



28 Day Flat Belly Formula Nutrition

Starter Guide

By:
Brandon Roggow



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This program is designed to help you to finally lose stubborn belly fat by teaching you simple and easy-to-follow healthy habits. **80-85% of reducing belly fat comes from what we eat**; the rest comes from your exercise program. This challenge provides solutions for both.

Most people are unsuccessful with losing belly fat or their last 5-10 pounds due to their lack of planning. They know what they want, but they either don't start, or don't know where to start.

This program maps out EVERYTHING you need to do for the next 28-days to be successful. You don't have to think about it, you just need to do it. You really have "**No excuses!**"

So, get started and commit to this challenge for 28 days. **Anyone can do anything for 28 days.** If you were given a deadline at work, you would get it done, especially if your job depended on it. If your life was dependent on doing something, you would do it, right? This is no different. So, no excuses. Let's get started!

Committed to Your Success,
Brandon

Starter Guide – First Thing’s First

1. **You need to get to the grocery store** immediately. Having the food at hand will play a BIG part in your success.
2. **You need to set a goal.** Why are doing this? Decide what your goal is, write it down, and read it first thing in the morning and last thing at night for EACH OF THE 28 DAYS. This will be the key to your success.
3. **You need a reward.** Something you really want or want to do. Willpower alone will not get you to your goal. You need a reason to push through the challenges. What’s your reward going to be? Write it down with your goals, and read it every morning and night as well.
4. **Pick 5 affirmations** that you feel really good about when you read them. Again, write them down and read them morning and night. Nothing is better than starting and ending your day on the right foot. **BE UNSTOPPABLE!**
5. **Be open-minded.** Don’t view this program as something you will be depriving yourself of; look at it as a challenge that you CAN and WILL achieve no matter what it takes! Don’t you deserve that? If you come into this program with a negative attitude you will get more negative out of it. You are doing this for a reason, think positive and kick the negative attitude to the curb.
6. Last thing to think about...

“The only limits we have are the ones we put on ourselves.”

Planning for the first 28-Days

1. You need to make your kitchen your “safe haven”. Get rid of the junk! You need to make it so you have to get into your car and go get the junk in order to have it.

Get rid of ALL products with hydrogenated or partially hydrogenated oils, and get rid of ALL products with high fructose corn syrup (HFCS). You may have nothing left after doing this step (hence the grocery store shopping you need to do first).

This will include items crackers, cookies, sugar cereals, microwave popcorn, cereal bars, chips, pretzels, condiments, fat free snacks and many others. Anything with a shelf life pretty much qualifies.

2. When getting ready to make the trip to the grocery store, be sure to go when you just got done with a killer workout; **NOT** when you are hungry! Shop the perimeters of the grocery store (and not in the aisles) where the “whole” and most nutritious foods can be found.

3. When at the grocery store, buy organic whenever possible. Specifically look for organic free range poultry, meat, and eggs. If you are unable to buy organic, at least try to purchase antibiotic and hormone-free products.

4. Avoid Soy- processed foods as well. Avoid these ingredients...

- Soy protein isolate
- Soy protein concentrate
- Soy bean oil
- Soy
- Texturized vegetable protein

*You will find them in energy bars, crackers, veggie burgers, and Vegetarian look-a-like products.

5. No more table salt - use Sea Salt instead. The best ones on the market are Celtic Sea Salt or Redmond’s Real Salt. Other brands may contain mercury and/or toxic heavy metals in them.

6. No Artificial Sweeteners: Stevia or raw honey is best. Change!

7. Spicy foods are a plus! Don’t forget to add cinnamon, too!

8. No food within 3 hours of going to bed!

9. Get a bare minimum of 7-hours sleep per night.

10. If you get cravings, try drinking a glass of water. You might be dehydrated. Wait 15 minutes and see if you are still hungry or craving food. You can try to chew a piece of gum to curb your cravings as well. Find out if it is dehydration first.

11. You want to eat protein at every meal. You'll want to continue this after the program ends.

12. Your Cheat window is designed to help you continue to stay sane and increase your leptin levels. Don't go crazy and over-stuff yourself. Enjoy, but don't overdo it. Just like muscle confusion, **you have to have calorie confusion.**

13. Plan and prepare your meals ahead of time. You know exactly what you have to eat with this plan, so plan ahead.

14. Make this a routine. **DO** something once; it's always easy to do again.

15. If you tend to lose track of time and forget to eat, set your cell phone alarm to remind you to eat. It's a great tool.

16. Use a scale and measuring cups for portion control until you are able to eyeball portions **VERY** well! We always under-estimate.

17. Water!!!! You need to drink $\frac{1}{2}$ your body weight in ounces **EVERY** day! If you workout on any given day, add an additional 8oz or don't count that water consume during the workout toward your required amount for that day.

If you drink caffeine, such as an 8oz. cup of coffee, you must add an additional 8oz. of water for **EVERY** cup. Water will also make you feel fuller. Drink it before each meal and you'll eat less. The mid afternoon slump can often be dehydration!

18. If you get hungry during the program, increase the protein and vegetable serving in 1 or 2 meals by 1-serving. Men may need bigger serving sizes, so listen

to your body. Also pay attention to fiber- the more you eat, the more it will keep you satisfied and full! **That is why I recommend the Flax seed.**

19. For breakfast don't over think it. A shake is the easiest. If you'd like food stick with egg whites and some of the recipes in the recipe book. Also breakfast isn't special, you can eat a regular meal in the AM too. I've had Bison and broccoli for at 4am before teaching :)

20. Eat every 3-4 hours to keep blood sugar level happy.

21. Eat earlier in the day when you need energy, and try to avoid over-eating later. Eat cruciferous vegetables as much as possible – every day if you can. They include: broccoli, cauliflower, brussels sprouts, and cabbage. Consider them FREE calories!

22. At the end of the day... Stop eating junk or you will look like junk! Every time you put junk in your body, your fat-burning potential gets put on hold. ***Is it worth it?***

23. FRUIT: After the 3 day Detox we take out all fruit. Even though fruit is healthy it still spikes insulin levels. We are controlling this hormone to keep you in the Fat Burning Zone.

NOTE: Details Regarding the First 3 Days

The first 3 days are a natural detox, and are designed to let your liver detox and run more efficiently. No pills or drugs; just lots of vegetables, fruits, and water.

It will detox most of the chemicals and bad toxins from your body. You may experience fatigue, moodiness, and possibly headaches through the detox phase; especially if you don't eat well and you drink a lot of caffeine. You will hear a lot of growling from your stomach. Its ok, that is normal. Unless you feel you're at some risk, push through the first 72 hours. After that it is easy (Men may need to increase the portion sizes during the first 3 days and throughout the program).

After this short 3-day phase, you will feel a new sense of energy and a have flatter stomach!

Once the 3 day detox phase is over you will move into Phase 1 nutrition which is strict eating for 25 days. So phase 1 is a total of 28 days.

After Phase 1 nutrition you will move into phase 2.

Phase 2 nutrition is a program that is designed to teach you *how* to eat well most of the time. We like to call it the 90/10 rule. 90% of the time you eat healthy and 10% choose what you like. This is not a diet or a quick fix; it's The Habitat Lifestyle.

Finally, something you can count on and repeat anytime in the future.

Commit to the 28-days and YOUR LIFE and YOUR BODY will change!

Caution: Expect to Get RESULTS!



Last Note:

An easy way to understand what happens when you eat junk foods...

Let's talk about 2 very important functions the liver has:

1. When you eat junk food, your liver is responsible for getting the toxins out of your body. Digest and get it out!
2. It is responsible for reducing body fat.

It cannot do both. So, the next time ask yourself when you go to eat junk... "Do I want my liver to be hard at work detoxifying the junk I am about to put in it, or working to reduce my body fat?"

It is that easy. It will protect YOU first, and reduce fat second. ***You decide!***

Enjoy!