



# WEIGHT LOSS vs FAT LOSS OVERVIEW

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Practice Emotional Freedom when it comes to the way you think about your body.

Understanding the difference between Weight Loss and Fat Loss will change your body (and your life) forever!

## WEIGHT LOSS

**Eating Less** – Self-deprivation is discounting what your body *actually* needs. It focuses on what you can't have, signaling your mind to want it more. How's that working for you? It's not. And that's why you want to know more about what **WILL** work for you. Fat loss will. Guaranteed!

**The Calorie Model** – If it were all about eating 1200 calories or less, you would be able to eat 1200 calories' worth of donuts and look lean, but you won't. And if it was *really* all about calories in/calories out (aka eat less, exercise more), you'd also be able to put a caloric count on sleep and stress, which will determine whether or not you will burn or store fat, but you can't. The calorie model is a marketing tool at best and a distraction from your true purpose and potential at the core of who you are at its worst.

**Exercise & "Cardio"** – "Cardio" is a buzzword meant to be used as a marketing tool to get you to buy more weight loss gimmicks like a home treadmill that then doubles as a clothes rack or even an expensive dust collector. "Cardio" is short for your cardiovascular system. We all have one, and how you use it is way more important to be effective at burning fat calories than it will be just "doing" more. "Cardio" implies a keep-going-don't-stop mentality. It's stressful to "keep going" when your body asks you to take a break. Stress encourages fat storage. YIKES!

**Muscle-** Weight loss protocols increase body fat concerns every time you drop weight because you also drop muscle, leading to a slower metabolism. Muscle helps burn fat, so you can't afford to burn it off.



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When you lose muscle and then gain the weight back, generally, you put on more body fat than you had before. That makes it more and more difficult to reduce your size with every weight loss diet you try. You must make a sustainable metabolic change that raises your metabolism's need to burn fat for fuel; the secret is to build muscle and only burn fat.

And no, women can't bulk up on muscle. We tone up naturally, so grab those weights (one size heavier than you would normally gravitate towards) and use them like you mean it! Curling, pushing, extending, lifting, and pressing are all functional movements for the arms that mimic an active lifestyle and improve muscle tone and functionality. Lunging, jumping, squatting, lateral lunges, and reverse lunges using body weight only are enough to keep your quads, glutes, hammies, and calves toned and tight.

The workout you'll do is the workout for you especially when it includes weights or bodyweight to encourage and improve muscle growth.

**Willpower** – Willpower is a muscle that will eventually give out. Relying on willpower works until it doesn't...mainly until high resistance to something you want fails because you can't take it anymore. I've heard clients describe it like this: "It's like I was just waiting until I gave in because I knew eventually I would." That's no fun! Trying not to go back to old habits isn't a plan. It's just resistance against the health and state of being fit you seek.

**Shushing Your Hormones** – Every time you "shush" your body when it's hungry and you dismiss its need to be fed, you create a "famine" awareness that your body responds to with a fat-storing effect. You are hardwired to survive, so if you are creating a perceived need for your body to "survive," it will store fat for you just in case you need it later to maintain life. It's doing you a "favor". It's literally doing what you tell it to do, which is to survive.

**Investment** – Anytime you invest anything into your health, you want a payoff, right? If you invest an hour and a half of your precious time in the gym, you want measurable results. But if you don't see those results, what are the chances you will keep going? The same goes for at-home workouts. The investment of money and resources spent on gimmicks, gizmos, and gadgets in hopes of losing weight and improving your health rarely has a lasting payoff, creating more frustration.



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More often than not, these investments have disappointing outcomes associated with them because we're not really getting to the root of the problem. What's the root of the problem, then, you ask? Stress. Stress is the reason your body stores fat. We know we're stressed but don't know how to reduce our stress. I guarantee the answers to stress reduction lie within the principles of living a fat-loss lifestyle...not practicing another weight-loss protocol.

**Guessing & Wishing** – Not knowing what you're doing can be super frustrating. If you're just hoping you did enough to get results or guessing at what to do or wishing you could know if your effort will pay off...well, hoping, guessing, and wishing do not make a plan. You spend much time swirling around in "I don't know" when it comes to the time you're spending on trying to get fit. And as we always say, "I don't know" is a dream killer." Your dream of getting fit is dead until you DO know what the plan is. Living a fat-loss lifestyle gives you a plan. Everything else is just noise and a whole lot of "I don't know."

**Shape and Size** – If you are a large "apple" shape, weight loss protocols will turn you into a smaller apple shape. Generally, "cardio" is associated with weight loss dieting, and an unsustainable eat less, exercise mantra is encouraged. And because this line of thinking is not sustainable because we really DO like to eat and working out, not so much, you may notice you can look like a smaller version of the shape you once were before the weight comes right back on again.

Weight loss protocols cause rebound effects (yo-yo dieting) because you're not working with your body's metabolism; you're only working against it. Fat loss principles and practices, however, leave you looking fit forever, so long as you infuse it into your lifestyle.

**Sustainability** – When pairing your intention to be youthful forever and living a fat loss lifestyle, you will notice how seamlessly it fits into your lifestyle. A fat loss lifestyle teaches your metabolism to go back to doing what it did in your youth before muffin-tops were a thing. When you eat more and exercise less (I know you may not be used to hearing this, but trust me, and keep reading) you are eating more of the foods that your body knows how to use to build muscle and increase your energy. You are also exercising in shorter increments to demonstrate to your body (and hormones) you are not going to over do it and put your body into



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**Scale Obsession** – Whether we learned it as children watching adults stand on the scale (or talk about their weight) or became aware of our appearance as teenagers, we have made it our daily concern to “worry” about our weight. Somehow, that has translated to a measurement of our self-worth every time we stand on the scale.

Many of us have stopped standing on the scale but still don’t know what to do about our weight gains or the resistance our bodies seem to have to reduce body fat. Weight fluctuation is not a reflection of body fat on a day-to-day level. And focusing on it causes us to be unnecessarily concerned and consumed by “the self.”

Surely, if we were not so emotionally invested with negative thoughts about changing our bodies, we could focus on the joy of life. Our mental real estate would be more readily available for designing and building our dream life.

**Impatience** – It’s interesting that we have never been heard to say at a post-shower-buck-naked-weigh-in during the process of gaining weight, “Crap! I’m not gaining weight fast enough! Hurry up! I need a program to fix this NOW!”

Yet when we hit our weight gain threshold and are finally in the mindset to do something about it, we want it all to reverse in a “day” and are only willing to give it a maximum of 3 months before we lose patience and give up. Even if you have found sustainability in your current program, you know what I’m talking about because we’ve all lost patience in the process of reducing body mass.

Personally, our thought process is to remove irrational behavior related to fast-track programs and instead make a hormonal fat loss impact every single day. We believe it is more impactful to do every day with the mindset that if you were able to become uncomfortable with your body one day at a time, then the reverse is true also. That makes sense, right?





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The missing key ingredient is knowing WHAT to do. When you follow the processes associated with living a fat-loss lifestyle, you will know exactly WHAT to do! Then, it's just a matter of time before you see yourself show up in life like never before: confident, happy, and having more fun!

**Trust** – You may have started and stopped so many programs, pills, or protocols that you are pretty disenchanted with your ability to stick with any one program long enough to see it through. You are skeptical that anything out there could stave off the rolls you notice on your body that were never there before. It's important that you learn to trust that your body will give you the signals and let you know what it needs: food, rest, exercise, and what type of each because it will feel good to you. Trust that it doesn't happen overnight. Trust that there is no end run; weight loss says we get to a certain weight, and then we go backward because we reached our goal. Fat loss says we'll stay young and active forever, so the goal is lifestyle and activity-oriented, not a date on the calendar. Trust the timing of your body to metabolize fat. You didn't get impatient adding body fat; don't be impatient burning it.

**HINT:** It takes 12 months, so enjoy your life in the meantime and stop standing on the scale. Your worth and value lie within you, not in the numbers at the tip of your toes.

The frustrating part of weight loss dieting is that you lose trust in yourself to find a resolution you will stick with and that will also enhance your life. Even though muscle is a factor, it's never more important than self-trust. That's what's really gnawing at you; you want to be able to trust yourself again.

You can implement and live by a sustainable fat loss program forever. Having the "answers to the test" will manifest results month after month. As you build trust with yourself, it eventually becomes part of who you are. It's what you do and how you live and a firm foundation on which you can build a lifetime of trust!



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**Purpose** – The reason you have practiced weight loss probably had little to do with your potential/purpose and more to do with your ego. There's an undercurrent of shame and embarrassment that is motivating you to take drastic measures like missing meals in an attempt to reduce calories, counting steps in hopes of improving caloric consumption, or buying weight loss gadgets that sold you once again on the idea that maybe *this* new and improved "quick fix" will work for you this time.

It's a muddled bout of distraction from what's really calling to you in your life. But what else are you supposed to do until you have other options that make more sense and match your intentions to do better for yourself? We get it. We understand the struggle.

We believe that you are searching for belonging to a large and growing community that believes there is a better way to live than just going from one diet to the next. You have been searching for a better, more sustainable, more lifestyle-friendly way to speed up your metabolism and live out your dreams. The good news is, you have found it! You have been looking for hormonal fat loss and a lifestyle that implements fat-burning principles into your purpose-driven life.



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So let's dive in a bit further because we must speak to your intentions to live fulfilled and have more fun, right? That's what matters most. So, think about this: what does it mean to place your focus on egoic busywork like tracking sleep, calories, and steps? Do you have room to add one or more mental energy vampires into your already jam-packed life? We're pretty sure you don't think that, so please regard that question as rhetorical.

We know you were already concerned about getting enough sleep to alleviate your exhaustion and that you are doing your best to stick to your diet. But ask yourself this question: Is worrying more about calories, steps, or sleep helping or hindering your quest to live your best life? We're not trying to depreciate your efforts to find your way to an effective self-care program, but let's be honest about where our motivation comes from.

Our motivation will never be driven by a goal-oriented tracking device attached to our wrists to tell us we didn't sleep enough or that we went over our caloric allotment, or that now we have to march in place at the copy machine and take the long way around the office to meet our daily step requirement to feel good about our wellness program.

It's just another way we have found to reiterate the familiar story that somehow we fell short again; we weren't good enough, diligent enough, or focused enough. It's just more worry, even if we don't consider it a worry. It's part of an ongoing habit of feeling overwhelmed by our unrealistic expectations to accomplish more busy work in a state of constant exhaustion.

Worry creates unnecessary negative chatter about your self-worth in your already tired brain. Why increase the feeling that somehow we're even more "not enough" than we already felt we were? We believe there is so much more to motivational goal-setting than inconsequential distractions that have very few beneficial, long-lasting, and excitable results.



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True purpose-driven fitness goals will excite you. They will elevate you. You can easily check them off your daily list completed because they require a short burst of attention, and they are easily recognizable without counting anything!

When we reflect on our lives, will we be grateful to have spent time with our family and friends, making memories and feeling fulfilled? Yes! Will we be so happy if we succinctly set our fitness goals to match the life we dream of living?

So, do your current dieting and fitness goals reflect your intentions to be deliberately engaged in living the life you love? Based on your answer, you will know you're either on the right track, and you're going to nail this sucker, or you need us to show you a better way so you can nail square on. Not getting your health and fitness done right once and for all is not okay.

We believe it is unacceptable for you to look back on your life and feel that any part of it was a waste of your time. We are especially passionate about sharing with you fat-loss lifestyle habits that easily align with your intentions to live happily and have more fun while transforming your body.

Living a fat loss lifestyle not only leaves you focused on your purpose and the things that elevate your life, but it drives your dreams and motivates you to live this one life you have been given: FIRED UP! This is your life! This is your time to live happily and have more fun practicing self-care the right way every single day. Let's go!