



PureFitness
Arklow

5

simple steps to lose fat

How to lose fat without losing your mind, even if you don't know where to start.



[purefitnessgym_arklow](https://www.instagram.com/purefitnessgym_arklow)



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Tip¹

WALK 10,000 STEPS PER DAY

WALKING IS THE MOST UNSPOKEN SECRET TO FAT LOSS

By simply increasing your overall daily activity, you will find it much easier to lose body fat...

TESTIMONIAL / SOCIAL PROOF

When I first started with my client Jane, all we did was increase her activity levels - in particular her steps (as she didn't have access to a gym!). Lucy lost on average 2lb per week, just by walking + eating in a calorie deficit!



Walking can help prevent some of the muscle loss that may occur when cutting calories to lose weight. This helps minimize the drop in metabolic rate that occurs when you lose weight, making the pounds easier to keep off.

Tip 2

CALCULATE YOUR CALORIES

AB'S AREN'T MADE IN THE GYM, THEIR MADE IN THE KITCHEN

Working out our calories allows us to have more control over what we eat, and what our bodies need to fuel us. If you calculate your TDEE (total daily energy expenditure) + subtract a calorie deficit, you will achieve fat loss.



TESTIMONIAL / SOCIAL PROOF

When I first started with my client Shane, he had no idea how much food he was eating, or how much he "should" be eating. By calculating his calories, Shane is now so much more in control of his diet and food choices. He can still eat the foods he loves by fitting them into his daily calories, without gaining weight or undoing his progress.

[CLICK HERE TO ACCESS A FREE ONLINE CALORIE CALCULATOR!](#)

Tip 3

TRACK WHAT YOU EAT

WHAT WE CANNOT MEASURE, WE CANNOT MANAGE

If we don't know how much we are eating... how can we possibly eat in a deficit, and therefore, lose body fat.

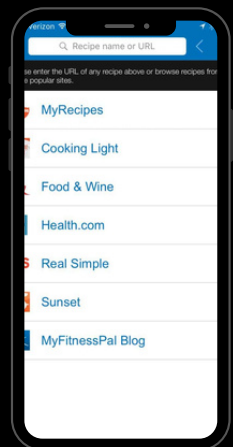


TESTIMONIAL / SOCIAL PROOF

When I first started with my client Sarah, she was scared about using an App to track her food. I showed her how easy My Fitness Pal was to use with scanning barcodes - and now she uses it every day!

MyFitnessPal is super simple to set up and integrates directly with my App, so that I can see all of my clients meals and macro tracking across the week. This allows for ultimate accountability and of course... **AMAZING RESULTS** for them.

[Check out MyFitnessPal by clicking here.](#)

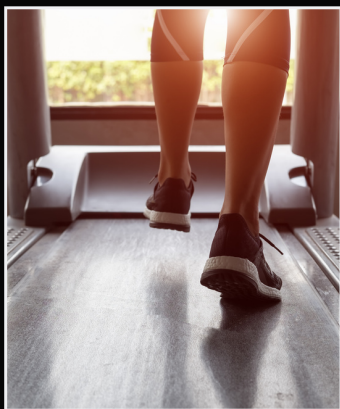


Tip 4

FACTOR IN WEEKENDS & SOCIAL OCCASIONS

LIFE IS FOR LIVING

Don't punish yourself by not enjoying events and weekends. Just be savvy and prepare for them by using a calorie "buffer"



TESTIMONIAL / SOCIAL PROOF

When I first started with my client John, he used to eat well all week but binge on the weekends - with alcohol and takeaways. John didn't realise that his weekend blowouts were responsible for his weight gain, as he was eating so well during the week. Once he started tracking his calories, John quickly realised that his weekend binges were undoing all of his hard work during the week. Now he reduces his weekday calories with a buffer to allow himself more calories to indulge and enjoy his weekends, without ruining his progress

How to calculate a Calorie "Buffer":

1. Calculate your daily calorie target
2. Decrease 200-500 calories daily Mon-Fri
3. Have an extra 1000-2500 extra calories at the weekend!

Tip 5

FAIL TO PREPARE, PREPARE TO FAIL

PREP IS KEY WHEN IT COMES TO GETTING RESULTS

By planning your meals and training sessions ahead of time, you are much more likely to be successful in achieving your goals.

When I first started with my client Jim, he had never meal prepped or written a shopping list in his life. I provide my clients with meal plans + shopping lists, so they don't have to do this... I think this changed Jim's life! He now enjoys his weekly shop and has lost weight consistently every week since beginning his plan.



Plan when you will train throughout the week. Try to pick a consistent time that works for YOU. Add your workouts into your diary by blocking out time, like you would your work meetings so you don't "forget" or lose time.

Plan what you will buy from the shops before you go by planning your meals for the week.

Congratulations!

Congratulations on making it to the end of this E-book.

You are already much further along than most people will get, so well done in investing time to make improvements and develop yourself!

For anyone that makes it to the end...

I have included this secret button especially for you.



This button will give you access to a free consultation to get set up for the gym.

If you'd like to get more specific help and a deeper understanding of how you can get in the best shape of your life, then click the button above and it'll take you straight to the gym memberships!