

THE FLEXIBLE FASTING GUIDE

How To Use The World's
Most Effective Health &
Weight Loss Method



HUNDREDS OF
5 STAR
REVIEWS

- ✓ **12 RULES**
- ✓ **5 MISTAKES**
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Hello and welcome to your Flexible Fasting Guide!

Fasting has gotten a lot of publicity lately (even though it's been around for HUNDREDS of years) and is fast becoming a tool for overall health, as well as being a great tool for weight loss and weight maintenance.

There are numerous scientific studies touting its health benefits such as increasing energy, improving sleep, decreasing inflammation, lowering cholesterol, lowering blood pressure, lowering triglycerides, improving brain function, decreasing the chances of neurodegenerative disorders like Alzheimer's and dementia, etc. The list goes on and on.

I've been in the fitness industry for 25+ years and I have helped over 600 people lose a lot of weight and vastly improve their health with my fasting program. In addition to the people I've personally helped, my fasting program is used in hundreds of gyms worldwide.

Let's take a look at some of the rules of fasting (and some common mistakes) that will help to make your fasting journey a great success.

* On a side note, there really is just one "rule" to fasting (which is what makes it so easy to adhere to and thrive on). What you'll read about over the next few pages are more like tips/tricks that will make your fasting experience even better and more enjoyable.

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12 RULES OF FASTING

- 1.) **BURN THE BOATS** - There are lots of weight loss methods. And they will all work as long as you're burning more calories on a daily/weekly basis than you're consuming. But nothing is as simple and easy as intermittent fasting. It's also incredibly healthy and sustainable. So it has all the "good" elements we want in a weight loss and weight management lifestyle, and none of the "bad". So "burn the boats" - forget about all those other methods. **Because nothing out there is better than fasting for weight loss and overall health.**
- 2.) **FALSE EVIDENCE APPEARING REAL = F.E.A.R.** Fear is the only thing that can stop you. Fear of fasting. Fear of being hungry. Please listen to me now, and please don't take offense. Because it's my job to be honest with you. If you are overweight, your body has MORE than enough calories to burn to get you safely and comfortably through a 14, 16, 20, 24 or even 36 hour fast. And after you fast that first time, you'll experience just how easy it is. Don't allow fear to hold you back. **Fasting, the way I teach it, is so much easier than you think.** Just try it and you'll like it!
- 3.) **ALLOW YOURSELF TO BE HUNGRY** - You will be hungry at certain times during your fast. That's ok. It won't last long (~20 mins) and then it goes away. Keep in mind this is actually good for you. **Because this is when your body is burning fat, healing and detoxing.**

- 4.) **BE FLEXIBLE WITH YOUR FASTING** - Choose days and times that work best for YOU. It doesn't have to be all or nothing. Going out to lunch with a friend on Tuesday? Don't fast that day, or wait until after lunch. Setting out to do an 18 hour fast and for some reason you have to eat at the 15 hour mark? No problem. Have something to eat, and then go for 18 hours the next day. **Lack of an "all-or-nothing" rigid structure that's daunting and distressing, is one of the main benefits of fasting. Fasting fits into ANY lifestyle.**
- 5.) **UNDERSTAND THAT THERE'S A LOT MORE TO IT THAN JUST WEIGHT LOSS** - Fasting will give you incredible benefits, in addition to weight loss. More energy, better sleep, mental clarity, more focus, decrease in inflammation and aches and pains, etc. to name a few. **Fasting gives your body the ultimate detox, which is the best gift of all.**
- 6.) **EXPERIMENT WITH FASTING PERIODS** - You already fast every night while you sleep. So your goal is simple - just extend that nightly fast a few more hours...a few days each week. The longer you fast, the greater the weight loss benefits. But you do NOT need to be "extreme" about this. 12, 14, 16 and 18 hour fasts will help you become more confident in your ability to fast. And they will help you lose weight gradually. 20, 22 and 24 hour fasts can produce fantastic weight loss results in very short periods of time. I, and some of my students, extend our fasts to 30 and 36 hours from time to time for even greater weight loss, autophagy and detoxification results. And here's the KEY to keep in mind - a 24 hour fast, beginning after dinner tonight and

ending at dinner tomorrow night, is a game-changer. **And you never go a single day without eating!** *Remember, your MIND controls your body, not the other way around.* So just “remind your mind” that you’ve got a great dinner waiting for you as soon as you hit your 24 hour goal. **Do you see the difference between this method and a restrictive diet that requires you eat like a rabbit every single day, at every meal, for months on end?** With fasting, the “sacrifice” is for a brief period of time that you control! With every other weight loss method, the sacrifice is ongoing, every day, for weeks and months. It’s daunting, depressing, and demoralizing. And that is why most people can’t sustain those other weight loss programs.

7.) **DO IT WITH A FRIEND OR IN A COMMUNITY** - As the saying goes, the more the merrier. Being able to communicate with others who are doing what you’re doing is a great way to stay motivated, bounce ideas off of one another and become steadfast through shared experience. You can *give and receive* inspiration and motivation! **Many of my students become excellent fasting “mentors” to others. Helping those they care about lose weight and get healthier.** “Paying it forward” by becoming a fasting advocate and teacher is a wonderful way for you to share your experience and help change lives.

8.) **GET BACK TO ‘NORMAL’** - Once you break your fast and have something to eat, resume your normal eating. This will probably happen intuitively (we’ll talk about that more in a minute). Don’t ‘eat everything in sight’ because you just went for a long period of time without eating. **You will probably get full pretty quickly**

once you break your fast so listen to your body and just eat like you normally would.

- 9.) **DRINK UP** - Keep yourself hydrated by drinking plenty of liquids. It will be a good idea to drink more than you normally do. Not only will you stay hydrated, which is always a good idea, but drinking more water will help you feel full. **More times than not many people mistake hunger for what is really dehydration.** That won't happen to you.
- 10.) **GET YOUR PROTEIN** - The only macronutrient you need to focus on when you're following the intermittent fasting lifestyle is protein. It's very important to ensure you consume sufficient protein during your non-fasting periods so that you retain lean muscle tissue. **Because lean muscle tissue keeps you strong and vital, and helps you burn more fat even when at rest.**
- 11.) **STAY BUSY** - Fast on days when you have tasks to accomplish - days that you are busy and occupied. This way you won't even have time to think about food. **When you're in a fasted state, your mind becomes hyper-focused. So your productivity can increase dramatically.** Many of my students LOVE how energized and "on-task" they feel when fasting. You can get so much more accomplished, and that always feels great!
- 12.) **BECOME IN-TUNE WITH YOUR BODY** - Fasting is a great opportunity to listen to your body. You might find that when your

fast is over, you're not even hungry. If so, listen to your body and keep your fast going! **You will likely find that you are eating healthier foods and not craving processed foods.** If so, listen to your body and eat healthy. You might sit down to break your fast with a big plate of food but then when you start eating you get full halfway through. If so, listen to your body and stop eating. Catch the theme here??? Listen to your body ;)

That's a great look into the world of fasting and how simple it can be. Not just for weight loss, but for your overall health as well. As simple as fasting is, there are some pitfalls that people run into when starting a fasting regimen. Let's take a look at the top 5 mistakes people make when fasting.

MISTAKES



#1.) **NOT DRINKING ENOUGH (water ;)** - It's easy to let hours go by without drinking water. And sometimes that's common when people are fasting. I think because they have the mentality of not consuming anything. But remember, water is your best friend when fasting. So drink up and be sure to keep yourself hydrated throughout the day. Not only is it a healthy habit to develop, but it will keep you satiated and not feeling hungry. Many times in life, we mistake thirst for hunger.

#2.) **ALL OR NOTHING** - Fasting is wonderful for so many reasons. One of the really great benefits is how flexible you can be with it. There are no 'hard and fast' rules. You can fast for as long as you want one day and then not fast at all the next day. You can cut your fast short if need be, and then start up again in a few days. If you do a 48 hour fast one day it doesn't mean you have to do a 48 hour fast

every week. Fasting is the ON/OFF switch to health and weight loss. And once you're where you want to be with your weight, you can put your fasting lifestyle on 'drip' mode and fast once or twice a week for your health and to stay lean.

#3.) EAT ANYTHING YOU WANT - This is a common mistake.

Fasting is not a gateway to let the floodgates open and go crazy with your eating when you're not fasting. As I say in my *BUILT TO FAST* program, you simply go right back to your regular eating after your fast is over. The misconception is that you're going to be ravenous and eat everything in sight when you break your fast. That's just not true though. In fact, many people are amazed at how full they get so quickly once they start eating again. And when that happens, step away from the table and enjoy how content you feel after a nice fast and a nice 'fast-breaking' meal.

#4.) NOT STRENGTH TRAINING - This one is important. When someone loses weight, what they really want to lose is as much fat as possible. The one thing we can do to ensure that happening is to do some kind of strength training program. Free weights, bodyweight, bands, kettlebells, etc. Anything you can do to preserve your lean muscle (and even gain some) will play a huge role. Not only in how you look (more fit and toned) but also in how your body will continue burning calories throughout the days, weeks, months, etc. The more muscle you have, the more calories you burn at rest. Fasting, in and of itself, will help you lose a lot of weight. Adding in strength training will ensure that most of that weight is fat.

#5.) **OVERTHINKING** - Many 'diet' and weight loss plans are known for their elaborate set ups and rules to follow. Count points, keep track of your calories, weigh and measure your food, track your macros, add your daily food intake into a spreadsheet or an app, etc. It's absolutely mind-boggling what has taken place over the last 30+ years. Nobody did anything like that years ago, and society wasn't nearly as overweight as it is now. Weight loss is very simple. There's no need to do any of the above.

Ok, now that you know what to do and what not to do, let's take a look at some things you can do that will help complement your fasting experience and give you even better results with your weight loss and your health.

ACCELERATORS



Accelerators are the things you can do that will move the needle a little bit. Fasting reigns supreme for your health and for weight loss, but there are a few other things that you can do that will have an impact on your overall results. The first one is going to complement your fasting and ensure that you are burning fat and not muscle. That accelerator is...

STRENGTH TRAINING - If not strength training is a mistake, then doing some kind of strength training is definitely an accelerator. It's hard to read about fitness and health nowadays and not see the term strength training. Not only will it ensure that you are burning fat and not muscle, but it will also help you to build lean muscle, strengthen your bones, boost your brain power, boost your mood, improve your metabolic rate, and a host of other things. And strength training can be done with weights, with bands, with your own bodyweight, etc. You can do it at the gym, at your home or wherever you want.

The next one is going to ensure that you are keeping your heart healthy and also will help you burn even more fat. Accelerator #2 is...

DAILY STEPS - You've probably heard that you should get 10,000 steps a day, and I think that's a great goal to shoot for. A study in JAMA Neurology found a possible link between walking 10,000 steps per day and a reduced risk of developing cardiovascular disease, 13 types of cancer, stroke, and heart failure. Research indicates a link between walking and improved mental clarity and the creative flow of ideas. Not to mention helping you burn even more fat. Definitely sounds worth it to me!

With all of the above being said (the rules, the mistakes, the accelerators, etc.) there is one thing that makes all of this a whole lot easier. I call it the 'hidden key'. Let's take a look at what that might be...

THE HIDDEN KEY



If there's one thing that gets overlooked by many people, especially when it comes to losing weight and making a change to their body and their health, it's...

ACCOUNTABILITY - As with any goal you want to achieve, having someone hold you accountable, provide support and coach you through any "rough patches" is essential. It's far more difficult going it alone. And since your weight loss goal quite literally impacts every aspect of your life (because as your health goes, so goes your life), I strongly encourage you to make a small investment in yourself to get my help and expertise. I've coached hundreds of people just like you through this with unrivaled success. **You can be next!**

[CLICK HERE](#) to sign up and get started on your 8 week journey that will change your life like you've never thought possible.



Kevin got his start in the fitness industry in 1997 like many others; first as a personal trainer in a big box gym, then running his own in-home training business to then renting out dance and karate studios to finally owning his own small fitness studio for 5 years. All the while, getting results for his many clients. But it wasn't until he 'cracked the code', so to speak, and developed his unique online weight loss program called *BUILT TO FAST* that he realized what a game changer he had created for the fitness and weight loss industry.

In Kevin's own words, *BUILT TO FAST* is like 'seeing the forest through the trees'. In a weight loss world full of everything from complicated algorithms and tedious calorie counting to mail order "weight loss" foods and MLM schemes, *BUILT TO FAST* is a breath of fresh air and a weight loss program with no 'additives or preservatives'. As Kevin says, "It's fast, it's easy, it's healthy and it's the most effective weight loss program on the planet". One of the best parts about it is there are no special foods to buy, no points or calories to count, and no food that has to be 'plan approved'.

Kevin's desire to share *BUILT TO FAST* with the world and change thousands of lives is well under way and he has no plans on slowing down.

Kevin is a 25+ year fitness industry veteran. When he's not involved with Built To Fast, he enjoys exercising (surprise!), reading, and spending time with his wife and 2 children.

WHAT OTHERS HAVE SAID...

"I had no idea what I was getting into when I signed up for Built To Fast, but knew my mind was made up that I needed to lose weight. On our first call, I was a bit skeptical but the camaraderie among the group was contagious and I was committed. I'm happy to say I followed through and **lost 19.6 pounds in eight weeks**, feel great, have more energy and finally fit into all the cute clothes I have in my closet. Thank you, Kevin for your guidance and I highly recommend this program to anyone READY to make a change. *UPDATE: I've continued with BTF and I'm now down 28.8 pounds."

-Stephanie Hutchens

"I lost 15.6 pounds (8% of my bodyweight) and I'm very happy that I went through the 8 weeks. It was informative and opened my eyes to a method that is sustainable and beneficial in many ways. It's fired me up again on my overall health and I feel so much better. Much appreciated Kevin."

-André Rodriguez

“I am by no means a “workout” guy. I consider myself athletic but never was into the gym or working out in any fashion. Getting older also made that desire worse. But needing to shed a few pounds I entered Kevin’s program with an open mind. I’m very glad I did. The workouts were not too long so it kept my interest, and the program absolutely works! **I lost about 10 lbs in the first week and a half**, and I am inspired to continue using the program to lose more and maintain my new weight. Best part is NO restrictions on what you can or can’t eat. You won’t be disappointed!”

-Mark Greenspan

“**I lost 19.4 LBS! 16% of my body weight!** Kevin encouraged me and supported me and at the same time taught me about his unique process of losing weight. I am grateful to have had the opportunity to gain valuable and applicable information about the benefits and proper, healthy ways that he uses that are very uncommon in today’s day and age. Your program is truly effective and I am looking at it as a lifestyle change not a quick fix:)”

-Lina Pitrelli

“I highly recommend the Built To Fast program. **I lost 18 pounds** and gained muscle in 8 weeks and the best part was most people close to me had no idea I was doing anything special because I was still able to maintain my social obligations and busy schedule. I also learned so much from Kevin about easy, healthy habits that I can continue to incorporate into my lifestyle to continue to lose a little more!”

-Joel Macaluso

“Built To Fast has become a whole new lifestyle change for me. Diets never worked for me and I always ended up cheating and becoming depressed and quitting very quickly. BTF has allowed me to eat whatever I wanted and see results constantly. **Now doing it for 8 and 1/2 weeks I am down 20 lbs. and never felt better.** Ever since giving birth to my two children I have never felt as confident as I do today solely because of BTF. This will be something I continue to do for the rest of my life in order to maintain a healthy weight and lifestyle!”

-Mallorie Gilbride

“The Built To Fast program has been life changing. It’s simple, flexible and most importantly effective. My goal was to lose 10-12lbs which I met. **By the end of the 8 week program I had lost 10 pounds & have lost 2 more lbs. since.** I just wore a pair of pants I haven’t worn in years! I enjoy not having to count calories & measure portions. I like being able to eat what my family’s eating as well as eating out. No food is off limits. The program has also changed my relationship with food for the better. Thanks Kevin!”

-Debbie Downs

Built To Fast is awesome. It’s simple, effective and most importantly it WORKS!!! I have been trying to lose 20 lbs. for the past year. With the BTF program **I was able to lose 20.7 lbs** in ONLY 8 WEEKS. Great Program!!!”

-Sean Gilbride

“I not only want to testify, but would like to preach about the Built To Fast program a bit and what it has done for me. BTF is not just a program to just lose some weight or get yourself feeling a little more fit, but it's actually much, much more than that...it's actually life changing. **I'm here to say that after eight weeks with the BTF program, I lost 36 pounds and reached a weight that I had not seen on a scale since I was 19 years old....**and I'm 47 years old now...I also have not felt this strong since then either. I have tried all sorts of weight loss programs over the years and I've lost some weight here and there, but in the end, I gained it all back. I know this is a common situation for many people and I also know it's extremely frustrating. I have noticed however that the majority of all those programs have a similar flaw....they're just not sustainable long term....seriously, no one wants to buy some high priced special food that gets delivered to your door, or spend every waking minute counting points or adding up the calories in every damn thing you put in your mouth; see these plans will always fade with time, they are designed to tap into a person's willpower...problem with willpower, it's temporary. I needed to make a decision to change, understanding that making a conscious decision is permanent and not temporary. I needed a plan that I could get my head around and allowed me to make the decision to stay with it because it's sustainable and not something I could just force myself to do using my willpower. Ultimately, that plan is Built To Fast. This is a program I will implement and carry with me for the rest of my life. The eight week initial program was great, I was excited for everyone in the group and I felt so good by the end. I waited to give my testimonial because I wanted to prove to myself that after the initial program ended that I could easily continue. So I'm here to say I have continued and I have maintained my weight loss without any problem at all.”

-John Jamieson

“I must admit that I was quite wary when I started the Built To Fast program as I didn’t know anything about it, just going on a friend’s recommendation. **Now that I’ve finished the 8 weeks, I’ve lost 15.5 lbs. during that time and I couldn’t be happier!** I’m losing weight consistently while not having to sacrifice any of the foods I love, what’s better than that! I’m in a routine now and will continue until I hit my goal weight - THANK YOU KEVIN AND BUILT TO FAST!”

-Darren Rosen

“I have dieted my entire life. I was never the "eat what I want" person. My latest diet included cutting out carbs and sugar totally from my diet. While I did lose a lot of weight doing this, eventually it was not a lifestyle I was able to maintain. Not to mention, when I started eating carbs I gained weight back. Then quarantine happened...and we all probably gained the quarantine 10 or 15. I knew I needed to get back on track so I gave Built To Fast a try. Turns out it was the best decision I have made thus far. I don't consider this a diet...it is definitely a way of life! **So far I'm down 20 plus pounds and I plan to continue!** If you're skeptical, give it a try...you won't be disappointed.”

-Alison Juliano

“I am loving this. I haven’t been able to lose weight like this in years and not be miserable. **I’m down 15 lbs but I’m also fitting in jeans and clothes that I haven’t worn in years** and I can’t tell you how many times in the last couple of weeks I’ve been told how skinny I look. I’m over the moon. I have no plans on stopping after 8 weeks. I can’t thank you enough!”

-Kathleen Puerta

“I just completed the easiest workout/nutrition plan ever **AND I LOST 31 LBS IN 8 WEEKS!** I’ve done them all...and they all do work. The problem is none of them are sustainable. **BUILT TO FAST IS!** If you’re sick of fluctuating in weight or sticking with a plan that works without crunching numbers, calories and what and what not to eat...contact Kevin Valluzzi NOW! He takes the thinking out of this. Live your life, eat what you want, lose weight and feel GREAT! This is the real deal. Keeping up with the new outlook on my eating habits and health, along with eating whatever the hell I want, makes this the easiest way to lose weight, get toned and not feel like you’re giving up anything you love! If you are really ready, and don’t lie to yourself or make excuses...if you are REALLY READY to lose weight and get fit, Kevin Valluzzi’s “BUILT TO FAST” is right there waiting for you!”

-Vin Pitrelli

“After several years and a variety of diets that included so many restrictions I have finally found success with BUILT TO FAST. My only regret is not finding out about it sooner! Thanks for everything Kevin. So glad I took a chance. **I have lost 15lbs in 8 weeks.** My mummy tummy is flatter and my body feels stronger. I have gained tools for life. I hope to lose another 3 lbs by Christmas. Then I will be happy to maintain what I’ve lost.

-Irene Murphy

“My 8 weeks on the Built To Fast program ends today, and **I’m so excited that I’ve dropped 15 pounds without feeling like I was really trying.** In the past I’ve tried juice cleanses, long cardio workouts, counting and logging calories, limiting carbs, grapefruit

diets, but nothing was sustainable. So glad I took a chance after reading testimonials from people I actually knew; my life changed after that first zoom call! I lost the extra weight that's crept on over the past few years. I was able to enjoy things like French toast, spaghetti and meatballs, cookies, cheeseburgers, and wine...while losing without that 'hangry' feeling! NO weight loss plan has ever worked this well for me while not making me feel deprived. And I have no doubt that I'll be able to keep it off with what I've learned and incorporated into my lifestyle. I'm a BTF follower for life, thank you Kevin!!!"

-Jackie Erickson