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Skyrocket Your Fat Loss Success!

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**A Candid and Revealing Conversation With Fat Loss Expert  
Tom Venuto**

*As interviewed by Tom Nicoli, Clinical Hypnotherapist  
Featured on Dateline NBC's "Ultimate Weight Loss Challenge"*

**Tom Venuto is the author of  
*Burn the Fat, Feed the Muscle:***

**[www.burnthefat.com](http://www.burnthefat.com)**

# ***SKYROCKET YOUR FAT LOSS SUCCESS!***

***An Exclusive Interview with Fat Loss Expert Tom Venuto  
By Tom Nicoli, Clinical Hypnotherapist***

**TOM NICOLI:** Hello, everyone. This is Tom Nicoli of TomNicoli.com and SkyrocketPersonalSuccess.com. The information I have gathered, through the variety of experts in all areas of personal success is simply the best, and today is yet another example. We all know in order to achieve personal success, it takes more than effort and time. The journey to personal success requires physical fitness and health, and today that's what we'll be talking about.

My guest today is Tom Venuto of [www.burnthefat.com](http://www.burnthefat.com), one of the world's leading experts on burning body fat. Tom is a natural bodybuilder, personal trainer, nutritionist, best selling author, and success coach. I guarantee you that what Tom will tell you today is going to surprise you, because I know I was amazed when I first learned what he had to say.

Be sure to get ready to take notes, because what Tom will share is unique information you won't hear from many experts in the weight loss and fitness industry. So first let me say, welcome, Tom, and thank you so much for taking this time and for sharing what I know is incredibly important for anyone listening who wants to skyrocket their own personal success.

**TOM VENUTO:** Thanks for having me on the call, Tom.

**TOM NICOLI:** Now, Tom, the first thing I'd like to ask, before we begin, is to please share a bit of your background and what you do in the area of physical fitness and training.

**TOM VENUTO:** Sure, be glad to. I've been involved in the health and fitness field my entire life. I started working out when I was 14, and I started training other people by the time I was 20. When I went to college, I earned a degree in Exercise Science. I then got certified by the top exercise organizations in the world, the American College of Sports Medicine and the National Strength and Conditioning Association, and then I immediately went to work as a personal trainer for various health clubs. Later I got involved more in the business aspect of health clubs—owning and managing them.

More recently, I've become an Internet publisher, and that has allowed me to reach people all over the world through my websites, my newsletters, and my ebooks. In 2003, I launched a web-based program called *Burn the Fat, Feed the Muscle* at [www.burnthefat.com](http://www.burnthefat.com), which is the world's most effective fat loss system. There are now *Burn The Fat* users in 125 countries, so the Internet has been an incredible tool for spreading the word. It has let me reach a much, much larger number of people than just working one-on-one in the health clubs.

**TOM NICOLI:** You just mentioned that not only have you become successful in the area of physical fitness but also as a business owner and in the Internet. Tell us how necessary or important do you feel that the physical fitness aspect has helped you in the other areas of becoming successful?

**TOM VENUTO:** It's vitally important. I don't think you can say you're completely successful unless you're successful in all the areas of your life, including your health.

Success means different things to different people, but surely it means balance. If you're financially successful but you don't have your health, then I don't think you're really successful. Or if you have your health and you're struggling to pay the bills and you don't have good relationships, I don't think you're successful. When you have it all; when you're physically fit, and you have your health and you have energy, when you have financial success, relationship success, success in your spiritual life, then

everything in your life just works better. It all comes together and falls into place.

Without the health and without the energy and the fitness levels, you're not going to feel good, and you're not going to be as effective in the other areas of your life, so each plays off each other.

**TOM NICOLI:** You know, Tom, that leads me to mention something I learned about you, which was quite surprising at first, about how you do cover all aspects of yourself. What many people listening don't know is that you're not the typical fitness expert. What I mean by that is, like myself, you're trained in neurolinguistic programming (NLP) and hypnosis, the mind techniques for change. So let me ask you, why did you go into the area of developing your mind as well as being this expert in physical development?

**TOM VENUTO:** Well, the mind is really the missing link for so many people who are trying to reach their fitness goals. If you know where you are now and you know where you want to go and you want to change, what's missing are the resources and the tools you need to get to your destination. For example, if you want to travel and you know where you are and where you want to go, the car and the map and the itinerary are the resources that you need. To get in shape, the first resource you need is information. You need nutrition and training information, or what Napoleon Hill called "specialized knowledge."

What I've discovered is that some people will learn the nutrition and training information, and they'll take that ball and run with it, and they will reach all their goals and be very successful. But I also see many people get the exact same information and resources as other people, and yet there's still something missing. They're blocked, and they can't seem to reach their goals. They can't apply the information or they apply it inconsistently, or they sabotage themselves in one form or another.

The difference between those two people is on a psychological level. You have to approach fitness and health and reaching your ideal weight on both the physical and on the mental planes. There could be a variety of things holding people back: negative programming being put in, old conditioning, limiting beliefs, secondary gain (which is some kind of strong reason to stay the same), poor self-image, lack of clarity in values and priorities. All these things are mostly on a subconscious level.

**TOM NICOLI:** This is fantastic, because it all ties in. Everything you just said ties in with the whole purpose of me creating SkyrocketPersonalSuccess.com, where people who are visiting this site and hearing these interviews, are seeing that we are offering all of these areas of attention and information. Because, as you said, it's almost as if people find just one thing to latch onto. That would pretty much be like having a steering wheel, but not having the accelerator, or having some form of transportation, but not all the components. That's fantastic.

Now, I know you've been a bodybuilder for 20 years. Does your ***Burn The Fat*** system lend itself only to someone who's interested in bodybuilding and self-image? Or is it for anyone simply wanting to be healthier?

**TOM VENUTO:** What I teach is for everyone, for health as well as for looks. I have heard some people say that they shied away from my material at first because they saw that I was a bodybuilder. They figured, "Oh, well, I'm *not* a bodybuilder, so it's not for me." Or they got intimidated when they saw the word "bodybuilder," because my book is subtitled "*Fat burning secrets of the world's best bodybuilders and fitness models.*" I think it would probably be more accurate if I changed the subtitle to, "*What every man and woman can learn from bodybuilders about permanent fat loss.*"

What I did is I just found and modeled the most successful people. It was simply a matter of finding people who had achieved the right outcome and then copying what they did. I

knew from having been a bodybuilder for so many years that bodybuilders were the best people to model, because they don't just focus on weight loss. Out of necessity, they must focus on keeping muscle while losing the fat, and that's a very key distinction.

The conventional diets, which are what most people gravitate toward because that's what's most advertised in the mainstream media, are very much focused on scale weight and pounds. I'm sure you've seen the ads, "Lose 30 pounds in 30 days," or "Lose 9 pounds every 11 days," or—this one's very common, especially with the low-carb diets—"Lose 8 to 15 pounds your first two weeks." It sounds great, but you really can't lose 8 to 15 pounds of *body fat* in two weeks. If they say the weight is fat, then these are bogus claims, and I know the FTC will agree when they catch them. If you do lose that much weight, you might lose a few pounds of fat, several pounds of muscle and a lot of water. But that's entirely the wrong goal. So I think it's important that you choose the right goal and the right role models. Bodybuilders have a system for losing fat and keeping muscle, that no mainstream diet program can touch with a ten-foot pole, and that's what I teach to anybody and everybody.

It's not even a diet program; it's a lifestyle, really. It's a way of eating and exercising that you stick with for the rest of your life, not for the next 30 days or the next 12 weeks. It's incredibly effective, and it achieves the right outcome, keeping the muscle and losing the fat.

So these principles can be applied by anyone, and I don't think anyone should be intimidated by the word "bodybuilding." I mean, if you think about it, anybody who picks up even a 5- or 10-pound dumbbell is bodybuilding. Lift weights, and you're building your body.

**TOM NICOLI:** You know, that information is fantastic. When I work with people (and as a hypnotherapist, I'm working with the mind exclusively,

which leads to what the body can do as we change behaviors), my most difficult time with weight-loss clients, I have to tell you, is reframing their way of thinking. That is, it's not about weight, it's about fat, and that this is not a timeframe situation. That the time will pass regardless, and depending on what we do today will dictate the results over time.

So there is obviously the one proven result, one proven method, and that is healthy eating and exercise. And even the FDA has put out a report, and it was put out a long time ago, but was again recently updated, which warns people of the dangers of magic pills, the magic bullet, and how harmful and potentially dangerous taking that approach of getting the quick fix can be. But what you and I both realize is that we're up against the impatience of human nature and this instant gratification society we live in, but yet life isn't an instant. Life is ongoing, and that's what people are missing. Aren't they?

**TOM VENUTO:** Yes, absolutely.

**TOM NICOLI:** I know that too many times people are either overwhelmed with information they really can't apply, or they don't receive anything that can really help them. You say that what you've developed is a 100% guaranteed system for losing body fat, based on the little-known nutrition secrets of bodybuilders. Will you share a few of your best nutrition secrets with our listeners right now?

**TOM VENUTO:** Yes, absolutely. But first, I do think you hit on an important point there when you said, "most people are overwhelmed with information."

You know, in this day and age, the problem isn't the lack of information. It's too much information. So sometimes I think that looking for "the little known secrets," if you mean the little details, can, in the beginning, be detrimental and actually cause what I call "paralysis by analysis." Paralysis by analysis is where people are afraid to start, they're afraid to make a mistake, they're

afraid to look foolish, or they're afraid to fail, so they don't do anything at all until they have all the details first, or because they have too many little details and it's so overwhelming, they don't know where to start.

I think that details matter, and there are some nutrition methods you could certainly call secrets that most people in the general public aren't aware of. But before you get into those details, I think it's more important to focus on the more "obvious" fundamentals.

There's something called "The Pareto Principle," which is also known as the 80/20 rule. It was created by the Economist Vilfredo Pareto in the beginning of the 16th Century, and to paraphrase him, he said that you have to separate the vital few things from the trivial many things. In other words, the very first thing you have to do is master the fundamentals before you worry about little details or "secrets."

In my fat loss system, there are four fundamental pillars that must support your program. The first one is Strength Training; the second is Cardio Training; the third is Nutrition; and the fourth is Mental Training, which we already touched on. If you're missing any one of those four, then all the attention to details and all the cutting edge nutrition secrets in the world aren't going to help you. Most people just go on diets, and what we don't need is another diet. We need to change our habits, change our behaviors, and change our lifestyles.

What's missing from most weight loss programs is the exercise part. I believe that it's better to burn the fat than starve the fat. When you starve the fat with strict diets and you cut calories too low, it works initially, and you see that very gratifying initial drop on the scale. But what happens to everyone eventually is you plateau, because your body adapts, and your metabolism adjusts to the reduced food intake. Your body thinks you're starving, so

your body just starts burning fewer calories. Strength training and exercise help because strength training increases your lean body mass. It helps you keep your muscle, which prevents your metabolism from slowing down. It also allows you to eat a little bit more. So instead of a severe cut in calories, you're burning the fat instead of starving the fat.

**TOM NICOLI:** Tom, I'm going to stop you right there, because I think people need to hear that again, because I know—and I'm sure you've experienced this—that people are floored when they hear “you can eat more.” They're so used to starving themselves and, as you know from your education and training in hypnosis and NLP, the subconscious, instinctive part of us goes right into that survival mode and doesn't release anything, thinking we can't find or kill food.

**TOM VENUTO:** Exactly.

**TOM NICOLI:** So, continue, please.

**TOM VENUTO:** Well, you start with these four fundamentals—I like to think of them as pillars, because they literally hold up your success—and without all of them in place at the same time, you're in a precarious position where your success could easily collapse and crumble.

**TOM NICOLI:** Yeah, mention those again, Tom. And please, everyone listening, write these down, because this is obviously the foundation.

**TOM VENUTO:** Right, the foundation.

Pillar number one is **Strength Training**. Weight lifting, in my opinion, is the best form of strength training, and I strongly recommend that every man and woman start a weight training program immediately. Don't wait until after you've lost the fat—start now. But I do know a lot of people who start strength training with body weight exercises instead of barbells,

dumbbells, or machines. I mean, if you do a push-up, you are lifting your body weight...

**TOM NICOLI:** Sure.

**TOM VENUTO:** ...There are various forms of strength training, but some form of strength training must be in the mix if you want to be successful, long-term. Without it, you're going to lose muscle when you diet.

The second pillar is **Cardio Training**, which is also known as aerobic exercise, which could be walking, jogging, cycling, cardio machines, classes—whatever you enjoy.

The third pillar is **Nutrition**; and the fourth is **Mental Training**—addressing various issues on a subconscious level, setting goals, looking at your value and belief systems, and becoming more aware of what you think about and dwell on mentally every day.

Now, once you have those four pillars in place, you're going to start getting good results—guaranteed. And that's when you can fine-tune and start nitpicking and working on specific details and using “little known secrets” to take it to an even higher level. Some of the techniques in my program that aren't so well known in the mainstream, are ways to accelerate fat loss by customizing your nutrition and training program. No two people are the same. There are different body types, different body structures, and there are different metabolic types.

I think one of the most important distinctions that you can make is to understand how well your body processes carbohydrates. In other words, are you carb-tolerant or carb-intolerant? One of the big debates in nutrition today is still, “Should you do the low-carb diet, or do you do the high-carb diet, or somewhere in the

middle?” Ultimately, the truth for most people will probably lie somewhere in the middle, with balance. “Balance” is just common sense in my book. But some people will undoubtedly do better with a little bit less carbohydrates; some people with a little bit more. So what I teach people is how to tweak and fine-tune your carbohydrate level to fit your body type and your metabolic type.

It’s really important to understand your body type. There’s an entire chapter in my book about how to figure out your body type and how to tweak and fine-tune your nutrition program to fit your body type. Understanding that one size doesn’t fit all is very, very important.

**TOM NICOLI:** Now is that information difficult for people to understand and apply?

**TOM VENUTO:** It’s very simple. You know, some people have complex nutrition systems where they talk about metabolic typing, and they may have you go and get blood tests, or you may have to fill out a complex questionnaire. Those things are fine and can be helpful, but what I do is much, much simpler.

What I recommend is to start with a baseline. This baseline consists of fundamentals that apply universally to almost everyone. Without these fundamentals in place, the fine tuning will have much less impact on your results. Once you have your baseline in place, you can simply begin to systematically adjust your intake one variable at a time, things like grams of carbohydrates, for example, and by getting in a feedback loop, you can figure out exactly how your body processes and responds to food in a very, very short period of time.

So you start on the baseline plan. You follow the plan for seven days and then you measure. The way to measure is not just with the scale, but you measure body fat. You can do that with a variety of methods. The most common is the skinfold caliper.

Then you'll figure out how much of your weight is fat, how much is muscle, and you'll see the difference over the previous week.

If you improve, then you don't change anything. You just keep doing the same thing. You find what works. You do more of what works.

If a week goes by and you don't improve, then you're going to make an adjustment. You'll tweak one of the nutrition or training variables that I explain in my program (such as your food type selections, your carb gram intake, your caloric intake, or the intensity, frequency, or duration of your cardio training). Then you continue for another week with your newly adjusted regimen and measure results again.

It's primarily a matter of getting yourself into a feedback loop and adjusting your program based on your results. A lot of people tend to get caught up on a rigid system, following rules, and yet they're not paying attention to their actual real world results. That's really what it's all about; the results you get.

**TOM NICOLI:** You know, I taught a class one night, which I do monthly for my clients. I have a lot of nurses that come to me, you know, wanting to stay healthy, being in the health field. And one of them mentioned the blood test that you were talking about and said it was very expensive. And yet, I don't think that it really mattered because, after she got the results, she didn't know what to do with them. And what you're saying is that by just learning this information in your system and in your program, in your book, that people can do this in the privacy of their home. Quite frankly, it's understandable that some people are embarrassed to get all kinds of tests, and they'd like to be able to do this on their own, because they don't want to be embarrassed with themselves. So there is an expedience factor there, and there's a comfort zone in your system as well.

Now, Tom, when I was looking at your site, I noticed that Chad Tackett, who's the President and CEO of Global-Fitness.com, wrote, "Tom Venuto, in my opinion, is the leading, very best fitness expert and author of our time, and much of my and our clients' success is due to his teachings. He and his fat loss system are on the cutting edge of science and don't miss a nutritional tip, trick, secret, or strategy in achieving amazing results. What's more, they are offered in an easy-to-understand and easy-to-follow format."

That's very impressive. But you know, Tom, honesty is the only key here, and honestly, I can say anything and you can say anything, and people expect us to say things like this, and a lot of people listening may expect somebody like Chad Tackett to say something like this. However, I also saw in the stacks of testimonials that I know you have, that there are some really, really impressive success stories. And I'd like to read a few of them because real people experiencing real results are what really matter.

Let's face it: it doesn't matter if somebody who has all the tools and all the appliances and all the fitness equipment available to them can make this happen. But I want to hear about people in real-life situations who have to get through their day.

Jerry McBride of Philadelphia, wrote, "When I started the program in September, I was 248 pounds with 24% body fat. With Tom's information, I've been able to lose 43 pounds, all of it fat. My body fat is now 12%. I also no longer spend \$400 a month on supplements."

And another from Tracy Heptin, who said, "Thank God for your program, because I've only been on it for just over a week and I'm already seeing results. I'm fitting into pants that I couldn't get into seven days ago. It's a wonderful thing to finally find something that works. How refreshing."

And one more that I thought stood out, from Lynn Ramirez in California, “*Burn The Fat, Feed the Muscle* has changed my life. I have lost three dress sizes in four months and feel better than ever before, and I now have my husband on the program. If we can do it with four kids and full-time jobs, anyone can.”

Wow, that’s amazing. Not only did they get quick results, but they saved money too. No pills or drugs, which—as I spoke of in the FDA’s report—can cause physical harm and danger. But it’s also done with a busy schedule with four kids. So Tom, tell us: How much time is needed for your system?

**TOM VENUTO:** Well, one of the things you have to do first is look at this as a lifestyle change, not a temporary change. There are new things you’re going to have to do everyday. What you ultimately want is for the things you need to do every day to become habits, where they’re completely ingrained into your lifestyle. Especially on the nutrition side of things, you want to get to the point where you don’t have to think about them consciously anymore. So you’re reaching for the right foods and taking the right actions every single day, automatically, just as easily as you would take a shower, or brush your teeth or get dressed in the morning. These are behaviors that are ongoing, so I wouldn’t look at them in terms of a time investment as much as habit development and lifestyle change.

If your perspective is, “Okay, I’m going to be on this diet for 12 weeks,” and you say, “This is going to take 12 weeks of my time,” I think you’re setting yourself up for failure. What happens on day one of week 13? You have to have a long-term perspective. It’s got to be a part of your life. You’re going to eat the same foods as a lifestyle when you want to maintain your results for the rest of your life as you do when you want to lose body fat. The difference is, you’re going to eat a little bit less,

you're going to eat smaller portions, and you're going to exercise more.

In terms of time required for your exercise program, you can really get good results with as little as three days a week, 45 minutes to an hour. What you must do during the time you spend is make some time for some strength training and for some time for cardio training. Both need to be a priority.

Now, when your goal is fat loss and losing fat at the maximum rate, it's beneficial to add additional cardio, beyond three days a week, but as I mentioned earlier, the amount should be based on your results. It's hard to put a specific number on how much time it's going to take, but in general, I think that everybody should be committing themselves to about three days a week and making that a part of their lifestyle.

If you want to burn more calories in order to increase fat loss, then you can do the cardiovascular workouts more often. I know some people who exercise every day or do it six days a week with one complete rest day per week. Ultimately, however, there is no magic number of days per week or minutes per day. What you must do is adjust your exercise frequency and duration according to your results. My ***Burn The Fat*** program explains exactly how to do that.

**TOM NICOLI:** Now, when you mentioned cardio and strength, I had a client recently tell me that he has a friend who's pretty fit, and he has pretty much tried to dominate his thinking, telling him he absolutely must get 45 minutes of cardio every time they go to the gym. This client of mine tells me that when he was in a program doing 20 minutes of cardio mixed with his strength training, he had better results doing less. Is this another trial and error, like you mentioned previously, with the carb intake and the types of food you'll eat, that you put forth the effort to do "X" amount of time cardio and "X" amount of time strength training. And if you are or are not getting results, you shift and change?

**TOM VENUTO:** Yes, trial and error is a part of it, but you can bypass most of the trial and error by starting with a proven baseline diet and training system as your foundation. You can adjust from there if necessary, based on how your body responds. For example, the baseline for cardio training is my recommendation of three days a week at the appropriate heart rate and intensity. Add more if necessary, but use a proven and logical starting point.

With cardio, there are also ways you can make your workouts a lot more time efficient, which is probably what the person you mentioned did in order to get more results in less time. High-intensity interval training is one example, where you would do a minute or two of moderate intensity exercise followed by a minute of high intensity exercise, where you're really pushing the heart rate above your normal training zone, and then you drop back down to moderate. You'd repeat these intervals for the duration of your workout.

What research has shown is that, not only does this burn a lot of calories during the workout, it keeps your metabolism elevated afterward for a longer period of time than if you go with low-intensity, long duration cardio such as walking. So there are ways, if you are extremely busy like so many people are these days, that you can make your workouts more time efficient. But I think you also need to have the willingness to do what it takes to reach your goal as well as have a certain amount of flexibility in your program.

Too many weight loss programs are extremely dogmatic and recommend only one type of workout, as if there were only one way to do it. There are some programs out there today that say, "Follow my program or else!" "The workout is 20 minutes three days a week, period," and there's no flexibility. It's really more effective in the long-term if you allow yourself flexibility.

Look at your baseline program as a *starting point*, then fine-tune your senses and pay attention to your results and get measurements, get feedback, and adjust your program according

to your results. I think that's what most people miss. They get so lost in the dogma of a particular program or guru's formula, that they're not willing to experiment or change or test new things that might be the key to greater results.

**TOM NICOLI:** That makes complete sense. Establish a baseline, get the fundamentals in place, then be flexible enough to make changes if it's necessary.

Okay, assuming you have that down, I asked you earlier about some of your best nutritional secrets. Can you give us some more of those specific and simple secrets of nutrition that people can begin applying immediately after they hear what we're talking about today?

**TOM VENUTO:** Sure. Let me finish going over a few of the basics, and then give you some secrets on how you can fine-tune that and really take it to the next level.

The fundamentals in nutrition, when people hear them, sound so much like plain common sense that they tend to disregard their importance, because they're looking for some new breakthrough. But here's where you have to start: It all starts with *calories*. "Calories in" versus "calories out." There are people who dispute the calorie theory, but energy expenditure is easily quantified and measured, and energy balance is a simple law of physics. If you want to lose body fat, you need to burn more calories than you take in, period.

**TOM NICOLI:** It sounds pretty simple.

**TOM VENUTO:** Yeah, simple. Sometimes not easy, but it is simple. The lesson here is to watch your portion size. Don't overeat in one sitting.

Many people don't realize, especially when eating in a restaurant, that their meal has 1,000 calories or more. A typical meal for losing body fat for women is probably going to be in the

neighborhood of 300 or 250 calories, and for men a little bit higher than that, maybe 400 to 475 calories. If you're eating healthy foods, natural foods, lean proteins, unprocessed carbohydrates, fruits and vegetables, that's a lot of volume. So you don't ever have to go hungry if you choose the right foods.

When you combine the law of calorie balance with eating small frequent meals, there's no need to ever go hungry. My clients are often surprised at how much food they can eat, when it's clean, healthy food. They're used to restaurant food, packaged food, and a lot of fast food which is highly concentrated, calorie-dense food. So you need to pay attention to *calorie density*. Refined foods have more calories packed into a smaller unit of volume, so it's easier to overconsume calories.

I recommend counting calories in the beginning, in the form of creating a menu. I like to create menus on a spreadsheet or using nutrition software. I will print out a menu that has all the calories, proteins, carbs, and fat all added up, and then you have a visual. This lets you see your calories. It's like an eating goal for the day. You can take your menu and, with a magnet, stick it on the refrigerator, and there's your menu right in front of you every day. So be aware of calories. Spread them throughout the day in four, five, or six small meals, as opposed to two or three big meals.

Next, you have to balance your macronutrients in every meal, meaning, eat a lean protein and a natural carbohydrate with every meal. Lean proteins include lean meat, chicken, turkey, fish, egg whites, and you can supplement with protein powder if you want to, but emphasize the whole foods first. Then combine your lean protein with a natural carbohydrate.

Some people lump all carbs in the same category, and some people think that carbohydrates are fattening. What you need to do is to make better distinctions between processed, refined carbs

and natural carbs. Natural carbs are the foods that grow from the ground or from a plant or tree. That includes sweet potatoes, brown rice, all the vegetables, fruits, beans, legumes, and whole oats. Those are some of the natural carbs. So each meal now has a lean protein and a complex carb. You can also include small amounts of the healthy fats from sources like flax oil, fish oil, flax seed, fatty fish, seeds, nuts, almonds, walnuts, extra virgin olive oil. You now have a balance between the macronutrients: proteins, carbohydrates, and fats.

**TOM NICOLI:** You just mentioned powders and whole foods. That went by quickly, but I think it's very important to go back to that for a moment.

We can walk into a store and let's pick one of the—we won't say the brand name—but a store that's very popular, and there are walls and walls and walls of powders and mixes and shakes. I'm sure that there's a benefit to introducing some of these products to your body. However, a lot of people will omit the foods and replace with these powders. Please speak on that for a moment.

**TOM VENUTO:** Sure. Some of the products may have functional properties or health benefits, and many are great for convenience like protein powder, or meal replacement products, which usually come in a packet and have protein and carbs, and you make it into a shake and “drink your meal.” But some people overdo it. The idea of two shakes a day and a so-called healthy dinner, that's not effective. What you want to do is emphasize whole foods first. When you have a choice, choose whole foods over supplements.

**TOM NICOLI:** I don't think I've ever heard that before, Tom. That's enlightening.

**TOM VENUTO:** Well, there's so much push for supplements these days and so much advertising, that I'm not surprised you haven't heard it before.

**TOM NICOLI:** The profit margin dictates, right?

**TOM VENUTO:** Right. I emphasize food because no supplement, powder, drink, or meal replacement will ever be better than real food. I don't emphasize supplements because I'm not associated or affiliated with any supplement company. When you read my book, you'll realize that it's not just a promotional vehicle to sell supplements. Most of the advice you read these days serves the bottom line of a supplement or diet pill company rather than serving your body. You can get everything you need from whole foods. Supplements should be used for convenience.

Now, the five or six small meals a day is the biggest challenge for most people. Clients tell me, "How do you do it? Five or six meals means you're eating every three hours." The meal replacement can be really beneficial in situations where you have a hard time getting all the meals in. If you're traveling, you simply replace one or maybe at the most two of the meals with a meal replacement shake, and that can allow you to easily get the five or six small meals into a busy day.

**TOM NICOLI:** But Tom, when you say meal, I know a lot of people right now are picturing a dinner plate and variety of foods. What can a meal consist of?

**TOM VENUTO:** Well, that goes back to when I was talking about balancing your macronutrients. Macronutrients are just protein, carbs, and fats. If you visualize your plate, on one side of your plate you put a lean protein. That's the foundation of your meal, the lean protein food. If we're talking about dinner, maybe that would be salmon or chicken breast. Okay? So you have a lean protein, but that's not a complete meal yet. To balance it, you need a natural carb, so for example, you put brown rice on your plate. Then you could add a fibrous carb, which could be a green vegetable, so maybe you add asparagus or broccoli to your plate, or maybe a green salad with salad vegetables.

The amount of protein tends to be somewhat fixed, while the amount of carbs can vary quite a bit. There is a small amount of good fats in that salmon, the essential fatty acids, so you don't have to add in additional fat. So there you have a very, very well balanced, whole food meal.

**TOM NICOLI:** Now, there's something I know a lot of people have a misconception of. They think that, at first, they're feeling hungry, and their subconscious, their instinctive self is sending them that signal, "Hey, you have to eat. You know, we need to survive here, and I'm sending you a signal that it's time to feed the body. Fuel the system." But then they ignore it and the hunger pain gets stronger and stronger. And I know that a lot of people, from what I hear through my clients, is that the stronger that hunger pain is, the more they think they need to eat. Now is this true?

**TOM VENUTO:** Well, you have to distinguish between physiological hunger and emotional hunger, or...

**TOM NICOLI:** Let's talk about real growl, that physical emptiness in your stomach and how the feeling can get stronger and stronger. As it gets stronger, as you feel hungrier, physiologically, do you really require more food at that time?

**TOM VENUTO:** Usually, that's a pretty good indication that you do need to eat. Your body is sending you signals for a reason. But you probably won't get that kind of *ravenous* hunger if you choose your meal frequency and food choices properly. The most common daily menu pattern I see is skipping breakfast, or having a skimpy breakfast like coffee and a bagel, and that's not really a substantial meal. If you would eat a substantial breakfast—in fact, make it the biggest meal of the day—and if you would get a mid-morning snack or small meal, and if you would get that lunchtime balanced meal, then you're already on meal four in the middle of the afternoon. When you get to dinner, you're not going to have those ravenous hunger pains, cravings, and a growling stomach.

If you're combining the foods properly and you're avoiding refined sugars, and you're eating lean protein and enough good fat, your blood sugar and insulin aren't going to be yo-yoing all over the place, which triggers that type of hunger.

Your food choices have a tremendous impact on your appetite and level of hunger. So if you're experiencing really severe hunger, you might want to ask yourself, "What's the *cause*? Am I skipping meals? Am I eating too much sugar? When I'm starving later on, am I overeating as a result of that? Or am I feeding myself, like stoking a furnace, in small amounts at regular intervals throughout the day, keeping my blood sugar and insulin on an even keel and my hunger under control?"

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**TOM NICOLI:** That's great. You know, you mentioned food portions. A lot of people think if they eat—and we hear this contradiction all the time from different sources—you can eat anything you want, as long as you eat a small amount. Or you can eat all you want, as long as you're eating the right foods. So if your food portions are small, does that mean that people can get away with eating the foods that they really shouldn't?

**TOM VENUTO:** For most of my clients, except maybe competitive bodybuilders, I like to go by a 90/10 rule, because if you try to be too strict and you limit yourself to totally natural food groups and you don't allow yourself that free meal every once in a while, you may be setting yourself up for cravings and binging. You may be setting yourself up for failure.

If you build into your program a little bit of flexibility and give yourself two or three free meals a week, or you allow yourself some leeway for things that just happen to you in life, like birthdays, holidays, and parties, and let yourself enjoy those, you're more likely to stick with your plan the rest of the time. It becomes more do-able because you've allowed yourself that wiggle room, because you've said it's okay, and given yourself

permission in advance to eat what you want 10% of the time. You're going to be much more likely to stick with it in the long-haul, than if you're on a totally rigid diet.

You should allow yourself small amounts of the things you enjoy every week. On the other hand, you can't eat unlimited amounts of any food, even if it's healthy food. Too much of anything will get stored as fat, even the healthy food. So on your "cheat days" or "free days," enjoy what you want, but always, always be mindful of the law of calorie balance.

**TOM NICOLI:** So it's important to keep a balance and to not create internal spite. I even recall, years ago, hearing Jake (*Body By Jake*), say, "Saturday is when I allow myself a piece of pizza." So that way, you decrease that little spiteful mode that may kick in, in feeling that deprivation and sacrifice?

**TOM VENUTO:** Exactly. There's even some physiology behind allowing yourself to eat more periodically, in terms of caloric intake and food quantity.

When you're in a calorie deficit, and the caloric deficit is very aggressive, your body can perceive that as starvation, and it begins to fight your efforts to lose fat by decreasing your metabolism. Your rate of calorie burning slows down, your appetite increases, and all kinds of hormonal and enzymatic changes take place that will make it more difficult to lose fat in the future if you keep cutting calories even further. So it's actually a physiologically correct idea to eat substantially more food every few days, or to have a day each week when you eat more.

**TOM NICOLI:** Now, you just mentioned enzymes and internal processing. I think that's very important, because you see this much more than I, being a physical fitness trainer and owning gyms, how the revolving door is incredible, how people give up so quickly. Can you explain to the people listening how important it is to know

and understand what's going on internally before they even see the external results?

**TOM VENUTO:** There are so many things going on inside the body as a result of dieting, the physiology could fill an entire book. One of the things that I believe—and I think that anyone who wants to lose body fat should really tune in to this—is that it's possible to get results every single week. But most often, because of the way the body works and the way your body has multiple redundant systems to protect you from starvation, people tend to zigzag their way to a goal. There are weeks when everything goes perfectly, and they hit their weekly target. Some weeks they're ahead of their weekly target. Some weeks they're a little bit below it, and some weeks go by and nothing happens.

What you have to do is frame this from the beginning, that when this happens, it's not failure. It's feedback, and it's a learning experience. If you pay close attention to what's happening, you can figure out what adjustment to make, whether it's nutrition or training, and then the following week, get back on track. Sometimes people expect 100% success all the time. But if you look at anybody who's a huge success in any field, it's usually more like failure, failure, failure, failure, massive success.

**TOM NICOLI:** Right.

**TOM VENUTO:** It's very much a matter of reframing. I think it's more mental than anything. You know, each week you have a goal, and you can make progress each week. But just because you haven't made progress that week doesn't mean you failed.

**TOM NICOLI:** You know, you used a great word there when you said it's feedback. You know, the word “reframe,” and we can explain it to people listening.

Reframing is simply taking something you're thinking right now and changing it. For instance, “I felt bad that I had no shoes, until

I saw a person with no feet.” You immediately reframed your emotion and your approach. And what I explain to people is that, quite honestly, I don’t fail, ever. I’ve made some serious mistakes, but they were learning experiences.

I remember, as a child, somewhere in the eighth or ninth grade, as a young kid. Didn’t we learn the scientific method? That even scientists call it “trial and error.” There is no failure. It’s just a learning experience. And that way people can reduce the emotional negativity. “Oh, I’m no good.” “I’ll never be able to do this.” “See, I knew I couldn’t do this.” But if you do, out of 30 days, 20 to 25 good days, then you’ve had progress, and progress is progress.

Let me you ask you this, Tom. Because this is something I speak about with clients when I’m dealing with “weight loss” (fat reduction). People use the scale, and I want to know if you agree with this concept that the scale is an emotional tool. Because if we lost six pounds of body fat, and we increased three pounds of muscle, well, we really didn’t lose three pounds, though the scale says that. What we did was we lost six pounds of fat, and increased three pounds of very necessary lean muscle.

So what’s more important for people? To focus on what they wear—their clothes are their gauge—once they’re adults? Or to weigh themselves and follow along on a scale?

**TOM VENUTO:** The scale can be helpful. But if it’s the only thing you use, it can be very misleading. Just like you said, it doesn’t distinguish between fat and muscle. It goes back to the beginning, when you need to select a well-formed goal. “I want to lose weight” is not a well-formed goal. “I want to permanently burn off 24 pounds of body fat and get my body fat percentage from 20% down to 14% within three months.” That is a well-formed goal. With that goal,

you made the distinction between fat and muscle, and you gave yourself a deadline.

What I recommend is that you have tools available, where you can track the difference between fat and muscle. There are a number of methods to do that. One common way is the pinch test with skinfold calipers. This measurement will tell you your percentage of body fat. You can have it done every week or at least every other week to track your progress.

Then if you weigh yourself, when you have both your scale weight and your body fat percentage, then you can calculate pounds of lean body mass and pounds of fat. I recommend keeping a chart of your measurements so you have a visual of your progress as well as an accountability tool.

I recommend measuring at least every two weeks, if not every week, if you want to keep a real close eye on things. With this information, you get a much better picture of what's really happening. Are you losing fat or are you losing muscle? Your focus should be fat loss, not weight loss.

**TOM NICOLI:** Tom, you mentioned measuring body fat with calipers. Is this something that is an inexpensive instrument that people can use at home?

**TOM VENUTO:** Yes. In fact, there is a caliper designed especially for home self-testing. There is a learning curve, but there is a learning curve even for a fitness professional to learn body fat testing. One caliper is called the AccuMeasure, and if you type that phrase into any search engine, you'll find it all over the Net. It's very inexpensive, around \$20. And it's a one-site pinch test. This is one of the few methods you can use to test yourself.

One of the problems with getting a body fat test in the past was that you needed someone else to test you because there are multiple measurement sites. For example, to get your total body fat percentage, you would have to measure, for example, your thigh, the side of your waist, the back of your arms (your triceps), and your upper back. Unless you're the human pretzel, you can't reach your upper back. So somebody came up with a caliper that measures your body fat based on one skinfold site. It may not be as accurate as the other methods, but pure accuracy isn't as important as reliability and consistency from one measurement to the next. So in the privacy of your own home, you can get this caliper, take a skinfold measurement on the side of your waist, and see how thick the skinfold is in millimeters (because most of your body fat is right below your skin).

Log the skinfold thickness, fat percentage, total body weight, and lean body mass onto your progress chart, then go to work for the next week and measure your body fat again. And then you'll get a really accurate picture of your progress.

Ultimately, the best way to chart your progress is with body composition and to know the difference between fat and muscle, but I'd also recommend you use as many methods for measuring progress as possible. You can use your clothes size. You can do measurements: your waist measurement, hips, arms, legs—wherever you want to measure. The more feedback you get, the better. Waist measurement is particularly valuable because it does correlate strongly with body fat and it is a strong indicator of disease risk.

**TOM NICOLI:** And to know that as long as you're on a healthy eating plan—I am appalled by the word “diet”—and you're being physically active, you know something must be going on and the results will happen. But that considered, I know that there are people listening who think that they're going to give it 1,000%. They're going to work out. They're going to spend seven days a week. But isn't

there a necessity for what is called “recovery time,” that you can actually break down the body and overdo it and cause harm?

**TOM VENUTO:** Yes, absolutely, especially with strength training. And there’s been a lot of research done on this, on over-training syndrome and what happens, hormonally speaking, when you train too much. There’s physiological, structural damage, and there’s hormonal damage.

To recover completely means a few things. After the workout is when you actually grow and get stronger. There is a physical breakdown of the muscle fibers when you train. Provided that you recover and feed your muscles, those broken-down muscle fibers are built back up stronger and bigger than they were before. Now, if you go back and hit that same muscle group again without sufficient recovery time, you just keep breaking it down even further. So physically you can’t rebuild the muscle fiber bigger and stronger, it goes in the other direction.

Then the other factor to consider is, what is the effect on your hormones of training too much? The key factor here is the duration of your workouts. It’s much, much better to train more intensely in a shorter period of time than it is to do a marathon workout. A lot of people are under the impression that you have to be in the gym every day for hours and hours. Actually, all the research has shown that your best results for strength training are going to come from keeping your workouts under an hour, preferably 45 to 60 minutes, and you can get good results in as little as 30 minutes if you’re pressed for time, as long as you condense enough training into that brief period.

If you go beyond the hour mark, your anabolic hormones that build muscle (your testosterone, growth hormone), they start to decline rapidly. And the catabolic hormones (like cortisol) start to increase rapidly, so you’re causing hormonal as well as structural

damage if you're over-training. You have to think in terms of short and intense on the individual workouts and allow enough time in between body parts when you're strength training.

**TOM NICOLI:** And you just mentioned the increase of the hormone cortisol, which is becoming known as “the killer hormone.” Doesn't cortisol actually retain fat cells or make it difficult to reduce fat cells?

**TOM VENUTO:** There is a link between cortisol and intra-abdominal body fat. However, that doesn't mean taking a pill will remove body fat that has already been deposited there. Much of what people are hearing today about cortisol is an effort to promote cortisol-suppressing supplements, which are being marketed as a magic pill to lose body fat. The role cortisol plays is sometimes taken out of context by saying, “Take this cortisol-blocking pill, and it's going to *burn or remove belly fat*,” which is not only incorrect but caused the FTC to file lawsuits against at least two of the companies making these claims.

If you structure your training properly so that you're not over-training, and you're eating properly and you're recovering, then you're not really going to have a problem with excess cortisol to begin with. Rather than take a pill to treat a symptom—body fat—you should correct the cause of the problem with proper nutrition and training, and recovery from training.

**TOM NICOLI:** You know, Tom, the information you've provided is fantastic, but not only that, I'm going to bring people back to the beginning, when you mentioned that you don't promote any supplements.

Now folks, when you go to [www.burnthefat.com](http://www.burnthefat.com) and you see Tom Venuto, you're going to notice that this man could make millions of dollars if he promoted any supplement, because any company would want him on their bottle, or their cover, or in their book, endorsing their product.

But being the honest individual he is, Tom has given us a lot of information that goes against what we've heard in the magazines and advertisements. These are things that have actually brought people to yo-yoing up and down in weight and looking for one quick fix after another, spending more time and more money, while all along breaking down their internal emotions that are necessary for success, which are confidence and belief in their ability that they can. They have been so disappointed that they believe they were a part of the problem, when the truth was they were pretty much misguided and misled.

Now, though we've gone through an awful lot, you've shared some incredible and amazing information that's going to enable people to skyrocket their personal success in the way of health, which will create the lack of illness and disease and a better balance in life. Is there anything else you can think of that I may have missed and not asked you, that is important for people to know?

**TOM VENUTO:** I think you did a pretty good job covering all the bases. We could go into a lot more detail, but if I had to point out the one most important thing to take from this call, it's to stop looking for magic pills, stop looking for the next big thing, and just master the fundamentals first. Knowing about them and doing them every single day are two completely different things.

The details do matter; I believe everything helps or hurts. Whatever you do or don't do is going to have some effect on which direction that you're going—toward your goal or away from it—and there really is no such thing as maintenance, technically. But to set a direction and get moving toward the body you want, you've got to master the fundamentals first and those things will give you 80% or even more of your results. It's not in a pill. It's not in some new breakthrough, and it will not be found in new research over the coming years. We already know the

fundamentals of fitness and fat loss. They may be things you already know but may not be applying.

They are probably things that your mother told you when you were younger. You know, eat more fruits and veggies, eat less sugar, *burn the fat* by getting more exercise, and so on. It's all so very simple, and yet so many people make it much more complicated than it has to be, and they allow themselves to be confused by the chorus of advertising voices. I wouldn't really need to add anything else to what we've discussed today, until and unless somebody has mastered the fundamentals. Once you have those down, there are so many ways you can take your training and nutrition to the next level, and there's always another level.

**TOM NICOLI:** And I can only imagine the tremendous success people have physically following these fundamentals you've shared. And as you said, we were taught, as children, by our parents to go out and play. Folks, don't focus so much on the pain of the thought of what exercise means to you and has meant to you over time. Go out and play. Go have fun! Run, jump, and let your body receive what it needs.

Tom, I want to thank you so much. You know, this was fantastic, and thank you so much for being a part of this program, and for sharing your program.

And folks, be sure to go to [www.burnthefat.com](http://www.burnthefat.com). You can contact Tom from the website if you have any questions. You can also read so much information in the frequently asked questions on Tom's site. His *Burn The Fat* program is available as an ebook. You can find out all the things necessary that you need to know to burn fat and to skyrocket your fat loss success and create the health and happiness that are waiting for you.

I'm Tom Nicoli, and I want to thank you all, and God bless.



### *About Tom Venuto*



Tom Venuto is an NSCA-certified strength and conditioning specialist, lifetime natural bodybuilder, freelance writer, success coach and author of the #1 best-selling e-book ***Burn the Fat, Feed The Muscle (BFFM): Fat Burning Secrets of the World's Best Bodybuilders and Fitness Models***. He is also co-author of ***Fit Over 40; Role Models for Excellence at Any Age***.

Tom has written hundreds of articles and has been featured in *IRONMAN Magazine*, *Natural Bodybuilding*, *Muscular Development*, *Muscle-Zine*, *Olympian's News* (in Italian), *Exercise for Men* and *Men's Exercise*. Tom's inspiring and informative articles on bodybuilding, weight loss, and fitness motivation are featured regularly on dozens of websites worldwide. For information on Tom's ***Burn The Fat*** e-book, visit [www.burnthefat.com](http://www.burnthefat.com). To subscribe to Tom's free monthly ezine, visit [www.tomvenuto.com](http://www.tomvenuto.com).

### *About Tom Nicoli*



Tom Nicoli is a clinical hypnotherapist, author, speaker, and seminar leader. Tom is certified by the National Guild of Hypnotists and holds a non-traditional PhD in Clinical Hypnotherapy. He was the recipient of the National Guild of Hypnotist's 2003 Charles Tebbett's Award as "Outstanding NGH Faculty Member" and the 2004 Hypnotism Achievement Award for his dedication and work in the field.

Tom owns and operates A Better You Hypnosis, Inc., in Woburn, Massachusetts, and he is a nationally recognized radio and television guest including an appearance on *NBC Dateline's* "Ultimate Weight Loss Challenge." His clients have come from as far as Dubai, Switzerland, France, Canada, and throughout the U.S., for simple behavior modification like stress relief, smoking cessation and weight loss, to emotional and physical disorders. You can visit Tom Nicoli on the web at: [www.tomnicoli.com](http://www.tomnicoli.com) or [www.SkyrocketPersonalSuccess.com](http://www.SkyrocketPersonalSuccess.com).

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- Dozens of the best-kept fat burning secrets of bodybuilders and fitness models that almost NOBODY knows about... compiled by a 14-year, rare study of the most "ripped" athletes on earth.
- **What to do when you've tried everything but the stubborn fat still won't come off. (This is one of the little-known tactics bodybuilders and fitness models use in the final weeks before competitions).**
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## ***Check Out These Amazing Reviews of Burn the Fat, Feed The Muscle!***

“Dear Tom, It’s been six weeks since I purchased your BFFM course. It is the most thorough, effective, and medically accurate course in exercise, bodybuilding, physiology, psychology, and nutrition I have EVER read or owned in 20 years of medical practice.

This is not because I’ve been uninformed. I have many thousands of books, journals, and research articles on these subjects in my personal library, and I am board certified in Internal Medicine, Cardiology, and Radiology.

I’ve incorporated your information into my own daily routines and have made strides in bodybuilding and mental focus beyond anything I’ve imagined. After assimilating your course, I would happily pay more than \$1,000 for the information and your unique insights. In short, your program is awesome. It’s beautifully simple and incredibly powerful. You probably can tell I’m excited with the results. I am interested in buying anything you produce. Thanks a million.”

– **Brian N. Vonk, M.D.**  
**Omaha, NE**

“Tom, I’ve just finished reading your book. It’s outstanding! Being a physician, I think you’ve done an excellent job of clearing away all the nutritional confusion that is out there and not dishing out some romantic notions or pseudoscientific BS.

I think that, by far and away, the greatest idea of your book is quantification of the various parameters (lean body mass, body fat percentage, etc.) on a weekly basis and using this data to ultimately guide your nutritional and exercise regimen.

How come I have never read about this in magazines such as *Muscle and Fiction*? I cannot wait to post you three months from now and tell you how well I’m doing! Thank you! I am looking forward to getting started on an exciting voyage!”

– **Isaac Cohen, M.D.**

“Your guide to fat loss was a brilliant success for me. I consider your e-book to be the holy grail with regard to health and fitness. I shed approximately 17–18 lbs of fat over a 10-week period and gained an overall 2 lbs of muscle at the same time while following your cardio programme and calorie deficit! I was just under 12 stone, 11 lbs, and 21% body fat. Now I am 11 stone, 7 lbs, and

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down to 11–12% body fat! (height 5' 8"). I now plan to use your program to build muscle based on your calorie surplus guidelines. Thank you!”

– *Eddie Morris*  
*Ireland*

“Dear Mr. Venuto: I have been a professional in health care for the better part of 10 years. And I’ve been a fitness enthusiast for the better part of the last 20 years.

I have seen and read nearly everything out there from ‘lose a hundred pounds by chewing gum’ to the ‘Bulgarian lard-eating diet.’ You name it, I’ve seen it, and like you, I find most of it to be hype and misrepresenting garbage.

You sir, have hit the mother lode. You provide, in my mind, the only book people will ever need on this topic.

In simple, easy-to-understand language you have distilled and clarified the raw fundamentals of what it really takes to be lean, and you’ve taken it from the people who do it best: the bodybuilders.

It really is a fantastic book for the practical and pragmatic person and anyone who could care less about theories and ‘exotic worm and tree bark diets.’

You have distilled this down so well that I am trying to taper my enthusiasm for fear it will be interpreted as hype.

I thank you so very much for this effort for myself and in advance for all those who will benefit. I have and will strongly recommend this as a mandatory read for those who want the straight shot on what it takes to lose weight, lose the fat, and get strong.”

All My Very Best,  
– *Dr. Michael Marasco*  
*USA*

“*Burn the Fat, Feed the Muscle* by Tom Venuto offers a wide variety of helpful, solid information for the dieter. The strength of this book lies not just in its diet information, per se, but in its extensive use of motivational techniques and helpful ways for people to stay focused on their goals.

Truth is, setting the proper goals and keeping motivated is half the battle to successful long-term fat loss, and this books excels in that area.

No matter which diet you follow, whether Tom's, my own, the Zone, Atkins, or any other, I consider *Burn the Fat, Feed the Muscle* to be a very worthy addition to the library of anyone looking to lose fat and keep muscle."

– **Will Brink, Industry Consultant, Trainer, and Author of  
Diet Supplements Revealed and Muscle Building Nutrition**

"There are all sorts of diets that can help you lose weight (not necessarily FAT) in the short-term, BUT neither safe nor effective for the long-run. Tom's new BFFM program, on the other hand, is literally a nutritional blueprint for achieving the very best results in the shortest period of time by eating the perfect foods combined at the right times in the right amounts—all customized specifically for you.

This innovative book is chock full of highly effective nutritional strategies designed to turn your body into a 24-hour fat-burning, muscle-building machine.

Tom Venuto, in my opinion, is the leading, VERY BEST fitness expert and author of our time and much of my and our client's success is due to his teachings. He and his book are on the cutting edge of science and don't miss a nutritional tip, trick, secret, or strategy in achieving amazing results. What's more, they are offered in an easy-to-understand and easy-to-follow format.

I highly recommend BFFM for anyone wanting to look, feel, and perform at their very best. It should be the step-by-step guide to everyone's fitness plan—an absolute must-have! Do not wait another minute to purchase this incredible book... learn it, live it, and love the results you'll soon achieve!"

– **Chad Tackett, BS, CPT  
President/CEO  
Global-Fitness.com**

"Amazingly, in a simple yet comprehensive style, Tom Venuto in *Burn the Fat, Feed the Muscle* has 'digested' all of the science and mythology surrounding fat loss into an entertaining, informative, and well-organized book that is sure to become an insider's classic on how to understand and then implement an effective fat loss process for the rest of our lives."

– **Lori Victoria Braun  
FemaleMuscle.com**

"*Burn the Fat, Feed the Muscle* is an extremely powerful fat loss system that virtually anyone can use to lose fat permanently—without spending a fortune on supplements or following some crazy diet.

## Skyrocket Your Fat Loss Success!

Tom Venuto has taken 14 years of study, research, and trial and error, and wrapped it up in a refreshingly honest step-by-step guide that's jam-packed with all the information you'll need to shed stubborn body fat quickly and easily.

Quite simply, *Burn the Fat, Feed the Muscle* is a 'must-have' for anyone who wants to cut through the hype and get clear on exactly what it takes to look and feel their very best. A rare gem—I highly recommend it.”

– *Christian Finn, M.Sc.*  
*TheFactsAboutFitness.com*

“When I started the program in September, I was 248 pounds with 24% body fat. With Tom's information, I have been able to lose 43 pounds—all of it fat. My body fat is now 12%. I also no longer spend \$400 a month on supplements.”

– *Jerry McBride*  
*Philadelphia, PA*

“Tom: I bought your e-book last October and just wanted to say thanks. I'm now so low in body fat you can see the striations. I've often been lean in the past, but never like this. This is Brad Pitt in *Fight Club* low! I have a body fat one-site skinfold pinch of 2.0 mm, which on the Accu-Measure chart = 4.5% body fat. I couldn't be more pleased.”

– *David Samuel*  
*London, U.K.*

“I started the program at 254 lbs and 36% body fat. I am now down to 198 lbs and 16% fat, so my total fat loss is now about 60 lbs, with a 4 lb gain in lean body mass.”

– *Dave Mullen*  
*Gibsonia, PA*

“The program worked like a charm. From the very beginning I started to lose fat. After the first three months, I have dropped my body fat from 20% down to 13%. I have lost 13.3 pounds of fat and gained 3.3 pounds of muscle. Another measurement I could not believe was this: My waist went down from 97 cm to 85 cm! I wrongly assumed that at 46 years old, I was going to have a really hard time reaching this goal, if ever. Getting into your program was one of the best investments I made in my life. Many thanks, Tom...”

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– *Roberto Paramo*  
*Bogota, Columbia*

“Your manual is by far the best thing I’ve ever read on the subject, and believe me, I read everything I could get my hands on. Also, as a mother of five children, when I finally have a moment to sit down and read, the material better be interesting or I’ll fall right asleep. Hats off to you... I was able to read the BFFM manual without taking one nap! Everything was explained in a way that even tired moms could understand. Thanks again, Tom.”

– *Eva Stephens*  
*Coopersburg, PA*

“The manual is so full of useful, practical information for women my age who want to regain and retain a youthful look (I’m 44) by eating right and exercising regularly. I’ve already lost 6 lbs and gained lean muscle as well. I am so excited about this I want to explode! I’m finding the meal plans quite easy to follow. Thank you, Tom! You have not only helped me with my diet and exercise regimen, but you have also given me the knowledge to understand the ‘why’ behind your advice. You are and continue to be one of my sources of inspiration and motivation. And, I WILL continue to keep going... not just for now, but for life.”

– *Sally Sapsford*

“I ordered BFFM on January 24th and every week so far, I’ve lost 2.0 to 2.5 pounds. In 8 weeks, I went from 240 to 218, and I can almost fit into 36" pants that I’ve had in the closet for two years.

People at work are asking me all the time what I did. It’s very nice that I’m not so conscious of my body if I have to take my shirt off doing yard work or something. It’s also good to get back into my smaller clothes. You were right: After a few weeks, everything becomes a habit. I don’t even count calories anymore. It’s easy to substitute foods, and I eat more now than I used to.

If I can get back into shape working night shift, and watching an infant all day while my wife is at work, I tell anyone there’s no excuse and you have to make time! I’m now shooting for single-digit body fat—8% is my goal.”

– *John Kline*

“I am an exercise physiologist at the Cooper Clinic in Dallas, and I ordered your book because I’m extremely interested in anything to do with health. You have done an excellent job of putting diet, cardio, weights, and motivation together, and you’ve accomplished it without using a lot of technical terms that the average person would not understand. I found your manual to be very informative, straight-shooting, and an overall excellent read. It is refreshing to find someone who isn’t pushing magic pills, but rather is educating people with proven methods you could have easily kept to yourself. I’m so glad you didn’t! Keep up the good work!!!”

## Skyrocket Your Fat Loss Success!

– *Julie Wade*  
*Carrollton, TX*

“THANK YOU for *Burn The Fat, Feed the Muscle (BFFM)*. It has changed my life. I have lost 3 dress sizes in 4 months and feel better than ever before. The best \$39 I ever spent! I tell everyone who is interested in how I am losing fat (just had a baby in April) about your book. I now have my husband on the program. We have our own gym and treadmill in our garage. With 4 kids—it’s the only way to sneak in a workout. If we can do it with 4 kids and full-time jobs—anyone can. Sure, I sometimes miss my sweet treats, but nothing tastes as good as thin and fit feels!”

– *Lynn Ramirez*  
*California, USA*

“I have been working out steady for about a year and a half now. I’ve purchased all the books by all the fitness ‘gurus,’ and I have all the videos too, plus with all the web surfing and the magazines I read, I always felt like I knew enough to get me where I wanted to be—but I never could.

It’s just like you said—most of the information is conflicting if not more than a little confusing, and all the latest and greatest ‘programs’ are not complete or thorough enough, so you really end up just guessing. This is what I believe has lead me to plateau—time after time—at that last 10 lbs and then to eventually start regaining all I had previously lost.

I always had this wish when I looked through *Flex* and *M&F* that one of the real experts would put it all out there, lay it on the line, share with us ‘wannabe’s’ the complete process it takes to get from bulky to ripped. Then by accident, I found your book—my wish had come true! Never before have I ever read anything that comes close to the BFFM manual. I understand so much more now, I feel that I finally have the tools and the knowledge that I need to become my personal best. This book is by far the best investment I’ve made; it beats all the others hands

down. I’m looking forward to reaching goal after goal after goal. Thank you again and again.”

– *Denise Boyce*  
*Irving, TX*

***TENS OF THOUSANDS of men and women just like you—in 131 countries worldwide—have already used BURN THE FAT, FEED THE MUSCLE to lose fat, gain muscle, increase energy, and develop “eye of the tiger,” unstoppable motivation.***

***BURN THE FAT, FEED THE MUSCLE is a guaranteed, proven, and tested program that will get you the results you want—without gimmicks, hype, or quick fixes.***

***This program is the real deal, and now that it’s finally available in e-book format, you can download it instantly and get started just minutes from now.***

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