Begin Here

This e-book is designed to provide you, over the next 14 days, 14 actionable steps, tips and tricks to become leaner, stronger, smarter, healthier and of course HAPPIER!

We encourage you to read one entry everyday instead of skipping ahead. The importance of every day must be embedded into your daily life.

Print this e-book and carry each day’s cheat sheet along with you. Our goal is for you to live a healthy lifestyle and enjoy more opportunities!

Always work towards improvement!

Disclaimer: The information provided is for informational purposes only. This is not a substitute for medical advice or treatment for any medical conditions. The percentages are by no means accurate, but more a representation of importance per tip, trick or piece of advice. Enjoy!
The Human Body needs the right foods to function, just like a plane needs special jet-fuel to fly. Now imagine if you fueled a jet up with something other than jet-fuel, say gasoline. The plane might start up, but it’s just a matter of time before it crashes. Apply the same principle when fueling your own body. Many of us eat empty calories with little to no nutritional value (processed foods). Your body might function, but not optimally. We must find a healthy balance when it comes to our nutrition.

We first must understand the major macronutrients.

**Carbohydrates:** Most everything that grows from the ground can be classified as a carbohydrate, examples are grains (breads and pastas), rice, vegetables, fruits and some diary products. This macronutrient is responsible for providing your body with almost all of its energy to do your daily activities.

**Protein:** Protein is anything that swims, walks or flies (cow, chicken, fish, turkey, pig, eggs etc.). Protein is responsible for most bodily functions like building and repairing. *Sure some foods like beans contain protein, BUT a 1 cup serving of beans has 15g protein and 40g carbs, the majority is carbohydrates, not a protein source*

**Fats:** Fats are the most concentrated source of energy, packing 9Kcal per gram. Fats act as a carrier for the fat-soluble vitamins A, D, E, and K. Fat protects internal organs like your heart and kidneys and also keeps your body warm and slows down your gastric emptying time. There are four types of fatty acids, which give fats their texture, melting point and flavor. Fats are NOT created equal.

**ALWAYS REMEMBER**

1. **Eat every three to four hours** --- This will provide your body with a constant fuel source, drive your metabolism and supply constant blood glucose levels. BUT REMEMBER, PORTION CONTROL!

2. **Always eat protein when eating carbohydrates** --- Eating protein with carbohydrates slows down the digestive process, which leaves you feeling full longer, and prevents hunger cravings.

3. **Consume the right amount of calories** --- It’s important to consume the right amount of calories, because depending on your body composition and activity level, every one has a different number. Use our calorie allowance calculator to determine your exact nutritional needs based on our unique criteria.
DAY 2
20% Rule and why Brown is better than White!

20% SUGAR RULE: Limit sugars to no more than 20% of total carbohydrates on everything. Having control over your sugar levels is extremely effective at preventing fat storage and controlling blood glucose levels. Your body can only metabolize a certain amount of sugar at one time, while the excess is stored as fat. If it’s white, processed or not clearly marked 100% whole grain, chances are sugars will be high.

In this example, there is 20g total carbohydrates and 1g sugars.

Easiest way to calculate 20%: move the decimal of the total carbohydrates one place to the left.

making 20 ---> 2.0, which is 10% total carbs, now multiply 2.0 x 2 = 4g or 20%

1g < 4g making this option pass the 20% RULE!

How to tell if its 100% whole wheat: Whole Wheat products should always be chosen over white (processed) foods. The problem is, there are a lot of imitators out there pretending to be whole wheat, and you don’t want to be misled.

The only way to tell if a food is 100% whole wheat or not, is to read the first ingredient list, and it must say Whole Wheat Flour or start with “whole”. Anything else has been altered, processed or robbed of its natural nutrients.

Benefits of Whole Wheat
- slower digestion period
- high amounts of good nutrients
- high fiber content
- loaded with antioxidants
- lowers LDL “bad” cholesterol
- good source of energy

Common Choices
- whole wheat
- brown rice
- wild rice
- oatmeal
- popcorn
- barley

100% Whole Wheat

45% INCREASE
Before attempting any exercise, it's important that you know how to execute proper form to prevent unnecessary injury and achieve maximal results per that movement.

Educate yourself in the proper mechanics of exercise and make sure you understand the importance of achieving full range of motion.

Learn from a professional or visit www.mybodystructure.com for detailed descriptions on how to achieve proper mechanics and maximize your results.

**55% INCREASE**
Don’t sit for more than 3 hrs at a time: recent studies have shown more and more Americans are spending their days sitting, 9.3 hrs per day on average.

As soon as you drop back into that chair, electrical activity shuts off in the legs, calorie expenditure drops down to 1 per minute, enzymes that help break down fat drop 90%, good cholesterol drops 20%, and the list goes on and on.

For many of us, sitting is inevitable during working hours, but we can make changes to limit our time in the chair, like...

- get up and stretch frequently
- talk a stroll around the office
- take the stairs every time
- get a standing desk
- make time for EXERCISE

BUT, it’s the time after work that really effects your health. Obese people sit 2.5 hrs longer than thin people.

Every extra hour you spend in front of the TV, your risk of death rises 11%

GET UP AND MOVE!
Well, we certainly need muscles!

There are 3 basic kinds of muscles: **Skeletal, Smooth, and Cardiac**. These are reasons why you need them:

**Skeletal:** Without skeletal muscles, you wouldn't be able to do much of anything! Whenever you pick up your children, type on the computer, speak to your significant other, or anything else that requires movement, you're using your skeletal MUSCLES.

Skeletal muscles are special because you have direct control over the movements these muscles make, and If you find yourself struggling through daily activities, it’s time to build strength! and...

The only way to build muscle strength is to incorporate forms of resistance, like exercising with weights. You essentially break down the fibers that make up muscles and with correct nutrition and recovery, your body will rebuild and repair each fiber, but stronger!

**Smooth:** Without Smooth Muscles, your insides would not work. You wouldn't be able to digest food, pump blood or even reproduce. The Stomach, Blood Vessels, Bladder and Uterus are all smooth muscles. Very Important!

and last....

**Cardiac:** This is a little more limited than the other muscles, but it is equally, maybe even more important. Your cardiac muscle is **your heart**. These are self-contracting, autonomically regulated and must continue to contract in a rhythmic fashion. Luckily, your body knows how to do this on its own.

Muscles make life possible and with consistent exercise, it can become easier and more enjoyable. **Take advantage and get involved in an exercise program.**
Not all fats are created equal! Some of the best energy sources are from fats, like coconut oil, almonds, guacamole or any monounsaturated fats and omega-3 fatty acids. These are good for you, lowering cholesterol and reducing your risk of heart disease.

BUT there is ONE you MUST STAY AWAY from;

**Trans fats.**

Trans fats are made when manufacturers add a hydrogen to vegetable oil, a process known as hydrogenation.

This process increases the shelf life and flavor stability of foods containing this product. Trans fat can be found in vegetable shortening, frozen foods, packaged foods, fast food, cookies, snack foods or foods fried in partially hydrogenated oils (better known as processed foods).

The bad news is that scientific evidence has shown that trans fat increases low-density lipoprotein (LDL) or better known as “BAD” cholesterol, not to mention increase fat stores.

Also **eliminate any vegetable oil high in polyunsaturated fatty acids and Omega-6**, they’re the ones that will end up killing you! Example of those include corn oil, peanut oil, soybean oil and grape seed oil.

**Myth: Fat-free means healthy.**

**Fact:** A “fat-free” label doesn’t mean you can eat all you want without consequences to your waistline. Many fat-free foods are high in sugar, refined carbohydrates, and calories.

1 Gram Fat = 9 Calories
DAY 7
TV & Stretch

Those who sit 3 hours or more a day watching TV are 64% more likely to die from heart disease, and....

I can’t tell you to stop watching TV, because that will never work. So here’s a little cheat!

Grab a chair, or drop down to the ground and perform some stretches for 20 minutes and reduce your chance of dying from heart disease. You will also increase overall flexibility, reduce recovery time from exercise, lengthen muscle tissue and improve joint mobility all while watching a little TV.

There are two types of stretching you should know about...

**Dynamic Stretching** involves moving parts of your body and gradually increasing reach, speed of movement, or both. Dynamic stretching consists of controlled leg and arm swings that take you (gently!) to the limits of your range of motion, NO bouncing or Jerky movements. **Great way to warm up before exercise.**

**Static Stretching** involves reaching forward or stretching a muscle to the point of tension and holding the stretch for approximately 20-30 seconds. **Never perform static stretches before exercise, ALWAYS afterwards.**

visit mybodystructure.com for full stretching routine.
DAY 8
Your Mind

Your mind is one of the greatest tools you can recruit to improve your wellbeing, and nothing will ever be accomplished until you first decide who you want to be; NOT who your boss, teachers or parents want you to be, but who YOU want to be!

You must first TRUST yourself before anything else, and then make that decision to become a healthy and fit person!

The benefits of being fit and strong are almost unfair!

Our bodies crave movement and need resistance to improve and ultimately move us forward in life. Whether it be to reach a certain position in your career, be able to lift 500 pounds or start a family, its important that you live and lead a healthy life.

AND the only way to live a healthy life is to make lifestyle adjustment that will have direct effect on your health and wellbeing!

When was the last time you challenged yourself Physically!?
1. **Multi Vitamin:** The clear advantage of taking a multi vitamin is avoiding vitamin/nutrient deficiency. So many of the foods produced today are processed and stripped of their natural nutrients. Taking a multi vitamin will ensure you are getting all the proper vitamins so your body can function at its best.

2. **Protein:** This macronutrient is responsible for many of the body's functions like building and repairing muscle tissues, bones, skin, cartilage, blood, and controls most of the body's hormones. Essentially your breaking down your muscle fibers when involved in a resistance program, and protein is the only thing that will repair and replenish your muscles. The most common protein supplement is “whey” protein, best absorbed by the body 15-20 minutes after your weight training.

3. **BCAA:** Branched Chain Amino Acids are your body’s essential amino acids, the kind we cannot synthesize. This supplement is best used pre and post workout to aid in building your muscles, and has also been seen to aid as fuel. BCAA also can improve recovery and almost does away with muscle soreness. Best in powdered form.

4. **Glutamine:** This amino acid is responsible for more metabolic processes in the body than any other amino acid. It is known to increase alertness and brain function, reduce soreness, promote a healthy immune system, prevent muscle wasting, and plays a major roll in promoting a healthy body.

5. **Fish Oil:** Fats are not created equal and fish oils are the kind of fat you need to be consuming. Fish oil is a great source of omega 3 fatty acids (good fats) and has benefits ranging from lowering bad cholesterol, reducing inflammation, combating depression, promoting fat loss and even increases muscle growth. Overall this is probably one of the most underrated supplements. Our bodies cannot produce Omega 3 fatty acids, so we must consume them in our diet. Take your fish oil!

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**REMEMBER!**
There is no such thing as a ‘wonder pill’ that alone will perform magic, BUT this supplement list combined with a healthy diet and consistent exercise regiment will definitely take you to the NEXT LEVEL.
Sleep is essential for a healthy body. Building recovery time (SLEEP) into any training program is important because this is the time that the body adapts to the stresses of exercise.

Recovery allows the body to replenish energy stores and repair damaged tissues. Exercise or any other physical work causes changes in the body such as muscle tissue breakdown and the depletion of energy stores (muscle glycogen) as well as fluid loss.

During sleep, your body produces Growth Hormone (GH) which is largely responsible for tissue growth and repair. Without sufficient time to repair and replenish, the body will continue to breakdown from intensive exercise and result in overtraining.

Signs of overtraining include a feeling of general malaise, staleness, depression, decreased sports performance and increased risk of injury, among others.

Strive for at least 6 hours of rest a night.

If you’re involved in a serious exercise or weight training program, it’s beneficial to provide your body a solid protein source before bed to help rebuild and replenish.

Casein is a preferred protein source, due to its slower digestion rate. This will provide your body a constant source through out the night.

65% INCREASE
DAY 11
Scale Crazy

How many times have you put yourself through the misery of stepping on the scale and wondering why the number has gone up!? Well, I want to share with you why the scale can be crazy!

BUT FIRST....

Which item in the picture to your right (fat, pint of water and muscle) do you think weighs the most?

Trick question! Both the fat and muscle weight exactly 5 pounds, but yet the muscle takes up way less space.

Thousands, if not tens of thousands of small fibers make up a single muscle. These fibers work synergistically to make your entire body move the way you want it.

So, why are scales crazy!? 

If your involved in an exercise program, you’re more than likely building or adding muscle to your frame and simultaneously losing fat. This means your weight might not fluctuate, but your body composition is changing(better).

1 pound of muscle will burn an extra 50 calories a day without even breaking a sweat. That equates to 3500 calories a week or 1 pound of FAT!

STOP stepping on the scale every morning and freaking out! Pick one day during the week to measure your weight.

BETTER yet, track your body composition(or percentage of body fat). Learn how with MyBodyStructure.com

Healthy ranges for male are 15-18% and females 21-24%
DAY 12
Foods to Eat

MEAT
Beef, pork, lamb, veal, rabbit, goat, sheep, horse, bison, wild boar, ... Deer, pheasant, bear, moose, elk, duck, rabbit, reindeer, wild turkey ... Chicken, turkey, duck, quail, goose, ... Salmon, tuna, trout, bass, halibut, sole, haddock, turbot, walleye, tilapia, cod, flatfish, grouper, mackerel, anchovy, herring, ... Chicken eggs, duck eggs, goose eggs, quail eggs, ...

FATS
Avocados, avocado oil, olive oil, coconut oil, butter, clarified butter (ghee), lard, tallow, duck fat, veal fat, lamb fat, fatty fishes (sardines, mackerel, salmon), nut butters, nut oils (walnut, macadamia), coconut flesh, coconut milk, ...

VEGETABLES
Celery, tomatoes, bell peppers, onions, leeks, kohlrabi, green onions, eggplants, cauliflower, broccoli, asparagus, cucumber, cabbage, Brussels sprouts, artichokes, okra, avocados, ...

LEAFY VEGETABLES
Lettuce, spinach, collard greens, kale, beet top, mustard greens, dandelion, swiss chard, watercress, turnip greens, seaweeds, endive, arugula (rocket), bok choy, rapini, chicory, radicchio...

ROOT VEGETABLES & SQUASH
Carrots, beets, turnips, parsnips, rutabaga, sweet potatoes, radish, jerusalem artichokes, yams, cassava, ...Butternut squash, spaghetti squash, acorn squash, pumpkin, buttercup squash, ...Zucchini, yellow summer squash, yellow crookneck squash, ...

FRUITS
Bananas, apples, oranges, berries (strawberry, cranberry, cranberry, blueberry, blackberry), grapefruit, pears, peaches, nectarines, plums, pomegranates, pineapple, papaya, grapes, cantaloupe, cherries, apricot, water mellon, honeydew mellon, kiwi, lemon, lime, lychee, mango, tangerine, coconut, figs, dates, passion fruit, persimmon, ...

NUTS & SEEDS
Pistachios, Brazil nuts, sunflower seeds, sesame seeds, pumpkin seeds (pepitas), pecans, walnuts, pine nuts, macadamia nuts, chestnuts, cashews, almonds, hazelnuts

MUSHROOMS
Button mushroom, portobello, oyster mushroom, shiitake, chanterelle, crimini, porcini, morel...

HERBS & SPICES
Ginger, garlic, onions, black pepper, hot peppers, star anise, fennel seeds, mustard seeds, cayenne pepper, cumin, turmeric, cinnamon, nutmeg, paprika, vanilla, cloves, chilies, ...Parsley, thyme, lavender, mint, basil, rosemary, chives, tarragon, oregano, sage, dill, bay leaves, coriander,
DAY 13
Quick fitness test

Perform as many repetitions in 4 separate 2 minute intervals. Rest exactly 1 minute between each exercise, RECORD.

Body Squats
Push-ups
Crunches
Pull Ups

Do not worry about how many repetitions you are able to perform the FIRST time, but strive to improve your numbers each time you attempt the test.

Get involved in an Exercise Program and re-evaluate your fitness level with this test every 30 days.

30% INCREASE

www.mybodystructure.com
5 Reasons Why NOT to consume Fructose

1. Fructose can only be metabolized by the liver and can’t be used for energy by your body’s cells. It’s therefore not only completely useless for the body, but is also a toxin in high enough amounts. The main job of the liver is to get rid of fructose, mainly by transforming it into fat and sending that fat to our fat cells.

2. Fructose does not suppress the hunger hormone ghrelin, which tells your body when to stop eating.

3. Excess fructose damages the liver and leads to insulin resistance in the liver as well as fatty liver disease. FACT, fructose has the same effects on the liver and alcohol(ethanol), which is already well known as a liver toxin.

4. Fructose reacts with proteins and polyunsaturated fats in our bodies 7 times more than glucose. This reaction creates AGEs (Advanced glycation end-products), which are compounds that damage our cells and cause inflammation among other chronic diseases.

5. Fructose rapidly causes leptin resistance. leptin is the hormone that controls appetite and metabolism to maintain normal weight. Leptin resistant people tend to gain weight much easier.

Tips to limit Fructose

** Get rid of any sugary beverages — only water and milk

** Each your Carbohydrates with fiber

** Wait 20 minutes before a second serving

** Exercise regularly

It’s good to keep in mind that fructose, in small amounts, has been in our diets for a very long time and as a species we can usually handle small amounts very well. As a rule, anything above 50g a day becomes problematic.

If you want more information on the effects of fructose on your health, watch this video by Robert H. Lustig, MD. It’s not short but knowledge is power!
GOAL SETTING

There isn’t a soul on this planet who doesn’t need some form of regular exercise or physical activity. The human body is designed to move and can be an unbelievable vehicle to propel you through a successful life. The advantage of having a strong body is almost unfair, but yet people are still not taking action to a healthier life.

**Let me ask you a question.** Would you rather drive around a beat up 1991 Honda Accord with dented doors, faded paint job, ripped interior and a whopping 121hp, or the brand new 2011 porsche with leather seats, powerful turbo charged engine and sleek paint job?

I’m pretty sure I know your answer! Let’s be serious in our efforts to become a healthier person and take complete advantage of an awesome vehicle we call our body!

Use these 3 factors to help make the journey a little easier and increase your chances of reaching success!

#1 Set Goals: What are you working towards, do you have aspirations, do you want to lose weight, gain muscle, run a mile? The importance of goal setting isn’t a new thing, its been proven time after time that writing down your goals will dramatically increase the chances of reaching those goals.

If you don’t have any goals, how are you going to know when you accomplished one or two or ten? Take the next minute and write down on a piece of paper 3 fitness goals.

- **First Goal:** this goal is something that you are going to do in the next 3 hrs that will contribute to your bigger goals. example – write down your goals, take the dog for a walk, toss the ice cream in the freezer, find a workout buddy or schedule your next gym session.
- **Second Goal:** write down one short term goal, something you have been wanting to accomplish. This must be accomplished with in one month.
- **Third Goal:** this goal encompasses the big picture. Picture yourself a year from now, what things do you want to change or accomplish? Would you like to lose 30 pounds, run a marathon, or just become a more active person?

#2. Make a Plan: Under each one of your goals, jot down a couple of steps on how you plan to complete this goal. This doesn’t need to be exact or perfect, but something!

#3. Take Action: Now that you have 3 new goals and pretty solid steps on how you are going to accomplish these goals, TAKE ACTION! Make sure to do something today, tomorrow, next week and next month that contributes to your bigger goal. Do not let these goals escape your thoughts.
THE END
VISIT WWW.MYBODYSTRUCTURE.COM

LEARN::TRAIN::SHARE::STORE

WE HOPE YOU JOIN US ON
MYBODYSTRUCTURE.COM

NOW...

GO CONNECT WITH YOUR FITNESS PROFESSIONAL!