NINJA NUTRITION TACTICS

Stealth Techniques to **Slice** Through Any Fat Loss Plateau

Joel Marion

IMPORTANT

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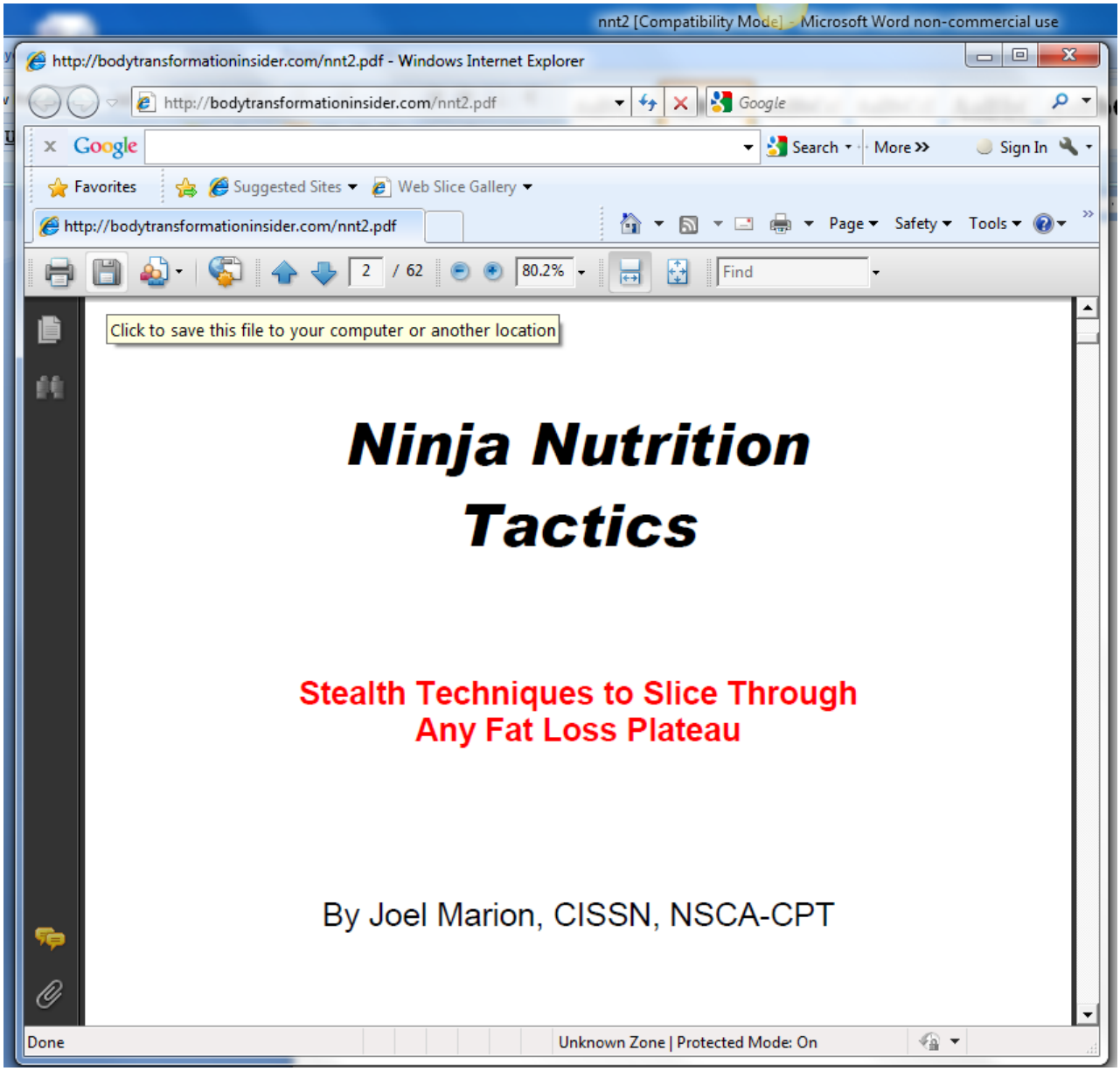

Ninja Nutrition Tactics

Stealth Techniques to Slice Through Any Fat Loss Plateau

By Joel Marion, CISSN, NSCA-CPT

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Understanding Fat Loss Plateaus

What causes fat loss plateaus to happen and why is getting exceptionally lean incredibly difficult?

Well, that's two questions, so let's address them one at a time ☺

A general fat loss plateau or stall in weight loss can happen for many reasons, but they all basically come down to metabolism and hormones.

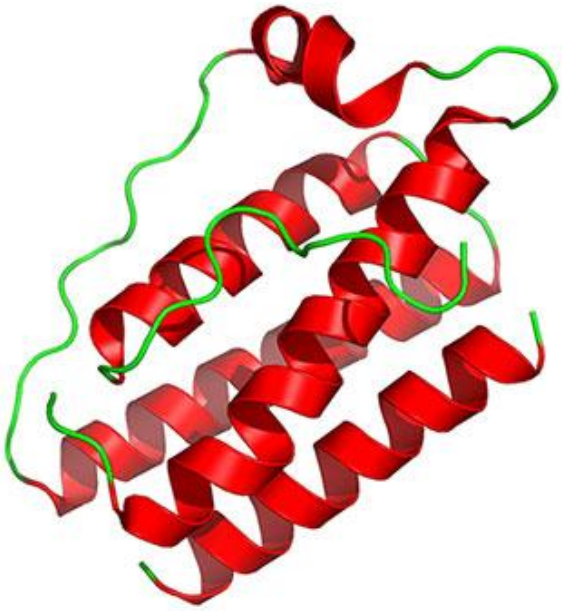
If you've read some of my previous writing, then you're probably pretty familiar with leptin, so while I'll save you the long science, I do believe a brief explanation is in order.

Leptin, AKA the anti-starvation hormone, is basic the "control" hormone when it comes to weight loss, particularly fat loss. Other important hormones with regards to metabolism and weight loss, such as the appetite regulating hormones neuropeptide-Y and ghrelin, and the metabolic thyroid hormones are all more or less dependent on leptin.

As an analogy, Leptin is the "Sergeant" hormone from which all other hormones take commands. Either that or leptin is just REALLY cool and the other guys simply base everything they do around what leptin's doing. Bunch of lame-ass follower hormones.

I digress.

The point is, if you hope to have any success when it comes to weight loss, then you *need* to understand and learn to manipulate leptin.



To make things extremely simplistic:

High leptin levels = Heightened fat burning and metabolism

Low leptin levels = Decreased fat burning and metabolism

Unless of course you suffer from leptin resistance, which we'll talk about momentarily.

So how is leptin mediated? Two ways:

1. Leptin is mediated by body fat levels. Because leptin is secreted by fat cells, it makes sense that there is a direct, linear relationship between the amount of body fat you are carrying and the amount of leptin you have floating around. That is to say, the more fat you have, the more leptin you have, and vice versa.

This is THE major reason why losing those last few pounds is exceptionally difficult. Oops, looks like we are answering the second question before we fully answer the first. I tend to do that.

But yes, low body fat levels unquestionably mean low baseline levels of leptin. Essentially, with every pound of fat you lose, the lower baseline leptin levels fall, making it even more difficult to lose the next pound.

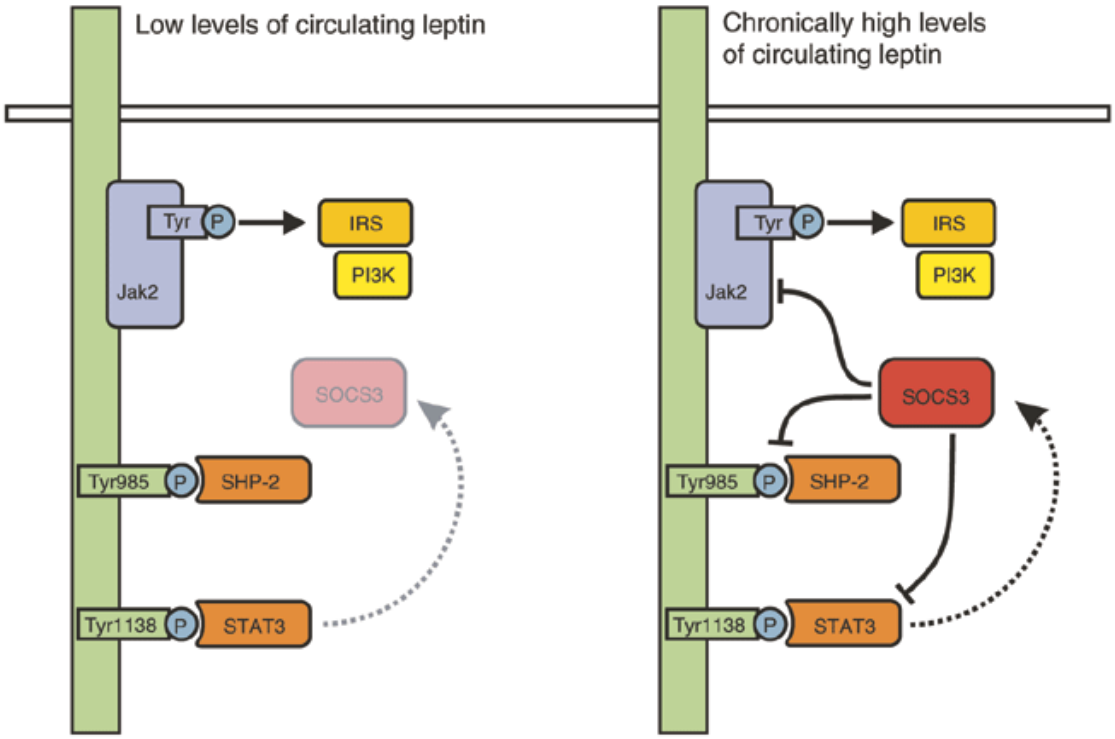
Fun stuff, I know.

To recap:

Low body fat levels = low leptin

High body fat levels = high leptin

Uh oh. Now I have to explain why “fat” people, if they indeed have the highest leptin levels because of their large amount of body fat, aren’t the leanest people in the world if leptin is so metabolic.



Good question, my smart fellow, but there is indeed an explanation, and that explanation is called “leptin resistance”.

Similar to insulin resistance, if leptin receptors are constantly being bombarded by high levels of leptin, they start to become less sensitive to the hormone.

This is what happens with insulin in Type II diabetics. People eat crap food and loads of highly processed carbohydrates for *years*, flood their bloodstream with insulin every hour of the day, and gradually over time insulin receptors become so desensitized to the hormone to the point that insulin no longer “works”.

The same occurs with leptin. Overweight people, who have been overweight for years, become resistant to the hormone due to massive amounts of leptin (caused by high body fat levels and high calorie intakes, which we’ll talk about in a minute) slamming receptors for extended periods of time.

I won’t go into too much further detail about leptin resistance and sensitivity here, but for the sake of the conversation, we’ll just say that leptin is “broke” in these individuals.

Can it be fixed? Yes. And we’ll talk about how to go about doing that later.

2. Leptin is mediated by calorie intake. In addition to leptin’s relationship with body fat, leptin is also pretty chummy with the amount of food you’re taking in on a daily basis. That is, your calorie intake.

High calorie intakes = high leptin levels

Low calorie intakes = low leptin levels

That said, that darned “common sense” does come into play here as well (i.e. you can’t eat 5,000 calories a day and expect your high leptin levels to cancel out the rules of mathematics).

The important thing to recognize is that typical dieting, in which you are restricting calories on a daily/weekly/monthly basis, derails leptin “fo’ sheezy” (as the kids say), and there’s no getting around that.

This means that with chronic dieting, you WILL screw with leptin and you WILL hit a fat loss plateau, period. It WILL happen—*so whatcha gonna do about it?*

That’s where Ninja Nutrition Tactics come in, and in this manual, I’m going to teach you all of my absolute BEST stuff for dealing with and overcoming any fat loss plateau.

Oh yeah, and I’m also going to talk about the whole “getting really lean” thing, too, so let’s go back to that real quick.

As mentioned, the number one reason losing those last few pounds of fat is such a curse word is low leptin and the fact that your body does not WANT you to be single digit body fat—*at all*.

It’s all like “Noooooooooo, stay fat and keep me warmmmmm. I’m coldddddd. And what are we going to do if we end up like Tom Hanks in that one movie—you know, the one with the volley ball. That *could* happen.”

And theoretically, your body is

correct. But, being lean is *way* cooler than Tom Hanks (sorry, it's true, I took a poll), so if you're going to ever get exceptionally lean, you're going to have to learn the ways of the Ninja.

And in addition to hormonal and leptin manipulation, there are some other things that come into play which I'll be sharing also.

Let's start off with those.

The Strict Ways of the Ninja—*Final Phase* Nutrition

Generally, I don't like being strict or imposing a bunch of limitations on my clients. It's not necessary for general fat loss and to be honest, restrictions are lame. But, if you're trying to get exceptionally lean—I'm talking "single digit body fat here are my abs, not only are they visible but they're *awesome*" lean—then you're going to have to suck it up for a little while, and there are a number of things that I highly recommend you do when trying to shed those last 10 lbs nutritionally speaking.

Numero Uno (Most ninjas speak Spanish. You probably didn't know this) – Eliminate <u>all</u> of these foods right now:

- All Wheat Products
    - Bread
    - Cereal
    - Crackers
    - Pasta
    - Pretty much anything that contains "wheat" (even whole wheat) on the list of ingredients

- Dairy
  - Milk
  - Cheese
  - Yogurt
  - Butter

- Peanuts & Cashews (eliminate completely – all other nuts must be either raw or dry roasted, no exceptions)

- Alcohol

- Soy

A Mexican Ninja. Proof.

The above foods are some of the most common food allergens, and while that doesn't mean you're going get a "oh my god, my throat is closing up and I'm breaking out in hives" reaction from them (although some people obviously do), you may indeed possess a slight allergy to some if not all of these foods, which *does* inhibit fat loss, especially when trying to shed those final pounds.

If you're struggling to get seriously lean and dip into the single digit body fat realm, your best bet is to eliminate all of the above foods completely.

And you should never be eating soy, period. But that's a whole other report.

P.S. These limitations do not apply to "Cheat Days" which we'll discuss shortly.

Numero Dos – Switch to Organic varieties, in this order

First and foremost, start switching out any beef, pork, and poultry you're consuming over to the organic variety.

Non-organic varieties, due to today's common farming methods, are unfortunately loaded with hormones and anti-biotics, which absolutely affect fat loss, again, especially when trying to get exceptionally lean.

While it may not be in your budget to completely shift to organic everything all the time, going organic for your meat selections during the final phase should be high on your priority list.

Next up is produce, and there are several options here.

One, anything in which you actually eat the skin should be switched to organic to avoid potentially harmful chemicals and pesticides. This includes fruits and veggies like grapes, tomatoes, apples, peaches, berries, etc. You get it.

For other produce in which you discard the skin (avocados, oranges, grapefruit and other citrus varieties, bananas, etc), going organic is not necessary as there is a protective layer of skin (which you do not eat) between the outer layer and inner fruit (which you do eat).

If on a budget, prioritize your “organic hierarchy” by keeping meats right at the top, and de-chemicalize (yes, I know that’s not a word) your non-organic produce by washing it in a vinegar/water mix of 1 parts vinegar to 5 parts water.

Personally, I find that to be a little more of a PITA than I’m willing to deal with, so I just spend a few extra bucks for the organic stuff. But, it’s an option.

General Rules for Getting Uber Lean (this isn't really ninja stuff, but stuff that you <u>need</u> to adhere to that you probably wouldn't unless I told you to—thus, I'm telling you).

Rule #1 – You need to follow these evening feeding guidelines

- Do not eat carbs within six hours of going to sleep. Ever. No really, don't do it. Better yet, make that eight hours.

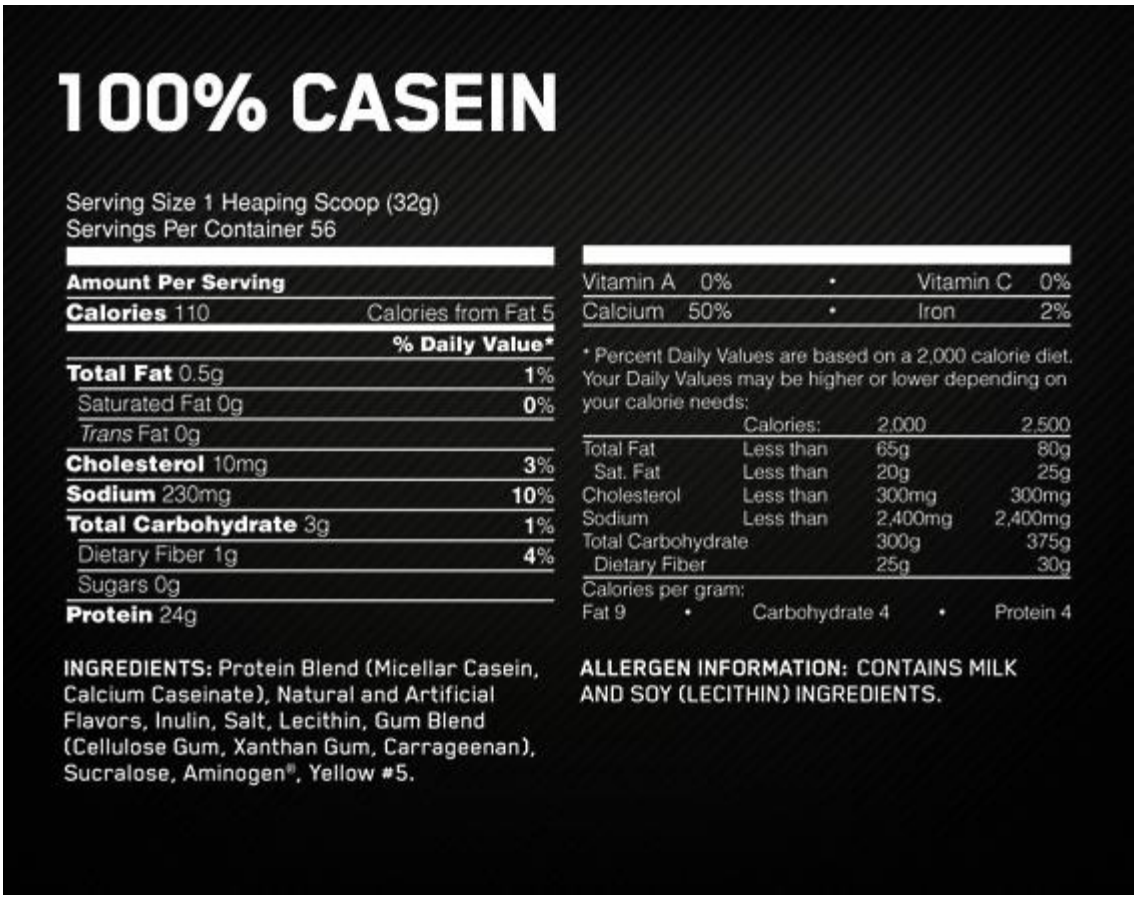
    - Your number one goal in the latter part of the day should be to avoid insulin. This is done simply by consuming the bulk of your carb intake throughout the beginning part of the day, and tapering off their intake as the day goes on (more on this later). So, as an example, if you're general night-night time is 11PM, then you shouldn't be consuming carbs after 3.

    "But what if I work out in the evening?"

    Wake up earlier and work out in the morning if you want to get really lean. Sacrifice a bit—it's required.

- Night-time protein sources must be “white” animal flesh or a low-carb casein based protein.

    - Both red meat and whey proteins illicit a substantial insulin response, which again, is to be avoided. Your choices here are fish, chicken breast, turkey breast, eggs, or if you’re going with an evening shake, a fiber rich, slow digesting casein based protein powder is in order.



- Add lots of greens if you’re hungry. I tend to find myself super hungry late at night, so I’ve recently been throwing my late-night chicken breast onto a big bed of greens—helps keep me sane, and it should help you as well (unless you’re CRAZY, then it probably won’t help).

Rule #2 – Stay Hydrated

I know…*boringggggggg*…but you probably aren't drinking enough water and literally every process in your body requires and depends on it. Carry a water bottle around and drink from it often. I'd shoot for around a gallon a day. Upping your water intake will also help you drop any excess water you're carrying. Huh? You see, when you starting giving your body more than it needs, it stops holding on to water and instead will just get rid of what it doesn't use. The end result is a leaner, less bloated you. That's in addition to the other "functional" process-based benefits.

Rule #3 – Do not go out to eat more than once a week

Simply put, it's just too darn easy to make—knowingly or unknowingly—bad choices when you're not in full control of what's being served to you. Virtually everything being served in a restaurant has more calories than you think. For example:

- A tuna sandwich from Quizno's with 2,090 calories
- A Thai salad with "fresh avocado" from the California Pizza Kitchen with 2,238 calories
- A grilled shrimp sandwich from the Cheesecake Factory with 1,930 calories
- A BBQ chicken and Spinach wrap at TGI Friday's with 1,720 calories

- A grilled chicken “club” sandwich from the Cheesecake Factory with 1,752 calories
- Fish tacos from On the Border with 2,350 calories and 152 grams of fat
- Crispy Honey Shrimp at PF Changs with 2,110 calories and nearly 300 grams of carbs
- Bistro Shrimp Pasta from the Cheesecake Factory with 2,819 calories and 77 grams of saturated fat (if you’re eating at Cheesecake Factory, just stop…please)
- A sirloin steak with veggies and potatoes at IHOP bringing in 2,380 calories

Tuna Melt from Quizno’s. 2,090 calories.

Are you shocked yet? Disgusted even? Ewwwwwwwwwwww. All of these meals could potentially be viewed as “healthy” while ordering from the menu, but guess what? THEY SHO’ NUF (as the kids say – double joke, same report…*awesome*) AINT!

In fact, most of these single meals pack home more calories than you should be eating in a day, or nearly 2 days worth of calories in some cases! *WTF?!*

Bottom line: restaurants do NOT care about your diet (with rare exception). They just carelessly throw ingredients together, smother things with sauces and butter, and hope to serve you something that keeps you coming back for more.

Simply put, if you're going to dine out, you need to be extremely selective. Build your entrée from scratch and tell your server exactly how you want it prepared (no sauces, no extra butter). Otherwise, risk the chance of eating a thousand or more extra calories that you don't even know about.

My other suggestion when dining out is to avoid carbs, period. The chances of you finding an appropriate, healthily prepared carb source while dining out at a restaurant are slim to none, so skip it and make any out-to-eat meal low-carb in nature.

Rule # 4 – If you're not already, start counting calories and macronutrients. Today.

Portion sizes are great, and I even recommend the portion method over the calorie counting method in my program, Cheat Your Way Thin. But if you're looking to get to the final phase and shed those last 10 lbs, then it's probably a better idea that you start keeping tabs on exactly how many calories you're eating daily.

I'll give exact calorie recommendations, along with how to "simplify" the counting process in another section of the manual.

Alright On to the Ninja Stuff

Now we're going to get into the good stuff, some of which you may have already seen from me (which has been included for the sake of comprehensiveness), others which you definitely haven't.

Also, it's important to note that most of these tactics are both for general fat loss plateaus and the "final phase" of leanness, so they're not mutually exclusive.

For example, you may see butter listed as an acceptable fat source in one of the below strategies—just realize that if you're trying to hit single digit body fat, it may be a good idea to eliminate that as indicated in the "Final Phase" section of this report.

On a similar note, you may use 100% whole wheat and dairy in moderation during general fat loss, but when attempting to get extraordinarily lean, remove it.

I trust that makes sense. If it doesn't make sense, speak up now. Silence. Awesome. Moving on.

Ninja Nutrition Tactic #1 – "The Cleanse"

I used to think this stuff was bogus, then along with some good counsel from my good friend and "dietary diva" Isabel De Los Rios, as well as quite a bit of my own research, I realized, there's A LOT of toxins in our food (and apart from the

toxicity issues, these toxins cause a lot of people to carry around extra “garbage” weight, as well as having a considerable effect on weight loss plateaus and slowed fat loss).

Here’s the deal: your liver plays two roles in the body (actually, it’s fundamental in over 600 bodily processes, but we’ll stick with the main two).

As its highest priority, the liver is the detoxifier of the body. It’s the organ that works as hard a possible to remove the junk (and there’s a lot of it) that we get exposed to on a daily basis through the air we breathe, food we eat, fluids we ingest, etc.

Another major function of the liver is converting stored fat into energy your body can use (i.e. fat burning). BUT, when the liver is constantly cleaning up toxins, it doesn’t have a whole lot of time to dedicate to the whole fat burning thing.

On top of it, if the liver is unable to clear toxins efficiently (because it’s being exposed to more than it can handle), toxins will then enter your blood stream. Most of these toxins are fat soluble, and guess where they’re going for storage? That’s right, in all your favorite places: fat deposits on your hips, butt, thighs, chest, stomach, and love handles.

Toxins stored in adipose tissue (that’s a cool word for body fat) are much less harmful to the body then those floating around in the blood stream given free reign to affect other tissues and organs of the body, so your body is quite comfortable leaving them right where they’re at. In other words, if your body were to release toxin-saturated body fat to be burned, it would essentially be releasing “safely stored” toxins back into the bloodstream, which it is reluctant to do.

The solution is to get your liver as clean as possible so that it can concentrate on metabolizing fat, instead of constantly being bombarded and dealing with toxins.

One such way to jump start this process (and fat loss) is via a “cleanse”.

For this, you have two options:

Option #1 – The 3 Day Cleanse

For a three day cleanse, things tend to be a little more extreme because of the short time frame.

Raw fruits and vegetables only, and I’d stick almost entirely with green veggies and non-tropical fruits, with a couple exceptions. Acceptable food lists are below:

Acceptable Veggies

- Asparagus
- Broccoli
- Brussels Sprouts
- Cabbage
- Cauliflower
- Celery
- Collard Greens
- Cucumber
- Eggplant
- Fennel
- Green Onion
- Leek
- Lettuce – any type
- Pepper, Bell

- Spinach
- Tomato
- Zucchini

Acceptable Fruits

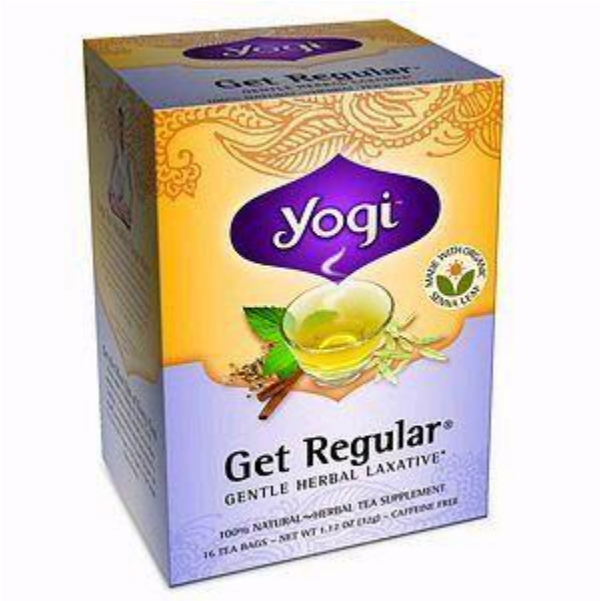
- Apples
- Blackberries
- Blueberries
- Cantaloupe
- Cherries
- Grapefruit
- Honeydew
- Kiwi
- Oranges
- Peaches
- Pears
- Plums
- Raspberries
- Rhubarb
- Strawberries
- Watermelon

Consume 1-2 servings of fruits and veggies (combined) every 3 hours or so.

In addition to the fruit and vegetable intake, you'll also be consuming a cleansing beverage 6-12 times per day consisting of 8 oz of water, 2 tablespoons of fresh lemon juice (must be fresh squeezed and not

refrigerated), and a pinch (about 1/10 teaspoon of cayenne pepper).

Herbal teas are also allowed and beneficial.



During a cleanse, your bowels should be moving 2-3 x's per day (to flush toxins) – if that's not happening, the addition of aloe vera juice or an herbal tea like Yogi 'Get Regular' should help.

After the cleansing period, you'd transition into your normal diet, preferably the "real" low-carb diet shared in Ninja Tactic #2.

Option #2 – The 7 Day Cleanse

With this option, everything from the 3 day cleanse remains the same except the addition of a piece of lean fish or organic chicken breast (about 3-4 oz) mid-day and early evening.

This is slightly less extreme as it does allow for meat, and has the benefit of giving the body an extended period of time to flush toxins. Option #2 is the recommended option, although Option #1 will suffice.

Ninja Nutrition Tactic #2 – The "Real" Low-carb Diet

Most people who claim to be on low-carb diets simply…aren't. Well, that's not exactly true—while they are in fact consuming carbs on a very limited basis (if at all), they've still got plenty of sugar running around in their blood.

How is that possible?

It's called gluconeogenesis. Gluco-neo-what? Genesis…can't you read? Geez.

But what *is* it?

Oh, okay. Gluconeogenesis is nothing more than a big ol' fancy nutrition term that refers to the process of turning protein in glucose within the body. And so long as your intake of protein remains high during a low-carb diet, this will happen, and you might as well NOT be on a low carb diet anymore.

The whole purpose of being on a low-carb diet is to limit insulin and blood sugar, and if you're body's just going to turn around and "create" it, that kind of defeats the purpose.

So, if you're really going to go low carb (and there are a ton of benefits of doing so, including truly decreased insulin and heightened fat burning), then you're going to have to keep protein moderate at most.

The macronutrient breakdown I recommend for a true low carb diet is:

60% Fat (don't get freaked out, it works)
30-35% Protein
5-10% Carbs

Acceptable fat choices during the low-carb diet are:

- Naturally occurring fats in lean meats
- Extra Virgin Olive Oil (EVOO)
- Unrefined, Organic Coconut Oil
- Flaxseeds and flaxseed oil
- Raw or naturally dry roasted nuts
- Avocado/Guacamole (fresh)
- Organic Butter (eliminate as you get closer to the final phase)
- Organic Cheeses (eliminate as you get closer to the final phase)
- Organic Eggs
- Almond Butter (all natural)
- Fish Oil

So when is the best time to use a "real" low-carb diet?

Well, it can be used, properly as indicated above, at any time (and if you've never done it "right", I suggest you give it a try) for enhanced fat loss, but it's particularly of extreme value when used to "reset" insulin and leptin sensitivity.

And resetting these things, especially at the beginning of fat loss phase or a plateau "reset", is incredibly important.

Why?

Because all of the *most* important strategies that you NEED to be implementing into your diet to manipulate leptin and insulin will not work if you are not sensitive to these hormones, and if leptin and insulin receptors are not functioning and firing properly.

Strategies like cheat days, carb cycling, macronutrient cycling, carb loading, depletion, nutrient timing, etc—none of them will work to your advantage until you take the time to get sensitive to the hormones that are the "magic" behind their efficacy.

So, if you've still got quite a bit of fat to lose, absolutely use tactic #1 followed by tactic #2 for at least three weeks.

Ninja Nutrition Tactic #3 – Strategic Cheating

Now, if you own my other stuff, then you've definitely heard quite a bit about strategic cheating already, but I'd certainly be amiss if I didn't cover it here. It's probably the #1, most fun, most effective plateau busting strategy that I know.

And if you DON'T own my other stuff, um…what *are* you doing?

==> Do NOT pass Go without owning Cheat Your Way Thin

So here's the deal. Leptin controls everything. We already covered that.

In order to lose fat, you need to be in some sort of caloric deficit.

Unfortunately, a caloric deficit over the long term = low leptin levels (since leptin is closely correlated with calorie intake), which in turn = decreased metabolism and fat burning.

Oh, the dreaded dietary catch-22. You must restrict calories to lose fat and to remain in fat burning mode you can't continually restrict calories.

So, what to do?

In order to understand how cheating works, we first need to need to take a look at the time frame required for leptin levels to significantly drop off when dieting at a deficit. And the answer is about a week.

Yes, in a whopping 7 days, leptin plummets by more than 50%, putting you at 50% of your fat burning potential. Probably not where you want to be after only dieting for a week, right? Have no worries, cheat days to the rescue.

While it does indeed take about 7 days for leptin to drop off significantly, it doesn't take nearly as long to reverse that drop via "overfeeding" or cheating. In fact, it only takes 24 hours, which is great news, because that's faster than lost body fat is able to come back on from the increased calories.

So the answer to the dietary catch-22 is to periodically indulge with your favorite foods and say "screw you" to dieting as a whole—about once every 7 days is ideal in most situations.

If you're already VERY lean (i.e. you're at 8% body fat and are trying to get down to 5%), then you'll need to cheat more often (in the area of once every 5 days).

By doing this, you keep your body happy and in fat burning mode week after week, month after month. With typical dieting, you're stuck at 50% of your fat burning potential after only a single week, and believe me, it just gets worse from there.

Here are my "best practices" for cheat days in general:

- Eat the foods you crave without feeling guilty (they're helping you lose fat faster)

- Don't get technical and start your cheat day at 12 a.m. on Sunday morning; start when you normally wake up on Sunday—Gonzo. I have no idea why I chose Gonzo there.

- Don't set the alarm for a very early time; start when you normally wake up on Sunday, you sneaky little dieter you ;)

- Don't stuff yourself; eat until you're satisfied, not to the point of discomfort. It's supposed to be fun and enjoyable—not painful.

- Don't skip meals holding out for a single feast; eat throughout the day

- Don't consume alcohol; one beer is fine, but alcohol consumption works against what we are trying to accomplish hormonally with the cheat day

Ninja Nutrition Tactic #4 – Strategic Fasting

You want to know how to ramp up the power of strategic cheat days? Look no further than strategic fasting.

At the conclusion of a cheat day, the body is *seriously* primed to burn fat. This is why in the Cheat Your Way Thin program, we stress the importance of strategically timed exercise during the first two days following the Cheat Day to take advantage of this "post cheat window of opportunity".

Recently, I looked in to research that showed there may be some promise to the theory of fasting after a cheat day to heighten fat burning. So we put it to the test, along with strategically timed intense exercise, and people starting DOMINATING.

Now you may be thinking, I thought fasting causes leptin to rapidly drop? And while that is indeed true for long term fasting, it's not the case when fasting is used in short bursts like I'm suggesting here. In fact, the research shows that it takes nearly 36 hours for leptin to hit its nadir once a fast initiates. So, we use this knowledge to our advantage and implement a full day fast the day after a leptin-boosting cheat day.

The result? Massive fat burning without the negative side effects that long term fasting presents.

In addition to the fast, we use strategically timed exercise. If you're doing the Shapeshifter program (which you should be), then I recommend doing a

bodyweight resistance training workout on this day in the morning, followed by early afternoon 20-minute HIIT session, followed by an evening extended cardio session (30-40 minutes at 80% max heart rate).

Yes, that's three exercise sessions. If you are only able to fit in two, remove the extended session. But, this is about maximizing the fat burning potential of this day, and it's only once a week, so…well, it simply comes down to how serious you are, I'll leave it at that.

NOTE: Needless to say, this type of scheduling isn't for the faint at heart or for beginner trainees. And please, as always, consult with your physician before beginning any exercise program.

But, if you're up for it, it can be, and has shown to be, extremely effective.

Ninja Nutrition Tactic #5 – The "New" Calorie Formulas

I'm not going to get cute here. I straight up stole these formulas (with permission) from John Romaniello of Final Phase Fat Loss. In fact, John always lets me steal his stuff. For instance, I'm wearing his hat right now. Or should I say MY hat. Hahaha…sucker.

Anyway, John's got some bright ideas, and from time to time, I'd like to say I "borrow" them (as he does my stuff) while giving credit where credit is due.

Calorie intakes are tricky. Not like Halloween tricky, but tricky in the fact that they are a little tough to pin down appropriately (I know you were thinking Halloween tricky).

The problem with most calorie intake formulas is that they are based on multipliers that are the same across the board, for all individuals, at all levels of body fat.

The worst of these, are those that simply take an arbitrary number and multiply it by the persons total weight, body fat and all. Huh? Why would you count body fat in a caloric formula if you're trying to LOSE body fat? Dumb, but miraculously, some people, trainers even, don't see the idiocy in that.

For example, say I have someone who is 200 lbs at 30% body fat, and another person at 200 lbs with just 10% body fat. A "bodyweight" formula would then have you using the same "Bodyweight * X" calculation to determine calorie intakes for BOTH individuals – one with 140 lbs of lean body mass and another with 180 lbs!

Um, that's not going to be accurate.

On the other hand, let's say you have individuals with an identical amount of lean body mass. For instance, our example individual above @ 200 lbs and 30% body fat and another individual who is 155 lbs at 9% body fat. Both have a lean body mass of roughly 140 lbs, but I'm sure you'd agree, there are some MAJOR differences here.

The main one being that the first individual is carrying around 60 lbs of fat and the other just 15 lbs.

Why does that matter?

The leaner you get, the *harder* it becomes to lose fat without sacrificing lean body mass, and as such, calorie intake should be <u>higher</u>. On the contrast, a person

with a lot of fat to lose, such as 60 lbs, can get away with a lower calorie intake at first, allowing them to lose fat more rapidly without significant muscle loss.

Unfortunately, using a one-size-fits-all caloric multiplier in this instance would have both individuals consuming the same amount of calories, which is…wrong.

I've been using a version of this theory with my clients for some time now, but I like the straightforwardness, directness, and simplicity of John's maintenance calorie formulas, so I'll list them here.

Current Body Fat %	Caloric Formula
6% - 12%	17 x LBM
12% - 15%	16 x LBM
15% - 19%	15 x LBM
19% - 22%	14 x LBM
Above 22%	13 x LBM

As mentioned, the reason for higher calorie intakes when leaner and lower calorie intakes at higher body fat percentages is due to the fact that leaner individuals need higher intakes to maintain lean body mass while those carrying higher amounts of body fat can maintain muscle and lose fat more rapidly at lower intakes without sacrificing muscle.

So, now you know how many calories to consume, but how do you go about "counting" those, and how do you know how much protein, carbs, and fat to take in daily?

Good question, and as I mentioned earlier, I'll show you how to streamline everything to make the whole "counting" issue easy.

Let's take, for example, our same 200 lb man at 30% body fat. This individual has a lean body mass of approximately 140 lbs.

Knowing this, we use the maintenance caloric multiplier of 13 listed above, and reach a dietary intake of 1,830 calories. We'll then subtract 300 calories to create a very moderate caloric deficit for a fat loss dietary intake of 1,530 calories daily.

Now, that might seem low, but remember that this individual is just starting out with weight loss and will be progressively eating more as he loses body fat. For now, because he has quite a bit of fat to lose, he can get away with slightly lower intakes.

Now that we have the calorie totals, it's time to figure out how many grams of protein, carbs, and fat this individual should consume. Because this person is starting at such a high body fat level, I'd absolutely start them with a low carb "prime" to reset leptin and insulin receptors, following the guidelines I provided previously:

- 60% Fat
- 35% Protein
- 5% Carbs

Multiplying by the percentages above, we get the following calorie intakes per macronutrient:

- Fat: 1530 x .6 = 920
- Protein: 1530 x .35 = 535
- Carbs: 1530 x .05 = 80

To convert these caloric values to grams for easy counting, we can divide by the

caloric values of each which are as follows:

- Fat: 9 cal/g
- Protein: 4 cal/g
- Carbohydrates: 4 cal/g

This gives us gram totals for each macronutrient of:

- Fat: 920/9 = 102g
- Protein: 535/4 = 134g
- Carbohydrates: 80/4 = 20g

So, for our 200 lbs individual @ 30% body fat, he'd be consuming 102g of fat, 134g of protein, and 20g of carbs daily (fiber needs not be counted toward the carb total).

The cool thing about converting everything to grams is that you no longer have to worry about counting calories. You simply count the grams of each macronutrient you consume as indicated in the nutrition facts.

This makes things much easier considering the way our food labels are organized. If you are unsure as to the nutrition content of a particular product, you can look up the info easily at an online nutrition database

Nutrition Facts

Serving Size 3 oz (85g)
Servings Per Container 1

Amount Per Serving	
Calories 180	Calories from Fat 90
	% Daily Value*
Total Fat 10g	**15%**
Saturated Fat 40g	**20%**
Trans Fat 0.5g	
Cholesterol 70mg	**23%**
Sodium 60mg	**3%**
Total Carbohydrate 0g	**0%**
Dietary Fiber 0g	**0%**
Sugars 0g	
Protein 22g	

Vitamin A 0%	•	Vitamin C 0%
Calcium 2%	•	Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodiuum	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

such as www.NutritionData.com or www.CalorieKing.com.

Ninja Nutrition Tactic #6 – The "Off" Week

Even when using preventative measures like strategic cheat days and some of the other methods we'll talk about in this manual, spending weeks in a caloric deficit can take its toll on metabolism and as such, a "break" is recommended to press the reset button, if you will, and keep things moving in the right direction.

Here are the specifics:

Every sixth week, take a full week "off" and increase calories to 15% above maintenance.

So let's use another example. We'll call this guy Rohn Jomaniello, to be completely random. Rohn weighs 9 lbs. Just kidding, that would mean Rohn is a BABY and definitely should NOT be dieting.

Rohn weighs…let's say…192 lbs and is 7% body fat. A rather lean, muscular one, this Rohn.

Anyway, this gives Rohn a lean body mass of approximately 179 lbs. And because he is rather lean, we're going to use the caloric multiplier of 17 x LBM to determine maintenance calories.

179 x 17 = 3,043

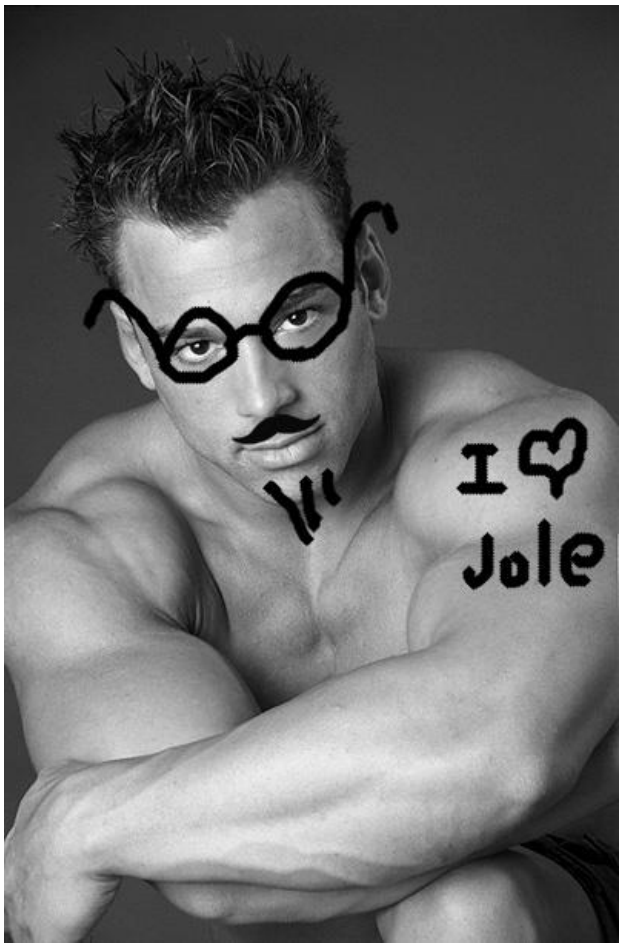
Lean muscular guys need a lot of calories. Another reason you want to be lean and muscular (besides the benefit of being hot).

Now, for Rohn, because he's been dieting for 5 continuous weeks, he'll take my advice and adjust his calorie intake to 15% over maintenance for the 6th week.

3,009 x 1.15 = 3,500

For the seventh week, he'll revert back to his previous diet and moderate caloric deficit, but, fortunately, Rohn just officially hit the "reset" button on his metabolism, so he can expect continued, optimal progress—instead of one of those nasty fat loss plateaus. Ewwww. I hate those.

By the way, here's a picture of Rohn….weird dude.



Ninja Nutrition Tactic #7 – How to go from SAD to RAD!!1!!!!!!!1 (And who doesn't want *that?*)

Acronyms are cool, mostly because every once in a while they just work out so perfectly, like in the above example. SAD to RAD. That's awesome.

And guess which one you DON'T want to be?!

That's right: SAD – the Standard American Diet

Analyze the eating habits and patterns of the American population and you'll find that pretty much everyone eats the same way:

- Skip breakfast
- Eat a moderate lunch
- Biggest meal of the day comes at dinner – generally late at night

Why does that suck?

Well, it's the exact opposite of how your metabolism and ability to process carbohydrate work! That's why. More specifically:

1. Metabolism is at its highest point in the morning
2. Carbohydrate tolerance is at its highest in the morning
3. Food consumed in the morning is much less likely to lead to fat storage as you have the entire remainder of the day to burn it off as energy

Moreover:

1. Metabolism is at its lowest point in the evening
2. Carbohydrate tolerance is at its lowest in the evening

3. Food consumed in the evening is much more likely to lead to fat storage as your metabolism will soon hit its nadir during sleep

And then there's the fact that the Standard American Diet results in:

Yes, that.

Simply put, why in the world, if you have any hope to control your weight, would you eat your largest meal of the day at dinner and skip breakfast?

You wouldn't. And you won't—at least not anymore.

Instead, you're going to go from SAD to RAD, by adhering to the **Reverse American Diet:**

- BIG, carb-heavy breakfast
- Moderate lunch
- Light, low-carb dinner

Now, obviously, if you are currently adhering or using the low carb diet outlined previously, then you wouldn't be consuming a large amount of carbs in the morning, but you'd STILL make breakfast your largest meal.

Here's how to break it down even more specifically:

3 Meals a Day

- 45% of daily calories taken in at breakfast
- 35% at lunch
- 25% at dinner

6 Meals a Day

- 25% Breakfast
- 20% Mid-morning Snack
- 20% Lunch
- 12.5% Mid-Afternoon Snack
- 12.5% Dinner
- 10% Pre-bedtime Shake (or white-meat animal protein)

As you can see, calories are now at their highest when metabolism is at its highest, and vice versa.

But what about carbs?

Good question. Here's what we do with those buggers. On the RAD, instead of having a heavy carb laden meal in the evening, you'll eat your carbs in the morning (when carb tolerance is at its highest), and steer away from them in the evening. To make this easy, we adhere to these 3 rules:

1. Protein with every feeding
2. Carbs in the early feedings (minimal fat)
3. Fat in the late feedings (minimal carbs)

So, a typical non-training day would be set up like this:

- Breakfast: Protein + Carbs (P+C)
- Mid-morning Snack: P+C
- Lunch: P+C
- Mid-afternoon Snack: Protein + Fat (P+F)
- Dinner: P+F
- Pre-bedtime Snack: P+F

If it's a training day, guess what we'll do? We'll still have carbs at breakfast and then the other two P+C meals would be moved to during/after training.

Congratulations—you're RAD! (Thank you 1990)

Now, let's look at some examples.

We'll call this guy… Dince Vel Monte. Kind of a weird name, but hey, it's my ebook.

Dince weighs in at 215 and 10% body fat. Another lean, muscular one, this Dince.

To calculate maintenance calories for Dince, we'll use the same 17 x LBM formula since he's a rather lean guy.

At a lean body mass of 193.5 lbs, Dince's maintenance calorie needs are 3,290. We'll assume Dince is trying to get ready for yet another one of his photo shoots, so we'll subtract 400 calories from this total in order to create a moderate calorie deficit.

Now we're at 2,890.

I'd also probably set Dince up at a macronutrient ratio of 30% Protein, 40% Carbs, and 30% Fat for a general fat loss diet.

As far as daily totals are concerned, Dince would need:

- Protein: 2,890 x .3 / 4 = 218g
- Carbs: 2,890 x .4 / 4 = 290g
- Fat: 2,890 x .3 / 9 = 96g

And let's assume, for the sake of me doing the more complicated (yet still extremely easy) of the two calculations, that we set Dince up with a 6-meal per day dietary intake.

Here's what a non-training day on the RAD Diet (yes, I know the D is redundant), would look like:

- Breakfast (P+C): 55g of protein (218 x 25%), 130g of carbs (290 x 45%)

- Mid-morning Snack (P+C): 44g of protein (218 x 20%), 101g of carbs (290 x 35%)

- Lunch (P+C): 44g of protein (218 x 20%), 73g of carbs (290 x 25%)

- Mid-afternoon Snack (P+F): 27g of protein (218 x 12.5%), 44g of fat (96 x 45%)

- Dinner (P+F): 27g of protein (218 x 12.5%), 34g of fat (96 x 35%)

- Pre-bedtime Snack (P+F): 22g of protein (218 x 10%), 24g of fat (96 x 25%)

Essentially, what I've done here, is use the percentages I gave previously for 6 meals a day for protein (since we are eating protein with every feeding), and the percentages for 3 meals a day for both carbs and fat (since we are only consuming each of those during 3 of the feedings).

Now, although we are striving to keep fat as close to zero as possible during P+C meals, and carbs as close to zero as possible during P+F meals, the likelihood of that actually occurring is not high. There are trace amounts of fats and/or carbs in most foods, so the main goal is just to minimize the "undesired" nutrient for the particular meal in question.

For that reason, strive to keep fat less than 10 grams for P+C meals and carbs less than 10 grams total for P+F meals (and yes, you do still need to count the "residual" carbs and fat toward your daily total).

Follow these recommendations and it will likely be a HUGE shift in the way you're currently setting up your nutrition program, but a shift that will likely lead to huge benefits.

Yes, it's more "anal rententive" than just dividing by 6 or following some simplistic formula—but this is NINJA folks—if you aren't willing to do a little extra

calculating to get the best results, than you simply just may not be cut out for the clan.

That's okay, we can banish you. We've done it before. To people who stayed fat and couldn't bust through plateaus because they wanted to stick with elementary methods. It wasn't cool. But that's not you. You're cool *and* RAD!

🡐 By the way, Dince and his fiancé Dlavia say hello.

…

And I didn't even have to edit this picture.

Ninja Nutrition Tactic #8 – Macronutrient & Carbohydrate Cycling

There are like a bajillion ways to do this, and I'll give quite a few examples, but here's a little background on why it works:

Remember leptin? Yeah, the dictator hormone that controls everything—*even Fidel Castro*.

Respect.

Wellllll…just so happens that leptin has yet another thing that controls IT (he's not really as powerful as he thinks, when you're a ninja, that is).

We already know that leptin levels are dictated by two things: body fat levels and calorie intake. A third thing that has been shown to have a significant effect on leptin levels is carbohydrate intake (even independent of calorie intake), or more specifically, the insulin response resulting from said carbohydrate intake.

For instance, check out this study:

Boden G et al. J Clin Endocrinol Metab. 1996 Sep;81(9):3419-23.

Effect of fasting on serum leptin in normal human subjects.

In this study, researchers at the Temple University School of Medicine monitored leptin levels while a group of participants fasted.

The result, leptin levels droped off to their nadir after about 36 hours as expected.

But then they did something very interesting: they intravenously maintained insulin levels in these individuals, in the face of fasting, just to see what would happen. And the results were pretty crazy.

Despite the fact that these people were STILL fasting, leptin levels shot right back up to baseline (as well as other important metabolism related hormones) just because of the normal presence of insulin.

This was a HUGE discovery. Yes, leptin does control appetite to a large degree and leptin is heavily involved in that feedback circle, but there seems to be one thing that trumps everything else when it comes to leptin regulation: insulin.

So how do we capitalize on this information?

Using what we've learned from this study, we can begin to implement carbohydrate cycling strategies—even within our reduced calorie diets—to keep leptin happy, bust through plateaus, and fat loss a'comin.

Another tool in the toolbox (and after reading this manual, you're going to have a heck of a lot of tools).

Here are two of my favorite carbohydrate cycling strategies:

Method #1: The Reverse Taper

With this approach, you gradually increase carbohydrate content AND type throughout the week:

- Day 1: Low carb
- Day 2: Same as day 1
- Day 3: More carbs, but Low GI
- Day 4: Same as day 3
- Day 5: Even more carbs, but mostly High GI
- Day 6: Same as day 5
- Day 7: Cheat Day

We already know that leptin tends to fall off gradually over the course of a week of dieting—this single approach combats that in 3 ways.

1. The weekly leptin-boosting cheat day
2. More carbs are progressively added throughout the week when leptin when normally be dropping off
3. Higher GI carbs are added (to produce more insulin) deeper into the week

And all this is done while still remaining in a caloric deficit and being a fat burning machine. This is the main approach that we use in the Cheat Your Way Thin program.

==> You DO own Cheat Your Way Thin, right? ☺

Method #2 – For the Low-carb Dieter

I would not use this method during a low-carb prime (to reset leptin/insulin sensitivity), but for those who do well and enjoy the low carb approach, and choose to transition into that type of approach for the "main" diet, here's an awesome way to set it up.

- Day 1: Low carb (diet level cals)
- Day 2: Low carb (diet level cals)
- Day 3: Low carb (diet level cals)
- Day 4: Low carb (diet level cals)
- Day 5: Low carb (diet level cals)
- Day 6: Higher carb with carbs at 50% of daily cals (maintenance level cals)
- Day 7: Higher carb with carbs at 50% of daily cals (maintenance level cals)

OR

- Day 1: Low carb (diet level cals)
- Day 2: Low carb (diet level cals)
- Day 3: Low carb (diet level cals)
- Day 4: Higher carb with carbs at 50% of daily cals (maintenance level cals)
- Day 5: Low carb (diet level cals)
- Day 6: Low carb (diet level cals)
- Day 7: Higher carb with carbs at 50% of daily cals (maintenance level cals)

With this approach, I'd include a full blown Cheat Day once every 2 weeks in place of one of the higher carb days.

NINJA HINT: As your shogun, I'd recommend the second approach. But, some people prefer to have back to back high carb days, which is cool, but slightly less stealth (read: *effective*).

Again, there are so many different ways to cycle carbs and macronutrients as a whole. The above just happen to be two (well, actually 3) of my most favorite options. And just so you know, they're my favorites because they work the best.

For the first option, perform Final Phase Fat Loss Lactic Acid training on the first low carb day, FPFL Density training on the cheat day, FPFL Dynamic training on one low GI day, and FPFL Strength training on one higher GI day. High Intensity Interval Training on other days; 1 "OFF" day.

Here's how I'd optimally set it up:

Day	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Diet & Activity	Low Carb + Lactic Acid	Low Carb + HIIT	Low GI + Dynamic	Low GI + HIIT	Higher GI + Strength	Higher GI + OFF	Cheat + Density

For the second option, perform Final Phase Fat Loss Lactic Acid training on the day prior to and the day after the 2 day carb load, FPFL Density training on one of the carb days, and FPFL dynamic or strength training two of the other days. HIIT on other days; 1 “OFF” day.

Here’s how I’d optimally set it up:

Day	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Diet & Activity	Low Carb + Lactic Acid	Low Carb + Dynamic	Low Carb + Strength	Low Carb + HIIT	Low Carb + Lactic Acid	Carb Load + OFF	Carb Load + Density

For the third option, perform Lactic Acid training the day prior to at least one carb day, density training on at least one of the carb days, and either dynamic or strength training on the day after each carb day (this requires up to 6 weekly workouts, but can be done with 4 weekly workouts). HIIT on other day; 1 “OFF” day.

Here’s how I’d optimally set it up (with 5 resistance training workouts; 1 HIIT; 1 OFF day):

Day	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Diet & Activity	Low Carb + Dynamic	Low Carb + Strength	Low Carb + Lactic Acid	Carb Load + Density	Low Carb + HIIT	Low Carb + Lactic Acid	Carb Load + OFF

Ninja Nutrition Tactic #9 – Unleash the Power of G-flux

Now, you're probably wondering what the heck G-flux is, and it's honestly just some random term that Dr. John Berardi made up. Just kidding, although I do feel that John is the main man responsible for popularizing the term within the bodybuilding and fitness worlds.

"I make stuff up. Just kidding, I'm awesome."

G-flux stands for energy flux, or the balance that hangs between energy intake vs. energy burn.

A low G-flux, which is undesirable, is exactly what most dieters have in place: A low calorie intake and a low calorie burn.

Crash dieting + little to no exercise. Sound familiar? I hope not in reference to YOU (tsk tsk), but perhaps you know somebody/everybody.

A high G-flux, on the other hand, would be the result of a high calorie intake and a high calorie burn through activity/exercise.

Believe me when I say, THIS is what you want.

Allow me to share with you 3 different scenarios.

Scenario #1 - Subject A

- Basal Metabolic Rate of 2,000 calories
- No additional calories burned per day through exercise
- Total calories burned: 2,000
- Dietary intake: 1,300
- Deficit: -700 calories

Scenario #1 - Subject B

- Basal Metabolic Rate of 2,000 calories
- Additional 200 calories burned per day through exercise
- Total calories burned: 2,200
- Dietary intake: 1,500
- Deficit: -700 calories

Scenario #1 - Subject C

- Basal Metabolic Rate of 2,000 calories
- Additional 600 calories burned per day through exercise
- Total calories burned: 2,600
- Dietary intake: 1,900
- Deficit: -700 calories

Paying careful attention to the 3 scenarios above, you see that Subject A, Subject B, and Subject C ***all*** have a Basal Metabolic Rate of 2,000 calories, and ***all*** subjects are creating a -700 caloric deficit daily.

Who will be more successful?

If fat loss were simply a mathematical phenomenon, then all three subjects would have equal success and would experience the same exact fat loss.

But, just in case you didn't already know, there's MUCH more to fat loss than just the numbers.

Fat loss, by and large, is largely hormonal (yes, I'm aware, that was redundant). Indeed, a caloric deficit must be in place for fat loss to occur, but not all deficits are "equal".

Subject A, while still being negative 700 calories, is creating a hormonal environment in the body resistance to fat loss. Subject B is slightly better, but still far from optimal.

Subject C is the clear winner here. Although Subject C is creating the same exact numerical -700 calorie deficit, this individual will without a doubt experience greater fat loss and overall results.

Why?

As we've talked about several times now, when you decrease calorie intake, the body's anti-starvation mechanisms are alerted and it creates a hormonal environment conducive to fat storage.

So, 1) if you need to create a calorie deficit to burn fat, but 2) you DON'T want to drastically reduce calorie intake for the reasons mentioned, what are your options?

This is where G-flux comes in: *Eat more. Exercise more. Lose more.*

Simply put, the more calories you burn through exercise (versus a dietary caloric deficit), the greater your fat loss results will be. Every. Single. Time.

Fat burning enzymes will be elevated, the body will remain happy from a nutritional stanpoint, and let's face it, eating an additional 600 calories per day is a lot more livable from a psychological standpoint than attempting to create a large caloric deficit through diet alone.

Take home message: Looking to bust a plateau—any plateau—but especially to lose those last stubborn pounds? You NEED to create your calorie deficit mostly through exercise, while consuming more calories.

And the program to do just that? Final Phase Fat Loss or *The Shapeshifter*:

I seriously couldn't recommend another program more than Final Phase Fat Loss and The Shapeshifter for plateau-busting, stubborn body fat, ultra lean fat loss programming.

Bottom Line: a major calorie deficit created by an increase of hormone-stimulating, intense training each week, in addition to an increased calorie intake, is probably the biggest plateau busting "secret" that I can share with you. If you don't put *anything* else I share in this manual in to place, do this…now.

Ninja Nutrition Tactic #10 – Massive Post Workout Carb Consumption

This is one of my absolute favorite methods to really shake things up during a diet phase, bust through a plateau, and set myself up to actually lose fat and gain muscle simultaneously.

And in a way, it's another form of carbohydrate cycling as well, except you're "loading" carbs much more frequently and in a very specific way.

NOTE: You must be doing very demanding resistance training for this to work—otherwise, you're going to get fat. I recommend using the method after either a Final Phase Fat Loss Dynamic training workout or Lactic Acid training workout, a straight up high volume bodybuilding style workout, or a high volume Shapeshifter workout.

Here's how it works:

With this method, you are going to consume 55% of your total daily calories and 95% of your carbohydrate intake within 3 hours of the *start* of your workout.

By doing this, you provide your body with a massive surge of carbs and calories at the exact time that it is most responsive to suck up all those nutrients and use them for muscle repair and recovery—all while keeping the body relatively insulin free the other 20+ hours of the day.

The result – more muscle, better recovery, better workouts, better pumps, less fat.

Believe me, it's *awesome*.

For this, we'll set things up a little differently, but with the same 30% Protein, 40% Carbs, 30% Fat macronutrient breakdown.

Assuming a 45-minute workout, the Massive Carbohydrate Load starts with your pre/during workout beverage, followed by your post workout beverage, followed by a carbohydrate containing protein shake 1/2 hour later, followed by two whole food meals.

The first whole food meal should be consumed 45 minutes after the carb containing protein shake, and then the second whole food meal another 45 minutes later.

Mmmmmm. Post-workout carbs.

The rest of the meals of the day should be protein + fat + veggies (with minimal carbs).

Again, this puts the bulk of your calorie and carb intake at the most anabolic time of the day, while the rest of the day you are actually in a relatively insulin-free caloric deficit.

The daily schedule on resistance training days will look like this (assuming an afternoon workout):

- Breakfast: P+F
- Mid-morning Snack: P+F
- Lunch: P+F
- Pre-workout Beverage: P+C
- Post-workout Beverage: P+C
- Protein/Carb Shake (30 mins later): P+C
- Recovery Meal #1: P+C
- Recovery Meal #2: P+C
- Pre-bedtime Snack: P+F

So let's utilize another example. We'll call this guy Braig Callantyne, for simplicity's sake. Braig comes in at roughly 165 lbs and 9% body fat, giving him a lean body mass of approximately 150 lbs.

Because Braig is also very lean, we'll use the caloric multiplier that fits with someone in the single digit range that we provided earlier: 17 x LBM.

This puts Braig's maintenance calorie needs at 2,550.

For this particular method, I actually recommend you leave calories at maintenance on training days (and slightly less on non-training days).

As for daily totals of each macronutrient, Braig would need:

- Protein: 2,550 x .3 / 4 = 191g
- Carbs: 2,550 x .4 / 4 = 255g
- Fat: 2,550 x .3 / 9 = 85g

Carb intake per P+C meal

For the workout carb meals, I recommend that each contain the following amount of carbohydrate:

- Pre-workout beverage: 20% of daily carbs [51g]
- Post-workout beverage: 15% of daily carbs [38g]
- Protein/Carb Shake (30 mins later): 20% of daily carbs [51g]
- Recovery Meal #1 (45 mins later): 30% of daily carbs [76g]
- Recovery Meal #2 (45 mins later): 15% of daily carbs [38g]

*the numbers in brackets are the hard numbers based on Braig's example

Protein intake per meal:

Because there are 9 feedings throughout the day, we simply divide the protein total by 9, or in Braig's case, 176 / 9 = 21g per feeding.

Fat intake per P+F meal:

For the 4 P+F meals, I recommend the following amount of fat:

- Breakfast: 30% of daily fat intake [25g]
- Mid-morning: 30% of daily fat intake [25g]
- Lunch: 20% of daily fat intake [17g]
- Pre-bedtime: 20% of daily fat intake [17g]

*the numbers in brackets are the hard numbers based on Braig's example

I won't fully explain the carb percentage numbers in meticulous detail, so you'll have to just trust me on that, but for the fat numbers, it's just basing things off of

my RAD recommendations that you should be consuming larger meals earlier in the day, thus the higher percentage of fat in the morning meals.

Putting it all together, we get these numbers for Braig:

- Breakfast: P+F – 21g Protein, 25g Fat
- Mid-morning Snack: P+F – 21g Protein, 25g Fat
- Lunch: P+F – 21g Protein, 17g Fat
- Pre-workout Beverage: P+C – 21g Protein, 51g Carbs
- Post-workout Beverage: P+C – 21g Protein, 38g Carbs
- Protein/Carb Shake (30 mins later): P+C – 21g Protein, 51g Carbs
- Recovery Meal #1: P+C – 21g Protein, 76g Carbs
- Recovery Meal #2: P+C – 21g Protein, 38g Carbs
- Pre-bedtime Snack: P+F – 21g Protein, 17g Fat

I'd use this method for two weeks then revert to your normal fat loss diet. When done correctly, you *should* lose fat and even put on a pound or two of lean body mass. And best yet, when you resume your normal fat loss plan two weeks later, your body will be uber primed to burned fat at an even faster rate.

Sayonara fat loss plateau!

By the way, I just found this real-life picture of Braig Callantyne and his dog, Cally (next page):

“Tuuuuuuuuuuuuuuuuurrrrbulennnnnnnnnnce!”

Braig and Cally are really in to Table Tennis (TT) – that’s pretty much the only reason he’s so lean. I mean, his existence is hypothetical and all, but…that’s why. Hypothetically.

Ninja Nutrition Tactic #11 – The Ninja Star – High Dose Fish Oil

If there is one supplemental strategy that I could recommend for its ability to burn fat and help people get ultra lean, it's high dose fish oil.

Fish oil has so many benefits (general health and metabolic) that it'd take me about 19.3 years to enumerate them here, but I'd like to cover several major studies (that all have other, similar studies showing similar findings) that highlight some of the major ones:

- Study published in the *International Journal of Obesity* from researchers in Reykjavik, Iceland showed that supplementation with fish oil led to **26% more fat burned** and a **50% decrease in insulin levels** as compared with the control group

- Study from the University of South Australia, Adelaide published in the *American Journal of Clinical Nutrition* discovered that higher dose fish oil supplementation when combined with exercise resulted in **a significant decrease in body fat, particularly in the abdominal region**, as compared to the exercise only group

- Study from the *Journal of Exercise Physiology* showed a significant increase in fat oxidation (i.e. fat burning) during exercise with fish oil supplementation as compared to the non-fish oil group

- Study from the Journal of Alternative Medicine showed that a particular type of fish oil, krill oil, can significantly reduce the cravings of sweets in addition to alleviating severe cramping associated with PMS

- And perhaps the most interesting finding, was a study published in the *American Journal of Physiology* showing that high dose fish oil supplementation **significantly increased plasma leptin concentrations *and* leptin sensitivity**

And that's in addition to all the health benefits such as drastically improved cholesterol profiles (increased "good" HDL and decreased "bad" LDL), it's high anti-oxidant capacity, anti-inflammatory properties, blood pressure benefits, vision improvements, and as I mentioned previously, too many others to count.

It is important to note, however, that some of these findings are unique to krill oil, a specific type of fish oil, which has also been shown to have 48 times the anti-oxidant capacity of regular fish oil, and also has the added benefit of no "fish burps" or fishy aftertaste.

For plateau busting purposes and/or getting exceptionally lean, I recommend a slightly higher dosage than normal, but fortunately, because krill oil is so potent, it's still requires only 4-6 capsules daily.

All 4-6 capsules (4 for women, 6 for men) should be taken with your pre-bedtime snack.

Why?

Fish and krill oil has been shown to be effective only when it reaches and is absorbed by the cells of the body—if taken during the day, there is a much higher likelihood that this small amount of fat will be used as energy while still in the blood stream, before ever making it to the cells, and before ever becoming of benefit.

The highest quality fish oil/krill oil supplement on the market is Prograde Nutrition's EFA Icon. The benefits are immense, and if there's only ONE supplement that you take for both fat loss and general health, this should be it.

Also, it is important to note that the label dosage on the bottle is 2 capsules daily. For fat loss purposes, including the benefits listed from the studies above (i.e. increased leptin and leptin sensitivity, increased fat oxidation during exercise, increase daily fat metabolism, etc), I am recommending 4 capsules daily for women and 6 capsules daily for men.

This means you'll need more than 1 bottle for each 30 day period. Right now, Prograde is offering a very sizeable discount when you buy in bulk (an $83.70 savings when you buy 6 bottles, plus free shipping).

That's honestly the best deal going anywhere and believe me, once you start using this stuff, you'll want to keep using it for a long time to come.

I encourage you to get some blood work done prior to starting with EFA Icon, and then again a month later. Combined with the changes in body composition that you'll notice, get ready to see *significant* improvements in your blood chemistry.

The Ninja Has Spoken

I honestly don't think I've ever given more advanced fat burning, plateau-busting information in one place ever before. In fact, I know I haven't.

Start putting just a couple of these stealth tactics in to place, and you'll be well on your way to ninja-speed fat loss.

Adios,
Shogun Marion

About Joel Marion, CISSN, NSCA-CPT

Joel Marion has been recognized by *Men's Fitness* magazine as one of America's top 50 personal trainers, and even more, America's #1 "Virtual" Trainer.

When it comes to getting results with clients, regardless of location, Joel delivers, time and time again.

As a nationally published author and fitness personality, Joel has appeared on such television networks as NBC, ABC, and CBS, is a frequent guest on SIRIUS satellite radio, and has been featured in the pages of more than 20 popular national newsstand magazines including *Men's Fitness*, *Woman's Day*,

Maximum Fitness, *Oxygen*, *Clean Eating*, *MuscleMag International*, and *Muscle & Fitness Hers*.

His other accomplishments include winning the world's largest Body Transformation contest for "regular" people, the Body-for-Life Transformation Challenge, as well as graduating Magna Cum Laude from a top-20 Exercise Science program and being certified as both a sports nutritionist and personal trainer through the nation's premier certification agencies.

Learn how you can work one-on-one with Joel for less than the cost of a local personal trainer by visiting the Premium Web-based Coaching page here.

For daily body-changing tips and strategies, become an "insider" today at BodyTransformationInsider.com