



3 RIDICULOUSLY  
SIMPLE STEPS  
FOR FAT LOSS  
SUCCESS:  
**A GUIDE FOR  
BUSY MUMS**

**COACH**  
**ANDERSON**  
NUTRITION - FITNESS

**EBOOK**

# 3 RIDICULOUSLY SIMPLE STEPS FOR FAT LOSS SUCCESS: A GUIDE FOR BUSY MUMS



## HEY!

My name is Terry Anderson of Coach Anderson Nutrition and Fitness. I help busy mums take back the reins in their life, gain control and build the confidence to get in shape and do something amazing before the age of 50.

I have been in the health and fitness industry for the last decade as a gym owner, personal trainer, and nutrition coach. In that time I have published articles, spoken at multiple events, coached over 150 clients, including a GBR skydiver, professional boxer, high-level show jumpers, multiple marathon runners and many mums just like you, simply trying to get ahead in life again.

I'm going to share with you a few easy actions you can implement straight away in order to make some ground in what seems like an impossible task as a mum....burning fat!

Aside from giving you a little more comfort in your jeans and a bit more sass in your step, I am going to help you reduce your calories instantly by upgrading your food; burn more calories without having to run for days on end and I'm going to help you reduce your overall stress in the day too (we call this your allostatic load). Ultimately following these simple steps consistently will help you look and feel more like the woman you want to be.

**So let's not waste any more time and get stuck into these tips right away!**

# 3 RIDICULOUSLY SIMPLE STEPS FOR FAT LOSS SUCCESS: A GUIDE FOR BUSY MUMS

## 1 REDUCING CALORIES: LOOKING FOR FOOD UPGRADES

You may have heard that in order to burn fat you need to reduce your calories so that there is a deficit between what you eat in a day and what you burn in a day. In essence, this is correct. However, one major mistake that I see all the time is when clients simply stop eating as much. Although in some cases this might be what is needed, for the most part, it isn't.

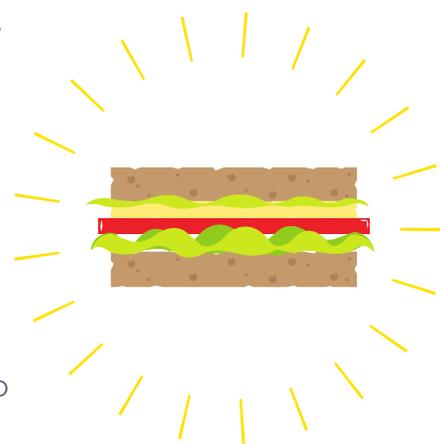
By being too drastic or starving yourself too much, you increase the risk of stress on the body and that can lead to fat gain, even with low levels of food consumption. Therefore, our aim here is to be smart but be realistic in our approach to reducing calories.

In the book 'Mindless Eating' by Brian Wansink, we learn about the 'mindless margin', this is where we can shed a few hundred calories per day without really realizing it, so our brain stays unstressed and our tummy stays full. However, using this margin can lead to 1-2 lbs lost every week, that could be up to half a stone in a month without even realizing it.

So how do you do this?

My advice here is simple, look for food upgrades. For example, instead of having the all-day breakfast triple sandwich in the meal deal at the shop, can you opt for the chicken salad sandwich on brown bread in the deal instead?

This isn't what I would call a perfect meal, but is it better than what you were having? Yes! Is it going to save you a couple of hundred calories in your day? Yes!



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As you can see to the right, I would recommend viewing food in terms of a spectrum and asking yourself the question, how can I be just a little bit better? Can I go from a take-out burger to home-made Spag Bol; or can I go from a home-made sandwich to a home-made sandwich to a home-made salad.

If you make just a couple of simple upgrades in your food daily, it will lead to profound differences in your overall calorie intake in the week and therefore, profound differences in your body fat too.

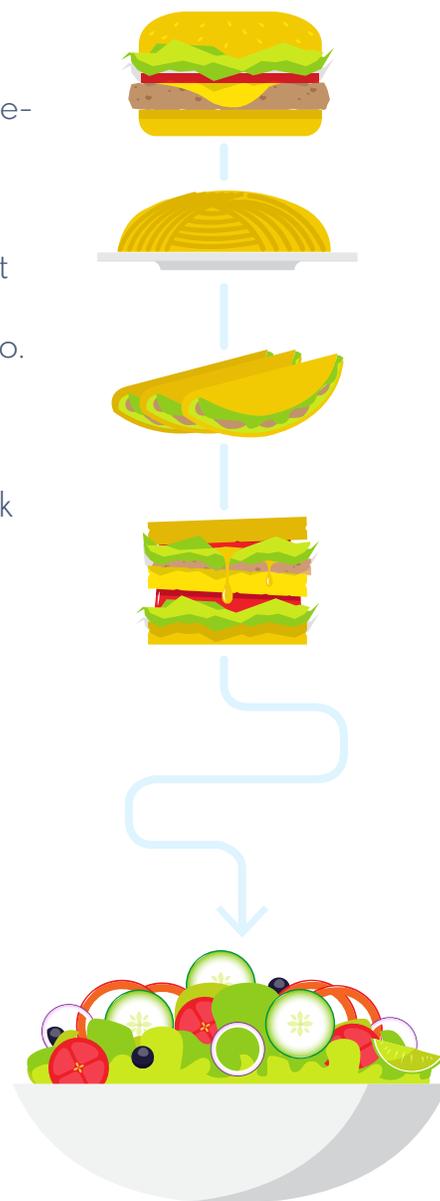
You want these changes to be manageable and attainable in your current lifestyle, so not to increase your allostatic load or reduce your already limited time. Therefore be realistic and think about what upgrades you can do and not what would be too difficult to achieve. Saving even 100kcal per day could lead to a 10lb yearly loss in weight!



### Bonus point....

Eat more veggies as an upgrade! Not only will your overall nutrition be better, but they are low in calories and you actually burn more eating them than other more processed and calorie dense foods. Therefore, it's a double whammy of calories saved and burned in one go making fat loss even more likely.

Okay so now we have found the easiest way to reduce calories, next we need to burn more...



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## 2 BURN MORE CALORIES: GETTING YOUR STEPS DONE

Okay, so this might sound really simple, but most of what you need to do in terms of burning calories will come through your general level of movement in the day. We call this your daily activity and it is responsible for a large amount of your overall calorie burn.

This is commonly measured in 'steps' and the gold standard most of us should aim for is around 10,000 per day. Now as a busy mum you may well get this in each day and that's great, but if not then that gives a clear goal for you to work towards. You can measure these with many different trackers such as Fitbit or a GPS watch of some sort. However, I am going to keep it even more simple than that.

Regardless of how many steps you do in the day, you are going to shoot for a little bit more. Ultimately, if you're reading this then you probably want to change your body and that means that whatever you are currently doing isn't working, so in essence, you will need to do more. You need not to get put off by thinking you have to go running for an hour or hit the gym 7 days a week though. You just need to do a little bit more than you are currently.

10 minutes of movement that gets the heart going a bit, even a brisk walk, can burn up to 100kcal. If we think back to that mindless margin, you probably wouldn't notice adding in 10 mins of exercise or extra walking in your day, but your body will benefit from the extra 700kcal burned in that week.



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Of course, this will require you to do something, and I would suggest doing something you enjoy, the likelihood is once you start you might actually carry on longer. Research suggests that even with 10mins of exercise you will experience an endorphin release that helps you feel better and gives you a sense of achievement. This quite often means you might do a bit more than you planned because it feels good to do so. The main thing here is to commit to a minimum and stick to it. If that is 10 mins on the spot walking in front of Loose Women on TV while the kids nap, then great, do that and feel good about it.

As you can see if we start to add in the 100-200kcal or more of extra movement in the day along with 200-300kcal of food upgrades, all of a sudden you're burning up to 500Kcal extra per day! That's huge in terms of fat loss and can be all the difference you need in order to get into that bikini for summer!



### **Bonus point....**

The best exercise is the one you do consistently. Don't stress about what the perfect workout is or if you need to get a gym membership or not. Do something you enjoy and you'll not only burn more calories but you'll actually have fun doing it. If it's fun you'll do it regularly and that means you'll keep the calories burning. There are even adult games of tag and stuck in the mud you can join in with now, so go on and release your inner child again by doing something fun!

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### 3 STRESS LESS: TAKING THE BRAKES OFF OF FAT BURNING

Now I don't propose to be a busy mum, in fact, I'm a 31-year-old male with no children. However, I have worked with so many mums just like you and helped them navigate their lives better and I have come to realize that stress is a major factor whether my client reduces fat or not, despite whether they eat well or train enough.

So taking on board the same theme that I have been giving to you guys over this ebook, my aim is always to reduce the stress of my client by just a bit each day, in order to reduce the total amount they are experiencing (the allostatic load I mentioned earlier). Now without getting too sciencey, chronic stress tells the body via hormones to store fat because it feels the body is in danger and therefore needs to aid the chances of survival. This was awesome back when we were cavemen and couldn't find food for days - or if a lion chased us away from home. However, the body reacts the same no matter the stressful situation you are in; like getting the kids into a school uniform, making breakfast and getting to work on time.

If our body is telling us to store fat, it's going to make it very hard to burn even when you are trying to. Inadvertently this will lead to more stress because you can't lose the fat you want. Therefore, the only option here is to reduce the amount of stress in the day and put the body into a state of thriving instead of just surviving.

There will be many stressors in the day you can't change, like targets at work or the need to do housework etc. However, there are things you can do in order to counter these feelings by adding in some relaxation techniques. This doesn't mean you have to join a yoga class (although it is great for reducing stress!). A few simple ideas below can seriously destress you in order to promote a better environment in the body for fat loss to occur:



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## **TAKE 5 LONG DEEP BREATHS AT ANY POINT WITH CLOSED EYES.**

This will give an instant calming effect and can lead to a more rational look at the stressful situation.



## **TRY EXERCISING FOR 10 MINS**

(sound familiar?) - this will release endorphins, serotonin, and dopamine, all linked to feeling good.



## **AIM FOR MORE SLEEP**

even if just a few more minutes each night. A good sleep cycle will reduce the stress hormone release at the wrong times in the day and will improve your natural circadian rhythms.



## **TAKE A NICE HOT BATH AND GET THE CANDLES OUT.**

Simply zoning out for a period of time and taking your mind off the world can seriously help.



## **EAT REGULARLY, AIMING FOR EVERY 2-3 HOURS**

in order to stop the body from getting over-hungry and becoming stressed.



## **GO AND HAVE SOME FUN.**

Ultimately doing things that make you happy, even if it's just for a few minutes per day will take your mind off of the crap that comes with life in 2019. If that reduces your stress load by even a fraction then its worth doing.



## **Bonus point....**

Sex is a great stress reliever and all the benefits that come with exercise are apparent when having sex, even for 10 mins you'll burn calories, release feel-good hormones and keep that libido alive. Too much stress causes lowered libido and can even lead to an inability to function in that department. Therefore, sexing things up a bit is a great way to add in that daily stress release.

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As you can see, my advice here isn't exactly groundbreaking...but it is!

So often we get caught up in the diets that we see on Facebook or the perfect workout we saw on TV or Instagram that we forget to get the basics right. If you only take a few points from this ebook, let it be these:



## **LOOK FOR FOOD UPGRADES**

how can you make the food you eat regularly and enjoy, a little bit healthier or a little bit less than before?

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## **MOVE A LITTLE BIT MORE**

aim for just 10 mins extra movement of anything you choose each day and build from there.

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## **STRESS LESS**

reduce your overall stress load by adding in a couple of stress-busting techniques to your day.

By following the above tips and doing them consistently daily, I am certain anyone that reads this will see some benefit pretty quickly in how they look and feel. Simply by doing some of what I have mentioned above, you could reduce your overall calorie intake by around 3500Kcals per week, that's the amount needed to burn a pound of fat. If I said to you that you could be 52lbs lighter come the end of the year, most people would snap my hand off as it would transform them, that's if they even needed to lose that much.

As you can see, when the simple things are done right and your approach to health and fitness is more considered, like the tortoise and hare analogy, it compounds over time and you can achieve amazing things.

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## So what is the next step?

Well, start applying the principles above one at a time until they become a habit, and/or get in touch with me to find out more about how I can help you right away.

Simply fill out my coaching application form online at:

[www.coachanderson.co.uk/contact](http://www.coachanderson.co.uk/contact)

I will assess your needs and consider whether we are a good fit for coaching and if so I am positive you'll reap the rewards as all my other clients have.

Now, go get that body you want!

Terry 'Coach' Anderson

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