

3 Steps To **YOUR** **BEST** **BODY** *in record time*

America's Leading Fitness Experts Reveal The
Proven 3-Step System
To The Body You Always Wanted
...In Minimum Time

FEATURING
BRAD & CYNTHIA
LINDER



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TABLE OF CONTENTS

FOREWORD 13

STEP 1 – MINDSET

CHAPTER 1

FIVE STEPS TO ACHIEVING ANY HEALTH AND FITNESS GOAL

BY SEAN GREELEY 17

CHAPTER 2

MAKING ROOM FOR SELF WORTH, FITNESS AND HEALTH AT PINK IRON

BY HOLLY HOLTON & MEG ROBLES 27

CHAPTER 3

FROM ‘AVERAGE JOE’ TO G.I. JOE

BY GIAMPIERO “JP” MONTANARI 37

CHAPTER 4

FROM THE BENCH PRESS TO THE BOARD ROOM

– 6 PRINCIPLES USED BY CORPORATE EXECUTIVES THAT CAN HELP YOU REACH YOUR FITNESS GOALS

BY TONY MASLAN, CSCS 45

CHAPTER 5
**HOW TO ENHANCE FITNESS, HEALTH, AND FAT LOSS
BY OPTIMIZING YOUR SLEEP**
BY DOUG JACKSON, M.ED., CSCS..... 53

CHAPTER 6
WHAT EXERCISE IS BEST?
– ONLY YOU KNOW THE ANSWER
BY CHRIS WEIGEL 61

CHAPTER 7
**FOUR LESSONS THAT WILL SHAPE THE MOST
POWERFUL FAT-LOSS SUCCESS TOOL YOU OWN**
BY CLINT BARR 69

CHAPTER 8
IT'S ABOUT GETTING INTO LIFE!
BY GINNY GRUPP, MS..... 77

CHAPTER 9
FITNESS WITH SOUL
– OFFERING THE FRUITS OF YOUR ACTIONS TO A HIGHER PURPOSE
BY CLAUDIA CASTRO-LEVERETT & THOMAS LEVERETT 85

STEP 2 – NUTRITION

CHAPTER 10
BREAKING THE PLATEAU
– IT'S ALL ABOUT THE JOURNAL
BY BRAD & CYNTHIA LINDER..... 95

CHAPTER 11
**STAY FULL WHILE INCINERATING FAT ON A REAL
FOOD EATING PLAN**
BY KEN BOWMAN 103

CHAPTER 12
**“DISCOVER THE OFTEN OVERLOOKED ‘SECRET’
TO RAMPING UP YOUR METABOLISM, BURNING FAT**

**LIKE CRAZY, AND GETTING MAXIMUM RESULTS IN
MINIMUM TIME FROM YOUR HEALTH AND FITNESS
PROGRAM”**

BY JAMES HUT ALLRED..... 113

CHAPTER 13

NUTRITION TO ‘KICK START’ YOUR METABOLISM

BY RANDY HARTZ..... 123

CHAPTER 14

WHAT KIND OF AN EATER ARE YOU?

BY AUDRA BAKER..... 131

STEP 3 – FITNESS

CHAPTER 15

PRENATAL AND POSTNATAL EXERCISE

BY ARIN RALSTIN AND TONY LINDAUER..... 143

CHAPTER 16

**KETTLEBELLS AND THE KEYS THAT MAKE THEM KING,
PROVIDING SUPERIOR FITNESS FOR THE MASSES.**

BY CHRIS GRAY 151

CHAPTER 17

TAKING YOUR TRAINING TO THE NEXT LEVEL

BY JASON LONG..... 161

CHAPTER 18

GET OUT OF YOUR BOX TO MAKE FITNESS FUN

BY ERIK PEACOCK 169

CHAPTER 19

**THE SECRET TO IGNITING YOUR METABOLISM FOR
MAXIMUM FAT BURNING RESULTS**

– HOW TO USE SIMPLE BODY WEIGHT AND DUMBBELL EXERCISES
ALONG WITH SHORT, FUN, FULL BODY WORKOUTS TO QUICKLY
SCULPT YOUR ARMS, ABS AND LEGS IN RECORD TIME!

BY ERIC GELDER 177

CHAPTER 20
RENAISSANCE EXERCISE
BY JOSHUA TRENTINE..... 187

CHAPTER 21
ESSENTIAL GROUND RULES FOR EFFECTIVE TEN-MINUTE WORKOUTS
BY ROMMEL ACDA 199

CHAPTER 22
THE TOP FIVE SECRETS TO HAVING A DANCER'S BODY – IN 45 MIN. OR LESS PER DAY!
BY KRISTEN NOLAN..... 209

CHAPTER 23
THE SECRET TO ULTIMATE FITNESS AND WELLNESS: TRAIN LIKE AN ATHLETE
BY VAUGHN BETHELL..... 219

CHAPTER 24
TRUTH UNTOLD: FIVE BIGGEST MYTHS ABOUT WOMEN AND WEIGHT TRAINING
BY SHONDELLE SOLOMON-MILES, M.S. (ED)
– SPORTS MEDICINE, CSCS..... 227

CHAPTER 25
KETTLEBELLS FOR WOMEN'S FAT LOSS
BY ANGELA RAMOS..... 237

FOREWORD

I've been fortunate to be a co-author of 2 best-selling books on health, fitness, and personal development in my lifetime. But neither of those publications compare to the release of this book and what it has to offer the world.

Over the last 10 years, my business (and life) has transformed from that of a fitness coach to studio owner, then to multi-location studio owner, and now to the owner of company called NPE – that supports entrepreneurs in growing their businesses in the fitness industry.

And today I have the pleasure of working with thousands of fitness and nutrition coaches from around the world in growing their businesses. This book is the latest chapter (pun intended) in supporting the “cream of the crop” fitness professionals in getting the word out about what they do.

The authors who've contributed to this book are NOT “reality TV” coaches. They are the real deal. Each of them has invested thousands of hours in working with clients of all backgrounds and levels, to accomplish their personal health and fitness goals.

What you will read in these pages is NOT theory. **These are proven methods for getting the results you want.**

I encourage you to pay close attention to the words on each page, but don't let yourself get stuck there. If you're serious about accomplishing a health and fitness goal or making a change in your life, then TAKE ACTION NOW!

Pick up the phone and give one of these experts a call. Visit their websites. Stop by their facilities.

Your best body awaits you just around the corner!

To your success,

Sean Greeley
President
NPE, LLC

CHAPTER 10

BREAKING THE PLATEAU

- IT'S ALL ABOUT THE JOURNAL

BY BRAD & CYNTHIA LINDER

The dreaded plateau. To anyone who has reached a weight loss goal, there is always a point where the progress seems to slow down almost to a screeching halt. The individual continues to follow the steps that got them their initial success, but success is no longer being achieved. The old adage of “calories in – calories out” is what science has explained to be true. When you lose weight you need to eat less in order to continue losing weight. How do you figure out how to eat less without feeling like you are starving yourself? Start keeping a journal and you will break the plateau.

People keep track of many things. At the top of the list are bank statements, kids' schedules, doctors' appointments, grocery lists and needs for the home. People use calendars so they know what they need to do and when they need to do it. But, when it comes to eating, it is typically a mindless and effortless task. The majority of people eat what is convenient, when it is convenient. When someone wants to start making healthier changes, they may put more effort into their eating plans such

as getting more fruits and vegetables, eating clean proteins and getting enough water. This is a good first step, but we come across countless individuals that get frustrated with their lack of weight loss results, despite their efforts to exercise and eat right.

Let's look at Ivette, a client of ours that joined our program in April of 2010. She was an ideal client, one who had not exercised in years, needed to lose weight and was committed. She attended class faithfully for the first four weeks and worked hard but had minimal results. Over the next month, Ivette grew in cardiovascular endurance and strength but was not seeing the numbers go down on the scale. Knowing something had to change, she looked to us for advice. We discussed food journaling as well as keeping track of physical activities and abilities. For example, you can write down your meals, but also how many push-ups were done in 1 minute or how long it took to go a half or whole mile. Ivette embraced the idea, committed herself to using this tool, and remained consistent in keeping the documentation. The results were exciting to watch. After the first two weeks, Ivette had lost 2 pounds. The next two weeks, another 2 pounds. For the next 6 months she stayed committed to journaling her foods and exercising and consistently lost 2 pounds every two weeks. That is a solid 25 pounds lost because Ivette simply started to write things down.

When people weigh in and the results they were expecting don't seem to be there, the conversation goes something like this,

“How has your nutrition been?”

“It's good. I don't eat junk like cookies and chips. I eat healthy!”

“Are you writing down what you are eating?”

“Well, I mentally figure that I eat only about 1200-1500 calories a day.”

“Do you write it down?”

“No.”

“How many cardio workouts have you done this month?”

“Not sure.”

This is the number one reason people do not get the weight loss results

they were expecting. Guessing and estimating without concretely calculating food and exercise is not going to help you reach your goals. Tracy is another great example. She participated in our 24 Day Challenge and we encouraged her to write down her food and calories. She decided to opt out of keeping a journal because she figured her eating habits were pretty healthy. At the end of the 24 days, Tracy had lost 4 pounds but was disappointed, believing she should have lost more because she was “eating right”. Once again we encouraged her to write down her calories just for a week. She agreed after we outlined to her again, that even though she may be consuming good healthy calories, they might still be adding up to a higher total than she thinks. A week later we met with Tracy and she shared with us that since she started journaling, she couldn’t believe how many calories she had been consuming even though her food choices were very healthy. After taking a good look at her daily intake, she realized that she was consuming 2000-2500 calories on a pretty regular basis. Despite eating prepared and well-balanced meals and snacks, the calories add up. Healthy choices are encouraged and recommended, but let’s look at the calorie intake of unhealthy foods.

In November of 2010, a study was conducted by a nutrition professor from Kansas State University, Mark Haub. Haub wanted to prove that it’s not so much the “diet” that you are on, as much as it matters how many calories you are consuming. So, for the next 10 weeks, Professor Haub would consume only 1800 calories. However, those calories would consist primarily of Twinkies, Little Debbie Treats, Doritos and Oreos. He would eat every three hours, eating only up to 1800 calories per day. Included in this total was one protein shake a day, along with a daily multi-vitamin and the occasional can of green beans or a few stalks of celery. By the end of the 10 weeks, he had lost 27 pounds! Although this unbalanced diet is far from recommended, it still proves the point that in order to lose weight you need to consume fewer calories than you are burning on a daily basis.

Another study, published in the *American Journal of Preventive Medicine*, focused on the various weight-loss interventions in more than 1,500 overweight and obese adults. Participants were advised to participate in weekly group sessions, regular exercise, a healthy diet, limited alcohol consumption and the use of a food journal. After five months,

participants lost an average of almost 13 pounds, which is a pretty significant amount. However, those who kept up with their food diary more than five days a week lost almost twice as much weight as those who didn't. And perhaps more remarkably, they kept the weight off.

When making the conscious effort to eat healthier, most individuals do make wonderful changes in the fuel they are putting in their bodies. However, too much of a good thing can lead to weight gain. This is where the magic of journaling comes into play. Not only does it keep you accountable, but motivated as well. It creates awareness and responsibility for what is being consumed. When it comes to exercise, writing down your running time can motivate you to go faster the next time you run that same distance. Everyone knows the importance of goal setting, and studies have shown the effectiveness of writing a goal down in order to accomplish it. When someone decides to journal they are far less likely to grab that quick handful of pretzels, eat that harmless piece of birthday cake at the office, finish off the kids leftovers or 'ask for fries with that'. It is this type of mindless munching that can create the surplus, rather than the deficit, which you are looking to create when trying to break that plateau. It's all about the journal.

People are busy. Ask any individual and no one will tell you that they have plenty of time on their hands. Keeping a mental checklist of what you are eating and the exercise you are performing is simply not good enough. Some people can't even remember where they put their keys, so how can they remember accurately not only what they ate, but more importantly, how much they ate. On any given day, a person can rattle off, "Okay, I had a bowl of cereal for breakfast and a cup of coffee, a turkey sandwich and a granola bar for lunch, when I got home from work I had a few cookies, then for dinner I had some spaghetti and meatballs." Seems basic but there are a lot of unanswered questions. What kind of cereal? Did you measure it out to the approximate serving size? What kind of milk was in your cereal? Did you measure that out, too? What kind of bread was your turkey sandwich on? Any cheese with that? What kinds of condiments were used, if any? What did you have to drink with lunch? What type of granola bar was it? What does "a few cookies" mean? Were they large or small? Did they have peanut butter or chocolate chips? Were they homemade or from a package? Was the spaghetti whole wheat? How much was your serving size? Did you add cheese?

What did you drink with this meal? Did you have any additional bread?

You can see by all the questions above that having a mental list of what you are eating is really not good enough if you are trying to break the plateau. Other unanswered questions include if there was any physical activity performed that day. A bike ride? Exercise class? A jog? That is also something that can be documented and journaled. Although it is harder to gauge calories burned while exercising, there are approximations that can be made if you are not wearing a heart-rate monitor or other type of personalized calorie tracker. What is important about writing down your exercise? It provides a timeline of the exercise(s) performed and the length of time it took. This additional data can be used as motivation for future workouts.

Everyone burns a certain amount of calories each day – even while sleeping. For a rough estimate, multiply your weight by ten. That is what you should eat in calories to maintain. To lose weight, multiply your weight number by eight. If an individual weighs 200 pounds, then they need roughly 2000 calories for daily basic function. If that individual would like to lose weight, 1600 calories a day would be the goal. Understand that as you lose weight, the amount of calories you need to consume decreases simply because there is less of you, so your body requires less energy to function.

Journaling is a commitment to your health that will help you break that frustration plateau. The next question is what or how to journal. The following three steps will help guide you. It may take just a week to complete all three steps or it could take a month or longer. The point is to simply begin.

Step One is basically writing down what you eat as the day goes by. Keep a small notebook and write down everything that is consumed – both food and drink. You can also write down the time you eat; this will help with your metabolism and cravings. Ideally you will want to aim for 5-6 smaller meals and snacks spaced 2.5 to 3 hours apart. You can also write about your mood or how you felt, as this may be related to when or what you ate. Try to recognize eating patterns, and make changes that will help you feel better and have more energy. After learning more about your habits and having now acquired the habit of journaling, you can move on.

Step Two introduces the self-education of writing down the calories. This is where the real knowledge lies, because it allows you to start understanding serving sizes and portion control. Eating a turkey sandwich consists of many parts: the bread, amount of meat, condiments and any added vegetables like lettuce and tomato. However, it is not that daunting of a task once you get started, because most people eat a lot of the same things everyday. Once you have the understanding of how many calories are in those portions you are eating, then you only have to worry about looking up the new foods you are adding to your diet.

Now that you have the numbers game down, you can start **Step Three**. Begin documenting your physical activity and really start to see if that deficit is being created. For example, did you go for a walk or a jog? How long did it take you? Did you attend a personal training or group training session? What was the number of repetitions you were able to perform in a given amount of time? Did you clean the house or garden for an extended period of time? Even just writing down activities, such as gardening or house cleaning, can be valuable information. That way, looking back on your week, you can really take an informed look at how active or sedentary your day is. Writing down your exercise may not seem like much, but it can help motivate you to see what you did and try to improve at your next opportunity.

All of this information about journaling is to help your body break out of the plateau. Keeping a health and fitness journal is a commitment, but it is also an invaluable self-education about how you are treating your body. The journal will let you know if you are providing your body with enough physical activity to keep it fit. It also will allow you to see the kind of fuel that is being used to keep your body at a healthy weight. If you are feeling overwhelmed at the idea of documenting all of this information, you need to first ask yourself if changing the way you look and feel is a priority in your life. If it is not, then the commitment will be lost. However, if it is at the top of your priority list, it will become a precious tool for you to begin making those changes today.



ABOUT BRAD & CYNTHIA

Brad and Cynthia Linder are the owners of Get You In Shape in Coppell, TX.

As a former **professional basketball player**, Brad utilized the knowledge attained from a Master's degree in Health, Kinesiology, and Sport Studies, to optimize his performance. With an extensive background in **fitness** and **nutrition**, he naturally wanted to share this knowledge with others as he entered into the **health** and **fitness** field. Since 1999, Brad has been able to help thousands of participants and clients. Brad has created and produced the Get You In Shape DVD and has been featured as the fitness expert on television and in newspaper articles. Brad has pioneered a high intensity **boot camp** called Get You In Shape Boot Camp, which has received rave reviews. It was featured in The Obama Diaries, by Laura Ingraham.

Cynthia Linder is a former schoolteacher with a Masters Degree in Special Education. She has learned firsthand how to drop dress sizes and get in shape. Struggling for most her adult life to eat healthy and maintain a lifestyle of fitness, she met Brad in 2004. She is now a walking testimony going from a size 10/12 to a size 4/6 and keeping it off. Cynthia has a huge desire to help others by motivating, encouraging, and inspiring others to reach for their goals.

Get You In Shape has grown into one of the leading fitness companies in the Dallas area. What started as one man's mission has grown into a business that offers fitness boot camps, corporate wellness, private training, and nutritional programs. Clients range from high-end millionaires to dedicated housewives. The simple approach of Get You In Shape is to educate, encourage, motivate, and inspire clients to achieve their personal goals. Because of this comprehensive approach to health and wellness, Get You In Shape is ranked in the top tier of fitness businesses in the Dallas, Texas area.

Get You In Shape has a Free Monthly Newsletter list that anyone can subscribe to by going to: www.GetYouInShape.com. You can reach Brad and Cynthia Linder on the web at: www.GetYouInShape.com, by email at: info@GetYouInShape.com or by phone at 214-603-8287.