

About The Author



Wess Murray has been involved in the Health and Wellness industry since 2000 and is the founder of **Essentially Fit**, a company dedicated to helping people change their way of thinking about food and exercise so they can finally achieve weight loss success.

He is a Certified Personal Trainer, Wellness Coach, Author and Speaker who has appeared as an expert guest

online and on radio.

He is also the host of the popular internet radio show, **Essential Fit Talks** and the creator and developer of **Essentially Fit Coaching**, a course which combines the motivation of rapid weight loss with the power of mindset retraining for long-lasting weight loss results.

For more information about Wess Murray, his show or to ask about speaking engagements, visit these sites:

OFFICIAL SITE:

<http://www.essentiallyfit.com>

Wess's Radio Show **Essential Fit talks:**

<http://www.blogtalkradio.com/essentiallyfit>

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THE ESSENTIALLY FIT QUICK START DIET AND EXERCISE PROGRAM

I have worked with a lot of people and one of the most important components in getting my clients the best results around is by piggybacking on some sort of deadline. By far the single biggest client request has been fat loss. I've made more money from the fat loss market than any other single client group. Over the years, my methods have evolved and been refined by what I see in the gym. Simply put, if I can get 20 pounds of fat off a client faster than my competition, I have a higher demand for my services.

I've written several articles on fat loss and answered countless questions on the topic. One of the questions I get a lot is this: "I'm trying to lose fat. How can I lose as much fat as possible in the shortest amount of time?"

You need a dietary blueprint in order to get the job done. After all nutrition is 80-90+% of building a leaner, sexier physique. The following dietary guidelines have produced both body and life-changing results for our many clients. Typical results are losses of 2-3 pounds of ugly, unwanted body fat per week and a reduction in at least 1 clothing size per month. Remember- the focus must be on improving overall health, body composition, and performance, NOT weight loss!



The Essentially Eating Plan:

EAT to Elevate Metabolism and Lose Fat (NOT Weight)

Tip#1- Stay Hydrated:

- Drink at least 2-4 cups of water immediately upon waking and then drink at least 1-2 cups of water every 2 hours you are awake. A dehydrated organism cannot effectively lose body fat!
- Drink 1-2 cups of water for every 15 minutes of vigorous activity to maintain optimal performance and to prevent dehydration during your workouts.
- Consume at least 3 servings of antioxidant-rich green tea per day to boost your immune system and accelerate recovery from exercise.

Tip#2- Eat Early and Eat Often:

- Eat immediately upon waking and then again every 2-4 hours after that for a total of 6-8 feedings per day. This is a staple for any solid fat loss nutrition plan because it allows your body to starve the fat and feed the muscle, optimizes performance, and prevents your body's starvation signals from going off- signals that will slow fat loss to a snail's pace.
- The dietary breakdown is 3 total meals per day consumed at breakfast, lunch, and dinner time, 3 total snacks/day consumed between meals and before bed, and workout nutrition in the form of a protein or amino acid supplement consumed around your training sessions. Snacks are typically half the caloric value of meals.

Tip#3- Focus on the Essentials:

- Consume a wide range of organic lean proteins of animal origin at each feeding. A great rule of thumbs is to consume at least a fist-sized worth of anything that had a face or a mother and ran, fly, or swam at some point (sorry, doesn't sound as appetizing this way, ha). Protein is not only the only macronutrient responsible for building and repairing that lean, essential muscle tone but it also allows your body to best starve its ugly, unwanted fat stores. In addition, the sheer consumption of protein elevates metabolism and burns calories through the thermic effect of feeding since protein is more than twice as energy costly for your body to digest than fat or carbs.
- Consume a wide range natural fats at each feeding (olive oil, coconut oil, beef, salmon, whole eggs, avocado, mixed nuts, flax, full-fat cheese, etc.). Sufficient dietary fat intake is critical to beneficial hormone production, which allows for optimal fat loss. Furthermore, your body cannot optimally burn stored body fat without a sufficient amount of healthy dietary fat.
- Consume a wide range of fruits and veggies at each feeding (with a special emphasis on green veggies). A great rule of thumb when it comes to produce is to consume at least one green item AND as many other colors as possible at each and every meal to get the most health benefits.

	Sample One-Day Menu
Breakfast- 6am	Scrambled Omega-3 Eggs, Greens, and Turkey Sausage or Bacon
Mid-Morning Snack- 9 am	Mixed Raw Nuts and Fruit/Veggies of Choice
Lunch- Noon	Chicken, Salmon, or Shrimp Caesar Salad
Mid- Afternoon Snack- 3 pm	Full-Fat Cheese and Fruit/Veggies of Choice
Dinner- 6 pm	Turkey or Beef Meatballs and Spaghetti Squash
Pre-Bed Snack- 8 pm	Wonder Bowl: Mix of Full-Fat Cottage Cheese, Protein Powder, Flax Meal, and Raw Nut Butter

Tip#4- You NEED These 2 Supplements:

- Take a daily whole food based multi-vitamin for your gender. Ensuring adequate intake of vitamins and minerals is essential for your body to function optimally, especially for people who struggles to get at least 8-12 servings of fruits and veggies per day.
- Take a high quality essential fatty acid (EFA) or fish oil supplement. Omega-3 fats found in fish oil are scientifically proven to increase metabolism and generate increased fat burning, besides having a host of other benefits like preventing cancer, reducing inflammation and joint pain, enhancing skin and hair quality, etc.

Tip#5- Think Fiber First When It Comes To Carbs:

- It is critical to focus on carbohydrate quality first AND then quantity second. In terms of quality, all carbohydrates (outside of dairy) that you eat should contain AT LEAST 3 g of fiber per serving and offer LESS THAN 10 g of sugar per serving. In terms of quantity, we have found most females achieve the best fat-burning effects by limiting their total daily carb intake to 50 g or less, NOT including their unlimited daily fibrous carb intake from green veggies (fruit can be used in moderation) nor the trace carbs from protein and fat foods.
- Use The Carb Reduction Blueprint: Use the following step-by-step process in the exact order listed to breakthrough any plateaus in your quest to get into that dress:

Step#1- Replace all white carbs with 100% whole grain carbs and all refined sugars with natural sugars found in food choices with ONE ingredient (e.g. fruit, honey, etc.). This will results in much more stable

blood sugar levels, the key to maintaining high energy levels and burning fat.

Step#2- Limit all 100% whole grain starch and natural sugar consumption to within 1-2 hours post-workout or immediately upon waking for breakfast. Your body best handles these types of carbs at these times without excessive risk of this energy being stored as fat.

Step#3- Replace all starches and sugars with fruits and veggies. Fruits and veggies are the most nutrient dense carbs loaded with tons of vitamins, minerals, phytochemicals, antioxidants, and stomach-filling fiber, making them the staple of any good fat loss meal plan.

The Essentially Exercise Plan:

TRAIN to Elevate Metabolism and Lose Fat (NOT Weight)

Exercise Tip#1- Get Strong to Get Lean:

- Strength training strengthens muscle and bone leading to increases in lean body mass that increases RMR (resting metabolic rate), the number of calories your body requires to function on a daily basis regardless of activity. In other words, strength training will ramp up your metabolism so that you will be burning more stubborn fat 24-7-365. Talk about a good return on investment!
- Most people who strength train perform straight sets of the same exercise with super long rest periods in excess of 2-3 minutes. Rather, cut your workout time in half or more AND accelerate fat burning by performing alternating sets of non-competing exercises with short rest periods between sets. For example, perform an upper body exercise, then a lower body exercise, and then a core exercise. This will allow for full recovery for each exercise since you are resting your upper body while performing lower body and core exercises and visa versa. Furthermore, short rest periods allow for both the completion of more total work at each training session and also create the optimal hormonal environment for fat loss.
- For best results, perform 3 total body strength workouts per week with at least 1 day of rest between workouts. See below for a Sample Total Body Circuit Strength Workout:

50-10 Interval Five Exercise Total Body Circuit- You will alternate between 50 seconds of work and 10 s of rest for each exercise in the following five-exercise circuit. Perform this 5-minute circuit up to four times

for a 20-minute total body workout. Be sure to switch between the 2 exercise options within each category for best results:

Exercise#	Exercise Name
1	Squats OR Deadlifts
2	Push-ups OR Dips
3	Lunges OR Single-Leg Hip Extensions
4	Rows OR Pull-ups/Curls
5	Front OR Side Pillars/Planks

Exercise Tip#2- Intervals Burn 9x More Fat Than Ordinary Cardio:

- With interval training, the focus is on the intensity of exercise (quality). Intervals consist of alternating between shorts bouts of all out high-intensity effort and active recovery periods for a much quicker and focused amount of time (typically 10-20 minutes of intervals works best). This approach is scientifically proven to burn nine times more fat AND lead to faster improvements in fitness than the aerobic alternative (going slow for long).

- The Tabata study compared the effects of four minutes of high-intensity interval training (20 seconds on, 10 seconds off) with 45-60 minutes of low to moderate intensity cardio. The interval training group burned just as much fat as the endurance group and also had greater improvement in both anaerobic (think sprinters) and aerobic (think distance runners) fitness... in only four minutes!

- For best results, perform 3 cardio interval training workouts per week on non-strength training days. Below is a sample Cardio Interval Training Workout:

20-10 Tabatas- You will alternate between 20 seconds of work and 10s of rest. You will perform this 30-second set up to 8x for 4 total minutes followed by a 1-minute rest and transition. Perform this 5-minute sequence up to 4x for 20 total minutes. You can perform this workout on your cardio machine of choice (airdyne or spin bike, running, etc.) or by alternating between body weight cardio exercises like stationary running, jumping jacks, squat thrusts, mountain climbers, etc. for the ultimate in-home workout!

Exercise Tip#3- Use Stubborn Fat Cardio to Accelerate Results:

- Aerobic training does have its uses in conjunction with a strength training and cardio interval training base. Aerobic training is of low to moderate intensity in nature and burns a larger proportion of fat per effort than sugar. On the other hand, strength training and high-intensity interval training rapidly eats up your body's sugar stores thus forcing your body to use fat for fuel in the recovery from exercise.
- By performing some low to moderate intensity cardio following your strength and/or cardio interval training workouts you can accelerate the fat loss process. More specifically, 5 minutes following high-intensity exercise your body dumps stored triglycerides (fat) into your bloodstream, making it the perfect time to do some aerobic training to eat up that fat before it gets re-stored.

- We like to call this stubborn fat cardio and we prescribe a maximum of 10-20 minutes of steady state cardio (where you go as fast as you can without stopping) 5 minutes following strength and cardio interval workouts. This really helps accelerate the fat burning process, specifically for those trouble spot areas like the abs, hips, and thighs!

Exercise Tip#4- Use Total Body Exercises to Build Stunning Arms:

- You don't have to be a genius to know that most men are really focused on working their upper bodies and most women are focused on their hips and thighs. But, doing a bunch of single-joint, isolation exercises like curls and triceps extensions is not going to get the job done. Spot reduction is a myth- no number of triceps kickbacks will ever put a dent into the "turkey-arm phenomenon" many women deal with.
- Rather, you should focus on performing compound, multi-joint movements that work as many muscles in your body as possible (including your arms and shoulders) for best results. Not only do compound exercises allow you to use heavier loads which stimulate maximal lean muscle gain (think push-ups over triceps extensions), but they also burn the most calories and create the optimal hormonal environment for burning the fat covering those essential, toned muscles!
- To take it to the next level, use total body exercises exclusively in your workouts. Whole body movements that work your upper body, lower body, and core at the same time will allow you to get lean all over in addition to ensuring that you are working your upper body

during every moment so that you are ARM-ed and ready for the big day. For example, instead of doing presses, do squat to presses.

Exercise Tip#5- Recovery is Key:

- Though this may be the least sexy tip of all, I truly believe it is the most important. Recovery from exercise is where all of the beneficial changes from high-intensity training occur. Don't forget, a tough workout actually causes small micro-tears in your muscles that stimulates growth and repair. If all you do is work hard and break your body down this can lead to overtraining issues that may result in you limping down the aisle on the big day- not good!
- Do yourself a favor and invest in your own personal massage therapist in the form of a foam roller. It's cheap and easy to use. Simply spend at least 5 minutes post-working performing 5-10 rolls on the most tender and sore areas of your body, with a specific emphasis on your hips and thighs and your upper/mid back area.
- This corrective self-massage both lengthens your muscles and improves tissue quality, preventing nagging aches and pains in your joints that can leave you on injured reserve in your fitness quest. Furthermore, self-massage brings blood flow and nutrients to your muscles which accelerate recovery and reduce soreness from high-intensity exercise.
- If you don't have access to a foam roller, you can also use a tennis or lacrosse ball or even a rolling pin to achieve the same effect.