

Member Handbook



VeniceNutrition.com

Building Your Body Confidence

Venice Nutrition Member Handbook

Written By:
Mark Macdonald
creator of the Venice Nutrition System

Venice Nutrition Member Handbook book design and graphics by:
Vaughan Risher

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Welcome!

Venice Nutrition is a system that creates the possibility for anyone to implement nutrition into their lifestyle and achieve permanent results.

Venice Nutrition provides NUTRITION FOR EVERYONE™ regardless of Age, Gender, Shape, Size or Lifestyle. Venice Nutrition views every person as an individual and teaches you how your body works so you can learn to make it work for you.

Lessons in physiology have taught us that it is impossible to achieve long term nutrition and fitness goals with a pill, restriction of calories, and/or eliminating carbohydrates. These approaches may work for the short term, 3-6 months, and eventually your body fat level returns to where you started, or worse, gets even higher! So, what is the solution? You must break the pattern and learn the only way to obtain permanent results is by implementing a nutrition and fitness system centered on blood sugar stabilization. When the blood sugar is stable, the body is in a balanced state (homeostasis). The result's are:

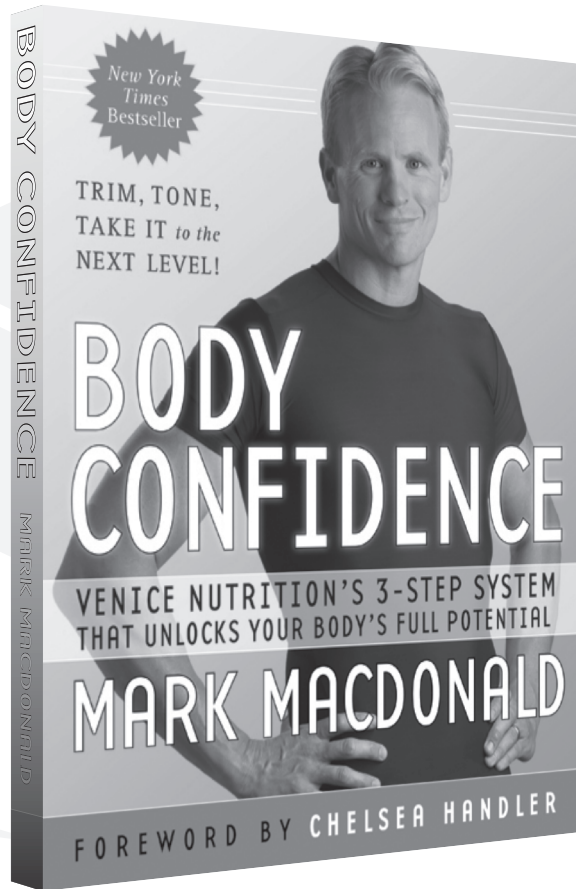
- Limitless energy
- Consistent body fat and weight loss
- Zero sugar cravings
- Enhanced mental alertness
- Optimal stress management

These results shift your body into an energy burning machine. Venice Nutrition's system teaches each client how to stabilize their blood sugar according to their own lifestyle. Our system is based on individualization. We believe in quality, which allows us to give each client the coaching they want and deserve. We believe that achieving success in life takes education, hard work, perseverance, and the ability to stay the course. Success with nutrition and exercise takes that same amount of discipline.

How important is your health? What can you achieve with poor health? We have the solutions. Venice Nutrition is excited to teach every individual how to permanently incorporate nutrition and health into their lifestyle.

We invite you to open up your mind and get ready to take the most amazing ride of your life!

Understanding how your body works is the key to success. We invite you to further your knowledge by reading our NY Times Best Selling book, Body Confidence.



available in:

Hardcover, Paperback, Audio Book,
E-Book, & Kindle

VeniceNutrition.com/BodyConfidence

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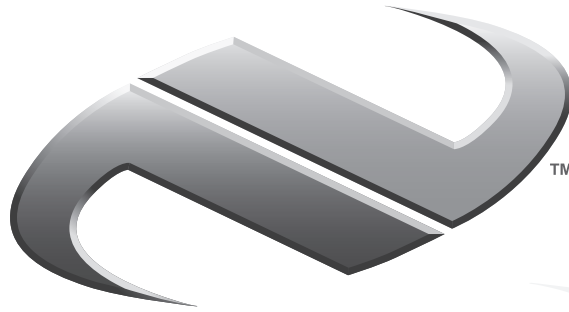
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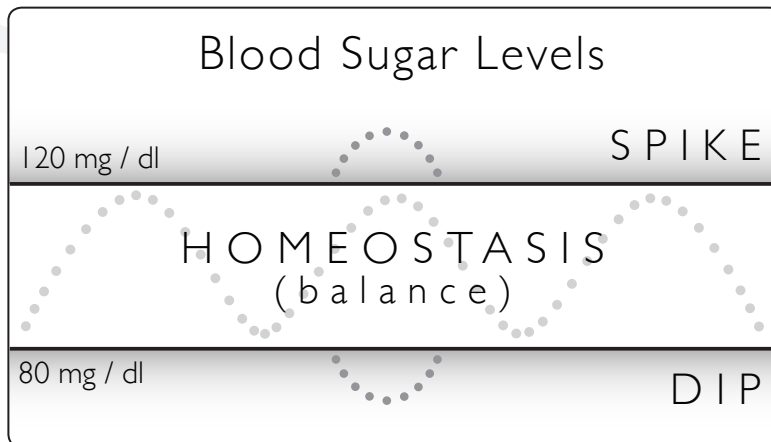
Section I

Dieting vs. Blood Sugar Stabilization

Do you want to lose weight, burn fat, and boost your metabolism? How about build lean muscle and increase energy without restriction? The answer is blood sugar stabilization.

First, it's important to understand that blood sugar (glucose in your blood stream) is responsible for fueling your nervous system and creates the bulk of your body's energy source: ATP-the energy required for every movement you make.

By stabilizing blood sugar levels with the right food, you create balance (homeostasis) which allows your body to release stored body fat, toxins, and excess sodium, while protecting lean muscle mass and igniting your metabolism.



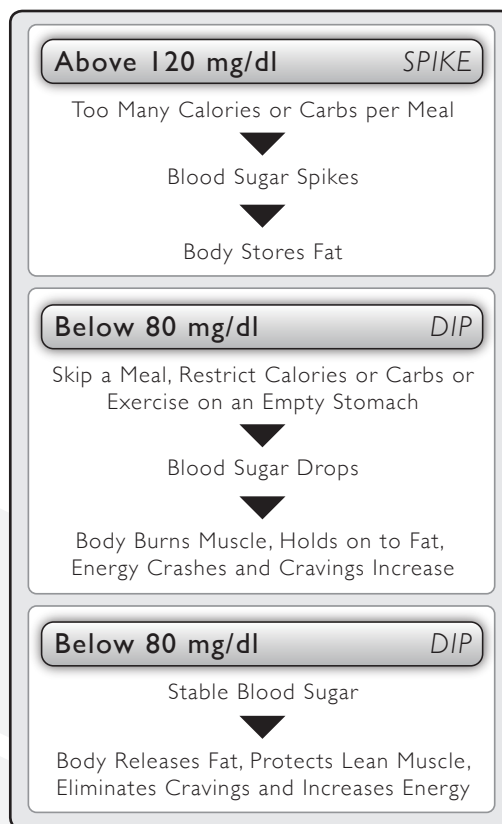
Here's How It Works:

Whenever you overeat or indulge in a carbohydrate-heavy meal, your blood sugar spikes (above 120 mg/dl) and your body stores fat.

Just the opposite happens when you skip a meal, eliminate the carbohydrates and calories your body needs, or work out on an empty stomach. Blood sugar levels drop too low (below 80 mg/dl) and your body is forced to burn lean muscle mass for fuel in place of body fat, thus slowing metabolism.

Stabilizing your blood sugar (keeping levels between 80 and 120 mg/dl throughout the day to avoid "spikes" and "crashes") will naturally help you to:

- burn body fat
- protect and increase lean muscle mass
- eliminate sugar (carbohydrate) cravings
- boost your energy
- break through stubborn plateaus



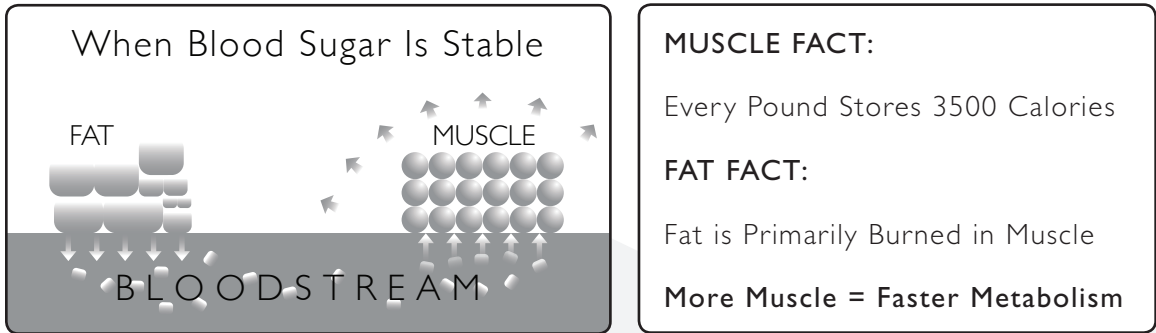
Blood Sugar Stabilization vs. Calorie and Carbohydrate Restriction

While restricting calories (calories in vs. calories out) or carbohydrates will initially cause weight loss, both methods will lead to an immovable plateau once your body reaches its set point (the weight your body wants to weigh and where it gets stuck).

Even worse, calorie or carbohydrate restriction causes low blood sugar and leads to:

- low energy
- cravings
- loss of lean muscle mass which slows down metabolism

Once you re-introduce the calories and carbohydrates you restricted (you can't starve forever!), you regain the weight plus extra body fat due to the loss of lean muscle mass and a slower metabolism. This makes it even more challenging to lose weight the next time around and leads to the yo-yo syndrome (weight loss followed by weight gain), which inevitably slows your metabolism even more.



The solution is blood sugar stabilization

When blood sugar is stable, you continually release stored body fat (each lb. of stored fat has approximately 3,500 calories), which is then burned up primarily within your muscle tissue during exercise and daily activity.

Stable blood sugar also creates an anabolic environment (a positive growth state) that optimizes cell reproduction, energy levels, focus, sleep, and stress management.

In conjunction with exercise, stable blood sugar also helps build lean muscle mass. Male or female, muscle is your friend! In fact, one pound of lean muscle mass is three times smaller than one pound of body fat. If your goal is to be lean and toned, the key is burning body fat while protecting and increasing lean muscle mass.

The Three Factors That Stabilize Your Blood Sugar

I. Meal Intervals

Your body is a “refuel as it goes” machine and needs to be fed consistently! Eat within one hour of waking (before exercise if you exercise in am) to kick start your metabolism and then every three to four hours throughout the day until bedtime. Your last meal should fall

within one hour of going to bed to help prepare your body for fasting.

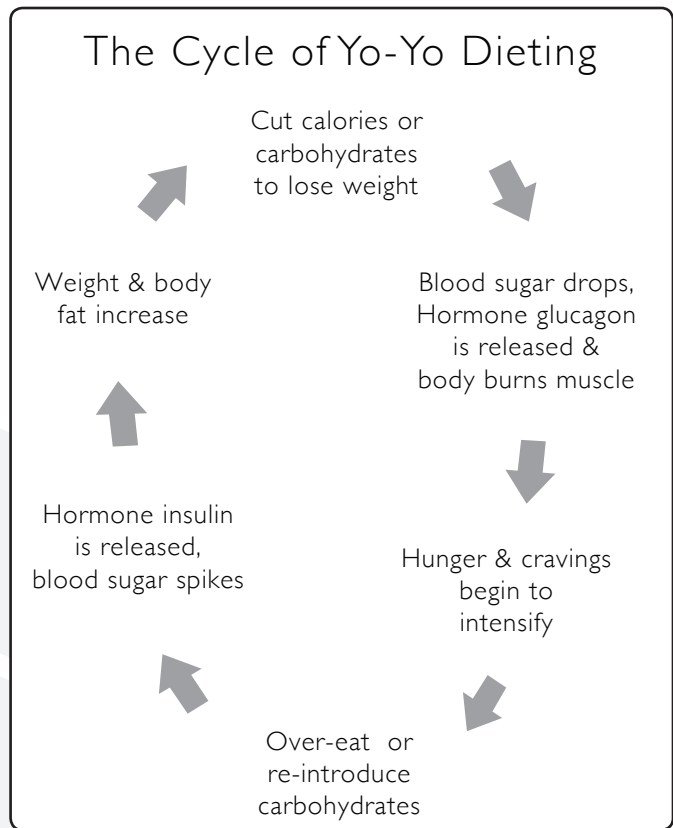
Frequent meals keep blood sugar levels steady and help to prevent you from overeating and spiking your blood sugar or skipping a meal and causing your blood sugar to drop too low.

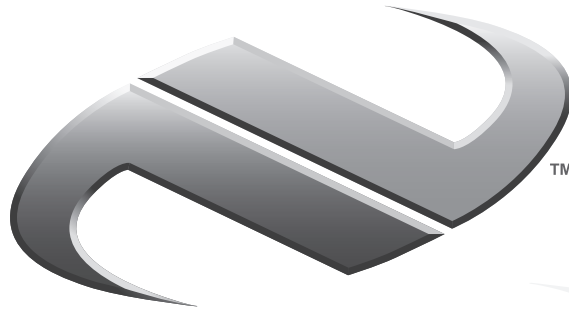
2. Nutrient Ratios

Each meal should have a balance of complete protein (either from animal or soy sources) with a small amount of healthy fat and a small amount of carbohydrates to keep blood sugar levels stable. It is critical to get the correct nutrients (protein, carbohydrates, and fat) in every meal.

3. Meal Size

Your body can only process a certain amount of food at once and eating smaller meals every few hours will keep blood sugar levels steady. Each meal should be roughly the same size (same amount of calories).





Section II

Finding Your Starting Point

Understanding your unique metabolism starting point (defined as the rate at which your body processes energy) can help to give you insight into the rate at which your goals will be achieved. You are genetically dealt two “metabolic cards” that determine the speed of your metabolism.

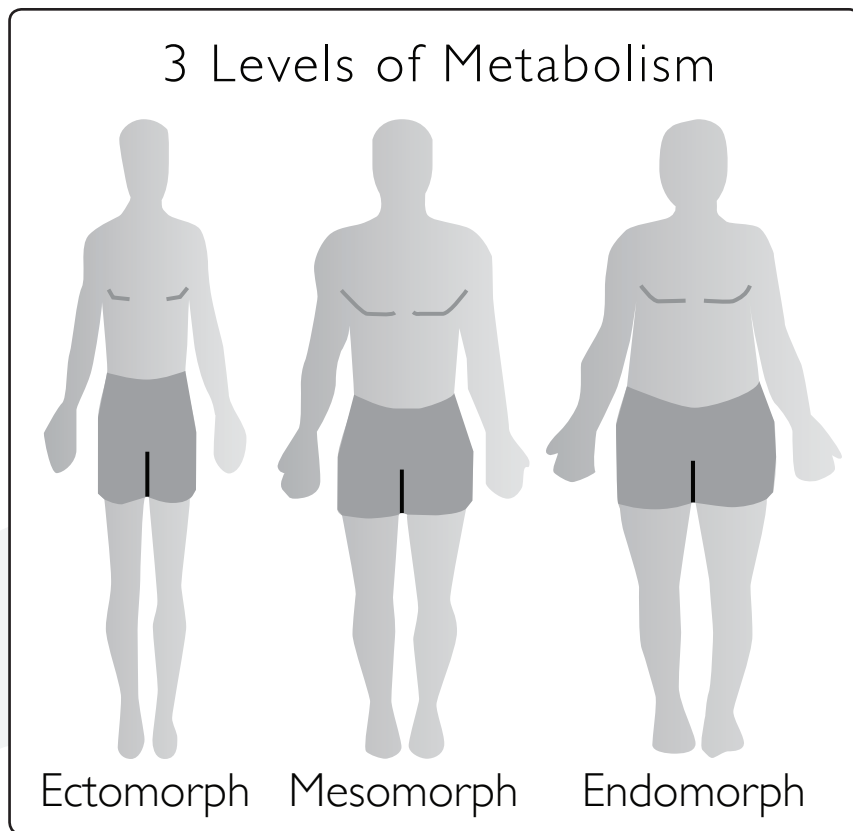
Your two “metabolic cards” are:

1. BODY TYPE
2. SET POINT

BODY TYPE - Which one are you?

There are three basic body types:

1. **Ectomorphs** are very lean and have a difficult time gaining weight. They have a low set point & fast metabolism.
2. **Mesomorphs** vary greatly because they have the ability to be lean and muscular, but they can also gain a good amount of excess weight and body fat. They have a medium set point & medium metabolism.
3. **Endomorphs** have a slower metabolism and a higher capacity to gain weight and store body fat. An endomorph can absolutely increase the speed of their metabolism; it just may require a little more time and effort. They have a high set point & slow metabolism.



Now think of the body type that you best relate to. You may be an identical match to a particular body type, or you may be somewhere in between two of them. No matter where you find yourself, with the right tools, you will be able to reprogram your metabolism and achieve your goals!

SET POINT

Think of the last time you dieted. Most likely you dropped weight fast and eventually hit an immovable plateau and got frustrated. The cravings kicked back in and, within a few months, all the weight you lost was regained. The weight you started the diet at was an “inflated weight”-a weight higher than your normal weight caused by eating too much or possibly consuming extra alcohol.

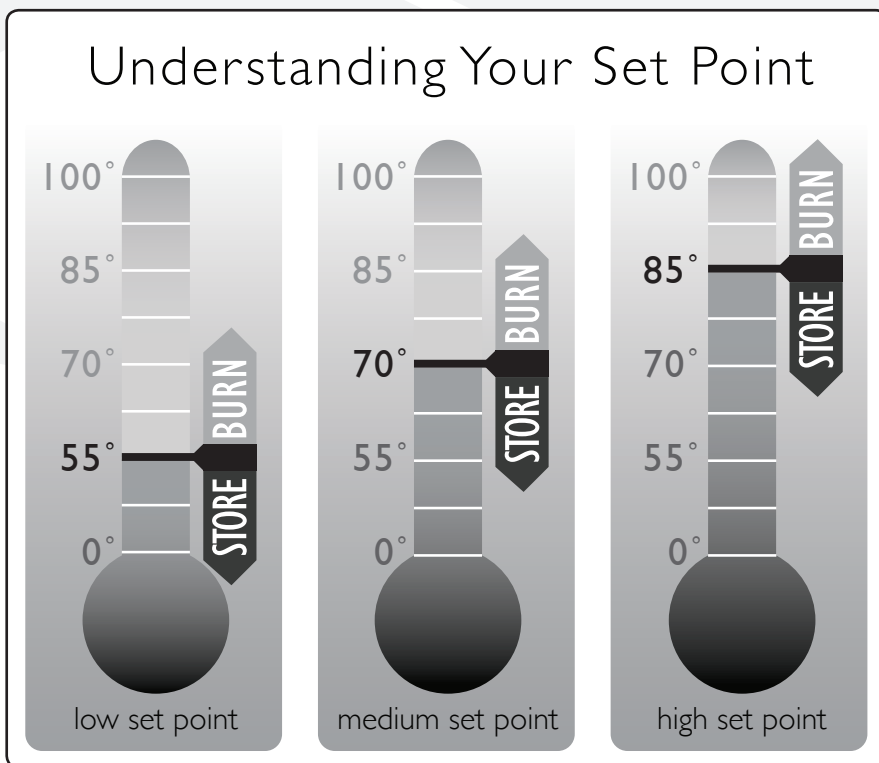
Now your plateau weight is your “true weight” or set point. Your set point is the weight

your body wants to physiologically maintain due to your body type, metabolism speed, and past nutrition and exercise history.

Your weight regulating mechanism, or WRM, is what decides whether your body burns or stores energy in order to maintain your set point (true weight). Your WRM is located in a portion of your brain called the hypothalamus and is your body's appetite control center.

Imagine a temperature-controlled room with a thermostat set at 75 degrees. If the temperature goes higher than 75 degrees, the air conditioner switches on to cool the room. If the temperature goes lower than 75 degrees, the heater switches on to heat up the room. Your set point is the "temperature" your body is set at and the "thermostat" is your WRM, activating the air conditioner or heater to maintain the room's temperature at 75 degrees.

Your WRM causes your body to maintain its set point by either burning or storing energy (see below). This "temperature control" is why diets work so well initially. Unfortunately, you're starting your diet at an inflated weight and your WRM works in overdrive to bring your body back to its set point (true weight).



Your Set Point or WRM (weight regulating mechanism) is like a thermostat and it is determined by three factors, Genetics, Gender and Choices.

1. Lower Set Point = Faster Metabolism, Higher Set Point = Slower Metabolism
2. Genetics determine your set point at birth
3. Gender controls your muscle mass and ability to burn energy, Males have overall faster metabolisms due to higher muscle mass and more of the hormone testosterone
4. Your daily choices with nutrition and exercise determine whether your set point raises, lowers or stays the same

Determining Your Set Point

Ask yourself these two questions to help assist you in setting realistic and attainable goals:

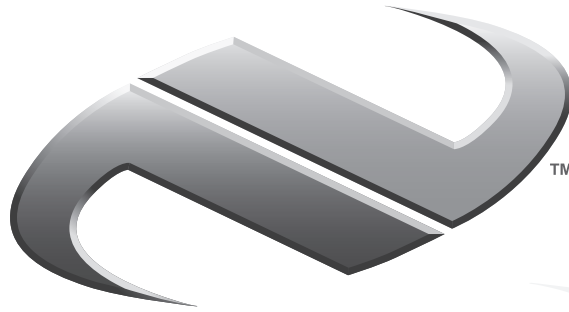
- What is your true weight (the weight your body typically likes to hold at)?
- Do you think you are at your set point or an inflated weight?

Knowing if you are above your set point will provide you with insight on how much “inflated weight” you will immediately drop when starting your program. You will also get a glimpse of when your first plateau will hit, so you can make the necessary adjustments to burst right through it.

Set Point Summary

- Attempt to gain weight above your set point and the body resists
- Attempt to lose weight below your set point and the body resists
- Only way to Reprogram your set point is through Stable Blood Sugar Levels

You now have a good idea of the speed of your metabolism (your body type and set point). The next sections will provide you with the tools you need to permanently reprogram your metabolism and achieve your goals.



Section III

Setting Your Goals

Ever let the number on a scale determine your mood, energy and even your motivation for the rest of the day? Millions of people live with this torment every day; living for a goal without any real plan or direction on how to get there and being attached to an outcome that they have little control over. This is how most people set their health goals, and it can lead to an overwhelming feeling of failure when they fall short.

The good news is, this type of goal setting is a thing of the past. With Venice Nutrition, you'll have a clear vision of how to set and achieve your goals. Here's how:

STEP 1 - Choose Your Goal Type

GOAL TYPE 1 -

Lose Body Weight/Body Fat and Tone Up. Because your blood sugar will be stable, you will also increase your lean muscle mass when you choose this goal.

GOAL TYPE 2 -

Gain Weight, Increase Strength, and/or Build Muscle Mass. This goal is for anyone who is already at their desired body fat percentage and does not wish to lose more body fat.

STEP 2 - Focus on Body Composition

Your body composition is divided into two main categories: body fat (all the fat in your body) and lean body mass (primarily muscle, bone, and water).

Here's the formula to measure your body fat percentage to find out your body composition:

$$(\text{Your weight}) \times (\text{your body fat \%}) = \text{your lbs. of body fat}$$

$$(\text{Your weight}) - (\text{your lbs. of body fat}) = \text{your lbs. of lean body mass}$$

I recommend these two types of convenient body fat testing methods:

Body Fat Scale - Uses a technology called bioimpedance to pass a safe amount of electrical current through your body. The brand I recommend is Tanita and you can purchase a body fat scale online or at many retail stores.

Skin Caliper - Measures folds of skin and fat at various points of the body. These measurements are put into a formula to determine body fat percentage. Many health clubs, fitness centers, and health professionals can measure your body fat with a skin caliper as a complimentary service or for a nominal fee.

IMPORTANT NOTE

If you are using a body fat scale, it will also measure your Total Body Water Percentage; the total amount of fluid in your body expressed as a percentage of your total weight. Since water plays a vital role in your body and is an essential part of every cell, tissue, and organ, it's important that you keep your body hydrated.

Here are the ranges of healthy body water percentages for an adult:

Female: 45% to 60% Male: 50% to 65%

Please know this is only available if you are using a body fat scale to measure your body fat. If you are using a different body fat measuring device, just make sure you follow your water plan for an optimal water percentage.

STEP 3 - Determine Your Level of Health

The Four Levels of Health provide optimal body fat standards and help you gauge where you are and where you want to be. You should always aim for at least a moderate level of health.

At Risk

Body fat percentage is too high and may have 25 or more pounds to lose. Your first goal is to get your body fat percentage down to a "Moderate" level.

Moderate

This is a healthy body fat percentage and the goal may be to tone up and drop about 10 to 20 pounds of body weight to take body fat percentage to a "Fit" level.

Fit

This body fat % provides a nice, toned physique and the goal may be to tone up even more and drop possibly five pounds or gain muscle to have more definition. If you are at a "Fit" level, you may strive for a "Performance" level or choose to maintain.

Performance

This is an elite body fat level. Typically, someone at a "Performance" level is looking to fine

4 Levels of Health	
Female	
At Risk	Body Fat > 25%
Moderate	Body Fat 20-25%
Fit	Body Fat 16-19%
Performance	Body Fat <= 15%
Male	
At Risk	Body Fat > 16%
Moderate	Body Fat 12-16%
Fit	Body Fat 08-11%
Performance	Body Fat <= 07%

tune their current body composition or enhance their skill set in athletics.

STEP 4 - Take Your Measurements

You should take body measurements on a weekly basis. It's important that you wear the same clothing and use the same scale and measuring device each measurement.

- Weight
- Body fat percentage
- **Body part measurements:**
 - » Neck
 - » Bicep (five inches across the top of the elbow)
 - » Chest (across the nipple line or widest section of the chest area)
 - » Waist (the widest section of your waist - "the muffin top")
 - » Waist (narrowest section of your waist)
 - » Hips (right under butt)
 - » Thighs (six inches above the top of the knee)

STEP 5 - Know Your Goal Setting Time Frames

GOAL TYPE I - Lose Body Weight / Body Fat and Tone Up

Once you reach your set point, use the following list to provide a reasonable set of short-term goals to achieve every two weeks until you reach your long-term goal health level.

- Lose 2 to 4 pounds every two weeks
- Drop 1 to 2 percent body fat every two weeks
- Lose 1/2 to 1 inch per body part every two weeks

IMPORTANT NOTE

If you are at an inflated weight, you will most likely drop weight, body fat, and inches at a quick pace until you reach your true weight or set point.

GOAL TYPE 2 - Gain Weight, Increase Strength and/or Build Muscle Mass

Only choose Goal Type 2 if you are at a health Performance Level. If you are not at a Health Performance Level, choose Goal Type 1 until your body fat reaches a Health Performance Level. The average results in the first two to four weeks in this program are a gain of two to four pounds. Once you reach your set point, follow these guidelines to continue toward your health goals.

- Gain 1 to 2 pounds every month until you reach your goals
- Gain inches in areas where you want to build muscle

STEP 6 - Realize Weight is Only Part of the Equation

It's important to understand that to permanently reprogram your metabolism and achieve your external goals, you must create a balanced internal environment first. This checklist will help to ensure that you are achieving both your internal and external goals.

Step 7 - Creating Your Foundation

Think about the main parts of your life—your home, relationships, and profession. In order to be strong, each part needs a foundation. When the main parts of your life are built on a shaky foundation, they crumble. Your health is no different.

There are two main parts to your foundation:

1. Knowing Your “Why”
2. Developing Your Body Confidence Plan

Let's start with getting a clear vision of your why.

Checklist for Your Progress

- 1. Increased Daily Energy
- 2. Reduced Sugar Cravings
- 3. Increased Daily Appetite
- 4. Clothes Feeling Looser
- 5. Looking Leaner in the Mirror
- 6. Decreased Body Fat Percentage
- 7. Decreased Body Weight

First, really think about it and ask yourself the most important health question: Why do you want to be healthy? Next, ask yourself: What happens once you achieve your why?

For example, you may have joined Venice Nutrition to lose 30 pounds for a wedding in three months. Your goal is to lose those 30 pounds and your why is to look and feel great at that wedding. Your motivation is high, so you dive right in, setting realistic and attainable goals, and, three months later, you did it! You lost those 30 pounds and you dropped 15 percent in body fat.

Now what? What is going to keep you moving forward and progressing with your health? Your why and goals have both been achieved. You tell yourself, "I worked hard, so I'll take a week off, then jump right back on plan." A week passes, and the motivation just isn't there anymore. Instead of advancing or maintaining, you begin to regress with your health. Even though you really enjoyed the three months you lived the program, you are simply having a hard time getting back on the program. Why?

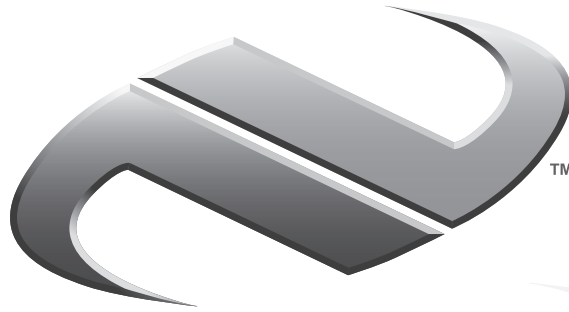
The answer is simple: you didn't have a why strong enough to carry you through. The reality is that no matter how physiologically sound a program is—if you are unclear on why you want to be healthy, you will always struggle.

So, let's get clear on your why.

Here are five questions to ask yourself:

1. Why do you want to achieve your goal(s)?
2. What will you get from achieving your goal(s)?
3. What happens once you achieve your goal(s)?
4. Is your why strong enough to keep you focused on health during life's challenges?
5. Is the why you have chosen a short-term why? If so, what is your long-term why? Losing 30 pounds for a wedding is an example of a powerful short-term why. A great example of a long-term why would be to become healthy so that you have more energy to play with your children or grandchildren, basically something that will last a long time and keep you focused on making your health a priority.

These answers will clarify your short- and long-term why, and the first piece of your health foundation will be complete. To learn more about how to create your goals, we invite you to read our NYTimes Bestselling book, *Body Confidence*, available in Hardcover, Paperback, Audio Book, E-Book, & Kindle. Now let's move on to the second piece of your foundation.



Section IV

Your Nutrition, Water & Supplement Plan

DEVELOPING YOUR BODY CONFIDENCE PLAN

To truly succeed with your health goals, you need a plan that will evolve with you and provide the necessary guidance and structure to keep you in tune with your body. Your plan focuses on balancing the six components that primarily determine your body's overall health: Sleep, Nutrition, Exercise, Supplements, Water, and Stress.

Before we dive into your actual plan, it's important to understand that your nutrition parameters (found in Your Body Confidence Plan) are based upon your goal type. Your nutrition parameters will keep your blood sugar stable and your metabolism humming. Let's do a quick refresher on the three keys to keeping your blood sugar stable:

Eat within one hour of waking and every three to four hours until bedtime.

Balance every meal with protein (from animal or soy sources), carbohydrates, and fat.

Eat smaller meals and aim to feel satisfied not full.

VERY IMPORTANT: All food is measured UNCOOKED, unless the abbreviation CKD (cooked) appears next to a food item on your meal plan. We recommend using a digital scale to weigh and measure every food item at least once until you can comfortably "eye" your correct portion sizes.

IMPORTANT NOTE

You should feel ready to eat before a meal and satisfied afterward. If you are not hungry for your next meal, you may have eaten too much and should cut your portions by eating a ½ meal (cut each ingredient in the meal in half) . If you are hungry before the three-hour mark, eat a balanced meal and then eat again 3 to 4 hours from there. As your metabolism increases, you may feel hungrier and may need to eat every 2 to 3 hours instead of every 3 to 4 hours. The key is to listen to your body and fuel it accordingly every few hours.

STRATEGY 1: CREATE YOUR OWN MEALS

Learning how to create meals with the correct balance of protein, carbohydrate and fat is an important part of your success. When first starting the Venice Nutrition program, we recommend that you stick to your custom meals created for you inside of your Meals Tab, and then learn how to create your own only when you feel comfortable. The How to Create Your Own Meals page in your Help Support Tab will teach you how to include all of your favorite foods into your plan, how to create balanced meals while dining out, traveling or on the go and how to always keep your meals fresh and exciting!

STRATEGY 2: DESIGN YOUR MOBILE READY FOOD KIT

To help simplify your meals, avoid skipping meals and eliminate blood sugar crashes, always have your Mobile Ready Food Kit (MRFK) on hand. Your MRFK can be as simple as a protein bar in your purse or briefcase. Or you can have a cooler in your car with a greater variety of food. Here are some MRFK options:

1. Protein powder and shaker cup w/ fruit and nuts
2. Balanced protein bar
3. String cheese w/ fruit
4. Greek yogurt w/fruit
5. Cottage cheese w/ fruit and nuts
6. Beef or turkey jerky w/ fruit and nuts

7. Hardboiled eggs w/ fruit

STRATEGY 3: FOCUS ON COMPLETE PROTEIN

There are two types of protein: complete and incomplete. Complete protein has all of the essential amino acids and can be used immediately by your body. Complete protein comes primarily from animal sources like beef, chicken, turkey, seafood, or from animal by-products, like milk, cheese, and eggs and protein bars and shakes made with whey. There are a few vegetarian sources that provide complete protein including soy, quinoa, hemp, and quorn.

Incomplete protein lacks one or more of the essential amino acids. Incomplete protein can be found in fruits, vegetables, nuts, and grains, and must combine with another source of protein to become complete, such as when rice and beans are combined. The challenge with eating incomplete protein is that a meal of rice and beans has very little protein and a ton of carbohydrates, which will definitely spike your blood sugar. To prevent a blood sugar spike, only count complete protein as your protein source and eat the right amount of carbohydrates according to your nutritional parameters per meal.

Your sample meal plans only count complete protein as your protein source. Getting the right amount of complete protein each meal is key to stabilizing your blood sugar.

STRATEGY 4: LEARN HOW TO ORDER IN RESTAURANTS

Restaurant food is typically loaded with fat, sodium, a lot of complex (dense) carbohydrates, and tons of calories. The great news is that you can follow your program while enjoying a restaurant meal by following a few simple guidelines:

To prevent over-eating or carb-loading (hello bread basket!), make sure to eat balanced meals throughout the day so your blood sugar is stable when you get to the restaurant.

Request all sauce and salad dressing on the side to reduce sodium, fat and calories.

Request that all food items be prepared without oil or butter to reduce fat and calories.

Because each meal will have more fat than expected (even when you request no oil or butter), be cautious about consuming heavy carbohydrates (brown rice, potatoes, pasta, and bread). If you feel that the meal has too much fat, cut your starchy carbohydrates in half or

replace them completely with vegetables to help keep blood sugar stable.

Always ask your server for suggestions on the lighter menu options and never be afraid to ask questions (ie. how is something prepared, can you substitute the sweet potato for mashed potatoes, etc.). A restaurant's goal is to make you happy and most restaurants are happy to make special accommodations.

STRATEGY 5: RETHINK HOW TO DRINK COFFEE AND ALCOHOL

Coffee:

Caffeine is a stimulant that suppresses your appetite, so when drinking caffeinated coffee, drink it with a meal and be cautious when drinking it in the late afternoon or evening as it can interrupt your sleep cycle.

Alcohol:

1. Limit alcohol consumption to a maximum of two to three drinks per week.
2. Avoid high sugar drinks, like daiquiris.
3. Eat food when you drink to maintain stable blood sugar levels. To prevent overconsumption of calories in a meal with alcohol, replace the heavy carbohydrates with lighter carbohydrates such as fruits and vegetables. An example would be a piece of salmon (protein and fat), vegetables, and a glass of wine.
4. Avoid alcohol at bedtime as it can interrupt your sleep cycle.

STRATEGY 6: INITIALLY MEASURE YOUR FOOD

Most people dread measuring their food because they think that once you start doing it, you have to do it for the rest of your life. This is simply not the case! Consider measuring a valuable learning tool to your success. I recommend measuring your food for your first three to four weeks on the Venice Nutrition program to learn your correct portion sizes. Think about it; once you know what a four ounce portion of chicken breast looks like, you never need to measure it again. You can eyeball it.

Here are three guidelines for measuring food:

1. Buy a digital food scale.

2. Measure every food item you eat at least once.
3. All the food in your meal plans should be measured precooked, unless the meal plan indicates that a food is already cooked.

STRATEGY 7: ENJOY YOUR WEEKLY “OFF PLAN” (AKA “CHEAT”) MEAL

Venice Nutrition is all about making your health a lifestyle, and that means you need to go off plan occasionally. When you do go off plan, here are four tips that will minimize fat gain:

Eat consistently throughout the day before your off plan meal to boost your metabolism and burn fat.

Make the most of your off plan meal. Enjoy your favorite foods and make sure you feel content after the meal, because if you don't, you may still have cravings. This approach will make it much easier to jump right back on plan afterward.

Eat a half meal of protein and fat only (no carbs) within four hours after your off plan meal to help metabolize the off plan meal faster and minimize fat storage.

Enjoy your off plan meal without guilt, and get back on track afterward. If for some reason you have a couple of off plan meals in a week, just let it go; guilt will get you nowhere!

STRATEGY 8: ADJUSTING YOUR PLAN AS A VEGETARIAN OR VEGAN

Through the years, I have met many Vegetarians and Vegans and they all seem to face the same challenges; low energy, intense sugar cravings, low muscle tone, and high body fat. These complaints make sense to me since their diets contain very little complete protein and typically too much carbohydrates and fat.

The solution is simple; get the recommended amount of complete protein per meal. Then add the right amount of carbohydrates and fat to stabilize blood sugar levels. This can be accomplished by following your nutritional parameters per meal and incorporating meals made up of the following complete proteins:

- Edamame
- Tofu

- Dairy that is high in protein like Greek yogurt and low fat cottage cheese
- Soy
- Eggs
- Protein Shakes
- Protein bars
- Quorn
- Seafood

STRATEGY 9: HOW TO PLAN AND PREPARE YOUR MEALS

Eating balanced meals every 3 to 4 hours doesn't have to be difficult; the key is choosing meals that work best for your time schedule and lifestyle. You may want to choose fast meals like protein bars, protein shakes, or Greek yogurt and fruit for example, for those times when you are very busy and more substantial meals like salmon, veggies and rice for example, when you have more time to sit down and eat.

QUICK TIPS

- All of your meals are equal to your personal nutritional parameters so you can choose any meal in your plan at any time
- Prepare high quality foods like chicken (we like our Everyday Chicken found in your Recipe Tab), brown rice, sweet potatoes, vegetables or a big salad in bulk for easy meals all week long
- Make it a habit to pack your meals the night before and store them in the fridge for the next day; this will make your mornings easier
- How many meals you eat in a day depends on how many hours you are awake; as long as you are awake you should fuel your body

STRATEGY 10: REMEMBER TO DRINK YOUR WATER

Your body is made up of approximately 60-70 percent water. You can live up to five weeks without food; however, on average you can live only three to five days without water!

Here's how to boost your results and stay hydrated:

Women

Drink at least eight cups of water per day (64 ounces/2 liters). Drink at least eight ounces with every meal and at least eight ounces between each meal. Ideally, work your way up to 12 to 16 cups per day (96-128 ounces/3-4 liters).

Men

Drink at least 12 cups of water per day (96 ounces/3 liters). Drink at least 12 ounces with every meal and at least 12 ounces between each meal. Ideally, work your way up to 16 to 24 cups per day (128-192 ounces/4-6 liters).

STRATEGY 11: TAKE THE RIGHT SUPPLEMENTATION

We all have a busy schedule and it is nearly impossible to consume every vitamin and mineral each day that our body needs to function at an optimal level. For this reason, we recommend certain supplements to fill in the nutritional gaps:

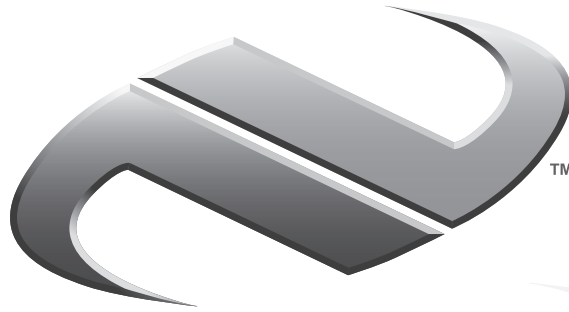
- **Your favorite balanced protein bar or meal replacement shake** such as RVL HDH Pro 10 Bars and/or RVL Meal Replacement Shakes. Choose any protein bar or meal replacement shake that you like (you can find a variety in our food database in your Meals Tab); just make sure it is balanced.
- **A liquid multivitamin** taken daily is optimal. The liquid version is more readily used by the body than its pill counterpart, either can be found at your local health food store.
- **Omega 3 Fatty Acids.** Omega-3 is an essential fatty acid, meaning your body cannot make it. It is crucial that you get omega-3 fatty acids through the food you eat or by supplementation. Here are three options to add omega-3:
 - » **Option 1:** Eat a fatty fish three times a week, preferably salmon (salmon has a high omega-3 content).
 - » **Option 2:** Take 3,000 to 5,000 mg of fish oil gel caps.
 - » **Option 3:** Take 3,000 to 5,000 mg of flaxseed, either in gel caps, oil, or seeds.

For optimum supplement absorption please:

Take all supplements with food (with the exception of any meal replacement such as protein bars and shakes)

Drink at least 8 oz of water with supplements.

Take your supplements at a scheduled time each day to create a habit (does not include meal replacements such as bars and shakes- they can replace a meal at any time of day)



Section V

Your Exercise Plan

It's important to understand that your body is an ever-adapting machine and it will soon adapt to your exercise. The moment that adaptation happens, a plateau is right around the corner. This section will show you how to stay ahead of the curve by optimizing your exercise and working out smarter, not harder. Since fat is burned in muscle, it's important to activate as many muscle fibers as possible, allowing your body to burn the maximum amount of fat each exercise session.

There are two categories of exercise:

- **Category 1:** Cardiovascular Exercise
- **Category 2:** Strength Training

Your exercise routine will be a combination of both categories. Both categories have core principles to allow you to work out smarter and use your time efficiently.

CARDIOVASCULAR EXERCISE BURNS YOUR BODY FAT

Cardio is the exercise that burns the most amount of fat. There are two types of cardio: Fat Burning and High Intensity (or interval training). Performing both types of cardio is essential to achieving your goals.

Fat Burning Cardio Is Steady and Consistent

Walking hills, climbing stairs, riding a bike, and swimming laps are all examples of fat burning cardio. Fat burning cardio is any movement that creates a steady heart rate (around 130-140 beats per minute) but does not leave you out of breath. A steady supply of oxygen is necessary to consistently burn fat. Fat burning cardio burns fat in your red muscle fiber (approximately 50 percent of skeletal muscle is red).

High Intensity Cardio Is Bursts of Activity Followed by Recovery

Sprinting on a track, running up a flight of stairs, spinning on a bike, and swimming laps in a pool are all examples of high intensity cardio. High intensity cardio is any movement that has approximately one minute of explosive activity (taking your heart rate to 150-170 beats per minute), followed by one to two minutes of recovery (taking your heart rate back to 120-130 beats per minute) and then repeating the cycle for a total of 30-35 minutes. High intensity cardio will definitely put you out of breath and utilizes your white muscle fiber (approximately the other 50 percent of skeletal muscle).

Where fat burning cardio primarily burns fat, high intensity cardio primarily burns sugar. For this reason, you always want to do your high intensity cardio before your fat burning cardio. Doing high intensity exercise rest allows you to burn much more fat during fat burning cardio and throughout the day.

KNOW YOUR OXYGEN LINE

Your oxygen line is an imaginary line that, when crossed, takes you into high intensity cardio or back into fat burning cardio. This line is established once you become familiar with both your fat burning and high intensity heart rates and allows you to always be clear on which type of cardio (fat burning or high intensity) and what type of muscle (red or white) you are working. This knowledge will enable you to perform your cardio smarter than before.

CHOOSE THE BEST CARDIO MOVEMENTS

There are two factors that determine the quality of a cardio movement:

I. The Amount of Muscle the Exercise Recruits.

You would think that if you were walking on a treadmill on a 15 percent incline for the

same time and at the same heart rate as on a stationary bike, you would burn the same amount of calories. The truth is walking on a treadmill on a 15 percent incline (not holding the handrails) recruits approximately twice as much muscle as a stationary bike. This means that in the same exercise time, by doing a high quality exercise, you are actually burning twice the amount of fat!

2. The Level of Impact the Exercise Has on The Body.

Because your body reacts to stressors, the level of impact an exercise has on your body affects your results. The level of impact you choose depends on your health and goals.

- Jogging or sprinting is considered a high-impact exercise due to the force of your foot hitting the ground. High impact exercises are the best choice for high intensity cardio (only if your body can handle the impact).
- Stair climbing or walking is considered low impact because your foot makes contact with much lower force and is best for fat burning cardio because it provides enough stimuli to drop weight and strengthen bones but not so much impact as to create negative stress on your body.
- Swimming or cycling is considered non-impact since your foot does not make impact with the ground.

Walking up hills or on an inclined treadmill or climbing stairs are your best fat burning cardio exercise options. You can also cycle, row, or swim at a sport level (some form of competition training). Even though cycling, rowing, and swimming are non-impact, they will recruit a large amount of muscle fibers due to the level of intensity.

Sprinting and running stairs are your best high intensity cardio exercise options. You can also cycle (or spin), row, or swim at a sport level (some form of competition training). Cycling, rowing, and swimming at a sport level can be done for both fat burning and high intensity cardio exercises. Remember, high intensity cardio uses the same overall movements as fat burning, just at a higher level of intensity and with a burst of speed followed by a recovery period.

STRENGTH TRAINING BUILDS LEAN MUSCLE (your metabolism)

Cardio increases your endurance and burns fat. Strength training improves your strength, muscle tone and size. There are two types of strength training: core training and weight

training.

Core Training Strengthens Your Entire Body

In the most general terms, your core can be defined as your body minus your legs and arms and core muscles are involved in every movement you make. Core training will increase flexibility, improve strength, lengthen the body, and develop muscle tone and definition without adding muscle size. Initially, everyone should do core training. Once you learn how to activate your core, you can move on to the second type of strength training: weights.

Three Ways to Learn How to Activate Your Core

Learning how to train your core requires the ability to connect your mind with your body. Here are three ways to best activate your core:

- **Pilates:** is core training that focuses more on strength.
- **Yoga:** is core training that focuses more on flexibility.
- **Core Specialists:** are health professionals who specifically focus on core training.

Pilates, yoga, or working with a core specialist can be done through one-on-one instruction or group classes at a gym or studio. You can also purchase videos of each method.

Weight Training Increases Muscle Size

Weight training is strength training that focuses on lifting weight to increase muscle size. In weight training, you continually increase the amount of weight you lift over a period of time. Weight training causes minor damage to the muscle, causing it to repair itself and increase in size each time. If your goal is to gain muscle, then you should weight train. Once you achieve your goal, you can adjust your training by shifting back to core training or lifting lighter weights to maintain-not gain-muscle mass.

Learn How to Weight Train

Weight training is a learned skill that when done incorrectly, can lead to injury or muscle imbalances. For that reason, it's critical to start with one of the following three methods:

- Work with a qualified personal trainer
- Take a weight lifting class
- Get a video

YOUR EXERCISE PLAN

You will achieve your goals faster by performing both cardio and strength training during your weekly routine and following your plan as it is presented.

Your weekly routine is based on goal type. Typically, if you want to lose body fat and weight, you will do more fat burning and high intensity cardio. If you want to gain muscle, you do less cardio and more weights.

Goal Type 1 Exercise Routine

NOTE - EXERCISES SHOULD BE DONE IN THE ORDER LISTED EACH DAY

Day 1 Stretching _____ 10 mins
 Core or Weights _____ 30 mins
 Fat Burning Cardio _____ 30-60 mins†

Day 2 Stretching _____ 10 mins
 High Intensity Cardio _____ 30 mins
 Fat Burning Cardio _____ 30-60 mins†

Day 3 Stretching _____ 10 mins
 Core or Weights _____ 30 mins
 Fat Burning Cardio _____ 30-60 mins†

Day 4 REST!

Day 5 Stretching _____ 10 mins
 High Intensity Cardio _____ 30 mins
 Fat Burning Cardio _____ 30-60 mins†

Day 6 Stretching _____ 10 mins
 Core or Weights _____ 30 mins
 Fat Burning Cardio _____ 30-60 mins†
 optional

Day 7 REST!

† up to 60 minutes if time permits

Goal Type 2 Exercise Routine

NOTE - EXERCISES SHOULD BE DONE IN THE ORDER LISTED EACH DAY

Day 1 Stretching _____ 10 mins
 Weights _____ 30-45 mins
 Fat Burning Cardio _____ 30 mins

Day 2 Stretching _____ 10 mins
 Weights _____ 30-45 mins
 Fat Burning Cardio _____ 30 mins

Day 3 REST!

Day 4 Stretching _____ 10 mins
 Weights _____ 30-45 mins
 Fat Burning Cardio _____ 30 mins

Day 5 Stretching _____ 10 mins
 Weights _____ 30-45 mins
 optional

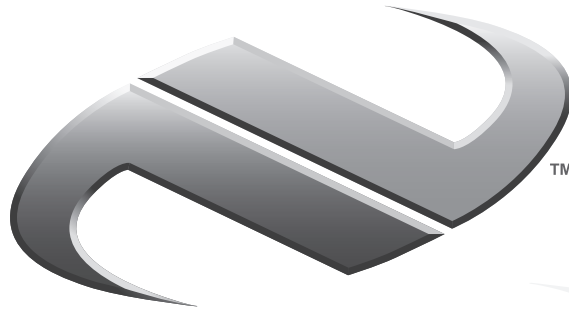
Day 6 Stretching _____ 10 mins
 Weights _____ 30-45 mins
 Fat Burning Cardio _____ 30 mins

Day 7 REST!

IMPORTANT NOTE

Adding a full exercise routine to your life can be challenging. Here is how you can slowly add your workout routine into your lifestyle:

Follow the duration recommendations for your prescribed workout routine. Start with two days a week of just fat burning cardio. Once you feel comfortable, add one or two more days of fat burning cardio. Once you are doing four days of fat burning cardio, replace one or two days of fat burning cardio with high intensity cardio. After this change starts to feel good, take a core class and do fat burning cardio after the class. Once you are comfortable with this routine, add one more core class followed by fat burning cardio. Continue this progression by adding fat burning cardio after your high intensity cardio. Remember: the sooner you're doing your entire workout routine, the faster you'll progress.



Section VI

Your Sleep and Stress Plan

No matter how great you are with your food and exercise, if your body is not getting enough rest and your stress is off the charts, your results will suffer. Sleep is your body's battery charger and stress is your body's X-factor. Here is how to optimize your sleep and keep your stress in check.

SLEEP -Your Battery Charger

Just like your cell phone needs to be recharged each night, so does your body! Sleep allows your mind and body to recover, repair, and refresh. Sleep deficits cause huge hormonal imbalances and directly affect your digestion (metabolism), mood, focus, and energy. Here's how to maximize the quality of your sleep:

1. Learn the optimal number of hours you need to sleep. Everyone is different; aim for the number of hours you need each night to feel rested.
2. Develop a sleep schedule. Your body loves consistency; ideally you should go to bed and wake up at approximately the same time each day.
3. Maintain a quiet environment. Your body goes through different sleep cycles. When you sleep in a noisy environment, your sleep cycles are interrupted, affecting the quality of your sleep.
4. Sleep in a dark environment. Your body releases its sleep hormone (melatonin) in the dark and light inhibits that release.

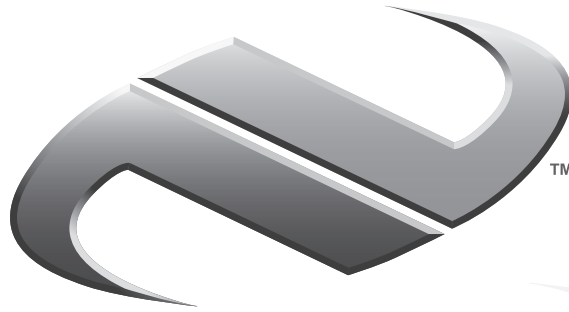
5. Create proper downtime before bed. Set aside an hour before bed to do relaxing things-like reading a book or taking a bath to help prepare your body for sleep and prevent tossing and turning.

STRESS - Your X-Factor

We cannot avoid the facts; stress is a part of life. We have two choices-learn how to manage stress or let stress destroy our bodies. These two choices are why stress is your X-factor, or “unknown variable.”

Stress is defined as an emotional or physical response to change, which means all stress, even good stressors like exercise are still considered stress. Here’s how to help avoid stress from becoming your X-factor:

1. **Keep your Body Confidence Plan in balance.** Think of any time you had a bad night’s sleep, had low blood sugar, or missed a couple workouts. Most likely you could feel the stress and irritability increase. Keeping your plan in balance is the best way to manage your stress.
2. **Start a stress journal.** By simply journaling a few days and becoming aware of what stressors are triggering your stress levels, you can start to recognize when you are becoming stressed.
3. **Create solutions.** Once you know what triggers your stress, you can then create solutions to prevent the stress from reoccurring.
4. **Implement positive escapes.** Many times we use food and alcohol to relax at the end of a busy day, which only work against us achieving our health goals. Instead, focus on positive escapes like a family walk, watching a movie, or listening to music to relax and stay on plan.



Section VII

Breaking Through Plateaus

Plateaus are times when your weight and body fat percentage remain the same for a period of time. We know that they will come, yet we are always surprised when a plateau arrives. You scratch your head, frustrated that you are still doing everything you should be doing and yet your results have come to a halt. The good news is that this plateau mindset is in your past because you now have an advantage—your newfound education and the Venice Nutrition program.

You now know that your health plateau really means you have simply reached your set point and it's impossible for your body to progress at a rapid pace all the time. You understand that your body follows the same pattern as everything else in life: first comes progress followed by recalibration then by more progress. Your plateau is just the “moment” your body takes to recalibrate, adjusting itself, and taking your improved body composition and all the other positive changes into account. This recalibration period occurs as your body reprograms your metabolism by lowering your set point. Once this reprogramming phase is complete, your body is ready to take another run at progression. Everyone will hit a plateau at some point. Here are strategies to break through:

STRATEGY I - Prepare for Plateaus Now

By accepting that you inevitably will plateau, you will not be shocked or frustrated when your progress slows. Instead of “raising your game” only once you've reached your plateau,

you can begin working each strategy below into your program starting week one and improve at a comfortable pace. Many times, this gradual progression prolongs the time before you reach your first plateau.

STRATEGY 2 - Choose High Quality Foods and Meals

High quality foods are optimally digested and metabolized and stabilize your blood sugar best. Since they are unprocessed, they contain less sodium which causes less bloating. Avoid all foods that contain gluten (bread products), dairy, and soy when trying to improve quality of food. Here are four factors that determine quality of food:

The number of ingredients in the food. Highly processed foods with a lot of ingredients on the food label are rapidly digested and may spike blood sugar.

The state in which the food is eaten (dry/liquid, coarsely/finely ground, raw/cooked). The closer to its natural state the food remains, the slower it is digested and the better it stabilizes blood sugar (for example, apple vs. apple juice).

The amount of fiber in the food. Since fiber cannot be digested, it slows down the rate of digestion. Slower digestion assists with maximum blood sugar stabilization.

The amount of sodium (salt) in the food. Every gram (1,000 mg) of sodium holds on to water molecules which cause bloating. Sodium also has a negative effect on digestion. Your goal is to limit your sodium intake to 1,500-2,000 mg per day.

(see next page for the Quality of Food Chart)

Quality of Food

Highest Quality:
Least Processed and Least Refined

Protein

Beef
Chicken - Fresh & Frozen
Egg Whites
Eggs Whole
Fish - Fresh
Turkey Breast - Fresh
Soy Beans

Carbohydrates

Beans - Fresh
Brown Rice
Fruit
Hot Cereals
Vegetables
Yams

Fats

Avocado
Flaxseed Oil
Natural Nut Butter
Nuts
Olive Oil

Medium Quality:
Medium Processed and Medium Refined

Protein

Cottage Cheese
Canned Meat
Cheese
Garden Burgers
Pre-Packaged Meats
Sandwich Meats
Yogurt
Soy Meat - Packaged

Carbohydrates

Bread
Beans - Canned
Cold Cereals
Crackers
Pasta
Potatoes
Pretzels

Fats

Canola Oil
Olives - Canned
Processed Nut Butters

Low Quality:
Most Processed and Most Refined

Protein

Protein Powder
Protein Bars

Carbohydrates

Ice Cream (NF, LF)
Potato Chips
Tortilla Chips
White Rice

Fats

Butter
Margarine
Mayonaise
Salad Dressing
Sour Cream

STRATEGY 3 - Diversify Your Exercise and Increase Intensity

The key to making exercise effective is to continually mix up your workouts and choose a variety of movements to shock your muscles. To break through a plateau, you want to make the following temporary adjustments to your exercise. You can go back to your normal exercise levels once you break through:

FOR GOAL TYPE 1 (LOSE BODY FAT / WEIGHT)

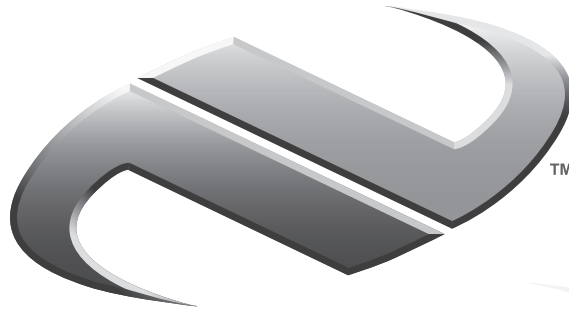
- Add another day of high intensity cardio, preferably sprinting (if not try cycling, swimming or climbing stairs).
- Add 15 to 30 additional minutes onto each fat burning cardio session and choose the highest quality movements.
- Replace a strength training session with a high impact sport or class like kickboxing, singles tennis, racquetball, soccer or basketball to activate unused muscles and increase metabolism.

FOR GOAL TYPE 2 (INCREASE MUSCLE MASS / SIZE)

- Weight train 5 days per week for 30 to 45 minutes per session
- Only perform body through space (push-ups, dips, pull-ups, squats, etc.), dumbbell and barbell movements until you break through. Add weight if possible to body through space movements.
- Lower your weights at a slow pace and pause during the stretch position of every movement for greater muscle growth. For example, if you are doing a dumbbell chest press, take five seconds to lower the weight, hold the stretch at the bottom of the movement for five seconds, and press the weight up in one second.
- Do 5 to 7 reps for each set and go to muscular failure

STRATEGY 4 - Eat More Frequently

The longer you live the Venice Nutrition program, the better your body becomes at metabolizing food. You may feel hungry every 2 ½ hours rather than every 3 to 4, and this increase in metabolism is a good thing! Increase your meals to six or seven per day (eating only when you are hungry, of course).



Section VIII

Make It a Lifestyle

The following four concepts will provide you with the mindset and vision to make your program a lifestyle for permanent results.

CONCEPT 1 - Pace Yourself

Typically, creating a permanent health foundation takes about 90 days. Here are four strategies that will help you set the correct pace for yourself:

- **Keep it Simple.** Many times, people overcomplicate things as they attempt to “do it perfectly.” Succeeding with your health is about making your program as simple as possible. Look at your program and start off with what feels the simplest to you. If it feels like too much, it probably is.
- **Set realistic time frames for your goals.** To prevent frustration and keep expectations realistic, make sure that the goals you have set match the pace you have set.
- **Maintain consistency.** When things are inconsistent, it’s difficult to pace yourself. This is why starting correctly matters: it sets the tone for consistency.
- **Believe that you will cross the finish line.** Whatever pace you set (fast or slow), if you believe you will cross the finish line, speed is irrelevant. You know you will eventually get there.

CONCEPT 2 - Have Fun

Having fun is rare when you diet, which is why people often give up. As you work the program, remember to have fun and view getting healthier each day as an experience rather than a chore! Think of all the new foods and fun exercises you will try, as well as the improved energy you will have. Ask yourself:

1. Am I enjoying my program?
2. What is not fun in my program? (Replace the things that are not fun with something more enjoyable.)
3. What can I do to make my program more fun?

CONCEPT 3 - Create a System

We all have a daily routine consisting of the time we wake, the hours we work, when we exercise, how we spend our down time and when we go to sleep. Just as you have a daily system for the rest of your life, you also need a daily system for your program to develop consistency and a sense of control over your health. Here's how:

- **Step 1** - Every Sunday prepare for your upcoming week.
- **Step 2** - Schedule a weekly grocery-shopping day.
- **Step 3** - Pack your workout bag each night.
- **Step 4** - Have a cooler, reusable ice packs, and Tupperware filled with your MRFK.
- **Step 5** - Prepare your food in bulk once or twice a week. Try making our Everyday Chicken Recipe, brown rice, a big salad and some veggies for quick grab n' go meals all week long.

CONCEPT 4 - Include Friends and Family

Achieving body confidence is only possible if you can include family and friends and feel as though you can do your program with them at dinner, at social gatherings, on vacation, and when you are out on the town. Here's how:

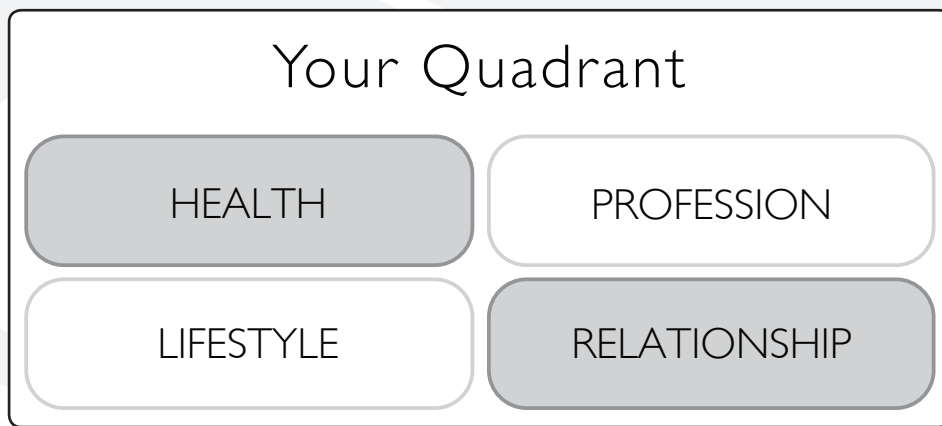
1. **Lead by example.** The best way to inspire loved ones to look and feel as good as you do is to lead by example. Remember, people are always watching and if they see you are committed to a realistic and attainable approach and seeing results, they want it too! Words cannot explain how amazing it feels to have real body confidence, but the people you love will see it and want it. Your actions really do speak

louder than your words!

2. **Make your food taste great.** The moment someone thinks you are “dieting”, they fear that you are suffering through horrible “diet” food. Not true with your Body Confidence Plan!
3. **Exercise together.** A family walk after dinner, a morning run with your significant other or a group exercise class or sports league with friends all give you the opportunity to spend quality time together while including the people you care about into your plan.

CONCEPT 5 - Balance Your Quadrant

Imagine adding water to a glass that is already full to the rim. What happens? The water spills and you're left with a mess. This is a perfect illustration of the way so many of us struggle to become healthy; we take an “already full” life and add a diet and exercise routine to it without actually making room for it in the other parts of our lives.



Consider the four primary areas of your life: Health, Lifestyle, Profession, and your Relationships. The amount of time you spend on each area will fluctuate and that is okay. The challenge is, when life shows up we always seem to neglect our health. And when your health is neglected, every other area of your life suffers.

So what's the solution? Learn to make the necessary adjustments to balance your health with the rest of your life. For example, let's say you have an important work project for the next few weeks that will require an additional two hour time commitment each day (the time you used to dedicate to preparing meals and exercising).

You may need to skip your exercise for a week (that's right... as long as your blood sugar is stable with the correct nutrition, you will maintain your results and not regress). Or perhaps you may need to switch to medium or lower quality food for a week. Or maybe you vow to wake up earlier to get in a 30 minute power walk in the morning. The point is, you always have choices and there is always a solution. You just need to evaluate your commitments and make room in your Quadrant. To learn more about how to work your plan into your busy lifestyle, we invite you to read our NY Times Bestselling book, *Body Confidence*, available in Hardcover, Paperback, Audio Book, E-Book, & Kindle.

It's Time to Take Action...

My message to you is that you can achieve body confidence. It may be scary at times; change always is. Being clear on what better health is will help you stare down your fear and push through to the other side. While on your journey, just know that I believe with every ounce of my being that you can and will succeed. When self doubt creeps in, just know that I'm standing up for you and so is every Venice Nutrition member. Always remember: there are many things you cannot control in life. The one thing you can control is how you choose to take care of yourself.

