

The MKM RFL *ACCELERATOR* White Paper



Maximize Your Fat Loss With **3** Simple Tweaks!

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A More Kettlebell Muscle Bonus Report:

The Rapid Fat Loss Accelerator White Paper

When I was a kid, I had a short-lived interest in muscle cars. You know, the American classics like the '68 Ford Mustang GT Fastback, the '69 Chevy Camaro, the '69 Dodge Charger, the '66 Pontiac GTO... Cars like that.



1969 Dodge Charger

The cool thing about them was most of them were just suped up versions of regular family style cars. They weren't fancy sports cars like Ferraris or Porsches, but they performed like them, at least from an all out speed and acceleration perspective.

The information presented in this white paper can be viewed as the fat loss version of a muscle car. You don't need to use it, but it sure makes the whole experience faster and cooler. (And who doesn't want that?)

And the point of this white paper is to explain to you a very simple process which is incredibly easy to implement, with very little extra effort on your own, which will accelerate your fat loss through some very simple physiological processes.

I'm not going to give you some long drawn out scientific explanation of why this stuff works, but I will explain to you the basics of the method behind the madness so you know why you're doing what it is you're doing.

Because this is a "white paper" - it's only the most pertinent information presented in a predigested, easy-to-implement brief.

Use this is an addition to any program in *More Kettlebell Muscle*.

Tweak #1: The "After Market" Protocol:

Here's the whole point of this white paper:

You want to burn as much fat as possible using every available means to do so.

One of those means is - and hold on to your horses -

Steady state cardio.

Yeah, I know, steady-state cardio is supposed to be a time-waster and from the devil.

And it is, when used incorrectly, the way 95% of all people use it.

Ok, so here's the quick and dirty of the how and why this works. (Like I said earlier, I'm going to leave out some of the science just so you get enough of the info to understand *why* the process is important.)

After you've done your MKM training session, you will have mobilized fatty acids from your fat cells. This means that they have been released from your cells and they will be floating in your bloodstream.

From there, for maximum fat burning, you want your body to transport them to the muscle cells and liver to be used as fuel (the actual fat burning process). There are two ways to help speed this process along, and in doing so, burn more fat:

The first is to remove most of the carbohydrates from your diet. (That's why you'll see the recommendations in MKM to eat only 50g of starchy carbs post workout on workout days only.)

Because of this, after an intense MKM session, you'll have free fatty acids floating around in your bloodstream. That's the good news. The bad news is, if you do nothing afterwards, your body will transport those fatty acids back to the fat cells where they'll be redeposited.

(Side Note: All is not lost. MKM programs still burn a ton of calories, creating EPOC, which in turn still requires you use more energy at rest on "off" days. What I'm describing is a process to *burn even more fat* using different mechanisms.)

So we need you to burn off all those free-fatty acids in your bloodstream.

And that's where the second mechanism comes in: Good ol' fashioned steady-state cardio.

Exercise physiology texts (and personal training manuals from the 90s) are filled with prescriptions for cardio in the "fat-burning zone." And for good reason, long slow steady-state cardio, at lower intensity levels, does burn fat. But only after stored sugar (glycogen) has been used and that's usually a twenty minute process if there's any carbohydrate in the diet. (No wonder all those high carb/long slow cardio programs were doomed to fail...)

However, we short circuit this process in MKM because our exercise is described as “High Intensity” which means it uses sugar as fuel and burns more calories than steady state exercise. AND since you’re on a reduced carbohydrate diet, so there’s very little sugar in your body and all it has is fat to be used for fuel.

Now here comes the simple, easy-to-implement part: You simply go for a brisk 20-minute walk after a your MKM workouts. This burns off the free fatty acids already circulating in your bloodstream and keeps them from being redeposited in your fat cells.

See? Simple. And easy.

Here’s a bonus: When you do this you speed up the recovery process, ensuring you can put forth maximum effort in your next workout, so you can always achieve a maximum calorie burning state.

Think of this process as the “after market” protocol - don’t need it to make your car run, but it speeds up the journey.

So Here’s The “After Market” Protocol:

1. Do your MKM workout.
2. Do some “Fast and Loose” drills to shake out accumulated tension for about 5 minutes.
3. Go for a brisk walk for 20 minutes.
4. Shower and eat.

The Next Level - Fine Tuning Your Fat Burning Machine

Car buffs know there’s always one more thing you can add to your car to either make it look better or perform better. But they have to be careful that it doesn’t detract from their car’s long term overall appearance or performance. A case in point is those mudflaps with the silhouette of the naked lady sitting with one knee bent and the other leg outstretched. (Don’t be coy with me, you know exactly which ones I mean...)

Burning fat is the same way. We see some success and tend to get greedy: Everyone always wants to know if they can do “more.”

Here’s the deal, if you put a bigger exhaust on your car, you have to put on bigger brakes. Greater performance requires greater stopping power. The problems (accidents) come from forgetting about the brakes.

So, before you do “more,” know this: MKM programs are very demanding on the body. That’s why they’re so short. What most people don’t know (or fail to acknowledge) is that there’s an inverse relationship between effort, duration, and frequency.

- **When effort levels are high, approaching maximum, duration must be by definition, low.**

It's simply physiologically impossible to perform at high efforts for long periods of time. That's why a sprinter's pace is much different than a marathoners.

- **When effort levels are high, approaching maximum, frequency is low.**

This is because maximum efforts excite the central nervous system and overstimulating your CNS leads to overtraining and injuries, and actually increases your body's tendency to store, not burn fat.

So anything "more" you do must first, *not interfere with your recovery*, and second, *support your main goal*, which in this case is [rapid] fat loss.

Here are more tweaks to show you how you squeeze the most out of your MKM programs without overtraining or getting injured:

Recap: Tweak #1: Implement the "After Market" Protocol

Tweak #2: Incorporate Intermittent Fasting into your lifestyle.

I've written extensively on this since 2011 - both in my *Permanent Weight Loss Solution* and my *Six Pack Abs 365* books. (You can get them both on amazon.com.)

IF as it's called, teaches your body how to more efficiently use fat for fuel by aligning your meals with your circadian rhythms and the dominant portion of your autonomic nervous system. Here's the quick and dirty:

- Undereat during the day (or fast) while your sympathetic nervous system is dominant - the part responsible for "fight or flight." Digestion is naturally impaired during this part of the day so it makes good sense to not eat or eat very lightly.
- Eat most of your calories after your workouts (for recovery) and at night when your parasympathetic nervous system is dominant - the part responsible for "resting and digesting."

Tweak #3: Add in a brisk walk first thing in the mornings on your "off" days.

- This should be brisk, but not fast.
- Make it between 20 and 40 minutes.
- How this works: Because you're already in a "fasted state" from sleeping 7 hours or so, your body is relying on fat for fuel.
- This is an easy way to encourage your body to burn more fat without overtaxing your nervous system

BONUS TWEAKS!

Because I just can't help myself... I insist you have ALL the info at your fingertips.

Tweak #4: Always take one day a week completely off.

That's right, no workouts. No extras. Just rest and relax.

Good for the mind, body, and spirit.

Rest is key. Never forget the following: Working out is the provocation - the stressor - which stimulates the adaptive response. Rest and recovery is what produces the adaptation to the stress, the result you're looking for - in this case, fat loss.

Tweak #5: Incorporate a "re-feed" or "cheat" day once a week.

This rebalances your fat burning and fat storing hormones, ensuring your fat loss doesn't stall out. It also ensures that you're keeping your thyroid (your master metabolism gland) healthy.

Simple eat your favorite foods, whatever you want, but don't stuff yourself silly. *Enjoy not gorge* is the key. This day is best followed up with a full 24 hour fast or a day of some very light eating.

Question: How do you know if these tweaks are too much for you?

Again, like everything in this report, the answer is simple:

You slowly add one tweak after another and measure your results.

And by measure, use your pants, take pictures, use a tape measure on your waist, but keep measurements nonetheless. When they slow or stop, you might be doing too much.

Here's how I'd go about implementing everything:

Simultaneously implement Tweak #2 and Tweak #4.

Slowly add in Tweak #3 and Tweak #5 and gauge your results by measurements, the mirror, or how your clothes fit.

The Finish Line.

What you have just read is everything you'll ever need to lose as much fat as you want. The key is implementing it. Just like hopping in the car, turning the key in the ignition, backing out the driveway, and cruising on down the road to your final destination. You can either drive the family sedan in the slow lane (nothing wrong with that) or you can use this - the GTO version - and blow past everybody else and get to your destination sooner. The choice is up to you, and there is no wrong choice. It's situationally dependent. If you've got a young family, the GTO is probably not for you, the station wagon is. You'll have to leave the GTO in the garage for a little while longer.



Regardless of which vehicle you use for your fat loss journey, *More Kettlebell Muscle* and the methods in this white paper will get you there, some a little faster than others. However, it's the same journey. Just remember to enjoy your trip.