

THE EASY DIET

Quite Possibly The Easiest, Most Enjoyable Diet Ever!



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INTRODUCTION

There lots of diets on the market today.

Many work.

Many don't.

I think the reason most don't because many well-intentioned folks don't understand what a "diet" is.

The word "diet" comes from a Greek word that means "a way of eating."

Or a "lifestyle."

And that's why 'THE EASY DIET' works -

It's a lifestyle.

It's pretty simple really.

You rotate the foods you eat and don't eat in specific quantities to reduce your total caloric load (which most scientific research agrees is necessary to lose fat)...

And you do it in such a way to optimize your body's fat-burning and fat-storing hormones.

And you enjoy the process, because no foods are off-limits.

Finally, this is not a "science" manual.

If you're like most of us, you've probably read enough science to have a rough idea of how things "work."

But I'm not including a ton of science in this.

(There's some.)

And that's because this manual is about IMPLEMENTATION.

Getting Things Done.

As my friend Pavel Tsatsouline says,

"Understanding is a delaying tactic."

In that spirit, let's jump right in.

THE PLAN

There are only 3 moving parts to 'THE EASY DIET.'

Part 1: Ultra Low Carb Eating

Part 2: Intermittent Fasting

Part 3: Re-feeding

Let's take a closer look at each one...

Part 1: Ultra Low Carb Eating



If there's one thing we've seen in the scientific literature over the last 10 to 15 years that consistently pulls weight and more importantly, fat, off people, it's a very low carb diet.

How low carb is “very low carb?”

Less than 30 grams of carbohydrate a day.

Before you freak out and say there's no way you could do that, let me just point out that this is actually what “strict” Paleo was, before it became what it was today.

It's actually incredibly easy to eat like this.

Tell me if any of these foods sound delicious to you:

- Hamburgers (without the bun)
- Steak
- Eggs
- Ham
- Cheese
- Turkey
- Salmon
- Fish
- Bacon
- Pork
- Sausage
- Butter

Yeah... *They all sound delicious!*

Well those are the types of foods you eat on a very low carb diet.

And...

Of course we want to remain healthy and get our vitamins and minerals so we eat lots of fibrous and cruciferous green veggies like:

- Spinach
- Asparagus
- Kale
- Lettuce
- Broccoli
- Asparagus
- Green beans
- Etc...

Why We Eat Very Low Carb...

Very simply: “Low carb” deprives your body of its primary fuel source - sugar, which is stored in your muscle cells as glycogen.

When your body runs out of sugar, it has two other choices for fuel: Stored body fat and muscle tissue. If you keep your dietary fat intake high enough, it uses that as the “kindling” if you will to burn stored body fat.

Simple enough strategy.

Next up...

Part 2: Fasting



Fasting is simple. You don't eat for a certain period of time. And then you do.

The point of fasting is that you deprive your body of food and it uses stored body fat as fuel so that you can drop that excess body fat

Not only that you increase:

- **Insulin sensitivity**, which means you use less insulin and therefore store less fat
- **Decrease insulin resistance**, which means your body is more sensitive to insulin so you store less fat
- **Increase growth hormone levels**, which in turn, restore your youthful appearance and makes your body use stored fat for fuel

- **Decrease cortisol levels**, which helps you normalize your insulin levels, which in turn means you store and produce less body fat
- **Decreased blood glucose levels**, which means less insulin released, and less chance for fun diseases like Type 2 Diabetes
- **Maintenance of muscle tissue**, which is your fat-burning machinery, the last thing you want to lose when you're trying to burn fat.

Obviously, these things are vitally important because they improve your health, which in turn increases your body's ability to burn fat.

Next up, you may be wondering:

What's the best fasting duration?

Over 18 hours.

24 to 36 hour fasts.

24 hour fasts are easiest. Simply stop eating one day after dinner, say 6pm. Start eating the next day at dinner at 6pm.

Although, going an extra 12 hours and getting up the next day and eating your favorite breakfast never hurt anyone either. (More on that in a moment.)

I'm not going to cover the science that proves this. That's not the point of this manual. If you'd like an in-depth scientific reference manual on fasting and its benefits, get Brad Pilon's excellent, *Eat. Stop. Eat.*

However, if you really want to get into a place where you're effortlessly burning fat all day long, I strongly recommend you consider the daily intermittent fast.

This is where you restrict your eating to 4 to 8 hours a day, depending on what works best in your schedule.

For example, you finish eating dinner at 7pm and you break your fast at lunch - around 12pm.

And now to the final and probably the most enjoyable part...

Part 3: Re-Feeding



Re-Feeding is very simple: **You eat high calories and high carbohydrates.**

(But not *too* high. Don't go hog wild and stuff yourself silly so you can't move.)

This does one major thing:

It increases your leptin levels.

Leptin has been called the “master hormone” because it is thought to be tied to the control of all other hormones.

It's responsible for keeping your metabolic rate normal. Decrease your calories or your carbohydrates, or worse yet - BOTH - and your leptin levels will drop by about 50% in only 7 days, and so will your metabolism and your ability to burn fat.

That's why long term low carb diets work great in the short run and then they don't work very well at all in the long term.

You need calories and carbohydrates to keep your "metabolic fire" stoked and burning fat.

Seems like a Catch-22.

And that's why we need to re-feed.

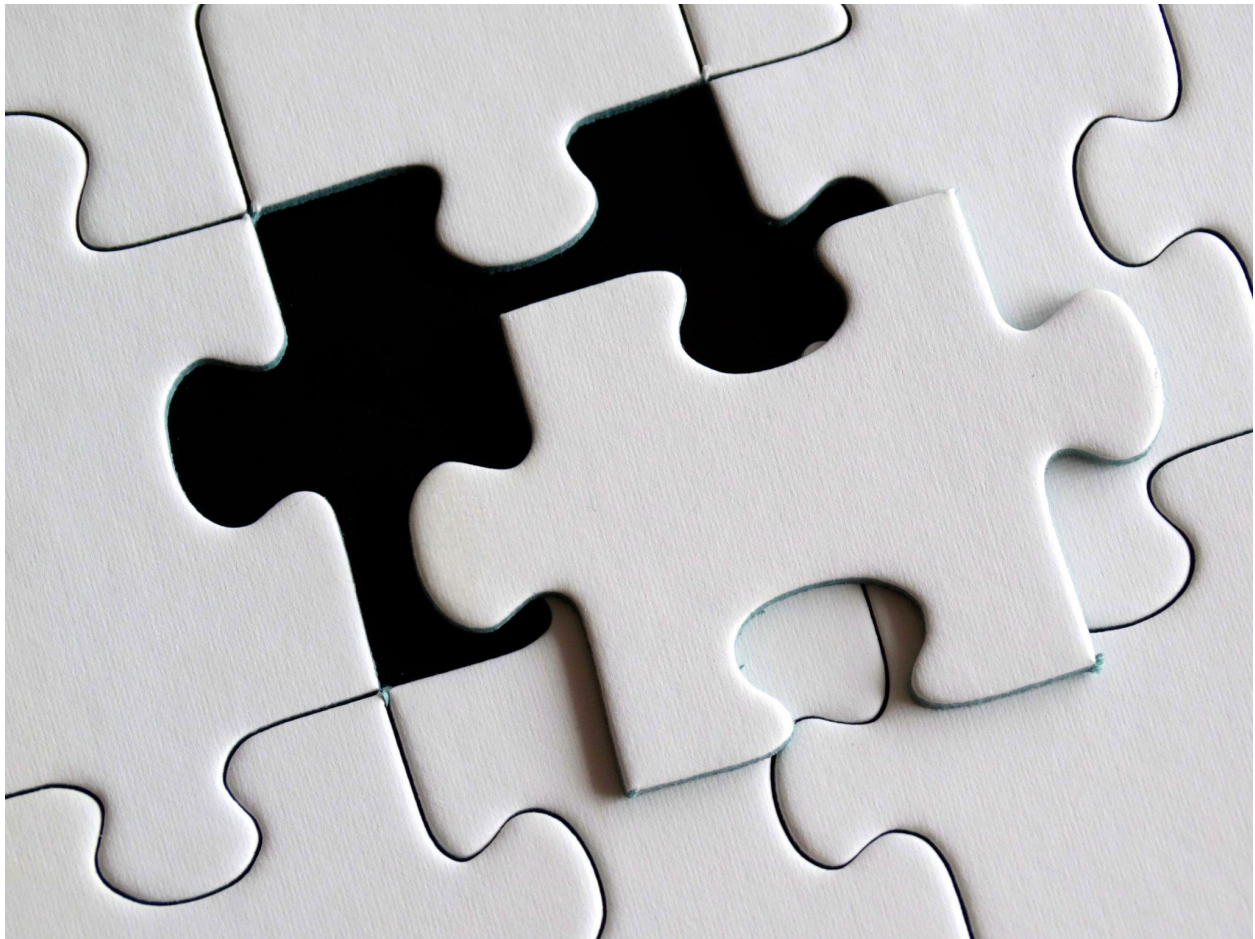
On re-feed days you're not going to pig out, but you are going to enjoy your favorite foods. *Pizza, ice cream, cake, cookies. You get the idea.*

The M.O.?

Don't stuff yourself. Don't deny yourself. Don't stuff yourself. Eat to a comfortable stop.

Read that last part again, just so we're clear, because I once had a private client who complained he just wasn't seeing progress. Turned out he was eating a whole cheesecake from Costco every Sunday...

Putting The Pieces Together



So here's how you put the parts together.

You're going to perform The Easy Diet on a 7-day cycle so it conveniently fits into your week.

Days 1-5: Very Low Carb Eating

Day 6: Fast

Day 7: Re-Feed

Pretty simple.

You may be wondering, if you have some of my other diet programs, why we're putting the fast day BEFORE the re-feed (which is really a "cheat" day) instead of AFTER like I do in my other products.

Well that's what I've been tinkering with.

After 5 days of lower calorie, lower carb, while working out, you're pretty much glycogen-depleted. We push you over the hump and into a fully fat-burning state with a 24-36 hour fast.

Which fast is better?

I'll leave that up to you to experiment with.

If you choose a 24-hour fast, still eat a very low carb, high fat meal.

AND...

Your body is primed and ready to absorb nutrients, like carbs, and jam them into the muscle cells.

Then start the cycle over.

"But don't I need to fast after the re-feed day?"

No.

Your body has been fasting for 24-36 hours and you're already in a fat-burning state. Overeating on high carb foods is a necessity to boost leptin levels and maintain that fat-burning state.

Plus, you'll automatically be dropping back down into a lower calorie, very low carb eating regimen for the next 5 days, so you won't have the opportunity to store fat.

On Calories...

How many calories should you eat?

We could use the old bodyweight * 9-13 coefficient, which is time-tested.

However, why not just use the fist method?

It's easy, it's reliable, and it works for most people.

Make a fist.

Now eat 4 servings of that much protein each day.

When?

Whenever you want.

You may eat 3 meals a day - breakfast, lunch, and dinner, or skip breakfast and break it into 2 large meals.

The key to remember is to make it fatty enough.

So choose fattier cuts of meat and other fatty protein sources. And don't forget the green vegetables to aid in digestion and so you can get your vitamins and minerals in.

What Days Are Best?

You may be wondering how to set this up so it fits into your weekly schedule.

It's simple.

Decide which day you'd like to do your re-feed and plan your week around that.

For example:

If you started your 7-day cycle on Monday, then your re-feed would be on Sunday, which means you'd fast on Saturday. (Might be a great plan for football season...)

If you love to socialize on Saturdays, then plan your re-feed for Saturday. That means your week will actually start on Sunday and your fast day will be Friday.

You get the picture.

Lots of options all based around your schedule.

Wrap Up

As you can see, there aren't a lot of moving parts to 'THE EASY DIET.'

Just three actually.

The BEST part is that you actually get a wide variety of foods over the course of the week and many of them fall into the "favorite foods" category so you never end up feeling deprived: Steak, eggs, burgers, pizza, ice cream. It's all in there for the making.

You may be wondering how long you can stay on The Easy Diet.

As long as you want.

Or until you stop making progress, which actually should be when you reach the single digits of body fat percentage as a man, and the low to mid teens for a woman.

And that's all there is to The Easy Diet.

It's simple and it's enjoyable.

What more could you ask for?