

# WEIGHT LOSS SECRETS

# REVEALED

SKYE MAGNESS



# DEAR FRIEND,

This is the manual that will give you the straight-forward truth about permanent life-long weight loss. Read it, apply it, and benefit from it. If you have any questions about the strategies in this manual, feel free to call me at 918-814-2213 or email your question to [info@magnessfitnesstulsa.com](mailto:info@magnessfitnesstulsa.com).

As a fitness and weight loss expert there is one question that I get asked more than any other question.

“So what should I do to lose 30 lbs?”

I can't tell you how many times I have heard that question from people anxiously waiting to hear the “magic answer”... I guess that is my curse, and probably the curse of all top personal trainers. How do I answer such a loaded question, especially when the person across from me is waiting for me to tell them to take the magic pill that will burn fat while they sleep?

That magic pill does not exist, and if it did I have no doubt that it would cause so many undesired side-effects that it would be quickly pulled off the shelves- but not before doing some significant damage.

Well, in the past I would go into a long (and detailed process of educating the person in front of me educating them on the truth about permanent weight loss. In fact, sometimes I would probably give them more information than they can handle at one time. So I created this manual. Over the next several pages you will discover what I now share with everyone seeking to quickly and permanently lose they're unsightly fat.

What I am about to reveal to you is that to the core, this manual is exactly what I built my highly successful madness fitness fat furnace program on. So read on and discover the truth for yourself...

**SKYE MAGNESS**

*(Tulsa's Keto Expert, Founder of Magness Fitness, and Men's Health Magazine Board Member)*



**CHAPTER 1**

**THE  
FIRST  
STEP**

You my friend by taking the time to read this manual have now stepped onto the road that leads to affect healthy body. Take a moment to reflect on the famous quote “success is a journey not a destination”. We can substitute the word ‘success’ with the word ‘fitness.’

Learning to make the right choices in your diet and workout will become a lifestyle that never ends. When you step off of this road is the day that your wait will increase in your health will decline. I applaud you as you take the first dive into this journey a fitness that will change your body and life forever.

This choice will pay off every day for the rest of your life. As you enjoy a lowered body fat, high energy levels and your ideal body weight you will feel your confidence and help greatly increase. Start to build the habits that will increase your enjoyment and quality-of-life today! I have every confidence that you can make this part of your life and that you can:

1. Lose excess weight
2. Firm tone your body
3. Raise your metabolism
4. Create a lifestyle of these habits

***LET’S GET STARTED!***

## YOUR GAME PLAN

There are four aspects to achieving and maintaining a healthy, fit body.



### Nutrition

What you eat, when you eat, and how much you eat of it.



### Cardiovascular Training

Working out of your heart and burning calories by moving your body

Ex: walking, jogging, swimming, aerobics... things that make you sweat



### Resistance Training

Including weight training with free weights, call weight machines, resistance bands, exercise balls, and even your own body weight - anything that gives your muscles resistance to work against.



### Accountability and Motivation

The number one reason most people fail in achieving their weight loss and fitness goals is because they fail to make it a lifestyle. This is where accountability and motivation are most useful.

Whether you try it yourself or work with a professional fitness trainer, you must apply the most up-to-date nutrition cardiovascular training and resistance training information available to you. Further, if you work with a fitness trainer you can be 100% confident that your weight loss and fitness program is specifically created to give you maximum results in minimum time.



**CHAPTER 2**

# GETTING THE EDGE

To be sure that you get quick and permanent results, I suggest that you hire a fitness trainer who cannot only educate you, but who can also provide fuel in the form of motivation and success in the form of accountability.

These four components are what make a person lean, toned, fit, and strong – for a lifetime. The following three tips are going to dive into each topic in depth and give you all the “gems” you need to effectively reach your fitness goals.

### **Tip 1: Nutrition**

Nutrition? I thought we were talking about being fit and toned!

Nutrition is a huge part of your health and appearance. Some professionals will attest that as much as 80% of your weight loss and fitness results are based on what you eat. This means that you could work out all day long, but if you are eating junk, your body will show it.

The word alone can make people cringe – as the guilty think of the drive through lunch that they just ate. Nutrition is a subject that people spend their careers studying and take volumes of books to explain. My objective is to teach you how to eat a healthy diet that encourages your body to burn fat rather than store it. You don't need overwhelming science to “get” this.

A healthy diet needs to be well-rounded with a proper amount of nutrients, vitamins and minerals. The RDAs recommendation for daily intake of such things is a good place to check your optimal intakes.

The first thing you need to know about the nutrition is this: fat eating small meals every three hours will increase your metabolism and reduce fat storage. This is a proven fact that bodybuilders, models, athletes and lean individual in general abide by – and so should you.

Eating right when you wake up is vital to breaking the fast your body enters every night. About 3-4 hours after you eat your body shuts down your metabolism and it's as if it needs to store food. This is a great function to have if a famine breaks out and you don't see food for weeks. After all, if there is famine you're going to want your body to work “efficiently” by storing fat, and using it slowly.

However, you don't want your body to store fat and burn it slowly now, right? Since there is no food shortage or famine at the moment (and they're likely won't be one anytime soon) then it is pretty annoying when your body starts packing on the pounds. So, in order to communicate with your body that is healthy, well fed, and not in need of extra fat storage you need to reprogram your metabolism. Here's how to go about. Start your day with a small meal and continue to eat small meals every three hours or so.

What should you eat? Here I am just going to give you general guidelines since we would have to sit down together to create an exact fat burning meal plan for your body. The suggestions are basic guidelines to healthy meals that do not promote fat storage.



#### **Average American diet**

**Protein: 20%**

**Fat: 15%**

**Carbs: 65%**



#### **The Ketogenic diet**

**Protein: 20%**

**Fat: 75%**

**Carbs: 5%**

Each meal that you consume needs to have calories coming from protein, carbohydrates and fat. Your body needs each of these in small amounts throughout the day. When you take in a meal that is 90% carbohydrates, 5% protein and 5% fat, with adequate exercise your body is going to digest it faster (i.e. get hungry again faster.) Without proper resistance training and cardiovascular training you are more likely to store a percentage of carbs as fat.

Hold your horses...

Don't go and cut all the carbs out of your meals just yet! If you are at all curious about using the keto diet for your weight loss nutrition plan you need to call text or email me regarding this as soon as possible. I am one of Tulsa's most well-informed professionals regarding this metabolic state.

## **Tip 2. Cardiovascular training**

What is cardiovascular training? Cardiovascular training is anything that gets your heart pumping at an elevated speed. This includes walking, jogging, bike riding, swimming, playing sports, roller skating..... you get the idea! Cardiovascular training is used to burn calories and to improve one's overall conditioning.

*“Why should I train my cardiovascular system?”*

Walking, jogging, biking..... they all seem to take so much effort! Why should I make myself do these when I don't enjoy them? While cardiovascular training may seem like a chore, you will be more than willing to hop on a treadmill after reading the following benefits to cardiovascular training!

### **Weight loss**

Probably the most cherished side effect of cardiovascular training is losing those unwanted pounds! Since your body's decision to store fat is based on the equation of Energy in versus Energy out, the more energy out that you have the less energy you will have to store on your waist, hips and thighs.

### **Conditioning**

When was the last time you got winded walking a flight of stairs? Not the greatest feeling, was it? When you are wheezing and clutching your side you know without a shadow of a doubt that you are out of shape!

When you train your cardiovascular system you will begin to find that you don't lose your breath as easily under strenuous activity. Your heart becomes conditioned to pump faster on-demand without sending you into a wheezing fit. Your heart is the most important muscle in your body and if you want to enjoy the new body you are about to create, then wouldn't you want to have a healthy heart along with it? I know of two heart surgeons who would agree with me.

### **Disease prevention**

Heart attack, stroke, hypertension, and diabetes are just a few of the diseases that you wouldn't be defending yourself against with cardiovascular training. By losing excess weight and conditioning your body, you armed your body against these and many other ailments.

### **Tip 3. Resistance training**

What is resistance training? Resistance training is anything that gives resistance against your muscles. The most traditional resistance training is dumbbells or barbells, but it can take on many other forms as well. Cable machines and pulley systems give great resistance as do the elastic bands. Using your own body weight is another way to give your muscles resistance.

Today you have many options when it comes to resistance training- but they all have one thing in common..... it will change your life!

*“Why should I lift weights?”*

Weight lifting... isn't that just a competitive bodybuilding thing? I mean, last I checked my most successful clients haven't been registered for any upcoming bodybuilding shows.

*“But I don't want to look muscular and bulky.”*

I cannot tell you how many times I have gotten this reaction from women when I encouraged them to lift weights! The critical thing here is that in order to be fit and tone you must lift weights! No, don't give me that horrified look! Resistance training can literally change your entire body, let alone your self confidence and self-esteem but most importantly, resistance training could possibly be the best thing you will ever do to keep your body looking and feeling 10 years younger.

Read on to learn the benefits of resistance training.

### **Metabolism**

Resistance training is the one thing that we do that elevates our metabolism for hours after the workout. Cardiovascular workouts are effective and necessary, but, after an hour of running, your metabolism is only elevated for less than an hour before going back down to normal. On the other hand, resistance training will literally raise your metabolism permanently. This happens because weightlifting is actually a process of breaking down muscle tissue and rebuilding it back stronger, firmer and with more tone.

This process takes time and energy a.k.a. Calories. Once you have added muscle tone to a given area on your body it now takes even more energy to maintain this muscle.

So here is the rundown on why resistance training is such a metabolism booster:

When you weight train you break down muscle fibers, which takes energy to rebuild. Wendy's muscle fibers have been rebuilt they are tighter, firmer, more toned and will take more energy to maintain. Hence: a higher metabolism all day long. Simple, yet so effective!

1lb of muscle burns about 50 calories a day

1lb of fat burns 4 calories a day

### **Toned and Sculpted**

Resistance training is responsible for the beautiful sculpted and toned look that many athletes have. As mentioned in the metabolism section, resistance training breaks down muscle fibers so that they can rebuild stronger. These strengthened fibers are denser than the weaker ones that they are replacing, thus resulting in a firmer, tighter feel.

Since we know that muscles consume more energy than fat, it is safe to assume that when you increase in muscle you will also decrease in fat. (This is of course assuming your caloric intake does not increase and that your cardiovascular activities do not decrease). Due to this decrease in fat, the shape of your muscles will start to be unveiled by the shredding of the extra fat tissue that covers them. Now that's body sculpting!

### **Healthy bone density**

Did you know that millions of people are diagnosed with osteoporosis every month? Did you also know one of the top ways to prevent having this deadly disease occur in your own body? Doctor say that resistance training is one of the best activities you can do to strengthen your bones and rattle osteoporosis.

When your muscles are resisting against the weight that you are pushing or pulling, your bones are also being tugged on by your tendons and ligaments. This talking results in your bones building themselves stronger to compensate for your muscles

being stronger. If your muscles were stronger than your ligaments and tendons then they would snap right off of your bones. Your body was designed in such a way that it learns from the stimulus given into it and it adopts to perform better.

Other benefits to resistance training



**Increased strength**



**Improved coordination**



**Raised self-esteem and renewed confidence**



**Feel-good endorphins**



**The fountain of youth**



**CHAPTER 3**

# GETTING STARTED



Well, the secrets to lasting weight loss have been revealed. There are no pills to take, medicines to buy or breathing techniques to learn. By now you are convinced that resistance training along with cardiovascular training and a personalized nutrition plan are going to be worth your time.

Just giving you this valuable information is not enough. If I only did that, and stop there, I simply would not be doing you or myself any justice. Therefore, I am going to go further to ensure that you receive the most accurate solution to your fitness and weight loss problems. On the next page you'll find a gift certificate just for you. I would like to offer you a "fitness test drive!"

That's right the gift certificate on the next page entitles you to a free fitness test drive worth well over \$150 in gifts.

All you have to do is call me at (918) 814-2213 before the expiration date on the gift certificate and we will schedule your no obligation "fitness test drive."

Right now, at this very moment, you have a decision to make. You can either call me to schedule your free fitness test drive, and take the first step to achieve the body that you deserve...

Or you can do nothing, and fall into the trap of procrastination. Please, take action now while it's fresh on your mind. Pick up the phone right now let's get your fitness test drive started.

Committed to your fitness results,

*Skye Magness*

**Magness Fitness**

**918-814-2213**

**PS: Give me a call today, and see why I'm the only personal trainer in Tulsa to guarantee you results or your money back!**

# FITNESS TEST DRIVE TRAINING PACKAGE

**This certificate entitles the bearer to the following free “test drive”:**

- A complete weight loss and fitness analysis: this is non-invasive, educational, and fun analysis which will provide us with the baseline data that we can use to produce a personalized fitness program and a customized nutritional plan for maximum results in minimum time (**\$60 Value**)
- Free 30 minute personal training session with owner and lead trainer Skye Magness (**\$50 Value**)
- Personalized seven-day meal plan complete with grocery list (**\$50 Value**)

**This entire no obligation package is valued at \$160 but  
it's yours free if you redeem this certificate before:**

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