THE 3 WEEK DIET

A FOOLPROOF SCIENCE-BASED DIET GUARANTEED TO MELT AWAY 12 TO 23 POUNDS OF STUBBORN BODY FAT IN JUST 21 DAYS!

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INTRODUCTION

Congratulations on picking up a copy of The 3 Week Diet! I’m 100% certain that if you apply the methods in this book, you will be well on your way to creating the body of your dreams. From day #1 on The 3 Week Diet, you’ll see your scale moving, your body shrinking and your clothes fitting better. And not only will you begin to dramatically improve your physical appearance, you’ll feel healthier and more energetic than you have in years. For many people, these significant and immediate improvements in appearance and well-being often result in greater confidence and even a whole new outlook on life. I sincerely hope this is your experience!

The 3 Week Diet was created as a solution to all of those ‘mainstream’ diet programs on the market which are time-consuming, inefficient and just plain ineffective. After reading well over 500 medical studies, dozens of diet books and reviewing hundreds of diet systems, programs, gadgets, pills and potions, I have put together what I feel is the ‘end-all, be-all’ rapid weight loss diet system – the best ever created. But don’t get me wrong, this is not just unproven theory. This book is the result of more than a decade of research and more than two and a half years of real-world tweaking and testing. Understand that this is not another one of those diets which works for some and not others. This diet works for everyone. And not only does this diet work, it works fast, and it works every time – without fail.

I decided to take time from my busy schedule to write this book after a great deal of encouragement from my friends, family and personal training clients. All of them have not only complemented me on my ultra-effective diet system and urged me to take it public — and have also praised my ability to break down difficult concepts so that anyone can apply them and enjoy success. I have worked to condense this book into as few pages as possible, in order to give you the ‘meat’ of the system without all of the dry, boring medical data which goes along with it.

While I have done my best to put this book together without any ‘fluff’, I feel it is extremely important to explain the reasons behind the methods. Like many people, I like to skip ahead and get to the ‘actionable’ parts of the system. When I do that, however, I usually don’t get the exact results that are promised. That’s because, like most people, I tend to take what sounds good to me, while ignoring the parts that I don’t particularly like or want to do. Please trust me on this, and read this entire book. You have to know the reasons why the system works. When you fully understand the science, you will be far more likely to follow the ‘rules’ – and in return, you will see some very dramatic weight loss.
WHY 3 WEEKS?

Research has shown that most overweight people are carrying around 10-20 pounds of unwanted body fat. Research has also shown that most diets fail. From my experience, most diets fail because they take the long, slow, boring approach to weight loss. When weight comes off at 1-2 pounds a week, the rewards for the sacrifices it takes to get there really aren’t worth it. The 3 Week Diet accomplishes in three weeks what most diets take four to five months to do.

The 3 Week Diet was specifically designed to be an extremely rapid method for burning between 10-20+ pounds of body fat.

I understand that for a diet to be ultra-successful, it absolutely must produce very rapid results.

When results come quickly, the dieter receives necessary feedback that the diet is working, and that it’s worth doing. This results in the dieter sticking with the diet. When the dieter sticks with the diet, the results ‘snowball’ and the outcome is successful weight loss and a brand new body.

This is why The 3 Week Diet works! You will soon see that you will notice favorable body composition changes in the very first couple of days on the diet. In the very first week alone, you will likely see in the neighborhood of 10 pounds of fat stripped away from your body. Your clothes will be looser, you’ll feel lighter, and you’ll look and feel 10 times better!
Now, understand that research has shown neural pathways to any habit (even those bad ones can be lifelong, which means bad habits can resurface when triggered to do so. This means that you constantly have to be aware of your thoughts and you need to make conscious efforts to avoid engaging in those bad habits of the past. Believe me, after 21 days, it’s relatively simple to convince yourself to avoid those bad habits of the past. While you will be able to indulge in your favorite foods, they will not be able to take over your life. My intention in The 3 Week Diet is not only to burn fat away fast but to also force new, good habits of eating and regular exercise that will stay with you forever. This will ensure that you get the body you’ve always wanted and keep it for life.
As previously stated, I don’t have any ‘magic solutions, pills or potions’ for weight loss. What I do have are the only scientifically-proven methods for rapid fat loss and the reasons why they work. When these methods are combined, you can rest assured that you have the ultimate blueprint for losing weight fast. In well over a decade of research, there is simply no faster way to lose weight than the methods you are about to learn. Just keep in mind that while the solutions may sound simple at face value, the devil is in the details, as you will see.

Before we get started with the rules of fat loss, let’s first take a look at metabolism and nutrients and how they both affect weight loss and weight gain. This will give us a primer for everything to come.
The primary nutrients humans consume are protein, fat and carbohydrates. Understanding the role each of these primary nutrients plays in our health and in our ability to gain or lose weight is an important feature of The 3 Week Diet. I strongly encourage you to familiarize yourself with this portion of the diet, as it will have long-lasting ramifications on your ability to lose weight.

**Protein**

Proteins are the foundation of your body’s cells, tissues and organs. They are essential to your muscles, hair, skin, organs and hormones. While the body can survive without eating another carbohydrate and while it can last for extended periods without eating fat, a lack of protein in your diet will cause degeneration of your muscle tissue and organs, which will eventually lead to death. Knowing how important protein is to the body, it is unbelievable to see how many people still get most of their calories from high-carbohydrate diets.

Several studies have shown that the recommended daily allowance for protein consumption is far lower than it should be, especially for those engaged in regular exercise. What this research has shown is that people following the ‘recommended daily allowance’ of protein consumption while engaging in regular physical activity were actually losing valuable muscle tissue, because there was not enough protein in the body to repair and rebuild their muscles after their workouts.

Proteins are made up of amino acids and there are just 20 amino acids that make up all human proteins. Of these 20 amino acids, the body can only produce 12 of these itself. This means the other eight amino acids must be obtained through the foods you eat.
Carbohydrates are classified into two types: **simple and complex.**

**Simple carbohydrates** are also known as simple sugars. Simple sugars are those found in refined sugars (and the foods they are made with, such as cookies, candies, etc.), but also in food like fruit and milk.

**Complex carbohydrates** are known as starches. Starches include grain products such as cereals, bread, pasta, crackers and rice. Like simple carbohydrates, complex carbohydrates can be refined or left unrefined. Refined carbohydrates are considered to be less healthy as the refining process strips away much of the vitamins, protein and fiber. Unrefined carbohydrates cause less insulin spike and because of that, they are considered to be the most healthy of the carbohydrates.

Regardless of whether the carbohydrates are simple or complex, they both cause spikes in blood sugar. As you will see shortly, these spikes in blood sugar are the #1 cause of unwanted body fat.
• **Hormones:** Specific hormones metabolize specific nutrients. How well the hormones work, then, directly affects metabolism. To a certain extent, diet and stress levels affect the hormones involved in metabolism, as you will find out later. Hormonal disorders or imbalances can affect metabolism as well.

Looking at all these factors that influence metabolism, you now probably have a general idea of what you need to do to increase your metabolism: accept the things you cannot change, and work on those that you can!

Now that we have had a primer on metabolism and nutrients, let’s get started with the rules of fat loss and how we can begin applying them to real-world action.
Fat Loss Rule #3: You can control how much fat you mobilize

The rate at which fat can be mobilized is largely controlled by an enzyme called hormone-sensitive lipase (HSL). HSL is primarily controlled by insulin and the catecholamines. When HSL is activated, fat can be mobilized. The problem is that when insulin or triglycerides (from the food you eat) are found in the bloodstream, HSL activity comes to a halt and fat cannot be significantly mobilized from your fat cells. Essentially, this means that any time you eat, you will be unable to mobilize body fat.

The catecholamines (adrenaline and noradrenaline), on the other hand, increase HSL activity and drive fat mobilization.

So you can control how much fat you mobilize through your diet by keeping insulin low and catecholamine high.

Fat Loss Rule #4: You must keep the catecholamines high and insulin low

As long as catecholamine levels are high and insulin levels are low, fat mobilization will occur. For anyone who has struggled to lose weight, the reason is because your insulin levels are constantly high and your catecholamine levels are low. That being said, the key to getting the fat out of your fat cells and ready to be burned lies in increasing catecholamines and decreasing insulin as much as possible. As mentioned, you can control both through diet and exercise (and via supplements).
I tend to do my workouts in a fasted state because I want to skyrocket my catecholamine levels and take advantage of the significant increase in growth hormone that comes with fasting, as well as adding to the already ‘turbo charged’ fat-burning that is going on during my fast.

Research has shown that training in a fasted state does not limit your training efforts. In fact, it allows you to maintain your muscle (and even increase it) while burning loads of body fat.
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Putting It All Together

THE MOST ADVANCED FAT-BURNING METHOD IN YEARS

In this section of the book, we will get you set up with your own specific plan for rapidly burning body fat and losing weight. By creating a calorie deficit, employing short-term fasting, engaging in a low-carb diet and exercising 3-4 days per week, you will be able to lose more weight in three weeks than most people can lose in 3-4 months. This is truly an amazing method for fat loss and I absolutely guarantee that if you follow this plan, you will be amazed at just how good you look in just three short weeks.

For ease, I want to break this down into bite-sized chunks of information.

**Short-Term Fasting**

As mentioned, we spend most of our lives in the fed state. Because of this, most of us are never able to tap into our body’s energy reserves (fat stores). Instead, we slowly pack on the pounds because we aren’t truly aware of just how many calories our body needs. Instead of being constantly in a fed state, we’re going to start spending more time in a fasted state. By doing so, we are going to immediately stop storing fat and instead, we’re going to start burning it every single day.

Now, there are many ways to go about fasting. When I dropped over 20 pounds of pure body fat in a single month, I did so by doing two 24-hour fasts each week. I did these fasts from lunch to lunch. This meant that even though I fasted twice a week, I still got to eat every single day.

If jumping in head first and doing 24-hour fasts sounds too difficult right now, I suggest you start with an 18-hour fast. That means you'll be in a fasted state for close to 18 hours a day and in a fed state for just six hours. The easiest way I have found to do this is by simply skipping breakfast. That is, no eating from your last meal at night until around lunchtime the following day. I gave up breakfast about three years ago and haven’t looked back. Since doing so, I have become extraordinarily lean and have improved my health.

Skipping breakfast lets you continue your fast while you sleep, until lunchtime. So if
3 Week Diet Phase #1 – Allowed Proteins

Approximate protein values:

1) Chicken
   • Fish fillets/steaks = approximately six grams of protein per ounce

2) Beef
   • Beef = approximately seven grams of protein per ounce

3) Eggs
   • Chicken = approximately eight grams of protein per ounce

4) Fish
   • Turkey = approximately five grams of protein per ounce

5) Shellfish
   • Large egg = approximately six grams of protein

Allowed Proteins Preparation Methods
All cooking methods are allowed with the exception of deep frying.

3 Week Diet Phase #1 – Allowed Liquids

• Water

Drink a minimum of one gallon of water each day – we drink only water during this phase because we are detoxing our liver (the fat pump) so that it will run more efficiently.

3 Week Diet Phase #1 – Allowed Supplements

Because this is a detox, we are going to give the body a break from processing supplements.
The result of this study proved a couple of things:

1. The more you restrict carbohydrates from your diet, the more weight you will lose.

2. The composition of your diet far outweighs the number of calories you eat when you are seeking to lose weight.

At the end of the study, Keckwick/Gaston determined that their patients, on average, could maintain their weight on a 2000 calorie per day ‘balanced’ diet, and could continue losing weight on a 2600 calorie per day diet, as long as carbohydrates were kept to a very minimal amount.

To drive this particular point home, I’d mention a recent ‘experiment’ done by Sam Felltham of the Smash the Fat blog. Sam recently embarked on a 21-day, high-fat/low-carb diet consisting of a whopping 5000+ calories each day. If a calorie is a calorie, Sam should have gained about 17 pounds over those 21 days. Instead, Sam only gained three pounds despite the fact that he consumed three times the number of calories his body needs each day.

In the 1960s, at the Oakland Naval Hospital, Dr. Frederick Benoit put seven obese men on a total fast for a period of 10 days. During this 10 day fast, the men lost an average of 21 pounds. However, only seven pounds were from body fat while 14 pounds were lean body mass.

Dr. Benoit followed this experiment by placing the same subjects on a 1000 calorie per day ‘fat fast’ consisting of 90% fat as in the Keckwick/Gaston study. During the 10 day period on the fat fast, the subjects lost an average of 14 pounds each, with only a 1/2 pound loss in lean body mass.

In a more recent study, the results were very similar. In 2003, The Harvard School of Public Health divided 21 overweight volunteers into three groups:
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The 3 Week Workout is specifically designed to go hand in hand with The 3 Week Diet. Contrary to popular belief, the best type of exercise for burning fat is not spending hours and hours on the treadmill doing cardiovascular exercises. Pure cardio (running for miles on the treadmill) is most effective for fat loss when body fat is already very low. To take advantage of your high-protein low-carb diet, it is crucial that resistance training be implemented when you’re seeking to obtain maximum results.
why your daily walk should be done in the morning prior to eating, because you will be in a fasted state and primed to burn only body fat during your short walk. With consistency (following the daily walk every day), you will see some pretty amazing results just from your daily walks.

As I mentioned, something even more powerful than helping to increase your fat burn during this diet is the remarkable ability of this daily walk to keep the fat from coming back. This daily walk increases your metabolic efficiency and should be implemented in your lifestyle permanently.

Your daily walk should be considered to be mandatory ... every single day. So, when the actual resistance workouts call for a day of rest, understand that the rest days do not apply to the daily walks.
**DUMBBELL INCLINE BENCH PRESS**

While the Goblet Squat involves the muscles below your waist, the bench press is essential for building muscle fast in your upper body. The bench press targets the biggest muscles on the front of your upper body, the pectorals (chest). It also involves smaller groups of muscles including the triceps (back of your upper arms), frontal deltoids (front shoulders) and stratus (the muscles along the sides of your ribcage).

**HOW TO PERFORM**

Sit down on incline bench with dumbbells resting on lower thigh. Bring dumbbells to shoulders and lean back to incline position. Position dumbbells to sides of chest with your upper arm under each dumbbell. Press dumbbells up with elbows at your sides until arms are extended. Lower the weight to sides of upper chest until slight stretch is felt in chest or shoulder. That’s one rep. Dumbbells should follow a light arch pattern, above upper arm between elbow and chest at bottom, traveling inward over each shoulder at the top.
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PUT YOUR GOALS ON PAPER

Studies have shown that writing down a goal gives you a better chance of attaining it. Write down your goal. Then, write down the steps you will need to take to attain it. When you break down a large goal into several smaller steps, it is easier to attain.

For example: A goal of losing 50 pounds sounds like a lofty goal. However, this goal can be attained. There are people who have done it successfully. What would be the smaller steps that would need to be taken to get there? Focus on positives:

| "I will eat protein with every meal" |
| "I will walk for 30 minutes every day" |
| "I will follow my workout schedule no matter what" |

Try not to focus on negatives such as:

| "Stop eating chips!" |
| "Stop sitting on your butt!" |

Negative commands and negative thinking will evoke rebellion. Rebellion will only lead you back into the old relaxed habits you had before.

Where do you get your protein?

- Spinach 49% protein
- Kale 45% protein
- Broccoli 45% protein
- Cauliflower 40% protein
- Mushrooms 38% protein
- Parsley 34% protein
- Cucumbers 24% protein
- Green Pepper 22% protein
- Cabbage 22% protein
- Tomatoes 18% protein
- Beef 25.8% protein
- Chicken 23% protein
- Eggs 12% protein
Keep Things in Perspective

For every gram of carbohydrates you consume, you stop 1-2 grams of fat from being burned from your body’s fat stores. Restricting carbohydrates forces your body to burn its fat for its daily energy needs. Keep this in mind when considering a carbohydrate-laden snack or meal.

EVERY ACCOMPLISHMENT STARTS WITH THE DECISION TO TRY.
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THE 3 WEEK DIET

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