

10 STEPS TO GETTING THE BODY YOU DESIRE



BY JOHN LEYVA

Presented by



INTRODUCTION

Hi There!

**Thank you for downloading this free e-book that discusses the
The 10 Steps to Getting the Body You Desire!**

In this e-book I'll describe the backbone of successful weight loss programs everywhere. As all successful workout programs follow a number of these principles, the more that you follow, the greater your odds of achieving the "Body You Desire." This is not to say that you need to follow all of the principles outlined in this free report, but the more you follow, the higher your odds of being successful.

I know from experience these principles work on a variety of people because of a 10-week fat loss program at the fitness facility I managed. During my 5 year tenure as a manager of this fitness facility, I had run 25 different fat loss programs. This program was a bit different in that 100% of the participants lost fat, lost inches, gained muscle and most importantly started to feel better about themselves.

If you didn't see it, ***every single person lost fat.***



Patricia had worked out consistently (3-5 days per week) for 1 and a half years straight before starting personal training with me. Despite having 3 children, she went on to hit her goal weight of under 120 pounds while deadlifting 200 pounds.

Lost 6% Body Fat!

Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

Have you ever noticed the words, "Results Not Typical," on advertisements for workout programs or diet products? It's because for most workout programs, results are not typical. In this program though, results were, so typical in fact that 100% of participants saw positive results. In fact, getting people to commit to workout programs after that one was much easier because when people saw everyone else getting closer to the body they desire, they wanted in.

This e-book outlines the changes the program participants adopted. Please read it all the way through, so you can reach a similar level of success.

In it, you'll see what steps you have to take in order to lose fat and make it sustainable for you. You see, most people are completely inundated with conflicting health and dietary information and don't know where to start because of this conflicting information.

My goal for you with this e-book is to guide you towards the fat loss and body you desire. The sad truth is that 80% of people on diets and exercise programs will gain back all the weight they lost and stop exercising within a year. My hope for you is that you don't become one of the millions of dieters who fail to reach their dieting goal.

If you need more assistance or have any additional questions, please feel free to reach out to at Info@HobokenFitness.com or reach out by calling (732) 735-4093.

FREE BONUSES

How would you like to drop three or four sizes in about eight to ten weeks? How would you like to tone and tighten your body and naturally reverse the aging process?

Would you want to look in the mirror and see a more youthful body again – maybe a better body than you’ve seen in a long time? And wouldn’t you like to protect yourself from disease and injury and live a longer, more vital life?

If you answered yes to these questions, just as the hundreds of individuals that I have coached, trained and advised as a certified personal trainer and nutritionist, then this additional bonus may be one of the most important steps you’ve taken towards the Body You Desire in a long time.

You see, a report telling you what to do is definitely important and I hope you enjoy learning the information laid out within this report. What’s more important though is actually knowing how to implement the steps laid out in this report. This is where **I am offering you a complimentary Movement Assessment (this will help with Step 7) and Personal Training Session.**

This is an assessment I’ve literally charged people \$200 for and you’re getting it for free by visiting www.HobokenFitness.com/Free-Trial today! The people that have experienced this assessment have left knowing where their limitations were and how to finally overcome them. I’m giving you this for free because if you’re willing to take a step towards doing the work to get the body you desire, then I want to help you on your journey. I like people that are action takers and I’ve always been willing to give people more value if they are serious about making a lifestyle change.

This is my gift to you for taking the first step towards the body you desire.

In addition to that, you will also be added to Hoboken Fitness’s Weekly Newsletter. These will be delivered on Fridays and can be read at your own convenience. In this way, even if I never meet you, even if you only follow one or two of the following steps, I can hope to give you more value and by adding value to your life, hopefully you share it with someone else. This exclusive health and fitness newsletter is packed with valuable tips, strategies, recipes and articles all geared to help you achieve your desired results.

As Hoboken’s top fitness expert, this is information I regularly share with clients who have invested in their health and in getting a body they feel good in – in clothes and without them. My newsletter will be delivered every week right to your email inbox, and if you ever want to stop receiving it just simply click the unsubscribe button at the bottom of the email.

Once again, if you have any additional questions about any of the information in this report or about claiming your Free Movement Assessment and Personal Training, you can reach me by emailing me at Info@HobokenFitness.com or by calling my office at: (732) 735-4093.



Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

STEP 1 – YOU MUST DESIRE IT

This first step's simplicity seems so common-sensical that it's often overlooked when said out-loud. This is a mistake you won't make now. Congratulations ;) !

When I ask people what they want to do with their bodies, they often tell me one of three things:

- 1 – They give me a blank look and convey an, "I don't know, you tell me," look.
- 2 – They say something vague such as, "I want to lose weight and tone my arms. You know, maybe lose a little fat round my stomach or thighs."
- 3 – They give me specifics, such as, "I want to fit into a bathing suit I've never fit into before," or, "I have a wedding where I want to look good in my dress." Other times, it's a picture they saw of someone, or it's an upcoming vacation where they're going to be seeing people they haven't seen in years.

Of those three, what answer would you give me? What answer sounds most like yourself? The answers above, may not sound vastly different to the untrained eye but can make a huge difference in the long run. You see, if you don't currently workout, there's probably a reason for it. That reason is because you don't want it bad enough. It's not a priority for you.

I'm not saying you're a "bad person" if you don't want it bad enough, I'm just stating a truth. If you have a newborn, work full-time and enjoy spending time with friends and family, it can be hard to include working out in your life. You simply have other priorities, called your family, your child and your career. These are worthy priorities, but at the end of the day, when you say you want to "workout and get toned," it usually means, you haven't figured out how to add it into your life.

I trust everyone's sincerity when they say they "want to workout." That's not the issue. The issue is similar to playing sports. For example, most young boys dream about being a professional athlete at least once in their lives. What they're not prepared for is consistent, daily practice for hours on end, every single day just to slightly improve at their sport.

*"It's not the will to win that matters—everyone has that. It's the will to prepare to win that matters."
~Paul "Bear" Bryant*

You see, the people in the first group above, definitely want to workout, otherwise, they wouldn't be talking to me. What they often lack is the willingness to stick to the workouts when it's inconvenient. When it's convenient, they definitely want to work out. They'll go to the gym when they have free time, when they're in between jobs, etc. They stop going though when they get busy (which is almost always) and I don't see them until they make their next commitment, which usually occurs on January 2nd of the following year.

The people in the second group have a bit more steadfastness, simply because they have at least some goals. These are the people that will get to the gym about once per week. They want to change, they genuinely do. They just haven't found a strong enough desire to make it work in their lives on a consistent basis.

*"You've got to get up every morning with determination if you're going to go to bed with satisfaction."
~ George Horace Lorimer*

They have enough "determination" to get started, but often lack something specific to reach for. They end up either going thru the motions of their workouts or don't go often enough to see the results they want. Again, there is nothing wrong with going every so often as I know that getting a little in is better than nothing...but it won't get you the body you desire.

STEP 2 – BE HELD ACCOUNTABLE

This step is usually left off the radar because everyone knows of people who always are on the move, striving for perfection and achieving their goals. When it comes to working out, I generally don't enjoy being held accountable to any one person. With that said though, when I am held accountable, I work harder, strive more and am more consistent with my eating plan. All of a sudden, someone who has lots of internal motivation gets an added boost of external motivation and is pushed to that next level.

Why does this happen? Mainly because **we stay focused on doing what we have to do today, when that little voice in our head says, "I'll do it tomorrow," or, "I'll do it later."** The bottom line is we all feel tired sometimes. We all are tempted sometimes. And we all move our desires for a better body to the back burner as our fatigue takes precedent. This is usually when you've found yourself finishing a carton of ice cream, or missing a week at the gym.

You see, being held accountable means that we have the humility to realize that we become stronger with others to support you. It will help you understand you're not perfect, and though you may falter from time to time, you are never off the path to achieving something higher for yourself. And when you know you have someone to answer to, it's easier to hold yourself to that higher standard for yourself (even when no one is looking.)

During the 10-week fat loss program described earlier, the participants had to write down what they ate and drank in a food journal. Occasionally suggestions were made to change their eating habits, but the primary reason I had participants keep the food journal was because the act of writing down what you're eating gives people the impetus to think twice before downing a carton of ice cream. Bottom line, keeping a food journal makes you accountable for what you put into your body, and will help you eliminate mindless eating *and may even help you enjoy that carton of ice cream more. Becoming conscious of the food you're eating helps you to actually taste the flavors in the food. (A small added bonus).*

This concept also applies to exercise. When we are accountable for our workouts, we are less likely to skip them and even more likely to work out with more intensity. For example, ever notice yourself working out harder in a group exercise class? Or ever hear someone say they've worked harder than they ever have in their group Cross Fit class? Exercise studies back up these personal anecdotes too. It was revealed people worked out 40% harder when they were supervised versus when they worked out on their own. *A 40% harder workout is huge deal, and will help you reach your fitness goals that much quicker.*

Do you know anyone who had success on Weight Watchers? You probably do and believe me when I say that ACCOUNTABILITY has been a keystone of the program. Weight Watchers participants track their food and drink intake, must weigh in on a weekly basis, and are encouraged to go to group meetings. All of these factors have accountability as a built-in commonality spurring success for those consistent with the program. Conversely, it's also the reason why so many Weight Watcher's participants start to add the weight back on once they stop the program...and hence stop being held accountable.



The good old accountability Journal

Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

Accountability is something that also comes included in personal training. Whereas, most trainers hold you accountable to only the sessions you have scheduled, the best know that you need to be held accountable to the foods you eat also. Beyond that, they also know that there might also be workouts you have to do on your own. At HobokenFitness.com all the trainers keep you accountable with a system that has worked time and time again. Even if you don't participate in personal training with us, I hope you use some form of accountability such as SparkPeople.com or even declaring on Facebook what you want.

In contrast, finding someone who understands your goals and not only supports your efforts might be absolutely critical for you in hitting your goals. Why? It sounds crazy, but research from studies have shown "obesity is contagious" and that an individual's odds of becoming obese increase by 33% if one of their closest friends is obese.

I was originally reluctant to the idea that obesity could be contagious, but then I started reflecting on patterns in my clients. Those who surrounded themselves with like-minded friends, family and loved ones who were supporting their efforts were usually the ones who achieved and sustained their positive results. And sadly, many of my clients who did not have like-minded people around them, who had to constantly defend their new healthy lifestyle, were usually the ones who gave up or regressed to old habits.

So bottom line, as you start on this journey, is to ensure you are building accountability into your life. This is one of easiest steps, so make sure you take the time to do it. No matter what you choose, recognize that by being held accountable for your actions, you are holding yourself accountable for your success. Now on to the next step....



STEP 3 – BE CONSISTENT

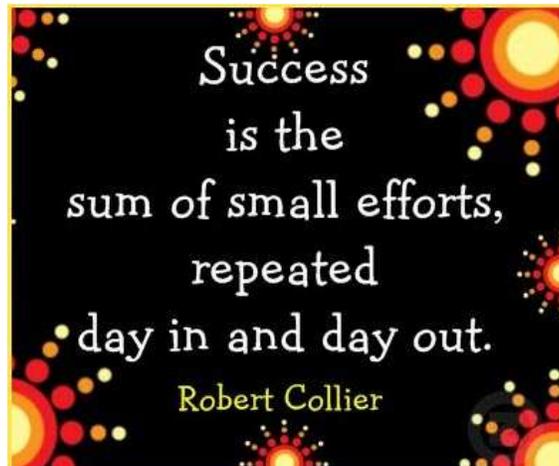
Don't let the simplicity of Step 3 confuse you in its importance to reaching the Body You Desire.

“Nothing is easier than saying words. Nothing is harder than living them day after day.” ~ Arthur Gordon

Consistency is what makes the difference between someone who has potential and someone that reaches that potential. It's the difference between mediocre results and excellent results. It's the difference between someone that simply has desires and someone that actually achieves those desires.

Step 1 discussed the difference between someone who knows what they want and someone who only has a vague idea of what they want “down the road.”

For example, do you know someone who lost a good amount of weight only to gain it all back? Statistics show there are more people who have gained the weight back, than those who succeeded in keeping the weight off. In fact, the ratio is 1 in 5. For every 1 person that succeeds with keeping the weight off, there are 4 people who gain the weight back. The fundamental difference between the person who keeps the weight off for good and the one that eventually puts it back on, is **Consistency!**



Why? Because the successful person knows that the changes they were making were not a just a temporary condition, but a way of life. Yes, it may have been a short term goal that prompted them to take action but over-time that motivation became more engrained into who they are. Once you've laid down the foundation for a fitness filled way of life, it's okay to experiment with fitness fads (Zumba, Crossfit, pilates, etc) since you won't stop working out once you're “over” the fad.

What does consistency look like in the life of the successful person? It's going to the gym, when they feel great and when they feel tired. It's making the right eating decisions when they're out and when they're home. It's fighting the “devil on your shoulder” when you're on an emotional roller coaster, when there's cake in the office, or any other temporary conditions life throws at you. It's knowing you're always striving to reach your best, and never giving up on it.

We are what we repeatedly do. Excellence, then, is not an act but a habit.” ~ Aristotle

Make exercise and eating right habits you can live by and you will always have the foundation to build the Body You Desire. If you combine the first 3 steps with the upcoming fourth step, you will be well on your way on that road...

STEP 4 – FIND A MENTOR

Everyone starts from somewhere and as such often can make huge strides towards their goals by learning from a mentor who has been down the road before. In fact, it is almost certain that those who see the most success have learned from others who know more than they do in what they're trying to achieve.

“Keep away from people who belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.” ~ Mark Twain

People who make the greatest strides towards getting the body they want usually had some sort of “mentor.” That “mentor” can be an actual person who took them under their wings or simply someone they looked up to from afar.

You see this all the time with sports. From the coaches and trainers behind ever great athlete, to the millions of basketball fans across the globe who aspired to “Be Like Mike.” When you have an idol, you have someone to emulate and when you have a mentor, you have an ally helping you to reach your zenith.

Therefore, if you combine the first three steps of Desire, Accountability and Consistency with this 4th step of finding a mentor, you will be well on your way to getting the Body You Desire.

There are two roadblocks I want to warn you about when implementing this step:

1. You have a different desire than your mentor
2. Friends and family start undermining your efforts

Here's an example of the first case. Your goal is to simply live a healthier lifestyle and look better in your skinny jeans. But your mentor's goal, is for the two of you to complete a Tough Mudder race and so they modify your workouts to prepare for the race. So instead of getting that wonderful “endorphin rush” post workout, you feel drained and begin dreading the workouts while your mentor is loving it.

Here's an example of the second case. The friends and family who were initially supporting the changes you were making, are now undermining your efforts by asking questions like: “Why are you eating that? Why do you always workout, you already lost the weight?” Or they'll say something like, “Why don't you live a little? Share this dessert with me. It's delicious.”

You hear these comments and although you haven't achieved *your* goal, you start to be a little less consistent. You start faltering with your workouts and eat that extra piece of cake. Because of those questions, the first 3 steps in this report start to become undone.

Thus the importance of having a mentor in your corner. Your mentor can be someone you're actively learning from, or simply someone who is holding you accountable. The key though is to always be learning...especially when faltering. Finding someone who wants the same thing as you do can be hard to find on your own, but it's definitely invaluable when you find it.



Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

STEP 5 – PRIORITIZE STRENGTH TRAINING

What's the first thing that pops into your head when you think of weight loss and exercise? If you're like most people, it's probably the image of someone jogging on the treadmill. Rare is the person who associates weight loss with strength training. However, the notion that running will lead you to the body of your dreams, is equivalent to a Hamster thinking his wheel will take him to the other side of his cage.

Here's the Science as to why using only the treadmill usually doesn't work...

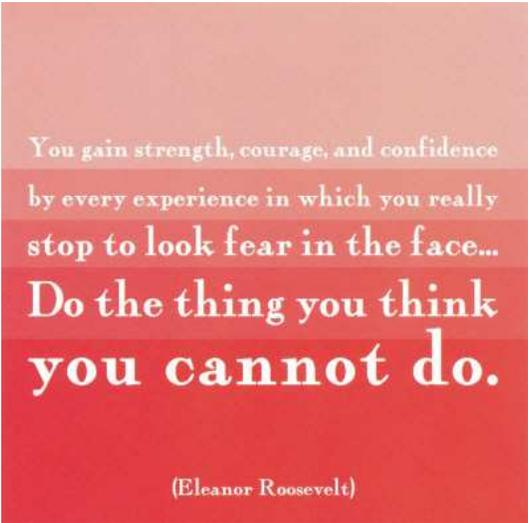
The issue with running is that it's catabolic in nature. This means that your body is breaking down both muscle and fat while it's running. Losing fat is good, but the problem with losing muscle is that it slows down your metabolism. So if Fat loss is your goal, slowing down your metabolism is the opposite of what you need to do. Furthermore, studies have shown that dieting and exercise, slow down your metabolism anywhere between 300 – 500 calories per day.

People often unknowingly confuse the concept of "losing weight" with "losing fat".

Although they say they want to lose weight, they more than likely really want to lose Fat. Fat loss is what creates that "toned" look. Fat loss is what creates a body that turns heads when you walk down the street. Fat loss is what creates the positive feelings when you look in the mirror...with and without clothes on.

Weight loss in and of itself might make you happy hiding in smaller clothes, but not so good when you get undressed. Weight loss won't make you more comfortable when you're in a bathing suit at the beach, but fat loss will. More often than not weight loss from muscle makes you more flabby. Weight loss with muscle loss, causes you to watch your diet more stringently and you tend to hit plateaus you can't seem to break. This is the point where your metabolism has slowed down from the loss of muscle. If you're still dieting, it becomes that much harder because you can't imagine dropping any more calories from your diet. At the end, all weight loss comes to a halt and you hit an unbreakable plateau.

The solution to this problem is easy though and is effective for long-term fat loss. Prioritize strength training from the very beginning. This method is not always the quickest for "weight loss" but is definitely the most effective for long-term "fat loss." By prioritizing strength training over cardio exercises, while changing your eating habits, you move a bit slower, but much more surely to the body you desire. We'll get more into the dieting aspect in the next step, but know **the combination of strength training and smart dieting is the best way to see the Body You Desire.**



You gain strength, courage, and confidence
by every experience in which you really
stop to look fear in the face...
**Do the thing you think
you cannot do.**

(Eleanor Roosevelt)

Why does this combination of prioritizing strength training and dieting work though?

Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

Here's the Science for this...While in a caloric deficit, your body will look for the extra fuel you need to "survive" to come from some energy source in your body. Your body, in essence has two choices when making this decision – either your muscle (not preferred) or your fat (preferred source). By prioritizing strength training, you are in essence, telling your body to preserve the muscle because you need it to "survive." Preserving the muscle, helps to keep the weight loss as a permanent thing (as you keep your metabolism high) and not one where you continually cycle back and forth with weight loss and weight re-gain (this is an important step to consider).

In other words, your overall "weight loss" may not be as quick as someone who goes on a crash diet and runs all day, but your "fat loss" is something much more important than speed of loss – It's Permanent.

For example, if it takes you 6 months to lose 20 pounds, but over the next 6 months you gain those 20 pounds back, plus another 5 pounds (a gain of 25 pounds), over the span of a year, you've gained a total of 5 pounds. This is despite the fact that at one point you were 20 pounds lighter. Here's the Math:



If, on the other hand, you take a total of 48 weeks to lose 20 pounds, all of it fat, but you keep it off for good, you have a winning strategy.

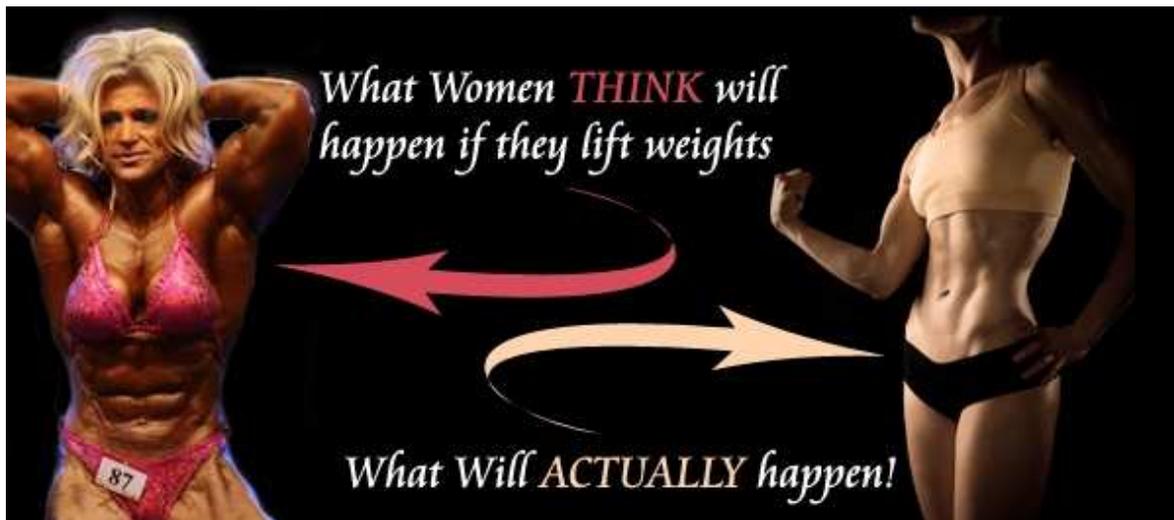


Yet, if you looked at both people at the end of 24 weeks you may have thought that the first option was better as the first person lost 20 pounds and you lost only 10. The key is to take a slightly longer view and know that by the end of the year you've lost a total of 20 pounds and they gained an extra 5 pounds from their original weight.

The bottom line is this – if you want to lose fat, increase your odds of keeping it off permanently and actually feel good without any clothes on, make strength training a priority.

As a quick aside to the women who constantly ask, "Will this make me bulky or look like the Hulk?" The answer is a resounding no. You will not get "bulky" or look like the Hulk if you prioritize strength training due to a lower overall amount of testosterone which is needed to grow muscle, but also because of the differences in muscle fiber type. Women who strength train tend to develop more Type IIA muscle fibers, whereas some men develop more type IIB. Type IIB fibers can grow a bit easier. Instead women who strength train properly have an increased odds of having that "toned" look most people want when they go to the gym if you prioritize strength training.

"Proper" strength training includes more than doing bicep curls and lateral raises or overhead extensions for "turkey arms" and includes exercises that work a lot more muscles and feel almost "too heavy." To learn more about these exercises, please refer to the free assessment by going to www.HobokenFitness.com/Free-Trial



STEP 6 – FIND A SUSTAINABLE EATING PLAN

This next step is often overlooked by people that start working out. They know they “should” eat better, but don’t actually take any steps to eat better. They typically justify not eating healthier by saying things such as, “Well, I just worked out,” or, “I worked out really hard today, so I deserve it.”

The issue is that it is much easier to over-eat than it is to burn those extra calories from working out.

Did you know that people on The Biggest Loser workout for up to 5-7 hours a day, every single day? 5-7 hours. Working out for these people becomes a full-time job AND even then, they are put on a diet. Have you ever watched an episode for The Biggest Loser where someone didn’t lose weight for the week? The trainers are completely aghast and are like, “What did you do?!?”

What happened is the person, despite working out for 30 hours for the week, didn’t lose a pound, because it is nearly impossible to out-work a bad diet. It’s just that simple.

As my friend, Marc Perry describes in his BuiltLean Program:

Bad Nutrition + Great Training = Disappointing Results
Ok Nutrition + Great Training = Mediocre results
Great Nutrition + Great Training = Dramatic Results

Without smart nutrition, you won’t get the results you want and will become frustrated with your results, or lack thereof. You need to commit to both eating right and working out.

“We never repent of having eaten too little.” ~ Thomas Jefferson

So what is a sustainable Eating Plan?

It is more than a diet. The word diet conjures up something short-term in nature. Something you do for a little bit and then move on from. A sustainable eating plan, in contrast, is something you can see yourself maintaining for the rest of your life. It’s something you can live with physically, while also being something your lifestyle matches in a way you actually enjoy.

There are many ways to stick to an eating plan that you not only enjoy, but allows you to see the results you want.

For my personal training clients, I have over 5 different sustainable eating plans ranging from low-carbs, to moderate carb plans, to higher carb, lower fat plans. Most people tend to do best with higher fat, moderate protein and lower carb plans, but if that doesn’t suit you or your lifestyle, you are in no way, obligated to stick to it. And that’s the concept that is often overlooked when it comes to diets; it has to be sustainable for *your* life.

Therefore, as long as you have a sustainable eating plan (not diet), while prioritizing strength training you are well on your way to getting the Body You Desire.

The next step will describe how all of your hard work can be de-railed if you make the following mistake.

STEP 7 – PREVENT INJURY

Have you ever started going to the gym consistently, started to see some results, and then got blind-sided with an injury? All of a sudden, all of your momentum, all of your energy and habit-forming becomes halted. You promise you'll head back to the gym once you get over the injury...and you mean it. You truly want to work out and you were!

What happens though is that since the habit hasn't been fully entrenched, you make it back the first day, but then slip the second and third. You re-commit for the following week, but something "comes up" the following Monday, so you don't make that week either. Another week is lost. Until you give up and cycle back and forth until the following New Years.

"He who has health, has hope; and he who has hope, has everything." ~ Thomas Carlyle

Often times many people in the gym are doing exercises that are not safe, **for them**. They haven't "graduated" to the exercises they're performing or with the weights they're using. Guys will deadlift with rounded backs for high reps increasing their odds of a back injury. Whereas women will be running on treadmills while their knees cave in. These things make me cringe because I know how potentially dangerous these things can be and how injury often derails the person from his or her goals.

So what's the easiest solution to avoiding injury? **Getting a Movement Analysis completed by a certified professional is easiest way to avoid an injury in the gym.** A movement analysis allows you to uncover potential sources of injury before they become injuries. For example, if you're knees cave in, you can strengthen the muscles in your knees and hips allowing for a more fluid and safe running technique.

By getting the movement analysis, you have the potential to save yourself a lot of trouble down the line. Most people don't stop working out because of a major injury in the gym, but instead because of something seemingly small and innocuous. They "tweak" their backs and become scared of "hurting it" so they skip a week in the gym (which turns into a couple of months). Or their shoulder starts bothering them, so they decide to only do some jogging. The only problem is they find the treadmill boring and decide, to stop going to the gym until they feel better. The issue is they never feel completely "better." These nagging, small injuries hold people back all the time and causes people to stop focusing on the body they desire and instead keeps the focus on not hurting themselves.

Did you know that almost all of these "injuries" to your back, shoulders and knees can be prevented with some stretching, foam rolling and specific exercises that target muscles to help keep your joints healthy and the muscles working the way they should.

This may be a bit technical, but most people would benefit from foam rolling their IT bands, Rectus Femoris, Subclavicus, Lat, Calves and working on the piriformis. Additionally, most people would also benefit from stretching their hip flexors, hamstrings and chest. If you've never heard of these muscles, that's fine. Most people haven't and is one of the reasons why most people have nagging injuries they've worked around for years because they've never fully healed.

As I stated in the intro, people have paid me upwards of \$200 for a personalized movement screen. This movement screen, for these individuals, becomes absolutely invaluable. To be able to move past an injury that's been bothering them forever and a day. To live and work out pain-free, for them, is something they had given up on. They are able to do exercises they thought would always cause pain making the movement screen invaluable.

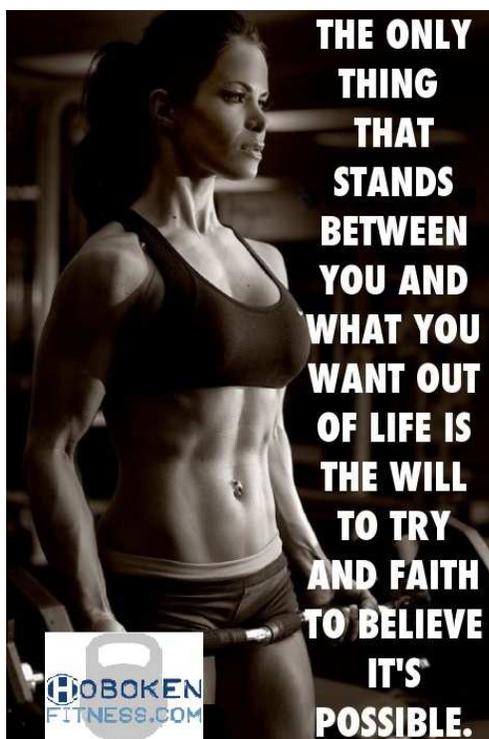
Beyond those invaluable things, they are able to continue to see progress with their weight loss, because they are actually able to move pain free, stay healthy and are focused on their goals instead of focusing on not hurting something. They become excited about what they can achieve now, now that they're pain free.

STEP 8 – USE HEAVIER WEIGHTS

For some reason, using heavy weights has gotten bad press. Many people, both men and women, believe that they'll "bulk up" if they use heavier weights and although some genetic freaks can gain muscle quickly (90% of the time, men – think football players), it is extremely difficult for most people to gain muscle without a lot of food, dedication and time in the gym.

Overall, Strength training is a quick way for people to see fat loss and move towards the body they desire, but "strength training" requires using heavy enough weights. If you're not using at least 50% of your one rep max (the amount of weight you can lift for one repetition) while taking the set to failure, you're at risk of not using heavy enough weights.

Most of the time, when I first time hand a woman a 20 pound dumbbell, they look at me like I'm nuts. Physically, the women can do the weight, but mentally they are telling themselves (and often me) they "Can't do the weight. It's too heavy." This is usually from the myth that "high reps" will help get me "toned."



Let me explain some of the science to you real quick:

1 – Tone is a physiological term that is associated with the electrical signal that keeps a muscle innervated by the nerve impulse. The best way to keep your muscle innervated is to lift heavy weights. In other words, the heavier a weight that's used, the more "tone" the muscle receives from the nerve impulse.

2 – Most people mean "toned" as an ability to see some muscle definition. The best way, as described earlier, is to lose the body fat that is on top of the muscle (dieting helps best) while keeping the muscle (which is what strength training is best at).

3 – If you want to burn as many calories as possible during a workout, then you need to be stronger. For example, take two friends, Cardio Christie and Barbell Barbara. Cardio Christie has been working out for a couple of years, but has never really lifted weights. During this time, she's been at the same weight for the past two years, but still works out pretty consistently. This is a good thing, as she's not gaining any weight while having a number of health benefits from working out. She's resigned to herself, that this is the weight that she'll be at forever.

Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

Barbell Barbara has just started to work out, mainly with weights. She's not losing much weight, but she's slowly getting stronger. After 3 months, Barbell Barbara is significantly stronger than when she started and can deadlift a respectable 175 pounds at a weight of 140 pounds. She uses the 30's when bench pressing for 10 reps and can now complete 4 dead hang pull-ups; something she never thought she would be able to do.

One day, Cardio Christie and Barbell Barbara are shopping together describing their workouts to each other and they suggest they workout together. Barbell Barbara suggests that they do Cardio Christie's workout. Cardio Christie agrees and invites Barbell Barbara to her Saturday morning total body conditioning class where the heaviest weights anyone uses are the 10's. Barbell Barbara uses the weights and at the end has worked up a sweat, but also feels like the workout was "easy" since she's used to using weights that are 300% as heavy. The next time, Cardio Christie tries Barbell Barbara's workout and Cardio Christie can't keep up. She thinks Barbell Barbara is crazy for using such "heavy weights" and asks her if she's not scared about bulking up? Barbell Barbara answers that she's lost 3 inches off her waist, an inch off of her thigh, 2 inches off of her hips and she can finally fit into her "skinny jeans." In other words, no, she's not worried about bulking up.

You see, when comparing two people working out, the stronger person will always have a distinct advantage over the other person. They almost always able to burn more calories during a workout and can do more "work" in the same amount of time.

Work in physics is defined as Force times distance.

Work = Force x Distance

If you can use more "force," or in this case weight, then you increase the total amount of work done.

Person A = 10 lbs x 15 reps = 150

Person B = 25 lbs x 10 reps = 250

If you take those numbers and multiply it by 20 sets (the average number of sets during a workout), you can see that the person has done nearly two-thirds (67%) more work in the same amount of time.

Person A = 10 lbs x 15 reps = 150

150 x 20 = 3000

Person B = 25 lbs x 10 reps = 250

250 x 20 = 5000

In addition to that, studies have shown that the higher the weight you use, the more calories from fat you burn after your workout ends and for a longer period of time afterwards.

It's like two people running. One person is running a mile in 6 minutes (very fast) while the other is running the mile in 10 minutes (average speed). Even if they both run 2 miles, the person who ran faster burned more calories because they were working harder (was applying more force).

Therefore it is advantageous for you to work on developing your strength for at least 4 weeks out of every 12 weeks. This means you won't be in a perpetual fat loss cycle, but you will continue to break through plateaus. And the more you break through plateaus, the more you're able to continuously move closer to the Body You Desire.

STEP 9 – PROGRESSION IS KEY

Three critical elements to ensure you're moving towards the body you desire are getting stronger, building your endurance and/or increasing your speed. Those three things **are the only 3** things you can control in the gym, when it comes to progressing towards the body you want. Outside of the gym, there a bit more you can do, but in the gym, there's only 3 ways to progress: Get stronger, be able to do more work, or be able to do that work faster. That's it.

Likewise, with your diet, you can once again only change 3 things: the foods you eat (healthier preferred), the amount of calories you consume and when/how often you eat.

The key with implementing these "threes" is to ensure you're gradually and continually progressing. **It's all about progression.** This is why someone that wants to go on the perfect diet, from day 1, while also working out 5 times a week (when they weren't previously working out), and adding in 5 supplements typically overwhelms themselves and the results are usually subpar.

"You don't make progress by standing on the sidelines, whimpering and complaining. You make progress by implementing ideas." ~ Shirley Hufstедdler

If instead, they had completed a movement assessment and ensured they were doing the appropriate exercises for their current coordination and strength level, they would have laid a solid foundation from which to continue to progress. From there, if they also made small changes to their eating, making one small change every week or so. They would start to see results, but at the same time, they wouldn't be completely burned out by the amount of changes they were undertaking.

The key is knowing where you're at and what your next step should be. Most people should start off with building a foundation of strength. From that foundation, they can work on correcting any imbalances. From there, they would work on building up their endurance and then re-cycling to a strength phase moving into a more dedicated fat loss phase. At this point, that dedicated fat loss phase would be far more effective than if they had started off with a fat loss phase as they are stronger and have more endurance to do more work during the workout. And despite not having a "committed fat loss phase" until week 10, you would still have seen benefits from all of that work in terms of how your body looks and performs.

Changes with your diet also go through progressions starting with changing your breakfast to a healthier option. Afterwards, changing your snacks to healthier choices is the way to go, then moving on to your lunch. Finally, start by making healthier dinner choices. In other words, **making one change at a time will allow you to continue to see progress and continually move you closer towards the Body You Desire.**

This is in essence, what smart Personal Training is about and what we do at Hoboken Fitness. As one of my clients says, "You're never done," because I'm always going to be pushing you further.



STEP 10 – FIND WHAT WORKS FOR YOU AND STICK WITH IT

This final step has been alluded to throughout this free report, but may be the key step that brings all the previous 9 steps together.

You see, during the first step of “You must desire it,” it’s true that the more you desire something, the higher your odds of seeing results. Despite that, there are people who have randomly started working out, with no previous desire, and caught the “workout bug.” They had no desire when they started yet ended up sticking to their workouts because they liked the way it made them feel.

Step 2’s “Being Held Accountable” will also increase your odds of seeing the Body You Desire. Here again though, are people who have never been held accountable and instead simply had a desire burning within themselves helping them see the results they’ve wanted.

In fact, I can go through all of the previous steps providing examples of people that have succeeded, despite not following every rule. Despite those examples, there is something that no one has ever done. Do you want to know what that is?

No one has made a transformation to their body by ignoring all of these principles. It’s simply impossible.

You can get by without a huge desire, or accountability, and probably can find a singular exception for each of the 10 principles...but not to all 10. In the end, people who achieve the body they desire, follow at least half of these steps.

You might not think personal training or a movement assessment is for you, BUT I KNOW IT HAS THE POWER TO HELP CHANGE YOUR LIFE. The investment in my education, and the 100’s of people I’ve already helped have given me this unwavering confidence. I would not be in the fitness industry for as long as I’ve had, if I didn’t believe in my power to not only help you move closer to the body of your dreams, but also of laying down a foundation of health, which leads to life transformation. I’ve learned that when people commit to the journey of changing their body, the discipline they build carries over to every single aspect of their life.

What works for you is exactly what *Personal Training* is about. It’s *Personalized* around *your schedule, your goals, your capabilities and your lifestyle.*

If after reading this report, you have any questions or topics you want to further discuss please call me **(732-735-4093)** or email (Info@HobokenFitness.com). More importantly, if you are ready to start the journey to change your life, contact me to schedule your free \$200 Movement Assessment. Don’t worry about me trying to sell or push anything on you...it’s not my style. If you don’t want training, I don’t want to train you. It’s that simple. But if you do want help on your journey, and are ready to work hard, I want to work with you. Don’t let \$\$\$ be a hurdle to starting this journey, as I’m open to working with those who are serious about changing their life.

There is nothing holding you back from taking the first step (the next step) in your progression towards the body you desire.

Contact me today and get started.

I genuinely hope you have learned something from this report and start progressing towards your vision today!

Create a Good Day,
John

ABOUT THE AUTHOR



After working in the fitness industry for 10 years, getting over 12 certifications that represented everything from pre and post-natal training to Crossfit, to Kettlebells, basic personal training certifications and lab analysis courses, I was wondering what was left for me to do in the fitness industry. I had managed a small fitness facility for close to 6 years, where I was able to help 100's of people live better lives, achieve better health and lose weight and fat, while trying almost every workout plan conceivable. I also became technical editor for BuiltLean.com

(<http://www.builtlean.com/author/john-leyva/>)

Finally, I knew I wanted to start my own studio, but couldn't solidify how I would differentiate myself. That was until I watched this TED Talks from Simon Sinek:

<http://www.youtube.com/watch?v=qp0HIF3SfI4>

He asks you to Start with Your Why. Start with my "Why"...that was something I had never thought about before.

The rest of this "About the Author" section is the answer to my "Why." I hope you enjoy it.

START WITH WHY...

What do I want from my business... what do I want from my clients...what do I want overall...why do I do what I do...?

3 Things

1 – To be Strong - I want women and men to be strong.

To be strong you need to be healthy...To be healthy, you have to eat correctly...fix any imbalances you have, both nutritionally and structurally...

2 – To be Happy - With their bodies, mind and "Soul." Your overall essence should be contentment in what you're doing and the direction you're moving in.

3 – To be Empowered

What do I consider "empowered?" It is knowledge personified. It's being able to learn something and make your life better. Beyond that though, it's to make the lives of those you care about better – For them to be Strong, Happy and to be able to pass it on.

That Is what Hoboken Fitness is.

Results are secondary. If you become strong through proper movement, through proper exercises, through proper nutrition and strength of mind, you will almost always see the results you seek.

If you're happy, then even if you "eat healthy" you enjoy your time with your friends instead of worrying about what they think about what you're eating. You're there to enjoy their company, not to simply comply to their concepts about health and nutrition. You don't go off the latest fads and you don't worry about the methods of getting there. You rely solely on the **principles** that should guide your actions.

And if you're empowered, you know that when the time is right, you have the breadth and depth of knowledge to lead others towards a healthier, stronger and happier lifestyle.

That's what Hoboken Fitness is. That's what I do. I make others stronger, happier and empowered – I just happen to be a personal trainer.

Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial

With me, you'll know more about exercise than most people, including other trainers. Pushing you to your limits is what I'm capable of – Pushing you BEYOND your limits is not worth it. This is why I only do Personal Training and no large group training because then you lose the essence of the individualization.

Hoboken Fitness is about you, as an individual. You are unique and trainers and places that don't recognize that individuality are at best a shot in the wind and at worst a discouragement from a strong and happy life.

Hoboken Fitness is Strength. It is Happiness. It is You, Empowered.

We just happen to do it with weights. So the question is, Do you want to be strong, happy and empowered?

Again, if you have any questions or want to set up your Risk-Free Movement Assessment, contact me today and get stay on target towards the Body You Desire.

Sincerely,
John D Leyva

Email: Info@HobokenFitness.com

Phone: (732) 735-4093



Get Your Free Bonus by going to
www.HobokenFitness.com/Free-Trial