

FAST **KICKSTART GUIDE**



*THE FITNESS DIVISION*

**5 WAYS TO  
LOSE WEIGHT  
AND  
TONE UP**

***"REVEALED! Essential Steps To Burning Fat  
Without Crash Diets, Pills, and  
Mindless Hours In The Gym!"***

# **5 Ways To Lose Weight and Tone Up**

**A Quick Guide: Essential Steps  
To Burning Fat Without Crash  
Diets, Pills, and Mindless Hours  
In The Gym**

[www.thefitnessdivision.co.uk](http://www.thefitnessdivision.co.uk)

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# Disclaimer

The information in this free report is for informational purposes only. The ideas, concepts, and opinions expressed in this free report are based on the author's personal experience, his interpretation of available research, and the experience of his The Fitness Division clients.

This free report is NOT medical advice, nor is it intended as a substitute for professional medical guidance or action. Always seek the advice of a qualified health provider regarding a medical condition or your ability to apply the content of this free report in a safe manner. Please never disregard professional medical advice or fail to seek it in a timely manner because of something you have read anywhere.

Although working out and exercise has statistically a low rate of injury, you should be cautioned that there is an inherent risk with any form of physical activity. Poor technique and/or using more weight than you should be handling can cause injury.

The author and The Fitness Division claim no responsibility to any person or entity for any form of injury, illness, liability, loss or damage caused or alleged to be caused directly or indirectly as a result of the use, application or interpretation of the material in this free report. You are solely responsible for your choices and actions.

The individual results obtained from the use of this material will vary from person to person and we make no guarantee as to the degree of results that you will personally achieve. There are a number of different causes for being overweight and obesity, including genetic, environmental, emotional, and behavioral factors, and it would be impossible to predict or make any guarantees about your ability to get results or lose weight with this information.

Again always seek the advice of a qualified health practitioner regarding any and all medical conditions.

# 5 Ways To Lose Weight and Tone Up

Right now, over half of us are struggling with our health and wellbeing – particularly when it comes to managing our bodyweight and making active lifestyle choices.

*According to the National Statistics on Obesity, Physical Activity and Diet (England 2017) <sup>1</sup> one of their Key Facts confirmed that in 2015, 58 per cent of women and 68 per cent of men were overweight or obese.*

And that number is expected to increase all the more...

There really are a number of different reasons for this, including genetic, environmental, emotional, and behavioral factors, but it's certainly no surprise when you consider that the **total number of takeaway food shops in England has increased by 4,000 in the past three years, an increase of 8% <sup>2</sup>**, sparking fears that local councils are losing their battle to limit obesity levels.

Not to mention that the enormous food industry is spending *millions on influential advertising and marketing campaigns* to coerce us into consuming more of their food products and eating much more than we really need.

Fast food has never been faster, cheaper, or more readily available – and right now you can even order straight from your mobile app without speaking to anybody or leaving the comfort of your own home.

Being overweight dramatically heightens your risk of certain diseases and serious ailments – including diabetes, cardiovascular disease, stroke, and others that could even be much more life-threatening.

*In 2015/16 there were 525,000 admissions in NHS hospitals where obesity was a factor. <sup>1</sup>*

But despite these alarming facts and daunting statistics...

<sup>1</sup> <https://www.gov.uk/government/statistics/statistics-on-obesity-physical-activity-and-diet-england-2017>

<sup>2</sup> <https://www.theguardian.com/inequality/2017/jul/25/large-rise-takeaway-shops-highlights-dominance-fast-food-deprived-areas-england>

Many people have taken back control of their body and are making healthy choices **without dangerous crash diets, dodgy diet pills, or countless hours in the gym.**

No matter where you are on your fitness journey, regardless of your current fitness level, and despite how many pounds you've managed to put on...

You can reclaim your physical and mental health and wellbeing RIGHT NOW using the little known but effective techniques I'll be showing you in this Kickstart Guide!

Imagine the overabundance of incredible benefits you could achieve for both body and your mind by maintaining a healthy weight and making simple but effective lifestyle choices.

- ✓ **Boosted confidence and self-esteem**
- ✓ **Self-belief and improved discipline**
- ✓ **Improved fitness levels**
- ✓ **Improved blood sugar levels**
- ✓ **Lower blood pressure**
- ✓ **Decreased risk of certain diseases**
- ✓ **Reduced incidence of many chronic conditions**

It not only helps you live a longer life, it also greatly improves your quality of life – helping to decrease your likeliness of developing depression, insomnia, inflammation, chronic joint pain, plus more!

Now there are a number of ways to lose weight fast... but many of them will leave you hungry, dissatisfied, and generally miserable throughout the day.

Not to mention some methods can be incredibly unhealthy and detrimental to your long-term weight loss journey.

However there are proven, safe, and effective techniques and lifestyle approaches that can definitely help you with your weight loss and toning goals – without spending hours upon hours in the gym, starving yourself, or taking controversial and sometimes outright dangerous weight loss supplements.

Choose a few of these tips and approaches and work them into your daily routine over the next fortnight. As you progress and gain momentum try adding a few more into your schedule. The more positive steps you make towards your weight loss goals... the more weight you can expect to shed between now and two weeks' time!

Here are five ways you can get started immediately...

## 1. Drink Mostly Water

You would be surprised how much sugar and how many calories these soft drink companies manage to cram into their products. A typical sports drink or even "healthy" fruit smoothies are packed with carbohydrates and they simply don't satisfy you like actual food would.

Water has absolutely zero calories and helps flush away excess water weight that you might retain. Always have a bottle or two on the go... and add some wedges of fruit (lemons and limes) and mint leaves to give it some kick and help jumpstart your metabolism!

## 2. Reduce Your Daily Intake of Refined Carbohydrates

The best thing you can do to lose weight and tone up is to cut back on simple carbohydrates like soft drinks, fruit juice, white rice, white pasta, chocolate, sweets, and pastries. These are digested very quickly and provide a surge of energy but lack good amounts of fiber which will leave you unsatisfied and likely to eat much more later.

Try to swap those refined carbs for vegetables. It's a great idea and actually quite easy to find suitable and tasty replacements. Instead of traditional spaghetti, try courgetti "spaghetti" made by spiralising courgette. How about cauliflower "rice" made by grating cauliflower? Instead of potato chips and dip, go for carrots/cucumber/celery and dip.

You will stay full for longer as the "complex" carbohydrates from these food sources are digested much slower than refined carbs. Veggies are also mostly water!

## 3. Focus On Protein, Fat, and Vegetables

If you can focus on eating a plan based mostly on meat, healthy fat, and low-carb vegetables, your diet will contain all of the fiber and nutrients your body needs to be healthy and also to support weight loss.

It's good to eat 2–3 meals per day and if you find yourself unsatisfied in the afternoon then add an extra meal. Each of your meals should include a source of protein, fat, and vegetables - mostly unprocessed foods.

Protein sources include **beef, chicken, pork, lamb, salmon, tuna, and whole eggs.**

Good fat sources include **red meat, oily fish, avocados, nuts, butter, olive oil, and coconut oil.**

Vegetable options include **spinach, broccoli, kale, greens, asparagus, lettuce, and cucumber.** Load up your plate - it's very possible to eat huge amounts of them without going over your carb quota for the day!

Designing your meals like this will bring your carbohydrate consumption into a more optimal range for health and weight loss. Also do NOT be afraid of eating fat! Both low-carb and low-fat during the same time will make you feel miserable and possibly give up on your routine.

## 4. Get A Good Night's Sleep Every Night

Suboptimal sleep can throw you off your entire plan - it's one of the biggest risk factors for gaining weight! Getting quality sleep is important and just that extra 30 minutes can invigorate you and enable you to make much better choices with your food throughout the day.

No more quick sugar fixes for breakfast looking for a boost! Eat a breakfast that's high in protein. This will reduce cravings and calorie intake throughout the rest of your day.

Better sleep (aim for around 7 - 8 hours) is proven to also boost your metabolism and your body actually builds muscle while you're asleep. Improved sleeping patterns means enhanced muscle tone!

It's important to also weigh yourself in the mornings and take note of any fluctuations. Studies have previously shown that people who weigh themselves every day are more accountable and are likely to lose weight and keep it off much longer.

What gets measured, gets managed!

## 5. Get Your Sweat On!

While most people in the U.K. know that physical activity and exercise is healthy, as much as 26% of us get LESS than 30 minutes of physical activity a week! <sup>3</sup>

Any exercise that gets your heart racing will burn up calories. But you'll burn more calories if you pick a routine or program that engages multiple muscle groups at the same time.

You should most definitely consider spinning, boxing cardio classes, and bootcamp sessions! The reality is that most people feel that they just don't have enough time to exercise... while just 30 minutes of these classes burn around 200 to 300 calories while at the same time toning up your arms, legs, and abdominal muscles!

This type of high-intensity interval training (HIIT) burns even more calories per session which enables you to get the maximum health benefits in the least amount of time. No doubt it's the most time-efficient way to exercise and research has found that HIIT burns up to 30% more calories than other traditional forms of exercise. <sup>4</sup>

Drink coffee 30 minutes before you begin your workout - the caffeine can possibly boost your metabolism by up to 11%!

- ✓ **Discover new resistance training techniques in our SHRED class to help you reach your fitness goals and stay healthy.** Strengthen your skeleton, firm up your muscles and improve flexibility with our expert friendly instructors.
- ✓ **Burn hundreds of calories and greatly improve your cardio without having to leave the gym at our TURN spinning classes.**
- ✓ **Boost your stamina and cardio with this incredible signature workout called REVOLUTION.** This class is focused on spin and HIIT (high-intensity interval training) and includes 8x 5min rounds of action! Our instructors will look after you from the very start, building your fitness and confidence along the way.

As you've read these five steps and envision yourself doing them, let me ask you a question?

**What do you think your body would look like if you actually did all this stuff?**

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<sup>3</sup> <https://www.gov.uk/government/statistics/statistics-on-obesity-physical-activity-and-diet-england-2017>

<sup>4</sup> <https://www.ncbi.nlm.nih.gov/pubmed/25162652>

Do you want to find out?...

I really hope you enjoyed reading this free report as much as I enjoyed writing it for you. Now if you would like me to personally help you reach your weight loss and fitness goals then I'd be delighted to help you and get you started **FOR FREE!**

Now here's what I'd like you to do next.

**Click this link below....**

**<http://www.thefitnessdivision.co.uk/freesession/>**

...and enter your details to request your **FREE 1-Day Gym Pass, Studio Class, or Bootcamp session** and our friendly and helpful staff will get you started!

Our premier group training gym and PT studio specialises in different forms of HIIT and functional training to strengthen your core and tone your body and offers a combination of HIIT, spinning, Boxfit, kettlebells, and strength and conditioning.

Alternatively call us today on 01296 431995 to get booked in and find out more about our incredible classes and try one of our signature programs today!

We'd be more than happy to answer any of your questions and provide you with helpful tips and advice – without cost or obligation of any kind.

All the best,



Luke Parkhouse  
**Owner, The Fitness Division**

*All of our instructors are fully insured, vetted, and qualified. Our strengths are being able to see the potential in every different client and to get the maximum out of them every time. We're fun, cheeky, enthusiastic and very passionate about people achieving their goals!*

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## ***BONUS #1: The 3 Greatest Weight Loss and Toning Myths Exposed!***

It's probably not a surprise to hear that there is lots of confusion around weight loss and nutrition. Do you know the different types of food and what your body actually needs to keep healthy?

Being overweight and obesity is now called an epidemic in the health community. It leads to type 2 diabetes, heart disease, high blood pressure, stroke and even an increased risk of various cancers.

With this variety of health risks, as well as the improvement in the quality of life that can occur, losing weight and toning up is one of the best things that you can do for yourself.

Unfortunately health and nutrition for most has been reduced to a concept of 'good' and 'bad' with little else!

No matter what we would like to believe, there just isn't a magic solution to losing weight and toning up. Your body will burn excess fat when it needs more calories to function through the demands you place on it than the amount of calories that you consume.

It's that simple.

So, in order to lose weight, you need to decrease the number of calories that you consume as well as increase the amount of calories that you burn throughout the day.

Some common weight loss, nutrition, and toning myths that most people believe – which aren't true!

### ***Myth #1: Cutting down on your portion sizes is the optimal way to lose weight***

If you attempt to lose weight by just eating less, you are likely to gain the weight back after your weight loss program. Lasting results and change will come from changing the types and quality of foods you eat, not just the amounts.

### ***Myth #2: Just cut out the fat and you will lose weight***

This approach to weight loss, popular in the 80s, just simply doesn't work for most people. Even if a food is labelled "fat-free," it can still be high in calories from sugar, high fructose corn syrup, and hidden carbohydrates.

Effective and lasting weight loss comes from being conscious of your total calorie intake, as well as your fat consumption, and frequency of daily exercise.

***Myth #3: Cutting calories will cause your body to go into starvation mode and will slow down the weight loss process***

This is just simply not true. Your own body's basal metabolic rate, or resting energy expenditure, can alter based on a number of factors. However, eating too few calories and an insufficient amount of protein can make you lose valuable lean muscle mass, which will eventually slow down your metabolism for the long term.

Preferably, stick to the calorie and protein amounts that are right for your body!

There are a wide range of options for choosing the right weight loss program. Most of them often spend a lot of time explaining what to foods to consume, in what amounts, and at what times or even what combinations.

But only a select few of them highlight the importance of regular exercise – not just for losing weight and toning up, but for your general health and well-being!

## ***BONUS #2: How To Find The Right Gym and Personal Trainer For You***

There are so many options when choosing the correct gym and personal trainer for you and finding the right combination is critical for achieving your own health and fitness goals.

While the going hourly rate for personal trainers can sometimes be expensive, finding the right PT or instructor who is passionate and knowledgeable can save you lots of time and ensure that you see incredible results.

As the industry itself is largely unregulated and relatively young there is a wide-ranging standard of service. Only a select few really educate or empower their customers and clients and are able to demonstrate their previous successes!

That being said there are some seriously knowledgeable and passionate personal trainers working in the area who are helping people do life-changing things. Here are some helpful tips you can follow to ensure you find a reputable personal trainer.

### ***| Are they the right personality for you?***

Finding an instructor or personal trainer who communicates on your level and has the right personality for you is so important. You want to be pushed outside your comfort zone but getting barked at continuously for an hour is not an effective communication method for some clients. You want to employ an individual who will bring the best out of you in the long term!

### ***| Can they provide previous success stories and client testimonials?***

Does your instructor or personal trainer have a proven history of results and how many clients have they helped to achieve their goals? It's definitely worth doing your homework to ensure that you get what you expect and some due diligence will be well worth it!

### ***| Are they qualified?***

You need to make sure that your personal trainer has the right credentials and previous experience. Have they completed accredited courses and training seminars around your specific goal areas? This is no guarantee that they are a good trainer but it shows their commitment to professionalism and wanting to become skilled and qualified in their particular area of expertise.

### ***Do they work at the level you want to progress at?***

If you are just starting out then you do not need the most specialised personal trainer in the business. You need to be specific about your fitness goals and find the best fit to help you achieve those goals. Someone who will motivate and inspire you to keep going.

Your goals and training requirements may change over time so it's important to find a trainer who has coached a variety of clients and knows how to progress their client's training and overcome fitness plateaus.

### ***Is your group instructor or personal trainer knowledgeable about diet and nutrition?***

Your personal trainer might not be a certified nutritionist with an assortment of qualifications and credentials but they should be able to offer some basic nutritional advice.

You might just need some basic guidelines and accountability which is something that most good personal trainers and instructors should be offering to compliment their sessions.

The Fitness Division cares about all of our personal and group training clients and integrate both training and nutrition programs to help clients lose weight, tone up, and melt body fat in all those stubborn areas!

Our own dedicated instructors and personal trainers pride themselves on getting incredible results for their valued customers and clients...

I really hope you enjoyed reading this free report as much as I enjoyed writing it for you. Now if you would like me to personally help you reach your weight loss and fitness goals then I'd be delighted to help you and get you started **FOR FREE!**

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# WHY TRAIN WITH US?

FUN, TOUGH & FRIENDLY!

- ✓ **FULLY FUNCTIONAL GYM AND STUDIO**  
Our members have the benefit of an incredible fitness facility in the area to add along with their bootcamp sessions!
- ✓ **FUNCTIONAL TRAINING WORKOUTS**  
Our group exercise sessions offer a combination of HIIT, spinning, bootcamp, Boxfit, kettlebells, and strength and conditioning!
- ✓ **OUR INSTRUCTORS ARE FUN, TOUGH, AND FRIENDLY!**  
Get the benefits of being mentally and physically pushed while having fun at the same time in our group exercise classes!
- ✓ **BOOTCAMP USES A VARIETY OF DIFFERENT EQUIPMENT**  
Using different equipment keeps sessions fresh and interesting and fun whilst working out!
- ✓ **INDOOR AND OUTDOOR SESSIONS**  
Try our studio classes for those who don't like the rain or be hardcore and train outside in our bootcamp sessions!
- ✓ **GUARANTEED RESULTS OR YOUR MONEY BACK**  
Training with us a minimum of 3 times a week in our bootcamp sessions and studio classes will guarantee fitness improvements!
- ✓ **FREE NUTRITIONAL ADVICE**  
Ask your instructors about a balanced diet and the correct types of food you should be eating. Advice is always free!
- ✓ **MONTHLY SOCIAL EVENTS**  
We get together every few months for a few drinks or food to socialise. Perfect way to make new friends!

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