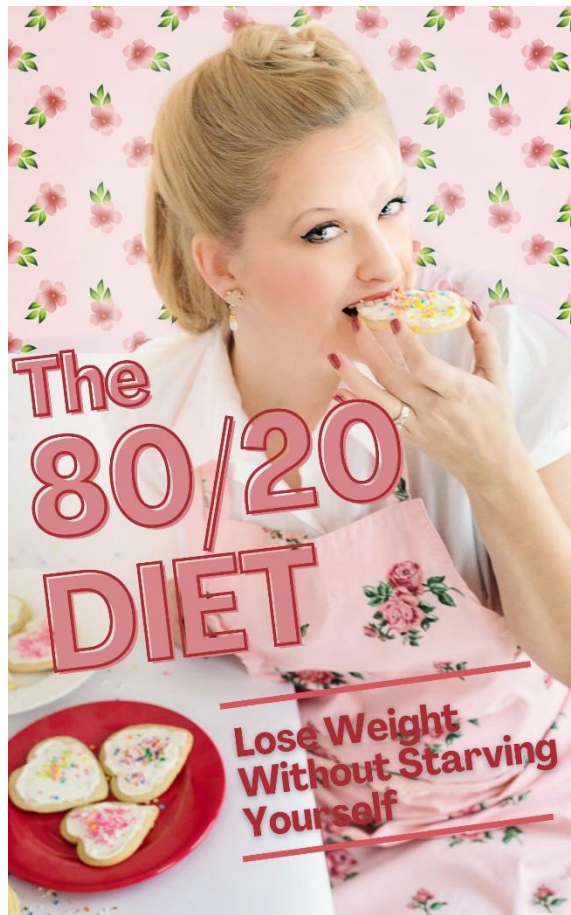


The 80/20 Diet



PARTNERS EDITION

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Introduction

We all want to have a fit and healthy body. We want to feel proud of ourselves when someone compliments us about how we look. We want to lose that excess fat, bring down our weight and achieve that goal we have always strived for – we want to look good!

There are a gazillion methods of weight loss that are proffered by the weight loss industry, but one way or another, nothing seems to work out for some people. If you're anything like me, you've probably tried all kinds of weight loss regimes encompassing the likes of aerobics, Pilates, jogging and dieting with all types of plans that make you feel like you are starving yourself – and they still don't help you to shed that excess weight.

What's wrong with those exercises and diet plans? What are we doing wrong here? The problem is that we may be putting in all of the effort, but we are, perhaps, not directing it in the right way. When I say 'right' here, I mean in the most effective way that helps us to achieve our weight loss goal.

And that's the one thing we are going to consider in this little book i.e. how we can direct our effort to achieve maximum results. That's what our method is all about; it's a method that originates in the 19th century with an unlikely individual whose studies were unconnected with weight loss and diets - his name was Vilfredo Pareto.

Vilfredo Federico Damaso Pareto was a French-Italian sociologist, economist and philosopher who was born on July 15, 1848. He is most famous for describing an interesting principle which you might have heard about. It is called the *Pareto Principle* and it states that:

80% of your results come from 20% of your efforts.

He had originally noticed how 80% of the income in Italy went to just 20% of the population; but his principle has been found to have application in many other fields as well.

If you apply this principle to weight loss, it necessitates doing only those things which will give you the BEST results. So, for example, you might do only the 20% of exercises which are responsible for 80% of all your results. You have to cut down on that 20% of food that is responsible for 80% of your fat. Once you get into this 80/20 way of thinking, it can become very straight-forward to devise a very effective program for losing weight.

In this ebook, I am going to share with you **The 80/20 Diet** – my personal system that can help you lose 20 pounds in just 30 days!

Having tried all the diet and exercise plans on the market and seeing them fail, I was really demotivated. I didn't like the way I looked with all the fat on my body but I felt I really couldn't help it either. I tried everything from cardio exercises to low cabbage soup diets but nothing worked for me. I even took up fasting for a week to see if it would help, but all to no avail.

That was probably the most frustrating time of my life. But then, I hate being helpless. I just couldn't sit there and see myself get even fatter. I decided that this had to change; and so I started on my quest to finding the perfect system for weight loss. I looked on the Internet, I consulted doctors and read magazines. I did everything within my power to find help for myself.

After a lot of research, I realized that it's not just a single plan or exercise that would help me. Instead, it's a whole combination of things that would work together to help me lose weight. In the 80/20 Diet, I bring to you the same techniques that I used to lose all my fat and return to a perfectly normal weight myself.

Let's begin...

Debunking the Myths

Before I introduce you to the system, it is important to debunk some old myths about weight loss as well as take a critical look at the various diet and exercise plans out there which don't work as intended.

First, let's see why people gain weight in the first place:

Overeating

"Eating more than you can burn" not surprisingly, is the main reason for weight gain. Our busy lives provide us with too little time to spend on eating healthily. So we pick up that packet of tortilla chips or order a Big Mac while on our way to the office. The problem is that these things contain a lot of calories and fat which, again thanks to our busy schedule, can remain in our body if we neglect to perform the exercise that would be necessary to burn them.

Lack of Exercise

A completely lack of exercise in your life will inevitably lead to weight gain. If you are physically inactive in your daily life and are mainly doing your work whilst seated (as is the case with most modern office work) you are obviously much more likely to gain weight, especially if you are not compensating for this inactivity with an appropriate exercise program of some sort.

Genetic Reasons

Some people may gain weight more easily simply because of their genetic inheritance. If their parents (or just one of the parents) are overweight or obese, offspring may grow to be obese as well. In some cases, it is a matter of simply having inherited the wrong eating and exercising habits. But it is also true that your genes do play a part in your body size and shape. If this is you, it does not mean you are condemned to always being overweight, but it does mean you will have to try that much harder. It is unfair, I know, but it **can** be done and our methods (in this book) are the best approach.

Stress & Depression

Stress and depression can result in weight gain too. This is simply because we often resort to overeating as a response to emotional pressures like stress and depression and hence, we end up gaining weight; this is sometimes called 'Emotional Eating'. It is all very understandable as it seems very likely that we humans have an inbuilt tendency to eat when times are hard. It is almost like an automatic program, within our brains, designed to ensure we don't starve if food should become scarce.

Pregnancy

Women who have just delivered a baby will usually notice an increase in their weight of perhaps somewhere around an additional 4 to 6 pounds. This can occur for a number of reasons and if this is you, the best advice you can receive is to not worry too much about it in the short term. You need to give your body a period of recovery before you consider embarking

upon any kind of eating and exercise realignment. This is something to talk to your physician or midwife about, but you will almost certainly need a few months of rest and recuperation.

Quitting Smoking

When a heavy smoker quits smoking altogether, he/she may notice a weight gain of 5 to 10 pounds. This is because smoking reduces appetite (because of the nicotine in cigarettes) and also increases the metabolic rate (although slightly) so that the body burns more calories. When you quit smoking, your eating may increase while your metabolism goes down - leading to unwanted weight gain.

There are other reasons why you may gain weight, but listed above are the major ones.

In summary, it is the challenges of modern life, stress, depression, lack of exercise, physical inactivity and making bad choices concerning the food we eat that causes us to gain weight. And being overweight is simply not good for us, because it increases the chances of cardiovascular diseases, diabetes, digestive system problems, low immunity towards diseases and even skin and eye diseases.

What to Eat and How

In this section, I will explain which food items you **must** include in your diet and which ones you must reduce or, better still, completely **eliminate**. In identifying these items, we will be making great use of the 80/20 rule we have already discussed.

Now, the first thing we must understand is that it's important for your body to receive its daily nutritional requirements. Hence, although you might decide to cut down on a few food items, you must absolutely make sure that you give your body the necessary vitamins and minerals it needs to remain healthy.

Let's use the 80/20 rule and decide to eliminate that 20% food from our overall diet that will help in 80% reduction of your weight. Let this sink-in: if you want a healthy body, you need to concentrate on **reducing** or completely **eliminating** the following items from your diet ...

The 20% of foods that are 80% responsible for your weight problems are ...

- Flour
- Sugar
- Salt
- Alcohol

Your initial reaction to that short list might cause you to think you won't be able to see this plan through, but stick with me here because we have a cunning plan.

Firstly, it's not complicated is it? It is also not a lot to remember. But this is powerful because if you can just work on cutting down or eliminating these foods from your diet, you will have no problems with weight at all.

Foods that contain added sugar and refined flour, quite simply, are nutrient-poor. Foods that contain whole grains, fruits, vegetables and legumes are rich in vitamins, minerals and fibre (fiber). So avoid foods containing these things - especially cakes, pastries, biscuits etc – which contain both!

Salt itself does not cause you to gain or lose fat because salt has no calories. However, a diet that is high in salt will likely affect both your blood pressure and your weight. Why? Because high levels of salt in the modern diet usually come from processed foods which are also usually high in calories. So stick to a low-salt diet, because it will most probably consist of lower calorie, healthier foods.

Now then – alcohol! A friend of mine, who was clinically obese, completely solved his weight problem just by – guess what? Simply by giving up alcohol!

Here's something that will probably surprise you: what is usually referred to as a *beer-belly* is NOT caused by excess alcohol calories being stored as fat! It turns out that less than five percent of the alcohol calories we consume are turned into fat. The main effect of drinking alcohol is a reduction in the amount of fat our bodies burn-off as energy.

So we need to work on reducing or eliminating this stuff from our diet! Now I understand that these items may be part of your daily diet and you can't even imagine doing without them. The trick is not to cut down or eliminate them in one go, but instead proceed slowly.

So, now let the message of this book sink in. There are just those 4 food groups to remember. That's the 80/20 law! You will probably not need to reduce ***all*** of them; and you do not need to completely eliminate – just cut-down! OK, that said, let's consider how to do it.

How to Cut-Down

Let's take sugar as an example.

If you've been eating sugar (in any of its forms) since childhood, it's nearly impossible to stop eating it - *tomorrow*! What you have to do is cut down your daily sugar intake by small amounts. For example, if you take a total of 5 cups of sugary drinks per day (tea, coffee, sodas etc) you could begin by moving that total down to, say 4 or even 3 cups. That way, you won't feel the 'pain' of having to do without it and still be able to control yourself. After a couple of weeks, you can cut it down to just 2 cups.

Better still, try to learn to take those drinks without sugar or perhaps try replacing them (or some of them) with herbal drinks that do not contain sugar. Just cut-down; you don't need to cut them out completely.

The goal is to make small changes that will bring in huge results – that's the 80/20 principle at work - and that's how you have to proceed. We're not cutting out everything. Rather, we're cutting out, or down, on only that small number of items that are responsible for generating a lot of fat in the body - or obstruct it from burning body fat.

But your body is probably quite used to taking in a lot of those items each week. So how do you teach it to live without them in such a short period of time? Well, here's what I suggest:

Eat anything you want every 5th day!

Yes, I really did say that – and I think I'll say it again for effect because that's the power of the Pareto Diet: **eat anything you want every 5th day!**

Obviously, you shouldn't consume anything that is harmful and you shouldn't eat or drink anything that your doctor or physician has advised against – such advice must always come first.

But, otherwise, every 5th day, I am suggesting that you eat whatever food you want! You could eat chocolate or drink coffee or maybe beer or eat cakes or pasta – just about anything. This will fulfill your body's need to eat what it likes while still keeping your weight under control.

This approach will shake-up your body and keep you on-track to losing that excess weight even though you're eating pretty-much whatever you like on that one day. Again this is the 80/20 law coming into play – you will be eating healthily for 80% of

the time; and allowing yourself 20% of the time (1 day in every 5) to have a break from your regime.

This will keep you interested in this lifestyle change permanently. If you have a special occasion coming up - that means you will be eating and/or drinking some of the items we listed - that's ok, just don't do it more than once in every 5 day period.

That's also why eating out should be avoided – for 80% of the time anyway! Quite simply, food at many restaurants is often not as healthy as homemade food; often containing high-salt, processed ingredients. And in addition, you may decide to have a dessert course (even if you are not hungry) which is full of flour and sugar. And furthermore, you will probably consume some alcohol too! This, of course will result in increasing the fat in your body.

Four days out of every five, try hard to reduce just those four things and you will find that Pareto's Principle will work for you. On those four days, make eating healthy food your top priority in your diet. You don't need to starve yourself when you go on a diet. All you have to do is cut-down on just the right food items so that you get the best results in the shortest amount of time.

Exercise for Weight Loss

OK, so we now know what to eat, what not to eat and how frequently, to do it. What I now want to share with you is how you can get even quicker results by combining exercise. In this chapter, I will share with you the proper exercise routines that will go along with your new diet plan.

Exercise is as important for your body as is a healthy and balanced diet. I can't emphasize it enough – exercise is a fantastic accelerator for losing weight and keeping your body healthy.

But as with food, we're going to apply the Pareto principle to exercising as well. See, there is exercise and then there is good exercise. Good exercise is that exercise that really benefits your body. By applying the 80/20 rule to exercising, you will only need to do that 20% of exercise that gives you highest amount of results - that sounds good doesn't it?

It does not matter too much exactly what type of physical exercise you perform – playing sport, gardening, performing house-hold tasks – absolutely *all* forms of exercise are beneficial to a certain extent. However, Pareto's Principle tells us that 20% of the exercise we engage in will result in 80% of the benefit – and that kind of exercise is the kind of exercise that raises the heart rate ... *a little*.

In addition to weight loss benefits, exercise may decrease the risk of CAD (coronary artery disease) and related *comorbidities*. That's an interesting medical word isn't it? It means: the effect

of all other diseases an individual patient might have, other than the primary disease.

You should aim to exercise two or three times per week; doing sessions of 20 to 30 minutes of light exercise. This really is very little time to invest to reap the associated positive health benefits.

Easy Ways of Exercising Include

- Walking (at a reasonable pace)
- Jogging
- Riding a Bike
- Dancing
- Swimming
- Yoga

The best piece of advice you can get here is this – *listen carefully* – find something that you really enjoy. If you enjoy doing it, you will be much more likely to continue and get it into your lifestyle; and that should be your intention. Conversely, if you choose to do something you don't enjoy, it will become a chore; and eventually, you will give it up.

One thing you must keep in mind is that you should never OVER-EXERCISE. Taking no exercise at all is better than over-exercising! There is no need to overdo it. Since you'll be changing your diet, it will itself contribute to losing weight fast. Combine this with only as much exercise that you need – that again is Pareto's Principle!

Remember, you are not training to become an athlete; you are simply asking your body to do a little extra work to enjoy the positive health benefits that will ensue. You are not trying to exhaust yourself. Exercise is meant to rejuvenate your body (and mind) and keep you healthy and fit – not tired and unhealthy.

The end result is that your body burns a higher amount of calories making it a very efficient, fat-burning, healthy and fit 'machine'.

Diet Supplements

By now, you know what kind of diet you need to follow and what kind of exercise routine you should follow too. In this section, we will discuss the diet supplements you might like to consider while you're losing weight.

Let's firstly reflect on the subject of vitamin tablets. You will need to make up your own mind about this issue, but personally I don't recommend them. Here's why: in order for you to benefit from vitamins, they must be accompanied by the correct nutrients. For example, you need iron to absorb vitamin C; that's why you often do find iron added to vitamin C tablets.

There are many such similar vitamin/nutrient dependencies. However – **every** naturally occurring vitamin is packaged by Mother Nature with the necessary minerals and nutrients the body needs in order to use them, within the natural foodstuff itself.

Here's a bit of general advice on the subject of vitamins:

1. ALWAYS consult your doctor before you opt to take anything. This is true not only for multivitamins but most everything that's available at the medical store.
2. If you should decide to take them, capsules, liquids or powders are generally better than pills because they are usually easier to breakdown and absorb for your body.
3. If you elect to take multivitamins, it's advisable to take them with food. This makes it a bit easier for your body to absorb them.

4. Finally, avoid multivitamins that contain too much iron. Excessive iron is known to cause problems, sometimes severely so.

Again, make sure you stay on the safe side with dietary supplements by consulting your doctor before you think of taking any of them. That said, according to Pareto, there are likely to be some natural high leverage supplements responsible for producing 80% of the achievable benefits!

As strange as it may seem, some people simply don't like to eat fish and they just don't have it in their normal diet. If that happens to be you, there is one supplement I would suggest that you should consider – fish oil.

Fish oil has long been associated with weight loss programs of one kind or another. Fish oil is made from the tissues of oily fish. The reason why it is often recommended as part of a healthy diet is due to the omega-3 fatty acid that it contains. This includes eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).

Fish oil helps to keep your cholesterol levels under control. So, if you're overweight or obese, it can help you stay healthy and fit while you're losing weight. It is also good for the overall health of your body.

You can opt for fish oil supplements which are available as tablets, capsules and liquids. Fish oil is not directly helpful in weight loss, but it does help with the proper operation of many body functions which contribute to your weight loss efforts.

Of course, if you are like me, you will want to get your omega-3 naturally, by including plenty of oily fish like salmon, mackerel, and trout, within your diet. About two portions per week is ideal.

So ... now you know about my 80/20 Diet Plan that can help you to lose all the weight you want, in a surprisingly short amount time. The most important thing that will make the difference and determine whether or not this plan works out for you is simply the matter of seeing it through. You need to take personal responsibility for your health and begin taking action.

You now know what you need to do, and so it is now up to you. As we have discussed, our plan is simple, but do not let the simplicity of this approach deceive you. We have all of the received wisdom of the great philosopher Vilfredo Pareto to thank for what amounts to our highly efficient and effective plan for losing your excess weight and living a happy and healthy life.

I hope that you are use the information in this ebook to make a difference in your life – starting NOW!

Here's to a Healthier & Slimmer You!

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When combined with coffee, Java Burn increases the speed and efficiency of your metabolism, boosting your health, energy and well-being at the same time ...



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Weight loss could not be any simpler, easier or more assured.

Just enjoy your morning coffee with an instantly dissolvable, tasteless packet of Java Burn and watch your excess weight dissolve. Watch the video for more information.

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