



8 STEPS

TO A FULL BODY TRANSFORMATION:

There are many ways to transform your body composition, all predicated on nutrition first, training second. Over the last 12 years I've tried almost every diet and training philosophy out there.

I've been Paleo, vegetarian, ketogenic low-carb/no-carb and low fat/no fat. I've tried intermittent fasting (IF), bodybuilding prep diets and followed the Weston A. Price ancestral model. I've also worked closely with people doing all of the above so I've not only done the research, I've seen the empirical evidence firsthand.

Here's the truth...

I was able to get pretty lean (within 7-12% body fat) and maintain good muscle mass on several of those methods and I've seen clients have similar success. However, they're not all created equal, but more on that in a moment.

First, let's get to the core of your body transformation desires. **Why eat right? Why train?**

I'm sure you want to look great naked while feeling healthy, energetic, strong and fit. I think you'd also like to move with more skill and confidence as well if you knew of a system that could offer you all of the above. You don't want to just look high performance, you want to be [or embody] high performance. And, it would be great to have all of this without the stress of calorie counting!

While several of the above diet strategies resulted in great aesthetics, they were unsustainable and stressful to maintain. My entire life revolved around eating 6-8 meals a day and required more training time than I could ever hope to put in now that I run a business and have a family. Some programs got me "looking great" but the gut distress was miserable and tough on my social life while others left me feeling low energy, weak and in a brain fog.

One diet was so lacking in nutrients that I got down to the leanest I have ever been at 4% body fat. However, I was so depleted that my strength plummeted embarrassingly low. I needed frequent naps and I developed tendonitis and stress fractures. **I may have been "ripped" but it was all smoke and mirrors. I was trying to reverse engineer the body I wanted and that doesn't yield the results we really want.**

What I learned after 12 years of research, experimentation, and introspection is that body composition is a byproduct of **METABOLIC HEALTH**.

WHAT IS METABOLIC HEALTH?

Metabolism is defined as the chemical processes that occur within a living organism to maintain life.

A person is considered healthy when their mental and physical condition exists in a state free from illness or injury.

METABOLIC HEALTH means the chemical communication systems within body are working in synergy for optimal performance.

A lean athletic physique is a clear indicator of good METABOLIC HEALTH. But it's not just about how you look naked.

Other indicators of your Metabolic Health are your energy levels, mood, cognitive function, sexual desire, digestion, immune functions, sleep cycle and skin tone.

If you want to make a body transformation that's sustainable you must address your metabolic health. Optimizing metabolic health unlocks the body you want along with abundant energy, vibrant health, longevity, strength and performance you want in life and the gym.

In a nutshell, it's transforming the body from the inside out.

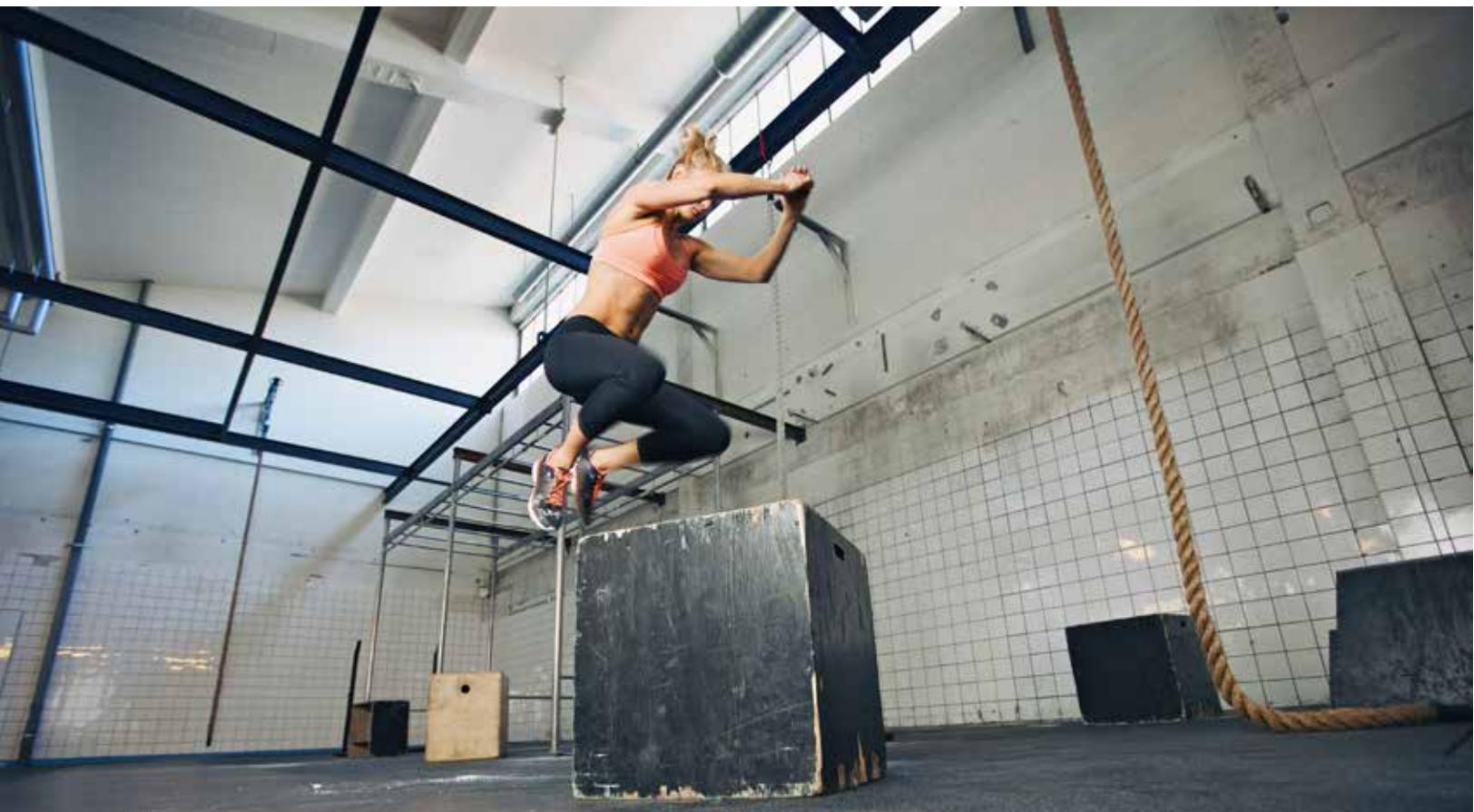
We have to begin addressing metabolic health as the root cause of sustainable aesthetics, energetics and strength rather than treating them as if they exist in isolation.

When you eat, move, and rest in a way that optimizes metabolic health your metabolism works to it's most efficient potential. You supercharge the way you burn energy, body fat and build muscle.

It means your body will transform faster and to a greater degree. Once your Metabolic Health is operating at peak efficiency, it will be easier to maintain throughout your life!

And yes, you will look great naked.

Your body's software is coded to insure you survive and reproduce with as much as efficiency as possible. It has no use for excess body fat baggage that serves no functional purpose, so the only reason it exists is if something is wrong with your metabolic health.



WHAT MAKES US FAT

Since a relatively low body fat composition is such a huge part of a body transformation let's take a moment to understand what makes your body store body fat

- 1. Insulin**, the hormone your body releases in response to when you eat sugar, tells your body to increase its number of fat cells and then to fill those new fat cells with any left over sugars in the blood stream that haven't been required for energy.
- 2. Eating Sugar**
 - increases insulin levels, which
 - increases triglyceride production in the liver, which
 - trigger fat cells to start making more fat from sugar in the blood stream that will fill up the cells like a sponge saturating with water
- 3. Arachidonic acid (AA)**, converted from Omega 6 fatty acids, makes fat cells divide thereby increasing the total number of fat cells. Stress, sleep deprivation and obesity generate more AA.
- 4. Glucocorticoids** stimulate fat cell division. Our bodies make glucocorticoids all the time, but levels rise during stress and sleep deprivation.
- 5. Hydrogenated oils** wreck metabolic havoc down to the cellular level. The destruction runs the gamut from impeding nutrient absorption and toxic waste disposal to outright killing of healthy cells. Anything that diminishes metabolic health is also decreasing metabolic efficiency.

In case you didn't notice there is a trend: sugar, stress, and lack of sleep.

The following approaches are ineffective, unsustainable, unreasonable, and unnecessary:

- Calorie counting
- Weighing your food
- Eating every 2-3 hours
- Eating low/no fat
- Doing endless amounts of cardio

THE 8 STEP SYSTEM TO A **FULL BODY TRANSFORMATION** that's quick and sustainable!

This 8-step system will lead you to optimal Metabolic Health through the lens of giving you maximum results without any wasted effort or unnecessary stress.

Following these 8 steps will just ensure your walking the quickest and most sustainable path to your body transformation goals while also establishing vibrant health, abundant energy and superhuman physical and mental performance.

1. **DRINK ½ YOUR BODYWEIGHT IN OUNCES OF WATER A DAY TO BOOST METABOLIC FUNCTION AND DETOXIFICATION**

No need to overthink and over analyze this one. Every metabolic process requires water including burning fat, building muscle, retaining less fluid and anything else that would be attributed to a body transformation.

- Muscle tissue is actually 80% water. Water hydrates the cells which gives muscle their volume and allows them to store more glycogen (fuel). Hydrated muscles are more supple, which means they can contract harder over a greater range of motion and are protected from injury.
- It's the delivery system for shuttling toxins that can trigger fat storage out of the body.
- Water supports the detoxification efforts of the liver. That's important because when your liver is done detoxifying it starts metabolizing stored body fat for energy to burn. Make the liver's job as easy as possible by avoiding toxic foods and fructose and drinking lots of water!
- Let's go down to the cellular level. Hydrated cells receive nutrients and discard toxic byproducts more efficiently at the cell membranes, which increases metabolic health and efficiency. It's the delivery system for shuttling toxins that can trigger fat storage out of the body.

Water is so important, yet a lack of it seems to be a common denominator in every overweight client I've ever worked with.

- Start your day with a cold glass of 24-32 oz of water within 5 minutes of waking. The water and the cold will kick start your metabolism for the day.
- Drink ½ your bodyweight in ounces of water a day.



2. IMPROVE SLEEP QUALITY TO SUPERCHARGE YOUR METABOLISM WHILE YOU'RE AT REST.

A perfect diet and a consistent daily movement training routine are all for naught if you have poor sleep. When you fall into deep REM sleep your body starts releasing powerful fat burning growth factors that heal your body including rebuilding muscle, connective tissue, and skin cells.

The trick is to learn how to improve your sleep quality and quantity (if possible) in order to optimize the release of these powerful growth factors. Just because you fall asleep doesn't mean you're in the kind of deep sleep required for the release of the right chemistry.

Obviously getting more sleep is good thing, ideally 7 to 9 hours a night, however, that may not be possible and it still won't address quality. You can be sleeping 10 hours a night, but still getting poor sleep, which interferes with proper hormone and growth factor release. You could also get 6 hours of great sleep that's more beneficial than 10 hours of poor sleep.

Making some changes to your sleeping environment and bedtime routine can have a dramatic effect on the quality of your sleep.

QUICK SLEEP CHAMBER OPTIMIZATION

- Install blackout curtains to make your room as dark as possible and to help dampen the sound from the street. A very dark and quiet bedroom is optimal for falling into REM sleep. A sleep mask works well in lieu of blackout curtains.
- Cool temperature is best (67-70 degrees). If you don't have A/C you may consider investing in quiet fans.
- Remove/fix/replace anything that makes unnecessary noise. Your bedroom should be quiet. If outside noises are disruptive try a noise machine that can dampen disruptive sound with soothing, relaxing sound.
- Remove any EMG devices from your room, or at the very least unplug them all when you sleep. Electro-magnetic devices like your television, phone, lap top, and even alarm clock radio emit waves that can interfere with your brain waves keeping you from falling into the most restful sleep states. Anything you have to have (phone alarm) should be moved across the room as far from your head and heart as possible.
- No work in the bedroom! Your bedroom should be a safe and relaxing place for rest and sex, so don't bring stress into that environment. Working in bed sends a conflicting message to your body. Having a work desk in your room is even worse.

NIGHT-TIME ROUTINE BASICS

- Finish your last meal of the day 2 hours before bedtime so your insulin levels aren't spiked before bed. Growth hormone isn't released when insulin exists in the blood stream. Growth hormone is one of the powerful growth factors that burns fat while you sleep. Remember, eating sugar spikes insulin. Even eating large amounts of protein will spike insulin to some degree.
- Institute a 30-45 minute decompression period before bed where you don't watch television or work on the computer. Research shows that looking at flashing lights like the kind from computer screens, smartphones, and televisions stimulate the brain in a way that may interrupt restful sleep.
- Supplement with Magnesium 30 minutes before bed. Magnesium is a mineral that is one of the catalysts for the chemical reaction that stimulates the parasympathetic nervous system, which is the "rest, digest and relax" part of our autonomic nervous system.

3. TRAIN FOR TRANSFORMATION

You need to be moving with intention for at least 1 hour a day 5 days a week. Don't worry if it takes some time to build up the conditioning to do this.

Here are some rules for getting maximum return from your investment of training time.

- Use compound movements, like deadlifts, squats, pull-ups, barbell presses, rows, pushups, heavy kettlebell swings and Turkish getups, rather than isolation movements like curls, tricep extensions, calf raises, leg extensions and hamstring curls.
- Stop using machines! Devote your time to free weights and bodyweight exercises.
- Devote at least 2-3 hours a week to strength training using relatively heavy weights and challenging bodyweight movements. Greater intensity (load) causes your body to release the right cocktail of hormones that supercharge fat burning and build muscle, which further increases metabolic rate. The weights you lift and the bodyweight movements you do should seem hard for between 3 to 8 reps.
- Get your training volume by doing more sets with heavier weights for less reps. Rather than doing 3 sets of 10 (30 total reps) with medium weight it would be better to do 5 sets of 5 (25 total reps) with heavy weight.
- Devote another 1-2 hours a week to vigorous interval training. The goal is to do compound movements very quickly working as hard as you can with good form for a given interval of time then take a rest interval then repeat. The shorter the interval (10-30s) the harder you can go, but the more rest you'll need in ratio to the interval (1:1 to 1:4 work to rest). Get your volume by doing more sets when your intervals are super intense. When the intervals are longer (1-3 minutes) your rest periods can be shorter in relation to work (3:1 to 1:1 work to rest).
- Sprinting, jumping, kettlebell swings, burpees, wall balls, ball slams, jumping rope, hitting a heavy bag, battle ropes, and sledge hammer striking are great choices for interval training. Use relatively lightweights so you can move quickly with good technique. Intense interval training will cause you to become very fatigued, which isn't a good time to be lifting heavy weight with compromised form.
- Do at least one steady state aerobic movement session per week where you keep your heart rate elevated for 30 to 90 minutes straight without stopping. Your heart rate should be between 60 to 70% of your max heart rate (Max heart rate = 220 – Age). Hiking, walking, jogging, swimming, easy rope jumping, shadow boxing, dancing, shadow boxing, and animal pattern flows are great choices for steady state aerobic training.

4. DRASTICALLY REDUCE SUGAR INTAKE AND ELIMINATE PROCESSED SUGARS

Earlier you learned how sugar and insulin tell your body to create more body fat.

Here are some rules for getting maximum return from your investment of training time.

- Start by eliminating crap sugars like candy, soda, dessert, sweet creamers, pastries and anything that high in sugar in low in nutrients.
- Eliminate high fructose corn syrup (HFCS). HFCS is the worst thing you can eat. Period.
- Eliminate starches like bread, pasta, and potatoes. We'll cover grains more in a moment. (Sweet potatoes are ok on occasion because they're low glycemic, but don't ruin them by filling them with brown sugar.)
- Don't drink your calories. Soda and sugary juices are garbage.
- Cut out the booze. This isn't forever, but at least until you've gotten your body to a point that you're in maintenance mode. People make quick and drastic changes when they can cut out booze for sustained periods of time.

The sugars you do eat should be nutrient-dense and low glycemic, like berries. Remember, not all fruit is created equally. Bananas, for example, are very high glycemic so eating them pre- and post-workout is sabotaging your training. Soft fruits like dates, prunes, peaches, and grapes are high in fructose, which goes straight to the liver for processing, drastically slowing down fat metabolism. Agave is also very high in fructose.

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5. EAT MORE FAT

Eating fat doesn't make you fat. Dietary fat doesn't have a direct metabolic pathway for becoming body fat! In fact the more one eats fat the more the body begins to prefer it as fuel, which means less sugar cravings.

Replace the vacuum of sugar you eliminated with dietary fat. Fat is a satiating, energy source that keeps your belly full, your mind sharp and doesn't spike insulin levels. It's also the building blocks for cells and hormones.

Don't shy away from saturated fat as long it comes from a quality source like organic grass fed meat, organic pastured chickens and eggs, and coconut oil. Feel free to cook and cover your food with ghee, grass-fed Kerrygold butter and raw butter. Avocados and olive oil are great sources of fat as well!

I also don't recommend nuts unless they've been prepared to neutralize anti-nutrients like the ones found in grains.

Trans-fat from hydrogenated oils such as, canola oil, safflower oil, sunflower oil, and grape seed oil, is the one fat you need to avoid at all costs. Hydrogenated oils cause major metabolic disturbances.

Train your body to live off of fat and you'll stay lean.

6. ELIMINATE GRAINS AND GLUTEN

Eliminating gluten and grains will have a bigger impact on your overall sense of wellness and your body composition than any other single change you can make.

My personal experience combined with my observations of friends and clients that have done it has led me to the belief that nothing has as big of an impact on overall wellness and body composition as eliminating gluten and grains. In regards to clients and friends who eliminated gluten and grains for the first time I'd estimate that they lose an average of about 15 pounds after 21 days of strict compliance. It's not uncommon to see people lose 25 or 30 pounds either. People also report mental clarity, emotional balance, and improved physical performance and recovery.

Why are grains and gluten so bad?

Here's what you need to know without going too deep into the weeds.

- Grains contain lectins that bind to insulin receptors decreasing insulin sensitivity which causes your body to release greater and greater amounts of insulin over time, which we know causes body fat storage. Lectins also cause leptin resistance. Leptin is the satiety hormone that tells you you're full.
- Gluten is an insoluble protein that wrecks havoc on your gut. The perforations it creates in your small intestines allow toxins and undigested food to leak out into the blood stream causing systemic inflammation, which disturbs all metabolic function.
- Phytates in grains make minerals bio-unavailable. Minerals are important catalysts for many metabolic processes including fat metabolism, tissue repair and proper hormone release.

7. EAT A VARIETY OF VEGETABLES

There are so many reasons why adding vegetables is an important step in this process. Most body transformation diet advice focuses on what you have to eliminate. In the case of vegetables (and dietary fat) it's about what you need to add to your diet.

- Vegetables fill you up without spiking insulin.
- The fiber feeds healthy gut flora, which is critical for proper nutrient absorption, detoxification and immune function.
- Plants are incredibly nutrient dense. If protein and fat are the building blocks of the body micronutrients are the workers, tools and machines that do the building.
- Also, when you provide the nutrients your body need at the cellular level hunger and sugar cravings subside drastically.

ADDING MORE VEGETABLES IS EASY.

- Start supplementing with a greens powder after your workouts.
- Eat a big green salad with a variety of raw veggies every day.
- Make vegetables the side dish to your meals rather than bread, pasta, rice, and potatoes.

8. FIND A COMMUNITY OF MOTIVATED, POSITIVE INDIVIDUALS

Don't underestimate the importance of this step!

The right people can help you do anything. Teamwork makes the dream work. But the wrong people can keep you stuck in the same place, forever.

Friends and family may not be intentionally malicious, but people who have no interest in their own personal health and growth may not understand the lifestyle changes you're making in order to improve yourself.

That's why it's ESSENTIAL you find a group of like-minded individuals to share your experiences with. Positive people will inspire you to train and eat right, challenge you to break barriers you never thought possible and kick your butt when you're holding on to old habits and excuses.

A single warrior can only go so far. An army of warriors can take over the world. These 8 steps may be a lot to process, but don't get overwhelmed.

When we work with our clients and members at 34° North we recommend they address 1 or 2 steps at a time until they have them down before moving on to the next steps.

An easy and high return step like drinking more water is good for getting momentum on your side.

At 34 North, we have a 12 Week Journey that systematically addresses each of these 8 steps as well as a many other things, all with the goal of optimizing Metabolic Health through movement, mindfulness, nutrition and community.

With sustained optimal Metabolic Health you eventually become your own master trainer, acutely sensitive to what program of movement training, food and rest you need to maintain longevity and wellness with the body you desire, and you'll sustain this awareness for the rest of your life.

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