

PLATINUM FITNESS

# FAT LOSS SECRETS THAT WORK!



**PROVEN METHODS TO  
IMPROVE**

- Exercise
- Nutrition
- Hydration
- Recovery

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# Strength Training is ESSENTIAL

If I told you there was one style of training proven to

- Benefit your heart
- Improve mental health
- Strengthen bones and joints
- Increase metabolism
- and help you lose weight!!

wouldn't you want to include this in your life??

These are just some of the multitude of benefits that strength training provides.

And strength training does not just mean going to the gym and lifting weights, it can be done at home with the body's own weight!

It can quite literally slow down time by keeping the entire body strong and ready for the natural aging process. Strong muscles and bones prevent falls, accidental broken bones, and keeps the mind healthy and alert.

Not to mention it is the single most effective way to lose weight for good!

More strength means more muscles, which means a higher metabolism.

The higher your metabolism is, the easier it is to lose weight and keep it off, since your muscles will require more energy throughout the day!

Ideally, strength training would be accomplished 2-4x a week to maximize results while balancing recovery!



# Nutrition SHOULD NOT be extreme!!

When it comes to losing weight and getting the body you want, “eating better” is the most important step.

The only problem? Most of the common diet advice you receive simply isn't sustainable...

“Avoid your favorite foods forever!”

“Don't ever eat after 7pm!”

“Weigh and measure every morsel of food you eat!”

So if you've tried something before and “failed”—or just can't stick with it—you're not alone.

(And it's definitely NOT your fault.)

Here are 5 universal rules that will help you make better decisions today!!

- Weight loss and weight gain come down to energy in vs energy out
- Fruits and vegetables reduce disease risk, and are healthier than most things we eat daily.
- Sleep and nutrition go hand in hand, bad sleep = bad eating habits.
- The more processed the food, the less nutrient dense it is.
- Protein is the most important macronutrient to get right!

That might seem like a lot, but are you ready for some good news?!

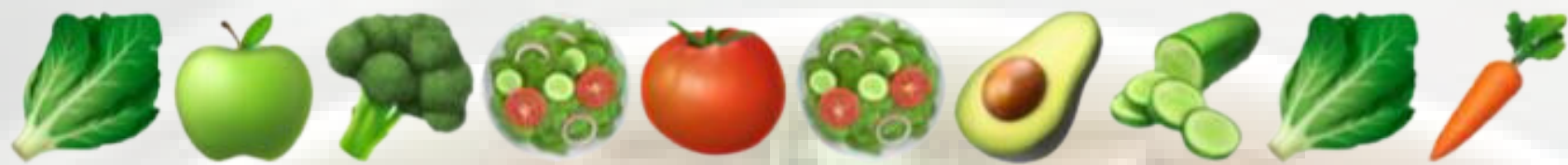
I can help you learn how to “eat better” so that it becomes easy, consistent, and automatic.

No restrictive dieting.





You think you're supposed to eat like this:



But when you try, you end up eating like this:



So why not just eat like this:





# Why do you need water?

You might've already heard:

Your body is more than 60 percent water.

It uses that fluid for some obvious things—blood, sweat, tears—and some less obvious things: regulating body temperature, helping your body make hormones, and stopping your brain from smashing into your skull when you're doing burpees.

"But can it help me lose weight?"

Let's dive (lol) into that and answer it now!

In 2010, a 3 month study was conducted to see how water played into weight loss.

Over the 3 months the water group dropped 3.4% body fat (from 39.9% to 36.5%) and 5.4 kg (about 12lbs) total fat while the nonwater group only dropped 1.1% body fat (from 41.0% to 38.9%) and 3.3 kg (about 7lbs) of total fat.

They also found that if you drank 500 mL (about 19oz) of water, your body would use 24% more calories for 60 minutes after drinking water.

So aside from

- Transporting nutrients and oxygen that are important for the cells to grow and repair
- Flushing important filtering organs like the kidneys and liver that remove toxins from our bodies
- And lubricating and padding joints

It will also support your weight loss goals!





# SUPERCARGE your sleep!!

“You’ll feel better after a good night’s sleep.”

That’s because the restorative benefit of a good night’s sleep does indeed make you feel better. In fact, it helps you:

- ✓ Make better food choices
- ✓ Have more physical and mental energy for exercise and work
- ✓ More effectively manage your stress and emotions (Just for starters.)

And in turn, each of those factors can contribute to better sleep.

So instead of a vicious cycle that makes life harder, adequate shuteye sparks a virtuous cycle that makes life better.

There’s a big problem, though. Many folks struggle with sleep.

There’s no one single fix for all poor sleepers, but the place many people should start is with their sleep schedule.

While that might sound obvious, if you haven’t been very intentional about this, you could find it very helpful.

The first step:

Be realistic about how much sleep you NEED and can get. Most people shoot for between 6-8, with the average of 7 being ideal for most people.

Second, build it into your routine as frequently as possible. Not every night will be a good night.

However, if you’re sleeping bad every night, and slowly get to good sleep 3-4 nights, and then 5-6, the benefits will compound and it’ll become easier to stick with.

The same way you commit to the gym, nutrition, and relationships is the same you’ve got to commit to sleep.

Sweet dreams!







Just a few clients who have done awesome, so you know I am not all talk

# Before After





# Before

# AFTER





Before

AFTER





And a few of my lifters with their post powerlifting medals





I just want to thank you again for taking the time to go through this E Book.

I hope it provided you with tremendous value, and that you are able to implement some of these strategies right away!

The reason that my clients succeed like this is because they have found their perfect balance!

None of them do this full time, and they all have kids, careers, and lives outside of the gym.

I teach balance, which allows for continuous and powerful growth!

I'm currently running a program for people who are sick of extremes and ready to adapt changes for life!!

I'm looking to fill it with dedicated people who are willing to give something sustainable a shot!!

If you want to get access to life changing results that last and allow you to enjoy foods, have relationships, and maximize time working out so you have more time for life, DM me "Programming" and I can walk you through getting started!

Looking forward to hearing from you!!

*Chris Treanor*