

# **Modern Diets don't work!**

**Why you can't keep off the fat for good !**

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## Modern Diets Don't work

Hello everyone lucky enough to be reading this!

I'm writing this because I am fed up of all the fad diets that appear year in- year out, that don't help **you** keep the fat off for good!

Guess what else bothers me! The diet pills that are sold in huge quantities is the answer; many have adverse side effects as well. If there really was a magic pill to effectively lose fat and keep it off why do you think there is a growing obesity problem in both America and in the UK.

More and more is spent every year on these pointless pills and fad diets; more and more of these products appear every year; but ironically people like you are getting fatter than ever. The fact they don't work just means people will keep on searching for a solution while these companies bring out more products to strip you of your hard earned money!

Take a look at any of these diets that are advertised and see what they have in common: they all have titles like, lose 10 pounds in 10 days, lose 14 pounds in 3 weeks, and the list goes on, if you haven't seen these then I imagine your very new to the internet.

They play on peoples' desire for quick results and advocate doing all the wrong things.

The main focus of these diets is to eat very few calories, the end result being is you drop weight fast and you then believe that the diet has been a success!

## **The reasons why the diet has not been a success despite appearances**

Lets say you did the "14 pounds in 3 weeks diet" and did actually lose the target amount of weight. What most people don't realise is that alot of the weight lost will not be quality; i.e. as much as 60% of the weight lost will not be fat.

Much of the lost weight will be from depletion of muscle tissue and water and your metabolism will have grinded to a halt!

This is a result of millions of years of evolution, if the body had not evolved this way thousands of people would have died in times of famine back in the days when there were no supermarkets or food stores!

By cutting back the number of calories you are eating your body assumes that their is a famine, or great food shortage at the time and so changes accordingly in the following ways(it does not recognise the difference between a famine or diet!):

1. It begins to use your muscle tissue for energy due to a lack of another source. Muscle is very metabolically active (every pound of muscle uses 50 cals a day even when at rest) and in times of need it will be turned into glucose to keep your body fuelled.

This occurs for two reasons: your body wants to hang onto its fat stores for when food really becomes limited, and burning your muscle tissue will mean your body then requires less energy for the rest of the famine period, which is definitely in its best interest. For this reason many people have survived for weeks with very little or no food; it's also why anorexics look so awful, their own body has eaten away all their muscle and they look positively unhealthy.

### **What this means for you, having lost 14 pounds on the "14 pounds in 3 Weeks diet"**

If you have lost 14 pounds in 3 Weeks you will therefore almost certainly have lost 7-8 (maybe more) pounds of muscle. If you continue with low calories you may lose yet even more muscle putting your body in an even worse position.

The lack of muscle which is highly metabolically active means your body is burning calories at a highly reduced rate; your body will have stopped burning fat altogether by now, as it desperately hangs onto it for your survival. It is highly likely on returning to your original eating habits you will put all the weight back on. This time though you will have less muscle, your body will burn fewer calories a day and you will in many circumstances end up fatter than when you started.

If you try another low calorie diet again you may end up in the vicious circle of yo yo dieting! Each time you go on the low calorie diet you will lose even more muscle and slow down your metabolism even more. After several years of this it will become impossible for you to lower your fat levels unless you work to increase your metabolism; your body has become very inefficient in burning calories; this is why often some people are alot fatter than others despite eating much less!

### **More effects on the body caused by the low calorie diet!**

2. Your body will adapt to the low number of calories by altering the chemicals it produces to make sure you stay alive during the famine (whether real or just a diet!). Your body increases the amount of the fat storing enzyme and decreases the amount of the fat burning enzyme. It also decreases the amount of thyroid hormone which regulates your metabolism. All these changes mean that is not suprising that you will put weight on rapidly once you start your old eating habits.

3. Your body adapts to survive on fewer calories by slowing down the number of calories you burn every day (aka metabolism). This means that you will get to a point whereby to lose any more fat you will have to cut calories to a ridiculously low level.

Not only will this be almost impossible to maintain but further muscle loss and the decrease in metabolic rate will mean rapid weight gain is even more likely. Even if you are the most hardened dieter you will have to relapse back to higher calories and your body is very vulnerable for rapid weight gain when this occurs.

4. Low calorie diets are very hard to sustain! Your body is literally screaming at you to go and find something to eat. What also happens is that after a long time of not eating- say you skipped lunch or had no dinner in the evening as often is the case when on a low calorie diet- you will immediately binge on the first thing you can find. This often is something unhealthy that is full of sugar and saturated fat.

Your body will immediately turn this into fat (and it will often contain a lot of calories) as it has not had any energy for so long it will assume it will not receive anything for a long time after the meal. Your body really does act like it has a mind of its own!

5. This should be obvious by now but to effectively keep the fat off for good starving yourself is not an option. Exercise is essential! What the low calorie diets also do is make it impossible for you to train hard to lose the fat, your body simply does not have enough energy.

I hope by now all your thoughts of starting to drastically cut calories have vanished from your mind and you are eager to learn an alternative route to a lean and healthy body!

But first I shall expose three other dieting myths which simply are not true.

### **You can reduce stomach fat by doing crunches, sit ups to reveal rock hard abs**

You often see these infomercials for ab machines, that claim by doing them every day you will lose all the fat around your mid region. Now if only it were that easy!

The truth is that these don't work! You can't lose fat from one area of your body alone, your body does not work like that.



When you store fat it stores it all over your body, and when you lose fat you lose it from all over your body, you can never lose it in one place alone!

If you were to do dumbbell curls every day for months on only one arm, what do you think would happen?

You would end up with one very muscular arm and would probably look quite lopsided, I wouldn't recommend it! There would however be the same amount of fat on both arms: your body distributes fat all over your body, you cannot try to lose it from place alone. It does vary from person to person exactly where the fat builds up the most but this does not negate the fact you can not spot reduce it.

By doing crunches, ab machines etc you build up your stomach muscles but this does not help you remove the layer of fat on top of them (you are exercising and burning calories so it may help a little but there are much better ways to burn fat with cardio, weights and an eating plan that causes your metabolism to accelerate until it is like a runaway train!)

For this reason to get a six pack concentrate on what it takes to remove your stomach fat! Once you have lost all your stomach fat then your abs will look fantastic even if you have not made a big effort to build them up.

Your stomach muscles are a small muscle group and you can build them up fairly easily which is why people can get six packs by only training them once a week! The hard job is being lean enough so they can be seen.

Some people don't even train their abs individually and they still have six packs: just by doing exercises like bench presses, squats, dead lifts and other compound movements their abs are being worked and will increase in size.

The good news for you is if you want a six pack you only need to train your abs by doing crunches, ab machines etc once or at most twice a week.

The bad news is that you must rid yourself of most of your stomach fat so that you can show off those killer abs!

If your a women I would not recommend trying get a ripped look: if your body fat goes too low it will interfere with your menstrual cycle and will cause alot of complications etc, seek professional advice if you need more info on this. A toned look is much healthier and looks better on women in my opinion.

### **Fat and Muscle are Interchangeable**

This is a common myth that people believe. When I started lifting weights my friends all said "but when you stop lifting weights all the muscle you have put on will turn to fat and you will look awful."

The truth is muscle can't turn into fat and fat can't turn into muscle! So their fears were completely unwarranted. One or two of them said they would never lift weights because they didn't realise that this myth is completely untrue.

One of my friends told me the case of a famous body builder who stopped training and lifting weights and months later his body looked completely different: he was about three times as fat and had **alot** less muscle than he had before.

Now what my friend thought was that because he had stopped training, all the muscle he had built up had turned into fat.

Now this is not even possible! Your body stores fat for times when there will be a food shortage and this depends on how much energy it requires, how much you eat etc. Your body builds up muscle completely independantly of the fat storing process: your body repairs the muscle tissue that you have used when lifting weights and doing other anaerobic exercises and your muscle grows. There is no way fat can turn into muscle and vice versa.

What then had actually happened with the body builder? Because he was not training he lost alot of the muscle that he had previously. In losing the muscle his body required alot fewer calories every day to function. He however did not properly adjust his eating habits for the change in his metabolic rate (remember to maintain every pound of muscle you will require another 50 calories a day). So he began storing alot of food as fat. Hence to those unaware of how the body **really** works it looked like his muscle had turned into fat.

## **Lifting weights and Building up muscle does not help you lose fat**

This is another common myth; people believe to burn off fat you should concentrate all your efforts on cardio. Remember this though:

The SINGLE most important thing to do to avoid later fat gains is to make sure you keep all your muscle intact (or to increase it!).

If your cutting your calories (which you must do very moderately to lose fat and avoid the starvation response) and not lifting weights it is impossible to keep all your muscle intact.

Remember that muscle is vital in keeping your metabolism revving like a well oiled engine. A loss of muscle even if you have adjusted your eating sensibly so as not to invoke the starvation response will affect your metabolism, meaning rebound weight gain will be more likely.

Therefore to maximise your metabolism and minimise the chance of later weight gain lifting weights is an ideal solution to not only build some attractive muscles but also to keep the fat off for good.

Another positive result of lifting weights is that your metabolism is raised for a full 24 hours after you have finished. This happens with cardio but for only 3-4 hours: basically weight lifting is crucial to a lean body!

Many people(mainly women) wrongly assume that if they start lifting weights they will overnight start looking like they could appear on the front of body building magazine: they worry that they will look too big.

Now there are many reasons why this fear is unwarranted:

1. For women muscle gain is difficult because they have very little of the muscle building hormone testosterone; they have as much as 10 times less than men. For this reason if you are women and concerned about looking big it is highly unlikely. If you do start thinking your muscles are bigger than you like, start lowering the amount you are lifting and upping the number of reps. Also muscle is very dense, so if anything having gained muscle and lost fat you will look smaller than you did before.
2. Most of these bodybuilders spend most of their time lifting weights, taking steroids and other muscle enhancing drugs and are very genetically gifted. It would be very unlikely even if you followed exactly what they did to replicate their success because you do not share their great genetics. It is unlikely that you share their great genetics; you would already be in great shape with very little effort: as your reading this I will assume that is not the case.
3. To put on alot of muscle takes alot of food. To put on muscle you must be taking in alot of energy (especially protein) to rebuild the damaged muscles after you have worked out. For this reason unless you are new to lifting weights it is very difficult to both lose fat and build muscle. One requires a calorie surplus and one requires a calorie deficit! For this reason body builders have two seasons; one season(the off season) where they eat like horses to put on as much muscle as possible! And a season prior to contests (contest season) where they strip all the fat that they have put on during the off season. This is one of the draw backs of the off season; to successfully build alot of muscle they must suffer also gains in fat, this is unavoidable.

During the contest season male bodybuilders and fitness models can get down to 4%-6% body fat and female body builder and fitness models down to 8%-12% body fat.

While the rest of the world is getting fatter on low calorie diets the body builders do the same things year in year out to get lean and fat free. They use the correct nutrition, weight training and cardio to rev their metabolism and hold onto all their hard earned muscle they have put on during the off season.

To learn all the fat burning secrets of the world's best body builders and fitness models you MUST read '**Burn the Fat, Feed the Muscle.**'

[www.dietwoes.com/burnthefat.html](http://www.dietwoes.com/burnthefat.html)

Tom Venuto(the author) is a lifetime natural bodybuilder(which means he doesn't use steroids or performance drugs), an NCSA- certified personal trainer and certified strength coach. Tom has written hundreds of articles and been featured in IRONMAN, Australian IRONMAN, Natural Bodybuilding, Muscular Development, Exercise for Men and Men's Exercise, as well as on dozens of websites worldwide.

Tom's ebook is like a bible for fat loss, all the info inside is gold. Tom helps you lose fat while keeping your muscle intact so you really can keep the fat off for good!

By following his advice, with hard work and perserverance you will be able to enjoy a toned lean body which will leave you feeling healthier and more confident, and most of all MORE ATTRACTIVE. I am not going to lie: to follow's Tom strategies and plans does take work! Tom himself quotes Vince Lombardi who said "The Dictionary is the only place success comes before hard work."

Tom covers everything in his 337 page ebook that you need to know about how to lose fat and hold onto muscle. His ebook is not only **jam packed with strategies** but is in itself a program you can follow and adapt to your particular body. He even has chapters that help you with the correct mindset to stay on target with your fat loss, and how to monitor your results to make sure you are not taking the wrong path.

Tom does not advocate a low calorie diet so you can rest assured that you will not have to give up the program after a few weeks due to increased hunger and cravings! Nor does he advocate spending money on supplements, so you can get lean while keeping your money for the new clothes you will have to buy for your new **amazing body**.

Here are just some of the 18 chapters that Tom includes in his huge book: "Goal setting", "Metabolic individuality and your body type", "The Law of Calorie balance", "Macronutrient ratios:the Optimal combination of Protein Carbohydrates and Fats", "The BBFM eating plan", "Cardio training secrets", "Weight training for fat loss". My personal favourite is Chapter 12: "How to get as lean as a bodybuilder or fitness model using a new twist on the old carbohydrate diet." With this strategy even if you are in good condition now you can lose the last remaining fat on your abs that is extremely difficult to remove; this will leave you looking *incredible*.

I can guarantee this will be the last fat loss product you will ever have to buy and at \$39.95 it is really good value for all the insights and secrets you will learn. You owe it to yourself to check it out today, no more will you fail with low calorie diets. '**Burn the fat**' will help you achieve not just good but amazing results.

Here is where you can order the Ebook "Burn the Fat"!

[www.dietwoes.com/burnthefat.html](http://www.dietwoes.com/burnthefat.html)



I had been working out for 2 years and had made good progress but was never as lean as I wanted to be. I stumbled across "burn the fat" and that's when all my hard work started paying off, I didn't even have to change my gym routine, it was the nutrition info in the guide alone that helped me make amazing progress. Within 4 weeks of following the guide this is what I looked like:

[www.dietwoes.com/photo.html](http://www.dietwoes.com/photo.html)

That's a spilt drink btw on my shirt (not sweat lol). I don't own a camera so I had to ask a friend for the picture.

At the time my friends were astonished; they kept on saying "Matt how come you're such a stick, you are obsessed with food". They understood weight loss as something that happens only when you go on conventional diets; little did they know what I was doing right.

Not to brag but when I went to night clubs with one of them he kept whispering to me "Matt all these women are eyeing you up." It was awesome and not something that had happened to me before.

This was as lean as I got before I went on my travels, with more time I know I would have got even leaner.

If you want to reach me by email: [mail@dietwoes.com](mailto:mail@dietwoes.com)  
To sign up to my Fat Loss Newsletter: [www.dietwoes.com](http://www.dietwoes.com)

Thanks for reading and best of luck with all your fat loss goals,  
here's to a leaner life!

Matthew Bean