

*“The ONLY Three Tips You’ll Need To Achieve Your Weight Loss Goals”*

## **“WEIGHT LOSS SECRETS REVEALED”**

By Nick Holtzman, Milwaukee’s Most Trusted Fitness Trainer

Dear Friend,

This is the manual that will give you the honest truth about achieving life-long weight/fat loss and health. Read it, apply it to your life, and reap the benefits from it! And if you ever have specific questions about the strategies in this manual, please feel free to call me at (414) 847-2030 or email your question to ([Nanthony13@yahoo.com](mailto:Nanthony13@yahoo.com)).

As a fitness and fat loss expert there is one question that I get asked more than any other:

“What should I do to lose \_\_\_ pounds?”

I can’t tell you how many times I have heard that question from people hoping to hear the “magic” answer (and I wish I had a “magic” answer for them)...

...I guess that’s my curse, and probably the curse of all top personal trainers. How do I answer such a loaded question honestly and truthfully, especially when the guy on TV is telling them that there is a magic pill or diet that will do triple the work in half the time?

Unfortunately, that magic pill or diet doesn’t exist, and if it did I am sure that it has caused it’s fair share of undesired side-effects and it’s days on the shelves were surely numbered.

Well, in the past I would go into a long (and detailed) process of educating the person in front of me on the honest truth about permanent weight loss and lifelong health. The problem was that I would go into too much detail that would leave them overwhelmed and probably more confused than when they first asked me the question.

So what I did was I created this manual. Over the next several pages you’ll discover what I now share with everyone seeking to permanently lose unwanted fat the best and healthiest way possible.

What I’m about to reveal to you is not rocket science, but the TRUE-to-the-core ways that have helped hundreds of our clients lose fat and maintain maximum health.

So read on and discover the truth for yourself...

## THE FIRST STEP

You, my friend, by taking the time to read this manual, have now stepped onto the road that leads to a more fit, healthier body. Take a moment to reflect on the famous quote “Success is a journey, not a destination”. We can substitute the word ‘success’ with the word ‘fitness’. Are you ready to take that journey?

Learning to make the right choices in your diet and workouts will quickly develop into a lifestyle that never ends. Just as today you have a set routine for your everyday life of work, kids, school, etc., you will start to have a set routine for your health and fitness lifestyle as well. You will know exactly what and what not to do, and health decisions will become second nature to you. The day you decide to step off this road is the day that your weight will increase and your health will decline. I applaud you as you take the first step in this journey of fitness that will change your body and life forever!

This choice will pay off every day for the rest of your life. As you enjoy a lowered body fat, high energy levels and your ideal body weight you will feel your confidence and health greatly increase. Start to build the habits that will increase your enjoyment and quality of life today! I have every bit of confidence that you can make this a part of your life and that you can:

- 1) Lose excess weight
- 2) Firm tone your body
- 3) Raise your metabolism and
- 4) Create a lifestyle of these habits

LET’S GET STARTED!

### Your Game Plan

There are basically only three aspects to achieving and maintaining a healthy, fit body. They are: **Nutrition** (what you eat, when you eat it, and how much you eat of it), **Exercise** (including cardiovascular and resistance training, or my favorite, a combination of both),

And finally (and most importantly)... **ACCOUNTABILITY and MOTIVATION**. The number one reason most people fail in achieving their weight loss and fitness goals is because they fail to make it a lifestyle! It seems to always be put into the back of their mind the thought that “Soon I will be able to go back to my unhealthy, sedentary lifestyle”. This is where accountability and motivation are most useful.

Whether you try it yourself, or work with a Fitness Professional, you must apply the most up to date nutrition, cardiovascular training, and resistance training information available to you. Further, if you work with a Fitness Professional you can be 100% confident that your weight loss and fitness program is specifically created to give you maximum results in minimum time.

## Getting the Edge

To ensure that you get quick and permanent results I suggest that you hire a Fitness Professional who can not only educate you, but who can also provide fuel in the form of motivation and success in the form of accountability!

These three aspects listed above (Nutrition, Exercise, and Accountability/Motivation) are what makes a person lean, toned, fit, and strong-for life. The following three tips are going to dive into each topic in depth and give you all the “goods” that you will need to effectively reach and exceed your health and fitness goals.

### TIP 1. NUTRITION

**Nutrition is a HUGE part of your health and appearance. Some professionals will say that as much as 80% of your fat loss and fitness results are based on what you eat. While I don't claim to know how much of this percentage is fact or fiction, I do know and have seen many examples that even if you are in phenomenal shape and workout like a freak, if you are eating junk your body will show it!**

The word **nutrition** alone can make people cringe- as they think of their on-the-go lifestyle of fast food and skipped meals. Nutrition is a subject that people spend their whole careers studying and it takes volumes of books to explain. My objective is to teach you how to eat a healthy diet that encourages your body to burn fat rather than store it. You don't need overwhelming science or schooling to “get” this.

A healthy diet needs to be well rounded with the proper amount of nutrients, vitamins, and minerals. The RDA's recommendation for daily intake of such things is a good starting point to check your optimal intakes.

The first thing that you need to know about nutrition is this fact: eating small, healthy meals every 3-4 hours will increase your metabolism and reduce fat storage. This is a proven fact that bodybuilders, models, athletes and lean people in general abide by- and so should you.

Eating right when you wake up is vital to breaking the fast your body enters every night, and sets the metabolic “tone” for the rest of the day. About 3-4 hours after you eat your body shuts down your metabolism and acts as if it needs to store food. Now this may be effective if a famine breaks out and your body needs to store fat, but we need a body that burns fat and elevates metabolism, right? This is why starting off the day with a small, healthy meal and continuing to eat small meals every 3-4 hours is the best way to do this, by constantly “fueling” the body!

What should you eat? Here I am just going to give you general guidelines, as every person's body, food preferences, and health history is different. These suggestions are a basic guideline to healthy meals that do not promote fat storage.

Protein: 20%

Fat: 15%

Carbs: 65%

Remember, that each meal you consume needs to have calories coming from protein, carbohydrates and fat. Your body needs each of these in small amounts throughout the day-when you take in a meal that is 90% carbs, 5% fat, and 5% protein your body is going to digest it faster (get hungry again faster) even if the calorie count of the meal is the same as a meal with above percentages, and you are more likely to store a % of the carbs as fat.

### **Hold On Now...**

Don't go cutting all the carbs out of your meals either! We all saw what the "low carb" craze did for America- people actually got fatter (this is a fact)! Cutting carbs causes the body to once again go into fat storage mode. Believe me, you don't want that!

## **TIP 2. CARDIOVASCULAR TRAINING**

*What is Cardiovascular Training?* Cardiovascular training is anything that gets your heart pumping at an elevated level! Walking, jogging, biking, etc. Cardio training is used by many fitness enthusiasts to burn calories and improve overall physical conditioning.

### **Benefits to Cardiovascular Training:**

#### **Weight Loss**

Probably the most cherished side effect of cardio training is losing unwanted pounds! Your body's decision to store fat is based on the equation of Energy In vs. Energy Out, the more Energy Out that you have the less energy you will have to store on your waist, hips, thighs, etc.

#### **Conditioning**

Have you ever gotten winded walking up a flight of stairs? Not the greatest feeling; that heavy breathing and side ache is a sure fire sign of being out of shape!

Cardio training conditions your heart muscle to pump faster on demand; you begin to find that you don't lose your breath as easily under strenuous activity. Your heart is the most important muscle in your body, and if you want to enjoy the body you are about to create, why not have a healthy heart to go with it?

#### **Disease Prevention**

Heart attack, stroke, hypertension, and diabetes are just a few of the diseases that can be prevented through cardio and resistance training. By losing excess weight and conditioning the muscles, you arm your body to help prevent these and other diseases.

## **TIP 3. RESISTANCE TRAINING**

*What is Resistance Training?* Resistance training is anything that gives resistance against your muscles. The most traditional resistance training is dumbbells or barbells, but it can take on many other forms as well, such as cables, bands, machines, medicine balls, even your own bodyweight.

With so many options for resistance training comes the one thing they have in common... it will change your life for the better!

### ***Why should I lift weights?***

I can't tell you the number of times I've had someone tell me that they don't want to lift weights for fear of them "bulking up"! At least every other woman who I consult with tells me this, but the critical thing to remember here is that in order to be fit and toned you **MUST** incorporate some kind of resistance training to your workouts!

Here are some of the benefits of Resistance Training:

#### **Metabolism**

Resistance training is the one major thing we can do to elevate our metabolism for hours after a workout. Straight cardio workouts are effective and beneficial, but your metabolism is only raised for less than an hour after your workout is complete. Resistance training, on the other hand, raises your metabolism **permanently**; the muscles are broken down and re-built back stronger, firmer, and with more tone! This process takes energy, and burns calories 24/7.

*ONCE YOU HAVE ADDED MUSCLE TONE, IT NOW TAKES MORE ENERGY TO MAINTAIN THIS MUSCLE!*

1 pound of muscle burns about 50 calories a day; 1 pound of fat burns 4 calories a day...

#### **Toned and Sculpted**

Resistance training is responsible for the beautiful and toned look that many top athletes and models sport. As mentioned above, resistance training breaks down muscle fibers so that they can be rebuilt and replaced with firmer, tighter muscle.

Since we now know that muscles consume more energy than fat, it is safe to say that your increase in muscle will result in a decrease in fat; (this is also assuming that your calorie intake does not increase as well as your cardio training). This new decrease in fat will start to unveil the muscle being built from your workouts by the shedding of the extra fat tissue that covers them...now that's true body sculpting!

#### **Healthy Bone Density**

Doctors say that resistance training is one of the best activities you can do to strengthen your bone density and prevent osteoporosis. Your body is designed to adapt to the changes being made in the body. When you incorporate resistance training into your workout, your bones build themselves stronger to be able to withstand the increase in strength in your muscles; thus, a body with stronger and healthier bones!

#### **Other Benefits to Resistance Training**

- Increased Strength
- Improved Coordination
- Raised Self-Esteem and Renewed Confidence
- Feel-Good Endorphins
- THE FOUNTAIN OF YOUTH

***One of the things that I love to do with my clients interested in weight loss is to combine a cardio and resistance training workout. If you are interested, feel free to send me an email ([Nanthony13@yahoo.com](mailto:Nanthony13@yahoo.com)), and I can give you tips on how to combine these two into one workout- I GUARANTEE IT WILL BE ONE OF THE BEST WORKOUTS YOU'VE EVER HAD!***

Well, the secrets to lifelong fat-loss have been revealed. There are no pills to take, machines to buy, or breathing techniques to learn. By now you are convinced that an effective cardio/resistance training workout along with a personalized nutrition plan are what it takes for lifelong health and fat loss, and is going to worth your time and effort.

Just giving you this valuable information is not enough. If I only did that, I would not be doing you or myself justice. Therefore, I'm going to go further to ensure that you receive the most accurate solution to your fitness and weight-loss problems. All you have to do is call me at (414) 847-2030 or email me at [Nanthony13@yahoo.com](mailto:Nanthony13@yahoo.com) and I would be more than happy to meet with you for a FREE FITNESS CONSULTATION and FREE PERSONAL TRAINING SESSION (\$75 value!!).

Right now, at this very moment, you have a decision to make. You can either call me to schedule your free consultation/personal training session and take the first step to achieving that body you deserve...

Or you can do nothing, and fall into the trap of procrastination. Please, take action now while it's still fresh on your mind. Pick up the phone or email me and let's get that body that you've always wanted!

Committed to your fitness results,

Nick Holtzman, NSCA-CPT  
Fitness Professionals  
(414) 847-2030  
[Nanthony13@yahoo.com](mailto:Nanthony13@yahoo.com)  
[FitProMilwaukee.com](http://FitProMilwaukee.com)

P.S. Give me a call or email today, and see why we're the only personal fitness trainers in Milwaukee to guarantee results **or your money back!!**