

Discover for yourself
**The Easiest "Diet"
In The World™**

Simply EAT!

5 Steps
5 Days
5 Pounds

Jon Benson

Best-Selling Author of "Fit Over 40" and "Continue To Climb!"



Simply Eat!

The Easiest “Diet” in the World

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EDITOR'S NOTE

The techniques, ideas, and suggestions in this document are not intended as a substitute for proper medical advice. Always consult your physician or health care professional before performing any new exercise, exercise technique or beginning any new diet— particularly if you are pregnant, nursing, elderly, or if you have any chronic or recurring conditions. Any application of the techniques, ideas, and suggestions in this document is at the reader's sole discretion and risk.

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Introduction

I bet I know you.

Let me guess—you have either tried “every diet in the world” and have yet to find one that works or works for you, or you’re a “diet book junkie”.

I fell into both camps.

For years I devoured every book on nutrition, health, fitness, bodybuilding (they know the most about nutrition), and, yes, even books with the word “diet” in the title. I have read over 500 books at last count.

Talk about *confusion!*

I bet you know what I mean.

One expert swears by low carbohydrate eating; the next says this approach will kill you before you’re 40.

One guru says that you need to eat nothing but fruit; still another says this will drive your blood fats through the roof.

I wrote *Simply Eat* for a simple reason: to put an end to the rampant confusion while still allowing each person to consume the “diet” of his or her choice. This is the *anti-diet*, as it is more of a system of nutritional planning than a “diet”, but it is applicable to any “diet” you wish to apply it to.

What You Can Expect From This Book

You will walk away with many distinctions that will change the way you perceive your life and your body. That may seem like a bold statement, but I have been doing this for too many years to believe otherwise.

You will learn and begin to apply five basic steps. These steps (or principles) are the five elements every nutrition plan that has ever been successful have in common. These principles will work on any food plan. If you choose Atkins, Burn The Fat, Body For Life, vegan or vegetarian eating—whatever. It does not matter.

You can also expect to shed five or more pounds in five days. This weight will not be all in the form of body fat, but it will be *needless pounds that you must shed in order to burn fat more effectively*.

You can also expect to be challenged by the *daring of simplicity*.

I bet that sounds strange.

It will not in a few minutes.

Five Secrets That Precede the Five Steps

I'm going to let you in on five secrets right now—right here in the introduction.

(You may notice the number "5" recurring throughout my treatise on sane, effective nutrition to burn fat. It just so happened to work out that way. There is nothing mysterious about the number 5, just in case anyone is wondering.)

Secret Number 1

The word "diet" is half the problem. Stop using it right now. If you'll notice, I put that dirty word in quotations, and for good reason. Why?

Secret Number 2

No one on earth likes to diet. Therefore, why on earth do we expect anyone anywhere to succeed at something *everyone dreads*? There must be a better way...and there is.

Secret Number 3

Contrary to what you have heard, all diets *work*, and all diets *fail*.

How can this be? Isn't the popular anthem of the ones in the know that *all diets fail*? Yes, it is—and they are correct. However, and this is key, *everything works if you let it*. That's what we have 10,000 books on dieting and, for some, each system works.

For the majority, unless you're lucky enough to stumble on the one plan that suits your personality and your taste buds at the same time, the diet will only work for a short time. This average time is about *twelve weeks*. That number should sound familiar to you. It's the number most "diet gurus" use for their programs. Now you know why.

Secret Number 4

Since "every diet can work", there must be common principles behind every diet that create the results people are after. There are—five to be precise. (There may be more, but I narrowed them down to five principles that work universally.)

Secret Number 5

The "hidden" principle behind all five of the *Simply Eat* principles for lifelong success is perhaps the most important:

You must be willing to accept the concept of a lean, vibrant and healthy you into your life. You must do this right now, before we even begin.

You must "reboot" your internal hard drive...and I am not referring to your computer.

Let's get started.

What to Do Before You *Simply Eat*: Reboot Your Brain

Let's get to that fifth secret. The answer is contained within an exercise. Ready?

First, divide a sheet of paper into two columns. Title the left column, "In the past..." and the right column, "As of today..." This is called a *declaration of intent*. You are putting a principle called *the law of intention* to work for you. I will delve into that later in the book.

Second, write down the top five things that you feel have held you back from achieving the body and the health you desire. Don't worry—all answers are fair game. There is no judgment here. Just write the truth as you see it.

Third, next to each of these five reasons for past challenges, I want you to *dare something massive, something larger than yourself*. I want you to "dare to dream" as they say, but this will not be a dream—this will be your future's future.

I will give you some examples momentarily, but I want you to understand what I mean by massive daring.

"Diets" fail for the same reason your past intentions have let you down—*they were too small and too limited in scope*.

Think about it this way: a "diet" is something you start *and then stop*. Does this sound like an efficient way to reprogram your mind for a lifestyle of health and leanness?

If you say to yourself, "I want to lose thirty pounds," and that's all you say, you have not given your mind a large enough reason (what I call "levers") to propel you to move beyond your current comfort zone.

Humans love to be comfortable, correct and certain—the three "Cs" than can lead you to a C average in life! Now, *certainty* is one of the best things you can ever achieve in your life as long as that certainty is based on truth. Again, I will cover more on that later in the book. However, *comfort and correctness can lead to absolute misery*.

We were not designed to be comfortable. I am not speaking of pleasures, such as sitting in the warm sun, or curling up in a comfy bed with a book. I am speaking of a state to where our bodies are not challenged, our minds are not in a state of expansion, and our spirits are stifled. This type of comfort must be challenged daily, otherwise we stop living and begin to merely *exist*.

How does this all apply to dieting? Look at that list on the left-hand side of your sheet of paper—the reasons the past has let you down. Notice if you will that *in every instance there was an underlying desire to remain in your zone of comfort*.

You cannot be within a comfort zone and be growing at the same time. However, you can be *comfortably growing*. There is a difference, and it is all between your ears.

First, here are some examples of what you may have written down and how comfort is the underlying theme. Following these examples are some Challenge Questions for you to ask yourself. Do not be concerned with knowing the answers. Rather, for now, just ask the questions. Let your mind work on the answers. You will be surprised.

I didn't know what to eat.

Comfort Factor: "I wanted to stay within the foods I knew about rather than expand my taste buds and/or knowledge base beyond my current comfort zone. I was *uncertain*, and I *wanted to be 'right'* rather than potentially fail."

Your Challenge Question

"How can I choose a lifestyle of both certainty and mystery when it comes to food, while I enjoy every minute of the ongoing journey?"

The diet was too hard and I had too many cravings.

Comfort Factor: "Somewhere deep inside, I equate "simplicity" with something that requires no challenge. I am just now beginning to realize that life itself is both simple and challenging—therefore anything I want to do in life that really makes a difference will be both simple and challenging. I have feared *challenge* in the past."

Your Challenge Question

"How can I decide today that my life and my body are worthy of a daring challenge, as if I were climbing a mountain, yet discover the path that is the least difficult?"

The diet stopped working after a period of time and I became frustrated.

Comfort Factor: "One some hidden level, I would rather be *content* and not make progress than frustrated and faced with the challenge of discovery—learning why something was not right for me and altering course. Contentment is a degree of comfort."

Your Challenge Question

"How can I enjoy the process of discovering which nutrition plan works best for me while always staying in motion?"

I became distracted by life and circumstances and went back to my old patterns.

Comfort Factor: "Distractions are uncomfortable. They interfere with the comfort of *flow*."

Your Challenge Question

"How can I create massive flow in my life and choose to plan my daily existence rather than allowing existence to *plan me*?"

There are just a few of the many examples.

Before we go further, I want you to know that I fully realize that these concepts may not be what you expected out of a "diet book"—but this is no ordinary diet book. It's an "anti-diet book" if anything, and if you accept and allow my five principles for healthy eating and fat-

burning into your life and mind, you will begin to see that dieting is far more than what you put into your mouth.

Successful, lean, healthy eaters know this key secret: *the mind must change in order for the body to change.*

Spring Cleaning

NOTE: Skip this chapter, or gloss over the details, and you will circumvent anything but momentary progress. Remember, we do not want a twelve-week challenge, but *a twelve-year challenge*. We want to desire something massive, and twelve weeks, or heaven forbid twelve days of crash dieting, is certainly not what the doctor ordered.

Every spring, millions of people decide it is time to clean house. I'm not sure why spring was the season chosen, but I suppose the powers-that-be had their reasons. I prefer to spend my spring outside and let *others* clean my house! However, in our case, this is not an option.

The spring cleaning I am referring to involves your mind—the current beliefs that are holding you back and sabotaging your success. These beliefs extend far beyond the realm of food and diets. In fact, you can and should use the tools in this chapter to fully empower every element of your life, from the physical to the financial.

Here's where we begin: *with the massive dare.*

We must create something daring for ourselves. Otherwise our minds become quite bored with, well, *eating chicken and rice*. If that is what we assume we're doing when we eat a healthy meal—JUST eating chicken and rice, or tofu and veggies—our mind eventually moves on to more stimulating thoughts.

Can you blame it? After all, how provocative is a plate of veggies?

You can change this. In fact, you *must* change this if you are to ever discover the you that is trapped under the flesh and limiting beliefs of your past and your present. Body fat is like a prison. I know, as I was obese at one point in my life. I also know because I work with thousands of people in my M-Power Total Transformation Series who come searching for answers to their bodies and their lives.

The two are intimately connected—far more than most people will ever realize.

[For More Information About M-Power, Click Here](#)

The key thing being obese taught me was that we forge our own prisons out of our beliefs and our consumption. I am not speaking only of consuming food, but of *consuming thoughts*. Our thoughts become who we become. Our thoughts become the foundation for the rules of living what we alone create.

If you currently have limiting beliefs, such as *I will never be lean, I will always be fat, I cannot succeed at _____*, and so-on, you must do this right now:

Accept full and total responsibility for creating and/or accepting these beliefs into your mind and life.

Until *responsibility* is assumed, you will find yourself afloat on a sea of wondering rather than wonder. Wonder is beautiful—wondering is agonizing.

We must establish *actual certainty based on truth* in order to move past these limiting beliefs.

The fact is that if you created and/or accepted these beliefs, *you can recreate and reject them just as easily*.

That, my friend, is great news.

Do not let the simplicity of this truth fool you. You will discover many things in *Simply Eat* that may sound “too simple”. Some will be a bit more complex, but the majority of this little book is simplicity defined, even if may not seem so right now.

(I thought I would cover the heady stuff first...)

Albert Einstein is famous for saying, “Everything should be made as simple as possible, but not simpler.” So do not be surprised that most of my principles are ridiculously simple.

They just require an acceptance of *daring and challenge on your part*. That does not make the principles any less simple.

For example, Jesus Christ once said, “Love your neighbor as yourself.” Sounds simple. Looks simple.

It’s actually quite challenging—but in the challenge comes the growth and the juice of life. That is the key to long-term success at anything, especially “dieting”: accepting the challenge of simplicity.

A truth may be simple in construct, but require a daily challenge to fulfill. We must choose right now to rediscover the joy of challenge. Just as in the mountain climbing analogy I used earlier, we must learn to live for the climb rather than fearing the summit.

As I wrote in *Scale The World* (<http://www.scaletheworld.com>), “Avalanches always fall. Therefore, staying put at the base of life is a sure-fire way to become buried by existence itself.”

You can choose to scale, or choose to smother. Which will you decide today?

We Continue with *The Core*

The following information comes from Week 1 of my M-Power Series. I’m sharing a part of this with you because *it is the most vital information I know to transform your mind and body*.

The Core.

What is it? Where is it? Is it in meltdown, or is it currently stable?

Let's begin with some questions I ask my one-on-one clients during their first week. This is where you will need that pencil and paper again. Ready?

I'm sure you're all familiar with Rod Serling's brilliant but eerie tales from *The Twilight Zone*. Most of them dealt with issues from what I refer to as The Core—the dynamics that really make us human. So, pretend I'm Rod Serling for a moment:

What if I could snap my fingers and instantly grant you the perfect body and perfect health? Would you take it? Most of us would. A few people would bravely pass, opting to "earn" their physiques, but the vast majority of us (including myself before I thought about it) would jump at the opportunity.

However, just as in Mr. Serling's scenarios, there's a catch: you are stranded on a deserted island for the rest of your life. You have everything you need to survive in comfort—except companionship. Would you take it then?

Perhaps a few people would. Chances are, however, you are not one of them. If you would not take this offer, write down your reasons why. Remember, there are no right or wrong answers.

Okay, we'll make the next one easier. I'll grant you the same gift (perfect body and health) without stranding you on an island. This time the only catch is that you only have it for five years. After the five years is over, you turn immediately into an obese and sickly individual.

Would you take it? Perhaps you may reason that five years of having a perfect body and health would instill a greater desire to get it back afterwards. Most people realize this is not the case, and that it is far worse to lose what you had than to never have had it at all.

What would you do and why? Please write down your answers.

One more test, with the same wish granted. No island, no obesity, simple physical perfection for the remainder of your life. No seclusion.

You merely have to give up your soul (for those of you who do not believe in the soul, substitute "your spirit" or "what makes you unique").

What would you do and why? Please write down your answers.

So, what is the point to all of these strange questions? They're meant to draw you to one inescapable conclusion:

You want more than you currently believe you do.

This is not “greed”—this is humanity. We are complex, multi-dynamic entities. All of us realize this, of course, but few utilize the power that such truth possesses. Power can become leverage, and leverage is what we seek. Leverage will help us achieve any goal, be it physical or otherwise, with the fringe benefit of becoming who we really want to become in the process.

The Core is the ultimate test of, as the inscription on the Oracle of Apollo suggests, “knowing thyself.”

Let’s now give The Core a working definition:

The Core is everything in your life and spirit that you would both live and die for—those things that you would literally give your life to defend, and those things that you would not want to live without. The Core is what makes you *you*. It is what makes you move, tick, groove, fail, succeed, dream, eat and live.

The Core is the *why* behind it all.

Filling a Full Glass

Let me ask you this: how much water can you pour into a glass that is already filled to the brim? What is the outcome when you try?

You have a mess on your hands.

So why do we believe that we can fill our minds with empowering beliefs without cleaning out the disempowering beliefs first?

We cannot. We must spring clean our minds, replacing limiting beliefs and a mindset of living in the past with empowering, enabling beliefs and a mindset of living in the moment with our eyes on our destiny. Sounds lofty, but it really isn’t. In fact you do not have a choice. It is one or the other.

However, you cannot just remove a limiting belief *without* replacing it with another. Nature abhors a vacuum. Perhaps you remember that from high school physics. It is the truth, especially when it comes to the mind.

This is also why diets fail when they do. *You are attempting to remove something without replacing it with something else.* Diets are built on the concept of deprivation—on removing calories, foods we enjoy, or restricting our desires. Eventually you will cave in. The “diet fails”, or you fail the diet. Either way, however, it is not your fault.

It is the fault of *faulty programming*. Limiting beliefs about *why* you are engaged in this “diet” to begin with, *unworthy challenges* for your mind to conquer (like a class reunion, or a vacation), and *a lack of clarity* as to what this process will do for you and everyone in your life.

I'm asking you to rise above 99% of the world and do something about it. To accept the dare of a lifetime and choose to remove the dirty water of your past experiences and beliefs for the purified water of reasonable and powerful thought. Ready?

We first have to clean The Core. Right now, your Core may be a bit dusty. Perhaps you do not even know where to find it. Perhaps life has been placed on autopilot for so long that you have temporarily misplaced the keys to your own destiny.

Again, no problem—and I cast no judgment. I have been there, as have most people who have ever lived. The difference is that you and I will do something about it.

Let's rediscover *your Core Values*. This is important, and I'll tell you why.

If I asked you to lose twenty pounds in three months, could you do it?

Okay, let's say I asked you to lose twenty pounds *and keep it off for twenty years*. How about that? Could you do it?

Here are the two versions of the challenge:

Version 1

I want you to lose twenty pounds of fat and keep it off for twenty years because you know you need to. You have a big summer planned, and you really don't feel too good in your clothes right now. You are tired of being *tired*, and ready to move on to a life where you look better in the mirror every morning. You want the people you desire to find you attractive. You want to have the admiration of your friends and family. You want to prove to yourself that you *can do this*.

Version 2

I want you to lose twenty pounds of fat and keep it off for twenty years because if you do not, I will kidnap your (fill in the blank...wife, husband, daughter, son, etc.) **and kill them if you fail**.

Drastic, I know—but this exercise was done not to scare you, but to shock you into reality.

Version 1 has a key word that is repeated over and over again. Can you find that word?

It's obvious now that I pointed it out, isn't it? *You*. You, you, you, and some more you just in case there was not enough *you* the first time.

Version 2 cuts right to your Core Values of love, family and life in the most brutal of ways.

Frankly, there is not a person on earth who loved their family that would not succeed, no matter the cost, if actually presented with Version 2. Thankfully, The Core does not mean "death" or "harm"—it merely places your values where they actually are.

Now, are you ready for the moral of the story?

The reality is that the choices you make today, tomorrow and forever directly impact the lives of everyone listed in Version 2. This includes your physical body, health and energy.

Rather than thinking of this as taking the lives of those you love, think of it as removing the “you” that could be from their lives. The you that possesses boundless energy, tremendous health, and a body you can be proud of. What kind of impact would *this version of you* have on your family, your friends, and your entire inner circle?

You see, The Core forces you to think *beyond you* and consider every reason why you chose to do something. It gives you that greater purpose. It creates a massive dare, a challenge worthy of your mind and your existence.

Now, consider this as opposed to “I want to lose weight for my vacation.”

Do you see the *massive difference*? Good...because without seeing this difference, you will be relegated to a lifetime of ups and downs when it comes to food, and probably success of any kind.

Only when you employ the leverage of your Core Values to your goals can you achieve them with seemingly little effort or forethought. After all, how much consideration or planning would you have to do if Version 2 was your only alternative? You would dive right in not even caring if you had the right answers! However, Version 1 may make you hesitate and ponder for weeks, even years.

What we need is a *Version 3*. This is a version based on what you can give yourself, your loved ones, and your future. There is no ‘death’ involved—only the choice to live fully and with total clarity on how important you actually are to the world around you.

In order to do this, you must first discover and write down your Core Values.

The Value-Added You

Core Values are usually one-word descriptions of the big things in life...the things that really matter. Few people bother discovering these values, let alone applying them as leverage toward their goals in life. You are about to become a part of a very select club whose membership is noted by the badge of success and fulfillment.

Here is just a partial list of Core Values. These are universal. Still, you must create your own list. Use this list as a starting point. Ready?

Love
Peace
Compassion
Unity
Mercy
Individuality
Intimacy
Service
Companionship
Creativity
God
Truth

Family
Beauty
Freedom
Wisdom
Power
Acceptance
Longevity
Integrity
Joy
Passion
Happiness
Honesty
Fulfillment
Ambition
Contribution
Invention
Security
Confidence
Comfort
Strength

How is that for a start?

A Lever Large Enough to Move the World

There is a quotation I love by one of the greatest mathematicians in history. He lived hundreds of years before Christ ever walked the planet, yet his thoughts are still astonishing to the most modern man.

Archimedes said this: *“Give me a lever large enough and place to stand upon, and I will raise the world.”*

That is exactly what you are going to do with your list of Core Values. They will become your *fulcrum*, the base on which a lever sits. From there, you will form *Core Levers* so powerful that they can move you into action and blast you past any perceived obstacle or wall you have encountered in the past.

Allow me to give you an example of how powerful Core Levers are and how they affect our motivation and our actions. After this, we will create some Core Levers of our own, specifically targeted to *shedding body fat, gaining health, and living in vitality*.

Think back to that horrible day in American history: September 11th.

Do you believe those firefighters and policemen, some of whom were off duty at the time of the disaster, merely labeled themselves as “employees” of the fire department? Is that the Core Value they assigned to running into a burning building, fully knowing they would surly die the process?

Hardly. Would you do that for your employer? Unless you are self-employed, probably not!

However, these brave men and women had a Core Value linked by a Core Lever in their minds and souls to their job that was so powerful it overrode all their base instincts, even that of self-preservation. Call it contribution, power, mercy, love, god...whatever you wish. This Core Value is what drove them up those burning stairs.

It was certainly *not* a paycheck.

Now, let's apply the power of this truth to you and your goal of discovering an eating plan that will work for you. Instead of "going on a diet", what if you decided to adopt a lifestyle eating system that empowered you to fulfill your family's needs and become a living role model to your children? What if you chose to eat and move in a way so that your friends and loved ones would only see a powerful, youthful, healthy *you*?

Wow.

Can you even begin to compare that to, "I really should lose these love handles for my ten-year reunion?"

Winston Churchill said, "The price of greatness is responsibility." Perhaps now you are ready to agree with this and take on an attitude of *ruthless responsibility!* That means cleaning out the Core and replacing limiting believes with Core Levers and beliefs that inspire you into action.

Examples of Dietary Core Levers

Here is how you create a Core Lever and apply it to your goal of achieving the body and the health of your dreams.

The first step is to realize your true reasons by taking a trip down The Why Highway.

Why are you reading this right now? Are you bored? Curious? Wanting to learn?

Let's say it is a desire to learn and grow.

Why?

This may seem like a strange question, but it is actually the most important question you can ever ask. Why do I want _____?

Why do you wish to learn and grow?

Because I do not like my body the way it is right now.

Okay, why is that?

Because I feel fat and out-of-shape...old before my time!

Really? Why is that important?

Well...gee...I don't know...isn't it "just" important? No? Okay...I suppose it is because I know that there is more to life than what I currently have.

Why do you desire more out of life?

Because I want to leave my mark on the world and those whom I love before I pass.

Why?

Because I desire to contribute rather than merely participate!

Now we are getting somewhere.

From this fictional example, we can see that the actual reason behind the motives to read my book is that *you have a Core Value of contribution.*

You know life has more to offer, and you also know deep inside that you do not want everything and, as our example earlier, find yourself stranded on a desert island. You want to *share you life and success with others.*

This is now no longer about you. This is about your entire world.

I would like you to perform this exercise and discover for yourself the actual reasons why you want what you want.

Ask yourself this: "Why do I want to be lean and healthy?"

Keep asking why until you arrive at one of your Core Values. You will then discover your ticket to *creating a massive lever, one so large it can move your world.*

Okay, let's say you came up with four reasons why:

- Freedom
- Love
- God
- Passion

That would be a tremendous start!

Now, let's create Core Levers out of each of these examples. I want you to do the same with your actual Core Values you discovered from this exercise as well.

Freedom

"Shedding ____ pounds of unwanted body fat will allow me to experience freedom. I will be free to wear whatever I please, free to travel and enjoy my surroundings, free to share my body and my life with my mate, free to attract more love into my life, and free from the prison of "living to eat" rather than eating to live!"

Love

“I now realize I can only love my family and friends to the extent I love myself. Therefore, I will release ____ pounds of unwanted body fat so I can become a loving example of health to everyone in my life, and increase the degree to which I love and accept myself in the process.”

God

“In order to fully worship my God, I now choose to take care of the creation that is my body. I will replace ____ pounds of unwanted body fat with ____ pounds of lean, healthy muscle so my temple is one I can be proud to present.”

Passion

“Shedding ____ pounds of unwanted body fat and choosing to eat for fuel and health will render me full of passion for living. I will have the energy and the drive to pursue the things that only a fit and healthy body will enable, and I realize this is my right as this is one of my most cherished of Core Values.”

State Your Intentions

Notice that I did not make one negative statement in these examples. For example, I did not say, “My current body is horrible, so I desire...” I phrased all things with this cardinal rule in mind:

Only state what you desire.

Do not waste your time declaring to yourself what you do NOT want.

Right now, I do not want you to think of a white puffy cloud.

Really...don't even THINK of a white, puffy cloud.

If you're being honest with yourself, a white, puffy cloud probably leapt into your mind in a millisecond. The reason why is simple: we only get what we focus on.

Which brings us to the last bit of our spring cleaning session before moving into the five principles of *Simply Eat...*

Focus and Replace

Since we know that nature abhors a vacuum, it only makes sense that removing foods from your daily diet without replacing them with other foods you enjoy is a sure-fire way to dietary disaster.

The same is true of your thoughts.

You can choose to no longer believe something, but unless you focus on what you *now choose to believe to the exclusion of all else*, it will do you little good.

You do not want to “not be fat.”

You want to be LEAN.

You do not want to “stop feeling sick and tired all the time.”

You want to feel HEALTHY AND ENERGETIC, all the time.

You do not want to “lose weight.”

You want to REPLACE UNWANTED FAT WITH ENERGY AND LEAN MUSCLE.

Do you see how this works?

Let's use a daring example. Right now, I want you to do the following: go to your bathroom mirror, remove your clothes, and say to yourself, with all the conviction you can muster, “I HATE BEING FAT!”

I bet you feel really miserable, don't you? Well then, *why are you saying it?* Is it because I told you to? Nonsense—you've been saying this for years and years. Your subconscious mind has been telling yourself that you “hate being _____” since you were a small child!

Now, try this instead:

“FROM THIS MOMENT FORWARD, I AM IN THE PROCESS OF LEARNING AND DOING ALL I REQUIRE TO BECOME LEAN AND HEALTHY FOR LIFE!”

I bet you feel a lot better saying this, don't you?

However, what you just spoke was the truth. It wasn't pie-in-the-sky positive thinking. It was *truthful thinking!* You are actually *lying* when you say, “I am fat.”

You are not fat.

That is like me saying, “I am table.” Or, “I am lamp.”

Fat is a soft greasy substance occurring in organic tissue and consisting of a mixture of lipids. So, how can you BE fat? You cannot.

You can only *carry more fat than you desire*.

See the difference? One is disempowering because it is cruel, it is a lie, and it is not what you really want to say to yourself.

The other is the truth—period.

You must choose right now to replace the poor programming with the truth. What is great is that the truth just so happens to be empowering, uplifting and brimming with potential.

As Jack Nicholson implied in *A Few Good Men*, can you handle the truth?

I think you can. In fact, I know you are ready to engage in Core-based living. We are talking about a life lived at the very depths of truth and substance. We are speaking of a life in which you choose to *only focus on what you desire, not on what you lack or do not want in your life.*

Most people wander through life focused only on what is missing. "I can't pay my bills." "I am too fat." "I am too stupid."

Just consider what power the following small shifts of thought would have on anyone who is saying these things:

"I seek greater abundance in my life so I can achieve _____."

"I choose to shed _____ pounds of unwanted body fat so I can fulfill _____."

"I continue to learn and grow in my life in every area that matters because _____."

The _____? That is where you Core Levers go. Put them in right now.

With this as your foundation, the following five principles of lifestyle eating for a lean and healthy body will become as second nature as brushing your teeth.

Now we are ready for the 5 Steps of the *Simply Eat* program.

Step 1 of *Simply Eat*: Cleanse the System

– or –

Prep Your Pipes

In reading over 500 books on the subject of nutrition, only a few made mention of this principle. The truth is no “diet” will work without it. One has to wonder why so few “experts” miss this principle.

You must clean the pipes in preparation for new fuel.

What does that mean?

Think of your body as a collection of drainpipes. These pipes are your intestines, your colon, your stomach (the “garbage disposal” if you will), and your esophagus.

Over the years, what happens to drainpipes...especially the ones that have been exposed to *the wrong materials*? They get clogged up. They get “goeey”, as a friend of mine likes to say...full of muck.

No one would dream of letting blocked, mucked-up pipes go without a good cleaning. Yet 97% of all diet books do not bother to mention the fact that *your internal pipes are currently in need of cleaning*.

Nothing you put down your pipes will matter if nothing can be absorbed. Unlike drainpipes, which only filter substances from one point to another, your internal pipes filter and *absorb*.

You are not what you eat. **You are only what you *digest*.**

Without taking the time to make your digestion optimal, you might as well feed yourself animal crackers for all the good it will do you!

Digestion is not a job relegated to the stomach, or even the intestinal tract. The reality is almost every major organ in the body has something to do with digestion. Your brain controls hormones that regulate thyroid, which is crucial to the metabolic process. Your pancreas, battered from the time you were born with ten times the amount of sugar it was designed for, is the “enzyme factory” of the body.

There are dozens of other examples, but let’s keep this simple—*time, poor food, toxins and negative thinking have taken their toll on your body’s ability to digest food.*

Time is an obvious key player. Things rarely “break up” in the body...the “break down.” This is the Law of Entropy in action. This law states that materials in a close environment tend to decay. This is one of the many reasons we age. However, the aging process is *greatly accelerated* by the inability to digest the nutrients we need for a youthful existence.

Poor food is akin to dumping sugar into your car's gas tank. Your gas tank can be replaced for a few hundred dollars. Your stomach cannot. Odd that so many people value their cars more than their bodies, isn't it? It isn't because we are "bad", but rather because we are *unaware of our Core Values*. Too many years of auto-pilot living have caught up, and it is time to make some manual adjustments.

Toxins in our food and our environment are creating nasty little life-scavengers called *free radicals* every moment of our existence. Without enough *anti-oxidants*, our natural defense for free radicals, toxins will eat away at our inner workings. This has drastic effects on your ability to metabolize food and convert it to energy.

So many people complain about a lack of energy, yet so few see the connection between digestion and drain. For example, have you ever had a good eight or even nine hours of sleep, only to wake up drained and tired as if you only slept a few hours? The reason is usually digestion. Your body is expending *more energy than is required to run ten miles* digesting your food during sleep. Unless this process is primed, the energy drain is enormous.

I would say that 80% of those with "chronic fatigue" are merely *digestively impaired!*

My final key player may still come as a surprise to you—*negative thoughts*.

Your Thoughts Become You...Literally

The sooner you accept this degree of ruthless responsibility, the faster you will achieve the life you desire.

Research has now demonstrated in pictorial form how "negative vibrations" of anger, distrust, and hopelessness are destructive to our physical natures. The photographs of Masaru Emoto, a Japanese researcher and author of *The Message from Water*, will confirm what I am saying. From Mr. Emoto's work, we are provided with factual evidence that human vibrational energy, thoughts, words, ideas and music, affect the molecular structure of water, the very same water that comprises over seventy percent of a mature human body and covers the same amount of our planet.

Words of hate alter water – literally. According to Emoto, *hate deconstructs at the molecular level, while peace and abundance are forces of creation*. This may sound rather new-agey, but it is difficult to argue with literal photographs. I urge you to pick up this book, or merely search the Internet to see Mr. Emoto's photographic evidence and judge for yourself.

Negative thoughts literally deconstruct water at the molecular level—and you are *seventy-five percent water*.

Put it all together and you come up with a mind and body equation which states, simply, that you are a magnificent machine in need of daily maintenance and programming, both physically and mentally, in order to operate at peak efficiency.

It is Time to Call the Plumber

The first three days (a week is preferred) on the *Simply Eat* program will help you get your pipes cleaned out and ready to absorb all the good stuff you are about to consume. In the process, you will shed some pounds.

Some of these pounds will be fat, but most will be *needless junk* that currently resides inside of you. Fecal matter can stay in the colon for decades. Can you imagine the toxins this creates and the damage this can do to your entire digestive system?

We also need to give your organs a bit of a break from the foods they have been exposed to for years on end.

Our solution is a modified *cleansing fast*.

Do not worry. You will not be deprived of food for long, and this certainly isn't the way you will be eating for life. We just need to prep the pipes. Ready?

Day One

- Take a trip to the health food store and purchase a *liver and colon cleanse formulation*. There are many brands to choose from. I recommend SupraLife or BioCleanse. In fact, Dr. Steven Whiting has an extended liver/colon cleanse which I will share with you momentarily that is excellent.
- Consume only fresh vegetable juices and a small amount of fruit juice (unless doing the BioCleanse program) along with as much pure water as you can drink.

Now, you will get headaches, but it is important that you do not take aspirin or any sort of pain reliever for them. This is your body's natural process of detoxification. Let it run its course. It will not last long.

Your hunger will subside in about twenty-four hours. You may even begin to feel euphoric after a few days!

Day Two

Repeat day one, but add several large stalks of celery to be eaten prior to bed.

Day Three

Repeat day two, but start your morning with a large raw carrot.

After day three, you will want to add foods in *slowly, not all at once*. Be careful with this process, as your body is in a delicate state.

NOTE: you may break out, feel cold-like symptoms, and feel a general sense of anxiety. All of this is normal for anyone detoxifying the body. Also, when you use a liver and colon cleanse, you will want to make sure you are not traveling. You will require frequent trips to the restroom. I recommend that you perform this "quick fast" on the weekend when your responsibilities are at their minimum.

Dr. Steven Whiting's BioCleanse Extended Fast and Cleanse

I do not endorse any products, nor do I profit from mentioning them...just so you know. However, I do like BioCleanse for the simple fact that the process is very thorough and the products are simple in nature.

For more information, [please visit this website](#).

EXTENDED CLEANSE (using BioCleanse basic products)

—by *Dr. Steven Whiting*

Because of the direct role that toxic waste plays in the disease process, it is essential that the bodily tissues and digestive tract be periodically cleansed of these unwanted poisons if we expect to maintain optimal health and/or see significant improvements in an existing health condition.

The best way to rapidly, yet safely, remove these toxins from the soft tissues of the body is through a modified fast which causes the liver, kidney, colon, and bowel to dump their stored toxins into the blood stream for eventual elimination via the urine and feces.

NEEDED:

- Between 12 to 15 fresh lemons daily for 3 days
- About 3-4 quarts of distilled water per day for 3 days
- A multi-herbal formula which includes the following ingredients: Fiber, Quassia Bark (approximately 50 mg), Black Cohosh Root (approximately 25 mg), Red Sage (approximately 50 mg), Golden Seal Root (approximately 10 mg)
- Additional fiber tablets
- Honey (to add for taste)

DAY ONE

Prepare one and one half cups of freshly squeezed lemon juice. Add to two or three quarts distilled water and mix in a little honey for taste. This will be your total intake of fluid and food of any kind for the entire day. Sip this mixture slowly throughout the day. If you become excessively thirsty or develop a headache this first day, make up another quart of the lemon and honey water and continue sipping it as needed. In addition, take eight (8) fiber tablets in the morning and three (3) capsules of the herbal combination at night. Be sure to consume plenty of the lemon water with both the fiber tablets and the herbal tablets.

DAY TWO

Continue as on day one. Prepare another fresh batch of the lemon-honey distilled water mixture and sip throughout the day. Take eight (8) fiber tablets in the morning and increase the herbal combination to four (4) capsules in the evening.

DAY THREE

Prepare another fresh batch of the lemon-honey distilled water mixture. Continue as on previous days, except increase the herbal combination to six (6) capsules in the evening.

DAYS FOUR AND FIVE*

Stop using the lemon water mix, but continue taking the fiber tablets. Drink any amount of tomato juice or carrot juice. You may also use white grape juice if diluted with 50% water. **DO NOT CONSUME ANY CITRUS JUICES OF ANY KIND.** Fresh, non-distilled spring water may be taken in any quantity. Reduce the herbal capsules to three (3), taken in the evening with plenty of water.

**Day four marks the end of the concentrated cleansing program, but continue to follow the outline given for days four and five in order to reap the full benefits of the program and avoid shocking your body.*

DAYS SIX AND SEVEN

Continue as with days four and five, but you may now add fruits and vegetables. Take the fiber tablets as before in the morning and the three (3) herbal capsules in the evening.

DAYS EIGHT AND NINE

Add yogurt and/or cottage cheese to your diet. Reduce the dietary fiber to four (4) tablets and stop taking the herbal combination altogether.

DAYS TEN AND FORWARD

Add whole protein foods such as chicken and fish slowly, for instance, at one meal per day. (For vegetarians or vegans, consume tofu or other lean sources of protein.) Gradually return to your normal protein intake over the next few days. You may stop taking the fiber tablets unless you do not get enough on a regular basis.

What is Next?

Chances are great that you now feel better than you have in years. The challenge of the first few days was worth it, wasn't it? Most people will discard anywhere from five to fifteen pounds of unwanted body mass! Just think of that.

Now that your internal plumbing is nice and clean and your mind has been renewed with empowering thoughts, it is time for Step 2.

Step 2 of *Simply Eat*: Smart Meals are not Dense

– or –

Choosing Natural Foods That Are *Low* in Energy Will Give You *High* Energy and *Low* Body Fat

Isn't it ironic that the foods that are the *lowest* in energy give you the most sustained energy? It is true, and it is also the first step to understanding what all successful diets have in common:

They focus on consuming whole, unprocessed, natural foods.

However, this is not enough to ensure success. *Simply Eat* goes one step further by advising you to eat these same foods, but *for the majority of your meals, choose the ones with the lowest energy density.*

That all sounds complicated perhaps, but it isn't. Let me explain.

What is a Calorie?

A calorie is nothing more than a unit or measurement of heat. Heat is a form of energy; therefore a calorie is something that generates energy.

"Too many calories" means too much energy. Sounds like a good thing, right? Not so. I want you to picture trying to cram twice the amount of energy required into a 9-volt battery. What would happen to the battery?

It would cease to function.

Just like in the movie *The Matrix*, we are indeed large, walking batteries. (Fortunately aliens are not using us for food, but that did make for some entertaining science fiction.)

Put too much energy into your body, and you too will cease to function. You will become lethargic, sick and eventually die.

We are not a world of chronic fatigue due to a lack of supplied energy. We are fatigued because *we are being supplied too much energy in the form of food.*

One of my five steps, principles of every sound nutrition plan ever created, relies on a relatively new concept called *the energy density of food*. All this means is that you choose foods that are bulky and filling, but provide the least amount of calories.

Here are some examples.

Let's compare the lowly apple to a food source *of equal mass*: white bread. White bread is white death. It is one of the most horrible foods you can ingest; yet our kids eat it like it was the elixir of life.

Take two apples and weigh them. Let's say they weigh half a pound. (They are big apples.) Now, how many slices of white bread would it take to equal *the same half-pound*?

You would have to eat an entire loaf of bread to get the same volume you get in these apples.

Now, look at the calories: the apples weigh in at about 300 total calories. Most of the weight comes from water, so the *energy density is low*. This means that water and fiber are the main components of the bulk. On the other hand, white bread has no fiber and contains virtually no water to speak of.

And, the loaf comes to over 2,000 calories (assuming 24 slices of bread).

Do you see the difference?

Now, most people would be full long before that loaf of bread, but there is no way that 300 calories of white bread will fill you up like 300 calories of apples! Not even close.

Let's take another example, and this is for the non-vegans and vegetarians (although tofu would be an ideal substitute): the chicken breast.

Compare 4 ounces of skinless breast of chicken with, let's say, 4 ounces of soda pop. Pure sugar.

Which of these foods, if you count pop as food, will fill you up more? Which will give you the most energy? Trust me, four ounces of chicken (or tofu) will give you steady energy over the course of hours while that four ounces of sugary pop will give you momentary rocket fuel-like energy, only to burn out quickly.

After it burns out, it burns *you out*.

The Great Potato Study

A study was done several years ago as a way to prove that "all calories are not created equal." (By the way, this is one of the many reasons counting calories will let you down. Yet, many doctors still say, "It's all about calories." They could not be more wrong if they tried.)

A group of people was instructed to eat anything they wanted as long as they ate ten potatoes a day. Obviously ten potatoes would fill most people up before they could eat anything else while *only providing about 1,200 calories*.

The second group was told to eat whatever they wanted as long as they did not exceed 1,500 calories.

The results? The potato-eaters logged over 1,800 calories of food per day and shed twelve pounds of fat over the 16-week study. The second group ate *under 1,500 calories* and *gained 1.2 pounds*.

How is this possible?

It is All About Hormones

Junk food, or food that has been what I call “man-UNmade”, deconstructed at the molecular level and stripped of nutrients and fiber, drastically affects the body’s hormonal functions. Hormones are one of the key factors in metabolism. In fact, several hormones are the sole holders of the keys to your fat cells: *insulin and glucagon*.

Other hormones, such as T4 (thyroid) and adrenaline, are also responsible for the regulation of your metabolism. Your metabolism determines how efficiently you burn the energy you ingest. Remember, calories are *units of energy*.

Without going into mind-numbing details, let’s just say that unnatural food creates unnatural responses from your hormones, shutting them down in many cases and preventing them from doing their fat-burning, metabolic-boosting job.

This is why the people who ate less gained weight. This is also the reason that *most people who are lean eat greater volumes of food*. The food they eat is simply lower in energy.

A List of Low-Energy, Naturally Filling Foods

Vegetables rank the highest on the low energy density scale. They are mostly water and nutrients and they have a great deal of natural fiber.

While I do not advise it, imagine *trying* to get fat eating kale and celery all day.

You couldn’t if you tried. You would tire your jaw out before you consumed nearly enough calories! You would also be expending *more energy to digest the food* than you would believe. In fact, there are some foods that require more energy to digest than they contain. These foods are often referred to as *negative-calorie foods*, although it isn’t quite that simple. Celery is one of these foods. In small quantities, celery would require more energy to digest than it contains in calories, but the body is more complex than that.

Suffice it to say that you would die on a negative-calorie diet. You require calories to live. People who are looking for a super-food diet should stop right now and look at a diet that is simply *super*. That’s what *Simply Eat* is all about.

Fruits and proteins come in second. Fruits are obviously high in water and fiber, but they are also high in natural sugar, or *fructose*. Personally, I am not a huge fan of huge quantities of fruit in the diet for this reason, but low-sugar fruits are just fine. An apple is a great example of a low-sugar fruit. Berries are excellent due to their naturally high anti-oxidant content.

Most people put protein foods relatively high in energy density, but they are forgetting the fact that protein stimulates greater heat in the body. For example, tofu or chicken will cause a 25% increase in body heat, known as *thermogenesis*, during digestion. Carbohydrates and fats increase thermogenesis only marginally, with carbohydrates being the greater of the two.

This is one of the reasons high protein diets work. However, most high protein diets are missing the other steps in *Simply Eat* — steps they are crucial to long-term success and health.

So, a piece of lean beef or some tofu will burn more calories as they are being digested than low-protein foods. This is why I rank protein foods as “a-okay” for eating low density.

There is really a simple guide to follow in case you question what foods are high in density versus low:

1. If it comes from the ground and is unrefined by man, eat it.
2. Unless you are a vegetarian or vegan, if it has twice as much protein as fat, eat it.
3. If it is mostly water and not a beverage, eat it.
4. If it has been colored, processed, packaged or refined by man, avoid it.
5. If it tastes too sweet, even if it has “no calories” avoid it. (Berries are wonderful foods, and for some they may taste too sweet. I am referring to synthetic sugars.)
6. When seeking to totally maximize fat burning, avoid anything that tastes sweet five days per week. (Note: this is for maximum fat burning, not for lifestyle eating.)
7. When seeking to burn fat steadily and in “lifestyle mode”, disregard #6.
8. Unless you know it is a nutrient-dense designer food (more on that in a moment): if it contains words you cannot pronounce or spell on the label, avoid it.
9. Eat at least six colors per day. Every food has a color...aim for six or more.
10. You can never go wrong with green vegetables...ever.

If you find yourself stuck, just refer back to this list.

Now, let's look at a partial list of acceptable low-density foods. Again, this is only a partial list—and, as you will notice, 95% of them are man-UNmade, unprocessed foods:

PROTEINS

Note: I highly recommend organic, grass-fed protein. If this is not a possibility, the system will still work but is not as healthy. This would be true for any nutrition plan.

Lean Beef

Chicken (Breast, no Skin)

Tuna (water packed)

Fish

Whey Protein Powder

Egg White Protein Powder

Soy Protein Powder

Eggs (Whole)

Eggs (Whites Only)

Turkey Breast (Whole or Ground)

Skim Milk

Raw Milk
Cottage Cheese
Amino Acids

Other: Designer foods such as [FullStrength Nutrition Shakes](#). This is one of the few "meal replacement" products I recommend. The Ingredient Principle does not apply to high-quality, nutrient-dense designer foods.

STARCHES

Oatmeal (Old Fashioned, Rolled Oats)
Whole Grains (Amaranth, Quinoa, Millet)
Sweet Potatoes (Yams)
Black Beans
Pinto Beans
Kidney Beans
Brown Rice
Whole Wheat Tortillas
Corn Tortillas
Heavy Grain Bread (Ezekiel Bread)
Cream of Wheat
Red Potatoes

VEGETABLES (any unprocessed vegetable is fine)

Note: I highly recommend ORGANIC vegetables and fruits. If this is not a possibility, the system will still work but is not as healthy. This would be true for any nutrition plan.

Green Leafy Lettuce (Green Leaf, Red, Leaf, Romaine)
Broccoli
Asparagus
String Beans
Spinach
Bell Peppers
Brussels Sprouts
Celery
Cucumber
Green or Red Pepper
Onions
Tomatoes
Zucchini

FRUITS

Apples
Grapefruit
Strawberries
Blueberries
Melons

FATS

Raw Peanut Butter
Raw Almond Butter
Olive Oil
Almonds
Walnuts
Seeds
Flaxseed Oil
Raw or Whole Butter
Coconut Oil
MCT Oil

CONDIMENTS (use sparingly)

Fat Free Mayonnaise
Reduced Sodium Soy Sauce
Reduced Sodium Teriyaki Sauce
Balsamic Vinegar
Low-fat Salad Dressing
Salsa
Chili powder
Mrs. Dash
Mustard
Extracts
Low Sodium Broth

How Much Can I Eat?

You may not believe this, but it really doesn't matter if you are following Step 2 and Step 3 of *Simply Eat*.

Well, it matters—but you simply will not be able to overeat, especially as you apply my other steps to the process.

As a general rule, I do not like to set limitations. Rather, I encourage you to eat sane portions and never allow yourself to get very hungry. Hunger is not a sign a diet is working. Rather, it is a sign that your body is about to enter starvation mode.

When the body believes it is starving, it tends to hoard fat—exactly the opposite of what we wish to accomplish.

On the other hand, you also want to avoid ever feeling “stuffed” and full beyond the capacity to function well.

The Secret to Never Counting Calories Again

A great rule of thumb is to gauge how much you should eat at each meal by how you feel an hour after eating. If you are really full, you ate too much. If you are content, full of energy and not feeling sleepy, you are doing great. If you are just a tad hungry, consider eating just a tad more. If really hungry, increase the volume of food until the hunger goes away. Sounds to simple, doesn't it? Good!

Okay, we are ready for Step 3...and Step 3 is one that I discovered on my own. Many successful dietary programs have this built in, but none that I know mentioned it, nor given guidelines to follow.

This one step is so incredibly powerful that *just* following it would make 75% of us lean and healthy. That is my personal conviction. Let's now see if you agree.

Step 3 of *Simply Eat*: Count Ingredients, Not Calories

– or –

The Ingredients Principle

If there is one completely original thought on earth, do let me know what it is, okay? In the meantime, I will submit this one for your consideration. Out of all the books I have read and research I have done on this subject, not one has made this key distinction. Many of them used it without knowing it, but what you do not know *can hurt you* when it comes to success at living a lifestyle of healthy fat-burning nutrition.

The key is *ingredients*.

Jon's Five Commandments for The Ingredients Principle

I realize that Moses had ten, but we only need five. Also, forgive the King James language...it just adds to the fun:

COMMANDMENT 1

Thou shalt consume no more than FIVE ingredients per meal, but no less than *two*.
I shall look the other way if you bend this rule to seven...but that's it!

COMMANDMENT 2

Thou shalt eat in the ordained priority.
As the sun rises: carbohydrates, protein, fats.
As the sun sets: protein, fats, carbohydrates.

COMMANDMENT 3

Thou shalt keep a journal for two weeks which logs the number of ingredients per meal you consume.

COMMANDMENT 4

Ingredients must be of *a natural source* and not a chemical of man.

COMMANDMENT 5

Thou shalt rest on Saturday and Sunday and keep it...fun.
Just do not rest ye too much, lest ye incur Jon's wrath!

Wow, I'm really laying down the law here, but for good reason. I will explain each of these "laws" and why they are crucial to the success of what is literally...

The Easiest Diet in the World

*The fewer ingredients you consume in a day of natural food,
the leaner and healthier you will become.*

Sounds...well...easy, doesn't it? I suppose I picked a good title then! It is easy.

However, there is a difference between *easy* and *effortless*. Living is easy, but requires effort. Love is easy, and still, it requires effort.

This is easy, but like any nutrition plan, it requires effort.

It just doesn't require much thought, which in my book makes it both easy and applicable to any lifestyle.

What Counts as an Ingredient?

First, we need to define an ingredient and distinguish it from a spice or harmless natural filler.

For our purpose, an *ingredient* is anything that contributes to the calories of a food OR is man-made. For example, sodium is technically an ingredient, but not in our case. Sodium does not contribute to calories, and it is natural in origin. This does not mean that you should gorge on sodium. In fact, all things "natural" are not necessarily healthy. Opium is natural, but I do not advise that you put it into your meal-planning database!

However, for the most part, you cannot go wrong with natural foods (and opium is really not a food...but that was pretty funny).

Here are a few other examples:

Red Dye Number 5 (something akin to what you would see in a Twinkie): man-made, and counts as an "ingredient."

Aspartame: man-made, and despite the fact it contains no calories, counts as an "ingredient."

Cinnamon: calorie-free and natural, therefore it does not count as an "ingredient".

Ingredients can be a bit sneaky, so the more natural your food is, and the more often you prepare it yourself, the better off you are.

Here is an ideal example: Chinese food.

Unless you are a vegan or vegetarian, one may consider Pepper Beef or Chicken and Broccoli an ideal low-ingredient meal. In the first meal, you have beef, green peppers, onions, and

some cooking oil. In the second, you usually have only chicken and broccoli, along with cooking oil. (We are assuming you are not eating the white rice and egg rolls!)

Did you miss something? You bet...*the sauce*.

Sauces are the number one hiding place for ingredients that really kill a healthy diet. Besides the chemicals, such as MSG, you usually have between five and twenty ingredients to make up the average sauce. Who knows what is in there?

I conducted an experiment: I began ordering my Chinese food *without the sauce*. I found that it tasted great and that I felt wonderful *rather than hungry an hour later*. The sauce was making the difference...and adding about 300 calories to the meal in the process without adding one ounce of bulk! Now my favorite Chinese food restaurant knows how to prepare my meals when I decide to get something to go.

Become a Label-Lurker

Look on the back of any food label you find in the grocery store. Let's go ahead and use Twinkies since I mentioned them already. There are a lot of ingredients in that man-made poison factory, and most of them you cannot begin to pronounce.

The strategy that says, "If I cannot spell it, I cannot eat it" is really quite sound. Still, let's open it up a bit just in case you do want some chrysanthemum. (Yes, I had to look that up!)

Note: I am not counting spices and nutrient-dense designer foods (which I will cover shortly) in The Ingredients Principle. Spices and true natural flavorings are a crucial part of enjoying a meal.

Some store-bought, man-UNmade foods have ingredient lists that would rival Tolsoy's *War And Peace* in length.

Your Ingredient Goal

Here is your goal: unless you are a bodybuilder and choosing to eat six meals in a day, I want you to consume no more than **twenty to twenty-five ingredients per day**. This assumes three meals and a snack. This also assumes you want maximum fat burning.

If you are okay with "okay fat burning", then you can consume up to thirty ingredients per day. Again, this assumes only three meals and a snack. If you are eating five or six full meals, then you can increase the ingredients proportionally.

Anything over thirty ingredients, and you will start to see a rapid decline in fat burning unless you are consuming a bodybuilder's diet. There is no way around it.

Counting Calories Ingredients

How many ingredients do you find in a chicken breast? Go ahead...I'll wait as you count all the way up to ONE.

How about an apple? One. A carrot? One.

How about bread? Oh, we have a lot in most breads. Still, you can have bread of natural origin (remember the fourth commandment and keep it holy). Ezekiel Bread is an excellent example of a healthy bread for most people. Some people will find that any wheat or starchy foods cause them problems. That's okay—The Ingredients Principle still works in your favor.

In fact, you would have to go out of the way in order to break this law and find a food that you should not eat that contains only one ingredient.

Let me say this: if we all ate with this one simple rule in place, the vast majority of obesity and nutrition-related illnesses would simply vanish from the earth.

It is that powerful. Do not be deceived by the simplicity. Instead, use the simplicity as a tool to empower a new way of perceiving foods and meal choices.

For example, if you are not a vegan or vegetarian, a meal consisting of a lean piece of chicken, some brussels sprouts, a large salad with a bit of dressing and an apple OR some butter on your sprouts would make an excellent and delicious meal. You have a total of only six ingredients:

Chicken	1 ingredient
Brussels Sprouts	1 ingredient
Salad (mixed)	2-3 ingredients
Butter	1 ingredient
Apple	1 ingredient

That's a lot of food, too. This will fill you up and keep you satisfied.

If you wanted to really boost the fat-burning effects of the meal, you might decide to take a pass on the apple, or perhaps the butter. For example, take a look at a typical bodybuilder or figure competitor's meal:

Chicken	1 ingredient
Brown Rice	1 ingredient
Broccoli	1 ingredient

That's really carrying The Ingredient Principle to the max...and it works, especially for a short-term approach to leaning out. Athletes are the leanest people on the planet. They may not realize 'why' they are so lean, but a lot of it has to do with ingredients...or the lack thereof in their meals.

There are exceptions to this rule. For instance, you may consume a three-ingredient meal so you can have an eight or even ten-ingredient meal later. See how that works? You're keeping an ingredient scorecard, and you can save points for later in the day.

Carbohydrates and Fats are not Your Enemy

I know a lot of books want you to believe that fat will kill you dead in your tracks, and carbohydrates will make your body store more fat than an elephant in hibernation, but this is simply not true. While it is true that, for some people, fats and carbohydrates should be limited, they should never be removed unless you are a trained athlete or instructed to do so by a competent physician.

Using The Ingredients Principle, you can bypass all this carbohydrate and fat nonsense and get to the heart of the matter—you are eating too much of the wrong foods.

Guess What? You are Probably Not Overeating

That's right—most people who are overweight are under-eating. True, they may be taking in more calories than they need, but they are consuming far less food in volume than they require.

High volume food literally weighs more than low-volume, calorie-dense food when comparing calorie to calorie. A bag of apples may contain only a few thousand calories, while a bag of sugar or pizza would contain tens of thousands.

Most of the people I have coached and who have been mentored by me consume far more food now that they are lean, than they did when they were overweight or obese. For example, M-Power's master trainer Janis Hauser went from 235 pounds of pure blubber to 128 pounds of toned, beautiful muscle. She is now a figure champion...and she consumes almost twice as much food as she did when she was obese.

I am not merely referring to food volume, but literal food! Janis would eat about 1,500 calories per day when she was obese, spread out over only one or two meals, and consisting of highly processed man-UNMADE food like pizza, ice cream, burgers, and so-forth.

Now she consumes over 3,000 calories per day when strength training, and over 2,000 calories per day when preparing for her leanest condition. She eats five to seven times per day, is never hungry, and follows The Ingredients Principle (as applied to a high protein, medium fat, low carbohydrate plan.)

Too much of the wrong foods simply means too many ingredients.

See if you can think of foods that contain one or two ingredients that are really bad for you—and that are naturally occurring. (Sugar is natural, but highly refined by mankind, so forget that!)

Chances are you cannot.

The Simplicity Factor

One of the things I like the most about The Ingredient Principle is the utter simplicity of it all. Now, if you enjoy cooking, then you will want to experiment with these principles by creating one ingredient out of two or three food items. An example would be three veggies served as one portion. That's fine...it is still not in violation of the principle.

However, for a lot of people, the actual meal plans on these diets you see in best sellers are what kills the success rate. I don't know about you, but I have better things to do than stay in the kitchen all day.

I would rather eat using this principle and then take several meals to really increase my ingredient intake than worry about cooking forty different gourmet meals every week.

Great! I'll Eat Bananas all Day!

Unless you are a chimp, this is not a wise idea. First of all, it violates Commandment 2. You must consume a balance of the macronutrients. You should not live on protein, carbohydrates or fats alone.

While bananas fulfill the "one ingredient" step, they do not support the commandments if that is all you consume.

The same goes for meat, veggies, or any other food. You must think balance; otherwise you risk nutrient deficiency and rampant boredom.

Your Taste Buds will Change over Time

One thing I hear a lot is, "But Jon, I have a massive sweet tooth!"

Actually your teeth have nothing to do with it. It's the tip of your tongue you need to be concerned about. And, get this—what you put in your mouth either increases or decreases the sensitivity of your taste buds, especially those that sense sugars located on the very tip of your tongue.

Try this: go without anything sweet for just a week or so. Then, have a bite of something you once considered fairly sweet. It will taste like a truckload of sugar.

In reality, it has always been a truckload of sugar, but your taste buds were numbed to the point to where you never noticed.

Over time, all of your taste buds will alter and become, in a sense, re-educated. They will learn to experience the joy of taste as it was meant to be perceived—sans chemicals, tons of sugar or other man-UNMADE toxins.

Before it Gets Better...

Some people report that they gain fat prior to losing it when adopting a healthy nutrition plan. Almost without exception, this is due to the fact they skipped Step 1 and lunged right into Step 2 or 3.

I suggest that you give whole-food eating at least two weeks before making any conclusions.

Do not rely on the scale. The scale is second only to politicians in its ability to lie without flinching! Rely on your clothes. Even the mirror can deceive. Most of us have a false body image in one form or fashion, but your waistline in your jeans or pants cannot lie (unless you just pulled them out of the dryer).

I recommend keeping a pair of jeans around that you know fit tightly. Every week, try them on first thing in the morning before eating. If they feel loose, you're heading in the right direction. If they do not, curtail your food intake just a bit or increase your exercise. (More on exercise later...what, did you think I was going to skip that part?)

Okay, now that we have covered Commandment 1 in detail, let's dig in to the remaining Four Commandments of The Ingredients Principle.

Commandment 2

*Thou shall eat in the ordained priority.
As the sun rises: carbohydrates, protein, fats.
As the sun sets: protein, fats, carbohydrates.*

This is one of my favorite commands because, frankly, it is rather poetic.

This is one of my favorite commandments because, frankly, it is rather poetic.

It is also a simple way to remember the priority of energy. Your body has differing needs for energy during the day. These needs come from the three key macronutrients of carbohydrates, fats and protein. (Alcohol is technically a macronutrient, but it should go without saying that it is wise to lay low on the alcohol front when you're engaged in fat burning.)

The trick is to use the right macronutrient at the right time of day.

Your body is more sensitive to the impact of the hormone insulin earlier in the day, at least for most people. Diabetics and other exceptions apply, but as a general rule it is best to consume your starches and carbohydrates earlier in the day.

This means a balance between fat and carbohydrates, as these are the two main sources of fuel for the body.

Consuming carbohydrates and fats in high quantities in the same meal is one of the key factors in the rise of obesity over the past 100 years.

Think of it this way—there are times your car requires gas. Other times, it requires oil. Gas burns quickly, just like carbohydrates. Oil burns slowly, just like fats.

Would you mix gas and oil together in the same tank? No.

This is an oversimplification of the biochemical processes behind the avoidance of combining equal amounts of carbohydrates with fats, but it gets the point across. It is best to give your body a clear choice of fuel to choose from.

There is a dietary plan called isocaloric eating that violates this principle—but it works relatively well assuming your calories are monitored closely.

What we want to do is avoid monitoring calories, unless you really want to get lean and muscular. In this case, you will want some intervention. I have developed a one-on-one program called LifeAssess that employs the services of professional trainers and nutritionists to develop a personalized eating plan just for you. This will rule out any guesswork at all, and the principles behind every plan are in conjunction with the Simply Eat principles.

[For More Information About LifeAssess, Click Here](#)

Planning Your Meals

Okay, so where is the meal plan, you ask?

There is no meal plan, and there never will be. (I am kidding...sort of.)

Take a look at that list of foods. Then take a look at their labels (carbohydrates, protein, fats.) Then combine them in accordance to Commandment 2, along with the suggestions already given. That is all there is to it.

If I gave you a list of recipes, all I would be doing is replicating what thousands of dust-collecting diet books have already done. I want to teach you why and how to eat, not “what” to eat.

Plus, there are literally dozens of food plans out there. Some people are vegans and consume no animal products whatsoever. These principles will still work for them. In fact, most vegans and vegetarians will start burning more body fat because they will automatically limit their starches in the evenings. Just because a food is “healthy” does not mean it will help you burn body fat.

I jokingly call most vegetarians *starchitarians*, as most of their diet revolves around starches rather than actual vegetables.

Still, one can be supremely healthy as a vegan or vegetarian by applying these principles. The same is true for someone who enjoys protein foods and lower carbohydrates.

One of the reasons the Atkins Diet fails in the long run for so many people is the fact it relies too heavily on fat for a fuel source. What Dr. Atkins did not address very thoroughly is the fact that protein can be converted to sugar.

That means when the body is deprived of carbohydrates and over-fed protein, the excess can easily be turned into sugar by a process known as *gluconeogenesis*, or “the creation of new glucose.” Eventually this high protein diet becomes a relatively high sugar diet!

The reason Atkins works for so many is The Ingredients Principle. Most Atkins meals are very low in ingredients. It also helps control insulin management, but most people can do that without going to the extreme of eating pork rinds for a snack.

Oh, Okay...

I know you want a general idea of how to structure your meals. Just keep in mind this is just a template—and in this case, it is for non-vegetarians and non-vegans.

MEAL 1

Organic rolled oats	1 ingredient
Blueberries	1 ingredient
3 egg whites/1 yolk	1 ingredient
Skim milk on oats	1 ingredient
Spices	0 ingredients
Pure water	0 ingredients

MEAL 2 (noon)

Brown rice	1 ingredient
1 cup mixed veggies	1 ingredient (recall, you can mix veggies)
Small/medium size lean protein	1 ingredient
Raw yogurt with organic strawberries	4 ingredients
Spices	0 ingredients
Pure water	0 ingredients

SNACK

1 raw carrot	1 ingredient
1 raw apple	1 ingredient
Small serving of raw nuts	1 ingredient
Pure water	0 ingredients

MEAL 3

Lean beef or salmon (med/large)	1 ingredient
1 large mixed salad with olive oil	3 ingredients (mixture of veggies = 1 ing.)
2 sticks of raw celery with almond butter	2 ingredients
Spices	0 ingredients
Pure water	0 ingredients

TOTAL FOR THE DAY: 20 INGREDIENTS

Notice how much food is here! For an even more complete food plan, see page 54.

When in Doubt, Palm it

If you ever doubt how much you should eat, use the palm of your hand. Generally speaking, proteins and carbohydrates should be about the size of the palm of your hand (larger if you eat only three meals per day).

Still, I prefer to go on how I feel, and I think you will, too. How you feel one hour after eating a meal is a secret within a secret to unlocking your personalized nutrition plan.

COMMANDMENT 3

Thou shall keep a journal for two weeks that logs the number of ingredients per meal you consume.

Ah yes, homework!

It is only for a few weeks until you get the hang of The Ingredient Principle.

Get yourself a notebook, one that you can carry around, and print out the pages in Simply Fit that outline single-ingredient foods. Then write down what you eat. It's that simple...but let me warn you, the results can be shocking.

When I ask most clients to keep a food journal, they are horrified by the results of what they have been eating. You will not have this experience, but you will have the challenge of looking at your foods carefully.

Let me give you an example from today.

I had a friend of mine pick me up a healthy dinner from a store that sells organic foods. In this case, it was a tasty (but breaded) chicken breast (baked), with brown rice and multiple-colored "things" in the rice. "Rice Pilaf", or so I think it is called.

This looked perfectly in-line with The Ingredients Principle, but it actually wasn't. The total ingredients was nine.

Now, that's okay, as I will make it up later in the day. Remember, you can consume more ingredients in one meal (yes, yes, despite my commandment suggesting otherwise...always exceptions) and simply consume less in another. The most important factor is your total for the day.

Even beyond that is your total for the week..

When preparing for a photo shoot, I will monitor my calories and foods over a week rather than a day. I will intentionally eat less for one day and more the next to keep my metabolism high. You can do this too, if you do not mind the extra effort. It pays massive dividends.

In fact, I will consume fewer calories than I should for two or three days, and then increase them quite a bit for a day and enjoy some "off" food (like ice cream).

So aim for balance over the course of a day or week. Do not drive yourself nuts counting calories. When you are eating natural foods, the calories will take care of themselves.

COMMANDMENT 4

*Thou shall follow Step 2, otherwise I shall smite thee...
and Step 3 will not work.*

Let's go over this one more time, as it is very important to your fat burning success.

The vast majority of the foods you consume must be 100% unprocessed foods. This means nothing white! Most everything white has been stripped of all fiber and the husk that contains all the vitamins and minerals.

White rice and brown rice are a world of difference. The body will respond to one more favorably than the other, despite the fact that they are nearly equal in calories. White rice is all but devoid of nutrition, while brown rice (especially organic brown rice) is full of it. It also fills you up much faster.

Studies done on brown versus white rice showed that people ate 1.7 times as much white rice as brown before feeling equally full. It doesn't take a rocket scientist to figure out that one will make you fatter than the other.

Natural foods are:

- Much higher in fiber
- Usually very high in water content, hence more bulky and filling
- Untouched by man and without the chemicals and additives that poison us
- Easier to digest, as this is what the human organism has grown accustomed to over thousands of years
- Less expensive than their unnatural counterparts, at least in most cases
- Easy to cook and prepare
- Better tasting, especially after your taste buds become acclimated to real food again
- More pleasant on the eyes (let's not forget the color factor...eating foods of a variety of colors is a simple way to ensure you are getting a nice variety of nutrients in your diet.)

Why Count Chocula is Actually the Devil

Our children have been the guinea pigs in food experimentation for the past sixty years. Bad news, I know, but someone had to break it to you if you did not know it already.

If you look on the back of a box of 'any' children's cereal, with a few notable exceptions, you will see a list of ingredients a mile long. At the top of that list is sugar. In fact, sugar is the

bulk of the product. I picked on "Count Chocula", but any children's cereal is equally evil. This one just had a funny name.

Are you sitting down?

In 2004, Americans consumed 164 pounds of sugar. That is a per-person average!

Think of it this way: the average American weighs less than 164 pounds, counting women and children. This means we are eating MORE than our bodyweight in sugar.

Fifty years ago, that figure was 12 pounds per year.

One hundred years ago, it was 4 pounds per year.

In the last 100 years, we have seen the advent of more disease traced directly to nutritional habits than in all of recorded history. Due to this massive influx of processed sugar into the American diet, one out of every four children will now develop diabetes in his or her lifetime.

This is beyond staggering. This is downright horrifying.

Yet, we let the FDA and other sugar-happy organizations continue to push this junk on our kids with multi-billion dollar ad campaigns.

The bottom line is you must set a table that your children can learn from, not just eat from. They are learning their habits primarily by watching you.

That's one heck of a Core Lever, isn't it?

Sugar is just one of our foes. MSG (monosodium glutamate, found in so many processed foods it is ridiculous) is an appetite-enhancer. Oh, that's just what we need...something to increase our appetite! Aspartame, found in diet sodas, has been shown to cause numerous diseases. On top of that, it triggers insulin almost as if it were sugar itself. This is why I suggest drinking only pure water for the first four to six weeks on *Simply Eat*. Then you can decide what you can put back into the mix.

COMMANDMENT 5

*Thou shall rest on Saturday and Sunday and keep it...fun.
Just do not rest too much, lest ye incur Jon's wrath!*

Hey, no one is expected to be perfect. In fact, perfection is a very low standard. Perfection is *impossible*; therefore you are setting a very poor standard to which to measure yourself. *Excellence* is possible, and that is what we are aiming for.

To be excellent, you do not need to be square on all the time. In fact, I would like you to enjoy some diversion on your weekends—just do so in moderation. Again, never eat (ever) to the point of feeling so full you could burst. Doing so is a fat burning killer as well as *a literal killer*! Most heart attacks occur after a large meal.

This is the "5 Days" portion of the *Simply Eat* plan. If you want to burn even more fat, consider making this an optional portion. Opt instead to eat only one meal that is not an effective fat burning meal during the week and you will be in *massive* fat burning mode!

Still, this reprieve is enough for most people to adopt *Simply Eat* as something they can feel comfortable doing for the rest of their lives. That is the most important thing.

We do not diet. We eat to live.

Step 4 of *Simply Eat*: Pre-Feed for Greater Fat Burning

– or –

Eat This and You Will Ruin Your Appetite

I stumbled across a simple little book that made a simple little recommendation: eat an apple prior to every meal.

With the exception of the fact I think too much fruit is not healthy, as the liver has a hard time with fructose, this is an excellent idea. Apples are the ideal fruit as they are lower in fructose than most fruits, very high in enzymes and nutrients, and contain pectin (when not peeled) that helps balance blood sugar.

The apple may have had dire consequences for Adam, but for the rest of us it represents one of the most perfect foods. (Actually we do not know if it was an apple in the story of the Garden of Eden, but I digress.)

I began using this principle and found it to be quite effective. However, as with most of my steps, I sought to improve on the original.

And, I did.

Still, if apples are easier for you than my pre-feed principle, you can use them. Just realize that the fat burning benefits are even greater with my variation.

The Three-Ingredient Pre-Feed

Remember that I mentioned exceptions to every rule? This is one of them. The concept is so simple, both in application and design, and yet so powerful at curbing the appetite:

Eat a small mixture of raw apple, celery and raw carrot fifteen minutes prior to each of your major meals.

How much? It doesn't really matter, but as a rule of thumb you can choose to consume about 100-150 calories from this pre-feed depending on your bodyweight. For people over 150 pounds, shoot for about 150 calories.

This works out to be about half an apple, one small whole carrot, and two small stalks of celery. Again, this is give-or-take. Trust me, you will not gain fat eating this concoction! In fact, just the opposite—you are priming your metabolism to burn more fat and consume less energy-dense foods at your major meals.

Here is how this principle works.

First, you are obviously consuming an “appetizer” of sorts. However, unlike appetizers in a restaurant that are designed to make you *hungrier*, this appetizer makes you *less hungry*.

You are spoiling your appetite...the very thing your parents warned you against as a kid. Now, as an adult seeking a leaner physique, it will come in quite handy.

This works off of Step 2’s principle of energy density. Each of these three foods is very low in energy density yet very high in bulk. They will fill you up, causing you to eat less at you main meal.

Special Tip for Athletes and Bodybuilders
Make sure you consume your protein first and foremost during your main meals.

However, there is more to this magic than meets the eye.

Enzyme Activators

If you will recall, enzymes are a crucial part of digestion. Step 1 helped your body restore its enzymatic function. The body also responds to elevations in enzymatic levels with hormonal reactions. This combination of factors creates what is known as a *high metabolic rate*.

Exercise is one of the best ways to boost your metabolic rate. I will cover this briefly in my final chapters—but for now, let’s focus on food.

These three foods in particular are phenomenal enzymatic and metabolic boosters. For one thing, each of these foods contains dozens of metabolic enzymes by nature. (If you consume organic fruits and veggies, this enzymatic content is much higher.) Celery is actually a *negative calorie food*, in that it can require more calories to digest than it contains. As I said earlier, it is more complex than this—but for a *pre-feed*, *this principle works in your favor*.

These three foods stimulate the body to produce enzymes while, at the same time, “pre-heating the oven” that is your body. These foods raise your internal temperature just enough to create a greater amount of thermogenesis.

This results in burning slightly more calories at your major meal. Add the fact that you will naturally eat *fewer calories* during these meals, and you have a triple play: you eat less, you digest more of what you ‘do’ eat, and you feel more full than you would if you ate all these foods together.

Why do I recommend that you eat these foods prior to your main meal? For three very good reasons. First, you want to stimulate the enzymes and the body heat prior to eating a heavier meal. Second, these foods digest more efficiently apart from protein. While I am not a huge fan of *food combining*, trying to eat proteins apart from, say, fruit, I do admit that fruit tends to digest best when it is consumed alone or with raw veggies.

Finally, this is a great cheap trick. It encourages you to actually *eat your veggies, and eat them raw*. Simply asking you to do that is not really working, now is it? However, I've given you *a fantastic Core Lever*. "Eat this, and you will burn more fat" resonates more than, "Eat this because you should."

We're right back to our chapter on rebooting the brain. It truly is interconnected.

Step 5 of *Simply Eat*: The Best Fat Burner on Earth

– or –

Drink Like a Camel

Let's just cut to the chase on this last step: *water is the best fat-burner on earth*. Water is also one of the most powerful solvents on earth, which should tell you how important it is to drink plenty of it. That sludge in your pipes needs all the solvents they can get!

First, let's cover why and how water burns fat—more specifically, how it enables the liver, the primary fat-burning organ in the body, to do its job. Then we will discuss why burning fat is not your only benefit from consuming more water.

Your Kidneys are Thirsty

Water helps your liver convert fat into usable energy. If you do not drink enough water, your kidneys are overwhelmed with concentrated fluids. This literally forces the liver to take over the filtering actions the kidneys were designed for.

The liver is one of the most powerful organs in the body, but it is also one of the most over-taxed, which is why we have Step 1. Makes sense, right?

Picture your liver working away, metabolizing fats into fuel you can use rather than dumping them into fat cells for future use. "Use" in this sense of the word is evolutionary, as our fat cells have little use in today's world other than to make us frustrated and try every diet known to man.

Starve your body of pure water, and the liver says, "Okay, time to shut this fat-burning nonsense off for a bit and get to some filtering!" You see, filtering toxins is far higher on the body's list of priorities than making you nice and lean. This is why you need to drink pure water, and a lot of it. We have to keep the liver focused on fat metabolism, now don't we?

Do not Panic

When you do not get enough water, your body panics and holds on to it selfishly. It is as though you were in a famine—a very similar reaction to when you starve your body of calories. The end result is *water retention*. Not only is this unsightly, but it is also dangerous. It elevates blood pressure and creates inflammation in the body.

The best way to get rid of water retention is, ironically, to drink a lot of water. Once the body regulates stored water, you will also begin to notice a nice fringe benefit—you will become less hungry, less often.

According to the majority of dehydration research, we have successfully replaced our thirst mechanism with a hunger mechanism. That's right—you may think you are hungry when you are actually thirsty.

This is an adaptation to a diet of highly refined foods (sugar, flour, etc.), all the foods Step 2 asks you to avoid, that *suppress the body's natural production of dopamine*. Low levels of dopamine, the chemical that signals the brain to "stop eating," results in overeating and the eventual depletion of serotonin, leptin and galanin.

Put into plain English: you will get depressed (low serotonin), you will burn far less fat (low leptin), and you will stop wanting healthy fats and crave unhealthy fats (the ironic role of galanin—too little or too much is a dangerous thing).

This cascade of neurochemical breakdown confuses our natural senses and leads us into believing we are hungry. The result is a double-whammy: obesity and dehydration at the same time.

Have I convinced you to drink more water? If not, keep reading...

Dying of Thirst

According to Dr. F. Batmanghelidj, probably the foremost authority on the subject of water and dehydration, "The medical community is guilty of treating dehydration with chemicals and invasive procedures." In his book *Your Body's Many Cries For Water*, Dr. Batmanghelidj provides information on the topic of dehydration and illness, as well as the blatant blind leading the blind attitude of the medical community.

He goes so far as to print letters from the AMA and the NIH that will make you wonder how these organizations stay funded. One medical professional went on record to say that, while in medical school in the 1970s, he was taught that water from oral sources was 'predominantly non-essential' and that the body could manufacture its own water internally. That is the equivalent of teaching bloodletting!

So what is the big deal about water? Dr. Batmanghelidj's research and years of experience lead him to the conclusion that dehydration is the cause of many of the medical maladies that plague modern man, ranging in scope from stomach pains to cancer! This is a bold statement, to be sure, but you should listen to the facts before you judge. I did—and ever since then I've increased my fluid intake with nothing but positive results to show for it (more on this later).

Dr. Batmanghelidj's approach to treating his patients is quite logical: "unless the patient is in critical condition, treat the cause of the disease rather than the symptoms." He feels that most of the time the cause is an imbalance of water and sodium in the body. He first treats his patients by simply increasing their intake of pure water, balancing this with a slight increase in sodium (up to 6 grams, or about a teaspoon).

In the vast majority of the patients he has treated, these diseases disappeared once the body was hydrated. Only occasionally were drug therapy or invasive procedures required. Dr. Batmanghelidj goes so far as to illustrate the story of a man who was ordered by his former

doctor to have immediate bypass surgery. He went to the water bottle and never looked back. Of course he never went under the knife.

The Official Stats on Water Consumption

As you may have gathered by looking around you, the official figures on water consumption are not good.

Actually, that is a gross understatement when it comes to the United States in particular.

According to a survey conducted at Rockefeller University in New York, most people fall drastically short of the daily recommendation of water intake. Although nearly three quarters of Americans are aware of these recommendations, *only 34% drink eight 8-ounce glasses of water*, which is only 64 ounces—an amount that will **cause** dehydration according to Dr. Joseph Mercola as well as Dr. Batmanghelidj.

10% said they do not drink water at all.

However, Americans drink an average of nearly 6 servings a day of beverages containing caffeine such as coffee and soda. These drinks can cause the body to lose water, making proper hydration even more difficult to attain. In fact, the number one “food” in America is soda. That is correct: the majority of American calories come from *sugary soda*.

If only 34% of Americans are drinking 64 ounces of water per day, the amount I would recommend for someone who weighs about 95 pounds, then how dehydrated do you think the average person is? How dehydrated are you?

And we wonder why there is one new disease after another.

We are roughly 75% water, about the same as the composition of earth itself. The brain is about 85% water. Water performs a hydrolytic role in the body’s metabolism, converting chemicals into life.

Think you should drink more of it?

Symptoms of Dehydration

The first signs of dehydration are slight and often confused with something else. A minor headache or stomachache, a sensation of hunger when you have recently eaten, or even joint pain can all be early signs to pick up the water bottle.

The next level of dehydration is darkened urine. Urine should ideally be clear to light yellow. Any time urine is dark yellow or orangish in color, you are definitely dehydrated, or you have just consumed a dozen B-complex vitamins.

On a daily basis, not getting enough water can cause fatigue, dry skin, headaches and constipation. Giving a child water instead of sugar-containing drinks such as juice or soda can help prevent childhood obesity, according to the Rockefeller survey.

Too Much of a Good Thing?

Like anything else in life, you can get too much of a good thing. Too much water and not enough sodium have led to several deaths, most recently in the armed forces. Recruits were going on 20-mile hikes in the heat, drinking up to four gallons of water (too much) and not eating enough food or salt. The result was a swelling of the brain and eventual death.

Do not flood your body with water. Water must be gradually increased. Realize that true hydration will often take months rather than hours.

How Much is Enough?

Here are my personal water recommendations. Remember, work your way up to this slowly!

I recommend one quart of water for every forty to fifty pounds of bodyweight. Consume slightly more during the summer months, assuming you're outdoors quite a bit. Definitely consume ample amounts of water throughout any physical activity such as weight training or cardiovascular exercise.

Limit your consumption of water to one 12-ounce glass one-half hour prior to a major meal. Too much water consumed with or directly before meals will dilute the stomach juices, preventing adequate digestion.

Why Athletes Should be Especially Concerned about Water Intake

Roger Applewhite is another one of my personal physique role models. He has a great body that is reasonable to obtain, at least for the most part. He's also downright fanatical about his water intake, consuming up to 200 ounces per day during peaking and heavy training. Now I don't know if Roger knows this, but what he is doing is effectively *increasing ATP production*.

Water contains enormous hydroelectric power. The two vital "internal batteries", ATP and GTP, are the chemical sources of energy for the body. ATP is also required during muscular contractions. More ATP equates to greater muscle contractions. ATP can also decrease lactic acid build-up. Getting the picture? In essence, water equals *energy*.

I am not merely referring to energy that makes you feel better, although that's crucial, but *muscle energy*. Energy to train harder, contract harder, and expel lactic acid. In fact, I would say water was the cheapest, most effective "supplement" on the planet.

But Jon, I Will Wet the Bed!

Actually, you will sleep far better when hydrated. A study in the *Journal of the American Medical Association* found that sleep apnea and dehydration were closely linked. People suffering from apnea-like symptoms reported frequent nighttime urination—a sign of too little water, not too much.

When you begin to increase your water intake, you will go to the bathroom more often, and occasionally at night. But your body will soon adjust and, although you will visit the restroom a bit more frequently than most people, urination will not run your life.

Myths About Water

Let's dispel some of the misconceptions about water and dehydration.

1. A dry mouth is the first sign that you should drink water.

Dry mouth is the **last** of the body's signals for water. By the time you feel thirsty, you are well past the point of minor dehydration. Not only can you be dehydrated with a moist mouth, you can be hydrated with a dry one. Just try breathing through your mouth and not your nose for a few minutes and you'll see what I mean. Do not go by dry mouth—drink by the clock. Consume water on a regular basis throughout the day.

2. I don't need to drink water because I consume water-rich foods.

I used to believe this. In fact, for years I drank no water at all...perhaps a sip here and there. Of course I was sick a lot, depressed, and so-forth.

To top that off, I was consuming 6-8 diet sodas a day. Caffeine robs the body of water, so I was a walking example of a dehydrated human. I had convinced myself that my large intake of broccoli, fruit, and other water-rich fruits and veggies made up for the lack of water.

I did not like the way water 'tasted'...in other words, my taste buds had been desensitized and craved flavor.

Did this work? Hardly. I was chronically dehydrated.

There is just no way you can eat a gallon of water. You have to drink it. When I made the change, my body thanked me for it big-time.

3. Milk, Gatorade, whatever...it all counts as water.

Nonsense. Nothing can hydrate you like water. Gatorade increases the urge to drink, so in that regard it is a step in the right direction, but the sugar and/or aspartame in it makes it unacceptable. Your best bet is to drink pure water and nothing else. The occasional soda, beer or glass of wine is not going to harm you if you drink plenty of water, but substituting these things for water will most definitely do you in.

4. *I'll urinate all day if I drink that much water!*

This is the most common complaint I hear when I recommend water to my clients. I always retort with, "What would you rather do? Urinate at home or in the hospital using a bedpan?"

My point is usually well taken!

First, most people should be urinating (and having bowel movements for that matter) far more frequently than they are. The bar has been lowered to the point where normal elimination is *abnormal*.

Second, while it's true that you will go to the bathroom more frequently, the excessive restroom breaks will pass eventually. Bear in mind that you *want* to eliminate and flush toxins out of the body. Consider a few more trips to the bathroom a small price to pay for not having a host of illnesses.

What About Tap Water?

C. Everett Koop, former Surgeon General of the United States, once wrote, "If it came down to drinking tap water and going thirsty, I'd go thirsty."

I agree. Tap water in most urban cities is *that* bad. Want proof?

First, tap water contains fluoride. Fluoride in water has been shown to increase bone fractures to twice the amount compared to non-fluoride water.

Then, there is that whole *death thing*. In a landmark Japanese study, Dr. C.D. Anuradha, in comments to the Optimal Wellness Center, explained that, "Fluoride in general is harmful to any type of cell. We have seen that fluoride causes cell death in other non-cancerous cells but however the mode of death has been found to be different."

Instead of causing apoptosis, in normal cells fluoride seems to kill cells through a different mechanism, known as *necrosis*. Nice. What the government deems "necessary" to our health is killing us. Again, we wonder where all this disease is coming from.

Tap water also contains chlorine. *Epidemiology Magazine* reports that, "A lifetime consumption of chlorinated tap water can more than double the risk of bladder and rectal cancers."

Once again, nice work, FDA!

Then there's aluminum—prevalent in tap water, and a known contributor to Alzheimer's disease and dementia. And what's a little water without some *arsenic*? Yep...it is in most tap water.

I personally get a cold at a drop of a hat if I drink a few glasses of tap water, which I have not done in years. I am sure I am not the only one.

Use Warm Water To Curb Your Appetite

Want to hear a great cheap trick? *Drink 12 ounces of warm water when you are feeling hungry before mealtime, or when you are having sugar cravings.*

I stumbled on this trick while playing around with the concept of thermogenesis and how to trick the body into thinking it was fed, but in a healthy way.

Warm water helps heat the body's core temperature. Usually this occurs during eating, so the response the brain has to warm water is similar to actual food—you feel full. Not only that, but *thirst is often mistaken for hunger.*

Use this simple trick and you accomplish two things at once.

If you want an even greater sweet tooth killer, combine 1 gram of Carlson's lemon-flavored fish oil (not as bad as it sounds) with the water, and take 500mg of magnesium.

Water: My Personal Story

I will conclude this last step with my personal story about how water intake drastically improved the quality of my life and my physique.

Prior to drinking my current daily 150+ ounces of water, even with the rest of my nutrition right-on, I frequently lacked energy. I could never work out more than once every three or four days.

I can now easily work out days in a row without overtraining.

This is not an exaggeration. Please note that while I currently train at this volume it is not something I do year-around, but the mere fact that I can is downright amazing.

My skin is clearer than it has ever been. I have had skin problems since childhood. You name it, I have had it. My skin, while far from perfect, looks quite nice now.

My body is less toxic. I can feel the toxicity in my body (call it intuition if you like), and believe me, I am far less toxic than I've ever been.

What about body fat? Of course, mine decreased with this amount of water.

Now you know—water is often the missing element in a fat burning diet. Drink up!

The *Simply Eat* Two-Week Food Plan

(Portions are determined by principles covered in earlier chapters)

Vegans/Vegetarians: Simply replace these protein sources with tofu, soy, or other alternative protein.

Also, *pre-feeding* is 'not' included in this plan, but you can add it to any day you wish.

Day 1 Menu

23 Ingredients

Meal 1

Whole Wheat Cream of Wheat	1 ingredient
Skim Milk	1 ingredient
Fresh Berries	1 ingredient
Pure Water	0 ingredients

Total ingredients = 3

Prepare the cream of wheat according to the package. Pour over skim milk and toss in some fresh berries.

Meal 2

Tuna	1 ingredient
Canola Mayonnaise	6 ingredients (using Spectrum Brand)
Diced Onions	1 ingredient
Lettuce Leaves	1 ingredient
Pure Water	0 ingredients

Total ingredients = 9

Mix tuna, mayonnaise, onions, together and wrap in large lettuce leaves like a burrito to eat.

Snack

Smoked Salmon	1 ingredient
Rye Crackers	1 ingredient
Cream Cheese	3 ingredients
Pear	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 6

Spread a small amount of cream cheese onto the rye crackers, layer salmon on top. Eat with a fresh pear.

Meal 3

Baked Chicken	1 ingredient
Italian Herbs	0 ingredients
Brown Rice	1 ingredient
Sliced Tomatoes	1 ingredient
Fresh Basil Leaves, Chopped	0 ingredients
Balsamic Vinegar	1 ingredients
Olive Oil	1 ingredient
Pure Water	0 ingredient

Total Ingredients = 5

While chicken is baking with the Italian herbs, steam the rice. Arrange sliced tomatoes on one platter, sprinkle fresh chopped basil on top and drizzle vinegar and olive oil to finish. Serve alongside the chicken and rice.

Day 2 Menu

22 Ingredients

Meal 1

Plain Yogurt	1 ingredient
Ground Flax Seeds	1 ingredient
Frozen Mixed Berries, Thawed	3 ingredients
Stevia Natural Sweetener	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Mix the plain yogurt with the flax and thawed frozen berries (juices and all). If not sweet enough, add stevia to taste.

Meal 2

Chicken Strips	1 ingredient
Sliced Tomatoes (1serv)	1 ingredient
Black Olives (1/2 serv)	1 ingredient
Sliced Cucumbers (1/2 serv)	-- ingredient
Olive Oil	1 ingredient
Balsamic Vinegar	1 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Toss Chicken Strips over the sliced vegetables, garnish with black olives, splash on the oil and vinegar.

Snack

Sliced Ham	2 ingredients
String Cheese	2 ingredients
Whole Wheat Tortilla	3 ingredients

Total Ingredients = 7

Roll ham, cheese and tortilla together for an easy on the go snack.

Meal 3

Flank Steak	1 ingredient
Red Potatoes	1 ingredient
Collard Greens	1 ingredient
Garlic	0 ingredients
Olive Oil	1 ingredient
Salt	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 4

While flank steak is broiling, quarter and boil the red potatoes. Chop the collards up into bite-sized pieces and sauté in garlic and olive oil. Salt to taste and serve with the steak and potatoes.

Day 3 Menu

21 Ingredients

Meal 1

Whole Egg and Egg Whites, Mixed	1 ingredient
Ham	2 ingredients
Pepper	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 3

Scramble eggs and sliced ham together. Sprinkle with pepper to taste.

Meal 2

Cottage Cheese	3 ingredients
Salsa	2 ingredient
Mixed Salad Greens	1 ingredient
Raw Carrot	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 7

Mix cottage cheese with salsa and place over mixed greens. Eat with carrot sticks.

Snack

FullStrength Designer Food	6 ingredients
Pure Water	0 ingredients

Total Ingredients = 6

Prepare a FullStrength shake (chocolate is best) with peanut butter for a special treat.

Meal 3

Shrimp	1 ingredient
Diced Celery (1/2 serv)	1 ingredient
Diced Bell Peppers (1/2 serv)	-- ingredient
Peas	1 ingredient
Avocado	1 ingredient
Fresh Squeezed Lemon Juice	1 ingredient
Salt	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Mix together all ingredients and eat as a salad.

Day 4 Menu 18 Ingredients

Meal 1

Smoked Salmon (Lox)	1 ingredient
Rye Crackers	1 ingredient
Diced Onion	1 ingredient
Fresh Dill	0 ingredients
Papaya	1 ingredient

Pure Water 0 ingredients

Total Ingredients = 4

Layer salmon on the rye cracker and sprinkle with some diced onion and the dill. Serve with fresh papaya.

Meal 2

Hard Boiled Eggs	1 ingredient
Orange	1 ingredient
Carrot Sticks	1 ingredient
Zucchini Sticks	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 4

Enjoy this easy snack on the go, all ingredients are eaten 'as-is'.

Snack

Raw Mixed Vegetables, Sliced	1 ingredient
Garbanzo Beans	1 ingredient
Raw Sesame Butter	1 ingredient
Lemon Juice	1 ingredients
Olive Oil	1 ingredient
Salt	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

In a strong blender, mix a can of garbanzo beans with a few tablespoons sesame butter and a drizzle of olive oil until smooth. Squeeze in the juice of one lemon and salt to taste. Use the hummus as a dip for the raw vegetables.

Meal 3

Baked Salmon	1 ingredient
Butter	1 ingredient
Brown Rice	1 ingredient
Sauteed Brussel Sprouts	1 ingredient
Olive Oil	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 5

Bake salmon with a little bit of butter and salt on top. Sautee brussel sprouts in a pan with water and a splash of olive oil until bright green.

Day 5 Menu
25 Ingredients

Meal 1

Organic Rolled Oats	1 ingredient
Hard Boiled Egg	1 ingredient
Skim Milk	1 ingredient
Nutmeg	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 3

Prepare oats with water, sprinkle with nutmeg and pour skim milk over top. Eat the egg alongside.

Meal 2

Smoked Salmon Filet*	2 ingredients
Whole Wheat Tortilla	3 ingredients
Avocado	1 ingredient
Lettuce	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 7

*Arrange chunks of the smoked salmon filet, avocado and lettuce leaves on the tortilla, roll up.
Perhaps from the night before.

Snack

FullStrength Designer Food	6 ingredients
Frozen Strawberries	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 7

Blend Full Strength with frozen strawberries for a cool treat.

Meal 3

Ground Turkey	1 ingredient
Mexican Spices	0 ingredients
Fat Free Sour Cream	4 ingredients
Mixed Salad Greens	1 ingredient
Salsa	2 ingredients*
Pure Water	0 ingredients

Total Ingredients = 8

*Cook ground turkey with Mexican seasonings. Nestle the turkey on a bed of greens and top with salsa and sour cream. *The vegetables in the Salsa are counted with the salad greens; the vinegar or citrus juice in it is counted as an ingredient.*

Day 6 Menu

17 Ingredients

Meal 1

Orange	1 ingredient
Ham Steak	2 ingredient
Whole Wheat Cream of Wheat	1 ingredient
Skim Milk	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 5

Cook the ham in a non-stick skillet. Serve with cream of wheat prepared according to package. Pour skim milk over the cream of wheat. Serve with a fresh orange.

Meal 2

Ground Turkey	1 ingredient
Corn Tortilla	1 ingredient
Fresh Cilantro	0 ingredients
Shredded Cabbage	1 ingredient
Fresh Squeezed Lime Juice	1 ingredients
Pure Water	0 ingredients

Total Ingredients = 4

Place cooked turkey in tortilla along with shredded cabbage. Garnish with fresh chopped cilantro and fresh squeezed lime.

Snack

Apple Sliced into Wedges	1 ingredient
Natural Peanut Butter	1 ingredient
Cottage Cheese	3 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Dab peanut butter on apple slices and eat with a portion of cottage cheese.

Meal 3

Baked Tillapia	1 ingredient
Salt	0 ingredients
Dry Lentils	1 ingredient
Low-Sodium Chicken Broth	0 ingredients
Pinch of Dry Sage	0 ingredients
String Beans	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 3

While simmering lentils in the broth with a pinch of sage, bake the tillapia and steam the string beans.

Day 7 Menu

19 Ingredients

Meal 1

Organic Rolled Oats	1 ingredient
FullStrength Designer Food	6 ingredient
Strawberries	1 ingredient
Stevia Natural Sweetener	0 ingredients
Cinnamon	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 8

Prepare oatmeal per package, heat with the slices of strawberries. Add stevia to taste. Drink a FullStrength shake with your cereal.

Meal 2

Tuna	1 ingredient
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Mustard	1 ingredient
Rye Crackers	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 3

Mix tuna, pepper and mustard together. Serve on a rye cracker.

Snack

Sugar Snap Peas (1/3 serv)	1 ingredient
Baby Tomatoes (1/3 serv)	-- ingredient
Baby Bell Peppers (1/3 serv)	-- ingredient
Raw Almonds	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 2

Eat these easy to pack items when on the go.

Meal 3

Venison Roast	1 ingredient
Red Wine for Marinating Roast	1 ingredient
Red Potatoes and Carrots, Mixed	1 ingredient
Mixed Green Salad	1 ingredient
Balsamic Vinegar	1 ingredients
Olive Oil	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 6

Marinate venison in red wine for a day and then roast in oven along with the red potatoes. Serve finished meat with mixed greens drizzled with olive oil and vinegar.

Day 8 Menu 19 Ingredients

Meal 1

Rye Cracker	1 ingredient
Quark Cheese	3 ingredients
Sliced Kiwis	1 ingredient
Pure Water	0 ingredient

Total Ingredients = 5

Spread cheese over rye crackers and layer on kiwi slices.

Meal 2

Black Beans	1 ingredient
Corn Tortilla	1 ingredient
Salsa	2 ingredient
Fat Free Sour Cream	3 ingredients
Pure Water	0 ingredients

Total Ingredients = 7

Fold black beans into a corn tortilla along with salsa and fat free sour cream.

Snack

Raw Carrot	1 ingredient
Dry Roasted Soy Nuts	1 ingredient
Pear	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 3

Eat all ingredients as-is.

Meal 3

Low Fat Tofu	1 ingredient
Kale	1 ingredient
Brown Rice	1 ingredient
Peanut Oil	1 ingredient
Fresh Grated Ginger	0 ingredients
Minced Garlic	0 ingredients
Red Pepper Flakes	0 ingredients

Total Ingredients = 4

Slice tofu and sautee in garlic and peanut oil. Chop kale and sautee in ginger, garlic and peanut oil. Serve with steamed brown rice and sprinkle with red pepper flakes if you like spicy foods.

Day 9 Menu 16 Ingredients

Meal 1

Poached Eggs	1 ingredient
Red Grapes	1 ingredient
Celery Sticks	1 ingredient
Cashew Butter	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 4

Poach eggs, serve with celery sticks dabbed with cashew butter and a few red grapes for color.

Meal 2

Chicken	1 ingredient
Low-Sodium Chicken Broth	0 ingredient
Celery Sticks	1 ingredient
Carrots (1/2 serv)	1 ingredient
Onions (1/2 serv)	-- ingredient
Whole Wheat Pasta	1 ingredient

Total Ingredients = 4

Brown the chicken in a soup pan sprayed with Pam. Remove from the pan. Sautee the diced onions, carrots and celery in the same pan. Add broth and chicken. After adjusting to your taste with your favorite spices, add cooked pasta in the last few minutes.

Snack

Cottage Cheese	3 ingredients
Steamed Broccoli	1 ingredient
Mrs. Dash (spices)	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 4

Steam the broccoli and chop into small pieces. Mix into cottage cheese with Mrs. Dash.

Meal 3

Chicken, Bar-B-Qued	1 ingredient
Red and Green Bell Peppers, Mixed	1 ingredient

Roasted Red Potatoes	1 ingredient
Olive Oil	1 ingredient
Salt	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 4

Lightly brush chicken and all vegetables with olive oil and sprinkle with salt. Cook everything until done on the grill.

Day 10 Menu 17 Ingredients

Meal 1

Cottage Cheese	3 ingredients
Raisins, Organic	1 ingredient
Crushed Walnuts	1 ingredient
Cinnamon	0 ingredients
Stevia Natural Sweetener	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Mix all ingredients together, add stevia to taste.

Meal 2

Chicken Breast	1 ingredient
Broccoli Slaw	1 ingredient
Red Wine Vinegar	1 ingredient
Walnut Oil	1 ingredient
Fresh Cut Rosemary	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 4

Place chicken breast on top of broccoli slaw, splash with red wine vinegar, rosemary and walnut oil.

Snack

Plain Yogurt	1 ingredient
Frozen Berries	1 ingredient
Raw Nuts	1 ingredient

Lemon Extract 0 ingredient
Stevia Natural Sweetener 0 ingredient

Total Ingredients = 3

Mix or blend these items together.

Meal 3

Lean Steak 1 ingredient
Sauteed Onions 1 ingredient
Olive Oil 1 ingredient
Yams 1 ingredient
Steamed Zucchini 1 ingredient
Pure Water 0 ingredients

Total Ingredients = 5

Broil steak to your liking and serve with cooked onions, yam and steamed zucchini.

Day 11 Menu 16 Ingredients

Meal 1

Grapefruit 1 ingredient
Eggs, Whole with/or Whites Only 1 ingredient
Steak 1 ingredient
Pure Water 0 ingredients

Total Ingredients = 3

Use steak left over from last night's dinner for easy preparation. Eat with one or two whole eggs and a grapefruit.

Meal 2

Hard Boiled Eggs 1 ingredient
Rye Crackers 1 ingredient
Mustard 1 ingredient
Fresh Dill 0 ingredients
Red Grapes 1 ingredient
Pure Water 0 ingredients

Total Ingredients = 4

Slice hard boiled eggs and arrange on a rye cracker. Dab on some mustard and sprinkle fresh chopped dill. Serve with a few red grapes.

Snack

Whole Wheat Bread	3 ingredients
Natural Peanut Butter	1 ingredient
Sliced Strawberries	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 5

Spread peanut butter on whole wheat bread. Layer on sliced strawberries.

Meal 3

Scallops Seared in a Non-Stick Pan	1 ingredient
Canola Oil	1 ingredient
Blackening Spice	0 ingredients
Lentils	1 ingredient
Low-Sodium Chicken Broth	0 ingredients
Pinch of Dry Sage	0 ingredients
Steamed Vegetable Blend	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 4

Cook lentils in broth with the sage. Steam vegetables. Minutes before lentils and vegetables are ready, sear scallops with blackening spice and canola oil in a hot non-stick skillet sprayed with Pam.

Day 12 Menu

18 Ingredients

Meal 1

Whole Wheat Bread, Toasted	1 ingredient
Smoked Salmon (Lox)	1 ingredient
Cream Cheese	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 3

Spread a small amount of cream cheese on toast and layer salmon on top.

Meal 2

Ham Slices	2 ingredients
Steamed Asparagus	1 ingredient
Swiss Cheese Slices	2 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Roll the spears of steamed asparagus into slices of ham and then wrap a slice of swiss cheese around everything.

Snack

Cheddar Cheese	2 ingredients
Raw Celery (1/2 serv)	1 ingredient
Raw Carrot (1/2 serv)	-- ingredient
Pure Water	0 ingredients

Total Ingredients = 3

Eat all ingredients as-is.

Meal 3

Extra Lean Ground Beef	1 ingredient
Natural Italian Tomato Sauce	3 ingredients
Whole Wheat Pasta	1 ingredient
Diced Bell Peppers	1 ingredient
Sliced Cucumbers (1/2 serv)	1 ingredient
Olives (1/2 serv)	-- ingredient
Pure Water	0 ingredients

Total Ingredients = 7

Cook the beef, pasta and heat the sauce. In the meantime, prepare a Greek style salad with the peppers, cucumbers and olives to eat alongside.

Day 13 Menu

25 Ingredients

Meal 1

Banana	1 ingredient
Full Strength Designer Food	6 ingredients
Pure Water	0 ingredients

Total Ingredients = 7

Prepare a FullStrength shake with all or a portion of a banana in blender. Or just eat the banana separately.

Meal 2

Steak Strips	1 ingredient
Sliced Cabbage (1/2 serv)	1 ingredient
Grated Carrots (1/2 serv)	-- ingredient
Canola Mayonnaise	6 ingredients
White Vinegar	1 ingredient*
Mrs. Dash or Spices	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 9

*Arrange steak strips over the cabbage and carrots for a coleslaw. Blend together the mayonnaise with some white vinegar and Mrs. Dash for the slaw dressing. *Note that you are merely thinning the mayonnaise with vinegar it already contains to make a dressing.*

Snack

Whole Wheat Tortilla	3 ingredients
Cashew Butter	1 ingredient
Organic Raisins	1 ingredient
Cinnamon	0 ingredients
Pure Water	0 ingredients

Total Ingredients = 5

Spread cashew butter onto whole wheat tortilla, sprinkle with cinnamon and a few raisins. Roll everything up. This is a great snack for children.

Meal 3

Pork Loin Roast	1 ingredient
Steamed Squash	1 ingredient
Spinach	1 ingredient
Garlic	0 ingredients
Olive Oil	1 ingredient
Pure Water	0 ingredients

Total Ingredients = 4

Roast the pork loin in the oven. Steam squash. Just before squash and roast are ready heat olive oil, add garlic for a few moments then quickly toss spinach in the pan until just wilted.

Day 14 Menu

29 Ingredients

**Note that this is a day where the number of ingredients have been "banked" for the week and spent on more elaborate meals.*

Meal 1

Organic Rolled Oats	1 ingredient
FullStrength Designer Food	6 ingredients
Pure Water	0 ingredients

Total Ingredients = 7

Mix some FullStrength into your morning oatmeal.

Meal 2

Shrimp	1 ingredient
Corn Tortillas	1 ingredient
Avocado	1 ingredient
Baby Spinach	1 ingredient
Tabasco Sauce	2 ingredients
Pure Water	0 ingredients

Total Ingredients = 6

Fold shrimp into the tortilla along with a few slices of avocado, and some baby spinach. Sprinkle on tabasco sauce if you like spicy foods.

Snack

Whole Wheat Tortilla	3 ingredients
Natural Italian Tomato Sauce	3 ingredients
Part Skim Mozzarella Cheese	2 ingredients
Diced Mushrooms (1/2 serv)	1 ingredient
Diced Bell Pepper (1/2 serv)	-- ingredient
Pure Water	0 ingredients

Total Ingredients = 9

Spread tomato sauce onto the tortilla. Layer on some finely sliced vegetables and sprinkle with a bit of cheese.

Meal 3

Ahi Tuna	1 ingredient
Steamed Asparagus	1 ingredient
Brown Rice	1 ingredient
Sesame Seeds	1 ingredient
Soy Sauce	3 ingredients
Pure Water	0 ingredients

Total Ingredients = 7

Just before rice is finished simmering, begin steaming asparagus until bright green. Sear Ahi in a hot non-stick skillet sprayed with Pam. Sprinkle sesame seeds on the fish and asparagus, soy sauce to taste.

Five Secrets to Even Greater Fat Burning Success

Each of these five secrets is worthy of a book unto themselves, but I could not conclude *Simply Eat* without mentioning them. Do not let the abbreviated text fool you—these are absolutely vital to your long-term success!

Secret 1: Your 2W's

I apologize in advance to all the CPAs out there, but 2W's are far more important than W2's, especially when it comes to burning fat and living with energy.

The 2W's are *weights and walking*.

Weight Training Burns Fat

Weight training is by far the most important exercise you can do. By all means, do not buy into the myths of becoming "muscle-bound" if you engage in regular strength training. Bodybuilders like myself train at levels of intensity few people will ever reach or want to reach.

You do not require that level of intensity to gain the benefits of weight training. However, you cannot train with "pink baby weights" and expect miracles. You must strike a balance between too much and too little weight and intensity.

The simple answer is *progression*.

Start with a weight training program consisting of three days per week in the gym. If you cannot get to a gym, look into in-home training solutions.

Divide your body into segments. Day one will be your chest and back. Work your abs prior to your session. Day two will be legs, and day three shoulders and arms, with ab work before the session.

Start with just a few sets per body part. Focus on increasing the weights and/or reps during each session. Just doing this will produce wonderful results.

We provide customized in-home and gym-oriented weight training and nutrition programs through LifeAssess. [Click here now for more information.](#)

Why does weight training burn fat? Simple—weight training increases lean muscle tissue, the body's number-one calorie-burner. The more lean tissue you have, the more calories you can burn.

Also, weight training stimulates the body's metabolism *twelve times greater than cardiovascular activity*. This makes it the ideal fat-burner, as it works to both burn calories "now" and "later".

The Wonders of Walking

When I tell people that I get 90% of my cardio from *walking*, they think I am joking. Walking as I do, first thing in the morning on an empty stomach at a very brisk pace, is one of the best fat-burning exercises in the world.

While running a mile requires less time, walking a mile burns *almost the same amount of calories*. However, walking derives over 85% of its energy from *fat*, while running draws as little as 45%. In highly conditioned runners, this can be as high as 65%.

The bottom line: walking is safer, easier, and more effective for the majority of people as a lifestyle fat-burning activity.

You can walk around the neighborhood, walk in a shopping mall on a cold or rainy day, or walk with a group of friends on a nature hike. All you need is a good pair of walking shoes and you are set.

For those of you who cannot walk, consider <http://www.heavyhandsfitness.com>. Heavy Hands can be used while sitting down.

You will want to work your way up to about an hour or more of walking per day. You will soon find it to be the best part of your morning.

Secret 2: Precook for the Week

When preparing the foods you will be eating on your nutrition plan, be sure to cook plenty for the entire week. You can freeze these foods or even keep them in the refrigerator, which is what I do. I can have virtually fresh food at my fingertips using this strategy, and I only have one longer cooking session versus having to cook every night.

The real gold behind this tip is *the avoidance of energy-robbing foods*. When you are hungry and there is nothing in the refrigerator to eat, what do you do? Chances are greater that you will grab the first available food within reach rather than cooking a healthy meal. This helps prevent eating out of comfort or boredom as well. Generally speaking, most people simply want to *eat something* when bored. The key is to eat something that is good for you!

Secret 3: Engage the Family

Using your newfound Core Levers, might I suggest that you further empower yourself by recruiting your family and/or friends into your new lifestyle? You will find that, in many cases, your family members will want to join in once they see your results. This will also make cooking a much easier task.

Some people counter with, “Jon, I will never get _____ to do this!” Sometimes you can change this with your approach.

Consider asking this person, “Would you mind helping me become a better (friend/wife/husband/mate/etc.) to you?” This will probably take them back a few steps! Their answer will obviously be yes. Then, explain how helping you become fit and healthy, and why *their degree of health is equally important*, is vital to your role as their friend/wife/husband/mate/etc.

Sometimes it is all in the delivery!

Secret 4: Grab a Partner

Unless your family or friend(s) want to work out with you, I suggest finding a partner for your daily exercise. Having accountability is *the number one factor in sustaining a lifestyle of fitness*.

We provide some incredible accountability programs through LifeAssess.
[Click here now for more information.](#)

Secret 5: Keep a Journal

You will not believe what I am about to tell you, but it is the truth.

I have yet to meet one person out of literally thousands of clients who *failed to succeed at their fitness goals* who kept a daily journal of their food, their workouts, and their thoughts.

What seems like “a lot of work” to some people should be reframed, especially given the fact that not one person has proven me wrong yet!

When someone comes up to me and says, “Jon, I have hit the wall with my diet/workout plan,” I always ask to see their daily journal.

“Well, I don’t keep one...I started, but then stopped after a few weeks.”

It never fails.

The opposite is true as well—everyone who keeps this daily journal and uses it for feedback as they monitor what works and what doesn’t is massively successful.

I have included a daily nutritional and fitness journal for you to print out and use. I suggest keeping your emotional and mental journal separately, just in case you leave this at the gym.

Tools to Reach Your Personal Best

Each of the websites listed below contain free newsletters and tools to help you achieve your personal best. They also offer wonderful products that I personally endorse and/or have created for your total empowerment.

Enjoy!

M-Power Total Transformation Series

<http://www.mpowerseries.com/specials/>

LifeAssess Personal Health Profile

<http://www.mpowerseries.com/lifeassess/specials/>

FullStrength: The World's First Fast-Food Nutrition Shake

<http://www.betterfitnessproducts.com/fullstrength.html#108>

Fit Over 40: Role Models For Excellence At Any Age

<http://www.fitover40.com>

7 Minute Muscle

<http://www.7minutemuscle.com>

Chisel Your Abs Success Series

<http://www.chiselyourabs.com>

About the Author



No matter how "old" or "out of it" you may think you are, you can transform your body and mind—
at any age.

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Jon Benson is an internationally recognized transformation life coach, specializing in nutrition and physical fitness. His 48-week audio and one-on-one e-coaching program, [M-Power](#), has won him critical acclaim in publications such as Shawn Phillips' *Real Solutions*, *Master Trainer* and in Olympian and motivational speaker Kevin Saunders' *A Nation At War*. Jon studied nutrition at The Cooper Clinic, and currently working on completing his Masters degree in nutritional sciences. He is also the author of the best seller [Fit Over 40](#), as well as the soon-to-be-released books, [7 Minute Muscle](#) and *Truthful Thinking: Debunking The Myth of Positive Thought*.