

**3 Reasons Fat Loss Programs Fail**  
*Is This Happening to You?*



*Concita Thomas*

# 3 Reasons Fat Loss Programs Fail

## *Is This Happening to You?*

**WARNING: THIS REPORT WILL CHALLENGE EVERYTHING THAT THE POLITICALLY CORRECT FAT LOSS “EXPERTS” HAVE TOLD YOU ABOUT FAT LOSS. EXPECT TO UNCOVER THE LIES AND HALF TRUTHS THAT HAVE KEPT YOU OUT OF YOUR SKINNY JEANS AND SLEEVELESS TOPS FOR YEARS! CONTINUE TO FOLLOW THE ADVICE OF THE POLITICALLY CORRECT FAT LOSS “EXPERTS” AND WATCH YOUR WAISTLINE EXPAND AND YOUR REAR END SAG. FOLLOW THE ADVICE IN THIS REPORT AND CREATE A TRIM, TIGHT, TONED NEW YOU WITHOUT LOW CALORIES DIETS AND HOURS OF MIND NUMBING CARDIO SESSIONS!**

You finally did it. You faced the reality that you wanted to lose weight. You made the commitment to get “there” this time. You cleared the cupboards of the junk food, dusted off your workout shoes and got started. Things went great for the first 2 weeks and then IT happened. The program stopped working. You tried harder, ate less, did more cardio, and .... NOTHING. You finally gave up because you had no more energy , no more time (after all you have other responsibilities besides working out), and you were getting NO RESULTS. You convinced yourself that you were the size you were meant to be and that you didn’t really want to lose weight- it was just a phase. You told yourself that you were too busy to lose weight and it would only be possible to succeed at fat loss if you had chefs and trainers like the Hollywood stars. You threw up your hands in defeat and concluded that this healthy lifestyle thing just doesn’t work. Deep down inside you don’t REALLY believe any of those excuses. You know that something about what you tried- what you’ve ALWAYS tried- just didn’t work for you but you don’t know what will and frankly you’re tired of failing!

Today your frustration ends. Read on to discover the three main reasons that conventional weight loss plan is secretly sabotaging your best effort to drop the fat and shape up!

### REASON #1: You’re following a low calorie diet.



You’re serious about losing weight so you must reduce your calories right? Well not so fast! Although a small calorie reduction may help to get your fat loss engine humming, cutting calories can backfire in a big way! To ensure that you will lose fat and keep it off without experiencing that nasty plateau and rebound weight gain, keep calorie reductions minimal and concentrate on the QUALITY of the food you eat more than the QUANTITY (calories consumed per day). By shifting your focus to eating high quality, natural, unprocessed food instead

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of counting calories, you can speed up your fat loss, maximize your energy, and avoid that plateau that usually makes you quit the program after a few weeks of frustration with low energy and slow results.

### WHY CAN'T LOW CALORIE DIETS PRODUCE SUSTAINED FAT LOSS?

The #1 reason that low calorie diets can not produce sustained fat loss is that following those plans long enough to lose weight will most certainly wreak havoc on your metabolism- turning your body into a fat storing machine instead of a fat burning machine. You will have to eat less and less over time to continue to lose weight and you will have to maintain a low calorie plan in an effort to keep your smaller body.

### WHAT DOES MY METABOLISM HAVE TO DO WITH ALL OF THIS?

Metabolism is simply the amount of calories your body burns per day. It is affected by your size (height and weight), gender, amount of lean muscle, activity, and eating patterns. Your metabolism is not a consistent number for your entire life and can be changed either positively or negatively. Eating natural foods at regular intervals (think small mini meals throughout the day) causes your body to burn more calories. Skipping meals, eating processed food, and cutting calories signals your body to burn less calories. If you eat less to lose weight, your body will eventually “catch on” and get used to the steady lower calorie levels and reduce your metabolic rate (metabolism). What do you do if this happens before you have hit your goal weight? Eat less right? Following a low calorie diet is literally an exercise of chasing down your metabolism. If you actually survive the weeks of hunger and low energy to get to your goal weight, you are left with a small, squishy version of yourself that you must feed tiny amounts of calories in an effort to maintain the weight loss. The metabolic response described above is partly responsible for the plateau you usually experience after 2-6 weeks of following a conventional weight loss diet.

Successful fat loss IS POSSIBLE by concentrating on fueling your body with natural foods, making small caloric reductions and enjoying the occasional higher calorie days to assure that your body does not catch on to the lower calorie intake and adjust your metabolism downward.

### WHAT SHOULD I EAT?

Concentrate on lean proteins (chicken, fish, lean meat, eggs, yogurt, cottage cheese, etc), vegetables and fruit, nuts, avocado, olive oil, flaxseed oil, nut butters, potatoes, rice, and whole grain breads, and cereals. Reduce added sugar as much as possible and completely avoid trans-fats (hydrogenated and partially hydrogenated oils) that are typically found in crackers and commercially baked goods. It's that simple!

## **A TYPICAL DAY'S MEALS**

### **Breakfast**

Low Sugar, High Fiber Cereal, Low Fat Yogurt, Fruit & Green Tea

### **Snack**

Fruit, Nuts & Water

### **Lunch**

Grilled Chicken or Lean Meat, Large Salad, Whole Grain Roll & Iced Tea

### **Snack**

Cut Vegetables, Hummus & Water

### **Dinner**

Lean Steak, Vegetables, Salad, Olive Oil & Water

### **Snack**

Frozen Yogurt with Berries & Water

### **ARE YOU TELLING ME THAT CALORIES DON'T MATTER AT ALL?**

Absolutely NOT! Of course how much you eat matters. However conventional diet books and even diet centers put too much emphasis on how much is eaten versus the quality of what is eaten. If you concentrate on eating natural, unprocessed food, you will feel fuller faster and longer and naturally eat the appropriate amount of calories to fuel your body and your workouts and support fat loss. Think about the last time you ate past the point of being full. Were you stuffing yourself with grilled chicken, salad, yogurt, and raw, unsalted nuts? I would be willing to bet that wasn't the case! More than likely it was the rice cakes, the 100 calorie snack packs, the baked chips, or the fat free cookies that got the best of you. Eating processed, packaged, low calorie snacks (the politically correct diet food) as a staple in your daily nutrition plan is a surefire way to increase your hunger, decrease the amount of nutrients that you are getting from your food and end up a smaller, squishy version of yourself (if of course you can endure the weeks of being hungry and having little energy). If you want to end up trim, tight, and toned, concentrate on the quality of your food and leave the calorie counting and spreadsheet madness behind.

### **IF I STOP COUNTING CALORIES, WILL I GAIN WEIGHT?**

If you have yo-yo dieted in the past or routinely taken in low amounts of calories for an extended period of time, then beginning to concentrate on quality over quantity will probably not produce immediate weight loss. It may even be possible to pick up a pound or two when you first switch your eating habits. However, it's very important that you stay the course and forget about jumping

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back on the low calorie diet wagon. If you begin gaining weight while eating natural, unprocessed foods in modest amounts, that is a sign that your low calorie tendencies have produced a little metabolic damage. This simply means that your body is in a fat storing mode and needs to be encouraged to burn fat. Instead of cutting calories to stop the gain, keep eating and increase your calorie expenditure through exercise. In a week or two, you will notice that your weight will stabilize and you may already have begun to shed fat too! The few weeks it takes to get your body used to having more calories is an investment that pays off in a huge way. If you stay the course, you'll get better fat loss results while eating more food. In short you'll look and feel better in the long run and you won't have to diet forever to keep the fit, firm, and feminine figure you've created.

### **LOCAL MOM DITCHES LOW CALORIE DIETS TO GET INTO HER SKINNY JEANS!**



I am VERY happy with the results I have seen. I've already had to go buy new clothes (sizes 4 and 6 jeans... down from 8's and 10's), and everyone tells me how good I look.

Concita, I thank you for everything!!!! I feel like a new person. Not only do I feel and look better, I have learned how to eat in the process. This is something I could have never done on my own.

-Lisa Glover, Corinth, TX

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REASON #2: You're skipping resistance training because you don't want to "bulk up".



Before you tuck away the weights to hop on the treadmill in your efforts to ditch that unwanted fat, think again. If you want to shed fat, you MUST maintain your muscle tone through resistance training.

### SHOULDN'T I LOSE WEIGHT FIRST THEN TONE WITH WEIGHTS?

If you have a bit of weight to lose to be your ideal size, it's tempting to try to lose the weight first through diet and cardio and then tone up with weights. After all you don't want to get any bigger and you sure don't want your clothes to get any tighter. You're afraid that lifting weights will cause the exact opposite of what you are working to accomplish- a smaller body. Although this may sound like a good, logical, plan, eliminating weight training is a sure fire way to lose muscle, hit a plateau, and experience rebound weight gain.

Here's the key. Weight loss and fat loss are different. Weight loss is causing the number on the scale to go down by losing some of your mass (it could be muscle or fat). Fat loss is eliminating fat while retaining muscle. Losing fat is the best way to end up smaller and tighter without nasty plateaus and rebound weight gain.

### SO HOW DO I MAKE SURE I LOSE FAT?

You absolutely must maintain muscle tone to accelerate fat loss. Losing muscle (which is what happens when you go on a low calorie, high cardio activity fat loss plan), will decrease your metabolism and make it impossible to sustain fat loss. Perfect proof of this fact rests in the transformations of the Biggest Loser contestants on NBC. If you watch even one episode, you will witness contestants who weigh anywhere from 200-400 pounds pressing weight in an effort to shed the fat and uncover the fit, firm, figure that is hiding beneath the fat. These contestants lose HUNDREDS of pounds of fat and NONE of them neglect resistance training. Here's why. Resistance training preserves muscle. Muscle is "hungrier" than fat. Your body burns more calories to keep muscle alive than it does to keep fat alive. So the more muscle you have on your body, the more calories your body will have to burn just to keep you alive. More muscle will make sustained fat loss while eating reasonable amounts of natural foods easier to do. Preserving muscle through resistance training helps you get into that outfit in the back of the closet quicker than any low calorie diet ever could. Now this doesn't mean you have to look like a female version of the Hulk but you must

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have a concern for preserving the muscle you have on your frame (and maybe even gaining more muscle tone if you have very little).

### SO WHAT TYPE OF RESISTANCE TRAINING DO I NEED TO DO?

There are so many effective ways to resistance train for fat loss. One of the simplest and quickest methods is circuit training. You can simply pick an exercise for each major muscle group and do them one after another with only enough rest to catch your breath and set up the next exercise. Using hand weights or exercise bands to circuit train makes it fast and easy to do. There is no set up or waiting for machines necessary.

#### **BEGINNER FAT LOSS CIRCUIT**

Squat (20)  
Push Up from Knees (15)  
Hip Bridge (20)  
Standing Overhead Shoulder Press (15)  
Stationary Lunge (20 each leg)  
Bent-Over Row (20)

#### **ADVANCED FAT LOSS CIRCUIT**

Jump Squat (20)  
Push Up from Toes (20)  
Single Leg Hip Bridge (20 each leg)  
Overhead Shoulder Press Standing on One Leg (15)  
Walking Lunge (40 steps)  
Bent-Over Row Balancing on One Leg (20)

### HOW DO I MAKE SURE THAT I DON'T BULK UP?

The easy answer is to keep your nutrition in check and don't use muscle building supplements. Building large muscles does not happen by accident. Bodybuilders and fitness models alike intentionally do lots of repetitions and sets with heavy weights while consuming extra food for years to build large muscles. In addition, many bodybuilders use supplements that support muscle growth. As a woman, you lack significant amounts of testosterone, the male hormone that plays a big role in muscle growth. Unless you are training like a bodybuilder while eating extra calories and using muscle growth supplements, it is nearly impossible to grow large muscles or bulk up. By doing resistance training while following a nutrition plan that includes reasonable amounts of natural foods, you will end up with a trim, tight, toned body with feminine curves.

**AFTER SCHOOL PROGRAM LEADER LOSES OVER 30 POUNDS AND 10% BODYFAT BY GIVING WEIGHT TRAINING A CHANCE!**



I had tried programs in the past to lose weight but I would always get to a point, not my goal, and either stop losing or gain weight again. I started working out with Great Shape Fit Club, group training for women, which included weight training, intervals, and more. So far I've lost over 30 pounds and 10% body fat and I'm still going. I love receiving compliments and feeling happy and fit!

-Renee Judd, Irving, TX

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REASON #3: You are doing low intensity cardio instead of interval training.



**DON'T I NEED TO EXERCISE IN THE FAT BURNING ZONE TO LOSE FAT?**

Forget about the fat burning zone if you want a tight, trim body. The concept of exercising for long periods at a low intensity to burn fat is one of the half truths of the so called "fat loss experts" that you must forget about today. Here's the simple truth. When you exercise, your body can either burn fat or glucose (sugar in the blood). Your body usually burns a combination of the two during exercise. The lower the intensity of exercise, the higher percentage of fat that is burned. The higher the intensity of exercise, the higher percentage of sugar that is burned. But doing low intensity cardio is not the best way to burn a lot of fat because although you burn a greater PERCENTAGE of fat at low intensities, you burn a greater

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TOTAL AMOUNT of fat when you work at high intensities. Additionally, your body will burn more calories AFTER a higher intensity workout than it will after a low intensity workout. So the best way to burn tons of fat during a workout and for up to 38 hours after is to do higher intensity interval training workouts.

**HOW DO I DO INTERVALS?**

Intervals are really simple to do and can be done with any activity. To do intervals simply alternate periods of harder work with periods of easier work. The harder work should last for a shorter amount of time than the easy work and if you are completely new to this style of training, the easy work should last about 3 times as long as the hard work.

**BEGINNER INTERVAL**

0-5	Walk (Warm Up Pace)
5-6	Jog
6-9	Walk (Recovery Pace)
9-10	Jog
10-13	Walk (Recovery Pace)
13-14	Jog
14-17	Walk (Recovery Pace)
17-20	Walk (Cool Down Pace)

**ADVANCED INTERVAL**

0-5	Walk (Warm Up Pace)
5-6	Sprint
6-8	Jog
8-9	Sprint
9-11	Jog
11-12	Sprint
12-14	Jog
14-15	Sprint
15-17	Jog
17-20	Walk (Cool Down Pace)

**MOTHER OF 2 BREAKS A FAT LOSS PLATEAU BY ADDING HIGH INTENSITY INTERVAL TRAINING!**



Thanks for helping me look good in that bridesmaid dress! Working out with you has really changed my life! I have such a better understanding of how my body works when I push it to higher levels of fitness and I love seeing the results! After having my second son, I still looked pregnant and couldn't wear any of my clothes. Now my size 10 pants are almost getting a little baggy!

- Marcie Rumsey, Flower Mound, TX

**So now that you know the 3 Top Reasons Your Fat Loss Program Failed You, Get Started TODAY with a FAT LOSS PROGRAM GUARANTEED TO HAVE YOU WEARING EVEN THE SMALLEST OUTFITS IN YOUR CLOSET!**

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