

SlimCotton.com Presents:

# 7 Irrefutable Laws of Successful Weight Loss

Exclusive Report

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**\*\*\* PLEASE SEE A PHYSICIAN BEFORE BEGINNING ANY DIET AND/OR EXERCISE PLAN \*\*\*** (Obvious disclaimer, but the reason is if you haven't worked out in a while you could do more damage to yourself without any guidance. Example: my mom has an aneurysm in her brain. While she can still workout, she can't do anything too strenuous. She wouldn't have known this if it weren't for the doctor. This is just one example. 'Nuff said...)



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*There are many obstacles in your path to losing weight and reaching your goal. But take heart. You can do it!*



I'm not going to lie – it's not going to be easy. No doubt you already know that! When we put weight on, we do it over periods of months or years and sometimes decades before we decide to get healthy again and shed that unwanted weight. Because it took time to put it on, it is going to take time to take it off. The good news is it doesn't have to take years. I don't know about you, but I can get impatient with the and want the end result so bad that I'm not always sure I have what it takes to make it to the finish line. But, we ALL have what it takes with proper desire and planning.

There are irrefutable laws we simple can't break. We may not like them, but they are universal truths that once we understand them we can use to our benefit like a surfer uses the natural ebb and flow of the ocean to his benefit and enjoyment. If we go against the surf, we will get smacked down by the waves.

Okay then. Here we go with 7 Irrefutable Laws of Successful Weight Loss!

# MOTIVATION

If you're like most of us, you need proper motivation to stick anything out. Because when the "tough gets going" you don't want to quit. Sufficient motivation will help you keep moving forward.

I've heard plenty "experts" say you need to think of what you'll look like in a smaller dress size for your class reunion; imagine how you'll feel when you reach your goal weight; be healthy enough to play with your grandkids someday, blah, blah, blah. While I think it's good to have positive motivation like this, I also think using EMOTIONAL PAIN can be a better motivator!

I was dating someone several years ago who was in great shape. I had about 30 pounds to lose at the time. She ended it after only a few months and I was devastated. She was pretty kind as far as breakups go – not citing any character flaws, etc. She said, "We are just like a square peg and round hole." In shock and in pain I made the stupid mistake of asking her if my weight was also a deciding factor for her. SHE SAID YES! ARGH!!! What a dumb human I am from time to time. Why did I even ask?!

I began hitting the gym with a newfound fervor. And guess what? Yep, you guessed it! Every single time I felt like cheating on a workout, on my diet, or just plain skipping a spin class, etc. all I could hear was "Yes, your weight was a factor"!!! I kept thinking, "I'll show you!" Ha ha! But was it ever painful.

Before all you mental health professionals chime in, I just have to say the proof was in the puddin', so to speak. I lost over 20 pounds in 2 months! I felt better physically AND emotionally.

Pain or discomfort can be a powerful motivator. Now, I'm not saying to be unhealthy with this, but if someone said something like, "Oh, when are you expecting? I didn't know you were having a baby?" and you had to respond, "I'm not pregnant." – *use that pain!* Heck, use someone else's pain if you need to. Imagine someone saying something like this to you and tell yourself you're going to save yourself the embarrassment of it all by losing the weight before they can hurt you!

Another great motivator is to take a picture of yourself with just underwear on. The picture won't lie and you probably aren't going to like what you see! It's kind of like the first time you heard your voice recorded. Remember? You said, "That's ME?!" You'll probably have the same reaction. But use this to motivate you – not crush you!

FIND YOUR MOTIVATION – use a painful experience if you have one. Borrow someone else's if needed.

As long as you're breathing, I GUARANTEE you can do this!!! 😊



# MINDSET

This is not to be confused with motivation. I have frequently found for myself that if I don't properly mentally prepare for a lifestyle change, I will fall off the bandwagon within a few weeks.

Here's what I suggest:

Take a week or two before even hitting the gym and starting a diet to envision yourself getting up early and going to the gym – even when you're tired. How many days are you going to workout? Are you following a workout regimine? Which one? Think of what your eating strategy is going to look like (notice I didn't say diet?!). Are you going to plan out your meals in advance? What are you going to eat when you're super busy and forgot your lunch at home? Are you going to reward yourself with a cheat day one day a week to eat anything you want? Get the picture?



In The Seven Habits of Highly Effective People, author Stephen Covey calls this process the First Creation. You need to create a blueprint in your mind before you can build it in real life. Another thing he talks about is to Begin with the End in Mind. Think of what you will have achieved once you reach your goal weight. Picture yourself living a healthy lifestyle with lots of energy each day.

DON'T SKIP THIS STEP! This is very important! Take some time with it. Really chew on it.

Already you've laid the foundation for success without lifting a single weight! You're ready to roll.

# EXERCISE AND DIET

***You need to burn more calories than you consume!*** This is no secret. You need a good plan. You need both Exercise and a proper Eating Plan (I don't like to call it a diet). Sure, you can lose weight with diet alone, but it's not fun feeling hungry all the time. (By the way, diets aren't like they used to be when you ate gruel for each meal. Eat a variety of tasty, healthy foods, but make sure you don't eat more calories than you burn.) You will feel much healthier if you are strengthening your body at the same

time. There are many, many benefits to exercise – strength training and cardio. Don't short circuit your weight loss goal by avoiding them – especially strength training.

**Here's a great tip:** I used to stay away from strength training my legs. I figured they got enough work from riding the bike, elliptical trainers, treadmill, etc. Once I added strength training for my legs, I started losing weight faster and more consistently.



**Tip #2: Don't drink your calories!** One can of Coke contains 140 calories. You'll have to do about 15 minutes of cardio just to burn those calories. Is it worth it to you? You're going backwards when you drink your calories. Total up how many calories you drink per day. I dare ya! It will surprise you.

I'm not counting protein shakes in this because that's a meal replacement, but I don't recommend you drink juice. Fruit juices can cause an insulin spike and make you store fat, anyway – you don't need it.

Drink lots of water. Plan on between .5 ounces for moderately active individuals, and .67 ounces or more for athletically active people for every pound you weigh. I know that's probably a lot more than you drink, but it is crucial to your success. You can slowly ramp up to this over a week or two, but make a concentrated effort to drink lots of water every day! By the way, forget about the 8 glasses a day mumbo jumbo. Whoever recommended this couldn't have been serious. You can't make a "one size fits all" nutritional statement like this. It's like saying, "eat 2500 calories a day". Everyone's needs are different depending on size and activity level. Read more on how much water you should drink [HERE](#).

**Tip #3: Eat MORE Protein!** I'm not suggesting you follow the Atkin's Diet or anything like that, but if you're like most people you aren't getting enough protein. Protein is a basic building block in your body. As you are working out, you are essentially breaking your body down little by little (in strength training you are creating micro tears in your muscles). You need protein to repair tissue. A good rule of thumb is .5 gram protein per pound of body weight for an average workout regimen, and up to 1 gram or more for athletes in training.

## CONSISTENCY, CONSISTENCY, CONSISTENCY!!!



As in most things in life, you won't go very far unless you are consistent and determined. You need to have a routine. I will go so far as to say that even if you are working out regularly but are hit and miss with what time you'll hit the pavement or the gym, you will have checkered results.

I highly recommend working out in the morning before you do anything else. I know some of you are saying, "I just can't do it with my schedule." Then I'm

telling you to change your schedule! Go to bed earlier. Get a sitter for the kids. Just how bad do you want this?!

There are numerous reasons to work out first thing in the morning – you'll have more energy during the day, you'll burn more fat on an empty stomach, you'll be more productive at work, etc.

Two days a week in the gym isn't going to cut it. For most, you'll need a minimum of 4 days working out. I have found best results when I'm working out 5 to 6 days a week. (I heard that! Stop grumbling!) Again, ask yourself how bad do you want this and go from there.

Know how many calories (or portions) you're going to eat each day and stick to it. Don't have a 1000 calorie deficit one day and 200 the next. Your body will fight you on this one. I don't have time to go into depth about homeostasis, but it's the fact that your body likes normalcy. It's why people have a hard time losing weight in the beginning. It's why most people won't fluctuate in weight if they've weighed in at the same weight for a two years or more. In order to fight against homeostasis you'll need to be consistent in your workouts and daily caloric deficits. "Steady as she goes" is your new motto!

Also, consistently get to bed at the same time... Which leads to the next point:

## GET ENOUGH SLEEP!

There are more and more studies that prove you are going to bat with two strikes against you without enough sleep each day. Virtually everyone needs between 7:30 and 9 hours sleep each day. I can hear some of you say, "I do just fine on 6 hours a night." I'm here to tell you that you really don't! You might be able to function mentally, and even to a certain degree physically. But your body needs enough rest to repair itself each night on a regular basis.



At the very least, you will at some point plateau in your weight loss and become very frustrated if not getting enough sleep. You could be doing everything else right, but if you're not getting enough sleep you won't be getting the results you expect because you're not letting your body rest and repair.

## ACCOUNTABILITY

Some people are freaks and can after 30 years quit smoking cold turkey. If that's you, bless your heart! For the rest us, we will benefit by letting others encourage and hold us accountable along the way. There are several ways you can do this:



- Let your friends know on Facebook you've started a new workout routine and post about it frequently. Most of them will be very encouraging and that will motivate you to keep it going!
- Tell a friend, relative, or co-worker about your plan. They might even join you – that's a Win / Win!
- Go to [DietBet.com](http://DietBet.com) and join a game! It costs money (anywhere from \$10 - \$50), but if you lose 4% of your body weight in 28 days, you'll get to split the pot with others who did the same! You'll be able to better afford the new clothes you're going to need! 😊
- Download the My Fitness Pal app on your iPhone or Android phone and post results to Facebook, etc.



## MEASURE / TRACK YOUR RESULTS

We don't know what we don't know. If you don't know how many calories you burn exercising, you won't know how much of a caloric deficit you need to have each day in order to lose weight. If you don't measure your waistline before you begin, you won't see how much success you've had along the way – which is an AWESOME motivator! If you don't record what weight you used to do the bench press that gave you great results one day, you'll waste your time trying to find the right weight next time; or worse, you won't push yourself hard enough next time because you picked too light of a weight.

Anything you can measure – do it!

- Weigh yourself every day! (I know some people will say to do this every week, but if I start gaining weight when I should be losing it, I want to know right away – not in a week.)
- Take measurements of your waist, tummy, neck, arms, legs, etc. in the beginning and periodically thereafter. You don't need to do this every week, but every other week can be a good indicator of your success or where you might need to make some changes.
- Use My Fitness Pal to track your calories each day. Use it to log your workouts, etc.
- Track how much sleep you're getting – this can be a real eye opener!



So that about wraps it up! No matter how much weight you need to lose, if you follow the 7 Irrefutable Laws of Successful Weight Loss you'll reach your goal.

One final thought...

Don't let yourself get down along the way. There will be days when you step on the scale and it doesn't reflect the hard work and diligent adherence to your plan you've put forth. It happens. But never forget you are still going in the right direction.

Think of it this way: while most people are gaining weight every year, you are losing weight. You are getting stronger each day. You are becoming more confident in yourself. You are becoming healthier and adding precious time to your life as a result.

If you truly do hit a plateau in your weight loss, try changing simply ONE thing. The first place I'd look is your caloric intake. Believe it or not, most people hit a plateau because their body is in starvation mode and it is storing the food you are feeding it instead of using it efficiently. A 1000 calorie deficit per day through eating less and exercising more is enough to lose 2 pounds a week. Shoot for that.

I really want to see you succeed! [SlimCotton.com](http://SlimCotton.com) is my passion and place to help others reach their goals and to live healthier lives. Please stop by often for the latest in health and wellness info, and I'd really appreciate it if you sent your friends, too! They might appreciate it, as well.

To YOUR health and success,

A handwritten signature in black ink, appearing to read 'David Simpson', with a stylized, cursive script.

David Simpson

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