



**McCOY**  
*FITNESS & HEALTH*

## **12-Week Best Shape of Your Life Challenge**

### **PHASE Three:** Nutrition & Lifestyle Package



### **Keeping the Momentum!**

Weeks 7 to 9

~ Keeping forward moving....



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## What is Motivation?

And why do some of us have it and others don't?

OK. I think I finally know why some people stay motivated and others don't....

*You ready for an earth shattering lesson here?*

All my life I've wondered why some stay motivated in their fitness and others don't. There certainly is a degree of inner aspects at work here, which I can't begin to cipher out, but for me, I've always been stubborn. I've always, always hated when people told me what to do. Nothing sucks my energy and power more than someone telling me I'm not capable.



So when someone said I couldn't win a provincial bodybuilding contest drug free, I heard that voice inside that said..."Oh I wish you hadn't of said that. Now I have to prove you wrong!" And I did prove them wrong. I just heard that voice inside my head, chiding me, telling me I wasn't worth it, and that was all it took.

But I think there's something else at work here.....something very simple...*I think people set their goals too far in advance.*

I hear it all the time...I want to lose the weight and shape up, and after 3 weeks of teaching them, they step on the scale and say...'There's nothing happening....it's not working.'

When in fact there is a lot happening....there's changes at the cellular level that you can't always see...ph balance, metabolic enzyme activity, sarcomeres are being altered, and the nervous and immune system are changing...all necessary stuff. And I know they *feel* better. Heck, they even walk better, with more confidence! But still, there's that darn scale to contend with....

Let's look at what successful athletes do (and for me, a successful athlete is the one that continues to stay motivated, and to make changes). Athletes set little goals (like winning that regional qualifier in 6 weeks time), then they set larger goals—summer games—then even larger...in 3 years I want to shave 3 minutes off my time. Because if you go out wanting to win the Miss Olympia at the get-go, you may be disappointed. It doesn't mean you don't stop dreaming about it, but you focus on doing the littler steps as you move toward it.

That's why I created the 10 and 12 week Challenges...so I could have women focus on the smaller goals, 10 or 12 weeks, so they could experience changes, to measure and see those changes at work, and to *know* that if they could achieve this, they could then dare to dream bigger...perhaps do a contest sometime....test the waters....go bigger and extend their goals out further...

Now you're talking! That's why I put a goals sheet in every Healthy Living Program's monthly workout....yet only about 2 or 3 people ever stick to writing something down...and then they fall away from the program.

So if you're focused way too far in advance ,you'll always come up short. But if you focus on the near future, you'll get more excited, see more success more often and you'll want to continue on the journey....because living the life of an athlete is indeed a life worth living.

## The Perfect Time is NOW!

**I think the most important thing to success is just envisioning what you want.** I've seen countless women training in the gym that stopped themselves short of success.

### **Why? Because it's work!**

I've had countless people want to join my on-line programs or Challenges because they want to change their lives, but they want to start when they have all the available time free, or they want to wait until after they get back from holiday...or something else...



Really? If that's how they think, I haven't been doing my job very well.

See, these people kinda want to make a commitment to change, but they want the path all nicely cleared for them, no obstacles, no mess, no fuss.

Must be nice. See, what we're doing here is a lifestyle change and that means we have to accommodate, well, life. The successful athlete / worker / financier / lover knows that the real test of a woman's mettle is being able to navigate through life as it is.

**Life is messy.** We all know that. But we can't pick the perfect time to train / get rich / holiday. The time is NOW!

As an **Empowered Woman**, you know this to be true. You know that all our power comes from within, and that in the face of chaos, crisis, challenge, we must still dig deep, know our worth and keep plodding along. Heck, I wrote a whole book about this very thing, because I learned the hard way that life knocks you down, and the best thing you can do is just get back up again, and again, and again.

So if you've fallen off in your training or clean eating, congratulations! You're one of us! But to stay part of our group, you gotta get back up there! That's it...climb back up, grab the reins, give a good, swift kick and moving forward again.

**Life is all about choices**, and you can't wait for life to clear away the clutter for you to start or resume your healthy lifestyle. It's here, now, unconditional, and it's waiting for you to take control of the reins, and make the most of this most amazing life of yours, and this most amazing body of yours.

## HARI HACHI BU— Practice dietary restraint to stay lean for life!

Many dieticians and psychologists teach that you should eat when you're hungry (I remember Arnold Schwarzenegger saying this very thing in an interview years ago, and back then I thought he too was missing the boat!)

If you want to get leaner, you must establish a caloric deficit, but in order to meet this, you need to know that you're probably going to be hungry sometimes! (Every fitness competitor in the world learns this!)



If you respond to every slight sensation of hunger (and especially if you haven't yet metered out what is physical hunger and what is emotional hunger), you won't lose the weight. We're not talking about being ravenously hungry, we're talking about tolerating a bit of occasional hunger and having some dietary restraint! (Remember, we gotta hold the reins!)

### **The Okinawans and *hari hachi bu***

A great example of dietary restraint can be seen among the Okinawans, who are among the leanest and longest-lived populations in the world. They have a cultural tradition known as *hari hachu bu*, which means 'Eat until you're only 80 percent full.' Contrast that with the Western cultural practice of "cleaning your plate" and "not wasting food" and we may have one answer to why there's an obesity crisis in our country today.

**Stopping at 80% capacity** is actually a very good strategy to avoid obesity without going hungry because the stomach's stretch receptors take about 20 minutes to tell the body that how full it really is and 20 minutes after stopping you will really feel full.

**In Okinawa**, Heart Disease rates are 80% lower, and stroke rates lower than in the US. Cholesterol levels are typically under 180, homocystein levels are low and blood pressure at goal levels. Rates of cancer are 50-80% lower - especially breast, colon, ovarian and prostate cancer. Hip fractures are 20% lower than mainland Japanese and 40% lower than in the US. Dementia is rare. However, Okinawans who adopt Western eating styles have similar rates of heart disease as in the US. Young Okinawans, eating more processed foods, have a higher risk of heart disease than their elderly relatives. A study of 100,000 Okinawans who moved to Brazil and adopted local eating habits, showed a life expectancy 17 years lower than in Okinawa.

### **In summary, the Okinawa approach is:**

- Consciously controlled portion sizes: eat until you are 80% full.
- A low-calorie, mostly plant-based diet with plenty of fish and soy foods, a great variety of vegetables as well as moderate amounts of the monounsaturated fats and Omega 3's.
- Regular, life-long physical activity. Tai Chi, walking and gardening are common forms of exercise.
- Staying lean and fit. The combination of diet and activity keeps body fat low (BMI 18-22).

In case you forgot...this is what the Bailey hunger Scale is all about that I created..... —————>

## What the App?

### Letting go of the safety blanket

It seems everyone is using an app to plug their food into (and fitness training, yikes!), in an effort to manage their food and lose the weight. And oh, all those pretty charts!!

But do apps really help out in this respect? Is it worth it to buy into the latest technological trend to help us attain a slim, trim, fit body?



Here's what I say (now remember, I'm from the 'old days' when there were no apps, no Facebook, no social media to speak of, heck we didn't even have protein powders). They can have their place, but in small time frames only. (And as a note, I don't like training apps, because they simply cannot take the place of coaching, not even close. It's like buying all the parts to your car's engine...unless you are a skilled mechanic, you wouldn't know what to do with all those pieces.)

Here are my lists of pro's and con's with food apps. Basically, I have never, ever seen them work long term, because they simply cannot: they are a piece of metal with an app created by someone to make money and gain popularity, and they are certainly doing that! And women simply do not need the added pressure, or create more fear and misunderstanding of food. But they can have a place *short term*...

### Pro's:

- Food tracking apps help us to become mindful of our eating. You might just think twice about eating that cookie if you have to track it
- It forces you to read labels (but label reading is not an art, it's more a farce, there is so much missing and mis-information, but still, for the newbie, label reading and becoming aware of your food can be a bonus.
- You learn what macro nutrients are: protein, carbs, fats...what foods contain what macro nutrient? And in fitness, it's important we know the difference.
- Helps you count calories (this can be a bonus or not...as you'll see in the 'Con' list, but again, it helps people to become mindful of just how much they are truly eating...IF the app is reliable (many are not, they over or under calculate foods.

## Con's:

- It can lead some into obsessiveness or stress and anxiety. Certain prone individuals should not use them, period.
- It gives a false sense of security and doesn't allow the user to learn to listen to inner cues, learn to read their own bio feedback, and to manage their own food. We're just not meant to live with an app on our hip all the time...we are meant to learn to manage our own food, like mature adults! We need to learn to trust ourselves.
- It breaks everything down to numbers, and makes eating (a pleasurable thing) a numbers thing.
- It doesn't allow for proper eating as your body needs...if you're over in numbers, you may not go out for that social dinner...if you're under, you are told to catch up. Neither is good for your physique, OR your social life!
- They cannot possibly manage the nuances of metabolism, as metabolism is an individual thing. To put our needs down to a mathematical formula (say, you need so many calories to reach your goal) reduces the body to a math equation, and metabolism, individuality (including the client's hormonal and biochemical nuances) are very different for anyone. It can be misleading and downright incorrect for a huge part of the population that have mis-firing or slow metabolisms (which is likely around 50% or more of the population).
- It's an oversimplified way to look the complexity of metabolism and weight loss.
- It keeps you reliant on them...do you really want to have an app tied to your hip for the next 20 years?



So YOU decide how you want to live...learn your numbers, if you feel you must (I prefer pen to paper, and the good old fashioned scale for that – but then let them go. Live by eyesight only...how much is a serving of protein...what does 4 ounces *look* like!

We are meant to eat food, not numbers, and we are defined by our body and minds, not numbers. Trade in your safety blanket, and learn to fly on your own. We want and deserve food autonomy, time 'off the clock' and to learn to eat like responsible, mature adults! Learn to visualize what 4 ounces of protein is, what ½ cup of rice is (if that's your amount that your body likes and needs), and account for that wine and know that it will likely put you into calorie surplus! Let's adult-up here, ladies! Let's live and eat with FREEDOM and confidence....you CAN do it!

## The Bailey Hunger Scale and YOU!

So now that we know it's important *what* we eat is, let's look at the other side of the clean eating coin—*when* we eat.

The **Bailey Hunger Scale** is a great tool to keep you on track and ensure you're going to bed in a beneficial way! If we go to bed too full, not only do we weaken our digestive abilities, dampen our immune system, and lessen our body's ability to detoxify at night, and we will not be able to lose the excess weight!

10. **Stuffed:** You are so full, you feel nauseous.
9. **Very uncomfortably full:** you need to loosen your clothes.
8. **Uncomfortably full:** you feel bloated.
7. **Full:** you feel a bit uncomfortable
6. **Perfectly comfortable:** you feel satisfied.
5. **Comfortable:** you're more or less satisfied, but you could eat a little more.
4. **Slightly uncomfortable:** you're just beginning to feel signs of hunger.
3. **Uncomfortable:** your stomach is rumbling.
2. **Very uncomfortable:** you feel irritable and unable to concentrate.
1. **Weak and light-headed:** your stomach is churning.



### What Number are YOU?

If you're trying to maintain your weight: 5—6

If you're trying to lose weight: 4—5

If you're in contest preparation (ie figure competition): 2—3

If you're trying to gain weight: 7—8

“Every job is a self-portrait of the person who did it.  
Autograph your work with excellence.”

- Anonymous



“One person has enthusiasm for 30 hours, another for  
30 days. But it is the person who has it for 30 years that  
makes a success of his life.”

- Edward B. Butler



Chelsea Comber won my first-ever Challenge in 2010, and she loved the training so much, she kept it up for 18 months and entered her first Figure Competition! This mother of three always had a dream (to compete), and she fulfilled it!



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