



Make friends with your food

You literally can't survive without it!



Introduction

Introduction

Stage 1

- **The Mindset Stage**

Stage 2

- **Progress Tracker**

Stage 3

- **Goal Setting**

Part 1

- **Creating A Demon**
- **Feeding The Beast**
- **Keto Diet**
- **Cambridge Diet**
- **Detox Diet**
- **Meal Replacements**

Part 2

- **Diet Conundrum**
- **Energy Density**
- **Diet Hacks**
- **Further Support**

References

If you are reading this now then I assume that you are looking to create body composition change however are a little unsure which direction to turn? For anyone in this situation, the level of misleading information can be drowning. Commercial diets demonise fat, insulin 'gurus' demonise carbohydrates, vegans looking down on you for eating amino acid dense proteins, and don't get me started on those who have an irrational fear of gluten. Over the last 20 years millennials have managed to pass judgment on the most natural of daily requirements, simply eating to stay alive and if you paid attention to all these so-called 'gurus' then there would simply be nothing left to eat. It is no wonder so many people have a bad relationship with food. You are not to blame for this, but hopefully, this eBook will help you to see more clearly when it comes to making better decisions around what to put on your plate.

I would firstly like to thank you for using my platform to help educate yourself around how to not only improve your relationship with food but also to improve your health, fitness, and overall body confidence. There is so much misinformation floating around social media and the internet that it is hard for an educator like me to prevail and reach out to those who are in need. Without highly motivated and driven individuals such as yourself, my message would simply dissolve into a cocktail of damaging diets and money-grabbing 'gurus'.

Now let's get stuck straight into the main reason you are here. As an educator and online coach, I like to direct those who have joined my community either as an online client or by purchasing a product from my webshop, through an educational journey. This eBook you are reading now is a small part of this journey however it is not the beginning. While you were visiting my website you have seen a variety of different support products available, these are there for a very good reason and will allow me to give you the in-depth experience and knowledge that you crave.



So here comes the first choice that you need to make.....

You can proceed with this eBook and learn how to reduce your body fat without counting calories or demonising food and complete a small part of your educational journey.

Or

I can take you to the beginning of your journey and with your permission, delve into your mind and fill it with knowledge that will not only change your way of thinking but the way you view your body. I promise you that we will get to know each other and as a result will build an unbeatable team.

Now I suspect your thirst for knowledge and your desire to achieve sustainable success will mean you want to leave no stone unturned....

Before we move on, let me introduce you to the journey I would like to take you on and the different stages you will need to go through to reach the shining light at the end of the tunnel.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Stage 1

The Mindset Phase: Muscle Up Your Mindset

‘Once your mindset changes, everything on the outside will change with it’.

-Steve Maraboli.

Everything starts with you, without being 100% focused on the direction you are heading, failure is only a matter of time. As a newly formed team I want us to build an unbreakable bond and so it is important that we get to understand each other. Allow me to take you through the journey of my life and how I became the person I am today.

There are vital lessons that I have learnt and I would love to be able to pass these on to you. By reading this book you will be allowing me to dig deep into your mindset and present to you the fears and demons which until now have been holding you back. You will learn to understand how these demons are holding you back, together we will fight them and allow you to view the world through a positive portal. By the end of this book you will be able to clearly see what motivates you and be able to understand the real reason you desire change.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Stage 2

The Educational Phase: The Progress Tracker

‘You Can't Manage What You Don't Measure’.

-Peter Drucker.

‘You are a walking representation of your daily habits’ My Mantra

When it comes to achieving sustainable body composition change, it is not as simple as just controlling your diet. Your body is a complicated organism and feeling confident on the outside is a combination of different internal processes all working in harmony. You will need to learn to adopt my mantra into your everyday life and understand that it is the little things you do everyday that collectively create a result.

The Progress Tracker has been designed to educate you about the daily habits you need to adopt every day. You will learn how your body works and how to sustainably reduce your body fat and increase your strength. Once you have read the first part of this book, you will move onto the progression tracker. Here you will adopt the required daily habits that you have learnt through phase 1 of this book and track your new habits over a 90 period. By the end of this book the new habits you have adopted to increase your overall health and body confidence will simply become a behavior, thus you will never need to diet again.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Stage 3

Goal Setting and Monitoring Progress.

‘Don't be afraid to be ambitious about your goals. Hardwork never stops, neither should your dreams’.

-Dwayne Johnson.

Goal setting is vital, not only does it put your ambitions on paper but it allows you to tick off your achievements at each stage. The simple act of ticking of your achievements is the most powerful motivator possible. Like Dwayne Johnson said never be afraid of your ambitions.

As you go through your journey with me I want you to learn what I call the fat loss effect. This is the development of an inner confidence that is developed by discovering that you have the ability and the power to achieve the ambitions you set out to achieve. These ambitions came be in any area of your life from your career, to your family or simply plucking up the courage to ask a certain someone out on a date. I do not want to be simply another fat loss coach. My objective is to not only transform your physique but also to show you that you really can achieve anything you set your mind to.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Stage 3

Goal Setting and Monitoring Progress.

If you would like to work with me directly you can apply at [JamesRobertson.fitness](https://www.jamesrobertson.fitness).

I hope the content included within this ebook will introduce you to a new method of managing your diet, a method that will free you from aggressive diets and counting calories. As mentioned before my objective is to educate you about your physiology so that you will never need to diet again.

So let's begin...

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Creation of a Demon

Let's go right back to the beginning to gain a greater understanding as to why so many people have developed a bad relationship with food, if you have children you will closely relate to the following.

Its 17:00 on a normal week day, as always it's time to make dinner for my 3 year old son Albie. Now as a parent I am conscience all the time about the quality of Albies diet and have resisted as much as possible when it comes to him consuming too many high sugar and processed foods. I do understand that for Albie to develop a healthy relationship with food as he grows, he needs to be able to experience and enjoy a wide range of different food types.

But children are clever and they know exactly how to push your buttons when it comes to getting their own way. Myself or Stacey will cook a lovely family meal and sit down to enjoy as a family, Albie on the other hand decides he doesn't want my home cooked lasagna and so goes on hunger strike! Fully aware of the fact last week, lasagna was his favorite meal. The performance is impressive and if filmed would have won him an Oscar I am sure.

Now for many parents this situation can be almost daily and it takes A LOT of mental resilience to stay firm and keep pushing the nutritional home cooked grub. However for many stressed out parents it is far easier to pull out the fish fingers (or as Albies calls them, pirates) and bang them in the oven with some chips and beans.

This is not the fault of the parent as they simply do not want their child to go to bed hungry, nor is it the fault of the child, they are learning from an early age how to get what they want and the best way to achieve this.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Creation of a Demon

From an early age we are all learning which foods taste good and which foods we prefer to eat based mainly on texture and how easy they are to chew.

Bland foods such as vegetables and hard to chew foods such as meat are discarded. If this behavior is not challenged quickly then a poor relationship with food will start to develop. I know so many adults who even now don't like eating vegetables and believe chicken nuggets are a good source of protein.

Looking back on your own childhood you may remember certain moments which could have been a contributing factor to the relationship you currently have towards your diet.

As you are about to find out this is simply the beginning.

Are people directly responsible for being obese? I would say no, it's simply a behavior created over time!

Let's move forward a few years to the first time you became conscience about your body image, I could almost guarantee you remember that exact moment.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Creation of a Demon

In 'Muscle Up your Mindset' I go into detail about the moment I first became conscience about my own appearance and how I went about changing it.

It was a pinnacle moment in my life and was the beginning of a journey which 18 years on has lead me to be writing this eBook today. Around 18 years ago the internet was just becoming a standard household item and it took about 15 minutes to dial in as long as no one else was on the phone (remember those days?).

Even back then I decided the best way to dig myself out of this black hole, was to check out google. I discovered weight training exercises and how to gain weight by pumping iron and drinking weight gain drinks of which I drank a lot. Weight Gain shakes back then were not like they are today, it was literally like drink chocolate flavoured syrup. Yuk!

You may remember a similar situation or the time when you were younger you first realised that you did not like what you saw in the mirror and needed to create change. When we are feeling like this our default mindset is to do 'whatever' is required to get ourselves out of this negative situation, no matter what it takes and as quickly as possible. The voice of negativity is 100% at the helm of your mindset bashing you down with self-harming thoughts such as;

- You're not good enough!
- You're ugly
- You're fat
- No one likes you
- You're pathetic

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Creation of a Demon

So what do you do in this situation, well you believe that the cause of your weight gain was directly due to food, so food now becomes the enemy.

You allow the voice of negativity to control every decision you make thus giving birth to the demon. I would image the first time you faced this dilemma was during your teenager years. Looking back now during this period of my life during the mid 2000's, reliable and sustainable information just simply wasn't around unless you directly invested into a fitness related book (I still have the first ever fitness book I ever purchased).

So your options were as follows:

1. Take the negative/self harming approach and simply stop eating, you know food is the problem and so not eating it is problem solved, right?
2. Follow some restrictive/destructive diet you found on the internet.
3. Join a commercial dieting model with a parent where your poor relationship with food continues as certain foods are now being labelled as sins, thus confirming the suspicion you already had that food is evil!

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Creation of A Demon

If you are struggling with your body weight and your relationship with food then I want you right now to stop blaming yourself! I hope you are starting to see that there are many variables some conscience and others sub conscience, which influence your relationship with food and impact your body weight.

So please stop being so hard on yourself and allowing the default mindset to take over and negatively influence you.

It's how you move forward that is important, and right now you're in the right place.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Feeding The Beast

Moving forward a few more years to adulthood and the age of information drowning!

Now as I mentioned earlier, during our teenage years it was almost impossible to find the information which would provide a solution to our body confidence issues. Fast forward just 15 years (roughly) and we are now drowning in constant information coming at us from all directions!

Here are 3 of the areas to avoid when it comes negative information:

1. Social Media and influencing 'sharks'
2. Commercial diet models and their damaging effects on your relationship with your food.
3. Friends, family and colleagues trying to tell you what to do and who to be. Then taking it personally if you don't listen to them.

Before you have even left the house, you have been influenced either positively or negatively and in most cases that is the exact mindset you walk out the house with that day.

This mindset will then directly affect other areas of your life including your performance at work, the relationships you build with others and of course the relationship you have with yourself and your food

So if staying clear of negative influences is key to building a healthy relationship with yourself and your diet, then let's look into each area in a little more detail so you can become aware of lurking traps..

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Feeding The Beast

1. Social Media

This is by far the biggest influencer of the modern age and used by everyone from social media 'influencers' selling products, to politicians trying to push through an agenda to the wider population.

The amount of misleading and negatively influencing information found on social media is largely unregulated. When you're looking for information to help you solve an ongoing issue, such as your body confidence it is an easily accessible platform to turn to for information and guidance.

Now don't get me wrong, there are some fantastic influencers out there like myself who are simply trying to get their message across, in the hope someone will connect and it will have a positive impact on their life.

But the downside is we are grossly outnumbered by 'sharks' trying to coin in on your insecurities.

Here is how it will go:

1. They will present to you the problem you are struggling to resolve.
2. They will offer you a 'tailored' approach to solve this problem in as little time as possible.
3. They will give you a unique discount so you feel you are getting a great deal.
4. They will then pester you by phone or email until you sign to their programme.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Feeding The Beast

Now let's reveal the truth:

1. They will understand you want to reduce your body fat and that this is effecting your body confidence. This is where they focus their attention, however they will not look into other variables which effect the overall result.
2. Their approach is often far from tailored and you will probably be getting the exact same diet and training plan as every other customer.
3. Their price may already be marked up so a discount simply brings the cost down to the desired charge for the trainer.
4. Their constant sales pressure can be the final nail in your coffin when it comes to make a decision
5. The advice they give you at the start is unsustainable and will only make your situation worse long term.

Believe me when I say, this trainer is not looking out for you and does not have your results as their main focus.

They simply want to make some quick cash, and target straight at your jugular to achieve it, I am of course taking about the 1 element of yourself you would like to change the most. This isn't the only toxic and damaging element of social media which maybe negatively influencing your overall body confidence.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Feeding The Beast

I see countless times everyday individuals trying to push through their agenda on how everyone should be 'eating' or 'looking'.

If you see anyone telling you the following:

1. To lose fat you have to go 'ketogenic' and carbohydrates are what cause weight gain.
2. Fat burning workouts, or my favourite 'join my fat burning 12 week plan', please re-read above for this one.
3. Vegans telling you that by eating meat you are destroying the world and killing every person on it, more trees are cut down for soya plantation than they are cattle.
4. Detoxing, if anyone mentions the word detox on my social media they get unfollowed. I haven't got time to read crap from someone who probably struggles to put their socks on.
5. Not to mention the rubbish commercial diet adverts put out about how bad an avocado is for you

Unfollow or unfriend them, you do not need this negativity in your life!

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Feeding The Beast

I also do not want you to be negatively influenced by the perfect 'instagram body'.

For girls this will be a toned, slim women with a perky butt and for guys a lad with about 3% body fat.

These individuals probably don't have jobs or they are full time 'influencers'.

This means they workout all day, fill their Instagram with filtered images and then go downstairs to eat their dry chicken and broccoli while their mum cooks a lovely roast dinner,

If you were to view these images with envy then you are only setting yourself up for disappointment. Personally when I see such Instagram accounts I wonder to myself why they crave so much attention.

Surely on face value the most confident of people on Instagram, are probably the most insecure which is why they crave so many double taps. I do not want you to be negatively influenced by these individuals, so unfollow them and going forward only scroll through posts which are designed to help educate and motivate you.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Commercial Diets & Their Misleading Information

Now to make this topic slightly easier I will focus on the 4 fashionable diet trends that I see and hear about most often. I will go through how they work and the misleading and negatively influencing information they give across to their customers.

Firstly before I begin I would just like to inform you that every single diet ever written creates results by placing all of their members into what's known as a negative energy balance (calorie deficit). This is basically a posh phrase for consuming less calories a day than you burn thus causing the body to make up the deficit from your stored energy reserves (body fat).

From this point onwards I want you to forget all the information you have ever been told regarding how to diet successfully. Forget all the misleading information you hear on social media, the only way you can reduce your body fat is by going through this process. Every diet ever created since the dawn of man or at least since 1864 when the first diet book was published by William Banting has been based on achieving a calorie deficit, commercial diets in particular are just packaged up and branded versions of achieving this deficit. They over complicate their diet method by introducing terms such as 'sins' and using traffic light systems. The reason for this is to confuse the consumer into thinking they have cracked some top secret fat loss equation, they haven't they are just lying to you so they can profit from your insecurities.

So here are the 4 diets which are currently the most on trend and fashionable with every tom, dick and influencer promoting them to insecure individuals:

1. The ketosis diet (carb free diets)
2. Calorie restricting diets
3. Detoxing diets (juicing diets)
4. Meal replacement diets

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Condunrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Ketosis Diet (Low Carb Diets)

If by some miracle you haven't heard of the ketogenic diet, I will quickly explain how it works. It appears everyone from doctors to reality stars are promoting the ketogenic diet, claiming it has transformed their bodies and improved their health.

When you eat carbohydrates the food is broken down in your digestive system and enters the blood stream as glucose. This causes an increase in your blood sugar levels and so your body releases a hormone known as insulin into the blood stream. This is to help stabilise your blood sugars and pull the glucose out of your bloodstream and ideally into muscle cells as glycogen to be used in energy production.

If your muscle cells are already packed full of glycogen then insulin will target your fat cells to be stored as lipid. If insulin is not present then the glucose would not be able to be stored in either cells resulting in reduced fat storage. Ketogenic 'gurus' claim that if there is no insulin release then there is no storage

So by cutting out all carbohydrates and preventing the release of insulin then your body will be incapable of storing body fat. Sounds logical, right?

It gets even better for keto dieters.

When you put a ketogenic diet up against a flexible diet, chances are the ketogenic diet will create faster weight loss results when combined with a more sustainable approach. The reason for this however is not what people believe.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

The Ketosis Diet (Low Carb Diets)

Carbohydrates are required for energy production and for protein synthesis. If you cut them out it will affect your muscles ability to create energy, affect hormone production in your body and also affect how much you can lift in the gym. So is the ketogenic diet worth this sacrifice for a quick weight loss result? In short, no!

I mentioned that the ketogenic diet will create faster results when compared to a flexible diet approach and this is why. When you consume carbohydrates, they will be absorbed into muscles to be used for energy production. For every 1 gram of carbohydrates that are stored, 4 grams of water are also absorbed into the muscle cell, ensuring the cell remains well hydrated. When you cut out carbohydrates from your diet, the weight loss the dieter initially sees on the scales is NOT from a reduction in body fat, it is merely as a result of water loss! This is why people get so excited about the keto diet and how quickly they can see movements on their scales.

Also let's be honest, right now you are reading this eBook because you want to learn how to sustainably reduce your body fat and build your confidence. I also assume that some of your favourite foods contain carbohydrates right? Then could you imagine a life where you NEVER got to enjoy those foods again? I would also like to bring your attention to one key fact when it comes to the keto diet.

The only way the keto diet will reduce your body fat is through a calorie deficit! It is beholden to the same rules of thermodynamics as all other forms of dieting. So why should you give up your favourite foods unnecessarily, when the same result which can be achieved even by factoring in your favourite foods. I would also like to add, if you're reading this right now and you are female, you require around 130 grams of carbohydrates a day for normal hormone function. Keto 'gurus' don't tell you that statistic on their Instagram adverts.

Never sacrifice your health for aesthetic goals.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Very Low Calorie Diets

Out of all the diets this one frustrates me the most, the reason for this is because it can be extremely damaging for those other than diabetic patients under the supervision of a qualified medical practitioner.

When we look at how many calories a day we require to function the total number is made up of 4 different areas. I am not going to go into detail on all of them however I just want you to remember that 70% of the calories you require everyday are simply just for your body to function. So if you burnt a total of 2500 calories a day which is about average, 1750 calories would be required simply for every process in your body to take place.

Low calorie diets create results by dramatically reducing your calorie intake thus putting your body into a large calorie deficit. I can't even begin to explain how damaging that will be to your body, your self-esteem and your energy levels!

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Low Calorie Diets

This is what will happen to your body when on a very low calorie diet:

1. Your body will go into a state of atrophy, you will not have enough energy for internal processes to take place and so they start to down regulate. The first sign of this is the breakdown of muscle tissue, muscle requires a lot of calories to function so the body will start to reduce the amount of muscle it has to save on energy reserves, this process alone will create weight loss results on the scales.
2. The endocrine system will go into over drive suppressing certain hormones such as oestrogen and increasing hormones such as testosterone and cortisol. These hormones are typically your fight or flight hormones and are increased during times of high stress, such as being nutritional depleted.
3. Energy production slows right down within your body, there is no way you could even consider stepping into a gym or going for a run if you're on a very low calorie diet, you would simply pass out from low blood sugar levels, which again defeats the whole objective. When looking to improve your body confidence you want to present a strong and confident body you are proud of, not one that is literally eating itself alive where you pass out walking up the stairs.
4. All of the above are concluded by one overall process, this is known as 'Adaptive Thermogenesis', your body is a clever machine and responds well to its environment. All the above reactions are due to your body trying its hardest to preserve what little energy you are consuming, and to encourage you to find more food. Energy production slows down to a bare minimum, you are now entering a state of metabolic damage. This as you can hopefully tell is not sustainable and is designed to create fast weight loss even if that weight loss does not entirely come from fat.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Low Calorie Diets

Many companies who adopt such a technique to create a result mainly target their marketing towards women, despite the fact they portray little understanding about female physiology and so are potentially damaging women especially when it comes to their hormone levels.

Many of these plans do not even give your body half the amount of calories it requires simply just to function, how can this sound in anyway like an attractive solution?

I say again NEVER sacrifice your health for an aesthetic result!

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Detoxing Diets (Juice Diets)

Detoxing is now a very fashionable term, with many individuals adopting the practise based on promises that it will not only improve their digestive system, remove dangerous toxins from their body but also help with weight loss, (let's be honest that is the real reason people detox, because they have no idea about internal toxins). One thing I can't help but notice however, is that detox regimes are never really that clear on how they actually works.

Similar to the low calorie diets, the majority of detoxing plans dramatically restrict your calorie intake (hence the weight loss part). Our bodies are exposed to a lot of toxins every day, from the chemicals that are sprayed on our foods, the pollutants that are in the air that we breathe and the heavy metals that are in the water that we drink. I can understand the apparent need to detox the body and get rid of all the toxic muck that could be doing us some damage.

Detox plans will promote the following results:

1. Rest your organs through fasting.
2. Stimulate your liver to get rid of toxins.
3. Promote toxin elimination through urine, sweat and faeces.
4. Improve circulation.
5. Improve nutrient absorption.

Detoxification plans also claim to help improve internal inflammation, the process of digestion, help reduce stomach bloating and improve fatigue. As much as these claims seem to be highly beneficial from a health perspective there is little research to support their claims. The programmes very rarely disclose what toxins they actually remove, in fact the studies that have been carried out didn't show any toxin removal what so ever.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Detoxing Diets (Juice Diets)

Fasting programmes would typically include one or more of the following characteristics:

- Fast for 1-3 days, literally not eating any food only drinking water.
- Drinking only fruit juice, detoxing teas and water for a period of time.
- Drinking only salted water or lemon juice for a period of time.
- Removing all inflammatory foods and then slowly reintroducing them.
- Using laxatives, colon cleanses or enemas
- Completely eliminating alcohol, caffeine, refined sugar and processed foods.

Now this all sounds great and I know friends who operate as practitioners within the medical field who strongly promote detoxing due to the mentioned benefits. However for me the research just does not provide enough evidence to support the claims. Not only that but what these detoxing diets don't mention (and why would they) is that the human body is already incredible at removing toxins. In fact your internal detoxing system is unbeatable and no external programme would ever come close to being as efficient, so why do it?

Now you may be thinking, this doesn't sound too bad so why are detox plans in your top 4? Well firstly because of how popular they are and the level of exposure they have on social media. For the majority of people who part take in detox programmes their main objective on the back of the plan is to lose weight. They have been trying every other approach when it comes to weight loss and failed, so of course they come to believe the problem is due to their internal toxification which is hindering their weight loss. The problem I have with detox programmes is detox coaches once again use your insecurities to produce a sale. They know your body weight is your weakness and so press on your insecurities by presenting their programme as a fool proof solution. This once again misleads you and creates further metabolic damage by implementing a low calorie diet which is only going to do more harm than good.

Again, never sacrifice your health for an aesthetic gain.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Meal replacement diets

Where do I start?

Firstly what frustrates me the most is the fact it is effectively a highly efficient sales funnel. Such coaches are highly focused on the amount of income they can generate from selling the product as opposed to focusing on supplying products that will help improve the results their clients gain from their training. This is why you see so many people who are in no way nutritionally qualified promoting and selling these diets on social media. They know as soon as they promote a product a % of their following will buy in to it and so they abuse this power simply to make money.

So how does meal replacement diets work?

As you now know all diets achieve results by placing the individual into a calorie deficit, however the size of that deficit makes a HUGE difference when it comes to gaining the results you want.

A commonly known meal replacement company designs a 'nutritional' programme for their clients based upon 2 meal replacements shakes of 290 calories each (product depending) with supported supplements, snacks and then an evening meal. Now as you can see how many calories you will be consuming is hard to calculate and will vary depending on different variables.

This makes it hard for me to target the amount of calories in which they require you to take. Although I would strongly suspect the calorie deficit will still be highly aggressive and not recommended if you aim to create sustainable results. Sadly it is likely the person selling you the products doesn't want you to achieve sustainable results because if that were to happen then there would be no repeat sales, which is how the business model is structured.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Meal replacement diets

So what is my issue with these diets apart from the fact they are not sustainable?

Lets look at 2 areas:

1. Actually what you are consuming.
2. How this effects your relationship with food.

What are you actually consuming?

Now you do not need to have a PHD in nutrition to recognise that basing 80% of your daily diet on processed products is not the best approach to improve your overall health. When we consume food there is a certain process that takes place, from digestion through to nutrient absorption and that gaining the required nutrients from natural sources is the optimal approach. Many of these products are full of vitamins and minerals and they encourage you to take vitamin supplements as part of their programme however sadly they are all synthetic.

Here is the difference between a synthetic nutrient and a natural:

-
Natural nutrients: These are obtained from whole food sources in the diet. They include a wide range of nutrients along with enzymes to help with digestion and absorption.

Synthetic nutrients: Also referred to as isolated nutrients, these are usually made artificially, in an industrial process.

There have been a number of different studies comparing the difference between the two and the results are interesting. What the studies found is that without the additional enzymes which are included within natural products, it is unlikely that the nutrients will even be absorbed into the body in the same way natural nutrients would be. Let's look at Vitamin E for example, twice as much natural vitamin E is absorbed through digestion when compared to synthetic alternatives.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 1

Meal replacement diets

The approach is that these diets provide a natural and nutrient dense meal replacement product to help you manage your body weight. Well this is quite simply not true when it comes to achieving sustainable results!

If you were to fully immerse yourself within the world of meal replacement then it wouldn't be long before you started to become depleted of much needed nutrients, due to the fact your body is simply not able to absorb these fake, alternatives to natural food. But for a lot of people they will see past all this and simply focus on the fact that Herbalife has resulted in you weighing less on a set of scales. Which as we know is a full proof and reliable health assessment, right?

Does Herbalife create weight loss? Yes

Is it sustainable? No

Do you pay a huge price (health wise) for this weight loss? Yes

What is my golden rule when it comes to dieting? **Never sacrifice your health for an aesthetic result!**

This is exactly what will happen as a result of trying to take the easy way out and not investing time into an alternative and sustainable solution.

Hopefully you can now see that you are not to blame for your lack of body confidence and concerns over your body weight. You have simply been given the wrong tools for the job along with a set of instructions in a language you do not understand. If you want more information about Synthetic Supplements I cover the topic within my book 'The Progress Tracker'.

So it's time to move on from all this and get to work on introducing effective and sustainable changes to your dietary habits.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Improving Your Relationship With Food

In order for you to move forward and make friends with you food, I need you to forget all the misinformation you have previously been told and learn from your previous dietary behaviours and the lessons they have taught you.

Right now it is just you and me and together we are going to help improve your knowledge around your diet so that you can make better choices going forward.

I want you to make a promise to yourself that going forward you will always obey the following golden rules:

1. You will never sacrifice your health for an aesthetic result.
2. You will never allow yourself to fall victim to the common traps laid out by charlatans, in order to profit from your insecurities.
3. You will never replace food with a supplement.
4. You understand that NO food is BAD food.
5. You will not just focus on an aesthetic result and will pay attention to improvements in other areas of your life such as increases in overall strength and improvements in both your sleep quality and your energy levels.
6. You will never view a quick fix as a solution to your dietary problems, if a diet breaks any of these rules do not follow it.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Honesty!

If you have read 'Muscle Up your Mindset' you will know how important it is that you are honest with yourself and know your weaknesses. The fact that you are reading this right now tells me that for a period of time you have lost connection with yourself and allowed other responsibilities to take priority.

That is perfectly normal and in fact this makes me even more impressed with you. I am a firm believer that through your life you will be faced with different challenges which need to be overcome. These challenges could take days, weeks or even years to resolve and so your desires and ambitions are left on the back burner for a period of time.

The reason I am so proud of you right now is because you waited eagerly, like a lion about to close down on its prey, for the right time in your life to finally reconnect with me and I am truly honoured that you have allowed me to join you.

Right now I need you to be honest about one fact, your current daily habits have led you to be reading this eBook right now, so you know change is required and you need to part ways with your old habits. As mentioned previously, my book 'The Progress Tracker' will help you to adopt and track the new habits you are going to welcome into your daily schedule.

I also want you to be honest with yourself around your commitment to this process!

My objective is not only to increase your overall body confidence, but to ensure this new found self esteem never disappears. If you ever need to part take in another diet then I have failed, and I don't have a good relationship with failure. So I want you to play the long game, this process is not a quick fix, it's a solution to the problem. If you're ready to commit to change, then you have already jumped the first hurdle.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

The Conundrum!

The problem isn't achieving a calorie deficit as this just simply means eating less than you burn. You could easily achieve this by drinking fruit juice and running 10 miles a day. The challenge is managing your diet effectively in order to create an aesthetic result without causing the body to suffer metabolically, thus causing energy production to down regulate through adaptive thermogenesis

The quick fix temptation!

When it comes to choosing a method to direct you through your fat loss journey there are more options than I've had hot dinners, especially if you are searching on google. The phrase 'paralysis by analysis' comes to mind as too much choice and advice can leave you with more questions than you had to start with, however I hope things are starting to become a little clearer. The temptation to follow a quick fix solution is real and tempting, I understand this. We all live busy lives and in society now we have no patience when it comes to waiting for a result, apparently even 4g internet is too slow now! We want everything now and this mindset is what I need to change in order for you to gain the results long term (remember you should never have to diet again). So where does this leave you when deciding how to move forward with your chosen approach?

Your available options:

Firstly don't forget the golden rule of fat loss: You must achieve a calorie deficit in order to reduce your body fat. To achieve this you need to have a management solution in place which will help guide you through this process.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

The Conundrum!

Right now you have 2 options available:

1. You track your calorie and protein intake daily through 'My Fitness Pal'. This is my go to approach when it comes to coaching clients as it allows for flexible dieting and gives you freedom of choice, no food is off limits you just need to hit your nutritional targets. The down side to this is tracking your food everyday can be difficult at times and a little boring. If you are part of my academy then there is a video all about 'My Fitness Pal' and how to use the app correctly.

2. Adopt the 'Energy Density' method which will be explained in full within this eBook. The 'Energy Density' method looks at the calorie intake of foods when compared to their total weight. If the main bulk of your diet is made of low calorie foods then in theory you can enjoy a higher consumption of these and still achieve a calorie deficit. The method is great when it comes to changing your eating habits as you start to understand foods that should be consumed regularly and foods which are to be seen as a treat. The downside to this method is you may not know exactly how many calories you are consuming. Whether you are or are not in a deficit or not will be decided by your weight loss results.

So as Paddy McGuinness would say, 'the power is now in your hands'. If you choose to manage your calorie intake through 'My Fitness Pal', then put down this eBook, head over to My Academy and watch Tutorial video number 2 which will show you how to use the app correctly.

If you would like would like to work directly with me as a client, you can apply at:
www.JamesRobertson.fitness .

If you have chosen to adopt the 'Energy Density' method then sit back, relax and let the education begin.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Energy Density.

What is Energy Density when it comes to food?

One of the most negative issues when it comes to dieting is feeling hungry right? This makes sense as you need to put yourself into a calorie deficit and in order to do this you need to eat less than your body needs. A little hunger is manageable and in fact is a good sign that you're in a deficit, however continued hunger can wear thin very quickly. What if I told you that you could diet, eat more food and as a result not feel hungry? Would that sound like the perfect solution?

That's where the process of managing the calorie density of your food comes into play. Energy density is the amount of calories in a particular weight of food, this is typically measured based per 100 grams. Foods with a lower energy density provide less calories per 100g when compared with higher density foods. A person can consume far more low density foods than they can high density allowing them to feel fuller for longer during dieting.

How does the density of foods effect its energy levels?

The energy density of a particular food is influenced by its composition. Foods high in water reduce the caloric value due to the fact water has an energy density of 0kcal/100g. Foods high in fibre also have a relatively low energy density around 2kcal/100g and so helps reduce the overall caloric value of the meal. When looking at the overall energy density of foods you can use the following to help:

Protein: 1 gram = 4 calories

Carbs: 1 gram = 4 calories

Fats: 1 gram = 9 calories

Based on this, the highest energy density foods are high in fat, so it is important to remember when managing your diet.. I am no way demonising fats, quite the opposite, foods high in omega 3 in particular are required everyday. It is the type of fat that is important and not just the title 'fat'.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Energy Density.

Based on the above information a diet which contain lots of vegetables along with water will produce the lowest calorie density meal and one in which you can fully go to town on. These would typically include soups and stews as an example which can be both filling as well as nutrient dense when homemade and can also contain a lot of protein.

Consuming a low energy density diet, one that is rich in fruit, vegetables, wholegrains, lean meats and dairy products allow people to control their daily calorie intake while also controlling hunger and feelings of satiety. Being able to control both your hunger levels as well as you satiety is important when looking for a sustainable solution which will both decrease your body weight and increase your health. Observational studies carried out by 'Ledikwe' and colleagues found that men and women who reported eating a lower energy density diet ate fewer calories yet consumed more food in weight than people who ate a higher energy density diet. You can literally eat more and lose weight.

Winner, winner, chicken dinner!

This theory was supported during a study carried out by Ello-Martin and colleagues. They tested two strategies to reduce the energy density of a diet without setting calorie goals amongst 38 obese women, they were split into 2 groups:

Group 1 received counselling on reducing the energy density of their food by increasing water-rich foods.

Group 2 received counselling on reducing their fat intake only.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Energy Density.

Both groups lowered the energy density of their diets and both groups reduced in body weight. However 12 months later the group counselled to eat more fruit and vegetables as well as to reduce their fat intake experienced a greater decrease in energy density and as a result lost significantly more weight. They also stated that they consumed more food per weight than Group 2 and felt less hungry. How to calculate energy density based on food packaging information.

The simple way to work out the energy density of a particular food is to divide the calories (kcal) by the weight (grams), here's 2 examples:

This is the nutritional information for a Boost chocolate pudding.

Calories = 230

Weight = 142g

Total = 1.6 (that's low)

This is the nutritional information for a Snickers chocolate bar:

Calories = 280

Weight = 58g

Total = 4.8 (that's very high)

As you can see although the weight of the 2 products varies hugely, the chocolate pudding has a far lower energy density compared to the Snickers bar. This means you could still enjoy a chocolate treat without worrying about feeling hungry or consuming too many calories.

When it comes to building a healthy relationship with food as well as maintaining a healthy body weight, making the right food choices is vital. Making the wrong food choices may result in consuming too many calories, constantly feeling hungry or even both.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

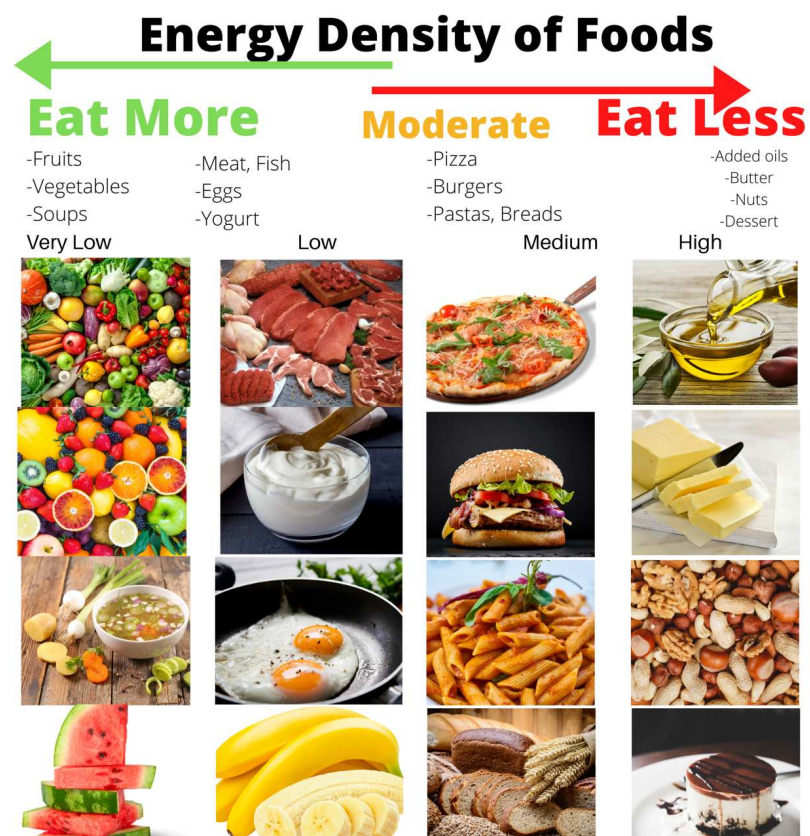
References



Part 2

Energy Density.

Now at the beginning of this eBook I presented you with 2 options when it came to managing your diet, one option was to calorie track which meant precision management as you track each calorie, the other option was the less time consuming method. But please don't worry I am not going to expect you to start measuring the calorie density of all the food you eat.



You may wish to do this at the beginning just out of interest to see how dense your diet really is.

However to help you manage your new dietary habits and to give you an idea, I have added the following chart

It may be worth printing this chart out of the eBook and pinning it up somewhere you will notice it every day.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Energy Density.

This chart is far from a full representation of all food groups, however it gives you an idea of which food types would fall into which bracket based upon their energy density level. To help you manage this process even further here are some diet hacks to help you decrease your density levels.

Diet hacks to decrease your energy density levels:

1. Bulk up meals by adding a high % of low density foods such as the ones mentioned above in the chart.
2. Bulk cook soups or stews that you can consume during the day or even take to work as a quick and easy lunch. Make sure these are homemade and again packed full of vegetables and lean proteins such as chicken.
3. Understand that no foods are off limits, this process is designed to improve your relationship with food so that you can eat more, lose weight and improve your overall health. However you will want to manage the portion size of any foods which fall into the amber group and above when referring to the previous chart however I do want you to enjoy a treat when you fancy it though.
4. Try and reduce the level of fat in your main meal by choosing low fat and lean meat options, then bulk up the meal with lots of vegetables. With dessert for example instead of consuming 2 scoops of ice cream have just 1 and top with fruit. The dessert quantity in weight will be more however the overall calories will be less.
5. Salads are also a great option as the calorie density can be low however the nutrient density and protein content can be high. My recipe book 'Fat Fighter' contains lots of different salad ideas so check them out for inspiration.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Energy Density.

6. Choose meat and cheese options that are lower in fat. Meats such as chicken and turkey will have a far lower energy density compared with red meats such as steak.

7. If you are going out for a meal in the evening, choose a low energy density starter such as soups or salads. This starter will have few calories however will already start to increase your levels of satiety.

8. Bulk cook low energy density meals, this is vital because everyone is in a hurry most days. Having prepared meals in the fridge or freezer which can be pulled out can be a life saver on a busy day.

9. Consume plain or flavored water and enjoy a glass of wine at the weekend only. Don't drink your calories.

10. On days you know you will be consuming high energy density foods, give your metabolism a boost first thing in the morning and cram in some exercise or a longer walk than normal. Consider this damage control.

Along with energy density it doesn't take a genius to work out that portion size also play a key role in reducing the total number of calories within a meal. Recent studies have shown even modest alterations to meal size and energy density can have a significant impact on the total number of calories consumed over a whole day.

In one study participants were provided with a variety of popular commercially available foods over 2 consecutive days and were allowed to eat as much as they wanted. The foods were varied in density and presented in two portion sizes. Participants consumed the least amount of energy when provided with the smaller portions of the lower density foods compared with those who consumed larger portions of the high density foods.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Energy Density.

The research concluded a 25% decrease in energy density led to 24% decrease in energy intake and that a 25% decrease in portion size led to a 10% decrease in energy intake.

Over the 2 days, this led to a reduction of 1625 kcal when both portion size and energy density were decreased. Foods lower in energy density such as fruits, vegetables and lean meats can aid weight management especially when consumed through broth based soups. This is an easy way to not only increase your nutrient and protein intake but also to increase satiety while controlling your calorie intake.

Understanding how calorie density and portion size work together to control your calorie intake is key to successfully managing your diet. This is achieved by increasing the amount of food you are eating without restricting any foods. This to me sounds like the perfect solution which is sustainable, improves your health and gives you the weight loss results you are after.

This is how to successfully diet!

I hope you have found the information within this ebook helpful and it has at least made you question some of the decisions you have made previously towards dieting and the approach you adopt in the future.

I want to free you from the chains of low self-confidence that a poor relationship with food can hold upon you. By understanding a little around how energy production works in the body and how to fuel it correctly will free you from this pressure and allow you to finally enjoy the food you are eating guilt free.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Improving Your Relationship With Food

The relationship you have with food plays a huge role in achieving an improvement in your overall health and body confidence, however diet alone will not create the overall result you are after. Managing your daily habits and introducing regular exercise is a vital habit I would like you to adopt. It means you are managing every variable which effects not just your body confidence and your waist line but also your health.

If you would like further guidance or coaching then here is how you can get hold of the information and guidance you need to create an overall result you can be proud of:

1. Purchase your 1 st 12 week training programme: www.JamesRobertson.fitness I have written 7, 12 week training programmes each designed to increase your overall strength however each offering a training experience at a variety of different intensity levels. When you introduce regular exercise into your weekly routine it is important to make sure your programmes increase in intensity as you increase in overall strength. My programmes all offer 'progressive overload' which achieves this and keeps you progressing in the gym. Even if you have never walked into a gym before I have had you in mind while writing these programmes.

2. Further your education: www.JamesRobertson.fitness As a trainer my approach is all about education, simply giving you the information so you can make a better decision. Available in my webshop are a variety of books I have written to help achieve this. The library includes my published 'Reconnection Series' which is mentioned at the start of this eBook. Along with other eBook's which will allow you to understand how your body works and how you can manipulate different habits everyday to become the best version of you both physically and mentally.

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



Part 2

Improving Your Relationship With Food

3. Join my team of online clients, you can apply at www.JamesRobertson.fitness. By joining my team of online clients you are committing to the ultimate educational programme which is designed purely for individuals who are fully dedicated to creating irreversible change. I will take you through an educational journey using all the knowledge and tools I have at my disposal. I work with all my clients very closely for 3 to 6 months, this time frame is required to ensure life long and irreversible change is created. My objective is simple, to free you from the restrictions of low body confidence and endless dieting. You will learn to adopt my mantra:

'You're a walking representation of your daily habits'.

You will learn that every decision you make, everyday makes an impact on the person you become. As your coach I will give you the tools required to make better decisions and allow you to understand why this change is so important. There is a lot for you to learn, from understanding the physiology of your body, to becoming a master in the gym and an expert in the kitchen. We will go through a unique journey together and become an unbeatable team, I promise you will never need to diet again. This programme is life changing and that is exactly what we will achieve.

Now is where you draw a line in the sand and begin the next chapter in your life!

Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References



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Introduction

Stage 1

- The Mindset Stage

Stage 2

- Progress Tracker

Stage 3

- Goal Setting

Part 1

- Creating A Demon
- Feeding The Beast
- Keto Diet
- Cambridge Diet
- Detox Diet
- Meal Replacements

Part 2

- Diet Conundrum
- Energy Density
- Diet Hacks
- Further Support

References