

Getting Shredded Is Simple

How to Transform Your Body
Quickly with Common Sense

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GettingShreddedIsSimple.com

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CONTENTS

Table of Contents	
Section 1: Basics	
1.1 How does a “Cut help me to get in shape?”	9
1.2 Is it possible to follow all the rules of the “Cut” and not see results after 12 weeks?	13
1.3 Do I really have time for a cut?	15
1.4 Will I really see results?	17
1.5 Is there a simple way to calculate my calorie deficit?	19
1.6 When will I see results?	21

Table of Contents

Section 2: Calories

2.1 Is a calorie deficit really healthy?	25
2.2 How do I count calories?	27
2.3 I keep going over my calorie limit. Do you have any tips for hitting your deficit each day?	29
2.4 Can't I just "eat clean" instead of being in a calorie deficit?	31
2.5 What are common "health foods" that easily ruin a calorie deficit?	35
2.6 Why do I have to be in a calorie deficit to lose fat?	39
2.7 If I eat too little, won't my body go into "starvation mode"?	43

Table of Contents	
2.8 How do I calculate how many calories I'm consuming?	45
2.9 Is it okay to try "intuitive eating" instead of calorie counting?	47
Section 3: Cardio	
3.1 How much cardio do I have to do in order to get in shape?	51
3.2 Is it okay to do cardio instead of weight training?	57
3.3 Should I do difficult, time-saving cardio or easy, time-consuming cardio (i.e., sprinting or walking)?	59
3.4 An easy way to 2x your cardio calories...	61

Table of Contents

Section 4: Discipline

4.1 What kind of emotional roller coaster should I expect during a cut?

67

4.2 How do I recover after I've blown my calorie deficit with a food binge?

69

4.3 How do I motivate myself to go to the gym?

73

4.4 I'm so busy. I don't have time to lose weight. Can you give me a workout routine that's more bite-sized?

77

4.5 Why do I keep breaking my diet?

79

Section 5: Diet

Table of Contents

5.1 Isn't it better to eat 5 times a day to "keep your metabolism going"?	85
5.2 It feels impossible to hit my protein goal (1 gram per pound of body weight). How do I hit my protein goal without eating 10 chicken breasts a day?	87
5.4 Are there any supplements that are helpful during the cut?	89
5.6 How do I prepare my meals without spending extra time?	91
5.7 What if someone wants to cook me a meal?	93
5.8 What if I have to eat at a restaurant?	95
5.9 How do I eat healthy while traveling?	97
5.10 Should I eat more on days I train more?	101

Table of Contents

5.12 What's a good 7-day meal plan?	103
5.13 How many carbs can I eat during my cut?	107
5.14 Can I drink alcohol during a cut?	111
5.15 How to eat <i>after</i> a cut...	115
Section 6: Image	
6.1 How do I prevent myself from slipping into poor body image during my cut?	121
6.2 I'm naturally skinny and scrawny — what do I do if I want to gain muscle instead of cut fat?	123
6.3 How do I look like an Instragram model?	125
6.4 Isn't the goal of "looking food" egotistical?	127

Table of Contents

Section 7:
Perspective

7.1 Developing a Weight-Training Routine	131
7.2 A 4-Week Calorie Deficit Tracker	135
7.3 Create a “Big Picture” Calorie Deficit	139

Introduction:

Eat Less. Move More.

It's That Simple.

My Story

I had wanted a six pack my entire life. But I never *really* had a six pack. I was always kind of in good shape, and I lifted weights and ran. But I was never *shredded*. I thought it was impossible. I tried exercise plan after exercise plan, diet after diet, and they all made me a better athlete — but they didn't give me the ultimate physique I wanted: the one with glorious abs and tons of definition. It always left me flabby in the gut, the chest, and the shoulders.

Then, in my late twenties, I got my dream job as an acquisitions editor at a publisher. I started listening to podcasts, and got into one diet called "the ketogenic diet." Basically, it said, eat no carbs, and lots of fat, and your body will get into "fat burning mode," and you'll lose a ton of fat! This isn't a bad diet. But I didn't realize that when you're eating lots of fat, it's *very* easy to eat thousands of calories without realizing it.

Nevertheless, I followed the diet very strictly. Working 80-hour weeks, I knew I needed to eat healthy. This diet was my attempt to do that.

But then ... 3 months later, I had gone from 210 pounds to 240 pounds. *Good Lord*, what happened? Did I gain 30 pounds of muscle and turn into Arnold Schwarzenegger thanks to the ketogenic diet? Sadly, no.

Quite the opposite, in fact. I had never been so fat in my life. For the first time ever, I could feel "rolls" in my neck. It was harder to put my seatbelt on. My "man boobs" were ... uh, boob-y-er.

I didn't know what to do. Then, I went back to the basics. What *did* Arnold do to get so ripped? What do bodybuilders do to get so lean? After lots of research, I was hanging by my last thread of motivation. I had enough energy to try *one* more diet. If this didn't work, I told myself, I'd just accept the fact that I was "getting older," and that my best days were behind me.

So, I tried one more diet. It was a 12-week program. The principles were very simple. I followed it closely, with only 2 or 3 minor slip-ups per week. I worked hard. The diet was *hard* to keep. It was bland and boring and grueling. But I pushed through.

12 weeks later, I couldn't believe what I saw in the mirror. Not only had I lost the fat I gained ... I was in the best shape of my entire life. I actually had *a six pack*. I real, visible, abs-popping-like-rolls-in-an-oven *six pack*. I went from 240 pounds to 190 in 12 weeks. Was it unhealthy? Well, I actually *gained muscle* during that time, so I wasn't exactly "wasting away." I had found the holy grail of diets — the one that actually gave me the physique I wanted, *and* made me healthier at the same time!

I couldn't believe it. But then, I found something even more shocking. I tried to get my friends to do the diet — especially the ones who wanted to lose weight. And I was *shocked* at how nobody wanted to do it. *Shocked*. They all asked for my advice: "How did you do it, man?" And I told them. But here's the response I got from everyone:

“Actually, I did some research, and I think I’m gonna try something else.”

Some just wanted to lift weights and run. Some wanted to try the high fat diet (the one that made me gain all the fat). Some wanted to try other little “tricks” and “hacks” and “plans” that had cool graphics and good marketing.

And guess what? None of them made any meaningful change in their physique. Not one. So I started a little fitness brand called *TheoFit* (I later re-named it *Getting Shredded Is Simple*), and got a few people to do it with me. The ones who adhered instantly dropped fat, and are still losing fat to this day. They’re telling me: “I’m starting to look like I did in high school.” They’ve started coaching other people. They, too, are shocked by how often people just want to try the “easiest plan” as opposed to the one that clearly works.

If you’re tired of Googling “How To Get In Shape” every April, in desperate hope of getting in not-embarrassing shape for summer, follow these principles. Read this book. Make decisions to follow these guidelines in your life. And I guarantee, you will be amazed at what you see in 12 weeks — a person you haven’t seen in a long time, possible ever: your most-fit self.

You Can Have The Body You Never Thought Was Possible

The beauty of these principles is that they’re flexible. They work with calisthenics, running, weight lifting, whatever

— they can bend to lots of different diets and exercise routines. That's why you should never fall for the Instagram Model's sales pitch that they have the "one piece" that stands between you and your six pack. I promise: It's in this book. It's common sense. You just need to be told what you already know.

The revolution you need to undergo in your thinking, if you're ever going to get in shape, is this:

You have to stop asking "What?"
and start asking "How much?"

Getting a six pack is not about "what" you eat or "what" exercises you do. Getting in shape is 100% about "How much" you eat, and "how much" you work out.

Stop trying to find the special "what" that's going to make your fat melt off — the answer isn't a special root, spice, carb ratio, or workout. Fat loss is 100% about how much you eat, and how much you work out — fat loss is about eating less, and moving more.

I wish it wasn't true. Maybe some day, centuries in the future, we will invent a "six pack pill." But for now, the only path to being shredded requires strict discipline. The only saving grace of this process is that it is so simple, and *so within the reach of your willpower*, that a kindergartener could explain it to you: eat less, move more.

The logistics of doing that can get complicated when we try to juggle that with our responsibilities. That's what this book is about — answering the most common reactions to "Eat Less. Move More." I get so many questions that start with "Yeah, but what about...?"

That's what this book is about. Charging the front line of mental and logistical obstacles in your battle against your love handles. I'll walk you through some of the initial difficulties that eating less and moving more can bring to your life.

Join with me. Getting ripped isn't easy. But it is very simple. So let's stop making excuses, and start doing what we *already know* we need to do in order to get the bodies we never believed we could get.

SECTION 1:

Basics

1.1. How does a “Cut” help me to get in shape?

A “Cut” is when you lose as much fat as possible, while maintaining as much muscle as possible. A cut has three essential elements. If you compromise on one of these, you’re going to end up skinny-fat, over-trained, or frustrated that you didn’t meet your fitness goals. There are three *essential* elements of losing fat as fast as possible:

- (1) A 20% Calorie Deficit
- (2) Weight Lifting 5 Times a Week
- (3) 1 Gram of Protein / Pound of Bodyweight

(1) A 20% Calorie Deficit

What that means is, if you burn 2000 calories per day, you should be eating 1600. You could be running marathons every day, lifting for 3 hours, and eating only chicken and lettuce — but if you’re not in a calorie deficit, you’re *not* going to lose fat.

(2) Weight Lifting 5 Times a Week

If you don’t lift weights while you’re in a calorie deficit, you’re just going to become a “smaller version” of your current self. Your fitness goal isn’t to “lose weight,” but to lose *fat*. There’s no benefit to becoming smaller if you’re remaining just as fat. Weight lifting is essential for ensuring that the weight you lose *really is* fat, rather than fat and muscle.

(3) 1 Gram of Protein / Pound of Bodyweight

You need to be eating 1 gram of protein for every gram of body weight. Some people say this is bogus — that humans actually need *far less* protein than we often think. This is true *if* you're not lifting weights, doing cardio, and in a calorie deficit. If you're a sedentary person with no fitness aspirations — if you're not exercising while in a calorie deficit — then eat 50 grams of protein a day! It's not a big deal.

But if you're challenging your body to burn energy, *and* you're lifting weights, you need to give your body all the resources it needs to repair your muscles and maintain your strength while you're in a calorie deficit. Otherwise, your body will break your muscles down and use them as energy.

You want something to *show off* beneath the fat when you lose it! That's why protein is important.

The Most Important Part of a Cut

Of these three elements — a calorie deficit, weight lifting, and protein — the calorie deficit is *by far* the most important. There are two ways to get into a calorie deficit:

- (1) Move more.
- (2) Eat less.

People will try to sell you all kinds of fitness routines:
“Buy my custom meal plan!”

“Buy my 12 week *shredded* program!”

“Sign up to my email list to get my 45-page PDF that explains the *key* to getting ripped!”

It’s all a B.S. way of stroking your ego and making you feel like you’re missing some essential piece of information you didn’t have before. But there’s only one secret to losing fat:

Eat less.

It’s a cruel world. The laws of physics don’t respect our quest for a healthy body image. In order to lose fat, we simply have to be in a calorie deficit for a long period of time.

One pound of body fat = 3500 calories. If you’re in a 500 calorie deficit every day, that means you’ll lose a pound of fat per week. If you’re in a 1,000 calorie deficit per day, you’ll lose 2 pounds per week. It’s that simple.

I’ll explain how to do this *effectively* and *intelligently* throughout this book. But never forget this simple rule:

*DON’T TRY TO OUTSMART
YOUR CALORIE DEFICIT.*

What’s your fitness goal? A six pack? Toned arms? Losing the man boobs? Getting rid of the gut? Being happy to take your shirt off at the beach? The answer is *not* The Whole 30. The answer is not “eating clean.” The answer is not your jazzercise class. The answer is not bench pressing 300 pounds. The answer is not cutting caffeine. The answer is not cutting gluten. There is only one answer. Say it with me:

Calorie deficit.

The calorie deficit is the key to the cut. Lifting and protein are footnotes. Nail your 20% calorie deficit, and within 2 months, you *will* look like a completely different person. It's physics.

1.2 Is it possible to follow all the rules of the “Cut” and not see results after 12 weeks?

If your goal is to lose fat — and losing fat is the key to getting toned, losing the gut, feeling healthier, etc. — then no, it’s not possible to follow these three simple rules and not see results in 12 weeks. If you’re in a 20% calorie deficit, lifting, and eating one gram of protein per pound of body weight for 12 weeks, you will look and feel like a completely different person.

The real question is: What are you waiting for? Why aren’t you starting this plan *today*? Why are you making so many excuses? Why are you telling yourself “I can’t” when you obviously *can*, but just aren’t willing to?

I’m *giving you the script* to a guaranteed revolution of your body. You have *no* excuses. Your current body is not my responsibility. It’s not society’s responsibility. It’s your responsibility alone. These principles take different shape for everyone. *Find a way to stick to these rules that works for you.* Don’t B.S. yourself. Don’t fall into the trap of thinking, “I tried that and it didn’t work for me, so diets don’t work.” No. You didn’t do it right. You didn’t do it well. Get in your deficit. Get to the gym. Get your protein.

Envision Yourself in 12 Weeks

Do it. Look at your calendar. What's the date today? What's the date 3 months from now? Is it May 15th? Imagine August 15th. You could have lost your gut by then. You could have lost your love handles by then. You could have lost your chicken neck by then. You could be carrying 20-30 pounds less by then. That makes getting up in the morning easier. That makes getting out of the car easier. That makes work easier. That makes *walking* easier. That makes playing with your kids easier. That makes getting a date easier.

Will you do this, *or not*?

It's you vs. you. Imagine yourself today, in the mirror, side by side with you in 12 weeks, totally transformed. You're either going to become that person, or you're not. Will you convince yourself "I can't" for the millionth time, or will you become that person you've always wanted to be *for the first time*?

It's in your power to change your body. This book gives you all the knowledge you need. It's very little. Will you do it, or not? Your body is in your hands. Change yourself. You can do this. Make it happen.

1.3 Do I really have time for a cut?

You may be thinking:

"I'm going to ease into this whole 'getting in shape' thing. I'll work out a little bit. Jog a little more. Eat McDonald's a little less. But I'm not about to do 'a cut' — I'm not trying to be a bodybuilder here."

Let me respond to that voice.

First, a cut is probably *easier* than whatever you're going to do, except it is more informed, requires less time, and gets far better results.

Second, I want you to be honest with yourself — have you ever, ever tried to get in shape and ended up with the results you wanted going into it? In other words, *have you ever succeeded in attaining your dream body?* (You know, the one you wished you had in college)

For ten years I didn't accomplish my vision. I just gave up — I assumed that only fitness models with "insider knowledge" could get chiseled bodies and six packs. Then, when I learned the right information, it took me 12 weeks. Six pack. Veins running across my abdomen, and in my arms. Never had that before in my life. Never thought it was possible. Discovering the cut trifecta — calorie deficit, weights, and protein — was like discovering a cheat code to getting in shape.

Third, if you don't do a cut now, *when* are you going to do it? Do your summer-self a favor. Accomplish the body you want in 12 weeks. Don't tell yourself "I don't have time." Guess what? *Eating less food actually takes less time.* Granted, preparing food that makes 1600 calories fill you up as if it were 2600 (like lots of salads) can be more work than scarfing down a bagel with cream cheese from Dunkin Donuts. But we're talking *minutes* of time here. Not hours.

(Also: think of the extra *years*, possibly *decades* you'll be adding to your life in your 70s and 80s ... that gift starts with habits formed *today*).

1.4 Will I really see results?

In other words:

Is it possible to (1) have a 20% calorie deficit, (2) lift 5x5x5 3-5 times per week, and (3) consume one gram of protein per pound of body weight, and not see results after 12 weeks?

No. So, if you're not seeing results, try lowering the food intake or upping the exercise (cardio is the most efficient way to burn calories, but too much cardio can compromise your muscle retention). The biggest mistake in calculating your calorie deficit is in assuming you burn more calories than you really do. When I started my cut for the first time, I ate about 2600 calories per day as a 6'1" 240 male. I didn't lose any fat for three weeks. So someone told me to shoot for 2200. When I did, the fat melted off over the next few weeks. When you're calculating how many calories you need to burn, it's *always* better to over-calculate the calories in the food you eat, and under-calculate the amount of calories you should be consuming.

Again, a pound of fat = 3500 calories. Your daily calorie deficit is meant to accumulate so that over time, you lose pound after pound. The bigger your deficit, the faster you lose weight. If, after your first two weeks, you're not losing a sufficient amount of fat, lower your daily calorie intake by 100 calories and adjust accordingly. It is important to know what are your BMR and TDEE.

BMR =	Basal Metabolic Rate =	Daily calories you would burn in a coma.
TDEE =	Total Daily Energy Expenditure =	Daily calories you burn including <i>all</i> activity.

1.5 Is there a simple way to calculate my calorie deficit?

The below chart is assuming you're working hard in a 5x5x5 program, with about an hour of cardio per week. Based on generic principles, this is about what you should consume each day. To get a more specific calculation, visit the website below. But remember: it's *always* better to round down on your calorie deficit, *not up*. Otherwise, you're wasting your time.

The goal during a cut isn't to become strong or fast, but to lose fat. If your energy is low and you feel deflated, that's because you're consuming less energy (calories) than you're accustomed to. Don't fudge on your calorie deficit because you think you need to "fuel" your workouts. That's what your extra body fat is *there* for.

Weight	TDEE	Approx. 20-25% Deficit, Assuming an hour of exercise per day.
280	3400	2700
260	3200	2500
240	3000	2350
220	2800	2100
200	2600	2000
180	2400	1850
160	2600	1600
140	2000	1550
120	1800	1350

1.6 When Will I See Results?

If you're adherent, *you will see results*. But I do understand the mania that this process can induce — constantly looking in the mirror, grabbing fat, hoping you can *hate* the fat so much, it will want to run away.

But here's the mindset you need to have during the first 6-8 weeks: *Don't look for results*. Yes, you should still weigh yourself — you need some way to measure progress so that you know if you need to increase your deficit (i.e., if you're not losing weight, you need to eat less). However, nobody goes on a diet *just* to lose weight. We want to *be healthier*. We want to *look better*. And *those* are the results that we have to commit *not to think about* for the foreseeable future.

If we think too much about these results in the early stages of a cut, we will go insane. Commit to 6-8 weeks of slogging, bland, boring, grueling tasks. Misery? Yes. But the more miserable you make yourself with discipline now, the better the sooner you will see the results you're *really* after. “Lean in” toward the misery — as long as it's informed, strategic, and consistent, none of it will be in vain. In a sense, you must “diet by faith” that the laws of physics will have their way with you, and that your body will oxidize your body fat for energy. If you follow the three principles of the cut, and you don't see drastic body changes in by weeks 10-12, you've entered an alternate universe.

SECTION 2:

Calories

2.1 Is a calorie deficit really healthy?

For a short period of time, yes. If you stay in a calorie deficit for long enough, you will starve to death. That's why people who are always "on a diet" are chronically unhealthy and fluctuating in their weight. They think it's better (to borrow from Ron Swanson) to half-ass a bunch of diets that don't work rather than whole-ass the one diet that *does* work. People who chronically under-eat usually end up malnourished and weak, perhaps with a mild case of anorexia. Any diet that requires you to be in a calorie deficit for the rest of your life is trying to kill you.

The 12-week cut is *perfect* for people who love food, and want to restrict their diet for as short a time as possible. The more consistent you are with your 20% calorie deficit during your cut (perhaps going into 25% or 30% toward the end), the shorter you have to be in a calorie deficit! The goal of a diet isn't to diet forever, but to lose fat, create a better-looking, healthier "normal" for your body, and get back to a well-nourishing, sustainable diet that gives your body everything it needs.

Unfortunately, in order to lose fat, you *must* be in a calorie deficit. It's not enough to "restrict calories." You have to actually figure out how many calories you burn in a day, and consume 20% *fewer calories* than that number for 12 weeks in a row.

The purpose of this is to "starve" your body for as short a time as possible. You *want* your body to have insufficient energy to run so *that it uses your body fat for*