



# THE E-FACTOR DIET

by John Rowley



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# THE E-FACTOR DIET

## Table of Contents

<b>Right to the Point.....</b>	<b>6</b>
<b>Introduction.....</b>	<b>12</b>
The Four E's .....	15
Easy as a Text .....	23
A Little Bit About Me .....	26
One Crack at a Time.....	34
More than Just Fat Loss .....	35
 <b>Part I – Minding Your Mind .....</b>	 <b>37</b>
A Lesson from the Neighborhood .....	38
Who's Better than You .....	39
Get Lean with Goals .....	42
Going to Failure .....	44
Believe It Is Possible .....	53
 <b>Part II – Monitoring Your Nutrition .....</b>	 <b>56</b>
Eating on 10th Ave .....	57
Metabolic Re-Charge.....	59
What to Eat.....	64
When to Eat.....	83



# THE E-FACTOR DIET

<b>Part III – Mastering Your Habits</b> .....	92
The 90% Rule.....	93
The Power of Habits.....	94
Picture It.....	98
The Power of Lifestyle.....	99
Planning and Scheduling.....	101
 <b>Final Thoughts</b> .....	 103



# THE E-FACTOR DIET

## Right to the Point

In the following pages, you are going to learn some very simple solutions to nutrition that will shed fat, increase your energy, build muscle, stimulate your metabolism, improve your health and have you looking and feeling at least 10 years younger.

These are not “Super Secret” ninja nutrition techniques. They are simply the way you should have been eating all along. Sadly, humans are the only living creatures (to my knowledge) who will consistently eat something that makes them feel tired, sick, weak and awful. What makes this even worse is that humans have the ability to think and reason. They knowingly eat foods that affect not only the way they feel and look, but foods that are also slowly killing them.

Even with this knowledge, they continue to eat the very foods and drink the same liquids that are poisoning them and sending them to a slow grave. They keep eating and drinking these all while destroying their health and quality of life along the way; on purpose no less! I find this incredible ... and I bet you do as well.

Ever know someone who has run out of dog food? We have. Sometimes the pet store is closed so we will have to get some dog food at the grocery store to get







# THE E-FACTOR DIET

us through a day or two. Our dogs will eat only certain brands of dog food. They don't have to read the label or Google the ingredients. It used to drive me CRAZY. I thought my dogs were dog food snobs.

But, then we realized what they instinctively knew. If the food is garbage, they know it right away. All they have to do is take a sniff at this "garbage" and they know that the last time they ate this food, it didn't make them feel good. They sit down and look at me until I get the "real" food out. They simply will not eat it. If humans did this, we wouldn't have this obesity epidemic that is feeding many diseases and destroying the quality of people's lives in the process. Foods makes our bodies react in more ways than you might think.



Instead of being inspired, are you just frustrated by the incredible "before and after" pictures you see in magazines and advertisements? Have you been trying to crack the "dieters' secret code" forever, only to end up feeling bloated and miserable, looking like you've been stung by a bee, stuck at the same weight forever, or worse ... gaining weight? If you've ever been ready to quit dieting and give in to body fat, or you've been confused by diets and struggled with your lifestyle, then sit back because I'm about to make your day.

The good news is you can restore your faith about what is possible for you! The "secret" has been hidden in plain sight all this time and it simply boils down to eating the right foods at the right times.



# THE E-FACTOR DIET

With this in mind, I want to address histamines. What are histamines?

Histamines are antibodies that your body releases during times of stress, including stress due to food allergies or intolerances. You can either release histamines in response to a food or stressor, or you can consume foods that cause your body to release histamines. There are even a number of foods that contain histamines and therefore will cause you a reaction as well.

You may not be aware of this, but histamines affect a lot of people. I will focus mostly on food intolerances in this book because histamines are in this category, and they are the root cause of food intolerances. Until recently, many people, including myself, were unaware of the effects that histamines and food intolerances can have on your weight and health. I have found that histamine reactions, and many food intolerance issues, are directly related to the quality of our food supply. You may have heard that gluten sensitivity is caused by genetically altered foods and is now causing millions of people problems. Many of these problems didn't exist in the past, so we need to learn how to protect ourselves against our ever-changing food supply in the best ways we can.

Histamines, for the most part, come from foods that are aged, fermented, pickled or contain molds. In the past, people had to eat their food right away, so this wasn't a problem. Today, however, we have refrigerators, freezers and preservatives which allow us to keep food "fresh" longer, which in turn causes a histamine problem that didn't exist in the past ... more on this later in the book.

## **Food Allergies vs. Food Intolerances**

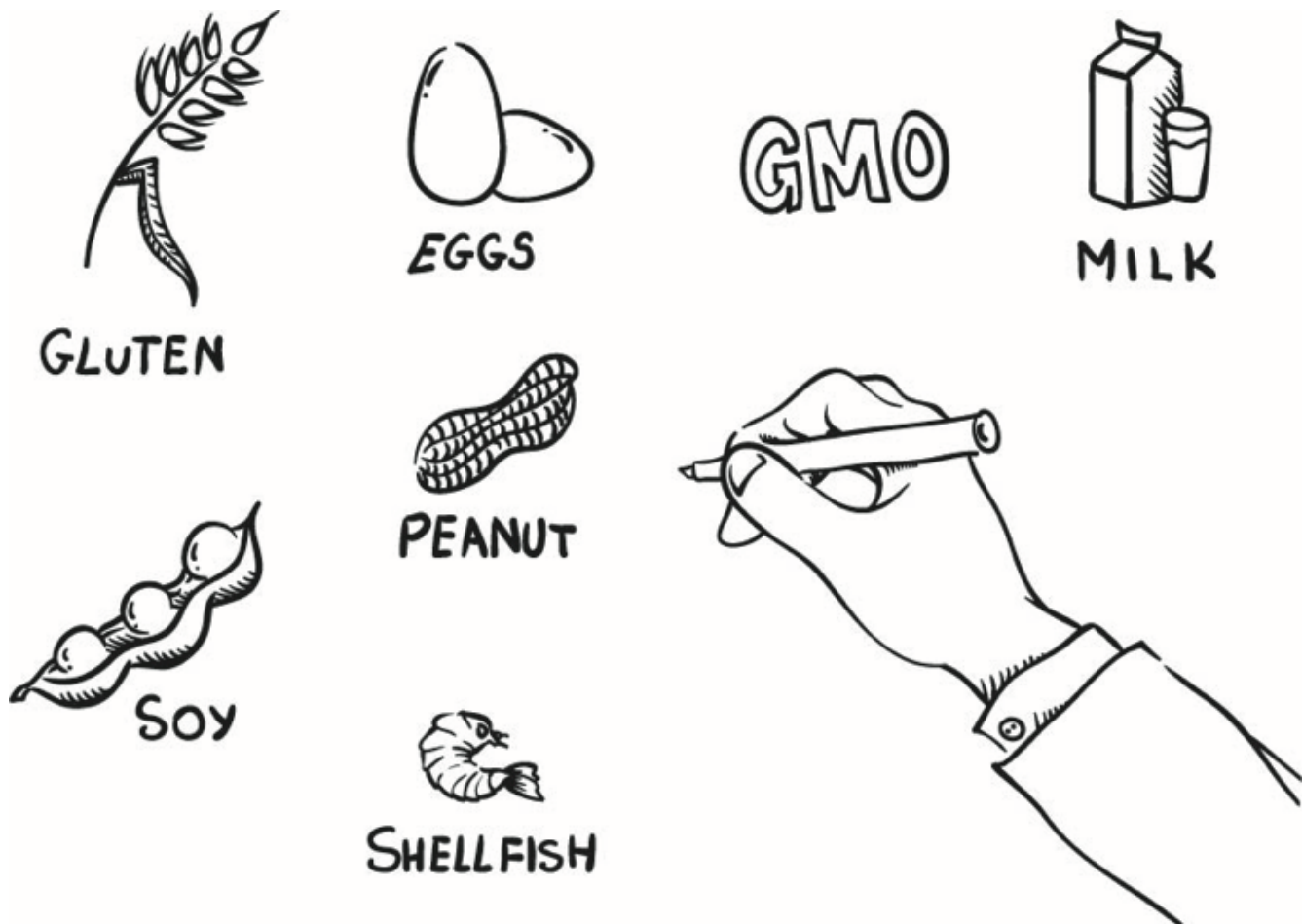
Having a reaction to certain foods is pretty common. You may have had a hard time losing weight in the past even though you were following a solid diet plan and eating "weight loss" foods. Believe it or not, stubborn weight loss is one of the side effects of food intolerances. You may be intolerant to certain "weight loss" foods, and eating them can cause you to get bloated, irritable and make





# THE E-FACTOR DIET

you look years older than you are. I would have to say that most of the time, this is caused by an *intolerance* to food, although a food allergy can have similar symptoms. Food allergies are more serious than food intolerances. If you are experiencing symptoms, it would be a good idea to see a doctor and be tested for food allergies.



A food intolerance usually comes on gradually. The intolerance builds over time. Symptoms may occur when you eat a certain food repeatedly, and a lot of it. Oddly enough, sometimes the fact that you crave so much of a certain food may mean you have an intolerance or an allergy to it. Both food allergies and food intolerances can cause vomiting, diarrhea, nausea and stomach pain. An intolerance isn't life threatening, but will certainly make you look and feel awful. A food allergy, on the other hand, usually comes on suddenly. Even a small



# THE E-FACTOR DIET

amount of this food can set off the allergic reaction and it happens every time you eat it. Food allergies can be life threatening.

When you are intolerant to a certain food, you may experience bloating, cramps, gas, joint pain, heartburn, irritability, nervousness and headaches. Both an intolerance and a food allergy will make your immune system think the food is harmful to your body. Food allergies can affect your entire body too, not just your stomach. You can experience hives, a rash, itchy skin, shortness of breath, wheezing, chest pain, a sudden drop in blood pressure or even have trouble breathing or swallowing. Again, this can be life-threatening and you should seek immediate medical attention.

After many years of recurring issues and illnesses, we discovered that one of my daughters is allergic to peanuts and gluten. It took quite a while to diagnose this, but once it was discovered, the allergist gave her an EpiPen so she could inject herself in the event of a severe allergic reaction. A food allergy isn't something to ignore, so if you think you may have a food allergy, find a good doctor and discover what is causing your symptoms. If you find yourself having an allergic reaction, call 911 right away. This isn't something with which you should experiment.

This quick education on food allergies vs. food intolerance is over. The rest of this book is going to be about food intolerances and not about food allergies. Specifically, I will be talking about how histamines can bloat you, cause you to gain weight and make you look and feel 10 years older than you are. I will share with you the knowledge and tools I learned, and these will help you to deal with food intolerances you may be experiencing, and any unpleasant histaminic responses you might have. A food intolerance can fly under the radar and discourage you when you're dieting because you think you're doing all the right things. You will learn that it is less about what you are eating, and more about what you should not eat.



# THE E-FACTOR DIET

I freely share this knowledge with you and my advice will be repeated throughout this book ...

***“Pay attention to how your body responds to the foods you eat and adjust accordingly! Take personal responsibility for what goes into your mouth and for your own health.”***

As I mentioned earlier, even our pets instinctively want to eat the food that makes them feel better. I am sure it is also true for me and for you! This is simple and easy to follow. I have found that simple ways always seem to do the trick far better than complicated ones.



# THE E-FACTOR DIET

## Introduction

I entered my 40s feeling very optimistic. Our family was doing well and we had just moved into a new, much larger home. Our four children were all doing incredibly well! And, our business was exploding! In short, life was good.

Being in great shape was an important part of our lives. This was a huge advantage in our business and our personal lives as well. We were overflowing with energy and looked and felt great! Fitness was, and always has been, a huge part of our lives ... well, actually, it was our WHOLE lives. In fact, we loved fitness so much, even years ago, that I ended up purchasing and owning the Brooklyn gym, R&L Health Studio, which was made famous in Arnold Schwarzenegger's movie, "Pumping Iron."

Even though our lives revolved around fitness and we owned a gym, almost without notice, our energy levels started to tank. Our weight started creeping up; we began to look and feel years older. It was frustrating. We were doing exactly the same things we did in our 20s and 30s, but with drastically different results. "What could it be?" we wondered.

Even though I was still doing the same things I always had done to stay fit and healthy, I would come home in the early afternoon and "have" to take a nap. I was always exhausted. My ambition was waning and I felt awful all the time. I eventually gained 40 pounds of pure blubber. With this weight gain, various health issues started to pop up including high cholesterol, high blood pressure, high triglycerides and more.

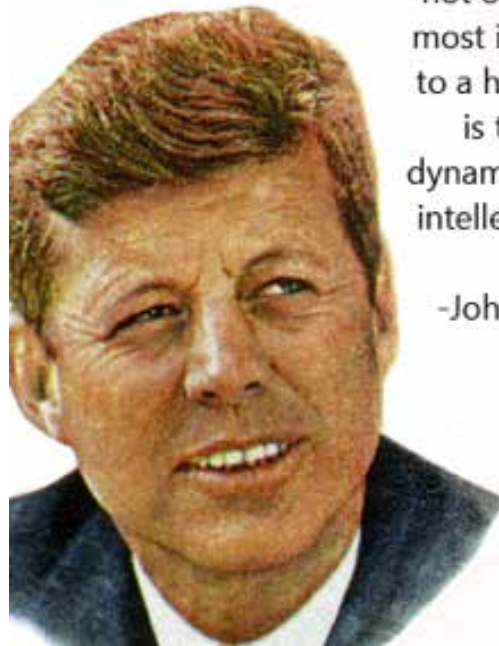
Then, I did something I swore I would never do. I started trying various fad diets. From all my experience owning the gym, being an official with the International Federation of Bodybuilding (IFBB), the National Physique Committee (NPC), the



# THE E-FACTOR DIET

Wellness Director for the International Sports Science Association (ISSA) and being friends with some of the top athletes in the world, I knew that this was a bad trend. I'd been featured in various bodybuilding and fitness magazines, and I knew what worked, and it sure wasn't fad diets or extreme fat loss contests. But, like many of you, I felt desperate so I did it all; every diet that came along ... and I got fatter, weaker, felt even more tired and was miserable, in general.

At the same time, the economy started going into a nosedive. Business started to suffer, and looking back, I now know that my lack of energy had a direct impact on my personal economy as well as our business health. Although it was true that the nation's economy was awful, it was ALSO true that if I had been more energetic and focused, I would have made some different decisions. President John F. Kennedy once said, "Physical fitness is not only one of the most important keys to a healthy body, it



"Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity."

-John F. Kennedy

is the basis of dynamic and creative intellectual activity." Well, as he stated, if I had been in better physical condition, I would have been more creative and made some better decisions. The end result of my declining condition was losing my business and almost everything we owned, including our cars. Our house was even slipping into foreclosure. However, God had another plan ... but, make no mistake, I would need to walk it out and walking it out required energy.

I finally got sick and tired of being fat, sick and tired. I went on a personal quest to get the answers to solving my new "fat" dilemma.





# THE E-FACTOR DIET

I searched for the answers with a passion and a vengeance and I was fortunate enough to have access to those who had the answers. When I spoke to them, I kept detailed notes and looked for the few things they all had in common. And, I found these commonalities. Fast forward ... I am now in my mid-fifties, am in better shape than when I was in my 30s, and ... oh, we didn't lose our home. In fact, our financial situation is better now than it has ever been, and it is only getting better. We own two major companies and are planning the next two. This healthy body/healthy mind stuff works!

It all started with a few surprisingly simple secrets I uncovered that I will now share with you. I have packaged these secrets together and I call them *The E-Factor Diet*.

When I started this quest for ultimate health and easy fat loss, I had four parameters. I wanted to increase my energy, burn fat around the clock, have the foods I was eating digest properly and I wanted to enjoy every meal, not torture myself. These parameters became the four building blocks that make up *The E-Factor Diet*.



# THE E-FACTOR DIET

## The 4 E's

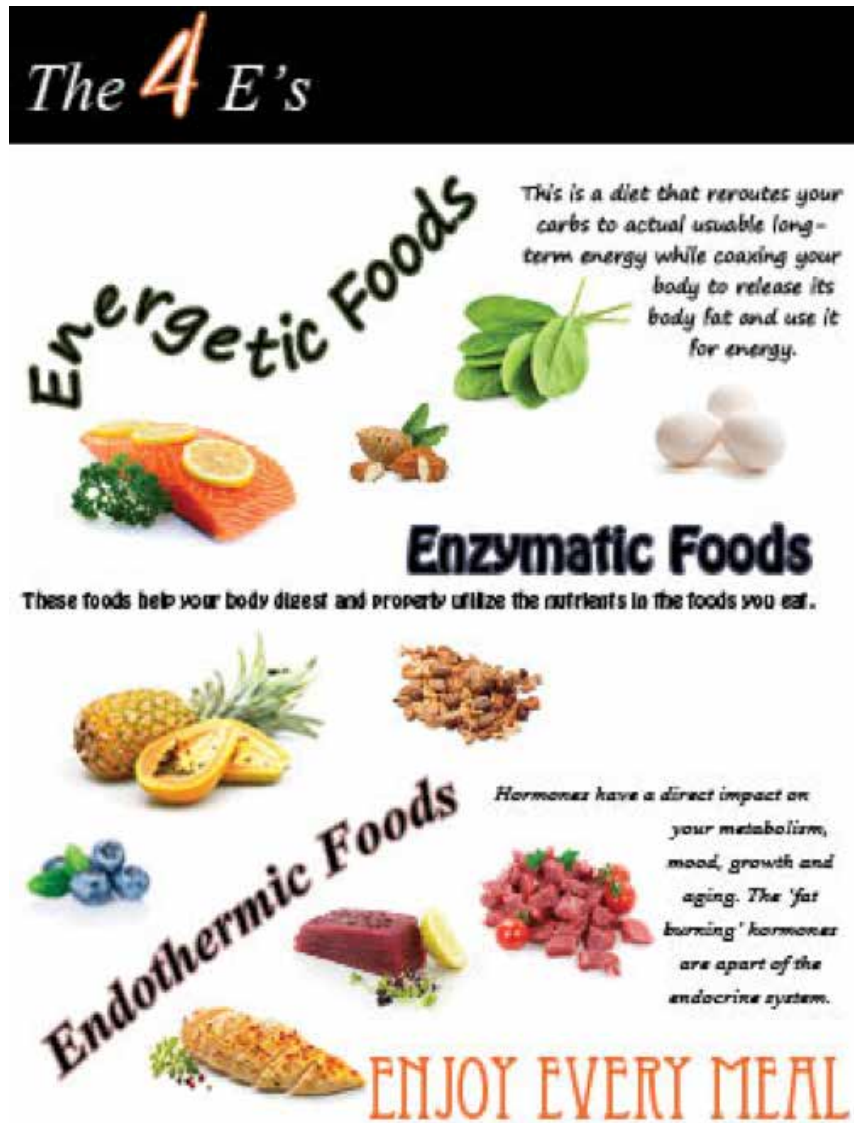
1. Energetic Foods
2. Endothermic Foods
3. Enzymatic Foods
4. Enjoy Every Meal

Let's take a quick look at each one of these in order.

### 1. Energetic Foods

*The E-Factor Diet* boosts your energy levels. Most weight loss diets destroy your energy levels while you are on them, but not this one.

Let me ask you this ... is losing a few measly pounds worth losing all the energy you need to work smart, play hard and enjoy time with your family and friends? I think not!





# THE E-FACTOR DIET

## ENERGETIC FOODS



Typical diets have you eating foods that are supposed to give you energy, but in reality, consuming these carbs and sugars early in the day set you up for failure. If you eat non-energetic foods in the beginning of the day, your body is stuck in a vicious cycle of sugar dependence. You'll be burning sugars for energy instead of fat, and your entire fat-burning metabolism will crash, causing your energy to plummet as well. This is a diet that re-routes your carbs to actual usable long-term energy while coaxing your body to release its body fat and use it for energy. This is a smarter approach. It's The E-Factor Diet in action!

## 2. Endothermic Foods

"Endothermic" is the combination of two words. "Endo" refers to your endocrine and immune systems. "Thermic" refers to **foods that burn fat naturally!**



## ENDOTHERMIC FOODS

Endothermic foods burn up to 25% more calories during digestion than other foods. By including these foods in your diet, you will boost the hormones that slow aging



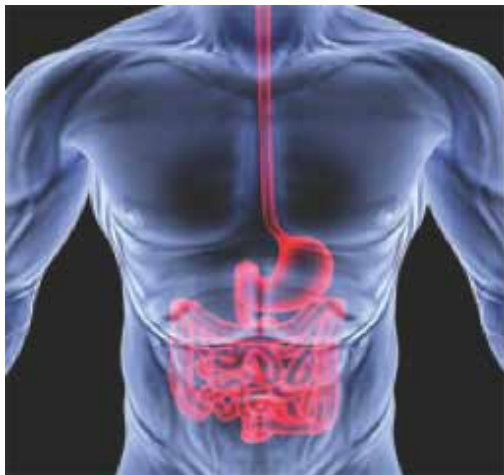
# THE E-FACTOR DIET

and speed up fat loss with *The E-Factor Diet* because **food is the best medicine** when it comes to burning fat, restoring your hormonal balance and slowing the aging process. If you follow this plan, you will eat your way to a leaner, younger body.

Hormones have a direct impact on your metabolism, mood, growth and aging. The “fat-burning” hormones are part of the endocrine system, which is part of the power of *The E-Factor Diet*. You coax your hormones back into action by eating, not starving, the fat off.

### 3. Enzymatic Foods

What you eat is very important, but what you digest is what really counts. If your body doesn't properly digest your food, your body cannot use it. It's plain and simple. Digestion is why enzymatic foods are so important. These foods help your body digest and properly utilize the nutrients in the foods you eat.



## ENZYMATIC FOODS

Enzyme deficiency results in poor digestion and poor nutrient absorption. Much of this deficiency is due to food intolerances which we will talk about in this book. This situation creates a variety of gastrointestinal symptoms, including, but not limited to, bloating, constipation, heartburn and inflammation, to name a few. This deficiency also means your body is undernourished ... and you store even more fat when you're not getting sufficient nutrients because your body is making





# THE E-FACTOR DIET

an effort to get the nutrients you need. And, the bad news doesn't end there either. When you can't properly digest your food, your delicate balance of good bacteria gets disrupted and you end up with a nasty fungus in your gut! But, fear not, it's an easy fix.

When you eat a lot of sugar and many processed foods, yeast builds up over time in your gut ... this may also happen if you have ever taken antibiotics (which almost everybody has) ... or if you're under a lot of stress (which again, almost everybody is).

Keep in mind, this yeast is a **living organism**. It sounds kind of gross, but it lives in your digestive tract naturally and is part of your body's digestive system. When things become unbalanced in your digestive system, the yeast takes on a life of its own. It feeds on sugar, forcing you to eat *more* sugar to keep it alive. This is why, when you eat a lot of processed foods and sugar, you crave more and more sugar. You literally cannot control the cravings. And, this fungus can grow so big it makes your lower belly **pooch out!**

Enzymatic Foods allow your body to digest what you are eating. Enzymatic foods would be, papayas, pineapple, raw almonds and raw seeds.



## Enzymatic Foods



Papaya is a tropical fruit. It contains large amounts of the enzyme known as **papain**. This plant-based enzyme breaks the peptide bonds of proteins into amino acids. Eating raw papaya is a good source of this potent digestive enzyme.

Raw pineapples contain the enzyme **bromelain**. Like papain, bromelain is also a natural anti-inflammatory. Pay attention to how you respond to pineapple. If you have a problem with pineapple, you may want to substitute with a good bromelain supplement instead.





# THE E-FACTOR DIET

## Foods, Fungus, Fat Loss and Bloating

A growing gut fungus isn't the only concern you should have when it comes to what you eat and bloating. Nobody likes to feel or look bloated, and with *The E-Factor Diet*, you'll be eating all the right foods to get rid of excess bloating. But, certain types of foods have different forms and if you choose a lower quality form, or the wrong form for your body, you'll experience uncomfortable gas and bloating. For example, let's take protein powder. All protein powders are not created equally, with some being much better quality than others. In addition, some forms of protein are better than others for getting and keeping your stomach flat. I'll get to more good news on protein powder in a minute.

I've mentioned this before, but it's a good time to remind you that you are not what you eat. ***You are only what your body can digest.*** You cannot "work" your way to superior digestion. You have to supply your body with nutrients *designed in advance* to give your strained digestive tract a break. The correct nutrients will encourage your body to produce gut-friendly, immune system boosting flora, and will allow your body's fat-burning mechanisms to kick in and help you burn off excess fat.

If you haven't been adding enough enzymatic foods to your diet, and your physique isn't looking as tight as you think it should, you've been storing extra body fat. Why? Partially digested food gets trapped in your digestive system where it is unusable by your body. Since your body doesn't know what to do with this food, it stores it as body fat, while at the same time, signaling your brain that you aren't getting enough calories and nutrients ... causing you to eat more. Yes, the "eating more" causes you to put on additional body fat as well as raising triglycerides, which can lead to all kinds of health issues like heart attacks, strokes and more.

How do you fix this problem and avoid trapping food in your system that will turn



# THE E-FACTOR DIET

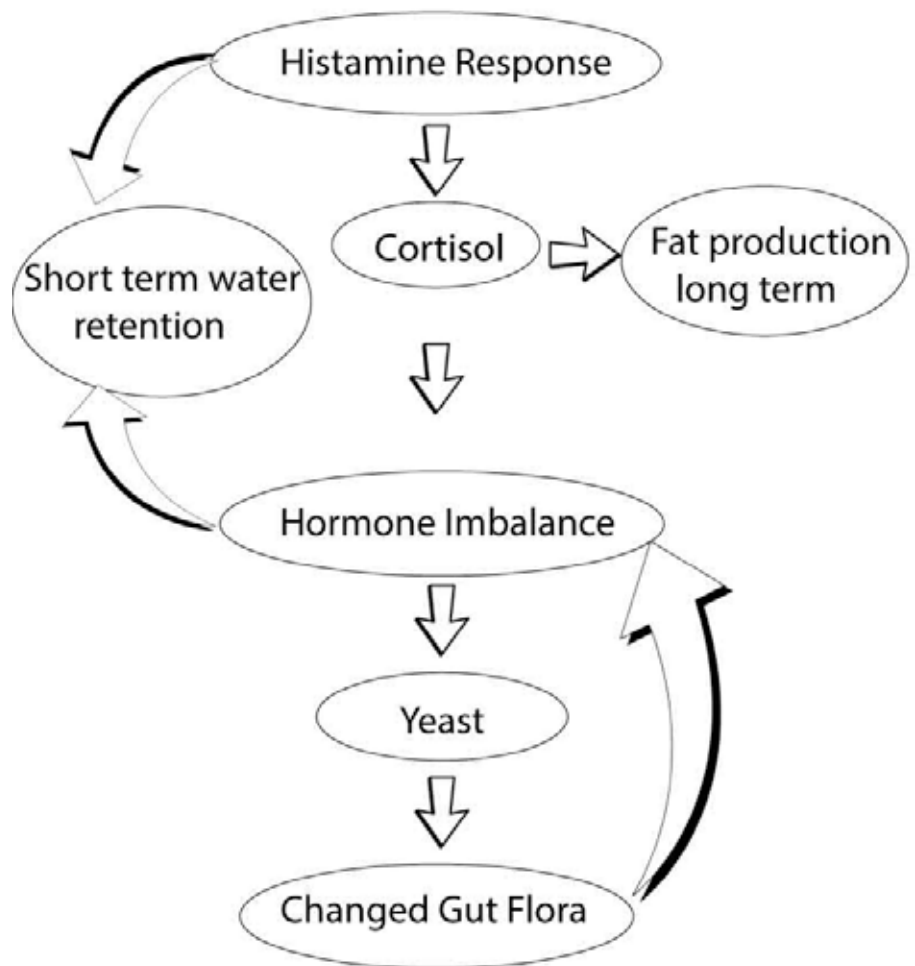
to fat? You have to pick the foods that won't cause bloating, discomfort and indigestion. By the way, when your body doesn't have to work as hard digesting food, it can spend more time burning off body fat!

Now, **rest easy!**

You do not need to do anything radical to kill this "gut bug," as I call it. The answer is found in enzymatic foods. You will be eating foods that have a lot of digestive enzymes in them naturally; foods that power your immune system, too.

You'll be adding some healthy fats to your diet, like coconut oil and olive oil, along with delicious fruits like blueberries, pineapple and papaya, which are tasty and high in digestive enzymes.

Also, I encourage you to eat as few processed foods and artificial sweeteners as possible.





# THE E-FACTOR DIET

## 4. Enjoy Every Meal

Eating isn't meant to be a grind. In fact, it should be one of the most enjoyable parts of your day! In most cultures, celebrations and social events are all focused around a good meal. The E-Factor Diet brings enjoyable eating back into your life while helping you to burn fat and live a healthy vibrant life.

I'm telling you, this is extremely easy.



Before we move into the nuts and bolts of *The E-Factor Diet*, I want to let you know how this book is laid out.

I learned in “Best Selling Author School” that using alliterations is more effective for the reader and it also makes the author sound smarter ... so, I am going with “M.”

**M**inding Your Thoughts

**M**onitoring Your Nutrition

**M**astering Your Habits



# THE E-FACTOR DIET

## MINDING YOUR THOUGHTS

What you put in your mind is important, it is **MORE** important than what you put in your mouth because your head dictates your actions, including unhealthy eating.

It is very important to pay attention to how your body responds to the foods you are eating. Don't just eat, but be aware of the effects the foods you are eating have on your body, energy, mind, joints and even your sleep and mood.

## MONITORING YOUR NUTRITION

## MASTERING YOUR HABITS

In order to achieve goals you must have empowering habits to support your desired outcome. You become what you do all the time.

“Motivation is what gets you fired up and moving, but your daily habits are what catapult you to success long after the motivation is gone!”  
— John Rowley

I chose this order for a reason. What goes into your mind is far more important than what goes into your mouth. Making this a habit is what makes a healthy, vibrant life automatic. The 4 E's from *The E-Factor Diet* are throughout the book. I thought doing it this way would make reading this more Exciting, Enjoyable, Easy, Effective and Entertaining. Man, I'm an “E” machine!

### **Fat Loss Is Extremely EASY with *The E-Factor Diet*!**

Eat properly and you will be lean, healthy and energetic for life, all while eating a lot of delicious foods and enjoying your meals.

I have no intention of delving deep into the science of nutrition and physiology or giving you unnecessary information. What I'm going to give you is what you need to make the changes necessary to lose fat permanently: no more, no less. Deal? Good! Now, let's get to it.



# THE E-FACTOR DIET

## Easy As A Text

It's as simple as:

- Eat all the protein you want.
- Eat all the vegetables you want.
- Drink all the water you want.
- Stay away from foods to which you are intolerant.

If you look at the list above, you will notice that I do not put limits on what to eat. In my opinion, moderation doesn't work. Eating properly is what works. The only parameter will be this: if a food is high in histamines, you will eat those foods at certain times (and I will explain histamines in a minute). If you are intolerant to a food, you will stay away from it ... well, for the time being, anyway.



If you eat and drink the way it is outlined above, while paying attention to how your body responds to certain foods (not only the histaminic effects of foods, but how your body responds to all foods), you will soon clearly find what is working for YOU. For example, if you are adding unwanted body fat, losing energy, your joints hurt, and more ... then, being aware of what you ate, and how that food affected your body, will help you identify which foods to avoid in the future. This is called “personal responsibility.” In short, if you take responsibility to eat this way, and avoid the foods that don't agree with your body, you will look and feel 10 years younger.





# THE E-FACTOR DIET

## The Optimal Carbohydrate Approach

Throughout this book I will be teaching you principles, **NOT** hard and fast rules. Every person responds differently to various types of foods. There are many reasons for this. Some foods like fruit and starchy carbohydrates may be healthy, but you may notice that for YOU these cause you to gain weight. Some people can eat all the fruit they want, enjoy “healthy” starchy carbs like yams with no problem, and yet, you gain weight eating the very same foods. Healthy foods and weight loss foods are not always one and the same for everyone. Why?

It could be genetics, or it might be the fact that you have been digging your own grave with a fork for the last several years and destroying your metabolism in the process. In addition, some people are sensitive to histamines in food and others are intolerant to certain foods. If you experience a sensitivity to the histamines in foods, you can avoid those foods, or you can simply eat them at certain times of the day and see how your body responds. If you are intolerant, you should avoid, or severely limit, these foods altogether. It doesn't matter what the reason is. What matters is that you take responsibility for your own life and learn these principles so you can use them intelligently.



This is not a zero carb approach to fat loss. It is an optimal carb approach. I want you to find the correct balance of carbohydrates for you to get and stay lean, energetic, healthy and vibrant. This will require some awareness and thinking on your part, but I think you are worth it. No one else can do this for you. You can, and will, do this to take control of your body and your life.



# THE E-FACTOR DIET

## Junk Food



Are you seriously asking if junk food is good for you? Give me a break! You know the answer to that already. If you don't, go find a five-year-old and ask him or her. That being said, you can eat your favorite junk foods every now and then while following *The E-Factor Diet* plan. You just have to be strategic about how and when you eat these junk foods.

Does this sound easy, or are you thinking this might still be quite a lifestyle adjustment for you? Just remember, anything worth having is worth working for. A few minor tweaks to your current diet and you will reap the rewards. I did it and so can you.



# THE E-FACTOR DIET

## A Little Bit About Me

We all have challenges. I am willing to share one of mine with you so you can be encouraged if you are facing some daunting life issue, or if you have experienced an issue in the past that you are allowing to hold you back. Remember, you can't drive forward while looking in the rearview mirror.

I was returning from the movies with some friends and I had my whole life ahead of me. Life was terrific ... and then everything went blank.



When I opened my eyes, flames were licking my face. I tried to take a breath and couldn't. I was crushed behind a curtain of metal. I was all alone. You will never know what your reaction to certain death is until you are facing it. My reaction was to fight. I didn't think or reason, I just entered the fight of my life ... for my life.

It was the summer between my freshman and sophomore years of college and I was at a turning point in my life. I was a collegiate track athlete who, up to that point, had put all my effort into training. I realized I couldn't run forever, so that summer I was determined to dig in at school and prepare myself for the future. I was working long, hard hours for my dad as a janitor in a New York City school and really enjoying it. My dad always made a point of hiring my buddies, so we all worked hard and played hard. In the evenings, I got together with my friends from high school. In between work, school and socializing, I trained on the track and also in my garage, which had a full weight room. Life was good!



# THE E-FACTOR DIET

One night, I was getting ready to go out with some friends, and my dad told me to stay home. “You’re burning the candle at both ends,” he said. I decided to go out to the movies with my friends anyway, and told Dad that I would come right home, which I did; well, I tried to, anyway. I was so tired, that I slept through the movie. When I got out to my car, I threw the cowboy boots that I bought at college in Kansas into the back seat and headed straight home, just as I had promised.

Driving down Stewart Avenue in Garden City, I realized just how tired I was. As I neared Nassau Boulevard, I saw a million stop lights careening across the intersection. In reality, there was only one light, but I was so tired everything was becoming a blur. At that very moment I decided to pull over and take a nap.

I blinked and soon found I was heading straight toward a house. Without thinking, I cut the wheel, saw two trees immediately in front of me, and somehow thought I could steer between them. Then, the explosion ... and everything went pitch black! Everything ended. It was over. Was this just a bad dream? I didn’t see that cool white light people talk about. All I saw was black.

Then it all came flooding back as the flames licked my face. Somehow, I fought my way out of the car. My left foot was pinned between the tire and metal, and

## *Over the Years*



Carla & Lou Ferrigno



Larry Scott



Lee Haney



Samir Bannout





# THE E-FACTOR DIET



my right arm was twisted around the steering wheel, the dashboard and the engine, and I couldn't breathe. I was literally crushed. I just kept kicking, pulling and pushing at raw metal and glass until I fell into the street and was able to fill my mangled lungs with air.

My initial reaction was to run away. Just run home and get into my safe bed. I took a step and realized that nothing moved. I looked down. My left foot didn't look like a foot. It had a hole through it and it was the size of a football. It looked like chopped meat and was full of blood. My attention was taken off my foot, however, when I saw a fountain shooting into the street.

Turned out, the fountain was blood shooting out of my face with the rhythm of my heart, pumping blood onto the tar below. I grabbed for my nose to stop the blood, but I couldn't. As I felt around my face, I couldn't even FIND my nose. It was gone. The only

## *Over the Years*



Dorian Yates



Albert Beckles



Jimmy Pellechia



Jim Quinn





# THE E-FACTOR DIET

thing left was the hole in my face where my nose once was. At the same time, I realized that my right arm wouldn't move. Looking down I saw my hand bent back by my elbow. Breathing was impossible. Every rib was broken, and my breastbone was split in half and was separated by a few inches.

An oncoming headlight broke the trance I was in. A lady stopped to see if she could help me, but before she could speak, she vomited on herself. Then things went black again. I remember waking up on a stoop, surrounded by horrified onlookers. They gave me a huge blanket to cover my face and the blanket was instantly soaked in blood. I took a shallow breath and said, "I can only say this once. Call my mom and dad and tell them to come here. Please tell them I am alive."

My dad turned the corner, got very weak in the knees and softly said, "I thought you were dead when we saw the car ... I left Mom in the car."

All I asked my dad was, "Did I hurt anyone?"

"No."



## Over the Years



Leon Brown with our wives



Andreas Cahling



Denise Rutkowski



# THE E-FACTOR DIET

“Did I kill anyone?”

“No.”

“Ok,” I thought. “I can deal with this now.”

At the hospital, they didn’t think I would make it initially, but I guess I fought enough for them to take enough interest in helping me live. I overheard a few say, “Why bother, he won’t make it!” I appreciate the warrior nurses and doctors who didn’t listen to the others and kept diligently working through the night and into the morning. These memories took a few years to return to me, and I am still not 100% sure of the accuracy of them, but this is how I remember it. They later told me that I probably fell asleep back by the light with my eyes open and was aware enough to steer for a while. Then it goes blank for a while; a long while.

This is where the real fight began. I had to rebuild my body and my life. My dreams were crushed, along with my body, but I was alive and decided not to look back. Through this very long, extremely painful and lonely process, I realized the value of a healthy, strong body and the value it plays in every area of your life. Throughout this book, I will share with you what I have learned over the thirty plus years since that pivotal day.

Along the way, as I mentioned, I went on to own the Brooklyn gym made famous by the movie “Pumping Iron,” starring Arnold Schwarzenegger and Lou Ferrigno. I became one of the youngest Senior VPs in Manhattan real estate, and then went on to be a best selling author, TV personality, nutrition and fitness expert and more.

## *Over the Years*



Rachel McLish



# THE E-FACTOR DIET

I didn't always know what to do in my quest for success, so I sought out the people who did. I became an unrelenting success detective, uncovering the clues to success. Yes, success does leave clues. You just have to dig for them like a buried treasure. Once found, those secrets will enrich your life ... IF you use them.

Over the years, I have become friends with some of the brightest minds in real estate, business, fitness, nutrition, sports, the media, medicine and entertainment. And, I am very glad I did, because I found out that things change over the years.

## **Things Change**

We go through economic explosions and crashes. The kids grow up and start their own families. Technology changes by the minute, and every decade our bodies change and our food sources become less and less reliable.

*The E-Factor Diet* was birthed from the challenges I have had over the years. When I was in my 20s and early 30s I could eat just about anything and not put on an ounce of fat. Then it happened. I entered my mid-thirties and found I had to start loosening my belt a notch, then another ... and another. So, I got in touch with my network and was told that I needed to adjust my diet a bit and that the fat would start to melt off, and it did. Then, I got into my 40s. Whoa!

I found it was very challenging to stay fit in my 40s. It seemed that regardless of what I did, the fat just piled on. My cholesterol went up. In general, I wasn't as healthy as I thought I should have been, especially since I thought I was doing all the right things. I was eating a low fat, high protein and moderate carb diet. I do have a genetic cholesterol issue, but I wasn't about to lie down and play dead because my genetics weren't great. I was going to find an answer.



# THE E-FACTOR DIET

There was an additional reason for my quest. I wanted to explain to family and friends the best way to eat so they could be lean, healthy and fit as well. I knew so many people who were eating “fat loss” foods like salads all day long but were getting fatter. Little did I know that it was the histaminic effect of the foods they were eating that was causing them all this grief.

Also, over the decades, the quality of our food sources has changed so much so that the foods you and I were eating in the 60s and 70s are not the same foods we have today. Just as a small example, we traded pure butter for margarine in an effort to go “low” fat. Killer consequences came with these types of decisions; consequences like plaque coating the arteries of so many folks. I don’t want to get into the full history of the changes in our food sources, but I did want to point out the fact that you need to be even more aware today than ever before, and read every label on everything you buy. In fact, a friend of mine in NY just texted me a picture of Lox (smoked salmon), and he was shocked to find that it had sugar added to it! Read your labels before you buy or eat anything.

I’ve known too many people who have eaten themselves into an early grave, and I’m sure you do as well. In addition to learning about the nutrition end of things, I also wanted to find out how to help people utilize this information and use it to make easy and lasting life changes. And, I have done exactly that, so keep reading so you can make these changes in your life too.

I’ve read, and in many cases re-read, almost every diet book on the market (old and new). I contacted all my friends who had managed to stay fit as they aged. In fact, many of them even got *more fit* as they aged. They weren’t gym rats. They were doctors, professional athletes, Olympians and celebrities. The one common denominator they shared was, although they were extremely fit, they still had families, careers and had very busy lives. In short, they didn’t live in the gym, but all had a high level of fitness. They all looked younger than their years. They lived normal lives and somehow must have figured it out.



# THE E-FACTOR DIET

I gleaned so much knowledge as I read, and I listened carefully as I spoke to everyone, learning about what they had found that had worked for them in terms of healthy living. I took a ton of notes, looking for the common things all these people shared. I also had certain parameters I wanted to meet. I was looking to see what worked to increase energy, would have an endothermic effect, be enzymatic and keep life enjoyable. In short, I was looking for the *E-Factors* and didn't even know it.

Now, in my mid-fifties, I am in the best shape of my life, and you can be too, regardless of your age! It's time to change your body and your life forever. Sometimes, change happens just one crack at a time.





# THE E-FACTOR DIET

## One Crack at a Time

People often ask me how I learned how to walk after my car accident. The answer? I learned to walk one crack at a time. Every day I had a goal of going just one more crack further in the sidewalk than I had the day before.

What does this have to do with losing fat? Most people look too far down the road when it comes to getting in shape. “I want to lose 40 pounds over the next twelve weeks,” I often hear. Forget about 40 pounds and forget about the next twelve weeks! Commit to eating properly for your next meal. If you eat your next meal properly today, the 40 pounds and the next twelve weeks will take care of themselves.



# THE E-FACTOR DIET

## More than Just Fat Loss

The title of this book is *The E-Factor Diet*, but the end result will be so much more than a diet. You may want to lose some fat, but you need more than just a diet solution. This is a holistic solution that empowers every area of your life, not just your body fat levels.

Throughout this book, I will be using the word “success.” Please know that the same principles that apply to being successful in business, sports or any other area apply to your fitness program as well. Success is success, regardless of the area in which you are working. Before we go any further, let me ask you a question.



Do you want to be successful with your fat loss and fitness program? I am sure the answer is a resounding “YES.” If so, then hang with me while we cover some of the ways that will help you be “successful!”

I truly believe that you need energy to be successful in every area of your life, which includes getting into shape. Just as the LACK of energy, vibrancy and strength permeates all areas of your life in a negative way, HAVING energy can transform your life into something spectacular. You can have all the tools and abilities in the world, but if you don’t have the energy to use what you have, you will never reach your full potential.



# THE E-FACTOR DIET

## You Can't Fly from New York to Los Angeles on Empty

If you got onto a plane that didn't have enough fuel, you would expect a sudden stop at an inconvenient time. You would also expect the consequences of this to be deadly. The same is true when we don't fuel or care for our bodies properly. The consequences are deadly. It may take some time to materialize, but they are deadly nonetheless.



I know you didn't do it on purpose; none of us do. But, what happens is that our bad decisions stack up on top of each other until one day we wake up and we are not happy with where we are or what we see. Worse yet, we don't know what to do! This book will change all of that for you ... forever.

A few simple lifestyle changes in the way you feed your body, exercise and rest will prepare your body for success. It will give you tons of energy and make you look better, which will, in turn, fuel your confidence and motivate you to continue on your healthy journey.

Diet and exercise don't have to be all-consuming in order to work for you, but you have to be consistent. We all want a simple plan that will dramatically increase our energy and have us looking better and feeling more vibrant. I know this plan will give you the energy and the confidence to go out and achieve outstanding success in all areas of your life. You will now have the energy to fuel your passions and to live the life you always dreamed of living! And, while you're at it, you may as well be lean, muscular and healthy.



# THE E-FACTOR DIET

## PART I MINDING YOUR MIND



# THE E-FACTOR DIET

## A Lesson from the Neighborhood

I have a mantra that has been with me all my life. I feel this mantra is very important to the process you are about to undertake. Keep in mind that what you put in your mind is equally important ... no, let me take that back ... it is MORE important, than what you put in your mouth because your mind dictates your actions, including unhealthy eating. Don't worry! This isn't a woo woo head-trip book, but I will help you harness the power of your mind to get you the body and health you desire.

The fact is, most diets fail because of issues unrelated to the diets themselves. Stress, bad habits, pain, happiness, depression and more all play a role in your fitness plan and success or lack thereof. Discussing each of these is well beyond the scope of this book, but I do want to touch on them so you are aware of the effects other areas of your life have on your fitness potential. Be encouraged; I will give you some tools to get you started in the right direction.

I can hear you now! "So, John, whatever is your mantra?" I am so glad you asked. Here you go!





## Who's Better Than You?

I was raised in an ethnic part of New York, which was primarily Italian and Irish. Growing up there was like the little Rascals meets the *Sopranos*, if ya know what I'm talkin' 'bout. Everyone—and I mean *everyone*—was a peak performance expert. We didn't have seminars, CDs, or even great books like this. What we *did* have, however, was the front stoop and the *curb*.

I remember one day walking down the street as a kid. I was a little down. You know the look; mopey, head hanging low, really dragging as I loped down the block. Then, I heard a shout from Mr. Roettger who was sitting on the stoop.

"Who's better than you, Johnny boy?"

"Well ... you know ... Mr. Roettger ... Joey just beat me up and . . ."

"No, no, NO!" shouts Mr. Roettger. "That doesn't matta. Come ova here, kid, and sit on the stoop with me. Now tell me, Johnny boy, who's better than you? An' say it like ya mean it, kid!"

"No one is better than me, Mr. Roettger," I mumbled in a less than enthusiastic voice that he chose to ignore.

"That's right, and don't you eva forget it, kid! Always remember, you're from 10th Avenue. I don't care if you *are* getting beat up by Joey ... or in the business world when you get older ... you never let it beat you! You get up, brush yourself off and keep on going. That's how we do it!"

Then a few days later, I'm walking down the street again, head hanging low like I'd just lost my best friend, and there he is again. "Who's better than you, Johnny boy?"



# THE E-FACTOR DIET

“Well ... you know, Mr. Roettger ... we just lost the game and ...”

Mr. Roettger just laughs, walks out to the street with me and says, “Pull up a curb, Johnny boy.” So, we both sit on the curb and he looks me dead in the eyes and says, “Who’s better than you, kid? And say it like you mean it.”

Then, I said with enough passion that I almost believed it, “No one is better than me, Mr. Roettger!”

“That’s right, kid. You’re from 10th Avenue. You may lose now and again, but you come back stronger and harder the next time. You may get knocked down, but you never stay down. That is how winning is done! And 10th Avenue only grows winners! Got it, kid?”

This went on during my entire childhood and it wasn’t just for me. It was for all the kids on 10th Avenue. We all thought 10th Avenue was the best place on earth. My point is no one is better than you. God planted the seed of greatness in you and this book is going to help nurture that seed so that it grows into the life you deserve; the very life God intended for you!

## **Why Do You Want to Lose Weight?**

In a moment, I want to help you set some goals. But, before we do that, I think you need to take a moment and think about why you want to get into shape. Sometimes, just determining “why” can make all the difference in the world. Knowing “why” can bring you from being a chump to a champ.

In the movie, *Cinderella Man*, Russell Crowe plays a down and out boxer who makes a dramatic comeback. The backdrop to this movie is the Great Depression, and prior to the Great Depression, Crowe’s character, Jimmy Braddock, was a champion boxer who lost his way. After his comeback, a



# THE E-FACTOR DIET

reporter asks him, *“You have lost before, what’s the difference this time?”* Jimmy Braddock then answers, *“I know what I’m fighting for.”* The reporter follows up with, *“And what’s that?”* Jimmy comes back with what I feel is the most memorable and inspiring line in the whole movie. He simply says, *“Milk.”* That says it all. He now knew why he was fighting. He was fighting to feed his kids.

He was able to look defeat straight in the face and say, *“Okay, one more round.”* He was able to overcome failure because he had the energy and passion to achieve his goal of putting milk on the table. I feel this is the story of America. A spirit of passion for a worthy goal will let nothing stand in her way. *“Okay, let’s go one more round”* was the unspoken mantra for generations of Americans and this is what has made America the greatest country in the world.

What is your “milk”? What is your “why”? Why do you want to lose the fat? Why do you want to get healthy? Don’t skip this. Determining why you want to lose weight is more important than what food you will eat and which exercise programs you will follow.

Now that you know your “why,” let’s set some goals.



# THE E-FACTOR DIET

## Get Lean With Goals

Goals are the road map to your future. Walking through life with no goals is like driving across the country with no road map. You will get somewhere, but it may not be where you wanted to go. Instead, set your path with goals and see your dreams come true. Yogi Berra, the famous Yankee, put it this way; *“You’ve got to be very careful if you don’t know where you are going, because you might not get there.”* That Yogi sure had a way with words, didn’t he? He was quite the talker!

*“If you’re bored with life – you don’t get up every morning with a burning desire to do things – you don’t have enough goals.”*

*– Lou Holtz*

### **Know What You Want**

Life with me has never been boring; just ask my wife. As soon as I achieve one goal, I am on to the next. I am always pursuing the next goal, and with this comes never-ending growth and self improvement. It keeps me pumped up, alive, full of energy and excited about life and it will do the same for you.

### **From Boiler Room to Board Room**

The fuel of a goal brought me from the basement of a boiler room in Brooklyn to the boardrooms of Madison Avenue. I literally had to work my way out of the basement. Goals then propelled me from the boardrooms of Madison Ave to owning the “East Coast Mecca of Bodybuilding,” the gym I dreamed of owning as



# THE E-FACTOR DIET

a child. Next, I went on to being a best selling author and TV personality. I'm not telling you this to impress you, but to impress upon you how powerful goals are.

Come on! Let's design your perfect future.

## HOW TO SET GOALS

<b>Step 1</b>	List all of your goals and next to it the time line in which you would like them completed. i.e. within 1, 3, 5, 10, 20 years.	
	Write down your "why" next to all of the things on your list and write a paragraph why you are committed to achieving it. "Why" is very powerful.	<b>Step 2</b>
<b>Step 3</b>	Divide your goals into three categories: Short range (1 month or less), mid range (1 month to 1 year) and long-range (1 year or more) goals.	
	For each of your top goals write down one action you can do today to get started.	<b>Step 4</b>

*The important thing is to start today and adjust your goals as needed.*





## Going to Failure

*"Failure is a detour, not a dead end street."*

*– Zig Ziglar*

"Going to failure" is what an athlete strives for in the gym when lifting weights. "Going to failure" means you can't possibly get another rep or move the weight anymore. In other words, you have completely failed to go any further ... THAT time. You really see results in the gym in terms of strength and in how your body looks when you can push yourself to the point of failure, and then come back the next time for more. It is a very positive thing in the gym. In the gym, "going to failure" brings great results in muscle growth and strength.

Likewise, real success comes when you can bring that attitude into the real world. Most times, success is the result of "going to failure" many times. In the gym, you can have someone help you when the weight gets too heavy. This person is called a spotter. In life, you rarely have the luxury of a spotter when you fail. **Your attitude toward failure is your spotter!** When you are losing weight you will have setbacks and in order to reach your goal you will need to keep on moving forward.

If I can point to one thing in my life that allowed me to be a success, it is the fact that I don't let failure overtake me or keep me down. In fact, I memorized a quote from Og Mandino that I repeat often: *"Failure will never overtake me if my determination to succeed is strong enough."* I also memorized another quote by the famous sales trainer, Tom Hopkins, that I also repeated more times than I would like to admit: *"I am not judged by the number of times I fail, but by the number of times I succeed; and the number of times I succeed is in direct proportion to the number of times I can fail and keep on trying."* Read those



# THE E-FACTOR DIET

again out loud to yourself because that is the key to reaching your goals. In fact, you may want to do what I did and write them on a 3x5 card and carry it with you all the time. Or, put these quotes in a note on your smart phone so you can look at it several times a day.

Just a few short years ago, as I mentioned briefly previously, a business I owned became a casualty of the faltering national economy. Our business was tied to the housing market, and many of our builders went bankrupt, thus putting us out of business. For the next few years, we systematically lost everything; money, cars, assets and our house went into foreclosure. Nevertheless, I never stopped trying to do *something ... anything*. I got up early every morning and got to work. I would not let myself stay discouraged (although I did at times get discouraged ... I am only human, after all). I kept repeating to myself: *“Failure will never overtake me if my determination to succeed is strong enough.”* It was like priming a pump day after day, month after month and year after year. Just pumping and pumping and seeing no results ... and then it happened ... A GUSHER!!! Business exploded! But, it never would have exploded if I had given up! Oh, and by the way, we never did lose our house.

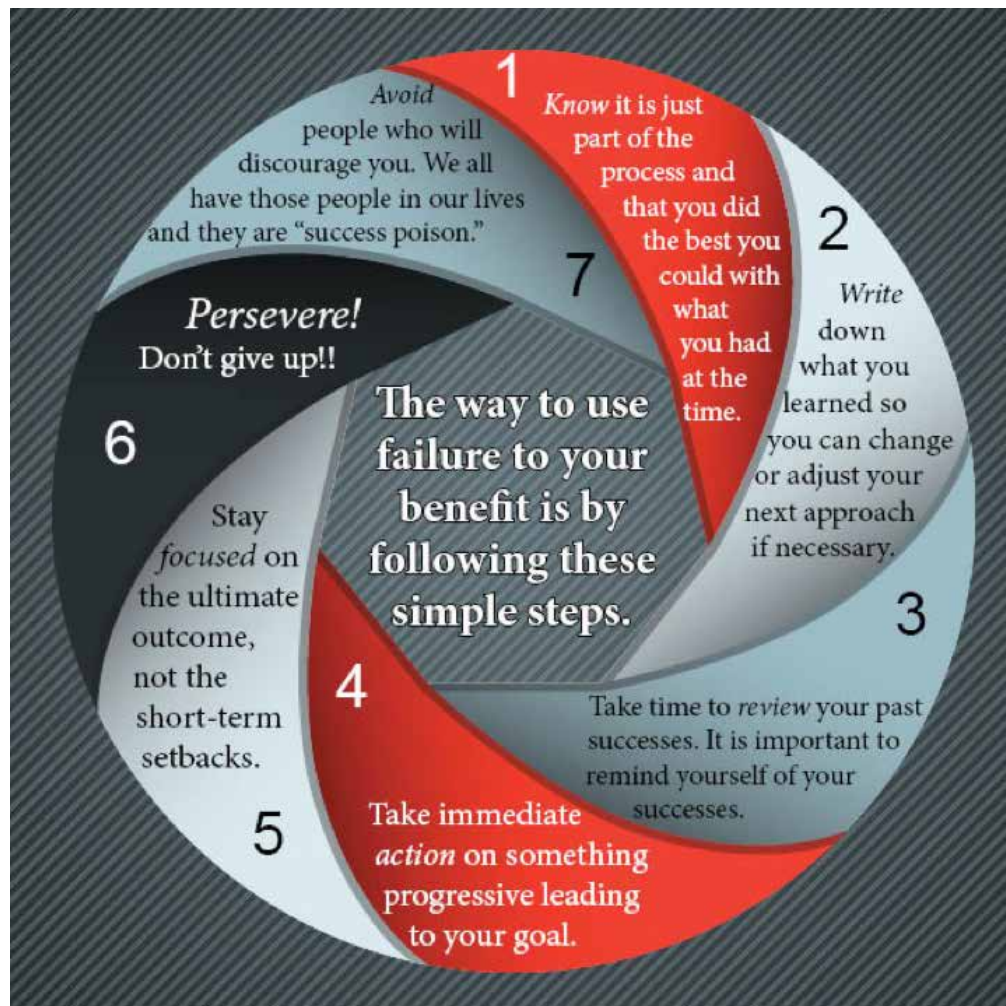
Success and failure aren't opposites, they're cohorts separated by a single decision. This is the decision NOT TO QUIT! Success requires resilience in the face of failure. Failure is part of success and the feedback from failure is a great education. In reaching for success there will be times of failure. Let failure guide you, not cripple you. The way to use failure to your benefit is by following these simple steps.

1. **Know** it is just part of the process and that you did the best you could with what you had at the time.
2. **Write** down what you learned so you can change or adjust your next approach if necessary.



# THE E-FACTOR DIET

3. Take time to review your past successes. It is important to remind yourself of your successes.
4. Take immediate **action** on something progressive leading to your goal.
5. Stay **focused** on the ultimate outcome, not the short-term setbacks.
6. **Persevere!** Don't give up!!
7. **Avoid** people who will discourage you. We all have those people in our lives and they are "success poison."





# THE E-FACTOR DIET

Remember what Theodore Roosevelt said, *“He who makes no mistakes makes no progress.”* You won’t be looking for failures, but when it happens, welcome them because they lead to the successes. Now, go to “failure” in all areas of your life so you will have great success in and out of the gym, while losing fat and putting on muscle.

One thing you may notice is that most of these principles can be applied to other areas of life. They will work there too if you apply them. Needing to lose excess fat isn’t some unique tragedy, it is simply the end result of poor decisions that you are now in the process of changing.

## **Biggest Obstacle to Fat Loss**

You can set all the goals you want but if you don’t do anything to achieve them, you won’t see any results. You must overcome this obstacle before your goals will work. You can’t just “will” it to happen, you have to “work” it.

We all want to know how to avoid the very thing that gets in the way of our fat loss success. It’s been plaguing us for years. We want to get that dreaded “thing” out of our lives so we can achieve the goals we so desperately want to achieve ... finally!

It doesn’t matter if this obstacle is standing in the way of our fat loss, financial gain or relational bliss. It is there, looming over us like an invisible “party pooper” ready to rain on our parades.

This obstacle isn’t something “out there.” It is us. It is YOU!

IF YOU ARE FAT, IT IS BECAUSE YOU ARE DOING THINGS THAT MAKE YOU FAT.





# THE E-FACTOR DIET

IF YOU ARE IN DEBT, IT IS BECAUSE YOU ARE SPENDING MORE MONEY THAN YOU MAKE.

IF YOU ARE NOT SUCCESSFUL IN AN AREA, IT IS BECAUSE YOU ARE DOING THINGS THAT ARE MAKING YOU UNSUCCESSFUL.

**Or worse yet ...**

YOU ARE NOT DOING ANYTHING TO MAKE YOUR FAT LOSS, LIFE OR BUSINESS BETTER.

In other words, you are taking ZERO responsibility for YOU or your outcomes.

## **The Answer?**

Personal responsibility is the key! This means that you personally have the ability to respond to your life the way you choose! That's right, you are not a victim!

## **Stop Being a Victim and Take Back Your Body!**

You are either doing something to hold yourself back, or you are doing nothing to move forward. Either way, you are in the driver's seat.

I know this isn't your typical hand holding, positive, upbeat message. Too bad! You are reading this book because you want change. You want to finally get the fat off and improve your body and your life. A good starting point is to get so disgusted that you will do what it takes to change.

I don't think it's any secret that we stand in the way of our own achievements. Just today I was on a plane with someone who wanted to finally lose weight. I gave her the answer in a sentence and I was immediately asked if she could do



# THE E-FACTOR DIET

this or do that. She was unwilling to do the simple things that were needed to lose the weight. Now, I am not saying that her decision is right or wrong. Everyone has the right to determine their own direction, but, and this is a big FAT but, if you want to achieve something, and you are not willing to do what is needed to accomplish that goal, then you aren't going to GET it. Just be honest with yourself. It isn't because you had kids, are too old, have a slow metabolism, or your hormones are out of whack. Although all of those things may be true, the limiting factor is that you are unwilling to do what is required to get rid of the fat on your body.

If this is you, then you need to do one of two things. Be honest with yourself and admit that you are not going to do what it takes and go happily on your "fat" way, or set your mind on doing what is needed. Just don't lie to yourself. Oh, and the person on the plane asked me if I wanted my snacks. She took her unhealthy snacks, and mine, and proceeded to pound them down like it was a contest. She may talk about wanting to lose fat but she really wants to be fat. It gives her something to complain about. It is the weenie syndrome with which many people are plagued. Stop being a weenie and take responsibility for yourself.

## **The Physiology of Success ... Emotion Follows Motion!**

There is a direct connection between your body and your mind. Your mind is housed in your body. The same blood that flows through your body also flows through your brain. If you don't take care of your body, it affects your mind, and if you don't care of your mind, it affects your body. There is no getting away from this truth. In fact, physiology is a key component to success in every area of your life, including getting into terrific shape and shedding unwanted fat.

Have you ever had a day when you were totally exhausted? All you wanted to do was sit down and rest. Then, all of a sudden, you had to do something physically challenging and you woke up and even got energized. I try not to workout in the evenings for this very reason. If I go to the gym too late at night, I can't get to



# THE E-FACTOR DIET

sleep. Have you ever gone to a ball game totally exhausted and then your team scores and you jump up and start cheering? All of a sudden you are alive and vibrant again! That is because your body/mind connection can jump-start your energy.

I want you to take a moment right now and stand up. That's right, stop what you are doing and stand up. No one is looking at you, so get up. Now, look down at the floor, slump your shoulders and stand like you do when you are exhausted. See how tired and weak you feel? Once you are totally exhausted, I want to show you how easy it is to feel strong. Now look up, get a great big smile on your face and do a "power move." Throw a punch and say, "Yeah!" or do some kind of energetic move and make a powerful sound. Take deep breaths and feel fully alive. Do you see the difference in how you feel? Do you feel more energetic, more alive and stronger?



Athletes do things like this all the time to get "psyched up" to do what they have to do. Your life is no less important than the athletic event the athlete is getting "psyched up" for, is it? This goes to show you that emotion follows motion! The next time you don't feel like making a healthy meal or going to the gym, use your physiology to override your self-defeating emotions and thought processes.

## **Doing Is More Important than Knowing**

You will not get in shape by mistake. It takes deliberate daily action and the ability to take responsibility for yourself; that's right ... yourself. If you want to lose the fat, you will need to manage YOU! It isn't the new diet or exercise program that will



# THE E-FACTOR DIET

get you in shape any more than the new self-help book will make you a millionaire. It isn't the information that makes the difference. It is the implementation of the information that matters. It is what you do, not what you know!

The ability to push through the inevitable challenges that life throws at you is even more important than what diet or exercise program you follow. The ability to be persistent through the inevitable challenges that life is sure to throw at you, is the key to getting into shape or any other type of achievement. The ability to keep on keepin' on is key! In other words, don't give up!

As a boy, I started reading stories that would ignite my spirit and spur me on. These stories were always about real people and the power of the human spirit and how they overcame huge obstacles to achieve greatness. One of these stories still stands out in my mind some 40 years later as an example of what we can achieve when we don't give up.

A little six-year-old boy had the job of heating his tiny country schoolhouse with his older brother, Floyd. They came in early before their teacher and classmates so the building was warm when the others arrived. One February morning in 1916, the kerosene container had accidentally been filled with gasoline. The stove exploded, killing brother Floyd. This little boy was dragged out of the flaming building barely alive. He had incredible burns brutalizing the lower half of his body.

From his hospital bed, the painfully burned, semi-conscious little boy faintly overheard the doctor telling his mother that her son "would surely die, which was for the best because the poor little boy would surely be a cripple." But, this boy wasn't quitting! He made up his mind then and there that he would survive.

Every day his mother would massage his little lifeless legs, but there was no feeling, no control; nothing. Yet, his determination that he would walk was as



# THE E-FACTOR DIET

strong as ever. When he wasn't in bed, he was confined to a wheelchair. One sunny day, his mother wheeled him out into the yard to get some fresh air. But, this day was different. Instead of sitting there, he threw himself from the chair. He pulled himself across the grass, dragging his lifeless legs behind him. He worked his way to the white picket fence, and with painstaking effort he pulled himself up onto the fence. He then proceeded to drag himself along the fence, determined that he would walk again. There was nothing he wanted more than to develop life in those legs.

Through his mother's daily massaging of his legs, his unwavering persistence and his resolute determination, he did develop the ability to stand up, then to walk with assistance, then to walk by himself ... and then ... to run.

And, run he did. This little boy, who was told he would never walk again, made the track team in college. Then, one day in Madison Square Garden, this young man, who was not expected to survive, who was told he would absolutely never walk, who could never ever dream of running ... this determined young man ... Glenn Cunningham ... ran the world's fastest mile!

This story exemplifies what *The E-Factor Diet* is all about. Set your mind to something and put all your energy into it and the world will not deny you! In fact, the world will somehow help you achieve it!





# THE E-FACTOR DIET

## Believe It Is Possible

*“Think, Believe, Dream, Dare”*

*– Walt Disney*

I think one of the main reasons most diet and exercise plans fail is due to lack of belief. The person just doesn't believe the plan itself will work. I know one thing for sure. A plan that isn't implemented will fail every time.

I once heard that Walt Disney wouldn't even consider a project unless every person on his board of directors told him not to do it! You heard right ... not to do it! He believed that if everyone agreed with him, then he wasn't thinking big enough. He also said, *“We did it (referring to Disneyland) with the knowledge that most of the people I talked to thought it would be a financial disaster; closed and forgotten within the first year.”* Good thing for us old Walt didn't listen to those people.

If Walt Disney is any example, the very things you “aren't” doing may be your path to greatness. If you aren't eating a certain way or exercising correctly, then a few simple changes in your life will completely change not only your body, but also your life. Don't listen to the naysayers around you, set your sights on where you are going and ... go for it! Pursue your fitness plan and follow the principles in *The E-Factor Diet* with an undying resolution that you will never give up. This is your life! Don't ever give up on yourself!



# THE E-FACTOR DIET

## Optimism

*"One of the things I learned the hard way was that it doesn't pay to get discouraged. Keeping busy and making optimism a way of life can restore your faith in yourself."*

*– Lucille Ball*

*Life is 10 percent what happens to you and 90 percent how you respond to it.* Refuse to let what happens to you determine your attitude. Most people are like a passenger on a plane. The plane hits turbulence and they get bounced all over the place. They get bounced from problem to problem. They don't respond. They just get bounced around through life, letting the turbulence of life determine their destinations. STOP! Stop being a victim to life's turbulence! Take victory over life's turbulence. Take control of your life and stop letting other people or circumstances determine your destiny. Optimism is the daily choice you make BEFORE you get hit in the face by life's next bump. Optimism keeps you on course when the turbulence of life tries to distract you. Be the pilot of your own life; the Captain of your own destiny!

I am convinced this is one of the biggest causes of obesity in this country. I am convinced that it isn't because people don't know how to eat or exercise. It is because they are overwhelmed with the 10 percent, and the 90 percent is an unhealthy response instead of an optimistic response. An example of this is stress eating. Stress eating is basically medicating yourself using food. Food is one of the most powerful drugs available. We get upset (the 10 percent) and let that direct our responses to eating in a way that makes us fat (the 90 percent). It becomes a mountain by which we are conquered; a Mount Everest in our lives.



# THE E-FACTOR DIET

Sir Edmund Hillary was the first man to climb Mount Everest. On May 29, 1953 he reached the summit of the highest mountain then known to man, a staggering 29,000 feet straight up. He was even knighted for his efforts. This didn't happen without obstacles, failure and most importantly, an optimistic outlook. In 1952, he attempted to climb Mount Everest but failed. A few weeks later, a group in England asked him to address its members. Hillary walked on stage to a thunderous applause. The audience was recognizing an attempt at greatness, but Edmund Hillary knew he wasn't done with Mount Everest. He wasn't interested in just an attempt. He wanted to conquer the unconquerable mountain. Slowly, he moved away from the microphone and walked deliberately to the edge of the platform. He shook his fist and pointed at a picture of the mountain and said, *"Mount Everest, you beat me the first time, but I'll beat you the next time because you've grown all you are going to grow ... but I'm still growing!"* Boy! Did he get his "Brooklyn up"! (That is what my tough Brooklyn grandmother used to say when she'd been pushed enough to push back ... HARD ... real HARD!)

Are you still growing? Or, are you letting the Mount Everests in your life win? The choice is yours. I think since you have gotten this far in this book, you are not only a fighter; you're a conqueror! Put this book down right now and walk over to the imaginary picture of *"your Mount Everest"* and get your *"Brooklyn up"* big time! Shake your fist at it in defiance and tell it, "you beat me the first time, but I'll beat you the next time because you've grown all you are going to grow ... but I'm still growing!" Now, I'm not kidding. Put this book down and challenge that mountain! Go ahead. Get your "Brooklyn up." This is your life. No one is looking, and if they are, so what! People from Brooklyn don't care who is looking at them. Be defiant because you WILL conquer that mountain. Let the world know that you will continue to grow and defeat all the Mount Everests in your life. You are a winner. Now the mountain knows it and so do you!



# THE E-FACTOR DIET

## PART II MONITORING YOUR NUTRITION



# THE E-FACTOR DIET

## Eating on 10th Ave

This section will show you how to maximize your fat loss, *The E-Factor Diet* way. I grew up in a New York neighborhood and there were plenty of lessons about eating that are still relevant today. So, please join me for a trip back to “da neighborhood” ....

I grew up in an ethnic part of New York that was mostly Italian. Whenever you went to someone’s house, it sounded something like this:

“Johnny boy! Howza you Mama anda you Daddy?”

“Oh, dey ah great, tanks fa askin’.”

“Come on, Johnny boy, sit down and eat sumthin’.”

“Oh, I’m not hungry, I just ate.”

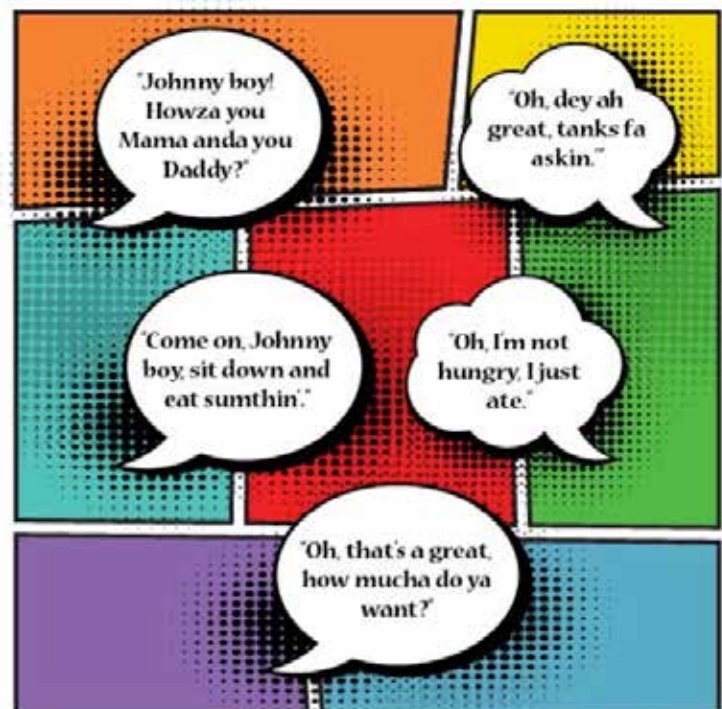
“Oh, that’s a great, how mucha do ya want?”

In my neighborhood, the word “no” just meant you didn’t have enough information to make an intelligent decision. And, of course we all know that intelligent people eat.

Oh, and back in the neighborhood, there was no free ride. If you got something, you earned it.

### No Free Ride

It seems like today, people are always looking for a free ride. That







# THE E-FACTOR DIET

is why all of the fad diets with zero effort sell so well. There is NO miraculous way to fat loss other than good nutritional and exercise practices. The truth is, when you go on some of these diets, you can damage your metabolism.

The typical weight loss from fad diets is water weight, then fat, coupled with lost muscle mass. The loss of muscle mass is where the metabolic meltdown begins because this inhibits the body's natural ability to burn calories. Muscle burns more calories than fat, even at rest. So, when the dieter has lost muscle weight, they have also lost the ability to burn as many calories as before dieting because they have less muscle.

The dieter is injuring his or her own metabolism instead of working *with* their metabolism by eating properly. To make matters worse, most dieters eventually return to their old pattern of eating and tend to gain all the weight back they lost, and then some more, because they have less muscle available to burn calories. They then go on another diet, lose more muscle and then have an even higher percentage of body fat. This cycle continues until the person finally gives up, ending up fatter than when they started. This is an incredibly sad and needless cycle. There is a better way. It is simply called eating right, just like you are learning in this book.

I have never known anyone to stick to a diet forever. I have, however, known people who have changed their lifestyles and have taken control of their bodies and their lives. These people, who started eating properly, were satisfied, so that meant they felt good when they walked away from the dinner table. So, let's learn how to eat properly and enjoy eating, *The E-Factor Diet* way.



# THE E-FACTOR DIET

## Metabolic Re-Charge

### ***The E-Factor Diet Is Easy (NOT Stupid) Fat Loss***

I know I risk offending you, but I think you are worth this risk so I can tell you the truth! I wrote this book to help you, not to placate you! (Yes, I said placate. I wanted to impress you with my vast vocabulary.)

I am making an assumption that you are not stupid. You may have been stupid in the past but you are ready to grow up and face your fat loss like a big kid. And, you are certainly not the idiot that the diet industry hopes you are.

I am assuming that you know you can't eat a gallon of ice-cream, a full pizza, a six pack of beer, a bag of chips, a gallon of coke and a box of cookies, not move at all and still lose fat! It sounds silly when put that way, but that is the type of fat loss plan that most people are looking for!



Keep in mind, according to *ABC News*, the weight loss industry is a 20 BILLION dollar a year business. I have seen numbers quoted that are much larger when other dynamics of the industry were brought into play. Here's the bottom line: it is very profitable for the diet industry to confuse you. But, are you confused, or just looking for the easy way out? I think most people know what to do. They just need to do it. Okay, you may not know everything, but you know that you can't eat everything you want and still lose weight. And, you also know that when you



# THE E-FACTOR DIET

eat certain foods, you feel awful afterward.

You can't get fit eating lousy food any more then you can spend all of your money and become rich. This may be a poor example because today's generation of entitlement thinks they can spend all their money, not work and have everyone else take care of them. It doesn't work with finances and it sure doesn't work with weight loss.

If you eat like a pig, you will look like a pig, and if you spend all your money and don't work, you will end up broke. If you eat badly and spend all your money, you will be fat and broke. See? This is simple.

## **Explosive**

The power of The E-Factor Diet is in its explosive simplicity. You will have fast initial results that will boost excitement and enthusiasm! This will help you avoid the dreaded 10-day plateau that tanks even the most dedicated dieters. In fact, you will see explosive results because you don't have to follow any huge life altering, complicated rules. A few small tweaks and you will start burning fat like a champ.

## **As Simple as 1 - 2 - 3!**

I break this section into morning, day and nighttime meals and snacks. You should be eating five to six small meals a day, based on your body size and activity levels that day. Using this guide as you plan your meals will make eating very simple.

**1.** Morning meals are going to consist of foods that are high in protein, moderate in fat and low carbohydrate. You can include all the veggies you want. Just make sure these are foods to which you're not intolerant and don't cause you a histamine effect.



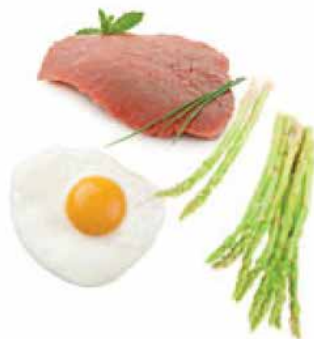
# THE E-FACTOR DIET

**\*\*If breakfast is right after your weight training then you may want to have a small yam with your protein and veggies. This kind of carbohydrate at this time will actually be a benefit in your fat loss and health goals. \*\* If you haven't worked out before breakfast, don't have the yam.**

**Important note:** You want to stay away from typical breakfast foods that are supposed to give you energy like cereals, bagels, pancakes, waffles, juice, etc. because in reality, these foods force your body to depend on **sugar** all day. They make you crave and overeat carbohydrate-rich, sugary foods in order to try and sustain that energy. The result is not just an energy crash. Your entire fat-burning metabolism crashes as well. Here's what that means **to you**. If you eat sugary foods early in the day, your body is stuck in a vicious cycle of **sugar dependence**. It's a lot like drug addiction. Once **hooked**, you literally cannot control the cravings. This is just the opposite of what we have been told.

**2. Midday meals will be high in protein and low in fat. This is the time of day when you can have some starchy carbohydrates like yams, but you want to keep your dietary fats relatively low. It would**

## Morning Meals



Morning Meals are going to consist of foods that are high in protein, moderate in fat and all the veggies you want, that don't cause you a histamine effect (or that you are intolerant to).

If breakfast is right after your weight training then you might want to have a small yam with your protein and veggies. If you haven't worked out before breakfast, don't have the yam.



You want to stay away from typical breakfast foods that are supposed to give you energy like cereals, bagels, pancakes, waffles, juice, etc., because in reality, these foods force your body to depend on **sugar** all day.





# THE E-FACTOR DIET

be ideal to do your weight training workout right before you have a meal with starchy carbs so they are less likely to be stored as body fat. The starchy carbs after weight training will be used to replace your glycogen, keeping your muscles looking full. Keep in mind that muscle is what gives your body shape. Bones and tendons do not give your body shape. But, either way, you can have some starchy carbs at this time of day as long as you respond well to starchy carbs.

3. Nighttime meals are going to be higher in fat, moderate in protein and lower in carbs. You can have all the carbs from fibrous veggies you want. This is definitely the time to have your salad and veggies along with your protein and healthy fats. Slightly increasing your fat at night also helps with your hormone production while you sleep, and keeps you satiated so you don't get hungry, and can sleep soundly through the night.

It is very important to pay attention to how your body responds to the foods you are eating. Don't just eat, but be aware of the effect the foods you are eating have on your body, energy, mind, joints and even your sleep and mood.

## **Eat, for Goodness Sakes**

If you want to be lean, fit, energetic and healthy, you must have a lifestyle that incorporates eating properly. Overwhelming studies have shown that when people diet, they inevitably come off the diet and gain even more weight. I am sure you have heard the phrase, "*eating clean*." That is the phrase that bodybuilders, world-class athletes, models and celebrities use. I think eating clean is descriptive, but these "clean" foods are also nutrient-dense foods. **Nutrient-dense foods** are **foods** which have a lot of **nutrients**, but relatively few calories.

The style of eating I recommend is to consume foods that work with your body, not against it. Find foods that will make you more energetic and feel and look better. Physique athletes and celebrities who need to look great on screen





# THE E-FACTOR DIET

are very clear that food needs to be consumed at certain times of the day. For example, they typically have a high protein breakfast, complex carbs midday, after working out, and a salad and veggies with dinner in the evening.

Clean, nutrient dense foods are natural. Lean proteins, fresh raw or steamed vegetables and some fruits would all be in this category. Basically, avoid “unclean foods” which are concentrated in calories and will make you fat and weak and will age you quickly. A concentrated calorie food will contain a lot of calories, but will take up little room in your stomach. This means you’ll get hungry, but will most likely have already eaten all the calories you need for the day. If you keep eating, then you’ll put on weight. By eating only whole, natural, unprocessed foods, you will avoid most concentrated calorie foods. I don’t know anyone who has gotten fat or overeaten on apples and broccoli, but we have all gotten carried away with pizza, cookies, cake and ice cream, haven’t we?

I have used every style of eating you could imagine over the years and I have come to the conclusion that as long as you are eating the appropriate foods at the right time, and you are eating foods that you tolerate well, they all can work. It is a matter of personality, lifestyle and preference. Please don’t overlook that last sentence because it is the key to success with fat-loss and fitness. *Your personality, lifestyle and preferences will determine if you will stick to something and consistency is the name of the game.*



# THE E-FACTOR DIET

## What to Eat - Put an End to Diet Insanity

You have to EAT in order to be healthy, lean, fit, and energetic. The simple act of eating isn't so simple anymore. The consequences of "diet insanity," and an inconsistent food supply, is epidemic levels of physical disaster. We are seeing skyrocketing rates of preventable illnesses such as obesity, diabetes, heart disease, depression and cancer. It is not only costing the individual, but the country as well! The cost of medical care for obesity in the United States in 2008 was \$147 billion and rising!

### **Eat the Weight Off!**

Did you know that eating stimulates your metabolism? If you are overweight, eat the weight off don't starve it off. I find it really interesting that when I speak to one of my friends in the fitness industry who wants to get leaner for a photo shoot or something else, they inevitably say, "Man, I need to start eating more! I really need to lean out." To average people this makes no sense because if they want to lose weight, they stop eating. But, to the seasoned athlete this "I got to eat more" way of thinking is second nature—you eat the weight off.

### **Which Foods to Eat**

The key to eating properly is to know what you can eat and what you can't eat AND when to eat each food. You need protein, carbohydrates, fats, and water. Let's take a look at them one at a time.



# THE E-FACTOR DIET

## Protein

Protein is an **“endothermic”** food. Endothermic is a word we coined and is the combination of two words: “endo,” which refers to your endocrine and immune system and “thermic,” which refers to **foods that burn fat naturally!** Protein will help boost the hormones that slow aging, and speed up fat loss, all while assisting you in building more lean muscle which will give your body more energy on a day to day basis. So, as you can see, protein is also an **“energetic”** food. In short, protein feeds your muscles so that you can become healthy, strong and shapely while stimulating your endocrine and immune systems and providing you steady energy.

Through the years of assisting others in their health and fitness goals, I have seen that most people simply don't get enough protein. In fact, increasing protein is even more important than cutting carbs. I seldom meet anyone who thinks they are *not* getting enough protein. Unfortunately most people do not even realize they don't eat enough protein and it is killing their metabolisms.

If you are looking to stay or get lean, energetic, strong and healthy, then protein should be in your fridge at all times for easy eating. Protein allows your body to heal itself. Protein is also what makes your muscles grow and muscle is what keeps you lean. You need lots of protein to build and maintain muscle. I will show you just how much protein you need, and an easy way to keep track of it.

## Protein Powders

So, I promised you we'd get back to protein powders and what to look for in a superior product. The reason I like to spend a few minutes on protein powder is because using it makes your life, meal planning and diet so simple. Not only is protein powder delicious, and obviously, you're getting extra protein (a good thing for most of us!), you can also squash cravings at the same time. One you



# THE E-FACTOR DIET

experience a good protein shake, blended with ice, almond milk, enzymatic fruits and nut butters, you'll never crave ice cream ever again. I mean it ... not *ever*. I actually just mix mine with water for simplicity's sake but there are tons of options to make the shake that you will enjoy and more importantly use.

However, all that being said, you have to pick out protein powder from the right sources, and by the right sources, I mean grass fed cows. Here's where it gets tricky again; you have to watch out for *contaminated* whey protein. It's important to make sure these cows are not treated with hormones, antibiotics and other nasty toxins. Because, guess what ... if the cows eat it, or are treated with it, it's going to end up in your protein powder and in your body. And, you don't want that. The last thing you need when you don't want to be bloated, is adding fake hormones to your body through toxic protein powder. So, the bottom line is, not just any "protein" will do.

Whey protein is the most commonly used form of protein in the world of protein powders. But, where do you find protein that's not contaminated? Yes, you need organic grass-fed protein, but you also want to make sure it doesn't have all kinds of chemicals, hormones, artificial flavors, colors and sweeteners in it too.

I had the same problem finding high quality protein powder that didn't make me feel bloated, and didn't contain a bunch of chemicals and junk. That's why I was forced to develop my own. No cheap imitations for me and my family, and no cheap imitations for you.

A big thing for me was the bloating factor. Bloating is painful, masks your progress and makes you feel discouraged. You see, most whey protein causes severe and uncomfortable bloating, but since organic whey is processed without chemicals and junk, it can actually reduce bloating in the belly. It's one thing to "not cause" bloating (and that is truly rare), it's another thing to **reduce** it. Bloating signals your brain to stop eating and that means your fat burning metabolism shuts down rapidly.



# THE E-FACTOR DIET

## Here's the Really Good News ...

I know I've shared a lot of secrets with you throughout this book, and these secrets took me years of painstaking detective work to discover. Well, there's one more secret weapon I want to tell you about, because it's made all the difference in my success, and I want you to be as successful as I've been. You could call it the missing piece of the puzzle.

What great secret am I about to share with you? It's my special formulation of protein powder that doesn't contain any of the bad stuff I mentioned above, and does contain all of the good stuff including fiber, digestive enzymes, premium uncontaminated grass-fed whey isolate and is incredibly delicious.

I didn't compromise on quality and neither should you. Now you know my secret to dieting success, a flat stomach and convenience like nothing else.

[UX3: The Body-Shaping Beverage](#) is first class, top notch ... and remember, you are what you eat!

## How Much Protein?

The rule of thumb is at least one gram of protein per pound of body weight per day. For example, a 100 pound person would need at least 100 grams of protein. This is a unisex rule; it doesn't matter if you are a man or a woman. It is still one gram of protein per pound of body weight. Use your current weight, not your goal weight! It's that simple. Some people will say that you need to use your lean body mass, in other words, your weight minus your body fat. For decades, it's been one gram of protein per pound of body weight per day. If you want to take your body fat percentage and do it the other way, go right ahead. The bottom line is you aren't going to get fat on protein, and it will keep your hunger satisfied longer so you don't eat the other garbage. Either way, pay attention to how the foods you eat are affecting you!





# THE E-FACTOR DIET

Okay, I can hear you now ... *"I don't know how to measure, nor do I want to go around measuring my protein every time I eat."* Don't worry; you don't have to be meticulously exact. I will show you an old bodybuilding trick and give you a chart to make it simple. We consider twenty grams of protein as a serving. A twenty-gram serving of meat is approximately the size of a deck of cards. Bada bing bada boom ... simple, right???

So let's go back to our examples. A 100 lb. person would need at least five servings of protein during the day (100 pounds = 100 grams of protein, divided by twenty grams of protein = five portions). Now, just divide these servings among the meals you are eating. This 100 lb. person would have one serving of protein with every meal if he/she were eating five meals a day. Below is a simple chart that will help you. You don't need to go crazy counting your protein intake. Just use this as a guide and do the best you can. Making this easy for you will allow you to focus more time on the passions that God has put in your life.



# THE E-FACTOR DIET

## PROTEIN CHART

Body Weight	Grams	Portions
100	100	5
110	110	6
120	120	6
130	130	7
140	140	7
150	150	8
160	160	8
170	170	9
180	180	9
190	190	10
200	200	10
210	210	11
220	220	11
230	230	12
240	240	12
250	250	13
260	260	13
270	270	14
280	280	14
290	290	15
300	300	15
310	310	16
320	320	16
330	330	17
340	340	17
350	350	18
360	360	18
370	370	19
380	380	19
390	390	20
400	400	20



# THE E-FACTOR DIET

## The Right Protein at the Right Time

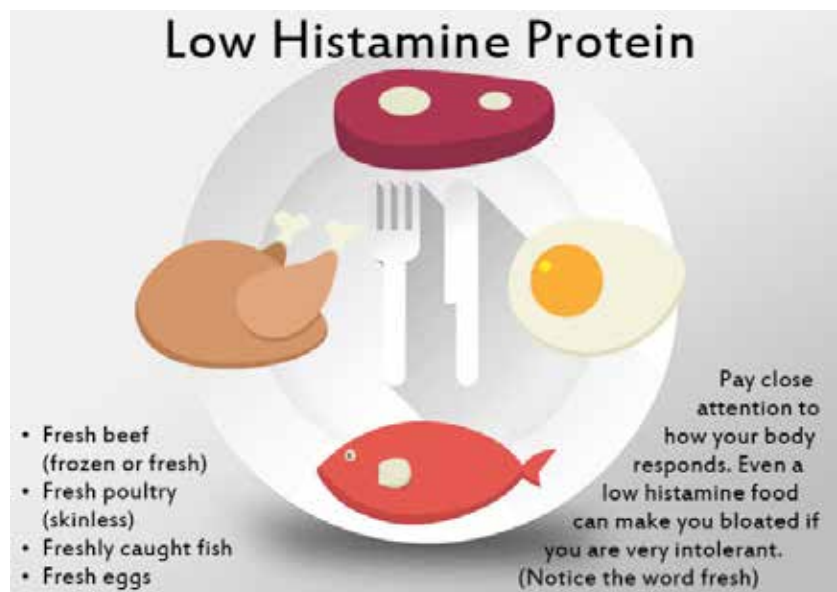
Like all foods, some proteins are higher in histamines than others. Most fresh meats are very low in histamine, with the exception of ground beef products. The longer ground beef products are stored in the refrigerator the higher the histamine content. You can keep meat longer than this but my recommendation is to eat ground beef that is being refrigerated on the day that it is ground and certainly within 3 days at the most. I love ground sirloin and when we want to have it, Cathy and I will buy it the day we are eating it and maybe have the left overs for the next day. I never have a problem with lean ground beef because the store I buy it from grinds it fresh throughout the day.

Foods like sausage and pepperoni are very high in histamines. So, we are back where we started, **eat fresh meats and foods.**

I am going to give you a list of low histamine protein but ... and I can't stress this enough ... pay close attention to how your body responds. Even a low histamine food can make you bloated if you are very intolerant. (Notice the word "fresh.")

## Low Histamine Protein

Fresh beef (frozen or fresh)  
Fresh poultry (skinless)  
Freshly caught fish (wild)  
Fresh eggs





# THE E-FACTOR DIET

## Fiber

We need to consume at least 25 to 30 grams of fiber a day. The average person is lucky if they get twelve grams of fiber per day. According to the American Heart Association (AHA), fiber is important for lowering cholesterol and body fat as well as for the health of our digestive system. Both the AHA and the National Cancer Institute recommend that we consume 25 to 30 grams of fiber a day. This is just the minimum. You would be better off with 50 grams of fiber a day. With today's eating habits and lack of true fiber in our diets this is very difficult but not impossible. I use the [UX3 Body Shaping Beverage](#) shake which has both soluble and insoluble fiber in it. I also supplement with psyllium husk to increase my fiber intake. Not only is psyllium husk low in histamine, I've read that historically it's been used as an anti-histamine. Win-win on psyllium husk.



## Carbohydrates

You'll find the good carbs in your vegetable and fruit section of your grocery store. Raw or slightly cooked vegetables will leave you satisfied for hours and it's almost impossible to overeat them. Fresh fruit and starchy carbs will require some caution if your intent is to lose fat. In fact, I call them cautious carbs. But, like everything in this book, pay attention to how your body responds. Are you catching onto the mantra yet?



# THE E-FACTOR DIET

## Low Histamine Carbohydrates

*Fresh fruit:* mango, papaya, blueberry, melon, cherries, apple and pear.

*Fresh vegetables:* lettuce, onions, radishes, carrots, broccoli, cucumbers, leeks, zucchini, asparagus ... most vegetables except spinach, avocado and eggplant.



## Enzymatic Foods

Enzymatic foods allow your body to digest what you are eating. Enzymatic foods include papaya, pineapple, raw almonds and raw seeds.

I have mentioned before, it's not really what you EAT that matters. It is what you DIGEST. With that in mind, there are some foods that aid in the digestion of others.

Papaya is a tropical fruit. It contains large amounts of the enzyme known as **papain**. This plant-based enzyme breaks the peptide bonds of proteins into amino acids. Eating raw papaya is a good source of this potent digestive enzyme.

Raw pineapples contain the enzyme **bromelain**. Like papain, bromelain also aids in the digestion of proteins. As an added benefit, bromelain is also a natural anti-inflammatory. Pay attention to how you respond to pineapple. In some people, like my wife, it can release histamine. If you have a problem with pineapple you may want to substitute with a good bromelain supplement instead.





# THE E-FACTOR DIET

Nature has really given us all we need if we just eat natural foods. Raw almonds and seeds contain **lipase**, the enzyme that breaks down lipids or fats. Most of your fat is digested in the small intestine after bile from the gall bladder breaks down large triglycerides into smaller units. The pancreas creates **lipase** but, when dietary sources are deficient, it puts a strain on your pancreas. You must eat seeds and almonds raw. Roasting nuts and seeds destroys the live enzymes.

You can also get these important digestive enzymes in the [UX3: The Body Shaping Beverage](#) in one easy, delicious and convent shake.

## [UX3: The Body Shaping Beverage](#)

I am also going to add blueberries to this list. Blueberries do not contain enzymes, but they do activate key antioxidant enzymes including glutathione and super oxide dismutase. Activating these powerful enzymes has shown in animal studies to significantly reduce arterial plaque formation. Plaque build-up has long been known to be a significant cause of cardiovascular issues. Blueberries, independent of their own antioxidant ability, help turn on powerful antioxidant enzymes that the body uses to destroy free radicals.

Blueberries also activate an enzyme called endogenous nitric oxide synthase, which aids in a healthy heart because it causes blood vessels to relax. Plus they taste good and are high in fiber. In my opinion, they are well worth mixing in with your enzymatic foods.

## Healthy Fats

My research on fat started for personal reasons. I had some health issues that were directly related to my genetics as well as my diet. I have a genetic predisposition for high LDL cholesterol and low HDL cholesterol. LDL is the bad cholesterol and HDL is the good cholesterol. Mine was really out of



# THE E-FACTOR DIET

whack. I was shocked when my doctor wanted to put me on statins to control my cholesterol because I had been following a typical “good” diet of high protein, moderate carbohydrates and very low fat. A lot of people around the nation follow this very same diet and seemingly lose body fat. This very low fat diet created havoc with my blood lipids and caused my GOOD cholesterol, the HDL, to be critically low. I requested 30 days to try to turn my numbers around using nutrition. She reluctantly gave in but warned me, “You go ahead and take care of the outside. It is MY job to take care of the inside!” A 30 day reprieve is what I was granted. I immediately went to my arsenal of contacts and pulled together intel, got out the weapons needed and went to war. In my intel gathering, I discovered that my intake of good dietary fats had been way too low. By increasing my healthy fats from coconut oil, olive oil, fish oil, etc., my blood lipid profile greatly improved in only 30 days, and by replacing my carbohydrates with healthy fat, my energy also went through the roof because healthy fat is an ***Energetic food***. You see, when I was eating carbs in the morning, such as oatmeal, my body then craved sugar all day long for energy and I would eventually crash. I needed to exchange the oatmeal for healthy fats. Healthy fats give you energy without the addictive pull or crash. In short, I had fallen prey to the low fat conspiracy!

We need good fats in our diets for many reasons. Fat protects our organs. It protects and repairs the walls of our cells, regulates our body temperature and keeps skin and hair healthy. Healthy dietary fats leave us feeling more full after a meal. Vitamins like A, D, E and K cannot be absorbed by the body without the right kinds of fats in our diets. The E-Factor Diet is moderate in terms of fat, and you will be getting your fats from good sources like fish, olive oil and coconut oil. Keep in mind, fat is also a good source of energy for your body.





# THE E-FACTOR DIET

Most people pay more attention to the kind of oil and gas they put in their cars than what kind of food they put into their own bodies! Understanding the differences between the three types of fat (monounsaturated, polyunsaturated and saturated) will allow you to make intelligent food choices when eating.

## The Skinny on Fats

**Monounsaturated fats** are the MVP (Most Valuable Player) in the fat world! Monounsaturated fat can lower harmful LDL cholesterol, as well as total cholesterol, leaving the beneficial HDL cholesterol unchanged. Olive oil, canola oil, avocados and most nuts are high in monounsaturated fat. Did you know that the people in the Mediterranean regions have a very low occurrence of coronary artery disease, despite the fact that they do not eat low fat diets? In fact, olive oil is a staple in their diets. Do like they do back in my old neighborhood, or as the Mediterraneans would, and make these fats part of your primary fats.

**Polyunsaturated fats** may also help lower blood cholesterol levels. Polyunsaturated fats have omega-6, omega-3, EPA, DHA and CLA. The heavy hitters, as far as health goes, are the omega-3 fats, EPA and DHA found in cold-water fatty fish. They protect you against everything from heart disease to depression. They inhibit the storage of unwanted body fat and also have anti-inflammatory effects on the body as well. CLA (conjugated linoleic acid) is found in red meat and dairy products, and is also very beneficial. It can improve body composition by helping your body build muscle and burn fat, and it also fights cancer.

The omega-6 fats are the ones you have to watch out for. A higher intake of omega-6s can lead to inflammation and promote arthritis, cancer, heart disease and obesity. These fats are found in candy





# THE E-FACTOR DIET

bars, chips, crackers and many other processed foods.

**Saturated fats** have the reputation of wreaking havoc on your blood cholesterol levels, which, in turn, increase your health risks. The American Heart Association gives it a huge thumbs down. Saturated fats, however, are critical for testosterone production. So, what to do? See the confusion? Further research shows that saturated fats may only be bad if you are also eating a high carbohydrate, high calorie diet. I would say, as long as you are eating a low carbohydrate diet, it would be a good idea to get your saturated fat from beef and poultry, along with the monounsaturated and polyunsaturated fats listed earlier. Be responsible with your health and get regular blood tests to make sure all of your blood lipids are in order and stay that way.

**Trans fats** raise the bad LDL cholesterol. They may also lower the good HDL cholesterol. Stay away from everything made with vegetable oils that have been hydrogenated or partially hydrogenated. Food manufactures love this cheap fat because it extends shelf life and adds to their bottom line. But, these fats will shorten your shelf life! So, stay away from them. One important thing to remember is that even good fats have calories. Use your good fats in moderation and always choose monounsaturated and polyunsaturated fats over saturated fat.

## Low Histamine Fats

Olive oil  
Coconut oil  
Raw nuts  
Raw seeds  
Grass Fed Butter





# THE E-FACTOR DIET

## Water

How important is water to our bodies? Your body can survive approximately 40 days without food, but only seven days without water. Amazingly, the body can lose up to 50% of its protein, while a loss of even 10% of its water causes severe physical problems. A 20% loss of water may even cause death.



The body needs water to help rid itself of fat, remove toxins, aid in circulation and joint lubrication. Appropriate water intake will increase your energy. Lack of water will cause your energy levels to tank. Water helps regulate your body temperature. It is important for transporting oxygen throughout your body. It helps in the distribution of vitamins, minerals, and other nutrients throughout your body. Water may be the only true “magic pill” for permanent weight loss, better health and vibrant energy. Don’t know how much water you should drink? You need to drink at least half your body weight in ounces each day. For example, if you weigh 100 pounds, you need to drink 50 ounces, or 6.25 cups of water every day. It might sound like a lot, but considering that your brain tissue is made up of 85% water with the rest of your body being approximately 65% water, it’s crucial that you’re giving your body what it needs for a vibrant life.





# THE E-FACTOR DIET

## PROTEIN

Chicken Breast
Turkey Breast
Seafood
Eggs (Mostly Whites)
Veal
Lean Steak
Buffalo/Bison
Lamb
Lean Game Meats Like Venison
Lunch Meat (Fat Free Or Low Fat)
Fat Free Cottage Cheese
Greek Yogurt
Cheese (Low Fat Or Fat Free)
Turkey Bacon
Protein Powder
Lean Pork
Lean Ground Beef
Lean Ground Turkey



## VEGETABLES

Broccoli
Lettuce
Cabbage
Cauliflower
Green Beans
Mushrooms
Onions
Asparagus
Cucumber
Spinach
All Forms Of Peppers





# THE E-FACTOR DIET

## VEGETABLES (CONT)

Zucchini
Snow Peas
Celery
Pickles
Collard Greens
Radishes
Sauerkraut
Sprouts, Alfalfa

## "CAUTIOUS" FRUITS

Apples
Apricots-Dried Fresh
Blueberries
Cantaloupe
Cherries
Grapefruit
Grapes
Kiwi
Mangoes
Oranges
Peaches
Pears
Plums
Strawberries
Figs
Dates
Prunes
Pineapple
Grapes

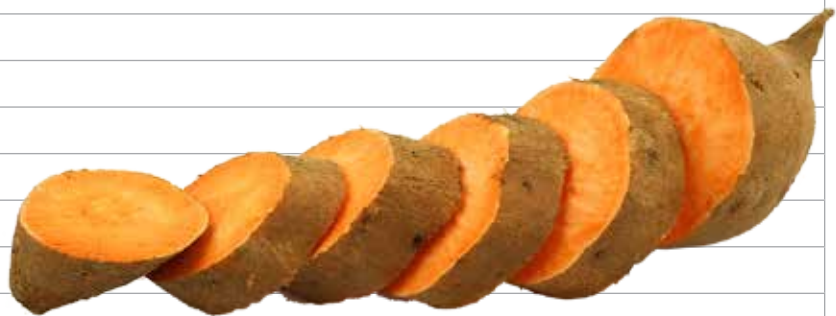




# THE E-FACTOR DIET

## "CAUTIOUS" CARBOHYDRATES

Steamed Brown Rice
Sweet Potatoes
Yams
Steel Cut or Irish Oatmeal
Fiber One Cereal
Kellogg's Extra-Fiber All Bran
Ezekiel Bread
Whole Grain Pasta



## FAT CHOICES

Olive Oil
Canola Oil
Enova Oil
Grape Seed Oil
Safflower Oil
Coconut Oil
Avocado
Guacamole
Almonds
Macadamia Nuts



## CONDIMENTS

Salad Dressing (<3 grams of sugar per serving)
Mayonnaise (Low Fat) Olive Oil, Safflower Oil, etc
Hot Sauce
Salsa
Soy Sauce
Steak Sauce
Worcestershire Sauce
All Spices that contain no added sugar
Broth



# THE E-FACTOR DIET

## CONDIMENTS (CONT)

Extracts (almond, vanilla, or others)
Horseradish Sauce
I Can't Believe It's Not Butter! Spray
Butter Buds
Lemon Juice
Lime Juice
Fat Free Sugar Free Pudding
Mustard
Ginger
Garlic
Pepper



### The Million-Dollar Question: How to Lose Excess Fat?

You don't. You don't LOSE fat. You USE it up. Body fat is *stored fuel*. Think of yourself as though you were a plane. The correct level of body fat operates just like fuel in a plane. When it's time for the plane to move, the pilot pushes on the throttle which pushes gas to the engine for fuel. The bigger the engine, the more fuel that is used for energy. A bit simplified, I know.

Your body is similar. When you exercise, your body uses available fuel. The more muscle you have, the more fuel it uses. Your "gas tank" is sequential. First, it looks for fuel in your blood stream, which is where it would find glucose or blood sugar, if there was any. If your tank is "full" with glucose, it doesn't have to look any further, and so it won't tap into the fat stores. A full glucose tank equals no fat loss. The only way to use stored fat is by running your tank of glucose low so your body has to go find more fuel in the form of fat. Eating the *The E-Factor Diet* way does this naturally for you.

The key to fat loss is to eat carbohydrates intelligently because there is no way





# THE E-FACTOR DIET

to burn fat while you have glucose running around. Your body prefers glucose to body fat. If you want to burn fat, you have to control your carbohydrates. Simply put: Fat control = Carbohydrate control.

This is all pretty simple. Eat your protein, veggies, good fats, water and carbs in moderation and at the right time. Also, pay attention to how your body responds to the foods you eat, particularly the carbs you eat. Keep an eye on this, and you can eat a lot ... and often, which leads into our fourth “E”. Enjoy every meal! You can eat a lot, often and enjoy every meal, all while getting into the best shape of your life. You’ll become more vibrant, healthy, energetic and find yourself looking and feeling younger!

I have used every style of eating you could imagine over the years and I have come to the conclusion that as long as you are eating the appropriate foods, in the right quantities, at the right times, they all work. The rest is a matter of personality, lifestyle and preference. Please don’t overlook that last sentence because it is key to success with fat-loss and fitness. Your personality, lifestyle and preferences will determine if you will stick to something, and consistency is the name of the game.





# THE E-FACTOR DIET

## When To Eat

Eating certain foods at the right time is almost as important as what you eat. Many people struggle with dieting because they are eating the right fat loss foods, just at the wrong times. The timing of your foods is very important. It plays a big part in weight loss, muscle gain, your energy, hormones, digestion and my personal favorite ... enjoyment.

### **Morning Meal and Snack**

Energetic foods should be eaten in the early part of the day and should consist of:

- Low Histamine Protein
- Low Histamine Vegetables
- Enzymatic Food or Supplement (I prefer a supplement with no sugar because at the start of the day it is best to keep your sugar as low as possible)
- Moderate Natural Fats (for energy throughout the day)

### **Mid-Day Meal and Snack**

At your mid-day meal you can add in some starchy carbs. For optimum body composition changes it would also be ideal if this is the meal right after your workout. The starchy carbs will refill your glycogen (blood sugar) after weight training and keep your muscles full and shapely. Be sure to pay close attention to how much you can have without adding fat. I'd suggest that you start off with half of a yam and see how your body responds. I personally have a small yam with my meal following my workout. This is dependent on how I am feeling and my where my body fat levels are. Some weeks I will have a small yam with every post workout meal and some weeks I will skip it. This works for me. You have



# THE E-FACTOR DIET

to find out what works for you. The only way that you can do that is by paying attention to how your own body responds. (Sound familiar?)

So, your midday meals and snacks will consist of:

- Low Histamine Protein
- Low Histamine Vegetables
- Low amounts of Natural Fats
- Starchy carbs

## **Evening Meal and Snack**

The evening is when you can eat some foods that create a little histamine response. By “some” I mean foods that will cause you to retain a little bit of water, but not a lot. The body dehydrates during the night when you are sleeping. Since your body will use these fluids caused by the histaminic foods, you will wake up feeling and looking great. If you are mildly sensitive to histamine then you are fine, but if you are intolerant, you may want to avoid histamine-causing foods all together. Like I will say all the way through this book, you have to take personal responsibility for yourself by paying attention to how your body responds to the foods you are eating.

**Nighttime meals and snacks will consist of:**

- Protein
- Vegetables, Salads, etc.
- Moderate Natural Fats

## **Eating Is Energizing**

Your energy levels will soar with The E-Factor Diet so you can work smart, play



# THE E-FACTOR DIET

hard, and enjoy your family! Your carbs will be re-routed to useable long-term energy, while at the same time coaxing your body to release its body fat and use that for energy. It's the The E-Factor Diet in action.

## **Short On Time?**

You can replace any of these meals or snacks with the [UX3: The Body Shaping Beverage](#). UX3 is made with highly digestible whey isolate protein, essential fatty acids, fiber, vitamins, minerals and digestive enzymes all in one super easy, incredibly delicious shake. I personally use this for two or three of my snacks during the day. UX3 is quicker, cheaper and digests better than a regular meal. Keeping myself nourished with this keeps my energy levels high and my mind focused throughout the day.

## **Keep It Simple**

When it comes to eating there is more than one way to accomplish this. You can get fancy or keep it simple. I prefer simple because it is easier for me to do over the long haul. The key is to make sure you are getting the right amounts and the proper types of protein, fats and carbs for your particular body. Thoughtful nutrient intake at the right time is what matters.

You may have heard this before, and I find it to be true, eating five or six times a day is a good solid way to eat for many people. Some people will want to eat smaller meals than others, which of course means eating more often. I know a lot of people who eat seven or eight small meals or snacks during the day and stay lean, healthy and energetic. But, the key is to eat.

## ***Eating Several Times a Day***

I think the smartest way to eat (especially if you are busy, and who isn't today) is



# THE E-FACTOR DIET

to have three meals and two or three snacks a day. All of your meals and snacks should include a quality source of protein. Protein stimulates your metabolism. It keeps blood sugar stabilized, cuts down on cravings and feeds lean muscle tissue. This puts protein at the top of your shopping list along with vegetables.

Carbohydrates should come in the form of vegetables. Vegetables are great because they are full of fiber, which keeps you feeling full longer and keeps your system clean and healthy. You can eat these all the time with no worries of putting on fat. In fact, you should FILL UP ON VEGETABLES. This will help alleviate your cravings and keep your blood sugar stable. You can eat small amounts of starchy carbs and fruit, just pay attention to your body fat levels and how your body is responding. I also recommend that when you choose to eat starchy carbs, eat them at your midday meal. When you are adding fruit, the best fruits to have are the enzymatic ones like pineapple and papaya.



# THE E-FACTOR DIET

## A Sample Day of Eating

Let me give you a sample of what a good day might look like. Of course, everyone has different tastes, and the amounts will be based on your weight and desired goals. The purpose is to show you how to incorporate my recommendations into your daily life, to help you on your journey of living The E-Factor Diet lifestyle.

### A SAMPLE DAY OF EATING

BREAKFAST
Eggs, or my favorite, flank steak, with steamed asparagus along with coffee, tea or better yet, water
SNACK
<a href="#">UX3: The Body Shaping Beverage</a> , tablespoon of almond butter or a handful of almonds *
LUNCH
Grilled chicken, flank steak or some lean protein with a small yam and steamed or raw broccoli
SNACK
<a href="#">UX3: The Body Shaping Beverage</a> , cup of blueberries or papaya *
DINNER
Grilled chicken or white fish, a large salad, steamed broccoli, asparagus or another vegetable, with olive oil drizzled over the salad
FINAL SNACK
<a href="#">UX3: The Body Shaping Beverage</a> shake or Greek yogurt with pineapple * I love blueberries in my Greek yogurt at night and that is typically what I have before bed.

I have Greek yogurt most nights. At twenty grams of protein per cup it is a great protein-packed snack and the pineapple will help with digestion.





# THE E-FACTOR DIET

\* If you are using the [UX3: The Body Shaping Beverage](#), you won't need the almonds, blueberries, papaya or pineapple, as it has those digestive enzymes in it.

## **Back to the Neighborhood for a Victory Day**

In the neighborhood, Sunday was the big feast day. Relatives came from near and far to sit and eat together. The men told their war stories from the previous week's activities; some were even true. The ladies cooked the homemade pasta they made, previously topped off with gravy (or spaghetti sauce, as the rest of the world calls it) and huge meatballs from freshly ground beef. Oh man, I have to stop! I'm getting hungry! You get the point. They ate all day long together to celebrate the week. This was their Victory Day. The rest of the week, they ate a pretty high protein diet with tons of fresh vegetables and good fats from imported olive oil. Even the pasta they ate on Sunday was from true whole grains and natural imported ingredients.

## **Lessons from the Neighborhood on Key Components to Healthy Eating**

Fresh fish, poultry and lean meats are the primary protein sources in the neighborhood. Eating primarily plant-based foods, such as vegetables, some fruits and raw nuts are the norm. Follow their lead and replace butter, margarine and other unhealthy fats such as vegetable oil with healthy fats such as olive oil, coconut oil and grass fed butter. Use spices and herbs instead of salt to flavor foods. Drink plenty of water. All the food back in the neighborhood was eaten while fresh. If you do this, it will nearly eliminate any problems with histamines you may have. Of course, pay attention to how your body responds to the foods you are eating. I know, I'm a broken record.

A good lesson from the neighborhood is that everyone recognized the importance of enjoying a good meal with family and friends. This is a good example for us today. If you don't already, start spending more time together on a regular basis.



# THE E-FACTOR DIET

Sharing a meal is a wonderful way to do this.

## **Victory Strategy #1**

Anything that is too restrictive is impossible to stick to. And, the Victory Day described above is a mental break, but it's also a good break for your body as well. Your body gets used to anything if you stick to it long enough. Eating the same way, day in and day out, can have a slowing effect on the metabolism. When you shock your system with the occasional influx of calories at one time, the body's metabolism increases to kick-start your "fat burning engine" into high gear once again. This will help keep your body off balance, which will make it easier to get, and stay, lean. I like to do this from Saturday at noon, through Sunday. I typically start eating low carb again after Sunday's lunch, but can do the whole day if I choose to before returning to low carbs on Monday.

This is basically a good old-fashioned carb loading strategy. Eat low carbs during the week so your body burns fat, and then do the big turnaround during the weekend so your muscles will fill up with glycogen and at the same time cause your body to burn more fat. This is how Arnold Schwarzenegger and his buddies ate back in the 70s. They would eat low carb all week and then eat whatever they wanted on Sunday.

## **Victory Strategy #2**

If you are carrying a ton of fat, I would suggest incorporating a Victory meal one day a week. As you lean out and get closer to your goals, try increasing your planned Victory meals to two days a week. I always like Wednesday because it is smack dab in the middle of the week, and Saturday so I can enjoy a good meal on the weekend. The leaner and better condition you are in, the more often you can do this, but like I keep emphasizing in this book, pay attention to how your body responds to this and adjust accordingly.



# THE E-FACTOR DIET

## **The Metabolic Window**

This window of opportunity is the 45 minutes following a hard weight training session. Your body will utilize the nutrients you eat at maximum levels and boost your hormones at this time. This, in turn, slows the aging process and melts fat away.

## **The “No Exceptions” Rule**

Before we leave this section on eating, we need to cover one more important point. The “No Exceptions Rule” is critical. We have read in books to take an off day and to cheat on our diets. We prefer to call this a “Victory Day” and not a “cheat day.” There are certain things, however, that you do not include in your Victory meal. These would be any and all things if you struggle with them. These are the things that “call” to you, enticing you to eat more and more of them.

Keep in mind that we don’t get fat, go broke or ruin relationships by the things we do once in a while. It is what we do consistently that counts. Remember, failure is part of success. If you get into a bad cycle, don’t beat yourself up. Just know that in the future you are going to implement the “no exception rule” so you can be victorious. If cheesecake is something that you can’t stop eating, don’t eat cheesecake. If you have a problem with alcohol, don’t drink. This is because with these things, the exceptions will become then become the rule, not the exception. So, on the things that you know are difficult for you, don’t make that exception ... ever!

## **Endo-Friendly**

As you can see, *The E-Factor Diet* is an eating plan for life. Eating is the key! It is unlike fad diets that want you to starve the weight off. The typical “fad” diet puts your endocrine system at risk which causes accelerated aging and fat storage.



# THE E-FACTOR DIET

*The E-Factor Diet* is **Endo-Friendly** and boosts the hormones that slow aging and speed up fat loss. Food is the best medicine when it comes to burning fat, restoring your hormonal balance and slowing the aging process.

Hormones have a direct impact on your metabolism, mood, growth and aging. The “fat burning” hormones are parts of the endocrine system.

The best tactic for creating a healthy environment for a healthy endocrine system and a lean body are:

1. Eating foods that burn fat and support a healthy metabolism
2. The frequency at which these foods are eaten

The good news is, **The E-Factor Diet** has these parameters built right into it! Eating protein rich meals with vegetables burns fat and builds a healthy metabolism. The flexible Victory Days, and using the 45 minute “metabolic window,” all boost your hormones, slow the aging process and melt fat like butter on a frying pan.



# THE E-FACTOR DIET

## PART III MASTERING YOUR HABITS





# THE E-FACTOR DIET

## The 90% Rule

What ultimately differentiates highly successful people from the rest of the pack? From what I see, the one common denominator of all successful people is a lifestyle designed around empowering habits. The most successful people, be it athletes, lawyers, politicians, physicians, business leaders, musicians, parents, pastors, or sales people—those who are the best at what they do—all have successful habits, or in other words, successful mores.

Up to 90 percent of your everyday behavior is based on your mores. Nearly all of what you do each day, EVERY day, is simply habit. More than anything else, this book is about lifestyle restoration by developing new empowering habits. The difference between those who are successful, and everyone else, is not more intelligence, talent or harder work. It is rather, that they have a lifestyle designed to help them.



## The Power of Habits

*“Motivation is what gets you fired up and moving, but your daily habits are what catapult you to success long after the motivation is gone!”*

*– John Rowley*

Every year, diligent people sit down and define their goals for the coming year, and with good reason. Setting goals works! But, in order to achieve goals, you must have empowering habits to support your desired outcome. You become what you do all the time. We all have habits, some good and some bad. We get up on the same side of the bed, dress ourselves and brush our teeth the same way every day. If you have empowering habits, you will be more successful in life. If you have habits that limit you, you can replace them with habits that support your goals ... and you will watch your life transform before your eyes.

### **What Do Your Current Habits Look Like?**

Are your habits helping you to be the person you want to be, or are they having the opposite effect? Are your habits well thought out? Or, are they ones that just developed over time and you're really not sure why you even have them? I am going to get into a little more detail on how to develop new empowering habits.

### **How to Develop New and Empowering Habits**



# THE E-FACTOR DIET

Benjamin Franklin once said, “Many people die at 25 and aren’t buried until they are 75.” These are the same people who just let life happen to them. They develop habits as time goes by, and become a slave to habits that don’t support them. Developing new habits requires effort and takes time. The rule of thumb is that it takes 21 days to develop a new habit. This is probably true for small habits, but large lifestyle changes take a little more time.

The best way to eliminate or break a bad habit is by replacing it with something else. The bad habit is serving a purpose in your life. When you eliminate the bad habit you are creating a void, which needs to be filled by something else, or the bad habit will simply creep back into your life. If you overeat to relieve stress, you need to find a more productive way to relax, such as going for a walk or going to the gym.

Imagine if you exchanged two limiting habits for two empowering habits every year. In five years, that would be ten empowering habits that you would do without effort. That is with only two new habits a year. What if you did six a year? In five years, you would have 30 empowering habits. That would make some changes. How do you think your life would be different with 30 empowering habits?

All your successes will pile up on top of each other and you will have an extraordinary quality of life by making these small daily changes.



# THE E-FACTOR DIET

## **In Order to Change Your Habits:**

1. You must define them so write down all the habits that limit you.
2. Define your new successful habits in detail. Write down what new habit you will do in place of your old, limiting habits.
3. Develop an action plan for this new habit. This may be as simple as scheduling time to exercise, read your bible, prospect or return calls.
4. Keep it as simple as possible. Make it easy to be successful in all areas of your life.

## **Set Up Your Environment to Help You Succeed**

If you're trying to eat healthy, clean out your kitchen and get rid of all the junk food. Simply refuse to have junk food in the house. If you want to start doing cardio at home, but you find yourself watching television instead, put your exercise bike in front of the television. If you want to exercise first thing in the morning, set the alarm, preset the coffee pot and lay out your gym clothes the night before so they're the first thing you see when you wake up in the morning.

This is why we use [HabitForge.com](http://HabitForge.com). HabitForge is an online habit transformation tool. You simply input your goals, and HabitForge sends you a customized daily email following up with you. Succeed for 30 days, and the new action will be easier than ever. Skip a day, and the clock starts over at day one. This is a great way to have automation help you make habits part of your daily lifestyle.

Don't underestimate the power of positive peer pressure. With HabitForge, you can join a team. You may ask your spouse or a friend to join you in some of your new habits. Get a training partner for the gym. Join a group at your church or an online group like HabitForge or another group that will support you. Positive peer



# THE E-FACTOR DIET

pressure is terrific and powerful. If you are a part of a group where everyone is trying to accomplish the same thing, the group will provide accountability and support to help you on your own journey, and you will help support them as well.





# THE E-FACTOR DIET

## Picture It



Do you want to get into shape? Find pictures of someone with the body you want and place them where you can see them. I like the refrigerator for this so you see it right as you go to eat. For other habits, find images that represent the benefits of the new habit and put them somewhere you can see them. Maybe on a bulletin board or even take them and make them the wallpaper on your computer screen. If you select one or two habits to work on each month it won't be too overwhelming. A year from now, your life will be completely different from what it is today. Master your habits or they WILL master you!



# THE E-FACTOR DIET

## The Power of Lifestyle

*"The more prepared you are, the more confident you become."*

*– John Rowley*

This is a true statement and can be applied in every area of life. When people are not prepared for the task at hand, they procrastinate doing what they know they should do because they feel they are not confident in that area. It's not confidence that is the underlying issue, it is competence. In the gym, I can always tell the people who don't know how to use the equipment. They walk around a little, maybe even try one exercise ... then, off to the treadmill for them. Since they didn't know how to use the equipment, they give up and go to what they know.

I see this often with sales people as well. The average salespeople will avoid prospecting because they don't know what to say when prospecting. Or, they may not be comfortable with the paperwork they need to complete the sale, so they avoid contact with potential customers. This eventually leads to a different career and is completely avoidable if they just took the time to be competent. People will spend countless hours at the driving range practicing golf, but those same people expect to waltz right into the business world with no practice or preparation at all, and expect to succeed. As ridiculous as it sounds, you know this is true.

It is no secret that most people will spend more time preparing for and planning their vacations than they do their own lives. The key to being prepared for all areas of your life is to look at what you want to achieve and plan out simple steps to achieve it.



# THE E-FACTOR DIET

Let's look at a simple plan for eating healthy. People tell me that they can't eat healthy at work or when on the go. After a few moments, it is clearly revealed that is only because they are not prepared to do so.

- ✓ Plan out your meals for each day.
- ✓ Make a grocery list for those meals.
- ✓ Take one day to make the meals for the rest of the week.
- ✓ Separate cooked food into individual meals.
- ✓ Store individual meals in a zip lock bag or airtight container.
- ✓ Put Monday through Wednesday meals into the refrigerator.
- ✓ Put Thursday through Saturday meals in the freezer.
- ✓ Wednesday take the food out of the freezer for the rest of the week.
- ✓ Bring your meals with you to work or when you go out.

Put a plan like this together for every area of your life, implement these plans a little at a time, and you will be thrilled with the new direction your life has taken. It doesn't matter if you are a student, business person, stay at home Mom, an entrepreneur or an employee.

Time is a rare commodity. Many people today simply don't accomplish all they need to, but I don't think time is the culprit. These same people are unfocused and drag through the day, taking too long to do tasks because of their lack of focus. Then, when they go home to sleep, they have a fitful night's sleep and wake up tired. This is an endless, but unnecessary, cycle for many today.

*We are all given the same 10,080 minutes in a week. Some people have the time to change the world, and some barely have the time to change their socks. Time isn't the issue. The real issue is having enough energy to use time effectively.*



# THE E-FACTOR DIET

## Planning and Scheduling

Your mental, physical and spiritual health is your responsibility, not the doctor's, your pastor's or your psychiatrist's. In fact, I have many doctors consult with *me* on how to eat properly and exercise effectively because medical school doesn't focus on preventative medicine, but on curative medicine. Planning your time is the key to great health and fitness, as well as success in all areas of your life.

Since everyone has the same 10,080 minutes in a week, success in life lies not in having more time, but in how you use the time you are given. So, the excuse that you don't have enough time to eat right or exercise will not exist once you finish reading this. You do have enough time, if you commit to a lifestyle that supports you instead of cripples you.

### Time Blocking

There are many ways to schedule your time but the easiest and most effective way I have found is called time blocking. This can be done in many ways. You can block off whole days for certain aspects of your life, or you can break each day down into blocks of time. I chose the latter because I find it more effective for me.

First, define the most important





# THE E-FACTOR DIET

things that you need to get done. Then, put them into time blocks. What this does is allow you to put the most important things into your schedule and make that time non-negotiable. You book the appropriate time to schedule the top things you have to get done. Everything else gets scheduled around these “must do” items. You have an appointment with yourself, so you don’t miss it.

Above, is an example of a simpler one, like the one I use. As anyone who knows me can attest to, I don’t like a lot of structure. I always “hard” schedule the things that are important.

If you don’t make time for the important things in your life, you will never be able to find the time to fit them in. Take the time to plan your life. This will allow you a lively, passion-filled and energetic life. Find out what works for you and schedule it.





# THE E-FACTOR DIET

## Final Thoughts

Getting yourself into shape, losing fat and becoming healthy and fit is a journey so don't get too hard on yourself if you mess up. In fact, I would worry if you weren't messing up. This might mean you aren't setting yourself for any kind of real change. With great success often comes great failure. Anyone can be mediocre; go for great!

Several years ago, my friend Brad gave me a motorcycle. I went out and got my motorcycle permit and then decided to go for a ride with Brad. We drove for close to an hour up and down all the country roads and had a great time. We then needed to get gas so we pulled in and gassed up. As we were pulling out of the gas station, my bike started to fall over. I kept trying to pull it up; fighting it every inch of the way. All the while, Brad is laughing and yelling, "Let 'er go! Let 'er go! You ain't gonna stop 'er!"

Brad was right. I finally lost the battle and the bike went down. I was embarrassed, but Brad just looked at me and said, "Welp, you got that out of the way! We all lose one, once in a while." This may be a good lesson for you, too. If you don't do this 100% spot on all the time, don't worry about it. None of us do. If you do great for a day or two and mess up, it's okay. You got it out of the way early. The key is to keep moving in a positive direction.

I said this earlier in the book, but I think it bears repeating. Take *The E-Factor Diet* **one meal at a time, one day at a time, one workout at a time and you will be successful.**

**After all WHO'S BETTER THAN YOU!!!**