



7 STEP NEW BODY **KICK START**

(AND **7 WEIGHT LOSS** MISTAKES
YOU SHOULD NEVER MAKE)

FREE GUIDE

PRO-FIT
PERSONAL TRAINING

WELL DONE!

The fact that you are reading this means that you are looking to change in some way, and you have taken a step forward.

Whether it's weight loss, toning up, a change in body shape, increasing your fitness levels, increasing your motivation & energy levels, losing body fat, improving your nutrition, making some lifestyle changes, improving your confidence or just generally wanting to feel a bit healthier...you are in the right place.

Now, I'm going to make a guess that you have either tried to make some changes before, but had limited success, or you have been thinking about it for a while but been unsure where to start?

If that's you, it's ok. In fact, it's not even your fault! With so much conflicting advice from the internet, the media and slimming clubs it can be a daunting task knowing where to start, who to listen to and who to even trust.

Well, we are here to cut through the rubbish, give you some steps to kick start your new body and help you actually get results.

We want to show you that even if you struggle for time and run a busy life that you can still get those results by making some small manageable changes

that will have a big impact in the short term, but also over the long haul. You do want results that last don't you?

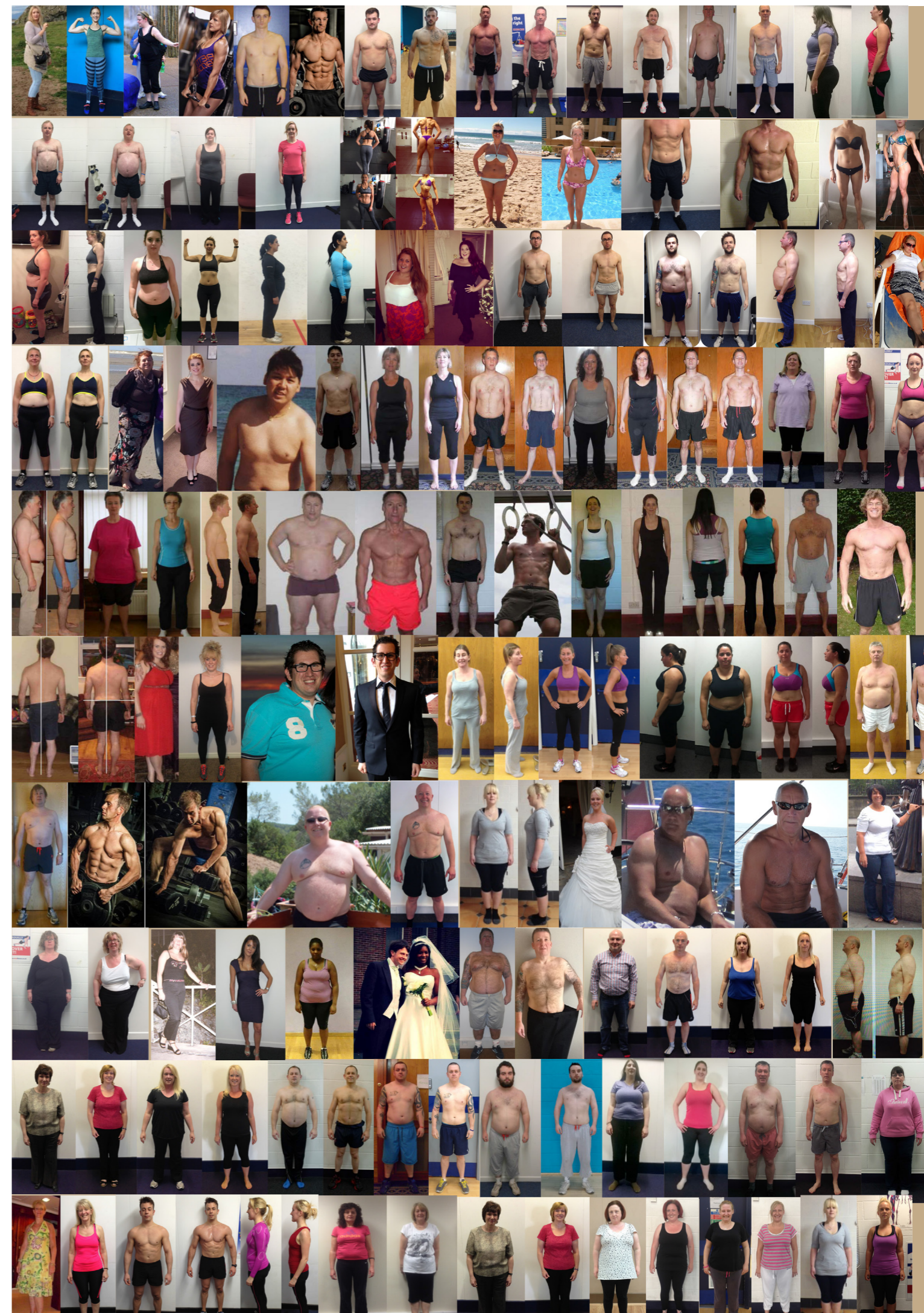
So, here we go with some real world advice and tips that will actually make a difference...

BUT...first I want to introduce you to some common mistakes that people make when it comes to losing weight and/or making a lifestyle change to get their results.

Knowing about these mistakes, and therefore avoiding them, will make your path so much easier when it comes to making positive decisions/choices:

Here at Pro-Fit PT we have spent the last 15 years changes peoples' body's and lives...and have helped over 10,000 people finally get the results they want and deserve.

People just like you.



COMMON MISTAKES

Forcing yourself to eat foods you don't want to



Most diets fail due to lack of sustainability. Maybe you have experienced that? Attempting to tough your way through food that you dislike just because you think it's healthy or because it's on a specific 'meal plan' is never going to keep you on track over the long haul. You will start to see your nutrition as a punishment or a chore which leads to demotivation. Plus, you could end up hating all foods in that group by way of association even if you didn't start with. So make sure you learn which foods work for you, help you and you actually like...there are more out there than you think.

Weighing yourself too often

I get it. You are starting a weight loss plan so it stands to reason that you should weigh yourself. However, weight fluctuates daily for many reasons. These could be hormonal fluctuations, fluid retention, air pressure differences, time of day, building lean muscle, what and when you ate and even when you have been to the toilet.

Also, you can start to get defined by the number on the scales...which then dictates your mood and happiness (or lack of it) for the rest of the day. You are more than just a number on a scale. It is a far better

idea to take accurate circumference measures of your waist, belly button, hips and thighs and possibly your body fat if you have that opportunity...these will be a far better indicator of your overall success when it comes to changing your body shape.

Plus, clothes sizes, reasons why you are doing it, energy levels, fitness, strength, health, confidence and how you feel are all better indicators that your new found habits are having a positive effect.

Trying to be 100% or perfect (all or nothing mentality)

The 100% 'on it' mentality of aiming for perfection on a diet is a pretty good way to feel rubbish about yourself, and affect your long term success. Overly rigid diets 24/7 will lead to a kind of burn out and 'back to normal eating' mentality.



The best nutrition plan is the one you feel happy with that fits into your lifestyle and that you can stick to LONG TERM. If that means keeping a couple of your fav foods in and building healthy habits along the way then that's what you need to do. Individuality and flexibility generally have a far greater success rate than being super strict all the time and feeling like you are missing out.

Plus, if you aim for 'perfect', you are just setting yourself up for failure which will make you feel bad about the whole process and potentially lead to giving up.

Don't be sleep slacker

The reason I put this is a 'common mistake' is more about people not giving sleep the importance it needs when it comes to weight loss, body shape change and lifestyle change. The focus on nutrition and exercise can easily lead a sleep oversight.



People who sleep less than 7 hours per night are at a significantly increased risk of hypertension, cardiovascular disease and type 2 diabetes. Plus, lots of research shows that lack of sleep can slow down weight loss and body shape change hugely. It causes disruptions to important hormones, appetite and metabolic processes.

On top of that, you all know that being tired often means that cravings increase, energy to make better choices goes down, motivation isn't as high and you tend to eat more. So, make sure sleep is high on the agenda when it comes to weight loss...7-8 hours is key.

Eating or drinking too much fruit/juice.

The fruit debate rumbles on. Now, although fruit is a far better choice than a cake, biscuit or bag of sweets you may still have a harder time shifting the flabby bits if you eat several portions throughout the day. This is made worse if you drink fruit juice on a regular basis. Fruit juice is pure sugar and quite a lot of it...this can wreak havoc with your weight loss efforts so this should be avoided as much as possible. When it comes to actual fruit you would do better stick to 1-2 pieces per day and making sure you eat the whole fruit where all the goodness is. Better choices would be berries if weight loss is your main goal but that doesn't mean you can't have anything else, just be aware of your overall intake

Over estimating the power of exercise

Just because someone has started a new exercise regime, it does not mean you suddenly have licence to eat more or eat what you want. Whilst exercise is an important component of an overall weight loss and health plan it will not give you free reign. It's very difficult to out-exercise a bad diet so don't try...it will end in failure and you will attribute the failure to the exercise plan and may decide 'exercise doesn't work'.

Plus, another mistake when it comes to exercise is

people concentrating all their efforts on purely cardiovascular exercise. Including strength and resistance training a few times a week is key to getting the body shape you deserve so do not miss this out!

Expecting too much too soon

Everyone wants quick results. In fact, team Pro-Fit get quick results, but setting unrealistic expectations will only end in disappointment, frustration and potentially giving up. Let's get one thing straight, there are no short cuts, new gizmos, quick fixes, magic pills that are going to get you results you want, the feelings that you want and the Long Term results that stick.

Now, there are ways to get consistent results in a relatively short time, in a happy healthy way that allows for a flexible way of eating and living. That's what we have spent 15 years doing with fantastic and fast results (which we even guarantee).



Remember, you have possibly spent a number of years (often a lifetime) getting to the situation where you are now...needing to change. So it stands to reason that a 4 week 'diet' isn't going to change the habits that you need to create lasting change and feelings of control, happiness and body confidence.

Now you are aware of some common weight loss mistakes let's look at 7 powerful kick start tips that will get you on your way to those results you deserve.

It's worth pointing at this stage that there is no bigger influence on your health, hormones, weight, body fat and body shape...than the foods you eat several times a day every single day of your life. So this is where we'll start with your kick start plan.

Step

1

GO BACK TO BASICS

If you followed only this one tip you would lose a few pounds within a couple of weeks.

Ok, you may want to... lose weight, build muscle, get fitter, get stronger, feel more confident in clothes, lose a dress size, stop feeling frustrated, have high energy, reduce body fat, improve health, have a flat stomach...the list goes on.

That's all good...

And you probably want to know a million answers to a million questions. You have probably read many conflicting bits of 'advice' on a whole load of topics and sub topics.

HOWEVER, sometimes, the questions and millions of topics are overkill, over complex and too specific for what most people need.

Again, if you fall into this category of overcomplicating things, asking lots of intricate questions or even feeling like there soooooo much to know and learn before you can get results, it's not your fault...the magazines, media and so called 'experts' spouting nonsense give rise to these questions.

Yes...there is a huge science behind different nutritional and training protocols... and yes...there are some supplements that will make a difference... and yes... there are better choices and yes... there is a 'macro' (carbs protein and fats) protocol that may accelerate your particular biochemistry...and yes... there may be some small benefits of training at a certain time...and yes... there are some benefits to going gluten free... and there may some benefits to some people for training before eating rather than after... and yes, we do need to take into account metabolic damage, metabolic adaptation and different peoples' hormonal imbalances...

I could go on...

And this is what our team of Pro-Fit experts look at for clients...which is why we get fantastic results!

But... LETS GET THIS STRAIGHT...

All of this is a waste of energy if you aren't doing the basics...consistently.

That means:

- » **Eating whole real foods (none processed foods and low sugar).**
- » **Eat some vegetables.**
- » **Train! Regularly (i.e. 4-5 times per week).**
- » **Move more day to day**
- » **Drink water - 2-3litres (every day, without fail!).**
- » **Sleep 7-9hours.**
- » **Set some objectives (and reasons why you want them).**
- » **Keep a food diary.**
- » **Have a Positive focus and attitude (even on the 'those' days!).**
- » **Believe you're worth it (cos...err...you absolutely are!).**

Until you are doing those things you don't even get to talk about supplements, you don't even get to think about 'metabolic flexibility' and you definitely don't get to even mention intermittent fasting, carb back-loading, cheat meals, ketones, genetics, 'fat burners' peri workout nutrition and don't even entertain diet pills or the latest new 'diet' (it won't work...I don't care which DVD celeb says it does!)

Just follow the basics and you will start to see and feel results... Then, and only then... ..can we tweak stuff to maximise your results.

“ It's a waste of energy if you aren't doing the basics CONSISTENTLY ”

“ I don't care which DVD celebrity says it works! It doesn't. ”

Step

2

// Every single process in your body needs adequate hydration to function properly. //

DRINK MORE WATER

Now, this is mentioned on the previous page and is indeed one of the basics but the importance of your water intake cannot be underestimated.

Every single process in your body needs adequate hydration to function properly. If you are lacking in the hydration stakes (which most people are) then not only are you compromising your health you are making very difficult for your body to lose weight and get rid of body fat.

Plus, the hunger and thirst mechanism can easily get confused if we are not in great health and are dehydrated. This confusion can lead to people thinking that they are hungry when in fact, their body is just crying out for water.

Quite simply this should be one of the first changes you make on a daily basis. Aiming for between 2-3 litres is a good goal.

However, if you are nowhere near that at the moment increase gradually with an amount that you know can achieve and go from there. That way you are setting yourself up for success and making the habit more likely to stick.

Step

3

KEEP A FOOD DIARY

This is one of the biggest success tips that anyone can give you when it comes to changing your eating habits.

In fact, it's one of the biggest success habits of the 1000's of people we have helped over the years.

A food diary will improve your compliance,

aid your results, allow you to improve your nutrition through being conscious and aware of your decisions, and it can also help detect food intolerances and recognise emotional eating patterns.

3 Steps to Writing Your Food Diary:

Set up your diary

Whether you like to use pen and paper or an app on your tablet, find the best way for you to record your diary on a consistent basis.

You Bite, You Write

Record everything that you eat, be as specific with ingredients and quantities as you can be. Be honest with your diary, every last crumb should be recorded, it's very easy to 'forget' the foods we pick and snack at.

Record how you feel

As important as writing what you eat is how it makes you feel. This will help you create links and see patterns in what foods you may crave in certain situations and also what foods work well with your body and which disagree with you.

Did you know...

It has been proven that people who keep consistent food diaries have double the success rate to those who do not when it comes to fat/weight loss.



Step
4

SET YOUR GOALS!

“If you don’t know where you are going, how do you know when you have arrived?”

Do not miss this part out if you want to see results!!

You see, most people aim at nothing in life and hit it with amazing accuracy! If we don’t specify exactly what you want, you have no reason to complain about what you get or where you find yourself.

A written goal represents a real commitment. Without a commitment, a goal is only a dream. A dream is something we would like to have happen, but are unwilling to pay the price to make it happen. Any worthwhile goal has some kind of ‘price’! That price may be confronting a personal fear or investing a certain amount of time, money and/or effort.

When writing your goals down write them in the present tense as if they are happening now, e.g. ‘I am a size’ or ‘I am running 10km in 60mins’. Then put a specific date by which you are going to achieve it.

Once you have your goal, break it down into smaller chunks and then into daily actions. Once you do this you create momentum...once you create momentum motivation grows and this is where new successful habits get formed.

Step

5

ASK YOURSELF 'WHY' ...

Attaining the real reason 'why' you have set your goal/s is essential for creating compelling future for you. The 'whys' are the real reasons you want a certain goal. It's always something that is far more meaningful than the surface layer of having a specific body shape, running a certain time etc... You will want the feeling and emotions that the goal will give you.

People want the really deep feeling that underpins them as a person.

These could include confidence, high self-esteem, feeling good in clothes so you value yourself, good on the beach, feeling appreciated, feeling attractive, feeling proud, feeling happy, safe, fulfilling your true potential, sense of achievement, feel good about themselves, role model to their kids, feeling worthy, successful and/or good enough etc...

You have to think about what you really want from achieving your goal. Good questions to elicit responses in your mind could be –

**What will it give me when I have achieved my goal?
How will it make me feel?**

This may become slightly uncomfortable which is a good sign. This means you are looking at things that you may never have looked at before.



Step
6



FIX THE

FLAT

The difference between successful people and unsuccessful people is purely due to their perception of 'failure'. That can be attributed to health, fitness and weight loss but also to many other areas of life.

- They have 'failed' and learnt more than everyone else...
- They don't stop at the first hurdle
- They don't give up when they perceive a 'failure'.
- They don't sulk and feel sorry for themselves.
- They don't think 'this will never work' and go back to doing the same old stuff they used to (which definitely wasn't getting them anywhere!!).
- They don't complain about it.

Sounds obvious but when it comes to nutrition, weight loss, health & body shape goals...
...this 'failure' lead mentality seems to kick in all too often.

...And it's INSANE...

Let me give you an example...

You have booked your dream holiday, you set off, happy & excited knowing you are going to arrive at your destination. Yet, we're about half way to the airport and you get a flat tyre...arrgghh!!

Oh dear...you react by getting frustrated, blame everything/everyone else, get discouraged, feel sorry for yourself, beat yourself up and just give up and go home! Hmm...do you think you would actually turn around and go home?

HELL NO...

But that is exactly what many people do when it comes to their exercise and nutrition plan! They get knocked off track, hit a few obstacles & bumps in the road and go back to their old habits...instead of just 'Fixing the Flat' and carrying on to their destination.

You need to expect there are going to be some flat tyres on the journey. They will be some bumps in the road, some obstacles you need to negotiate. That's Life! But you must never lose sight of your destination and how amazing it will be to reach your goal.

So, if you stumble, fix the flat, and get back on track!

Step
7

PREP FOR SUCCESS

When you are starting on a weight loss plan, healthy eating plan or a lifestyle change you need to find ways of making things easier for you with your own system that works for you even on the 'bad' days.

When you are starting on a weight loss plan, healthy eating plan or a lifestyle change you need to find ways of making things easier for you with your own system that works for you even on the 'bad' days.

This is down to preparation. Whether it's getting your gym kit out the night before so you don't 'forget it' in the morning, arranging to meet someone at the gym so you don't 'skip' it, planning your road trip so you know where healthy options are available. Or simply giving yourself enough time to take a short walk each day.

Whatever it is that is going to help you on your path to success, there needs to be an element of preparation.

This is probably most important when it comes to your nutrition.

For example, if you have biscuits 7 crisps in the house because that's just what you have always done then what do you think will happen at some point..? (maybe it already has?). What you are doing is relying on willpower to not eat those things regularly.

Now willpower is finite source and not a very reliable aid when it comes to your new plan so DO NOT think you can rely on it for success..you are setting yourself up for a fall at some point.

Now with the example above it is far easier to not have those things in the house...then you remove the temptation and the reliance on willpower.

In fact, what you should do is spend a little bit of time prepping your kitchen for success and making your home (and your mind) a place that is ready for some changes

So it is... out with the old and in with the new...

Before we look at what food and equipment you should have stocked up in your kitchen we need to begin by removing all potential temptation. If you've any of the following in your fridge, freezer or cupboard we advise you get rid. Remember, you'll eat it...maybe not today, maybe not next week but you will eat it:

FOODS TO BIN

Crisps	Bread/ baked goods/ breadcrumbs/ croutons
Granola / Cereal bars	Chocolate / Sweets
Biscuits / Wheat crackers	Fizzy drinks (cola, lemonade etc..)
Peanut butter / chocolate spread / jams /syrups	Tinned fruits / desserts
Alcohol (except for red wine and clear spirits)	Frozen ready meals(unless you made them)
Margarine	Fruit juice

KITCHEN EQUIPMENT AND APPLIANCES

Good set of pots and pans	Tupperware containers
Good quality set of Knives	Weighing scales (food)
Blender	Small cooler/cool box to carry meals around
Water filter	Spatula / Tongues
Food processor	Shake bottle

FOOD TO STORE IN YOUR CUPBOARD

Nuts – (almonds, cashews, brazils etc..)	Olive oil
Organic peanut butter / nut butters	Coconut oil
Balsamic vinegar	Coconut milk
Basmati rice / wild rice / Quinoa	Herbs & spices
Dark chocolate (800%+)	Green tea / herbal teas
Kidney beans / Pulses	Rice cakes / dark Chocolate rice cake thins
	Sparkling water

FOOD TO STORE IN YOUR FRIDGE/FREEZER

Extra lean beef steak / mince / other red meat	Various coloured vegetables (fresh or frozen)
Chicken / Turkey	Line caught / wild fish
Free range eggs	Grass fed butter
Green Vegetables (fresh or frozen)	Full fat greek yoghurt / Goats yoghurt Butternut squash / Sweet potato

So, now you are ready to get going. The key with reading something like this is to actually take some action as soon as you can. This creates momentum and you will already feel like you are making progress.

BONUS SECTION

RECIPES

As you have already read, it is key to get your eating on track if you want to see results. Following the basics from earlier will stand you in good stead...low sugar, low processed food etc.... but it's important to know what to cook and eat as well.

CHICKEN AND CHORIZO OMELETTE



Time: 10mins **Method**

Serves: 2

Ingredients

6 eggs beaten

1 tbsp. olive oil

10 slices of chorizo

1 small onion diced

1 red pepper diced

Parmesan cheese to sprinkle

- Preheat the grill to its highest setting.
- Heat the oil in a frying pan over the stove.
- Add the onion and pepper and fry until the onion is lightly golden in colour.
- Pour over the beaten egg and scatter with chorizo.
- Continue to cook on the stove until the edges of the omelette turn golden yellow in colour.
- Scatter over some parmesan cheese and place under the grill to finish cooking.

SKINNY OMELETTE WRAPS



Serves: 1 **Method**

Ingredients

2 large (preferably organic) eggs

a pinch of fine grain sea salt

a few tablespoons of chopped

chives

a dollop of pesto

protein of choice (chicken, ham,

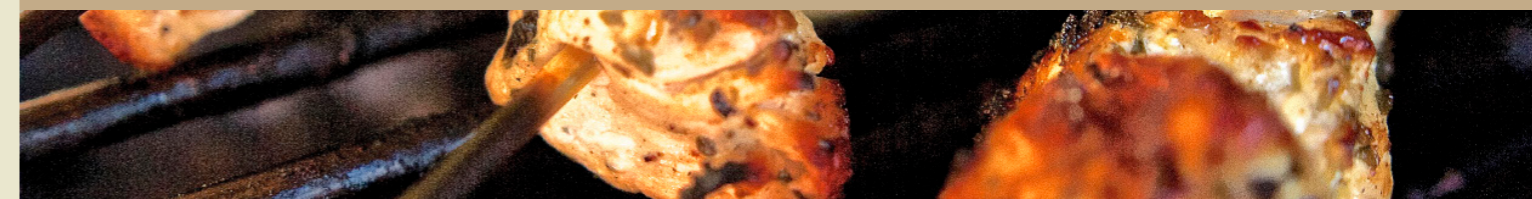
tuna, salmon or cottage cheese)

a small handful of mixed salad

greens

- Use a fork to beat the eggs and salt in a small bowl.
- In a large frying pan, heat a tsp of olive oil.
- Pour in the egg mixture and give it a good swirl so that they spread out thinly across the entire pan.
- Sprinkle the eggs with some of the chives and let them set.
- Run a spatula underneath the omelette and slide it out of the pan on to a clean surface.
- Spread the pesto across the surface of the omelette and then fill with your protein and salad greens.
- Starting with one end, roll the omelette away from you.
- Cut in half on a deep diagonal.

CHICKEN KEBABS



Serves: 6-8 kebabs **Method**

Time: 20 mins

Ingredients

500g chicken breasts

3 cloves of garlic

1 handful fresh coriander

1 handful fresh mint

6 spring onions

1 red chilli

Zest and juice 1 lemon

Salt, Pepper, Olive oil

- Cut the chicken into 1 inch cubes.
- Blitz all the marinade ingredients (except the olive oil) in a food processor then loosen to a paste with a little olive oil.
- Add the marinade ingredients to the chicken pieces and mix well. Allow to sit for up to an hour.
- Thread the chicken pieces on to skewers. Grill for around 5 minutes, turning regularly until cooked.
- NB: You can replace chicken with pork, turkey, prawns, salmon or cod

EASY CHICKEN BURGERS



Serves: 6 burgers **Method**

Time: 20 mins

Ingredients

4 chicken breasts
1 clove garlic **Zest of 1 lemon**
1 tsp dried rosemary **Salt**
Pepper
1 egg beaten

- Place the chicken breasts in a food processor and mince.
- Roughly chop the garlic and add to the chicken, mix for 2 mins.
- Add all the other ingredients and mix until well combined.
- Remove the mixture from blender. Form into burgers the size of the palm of your hand; place them in the fridge for 10 mins to firm up. From here you can freeze, keep them in the fridge or cook straight away.
- Place 1 tbsp. of coconut or olive oil in a frying pan and heat for 1 min.
- Pan fry the burgers in the pan for 4-5 mins each side or until cooked through (no pink juices).
- NB: This method can be used for beef, pork, turkey, lamb, prawns. Just alter the spices to suit the meat (parsley, sage, thyme, coriander etc...)

SUPERFOOD SALAD



Serves: 2 **Method**

Time: 10mins

Ingredients

Salad

200g salad greens or baby spinach leaves
200g shredded red cabbage
A handful of raw broccoli florets
2 heaped tbsp. black beans
1/2 a cucumber, sliced in batons
1-2 carrots, shredded
1-2 tbsp. chopped parsley
2 hardboiled eggs

Dressing

2 tbsp. Greek yoghurt
A little water to thin the yoghurt
Drizzle of olive oil
1 tsp fresh mint shredded

- Mix all the salad ingredients, excluding the eggs, together in a large bowl. In a separate bowl whisk the dressing ingredients together, thin down with a little water to desired consistency.
- Mix the dressing in to the salad and garnish with boiled eggs.
- NB: Serve a long side grilled fish or chicken for a non-vegetarian alternative.

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on your fitness and weight loss goals.*

*Make sure you **DO SOMETHING**
now that will take you 1 step closer.*

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