

Why You've STOPPED Losing Fat

... And How to Fix It

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Firstly, thanks for downloading this report. I've got some really cool information to share with you, and I'm psyched to do so. Before we get in to that, though, I want you to get in the right mindset.

The following information is going to be a bit. .. well, wonky. Some of it is going to sound new, some is going to sound like a new version of something *old*, but all of it is **real**.

And while some of the below information may come off a bit strange, a lot of it is going to strike a deep chord with you.

That is, this report is going to resonate with a lot of the things you never realized you were thinking about fat loss.

What I need you to do is open your mind. Not in that namby-pamby holistic tree-hugging kinda way. I'm not going to send you any vibes or ask you to receive my energy (besides, you don't even wanna *know* where that energy's been) or anything kooky like that.

Instead, I just want you to be willing to listen and hear something new, and to forgive me in advance if I digress into some minor foul language. Fair enough?

As you read this information, keep a few things in mind.

1. At some point or another, your fat loss progress stalled. This happened despite your best efforts, regardless of what type of diet

or training program you were on. In almost all cases, it happened when you were close, but not quite at your goal.

2. If that hadn't happened to you, you wouldn't have bothered downloading this report and you wouldn't be reading the very words you're reading right now. The fact that you are reading it means you've run into a wall at some point, and you've been frustrated as hell about it.
3. I have seen the above phenomenon occur with nearly every single one of the many hundreds of clients I've trained over the past 8 years. I've seen it occur with my own body. And to be honest, it's frustrated the hell out of me, too.
4. Based on that, we've been in the same boat. (Spiritual high five. That's about as kooky as I get.)

Okay, so now that you've got those facts in mind, I need you to hold an image in your mind alongside those facts: hold the image of how you want to look; that is, how you *would* look, **if your progress hadn't stalled.**

Thinking of that, consider how frustrated you felt when you were almost, but not quite there.

Think about all the negative feelings and emotions that go into having a goal just out of reach.

Now, imagine that going away.

And in its place, put the positive mindset and awesome energy that comes from knowing you are about to get your hands on the knowledge that'll allow you able to blow past those limitations and get to your goals.

Okay, okay. I said I wouldn't get kooky on you, and I did. I'm sorry. I didn't mean to go all self-help guru on you there. That was lame of me and I apologize.

But seriously, I'm just really excited about this report-because you know all that stuff I just said about being able to meet your goals?

That's exactly what the information I'm about to give you is going to help you do.

Here's how:

As I mentioned, I've been in that same position.

More importantly, I've worked hundreds if not thousands of clients who've all hit that same proverbial wall.

And that might be the best thing of all. Being able to analyze data from so many clients has allowed me to collect the information I've put into this report.

What it comes down to is this: in order to really **bust through plateaus, you need to be able to identify what causes them.**

And that's what I've done.

Going past that, you have to know how to **fix** those issues.

Yeah, I've done that, too.

It wasn't easy, and it took a while, but I've narrowed it down to what I consider to be the five biggest, most common, most de-railing things that create fat loss plateaus.

Essentially, I've made a list of the top five things that get in the way of success (or things that allow people to get in their own way) when trying to revive fat loss or when attempting to shed the last few pounds-the top five things that prevent people from ever entering what I call the "Final Phase."

And, if identifying those issues didn't make me awesome enough, I took it a step further and I tell you how to fix them, too.

So basically, you owe me a high five.

Anyway, here's the list.

Problem Number 1- Your Programming Sucks

I mean this in the nicest way possible: you are probably not setting things up right for fat loss-or at least not for losing the last few pounds.

I need to clarify and say that I don't necessarily think your *program* sucks; there are a lot of great programs out there from a lot of really incredible coaches and trainers, and if used for the particular purpose for which they are intended, each of those programs can be exceptionally effective.

Having said that, not all programs are created equal, and not all programs are suitable to all goals.

So it's not your program-*it's your programming*. That is, the goal for which you are using a specific program.

Every single training program is like a tool in a toolbox. Some are multifunctional, others are not. For example, a hammer has two functions: you can pound nails in, or pull nails out. A screwdriver can twist screws in or out.

On the other hand, a saw only has one function: it cuts things.

So if you needed to perform a specific task, you'd use the right tool. You wouldn't try to cut wood with a hammer, or pound a nail with a saw. That would be stupid. Looking at programming, that would sort of be like trying to pack on muscle by using a lot of cardio-a bad idea, and one that isn't going to work.

By and large, I think most people are able to avoid such an obvious mistake.

But what about something a bit less obvious? For example, if you squint a bit, a screw *kinda* looks like a nail. If you try hard enough, and don't know any

better, you can certainly use a hammer to drive a screw into wood-it's not optimal, but it can be done.

Who'd do that, though? It's stupid. Well, that's exactly what most people are doing in their fat loss programming, *especially* when it comes to losing the last few pounds.

Going briefly back to the tool comparison, when you begin a construction project, there are times where you need to hammer nails, and times where you need to turn screws. You can try to use the same tool for both jobs, but deep down you know that's not the best way to go about it. If you try hard enough, it might work, but it's going to take longer and might mess things up a bit.

In much the same vein, you have to switch programs-that is, switch fat loss tools- once you're trying to get through a fat loss plateau. You see, as you get closer and closer your fat loss goal, you can't just keep using the same program you used in the beginning. It's not that that program isn't good-it's just not intended for such exacting work.

What you need is a fat loss program that is designed specifically for that purpose- designed with not only the difficulty of losing those pounds in mind, but also designed to offset the physiological processes that make things so difficult.

And until now, there haven't been many such fat loss programs. Final Phase Fat Loss changes all that. Now, you'll have a new tool in your tool box-one designed specifically to get you leaner than you've been, and break

through your plateau. Adding this program into your overall programming is the best step you can make towards getting to where you want to go.

Problem Number 2 - You're Still Doing "Cardio"

I can't begin to tell you how many times I've gone through this particular problem, but at this point I'm actually okay with it.

A few years ago, it seemed like nearly every trainer in the world had made it his quest to tell everyone under the sun that "slow-go" or long-duration and moderate intensity cardiovascular was a waste of time, and that harder was smarter.

At that time, it seemed that High Intensity Interval Training-a protocol involving alternating short but intense periods of work with even short periods of rest-was the best option for cardio.

As it turns out, we were only half right.

More recently, we're seeing an even **better** way emerge.

Supported by both research and empirical evidence, it seems that cardiovascular exercise done *with weight* is actually **superior even to interval training**. Now, that suits me just fine, because that's pretty much what I've been doing with my clients for the past three years, and we've been seeing phenomenal results.

The cute industry buzz term that's being used a lot is **Umetabolic resistance training" or MRT**. I'm not really in the mood to come up with my own cute buzz term, so let's stick with that.

Here are just a few reasons why metabolic resistance training is better than general cardio:

- Higher caloric expenditure when compared minute to minute
- Increased stimulation of muscle, helping to hold onto LBM when dieting
- Increased Excess Post-exercises Oxygen Consumption (EPOC)

So, MRT is really just fast paced lifting, right? Kinda. The best way to do metabolic resistance training is to use **non-competing circuits-that** is, set up a circuit of exercises during which you alternate opposing muscle groups.

Examples would include doing a chest exercise followed by a back exercise, or alternating an upper body exercise a lower body one-both which allow the previously worked muscle group to rest. By setting your workouts up like this, you can move faster, rest less frequently, and get a great total result.

The great thing about MRT is that it's more of a *concept* than a *protocol*.

That is, it's adjustable to nearly any type of training. You can get a great MRT workout with so many different pieces of equipment and styles of working out.

Kettlebells are a great tool for metabolic resistance training, and it's easy to see how they're great for fat loss. I won't waste time writing about kettlebells

because everyone else has been doing that for the past year. I'll just say that KBs make a great fat loss tool and lend themselves to MRT quite nicely.

Another great way to start using MRT is with dumbbell or barbell *complexes*, which are exercises circuits using minimum space and equipment.

With a complex, you transition smoothly from one exercise to another, never letting the barbell or dumbbells leave your hands. It's fast-paced, effective, and brutal.

You can even do metabolic resistance training fat loss using **just your bodyweight-something** that's been made clear by bodyweight training expert Craig Ballantyne.

Given that there are so many options for how to perform metabolic resistance training, and how effective it's proven to be, the fact that more people *aren't* doing MRT isn't just mind-boggling, it's almost offensive.

Metabolic resistance training is the MOST effective way to do cardio, and it's finding its way into the programs of some of the best fat loss specialists in the world, such as Alwyn Cosgrove, Joel Marion, and some guy named John Romaniello.

Between the research that's been done and the endorsement from such knowledgeable people, there is simply no arguing with the fact that you **NEED** to be doing MRT for optimal fat loss.

Got it?

Good.

Now, I won't go so far as to say we should stop doing all other types of cardio in favor of metabolic resistance training-not by a long shot.

I don't care for (or make) such absolute statements, speaking generally.

Speaking more specifically about metabolic resistance training, I'll say that while MRT seems to be the most effective *single* option, I strongly believe that everything has benefit and you can enhance your results even further by doing a combination on of MRT, High Intensity Intervals, and even a slow walk on the treadmill (as recovery after a leg day).

Because I'm a nice guy, I've decided to share short metabolic resistance circuit with you:

Set Up - Perform exercises 1 through 7 sequentially, resting as prescribed between exercises and 45 seconds between circuits. Perform this circuit 4 times.

Exercise	Reps/Time	Rest
1) Push Press	12	25 seconds or less
2) Alternating Reverse Lunges	15 per leg	15 seconds or less
3) Inverted Row	10-12 25s	25 seconds or less
4) Side Plank	per side 15	5 seconds or less
5) Swiss Rollouts	10 10-	10 seconds or less
6) Dillomanlan Deadllts	15	25 seconds or less
7) Jump Squats		N/A

Using light dumbbells, go through this circuit in place of your next cardio routine. I guarantee you'll hate me-and that's how you know it's working.

=)

If your fat loss has stopped and you haven't replaced other cardiovascular training modalities with metabolic resistance training, you know what you need to do.

Problem Number 3 - You're Not Varying Training Styles

As I touched on earlier, both the specific program you're on as well as the way you adjust your programming is one of the single most basic adjustments for fat loss training. Once you've covered that, you're likely to see a lot more progress in a lot less time.

However, when we're talking about either *reviving your fat loss efforts*, or restructuring to lose the last few pounds, "basic" no longer covers it.

You need to step your game up, and to do that a "basic" fat loss program isn't going to cut it.

My advanced fat loss programs-that is my programs which are designed to either strip off tremendous amounts of fat quickly, or small but specific amounts over a short time **frame-always use multiple training styles within a single training week.**

In fact, while I think in general I design good workouts, I'll say with certainty that it's rotating training styles and having an extreme willingness to mix it up that makes my programs so effective.

It's that little twist which pushes things into overdrive.

Just as you can't expect the same workout from "week 1" of your program to be challenging or effective during the later phases of that program, you also can't expect to keep doing the same type of workouts all the time and make continual progress.

It just doesn't work like that.

Oh, sure, fitness pros talk about what's the "best" cardio for fat loss or the "best" program for gaining muscle-and everyone has their opinions on that. But then those same pros talk about changing it up, and the body as an adaptive organ, and stuff that seems to contradict what they said in the first place.

That happens for two reasons:

1) A lot of those people are actually idiots.

2) This shit ain't easy.

Look, losing fat or gaining muscle certainly *isn't rocket science*, but it is science. And when we talk about trying to stay ahead of the body's adaptation curve, that little bit of science supersedes opinion-based discussions about best programs.

So I've looked at that situation and seen that it's not really the best thing, and I've fixed it.

With my advanced programs, we "change it up" each and every week. Not only are you doing different workouts each day-you're doing different *types* of workouts each day.

I've designed unique workouts from what I consider to be the most effective fat burning methods.

Of course, you can't just throw a bunch of workouts together and call it a program. Not if you really want to make progress, and help other people make progress.

Instead, I combine the workouts in a way that allows them to be synergistically more effective; that is, not only is each training session effective on it's own-it's more effective because of the session the preceded it, and the one that's to follow.

My favorite fat loss styles are:

- **lactic acid training**
- **density based training**
- **dynamic training**
- **heavy/strength based training**

I've found that by combining these modalities within the context of a single training program, you lose fat in ways you never have-and it'll even take you past that plateau of the last few pounds.

As listed above, in every single one of my programs, at least one day per week is dedicated to heavy lifting. There is simple no drawback to being

strong or to getting stronger. On top of that, heavy lifting is great not only for holding onto muscle while dieting, but it also makes you look better by increasing something called "myogenic" muscle tone. Fancy word, I know, but it shows in the mirror.

For your own training, try adding in different styles to boost fat loss. If you're mostly doing circuit training with weights, throw in a single bodyweight workout, and I guarantee you'll lose more fat. If you're mostly doing bodyweight stuff, adding kettle bells to the mix will make the entire program more effective.

Problem Number 4 - You're Eating for Someone Else's Body

I want to talk about nutrition, and how to best utilize it for losing the last few stubborn pounds. But first, I have five quick questions for you:

- 1. Are you on a diet?**
- 2. What diet?**
- 3. Why that diet?**
- 4. Okay, how many Calories are you eating?**
- 5. WHY are you eating that many Calories?**

Nearly everyone can answer the first two questions-if this was a test, they'd be the easy questions to build your confidence.

The third question ... well, that makes you think a little more. I think most people probably select diets that suit their needs and lifestyles, but there

is also a good number of people have no idea why they chose the diet they're on—they just heard it was good. Okay, fine.

Moving on to question four: well, do you? I know a lot of coaches and nutritionists don't really get into counting Calories. Well, I try not to either. But the bottom line is, if you're not losing fat, you need to step back and reevaluate the situation. How can you possibly do that if you don't know how much you're eating?

So I'll offer this compromise: if you've stopped losing fat, count your damn Calories, ya lazy bum.

Okay question 5: for those of you that know exactly how many calories you're eating (great job, by the way) *why* are you eating exactly that many?

Chances are, you determined your Caloric intake using some formula that had you multiply your weight or your lean body mass (LBM) by a certain number—usually between 14 and 17. Well, the idea is good, but the execution is fatally flawed.

That's right. Just to be clear, I'll state it plainly: **most Calorie formulas are absolutely flawed when it comes to fat loss.**

Why? Simple: because **most Calorie formulas don't factor in bodyfat to a great enough degree.**

The most basic ones just have you multiply with your weight. I cannot begin to tell you how pointless this is. If you're not making ANY distinction between

your body fat and your lean body mass, then you're basically eating to maintain both-which is pretty much the **opposite** of what you want to be doing.

I'm pretty sure most people reading this report know this, but it's never bad to remind everyone of the fact that Calories are a unit of energy more than they're a unit of nutrition. To that end, you need to think about taking in enough energy to maintain your necessary equipment (LBM) while at the same time forcing your body to tap into energy reserves (fat) to get the job done.

If you're not eating in a way that differentiates between the necessary equipment and the energy stores, you're just not going to make progress.

But we all knew that, right? All righty, then, let's move on.

Now, better Calorie formulas ask you to use your LBM as the sole determining factor to figure out your Caloric (read: energy) needs. That's certainly better, but from my view, it's only half the picture.

Let's say I have a client that weighs 240 pounds at 25% body fat. He's got 60 pounds of fat and 180 pounds of lean mass.

Now, let's say I have another client that's 200 pounds at 10% bodyfat. He's got 20 pounds of fat, and 180 pounds of lean mass.

Both of these clients are dieting trying to reduce their fat by half-so client one wants to drop 30 pounds, and client wants to lose 10.

Conventional fitness wisdom tells me I should have both of these clients eating the same number of Calories, **simply because they have the same lean mass**?

Sorry, but there's a **disconnect** there, and it seems the industry-and as a result, people trying to lose fat-have missed it.

If you want to make optimal progress **and get leaner than you've ever been in the past**, you *must* understand and apply the concept that your body is unique, and the amount of fat on it is going to be as large a determinant for Caloric intake as the amount of muscle.

Huh? I know, weird concept, right?

To explain, rather than giving you more long winded text, here is the *exact* formula is use to determine a clients maintenance Calories.

Current Body Fat	Caloric Intake
6%-12%	17Kcal per pound of LBM
12%-15%	16Kcal per pound of LBM
15.1%-19%	15Kcal per pound of LBM
19.1%-22%	14Kcal per pound of LBM
22.1%-or above	13Kcal per pound of LBM

The obvious reason for the structure is rate of fat loss. Simply put, the *more* fat

I'm not an endocrinologist, so I can only speak about insulin from the perspective of how it effects physique enhancement. And in that regard, producing large quantities of insulin with cheat days can inhibit losing fat.

Now, I'll qualify that by saying it doesn't slow down OVERALL fat loss-just that it makes it harder to lose fat in certain areas.

To explain that, let's talk a bit more about hormones and fat storage. When you've already lost the first 20 or 30 or 50 pounds and are now just trying to lose the last few, what you've really done is stripped away the first layer-the easy fat, if you will-and now your body looks pretty different.

What you'll see is that instead of holding fat in a fairly even distribution of layers over your entire body, you're holding fat in your "trouble areas."

That is, the LAST places you lose fat are the areas that have always been a problem for you-and when you're trying to lose the last few pounds, it is specifically in those areas that fat will be held.

Sucks, right?

The reason you're holding fat in those area-and honestly the reason you'll lose fat from there last-is ***largely hormonal***.

In fact, I'd go so far as to say that the *entire process of losing the last few pounds is largely hormonal*. As we study this more in the industry, we see certain hormonally-directed fat storage patterns.

As an example, if you store fat primarily in the love handles and lower back, then chances are you're highly insulin resistant. I am actually a victim of this fat storage pattern, so I'll speak about this from experience.

Being insulin resistant essentially means that my body doesn't manage insulin in the most efficient way. Truth be told, my body is pretty lousy at it, and I store nearly all of my fat in my love handles and lower back.

This complicates things because it means I have to work very diligently on using training programs that increase insulin sensitivity through eliciting the production of other hormones. On top of that, I have to make sure these programs are good at burning fat.

Problem is, there aren't many; so I went ahead and designed my own.

If that wasn't enough, I need to be very careful with cheat days and strategic overfeeding as try to rid myself of the last few pounds, so as not to mess with insulin levels.

And that's just insulin!

Of course, there are other problem areas that are the result of other troublesome hormones.

For example, if you're holding a lot of belly fat, that's very indicative of high Cortisol.

You've probably heard Cortisol referred to as a "stress hormone" and that high levels are often associated with fatigue and lack of sleep. While that is true, please trust me when I say that you cannot **sleep** away the last 15 pounds-seriously, I've tried it.

As another example, consider estrogen.

The hormone responsible for Mother Nature's Greatest Hits (including menstruation and the Lifetime channel) is also a culprit in regional fat storage. If you're carrying the preponderance of your body fat in your lower body, that's estrogen related fat-storage.

This is most common in women, of course, but men are not immune. Men with high estrogen levels not only store fat in the lower body, but also tend to store it in the chest as well-and man-boobs don't look good on anybody.

As those examples illustrate, if losing fat wasn't already a hard *enough* task, all the hormonal issues can make it exponentially harder.

And if all you have to lose are the last 5-15 pounds of fat, then you what you need to do is look at where you're holding it and realize that it's your hormonal environment we need to work on.

When you're training to revive your fat loss, you must take into account your hormonal needs and structure training accordingly, from the perspective of both the programming *and* the program.

This is especially true if you're aiming to **enter the final phase and drop the last 5-15 pounds**. That is, trying to lose the last few pounds necessitates an approach that addresses the hormonal environment of the trainee.

The training protocols need to be exceptional for fat loss in the general sense, but also elicit certain hormonal responses that will help lose fat overall and address the issues I touched on earlier.

As an example, if you have high estrogen, you would benefit from utilizing heavy training. Lifting near maximal weights triggers the release of high amounts of IGF-I, testosterone, and Mechano Growth Factor-all of which positively affect body composition in the general sense, and more specifically estrogen-related fat storage.

All told, if your fat loss has stopped, you need to go beyond traditional methods and take a look at what your hormones-through your body-are telling you.

Closing Thoughts

Whether it's been a problem with lousy programming or a stagnant program, incorrect cardio methods or Calorie formulas, or dealing with hormonal fat storage, you now have the power to take steps to correct each issue and accelerate your progress like never before.

And we're not just going to leave you there - in fact, over the course of the next week and half, I'm going to be sharing with you even MORE powerful content to help you revive your fat loss, bust through any

plateau, and/or help you finally lose those last 10 lbs of stubborn fat for good.

It's gonna be a fun ride.

Talk to you soon,

-Koman