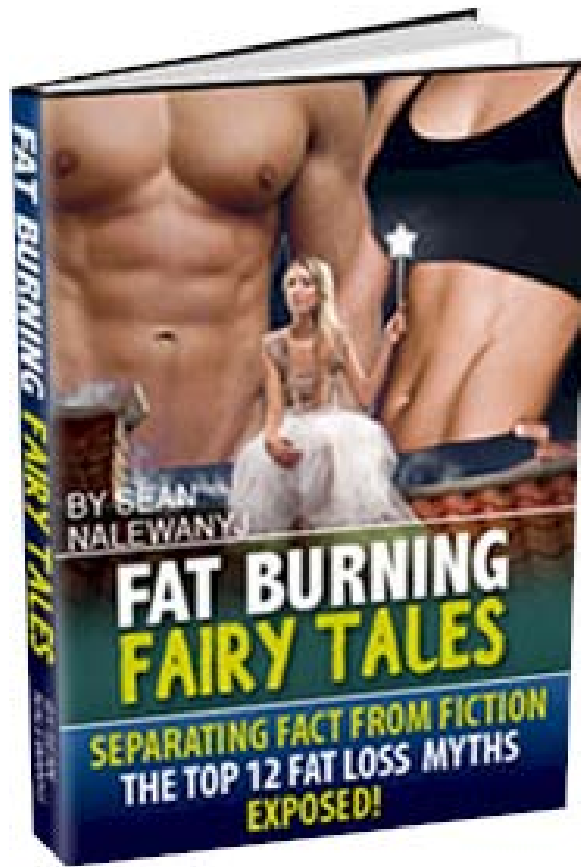


# "Fat Burning Fairy Tales"



Separating FACT From FICTION  
The Top 12 Fat Loss Myths Exposed!

By Sean Nalewanyj  
[www.HowToBurnFat.com](http://www.HowToBurnFat.com)



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# About The Author

**Sean Nalewanyj**

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Once an awkward, out-of-shape “social outcast”, Sean Nalewanyj is now a renowned fat loss and muscle building expert, best-selling fitness author and success coach.

Sean has been researching and promoting natural fat loss and bodybuilding techniques for the past decade, has written articles for dozens of the most popular fitness sites on the web, and is recognized as an expert authority on the subjects of building muscle and burning fat fast.

Through his highly successful website, [www.HowToBurnFat.com](http://www.HowToBurnFat.com) and his information packed online email lessons (visit his website using the link above for signup details), he has helped thousands of average everyday people from all over the world burn fat, build muscle and get into the best shape of their lives.

Sean is well known as the creator of the renowned online body makeover program, “[The Real Body Transformation System](#)”, which teaches people how to burn fat, increase their muscle definition and look their best without supplements, drugs, fad diets or fancy equipment of any kind.

The full package includes his best-selling e-book, “**The Truth About Burning Fat**”, along with a detailed collection of fat loss support modules and free bonus gifts. The system is backed by a ton of dramatic before/after success stories and is also endorsed by several top fitness experts in the field.

In a weight loss world where intense marketing hype and exaggerations have become the norm, Sean is well respected for his direct, no-nonsense approach. He admits that getting into impressive shape is not a walk in the park, but believes without a doubt that he can help anyone achieve the body they desire as long as they are willing to put forth the effort.

You can read more about Sean and his full-blown fat loss success system by [clicking here](#) to visit his website.



Sean is also the author and creator of a best-selling natural bodybuilding program known as "[The Muscle Gain Truth No Fail-System](#)". If your primary focus is to build overall muscle size and strength, this program is for you.

This explosive muscle building package contains every single tip, trick and strategy you need to achieve a powerful, jaw-dropping physique without spending countless hours in the gym or slaving away to a tedious diet plan.

Lastly, Sean is the owner and operator of "[The School Of Muscle Inner Circle](#)"... A private, members-only bodybuilding and fat loss community dedicated to keeping subscribers up to date on all of the most cutting edge fitness strategies available.

Not only do S.O.M members gain access to a massive library of regularly updated muscle building and fat burning information, but they are also able to meet, chat and make friends with one another using the vast collection of "interactive" applications provided, such as instant messaging, discussion forums, live chats and more.



# Introduction

It never ceases to amaze me how absolutely flooded the fitness world is with misinformation, contradictory advice and flat out lies.

Everywhere you go it's "miracle pill" this and "revolutionary breakthrough" that, and for most average beginners it can seem impossible to know who to trust or what advice to listen to.

Weight loss is a multi-billion dollar industry, and finding a high quality, reputable source of information these days is certainly no easy task.

Chances are that you've already been lied to on countless occasions without even realizing it... whether it be from a supplement company, exercise equipment manufacturer or fake "guru" trying to sell you the latest fat loss fad.

I've been involved in this industry for many years, and it makes me angry and flat out *embarrasses* me when I think of some of the tactics that the "fitness marketers" out there are using to lure good people like you into forking over their money.

### **THAT ALL ENDS HERE!**

I'm well-known in the fitness world as the guy who "tells it like it is", and in this special report I'll be tackling 12 of the most rampant, wide-spread lies the weight loss marketers are using to try and keep you fat.

Yes, you read that correctly...



Not only are they trying to steal your hard-earned money with false promises and ineffective products, but a lot of the advice they give out is purposely designed to prevent you from reaching your goals.

The reason is simple: **as long as you stay overweight and out of shape, the longer they keep you as a customer!**

Is that fair? No.

Is that reality? You bet.

And it means that if you've been conducting a reasonable amount of fat loss research so far, many of the strategies you've learned will actually take you farther away from your goals rather than closer to them.

So if you're ready to put all the marketing hype and fluff aside and learn the **real** techniques for slashing fat and building muscle fast, I would *strongly* urge you to read this entire report from cover to cover.

If you're truly serious about achieving a lean, attractive and healthy body as quickly and efficiently as possible, then you absolutely cannot afford to be making any of the mistakes I'll be covering.

**Let's get right down to business...**



# WAIT!

Before you go any further, take 2 short minutes to visit my personal website using the link below and sign up for my free 6-part fat burning email course.

It's called **"6 Critical Keys To Rapid Fat Loss Revealed"** and will teach you even more great no-nonsense tips for maximizing your body's fat burning capabilities.

You'll also have the chance to download the first 2 chapters of my widely acclaimed e-book **"The Truth About Burning Fat"** at no cost.



[Click Here For Instant Access](#)



# Fat Burning Fairy Tale #1

**“In order to experience rapid fat loss, you should drastically lower your food intake and consume far fewer total calories”.**

When most people make the decision to lose weight and get into shape, the first thing they do is make large reductions to the amount of food that they eat and place extreme restrictions on their caloric intake.

Their logic is simple: “the less food I eat, the more weight I’ll lose.”

**To put it bluntly, this is one of the most harmful and counterproductive things you could possibly do if your goal is to lose fat and keep it off permanently.**

Why?

**It’s because severe calorie reductions actually program your body to burn fat at a slower rate!**

The human body is a highly complex and sophisticated system that is setup with the ultimate goal of keeping you alive and healthy at all times. When you try to lose weight by starving yourself, your body’s hard-wired defense mechanisms kick into gear as a natural survival response.

Your body has no idea that there is a fridge full of food 10 feet away, and when you deprive it of the calories it needs each day for optimal functioning, it makes the necessary adjustments to respond to this perceived “famine”.





2 major adjustments are made, and they are directly counterproductive to your goal of a lean, defined and healthy body...

**First of all, the fat burning metabolism comes to a screeching halt.**

Body fat is simply a stored form of energy, and in an effort to conserve this energy for future use, the body will begin holding onto it rather than burning it. During periods of severe calorie restriction, the metabolic rate can slow down by up to 40%.

**Secondly, your levels of lean muscle tissue will rapidly diminish.**

Muscle is metabolically “expensive” tissue and requires a lot of resources to build and maintain. In an effort to further conserve energy and to obtain a source of much-needed protein, the body will begin breaking down and wasting away your muscle mass.

In fact, around HALF of the weight that you lose during a crash diet is muscle tissue. To sum these 2 points up...

**When you deprive your body of the calories and nutrients it requires, you begin storing more body fat while simultaneously losing muscle mass.**

It's the ultimate “double whammy”, and is the exact opposite of what you should be trying to achieve.

The solution?



### Work WITH your body, NOT against it!

Stick to only a very slight reduction in calories (about 15-20% lower than what is needed to maintain your current weight), and focus on stripping off body fat at a gradual pace each week.

Such an approach will keep your fat burning metabolism elevated, preserve your lean muscle tissue, and will set you up for healthy, long-term fat burning results that no crash-diet could ever produce.



When you read through “**The Truth About Burning Fat**” (the main component of my full-blown [Real Deal Body Transformation System](#)), you’ll learn everything you need to know about structuring a proper fat loss nutrition plan that burns fat fast without triggering any of your body’s defense mechanisms.

I cover every single topic you need to know about such as calories, protein, carbohydrates, fats, meal frequency, meal combinations, meal timing, liquid intake and everything in between.



## Fat Burning Fairy Tale #2

**“You should consume a smaller number of meals each day if you want a lean and attractive body.”**

Just as the majority of people looking to lose body fat dramatically reduce their overall daily calorie intake, they also decrease their meal frequency as well.

In an attempt to achieve quick and rapid weight loss, they try to endure long periods without any nutrition at all, barely squeezing in 2 or 3 small meals a day.

The reality is that if you want to burn body fat and transform your physique as quickly and efficiently as possible, you should actually focus on eating **MORE** frequently throughout the day rather than less.

It may seem counter-intuitive, but it's true. It all ties in with the body's natural defense mechanisms that we previously outlined.

Not only does an excessive calorie reduction trigger the body to store fat and lose muscle, but insufficient meal frequency does as well.

You see, thousands of years ago we didn't have the luxury of a readily available source of food. The conditions were harsh and uncertain, and we often had to endure extended periods without any nutrition at all.

Because of this, the body had to develop a way to prolong our survival when food was scarce. It accomplishes this by slowing down the fat burning metabolism as a



means of conserving energy, and by breaking down muscle tissue to obtain a source of protein.

This mechanism kicks into gear much faster than you might think, and will begin operating whenever you go for about 3-4 hours or more without a nutritious meal.

This is precisely why the traditional notion of “3 square meals a day” (or less) consumed every 5-7 hours is far from optimal when it comes to an effective fat burning nutritional approach.

In fact, if you want to experience the best possible results in the shortest period of time, you should flip this method directly on its head and do the exact opposite...

**Instead of consuming 2-3 meals a day once every 5-7 hours, you should instead focus on consuming 5-7 small meals a day once every 2-3 hours.**

This method of “grazing” throughout the day will keep your fat burning metabolism operating on over-drive and will keep your levels of lean muscle tissue intact.

Since the body will be provided with a constant external source of nutrition, it will have no incentive to store additional body fat or waste away lean muscle mass.

On top of its positive effects on body composition, small and frequent meals will allow you to maintain a high level of energy throughout the day, control your blood sugar levels and food cravings, and improve the efficiency of your body's digestive processes



If you aren't sure how to put together a proper fat loss eating plan that includes 5-7 small meals a day, all you need to do is download my exclusive **30-Day Body Sculpting Meal Plans** that come with [The Real Deal Body Transformation System](#). They show you exactly what to eat, how much to eat and when to eat it to produce maximum fat loss while keeping you full and healthy.

The biggest obstacle people run into when trying to get into shape is not knowing what to eat each day, and these meal plans will completely remove all of the guesswork for you.



# Fat Burning Fairy Tale #3

## **"A Low-Fat Diet = A Low-Fat Body"**

As an individual who desires a lean, defined and "fat-free" appearance, you most likely have the idea that your ultimate dietary goal is to limit your consumption of fat as much as possible.

And who could blame you for thinking that?

For years we've been told that low-fat diets are the only true healthy solution and that dietary fat is somehow an evil, harmful substance that should be steered clear of at all costs. Just walk into any grocery store and you'll be bombarded with package after package of "low fat" and "fat free" products lining the shelves.

I mean, it only makes sense... If you want to lose as much fat as possible, you should eat as little fat as possible, right?

### **Wrong!**

In fact, diets that focus on the extreme restriction of fat intake are actually counterproductive to your fat burning results, and will actually take you farther away from your goals rather than closer to them.

Don't believe me?

Let me give you 4 good reasons why...



### **1) Low-fat diets are naturally higher in sugar.**

Fats contain 9 calories per gram, and when you place severe limitations on your fat intake, you'll naturally have to make up for those lost calories through an increased consumption of protein and carbohydrates.

For most individuals, this means piling up their intake of fruits, breads, pastas and other such items that, while low in fat, are very high in sugar. Although your body requires a certain amount of glucose to fuel its daily tasks, any excess that isn't needed will simply be stored as fat.

### **2) Low-fat diets increase cravings and hunger pangs.**

Not only does the addition of dietary fat provide a more "filling" effect from the meals that you eat, but since your carbohydrate consumption is now naturally higher, your blood sugar levels and insulin production will be in overdrive. Constant rising and falling of blood sugar not only leaves you feeling tired and sluggish throughout the day, but it increases your appetite and food cravings as well.

### **3) Low-fat diets lower testosterone levels.**

Most people are aware that testosterone plays a large role in the process of building muscle tissue (which in turn causes greater body fat losses), but testosterone itself also has direct fat burning effects. Diets that focus on significant reductions in fat consumption also cause measurable negative effects on testosterone production.



#### 4) Low-fat diets increase the rate of body fat storage.

When you severely reduce your fat intake, the body perceives this lack of dietary fat as a potential threat to its survival since fat is a primary source of energy.

As a result, the body will make the necessary adjustments to hold on to more of its stored body fat rather than burning it for energy. These adjustments include a decrease in the fat burning metabolism and an increase in fat-storing hormone secretion.

For the reasons outlined above, dietary fat intake should NEVER drop below 10% of your total daily caloric intake. This is just a minimum, and 15-20% is probably ideal. It's not fat itself that is the enemy; it's simply consuming the wrong types of fat, and consuming it in excessive amounts.

Your goal should be to limit your intake of saturated fats (those that are solid at room temperature and typically found in animal meats), and instead place the majority of your focus on healthy, unsaturated fats which are derived from plant sources and are liquid at room temperature.

Here are some great food sources that are high in unsaturated, healthy fats...

- Salmon
- Cod
- Sardines
- Avocado
- Peanuts
- Pecans
- Flaxseed Oil
- Extra Virgin Olive Oil
- Fish Oil





# Fat Burning Fairy Tale #4

**“Carbohydrates make you fat. Cut out starchy foods if you want to see the best fat-burning results.”**

No other nutrient out there is surrounded by more confusion, hype and contradiction than the all-too-famous carbohydrate.

So much advice, fad diets and hard-fast rules have been put into place regarding proper carbohydrate consumption over the last decade that most people don't have a clue how to go about eating them.

Let's clear this nonsense up once and for all...

**Carbohydrate consumption in itself does NOT make you fat!**

The over-consumption of ANY nutrient will result in stored body fat, and the bad reputation that carbohydrates have received in recent years as a “fat storing” substance is totally unjustified.

Carbohydrates CAN make you fat (as can any nutrient) but that's only if you consume them in excessive amounts or focus on the wrong food sources.

As long as you follow the proper guidelines, carbohydrates are nothing to be afraid of, and are needed by the body for optimal health and functioning.

Here are the 2 main pointers to keep in mind when incorporating carbohydrates into your fat burning nutrition plan...



### **1) Do not consume them in excessive amounts.**

This should be a no-brainer, and applies to all nutrients and not exclusively to carbohydrates. If you consume more calories than your body needs, you're going to see gains in body fat.

The body uses carbohydrates as a source of fuel for the muscles and brain, but can only make use of a limited amount at any given time. Keep carbohydrate consumption in the range of 45-55% of your total daily caloric intake in order to fuel all of your daily tasks without going overboard.

### **2) Stick to natural, high fiber sources and avoid refined carbohydrates at all costs.**

While all carbohydrates end up as the same final product (glucose), the manner and speed in which they are broken down for use has a huge effect on the likelihood that they will end up as stored body fat.

As a general rule, the faster a carbohydrate is broken down in the bloodstream, the greater the chance that it will stimulate fat storage. This is because...

- a)** The body can only make use of a limited amount of glucose at one time, and the excess will either be stored in the muscles and liver as glycogen or as body fat.
- b)** Fast-absorbing carbohydrates result in a large release of the hormone insulin, which in turn slows down the rate of fat burning, encourages fat storage and increases food cravings.



Avoid refined products (those where the bran and germ have been removed from the grain) such as white rice, white bread, sugary cereals and any item made from white flour.

These are very low in nutritional value and are far more likely to end up as stored body fat.

Instead stick to natural, unrefined carbohydrates such as:

- Vegetables of all kinds (particularly green fibrous vegetables)
- Oatmeal
- Whole grain breads
- Whole grain cereals
- Brown rice
- Potatoes
- Sweet potatoes
- Yams
- Fresh fruits
- Low-fat/Non-fat dairy products

These sources are jam-packed with valuable nutrients and are broken down slowly and gradually in the bloodstream when consumed as part of a complete meal.

The notion that “carbohydrates make you fat” is simply false, and as long as you properly incorporate them into your diet using the 2 pointers above, there is nothing to worry about.



To make all of your food choices as easy and straightforward as possible, I've included 2 detailed "**Fat Burning Food Reports**" with [The Real Deal Body Transformation System](#). These reports outline the top 20 fat burning food sources to include in your diet as well as the top 20 fat storing food sources that you need to avoid at all costs.

I also show you how to keep your diet fun and interesting with my "**Flavorful Fat Burning Recipes**" and "**Tasty Fat Loss Power Smoothies**" e-books. You'll gain instant access to over 40 delicious food recipes and 20 awesome smoothie recipes that were exclusively developed for this system by a team of top nutritional experts.



**Yes, it IS possible to get into killer shape and enjoy your food at the same time!**



### Fat Burning Fairy Tale #5

**“As long as you follow a proper fat-burning diet plan, you do not need to include exercise in your program.”**

I'm sure we'd all like to lie on the couch and watch as fat magically melts off of our bodies without lifting a finger, but unfortunately it just doesn't work that way.

The method of dieting without exercise might make for a great marketing campaign to sell books, DVD's and other programs, but in the real world it just doesn't stand the test.

Why?

**It's because dieting without exercise gradually slows down the body's fat burning metabolism, whereas dieting coupled with exercise keeps the metabolism elevated.**

There are 2 main reasons for this...

**First of all...** A properly structured exercise program keeps the body's lean muscle tissue intact.

As we've already discussed, muscle is metabolically active tissue that burns fat on its own. The more muscle you have on your body, the faster and more efficiently your body will burn calories.

A caloric deficit through your diet without any accompanying exercise will gradually



waste away your muscle mass, whereas dieting coupled with exercise will stimulate the body to maintain muscle mass.

**Secondly...** Prolonged dietary caloric deficits trigger the body's defensive starvation mechanism, which in turn causes a slowdown in the fat burning metabolism in order to conserve energy.

A far better approach is to create a *very small* caloric deficit through your diet, and then burn through the additional calories using a properly structured exercise program.

In doing so, you will be able to create a sufficient caloric deficit that stimulates fat loss while at the same time providing your body with all of the nutrition it needs.

To sum this up: You should always implement some form of resistance training and some form of cardiovascular exercise into your program if you really want to achieve a lean, standout body that is maintained over the long run.

Dieting without exercise may work for a short time, but the results will not be anywhere near as rapid and dramatic as a diet that includes exercise along with it.



# Fat Burning Fairy Tale #6

**“Performing cardio at a slow, moderate pace increases the amount of fat you will burn.”**

We're often told that in order to gain the greatest fat burning effect from our cardio sessions possible, we should be exercising in a “steady state” and that we should be able to “comfortably hold a conversation” while performing our exercise.

The reason why slow-paced, longer duration cardio is typically recommended is because when the body is in a “steady-state” (where oxygen supply meets oxygen demand), fat will be used as the primary source of energy.

During anaerobic sessions (higher intensity states where activities are performed intermittently) carbohydrates will be primarily used.

Given this fact, it would seem logical that low intensity/long duration cardio is the way to go for maximum fat burning benefits. This is how the majority of people perform their cardio.

While this method might make sense on the face of things, a closer examination reveals that this is simply not the case...

The reason for this is simple: **While low intensity/long duration sessions burn a greater percentage of body fat during the actual exercise, high intensity/low duration sessions burn a greater NET amount of body fat over a period of time lasting well beyond the initial exercise.**



High intensity cardio “spikes” the fat burning metabolism and forces it to work extra hard for several hours following the session.

While carbohydrates will be primarily burned for fuel during the session, the overall net effect on the fat burning metabolism will result in more total calories expended in comparison to a traditional low intensity session.

The initial cardio workout “lights the fire”, and that fire continues to burn even while you’re at rest.

Slow-paced, low intensity sessions do not cause any serious spike in metabolism and because of this their total fat burning effect is weaker.

In addition, long-duration cardio sessions eat up much more of your time (would you rather spend 15 minutes exercising or 45?), are tedious and boring to perform, increase the chance of over-use injuries and also produce greater muscle loss than their high intensity counterparts.

If you want to melt off body fat in the most rapid fashion possible, stick to high intensity, interval-based cardio lasting in the range of 10-20 minutes.

To learn all of the details behind structuring an ideal fat burning cardio workout using high intensity intervals, just check out Section #4 of “[The Truth About Burning Fat](#)”. I outline the entire process from A to Z, including optimum duration, frequency, structure and intensity to get you the best results possible.





### Fat Burning Fairy Tale #7

**“Intense weight training will cause you to appear thick and bulky.”**

This misguided belief is one of the primary reasons why most individuals fall far short of the mark in their attempts to create a lean, defined and impressive body.

They are stuck with the false notion that weight training is reserved for bodybuilders, and that cardio is the only form of exercise they need to focus on. With visions of bulked up “muscle heads” and strength athletes dancing in their heads, most fat loss trainees (particularly the females) steer clear of the weight room for fear that it will cause them to take on a thick and overly-muscular appearance.

The truth is that if a shapely, toned and sculpted body is what you’re after, intense weight training is *precisely* what you should be focusing on.

The reason for this is simple...

**Intense weight training stimulates the body to build and maintain muscle mass.**

Why is this important?

There are 2 major reasons...

**1) Muscle is metabolically active tissue.**



The amount of lean muscle tissue on your body has a direct effect on your basal metabolic rate (the number of calories that you burn through natural bodily processes at rest).

When you train intensely with weights, you stimulate an increase in the amount of mitochondria in your muscle fibers, which is the area of the cell where nutrients are converted into energy.

In other words, the more muscle you have on your body, the faster and more easily you will burn fat.

## **2) Muscle definition is aesthetically pleasing.**

A low body fat percentage may be the ultimate goal, but without noteworthy muscular development your body will simply take on a small and smooth form without those “cuts” and “lines” that are considered so desirable.

In order to achieve that shaped and sculpted “fitness model” look, you must also have decent muscular development to go along with your low levels of body fat.

If you’re afraid that weight training will cause you to “bulk up” uncontrollably, you need to let go of this fear, as it is downright false and inaccurate.

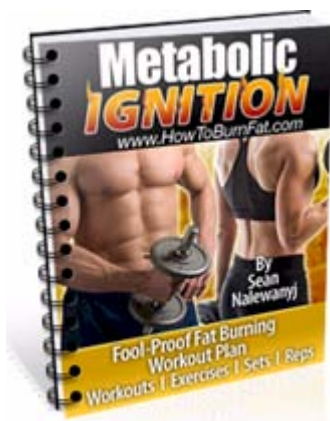
What you need to realize is that muscle mass is increased slowly and gradually over long periods of time and is not something that simply happens over night. You’ll see the changes to your body shape happen at a very steady pace, and will be able to anticipate them well in advance.



(This is particularly true for females, as they have far lower levels of testosterone, which is the primary hormone involved in building muscle.)

Unless you are incredibly genetically gifted, the fear of becoming “bulky” from weight training is completely irrational and is definitely not something to worry about. In truth, intense weight training in the gym is the **key** training method that will re-shape and re-define your entire body as a whole.

When you download [The Real Deal Body Transformation System](http://www.HowToBurnFat.com), you'll also gain instant access to the “**Metabolic Ignition Workout Guide**”, which shows you exactly how to perform an optimal weight training workout using basic equipment.



It shows you which days to train on... the best exercises to perform... along with the exact number of sets, reps and rest periods for each. Everything is laid out in a simple and easy-to-follow format, so you'll never be left confused or wondering.



# Fat Burning Fairy Tale #8

**“You can target fat loss from a specific area on your body by training it with resistance.”**

This is known as the fallacy of “spot reduction”, which states that training a particular muscle group on the body using resistance will cause fat to be lost from that area.

Simply understanding that this notion is downright false and untrue will save you a boatload of time and effort in the gym and will help you to understand exactly how and why weight training should be included in your program.

Here’s the bottom line...

**You cannot target fat loss from a specific area on your body!**

When you train a specific area of your body using resistance, you are simply stimulating the muscles that are involved in the movement. However, this has **no** effect at all on the stored body fat in and around that area.

Training your biceps with weights does not burn fat from your bicep area.

Training your abs with weights does not burn fat from your abdominal area.

Training your thighs with weights does not burn fat from your thigh area.

Am I getting my point across?

Fat is simply a stored form of energy, and when stimulated to release it for use as fuel through diet and exercise, the body will simply pull it from wherever it sees fit.



However, there is no way to manipulate your weight training program to cause certain areas to slim down faster than others.

Every time you train your body with resistance, your goal is simply to stimulate an increase in the size and strength of the muscles. This in turn will increase your resting metabolic rate and will aid you in developing a shaped and defined looking body.

However, don't think that as you're physically lifting those weights that you are directly melting fat from the areas that you're training.

A properly structured weight training program is designed with the sole purpose of stimulating muscle growth and maintenance. This is accomplished through the use of basic free weight exercises using low to moderate repetitions and performed to a high level of intensity.

Afraid to train "like a bodybuilder"?

**Don't be!**

It is by far the absolute fastest way to get into the shape you desire.



# Fat Burning Fairy Tale #9

**“You need this piece of ‘revolutionary breakthrough’ exercise equipment in order to really transform your body shape.”**

We’ve all seen the late night television infomercials and the endless advertisements strewn across the pages of the fitness magazines promoting the latest and greatest piece of “miracle exercise equipment”.

Whether it be for carving out a set of 6-pack abs, toning your “buns & thighs” or slashing off inches of fat from head to toe, there just doesn’t seem to be any end to the endless barrage of fancy workout gizmos that are released every year.

Do you want to know the honest truth?

**There isn’t a single piece of “innovative” exercise equipment in the world that can beat the effectiveness of basic free weights and machines that you find at your local gym.**

Virtually ALL of the fancy fitness equipment you see on the commercials and in the magazines are hugely over-hyped, grossly overpriced and in almost all cases they are simply less effective variations of basic freeweight and machines exercises.

The manufacturers hire world-class fitness models to endorse the product, throw in some phony before/after pictures and then “back up their claims” with bogus research and studies “proving” how well the item works.



In short, it's nothing more than a bunch of marketing hype designed to make a few people rich.

I'm not saying that it's all complete garbage (although 95% or more of it is); I'm simply saying that if you want to see the best fat burning results possible, there is no need to deviate beyond basic barbells, dumbbells, benches and common machines that you'll find at most gyms across the country.

The absolute most effective exercises for developing your muscles and re-shaping your body are the ones that have been performed for decades... Squats, bench presses, chin-ups, barbell rows, overhead presses, deadlifts, dips, curls etcetera.

That's why I included a full **Video Exercise Tutorial Database** as one of the many support modules to go along with [The Real Deal Body Transformation System](#).



It provides full motion video and written descriptions for over 100 of the most effective weightlifting exercises out there.

You'll learn proper form to prevent injuries as well as additional tips and tricks to get the most out of each and every exercise in your workout plan.



# Fat Burning Fairy Tale #10

**"The secret to dramatic fat loss lies in this pill, powder, tea or cream..."**

If there existed one industry out there that could be used to encapsulate the very definition of the word "marketing hype", weight loss supplementation would be it. I honestly don't know of any other market out there filled with more fairy tale logic, exaggerations and flat-out lies than this one.

Promoting an endless array of "magical" pills, powders, creams and teas to entice your interest, those in fat burning supplement industry seem to be willing to do just about anything to get their hands on your hard-earned money.

All they have to do is use fancy terms like "clinically proven", "patented", "scientifically formulated" and "research proven"... slap some ingredients together in a fancy bottle... place a grossly excessive price tag on it... place it on the shelves... and people will continue to fork over their cash.

Does it matter if the product actually works? No.

Does it matter if there is concrete research to support its effects? No.

Does it matter if there is any logical basis whatsoever for their claims? No.

As long as there is a compelling advertisement and an uninformed consumer willing to take the bait, this unfortunate situation will continue to perpetuate itself over and over again.

Let me make one thing clear here...





There is not a **SINGLE** fat loss supplement available in the **ENTIRE WORLD** that could ever take the place of a proper fat loss training approach and nutritional program.

If your goal is to burn body fat and achieve a lean and defined body, then an intelligent workout routine and diet is the only way to get there. There are no shortcuts to any place worth going, and the notion that the “secret” to rapid fat loss lies in this pill or that powder is completely and totally false.

Does this mean that I am totally against the use of supplements?

No.

However, it's very important that you see them for what they are: a very small additional boost that should be used in conjunction with a consistent workout plan and proper diet.

If you're interested in learning more about fat burning supplements, make sure to read through my **“Fat Loss Supplements Exposed”** e-book that comes with [The Real Deal Body Transformation System](#).



It contains over 25 honest, unbiased reviews of all of the most popular weight loss supplements available today. By the time you're done reading through this 76-page report you'll know exactly which fat burning supplements are worth your money and which ones are nothing more than pure marketing hype.



# Fat Burning Fairy Tale #11

**“Follow this program and lose 20 pounds of fat in 20 days!”**

It's understandable that we all want to see results as quickly as possible, but when it comes to properly losing body fat, there are definite finite limits as to how much progress we can achieve within given time frames.

If your goal is to lose body fat, maintain muscle mass and achieve a lean, defined and athletic appearance, a gradual and steady approach is the only way to get there.

Any time you try to make drastic changes and drop large amounts of bodyweight over short periods of time, there will always be consequences. The human body is simply not designed to work that way, and the key to long-term, permanent fat loss is to work with your body rather than against it.

If you try to do too much too fast, your body will simply respond in a defensive way by slowing down the metabolism in order to conserve energy, wasting away lean muscle mass and secreting hormones that encourage fat storage.

While you might be able to get rid of a significant amount of bodyweight over the short term, you will inevitably experience rebound weight gain as the body fights to maintain a balanced state. You'll eventually end up with more stored fat, a slower metabolism and a body that is programmed to gain weight easily.

So while it may be possible to “lose 20 pounds in 20 days”, this sort of method is unhealthy, ineffective and will actually make things even harder for you over the long-term.



If you're serious about achieving high quality, long-lasting improvements in your body composition, a patient and gradual approach is truly the only way to get there.

**If your program is structured properly, you should expect to experience an overall fat loss of roughly 1-2 pounds per week.**

Any more than this and you're simply moving too quickly. You'll be dropping lean body mass at too fast of a rate, and will be increasing the likelihood of your body's starvation responses coming into play.

If you really want to make this happen, then you've got to be patient and accept that the results won't come over night. You can certainly see "fast" results in a relative sense, but if you're expecting to lose 15 pounds for that wedding 3 weeks away, forget about it.



# Fat Burning Fairy Tale #12

**“You can achieve a lean, impressive, standout body without working hard for it.”**

The saying says that “there are no shortcuts to any place worth going”, and sculpting out a lean and defined body over the long run is no exception.

The actual step-by-step principles behind achieving this goal may not be highly complicated, but that doesn’t mean it’s going to be easy.

Simple, yes... Easy, no.

You’ll be required to follow a properly structured nutrition plan each day, and will have to put forth a good hard effort in the gym several days per week. There will be times where you’ll be tempted to give in to laziness, but if you’re truly serious about changing your physique you’ll have to rise above and conquer this.

It’s far from the hardest thing in the world to do, but it will require a decent amount of willpower, patience and discipline on your part.

If you were expecting this to be a walk in the park, then you’re in for a disappointment. With all of the marketing hype, exaggerations and false promises in the weight loss industry, it’s no wonder that so many people think this goal can be achieved over night and without any real effort.

Well, from a genuine expert with no hidden agenda who truly cares about the success of his clients, I’m here to tell you that if you want to see serious changes in your body



by burning fat, building muscle and gaining strength, you're going to have to work for it.

After all, if it really were as easy as the fitness marketers make it out to be, then *everyone* would be walking around with chiseled, ripped bodies everywhere you went. If you take a good look around you the next time you're out in public you'll quickly see that this isn't the case.

**But that's exactly what makes it so fulfilling and satisfying.**

It's knowing that while others are giving in to laziness, stuffing their faces with unhealthy foods and packing on the pounds as each year goes by, you're sticking it out and being the best that you can be.

It's about being one of the select few who walks around with their head high, sporting the rare sight of a rock-hard, shaped and sexy body.

The fact that you've read through this entire report shows me that you're serious about this and that this is something you really want.

**So I have to ask you...**



# Are You Ready To Achieve Your Dream Body?



If you're ready to put all the talk aside and start taking action towards achieving a lean, sexy and impressive body...

## Congratulations!

I commend you on your decision to do what it takes to get into impressive shape. Most people never have the courage to take that step, and instead spend their entire lives unhappy and unsatisfied with the way they look and feel.

This report has helped to clear up and explain the truth behind the top 12 fat loss myths circulating in books, on TV and on the Internet... and hopefully you've learned some new strategies to help guide you along.

While this information will help you lay the groundwork for an effective fat burning and muscle-sculpting program, the truth is that there are **many** other factors to take into account if you *really* want to achieve dramatic results quickly.



There is such an obscene amount of false information out there, and if you don't have the right training and nutrition system in place you'll be literally guaranteed to fail in the long run... or you'll at least slow down your progress considerably.

**That's exactly why I created "[The Real Deal Body Transformation System](#)".**

I've made many references to this widely acclaimed fat loss program throughout this report, and there's a good reason for it...

**It's because it truly is the fastest and most explosive way for you to transform your body quickly, safely and permanently.**

The full-blown system includes my best-selling e-book, "**The Truth About Burning Fat**", along with a detailed collection of fat loss support modules and bonus items.

I'm talking step-by-step workout routines... customized eating plans... progress tracking tools... mp3 audio courses... video lessons... bonus reports... and much more. It's every single tool you need to slash fat, define your body and enhance your health & energy levels in lightning speed.

No hype, no fluff, no filler... Just the **honest** facts from a genuine expert who truly cares about your success and makes a living transforming people's bodies and lives. Don't take my word for it though...

**Just check out what other people are saying about my renowned fat loss system...**





### "I Feel Strong & Healthy... I Can Finally See My Abs!"



I've had several knee surgeries and spent 2 years laying in bed, on walkers, in a wheel chair and on crutches... My health was failing, I felt sick all the time, and decided it was time to do something about it... I'm happy to report that my body weight dropped from 227 pounds down to 199 pounds, and my body fat percentage went from 27% down to 10%!

**Matthew Eubanks**  
**Montana, USA**

### "This Can Be Done... Even After Having 4 Kids!"



I love how your program explains everything to the point, and doesn't confuse us with any fancy scientific lingo. All the tools are given - we just have to apply them. I started off at a plump size 16, and now fit comfortably into a size 4. My energy levels have increased, and I'm not afraid to wear tight-fitting clothes anymore. I'm so proud of what I've achieved!

**Sandra Peebles**  
**Georgia, USA**

### "Can Date Just About Any Girl I Want"



Since beginning the program my body fat has dropped down to an impressive 10%, and my entire physique is more defined and muscular than I could have ever imagined. I never get made fun of anymore. All of my friends say they wish they had my body! And guess what? I got the girl! In fact, I can date just about any girl I want now.

**Logan Amy**  
**Indiana, USA**





### "I Wasn't Even This Fit In High School"



The strategies in your program are great. Nutrition really is 90% of the battle! Doesn't matter how much cardio you do if you aren't eating properly... I started at 175 pounds and am down to 112, and went from a size 14 to a size 4. I have way more energy and confidence... I used to get migraines all the time, but not anymore... People actually come up now and ask me for advice!

**Dara Wiles**

### "I Feel Amazing... My Whole Life Has Changed..."



I was constantly fatigued, and was never in the mood to spend time outside with my boys like a father is supposed to. I started off with 25% body fat and weighed 242 pounds... I'm now at 10% body fat at a weight of 198! I even quit my job and started my own business... I'm now making 3x my previous salary because I finally have the energy to be a success!

**Willem Steynberg**  
**Port Elizabeth, South Africa**

### "I'm Getting Noticed More By Guys Now!"



I was an athlete in high school, but once I went off to college my weight got out of control. I was sick and tired of being unhappy with my body... I just wanted to feel confident in a bikini again. I ended up slimming down from 176 pounds all the way down to 135! I now feel confident with myself... I love going out in public and dressing up, because I feel hot! I'm even getting noticed more by guys now...

**Lindsay Fullerman**



If you're ready to get started and finally achieve the lean, sexy, head-turning body you've always dreamed of, just click the link below to get started...

The program is backed by a full 8-week money back guarantee... So you have absolutely **nothing** to lose. (Except the fat!)

## Brand New! The Real Deal "Body Transformation System"



[Click Here To Get Started!](http://www.HowToBurnFat.com)

Here's to your brand new body,

[www.HowToBurnFat.com](http://www.HowToBurnFat.com)



## Additional Product Information

Learn more about Sean's other 2 best-selling fitness products below...

### "The Muscle Gain Truth No-Fail System"

#### Complete Muscle Building Success Kit

[www.MuscleGainTruth.com](http://www.MuscleGainTruth.com)



Learn the exact step-by-step strategies for maximizing your muscle size and strength gains and achieving a powerful, head-turning body in lightning speed.

Contains the best-selling e-book, "The Truth About Building Muscle" along with a comprehensive collection of support modules and bonus items.

[Click Here For More Information](#)

### "The School Of Muscle Inner Circle"

#### Online Muscle Building & Fat Loss Community

[www.SchoolOfMuscle.com](http://www.SchoolOfMuscle.com)



A private, members-only bodybuilding and fat loss community that keeps you up to date on all of the most cutting edge fitness strategies available.

You'll also have the chance to meet, chat and make friends with other members from all over the world...

[Click Here For More Information](#)