

Transforming the male gut



Paul Collins, BPE

Paul is director of www.thebodycoach.com and personal trainer to Olympic and Paralympic world champions. He is author of eight books including best-sellers *The Body Coach: Firmer Thighs & Trimmer Waist* for women, *How to Lose Your Love Handles*, *3 Hour Rule® Weight Loss Program for Men*, and *The Body Coach: Core-strength Basics*. Paul's upcoming titles include *Belly Busters® for Men*, *Thigh Busters® for women* and the *Fastfeet® - Speed for Sport program*.

As trainers we all know how to lose weight - eat less fat and fewer calories, and exercise and move more often. But our real challenge lies in how we put this into practice with our clients.

Lose the love handles

The primary concern of being overweight should be one of health and not appearance. We know that high blood pressure is twice as common in obese adults and that obesity can also affect the quality of life through limited mobility and decreased physical endurance. Obese men (with a body mass index (BMI) of more than 30) have a 50 to 100 per cent increased risk of dying younger than their peers who maintain a healthy weight (Healthy BMI for men = 20 - 25).

To calculate BMI, use the formula $\text{weight (kg)}/\text{height}^2$. For example, if you are 180 cm tall and weigh 105kg, your BMI is $105/1.8 \times 1.8 = 105/3.24$; BMI = 32.4.

Even if your clients are only a few kilograms overweight, they have an increased risk of developing arthritis or heart disease, which can potentially result in a heart attack, congestive heart failure, sudden cardiac death, angina or chest pain, or an abnormal heart rhythm.

Between the ages of 30 and 50, the average man gains around 500 grams of fat per year. That doesn't sound like much over 12 months, but when this is combined with an average muscle loss of around 5 kilos per decade, it adds up. Reducing your clients' bodyweight by as little as 5 to 10 per cent, or their waistline below 90cm, significantly reduces the risk factors for some diseases, particularly heart disease. It can also lower their blood pressure, improve their blood sugar, cholesterol and energy levels.

The 3 Hour Rule® - A major breakthrough in trimming the waistline

Nutritionists have known for some time that eating smaller meals more frequently, can actually help lose weight. The 3 Hour Rule® concept is actually incredibly simple - rather than eating three larger main meals each day, your clients simply eat five smaller meals at three hour intervals (ideally within a range of 2.5 to 3.5 hours of each other). This strategy provides the body with the best possible chance to digest food. By controlling the content and portion size of meals, as well as developing a positive eating routine, your clients will dramatically improve their likelihood of losing weight.

Getting to know a man's eating patterns

Some men will quite happily go through the day with nothing more than coffee and biscuits and then eat non-stop as soon as they get home. Others eat anything and everything that's put in front of them, regardless of how much there is - smorgasbords are real danger zones for these guys! Others will skip breakfast or graze continually throughout the day. Whatever the case, I find most men fall into one of five eating categories:

1. Skipper

Skipping meals is not good for anyone, as the body needs refuelling regularly in order to maintain a constant energy level. Skipping breakfast and then playing 'catch up' throughout the rest of the day puts undue stress on the digestive system by causing the body to lower its metabolic rate.

2. Delayer

The Delayer may think he's controlling his weight and limiting his food intake by leaving such long gaps between meals, but he's not. Leaving up to six hours between meals during the day causes the Delayer's blood sugar levels to drop to crisis point. This causes a corresponding fall in his energy

levels and he craves something sweet to give him an energy boost.

3. Overeater

If you skip meals, or leave too long a gap between meals, you are more likely to eat too much when you finally sit down to a meal. If you eat more than your body needs, you will overload your digestive system which will make you feel bloated and lethargic. It will also make you gain weight. Overeating is the most common cause of weight gain in a healthy system, even if you exercise regularly and eat all the right foods.

4. Unwinder

Our increased reliance on digital technology has seen a new Unwinder emerge. The twenty-first century Unwinder tends to bring the stress of his working day home with him, along with his laptop, and use alcohol or refined sugar products such as biscuits, chips, ice-cream and chocolate to help him drop down a couple of gears at the end of his day.

5. Bloater

The Bloater can fit into all four of the other categories at some time or another. Sometimes he eats like there's no tomorrow; alternatively, he skips a meal, leaves long gaps between meals or grazes all day. He may follow a regular routine but eat the same foods day-in, day-out or his waistline continues to grow even though he exercises regularly.

Some effective steps to help these men achieve body transformations include:

Controlling the evening meal

- Aim for your client to consume the last evening meal by around 7pm or leave a two to three hour gap after dinner before going to bed. This allows their stomach to empty, making them hungry for breakfast by the time they wake up.
- To speed up the digestive process, their evening meal should be high in fibre.
- To kickstart a sluggish digestive system, for the first three days, have them dine on fresh, water-based vegetable soup with a source of protein (e.g. chicken).

Cont'd on page 67

eVOLUTION

NEW RELEASES

THREE HUGE NEW MARCUS IRWIN RELEASES

STEP TOOLS



MARCUS IRWIN

STEP PRO



MARCUS IRWIN

AIRBORNE



MARCUS IRWIN

AND LOADS MORE








**Hot new choreography
from the world's best!**

**Available now from
Trax Music**

phone: 02 8424 7200

LEARN FROM THE LEGEND
HIMSELF

KOSTYA TSZYU

Set yourself apart by becoming a
'**Tszyu Certified Boxing Instructor**',
personally educated by former world boxing
champion **Kostya Tszyu**.



For details on when Kostya and his team will be
presenting this insightful, yet highly entertaining 2
day course in your capital city or regional centre visit
his website at

www.FitnessAcademy.com.au
or call the academy on

1300 764 065

JOIN THE REVOLUTION

Whether you are a Health Club, a Fitness Studio or a self
employed Personal Trainer, you too could be generating
close to \$800 per session from your own successful
Bootcamp program.

The **Bootcamp Fitness Network** now offers you the
chance to become a Certified Provider of Australia's most
successful military based fitness program
The Original Bootcamp™.

Members receive everything they need to build a thriving
bootcamp program, including:

Internationally recognised Instructor Certification
Comprehensive administration, sales & marketing systems
Unparalleled media coverage & public relations support

Licenses are offered on an area basis, so secure yours now
so you don't miss out.



BOOTCAMP
FITNESS NETWORK

www.BootcampFitness.com.au

1300 664 619



CASE STUDY: PHIL'S TRANSFORMATION

Here is an 8-week update of Phil's progress

	Start	Week 2	Week 4	Week 6	Week 8
DATES >	23/10	06/11	20/11	04/12	18/12
1. Chest	111	111	112	113	114
2. Biceps - triceps	36	36	37	37.5	38
3. 40mm above navel	105	102	100	96	93
4. Navel (waistline)	110	107	105	101	98
5. Hip	110	110	109	109	108
6. Thigh - hamstring	56	56	55.5	55	55
Weight in (kg)	106kg	104.2kg	101.8kg	98.2kg	96.5kg
WHR Waist to hip ratio	1.00	0.97	0.96	0.92	0.90

Before



Progression after 8 weeks



- Have them keep a water bottle close by. Whenever they feel the urge to snack, have them take a sip of water instead. This will also help identify any food cravings and snacking habits they have, so you can work towards changing them.

Practising eating breakfast

After one to three days of step 1, your client's metabolic rate will be improving and their digestive system will have begun to desire breakfast. Have them start each morning with a glass of water as soon as they wake up. Then, if their routine allows, 10 minutes of exercise before breakfast will help kickstart their metabolism for the day. Encourage a simple breakfast, such as high-fibre cereal, as this will rev them up instead of slow them down.

Allocating time to exercise

In addition to starting your day with a 10-minute walk (or workout) before breakfast, try walking before or after your evening meal, as this can help you relax and burn some extra energy.

Introduce the 3 Hour Rule®

After a week of implementing these three steps your client's body will begin to recognise the importance of eating breakfast. Now it's time to set aside time to plan and prepare each of their daily meals, using the 3 Hour Rule®. A meal's portion size and energy density will govern how long it takes to digest, which will help you prepare and schedule their next meal. A good starting point is to use the foods they normally eat, but in smaller portions. They should also concentrate on drinking more water. Then it's time to adapt the national

Health and Medical Research Council (NHMRC) guidelines to healthy eating.

In general, men tend to be very good at following systems. In terms of eating, they simply want to know what to eat, when to eat and how much. By educating men about calories and how to make healthy food choices, we can then introduce the eating system to help them establish a daily eating routine, to help transform that male gut. ♦

The online version of this article at www.fitnessnetwork.com.au contains more information.



21 to 23 April 2006
Sydney Convention & Exhibition Centre



Experience more of Paul's wisdom at FILEX 2006. Choose from:

- Transforming the Male Gut – SU4J
- Outdoor Power Training – SA4E
- Fastfeet® Outdoor Speed and Power Program – SU2E

Read pages 16 and 32 in the FILEX 2006 brochure, or visit www.fitnessnetwork.com.au/FILEX where you can also register online.

www.fitnessnetwork.com.au/FILEX



It's about being the solution

Quality Products, Education and Conditioning



See us at *Filex 06*
Booth E34



www.qpec.com.au or 1800 858 151

Over \$1.5 Million Dollars in New Membership/Client Sales

That's how much the GymLink E-Leads Program™ generated for its Advantage Plus Clients in 2005!

100% MONEY BACK GUARANTEE - THAT'S NO RISK MARKETING!

Case Study 1: Genesis Ringwood in Melbourne generated \$44,500 in new member revenue directly from the www.gymlink.com.au leads in 2005 (63:1 ROI in 12 months). 10 Genesis locations have made GymLink a permanent part of their marketing mix.

Case Study 2: In the first week of upgrading to the Advantage Plus Listing, Tone Zone Personal Training sold a 20 pack of PT Sessions; double the cost of the E-Leads Program™ for the whole year. (2:1 ROI in 1 week)

Case Study 3: Evolve Female Fitness, a small ladies only club in Adelaide generated \$28,350 in new membership sales from GymLink generated leads in 2005. Of all those that joined, over 80% have since renewed. (21:1 ROI in 12 months)

We have 100's more testimonials on file!

The GymLink E-Leads Program™ is used by over 400 Gyms & Personal Trainers nationally and comes with a 100% MONEY BACK GUARANTEE - add it to your marketing mix today!

e: enquiries@gymlink.com

t: 1300 854 991

 **GYMLINK**

