

**Brand Yourself A
Weight loss
expert**

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Table of Contents

Main Content

Intro

1. Calories In - Calories Out

2. Get Active

3. Persist Through Failure

4. Buddy System

5. Track Progress

6. Clean Eating

7. Portion Control

8. Visualization

Conclusion

Exercises for the week

Intro

Monday - Power Walk

Tuesday - Triangle Push Up

Wednesday - Body Weight Squat

Thursday - The Curl-Up

Friday - Shadow Boxing

Saturday - Dips

Sunday - Power Jumps

Conclusion

Recipe eBook

Breakfast

Wake Up Sandwich

Apple Oatmeal

Melon Smoothie

Whole Wheat Pancakes

Morning Power Bar

Texan Omelette Wrap

Muesli

Lunch

Pasta & Beans

Turkey Reuben

[The Healthy Roti](#)

[Sesame Noodles With Chicken](#)

[Mexican Lunch Minus The Meat](#)

[Healthy Lunch Pizza](#)

[Grilled Veggies](#)

[Dinner](#)

[Tex-Mex Burger Wraps](#)

[Veggie Chili](#)

[Lime Chicken](#)

[Mushroom and Scallion Chicken](#)

[Broccoli And Shrimp](#)

[Southwest Steaks w/Salsa Sauce](#)

[Grilled Eggplant & Portobello Sandwich](#)

[Desert](#)

[Fruity Parfaits](#)

[Mocha Pudding](#)

[Banana Quesadillas](#)

[Broiled Mango](#)

[Sesame Squares](#)

[Easy Chocolate Cake](#)

[Grapefruit Mango Sorbet](#)

[Snack](#)

[G.O.R.P](#)

[Sesame Carrots](#)

[Hummus](#)

[Roasted Pumpkin Seeds](#)

[Cheesy Popcorn](#)

[Toasted Nuts](#)

[Sun Dried Tomato Dip](#)

Main Content

Intro

This guide is not a fad diet.

This is not a lose weight instantly guide.

We don't have a magical pill.

All we have are seven tips that lead to weight loss. We don't promise you every answer, but we do know that if you incorporate these tips into your lifestyle you will be healthier. We also know that if you do want to lose weight these lessons can be life changing.

1. Calories In - Calories Out

Everyone who wants to lose weight has probably tried multiple diets, supplements and/or plans. There are hundreds of weight loss methods available to buy. All of them making wild promises.

Here is the hard truth - there are no magical pills, diets or exercise gadgets that will make weight instantly disappear. It comes down to eating right, staying healthy and burning more calories than you take in.

That is where the saying “calories in - calories out” comes from. You want to make sure you burn more calories (out) than you consume (in).

Clearly, this is a simplistic view and a proper diet consists of taking more than calories into consideration. We will look at that in other chapters, but right now we want to talk about creating a calorie deficit.

In order to track this you need some basic information. First off you need to figure out how many calories you burn per day naturally. This comes down to factors such as age and weight.

Calculating Number of Calories You Burn Daily

For Men: $66 + (12.7 \times \text{height in inches}) + (6.23 \times \text{weight in pounds}) - (6.8 \times \text{age in years})$.