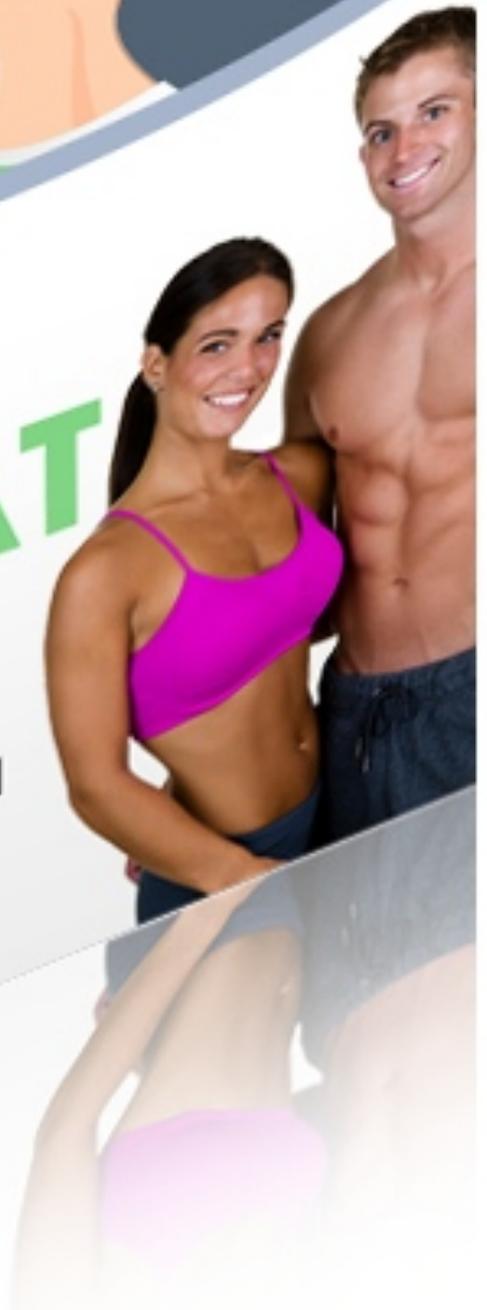




THE BELLY FAT FORMULA

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THE LEGAL RAMBLE - IMPORTANT COPYRIGHT INFORMATION

The Belly Fat Formula

By A.D. Stone - Exercise Prescription & Sports Science Specialist. B.PhEd Hons I

Stuff The Lawyers Said To Say

Ok. Before you get started on your way to a flatter stomach with the Belly Fat Formula, here are a couple of things the lawyers wanted us to make you aware of.

First - we aren't doctors. So the info we are providing you shouldn't replace a regular face to face consultation with your friendly physician and shouldn't be construed as medical advice or any attempt to prescribe or practice medicine. In fact we recommend that before you make any decisions regarding your health and fitness you have a chat to a licensed professional. It's for your own safety.

OK, next. While we are 100% confident that if you follow the sensible eating plans and exercises prescribed in the Belly Fat Formula you WILL achieve your desired results - we make no guarantees of success. The info in the Belly Fat Formula is for personal and information uses only.

We, the BellyFatFormula.com owners go to great lengths to provide you with spot-on info on our site and in all our written material. However we make no representations, warranties or assurances as to the accuracy or completeness of the info provided. As owners we are not liable for any damages or injury resulting from your access to or reliance on the information throughout the site and ebook. OK, got that? Good.

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Nope - sorry, you don't have permission to copy, reproduce, circulate, resell, auction or even give away the Belly Fat Formula - whether in ebook or hard copy. International copyright laws do also apply to ebooks. Fines for copyright infringement are pretty hefty (up to \$150K). Stay out of trouble and don't distribute this book illegally. Thanks.

However, don't be afraid to print out a copy for yourself or to save your own personal copy. Whatever is the best way to ensure you stick to the Belly Fat Formula.

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DAY 1 – INTRODUCING THE BELLY FAT FORMULA

Hello.

Welcome to the Belly Fat Formula. It's great to have you on board this fat loss journey and winging your way to a better body!

First things first - we would like to thank you for purchasing the Belly Fat Formula and for trusting us to kick start you on the way to achieving your fat loss goals. We're sure that you won't regret this decision!

From where you are standing right now it might seem there is a long hard road ahead in order to achieve long term fat loss or to acquiring the flat stomach you are after. **DO NOT DESPAIR!** We're pleased to tell you that you've already completed the hardest part. You've made the difficult first step of investing in the tools you need to not only improve how you look, the amount of energy that you have, the way that you feel, but most importantly to get rid of that unsightly belly fat!

You are now a mere 14 days away from a flatter stomach!

The Belly Fat Formula - 14 Days To Fat Loss Success

Over the next 14 days we will immerse you in the Belly Fat Formula (BFF), our proven and reliable belly fat loss program. The BFF is super simple to follow and is designed to work regardless of whether you are an absolute weight loss beginner, a serial dieter, or someone a bit more experienced who just needs a little bit of extra assistance or motivation to get over the line.

Whether you are looking to lose 2 pounds or 20 pounds, the BFF can help you. The same core fat loss fundamentals apply no matter how much weight you need to lose, how quickly you want to lose it or where you want to lose it from. If you put in place the simple BFF structures and guidelines and stick with them then you will lose that unsightly belly fat and achieve your wider weight loss goals. Good news!

There Is No Such Thing As A Quick Fix...

Let's get this straight from the outset. There is a huge amount of - to be frank - absolute rubbish out there when it comes to the best ways to lose weight and get your body into shape. Every day it seems that someone has a different 'theory', 'quick fix' or 'miracle' weight loss cure. Add to that conflicting advice from so called 'experts' and it is no surprise that most people don't know which way to turn when it comes to getting rid of that ghastly belly fat.

You won't find a 'miracle' cure in the Belly Fat Formula. You won't find a 'quick fix'. You won't find a 'magic' pill. The simple truth is that they do not exist.

What you will find are simple effective methods, matter-of-fact answers and genuine techniques that will help you achieve your fat loss goals. Along the way we will also look to blow some of the more common fitness and fat loss misconceptions out of the water.

Hang On A Minute - Did You Get Your Free Gifts?

When you signed up to BFF we promised you a bunch of free gifts. Did you get them?

You may have thought they were just additional bribes to get you to buy our eBook (ok, let's be honest they kinda were), however you will find them useful as we move along your weight loss voyage.

The free gifts were:

- ▶ **Metabolic Rate Calculator** - You'll need this very soon as we progress through the BFF.
- ▶ **Turbulence Training 4 Week Bodyweight Workouts**
- ▶ **Sample Turbulence Training Fat Burning Workouts**
- ▶ **Hot Zone Workout To Boost Metabolism and Burn Fat**
- ▶ **Top 10 Travel Secrets To Lose Fat**
- ▶ **10 Minute Workouts eBook**

If you didn't get your free gifts then make sure you go to the web page below and download them. Trust us, you'll find them pretty handy later on in the book.

www.bellyfatformula.com/freegifts

Done that? Great. Let's move on.

A Little About Us - The Creators of The Belly Fat Formula

Now before we crack into things, we thought it would be a good idea to give you a bit of background on the friendly chaps here at BellyFatFormula.com.

We, the creators of the Belly Fat Formula, have been kicking around in the fitness industry for a while now. We hold degree level qualifications in Exercise Prescription, and Exercise & Sports Science (at the prestigious University of Otago, N.Z. no less!), have been heavily involved in the fitness industry as both a competitor, a personal trainer and instructor, and have also provided fitness expertise to a range of competitive sports people and teams. The formula in this book is the product of the years of study into weight loss and exercise, as well as a wealth of hands-on experience.

One of the constant themes that we have seen time and time (and time!) again is the battle of the bulge - the dogfight with your excess belly fat. How do I get rid of my unsightly belly fat? How do I get a flat stomach? Why can't I get rid of those love handles? These questions seem to come up over and over again.

The hundreds... maybe even thousands (ok... we're exaggerating now) of questions directed at us relating to this topic is the primary reason for the development of the Belly Fat Formula.

However there is a second key reason, and that is the wealth of conflicting information that is out there in the market (and the media) on dieting and weight loss. It seems that every gym, trainer or fitness 'expert' has a different approach to fat loss. If you walk into 5 different gyms or talk to 10 different trainers you will probably receive a myriad of responses on the best way to lose that extra belly fat you are targeting.

Now that leads us nicely on to the Belly Fat Formula.

What Is This Belly Fat Formula Thing All About Then?

Right let's kick off with a bit of an intro into the Belly Fat Formula.

First and foremost we want to reiterate that the Belly Fat Formula is not a short term weight loss solution like so many of the programs on the market today that encourage weight 'cycling' (that is weight loss followed by subsequent weight gain).

Despite what you have probably heard or seen - there is NO quick fix when it comes to losing that spare tyre you have around your waist - or the excess fat you may have on your hips, thighs or elsewhere in your body. So many fad diets or extreme weight loss programs promise massive weight loss in no time whatsoever. Many of these will be using extreme or at the very least random dietary methods.

Perhaps you have tried some of the many diets or weight loss programs we refer to. Maybe you have been a yoyo dieter or had ongoing fluctuations with your weight or body fat levels. The only comfort we can give you on this is you are not alone!

The good news is - the Belly Fat Formula includes techniques that WILL remove your excess belly fat and deliver a flatter stomach - as well as aiding in general fat loss - for life.

The Belly Fat Formula's **Science Of Healthy Eating** and associated nutrition strategies will give you the skinny on all things eating healthy. What sort of stuff you may ask? Well, some of the key areas we will cover off include:

- ▶ 15 fantastic foods to super charge your belly fat burning efforts
- ▶ 5 food groups that guarantee weight gain and should be avoided at all costs
- ▶ How eating fats can actually make you skinnier
- ▶ The right and wrong carbohydrates to include in your fat loss regime
- ▶ How eating more will actually help you burn more fat!
- ▶ And much much more

Now please remember when you are flicking through the dietary recommendations in this doc that they are a guide only. The healthy eating techniques we refer to must be adapted to you based on your age, weight, current activity level and eating preferences. It is important that the portion sizes are managed so they are specific to your circumstances. In the **Method For Success** section at the beginning of the guide you will learn everything you need to know to ensure you can easily match your portion control against your current metabolic rate.

The Belly Fat Formula's **Exercise Blend** will give you a heads up on the best exercises and programs to melt away that excess belly fat. We'll include a bunch of useful info including...

- ▶ The best exercises for developing a sleek flat stomach
- ▶ The number one worst thing you can do when trying to burn excess belly fat
- ▶ Why traditional cardio is not the best solution for rapid fat loss
- ▶ How to create simple yet effective training programs to quickly melt away your spare tyre

OK, A little about you... Are you just a youngster carrying a few extra pounds or do you have a few years under the belt? Are you Male or Female? Do you have limited experience with structured exercise or perhaps you are a seasoned pro. No bother. Our unique exercise blend WILL work for you regardless. All we ask is that you adjust the recommended exercises and training plans in the BFF to your experience level. We will provide you with a plan of attack no matter what your background.

Now let us make something clear. The exercises we will reveal to you in the Belly Fat Formula are the most effective exercises for belly fat reduction. Let us say that again... the BEST!

For some of you the exercises in our unique exercise blend may seem a little daunting. In particular we're sure some of the female readers will have an aversion to the weight training component of the BFF - actually probably just to weight training in general.

Yes, you are probably worried about lifting a couple of sets of dumbbells and all of a sudden muscles start to bulge from everywhere and before you know it you have turned into a muscle bound Incredible Hulk type figure. Don't worry - this is not going to happen. Why are we so sure of this? Well try these reasons on for size.

Firstly, building muscles is not easy. The Incredible Hulk type figures you've seen have spent a good part of their life training extremely hard in the gym grunting and groaning away in order to achieve their muscle bound physique. Not only that, they have strong genetic support for muscle building that most of us just don't possess. Ladies (in particular) don't worry - the majority of you just don't have it in your genes to build large 'bulky' muscles. What's more the BFF workouts are not designed to turn you into 'Arnie'! They are specifically tailored to drive fat loss.

Coupled with this is the fact that adding lean muscle to your body will actually make you smaller. What? Yes smaller. Lean muscle is more compact than fat so takes up less space - giving your

body a leaner, more attractive look. Increasing the amount of lean muscle on your body also has the wonderful side effect of helping you burn more calories at rest (more about this later) helping you to continue to burn off your excess fat throughout the day.

OK, are we comfortable with this? Hope so. Let's proceed.

Now we also don't want you to think that you need to join your local fitness centre or kit out your spare bedroom with the latest in gym machines or free weights in order to achieve long lasting belly fat loss with our formula. In the BFF guide we will show you how to rid your precious body of that excess flab regardless of whether you want to exercise at home, at your local gym, at work or even at the local park. We will give you exercises and programs that will work whether you are comfortable using weights or simply using your own body weight as resistance.

We will recommend a few pieces of equipment along the way that you might want to try to incorporate into your routine, but at the end of the day it is up to you which exercises you are comfortable with.

Don't worry if you look at some of the recommended exercises and think 'there's no way I can do that!'. If you could do every exercise from Day 1 you might not need us! The key to success with your weight loss is progression. As your skills develop you will be able to move onto some of the more advanced exercises. We will provide you with the plan of attack and make it easy for you to develop along the way. All we ask of you is that you have the right attitude. If you have the attitude that you really want to lose weight then you're over half way there.

Our Approach To Losing Your Fat Belly May Surprise You...

Now there will probably be a bunch of you who might be at least a little surprised about the approach to belly fat reduction you will see in this book. Why aren't we specifically targeting the unwanted belly fat? How can targeting the rest of the body be a more effective way of reducing belly fat and getting that flat stomach you are after? Please don't get caught up on this! Our science of healthy eating and exercise blend are proven to work. The key is for you to apply the information that we show you.

In the BFF we have tried to make this fat loss 'potion' as simple as possible for you to mix. Take one part measurement, one part sensible eating plans and one part exercise and we will show you the right blend! We have avoided complicated plans and split the formula into 14 easy to follow 'days' (or sections). We've chucked in a daily summary, some sneaky tools and charts to print off to try to help motivate and keep you on track. Genius.

Throughout this guide we are going to reveal a heap of amazing strategies including:

- ▶ 2 shocking modern diets that are setting you up for long term belly fat gain
- ▶ The 3 best exercises to burn belly fat fast!
- ▶ The 2 key reasons why most people fail
- ▶ 1 unique trick that shows how eating more can actually burn more calories
- ▶ And much more...

Now we have said it before but I'll say it again. This is not a quick fix. If you apply the information in the formula from now on - you will START to see a flatter stomach within 14 days. But remember - the time required to achieve your fat loss goals will depend on exactly what you want to achieve, your starting point and how dedicated you are in sticking to the plan. It won't happen overnight... but it will happen (cliche... we know!)

It's A Funny Old World We Live In

Righty-o. We wanted to have a quick chin wag about modern society and fat loss. We won't bore you for too long as you're probably itching to get started - but we think it is important to cover this off.

It is fair to say that it is more difficult to stay in or get in top shape in today's society. Why you ask? Well if we were the betting type... for a start the odds are stacked against you.

Modern weight gain is driven by two alarming trends - an ever increasing rise in calories consumed coupled with a decrease in calories expended.

In modern society we are less active on a daily basis. Our working life is more sedentary - requiring less physical work. We also spend more time sitting on our rump in cars (approximately twice as much as a few decades ago). Add to this countless hours per week (again sitting) consuming TV or online entertainment and you start to see why we are burning so many fewer calories than a few years back. Back in the day's when men were men they completed regular heavy lifting during their day jobs and expended large amounts of energy to do so. Nowadays we rely on machines and computers to do the hard work for us.

What's more we now live in a throw away culture / environment where it is all about convenience. There is tasty, cheap, readily available, heavily processed food on every street corner. Add to this staggering volumes of misinformation on the make up of your diet - think low fat, high fat, high carb, low carb, high protein... throw in a bombardment of claims around magic pills, abdominal gadgets, quick fixes... the list goes on. It's enough to make you settle with your fat stomach.

The sensible ones amongst us will realize that one simple solution to compensate for a less active lifestyle is to step up the amount of recreational exercise (easier said than done we know). The bad news on this is that most people don't bother. In fact researchers at the Center for Disease Control and Prevention estimate a staggering 80% of americans do not complete sufficient regular exercise. It's no wonder that around 70% of american adults are considered overweight or obese. In fact even a large proportion of individuals who sit within what is considered a healthy weight range - still haven't got the flat stomach that they so desire.

Now we didn't add this bit in to upset you. It's not all doom and gloom. If you stick with the Belly Fat Formula you will lose the fat stomach and be on your way to the body you so desire. It won't be easy - but you can do it.

A Fat Belly Not Only Looks Bad - It Is Downright Dangerous

I'm sure you have already experienced the fact that your mid section seems to be the first place that you add body fat and the last place that it goes away.

While this is agonizing from a purely aesthetic point of view. Let us tell you - this is the least of your problems.

Adding a few notches to your belt is a serious health issue.

Belly Fat - which is also referred to as visceral fat - is very serious. It vastly increases your risk of many health problems. A few of the scary ones include diabetes, high blood pressure, and cardiac arrest (heart attack). Recent research has also demonstrated potential links to certain cancers.

In fact a study by some clever chaps in the New England Journal of Medicine on 360,000 European adults over a 10 year period demonstrated that men and women with the largest waists (>40 inches for men and 35 for women) had roughly double the risk of premature death as those with smallest waists. Each 2 inch increase in waist size was associated with close to 17% increase in mortality in men and 13% in women.

Men have got it toughest! They are more at risk of these terrifying diseases. Men accumulate more visceral fat around the stomach area and vital organs (often referred to by doctors as being 'Apple Shaped'), whereas our female counterparts tend to collect excess fat more on the thighs and butt region (Pear Shaped).

How does this work? Well - we don't want to go into too much detail - but here is a quick download.

Excess belly fat breaks down into fatty acids and then mobilizes the transportation of fatty acids to the liver and muscles. That's when the trouble starts. This can trigger a chain reaction which includes the following:

- ▶ An increase in LDL Cholesterol ('Bad' Cholesterol) and Triglycerides
- ▶ Insulin resistance kicks in - meaning your body becomes less effective in controlling blood sugar. You will find out more about what this means later - but believe us when we say its not a good thing!
- ▶ You start to get high blood lipid readings (increased levels of fats and clots in the bloodstream). Suddenly you have created an environment that is ripe for the onset of diabetes, heart disease and more...
- ▶ Coupled with this is a change in a hormone called angiotensin - its purpose in life is to control blood vessel constriction. What does this mean? Increased risk of high blood pressure, cardiac arrest and stroke.

That's a pretty brief summary, but we hope you agree a pretty scary one.

OK, enough about the risks. You are probably aware of them anyway and we imagine the reason you are here is more about changing the current issue of your physical appearance rather than worrying about potential future health complaints - so let's focus on that and move on...

How to Use This Handy Little Guide

OK our next piece of advice. Please read this book from start to finish. It is a pretty fast and easy read. We mentioned we've broken it down into 14 easy sections. If you are particularly swotty and want to read it all it once that's great - but don't skim it or skip certain sections.

Let's start at the very beginning... it's a very good place to start... and don't jump around. Our formula deliberately focuses on establishing where you are at and your specific goals right up front. Then we hop into the nutrition strategies - the most important aspect of your belly fat loss. We will finish off by focusing on the ever important exercise recommendations to really hammer home your fat loss success.

Each day is dedicated to a slightly different aspect of the Belly Fat Formula and your overall fat loss journey. At the end of each day we have a handy little summary for you to recap on the key learnings. If you want you can even print them out to put by your pillow!

Now before we go any further - it's about now that the worrying parent in us kicks in. Before you get started on the BFF we suggest you get yourself a full medical check up from your friendly physician. This is recommended before you start on any new fitness or exercise pursuit to ensure a full bill of health and no underlying medical conditions or risk factors.

OK sermon over! Let's proceed.

Just so you know... The section **Method For Success** is of numero uno importance.

It always seems that people want to dash through this bit. But let us ask you this - how can you achieve your fat loss goals if you haven't set any that are clear from the outset? How can you know what you need to change if you haven't established the current state - or your starting point. The BFF will help you work out your current metabolic rate and to analyze your current calorie balance. It will demonstrate to you how to get a view on your current body fat percentage and where you need to be in order to get that flat stomach you lust after. It is only once you have done this that you will really be able to understand the change that you need to make to your lifestyle.

There are a heap of resources to help you along the way from food diaries to sample workouts and exercise demonstrations.

Now please remember the programs or plans in the BFF are a guide only. You need to adapt them to work for you.

How do you do this? Well it's pretty straightforward really.

Make sure you adapt the sensible eating strategies so that portion sizes and total caloric intake are in line with the daily targets you will set in the **Method For Success**. Choose the recommended healthy eating options that work for you. No doubt you may find it tough at the outset - particularly if the food options are very different to your current indulgences. But you will learn to love it. The cravings for unhealthy foods will pass!

Choose the exercises and routines that fit your level of experience, current fitness and capability and that suit the environment that you will be training in. Are you someone that hates the thought of exercising? Find the exercises and programs you are most comfortable with. As you start to develop and progress (and most importantly start to see results) you might just start to enjoy it! It is very common to struggle with exercise in the beginning - but in the long run we're sure you will see it as a great challenge and your motivation levels will soar (or perhaps lift slightly!) Just make sure you don't overdo it from day one. It is also common to go too hard too soon only to end up injured or deflated. You need to build up progressively over a period of time.

OK, that's it. A quick overview of the BFF and how to use it. We have deliberately tried to keep it really simple so anyone can pick it up and get results. But rest assured everything you need to burn belly fat is enclosed in these 133 pages.

Actually, just one more thing.

Belly Fat or Body Fat ...That Is The Question

Do you have friends who are constantly going on and on about the number of sit ups they have done, the number of times they have been to the gym... and either they or you can't understand why they can't seem to lose their belly fat or get that sleek well defined set of abs. We certainly do.

The only difference is we know exactly what their problem is. It's simple - belly fat is not their problem - body fat is.

They all have the makings of a flat stomach. There is a flat stomach hidden in there. Maybe even a set of washboard abs. The problem - it is hidden by a layer of excess fat.

Yep... the way to get rid of this unsightly belly fat or to get that flat stomach is not through hundreds of sit ups followed by another bunch of sets of crunches - or any other abdominal specific training for that matter.

Spot Reduction doesn't work.

What are we talking about? Spot reduction refers to the belief that fat can be targeted for reduction from a specific area of the body. Sadly, this is not true.

To lose fat in a particular localized area - like the belly - your overall body fat percentage must be reduced. No volume of abdominal targeted training will do it.

Now don't get us wrong here. The inclusion of abdominal exercises are a useful part of your training routine and a strong 'core' is vitally important. But - you will come to realize that the most productive way to burn off that excess belly fat is through Total Body Training and (most importantly) clever changes to your eating patterns.

We will touch on this in much more detail throughout the book - however to quickly summarize what we mean. We are talking about training your entire body not just your belly - and focusing primarily on exercises that engage a larger amount of muscle, exercises that increase the volume of calories burned, and exercises that will assist in building lean muscle that raises your fat burning metabolism ongoing.

Right, thanks for listening in to day 1. Sit back, relax, perhaps have a wee kip and we look forward to kicking into day 2 very shortly.

To get the rest of the Belly Fat Formula for just \$5... visit www.bellyfatformula.com today!

DAY 1 WRAP

- ▶ Remember there is no such thing as a 'quick fix' when it comes to fat loss!
- ▶ The Belly Fat Formula is the perfect mix of measurement, nutrition and exercise.
- ▶ Make sure you have signed up for our FREE gifts. We think they'll help.
- ▶ Read the Belly Fat Formula from start to finish. Don't jump around.
- ▶ Spot Reduction is a MYTH. Forget about all those sit ups you are doing!
- ▶ Lifting a set of weights won't turn you into 'Arnie'.
- ▶ Remember the BFF is a guide. Adapt the plans to suit your situation.