

5 THE

DIET RULES

YOU *MUST*

BREAK

In Order to **Lose Fat**
and Keep it Off

FOREVER

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with Dan Go, CPT'

Before we go any further—or, before we even begin—we want to get something out of the way:

The fitness industry is about to be *pissed off* at us.

Why would the industry be pissed at two of biggest names in the business of helping people lose fat loss and get healthy?

Simple. Because what we're about to share is a truth that will make sure you lose fat and it stays lost...**FOREVER.**

Which is why the fitness industry is so angry...

Because if you *stay* in shape, you'll do the last thing in the world that they want...

YOU'LL STOP



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That's right. The fitness industry may want to help you GET in shape...but they certainly don't want you to STAY in shape.

If you do, you'll stop.

- STOP dropping dollars on diet pills and cleanses
- STOP wasting cash on useless equipment
- STOP spending money on "healthy" cereals and tasteless low carb meals
- STOP buying into the "New Year, New You" BS and fueling their January bank statements with new workouts clothes and shiny new sneakers.

In short, if you listen to what we're going to tell you, you'll do just that: you'll stop. Stop spinning your wheels. Stop wasting time and money.

You'll START understanding of how to eat and workout. You'll START to understand how it all works. You won't need the pills. You won't want the gadgets. You'll START to see the *truth*...and intelligent, mindful, healthy fitness will become part of your life.

You'll understand the futility of dieting itself...

...and so you'll stop spending money.

And NOW...you understand why they're mad at us.

Because we're about to change your need for any other fat loss plan.

Intrigued yet?

Keep reading, because things are going to get pretty interesting.

You Have Been **LIED** To

Misled. Given false information. Led astray.

You've been handed a series of "rules" to follow and told that if you didn't follow them you won't see results.

Sadly, we—your authors—are both victims and (unwilling) perpetrators of these rules; these *lies*.

You see, like you, we were given the same rules. And, like you, we dutifully followed those rules, even though those rules were inconvenient, rules that made life hard.

Now let's be honest. Some of these rules **worked**. They gave you results, helped you transform your body, and genuinely seemed like the right thing to do.

Problem is, these rules made it harder for you to live your life and made it nearly impossible for you to *sustain* your results and keep on improving.

This path inevitably led you to a wall that you couldn't overcome and frustration that would cause you to search for a new solution: A new plan that would finally change your body **forever**.

Problem is, the more programs you tried, the more it seemed that there wasn't a single solution.

But what if we told you that plan exists, and all that was separating you from what you want was one simple decision....

BREAK THE RULES

You heard us. We want you to stop doing what you've always done and stop trusting what you believed to be true.

A better way to live exists.

Of course, we don't expect you to trust us *blindly*; we simply want you to open your mind to the possibility that most diet rules only lead to temporary success.

We want you to understand, simply, that if you're willing to learn, you'll see that the solution to your problem isn't as unrealistic as you once believed.

Over the next few pages, we're going to show you *exactly* how you can reshape your body, rewire your metabolism, and lose burn fat *forever*.

We are going to give some very, very simple, actionable steps to take...and when you take them, you'll be taking steps into a new world.

WHY YOU SHOULD TRUST US

Before you read any more, you should understand why we've spent the last year working on this project. And it has been a heck of a year, testing our theories on every from ourselves to our clients, some of whom are very high level.

We make our living helping our clients—everyone from athletes and celebs to average men and women—lose fat.

But our desires go way beyond helping a small pool of individuals; we wanted to create a better way to take what we do in private practice and share it with a greater group.

“WE” are **John Romaniello** and **Dan Go**, and WE are your guides along this journey to the truth, and through this document that will lead you there.

If you aren't familiar with our work, here's the cliffs notes version:

John Romaniello: based in NYC, “Roman” is considered one the worlds foremost experts on training for fat loss.

Dan Go: Based in Toronto, Dan is affectionately known to the world as "The Fat Loss Ninja" and is a authority on Intermittent Fasting for fat loss.

Just Google us and you'll find hundreds of published articles, testimonials, and proof that we are the best in the business when it comes to fat loss.

No, seriously. Google us. It's okay...we'll wait.

Back?

Pretty impressive, right? Okay, okay, it's not *that* impressive...but the fact is, we really take what we do seriously, and want nothing more than to help people see the reality.

And here's *our* reality: Nothing is worse for us when people waste money and don't see results. We want you to finally invest in a program that offers what **YOU** want.

So we got together, shared our notes, and found out that our clients were consistently making five mistakes that were killing their progress.

Believe us when we warn you: The following information is going to be controversial.

Depending on your fitness beliefs and your level of commitment to them, this information might seem like heresy.

Some of this material is going to sound *new*; some of it is going to sound like a new version of something old—BUT, no matter that, keep in mind that all of it is real and it's going to *challenge* nearly ALL of the things you were taught were “true” about fat loss.

But rather than questioning why something IF what you're doing is right, you'll finally understand why this new approach—one backed by science and results—is the first approach that finally makes sense.

The *REAL* TRUTH ABOUT DIETING (AND WHY YOU'VE BEEN SOLD A BUNCH OF LIES)

If there's one thing we've learned in all these years training clients, it's that in order to get into incredible shape ya gotta break a couple rules.

Here's how the rules came to be: Somewhere along the lines, the big wigs in the fitness industry got us all convinced that getting in shape had to be an extremely difficult, confusing and frustrating process.

Because, hey: If something is complicated it must be worth more money, right? Moreover, if something is *too* complicated, you might just abandon it and buy something else.

And so, they *created* all of these crazy rules, *especially* with regard to nutrition. When we say, "CREATED them" what we really means is MADE THEM UP.

Instead of the basic, "eat healthy food; more on days you workout," you have really stringent guidelines. Tell us if this sounds familiar:

- Specific times when you must eat your post-workout meals
- EXACT ratios for protein to carbs before you train...even though everyone's body is different enough that there's no way those ratios cold apply to everyone.
- Foods that you can't eat "no matter what."
- Complete disregard for your schedule and dietary habits.

Look, it sounds nice. Slap a bunch of ABSOLUTES on a diet plan and it makes it feel legitimate and authoritative. And even if you hate your life it makes you feel like you have tons of control. You feel like if there are 37 things to worry about (instead of like, 5), then hitting all 37 targets is going to grant you faster results.

Here's the problem with that: Hitting all 37 is a pain in the butt, which leads you to feel frustrated and defeated when you don't.

Secondly, as it turns out, even when you hit all 37, your results aren't actually any better than if you just focused on 3-5 simple things.

Crazy? Nope. Counterintuitive? Perhaps. True? **Absolutely.**

But over-complication is just one of the many things keeping you where you are—where WE used to be.

Again, this is not to say that these rules don't work. They can and they do, but they usually *aren't sustainable*. And they certainly aren't the most **EFFICIENT** and **EFFECTIVE** way to see the type of changes you should expect from a fat loss program.

You want to know what these rules were great at doing? They made dieting frustrating and at times, made you want to just give up on the whole process altogether.

But it doesn't have to be that way. Do you want to know the easiest way to lose weight, burn fat and get into your best shape ever?

How about this for a change: FEWER RULES.

And by doing less you'll actually see MORE RESULTS and experience LESS FRUSTRATION. When it comes to prescribing a fat loss program, we've found that breaking the following "fat loss rules" allows you to shatter past weight loss plateaus and create an overall better lifestyle.

What we are about to reveal to you are 5 Diet Rules You **MUST** Break that will ultimately lead to **real, rapid, permanent** fat loss.

Get ready for the knowledge bombs so grab a pen and get ready to take the notes that will change your life.

Diet Rule You MUST Break #1

You “Can’t” Cheat On Your Diet

This is one of the first “rules” of dieting, right? If you’re on a diet, you have to deprive yourself of all the foods you love. You have to eat bland, tasteless food, and you have to eat it all the time.

What’s more, when you do eat, you can’t scarf down too much because you need to reduce calories and nearly starve yourself so that your body uses your fat for fuel, right?

WRONG! (On all counts.)

First off, you don’t need to deprive yourself of *anything*—at least, not all the time. If you love pizza, or burgers, or cupcakes, you should be able to eat them.

In fact, there’s a way to eat them that will make your diet even *more* effective.

And you most definitely shouldn’t EVER be starving yourself. In fact, a good diet program requires just the opposite. You see when you diet and “starve” yourself it sends a bad signal to your body; the main function of your body is to try and keep you alive as long as possible, after all.

Well, when you exist on severely reduced calories for weeks on end, your body picks up on this, and there are consequences—hormonal consequences. And these have the OPPOSITE effect of what you’re hoping for.

These are the fitness “**HUNGER GAMES:**” When you diet severely, your body tries to counteract this by saving as much fat as possible...which means you’ll lose fat even *slower*.

Kind of a Catch-22, right?

To lose the fat, you need to eat fewer calories...but eating fewer calories makes it hard to lose fat.

Why?

Well, there's a hormone called leptin, which is responsible for this. Named for the word *leptos*, the Greek term for "thin," leptin is a hormone released by your fat cells.

Although it has a number of functions, one of the main roles of leptin is to let your brain know how fat you are. (As funny as that sentence is, it's actually true.)

Here's a science lesson you'll enjoy—because everyone loves science, right?

Leptin causes fat loss and decreased appetite. It also plays a very important role in calorie intake and calorie burning...and if you can master Leptin then you can master your body weight. In many ways (some direct and some indirect) leptin controls your metabolism.

The higher your leptin levels are, the faster your metabolic rate will be and the easier it is to lose fat. Put somewhat more directly: leptin *increases* your body's ability to *burn stored fat*.

There's a problem, though. Did you ever notice it's easier to lose the first 20 pounds than the last 5?

Here's why: leptin is produced in the fat cells, so the more *fat* you have, the more *leptin* you have.

On the flip side of that, as you diet and get leaner your body tends to produce less and less leptin—meaning losing fat is harder when you have less of it.

Go on a diet and leptin levels plummet (by 50% or more after only one week), sending a signal to the body that you're semi-starved and not consuming enough calories.

So, how can we solve this fat loss riddle and keep our levels of leptin in an optimal fat burning range?

Remember when we told you that the diet rule you **MUST** break is **NOT** to cheat on your diet?

Well, get ready to cheat—and by that, we mean eat **WHATEVER** foods you want! (Seriously.)

...but only ONE day per week.

It takes about 7 days for leptin to decline significantly, but it only takes **one day** of overfeeding or “cheating” to bring leptin levels back up to normal and put your body back in to the fat burning zone. Which means that **once every seven days**, you get to eat whatever you want.

By strategically cheating with high calorie foods you can give leptin and metabolism a major boost mid-diet, which sets you up for plenty of subsequent fat loss when you resume your reduced calorie eating regimen.

So if you got a hankering for pizza, chips, chocolate chip cookies, mac and cheese or perhaps a donut burger...then by all means go ahead and cheat away. This is a principle we fully embrace in our new program, ***Fat Loss Forever***.



We combine the metabolic and fat burning effects of a cheat day and combine it with a specific “diet trick” the day after that will not only take advantage of the cheat day but put your fat burning on overdrive.

Here it is in a nutshell:

- You diet and eat low calories
- You start losing fat
- You keep eating low calories
- Leptin levels start to drop
- Fat loss slows or stops
- You CHEAT on your diet for ONE day ← the magic**
- Leptin levels get bumped back up, fat loss restarts
- You go back to eating low calories
- You continue losing fat
- Repeat as needed**

Diet Rule You MUST Break #2

Carbs Are the Devil—STAY AWAY!

In the past few years there has not been a macronutrient that has as maligned as the once-loved carbohydrate.

For people who were born before Atkins, hating carbs is sort of like hating food, fun, and happiness. There isn't a snack you could have eaten in the 80s that didn't have carbs.

And now, despite the prevalence of low carb options, people are ~~fatter~~ heavier than they were 20 years ago before those foods were available...so, if we're eating fewer carbs and getting fatter, it seems pretty obvious: **carbs** are *not* the enemy. **We are.**

But before we get into that, let's answer the main question:

Why so many people have carbophobia?

Just like fat was vilified in the 80's and 90's, carbs have taken the place as Public Enemy Number One when it comes to weight loss.

Carbohydrates have gotten a bum rap for a number of reasons, some of which are understandable.

But here's what you need to know: Eating too many carbs CAN make you fat—but carbs themselves do NOT expand your waistline.

Low carb diets DO help you become leaner and more defined—but low carb does NOT mean NO carb. In fact, for some people, low carb actually means having 100 to 200 grams of carbohydrates per day. Not exactly a carb-deprived diet, right?

Research shows that lower-carbohydrate diets are effective for obese individuals, who are extremely overweight and seldom exercise; however, for the individual trying to build metabolically active muscle tissue, carbs are NOT evil—instead, they can be very beneficial.

Not only can carbs fuel the body for exercise, but they also help drive protein into muscles for growth and prevent the breakdown of lean body mass.

Carbohydrates directly support muscle building by fueling muscles, allowing for the continuation and perpetuation of the anabolic cycles that drives muscle growth. So, YES—used correctly, and in the right amounts, carbs can be GOOD for you.

Perhaps most importantly, carbs also create a special hormonal environment that plays a critical role in growth—they initiate the release of insulin, which increases protein uptake by muscles.

That said, while carbs CAN be helpful, that doesn't mean that they are universally beneficial.

It all comes down to one important distinction: what *type* of carbs you are eating.

If you're like most people, your *wasting* all of the carbs you could be eating on crappy options that do nothing for your body.

It's a waste of time and money—kind of like going on dates with people just so you can have the company.

Any investment you make—whether dating, or financial or food—should have a **payoff**.

Eating worthless carbs is one of the worst investments you could make (unless it's a cheat day, in which it's a tremendous investment for fat loss)



Flickr: Chris Toumanian

Not even ONE of these is even remotely healthy.

Want to know how you should be eating carbs? The process is as easy as counting to three.

The 3 Carb Commandments

1. ALWAYS take in the majority of your carbs directly after your workout to restore muscle glycogen and take advantage of the metabolism boosting effects of your workout.
2. ALWAYS make sure that if you have carbs, you also have protein.
3. ALWAYS make sure your carbs come in the form of whole foods—don't take in any processed carbohydrates (unless it's your cheat day).

So, while you can't eat carbs all day long and get lean, it's important to know that carbs are not the enemy.

Diet Rule You MUST Break #3

DON'T EAT AT NIGHT (ESPECIALLY CARBS)

One of the most popular weight loss rules is to stop eating when after 7 p.m. Or 8 p.m. Or once it becomes dark—which is really unfortunate for people in Alaska during the winter.

The entire premise is based on one of the worst lies in the fitness industry: That your body processes foods on a meal-by-meal basis. In other words, if you eat at night and then go to sleep, all of those calories will be stored as fat.

Umm, no.

And here's why, *"Removing nighttime carbs is a simple calorie-cutting technique that hides the real reason you lose weight,"* says nutrition expert Alan Aragon, M.S

Alan is basically saying that when people create "rules" like not eating carbs after a certain time at night, they lose weight because they are taking in fewer calories, NOT because there's a magic "shutoff time" in our bodies, and eating after that time is "bad."

The fact is, there's nothing inherently bad or unhealthy about eating at night, even if you're eating carbs. This is a rule that you don't "NEED" to break, but that could help you if you work out in the evening.

An Israeli study was done¹, which will soon be published in the journal Obesity. In the study, test subjects with a BMI of over 30 followed a diet that contained 1300-1500 calories per day.

The energy was derived for 20 percent from proteins, 30 percent from fat and 50 percent from carbohydrates—the control group divided their carb

¹ <http://www.ncbi.nlm.nih.gov/pubmed/21475137>

intake over the day; the experimental group ate as much of their carbs as possible at the evening meal.

Concentrating the carbohydrates in the evening meal resulted in a higher weight loss: The control group lost 5kg fat; the experimental group that ate carbs at night lost 7kg.

Essentially, research has shown that obese people on a weight loss program who shifted their carbohydrate intake towards the last meal of the day had **better** fat loss than those who spread carbs out throughout the day.

The reason: manipulating your carbohydrate intake might influence the hormones in your body (leptin and adiponectin) that raise metabolism and do a part in flattening your belly.

We don't want to give you a license to eat carbs, carbs and more carbs at night—really, none of this means that you need to eat all your carbs before bed, but this study clearly shows that there's not “magical” cut off time after which eating carbs makes you fat.

The fact remains that it is total calories consumed over the day that leads to either fat loss or fat gain.

However, for people that workout, the way to maximize this knowledge is really dependent on your post workout window.

Remember, **Carb Commandment #1** from our above point was to try and get the majority of your carbs around your workout—so, if you workout at night, then it is imperative that you get those carbs in the evening.

But, here's the best part: even if you *don't* work out on any given day, it's STILL okay to eat carbs at night. In most cases, if your diet is overall healthy and you're not eating too much, it won't make a difference.

Diet Rule You MUST Break #4

BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY

Question: In the past have you ever forced yourself to eat first thing in the morning because you were told it would help you lose more weight?

What if we told you that in order to lose weight and reduce overall calories from your diet...eating first thing in the morning was NOT in your best interest? What if we said it was better to delay your first meal until the afternoon?

Seems counterintuitive right? Well...

Now remember how we said that your fat loss is more about the total calories you take in rather than when you eat those calories?

Well this holds true. But more importantly, delaying your first meal (NOT skipping it entirely) can actually ACCELERATE fat loss, reduce cravings, and improve your metabolism.

There's plenty of research that shows that eating breakfast is "the most important meal of the day." But that research doesn't look at the timing of the meal. Instead, the focus was more about *what* you eat to start your day in the right way. (Translation: Step away from the bagels, donuts, and breakfast pastries, and say hello to eggs, oatmeal, and some chicken sausage).

In fact, when researchers from Vanderbilt University² assessed people who delayed their first meal they found something most people didn't

² <http://www.ncbi.nlm.nih.gov/pubmed/1550038>

expect: Those who delayed their meal lost MORE weight more than those who ate first thing in the morning.

Don't get us wrong...we still believe that breakfast is the most important meal of the day, but not in the context that you think.

But that was just the tipping point. Turns out there is an entire library of research that shows reworking your eating schedule is the real secret to rewiring your body's fat loss hormones and your metabolism.

Consider these **4 benefits** that you'll see by delaying your breakfast:

1. You'll Eat Fewer Calories **WITHOUT** Feeling Hungry

Researchers have proven³ that delaying breakfast can help you reduce the total amount of calories you are taking in throughout the day.

It's also the easiest way we know how to reduce calories without making you feel as if you are depriving yourself of any food.

Here's why:

It takes about 2 to 3 weeks you re-train your bodies hunger response to food. This hunger response comes in the form of Ghrelin.

In terms of fat loss hormones...if Leptin were Bonnie...Ghrelin would be its Clyde.

Leptin is produced by the fat (adipose tissue) in your body and regulates your levels of hunger (mostly inhibiting it) and your body's metabolism.

³ <http://www.nutritionj.com/content/10/1/5>

We just talked about Leptin earlier so I'll spare you the details.

Think of Ghrelin as a puppy. (We know it's weird but stick with us here.) This puppy is a hormone that predicts mealtimes, induces hunger and is secreted when you're about to eat.

Like any puppy, if you train it properly, Ghrelin can be of great benefit and make your life fuller and happier.

Or...

If you don't train it like a good puppy, Ghrelin can rule over your life, making you eat when it wants you to eat and do whatever it tells you to do...just like a very bad untrained puppy.



And you don't want an untrained puppy ruining your life, do you? Of course not! However, as we said earlier, if you train the puppy

properly, it can be an incredible asset—and trust, us: trained correctly, Ghrelin is amazing.

The best part about training Ghrelin: it only takes a couple of days to 3 weeks to re-train its response on your body. (As someone who owns dogs, I can tell you this NOT the case with puppies!)

By training yourself to delay breakfast and ultimately reduce your total caloric intake throughout the day you just have to go through a 2-3 week period of some hunger pangs.

Yes it's 2 to 3 weeks, but here's the payoff: Once your body adjust you'll no longer feel hunger in the way you used to.

Even better, you'll be eating for fewer hours in the day, which means each meal become BIGGER and MORE satisfying.

Sure it's just simple calorie manipulation, but you'll be eating like never before—and still losing weight.

2. *Increased Growth Hormone Production*

The side benefit you get from delaying your hunger response and secreting Ghrelin into your body is more growth hormone.

Growth hormone is science for “fountain of youth.” It's an incredibly powerful substance that helps you build muscle and burn fat. It's also the hormone that celebrities and athletes pay THOUSANDS of dollars for...that can be naturally secreted in your body for FREE.

And by taking advantage of Ghrelin through delayed breakfast, you'll get the surge of growth hormone that will improve your

training, your recover, and the visible results that are so hard to achieve.

3. You'll feel *Awesome*

Sorry for the blunt statement, but it's true. Delaying breakfast gives you a high that still surprises us. And the reason is pure human biology:

Increased amounts of Ghrelin secrete dopamine—also known as the “feel-good” hormone—into your body.

Dopamine is the same substance released by your brain in response to certain actions that make you feel freaking incredible.

Just won some money in a game of poker? Dopamine.

Just PR'd in a deadlift? Dopamine.

Just scored the number of that hot chick across the room? Dopamine.

But wait...shouldn't being hungry make you all tired and cranky?

When you train your hunger response to delay you will actually see an increase in energy as well as a constant state of happiness...without using drugs to do it. And who's to thank? Delaying your first meal.

4. Increased Awareness and Better Memory

Consider this just another hidden benefit of ghrelin.

Ghrelin plays a massive role in neurotropy (the building, survival and functioning of neurons in the brain). It plays one of its biggest

roles in the hippocampus – and this is the awesome part – which is responsible for long term memory, short term memory and spatial navigation.

Think about that some more.

This little hormone that is created by your stomach when you're hungry can actually help you retain more memories and navigate through physical space better.

If you think about it, it makes complete sense in an evolutionary frame of mind. Hunters couldn't eat unless they killed something, so they hunted while in a fasted state—with increased levels of ghrelin.

During this time, growth hormone increased and prevented the body from metabolizing muscle for fuel during a long hunt. The affects of dopamine were then amplified, which kept the hunters in good spirits in the face of uncertainty and hard times.

Sure you could continue eating your meal when you normally do and it wouldn't do you any harm.

But once you push it back and make that *one* simple change, you'll be shocked by the numerous benefits you'll experience.

It's amazing how many incredible benefits you'll see from something as simple as pushing your breakfast back.

From not feeling hungry to increasing growth hormone and experiencing higher levels of productivity, once you start skipping breakfast, you'll lose fat faster and longer every minute of it.

While it may sound “backwards” this is the NUMBER ONE rule we encourage you to break after you read this report.

Diet Rule You MUST Break #5

Eat 6 Small Meals Per Day to Lose Fat

The BIGGEST lie in the Nutrition and Fat Loss industry today has to be...

“Eat ~~5~~ 6 Small Meals a Day To Boost Metabolism”

This lie has been proven false time and time again, yet trainers talk about it like it's the most awesome thing to come along since the Deep Fried Peanut Butter and Jelly Sammich.



NOTE: Only on a cheat day ;)

Before we go any farther, let's just make something clear:

There's nothing wrong with eating multiple meals. It's fine and it gets the job done.

But eating that many meals is unsatisfying—especially on a fat loss plan. As you've probably experienced: “Many” meals means *small* meals. And when you're already hungry, those small meals just leave you craving more food in a way that forces you to OVEREAT and blow your goals.

Not to mention, the time and preparation needed to prepare all the meals just isn't sustainable for most people.

But what if YOU could determine how many meals you wanted? And you could determine how BIG those meals could be? And by eating those bigger meals you could still lose weight FASTER than ever?

That's all possible—assuming you trade in the multi-meal approach for fewer meals.

Before you interject, I already know your first concern: Doesn't eating more often boost your metabolism?

In a word: **No**. It's a lie.

In fact, according to research meal frequency has no relation to increased metabolic levels and eating more often can actually make you *hungrier* instead of keeping you satisfied with your meals.

And it makes sense when you think about it: More people than EVER are following the multi-meal model, and yet the obesity rates continue to climb.

So why aren't more people aware of the dangers of multiple meals?

Because they don't look at the research. And why is that?

Well, if we may paraphrase Jack Nicholson....



THEY CAN'T HANDLE THE RESEARCH!

They can't handle it because it goes in direct and total opposition to what they've always said and done.

However, the research is clear:

Eric Doucet at the University of Ottawa school of human kinetics⁴ concluded that

"There's nothing out there to convince us that eating several small meals a day (5-6 meals) will help you lose weight or control your weight,"

The most popular study being posted as an article by the New York Times⁵ where they had this to say about meal frequency:

"As long as total caloric and nutrient intake stays the same, then metabolism, at the end of the day, should stay the same as well.

One study that carefully demonstrated this, published in 2009 in [The British Journal of Nutrition](#), involved groups of overweight men and women who were randomly assigned to very strict low-calorie diets and followed for eight weeks.

Each subject consumed the same number of calories per day, but one group took in three meals a day and the other six.

The findings: Eating more frequently **WON'T** stimulate your metabolism or help you lose weight; in fact, it may hinder your efforts by potentially making you hungrier:

A study done by Department of Dietetics & Nutrition at the University of Kansas Medical Center stated that fullness and satisfaction were significantly lower with increased eating frequency⁶.

⁴ <http://www.montrealgazette.com/mobile/iphone/story.html?id=5337433>

⁵ <http://www.nytimes.com/2010/03/23/health/23really.html>

⁶ <http://www.ncbi.nlm.nih.gov/pubmed/20339363>

Here's all you really need to know...

When you eat, your metabolic rate increased because of the energy required to break down the food you've taken in.

This is called the Thermic Effect of Food, or TEF. So, while you're be experiencing energy expenditure due to TEF every time you eat, the net effect is no different regardless of how many times you eat, as long as the total amount of food is the same.

You see, TEF is directly proportional to caloric intake, and if caloric intake is the same, at the end of the day, there will be ***no metabolic difference between eating 5-6 meals or 2-3.*** In fact, as long as the total calories are the same, you can eat ten meals or one meal, and you'll still get the same metabolic effect.

So why is it so popular amongst the fitness community?

Unfortunately, it's a money issue and you're on the losing end.

Which is more profitable to food and supplement companies: Eating more frequently or eating less frequently? MORE frequently, of course.

Food and supplement companies expound on this myth and give you "selective" research for one simple reason...profits. It's also the reason why the breakfast industry is a billion dollar industry.

It's more profitable to have people to eat more of their processed crap in hopes that they'll stimulate their "metabolic fire." If they tell you have to eat 7 meals a day, and that seems unreasonable, well, why not buy some of their convenient protein shakes?

Exactly. The lesson here is simple: you can eat as frequently or infrequently as YOU want. But no matter what, you DO NOT need to eat 5 or 6 or 7 meals a day. You can eat two, or three. Hell, you can eat one.

DO NOT believe the lies. Break this rule. Break ALL the rules. Do what works for you.

CLOSING THOUGHTS

So what is the solution?

Look, dieting *doesn't* work. You've probably figured that out by now, but most people don't really see other options.

The truth is, most fat loss programs out there will help you get results in the short term. These programs overshoot the goal and create unrealistic rules (some of them false) that you must maintain to keep the weight off forever.

But we have proof that it doesn't have to be that way.

Enter the ***Fat Loss Forever***.

We have come up with a way that will not only teach you a way to eat that will help you maximize fat loss but also help you create a sustainable lifestyle that you can use to stay lean for the rest of your life.

This means you will have a diet plan that you can follow for the rest of your life.

Re-read that last sentence.

Follow this new approach—the one that is proven by science and repeatedly produces REAL results—and you won't have to buy another supplement or program that fills you up with false hope.

This isn't about making changes to your body. Any program can do that. This is about **keeping** them.

We'll teach you to eat in a way that works within the confines of YOUR lifestyle and schedule to take advantage of the potent hormones in your life.

We'll give YOU the power to eat the foods you want, indulge when you need, and be fit and in control of how you live.

We'll share the tricks to uncover your abs, burn fat faster, and use the strategies that our top clients pay thousands of dollars for every month in consultations.

This is your chance to finally be in charge of your own body. Make your own decisions, plan your own diet, and set the expectation of what you want to see.

This isn't a 4-week, 6-week, or 10-week program. It's just the opposite: This is the ultimate goal of any fitness enthusiast: Limitless potential.

Tap into the real truth and forget what all the fitness pros have been telling you. Now is your time to build muscle, scorch fat, and put your body on the fast track to the fit body you've always wanted.

The first step to all of this is understanding the LIES behind the "rules."

The second step is having the faith to break them.

So, take a deep breath, muster your courage—and start breaking stuff. Once you do, you'll never look back.

It's time to start on the journey to your new body...so you can stay there *forever*.

We'll see you there,

Roman & Dan

About the Authors



John Romaniello: based in NYC, “Roman” is considered one the worlds foremost experts on training for fat loss.

He’s been published in every major fitness media outlet, from Men’s Health to SHAPE, as well as non-fitness media, such as Fast Company and Speaker Magazine.

Roman has received honors such as Trainer of the Month from *Men’s Fitness*, been named to the Advisory Board for **LIVESTRONG** and is listed on Greatist.com’s 100 Most Influential People in Health and Fitness.

Roman has also appeared on *Good Morning America* as an expert in how hormones affect fat loss, shown up on a billboard in Times Square, and, most importantly, has trained everyone from kids to professional athletes, and got them all the results they were looking for.

Dan Go: Based in Toronto, Dan is affectionately known to the world as "The Fat Loss Ninja" and is one of the leading authorities on Intermittent Fasting for fat loss.

The Ninja has been published on respected publications such as **LIVESTRONG**, *Maximum Fitness*, *The National Post*, *The Globe and Mail*, and most recently *Oxygen* magazine.

Dan has been featured on various TV shows such as *Daytime Live* and *CityTv* for topics ranging from weight loss nutrition and fat loss workouts. He continues to be a real world practitioner of intermittent fasting by getting incredible results for all his clients in his Toronto based fitness boot camp business.

