness, the slightest hint of doubt can cloud your mind and let loose

7 Secrets Of Permanent Fat Loss And Fitness

all sorts of nasty negative thoughts. And don't think that these people will be obvious to spot either.

I don't mean to scare you, but you've probably got all sorts of negative people around you right now. Spotting them isn't always easy, so here are a few of the types of naysayers that I'm talking about:

THE GRINCH

The Grinch is transparently obvious. They're the ones that will laugh at your goals and tell you to your face that you'll never achieve them. These people are usually this way because their own goals have been crushed in the past, don't know how to get past this, and have just given up on them at this point. They've decided to be miserable and you won't be changing their minds anytime soon.

THE MODEL

Then you've got these people that have a superiority complex. I call these the Models. Models find achieving their fitness goals relatively easy, mostly due to genetic or situational factors, and similar to the outright negative people, will laugh off your aspirations. They won't take you seriously and are more concerned with themselves than supporting your goals too.

THE BABY

You've also got those that have given up, are fat and out of shape, would rather feel sorry for themselves and want you to be that way too. I call these people the Babies. Babies don't want you to succeed with your plans because they've had so

7 Secrets Of Permanent Fat Loss And Fitness

many past failures in their own fat loss goals that they've given up. So many times they sabotage your plans, whether they do so knowingly or just by behaving as they normally would. This is basically an unhealthy negative and needy person sucking you into their lifestyle so they have some company.

So there you have it...The Grinch, The Model & The Baby. Now you know who to watch out for.

OK, just as I asked you to evaluate your current lifestyle earlier go ahead and take a look at the people you spend most of your time with. WRITE THEIR NAMES DOWN on one piece of paper. Are they helping or hurting your efforts for life long fitness and health? Why? If they're not helping, go ahead and have a discussion with them. Let them know you're serious about changing for the better and that you don't have time for negative influences or people anymore. And if they don't budge, stop associating with them, or greatly reduce your contact.

Now I realize you may have some longstanding relationships with these types of people, and this is not an easy thing to do in some cases. But it's a choice you should really consider making if you're serious about living your life in the healthy and lean body you want to.

Where do you want to be in 5 years? Would you rather be in a new lean, strong, and sexy body or still deciding whether or not to rid yourself of communicating with people who are holding you down. You must MAKE A DECISION, or you will be in exactly the same shape (or worse) as you are today.

This reminds me of my favorite quote of all time: If you think you can't, you can't, and you won't. If you think you can, you can, and you will. It's that simple.

If others around you think you can't, they'll let you know one way or another, and then it is up to you to shield yourself from this. Or, you can just work on

surrounding yourself with positive people, thereby making it much easier on yourself.

SECRET #6

GET A COACH OR A MENTOR

The 6th secret to permanent fat loss and fitness is: Get a coach or a mentor. Now I know what you're thinking..."I don't need a coach or mentor, I can do it by myself". While that may be true, as I did it myself for the most part, it is always easier and faster when someone shows you the way. I like to compare this with the process of traveling a long distance. Let me explain.

If you wanted to go from New York City to Los Angeles by car, you wouldn't just get in the car and start driving would you? In essence, that is what many people are doing in their quest for fitness. They are just getting in the car and driving, with a goal in mind, but not much idea on how to get there.

Now, some people go ahead and actually grab a map and follow that. This will certainly help you get there, giving you various roads and avenues to take. But you'll probably run into a few dead ends along the way. And the journey will take longer than you'd probably like. But what if someone came to you with detailed instructions on the exact roads to take and what traffic or construction delays to avoid. You most certainly would get there sooner and with less effort.

Finding the right coach or mentor in your quest for permanent fat loss and fitness can be like getting a "Google Maps" to your dream body. And before you go ahead and think you don't need one of these people in your life, did you know that world champion golfer Tiger Woods has a coach?

The man with the greatest golf swing in the world and on his way to being the greatest golfer in history (if not already) relies on a coach to help him. And

7 Secrets Of Permanent Fat Loss And Fitness

surprise surprise, most every successful or famous person has had a mentor or coach at one time or still uses them today. You think Oprah, arguably the most successful business woman in the last 100 years, does it all by herself. What about Warren Buffet, Donald Trump, etc.? All of these people got help and continue to get help to stay at the top of their game.

So think about it, if Tiger Woods and other super successful people need a coach or coaches to excel and reach their goals, shouldn't you consider having one too?

I didn't invent the principles I teach in my Fat Burning Furnace eBook without first studying under some mentors that laid the groundwork before me.

The great news is that it should be a lot easier achieving your life long fat loss and fitness goals then becoming the world's greatest golfer, so just imagine how much positive impact a coach can bring to you.

Now, this coach or mentor could be a personal trainer who is also emotionally supportive, or it could be a combination of a friend, a relative, or motivational expert. It could also even be someone who supplies you with that system for success like mentioned earlier. Whoever it is, make sure they are accessible to you and will be there to offer the support and encouragement you need.

And don't look for what I call a "softy". A softy is someone who is too comfortable with you and will let you off easy. These people make terrible coaches. You need some one who can be supportive, but is also there to keep you in line and give you a kick in the pants ever so often if you need it.

There's no substitute for experience, so you'll also want to make sure your coach or mentor has been there and done that...not one of these talking heads that has no real experience. You want someone that has either gone through what you're going through or helped others in similar situations.

You can't do it alone...at least not as quick or as easy. So go ahead and get yourself a coach...a mentor that you can look to for guidance, support, and encouragement (and that periodic kick in the pants) as you move through to getting the lean, strong, and healthy lifestyle you deserve.

SECRET #7

BE A DOER, NOT A TALKER (OR A KNOW IT ALL)

The 7th secret to permanent fat loss and fitness is: Be a doer, not a talker or know it all. The way I see it, there are two kinds of people in this world. You've got your talkers, or what I call know it alls. And on the other side of the fence you have your doers. Let's talk about know it alls first.

I'm going to go ahead and say that most people fall into the talker and know it all group. If you think about the people you know, you'll probably notice the same thing I have. Most people are not proactive. Most people are reactive. And when it comes to fat loss, fitness or any other subject or discipline, you'll find loads of people who talk a good game, but do not practice what they preach, because they are not doers.

And the minute you start giving them some advice, they're quick to stop you to tell you that they know all about what you're telling them, because they know it all. But wait a minute, why aren't they doing what they apparently already know and are aware of?

Talkers will also come up with all kinds of excuses as to why they didn't do something, or why something didn't work for them. They'll also tell you why something isn't going to work for you, because they know it won't work for them because they just won't do it!

7 Secrets Of Permanent Fat Loss And Fitness

Now, I know not everybody is not 100% one way or the other on this, and you might be a doer most of the time, but the talker in you likes to take over whenever faced with what seems like a daunting task like burning stubborn body fat. So it all starts with identifying who you are. Take a look at your past and how you naturally responded to various challenges. Think back at how those situations turned out. Did they happen the way you would have liked them to happen? Now, for the ones that didn't, do you think being more of a doer and shutting down that talker side of your personality would have resulted in a more positive outcome?

Chances are, yes, it would have. Eliminating the talker side of your persona is not always easy...it takes practice and repetition. But being aware of it and being able to identify it when it happens is key, because when it happens...when that talker comes out, you can make the conscious decision to squash that talker and turn on the doer inside.

If you want to get the kind of success in fat loss and fitness that you've been seeking, you must become a doer. I cannot stress this enough, because doers are winners...they achieve goals and the things they want...talkers and know it alls are almost always on the losing end. I know where you would rather be. So make up your mind and get going! Be a doer, not a talker.

BONUS SECRET (#8)

INVEST IN YOUR HEALTH NOW, DON'T PAY FOR IT LATER

The bonus secret to permanent fat loss and fitness is: Invest in your health now, don't pay for it later. Yet another roadblock on the path to life long health and fitness relates to what you're willing to invest now versus what you'll pay for later.

7 Secrets Of Permanent Fat Loss And Fitness

And it's a tricky situation for a lot of people because you don't really see what the costs of poor health are when you're younger.

It's always easier to say, well it's not going to happen to me, or some people just ignore it all together. So they put off making that investment in their health now. But they forget that they're going to pay for it later, and then some. And I've even talked to people who are afraid to spend a couple hundred bucks to improve their health.

These people just don't get it, and don't understand the true value of having a lean body at all. They fall into that "talkers" category I mentioned earlier. They probably won't end up reaching their goals.

Now, besides the fact that investing in your health provides the cosmetic benefits of a lean, strong, and sexy appearance, you're also setting yourself up for reduced risk of various diseases and medical conditions that have the potential to literally cost you thousands upon thousands of dollars or more depending on your health insurance situation at that time.

Not to mention spending your time to and from the doctor's office or hospital. And paying for medical costs when you're older is not what most people are looking forward to as they age. That certainly doesn't sound like fun to me.

So take care of yourself now, while you can create a real difference in your health risks, and do all that you can to prevent unexpected ailments in the future. Invest in your health...don't pay for it later.

WHAT'S NEXT?

Alright, so that's it...your 7 secrets to permanent fat loss and fitness, well 8 actually. Let's review them once more:

- 1. CREATE A LIFESTYLE CHANGE WITH SYSTEMS**
- 2. EXERCISE LESS, BUT WITH MORE INTENSITY**
- 3. FOCUS ON THE RIGHT FOODS, NUTRIENT RICH**
- 4. KNOW THE NUMBERS**
- 5. SURROUND YOURSELF WITH POSITIVE PEOPLE**
- 6. GET A COACH OR MENTOR**
- 7. BE A DOER, NOT A TALKER (OR KNOW IT ALL)**
- 8. INVEST IN YOUR HEALTH NOW, DON'T PAY FOR IT LATER**

So there you have it, 8 powerful secrets that you can use to succeed with your fitness goals right now. The next step is for you to find a way to apply and expand on these secrets in your own life...

...And if you're serious about life long fat loss and fitness, I put together a special offer just for you to give you the jump start that you need to really super charge your success, the right way.

Or, if you're already making progress with your goals, my offer will give you the exact techniques and secrets I and my readers and students use. They'll really give you a huge edge over almost everyone else in the pursuit a lean, strong, and healthy body.

As I mentioned at the beginning of this eBooklet, I've spent the better part of the last decade testing and examining loads of health and fitness products, systems, and methods.

7 Secrets Of Permanent Fat Loss And Fitness

When the dust settled, I came away with core principles and methods, a few of which I shared with you today, that I combined to create a super efficient method for shedding unwanted body fat while building muscle, strength, endurance, and lasting health.

It's EASY to follow and takes just a few minutes each week.

After developing this method to the point where I felt it was simple and easy enough to follow for most everyone, I finally put all of my secrets and techniques into a new eBook that unlocks the natural fat burning furnace that lies dormant in your body.

And that's why I call my eBook, ***Fat Burning Furnace: The New Secret To Fast & Permanent Fat Loss & Fitness***. Thousands have already benefited from the principles and step by step method I teach.



I've found that most people go about fat loss, health, and fitness the WRONG way

7 Secrets Of Permanent Fat Loss And Fitness

and do the WRONG things. In my book, I'll teach you the RIGHT way and the RIGHT things to do.

If you don't know much about how to lose fat, build lean muscle, develop cardiovascular health, or an empowering fitness mindset, this book will help you tremendously.

If you think you're already somewhat knowledgeable in fat loss, health, and fitness, this book will save you loads of time, and make you even more successful with your efforts.

I wanted to make using my techniques as simple as possible. That's why I also included a complete array of tools to help you...like the workout charts, progress tracker, and body fat percentage estimator just to name a few.

To learn more, and how you can review a copy of my eBook for yourself totally risk-free with the special offer I've created for you, get online, open up your web browser and go to this website:

www.fatburningfurnace.com

On that page you'll find out more about the special offer I've created for you. There are few surprise bonuses too, but you'll need to check it out now if you want to take advantage of them. I may be removing the most popular bonus very soon due to the recent flood of new students and readers.

Here's a sampling of what some Fat Burning Furnace readers from around the globe have been saying:

"You are a legend, thank you so much for creating the Fat Burning Furnace. Last year I hired a personal trainer & spent way too long on the treadmill & doing other than ideal forms of exercise...I practiced

7 Secrets Of Permanent Fat Loss And Fitness

& implemented loads of techniques & strategies all with varying results & in my constant & consistent quest to find the perfect way to achieve my goal I came across your site/system & knew instantly this was exactly what I had been searching for. Your system tweaked & enhanced what I hoped to be true.

As I read the 15 foods to eat & not eat I implemented it straight away, **with that alone I lost 5cm (2 inches) off my hips in 2 weeks (no exercise!)**. I also want to mention as I was eating very healthy before reading your system, but after tweaking **my energy went thru the roof with your diet adjustments**. The other thing I now find fascinating is when you treat yourself to food you use to eat all the time & feel exactly what it does to your body is amazing...most people are walking zombies! The thought of eating all the other crap I use to eat makes me feel physically ill...however for the old me that was normal.

Thank you for all the effort, persistence and determination you put in to create this program. You have made a difference and enriched and enhanced lives. Gratitude & appreciation!"

Catherine Backel, Australia

"I like the efficiency of it. I like the fact that it's not a real time-consuming process and it makes a lot of sense in terms of the progression of the exercises... it's pretty easy to follow. I was just looking at my stats this morning... like on my barbell squat, for example, I started out Labor Day (9/4/06) with 45 pounds doing 9 reps, and I did 12 reps and 130 pounds today (10/26/06). **I've lost 2 inches off my waist already.**"

William Lawton, Los Angeles, CA

"Where have you been all of my life? **Your style and approach stands out above the rest** of the so-called fitness experts who are out there soliciting their gimmicks and products to make a quick buck. In other words: You 'put them to shame!'

The genuine and sincere nature in which you share your knowledge... with the rest of us who continue to struggle with our weight and other health and fitness issues is a refreshing change.

Last night I had my third workout using the techniques from your Fat Burning Furnace program. **I've never lifted like this before and you can really feel the difference.** I have no doubt I will achieve the fitness and health goals I've set for myself for the first time in my life.

Thank you again for your honesty and I support your effort to make a difference. Together we cannot fail!"

Todd Brennan, Fairfield, CA

"I tried it on myself and I truly believe in the concepts simply by the results I've gotten. I really think that what you're doing is great..."

7 Secrets Of Permanent Fat Loss And Fitness

As soon as you start doing it, you feel the tightness right away. I'd been training a client for 3 months and we had not been able to get her weight down. 3 weeks on your program, and we saw the results (body fat) drop 5%."

Janette Joly, Quebec, Canada

"Hey Rob,

I really appreciate your stuff...Better than any of the five programs I ordered. Your materials are helping me to accelerate the fat loss process as I have lost 25 lbs...and going for another 25 fat lbs over the next 10 weeks."

Gary P., Mobile, AL

"Rob, I am one of those people who do not put down a concept simply because there are a whole lot of people out there that claim to have various techniques or solutions for a given problem. My motto is "You can't judge a book if you did not read it". That being said, when I was about 24 years old it was very easy to lose and gain weight...the situation has changed now (I am 32).

In keeping with my motto of reading the book before judging, I started implementing some of the FBF techniques. Initially, I thought that once you worked out hard enough, whatever you ate just melted away. Reading your info showed me I was wrong. The testimony is that...IT WORKS....IT FREAKING WORKS!!! I have seen gains although I must admit that I have not been as dedicated as I should be. Your last newsletter about motivation brought a whole new realization to me and I have resolved to tackle the situation with warrior-like attitude. Thanks man."

Echu Abu-Obe, Singapore

"I have been researching diets for over 2 years now, trying to find out which is the right one. I'm so confused, they're conflicting, you can't eat like that forever. I don't want a diet I'm going to end up going off of. Your information was just clear, clean, cut and dry...instantly struck me as this is it, this is what I'm looking for. And I can go to the grocery store, afford the food, and know what I'm eating is the right stuff.

I had not lost any weight until I started on your program. It gave me a boost of confidence and principles to work with...from September 1st until today (October 1st), I've now lost 14 pounds. For the past year, I had not lost anything...thank you for being there, thank you for doing this, you have set me and my family on the right path."

Joan Shaw, Charlottesville, VA

"Hey Rob, I am in the process of going through your Fat Burning Furnace system and wanted to drop you a line and let you know how happy I am! Believe it or not, I'm already down 10 pounds on the scale after just 13 days, and that's only from following your water and diet

7 Secrets Of Permanent Fat Loss And Fitness

suggestions. Is that type of fat loss normal in this short period of time? Wow! I am still reading through your workout guidelines and I'm getting ready to start next week on that. I am super excited about following your program to a 'T'! If the exercise stuff is as easy to follow as the eating plan, I can't imagine just how awesome the results will be. Thanks so much for this wonderful system, I am a changed woman!"

Tina Houvener, San Diego, CA

"I read the book when I wanted to get more muscle and even less fat...I improved a lot with the exercise, I shed off about 45 lbs...I achieved a lot of other things...self assurance that I am in the right direction...your honesty how you discard what most are doing, it's very important...and the exercise videos you gave are very good as well...it's really impressive."

Michael Kovacs, Quebec, Canada

Hi, Rob,

Thanks for all the tips in your eBook and daily correspondence. My mindset is on tune which is what I lacked. I have been following your tips for a week+ and three of my friends commented by the way I am shaping up. You are a PRO!

Charles T. Mabaso, Soshanguve, South Africa

"Hey Rob, just wanted to let you know that I had fallen into extremely unhealthy eating habits over the last few years, and there was almost no physical activity to speak of. I tried the super low carb eating plan and lost 10 pounds in about 2 weeks, but following this eating lifestyle quickly became boring and no fun! I almost immediately went back to my old habits of eating loads of candy and ice cream bars... and once again I felt sluggish and was even starting to have trouble sleeping at night. I knew I had to get my life back on track and I did something crazy..."

I signed up to compete in a triathlon that was only 8 weeks away! I read your book almost immediately and began following some of your guidelines. I was able to complete my triathlon with just 8 weeks of training, and I even placed in the top 20 for my 40-50 year old age group! I would never have thought that I could have made such progress in just 8 weeks, especially with the condition I was in! I can't wait to start using your entire Fat Burning Furnace method to finally lose all of my unwanted fat for good!"

Chris Colombo, Troy, MI

"To tell you the truth, I have experienced significant changes. I had

7 Secrets Of Permanent Fat Loss And Fitness

been using another program for several months and I felt that my weight loss kind of leveled off...

Then, I started to give your technique a try. Wow! I realized I had focused too much on the number of repetitions before rather than on the quality of my workout. **I started losing weight again** as a result of this.

By the way, when I started losing weight again I had not stopped eating tacos, chalupas, tortillas, enchiladas, tamales, etc...

Thank you very much Mr. Poulos"

Rafael Larios, El Salvador

"I'm a mom of two and after having my second baby I knew it was going to be tough to get back in my pre-pregnancy form. I had gained over 60 pounds during both pregnancies, and it took over a year to lose all of the weight the first time, primarily by going on various diets and using my elliptical machine 4 or 5 times per week. I decided after my second baby that I would try another approach.

Rob, your Fat Burning Furnace program was so easy to understand and follow, I couldn't wait to get started. I lost those baby pounds faster than with my first, and **I started to look and feel stronger than I ever have been in my life! After 6 months, I'm down 50 pounds** and getting ready to melt off that final 10! Thanks Rob for helping me find the way and making it simple!"

Karen Haight, Bay City, MI

"I was a healthy and fit person when I was younger, but just about each year after I got into my twenties, I kept gaining a pound here and there.

I tried a lot of exercise programs and diets, none of which I enjoyed doing, and they didn't do anything significant to my body. I was also frustrated running endless hours on a treadmill each week with nothing to show for it.

Your Fat Burning Furnace plan was like a godsend for me! In a few weeks **I started to drop the pounds of fat and got lean shapely muscle all over my body. I was shocked at how fast it was working**, and how little time I spent at the gym. I encourage anyone who wants to get in their best shape while spending very little time in the gym to give the Fat Burning Furnace secrets a whirl! Thanks Rob."

Sue Kinney, Farmington Hills, MI

"Hello Rob,
...Thanks for this opportunity. I am 58 years old and **I have lost 26 kg (57 pounds)** from Oct 2005-June 2006..."

Zelna Swart, Bloemfontein, South Africa

7 Secrets Of Permanent Fat Loss And Fitness

"Rob,

I am so happy and would give you a massive hug if you were not the other side of the ocean.

I am an ex regular exerciser and have totally let myself go. Firstly by trying all of the diets I knew were a fad and would give me the opposite to what I wanted but also because I have low back problems. L4 / L5 prolapsed disc...I straight away contacted **my osteopath ...he was impressed by you and agreed wholly with all of your advice.**

I found it so hard to believe that you would be as good as you said but so far **I can see I should have never doubted you.**

The best thing of all is that I started your food guidelines the very next day that I received your program and I love it. **I do not feel I am restricting myself , I am enjoying very tasty food and have bags of energy like never before.**

I have had eating issues for the last twenty years and for once I feel free. Another fantastic thing for me is that I can get at least half of my protein from vegetable sources. I love meat but I love non-meat options even more and I am so glad I am not being told to just eat stacks of meat.

Thank you so much to you and your team."

Jacqui Tansumiso, England

"Rob,

...Thanks for all of your priceless support. **I have lost 16 pounds using your advice**, especially the importance of avoiding all those "low calorie" sweeteners."

Nicole M., Trinidad & Tobago

"Dear Rob,

...it's been almost 2 weeks now, and **I feel stronger, better, and healthier**. I am a mother of two, my second is only 9 months and I feel that the baby fat is really truly wearing off!!

People I see on a daily basis have ALREADY started telling me how GREAT I look and it really has been fueling me to carry on. I am truly inspired by you and your progress...YOUR BOOK HAS GIVEN ME THAT TIME AWAY I NEED from home which **gives me that adrenaline rush I need!!!** THANK YOU ROB!!! I hope I have my 6 pack by JUNE before I hit the beach so all the other MOM's can ask me HOW...and I'll say "Fat Burning Furnace"!!!

Cheers!!!"

Rana Skaini, Bahrain

7 Secrets Of Permanent Fat Loss And Fitness

"Hello Rob,
...I just wanna say thank you 100,000,000 time for your fabulous FBF Ebooks!!! Your methods are easy and super effective.

I have to say my favorite parts are 3 principles, Muscle Magic, Blowtorch methods...and this one is my favorit: SUPER SLOW!!! Super Slow increased my muscle mass & overall strength like crazy!!...really fast!!!

I'm a serious athlete. I used to represent my country in a few sports (badminton, table tennis, polo, archery and golf) and have done pretty well for my age. I'm now serious in golf and turning pro...I have an upcoming professional trial test and I came across your website. Your ebooks really helped me regain my fitness fast and I am better than ever!!!

Your ebooks have got to be the best in the market ever. I just can't thank you enough. Thank you times 100,000,000!!!"
Johan Arif, Malaysia

"Hi Rob,

...December's goal was to get back to a Healthier me since for the past 3 years I had been putting on pounds and pounds around my middle & thighs. Those love handles and a stomach hanging over the jeans...depressing!

...I make sure I do these workouts each week changing them around as to keep my body guessing...In the last 8 weeks I have lost a total of 7.5 inches...Thighs 2 inches, bottom 2 inches, hips 1.5 inches, stomach 2 inches!...I'm looking good for a 42 year old with 5 children. Thank you for all your info. Keep up the good work."

Deborah Ahmed, Chicago, IL

"Mr. Poulos,
...I lost 13kg (29 pounds) in one month following your book..."

Kostas Akatergosto, Greece

"Dear Rob

I am a geriatric (69 years next week) CANNY SCOTSMAN who has found your program to be enormously helpful...after five real weeks, here's a progress report:

I started with a weight of 73.5 kilos (162 pounds) and a waist of 36 inches.

On week 5 my waist is 34.5 inches and my weight 71.1 kilos (156 pounds).

I am happy and feel well...I do find your letters very helpful...they

7 Secrets Of Permanent Fat Loss And Fitness

remind the careless and forgetful...I keep referring to them when I think I am getting a bit careless and slack.

I have been recommending your site and info to members of my health club.

Regards and thanks"

Harry Ashmall , Scotland

"Dear Rob,

I have smoked for 30 years...I have been following your diet suggestions and exercise program for a couple of months.

After day two of my diet I was amazed I had dropped 1 kilo (2 pounds)...by day four I had dropped another kilo. Then...I dropped another five kilos (11 pounds).

I have begun to thoroughly enjoy my workouts, but more so the fact that I have completed them! I feel quite strong and I even feel like my muscles are remembering how they used to be when I was younger and more athletic.

I have reduced 1 1/2" from my waist, 1/2" from my butt and can see shadows appearing on my upper arms and stomach, the beginnings of 'cut'...

Thank you for your hard work and thank you for passing it on to me...it is nowhere near the hardest thing I've done and it works!

Regards"

Grace Knight, Australia

"Rob,

I can attest to what you are saying...the weight drops easily through the week. I was 240 (pounds) on Monday and 235.5 today (Friday).

I feel better about myself; already my chest and arms feel firmer and my thighs have increased in strength...I've dropped 10 lbs in weight since starting your program 2 weeks ago...

...Can't you tell I'm excited?

Thanks!"

David Hutson, Tennessee, USA

"Hi Rob,

I am 60 years old and have just started your fat burning exercises. I have lost 8 kg (18 pounds) in four weeks plus 75 mm (3 inches) from my

7 Secrets Of Permanent Fat Loss And Fitness

stomach.

Thank you , "

George Greenfield
Durban, South Africa

The opportunity is up for the taking. The only question is, "Will you be my next exclusive Fat Burning Furnace student and reader to unlock the door that is trapping your fat burning furnace so you too may burn fat fast and permanently? Go ahead and visit www.fatburningfurnace.com right now to try out my eBook 100% risk free with my special offer and surprise bonuses.

Well, I want to thank you again for taking action by reading this eBook today. I hope it inspires you and helps you to ignite your own fat burning furnace, and I really hope you take advantage of my offer today so I can continue to help you achieve the life long health and fitness you desire.

If you think any of your friends, family, or co-workers would benefit from reading this eBooklet, please do them a favor and pass it on.

Lastly, if you've enjoyed the tips I've given you in this eBooklet and are not already receiving my weekly Fat Burning, Health & Fitness Tips eNewsletter in your email, you can subscribe for FREE at my website listed above.

Here's to getting lean, strong, and healthy for life,



Rob Poulos

Zero to Hero Fitness

ABOUT THE AUTHOR



Rob Poulos is a fitness enthusiast and expert, and the founder and CEO of Zero to Hero Fitness. Rob spent the majority of the last decade searching for the most effective and efficient ways to get and stay lean, strong, and healthy with minimal time investment. In those past 10 years, Rob experimented with and analyzed numerous exercise and nutrition

strategies and protocols promoted by fitness centers, magazines, books, late night TV ads, and the so-called fitness gurus. After several attempts that didn't meet the high standards Rob had set for himself, he became increasingly frustrated with the loads of misinformation on the market and personally committed to finding the secrets to permanent fat loss and fitness that were hidden in all of the hype and sensationalism all too prevalent in the industry.

Finally, after having amassed a great deal of life-changing knowledge and truths, Rob founded Zero to Hero Fitness and created the Fat Burning Furnace fitness principles so he could spread the word to others interested in seeking out life-long fitness and health. Now everyone, regardless of their current or past failures with fitness, can enjoy a lean and healthy lifestyle with simple but proven methods in just minutes per week. Rob continues to help friends, family, and his students get in the best shape of their lives...and stay that way.