



What you should do when trying to lose weight.

Instead of choosing the lowest possible calorie target that you can survive on...try aiming for the highest possible target that will allow you to still lose weight.

Ok, it may take a bit longer to lose it BUT at least you will have a better chance of sticking to it and actually keeping the weight off.

So let's say you want to lose and you opt for that magic 1200 calorie target...

Ok so you'll lose weight pretty quickly but you'll also realise (equally as quickly) that you're not going to be able to eat 1200 calories for very long.

That is unless you're very small already and don't move too much!

Most likely you'll feel so deprived and low energy that you'll give up and go back to eating what you were eating before. And ultimately gaining back whatever you lost 😞

Losing weight is not an all or nothing game though.

Maybe you would have still lost weight eating 1800 calories. Maybe even 2000.

Wouldn't that make you feel way more energetic and much more likely to adhere to your target?

Of course it would!

Plus you'll perform better in your workouts, be less stressed and you'll have way more wiggle room to eat the foods that you enjoy.

How do you know what that starting daily calorie intake should be?

Start with your bodyweight in pounds and multiply it by 12.

- Eat that many calories for 2 weeks and see what happens.
- If you lose weight, perfect. Stick with it.
- If you don't or you gain. Reduce that number by 10% and then repeat.
- Continue until you find YOUR ideal target, not the 1200kcal that 99% of people jump to when only maybe 1% should.

You don't need a super restrictive diet with a mega-intense workout plan that you can't keep up with after a few weeks.



This is what you need.

- Calorie Deficit - because, without it, you won't lose weight.
- Strength Training - because it's the best use of your time when the goal is losing fat & getting lean.
- Moderation - because life without pizza is the epitome of sadness.
- Mindfulness - because you should be someone who mindfully chooses to be their best self. You deserve it.
- Consistency - because what you do most of the time matters most.
- Patience - because it's what stops most people from achieving great things.
- Honesty – because being dishonest with yourself will only hurt one person — yourself.
- More patience - because we all need it!

And don't forget!

- It will take longer than you want
- Consistency always wins
- You're going to think it's not working
- You're going to want to quit
- It will be worth it

Fat loss is a journey, it's not an overnight thing.

You will come across many obstacles, but with a little patience and persevering through, you will succeed.