



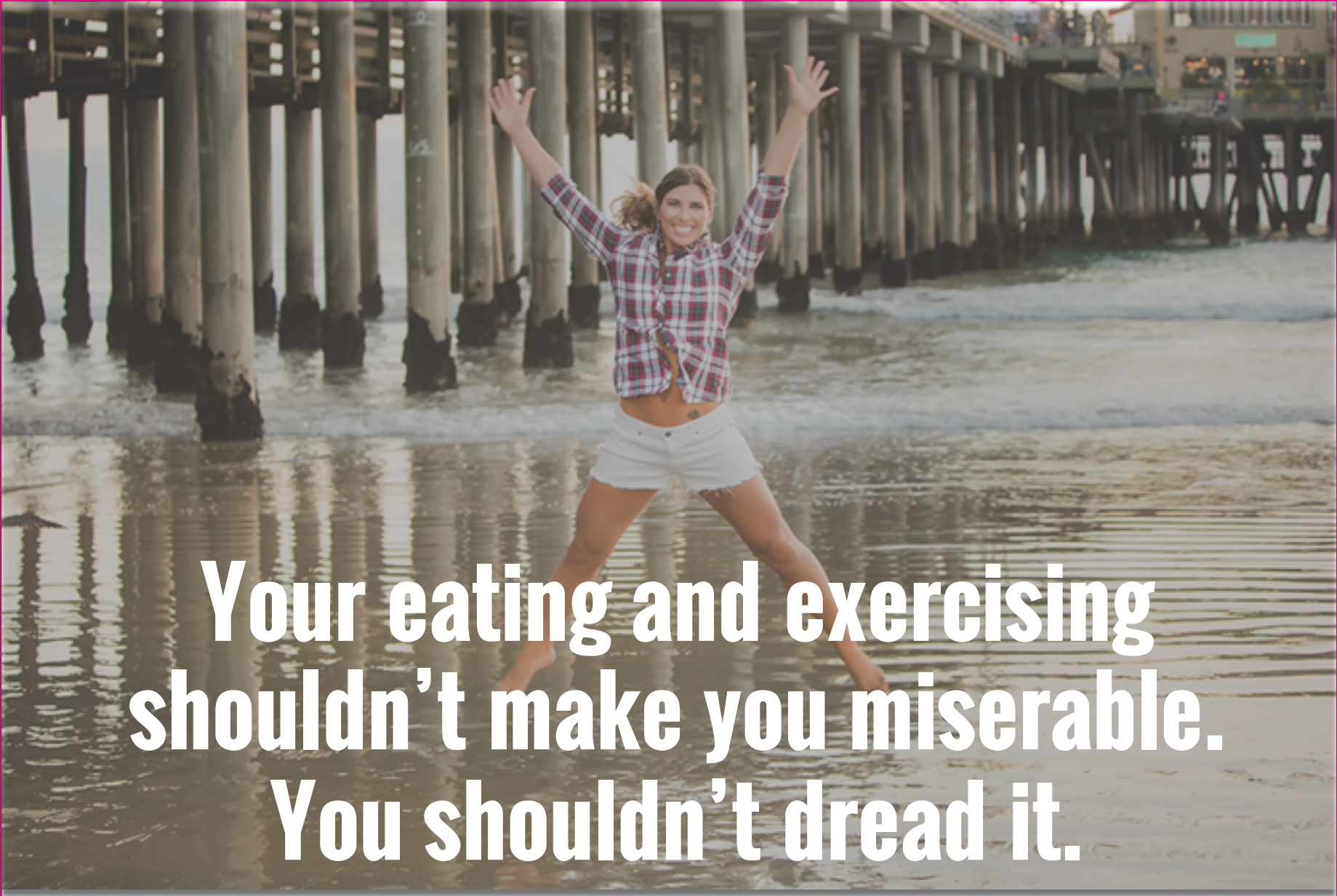
JillFit

5 Tools to Transform Your Body, Be Consistent (+ Actually Enjoy It)

Mindset, Body, and Business

What's About to Happen

- We'll be talking about why 'Sustainability is the new Sexy' and your goal should be the long and steady
- The top tools I have found, working in the industry over the last 18 years and with thousands of clients for results
- There *might* be cussing 😬
- Your questions – at the end, write them in!
- Stay on to the end because I have a special BONUS for you!
- #treadLIFT opens today! I'll be giving you all the dirty details.

A woman with long brown hair, wearing a red and white plaid shirt and white shorts, is jumping joyfully in shallow water. She has her arms raised and a wide smile. The background shows a wooden pier with many vertical posts extending into the water. The water is calm, reflecting the pier and the woman. The entire image is framed by a thick pink border.

**Your eating and exercising
shouldn't make you miserable.
You shouldn't dread it.**

Mindset, Body, and Business

Overview

■ Is exercise useful for weight loss?

- It can be – beginners benefit the most from ANY exercise

■ Should you still do it?

- Cardio great for mood enhancement, heart health
- Weight training builds a body:
 - Adds curves, build muscle, increases strength
 - Increases secondary parameters: balance, stability, functionality
 - Can impact RMR
 - Great for skin/soft tissue integrity/anti-aging
- Builds confidence, self-efficacy, etc.

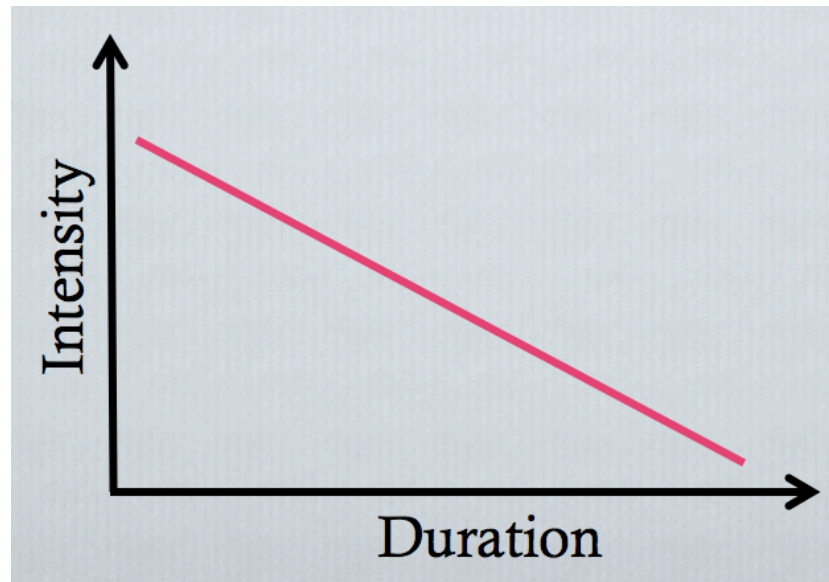
■ But is it the best tool for fat loss?

So what's the best approach?

- **Intensity > duration for fat loss**
- **Why?**
 - Shorter, more intense exercise sessions (<40 mins) preserve muscle
 - Have less of an effect on appetite long-term
 - Use more sugar as fuel (relatively), and replete with fat stores (nutrition important here)
 - Balance fat loss and muscle building hormones:
 - Cortisol/adrenaline
 - Insulin
 - Testosterone/HGH

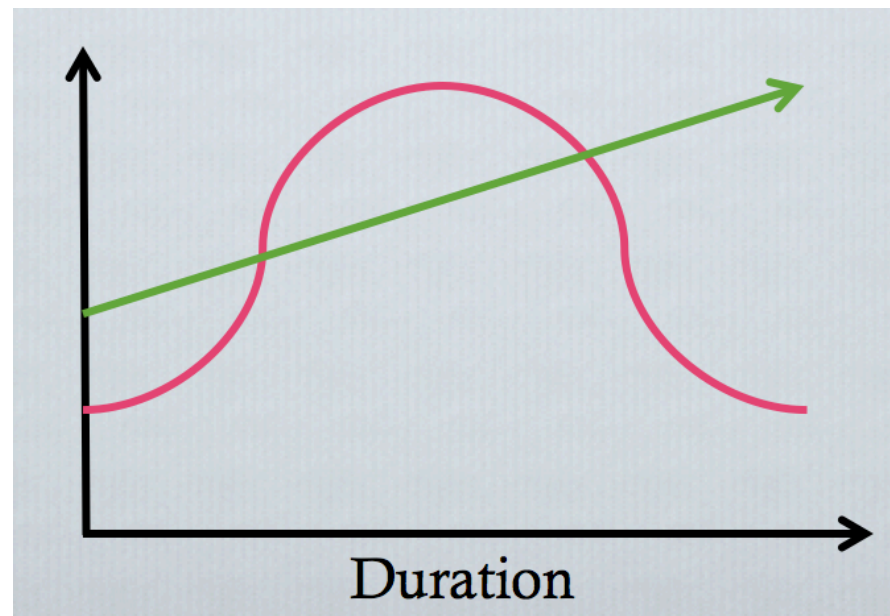
Exercise Hormones Overview

- Why should we care about this?
- The relationship between intensity and duration:
 - Sprint for 30s versus sprint for 1 mile (pacing)
 - Creates a moderate intensity workout



Exercise Hormones Overview

- **The relationship between intensity and duration:**
 - What happens to catecholamines/cortisol (stress hormones)?
 - What happens to HGH/testosterone?
 - What happens to insulin? (sensitivity)



Exercise Hormones Overview

- Longer duration, moderate intensity exercise:
 - Higher stress hormones, more muscle wasting
- Shorter duration, high intensity exercise*:
 - Greater amount of muscle-building hormones, less muscle wasting, better insulin sensitivity
 - *How do you know what's considered "intense?"
- BUT. You can reach a point of diminishing returns with both duration and intensity:
 - Overtraining/adrenal fatigue/metabolic damage
 - Affects adrenals, then thyroid, then reproductive organs, etc.
 - Insulin affects too, due to high cortisol (then low cortisol) – can elicit a more "puffy" look – water retention

How Do I Use Exercise Optimally?

The 5 Insights to Transform Your Body:

- 1) Be the Goldilocks of exercise – create your own unique approach
- 2) Employ Rest-based Training
- 3) Match Your Nutrition to Your Exercise Volume
- 4) Monitor Compensatory Reactions
- 5) When in Doubt, Go Shorter (Inertia)

1) Be the Goldilocks of Exercise

- **What should your ideal weekly exercise routine look like if the goal is body change?**
 - Priorities: intensity, efficiency (30 mins or less)
 - The hierarchy:
 - Weight-training – 3-4x/week
 - Full-body (3) or body part splits (4)
 - Intervals, HIIT or sprints – 1-2x/week
 - Leisure walking/low intensity – as much as possible
 - **WHAT DOES YOUR SCHEDULE ALLOW?**
 - **WHAT DO YOU ACTUALLY ENJOY?**

2) Employ Rest-Based Training

- Increases **intensity/shortness** of the workout
 - Psychologically satisfying
 - Autonomy
- Increases **volume** of the workout
 - No structured rest
- Improves **safety** of the workout
 - Exerciser determines rest, as much & as long (reverse psychology)
 - Every single person gets perfect intensity workout *for them* – both elite and beginner get a doable workout

3) Match Your Nutrition to Your Training

- Usually it's the other way around:
 - We eat a lot so we have to do penance and “exercise it off” and burn as many cals as possible – creates negative cycle of eat more then exercise more, and on and on ... Cardio Cycle.
- This is Metabolic Effects ELEL/EMEM Model (book: ‘Lose Weight Here’)
- Modes of exercise // guidelines:
 - High exercise volume = eat more, more carbs
 - Weight-training sessions & long-duration cardio
 - Balances out hormonal effects
 - Less exercise volume = eat less, watch carbs more
 - E.g. 20 min full-body 3x/week + leisure walking
- Difference between living to eat vs. eating to live – take into consideration *your lifestyle*
- Prevents overtraining, adrenal fatigue, metabolic damage

4) Monitor Compensatory Responses

■ Hunger

- Moderate-intensity, long duration exercise increases
- Short, intense exercise balances

■ Cravings

- Chronic stress increases (cortisol/catecholamine output)
- #SatisfactionFactor + preemptive cheats relevant

■ Energy

- For stable energy, pay attention to the 2 ends of the intensity spectrum – high-intensity, short workouts + rest/relaxation (“toning the adrenals”)

■ Mood & Motivation

- If the above 3 are out of whack, these will be affected too
- Overtraining, adrenal fatigue, metabolic damage, over-stressed

4) Monitor Compensatory Responses

- Hunger, energy and cravings (HEC):
 - “Is my HEC in check?”
- HEC must be balanced *before* sustainable weight loss can occur
- Balance HEC:
 - By balancing volume of activity (output) with nutrition (input)
 - Includes volume of food (cals) AND type of cals
 - By focusing on the quality of workouts, not duration
 - **More is not better, better is better**

5) When in Doubt, Go Shorter

- Shorter workouts breed intensity + consistency:
 - A body in motion stays in motion (inertia)
- We can talk about “best workouts” all day long but the ultimate in results and long-term sustainability is your ability to DO consistently:
 - Don't let perfect be the enemy of good
- Forget “ideal” and just ask, “What can I see myself doing forever?”
 - Enjoyment
 - Schedule considerations
 - Gym vs. at-home (convenience)
 - Time-efficient
 - Something isn't nothing

Take-Aways

■ Choose the most optimal modes *most of the time*:

- Weight training > cardio
- Shorter, intense > longer, moderate intensity
- Build in restorative movement – stretching/yoga, walking, massage, foam rolling, meditation, tai chi, etc.

■ There's a bell-shaped curve when it comes to both intensity AND duration – you can reach a point of diminishing returns

■ Take YOU into consideration!

- Metabolism, personal preferences, psychological sensitivities

■ Just do your best – nothing is “too little” to do!

A Reminder:

Be a Little Less Perfect
**to be a Little More
Consistent**

Do yo best, yo.

#treadLIFT

- **Open today thru Friday ONLY – <http://treadlift.com>**
- **36-Week Treadmill + Dumbbell-based Exercise Solution to BURN Fat, BUILD Muscle and BOOST Your Cardiovascular Capacity**
 - **Weights + Cardio workouts – all 30 minutes or less**
 - **Online portal membership:**
 - 36 workouts (12 x 3 goal sets – BURN, BUILD, BOOST) – PDF for printing
 - Photos for all weight training movements
 - Short video tutorials for how to do the more advanced treadmill stuff
 - 12-Week Programming Calendars for all 3 goal sets
 - You have access forever!