

5 SIMPLE RULES

**BURN THAT BELLY FAT AND
SHOW OFF YOUR ABS**



RULE 1

BUILD THEM UP!

TREAT ABS LIKE ANY OTHER MUSCLE

Aren't abs all about diet though? "Abs are made in the kitchen, not in the gym" is a saying you've *probably* come across. Now, this is *mostly* true as you need to drop body fat to show off those abs which will be largely down to the success of your diet. However...

Size matters - as much as concentrating on fat loss is key to a more attractive stomach, it is possible to build the size of your abs. Get them big and strong. Not only will this help them become more easily visible, but strength in your core comes with a whole host of other benefits. Preventing lower back pain and being able to lift heavier weights in general are definite favourites!

Train them like any other muscle group - "you can train your abs every day" is another common saying in the fitness industry. This is wrong. You would never train any other muscle every single day and your abs are no different. Your abs, like any other muscle require muscle breakdown and then recovery. You should be using weighted exercises you can perform 8-20 reps, *beast* them and then let them recover. 2-3 times intensely a week is the complete maximum you should be training them.

Compound lifts - every time you complete a compound lift (squats, deadlifts etc.) you will be putting your abs under a lot of stress to keep your form and body in the correct position. So get lifting big heavy weights!



RULE 2

BURN THAT FAT!

TORCH THAT FAT TO SHOW OFF THOSE ABS

HIIT training - High-Intensity Interval Training is BIG in the fitness industry right now and for once, it's for the right reasons! The reason its so popular? It works. Maximum effort for a short period followed by a short rest & repeat. Easy! This style of training allows you to really push yourself and maximise calories burnt in a shorter period of time, which is very appealing for those with a busy schedule (or simply don't like training for long periods of time..) not only can you burn a shed load of calories in a short period, but the fat burning also continues when you've stopped training as your muscle cells restore to pre-exercise.

LISS cardio - Low-Intensity Steady State cardio is the opposite to HIIT. It's all about burning calories over a longer period of time. You may think why would anybody ever choose this option.. Reason 1. It's easy. 2. It's very gentle on the body. 3. It can easily be done outside of the gym. 4. It can actually enhance recovery. 5. You can do this in the "fat burning sweet spot" at about 60% of your maximum heart rate.

Weight training - although weight training doesn't burn as many calories as cardio does it's still, if not more important for fat loss. Weight training increases muscle mass, and muscle burns calories. This fact makes building muscle key to having a strong fat burning metabolism. Weight lifting can also temporarily boost your metabolism for up to 38 hours after your session. Keep those calories burning even with your feet up!



RULE 3

**EAT LIKE THE
MAN YOU
DESERVE TO BE!**

FEED YOUR MUSCLES AND REDUCE YOUR WAISTLINE

Calories - burning fat ultimately comes down to calories in vs. calories out. We must be burning more calories than we're consuming. This can be done either by eating less than our body requires to function and repair or by increasing energy output with exercise. The best way to do it is with a combination of the two rather than fully relying on one single factor.

Protein - muscle building and muscle retention are fully dependant on consuming enough quality protein. Therefore protein is the most important macronutrient for our fat loss goals.

Carbs - are not your enemy! You will require carbs for energy to fuel your workouts. However, keeping them whole grain and minimally processed will help you control your blood sugar levels and cravings.

Fats - fats are essential for our health. They help absorb certain vitamins and help us produce hormones so don't cut them out completely. However, reducing them can *aid* fat loss. This is due to them being so calorie dense, so reducing slightly can help create a calorie deficit.

TOP TIPS TO REDUCING YOUR CALORIE INTAKE WITH MINIMAL EFFORT

1. Eat protein with every meal
2. Don't drink any calories, swap that latte for an Americano!
3. Drink plenty of water, consistently!
4. Get plenty of fibre in your diet
5. READ YOUR FOOD LABELS
6. Never get too hungry - always have a healthy snack on hand
7. Move more - take the stairs for once & get your steps up
8. Find 3 healthy and easy to cook meals you enjoy for breakfast, lunch & dinner. A little homework can go a long way!
9. Never shop hungry
10. Tell your friends about your goal - make yourself accountable!



RULE 4

**SLEEP LIKE
A BABY!**

MAKE SURE YOU GET ENOUGH SLEEP

It's not that sleep causes fat loss... but lack of sleep can prevent fat loss and even cause weight gain!

Bad decisions - our body is literally set up to make bad decisions when we don't get enough sleep. This is due to a dulling in the frontal lobe - which plays a role in decision making and helps to control impulsive behaviour. It's similar to having a few drinks and everybody knows the best decisions aren't always made then!

Studies have shown people who lack sleep had a higher urge for high-carb or high-fat snacks, especially in the evening - basically the body craves calorie dense foods. Not only are our urges for snacking increased, but when you're tired it's almost guaranteed meal prepping your vegetables isn't going to seem like something you want to do any time soon.

Gym sabotage - Not only can lack of sleep ruin our diet, but it will most certainly ruin your gym sessions too. This one is obvious though, feeling tired will either make you feel lazy and you'll give half effort or even worse you'll completely dodge the gym and get home to the sofa!

Even if you manage to have the best workout of your life, you will not be recovering optimally and your muscles won't be benefiting as they should. This happens because our body produces growth hormone most when we're in a deep sleep. Growth hormone is our natural source of anti-aging, fat burning and muscle recovery. So pretty important.



RULE 5

**REDUCE THE
STRESS HORMONE -
CORTISOL!**

DON'T LET CORTISOL RUIN YOUR PHYSIQUE

What is cortisol - cortisol is a hormone that's produced in our adrenal glands. It's released into the body in response to stressful situations as well as low blood sugar. It's purpose is to decrease inflammation and increase our blood sugar, this is in preparation to battle whatever is causing us to stress.

Fat storage - if cortisol is allowed to circulate for long periods, the increase blood sugar levels can promote fat storage in the stomach. Due to the effects cortisol has on our blood sugar levels, it can cause an increase in urges for junk/comfort food.

Muscle breakdown - high levels of cortisol can also cause our body to break down our protein reserves (excess muscle) to be used as fuel.

How to reduce cortisol

1. Eat whole foods to help manage blood sugar levels
2. Manage stress using methods of meditation and deep breathing techniques
3. Exercising helps to release stress and produce feel good hormones
4. Getting plenty of sleep will help keep your hormones in check