



WEIGHT LOSS BOOT CAMP **EXTREME**

DIETING IS FOR WIMPS
THIS IS HOW TO LOSE
WEIGHT!

WEIGHT LOSS BOOT CAMP EXTREME

CONTENTS

Hello Fatso.....	3
First: Getting prepared.....	4
Second: You're on your own	4
Third: Hunger	5
Fourth: Your attitude to food.....	7
Fifth: Implementation	7
Step One: Preparation.....	9
Motivation.....	9
Diseases.....	10
Why do we fail?.....	11
Expectations.....	13
One Important Fact.....	15
Step Two: Timing Your Meals	18
Setting up your timing.....	18
A radical idea.....	21
Practical issues	22
Step Three: How Much Do You Eat	25
Calorie counting	25
Drawing up your list	27
BMI	28
Step Four: Where To Eat.....	29
Where do you eat?.....	29
Taking food seriously	30
Step Five: How To Eat.....	32
Watching others.....	32

A good book	33
Knowledge is power	34
Step Six: Cooking For Yourself	35
Investing your time	36
Experimentation.....	37
Portion size.....	37
Buying food	38
Step Seven: Dealing With Sugar	40
Things to avoid	41
Corn syrup	42
Alcohol	42
Step Eight: Dealing With Fat	44
Why do we love it so much?	44
Determination & will power	44
A few ideas	45
Step Nine: Sleep.....	47
Sex	48
Step Ten: Exercise	49
Don't waste your time	49
It makes you hungry.....	49
Experts on being thin	50
Things you can do	50
The Message.....	54

WEIGHT LOSS BOOT CAMP EXTREME

Dieting is for wimps, THIS is how to lose weight.

Hello, Fatso

How many times have you heard that? Plenty, I bet. Maybe not directly to your face but behind your back, certainly. Well, this is a turning point for you. A year from now, comments and jibes like this will be a thing of the past. Things are going to change for you. A lot. And that's because you've shown the strength of character to enrol in the Weight Loss Boot Camp Extreme. (I'm going to call it the WLBCE from now on.)

This is yet another book on how to lose weight. And my guess is that it's not the first one you've bought. There are probably hundreds of thousands of books on the market about losing weight. They all have a specific approach or agenda; the Cabbage Diet, the Cambridge Diet, The Atkins Diet, The Low GI Diet, The F Plan, Points, Syns, Red Days, Green Days. It goes on and on. And you may well have tried some of these diets yourself. And I'm guessing they didn't work for you. Frankly, I'm not surprised.

Losing weight is difficult. You know it and I know it. If you've tried dieting by eating low calorie foods and keeping track of daily points and the like, then you'll know that it doesn't really work. OK, it works for some people, the ones they show in the TV and magazine ads, but for the majority of fat people, they might lose a few pounds then, after a few months, the pounds start to go on again. Before long, they're back where they started. YoYo dieting. We all know about it.

If this all sound depressingly familiar to you, then what I've got here for you will be something of a revelation. This book is not about what you eat, it's about HOW you eat.

It's about your attitude to food and about the place that food has in your life. We're going to change your current approach to eating and you're going to lose weight as a result.

Before we start though, I'm going to go over a few **basic principles**, facts and ideas that, as a fat person, you probably already know, but it doesn't hurt to be reminded of them does it?

First I'm going to talk about getting prepared to lose weight. This is a big project you've embarked upon here, and I really want you to think of it as an irreversible project that's going to encompass all aspects of your life. A lot is going to change in your life. But you needn't be scared, it's all for the good. People don't generally like change. They feel comfortable with the familiar. **Even if it's ultimately going to kill them.** So you're going to need to embrace change; you need to get yourself in the right frame of mind. And, even more importantly, you need to be able to remain in that frame of mind for a long period. This idea is central to the whole WLBCCE process. What you're going to be doing is challenging yourself, getting yourself in the frame of mind when you actually want to push yourself just that bit further. And taking pleasure when you are able to use your mind to control your body's natural behaviour.

Second I'm going to point out a fact that is central to the process of losing weight and yet seems to be rarely discussed. It's the fact that losing weight is one of the few things in this world that you absolutely *have to do on your own*. Ultimately, whatever you choose to put in

Do you want to make a success of this or do you want to give up and fail?

your mouth is up to you. Nobody is going to be standing over you 24/7 keeping an eye on everything you eat. There are thousands of weight loss programs that promise “we’ll, help you all the way” or “we can do it together”. They’re all empty words I’m afraid. So I’m going to say it again – *You, and you alone are responsible for what you eat.* This project is totally down to you. So the question is:

I know what I’d want to do in your position and I wouldn’t have bought this book if I planned to fail so: keep in mind that this is all down to you.

You, and you alone, are responsible for yourself and your food intake.

Get that idea firmly embedded in your head and you’ll be off to a good start. And there's a bonus: when, in a year’s time you're able to congratulate yourself on the huge progress you've made, you'll also have the satisfaction of knowing that it was all down to you and you alone. You don't need online slimming clubs, special diet cards, special diet foods or any of their other stuff that the weight loss industry keeps throwing at you. Nope, you'll have done it all by yourself. And that's got to make you feel good.

Third Hunger. You’re going to be hungry a lot of the time. And you’re not going to like it. Let’s think about what losing weight actually involves. From a physiological point of view, the fat in your body is a reserve of energy that your body has stored as a contingency against times when no food is available. For millions of years, while our ancestors lived on the plains of Africa and all the way up to the mid twentieth century, this physiological strategy worked perfectly. The problem is, in our modern world, food is always available and so this admirable evolutionary insurance policy backfires on us rather

dramatically¹. In order to lose weight, we need to use up these stored fat reserves. Your body does this automatically when no food, or insufficient food, goes into the stomach. So that's what you're going to have to make happen. There's no way round it. You're going to have to put your body into starvation mode so that the fat reserves get used up. It's a pretty simple concept but it's not easy to accomplish when food is so readily available everywhere. So, if you follow the guidelines in this book you're going to be hungry and you're not going to like it. But we can make hunger easier to bear if you approach it in the right way.

Here's an idea. Whenever you're hungry, think of it as the signal your body sends to your brain when it's burning up some of your excess fat. It's not that exactly, but if it can help maintain your motivation then I don't see any harm in kidding ourselves a little, do you?

But my much more serious recommendation is as follows. As I've said, this is **your** project and you're **not** going to fail yourself. Rather than thinking of hunger as something you can't cope with, accept it with a grim determination that it's simply a new sensation that you haven't had for a while. After all, millions of people in the third world are hungry all the time. And millions of Muslims all over the world don't allow anything to pass their lips during the hours of daylight during Ramadan. Pit yourself against your hunger rather than succumbing to it and dipping into the cookie jar when the going gets tough. **You** are in control here. Celebrate that fact. When you can go to bed at night and look back on a day of resisting hunger pangs rather than giving in to them, you'll feel a real sense of achievement. You'll feel empowered to do it again tomorrow. And if you can do it one day, you can do it the next day too, and the day after that. Compare that feeling

¹ For a more detailed explanation of why our body stores fat, see my Kindle book 'Think...And Grow Thin'

of achievement to the sense of misery and failure you get when you eat a packet of cookies all in one go. You know what I'm talking about.

Fourth I'm going to explain what this book is about. It's about your attitude to food. I want you to think about how your present attitude to food has got you to the position you're in today.

Overweight (or fat, as I prefer to say). Now, obviously I'm going to have to generalize here because I don't know you personally. And I don't want you to take this as personal criticism, I'm simply pointing out the facts. Fat people don't really care much about what they eat. Most junk food and fast food is fair game; burgers, fries, pizza, chocolate, kebabs, wraps, bagels, muffins, chips, subs, chicken nuggets. There's a lot of it out there and you can get any of it, anywhere, anytime for just a few bucks. What I want you to develop is a measure of respect for your body and what you put into it. That way you'll be able to alter your approach to eating. In a while I'm going to walk you through the ten most effective ways of achieving this. It's not easy and it requires a degree of intelligent thought and a lot of motivation but stick with me and you'll be surprised what you can achieve.

Having said that, some of my strategies require little more than a simple adjustment to your daily routine so don't be too alarmed.

Fifth Implementing what's in this book. I'm going to give you ten things that you need to change in your daily life. Now, I'm not suggesting that you change them all simultaneously. Making one change is difficult enough, so ten in one go is asking rather a lot. You need to choose how you go about this. You should aim to accomplish all the changes within a month or so. Losing weight, particularly a lot of weight, is a long-term project. Don't fool yourself into thinking you're going to get thin in a few weeks. It could take well over a year to get to where you want to be. After all, you've been eating wrongly

for many years to get to where you are now so it's not going to be an overnight job. If you'll forgive the comparison, think of yourself as one of those giant oil tankers that takes ten miles to bring to a stop or to turn round.

Are you ready for this? Let's go!

Step One: Preparation.

First we're going to work up a little motivation. And I'm gonna tell you this now and then you'll hear a lot more about it later and, in fact, all the way through this book, because:

Motivation is everything.

If you're not motivated to see out this weight loss project through to the end then I can make you this cast-iron promise: **You will fail**. You will fail and you will end up looking and feeling just as fat as you do today. And even more miserable. Now, you bought this book for a reason: You've had enough of the way you are and you want to make changes. Right – I want you to use that idea as the bedrock on which you're going to build an unshakable fortress of motivation which is going to see you through. You had sufficient motivation to buy this book. Now I'm going to help you develop that initial move and turn it into a rock-solid resolve that will get you losing weight at last.

Here we go...Take your clothes off and stand in front of a full-length mirror. What do you see? Not pretty huh? Now, it's an interesting fact that what we see in a mirror is not usually the whole truth. For a start, we can only see ourselves from one viewpoint (face on), and, because we are in control of the image in front of us, (by which I mean that as we move, so does the image) our brains tend to focus on detail, rather than the bigger picture). A much more effective way of getting the complete picture is to get your partner to take some photos or a video of you, naked, from all angles; sides, front, and rear.

I know it's embarrassing, but that's why it's such a good motivator. Study those pictures closely. Tell yourself you're never going to look like that again. Stick

them to the front of the fridge to make you think twice before opening the fridge door. I do realize that whether or not you can stick pictures of your naked, fat self to the fridge rather depends on who's living in the house with you and your relationship with them, but you get the general idea. A collection of pictures, or even a video, showing what you look like at your fattest can only strengthen your resolve to do something about it.

The other big motivator is to think how being so overweight is impacting on your health and your life expectancy. Here are some facts.

Heart disease. The incidence of fatty tissue around your heart, coupled with the extra strain on it because it needs to pump blood through all your excess body tissue is likely to raise the possibility of a heart attack by at least 50%. In fat people, most heart attacks are fatal.

Diabetes. 70% of fat people suffer from or will get Type 2 diabetes. This can result in retinal damage, leading to blindness, and damage to the peripheral arteries which can mean amputations.

Stroke. A long-term diet rich in saturated fats will lead to a build up of fatty deposits in your blood vessels. When these deposits break up, which they ultimately will when you get older, they will lodge in the brain resulting in paralysis and loss of vision and speech, or, of course, death.

These are the most serious conditions that can be directly attributed to being greatly overweight. And even if we're only a few pounds overweight the risks are increased. There are plenty more conditions too, some of which you may already be aware of: painful feet and joints, caused by having an excess load to bear, breathing difficulties, loss of libido, skin rashes and sores, caused where folds of

excess skin meet. Stop Press! Recent research suggests you have a greater chance of getting Alzheimer's disease. The list keeps getting longer.

One more thing: Knock at least 25% off your life expectancy too.

As if these issues related to our appearance and our health weren't enough, we also need to think about how our fatness impinges on the sociological aspects of our lives. Fat people are less likely to get a good job. Fat people are less likely to have sexual partners. Fat people can't run around with their kids on the beach. This weight problem of yours is not just about your health. It's about you and your whole life, and your family, now and in the future. Think about this:

Do you really want to carry on like you're doing at present?

I think I've said enough. If those things (which, I'm sure you've already thought about many times) don't motivate you to start losing weight TODAY then I don't know what will. We're not going to put it off until tomorrow. There's gonna be no final night of stuffing yourself before the diet starts. It starts here and NOW. Got it? You need to get real and face reality. So let's assume you're motivated and move on.

OK, that's the motivation dealt with.....**Or is it?** Is it enough to know the consequences of your current lifestyle? Is that really sufficient motivation? How many people say "I know it's bad for me but I just can't stop (eating, smoking, drinking...)" Well, lots. Human beings are fundamentally weak creatures and we naturally tend to take the easiest option in any given situation. So, although looking at those pictures of yourself with no clothes on should give you the kick up the ass that you need, somehow they don't do the whole job. Somehow, and frankly, I'm not sure that there's any proven formula for doing this, you've got to develop a steely resolve that **lose weight** is what you're going to do.

No more failures.

It HAS to work this time.

Now, the only person that's standing between success and failure is YOU. As I've said above, and as I'm going to keep repeating, YOU are in control. No one else.

Think about the other times you've tried to lose weight. Why did they fail?

"The diets got boring"

"The girl I was going to the slimming club with stopped going, so I stopped going too"

"The tablets made me feel sick"

"...add your own excuse here..."

Always somebody else's fault, right? Not this time. You now know, that it's ALL DOWN TO YOU. I'm trying to drum this idea of responsibility to yourself into you here.

You got as far as buying this book, but that's only the first step. So many people buy e-books, real books, online courses, teach yourself CDs and the like in subjects as varied as learning a foreign language to making money on the Internet. They buy them, they read them and then they either never get started or they give up after a short time. Now, that says something about either the people who are buying this material or the quality of the material itself, or both. Or maybe it says something about the whole process of learning a new skill from pre-prepared material. Whatever it is, the success rate with this type of thing tends to be low. Now if you're trying to learn French for example, it's not the end of the world if you don't complete the course, but for you, with your potentially life threatening fat condition, completing the course is going to be crucial. It could even save your life.

So this is important. So you really need to get it fixed in your mind that you're going to do this, and you're going to do it properly. Okay?

Now, a big problem with diets and dieting and exercise and exercise plans is one of *unrealistic expectations*. Take a look at all the slimming club magazines and websites and all the packaging that comes with diet foods and products. They all show pictures of attractive, smiling, skinny people. A lot of them will be models that have never been overweight in their lives. There may be a few real people who have lost real weight among their ranks, but they will have been selected because they're good looking people. Not all of us are that good looking, unfortunately. I'm not anyway. So the immediate expectation set up by these images is unlikely ever to be fulfilled, even if you did lose a ton of weight. You're never going to look that good. It's just one of those facts of life. So just get used to the idea and move on.

You need to accept that you will probably never have a body like an Olympic athlete. No matter what you do. And you won't ever look like those oiled, muscley, rippling film stars or beautiful models either. That's not what losing weight is about. That's not what this book is about, anyway. It's about living a fulfilled and rewarding life for twenty years more than you would otherwise and becoming comfortable in your own body instead of uncomfortable, dissatisfied, fed-up and depressed. I'm trying to inject a note of realism here. You need to have a vision of what you're going to achieve. Forget about those pictures of sprightly, attractive people, dancing lightly on tiptoe that you see on every slimming magazine and website. They're not real. Real life isn't like that. But here is your chance to start a new chapter in your life and it's going to be based on based on gritty determination, realism and mature, adult, sensible thinking. Stop and think about this for a minute. Think of what's on offer here if you can do it. That's what you want isn't it?

Right then: **It's all down to you.**

There's another aspect to this idea of unrealistic expectations. Apart from *what* to expect as above, there's the question of *when* to expect it. Type 'lose weight' into Google. Up will come pages and pages of promises. "*Lose 10 pounds in one week*", "*How to Lose 20 lbs. of Fat in 30 Days*", "*Lose weight in 12 minutes a day*" What are you supposed to be doing for the other 23 hours 48 minutes? Carrying on as normal?

It's the modern culture of instant gratification. "I want it and I want it now." This approach treats losing weight as something that's separate from the rest of your life. You lead your life, and you do a bit of weight loss on the side. And you get it in 12 minutes a day. With no effort on your part. How the hell is that ever going to work?

What you're going to learn here is how to make minor adjustments to your actual life, the life that you lead every day, that will reverse the effects of the life you've been leading until now. It ain't gonna make you look like a god(ess) and it ain't gonna happen in 12 minutes a day. *This is a long term project.* Don't start jumping on the scales every week to see what's happened. You didn't jump on them every week to see how much fat you'd accumulated when you were stuffing those fries all the time did you?

Now, I want you to understand that there are no secrets to losing weight. In fact it couldn't be simpler. But, if you keep abreast of such things, you'll probably know that there is a lot of scientific research going on the subject of being overweight. All sorts of things have been shown by scientists. For example, it seems that some people are genetically predisposed to being fat. Some people have more brown fat than others (brown fat – or brown adipose tissue as it's properly called – plays an important role in burning off energy). Some people have a lower metabolic rate

than others, meaning fat accumulates instead of being burned off. These, and lots more discoveries show that it's not always our own fault if we're too fat.

At this point you might be thinking, "if it's in my genes that I'm too fat then there's nothing I can do about it – I might as well give up on trying to lose weight..."

Well, from your point of view, it's certainly unfortunate that you have genes that predispose you to being fat. Just as it's unfortunate for those people with genetically inherited diseases such as cystic fibrosis which clogs up their lungs with mucus, or haemophilia, or sickle cell anaemia. But unlike them there IS something you can do about your condition, whereas they, poor people, are stuck with their disease for life.

You see, despite all the research that demonstrates that there could be an inherited genetic basis for your weight problem, and other people's weight problems, there remains one ineluctable, incontrovertible fact:

Consume fewer calories than your body needs and you will lose weight

Got it? I don't care if you have an inherited condition that makes you addicted to cream cakes, if you consume fewer cream cakes than your body needs then you will lose weight.

I said it was simple. I didn't say it was easy though. And if you do have genes that predispose you to being overweight then it means you're going to have to work at your weight loss project just that bit harder OK?

By the time you've implemented all the points in this book, you'll be living a different sort of life to the one you're leading now. Now, that might scare you a bit.

Nobody likes change. But ask yourself. “Am I really content with the life I’m leading now?”. The life where you’re too fat to get up the stairs and too fat to kick a ball around with the kids. If the answer to that is yes, then you have no need for this book so I advise you to stop reading and go buy yourself a pizza.

Of course you need to change.

And if you do, a whole new life is waiting for you out there.

But none of it is going to happen unless you get it into your head that

YOU’RE IN CONTROL and IT’S ALL DOWN TO YOU.

And before you start crumbling under the burden that I’m placing upon you here, and saying you can’t cope with all this pressure, think about what I’m expecting you to do.

I’m not asking you to solve the problem of third world poverty.

I’m not asking you to fix the national debt.

I’m not asking you to come up with a solution to global warming.

I’m just asking you to start exercising some control over what you put into your mouth every day. It’s not asking that much is it?

I want you to set yourself a target weight. Pretty standard stuff, seen in all diet books, but it will help to motivate you as you see yourself getting nearer and nearer to your target. You need to set a weight that, for your height, gives you a Body Mass Index of 25. Calculating your BMI is a way of establishing just how fat you are and the size of the problem you face. Now, I should point out that the optimum BMI is not carved in stone and, as with all things biological, there is room for a little variation. But, most physicians agree that you should be aiming for a BMI of

about 25. There are dozens of BMI calculators on the Internet, so go away and check yours now.

Actually, a person with a BMI of 25 looks pretty skinny and, to be honest, it might be a target that's a little out of your reach at first. Think of it as a long-term goal rather than something you can achieve quickly. Realism is important here, nothing is gonna happen overnight.

Take Away Message From Step One

You need to be highly motivated to lose weight. It's not an easy thing to do. Prepare yourself. Think about your expectations. Get yourself motivated by thinking about your current appearance, of all the horrible things that will happen in your life if you don't do it and all the wonderful things that will happen if you do. Don't run away from your problem. This is a great challenge for you and you'll definitely be and feel a better person for taking it on and succeeding.

Step Two. Timing your meals.

Study after study has shown that a set schedule of mealtimes is helpful if we're trying to lose weight. In our 24/7 Western society it's quite common for people to be eating at any time of the day or night. It's called grazing. And my guess is that you're guilty of that too.

So your mission is this: Set three 30 minute periods in the day when you're allowed to eat. If you're in a typical 9 to 5 job that means breakfast, lunch and dinner. If you're a night worker that means breakfast, dinner, midnight snack. If you're not working it means breakfast, lunch and dinner. I don't care what you call these meals or in what order they come but the rule is: three mealtimes per day and **ABSOLUTELY NO EATING** outside of those times. Think about how your day is structured. If you get home at six pm and eat straightaway, then that leaves several hours before bedtime. This is leisure time, during which you could easily feel the temptation to eat. So, move your mealtime back a couple of hours to eight pm. That way you'll have shorter period of potential temptation before going to bed.

You need to work out how you actually do it and how it fits into your work/life arrangements but the guide here is to space out the three periods sensibly and appropriately. (You might want to use four shorter periods instead of three if you're especially pathetic). And the rule is: **ABSOLUTELY NO EATING** outside those periods. If you start feeling hungry between meals then congratulate yourself that you are resisting that hunger and that your body is probably burning up a little bit of your spare fat. Then turn your mind to something more productive, like your work, for example. None of this 'keeping a few carrot sticks in the fridge for when you get peckish'. This is nonsense. Don't even think about it. You are going to test

yourself here like never before. So, if you get hungry between meals then *tough*. Feel what's it's like to be hungry for a change. It won't do you any harm. Instead, enjoy the sense of empowerment that resisting gives you.

“So why are we doing this?” I hear you ask. Two reasons. The first, as I explain in a bit more detail below, is to enable us to know how much we're consuming, but secondly, it's a way of putting food into a proper context in our lives.

Let me give you an example: You've just left work. On the way home you grab a cheeseburger and you walk down the road eating it. You're crossing the road, watching the traffic as you go. You hop on a train, jostling your way through other people. You've been taking bites out of the burger all the while and you finish it off while hanging onto a handrail on the train. You've just eaten about a third of your daily calorie requirement and you didn't even taste it. You derived little, if any, satisfaction from it and it's just gone. Your body's got several hundred calories alright but *you've* got nothing out of the deal. This is a crazy way of eating.

The purpose of this book is to invest you with a new attitude to food so that you take it much more seriously and to get you to take account of its flavour and texture. This will enable you to enjoy your meals more and get something positive out of each and every one. If you treat your food as merely gut-filler then stuff your gut just what you'll do. You'll fill yourself up with any old food, rubbish or not, and your body will say “thanks very much” and store as much of it as possible as fat, probably on your backside. What a way to carry on.

You need to think about how you set up your timings. One of the powerful things about this approach is that it frees you from having to make decisions about whether to eat something or not. Instead at looking at a piece of cake that somebody's offered you and wondering if you can eat it now then deduct the

calorie-equivalent from your evening meal, you can just say to yourself “*I’m not allowed, It’s outside my eating period*”. And that’s an end to it. No discussion, no question. **You** have set up your eating periods and the rules are *absolutely rigid*. If it’s outside your eating period then you’re not going to eat it. (And you’re certainly not going to put it in the drawer for later either!).

Having three set periods when we allow ourselves to eat makes it so much easier to keep track of what we *are* eating. You don’t need to worry about the two, or was it three, chocolates you had with your coffee. No more forgetting about small snacks that you ate that might well add up to several hundred calories over the course of 24 hours. If you’re on a diet but conveniently forget about a few hundred calories every day then you’ll never lose any weight.

So you need to be hard on yourself and use your meal periods to monitor what you’re consuming at each one.

See how this works? Nobody is telling you what to do. **YOU** are in control here and if you set up your own rules, you’re going to stick to them, otherwise you’re just kidding yourself, right? That would be like cheating at solitaire. Hmmm.

Have you ever found yourself eating by mistake? I have. Someone will offer me a cookie or a cake or whatever, and I’ll eat it without giving the slightest thought to whether I should or not. Then, once I’ve consumed it, the realization will dawn on me that I really shouldn’t have eaten it at all and I’ll be kicking myself for being so out of control. Hopefully, with the three meals a day approach, you’ll have it so ingrained into your brain that eating outside those periods becomes absolutely out of the question so that sort of thing will never happen to you.

Sticking to these set mealtimes isn’t easy but after a horrible period at the beginning when you’ll be watching the clock, waiting for every next meal period,

you will find that your body will adjust to this new eating timetable. Within a couple of months you will have no difficulty in adhering to your new regime and you'll wonder what all the fuss was about. See what I said here? *A couple of months*. You need to know that this is a long term plan. It will be hard, it will be a struggle. But, if you can get yourself into the right, determined frame of mind, then you will begin to enjoy testing yourself. And you'll start to understand that you are a much stronger person than you ever thought you were. And other people will notice too, they'll be impressed by your powerful resolve and things will start to change for you, for the good.

Now, at this point I want to introduce a somewhat radical idea. It's one that, I'm sure, most weight loss authorities would advise against. But this is the WLBCCE and we do things a little differently here. As you now know the approach we advocate here is to be hard on yourself and to take pleasure, inspiration and motivation from being able to achieve things that you didn't think were possible. Well, now you're going to get the chance to really put yourself to the test. This part of the WLBCCE program is entirely optional and, if you don't think you're up to it, then you can just leave it on the table for now. Maybe you'll want to come back to it at a later date. What I'm talking about here is something that people have been doing since the dawn of mankind - mostly for religious purposes and sometimes for political reasons. It's not easy, but that's what makes it so attractive to us WLBCCE'ers. What am I talking about? Fasting.

If you want to cut your calorie intake by nearly 15% over the course of a week then you can do it by setting yourself one 24 hour period in each week when you don't eat anything at all. Say, from 8am Monday to 8am Tuesday. How does that sound? Could you do it? Think what a sense of accomplishment you'll feel when you've gone a whole day without eating. Of course you can do it. You can do anything

you set your mind to once you developed that inner strength that I've been talking about.

Of course there are few practical issues that we need to consider before we start:

1. Drink as much water as you want – but don't drink anything else, certainly not soda drinks, squash or alcohol. I might be prepared to allow you black coffee or tea. We don't want to make this any harder than it needs to be and if you need a shot of caffeine every now and again then I'm not going to stop you.
2. Don't prepare for your fast by consuming a large meal immediately beforehand 'to keep you going' and likewise, don't 'reward' yourself immediately afterwards with a burger and fries or something like that. You don't want to undo all your good work. Just carry on with the routine you've already established. The reward won't be a plate of fries but it will be the tremendous sense of satisfaction at having achieved something important in your project to lose weight.
3. Now, you might be wondering whether it's medically sensible to starve yourself like this. Of course if you have any doubts about whether it's going to harm you in any way, or if you have a pre-existing medical condition that might cause problems *you should talk to your doctor* before going ahead with it. But think about it; as I've explained in the basic principles section above, our bodies evolved over millions of year to be able to cope with food shortages. That's what the fat on our bodies is for. It's to provide the energy we need to keep going when food is in short supply. So, there is no physiological reason why 24 hours without food is likely to harm you. It's possible you might get a headache as your blood sugar levels decline. But this should pass after a while. Millions of people undertake fasting as part of

their religious rituals without coming to any harm whatsoever. Yet others starve themselves to death for political reasons. But it takes about sixty days. Probably the best-known hunger striker was Bobby Sands, an IRA volunteer who died in 1981 after 66 days of refusing food. So you should be able to last one day without keeling over.

Important note: Having lasted 24 hours without food, it's quite likely that you'll be feeling pretty good about yourself. I don't blame you, it's quite an achievement for someone that's been used to eating lots of food whenever it's available. But don't be tempted to try to go on for a further 12 or 24 hours, or whatever. We are trying to be intelligent and sensible here. Just get on with your usual routine. You might want to set a day of the week when you fast. Just one day a week will cut your calorie intake by nearly 15%. That is an important reduction that's worth thinking about.

The key to surviving without food for any period of time is to not think about it. And the way to do that is to keep yourself busy. Focus on your job or, if you don't have a job, find somewhere that you can volunteer your services in some way. Anything you can do to keep your mind off food will be a good thing.

By the way, the regime you set up doesn't apply to drinks. Have a drink whenever you want. In fact it's important that you **do** drink plenty. But, as you'll find out later, not all drinks are created equal. My strong advice is to stick to water, coffee or tea with just a splash of skimmed milk. You can thank me later.

Take Away Message From Step Two

The whole point of this book is to help you to realign your attitude to the way you eat. And the first step is to set yourself three periods a day when you can allow yourself to eat, recognising that, outside of these periods, you're not going to eat

at all. And you could even give fasting a try. It's going to start testing your inner resolve. BigTime. But there's something very satisfying about exercising self control and pushing yourself just that bit further and you'll ultimately end up enjoying it, believe it or not!

Step Three. How Much Do You Eat?

For many fat people, their problem is a result not of *what* they're eating but of *how much* they're eating. Actually, it's probably a combination of the two. You'll see what I mean if you write down a list of everything you ate and drank yesterday. And I mean everything.

NO, REALLY, I WANT YOU TO GO AWAY AND DO IT.

Don't just read the words and move on. Stop here and go away and write your list. Every single cookie, piece of candy, muffin from the coffee shop, chocolate, cake because it's the accountant's birthday, can of soda, cup of coffee, sandwich, meal, bowl of cereal.

It's not easy is it? The problem is, particularly if you're grazing in a 24 hour sort of way, that you just can't keep track of what's going into your mouth. That's why the three mealtimes with no extraneous eating is so helpful; It gives us a framework in which to track these things and this is going to be invaluable when we get to monitoring our calorie intake.

So how much are you eating? And how much should you be eating if you want to lose weight? You'll have no doubt seen the little panels on the side of just about every food product we buy telling you that the average daily requirement for a man is about 2500 calories and for a woman, about 2000 calories. This figure has actually been reduced in recent years from 3000/2500. This is due to improved calorimetry (how they measure the body's requirements) and it makes sense to adhere to the latest guidelines in my view. Now, remember that these are values for the average man and woman. No such person exists, of course and if you're very fat, then you have a big body to maintain and your daily calorific requirement is

going to be somewhat higher. But I wouldn't take this as an indication that you can eat more than the daily recommendation and still lose all your fat. Do you want to lose weight or don't you? Stick to the rules and you will.

Now, we've established that the average daily energy intake in order to maintain a stable weight is 2500/2000 calories (man/woman). But we want to lose weight in a controlled way for many months to come. So we don't want to go mad and try to do it all at once. Slow and easy does it every time, and I'd recommend that if you're a man you should be aiming to limit your daily intake to about 300 calories under your maintenance value, for women, 200 calories under. Therefore we're actually aiming for 2200/1800 calories per day in order to lose weight.

How much weight will you lose if you do that? Well, if you're 300/200 calories per day below maintenance, that's 2100/1400 calories per week. One pound of fat contains about 3500 calories so, you'll be losing weight at the rate of $\frac{1}{2}$ to $\frac{2}{3}$ of a pound per week. Now this might not seem like very much but you need to remember that this is a long-term project. Your aim is to change the way you think about food. *For the rest of your life.* It's perfectly possible to lose more than this every week but we both know that crash diets just don't work; your weight yo-yos up and down and within weeks you're back where you started. That's not going to happen this time as long as you don't rush at it like a bull in a china shop.

So, have you got your list of everything you ate yesterday written out? Of course you have. You know what you need to do now. Try to place a calorie value against each one. I can't really help you here as I don't know what's on your list but there are plenty of resources online that can help you with it. You'll notice that a good many items have more calories in them than you might guess. Most people underestimate by about 25% so, if you've had to guess any of the calorie values on your list, increase them by a third and add them up again. (You might think I've

made an arithmetical error here but I promise you, that's what you need to do.) You also need to be as accurate as you can about the quantities you've eaten. This is straightforward if it's a chocolate bar, where the weight (and the calorific value) is printed on it, but not so easy if it's a piece of cake that some one has baked at home. I want you to be serious about this project so I suggest you find a similar sized piece of cake and actually weigh it. It's probably several ounces. And you need to take account of whether it had cream in it or not. Be systematic and sensible about this. It's important to get a clear idea of how many calories you're consuming every day.

After doing all this (and it might take you several days to get it right), add up your calories. What was your daily total? I'll bet you a dime to a dollar it's more than 2500/2000 calories.

Now, go through your list again, crossing out any items that are simply extras, such as candy, chips and cakes and the like. You need to see whether it's possible to get anywhere near your target calorie intake by just eliminating unnecessary items from your diet. If you can, you're lucky, most people are way over their limit even after cutting out all the rubbish.

Note: This is important so I'm going to repeat what I've said above. Why am I limiting the target to 2200/1800 calories when much greater weight loss could be achieved with a more aggressive cut? It's because what we're aiming for here is a regime that can actually work. It's also important to remember that aggressively starving yourself will also eat into your muscle tissue. This includes heart muscle, and we certainly don't want to be reducing the power of that particular organ when you're overweight. So take your weight reduction slowly and steadily. I know it's very tempting to try to achieve as much loss as possible as quickly as possible,

once you commit yourself to this project but if you start starving yourself, you'll fail within a week or two. Guaranteed.

Now, having established the magnitude of the problem, that is, how many calories it's possible to cut out of your diet, you need to start putting some daily lists together of what you can allow yourself to eat in future. Now remember, for the next year or so, you're going to be in a weight loss phase; consuming fewer calories every day than your body needs. Once you get down to a BMI of 25 you can let the brakes off a little and put yourself into a maintenance phase where your daily calorie intake is equal to your bodily requirement.

As you will know very well, there are thousands upon thousands of diet recipe books out there so what you need to do is go through them and put together some meal ideas on paper. One for each day of the week. I'm not going to tell you what to eat, that's your business. And the more of this project that you do for yourself, the more likely you are to stick to it, right?

Take Away Message From Step Three

You need to work out how many calories you consume every day. Actually draw up a list. You'll be shocked. Work out a way of limiting your intake to the values I mentioned above. Your goal is for a small, steady weight loss. Rapid weight loss is doomed to fail.

Step Four. Where To Eat

I talked about setting yourself explicit mealtimes in step two: In this section I'm going to talk about *where* to eat and it expands on the cheeseburger example I mentioned above.

Where do you eat your meals? On the sofa in front of the TV? At the desk in front of the computer? Standing at the window in the kitchen watching the birds in the garden? I could ask you to go away and write another list but really there's only one point to be made here. All the places I mentioned are places designed for something else. When we eat food in front of the TV what are we concentrating on? The TV or the food? Well, it sure isn't the food. And what I'm trying to say is that if we are limiting ourselves to three meals a day with no snacks or extras, then, to get maximum enjoyment from our food, we really need to be fully focused on what we're eating.

So, what you need to do is sit at a table, preferably with family members if possible, and concentrate on the meal in front of you. The important thing is to take your food more seriously. It doesn't matter what it is, all food has texture, aroma, flavour and color and you'll find that by taking your food slowly, one mouthful at a time, you can begin to appreciate the different attributes of your food and see whether it's something you'd want to eat again. Think about the flavors, ask yourself if you could do a better job of cooking it yourself. Keep the food in your mouth a little longer, don't just gulp it down. As a child I was told to chew all my food 32 times before swallowing. It was supposed to be an aid to digestion but it's a good way of achieving all the above. Let's make no bones about it, eating is one

of the great pleasures in life and it's a waste of this great pleasure if we neglect it and ignore all the variety and subtlety that it has to offer.

So I want you to treat each meal as an occasion. There's no need to put on your tuxedo or evening gown for each meal but I'm sure you get my drift. With your new 'three meals a day' routine then each meal becomes a more important part of your daily regime. If you think about each meal, before and after you've eaten it you'll get much more value out of it than if you gave it no consideration at all.

If you take your food seriously like this, you'll begin to appreciate good food a whole lot more and junk food a whole lot less. And by taking your food seriously, you'll begin to require a lot less of it because the enjoyment will come from the quality and not from the quantity. This is what we're aiming for; if you can enjoy your food by sitting at a table, with a knife and fork in your hands, away from the TV, then you can think about it a whole lot more and begin to understand its flavours and textures. As a result you'll lose the need to stuff your stomach with whatever rubbish the fast food industry decides to throw at you. Think about this, it's a bit of a radical idea and you might not think it would work but, by re-jigging your mindset with respect to your food and where you eat it, you'll be surprised to find that you might never want to buy a burger again.

Now, I'm not an idiot and I know that in the modern world it's not always easy to eat in the way I've described above. We might have work or family commitments that mean that we really do need to grab a bite of something on the run. Well, that's OK, once in a while. But I hope you've come to realize that what we're aiming for here is a way to stabilize your eating pattern and get some structure into your daily food consumption, so try to put it into practice whenever possible.

Take Away Message From Step Four

Choose a place to eat where you can concentrate on your food without distraction. The TV, computers and cell phones are the biggest culprits here. Give yourself time and space to appreciate your food.

Step Five. How To Eat.

This follows on from the previous section and gives me an opportunity to expand on it a bit.

What's the best way to learn something? Well, I don't know if it's the best way, but observing an expert is a pretty good way, in my opinion. And who are the experts at not eating too much? Thin people. Go to a restaurant, canteen or snack bar, anywhere where people eat in public. Get yourself a seat and watch the people around you. There are bound to be some overweight people eating their lunch. Watch how they do it. Some of what I've mentioned already will probably be apparent. They'll be shovelling food in, one forkful after another, not really tasting very much. They might be reading the newspaper at the same time. They'll finish pretty quickly and be gone.

Now find a thin person. Not so easy these days in the USA but there are still a few kicking around here and there. Watch how they eat. They take their time in selecting what's going to go on the fork next. Only small forkfuls (or is it forksful?). They put it in their mouth and chew slowly. They might even put the fork down between mouthfuls. You can see them tasting each mouthful. OK, I might be exaggerating a bit here but the principle remains true: in general thin people take a much more considered approach to eating their food than fat people.

You'll often hear it said of a fat person that he really enjoys his food and that's why he's the size he is. I believe the reverse to be true. Fat people don't enjoy the subtleties of food, they like throwing any old thing down their throats until the next time. Thin people, on the other hand, often enjoy different foods because of their

subtle differences. They take time over their food and enjoy it as a result. The message is clear: *Eat like a thin person and you will become one.*

You may not know very much about food. That's OK, not many people do. But the old adage is true: *You are what you eat.* So, if you're going to take this project seriously, which you are, it makes sense to take the trouble to know and understand more about the food that goes into your mouth. There are millions of cookbooks and recipe books out there and you've probably had a good look through many of them. But there are precious few that actually give you an insight into the pleasures, the mysteries and the joy of food itself. However, there is one I must recommend unreservedly: *French Provincial Cooking* by *Elizabeth David*. This 1960 classic is much, much more than a cookery book; it provides a riveting insight into the wonders of French cooking and cooking in general. It's a pleasure to read and will leave you understanding much more about the subtleties and complexities of food than you do at present. Even if you've never read a book about food before, this one is a must. I'm not asking you to go away and learn all about French cooking in particular. What I want you to take away from this book is how she approaches food, how she considers their ingredients and tries to find out about particular dishes and their variations. Their history and how they developed. With this type of information in your mind you can go on to develop your own ideas about the food you've eaten in the past and food you might like to experiment with in the future. Now, I'm not suggesting that you try to turn yourself into some sort of sophisticated gourmet, with no interests outside of food. But I hope you see what I'm driving at here; up to now you've gotten fat by eating large quantities of unremarkable, probably industrially processed food and, because of what's in it (more on this later), you've found it difficult to stop. What I'm suggesting is that by learning to understand your food more and by slowing down

your eating habits, you'll begin to appreciate food in a new and different way. It's not going to be an overnight procedure, as I said at the beginning; this is going to be a long-term project. But every journey starts with the first step so now's the time to start. Right now.

Take Away Message From Step Five

Start taking note of how thin people eat. If you can emulate them, you'll slow down the whole eating process, giving you time to enjoy the flavours more. Try to gain a deeper understanding of food itself. With knowledge comes power, the power to control what you eat and maximise the pleasure from what you do eat. (You'll also derive satisfaction from the things that you don't eat, as well.)

Step Six. Cooking For Yourself.

Now we're going to think about cooking at home. This is something that has steadily declined over the last thirty or forty years in the West as fast-food outlets have burgeoned. This is roughly the same period over which an epidemic of obesity has spread across the same countries. Is it a coincidence, I wonder? It's a bit paradoxical too; every time I turn on my TV, there's a cookery program on. Masterchef this, Cake Bake-Off that. You'd have thought that that would have seeded a new revolution in home cooking. But no, fast food is as popular as ever. On top of this, and as I said before, there are simply millions of cook books available. Is anybody actually cooking from these books or are they just looking at the pictures?

I was recently looking at an old photo of hundreds of workers pouring through factory gates, probably about ninety years ago. There must have been something like two hundred men in that photo and there was not a single fat person to be seen. Not one. This was long before the advent of cheap burgers, chicken nuggets, pizzas and all the rest of this stuff. All of them ate their meals at home, every one of them. Fast food just didn't exist. It's not the full story, of course, but there is plenty of evidence to suggest that meals cooked at home are likely to be lower in fat and sugar than their restaurant chain counterparts.

Now, many people don't know how to cook themselves a decent nutritious meal. The education system must bear some of the blame here. Time was when both boys and girls, but girls in particular, learned the fundamentals of cookery. Or self-reliance, as I'd call it. That doesn't seem to happen much these days. Now, this isn't a cookery book, it's a book about your attitude to food, so I'm not going to go

into the details of how to prepare individual dishes². But a few general principles are worth discussing.

When you cook your own food, you are investing your own time, money and effort into it. This alone is likely to encourage you to take it seriously. And because you have control over the finished product, you are in a position to manipulate just about every aspect of its preparation: ingredients (especially how much fat & sugar), cooking method, cooking time, cooking temperature, herbs and spices, sauce, garnish. You name it. Aren't you much more likely to appreciate a meal that you've prepared with care and attention yourself than one that's been anonymously thrown together out of a series of plastic bags in the back kitchen of a fast food outlet? I think so.

I ought to point out that buying and preparing your own food can also be a lot cheaper than continually buying from the chains. You can buy supermarket packs of meat, fish and vegetables at a fraction of the price charged in restaurants. You'll need to put your own time and effort into it, of course, but standing in the kitchen being thoughtful and imaginative about your next meal has got to be better than lolling on the sofa in front of re-runs of I Love Lucy, gulping down a burger from a polystyrene packet, hasn't it?

Now, many people, faced with the prospect of cooking a proper meal for themselves, and possibly the whole family, are likely to grab a recipe book and follow it line by line. That's all very well for a beginner but it's not what I call cooking. You could just as easily be reading out instructions on how to build a dog kennel. I've never been an advocate of recipe books. They don't help you to develop your own ideas and skill set. Simply following instructions is not the way to learn. You need to experiment and do things for yourself to begin to understand

² Try the Kindle SuperFast Cookery series, by Jane Richards, for some simple, interesting meals.

your food and how to prepare it. So my recommendation is to take a look at the recipe books by all means, see what sorts of foods you'd like to cook, get the ingredients together then shut the book and start teaching yourself. You'll find that it's a far more satisfying approach to cookery.

The other aspect over which you have complete control is what is called in the food manufacturing business, portion size. All of a sudden you are in complete control of what goes onto your plate and, ultimately, what goes into your stomach.

Let's talk about portion size. It's a fact, some of us have huge appetites and some of us just don't. And it's amazing just how much it's possible to eat in one sitting. You only need to watch an episode of *Man vs Food* to see that. It's quite possible to eat over 20,000 calories in one sitting if you have a mind to. But this is extreme eating and, as you now know, our plan is to move you away from all that 'stuff your face' type of thing and adopt a much more mature approach to our food. So in addition to thinking about *what* we eat, we need to be thinking about *how much* of it we eat too. And, as I said some pages ago, for many people, in this 'supersize me' culture, the 'how much' is more of an issue than the 'what'.

We need to think about what we put on our plates. Now there's nothing more dispiriting nor more likely to remind you that you're cutting down on your food intake than to look down at your plate and see large areas of white china staring up at you from between a few bits of vegetable and a lamb chop. Far better to use a smaller plate and cover it evenly. The amount of food is the same but it looks more when it's filling an entire plate. This is a useful little psychological trick that we can use to our advantage. By the way, you might be interested to know that a 10 inch dinner plate has a surface area of 78.5 sq in whereas a 7 inch side plate covers just 38.5 sq in. Less than half the area! Put the ten inch plates in the cupboard and use the smaller ones for a while.

Now I want to talk about shopping. If you're cooking for yourself then you're going to be shopping for the food as well. Now this can be a minefield. The supermarket companies are masters of psychology when it comes to manipulating us to buy as much as possible in their stores. Different foods are placed within close proximity of each other to encourage you to buy both. Nice baking smells are wafted onto you when you enter the store to make you nice and hungry, so you buy more. Special offers such as buy one get one free are designed to make us buy things we don't need. Lots of tricks that we shoppers need to be aware of.

The simple solution is to make out a shopping list of the actual things we need for our meals and nothing more. You will have already have checked their calorific value so you'll know how much of everything you're going to buy. I know, all this is a bit of a fag – but you'll soon get proficient at putting your list together. Then, go round the store with your list. Buy exactly what's on it AND NOTHING MORE. Don't get bamboozled by all the wonderful offers. Don't buy one and get one free. Just buy one. I know it'll feel like you're cheating yourself but hey, you're trying to lose weight here. The extra item that they're offering is something you honestly don't need. You need to be strong but you can do it and, if you resist all the extra stuff they're trying to push at you, you'll be saving money as you go. A double bonus!

Another tip is to go shopping after you've just had a meal. If you're not hungry then the likelihood of your succumbing to the supermarket's clever tricks is likely to be much reduced.

When you understand how to buy, cook and how to serve and eat your food, then you'll find that this new approach will yield great dividends in terms of helping you to cut down on your food intake.

Take Away Message From Step Six

Cooking (and shopping!) is a skill that it takes a little time to develop. But if you make a start now, you can start progressing down a road to understanding much more about your food. And by understanding your food you can control the ingredients and be sure of what goes into it.

Step Seven. Dealing With Sugar

Now, let's talk about sugar. I said at the beginning that the main cause of obesity is not so much what people eat but how much they eat. And this is generally true. But there's no point in making life more difficult for yourself than it needs be. You're going to be hungry, we've established that. And we've also established that you're going to bear your hunger with fortitude and resilience because *you are definitely going to make this work*. One of the things that's going to make your life difficult is sugar and one of your tasks is going to be to wean yourself off sugar. You probably don't realize how much sugar you actually consume. You're not alone, hardly anyone does. Breakfast cereals, fizzy drinks, and many prepared meals all contain huge amounts of sugar.

Ask any of the multinational food corporations who produce this stuff about all this sugar and they will maintain that they're making great efforts to reduce it. Well, they seem to be taking a hell of a long time about it. They've been saying that for at least ten years. So why the delay? It's because sugar is addictive, that's why. If you eat a whole lot of breakfast cereal with sugar all over it, when it runs out, you're going to want to get another packet. And another. It's beneficial for the companies to include plenty of sugar in their products because it makes people go out and buy more of it. You get the idea.

Now, I said that you'll need to wean yourself off of it. And that really is the best way to go. Don't try cutting sugar out of your diet all in one go, it's just going to be more difficult that way. Just try to reduce the amount you eat day by day. The main areas to watch are:

Fizzy drinks – one 225 ml can of cola contains about 25 grams of sugar – that’s about 100 calories. Switch to the zero sugar varieties or, better still, cut fizzy drinks out of your regular diet altogether. They’re not grown-up drinks anyway, they’re for kids (although, thinking about it, they’re just as bad for kids as they are for you, so I wouldn’t encourage them to drink them either)..

Fruit drinks - Beware fruit drinks! Don’t think you can escape the sugar by switching to fruit juice instead. Many fruit drinks contain pretty much the same amount of sugar as cola. They might seem healthier, because, after all, they’re made from fruit. But there’s still a lot of sugar in there. Just look at the label on the bottle and see.

Burgers – I’ve just checked the website of a well-known international burger company. It shows their most popular burger as having 8 grams of sugar. Now, to be honest, that’s somewhat less than I was expecting, so maybe they are making progress in the sugar-reduction department. But that’s still 8 grams that you can do without. And we haven’t even mentioned fat yet. I’ll come back to that in the next section.

Cereals – Breakfast cereals can contain a lot of hidden sugar. Even unsweetened cornflakes are about 9% sugar. The frosted type are 37% sugar. Over a third of their weight is pure sugar - sounds an awful lot to me – I’d avoid them at all costs.

Canned foods – many canned foods, especially baked beans and soups contain much more sugar than you’d expect. Check out the labels before using.

Now, here’s an interesting fact, and one that, if you’re not aware of it, could undo all your good work of cutting out sugar. You might look on a food label and see that the sugar content is quite low. You might think that might make it a product that you’d want to buy if you’re trying to lose weight. But look a little closer. You

might also see another ingredient on the list: corn syrup or high fructose corn syrup. If you see either of these, watch out! Here I'm going to quote directly from Wikipedia:

"Its major uses in commercially prepared foods are as a thickener, a sweetener and as a humectant - an ingredient that retains moisture and thus maintains a food's freshness.

In the United States, cane sugar quotas have increased the price of sugar; hence, domestically produced corn syrup and high-fructose corn syrup (HFCS) are less expensive alternatives that are often used in American-made processed and mass-produced foods, candies, soft drinks and fruit drinks to help control cost.

Glucose syrup was the primary corn sweetener in the United States prior to the expanded use of HFCS production. HFCS is a variant in which other enzymes are used to convert some of the glucose into fructose. The resulting syrup is sweeter and more soluble."

HFCS is an ingredient in a huge number of processed foods, including many savory foods that you wouldn't expect to contain a sweetening product at all. The bad news is that recent research suggests that a) HFCS is highly addictive and b) it's our addiction to HFCS that is largely responsible for the continually increasing obesity levels in the US and in other countries too.

You need to treat HFCS just as you would sugar. You need to be aware of its presence in what you eat and work on cutting it out of your diet if possible. Its addictive nature makes it especially dangerous.

Alcohol – Now , I don't want to stop anyone from enjoying a drink now and again, but too much alcohol is bad news if you're trying to lose weight. For two reasons.

Firstly, of course, there's the calorific value of alcohol itself. Now this is surprisingly high. The calorific value of pure sugar is about 4 calories per gram. Pure fat is 9 calories per gram and alcohol comes in at about 7 calories per gram. Surprised? Not many people realize just how calorific alcohol is. Now, a 5 oz glass of wine, or a 1.5 oz shot of whisky or a 12 oz glass of beer all contain one serving

of alcohol, which is about 13.7 grams. This equates to about 98 calories – about the same as a chocolate bar. Think about that next time you have a few beers.

Secondly, and possibly more importantly, alcohol dulls our senses, impairs our judgement and is very likely to weaken our resolve. It's easy to visualize the scenario where you roll out of a bar having had several beers (several hundred calories) and across the road is a burger bar. You've been sticking to your plan all day so you're just that bit peckish. I can see the burgermeister rubbing his hands already.

Take Away Message From Step Seven

Simply, be aware of how much sugar and HFCS there is in many common foods.

Become a label reader. Take action to cut it down or cut them out of your diet.

These are addictive so you're going to find this difficult. Beware of booze too.

Step Eight. Dealing With Fat

Now let's talk about fat. Fat, of course, is your worst enemy. With each gram contributing 9 calories, it's not going to take that many grams to take you well into danger territory. Your body loves fat because it's such a convenient way of absorbing energy in a concentrated form. And remember, your body wants to store as much fat as possible as insurance against the day when there's no food to eat. (The day that will never come.) That's why we like fatty foods so much, it's nature's way of getting you to eat more of it. Think of all the foods with lots of fat in them: sausages, bacon, cream, ice cream, toast and butter, cheese, chocolate – they're all yummy. We're naturally predisposed to eat fat when it's available. And that's the trouble these days, it's always available.

So what can we do about it? Well, it's not easy, I'll grant you that. And I'm not going to be able to offer you any magic solutions. But there's always hope out there and we're going to have to work out a way forward for ourselves.

Now, I've called this book the Weight Loss Boot Camp Extreme. And I've given it this somewhat militaristic title because I want to emphasise that the weight loss project that you've embarked upon by buying it is going to draw on all your reserves of determination and will power. Just like soldiers need to when they're in a difficult or life-threatening situation. And if you haven't got any such reserves then you're going to have to develop them. But even I understand that we human beings are fundamentally weak creatures. That's why I'm prepared to cut you a little slack here. If you want a slice of pizza (about 300 calories) or 500ml of Ben & Jerrys (1200 calories!!!) then, be my guest. That should satisfy your fat craving for a while. But take a look at the numbers, it means you're going to have to cut

down somewhere else today to compensate. (You also need to be aware that all that sugar in a tub of ice cream is likely to reawaken your craving for sugar. So it's best avoided.) There's no way round this, I'm afraid; it's simple arithmetic. Stay under your daily requirement or you'll achieve nothing.

And if you achieve nothing, how will that make you feel when you go to bed? Are you really prepared to consign yourself to the ranks of the forever-fat non-achievers for the sake of a slice of pizza? Pizza's Ok, but it's not worth admitting failure, I can assure you.

No, I want you to become a satisfaction junkie. I want you to get a kick out of that sense of achievement I talked about in Step One.

But there are some things we can do to minimize the fat problem. Let's work our way through this dilemma. These are simple ideas that are really just common sense.

1. Spray cooking oil into your pan instead of pouring it. You can buy spray cooking oil at the supermarket. You'll find that you can fry an egg in less than half a gram of oil instead of the five or ten you might pour from a bottle.
2. Baking instead of frying. Use the same oil spray to lightly coat food before putting it in the oven. You'll barely notice the difference.
3. Get one of those sloping grills named after a famous boxer to drain the fat from any food that might have fat in it such as steaks, sausages, burgers. (See? I don't mind you having a burger, but I recommend you cook them at home rather than buying a pre-prepared one.) Take my word for it; these sloping grills are remarkably effective.
4. If you roast any meat, such as a chicken or a joint of pork, stand the meat on a grid to raise it above the bottom of the roasting pan. That way it's not sitting in a puddle of its own fat as it cooks in the oven. You might find that the meat tastes a

bit drier this way, but hey, do you want to lose weight or don't you? Use more gravy.

5. Don't keep any fatty food that you can nibble straight from the cupboard around the house. I'm thinking here of cookies, cheese, candy, chocolate, nuts and the like. Even though YOU HAVE VOWED TO YOURSELF not to eat outside of your prescribed time periods, they're extra temptation that you just don't need. Go through your cupboards, collect up all the stuff I've just mentioned, put it in a box and take it down to the local homeless shelter. They need it a helluvalot more than you do.

6. Over to you. Think up other ways in which you can reduce your fat intake. This, as I keep saying, is *your project*. The more you CONTRIBUTE and involve your own ideas, the more successful it's going to be.

Take Away Message From Step Eight

You just have to use common sense when it comes to fat. OK, we know it makes things taste good. But it's been your downfall and so you need to put fatty foods in their proper place in your life. No one is going to deny you a bag of fries from time to time, but just think what they mean in terms of calories and make allowances elsewhere..

Step Nine. Sleep

As it happens, I'm not a great proponent of lots of sleep. I prefer to be up and around and doing things. I've always got plenty of work to do and I'd rather be getting on with that or taking the dog for a walk than lie in bed asleep. You'd certainly expect to use more calories that way. However, recent research has shown that people who get lots of sleep tend to be not as fat as those who don't sleep much. It's to do with chemicals created by your own body. When we are asleep our bodies produce a substance called leptin. When we are awake we produce a substance called grehlin. And these two substances have an effect on how hungry we feel. Leptin suppresses our feeling of hunger while grehlin enhances it.

The conclusion drawn by the research is that if we get plenty of sleep then we are likely to feel less hungry and eat less as a result. It might be true but I've seen no actual evidence to either support or refute this idea.

So what can we make this? On the one hand, we have the obvious reality that being up and about is likely to consume more calories than lying in bed, and on the other hand, it's clear that if you're in bed asleep you're not going to be eating anything and hopefully if your leptin levels are high enough you're not going to want to either. It's up to you, find out for yourself if sleeping a bit more every night makes a difference to your need for food. Personally, I'm going to continue to get up early in the morning, like I always have, and let the hormone levels take care of themselves.

While we're on the subject of bed, we're perilously close to the subject of sex. If you are in the fortunate position of having an active sexual relationship then my

obvious suggestion is to have plenty of sex. Active sex equals plenty of exercise. Like everything else though, you need to be careful; if you twist your back during a particularly acrobatic session then you could be lying stationary in bed for a week. Enough said.

Take Away Message From Step Nine

Get as much sleep as you can, it may help with your need for food. Experiment and take note of what your body is telling you.

Step Ten. Exercise.

For the purposes of losing weight, exercise is pretty much a waste of time. I bet you've never read that in a weight loss book before. Now, before we go any further, I want to be completely clear: I'm not suggesting that you don't do any exercise. Quite the reverse, I'm all in favour of it. I'm simply pointing out that if you expect to accelerate your weight loss by launching yourself into an extensive exercise regime then I'm afraid you're going to be disappointed.

It's a sad fact that the number of calories expended in most types of exercise is disappointingly small, much less than you'd expect. Most exercise activities such as running, cycling, swimming etc. come in at about 400 calories PER HOUR.

Think of it. Could you go running or swimming for an hour? Non-stop? No, I didn't think so. Nor could I. If you've led a pretty sedentary life up to now then the chances of you being able to go running for even five minutes is pretty slim. And if you do, with no preparation, you'll find it impossibly difficult. And it'll probably kill you.

Here's another interesting factoid. How many miles do you need to walk to burn off one pound of fat? Answer at the bottom of the page³.

And the other problem with exercise is that it makes you hungry. Come home from a day trekking in the woods and you'll be ravenous. And you'll want to eat everything in sight. That's just what we want to avoid, so go easy on the exercise, especially at first.

³ Walking doesn't burn many calories compared to running or swimming. Believe it or not, it's estimated that that you need to walk 120 miles to burn off a pound of fat. That doesn't mean you shouldn't go out walking though, it gets you out of the house, active and away from food.

But there are things you can do. As I pointed out in the How to Eat section above, it can be instructive to learn from the experts. Now, I don't want to be controversial here, but there is a particular category of people who have learned a whole series of techniques to burn off energy. Anorexics. As you are probably well aware, anorexia is a sometimes fatal medical condition that affects mainly teenage girls and young women. They can sometimes starve themselves to death. Because of a serious distortion of their body image, they delude themselves into thinking that they are always too fat. Even when they may be perhaps 50% of their proper body weight and skeletally thin, their own view of their own body is 'too fat'. When medics attempt to help them by getting them to eat more, a canny anorexic will burn off that extra energy by 'jiggling'.

And that's what I want you to do. Instead of sitting completely stationary in front of the TV, jiggle your arms and legs, your hands and your feet. Try to keep them moving all the time. Other people in the room might find it annoying but that's their problem, not yours. Keep jiggling as much as you can (although not if you're attending a job interview). You'll be burning off calories all the time.

Another anorexic's trick is to stand all the time rather than sit. The muscular effort involved with standing is all good calorie-burning activity and much better than just flopping down in a chair. When you're watching TV or reading the paper, stand at a table and keep moving around a little. I realise that if you're really fat then standing up for long periods might be painful for your joints. You know your own situation – do what you can. Try alternating between jiggling and standing if that suits you.

Try these too:

Park the car three blocks from wherever it is you're going. Those extra yards, there and back, will all add up.

Go for a walk at lunchtime, don't sit in the office.

Take the dog for a walk. And if you don't have a dog, offer to take the neighbor's dog instead.

Unless you're on the fiftieth floor, use the stairs, not the elevator. And if you do work on the fiftieth floor, get out or the elevator on the forty-fifth.

Play-fight with your kids – they can take all the 'punishment' you can dish out.

After a couple of weeks of this extra activity you'll feel your fitness begin to improve. In which case get out at the forty-third floor or park six blocks away. This isn't rocket science, just do whatever you can to increase your activity levels.

A word of warning though, all this extra activity is going to increase your hunger levels. You need to be on guard against this. Losing weight and dealing with the hunger pangs is hard enough without adding another layer of difficulty on top by pushing yourself too hard. Just take things steadily here; this is a long term project, as I keep saying. In fact the ultimate goal is to get you to change your attitude to food for the rest of your life. The new way that I'm trying to teach you here will become the norm, and you'll be able to look back on this period in your life when you got fat as an aberration.

Take Away Message From Step Ten

Trying to do lots of deliberate exercise from day one is likely to be counter-productive. You'll just end up wanting to eat more. Instead simply incorporate a bit of extra walking and other activities into your day to begin to build up your fitness. Then you can join the gym, if you want, once you're in the right condition to do so.

The message

I hope that by now, you've got the message. Losing weight is largely a matter of attitude. Attitude to your food and to the part that food plays in your daily life and also your attitude to yourself and your own body. Put food in the right place in your life and it will be much more controllable than it is now. Up to now you have been out of control. Food comes along and you vacuum it up. It's no wonder you've become fat.

Don't fall for it

You've probably seen dozens of books, programs, guides, membership clubs and the like that promise you an easy way to lose weight. Well, don't fall for it.

There is no easy way.

Losing weight is hard.

That's why so many people fail at it. And it's why you've failed at it in your previous attempts. You have set your expectations according to this sort of guidance then, when it turns out not to be easy, as promised, you lose faith in whatever system or program that you've bought into. And when you lose faith, you lose motivation.

So, in order for this to work for you, you're going to need to make the mental preparation I've been banging on about all the way through this book. If you follow the ideas and make the changes I've suggested here then you will definitely lose weight. I'm not saying that as a matter of belief. It's a matter of fact. It is a simple biological fact that if you consume fewer calories than your body requires

then it will draw on your fat reserves and you will lose weight⁴. It's guaranteed by the laws of nature.

But you need to be mentally up for it.

Ask yourself: "Do I really want to do this?" It's going to be tough and you're going to need to develop a steely determination when the hunger pangs strike. But as I've said many times in this book, there is a huge amount of satisfaction to be had from conquering something that's difficult and testing. Ask any mountaineer or any marathon runner. So, combine that sense of self congratulation with the vision of how much better your life will be when you've achieved your goal and you'll have a powerful motivator that will carry you forward.

As well as being motivated, you need to be intelligent about this.

My approach doesn't give you a bunch of instructions that you can mindlessly follow (Day one – eat this, Day two – eat that). Ask yourself, where's your motivation going to come from when you're just obeying somebody else's instructions? No, my WLBC approach puts YOU in control. When you're in the driving seat you know that the weight losses you're seeing are the results of YOUR efforts and nobody else's. That's what's going to pull you forward. **And you're going to make a success of it.** And when you make a success of something as hard as losing weight, think how many other areas of your life you'll be able to make a success of...

⁴ Incidentally, you might be wondering where the fat actually goes when your body starts using it. Well, your body is simply an animated chemistry set. All the food we eat, and, when required, your body fat, is converted to simple chemicals which are then transported through the blood stream to the cells that need them. Muscles convert the chemical energy into mechanical work, brain cells use a lot of energy to function properly, and all of your cells generate heat. Lots of it. The by-products of all this fat burning activity are the carbon dioxide and water that you expel with every breath. It's the same with a car engine. All the chemical energy that's contained in the gasoline is converted to mechanical work to propel the car, and lots of heat. And what come out of the tail pipe? Carbon dioxide and water; exactly the same stuff!

But, and I'm going to say it again, you are going to be hungry. There's no effective way of losing weight that doesn't make you hungry so you'd better prepare yourself for it now. But there are worse things in life than being a bit hungry.

Now, you've read this book and it's time to get started. I think you'll agree that there isn't really very much to the process of losing weight. It all really boils down to exercising self-control and in shifting your attitude to the food you eat. It might take a little time to make the adjustments you need to make, but that's OK, this isn't a race. Someone once said that your body is a temple. Treat it as such and it will reward you accordingly.

Motivation is the key to everything, of course and you need to keep yourself motivated as you move forward with this all-important project. So look at your fridge photos now and again, and compare the old you with the new one. As you see your body diminishing you'll know that your new approach to life is working and more motivation will be the result. Also, make a note in your diary or on your cell phone calendar to *re-read this book once a month*. It's easy to forget things after a while and a monthly re-read will revive the ideas and principles that you need to embrace.

You've taken a great step forward and shown great strength of character in buying this book because it probably contains stuff that you'd rather not hear. And you have a huge challenge ahead of you. I hope, for your sake, and the sake of those who care about you, that the WLBCCE has prepared you for it.

Now it's over to you – I wish you well in your endeavors.