

THE E-FACTOR DIET

CHEAT

YOUR WAY TRIM



by John Rowley



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CHEAT MEALS

YOUR WAY TRIM

With *The E-Factor Diet*, Cheat Meals Are Mandatory

Yes, you read that correctly. Cheat meals are not only mandatory, they will help you achieve your goals more quickly and will speed up your metabolism along the way. I can hear you asking how this could possibly be true ... stick with me and I'll explain it all to you.

Let's begin with a quick lesson about what happens with your body when you diet. Your body is an amazing and adaptive creation. Its main purpose is survival, and it will do anything to make sure that happens. While this may seem incredible (and it is), it's not very conducive to losing weight and shedding pounds. You are basically fighting against yourself as you try to starve off the excess body fat, while at the same time, your body's main objective is self preservation.



What does this mean? Essentially, when dieting, over time your body is going to get used to what you're doing and it's going to adapt to the circumstances in order to prepare for survival. This means that your metabolism is going to slow down in an effort to protect and preserve your organs, muscles, bones, tissue and unfortunately, your body fat. The longer and stricter the diet, the more your body will fight to keep the pounds on, while you struggle to get the pounds off. This crazy cycle seems like it has no possible solution ... but it does.



CHEAT MEALS **YOUR WAY TRIM**

That solution, which will allow you to keep losing weight even after extended dieting, is called ... you got it, the “Cheat Meal.”

Having a Cheat Meal will replenish your body in many ways. Not only do you get the mental and emotional satisfaction of satisfying a craving or two, but this type of scenario allows you to be social as well. Just schedule your social events around your Cheat Meals!

So, now that you can rest easy knowing you won't have to give up all your favorite foods, let's get into the reasons why the Cheat Meal and/or in some cases, the Cheat Day, is so important to your success.



CHEAT MEALS

YOUR WAY TRIM

Why Cheat Meals Work

Have you ever heard of leptin? Well, I hadn't heard of leptin either until I started looking into what all my friends were doing. I tried to figure out why they could "get away" with eating whatever they wanted when we met up on the weekends. Granted, I didn't see them much during the week, and if I did, it was usually at the gym, or a quick wave as they went jogging by, but still ... it seemed like at dinner on Friday night, they spared no craving. And, here's the crazy part ... these friends of mine were all in amazing shape and had no trouble maintaining these great physiques year after year.

Why couldn't I eat like that? What was the secret they all seemed to share with each other but had never shared with me? I had been dieting pretty consistently for a long period of time and working out hard. I still didn't feel like I could get those last few pounds to melt off my body, let alone indulge in some of my favorite treats like my genetically gifted friends. So, I did what I always do when I'm perplexed and frustrated ... I asked them to spill their secrets.

What they told me was mind-blowing. Basically, all those days during the week, when I couldn't keep tabs on what they were eating, they were eating healthy, whole natural foods. They stayed away from foods that caused bad reactions for them, like gas, bloating, irritability and the like. They stayed away from the processed convenient junk foods and away from those nasty pre-packaged "diet" meals.





CHEAT MEALS

YOUR WAY TRIM

What they ate were the foods in *The E-Factor Diet* and they kept track of which foods worked for them and which ones didn't. But, and here comes the secret ... on Friday nights, when we would meet up socially, they would eat whatever they wanted to. This became known as the "Cheat Meal" and it was the secret weapon in their arsenals that kept them sane, happy and satisfied, while at the same time keeping them lean and muscular!

The power of the Cheat Meal is not something to be ignored or underestimated. It works and here's why ... leptin. And, don't worry, I'm not going to go all scientific on you! Back in the day, and I mean the caveman day, our bodies had to adjust our metabolisms based on how much food we were taking in. So, during lean times, when there wasn't a lot of food around, because our bodies are so smart, they slowed the metabolisms way down to conserve energy. When your body isn't getting what it perceives to be "enough" food, it slows down all your systems so that you burn less calories and conserve as much body fat as possible in case you're facing starvation.



While most of us don't act like cavemen anymore, our bodies never outgrew that innate fear of "not enough." So, like it or not, if you try to diet (starve yourself), your body is still going to slow down your metabolism, just like it did in B.C. to make sure it stays alive.

This is obviously not helpful to those of us trying to diet and slim down. This is where that wonderful Cheat Day comes in and that weird word, leptin, comes into play.

Leptin is a hormone that tells your body if you're going into starvation mode or not, and then your body, in turn, slows down or speeds up your metabolism accordingly. So, leptin is the big player when it comes to dieting and losing weight. Here's the catch though: leptin levels drop drastically after only a few straight days of dieting and this means your body starts slowing down your



CHEAT MEALS

YOUR WAY TRIM

metabolism ... bad news. Other body functions either slow or become repressed too. Your reproductive system takes a back seat to more critical systems so you can stay alive. Your thyroid slows down, you actually get hungrier and you don't feel like working out.

How do we prevent this from happening so we can keep eating enough food so we don't go crazy while dieting, but still manage to lose weight? Okay, time for some good news. When you do eat again, in sufficient amounts, your leptin levels kick back in again to let your body know that the crisis is over and everything is A-okay.

Great! There is one other aspect to this though ... you have to "trick" your body into keeping leptin levels high all the time so you can continue to burn off the most fat possible. Yes, now you're getting the full picture and I'm sure you can see how a Cheat Meal or Cheat Day starts factoring into your well-laid out diet plan.



Your body, being the well-oiled streamlined amazing machine that it is, knows what you're up to ... most of the time. Tricking it by dieting and then suddenly increasing calories and carbohydrates forces your body out of "hibernation" and back into fast gear. The idea is to diet for a few days at a time and allow yourself to burn off extra body fat until your leptin levels start to drop off to the point where fat loss slows too much. Then, throw in some high calorie cheat foods and your body will react by ramping up your fat burning again to maximal levels. Why does it do this? It's because there's "plenty" of food and all systems are go again.

So, now you're probably asking yourself if there are any guidelines for the Cheat Day, or can you just go all out?



CHEAT MEALS

YOUR WAY TRIM

Cheat Day Guidelines

The first rule of thumb is avoid feeling guilty about “cheating.” This so-called cheat is actually going to give you **better** results than if you hadn’t cheated. So, dig in with gusto, eat some of your favorite foods, and ENJOY YOURSELF! This is a great time to indulge in a couple treats you’ve been craving all week. Or, if you still want to eat healthy whole natural foods, you can just opt to raise your carbohydrates that day so you “re-feed” your body and power yourself up for some tough workouts in the coming days. It’s probably worth throwing this little tidbit in, too ... it’s a lot easier to stick to your diet and eating clean whole foods throughout the week when you know there are some craving-satisfying cheat foods at the end of the tunnel waiting for you ... and you **have** to eat them to make your fat loss successful!

Remember, by eating more, once a week (and eating with gusto), you are going to bring those leptin levels back up where they should be, boost your thyroid mechanism and ramp up your metabolism again so you can get back to your normal fat-burning machine self.

Okay, you’ve got rule number one memorized, so we can move on to the second guideline which is ... don’t go nuts. That just means, don’t start eating cheat foods at 12:01, right after midnight, and then stay up all night stuffing yourself until you want to throw up. That’s not the idea here!

Just try to eat normally, but include foods that you like a lot, and items you may have been craving throughout the week. This will satisfy you on several fronts. You’ll pacify that psychological craving for some sort of food that’s not on your diet; some of your favorites that you’ve been avoiding all week.

You’ll also replenish your glycogen stores. After days of dieting, your body uses



CHEAT MEALS

YOUR WAY TRIM

up all the food you ate that has been broken down into sugar in your blood stream. This sugar is known as “glycogen” and is what your body uses for fuel. The idea behind a low carb-type diet is to use all the “energy” in your bloodstream and then force your body to switch over to burning fat for fuel. Eventually, your body has to release the excess body fat you’re trying so hard to get rid of in order to keep your system going. This is where the magic happens ... **fat loss!**

So, why don’t you just stay in that special fat-burning mode all the time? Great question! Again, because your body is incredibly smart and once it senses deprivation, it thinks starvation and slows down all your systems, especially your metabolism.

Where does the Cheat Meal or Cheat Day come into play here again? If you want to keep that magic happening (weight loss coupled with a strong metabolism), you have to confuse (trick) your body into constantly thinking it has enough calories, carbs, etc. to use for energy so your metabolism stays in high gear. High metabolism equals maximum fat burning.

Cheat Days make this happen for you by creating a big influx of calories and carbohydrates, your body gets happy, and starts to burn even more calories than you were before your Cheat Day, when all systems were on “slow.” More calories signals that regulating hormone, leptin, to speed everything back up again ... all systems GO. This brings you back to the leptin and fat-burning levels you started with before you began dieting, and your body got worried about starvation.

After your Cheat Day, of course, you go right back to eating according to your diet plan. Now, here’s the amazing double-whammy. You drop calories and carbs back to your normal diet levels, but your body is *still in major calorie-burning mode* because it thinks it’s “feast” time. Yes, that means that adding this incredible Cheat Day to your weekly diet and nutrition regimen is not negotiable!



CHEAT MEALS

YOUR WAY TRIM

So, there you have it. Your body is happy, your taste buds are happy and you get to relax and enjoy yourself with friends and family ... all while burning off more body fat than ever. Win-win for the Cheat Day!

A Few Cautions

So, you might be asking right about now whether or not you can eat pizza, ice cream, French fries and alcohol. The answer is yes ... but, with a few cautions.

Let's tackle alcohol. The one thing I want to mention about alcohol is that it's processed by your liver as a *poison*. Yes, I did say poison. It's also processed as a sugar. And, finally, it's processed first, which means your body has to go through all the alcohol and get rid of it first so it can move on to digesting and dealing with all the other foods you ate. Since you're working through the poison (alcohol) first, any excess calories you consume through food will get stored as body fat ... big thumbs down.



So, yes, you can have a couple of drinks, it's just best to keep it to a minimum because of the above, and the other pesky fact that alcohol consumption can suppress your hormone leptin. So, it's not super helpful in terms of burning off extra body fat, because the whole reason we're raising calories and having a little fun with our food is to boost those leptin levels back up to where we can burn the most fat. But, if it's going to make your Cheat Meal complete, then go ahead and have one or two once in a while. It's your Cheat Meal, after all!

Lastly, as mentioned, don't try to eat for 24 hours straight, or stuff yourself to the point of discomfort. You'll stretch your stomach and it'll be harder for you to get back on track the next day.



CHEAT MEALS YOUR WAY TRIM

Also, if there are any foods that cause you to lose control, then it's best to stay away if at all possible. If there are certain foods (or drinks) that put you into a tailspin or cause you to go into binge mode, then it's truly best to just avoid those foods altogether. Don't set yourself up for failure by including such temptations that will eventually derail you.

Now, you know that you can stick to a great plan like *The E-Factor Diet* because there are no foods that will ever truly be "off-limits" for you when you include a Cheat Day. You can eat whatever you want to, just like those seemingly genetically gifted friends of yours you meet up with on the weekends. You'll just eat these foods in a smart way that keeps your body guessing and burning off the most fat possible. Your mind will be content because you're not living with constant restriction, and your cravings will be satisfied, all while making yourself a fat-burning machine.

Now, you too, know the secret ...