

**Craig Ballantyne:** Hey, everyone. This is Craig Ballantyne from [TurbulenceTraining.com](http://TurbulenceTraining.com) here with my friend Joel Marion. We're going to go over some very interesting nutrition and what Joel calls sneaky tips to help you lose belly fat extremely fast. Is that not right, Mr. Joel Marion?

**Joel Marion:** That's correct. We're actually getting ready to release a new program called Extreme Fat Loss Diet and a lot of the information that we're going to be talking about today and that I'm going to be sharing over the next couple weeks has to do exactly with that, which is how to lose body fat as fast as humanly possible based on some really strategic info that goes into human physiology and how the body works and responds.

It's kind of like playing this strategic game with your body almost like a chess match with your body and losing body fat. When you put all the pieces of the puzzle together in the right sequence you'll be surprised at how fast the body fat can actually come off.

When people hear "fast fat loss" they might think, "This is a gimmick." That is very understandable, because most of the things that promise lose 20 pounds in 20 days or something like that generally are. However, this is a program that I have seen people lose up to 25 pounds in 25 days, which I venture to say is pretty freaking fast, but it's because it's very strategic and it's very smart in the way that it's set up.

We're going to get into some of those topics today and I'm excited to talk to your listeners about it.

**Craig Ballantyne:** All right. Let's start. Before we get into exactly what to do right, let's start by going over what the common frustrations are. The top two or three issues that people have with their dieting for fat loss and actually losing the belly fat.

**Joel Marion:** Well, I'll say the top three complaints that people have about diets or the top three issues that people have that cause them so much frustration to the point where they ultimately quit and say, "Forget this. I'm not eating this way. I'm not doing this." Then go back to their regular old habits and they remain overweight or they never experience the results that they're hoping to when they initially set out on a diet.

Basically, when people are listening to this call I'd probably venture to say that almost all of them, if not all of them have at one point or another in their life gone on a diet. Now, how many people got the results that they wanted and then maintained those results? Probably a lot less.

So, let's talk about some of those issues. Three big issues. One is boredom or lack of variety within the daily menu. People don't want to eat the same things over and over

again, they don't have enough ideas. They don't understand how to create menus that aren't restrictive while still being healthy and able to help you lose fat.

Like with a low carb diet, people just want to sit there and eat grilled meat and veggies for the rest of their life. If that's the only thing that you're offering them on a dietary program that's going to get old really quick. So, boredom is one, or lack of variety. People just get bored with the diets and they don't want to do it anymore, so they go back to eating in a more what they consider to be normal way of eating.

Secondly, most diets require that you give up your favorite foods for extended periods of time, generally throughout the entire weight loss process. So, if somebody has 30 pounds of fat to lose and they go on this diet and maybe that might take them three, four, five, or six months to achieve that weight loss results of 30 pounds. They're going into it with a mental state that for the next six months I can't have pizza, for the next six months I'm not allowed to have any ice cream.

That is just a losing battle. They associate when they eat those foods with guilt or a negative. We're going to talk about dietary cheating, but a lot of times when people don't really understand how to cheat appropriately they associate, "I cheated, I went off my diet," and it's always a negative thing when these foods are consumed. That weighs on people psychologically.

It also psychologically sucks when people have in their mind that they're on a diet for the next even three or four weeks a month they can't have certain foods at all, that restrictive nature of dieting in and of itself is a huge issue for a lot of people.

The third thing is what we're really going to talk about for the majority of the call, the lack of results. People are putting in so much effort and sacrifice. I've seen people do it so many times and it's not an issue many times that the people are lazy and they just don't want to do the work, it's the fact that they tried to do the work, they put in some hard effort, and for one reason or another they didn't have the effective strategies, they didn't have effective programming, they didn't really know how to do it, they worked really hard but they didn't see the result that they wanted to receive from that effort.

That's extremely frustrating when you're working hard and then you hop on the scale at the end of the week and you didn't lose any weight or maybe you went up a pound or something like that. That's extremely frustrating and demoralizing for dieters to see this lack of results after they've put in so much hard work and effort.

It's just like anything in life. When you work hard you want to see some sort of payoff. If there's no payoff after all that hard work is put in then it's not going to be very long until you abandon whatever it is that you're doing and you stop putting forth that effort.

Those are the three things. Boredom or lack of variety, number two is the fact that diets are so restrictive and they limit the foods that you eat or are allowed to eat, number three, the big one, is the lack of results that people experience from the hard work that they put in. It just really isn't fair.

**Craig Ballantyne:** Okay. Let's say somebody is one of those super dedicated people. There's a few people out there, the ones that step on stage and that are like super extremely focused. How long can one of those people stay on a diet, the same diet, and still get results? When do they hit the brick wall of a plateau?

**Joel Marion:** That's a great question and it brings up a point that I really want to address. A lot of people will ask a similar question and here's the difference between the answers that I'm going to give you.

I could tell you how long somebody can stay on a diet and get results, or I can then tell you how long someone can stay on a diet and get optimal results. There's a difference between results and optimal results.

Somebody can continue to progress maybe for a month or two months or even three months and continue to lose weight. But, there comes a certain point where they're not getting as much out of their efforts as they could be if they had corrected certain things. So, the progress is either slower than it should be or they're losing too much muscle mass as opposed to body fat, they're starting to sacrifice lean tissue.

There's still progression there, so people can progress. I'm not going to say that after one week of dieting you're not going to see any more results, because that's just simply not true and there's people have dieted for six months and lost quite a bit of weight.

Unfortunately, maybe after several weeks weight loss really started slow compared to maybe what it was the first week of dieting and then during the second month they started to sacrifice some lean body mass along with the fat loss that they're losing, albeit at a slower rate. They went through this process for six months and maybe only during month four, five, six they lost the equivalent of weight that they lost in the first three weeks or first four weeks.

So, it comes down to how long can somebody progress and still be getting optimal results, meaning that whatever the best results are how can I replicate that week after week after week and when do things start slowing down. That's when we need to intervene with some other tactics.

To answer your question directly, when do things start slowing down and when do optimal results cease? Well, it seems that after about a week of dieting is what research shows that a lot of the hormonal adaptations to reduced calorie intake, it's when a lot of the hormonal things start to take place.

Like the hormone leptin, which I've talked about extensively. It's also called the anti-starvation hormone. Your body starts to adjust to this lower calorie intake, especially if you're on one of these crash diets in which you're eating very small amount of calories. Your body begins to adjust that, it catches on and to adjust or to adapt to that it goes into what you may have heard termed starvation mode.

Starvation mode is when you're only eating a very little bit of calories. Let's say you're on a more moderate diet, still your body and the same measures in takes in starvation mode it's going to take those same measures except they won't be as drastic.

So, metabolism will still slow to a degree, fat burning hormones will still decrease to a degree, fat storing hormones will still increase to a degree and that's when you hit a level where you're no longer in a state hormonally to achieve optimal results. That happens after only about one week of dieting, seven days.

**Craig Ballantyne:** The hormones that get screwed up, which hormones is it that go all out of whack when the brick wall gets hit?

**Joel Marion:** All right. The main one is going to be the hormone leptin. Leptin I kind of refer to it as the commander hormone or the big daddy hormone that all these other hormones kind of take instructions from.

Whatever leptin is doing then the rest of the guys, and there are certainly other hormones involved, that's when all the others are going to start to make their adjustments based on whatever they see leptin doing. So, leptin gives the instructions and these other hormones react based on that.

Now, when leptin goes up you're also going to see insulin levels go up. When leptin go up insulin levels tend to go down. When insulin levels go down leptin levels go down.

You're also going to see appetite regulating hormones, like a hormone called grehlin is going to increase substantially as leptin levels go down. Leptin goes down and that kind of puts the breaks on fat burning. Grehlin is another hormone that increases appetite.

So if your fat burning is going down and then your body is telling you, "Eat, eat, eat." And you're stimulating your appetite, so it's kind of like a double whammy.

But, leptin is the main guy and it takes about seven days for leptin levels to decline significantly. As a result of that thyroid hormones, which are very important to metabolism and fat burning are going to decrease. All these fat burning hormones are going to decrease. Fat storing hormones are going to increase. Appetite stimulating hormones are going to increase.

Again, this is only after seven days. So, it's very quickly into a diet you begin this battle in which you're working against your body. It's almost like you're swimming upstream at

this point, as opposed to if you were going with the current and things would be a lot easier.

Is it possible? Can you still do it? Yes. But, it's going to be slower and it's going to be harder.

**Craig Ballantyne:** Is grehlin the hormone that you can't put water on or let into light after midnight?

**Joel Marion:** No, that's Gremlins, the movie. Not to be confused.

**Craig Ballantyne:** Okay. Then this dieting, is this all John Rominello's fault?

**Joel Marion:** I think a lot of things are John Rominello's fault. Most of the time I would default to blaming him for most things. Really this goes beyond even John Rominello back to way back in the days when our ancestors were roaming the earth and this hunter and gatherer type days.

The way that people ate was they ate when food was plentiful, which was a seasonal thing in the summer time and the warmer months there was a lot more food, a lot of things growing and the animals weren't hibernating at that time. So, they'd eat a lot of meat, a lot of plants that were growing. They'd have these feast periods.

Then they'd also have the famine periods in which food was very scarce and they didn't get a lot of sustenance during several months. This was our body's way, this whole hormone leptin was kind of in our programming from way back in the day until now as we developed to help us during those times when food was scarce and it was a good thing, because it protected you from starving.

It slowed down fat burning, why? Because fat is very important from both an energy standpoint and also from a warmth standpoint. In the colder months you want to have that layer of body fat if you're living outside and it's cold. That's going to obviously be more important in survival than being able to look in the nearest stream and see a reflection of their abs.

The body is taking measures from an evolutionary standpoint to protect you from periods of time in which food may not be plentiful. Now, we kind of replicate those same periods any time that we go on a diet and that's what our bodies default to, what has been programmed into our genetics and our DNA from an evolutionary perspective, because this is the way that things used to be.

Even in the warmer months they would go and hunt and they would feast on a kill for maybe a day or two and then while they're going out looking for other food there may be some downtime over several days. So, that's why this decline happens so quickly

after only a seven day period instead of that several month period that may have been the seasonal aspect of it.

So, there's kind of two things there. One is the fact that people would eat a lot food for a few days and then probably go a few days without eating a lot of food, so that protection mechanism comes in there quickly. Then the results of the seasonal aspect of how our ancestors lived with a lot of food at certain times and very little at other times, and they needed things within their bodies to be programmed genetically to protect them in those times so that the human race would survive.

**Craig Ballantyne:** All right. So, you've got everyone probably very not more frustrated, but not exactly up on dieting here. They're probably a little bit scared.

**Joel Marion:** Right.

**Craig Ballantyne:** They're ready to just give it all up. So, going back to the regular diet that you said is going to slow down the results after about seven days. In the report that I read, you let me have a preview of it, it's very good stuff and you basically give a way of reversing this.

Why don't you talk about that and then recommend is this a one day thing or a one meal method of reversing the negatives of dieting?

**Joel Marion:** Okay. Let's go back to what we discussed first, which were the top three issues that people face, which are boredom, having to give up their favorite foods for extended periods of time or indefinitely, and then a lack of results from the hard work that they're putting in, which ultimately is not fair and people are not going to continue to sacrifice if they're not seeing results.

Fortunately, there is a wonderful solution that anyone can do and they're going to absolutely love it when I tell them what it is. It alleviates all three of these problems. All three major issues that all dieters complain about or the reason why people throw in the towel and say, "Forget it," or the reasons why people don't experience results can be solved by this one thing.

I term that cheat days and cheat days are days in which you literally get to eat whatever you want. We've tested it over and over again. We've tried these clean carbohydrate refeeds in which people just have lots of high glycemic carbs like grains and oats and they just seemingly don't work as well from a fat loss standpoint as just giving the person free range and say, "Look, on this day you're not a diet any longer." Then you get right back to it the next day.

Now, with the cheat days, and again it's all research derived, here's how it works. I told you that it takes about seven days for the hormone leptin to fall off significantly. That's

the hormone that is going to cause all those other hormones to then have kind of a domino effect and cause all those bad things to happen within your body that you don't really want.

So, those optimal results that are no longer optimal after seven days because of leptin and because of decreased calorie intake. Now, if you were to go into week two of the diet you're no longer experiencing optimal results, week three it's probably even worse, week four it gets a little bit worse, and then month two of the diet is probably when you're going to hit some really big fat loss plateaus and things are just going to suck.

Here's the beautiful thing about what the research shows. It takes about seven days for leptin to drop off by about 50 percent, so after seven days of dieting you're at 50 percent of your fat burning potential. 50 percent is not really good when you're talking about optimal results.

However, the research also shows that overeating can stimulate the release of leptin very, very quickly. It doesn't take seven days of overeating for leptin to climb back up. That would just kind of cancel out everything that you just did over the last week of dieting, but it only takes one day or maybe a 16 hour period, which is about the waking hours that most people have in a day.

A 16 hour period of increased calorie intake and increased carbohydrate intake to produce more insulin in the body, to boost those leptin levels up and get them back to baseline. What happens when leptin levels are at baseline? Then all those other hormones that went down, all the fat burning hormones, thyroid hormones, and that hormone ghrelin went up and increased appetite, now your appetite is back down to normal.

You enter the next week of dieting in the same fat burning state as when you started your diet. Now you don't have to worry about the results falling off week after week after week. Each and every single week you're going into the diet with renewed metabolism and baseline levels of leptin, which is going to allow you to burn fat at an optimal rate.

Essentially, what you're doing is pressing the reset button on your metabolism every week, which when you're dieting seven days a week, week after week after week, it simply doesn't happen and that's when results start to fall off, because your body is catching. Then each and every week of dieting just gets worse and worse.

The major reason that this happens that we haven't really touched on yet is what regulates leptin? Well, we talked about dieting and what is dieting? It's reduced calorie intake, so you're eating fewer calories than you need. Leptin levels are directly correlated with how many calories you're eating, particularly how much carbs you're eating as well.

So, when you go on a diet and you're eating less calories and less carbs then the leptin levels start to decline. But, if you want to reverse that you do the exact opposite, eat more calories, eat more carbohydrates.

Some of the research has also shown that carbohydrates plus fat, which in turn produces more insulin is probably the best way to raise leptin levels quickly and get the biggest spike. So, all your favorite foods, the foods that everyone else tells you that you can't eat while you're dieting, be it pizza, ice cream, or whatever, mom's lasagna if you're Italian or even if you're not Italian, all those foods that people told you that you couldn't eat are the foods that are going to be your savior.

That alleviates the boredom issue, that alleviates the fact that you can't have your favorite foods for the next six months, that alleviates the fact that now you're going to be experiencing optimized fast results each and every week as opposed to slowly draining your metabolism and then hitting that brick wall that we talked about several times now.

**Craig Ballantyne:** Very cool. All right. Well, here's the truth about what you just said. Last week I had someone on my Facebook page call Vince Del Monte, of all people, a weirdo and they questioned my association with him. I know, like Vince weird? Vince is the most normal guy I know. If they're calling Vince weird I can only imagine what they think of me.

Anyway, they said that and so I think I might be getting some similar comments about you after this interview. So, what do you say to all the folks who think you're crazy when you tell them about this?

**Joel Marion:** Well, here's the thing. Any time someone presents some new information that you may not have heard before there's a certain percentage of people that are immediately going to discount it and say, "No way. It's too good to be true." Or just the fact that it's new and not everyone and their brother is talking about it, for some strange reason some people tend to wait around until things become mainstream in order to try them out.

Maybe they say, "I want to see an exact study done on your diet, otherwise I'm not doing it." Well, okay, you can just wait for the results. Should that ever happen then maybe five years from now you can get in shape.

It's kind of just a stupid outlook to have. When all you do is question, question, question people, or think that they're weird or crazy or nuts without really evaluating what they're saying and looking into it for yourself. By all means, I'm all about being critical about what you hear and not taking everything at face value. That's how I do a lot of my own research.

Even when I'm presented with other people's programs and ideas I don't just say, "Oh, okay. That's what they told me." I go and I look at some of the research myself or I say, "Where did you get that information from?" If works out I'm going to go ahead and try that or see how I can implement into my own programming.

So, there's always going to be that small percentage of people who are just going to say, "No way. Forget it." Unfortunately, those are the people who are going to wait for results to come, because they're just going to harbor on what the American Dietetic Association tells them or the food pyramid, which has been around forever that's completely worthless and useless.

A lot of these mainstream ideas are mainstream, but just look around at America and when 75 percent of the population is obese the mainstream recommendations obviously aren't what's working. So, yes, my ideas are not mainstream and I'm not going to pretend that they are.

Some of the other methods that we talked about in this call are even more extreme, but that's the reason why they work so well. It's because I'm breaking away from the norm, I've researched things, I've found strategies and I've tested them with clients in small group settings. It's not stuff that you're going to hear all over the news every day, but this is stuff that does work and has been proven to work in the real world.

**Craig Ballantyne:** All right, very good. So, on this day of eating their favorite foods they get to forget all about macronutrients needs and no one has to obsess about protein grams or any of that stuff. They get an entire free sort of approach to eating?

**Joel Marion:** Correct. That's another thing. If we wanted to throw a fourth problem in with those other three that we mentioned it's the fact that dieting can be a tedious process, especially for the people who are doing a hard core and they like to keep track of all the numbers and all that stuff.

The cheat day in addition to all the other benefits is great in the fact that you just don't have to worry about anything. It's your day off. If you're somebody who works throughout the week you probably look forward to your weekends. Why? Because you don't have to worry about what's going on at the office for a couple of days.

It's the same way if you're dieting throughout the week. With this new program we have cheat days more frequently than we do with my previous program, but with my previous program it was once a week, every seven days you get to have a day in which you're completely off the system. Then there's different strategies that we implement throughout the rest of the week to optimize the effectiveness of that day.

That's the beauty of it. You don't have to worry about anything. You don't have to sit there and count your grams of protein and worry about how much protein you're going to get. You don't have to worry about counting calories.

A lot of times people say, "How many calories can I eat on a cheat day?" Here's the only rule that I give for cheat days. Eat until you're moderately full and then stop. If you're eating and stuffing yourself and eating to the point of discomfort and you're walking around all day feeling sick that kind of defeats the purpose anyway, because you're not really going to enjoy the foods that you're eating and it's not going to be a fun experience for you, it's just going to be an uncomfortable experience for you.

So, never eat to the point of discomfort. Other than that, just kick back and enjoy. If it's football season and you want to turn on a football game and have some wings and a couple beers, by all means go ahead and do that. You can just be social, be yourself, go out to dinner, order whatever you want off the menu, as opposed to sitting there and dissecting the menu and trying to figure out what fits in with your particular diet.

It's the day that is 100 percent completely off with no worries, carefree. People really tend to enjoy that and look forward to that for many reasons, because it's never more than a few days away.

**Craig Ballantyne:** Okay. That's pretty cool. I really like that. I'm all about simplifying things and not having to count, count, every day, let alone on a day like that.

Beyond the physiological benefits you're suggesting, and this question is in bold so it must be important, what are some of the other benefits of cheat days to dieters?

**Joel Marion:** So, we had physiological benefits, the benefits that we talked about, how this is absolutely going to increase the effectiveness of your diet week after week and help you burn more fat week after week and avoid the fat loss plateaus.

That's all because of what is happening internally in your body hormonally as a result of the cheat days. You're re-priming your body on a weekly basis to burn more fat the next week, as opposed to having your metabolism get worse and worse and slower and slower with every week of dieting. That's the physiological aspect.

Now, the psychological aspect is the second thing that I want to talk about. Think about psychology of dieting and it goes back to some of the things, the frustrations, the discouragement, and the fact that so many people who are dieting just hate the fact that they're on a diet and no one really wants to be on one. Why is that? It comes down to the lack of results and all that.

So, one, you get to have that day every week where you know, "I'm going to be able to eat whatever I want." So, if you have to say on Thursday that the family is going out

to dinner or something like that and you need to order something more conservative off of the menu and choose some healthier options, then you can do that pretty easily knowing that on Saturday, "I'm going to come back to this same restaurant on Saturday and order this meal that I'm looking at."

You might have a favorite place that you like to go and you know that you can go to that very restaurant on your next cheat day. It's never more than a day or two away. If you want pizza you know it's never more than a couple days away.

That psychological outlook changes things so much than if somebody was sitting there on a diet and ordering at a restaurant and trying to stay healthy and then they're like, "When is the next time I actually get to eat something from the dessert menu? When is the next time I get to tell the waiter I'd like to see a dessert menu?" There's no light at the end of the tunnel and that's very discouraging psychologically in and of itself.

Then bringing it back to the results side of things if people are putting in hard work and they're not seeing results it becomes very frustrating and it's very discouraging. But, when people are seeing consistent progress week after week after week it becomes so much more psychologically easy for that person to stick with the diet, because the motivation level is extremely high.

They're seeing changes in the mirror. When there's no change happening the motivation is very low and they don't want to continue, because nothing is happening, they're just working hard. When they're seeing results, there's visible change and they're going through the diet and they're watching what they want to happen actually happen.

That becomes very motivating and it's awesome psychologically, because it's going to keep them going week after week. So, a lot of psychological benefits that tie into the fact of what we're doing one, with the cheat days and being able to have more freedom, and two, with the fact that now you're actually going to see optimal results on a weekly basis as opposed to wondering if the scale moved or not.

**Craig Ballantyne:** All right, very cool. You mentioned some extreme methods in your report. Let's talk about a couple of those.

**Joel Marion:** Which one do you want to talk about first?

**Craig Ballantyne:** I don't know. I was kind of hoping you were going to answer my question. Talk about this one here. Creating massive deficits and how most of the time this is bad, like trying to starve yourself thin, but when used appropriately it can actually lead to very fast fat loss. Can you explain that one?

**Joel Marion:** Yes. Let's go back. We talked about massive calorie deficits and why they don't work. Again, it's because your body is programmed to shut everything down. When you're not eating a lot of food evolutionary back to our ancestors and there were periods where food was scarce, that is a starvation period.

When you do that to yourself on a diet you're trying to create these massive calorie restrictions based on not eating at all or fasting, and again this prolonged periods of time we're talking about, like if someone decided, "I'm just going to drink fluids for two weeks and I'm going to exercise my butt off. Then I'm going to drop 30 pounds and look amazing."

Do you really think that's going to happen? Just two weeks of work, let me get this two weeks out of the way and I'm going to look like a goddess for the rest of my life. It just doesn't happen. Why? Because your body is smarter than that.

It's going to shut down all of your entire fat burning system after only a couple days of that nonsense and you're going to end up experiencing a lot of lean muscle loss. By the end of the two weeks you're going to end up looking thick and probably still overweight. So, congratulations, you just put in all that effort and you wasted a lot of time to look worse than you did when you started. That's not what anybody wants.

Generally speaking, massive calorie deficits are a terrible idea. It's probably the worst crash diet and it's probably the worst way that you could ever approach a fat loss program. However, now we're going to talk about strategic methods to lose fat very fast.

When can we get away with a massive calorie deficit and burn lots of fat, but without pissing our body off, so to speak, or upsetting our body, or aggravating our body and sending it back into starvation mode? Well, what did we just talk about? We talked about cheat days and how cheat days elevate metabolism and elevate the hormone leptin and kind of press the reset button on your metabolism.

So, now let's say your cheat day is on a Saturday, on Sunday your body is in prime position to burn fat. Your body just wants to get rid of the fat. All you need to do is create the deficit and your body is cool with letting go of the fat. It's in prime state to burn fat at that point.

What we do and what we've been experimenting with, and it's one of the things that we utilize in the Extreme Fat Loss Diet is creating a massive calorie deficit the day after a cheat day when our body is super primed to burn fat. We also do some things supplementation wise and we also incorporate some strategic exercise, which we're going to talk about in a little bit to make this day even more effective.

The end result is our net calorie deficit at the end of the day is a lot. Because our body was in this state where it was really primed to burn fat during that day you can literally lose up to a pound of fat in one day. I've seen it happen before with people where you can almost feel how your body is burning fat in a single day, because your body is so primed to burn fat and you're creating a massive calorie deficit through strategic dietary techniques and also strategic exercise techniques.

That type of calorie deficit, and I only recommend that you do it one day once in awhile, and again it's something that we incorporate as part of the Extreme Fat Loss Diet program. If you can create a 3,000 calorie deficit in a day, which you can do through diet and exercise, during the time when your body is really primed to burn fat then you can burn almost up to a pound of fat in one day.

If you do that every once in awhile that could be the difference of adding five more pounds of fat loss in a month than you would have experienced otherwise.

**Craig Ballantyne:** All right. That's pretty interesting. So, let's see. Maybe you can also talk about some strategic things that someone might do prior to a cheat day?

I guess because my thinking is I'm going to go and eat the cheat meals and even though I'm not going to binge eat, which if someone does that then that's a bigger problem outside of dieting that they need to get help with.

Let's say they eat 4,000 calories, there's still going to be in my mind what are you doing with the extra 1,500 to 2,000 calories that I don't need? Are they really just going to be burned off or how does that stop from spilling over to fat storage?

**Joel Marion:** That's an excellent question too.

**Craig Ballantyne:** Thank you.

**Joel Marion:** This guy has great questions. I don't know where he gets them all from. It has been a problem in the past, especially with certain individuals more so than others.

Again, I'm always trying to strive to make my program better. To get back to what we talked about in the very beginning of the call, and that's optimal results. You can get results and they could be even good results, but if it can be better and you can lose fat even faster, then why not make some changes in order to do that?

The issue with cheat days for some people, and maybe some other people didn't even notice it because they just consistently lost fat every week, but they didn't realize that they could be losing a little bit more. Going into a cheat day you are going to eat a lot of calories and a lot of carbohydrates and it is likely that a small amount of that is going to spill to over fat storage.

So, here's an example. Let's say that I gain half a pound of fat as a result of the cheat day, but I did so much positive things to my metabolism that I was then able to lose 2.5 pounds of fat that next week. So, my net fat loss for the week is two pounds, which is very good.

If we're talking fat loss and actual fat, and in the report I actually show a girl who is holding five pounds of fat and you can see just how big five pounds is. So, if you were to lose 10 pounds of actual fat, believe me you're going to make a significant change to your body.

So, your net fat loss on a weekly basis is two pounds, which is great. If you replicate that every single week then you're going to be on the road to changing your body rather rapidly. Still the fact remains that maybe you put on a half pound of fat because of that cheat day. It may not even be that much, but let's say a quarter pound to a half a pound.

If we can eliminate that, let's say over the course of four weeks, now you've lost an additional two pounds, which then at four weeks you've 25 percent more results. In my mind 25 percent more results is worth figuring out a way in order for my clients to achieve that. So, what we've done is this.

We take that pre-cheat day and we dedicate towards depleting our body's energy stores. There's lots of carbohydrates that get stored within muscle tissue within your body, up to 500 grams between your muscle and your liver, which is about 2,000 calories worth of glycogen, which is carbohydrate. In addition to that there's even more calories stored within muscle tissue inside the cells that's called intracellular triglycerides, which are actual fat that's stored in there.

So, if you can burn a lot of that fat and deplete some of that fat and most, if not all, of the carbohydrate that is in your body prior to a cheat day then when you go and eat those massive loads of carbs and fat and calories you are going to be refilling those stores, as opposed to having all those nutrients then be in excess and spill over into fat storage.

If you think about an empty glass versus a full glass. If I add more water to a full glass what's going to happen? It very quickly is going to spill over and then there's going to be some excess, which related back to dieting that's excess spillage that goes over to fat storage. If the glass is empty we can fill it up with a lot and by the end of the day maybe the glass will be to the brim, but what you just did was you filled up your energy stores, which means zero fat was gained.

Now you're really packed out going into the next day, you have lots of energy to fuel your workouts and you didn't do any damage from a fat gaining perspective. At the same time, your body still received the influx of calories, it still received the influx of

carbohydrates, so leptin levels are going to go high. You accomplished everything that you are trying to accomplish with the cheat day hormonally, but you don't have that excess spillage over to fat storage.

Again, that one simple trick of depleting before a cheat day, and we give some awesome tips in Extreme Fat Loss Diet exactly how you can do that, exactly how you approach your diet in the most effective way and some workouts that are set up strategically with the goal in mind to deplete glycogen stores and intercellular triglycerides.

So, you have that depletion day first, then by doing that you can have a cheat day without having to worry about those calories spilling over to fat storage. You're going to definitely increase the amount of fat that you're burning each week because of that.

**Craig Ballantyne:** All right. You've just kind of blown people's minds with all that stuff. Now, the report says that you have another strategy where clients are going to build muscle while doing this dieting and it comes back to the cheat days. So, hit us with that one.

**Joel Marion:** Right. Let's go back and very quickly I want to touch on this concept of mirroring your diet with your exercise and having them work hand in hand.

In the report I give an example that if you're goal is to increase your income if you go and you work hard and you find a job that has a real nice paycheck, and you also take some of that paycheck and start investing it, then you have money coming in from investing, then you have money coming in on your normal paycheck.

You have that same goal of increasing that net number in your bank account, and you're covering it with your paycheck and the fact that you're doing investing. So, you have multiple methods that are going towards this same goal.

With the Extreme Fat Loss Diet we do that in many different ways. We have certain goals, like for example the pre-cheat day depletion day. The goal of that day is to deplete energy stores. So, we have a diet that works to deplete energy stores by being very low carbohydrates, so we're not adding to the carbohydrate stores that are already in our body.

Then we also use strategic workouts that are specifically set up to achieve that goal of depleting carbohydrate and energy stores within the body. So, we tackle that same goal, again deplete the energy stores in the body through diet and exercise. If we only did it through diet or we only did it through exercise we would get a far less result than when we combined the two.

Now, what we do we take a look at the other days of the diet. We have a diet day in which there's a massive influx of calories and carbohydrates and fats and insulin. Insulin is the most anabolic hormone that there is, anabolic meaning that if you add something in the mix that's going to stimulate muscle growth and you have all that insulin and all those calories it's probably going to do a pretty good job at creating new muscle tissue.

What do we do? Again, it's simple when you think about it, but a lot of people don't set it up that way with strategy. We do a high volume, kind of like a bodybuilding style workout on the cheat day. So, we have this massive influx of calories, carbohydrates, and insulin, and dietary fats, and all these nutrients that are going into the tissues within the body and in the blood stream. Then you stimulate muscle growth on that day. What's going to happen?

You have this very anabolic day in the middle of your diet that's also setting you up to increase fat burning the next week, that's also psychologically allowing you to eat your favorite foods, and at the same time it's also when you combine it with a high volume workout going to allow you to build muscle.

So, this one day is serving so many different purposes that a regular diet just doesn't allow you to have. Most people go on diets and they end up losing muscle mass. Most people go on diets and they end up getting no results. Most people go on diets and they never see one of their favorite foods again for the next six months.

When you use a cheat day coupled with the proper exercise program you can build muscle on that day, you can set yourself up to burn fat the next week, and you can enjoy your favorite foods. It's kind of like this has a triple benefit to it all at once. Build muscle, lose fat, the most optimal rate at the same time. It's kind of crazy.

**Craig Ballantyne:** That is kind of crazy. That's a pretty good answer. Almost as good as some of my questions. I'm going to finish off with my best question, because I know I'm interested to learn more and I'm sure that my listeners are very interested to learn about your massive pump workout nutrition combo.

To set the scene for people, maybe a couple months ago on a Friday night around 7:30 or 8:00 I received a text message from Joel Marion about how there was a workout going on with supersets between an exercise and a cheeseburger.

So, my question is related to the pump that you got doing this workout, because the text message said that you were getting an incredible muscle pump from this combination of exercise and cheeseburger between sets. Now, that's legendary and I just want to know exactly how this worked.

**Joel Marion:** Well, it was a full blown cheat day that entire day. So, was the actual cheeseburger that I was eating in between sets contributing to the pump and the substantial weight? Probably not, because it was still digesting.

That was just kind of a fun thing that I was doing and I thought as I was doing it, I went around the corner to Five Guys, which is literally right around the corner, and I got two bacon double cheeseburgers. It was a double patty, cheese, bacon, and I was hungry, but I also wanted to get a good workout and it was starting to get kind of late. Like you said, it was 7:30 or 8:00. So, I decided to eat the burgers as I was working out, which really for most people if you don't stomach food very well as you're exerting energy and putting forth effort, it's probably not a good idea.

The fact that I had, again, the influx of calories, probably sodium from the different foods that I was eating that day, fats, and insulin all throughout the day in my bloodstream, and I'm sure the fact that in addition to those double cheeseburgers that I was eating I also had a large Pepsi and that was much more quickly digested and probably contributed to the pump.

You're going to notice that when you do these high volume workouts on a cheat day you're going to experience the sickest pump that you've ever experienced ever, especially when you're doing the pre-cheat depletion days, because you're depleting.

Anyone that knows anything about depletion and then maybe a re-feed or an overfeed or a cheat day you know that there's this effect called super compensation in which your body almost overstuff itself with nutrients. So, you deplete everything and your body is in this state where it just wants to super compensate and you're flooding it with nutrients, carbohydrates, and insulin and all that stuff is in your bloodstream and your system throughout the day and then you do this high volume workout.

Here comes the pump, it's the most ridiculous thing ever. Your muscles feel so tight and so full and the pump can actually help to increase muscle growth by shuttling more nutrients to the working tissues to quickly initiate protein synthesis and spark new muscle growth.

So, it actually can have a beneficial effect other than just feeling cool. But, it is pretty cool in and of itself. When you're working out you just feel jacked if anything, because you have all those extra nutrients floating around in your system.

It's a pretty cool feeling. If you want to try it, hey, give it a shot, double cheeseburgers superset with the bench press.

**Craig Ballantyne:** You'll probably want to tell somebody about it.

**Joel Marion:** You'll probably want to tell somebody about it. I think I text message Vince, John Rominello, and Craig all right while I was doing it and I got some great responses back. So, it was a fun time.

**Craig Ballantyne:** It's funny. At first I thought, for a millisecond I thought, "Ha, ha, that's a funny joke." Then I realized Joel is actually doing this. I haven't tried it yet, but hey, who knows, the next time I'm around the corner from a Five Guys and in need of a workout you never know what will happen.

Joel, really though, the call certainly has been informative. Coming from someone who has read the entire report it's an essential read for everyone to check out, especially because it's summertime coming up here in North America for all our North American listeners that are going to want to get whipped into shape for summertime and this is going to help them.

I guess we will just send you a link when that report comes live the week of April 20<sup>th</sup>. Correct?

**Joel Marion:** Correct. April 20<sup>th</sup> is the first day it's going to be available to download. Make sure you look out for Craig's email, he's going to send you a direct link that's going to send you to a special page on the site where you're going to be able to get this report.

It's called My Top Five Sneaky Tricks for Triple Your Fat Loss Results. It's all about these very strategic elements and it goes into even more detail than we did on the call. It's 27 pages in length of some of my best fat loss information that I could possibly give and it's totally free.

Craig will send you the link to download it and it's all about how to accelerate your fat loss results through strategy, not through gimmicks, but through strategy to send your fat loss over the edge and lose fat as fast as humanly possible over what is a very short period of time.

The Extreme Fat Loss Diet Program is only a 25 day program, but I've seen people literally lose between 20 and 25 pounds using that system. Now, to be fair, not everyone loses 25 pounds, certainly more people if you had a lot of fat to lose a 25 pounds loss some of that will be water, but it's certainly possible and I have seen it happen before.

There's also people who use the program to achieve some pretty ridiculous results like our friend Vince Del Monte who used it to go from a very lean condition to an exceptionally lean condition for a photo shoot. To go from lean to photo shoot ready is a considerable feat, and most people know that it's very hard to do that.

Vince used the program to lose fat and to get in photo shoot ready shape in three weeks and the results from before to after in that transformation were pretty amazing. He also gained three pounds of muscle in the process.

So, when I talk about losing fat very fast and gaining muscle in the process, it has happened and it's happened even at the very latter stages of dieting when it becomes exceptionally hard to even think about doing that. Just imagine if you still had maybe 15 or 20 pounds to lose how fast things can happen for you.

I'm looking forward to getting that information in your hands. Make sure when Craig lets you know about it to head over to the site and download it for free.

**Craig Ballantyne:** Perfect. Nothing more to say, folks. That's the information from the man himself, so look for that. We're going to make sure you get a chance to listen to this call and read the report of the call as well in case you prefer that.

Everyone, thank you very much for listening. This is Craig Ballantyne saying goodbye. We are going to be giving you lots of more great rapid fat loss information coming soon. Thanks everybody. Talk to you soon. Bye.