
5 Ways to
Outsmart Your Fat Cells
+ Lose Weight
TODAY

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Introduction

Here's the problem: Many women in their 30's & 40's are super accomplished - they have everything figured out in their career, have met the man of their dreams, have the house, the car, the kids and the vacation home (or they're well on their way to having all of that) - **yet they look in the mirror and hate their bodies.**

I know this story well because I was one of those women.



I'm a 38-year-old mama to two little ones and I've been overweight. I stayed 35lbs heavier than I wanted to be after the birth of my second child and the weight stayed on LONG after the "baby weight" should have dropped.

I know what it's like to:

- » Look in the mirror and think that my body is gross
- » HATE going shopping because nothing fits the way I want it to and I refuse to buy that size
- » Have only one pair of jeans that fit comfortably
- » Feel like somehow I'd failed myself – I'd let myself go
- » Know that exercise was important but not want to do any – I'd rather watch Grey's Anatomy
- » Know that I shouldn't snack on chocolate chips and drink red wine at night but do it anyway because I'd had a hard day/ week/month...
- » Feel so down on my self – I mean heck, I used to run marathons – and all of a sudden running 1km felt hard

I was so sick and tired of feeling this way. I decided to do something about it and signed up for Ironman Canada 2011. I figured this would be the push/shove I needed to reach my health & fitness goals. Unfortunately, that plan backfired. Ironman training is intense – your body needs to be in good shape to handle the volume and intensity of training and mine wasn't. I suffered. My heart rate skyrocketed even when I was run-walking and I just didn't feel quite right. Let me back up and say that I hadn't felt "good" in a long time – I figured that was just the way it was having two little kids, not a lot of help and taking care of everything and everyone (um...except myself). Long story short I knew something was up. Sure enough, I was diagnosed with adrenal fatigue. **It was my wake-up call.**

This was a pivotal moment for me and I had a choice to make –
continue on as is OR radically redesign my life.
I chose the latter.

I knew I'd been living out of alignment with my values around health for quite some time and I forced myself to get very honest and very real about what was working in my life and what wasn't.

Luckily for me, I've got a ton of training in this area (see below).

It was time for me to coach me.

I created my own nutrition plan and didn't deviate from it. I hired a personal trainer (even though I was one myself! Believe me, I felt so awkward & embarrassed going into the gym overweight. I swallowed my pride and hired help). I worked with a life coach to keep me accountable and on track. And, I wrote in my journal like crazy to help process a lot of the emotional triggers in my life.

Here's what's interesting -- I'm an exercise physiologist, personal trainer, life coach & emotional intelligence practitioner – this is MY area of study. If being overweight could happen to someone like me (I know a ton in this area and I'm constantly researching it)...then it could happen to anyone.

I also know that **reaching out for help**
is the greatest show of strength that we can do.

I know what it feels like. **I've been there.**

I want to help you overcome the struggle in your life and help you transform into the very best version of you –

the you that looks + feels amazing.

Yes, it's about food + exercise but it's never *just* about food + exercise.

As human beings we're far more complex than that. We're emotional, social beings who are influenced by both our external and internal environment. I'm fascinated by the science of transformation – both inner and outer. **Physical, mental + emotional – it's all integrated.**

Yes, I work with my clients on food + exercise, and we also do so much more.

My Philosophy

I don't believe in no-fat, low fat, caloric deprivation or food group restriction methods, nor do I believe in diets, weight loss cleanses, injections, supplements, potions, lotions or weight loss perfumes (no joke...there is one). They simply don't work. End of story.

I do believe in tuning into your body. Paying attention to it. Making your physical health a priority and also your emotional health. Weight loss is not rocket science, but it is a science. If you get the body science right, you don't have to worry about the other stuff because science is reliable. Our bodies are predictable. **Fat cells are easy to manipulate. They can only do one of three things:**

- 1) Get bigger,**
 - 2) Get smaller, or**
 - 3) Stay the same.**
-

Option #2 sounds good to me, how about you?

I'm not afraid of the science, I've studied it, I've got the degrees to prove it, and I've learned and studied from the best of the best. I'm not a fly-by-night health coach who has

- a) No experience or qualifications and has just decided to become a "health coach" because that's what the tea leaf reader said I should do,
- b) Always been skinny and have no idea what it's like to feel icky in my skin (I've been there – I know what it's like)
- c) Nor am I a dietitian who only thinks food is the answer (I actually have dietitians as my clients).

I have Masters-level training in exercise physiology, sports psychology + nutrition and blend hard science with the transformative power of life coaching & emotional intelligence training. The result? Weight loss made easy. Say goodbye to emotional eating forever. Slip on that pair of skinny jeans and get ready to realize your full potential, on fire.

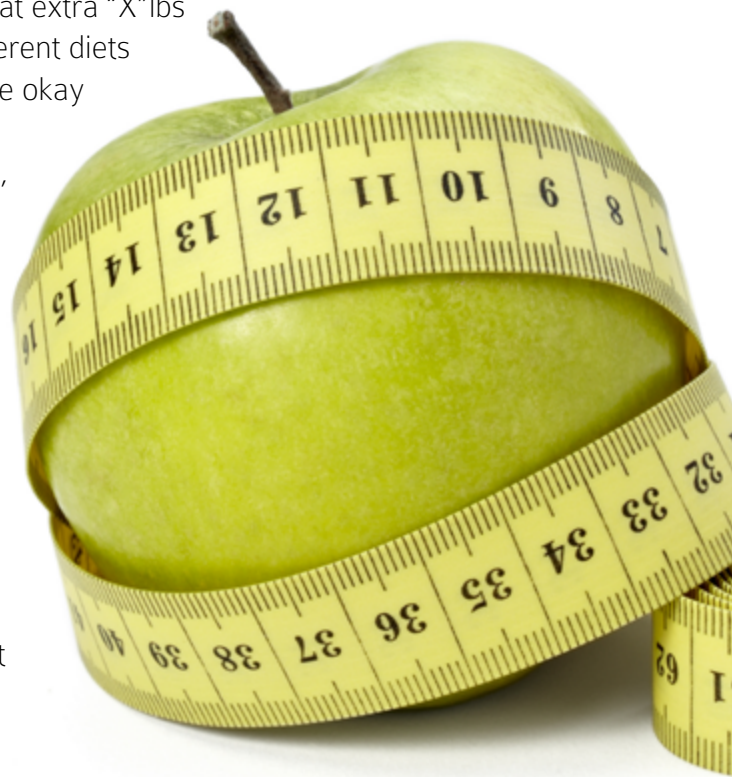
What's the problem?

Mass confusion + hype.

Are you tired of trying every new diet out there? Hating it. Feeling like somehow your body has let you down and that **you're a failure?**

Do you struggle with understanding why you sometimes gain weight when you only eat salad and lose it when you've been "bad" for a week? Does your body confuse you? Do all of the diets out there confuse you? Do you hate having "fat" pants in your closet and a boat load of clothes that you're saving till you lose that extra "X"lbs you've somehow gained? Have you tried so many different diets that now you feel totally confused about what foods are okay to eat and which ones should never be touched again? Do the words no-carb, low carb, glycemic index, paleo, HCG, & PG90X roll of your tongue and yet you don't really understand what any of them really do or why you've actually tried them?

Does it feel like no matter where you turn there's a new quick fix diet solution out there guaranteeing that you can lose 20 pounds in 10 days? I know. I see it all the time too. I see advertisements for this type of thing on the news, on TV commercials, and being sold in health & vitamin stores. I see celebrity "weight loss success" stories being headlined on every popular magazine out there and it's all a bunch of junk.



The problem that I see is that women are confused – they are constantly being inundated with new ways to lose weight! They try doing the South Beach diet one week, a juice cleanse the next and then resort to Atkins the week after. Then they give up, decide to eat whatever they want for the next 3 weeks and then repeat the whole cycle, this time with different diets...

there is simply no way to achieve sustainable weight loss this way.

People all over the world want to lose weight and they can't because they are relying on quick fixes and weight loss gimmicks because fear and desperation have set in and they're willing to do anything to shed those unwanted pounds. This isn't the answer. In fact this will take you down the road of "quick and dirty" weight loss, which always leads back to weight regain. This constant weight loss/weight regain cycle (or yo-yo dieting) leads to increased frustration and a personal sense of "failing" which is crazy making and only adds to the challenge of being proactive with your health and weight loss journey.

It's time for this to stop.

Why hasn't the problem been solved?

If you've tried to lose weight and haven't been successful – it's not your fault. If you're reading this, you most likely live somewhere in the world where there is an abundance of food. And when there's an abundance of food, there's a whole bunch of advertising and marketing that gets aimed directly at you – these companies want you to eat their products. Let's face it, we're surrounded with a bunch of "fake" healthy food, food that is processed, synthesized and marketed as low fat, low carb products and they're packaged up to look healthy. There's also way too many fast food options out there – food that is high in fat, portions that are fit for a giant and so calorie-dense it would require working out for 8 hours to simply not increase the size of your fat cells – yet these options are often convenient for the grab-and-go lifestyle of today.

Simply put, when we live somewhere where there is easy access to food, we eat far more than we actually need to. Combine that with our increased style of sedentary living and the recipe for weight gain is easy to see.

Another problem is that there are a ton of "weight loss" myths being perpetuated by all sorts of health professionals who tell women (and men too) ridiculous things like:

- » **Well, you're menopausal now, you can't lose weight**
- » **You're too old to lose weight**
- » **You're on too many medications to lose weight**
- » **Your hormonal profile will make it difficult for you to lose weight**
- » **You should take a supplement to help you lose weight**

We're told that if we exercise enough and eat healthy, losing weight should be easy.

And yet...**it's not.** *Why?* Because no one is telling you the ultimate fat loss secret.

But I will. Keep reading.

Here's the bare bones truth – permanent, sustainable weight loss will never, EVER, be achieved with a “quick fix”. And let's be real here - sometimes the “quick fix,” meaning anything from taking a supplement or eating prepackaged food all the way to liposuction or gastric bypass can be a lot more tempting than putting the work in and actually **changing how we look at our bodies, our lifestyle and our health + ultimately being willing to change our behaviors.**



The reason that no one is actually teaching you how to lose weight in a way that is simple, safe, healthy, effective and based on body science... **is because it's just not sexy.** It's not easy to market. It's not the “quick-fix” that people are looking for. So, if that's your thing I'll save you the trouble and you can quit reading this now. That's not what I'm about. After 18 years in this industry I know what works and what doesn't. And I'm here to share that with you.

What's really possible?

Here's the thing...weight loss really doesn't have to be a life long struggle. Nor does it have to be hard or confusing. Honest. There's a way to live where you feel connected to your body, have freedom from the scale (and your fat pants) and are totally in love with how you look + feel.

And it's not rocket science but it is body science; it's about matching your unique physiology to a meal plan that is both enjoyable and sustainable. It doesn't mean giving up wine or chocolate forever nor does it mean you can never “indulge”; it does mean you become conscious about how you look at food and how you nourish your body.

Your solution =

5 Ways to Outsmart Your Fat Cells

What I'm about to share are five very basic things you **can start doing today to outsmart your fat cells and lose weight.**

Some of these may be things no one has ever told you before, some may be in direct conflict with other information you've heard before, and some may not seem easy or be the thing you want to do (taking a pill or eating prepackaged food is always easier – but that simply isn't sustainable long term), but after seeing hundreds of clients these are my Top 5 Secrets to help you achieve fat loss and discover how to live your life so that you keep that weight off...for good.

1) Stop Trying to Out Train Your Nutrition.

Being stuck in exercise purgatory sucks. I hate to say it, but, a lot of personal trainers inadvertently keep their clients in this place. They tell them to work out more, to work out harder, to add in more cardio, to increase the amount of metabolic conditioning they do, to add more weight/reps/sets...etc. Has that ever happened to you? Frustrating isn't it! And the thing is – they really are trying to help you...they simply don't know what they don't know around the whole nutrition + exercise piece.

Let me say this clearly:

There will never be enough time or hours in the day for you to out-train your nutrition. Ever. Ever.

You may have heard that what you really need to do is build more muscle so that your body can burn more calories throughout the day – I won't get into the ridiculousness of this statement but please trust me enough to know that I'm giving you just the pure facts here AND it's a LOT easier to simply eat just a little bit less.

The problem with exercise is that it can subconsciously (sometimes even consciously) give you **permission to treat yourself to a little somethin' special.**

Marcy was training for her first marathon and she was pumped!! This was a huge bucket list goal for her and she figured it would have to help her reach her weight loss goal. She was 5'7" and 165lbs (she wanted to lose 20 lbs.). She was training with a local running group and after their customary long run on Sunday mornings the group would head over to a local café for something to drink and eat. Marcy would typically order a medium latte and a blueberry bran muffin which meant she was consuming about 550 calories. So as long as Marcy ran for a good 2-2.5 hours, the calories she consumed after she ran would be negated by the calories she burned by running BUT there would be no benefit to her goal of weight loss. And in the beginning of her training program Marcy wasn't running 2 hours...so she was actually increasing her fat stores without realizing it. Marcy and I had a quick conversation and I helped her learn how to fuel herself adequately for her training, replenish her nutrient stores after her exercise, AND still lose fat.



When I work with my clients I help **match what your body needs to what your body burns through exercise** in order to actually mobilize those fat stores and use them as fuel.

That is what creates true weight loss.

2) Stop the Emotional Eating.

Your fat cells don't know you're sad. When we eat for the wrong reasons, we consume extra calories that once again get converted into fat if we've consumed more energy than our body has used. Many of my clients consider themselves emotional eaters – they eat when they're stressed, worried, sad, mad, lonely or bored. It's a lot easier to deny and distract ourselves with being busy eating or making something to eat than it is to face the hard things in our life that are painful to look at.

Jackie shared with me that night after night she found herself wandering into her kitchen around 9pm “feeling” like something to eat. I asked her if she felt hungry. She said no, she said that she just felt like having something sweet. So, she'd find the kingsize chocolate bar that she'd bought at the grocery store and tell herself that she'd have just one piece – but she took the whole thing to the couch and while watching *The Voice*, she'd eat the whole thing. This happened a few times a week. With some tender questioning by me, Jackie also confessed that she hated her job, dreaded getting up in the morning and felt completely stuck in a rut. This was the first time she'd confessed to anyone about how she really felt about her job.



The thing to really understand is to know **WHY** you're eating **WHAT** you're eating **WHEN** you're eating it.

If the answer isn't because “I was hungry” - then you know that you're eating for an emotional reason and food is filling an emotional/psychological hunger, not a physiological one.

3) Break the Fast.

Start your day with eating breakfast. Seems so simple right? But if you're juggling dropping the kids off at school & getting to work on time OR if you've been up all night with sick kids OR if you travel a lot OR tend to hit snooze 18 times and then have to fly out the door cause you're late, eating breakfast can be the last thing you think about doing. Besides, that little voice in your head might be telling you that skipping breakfast and downing that coffee is an excellent way to cut some calories.

Here's the thing about breakfast – eating it has been shown to improve your concentration, enhance your mental performance and can boost both your memory and mood. So that's all fine, but how does it relate to weight loss?



The most important thing about having breakfast is that it **PREVENTS overeating in the second half of the day.**

People who skip breakfast are the same ones who turn to late afternoon and evening snacking when their energy levels feel low. This snacking undoubtedly leaves you consuming more food than your body can handle and those extra calories get converted to fat.

So, in actuality you don't eat less throughout the day - you just end up back-loading your day with extra calorie consumption.

4) Don't eat so much - Portions Count.

Here's the deal – even if you shop at a totally organic supermarket and your diet is mostly “clean” even eating too much healthy food will keep you overweight. Your fat cells (compared to other cells in our body like a brain cell) are fairly basic cells. If too much food has entered your system your body converts it to fat. Fact. It doesn't go “Ohhh.... This is protein, I'm just gonna tuck this away over here and use it to synthesize some muscle later” and it doesn't say “OHhhhh these calories are from organic yogurt, raspberries and granola – that's healthy...I'm just gonna let this be a by-gone.” No.



Your body is smart and your body is efficient and it will take those extra calories and through a complicated conversion process that **will convert extra calories (even “healthy” calories) to fat and store it as energy to be used at a later time.**

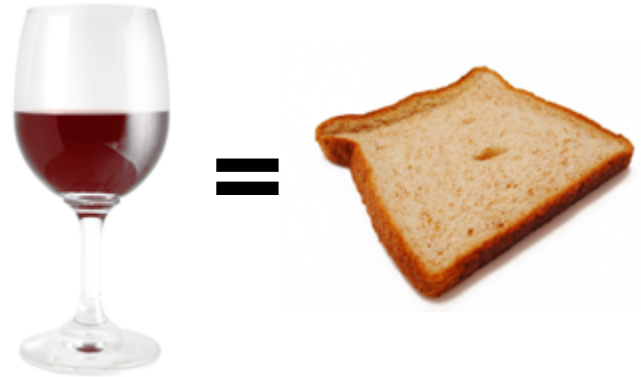
One of my clients, Dana, came to me totally perplexed by her inability to lose 15lbs. She ate clean, ran 3 times a week, did CrossFit 2 times a week, and yet her body composition just didn't change. After reviewing her food diary, I was able to see that although Dana's diet was very healthy (meaning very little processed or fast food) she simply ate too much. She was overestimating how much food her body needed (a mistake many of us make) and therefore her body was never able to tap in to that reserve of energy (her fat cells) and to use them as fuel. So, she stayed the same.

A few minor tweaks in Dana's food plan allowed her to easily reach her weight loss goal.

5) Your liquid calories count!

This is a biggie! I believe that many people out there drink themselves chubby, (OR prevent any kind of fat loss from happening) through the consumption of lattes, wine, beer, martinis, cocktails, pop and yes, even smoothies. It's like somehow you think that if you don't have to chew it there's no impact on your body. Well, let me tell you – it all counts.

- » That Grande Starbucks latte you had = **2 pieces of bread***
- » Splurged and had a Grande white chocolate mocha = **4 pieces of bread**
- » Enjoyed a can of Coke = **1.5 pcs of bread**
- » Berry Banana Booster Juice 24oz (Fruit smoothie) = **2.5 pcs of bread** (and most are more than this – this is just the basic one)
- » A tasty 2oz vodka martini = **2 pcs of bread**
- » A glass of wine or beer = **1 piece of bread**



*Based on research the average piece of wholegrain bread equals around 100 calories – some brands are more depending on if there are seeds or nuts in the bread and some brands of bread are less but this is a great guide.

I had another client named Amanda who was extremely structured with her eating during the week but let it all go on the weekend when she wanted to have fun with her friends. She was 33, beautiful, had an incredible personality and loved to go out (both nights) on the weekends. It wasn't uncommon for her to consume a loaf and halves worth of bread (calories) via the drinks that she had each night. No wonder she couldn't reach her goal. Once we identified what her sticking point was, we were able to come up with a plan that satisfied Amanda's need to go out with her friends and have fun AND lose some weight.

Amazing isn't it? And now you can see how liquid calories can impede any kind of "being good" with food.

This doesn't mean that these drinks aren't "allowed" – they are. It's just important to **connect the pieces** so you can **become conscious** about **how your decisions are affecting your ability to get back into your "skinny jeans."**

Get Support

I'm an exercise physiologist and trainer, and I realized I couldn't do it on my own. I reached out for support. It got me back on track, got me back to being me. I can help you get back to being you and loving yourself again – all of you.

Let me tell you a little bit more about who I work with, my programs, and how I work.

I love-love-love working with regular people with regular imperfect lives who want to look + feel amazing. People juggling kids, careers, mortgages, taxes, and all the trials + tribulations of everyday life. People who might not want to run a marathon (yet!) but who want to look and feel their best. People who crack jokes, work hard and really – truly – want to make some proactive health + wellness changes. **People like me. People like you.**

ENERGY to Thrive™ is my signature program.

Red-hot transformation for regular people who want to look and feel amazing. I cover 6 core capacities because it's all integrated.

Exercise. Because your body is absolutely amazing.

Nutrition. Because you need fuel. And it oughta be delicious.

Emotions. Because you can't keep your promises, if you're battling yourself.

Relationships. Because you deserve love, support + finish-line cheers. Just for being here.

Goals. Because you need a plan. And it might as well be awe-inspiring.

You. Because you're not superhuman. And rest is part of your training regime.

I work with my clients individually and in small groups. True transformation takes time. A solid plan. And excellent accountability – **I'll have your back. Promise.**

What's next?

Contact me. Now. **Today.** I know the struggle. I also know the feeling of losing that weight and feeling good about me again.

You can have that too.

We will chat about your goals, needs & timing and we can set a start date for your coaching program so you can say GO!

Feel free to contact me to simply learn more about me, my programs and how I work. **Please set up your complimentary personal consultation by emailing me at Jennifer@jenniferpowter.com**

I look forward to working with you and showing you that you can indeed have ENERGY to Thrive!



Handwritten signature of Jennifer in black ink, with "XOXO" written below the name.