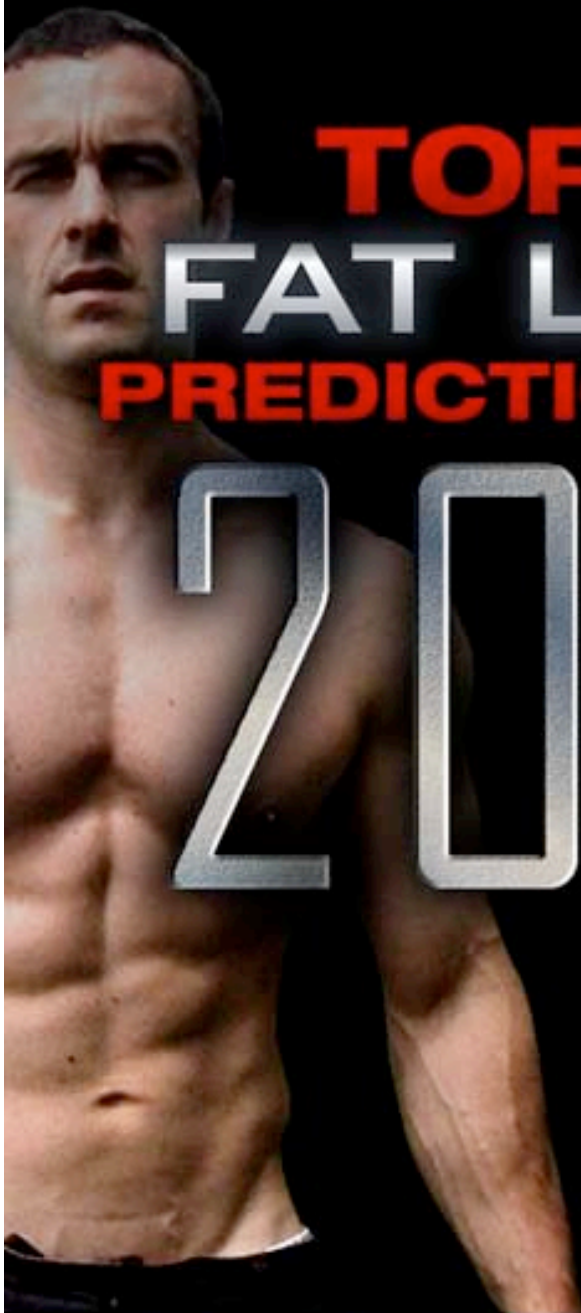


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# TOP 10 FAT LOSS PREDICTIONS FOR

# 2010

*Plus, Bonus Fat  
Burning Tips from  
Top Fitness Experts*

by **Craig Ballantyne, CSCS, MS**

## The World's Best Fitness Predictions for 2010

2009 was an amazing year in the fitness industry as millions of men and women finally lost body fat thanks to powerful programs like Turbulence Training, P90X, and Kettlebell Workouts. In fact, I'd say that "Short, burst workouts" were the \*program of the year\*.

The year also made history because of the popularity of "contrarian" diet programs, such as fasting and cheating for fat loss. Each of these nutrition plans also helped thousands of men and women to be less obsessive with their daily nutrition – gone are the days of weighing your food and stressing about every calorie we consume. I'm happy to see these two approaches become more popular.

So what does 2010 hold for fitness and nutrition? Well, you're about to discover my Top Ten fitness predictions for the upcoming year. So sit back, grab yourself a Green Tea, and join us as we predict the future of fitness AND give you dozens of new workout and diet tips to help you lose fat and sculpt your body faster than ever in 2010.

To your success!

Your friend,

Craig Ballantyne, CSCS, MS  
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Craig Ballantyne, CSCS, M.Sc., is a Strength & Conditioning coach in Toronto, author of Turbulence Training, a contributing author to Men's Health and Women's Health magazines, and a member of the Training Advisory Board for Inside Fitness and Oxygen magazines. Craig also has an advanced research background, completing a Master's of Science Degree in Exercise Physiology from McMaster University in Hamilton, Ontario, Canada. Craig continues to study the latest training, supplementation, and nutrition research that will help improve client's health and wellness as well as their physical and mental performance.

### **Disclaimer:**

These recommendations and predictions are not medical guidelines but are for educational and entertainment purposes only. Please consult your physician prior to starting a new exercise program or diet. The information in this report is meant to supplement, not replace, proper exercise training. All forms of exercise pose some inherent risks. The editors and publishers advise readers to take full responsibility for their safety and know their limits.

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## Craig Ballantyne's Top 10 Fitness Predictions for 2010

### **1. Bodypart training articles, videos, and books will be huge in 2010**

Meatheads, get ready! It's time to crawl back out of the caves and be loud and proud of your desire for bigger arms, a more muscular chest, and yolk-like traps. Generally when there is a movement to one extreme, we always see the pendulum swing back the other way. And in the past 5-10 years, bodybuilders have been like Rodney Dangerfield – they ain't gettin' no respect. So this should be the year it all changes. Flex magazine sales will probably go through the roof, more guys – and gals – will be caught curling in the squat rack, and it will be \*okay\* again to be called a bodybuilder. On the bright side here, these new programs will satisfy our guilty pleasure desires for pump-type workouts – hey, there's a time and place for everything!

### **2. Cardio will be back with a vengeance – but nobody falling for it**

Speaking of the pendulum swinging back the other way, we're going to see trainers hyping up cardio again...but it doesn't bother me, and frankly, don't let their claims get your hopes up. Even though new cardio machines, more cardio articles in magazines, and possibly even aerobics classes will get promoted hard-core this year, the truth is you can't ignore the research and results – interval training and metabolic resistance training will continue to dominate when it comes to burning fat fast.

### **3. People will make a dramatic shift towards a vegetarian lifestyle**

This will be the nutrition trend of the year. Now I honestly don't expect millions of men and women to become vegetarians overnight, but I do expect that 20-25% of folks seriously interested in their health and fitness will adopt a vegetarian eating plan for at least one day of the week. In 2010 more and more meat-related food illnesses will occur, and healthy eaters will finally realize that mass-produced meat – even the stuff from \*healthy\* sandwich-franchise restaurants can't be that good for you.

In addition, more healthy eaters will discover the strain on resources that comes from producing excessive amounts of animal protein, and more and more celebrities and fitness experts will prove to their fans and readers that a beautiful beach body can be achieved with much less

animal protein (including whey shakes, burgers, eggs, and steaks) than previously thought.

At the same time, there will be a wise and continued shift among healthy meat eaters to go the extra mile to get locally produced and grass-fed meats. Unfortunately, far too many people will remain uneducated about the dramatic reduction in the quality of animal foods and will continue to suffer health problems and obesity from fast food.

#### **4. Kettlebell-friendly gyms will become more popular**

Without a doubt, kettlebells continue to get more popular every year, since they were first introduced. But the first decade of Kettlebell popularity was spent creating a hardcore mentality about kettlebells that slowed their acceptance into mainstream fitness. In my opinion, KB's could be 20x's more popular than they are now. So in 2010, you'll start to see a more family friendly version of Kettlebell Workouts and training areas at your local gym. Since they are already being sold on infomercials, it's time for kettlebells to explode in popularity and to be given the space they deserve in your neighborhood gym.

#### **5. Trainers and fitness authors are going to create more age-group targeted programs**

Whether or not this is necessary, we'll see more and more books and trainers specializing in helping "women over 40", "men over 65", etc. Now to be honest, with the exception of individual injury considerations – which applies to all ages – there really isn't much difference in training someone for fat loss at age 30 or age 60. However, on the bright side, every age group will now have access to more specific role models, tighter communities, and peer-delivered messages that hit home stronger than ever.

#### **6. More trainers will create 5, 6, and even 7-day per week programs – even me!**

Whoa, whoa, whoa! 7-day per week programs? How could you ever create a 7-day per week Turbulence Training program? Let me explain...

First, these programs won't include 7 hard workouts per week. Rather, folks just want to be told what to do on their off days as well as during their workouts. So instead of creating articles, books, and programs that just give you three workouts per week and leave you to your own devices for the rest of the days, trainers will now be giving you the exact stretching, recovery, and off-day activity plans for a complete 7-day program. Talking with P90X creator, Tony Horton, really gave me a lot of ideas for this new system.

#### **7. Metabolic Resistance Training will be the training buzzword of the year**

Weight training circuits, Turbulence Training, Afterburn Training – all of these have been known for years, but more and more we'll see the phrase, Metabolic Resistance Training (MRT) used to describe this broad

field of training. Of course, that also means that MRT will be defined differently by almost every trainer...leading to some confusion among fitness readers. However, on the bright side, we'll see more fun, exciting, challenging, and super-effective metabolic resistance training programs hit the scene next year – giving you a ton of options for a fat burning, bodysculpting workout. If you love these types of workouts, 2010 is going to be a dream come true for you.

## **8. More fat loss programs will include jump training**

For over a decade cutting-edge trainers have spoken up loudly for the need to include multi-muscle, total-body, intense exercises in fat burning programs, and in the last 5 years we've seen a shift to doing as much bodyweight exercise as possible in order to get a lean, athletic physique. And so finally, jump training – the epitome of multi-muscle, intense, bodyweight exercise – is about to become more mainstream in fat burning programs. Of course, jump training should only be done by those who are physically capable, but once that hurdle has been overcome, then jumps can and should be used as a powerful, efficient way of working the body to burn calories, put turbulence on the muscles, and possibly even light up the fire of the afterburn to consume fat and calories during the recovery period.

## **9. More people will be alerted to dangers of bad ab training**

Men's Health dedicated an entire training section to the dangers of crunches and have ran more than one article with advice from Dr. Stu McGill – the world's expert on using planks, side planks, and bird dogs instead of crunches, but for some reason the world's female fitness magazines still linger in the dark ages of crunches (and cardio – but that's another story) and continue to give their readers bad advice on how to get abs without hurting their backs. But I truly believe this will be the year that crunches become passé – UNLESS of course the bodypart specialization popularity rejuvenates the dead-end exercise known as crunches. I guess this will be the fitness battle of the year – will crunches stay or will they go – here's hoping this is the end of the line for that next-to-useless exercise.

## **10. No-Equipment will be the NEW-Equipment of the Year**

Bodyweight training will have its biggest breakout year since it first started getting more popular back in 2004-2005. Due to a tough economy and a decrease in time that people will have to workout, we'll see more people abandoning traditional gym memberships and working out at home, in a park, or even their hotel room without a single piece of equipment. Plus, you'll see innovative trainers – such as Adam Steer, myself, Ross Enamait, and many others coming up with unique bodyweight programs, systems, and techniques that you never would have expected could compete with traditional weight training. For those folks that don't re-join the bodybuilding darkside (just kidding), you'll see them pushing the envelope of how they can transform their bodies without a single piece of equipment.

**Bonus Prediction 11. The smartest trainers will combine all of these methods – including the proven tactics from over the years PLUS the latest and greatest techniques – to create the most effective workouts YOU could possibly have – in the least amount of time.**

It's going to be YOU – the fitness enthusiast – who wins BIG-TIME this year.

# "With Craig Ballantyne's Revolutionary Turbulence Training Fat Loss System, You Can Now Burn Stubborn Belly Fat & Sculpt Your Muscles With Just 3 Short Workouts A Week"

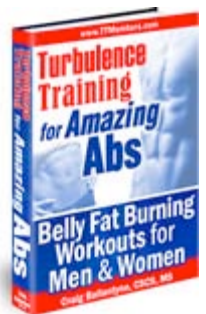
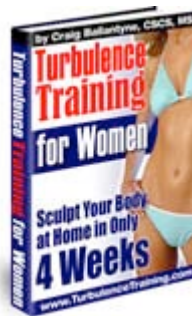
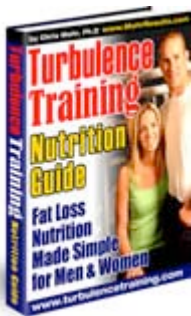
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You'll get access to the entire Turbulence Training for Fat Loss system, plus you'll still get your free membership into the TT Member's area where you can ask me any question you want about your fat loss workouts and nutrition program.

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All of this information can be yours in only a few minutes and for only a few dollars.

**Stop doing everything wrong in your weight loss program and start getting more results in less time with Turbulence Training.**

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So here's your chance to use the world-famous, proven Turbulence Training for Fat Loss system that has been used by men and women from nearly every country on earth...

I look forward to your success!

Stay strong!

Craig Ballantyne, CSCS, MS  
Author, Turbulence Training

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