

Fat Loss Expert Rob Cooper reveals .....

# How I Lost 300 LBS.

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7 Strategies you can use to lose 10 pounds a month, every month, until you reach your goal weight.

Learn how to eat all over again and enjoy your food!

**NEW!**

How I lost 300 pounds or “7 Strategies you can use to lose 10 pounds a month, every month, until you reach your goal weight”

That’s a pretty outlandish statement, unless of course it was backed with results. “They” say that anything more than 1 or 2 pounds a week of weight loss is dangerous as you risk losing muscle along with the fat, but my approach is quite a bit different than “Them”.

My take on this whole “reaching your goal weight” thing is more for those who love to eat and eat often – myself included.

If that sounds like you, then read on.

The statement “lose 10 pounds a month, every month, until you reach your goal weight” can also be called far fetched without the critical element – proof.

Well, I like to think that I am the proof.

In 1990 I weighed 500 pounds. Two and a half years later I weighed 200 pounds, for a total of 300 pounds of fat lost in 30 months. My math puts that at an average 10 pound a month weight loss.

I’ve been told many times, by many web surfers who have reached me by email that it was my website that saved them from a very grave decision. They’ve told me that if I could do it, they can do it too. They just needed that one simple piece of information, that someone has gone before them, walked in their shoes, and done what they thought was a daunting task.

Well, I’m here to tell you

## **If I Can Do it, You Can Do It Too**

I have one confession to make though, before we begin. I didn’t actually weight 500 pounds and I didn’t actually lose 300 pounds of fat. I embellished for effect.

I’m sorry to have deceived you, but let me ask you this: Did just the thought of knowing that it might be possible raise your spirits even a little?

Were there any changes in your thinking process or your mood knowing that it might be possible? Did the idea that I might have actually gone from 500 pounds down to 200 pounds in two and half years encourage you?

Did you suddenly get interested in reading more to find out how I did it, or what I might recommend?

Well I guess it’s time for some truth then ...

I didn't actually get as heavy as 500 pounds. I was 475. Sometimes I thought I should have put on the extra 25 before I got started just to say that I was a quarter ton, but that's how hindsight can be – always thinking about what you should have done rather than what you did that actually worked.

I didn't actually go down to 200 pounds either; I went below it to 187 pounds. My total was 288 pounds lost, not 300.

However, in the years since I reached my lowest weight (1992), I have put on over 50 pounds of muscle and lowered my body fat even more.

So, the truth is that I lost MORE than 300 pounds of fat because I began exercising and gained muscle weight, lowering my body fat.



It was Jan 1<sup>st</sup> 1990 when I began and it was mid 1992 when I was my lowest. For all intents and purpose, it was an average of 10 pounds a month of consistent weight loss.

Through those years I used a good number of conventional and not so conventional weight loss methods. I used methods you've heard of, and ones you probably couldn't spell if I spoke them to you. I battled with the soda pop demon more than once and found quitting drugs was easier to do

than ending my Dr Pepper addiction. I juiced, did macrobiotics, ate raw foods and once ate no foods for over 42 days.

There's tons more to it, but in the interest of time, I'll leave the full story on my website and continue on with this report - it is after all the reason you're reading.

I've been asked what I would do differently if I was to do it all over again and the answer is "nothing". I learned so much through the experience, and while I wouldn't change a thing, I would advise anyone with 50, 100, 150 or more pounds to lose to follow a much healthier, safer version of what I did.

I've distilled 7 of the key techniques that I used, along with what I've learned about natural health in the years since, into this special report.

There is no fasting involved, no vitamin pills and no diet pills. Everything I do and everything I teach is about natural methods – natural health methods. If I could simplify my system and have you understand just one principle – always focus on improving your health, not losing weight. When you focus on health, your life becomes better, never reaching your goal but rather improving your life day in and day out. If your goal is weight loss, what happens when you achieve it? What next? Focusing on health allows you the opportunity for daily growth forever and ever.

The fact is that a healthy body does not store fat. A healthy body wants to be lean because it knows that a lean body is more efficient.

It is my opinion that, implementing these tips and techniques on a daily basis will put you miles ahead in your quest for good health, and start your journey of 10 pounds of fat loss, every month until you reach your goal weight.

Rob Cooper, BTDT  
The Former Fat Guy

*Disclaimer: I am not a medical doctor, not do I wish to be. The strategies outlined in this report involve the use of food and the removal of non foods. They are based on my experiences and are principles that I follow and use in my daily life. There are no drugs or diet pills involved. Before making any changes to what you eat or starting an exercise program consult your own doctor. I'm guessing, but you could probably go for a walk without asking his or her permission.*

## Strategy 1 – Start with Fruit

Fruit is nature's candy. It's full of vitamins, minerals, fiber and water.

There's a secret about fruit though that I found out when I first started my journey that I want to pass along to you. It's been kept in the dark and associated with extreme health methods until recently when, finally accepted as truth, is making an appearance in more health and weight loss programs.

When ripe, fruit is pre-digested and is meant to be eaten on an empty stomach and then allowed 30 to 45 minutes to pass through your stomach.

If eaten after a meal, it sits on top of the food in the stomach, rots and ferments.

Here's the secret to eating fruit:

1. Eat only *ripe fruit*
2. Eat fruit *only on an empty stomach*
3. Allow the fruit *at least 30 minutes* to slide through your stomach
4. Drink a glass of pure water before eating your next meal

Then there are different varieties of fruit that have different eating order and transit times.

Melons: melons digest quicker than other fruits and should be eaten first and preferably alone.

Bananas: bananas are a little slower and require 45 minutes to digest. They're also mucous forming (notice how you cough a bit more after eating them), so choose other fruits over bananas if you can, or at least eat them a little less often. I used to eat one every day at 11 am before lunch. I eliminated this one habit and dropped 5 pounds by the end of the next week.

This fruit thing sounds a bit odd at first, but once you've done it and proved it to yourself, you'll understand. Where I was once allergic to strawberries, I can now eat them as often as I like without breaking out in hives.

Think of fruit as an appetizer rather than a dessert. Have some fruit while you're preparing your meal, or before heading out to lunch then drink a glass of water to rinse your stomach before your meal. Consider having a piece of fruit after leaving the office and heading home.

For weight loss purposes, limit your fruit to no more than two pieces per day for best results. Once you have attained your goal weight, feel free to increase it as you see fit.

## Strategy 2 - Replace Your Beverages with Water

I could have three separate sections on eliminating coffee and soda pop and one on increasing your water intake but it's easier just to advise that you replace them with water.

Water is your life – the better your water, the better your life!

Water is used as a vehicle for moving nutrients to your cells and then for binding with wastes to remove them from your body. Water is used by your body for conducting electrical signals – allowing your organs and systems to talk with one another.

**A decrease in hydration by 5%  
can reduce your energy level by 20%**

A beautiful bonus of water is that it has zero calories.

You know you should be drinking more water – you know it. I don't have to tell you over and over again the importance of water because deep down you know you should be doing it.

### How Much Water?

There is no real good answer for this as just about everyone has an opinion. To say that 8 glasses of water a day is the right amount for everyone is an over simplification. Athletes require more because they sweat, while others require more because beverages they currently drink act as diuretics.

- ❖ For every cup of coffee you drink, you need 2 glasses of water to balance it out.
- ❖ Medications and some herbs act as diuretics
- ❖ Those who eat a lot of high water content fruit and vegetables could drink less water
- ❖ Altitude makes a difference in how much water you can and should be drinking

A good rule of thumb is to take your weight and divide it by 2. Drink that many ounces of water per day. If you're 200 pounds, you should be drinking approximately 100 ounces of water per day.

The next obvious question is, what type of water is best?

It's my belief that **distilled water is the best water to drink**, especially if you want to lose weight. Yes, It's slightly acidic, but not acid forming in the body. Distilled water is plain and simple H<sub>2</sub>O – nothing else.

Spring water has inorganic minerals in it. Your body can process organic minerals, but inorganic minerals are designed for plants to filter for us – then we eat them.

Yes, distilled water leeches minerals from your body – inorganic minerals that shouldn't be there in the first place.



Distilled water assists in the cleansing process you'll be going through if you adopt all the principles described in this report, so drink up.

I do not recommend any other type of water – not alkaline water and not tap water.

**We can live many days without food,  
but only a few without water**

### **Drinking More Water – step by step**

1. Buy a one gallon (4 litre) container of distilled water (or other plastic container) and fill it each morning. Make sure it's consumed by the end of the day. Follow the tips below in the section on "*Improving Your Digestion*" and you'll be fine.
2. Drink 2 glasses of water first thing in the morning upon rising. Start your day off with a clean glass of water
3. While preparing your meals – drink a glass of water.
4. Take a container of water with you when you leave the house. Never go anywhere without water.
5. Add a squeeze of lemon (real lemon) to your water. Taken on an empty stomach, it is a great liver detoxifier and is said to aid in weight loss.
6. Thirst is often confused with hunger. When you're hungry, have a glass of water first and leave it for 15 minutes. Check in with yourself – are you really hungry or just thirsty?
7. Eat fruit – some fruit is as much as 80% water.
8. Eat celery and cucumber with meals – celery and cucumber are high water content vegetables.

Water is the single most abundant substance in the human body making up 60% of an adult's weight and 80% of an infant's.

We can live many days without food but only a few without water. Like air, water is essential to life.

## Strategy 3 - Eat More Vegetables

*...green and dark green leafy vegetables should have priority*

One thing that caught me off guard when I began my journey from 475 pounds on down was this plant stuff. I eventually found them in the supermarket and brought them home to become fridge experiments. I eventually realized that they began to taste better as I consumed them more often. Better and better actually.

I soon found that organic produce tasted even better than regular produce, and visits to the organic grocery became the norm.

I was quite young when I started this whole thing and cooking was not something I had been taught. In fact, after leaving university, and then being a cab driver for 3 years, I had no cooking materials – no pots or pans, cutlery or dishes except for a couple of glasses (for whisky and coke of course).

Having no cooking experience, I ate most of my vegetables raw. I made raw vegetable sandwiches using just mayo and mustard for condiments. Mayo was soon replaced with one made out of tofu, but mustard has been with me ever since.

The point I'm trying to make is this... I didn't know how to prepare vegetables, but I ate them anyway. They became the main part of my eating program and have been ever since. Knowing why to eat vegetables is not as important as simply getting started in eating them, but knowing why is important none the less.

Our body is a giant fruit and vegetable juicer. We eat the veggies and our stomach pulls the nutrients out, leaving the fiber behind to help keep our colon clean. The water in the vegetables makes its way to our cells, and then gets processed and we pee out what's left.

Vegetables should be thought of as being free. You can eat as much of them as you like, and things just get better and better in your body.

There are **four main types of vegetables** I'd like to bring to your attention.

**1. Dark Leafy Greens** – these are the most important vegetables you can eat and should be your primary focus. Dark green should become associated with “Most Important” or “Priority” in your mind.

**2. Basic Vegetables** – vegetables such as broccoli, cauliflower, Brussels sprouts, carrots, green / red / yellow peppers, tomatoes, asparagus, snow peas etc. provide many nutrients and much needed fiber.

**3. High Water Content Vegetables** – cucumber, celery.

**4. Starchy Vegetables** – beets, parsnips, white potatoes, sweet potatoes, yams, winter squash.



When first increasing vegetables, choose from all four categories, but once you've created the new habit of eating more, limit your vegetables to categories one through three. Eat from category four a few times a week only.

According to Dr. Joel Fuhrman, author of "*Eat to Live*", the top 10 super foods based on nutrient density are as follows:

### **Top 10 Super Foods**

1. Collard, mustard & turnip greens - nutrient score: 1000
2. Kale - nutrient score: 1000
3. Watercress - nutrient score: 1000
4. Bok choy - nutrient score: 824
5. Spinach - nutrient score: 739
6. Brussels sprouts - nutrient score: 672
7. Swiss chard - nutrient score: 670
8. Arugula - nutrient score: 559
9. Radish - nutrient score: 554
10. Cabbage - nutrient score: 481

You will notice that with the exception of #6, all of the top 10 foods come from the first category of foods – Dark leafy greens. (see my website for the next [top 20 foods](#) in the list)

**Shoot for a goal of one pound of raw vegetables and one pound of cooked vegetables every day**

### **How To Eat more vegetables – step by step**

1. Have a large green salad each and every day including dark leafy greens from the list above of super foods.
2. Include high water content vegetables (category three) in the salad
3. Include raw carrots and lightly steamed broccoli / cauliflower every day
4. Snack on celery a few times a week
5. Limit the starchy vegetables from category four to a few times a week at most, and when you do, eat them earlier in the day, before 6 PM.

Vegetables should make up the bulk of your diet. The nutrients and fiber will fill you up, cut down on the amount you eat, keep your colon clean and help reduce cravings for unhealthy products.

Invest in a good vegetable steamer, and steam your vegetables for no more than 7 to 10 minutes.

A healthy goal to set is one pound of raw and one pound of cooked vegetables per day.

## Strategy 4 - Improve Your Digestion

Without your heart pumping blood, you'd be dead. Your heart pumps blood through your circulatory system sending critical nutrients, oxygen and your hormones to all the cells of your body. Hormones are like chemical messengers, telling your various "parts" what's going on in the rest of the body, or what changes to make based on conditions.

Your liver is the largest part of your hormonal system.

Ladies – the hormonal system, namely the liver and related organs, in part manages the amount of estrogen in your body.

Guys – it regulates the amount of testosterone which is directly related to muscle, confidence and masculinity.

Many men think they have to live with a condition commonly known as "man boobs", without realizing that it's simply a hormonal imbalance (over simplification) and can be fairly easily reversed, partly through improving your digestion. You can read my special report on *getting rid of man boobs*, available on my website, if you're interested.

You see, even as important as the heart is, in that it pumps your blood or your lungs are for supplying oxygen to your body, if you aren't able to digest the food you eat, then you won't be able to utilize the nutrition contained within it.

The body is an amazing machine and it can put up with a lot of abuse. It takes time for the abuse to show up as disease, but it eventually does, in one form or another.

One of the easiest things you can do to improve your health and free up an enormous amount of energy, is to improve your digestion.

Digestion is the most energy consuming thing the body does. When you eat food, blood is transferred from your muscles to the stomach. Focus is put almost squarely on the digestive process.

If you can free up a portion of that energy, even a little every day, it can be used elsewhere in your body – say in keeping your body clean? Or in repairing tissue? or in lowering your stress? or in having more ENERGY?

By the way, keeping the cells of your body clean is something it considers to be very important – at the top of the list I might add, but very rarely has a chance to do it. The cleansing process is beyond the scope of this report but is featured in my book "*Fat Loss Fundamentals*".

So knowing how important digestion is to improving our health, how do we improve it?

How do we end a life filled with acid indigestion, Rolaids, Tums and Pepto Bismol?

Well, by knowing that digestion is so energy consuming, the first step is to simplify digestion. When food enters your stomach, it determines what sort of digestive juice is required – an acid or alkaline solution.

Protein requires an acid solution

Starch requires an alkaline solution

Vegetables can be digested in either

So, when we eat protein and starch together, the stomach cranks out acid for the protein and alkaline for the starch.

If you've taken grade 10 chemistry, you'll quickly realize they neutralize each other.

Digestion stops.

Hmmmm.... that's not good.

It has to digest that food, so it begins to work at it some more... more acid and more alkaline – taking up more energy from your body.

Digestion stops again, and once more it begins to work, over and over and over until some time limit is reached and the undigested mass is passed into the colon.

Now in the interest of time again, I'll briefly summarize what happens next, then give you a solution to this situation.

After this undigested mass is passed into the colon, the colon begins the second phase of the digestive process. Nutrients are passed along to the liver so that it can do its job which then passes it into the blood stream for their trip to the cells. Undigested proteins get sucked up by the liver and cause allergies along with other issues. The liver gets overworked and can't do its job properly causing hormonal issues. Stress is a big part of our lives and if the liver is busy dealing with undigested food and trying to keep things clean, it can't deal with stress. Stress issues can show up as skin, hair or fingernail disorders as well as disturbances in sleep. This mess can then clog up the gallbladder which then churns out what is called "live" bile back into the colon. Bile is part of the digestive process, but with it becoming "dirty" or "live", this begins to complicate things further, adding to the problem. The colon, now having a dirty working space has its own issues turning up as all sorts of bowel problems. Do the names Irritable Bowel Syndrome, Chrons, Spastic Colon, diarrhea or constipation sound familiar at all?

Digestion is almost a closed loop. It involves the stomach, the pancreas, the colon, the liver and the gall bladder. As the years go by and we keep abusing our stomachs, things get worse and worse.

When we were young, our stomachs 'spoke' to us. If we ate something that wasn't agreeing with us, we threw up, or it caused almost instant diarrhea and we knew what was good for us and what wasn't.

At some point, our stomach gives up.

Some naturopaths say that this can happen as early as age 6.

When I was 475 pounds, I reached a point where I had to sleep on an angle so that the acid in my stomach wouldn't burn a hole in my esophagus. I kept a bottle of Pepto Bismol next to the bed and sipped on it at night.

So here's what I recommend you do, starting right now. It's the basics of what is called Natural Hygiene or otherwise known as food combining. This might seem a bit odd, but Henry Ford taught this at his school for boys back in the early 1900's and Anthony Robbins dedicates an entire chapter to it in his first book "*Unlimited Power*".

## **The Principles of Food Combining**

1. Eat fruit on an empty stomach (you learned this already)
2. Eat proteins and starches at separate meals
3. Eat vegetables with either protein or starches
4. Never eat sugar with protein (have a steak and then have sugar to see what I mean)

That's it. It's that simple.

Know what though? It's too "weird" for people, so they discount it. They don't even try it.

I'll tell you this right now... if you follow these principles, you'll become even more educated about food and how eating it affects your body. Your stomach will begin to speak to you again. You'll learn more about vegetables, and more about proteins and you'll already be doing a good portion of the next section – '*Eating Simply*'.

Guess what – the over acid stomach I had that kept me investing in Pepto Bismol? It was actually an UNDER acid stomach. I did not have enough digestive power to digest the food I was eating so my stomach simply pushed the mass and the fluids up my esophagus. I experienced the pain of having an under acid stomach, not over acid.

Oh... the magic of Pepto Bismol, Tums and Rolaids? They work because they contain alkalins. The alkalines stop digestion. They "put out the fire" but do nothing to improve your digestive ability. Eating these antacids ruin your health and **contribute to degeneration of your body** when what you want is to regenerate your body – to make it stronger.

## **There's more to improving digestion that I'd like to share**

**1. Drink more water** – water is your life and the better your water, the better your life. Water is used in many ways by your body and digestion is one of them. However ...

**2. Drink water before your meals but restrict any fluids for 2 hours after your meals** – Water before your meals helps cut down on the amount you eat. Thirst is often mistaken for hunger. Drinking water prior to the meal limits the amount of food you eat. Drinking water after a meal dilutes the digestive juice and lengthens digestive times. Drink before and then leave your stomach alone for 2 hours. If you're still thirsty, consider eating high water content vegetables like cucumber or celery instead. Both great vegetables for reducing your acidity levels and increasing your pH (more on that later).

**3. Drink ginger tea a few times a week** – an Ayurvedic approach to improving the digestive fire, or Agni, is to stimulate the digestion by drinking a cup of ginger tea. There are two ways to do this, one is designed to ‘reset’ the digestion and is much stronger while the other is to stimulate digestion.

Reset Digestion – Boil a ¼ inch of diced ginger root in water for 5 minutes, add a little stevia to sweeten it and do this no more than once a week for a few weeks.

Stimulate Digestion – slice or dice a small piece of ginger root about the size and thickness of a nickel or dime and steep it in hot water and drink.

One is boiled for 5 minutes, the other is steeped.

Ginger tea is also nice in the winter when it’s cold or when you have a cold. It also helps loosen up mucous in your lungs.

I’ve made pots of Sunrider Calli tea and added ginger root to it during the cold Canadian winter months for years. Its quite nice.

**4. Chew your food at least 30 times before swallowing** – digestion begins in the mouth. Saliva begins to break down the foods before entering your stomach and knowing how much effort the stomach puts out, chewing your food well takes a great load off it.

It’s your teeth that should be doing the majority of the work, not your stomach. Use them.

**5. Never eat to capacity** – I’ll bet you know this one, but rarely follow it. Your stomach is a muscle, just as is your heart and your lungs. It works by churning your food and the digestive juices and it needs some room to do that.

A third of your stomach should be food

A third should be fluids

A third should be empty

I could continue writing about improving digestion and it would be enough to write a book. I gave less information about the subject of getting active in this same report and it’s just as important.

Leaving room in your stomach means that you’ll be eating less food, and you’ll be able to eat more often – 5 times a day for women and 6 times a day for men. For optimal weight loss, smaller more frequent meals are the best way to do it.

I’ll leave you with one more list... the nine stomach busters. Eliminate or replace these along with the previous tips, and you’ll be well on your way to better digestion.

## Nine Stomach Busters

Sugar  
Salt  
Coffee  
Alcohol  
Artificial sweeteners  
Chocolate  
Traditional tea  
Smoking  
Preservatives

These are the things you know you shouldn't be eating or using, but have talked yourself into.

This report is about losing 10 pounds a month, every month until you reach your goal weight and the truth is that it's all about the effort you put into it. It's certainly possible to do, but it is going to take some effort.

The stomach busters are not about weight loss though. Replacing or eliminating them improve your health first, then have an impact on your weight – you make the choice.

**Replace sugar with stevia** – I recommend Sunrider brand stevia. I've used it for over 16 years now on a daily basis.

**Eliminate additional salt** – salt not found naturally in the foods you eat.

**Replace coffee with green tea** – I recommend Sunrider brand Calli and Fortune Delight

**Eliminate alcohol** – alcohol is burned as fuel before fat is. Drink it and maintain or gain weight – not burn it. Alcohol also increases estrogen adding to issues relating to man boobs.

**Artificial sweeteners** – designed for profit and to keep you addicted. Artificial sweeteners are known to cause cancer, brain tumors, migraine headaches and an endless list of other diseases and conditions. They are simply not natural and not for the body.

**Chocolate** – what do I say? For the purpose of this report and your goals – get rid of it, if even for the time being. Funny... I'm kinda talking myself into it even.

**Traditional tea** – replace with my recommended Sunrider Calli tea or Fortune Delight.

**Smoking** – duh!

**Preservatives** – designed to extend the shelf life of foods. See the next section on '*Eating Simply*'. If the food won't rot, it's not really food anyway. If you can store it on your shelf for more than a week or two at the most, it's probably not doing much for your stomach or the cells of your body.



## Strategy 5 – Eliminate Dairy Products

This is a simple one. Just get rid of them.

Cow's milk is designed to take a baby cow to a full grown cow as quickly as possible. The calf's stomach has the ability to deal with the type and size of calcium in it, but ours does not.

Dairy products are not designed for human consumption.

I know, “where do we get our calcium from then?”

First - how much do you really need in a day?

Second – why not focus on removing or reducing the foods that cause calcium to be excreted from your body rather than adding more calcium? Over consumption of calcium has problems in itself.

Third – there is more calcium in a glass of carrot juice than there is in a glass of milk

Fourth – pasteurization kills ALL beneficial elements in milk, not just the bad ones.

Fifth – milk is mucous forming in the body, restricting your body's ability to digest food and to absorb the nutrients from that food.

Sixth – 2% milk is 35% fat by calories, whole milk is 48%. Milk producers and the dairy board advertise milk as low fat by weight not calories. Milk is mostly water, so by weight it's low fat. By calories (what matters), it's high fat.

I could go on and on, but there's more than enough information on the net by researchers not associated with the meat and dairy board to educate you.

Now, all that said – what about those of you who still want to drink milk and simply do not believe anyone but the meat and dairy board?

Let me ask you this: Do you think it's possible to go 6 months without dairy products to simply test the theory? If so.. then simply give it a test run for yourself. I call this the [no dairy test](#) and challenge you to see for yourself how much better you feel, how many allergies go away and how much stomach pain is relieved by doing so. Also see how much weight you drop, if your headaches stop and your nose stops running.

Eliminating dairy is one of the best things you can do to improve your digestion by the way.

As with anything I suggest – believe nothing I tell you – just try it for yourself.

Keep what works, discard what doesn't.

## Strategy 6 - Eat Simply

Being able to describe what is and isn't food has become increasingly harder as the years go on. Ask any 10 year old where chicken nuggets come from and they'll answer "McDonalds". Ask two people to describe a healthy breakfast cereal and one will answer "Kellogs Cornflakes" while the other will reply "Bob's Steel Cut Oats".

Milk – does it do a body good? Or is it a product of advertising paid for by the Dairy Board better off left inside the cow?

What constitutes food and what does it mean to eat simply?

When it comes right down to it, if you were to eat only foods that you picked yourself, grew in your garden or had to hunt down and kill with your bare hands, you'd know for sure what you were putting inside your body.

However, this is the twenty first century and hunting your own game isn't always practical.

Here's the thing about your stomach; it fares much better when it only has to deal with one food at a time.

We discussed improving digestion and it's impact on your health. Well, eating real foods and eating them in their original packaging is one way to improve it even more. We could go to the 'All you can eat buffet', sit for an hour or two and eat pounds and pounds of a variety of different types of foods, but how would we feel? Compare that to eating 3 apples, or even 5 or 10 apples? You know the answer to this already – deep down, you know that when you eat simply, you feel better.

Eating simply gives the body a chance to save energy, rather than expend it. The energy you save goes into cleansing your cells and when your body has clean cells, it functions more efficiently.

Eating simply means limiting the variety of your foods at each meal to less than 5.

Eating simply means eating fruit by itself – ripe and raw, the way it was intended, not cooked or from a can.

Eating simply means having one type of protein at a meal rather than combining chicken, beef, pork and seafood.

Practicing this one principle will benefit your health in many ways. How you feel and how you look are only two of those benefits. I call it practicing because it's something we have to work on daily. It's a good idea to begin a practice of pre-planning an entire day a week of consciously chosen foods so that you eat no more than 5 different whole foods at each meal. Doing so gives your body a deserved break from processing / digesting foods.

But this report is about losing 10 pounds a month, every month until you reach your goal weight. Do you think it would be advantageous to practice this or dive right into it?

It is totally possible to drop 10 pounds a month, every month, and can be done through eating a good portion of whole foods, but it's going to take diligence and a conscious effort. This is not something that you read about, plan and then do every other day, this is an aggressive program of whole foods, exercising every day, improving digestion and eating as simply as possible.

I consider foods to be things in their original packages, before man was ever able to touch them. Things you could pick or grow yourself and that never saw the inside of a can or box. If it was ever owned by man, it's not necessarily a food (ie: factory farmed chicken vs wild chicken)

### **Things I Consider to be Foods**

Raw ripe fruit  
Vegetables – raw, steamed or frozen  
Grass fed beef, bison or chicken  
Wild fish  
Wild game meats  
Raw nuts and seeds except for peanuts  
Nut Butters

### **Things I Consider to be Non-Foods**

Canned fruit  
Canned vegetables  
Grain fed beef or chicken  
Factory farmed fish  
Milk, Yogurt, Cheese or any other type of dairy product  
Bread  
Anything in a box, bag or package  
Pizza

### **Acceptable Beverages**

Water

### **Unacceptable Beverages**

Everything that is not water such as:  
Alcohol – beer, wine, coolers, spirits  
Milk  
Fruit juices – especially avoid processed fruit juices (those in cans, bottles or other packages)  
Coffee  
Tea  
Soda pop (Coke, Pepsi and similar products)  
.... Anything that is not water is not acceptable

Get rid of anything you're drinking that's not water and replace it with water. This one practice will hydrate your body, increase your energy, help remove toxic wastes, reduce or eliminate headaches and improve the look and quality of your skin. Want to know my #1 secret to dealing with loose skin and stretch marks?

Replace ALL your beverages with water.

As for the rest of them, you'll have to see my special report dedicated to the subject –

### **How to Avoid Loose Skin and Make Your Stretch Marks All But Invisible**

... but I digress.

At most supermarkets, more often than not, the food section is located along the outside walls. Keep your shopping to the outside walls of the stores where they keep the fruits and vegetables and avoid the inner isles.

### **How To Recognize Food**

If you can leave it out on the counter for a week and it would either rot or walk away, it's food.

If it's in a can or a box, it's not a food.

If it's carbonated or contains anything but H<sub>2</sub>O, it's not water.

Ok, I'm starting to get a little in your face about it, but when it comes to eating real food in this day and age, very few people are doing it. It's no wonder why we and our children are experiencing an obesity epidemic.

If you were to adopt this single principle and base all your food choices on it from now on, you'd likely drop fat quickly and experience much higher vitality.

Our body rebuilds itself day in and day out so wouldn't you want to use the highest quality nutrition to do that? Are you building your cells from macaroni and cheese, or pizza, or from apples, broccoli and grass fed chicken?

Here's your assignment:

Choose one day each week and eat only living foods. That is – foods that are alive like fresh fruits and vegetables.

Increase the number of days each week that contain a living food day, week by week.

Begin replacing your beverages with water.

Wean yourself off of coffee (don't stop cold turkey). Create a plan to reduce it week by week first by reducing the number of pots per day, then the number of cups per day. Then dilute the cups of coffee you have each day ½ coffee and ½ water. Then only drink coffee in the morning, followed by replacing your coffee with green tea or Sunrider Calli tea. I quit coffee cold turkey (along with smoking, on the same day), and it was an exciting experience. Not one I'd recommend you going through because it's come to my attention recently, that for long time drinkers of coffee, who consume an enormous amount, could have an adverse reaction if stopped that quickly.

You do not need coffee or caffeine for energy. Your body can create it's own energy from food. We're just not used to it because we've relied on caffeine for so long.

Once you've been able to do an entire week of living foods, you'll notice that you can eat as much of it as you want and feel great while the pounds continue to drop.

Oh, by the way, meat is not a living food. It's a dead food. I'll let that one sit with you for awhile before answering.

So what do you think so far?

Too much trouble? Or are you willing to do whatever it takes to achieve this? Are you willing to give up meat for a week and eat it for only one day out of seven? A week of living foods means no meat you know.

I know, too much trouble.

So why are you reading this then?

Let me ask you this – would you be willing to give up meat for seven days if you could prove to yourself that you can eat a great variety of foods that taste great, fill you up to the quantity that you're used to and still lose weight? Would you be willing to go vegetarian for a week if it worked?

Eating simply means *to eat as natural as possible*, eating living foods, with no more than 5 different types of foods at any one given meal.

Eating simply means *to leave a full one third of your stomach empty* to support the digestion process.

Eating simply means *to give your stomach time to digest a meal before putting another meal on top of it*. To finish digesting one thing before moving on to the next.

Eating simply is a major factor in dropping 10 pounds a month, every month. It's a practice that I fully support you in doing and challenge you to begin right this very minute.

Start by planning a single day of living foods and get to it.

## Strategy 7 - Get Active

I was going to say **get more active**, but odds are that if you're 50 or more pounds overweight, you're probably not active at all.

This HAS to change and you know it.

The thing about exercise is this: exercise creates energy, but it takes energy to get active. It's a catch 22 situation.

I've interviewed many fitness and health experts, and when asked the question about "being in the mood for exercise", they all answer the same way "yes, I have to talk myself into at least one workout a week because I'm simply not in the mood".

I too have to talk myself into at least one workout a week, if not more. There are a ton of reasons not to go to the gym including being too busy, too much traffic, too expensive for gym membership, not being confident in the gym, not knowing how to exercise and more.

Our bodies are meant to move. 100 years ago, we had to earn our food by growing it and tending it in the fields or in the garden. This is no longer the case and we have to make a conscious effort to get active.

My mentor T. Harv Eker, who I worked with for over 6 years says, "focus on what you want, not what you don't want".

Rather than listing all the reasons not to exercise, begin a list of *all the reasons FOR exercise*. Add to the list every day. It's as easy to talk yourself into exercise as it is to talk yourself out of exercise so start with one simple mantra – just get moving. An object in motion tends to stay in motion until acted upon by an outside force.

The secret is simply getting out, getting moving and getting warmed up. This really is the secret.

Once you are warm, it's easier to move.

Once you're moving it's easier to increase the output so you then break a sweat.

Once you've broken a sweat, you can work even harder.

When you find yourself "not in the mood" and you are now talking yourself into exercise, consider the smaller picture.

Consider 5 minutes of involvement rather than 30 minutes.

Focus on getting to the gym and doing a warm up or commit only to walking around the block once and getting some fresh air – and that's it.



Now, be open to doing more. Keep an open mind and know that once you're warmed up that another lap around the block or another 5 minutes lifting weights will be easy and effortless. Commit only to that next 5 minutes.

Keep this going until you've completed 30 to 45 minutes of exercise.

One other secret to the best results is to do no more than 45 minutes of exercise per session. Where weight training is involved, more is not necessarily better. Studies show that after 45 minutes we become more and more catabolic as the minutes go by. Catabolism and anabolism are two natural states to be in, but you want to be more anabolic than catabolic, believe me.

Catabolic means *breaking down of tissue*

Anabolic means *the building of tissue*

(more or less anyway)

The human body should always be in a natural flow of catabolism and anabolism. Too much either way and it's out of balance. Too far out of balance either way isn't good, and we *have to go catabolic* before we can become anabolic. I'm getting way too scientific and I'm going to stop. More about anabolism and catabolism on my website [www.formerfatguy.com](http://www.formerfatguy.com)

## **For those with more than 50 pounds to lose**

Obese individuals are more than likely already catabolic. Doing any sort of intense cardiovascular training such as HIIT (High Intensity Interval Training) or heavy weight training will only make the situation worse.

My advice to those beginning exercise is to start with the very basics, preparing your body for more movement. Begin with the intention to gain ligament and tendon strength first, as well as on light cardio such as walking. Walking in fact is the perfect exercise as it helps in pumping your lymph system (similar to your circulatory system, but for waste disposal) which then moves stored toxins out of your body.

Walking 30 minutes a day is low impact and is about the only thing I have ever found to be free. You can challenge me on this, but when all things are considered, the only thing we can truly do for free is walking (naked walking to be exact).

Here's the kicker though.

When you think of walking, what do you think of? Exercise right? The whole point of walking is to stretch your legs, get moving and get some exercise right?

Wrong.

Exercise is part of it but more importantly, walking is about oxygenating your blood. Fat can only be burnt in the presence of oxygen and it's the deep breathing while walking that achieves it. I

doubt you ever take full breaths any more – the kind where your lungs are completely full and you can push your tummy out with each breath.

While walking, take in the sights, but focus on deep breaths, right down to the bottom of your lungs. Fill them to capacity with each breath. Oxygen is your best friend when it comes to improving your health and anything you can do to improve the amount of oxygen in your blood you should do.

On a side note – why is wheatgrass so good and beneficial as an anti-cancer food? Because it helps improve the oxygen carrying capacity of your blood!

Get active. Get walking, and more importantly, get breathing!

## Summary

This special report is only the beginning. Putting every one of the principles in this report into action will earn you results. I say earn because only through a 100% dedication to them will you come close to the 10 pounds a month, every month, until you reach your goal weight statement.

It took years to put the weight on, and it's going to take a few months of diligent effort to reverse it.

And reverse it can.

I feel that if you're willing to put in the time to learn and more importantly, to take action, then it's my duty to teach you how I did it.

I have always said that "the body is the only machine that gets stronger the more you use it" and that applies at any age. Studies have shown that even people in their 80's that begin weight training show immediate results in bone density, strength and endurance. These improvements go on to improve sleep, immune system functioning, reduction of injuries in later life and an increase in sexual drive. There is absolutely no reason that a person cannot take on the challenge of improving their lifestyle at 40, 50, 60 or older.

The five most important things a person can ever do for themselves:

1. Continue to learn about health, fitness and nutrition from a wide variety of sources
2. Find a mentor. Someone who's been there, done that, and whom you can model
3. Apply the knowledge you learn on a daily basis
4. Repeat steps 1, 2 and 3
5. Never give up

Bruce Lee said,

*"Willing is not enough; we must do. Knowing is not enough; we must apply."*

They say that knowledge is power, but I agree only partly. I believe that only knowledge in action is power. The secret to "The Secret" is action. The universe is just waiting for you to jump after it has presented the material to you.

This is where you come in...

Time for you to take action.

## About the Author

Rob Cooper, also known as the **Former Fat Guy** once weighed 475 pounds. Through a system of natural health, whole foods and a basic walking program of 20 minutes a day, lost nearly 300 pounds of fat over 2 and a half years.

Rob began weight training and put on over 50 pounds of muscle in the years since, lowering his body fat even further.

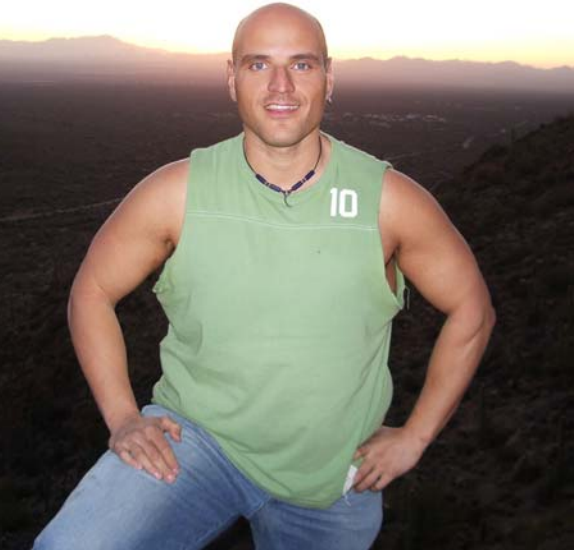
He's the author of [\*\*Fat Loss Fundamentals - 12 Weeks To Better Eating\*\*](#) – *a step by step guide to improving what and how you eat, one habit at a time.*

Rob hosted an internet based talk radio show in 2003 called **The Former Fat Guy Show – Fit Wise & Well.**

He has interviewed top name celebrities in the bodybuilding, natural health and motivation areas including:

5 Time Mr. Universe Bill Pearl  
Clarrence Bass  
Tom Venuto  
Monica Brant  
Shawn Phillips

Corry Holly  
Brad King  
Udo Erasmus  
T. Harv Eker  
Leonard Eaglecloud Howell



Contact the Author

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Facebook: [Former Fat Guy](#)  
Twitter: [twitter.com/formerfatguy](https://twitter.com/formerfatguy)

The best of the best of these interviews are what he calls [\*\*Fat Loss Insider Secrets\*\*](#) and can be instantly downloaded and listened to on your computer or iPod.

### Rob's mission

*“To inspire people to take action on their health and weight by becoming active in fitness, changing their beliefs about what they can accomplish, and becoming more passionate about what they do and who they are. To teach others that ...*

*... anything is possible and nothing happens by accident ...”*

Rob enjoys being active. He's a red belt in Taekwondo and has white water rafted in Alberta and British Columbia Canada, and Costa Rica. He summited Mt Kilimanjaro in 2006 and is set to climb to Mt Everest base camp in the fall of 2008. Rob recently took up skydiving and has logged 40 jumps. He's 40 years of age at the time of this writing and in his own words – gets younger every day. He lives in Edmonton, Alberta Canada and his website [\*\*Former Fat Guy\*\*](#) has been online since 1995.