

RIPPED IN 30



**JESSE
HEDEEM**

**RAPID FAT LOSS FOR THOSE WHO
NEED SERIOUS RESULTS FAST**

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Rapid Fat Loss for Those Who Need Serious Results Fast!

By Jesse Hedeem

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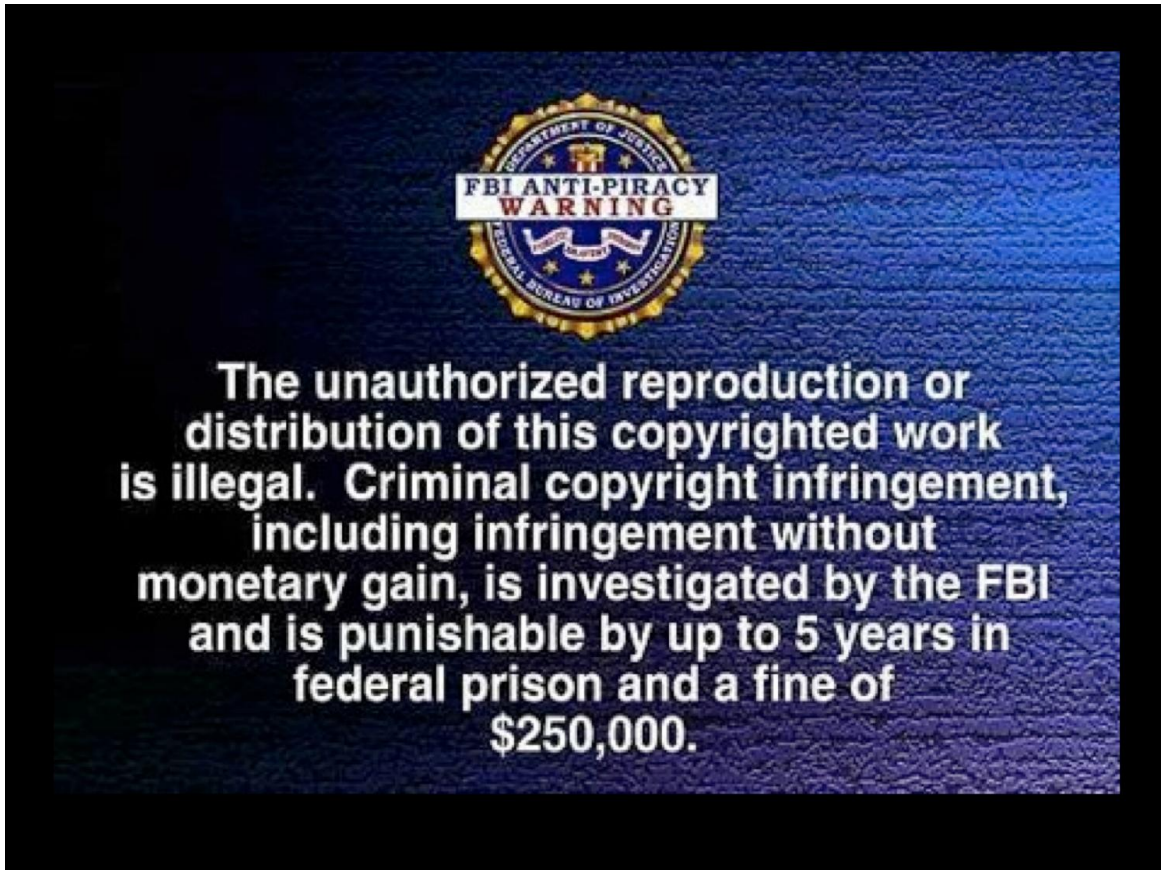
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The Case against Losing Fat Fast

Attempting to burn fat quickly by drastically reducing your calories and increasing your activity level isn't, in my opinion, the best approach. That being said, if it's done right it can be extremely effective.

These types of diets are usually referred to as crash diets or severe caloric restriction diets.

Aggressive dieting strategies are typically frowned upon because they force the dieter to follow a miserable, unsustainable approach for a long period of time that eventually leads to the dieter quitting and gaining the weight they lost back...quickly!

While the approach I'm about to show you is definitely aggressive, it's different from a typical, uncontrolled crash diet. Here's why:

- The big caloric deficit only lasts for a few short weeks.
- After the 2nd week you will start to incrementally increase your calories.
- You won't experience any post diet weight regain. The fat you burn will stay off!
- Your metabolism will actually be faster instead of slower when you're done.
- After the first 2 weeks you'll get to enjoy a "carb" day at the beginning of each week.
- You will NOT need to increase your activity level. That means no extra cardio!

The most important difference between my diet and a typical, uncontrolled calorie restricting diet is the process I use to transition from a high caloric deficit back to my "normal" or maintenance intake. By using this process you'll be able to maintain your results, prevent fat regain and improve your metabolism at the same time!

I'll teach you exactly how to this later in the program!

The Ideal Candidate

Sure, the ideal candidate should have a few extra pounds to lose but the total amount of weight they want to lose isn't what's important. The individual that will see the most significant results with this program is the one whose primary reason for being a few pounds overweight, is that they eat a lot of food.

The more calories you're eating each day the better your results will be from following this program. It is a double edged sword though, since you're used to eating a ton of food, it's going to be more difficult for you to carry a big caloric deficit. But if you can hang in there for a few weeks, you're going to burn a ton of fat!

The reason a person who eats more will be more successful is because they have unknowingly increased their metabolic rate over the years. They have gained weight because they are eating above their energy needs but their metabolism is peaked!

Your metabolism will respond or adapt to the amount of food that you eat. It's a sort of survival mechanism. When calories are low your body becomes more efficient and burns less calories to make sure it's going to survive this famine.

When calories are high, your body becomes less efficient since it's got more than enough calories to spare.

The greater your metabolism the easier it's going to be for you to create a large energy gap. This is referred to as a caloric deficit.

A caloric deficit is when you burn more calories than you consume during a day.

If you're burning 2,000 calories a day from metabolic functions and physical activity and you're only eating 1,000 calories a day. Then you have a 1,000 calorie deficit per day!

If I lost you, don't worry about it. All that's important is that you understand that for those who are eating a lot of food they are the ones who will see the best results because they will be able to create a bigger deficit.

If you're not eating very much, then honestly you're not going to see the same dramatic results as someone who's eating more. That doesn't mean that you won't see any results.

The lower your caloric intake the smaller your initial deficit is going to be. There's not much you can do about it. You can either take what you can get and drop a few pounds the first time through or you can focus on bringing your calories up for a couple of months.

If you choose to work on increasing your caloric intake for a while before you start this fat loss protocol then I recommend that you check out my other system. It was designed to systematically increase your caloric intake over the course of several weeks. [Click here to check it out!](#)

You can still use this program to burn some fat, just realize that if your caloric intake is low then the results won't be as dramatic. But hey, you gotta start somewhere!

The Process

Step 1: Figure out Your Current Average Intake

To get started with my accelerated fat loss process you need to figure out your current diet. If you've used my other system then you know that this is the same first step.

The reason that any good fat loss or muscle building program should always start with an evaluation of your current macro-nutrient and caloric intake is because that is the best indicator of your current metabolic rate.

There are a ton of equations and calculators out there that tell you that you need to be eating X number of calories based on your age, height, weight, gender, etc. The truth is that those are just equations.

If you're eating 2,000 calories a day and you're maintaining your weight than 2,000 calories is your maintenance intake, despite what the calculators and equations say.

When you start this process, it's best and most accurate to figure out your average caloric intake and use that as your starting point.

Knowing your total caloric intake is great, but the more information you can get the better. Try to figure out the total amount of Protein, Fat and Carbohydrates you're eating as well. It's also good to know how much fiber you're eating. I'll get more into Macro & Micro-nutrients a little later.

For now either track the food you eat (and beverages you drink) at each meal for several days or if your diet is fairly consistent write down your typical days worth of food. Looking up the nutritional information will take a little bit of work. Use the internet or the nutrition labels for this.

Yes, I know that this can be a little time consuming but in order to follow this program correctly then you need to take the time to figure out an accurate daily average for the amount of calories that you've been eating.

The more accurate you are and the more effort you put into this part of the program, the more effective my program will be and the more dramatic your results.

Step 2: Choose Your Deficit

Now that you have figured out your average caloric intake (and your macros if you're an over achiever) it's time to figure out your starting calories and macro-nutrient requirements.

To achieve significant results in a short amount of time a large caloric deficit is needed.

A caloric deficit is also referred to as a negative energy balance. This is where the amount of calories you burn via physical activity and metabolic rate are greater than the amount of energy (food) you consume.

The size of your deficit should be determined by your caloric intake. The greater your average daily food intake, the bigger your caloric deficit can be.

This is why I stress in my Bulk & Shred System the importance of systematically increasing your caloric intake over a period of time. By doing this you're able to build up your metabolism and create a huge deficit when you're ready to start burning fat.

But you want results NOW! So you're stuck with where you're at, for the time being anyways.

When creating your deficit I don't recommend going too low. Ideally I'd like females to stay above 1,200 calories and men to stay above 1,500 calories. For some of you that's not going to allow much room for a deficit.

Many females that I've worked with are lucky to be eating 1,400 calories a day. To reach a 500 calorie deficit that would require them to reduce their calories to a measly 900 calories.

Ultimately it's your call how low you bring your calories. I've given you my suggestions on where I think the floor is.

If you don't have much room to create a large deficit then I recommend that you either take some time to use the process that I explain in the Bulk & Shred System. Or, you can follow this accelerated approach with a less aggressive, smaller deficit. You won't be able to lose all of the weight you want in 4 weeks, but you'll get a good start.

Now that you've heard my suggestions, choose the caloric intake that you plan to start with. Based on your caloric intake choose a deficit from the options below:

<u>Caloric Intake</u>	<u>Max Deficit</u>	<u>Estimated Loss / Week</u>
1,250	250	.5 lbs
1,500	500	1 lbs
1,750	750	1.5 lbs
2,000	1,000	2 lbs
2,250	1,000	2.5 lbs
2,500	1,500	3 lbs
2,750	1,750	3.5 lbs
3,000	2,000	4 lbs
3,250	2,250	4.5 lbs
3,500	2,500	5 lbs

The numbers in the Max Deficit column represent the largest deficit that you can apply to your current intake without going below 1,000 calories a day. 1,000 calories a day is the minimum intake recommended for this program. As you probably know, 1,000 calories is a very low amount. You will only be at this intake for 2 weeks.

The deficit you choose can be any number that is equal to or below the Max Deficit suggested for your average intake. For example if your average intake is 2,000 calories you could have a deficit of 100 calories to 1,000 calories, it's your choice. Keep in mind that the greater the deficit the more dramatic your results will be. I suggest using the Max Deficit if you want to get the most out of this program.

What to Expect

A 500 calorie deficit per day will result in a loss of one pound of fat per week. In addition to that one pound of fat it's likely that you'll lose additional weight from water loss and glycogen (stored carbs) depletion. If your deficit is very large you could even see a small amount of muscle loss as well.

A one pound loss per week is a conservative estimate; you'll likely lose much more than that especially if you have quite a bit of fat to lose. Total weight loss per week should be more than one pound given the above reasons.

In regards to the muscle loss, it's nothing to worry about. The duration of this program is fairly short. It's only meant to be followed for four weeks at a time. After which there is a four week recovery period before repeating the program again. Any muscle lost will come back quickly during these recovery periods.

It's fair to say that you're going to be hungry. This is an aggressive approach to fat loss, not an ideal approach to fat loss. Ideally you'd be able to eat more food while losing weight, but

you're after immediate results which requires more sacrifice. I'm not going to sugar coat it, the process isn't a lot of fun but the results are worth it!

Step 3: Setting Up Your Macros

At this point you've chosen the amount of calories that will give you a substantial deficit. Now you need to figure out where those calories are going to come from. Enter macro-nutrients.

Macro-nutrients or macros are protein, fat and carbohydrates. Each macro contains the following amount of calories per gram:

Protein – 4 calories / gram

Fat – 9 calories / gram

Carbohydrates – 4 calories / gram

When you eat 2,000 calories a day (or whatever it is you eat) those calories come from the amount of each macro-nutrient in the foods you consume.

The next step is for you to use the following guidelines to figure out how many grams of each macro-nutrient you need to eat each day to reach your new caloric goal.

Protein is the first macro that you need to figure out. This nutrient is the most metabolic of the 3. What I mean by that is that protein requires the most energy to be digested. Roughly 30% of the calories consumed from protein go into the digestion process.

That means if you eat 1,000 calories from protein, 300 of those calories will be used during the digestion process. This is referred to as The Thermic Effect of Food (TEF).

This is one of the reasons that we want to optimize your protein intake first. Another is that getting enough protein will lessen that amount of muscle loss that takes place during this accelerated fat loss process.

Now that you know why, here's the how. Set your protein intake at 1.5 grams per pound of lean body mass (LBM).

LBM is figured by knowing your body fat percentage. If you weigh 200 pounds and you're 20% body fat that means that your LBM is 160 pounds. $200 \times .2 = 40$, $200 - 40 = 160$.

If you don't know your body fat percentage or your LBM then you can use your ideal weight instead. Your numbers will be a little higher, but it'll work. Or have your body fat percentage checked by a trainer at a local gym.

Using the above example, our 200 pound individual with 160 pounds of LBM would need to set their starting protein intake at $160 \times 1.5 = 240$ grams. Knowing that each gram of protein contains 4 calories this would come out to 960 calories.

Next you'll need to figure out your carbohydrate intake. To start this program and force your body to start burning fat as use fuel as quickly as possible, your fat intake will start at 25 grams per day. 25 grams of carbohydrates equals 100 calories.

At this point our example has accounted for 1,060 calories. The remaining calories will come from your fat intake.

To figure out your fat intake, simply take the remaining number of calories and divide them by 9. Using this same example let's say that their caloric intake was set at 1,400 calories. So far, between protein and carbs they have used up 1,060 calories. $1,400 - 1,060 = 340$ calories. Divided by 9 you would get 38 grams of fat.

Here's how all of this would play out for our example:

Protein – 240 grams (X 4 = 960 calories)
Carbohydrates – 25 grams (X 4 = 100 calories)
Fat – 38 grams (X 9 = 342 calories)
Total Calories 1,400

There will be situations where an individual has chosen a caloric intake that is so low, that the following suggestions would require them to eat too much. If that is the case for you then you can take to following steps to lower your calories by fine tuning your macros. Only do one step at a time until you've reached your caloric goal.

1. Keep protein maxed out at 1.5 grams per pound of LBM (if possible)
2. Reduce carbohydrates to 0
3. Allocate remaining calories to fat
 - a. Figure out grams of fat by dividing left over calories by 9

Food

You've figured out your calories and the macro-nutrients that you need to eat in order to reach those calories. Now all you need to do is eat the food.

As in the Bulk & Shred System, the foods that you choose to eat are not as important as hitting your daily macro-nutrient goals. However, with this aggressive approach, there is not a lot of room in terms of food options that will allow you to hit your numbers.

This is another great reason to be less aggressive when planning your deficit, even though you're not losing as much fat, you're still able to eat more food. It's up to you to decide which is more important to you, more food or more fat loss.

Keep in mind that your calories will only be significantly low for four weeks, so it's not like you're going to be suffering for weeks and months on end. Besides I'm going to explain how and when to implement a solid carb loading day during weeks three and four a little later in this program.

Protein

The majority of your calories during this four week diet will come from protein. Since you also need to be observant with your fat intake I suggest getting most of your fat intake from lean meats, such as turkey, chicken, fish and egg whites.

While I would encourage you to get most of your protein from meats, some people find it easier and more convenient to get their lean protein from protein powder.

This is ok as a last resort as long as the protein you're using is low in fat and carbohydrates. You'd be surprised how much sugar and carbs are in a lot of protein powders.

If you're going to be using a protein powder for most of your protein needs then I suggest using egg white powder. Sounds gross, but it's not bad. Egg white protein powder is hard to find, especially one that isn't loaded with fillers and sugars.

I've found a great egg white protein powder at ProteinFactory.com or you can get pasteurized, flavored egg whites from MuscleEgg.com (chocolate caramel is the best flavor IMO). These are two products that I've used and like. Also, I'm not endorsed by either company and I don't make anything if you purchase either product.

Here are some other suggestions for sources of Protein:

4 oz Chicken Breast:	Pro – 25g	Fat – 1.5g	Carbs – 0
4 oz Ground Turkey:	Pro – 22g	Fat – 7g	Carbs – 0
1 Cup Plain Greek Yogurt:	Pro – 24g	Fat – 0	Carbs – 10g
1 Can Tuna:	Pro – 33g	Fat – 1.5g	Carbs – 0
4 oz Tilapia:	Pro – 28g	Fat – 4g	Carbs – 0
1 Cup Egg Whites:	Pro – 24g	Fat – 0	Carbs – 0

You can eat other meat like pork and beef as long as you account for the fat content and are able to stay within your goal for fat intake for the day.

Fat

Getting your fat intake should be very easy if you're eating a lot of meat to get your protein. The more difficult task will be in making sure that you don't get too much fat.

Because fat contains more than double the amount of calories per gram than protein and carbs, it's really easy to eat more than you're supposed to. 2 table spoons of peanut butter will easily provide 17 grams of fat.

When your calories are as low as they are going to be, there isn't much room for fat by itself as in the case of nuts and seeds. It makes more sense to get your fat as a secondary nutrient from foods that contain greater amounts of protein. Like the meats listed above, eggs, other dairy products.

Here are a few suggestions for ideal sources of Fat:

1 Large Whole Egg:	Pro – 6g	Fat – 4g	Carbs – 0
4 oz Ground Beef:	Pro – 21g	Fat – 17g	Carbs – 0
3 oz Pork Chop:	Pro – 23g	Fat – 10g	Carbs – 0
2 Tbsp Peanut Butter:	Pro – 7g	Fat – 16g	Carbs – 4g
2 Tbsp Almond Butter:	Pro – 6g	Fat – 17g	Carbs – 6g

Again, you're not limited to the fat sources that you choose to eat so long as you are able to stay close to your goal for each day.

Carbohydrates

For a lot of people that use this accelerated approach to fat loss, their carbohydrate intake will be minimal. Some will be able to meet their carb intake by eating a few of the foods I've already listed; others won't have enough room to eat any carbs.

If you're lucky enough to have room for a decent amount of carbs then you can choose from the following list.

Here are a few suggestions for ideal sources of Carbohydrates:

1 Large Banana:	Pro – 1g	Fat – 0g	Carbs – 31g
1 Slice of Whole Grain Bread:	Pro – 4g	Fat – 1g	Carbs – 18g
½ Cup Oatmeal:	Pro – 5g	Fat – 3g	Carbs – 23g
½ Cup Brown Rice:	Pro – 2.5g	Fat – 2g	Carbs – 22.5g
1 Rice Cake:	Pro – 1g	Fat – 0g	Carbs – 7g

During the focused four week fat loss effort, it's important that you reframe from eating sugar or foods that contain high fructose corn syrup. These foods will disrupt the fat burning environment that you've created and will prevent you from burning fat.

Be flexible, but try to keep sugary, high glycemic (fast digesting) carbohydrates out of your diet. I'll explain some exceptions to this rule shortly.

The First Two Weeks

During the first two weeks of your diet, you need to eat the caloric intake that you've established by eating the Macros that you've calculated. It's important that you follow the diet that you've set up as closely as possible during these two weeks.

This will take some mental strength.

The first week will be easy, but by the second week you'll experience some intense cravings. Stay strong, relief is just around the corner.

It's during these first two weeks that you're entering a Ketogenic state. This is when you've exhausted your stored glycogen and blood sugar (carbohydrates). It's during ketosis that your body will begin to break down stored body fat to be used as energy.

The length of time it takes for an individual to reach ketosis varies. However, most people will get to this state within 1-2 weeks if they are following an extreme system such as this one.

Most people will think that doing extra cardio or weight training for a longer duration or at a higher intensity will burn more fat. The truth is that by increasing your activity level, especially in terms of intensity, you'll actually cause your metabolism to adapt (slow down) at a much faster rate.

We want your metabolism to stay as high as possible for as long as possible. Two weeks with a large caloric deficit isn't long enough to cause severe metabolic slowing. If you increase your physical activity during these initial weeks you may cause your metabolism to slow and thus reduce the effectiveness of your large deficit.

Let the diet do the work. Maintain your normal workout schedule during this aggressive four week diet. Especially during the first two weeks.

What's Happening To You?

In addition to the large caloric deficit your body is going through a few other changes that improving your body's ability to burn fat.

Ketosis

I've briefly mentioned Ketosis. Your body enters the state of Ketosis when you've burned up all of your stored glycogen (stored carbohydrates) and your diet doesn't provide enough carbohydrates to fuel your energy needs and refill your glycogen stores.

Since your body still needs energy and there's not glycogen available, your body needs to manufacture a glycogen alternative. This alternative fuel is called a Ketone Body. Ketone bodies are made from fatty acids and become the primary source of fuel for your brain after four days on a low carbohydrate diet.

The benefit of ketosis is that your body needs to break down your stored fat to be converted into Ketone bodies. So not only are you burning calories every day because of the deficit that you've created. But you're also breaking down your stored fat to be used as an alternative fuel source!

Increased Insulin Sensitivity

Another benefit in terms of burning fat is the affect a lower carbohydrate intake will have on your body's sensitivity to insulin.

When you eat foods that are high in sugar or are quickly digested (high glycemic) those foods will elevate your blood sugar levels. In response to high blood sugar, your pancreas will release the hormone insulin.

This hormones function is to trigger you cells (fat cells, muscle cells, liver cells etc) to start pulling glucose and other nutrients from your blood in an effort to lower your blood sugar levels.

If you're like me and you like to eat a lot of carbs, especially the sugary stuff, then you probably elevated blood sugar levels quite often. Some people are constantly consuming foods throughout the day that cause their blood sugar to remain elevated.

The problem with consuming too many sugars and elevating your blood sugar level is that your muscle and liver cells can only hold so much glycogen. If they are full and your blood sugar level is elevated than there's a good chance that your fat cells are going to be doing all of the storing when insulin is released.

With non active people, stored glycogen is hardly used. This means that your body can only store these nutrients that are pulled from your blood as fat in your fat cells.

Even worse is a condition called insulin resistance. This is when the foods that you eat are constantly raising your blood sugar levels and your pancreas is constantly producing insulin.

Eventually your cells become resistant to insulin and the hormone loses its ability to lower your blood sugar level. Insulin resistance can cause a number of serious health conditions, one of which is type 2 diabetes.

By decreasing your carbohydrate intake you'll start to use that extra glucose in your blood as energy. Eventually, usually within a day or so, your blood sugar level will return to a normal level. At that point since you aren't consuming enough carbohydrates to meet your energy needs, you'll start to dip into the glycogen that is stored in your muscle and liver cells.

After several days adhering to your low calorie diet, you'll eventually deplete most of your stored carbohydrates. It's at this point that your body will start to transition into the

previously mentioned Ketogenic state and start stripping away your body fat in order to meet energy demands.

At this point, when you eat carbohydrates they will fill up your depleted muscles first, bringing with them other nutrients. This creates an environment for optimal recovery for those who are weight training addicts like me.

Developing Ketone bodies and becoming more insulin sensitive are two important keys to this program. If you're able to follow this program as recommended and maintain a large caloric deficit, then you're going to see some pretty crazy results.

If You're Struggling

If you're having a hard time keeping your fat intake low or your experiencing intense cravings or hunger then you can modify your macros to increase your fat intake, which will help a lot with these issues.

To increase your fat intake, adjust your protein intake to 1 gram per pound of LBM. Multiply the number of grams of protein that you've removed from your diet by 4 to get the amount of calories you can add to your fat intake. Divide that number by 9 to get your increased amount of fat. Here's how that process would look written out.

Example: Our individual with a LBM of 160 pounds would now be consuming 160 grams of protein a day. That's 80 grams less protein or 320 calories. $320 / 9 = 35$ grams of fat.

Protein – 160 grams (X 4 = 640 calories)
Carbohydrates – 25 grams (X 4 = 100 calories)
Fat – 73 grams (X 9 = 657 calories)
Total Calories 1,400

This individual would be able to double their fat intake. I suggest only doing this when you absolutely feel like you need more fat or if you feel like you're going to break your plan. The more fat you eat during this process the less fat your body will burn from your stored fat cells, keep that in mind.

Week Three

After completing 14 days of spot on adherence to your macro-nutrient and caloric goals you'll finally get a break. On day 15, the first day of week three, you will get to experience your first high carb day.

Why Carb Days Are Vital For Continued Success

As soon as you start reducing your calories your metabolism will begin to adapt to this intake. The time that it takes your metabolism to adjust to your new intake varies depending on a number of factors. Lean individuals will adapt quicker than overweight people for example.

Most people can get away with a couple weeks in a caloric deficit before their metabolism starts to slip. The point of a carb day is to increase your caloric intake to pre-deficit levels or your maintenance intake. This is the amount of calories that you calculated as your daily average when you started this program.

By increasing your calories, specifically your carbohydrate intake for this one day, you'll give a much needed boost to your slowing metabolism. The hormones that regulate appetite and allow the body to release stored fat to be used for energy will temporarily return to near normal levels.

The high carb day cranks your metabolism up as it's starting to drop. This keeps your deficit intact and optimizes your fat burning hormones. There are three major benefits to this.

One, by allowing you to increase your calories at the beginning of the 3rd week, you'll be able to eat some of the foods that you've been craving, thus providing a mental break.

Two, it gives you some extra energy, which you will be grateful for if you're in the gym every day.

Third, you keep burning fat!

Carb Day Guidelines

A good carb day is not a total free for all. For this program the amount of calories you'll consume on this day should be as close to your previous maintenance intake as possible. For

those of you who had a really high average intake, you'll be eating a lot of food on your cheat day.

Here is how you should figure out your macro-nutrients for your carb day:

Protein – 1.5 grams per pound of LBM

Fat - .20 grams per pound of LBM

Carbohydrates – remaining calories divided by 4

Example: A 200 lb male with a LBM of 160 lbs and a maintenance intake of 2,400 calories would calculate his macros like this:

- Protein – 1.5×160 (LBM) = 240 grams of protein (960 calories)
- Fat - $.20 \times 160$ (LBM) = 32 grams of fat (288 calories)
- Carbohydrates = $960 + 288 = 1,248$. $2,400 - 1,248 = 1,152 / 4 = 288$ grams of Carbohydrates (1,152 calories)

For the most part, it doesn't really matter what you eat so long as you're able to hit your macro-nutrient and caloric goals for the day. There are some foods however that you should always avoid, such as foods loaded with trans fats and high fructose corn syrup.

As for sugar a little bit isn't going to kill you. After two full weeks of clearing the glucose from your blood and emptying your stored glycogen, most of the sugar you eat will go directly into your muscles, especially if you lift. If you want to have a treat or two it's best to have it after your workouts.

The other thing to consider with sugar or high glycemic carbohydrate consumption during your cheat day, is the amount of fat that you consume. Keep your fat intake low, stay within your numbers.

If you are able to do it, eat most of your fat in your first meal or two. Then try to structure the rest of your meals so that they are composed of mostly protein and carbohydrates for the remainder of the day.

Take Note For all scheduled carb days in this program these will be the guidelines. The macro-nutrient goals that you've figured out for your carb day will be the same for every carb day throughout this program.

High Carb Day Foods

As for foods that you can eat on these high carb days, you have quite a few options. Because of the big low fat or no fat dieting trend that is still alive and well in our society there are a lot of great tasting low fat or no fat food options that you can capitalize on during your carb day. Here are just a few examples:

- Non fat Greek Yogurt
- Non fat Cottage Cheese
- Non fat Milk
- Non or Low fat Deli Meat
- Bread is generally low in fat
- Pasta is low fat
- Fruit is fat free as well

Cruise through your store and see what other options there are, chances are there's a lot of great tasting options for this high carb day. Stay low on with your fat intake and enjoy it!

Cheat Day

Initially I had intended the high carbs days to be a cheat day. This would allow you to eat almost anything you wanted with little to no regard for macros or total calories. The reason I decided to make to implement a stricter high carb day was because I want to maximize the capabilities of this program. I want you to lose as much fat as possible with this process.

Though a solid cheat day won't cause much damage if you follow the program to the letter, it could still impair your fat loss a little bit so I've decided to advocate the high carb / low fat day instead of an epic cheat day.

While I encourage you to follow this program as I've explained, if you decide that you're going to eat whatever you want on these high carb days or you just can't control yourself and end up going a little crazy, I don't want you to beat yourself up over it. Enjoy the extra food then get right back to the program the next day.

Day 2 of Week 3

After your card day you're going to recalculate your macros and caloric intake. For week three you will replace 25% of the calories you cut from your maintenance intake.

If you selected a 1,000 calorie deficit, then you'll be adding 250 calories back into your diet.

If you selected a 500 calorie deficit then you'll be adding 125 calories back into your diet.

Etc.

Where are these calories going to come from?

Assuming your protein intake is maxed out at 1.5 grams per pound of LBM, this first 25% increase will come from increasing your fat intake.

The extra calories should continue to come from fat until you reach a recommended amount of .5 grams per pound of LBM. Our individual with a LBM of 160 pounds would need to apply all future caloric increases to their fat intake until they reach 80 grams of fat.

This will happen at different stages for each person. Some will reach this stage in week three while others might not reach it until week five or seven. Whenever you reach that point, all future caloric increases will be from carbohydrates.

Since fat contains 9 calories per gram all you need to do is divide the number of calories that you'll be adding by 9 to. For example if you're going to be adding 250 calories back to your diet; $250 / 9 = 28$ grams of fat. Apply this increase to your new macro nutrient goals to hit your new caloric goal.

We start adding calories back in at week three because we are starting our slow ascent back towards our maintenance intake. This allows us to come out of a deficit slowly, while still burning fat. Doing this will set you up to better maintain any fat loss results you've achieved while growing your metabolism.

Your carbohydrate intake will remain at 25 grams a day for week three.

Week Four

Like week three, week four also starts with a high carb day. You'll use the same macro nutrient goals that you figured out for your high carb day in week three.

After your high carb day, you're going to increase your calories again by 25% of your original deficit. If your original deficit was 1,000 calories a day, then you increased your calories by 250 for week three and you will increase them again by 250 for week four.

Continue to apply your caloric increase by upping your fat intake until you reach the recommended .5 grams per pound of LBM.

If you've already reached that point then you can start applying the increases to your carbohydrate intake. The process for figuring out grams of carbohydrates is similar to figuring out grams of fat. If you're adding 250 calories back to your diet and they are all going to come from carbohydrates then simply divide 250 by 4 to get your grams: $250 / 4 = 62.5$ grams.

At this point you've now cut your original caloric deficit in half. For some people this will still allow them to burn a significant amount of weight for others (those who started with a smaller deficit and those who don't have a lot of fat to lose) the fat loss may stall or become minimal.

The Next Four Weeks

Once you've completed week 4 you're now done with the extreme portion of the program. In the next four weeks the program is going to guide you back to your maintenance intake and prepare you go through another round of aggressive fat loss or continue increasing your calories and building your metabolism.

Week Five

The first day of week five will start with another high carb day. Hit the numbers that you've figured out previously to fill up your muscles and boost your metabolism.

The second day of week five you'll increase your calories again by 25% of your original deficit. Again, if you started with a 1,000 calorie deficit then you will be adding 250 calories to your diet.

These 250 calories will either come from increasing your fat or carbohydrate intake depending on if you've reached the suggestion of .5 grams of fat per pound of LBM.

Week Six

On the first day of week six you'll increase your caloric intake by the remaining 25%. This last bump in calories should bring you to your previous maintenance intake. More than likely you've reached the point where all of your caloric increases are coming from carbohydrates. If not, continue adding fat until you reach .5 grams per pound of LBM before increasing your carbohydrate intake.

Since you're now at your previously calculated / estimated maintenance intake there's no need for you to have a high carb day. Eating at this intake should allow your hormones and metabolism to be normal.

Weeks Seven & Eight

There are no changes to your diet during these final two weeks. Simply continue to eat at your current maintenance intake for these two weeks before attempting to repeat the program. Going right back into a severe caloric deficit to try to burn more fat sooner could actually stall your fat loss efforts.

Besides, by eating at your maintenance intake for a couple of weeks you'll be able to tell if this caloric intake is truly your maintenance intake.

For example, if you continue to lose weight at your estimated maintenance intake then that amount of calories is too low to be your breakeven point. If this is the case for you, keep adding calories at the rate of 100 calories per week until you're able to maintain your weight.

If you're gaining weight at your estimated maintenance intake, then your breakeven point in terms of calories is actually less than what you initially estimated. Lower your calories a little and see if you're able to maintain your weight. Once you can, you've found your true maintenance intake.

Repeat or Build Metabolism?

Once you've gone through the entire eight week process you can do three things.

The first option is to go back to doing what you were doing before. Obviously this is not the best option. Going back to doing what caused your weight gain in the first place will only cause it to happen again. Break the cycle and remove this as a viable option.

The second option is to repeat this process. If you still have more fat that you'd like to lose and you were able to maintain your fat loss for weeks seven and eight then you're good to go through the process again.

If it was too aggressive for you the first time, use a less aggressive deficit this time. Didn't lose the fat you wanted to the first time? Go with a bigger deficit this time.

The third option is to continue increasing your calories for the next several weeks. I highly recommend this option to anyone who has a low maintenance intake. I consider low to be anything below 1,800 calories a day for women and 2,600 calories a day for men.

By increasing your calories slowly over the course of several weeks you'll increase your metabolism and make it easier to create a deficit the next time you want to implement this program. If you didn't lose the fat that you wanted, then taking a few weeks to do this would be very beneficial.

If you think that increasing your maintenance intake, boosting your metabolism and building some lean muscle is the direction you want to go then I recommend that you use my system to help you with that process. [You can learn more about it here!](#)

Supplements & Strategies for Better Results

In this section I wanted to point out a few things that you can do to increase the effectiveness of this program. These suggestions are optional. The program as already explained will give you great results if it's followed correctly. However, by implementing these suggestions your results might be even better.

Coconut or MCT Oil

Coconut oil contains medium chain triglycerides (MCT). These types of fats are quickly converted to ketone bodies once they are digested. By consuming these types of fats, especially during the initial two weeks, you may be able to enter the Ketogenic state faster.

The sooner your body is breaking down fat for fuel the sooner you'll start burning fat. Try to get at least a serving of coconut oil or MCT oil per day to count towards your overall fat intake.

Resistant Starches

A resistant starch is a carbohydrate that doesn't get digested, kind of like fiber. When this starch gets through the digestive system intact it becomes food for the millions of bacteria

that live in the intestine. Keeping these bacteria well fed and has shown some promising benefits.

One such benefit is that by eating these resistant starches we can improve insulin sensitivity. If you remember from a previous chapter, this is one of the reasons many people cannot lose fat and others end up with type 2 diabetes.

In order to burn fat optimally, you want to become as insulin sensitive as possible. While the process I've explained will create the environment for that to happen without the addition of resistant starches it wouldn't be a bad idea to try and consume a small amount of these starches on a daily basis.

If you want to give this a try you can get a decent serving of resistant starches by getting potato starch, which is usually sold by the flour, it may be in your stores organic section as well. Start with ½ teaspoon a day to assess your tolerance. If you'd like to add more increase ½ teaspoon every two weeks. Make sure to count these carbs towards your macros.

Intermittent Fasting

Intermittent fasting is basically reducing the hours in the day that you're allowed to eat. Doing this lengthens the amount of time that you fast each day. Most people only fast while they are asleep. By using an intermittent fasting approach you might extend that to 16 or 18 hours.

It sounds brutal to not eat for 16 hours of each day but it's actually not very difficult and for those following a low calorie diet, it can make life a lot easier.

With this diet I'm not so much concerned with you eating a certain number of meals each day as I am with you eating the right amount of calories from the correct amount of macro-nutrients. By using an intermittent fasting approach you can eat all of your calories in only one or two meals.

To me eating a couple large meals is easier and more satisfying than eating several really small meals. The larger meals are going to make you fill much fuller and satisfied. In fact I bet you've probably unknowingly done this numerous times; eaten just one or two large meals during the day.

The reason this intermittent fasting may work to give you greater results is that your body will have to provide more energy during these prolonged intermittent fasts. This fuel will come from your stored body fat.

Again, this is not a requirement, merely a suggestion. If you would rather eat several small meals than a few larger meals then it's completely up to you.

If you decide to try it start by shortening your eating window to 10 hours a day, then to 8. You can continue to progress to an eating window of 6 or 4 hours if you'd like, it's up to you. You can always alternate between the lengths of your eating windows.

Final Points

There are a few points that I'd like to make in closing. I want to make sure I've given you all the information possible to make the right decision in how to approach the fat loss process.

First off, don't maintain a severe caloric restriction for an extended period of time. Doing so won't result in better results. It could cause serious metabolic damage. In severe cases serious health issues or even death! Don't be dumb and cut your calories too hard for too long.

Follow my process. There is a reason that I provide the instructions on how to go through this fat loss process. Don't change them or adjust them. Follow them the way I've explained them. Adding calories back in and having those scheduled high carb days are important.

The process is designed so that you can walk away and retain the results that you've worked so hard for. Stopping the diet in any stage and returning to your previous way of eating will cause you to gain any weight that you lost right back. If you start this diet, work hard to see it through to completion.

As I said in the beginning of this program, don't drop your calories too low. If you're not eating that much food to begin with then you're probably better off getting your calories up before you attempt to use this program. If you're only eating 1,000 calories a day there's not a lot of room to create a deficit and your metabolism is likely shot already. Fat loss at this point would be almost impossible.

Don't skip the high carb days because you think that eating carbs will make you fat. I've explained why these days are important. You're not going to get fat! These days will insure that you continue to burn fat. Eat all of your carbs on your high carb day and watch your fat.

Maintain your current activity through the entire eight weeks. Increasing your activity level to higher than normal levels while in a caloric deficit could cause your metabolism to adapt more quickly. If this happens your body will be less likely to let go of the stored fat that you're trying to burn.

My Honest Opinion

The best approach to losing weight and burning fat is the slow approach. Which is done by slowly decreasing your caloric intake and being more active, usually by adding cardio.

Results from this slow approach are, well...slow.

It's because results don't happen quickly that most people end up giving up on their goal.

Though I feel like the slow approach, as explained in great detail in [my other system](#), is by far the best approach to building a great physique that is easily sustainable.

Sometimes people just need to get some INSTANT results to give them the motivation they need to make it a lifestyle.

That's the intent behind this program.

The purpose of this approach is to help you burn off A LOT of fat as quickly as possible without totally killing your metabolism in the process. In fact, if this diet is executed correctly your metabolism will be faster!

Most people don't know what they're doing when they start a diet.

They cut their calories drastically, pile on the cardio and get burnt out in a matter of weeks. Then they go back to their eating habits and put on any weight that they lost, plus a little extra in a lot of cases.

So while I'm a firm believer in the slow approach I also understand the need for rapid results. I've put this program together as a way to give you those results as quickly as possible while keeping your best interests in mind.

Day 1 starts today! Follow the process and see it through! You'll be glad you did.

Best of luck!

A handwritten signature in black ink, appearing to read "Jesse Hede". The signature is fluid and cursive, with a large initial "J" and "H".

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