

Congratulations Tspot TakeDown Spring '10 Challengers!

Paul and I have a few thoughts that we'd like to share with you that may help you better understand nutrition. Please keep in mind that this TakeDown challenge is a MODIFIED version of our AMS Nutrition program and meant to "jump start" an eating program for you by being restrictive and super simple. For your future eating lifestyle, you should be able to maintain these principles, but have more freedom to try out other types of foods...etc. We feel that it is important to realize that ANY time you take on an eating program, it should be something that you can maintain for the rest of your life, no matter what your life brings you. This could be described as an "eating lifestyle." The TakeDown is not the same. For the long run, one needs to have the freedom to choose. So, take all this in and try to use it like a course on nutrition. We're here for you!

The big fat problem...diets. It's overwhelming. Thousands of diet and nutrition books, internet sites, the advertising industry, magazines...all trying to confuse and BUY you! The most unfortunate thing about it all is that it interferes with you doing what you know is right. It keeps you from following your instinct and eating the way you could be, the way you should be, the way you would be if you weren't being so misled.

Quite simply, the "cure" is to follow your *gut instinct*. To reconnect with your *common sense*. It's time to consciously feed yourself intentionally rather than accidentally. Before you put any food in your mouth, say, "is this nourishing my health, or am I killing myself?" *It's a simple question.*

The dieting dilemma is this simple truth, you *cannot win* a fight with food. Diets don't work. They can't work. Anyone and everyone who is at all concerned with their health must learn how to feed their body, not how to starve it. This is what works in the long run. A great analogy I read is; *"dieting is like going underwater and holding your breath. Eventually, you have to come up."* No matter how strong your will power is, eventually you'll give in, and you'll eat, sometimes even binge, gain weight and lose self-esteem. *It's the diet that doesn't work, not the dieter.*

When you diet and "succeed" in losing weight, you fail in other ways. You lose muscle, your metabolic rate goes down as well. Quite simply, the answer; the solution, is not a diet; *"it" is a lifestyle.*

What is the "turning point?" Sometimes a problem is a good thing. Life, is imperfect, challenging, exciting, interesting and full of surprises. This forces us to prioritize. This is a great opportunity. The desire to change. That's empowering "will," and that's a good thing. Over the years we've worked with hundreds of people who desperately wanted to change, but had no will. Despite their best efforts, they couldn't create a positive change- *they couldn't manifest their personal turning point that they were so desperate for.*

What we know is that we couldn't do it for them. Those who have the knowledge, but lack the will, are the ones who epitomize knowing but not doing. They knew what to do, they just lacked the desire, the strength, the courage to change. They gave up at some point. *They settled.* Whatever is your turning point is personal to you. Any reason is a good reason to change, as long as it's yours!

Of course you can dig deep and try to make it more complicate that that. You can search forever for those emotional issues that you have been unable to resolve. *Who has led a perfect life?* When you place the blame of your present condition on past circumstances, you dis-empower your future. To move forward, you need to accept the fact that you have the power to change and no one can take that away. Are you ready to be a part of the solution and not part of the big fat problem? Your foremost enemy at this point is this: *uncertainty.* Don't reach the point of turning away by confusion. Don't let that nonsense stop you.

Here are a few “*Myths & Truths*” that we want to dispel:

Myth: eating right takes too much time.

Truth: you can create time by eating right. We share the same amount of minutes in each day - 1,440 to be exact. We all need to decide how we invest that time. When you invest it, you produce a return. Investing time in eating right-nourishing your body-is a sure thing. The pay backs are beyond just enriching your quality of life. When you create the time to plan, prepare and enjoy delicious meals, you will be very satisfied with the return on your investment.

Myth: you need to have a certain type of genetics to lose weight.

Truth: Yes! You do need to have a certain kind of genetics- the kind of genetics human beings have!

Myth: it's too complicated to figure out how to eat right.

Truth: eating right is only complicated by those who try to make it that way! Let your common sense guide the way.

Myth: low-carb diets are the best way to lose fat.

Truth: yes, they do help reduce weight, but they are not the right way. The low-carb approach often leaves people lacking energy, losing strength, frustrated, tired and depressed. That's not living.

Myth: Blood type determines which foods you should eat.

Truth: There is NO SCIENTIFIC RESEARCH to support this ludicrous claim. Obesity has a common cause, overeating and not getting enough exercise, no matter what blood type you are.

Myth: to be healthy, you just stop eating bad foods.

Truth: Your body needs essential nutrients every day, and it's vitally important to understand that food is not the enemy.

You get the jyst of where we're coming from. Stop the nonsense and do what you innately know is right. Stop allowing yourself to being fooled by these silly myths.

Ok so how do you eat “right?”

There are four super important principles:

1. *Right Foods*

“Nutrient rich and calorie compact. The opposite of “empty calories.” Proteins, Carbohydrates and Essential Fats.

2. *Right Amounts*

Portions that are appropriate for your goals.

3. *Right Combinations*

Every time you eat, eating all three Macro Nutrients: protein, carbohydrates and essential fats.

4. *Right Times*

About every three hours is what we suggest works best for most people.

How to put it all together? *Planning, preparing and eating.* Plan at night. Invest just a few minutes each evening to planning on what you're going to eat the following day. Write it down if you want to before it happens to help you stick to your plan.

Breakfast: know what you're going to eat and make sure you eat it.

Mid-morning snack: about three hours after breakfast, have something all ready portioned out and ready to throw down the pipe. Make it simple and quick.

Lunch: something substantial but not a big deal. It's fuel, not a culinary experience for the most part. Save that for dinner!

Mid-afternoon snack: just like the morning snack, simple and quick.

Dinner: Ah, time to prepare something that you'll really take the time to sit down and enjoy. Invest the time to plan and prepare, to cook and share the experience with family and friends. *Relax and eat!*

If you have a planned free day, than make sure that when the day is over, get rid of any lingering fun foods so the new week of eating is not a battle. We hope that you enjoy your free day or free meal, whatever, don't beat yourself up! It will not negate all of the good work that you have done all week to make the four principles your focus! This is a lifestyle, remember! Of course, not every day goes as planned. Sometimes you may miss a meal. Sometimes you may overeat. Sometimes you may under eat. When that happens, simply make a note of it, vow to do better next time, put it behind you and move on.

Get after it now! Enjoy the rest of your life!

Carolyn & Paul