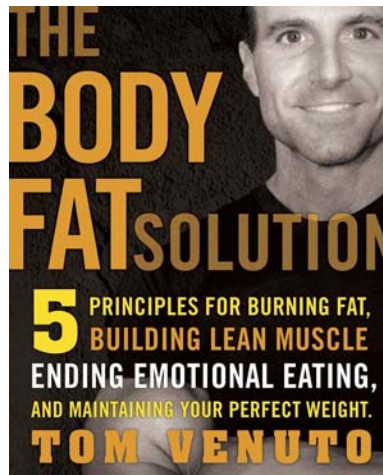


AN INTRODUCTION TO THE BODY FAT SOLUTION

*Kyle Battis of the Burn The Fat Inner Circle Interviews
Tom Venuto, Author of The Body Fat Solution*



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AN INTRODUCTION TO THE BODY FAT SOLUTION

KYLE BATTIS: This is Kyle Battis, from BurnTheFatInnerCircle.com and I'm here with Tom Venuto, author of the bestselling e-book, "Burn the Fat, Feed the Muscle." As many of you already know, Tom has written a new book called, [The Body Fat Solution](#). Tom's new book will be released on January 8, 2009, in hardcover. There has already been a lot of buzz about it. There have also been a lot of questions, because no one except people in the press and media, and a few lucky ones like me, got a copy of the book ahead of the official release date. So that's what Tom and I are on the phone for today. Tom is going to give us an introduction to [The Body Fat Solution](#), how it was written; why it was written; who should read it; and he's even going to give us a preview of what's inside the book; the big picture overview, and even some of the specific details and techniques. So without any further warm-up, let's get right into it, starting right from the very beginning. So Tom, what specific incident in your life inspired you to write the new book, [The Body Fat Solution](#)?

TOM VENUTO: Thanks, Kyle. Well, it was really kind of unexpected. Out of the blue, one day in early 2007, I got an email from an agent, Stephen Barbara, from New York City. He said, "Hey, I've been reading your e-book, [Burn the Fat, Feed the Muscle](#) and I've been on your newsletter list for a long time. I love your newsletters and I love your book." He said, "Have you ever thought about turning [Burn the Fat](#) into a hardcover book, and having a major publisher pick it up?" And I said, "The thought had crossed my mind but I never pursued it because I was very successful as a self-publisher." He's said, "Well, you should consider it. I'd love to represent you, if you give me a chance to present it to some publishers, we'll see what happens." We went back and forth, and finally I said, "Okay, let's give it a try and see what happens."

There was actually quite a bit of interest from some large publishers for [Burn the Fat, Feed the Muscle](#), but there were a few questions. Some of the publishers were concerned about the bodybuilding theme. As people who've read the e-book know, the principles in [Burn the Fat, Feed the Muscle](#) are based on bodybuilding methods, and it's in the subtitle, "Fat Burning Secrets of Bodybuilders and Fitness Models." So some of the publishers were a bit concerned about whether that would intimidate people and they were looking for something a little more mainstream. Some of the other publishers weren't really sure how the hard copy and e-book would work together, being that I've already self-published since 2003 and it's been so well received as an e-book.

So at the end of several weeks of going back and forth, we decided we weren't going to pursue [Burn the Fat, Feed the Muscle](#) as a hardcopy, at least not at that time. But Stephen kept encouraging me, and he said, "Well, look, you've got to publish another book. Let's do something new." I said, "Okay. What do you have in mind?" He said, "We should do another fat loss book." I said, "Well, I already did a fat loss book, [Burn the Fat, Feed the Muscle](#). And he said, "Well, let's brainstorm and come up with a new idea. All you have to do is write a proposal and we'll pitch it to the major publishers."

We racked our brains for ideas. It actually took about 9 months before we came up with an idea that we were really, really happy with, and that the publishers were also

interested in. It was quite a process, because the mainstream hardcopy book publishers have some specific things they're looking for. So in the beginning, I wasn't inspired by a brainstorm of my own to write a new book. It was really Stephen who deserves the credit because he was really, really persistent and encouraging. He said, "Hey, if we don't do [Burn the Fat](#) as a hardcover, let's do something new." It worked out tremendously well in the end, because we came up with something completely new that's going to appeal to a whole different, and much broader audience. Hopefully, millions of people are going to get a chance to read this now.

KYLE BATTIS: That's awesome. I think it's safe to say that most of the people listening to this call are familiar with your first book, [Burn the Fat, Feed the Muscle](#). I think it's also safe to assume that one of the biggest questions on everybody's mind is, what are the main differences between [Burn the Fat, Feed the Muscle](#) and your new book, [The Body Fat Solution](#)?

TOM VENUTO: Yeah. That is *the* question right now. I've been getting flooded with emails with that question. Here's the difference. [Burn the Fat, Feed the Muscle](#), first of all, is a downloadable e-book. Having it as an e-book has been great, because it's allowed us incredible distribution. We were able to reach people in every major country in the world extremely quickly after it was released, because the e-book can be instantly downloaded anywhere in the world. In fact, as of today, we have [Burn the Fat](#) readers in 139 countries.

Another reason we went with an ebook, which we're starting to really appreciate now, is that when you do an e-book, we can follow-up with downloadable updates and stay in touch with our customers by email. I just started releasing "Burn the Fat 2.0" updates, including our brand new Food database. There's a lot of advantages with e-books. [Burn the Fat](#) is an e-book, and for the time being, it's going to stay an e-book, but it is going to be updated soon.

My intent with "Burn the Fat" was to make it a complete and a definitive guide to fat burning nutrition. It's based on and was inspired by bodybuilding and fitness nutrition methods. The majority of [Burn the Fat](#) is devoted to nutrition. So if people really want to know what [Burn the Fat](#) is about, it is a nutrition system. It goes beyond that with information on weight training and with information on goals and motivation, but I'd say 70-80% of the information in [Burn the Fat](#) is dedicated to fat burning nutrition, using the bodybuilding methods.

The target audience for [Burn the Fat](#) is pretty specific: Anyone who's serious about fat loss, and people who want to maximize their results by putting in the necessary time, people who are willing to pay attention to details, people who might want to use more advanced techniques, the kind of things that a bodybuilder or a fitness competitor might use before a competition to get really lean. It's also a program based on doing nutrition by the numbers, counting calories and doing macros and actually doing spreadsheets. So it's pretty detailed and specific.

So overall, [Burn the Fat](#) is for people who are very motivated and have ambitious goals and want to get very lean. [The Body Fat Solution](#), which is the new hardcover book, is different from [Burn the Fat](#). The intended audience is a little bit different too, although I know that most readers of [Burn the Fat](#) are going to appreciate it. [The Body Fat Solution](#) is for anybody who is overweight, any amount overweight, 10 pounds, 20 pounds, 100 pounds or more, or somebody who used to be overweight and wants to maintain their ideal weight without struggling at it, because maintenance is a huge theme of [Body Fat Solution](#). Lots of people lose weight, but 80-90% of the people don't keep it off.

[The Body Fat Solution](#) is not designed for bodybuilders or people with bodybuilding goals. It's not designed for athletes or people who need to get ripped or reach extremes of low body fat. [The Body Fat Solution](#) helps people with different types of problems. People who have trouble with motivation, emotional eating, or even binge eating, or any kind of self-sabotage that gets in the way of the diet or the workout program. [The Body Fat Solution](#) is for people who struggle with everyday challenges. People who travel a lot and have trouble staying on a diet when on the road; People who eat in restaurants a lot and have trouble staying on a diet because of that; Really busy people, with busy schedules, people with high levels of stress; people under social pressure. All these things can get in the way of your nutrition or training program. [The Body Fat Solution](#) is aimed towards finding those problems and giving you the solution to fixing those problems.

One of my biggest points in [The Body Fat Solution](#) and this is the overall message, is that the nutrition or training program you follow is not necessarily the most important thing. The most important question is what makes you follow your program, or the flip side of that is what makes you fall off your program? Think about that. That's the big question. [The body fat solution](#) gets to the emotional and psychological and even the social root causes of body fat that could block your progress if you let them sabotage you. I show you how to fix them in the new book.

KYLE BATTIS: That's great. I mean, just in reading the copy that I was lucky enough to get in advance, you delve into a lot of ground that most authors never touch. It's really exciting. I'm sure people are going to love it. Tom, anyone that has seen a picture of you knows that you're an excellent advertisement for your program. But what about the everyday dieter or the occasional exerciser? Would your new program work for someone who is not a serious bodybuilder or fitness pro like you?

TOM VENUTO: Yes, yes. Well, first, thanks for the compliment. I think it's important to practice what you preach and to stay in top shape and be a good role model, or like you said, be your own best advertisement. I am a bodybuilder. I have been for over 20 years. A lot of my previous work was influenced by bodybuilding nutrition and bodybuilding training and other bodybuilding methods and I've always believed that bodybuilding techniques were the best for fat loss. I still do, but what's different is that years ago, I might have said that bodybuilding techniques are the best for everyone. But then I started to realize that life can get in the way of even the best program. I've always written very strict training and diet programs and I've been a fan of crunching the

numbers including calories, even crunching the macronutrient numbers for protein, carbs and fat, right down to the digit, using a spreadsheet. There's no doubt that's effective. That's doing it by the numbers. That's precision. If you do it with precision, you're no longer guessing. That's the Burn The Fat method.

But eventually, as my client list started to grow and grow and grow and included more people who were not bodybuilders and were not athletes and eventually my client list became 80% non-bodybuilders and non-athletes, just regular people, it became obvious that the average person with casual fitness goals doesn't need such a regimented program. Not that they can't use it if they want to, it's just that it's not a necessity. Sometimes people have a hard time following a highly regimented program, even if it's the most effective one that will bring the fastest results. What I found is that all you need to do is make a few important behavior changes and change your mindset. So that's two big components there: The mental and physical.

So my goals as a coach have evolved a bit, depending on who I'm talking to. Instead of working only with thousands of bodybuilders and serious fitness enthusiasts, people who are already highly motivated - and who don't have any problems sticking with their program - I wanted to create something new that could literally reach millions of people, regular people, and that's what the new book, [The Body Fat Solution](#) is about, and that's who it was written for. It's not for the bodybuilder who wants to get "ripped."

[The Body Fat Solution](#) shows you how to get lean and to do it without overcomplicating it. It really boils things down to the fundamentals. Like I said before, it's not about which diet or training program you follow. The big question is, "Can you follow your program?" So [The Body Fat Solution](#) gives you a simple, simple, simple but highly effective eating and training program, but more important, you get the mental and the emotional tools you need to stick with it.

KYLE BATTIS: Right. That's huge. Tom, the diet and fitness shelf is already overloaded with books promising all kinds of things. What gave you the sense that a new book was needed? What is it about your program that you think goes beyond what's already out there?

TOM VENUTO: You're right. The shelves are already overloaded with diet books. That's another big question I keep getting: "Why would you do another diet book?" Every time somebody sees a new diet book come out, it's like, "Oh, no! Not another diet book!" Well, that's exactly why I decided not to write a diet book, and that's why I wasn't in a hurry to get that book proposal submitted. One of the first suggestions that was made to me after we'd gone back and forth with some publishers, was that I should write a new diet. To do that, I needed some new hook. Usually in the diet industry, a hook means one magic bullet or some outrageous promise that sucks everybody in. Like, "Lose 6 pounds every 6 days with the Rio de Janeiro diet. Scientists discover an amazing herb from the Brazilian rainforest. Combined with this special new South American diet, that's why you see all the hot bodies on the beaches in Rio." How does that sound? It would probably sell, right?

KYLE BATTIS: Yeah, it probably would, unfortunately.

TOM VENUTO: Yeah. I'm not joking! That's what people are buying. Since that's what people are buying, that's what a lot of publishers want. I didn't want to do a gimmicky diet. I was more interested in writing a book on the psychology of weight loss; a book on emotional eating. Or here's a huge topic. How about a book on accountability? Or a book on social influence and social support? After we did that free report, called [The Fifth Element](#), that was so well received. People said, "This is SO true! The people you hang out with are going to make or break you!" So I thought that would be a great book topic as well. We had all these ideas for something that wasn't a diet book. Most of the publishers really didn't want that, at least not from me. I know there's already a lot of emotional eating books, but I don't know if a book strictly on emotional eating from a male bodybuilder fit the mold.

It took a while before we came up with a concept that I was really happy with, that a publisher was happy with, that was filling a huge void in the marketplace and it was filling a need and I felt it could be done with integrity. In the end, things turned out really well. What happened is we took all of those initial concepts that we had talked about and put them all together into one book. They wanted a diet book with a new angle. I wanted a weight loss psychology and a motivation book. In the end, we did it all. It's not a diet book, but I did include a very concise chapter on nutrition. I did include a concise chapter on training, and I got all the information in there that I had initially thought about: accountability, dealing with your emotions, psychology, social support. All of it, under the covers of one book.

It seemed like a compromise at first, but then it turned out even better than what either myself, my agent, or any publisher had envisioned in the beginning. It turns out, this is what's been missing. This is what's been missing from the bookshelves - a book putting everything together. The word that I used for it in the book is "synergy." Almost all the weight loss and fitness books, they just hang their hat on one hook. There's one evil culprit and they put all the blame on that one problem. Or there's one magic bullet and that's given all the credit as the cure-all. But body fat is a lot more complex than that. Human beings are a lot more complex than that.

Body fat has multiple causes, dozens, maybe hundreds of different factors. They all converge and they create excess food intake and a sedentary lifestyle and a positive energy balance and there you have it, body fat. So to solve the body fat problem, you have to approach it from all the root causes in every area of your life. You can't isolate one piece and expect the good results or long-term success. It just doesn't work. So what's different about [The Body Fat Solution](#)? This is the first book to put all the pieces together and it solves the body fat program from the root source, from the cause in every area of your life.

KYLE BATTIS: That's just so huge. We see people at the [Burn the Fat Inner Circle](#) say the same thing, and you mentioned how you've had people approach you and find [Burn the Fat, Feed the Muscle](#) who have said the same thing. "I've tried everything. I've tried thing, to thing, to thing." What they're doing is they're trying each of those

things, but each thing in isolation. You know, each new gimmick, or just focusing on one piece of the puzzle. What we're really talking about here is that synergy and just how important it is to put it all together. That's great. So one of the main themes that stands out about your new book, and it seems like all the advanced reviews of your book are saying the same thing, is your focus on the emotional and psychological aspect of eating and exercising. So how did you come up with that focus? Was it something you recognized, an area you had to work on for yourself? Or did it come out of some research that you did?

TOM VENUTO: Well, first, I'm really glad that jumped out at you, because that was definitely my intention. Honestly, I've been hoping that [The Body Fat Solution](#) doesn't get branded as a diet, and it gets branded as a book that's very much about the psychological and emotional, and even the social side of fat loss. I didn't call it "The Body Fat Solution Diet" because it's not a diet. [The Body Fat Solution](#) is a total lifestyle program. It includes the physical side of training and nutrition and it talks about your environment and your lifestyle. But the major focus is the emotional and psychological aspects of eating and exercise, because I think that's the most important part. Again, it's not necessarily about what diet or workout you follow.

After all these years, I've come to realize that there are a lot of diets that can work, if you can stick with them. It's about what makes you follow your diet. That's the big problem, following the program, sticking with it day in and day out. Sticking with it just through the fat loss phase is a challenge for a lot of people. Look at the maintenance statistics. Statistics from very reliable sources, like one study from Oxford University, have confirmed the statistics you always hear about weight regain. Some people wonder, "Is it really true that most people regain the weight?" It's absolutely true. At least 80% and possibly 90% of the people gain the weight back, because they haven't figured out a way to stick with it and haven't figured out a way to transition into maintenance.

Most people can't get through full a week without falling off the wagon. Right? Why? Because they're so focused on all the minutia of diet details and they neglected the psychological side of things, which is the key to sticking with the diet. So that's why I made the psychological side the major focus. I saw for years that people were struggling with sticking with any program. I saw that in my personal experience, and then later on, I saw it confirmed in the science. A big study that got a lot of publicity in the news was one by the *Journal of the American Medical Association*. They looked at all the major dietary approaches. They looked at the high carb, low fat diet, then they had the ketogenic low carb, high fat diet and they had the one that was kind of balanced in the middle. This study, unlike a lot of others, followed through for a year. After 12 months, the dropout rate for all of them was pretty high. The ones on the extremes, it was a little bit worse. The one that was more balanced in the middle had a little bit better maintenance. But hey, sticking with it is a problem for any diet.

So shouldn't we spend more time talking about the techniques to help you stick with it? The word is "compliance." Compliance is a problem. That means how well can you stick to your program? A lot of it has to do with choosing the right program. If you pick

one of those programs on the extremes, if you go extreme low fat, that might not be the best choice. If you go extreme low carb, that might not be the best choice, at least not for most people. But really, if you have issues with emotional eating or if you have negative attitudes; if you have self-limiting beliefs; if you lack motivation, which are all psychological factors, then I don't care what program you follow, you're not going to stick with it.

In [Body Fat Solution](#), I give tools to handle every one of those mental challenges. For example, there's a five-step formula to overcoming emotional eating. There are motivational techniques throughout the entire book. There are techniques on how to change your attitude and see things in a positive light, and that's a technique that comes from NLP called "reframing." I teach you how to identify the beliefs that are limiting you and change them and turn them into empowering beliefs. The way I see it, once you get the mental side of this game handled, the physical side, the food and the training, that's going to come easy.

KYLE BATTIS: Yeah. One of the main things that struck me about your new book and even your first book [Burn the Fat, Feed the Muscle](#) is the mental side of it all. I think it's so important, and so many people skip over that. They don't get the results they're looking for, because they haven't nailed that side of it yet. It's awesome stuff, and I think it's really going to help people. I'm one of the lucky few that got an advanced copy of your new book, after begging and pleading, so I've read the whole thing, including the acknowledgements. I thought it was really interesting the sources you acknowledged and the people you quoted in the book. So what people, or books, or programs, or philosophies really inspired you the most in the creation of [The Body Fat Solution](#)?

TOM VENUTO: I had many, many influences in putting this book together, because the only way I could have created a program that's this comprehensive was to pull from a lot of different disciplines, resources and people. I drew on my own experience, of course. I've been training 25 years now and I've been in the fitness business for 20 years. After you've competed in bodybuilding 28 times and you've trained hundreds of people in person, and you've trained thousands through the internet, you learn a lot. But no one person can ever know enough.

In creating this book, I studied experts like psychologists and hypnotherapists and even neuroscientists to get into the mental and emotional side of things. I was especially impressed with some of the cognitive psychologists. For example, Martin Seligman, he's done some great work and there are cognitive psychologists who have taken that field and applied it directly to weight loss, like Judith Beck, and she has also done great work.

There are a lot of researchers who've done unbelievably deep work on the unconscious mind, like Dr. John Bargh and not many people know about this research. And there were the neuroscientists like Dr. Richard Restak. He's written 12 books on the brain and it's all really fascinating stuff. Charles Garfield, he's the guy who did the landmark work on peak performance, which was mainly focused on athletes at first, but then he

took that information and showed how we could apply it to business or any other area of life, so I applied it to fat loss. And of course, Maxwell Maltz, his book on psycho-cybernetics is a classic, on how to reprogram your unconscious mind and change your self-image. So those were just a few of the types of people and the fields who influenced me on the psychological side.

NLP was also a major field I drew on. Most people have no idea what NLP is. It's short for Neuro-Linguistic Programming. The simple definition is it's a branch of psychology focused on creating rapid personal change by changing your language, changing the words you use, changing the way you process things in your mind. Basically it's the study of subjective experience, how you process things internally. It's also a science of modeling excellence and peak performance in other people, by finding out their success strategies and then duplicating them so that you can get similar results yourself.

Tony Robbins is probably the most famous practitioner of NLP. But the real masterminds behind it were Richard Bandler and John Grinder - they were the co-developers. I've studied NLP through books and with a lot of NLP trainers including Barbara Stepp, Jonathan Altfeld, Doug O'Brien, John Lavallo, and I'm thankful to all of them, because they definitely influenced all of my work and some of the techniques on changing behaviors in the new book. Some of the best methods for changing self-limiting beliefs come from NLP and it's powerful stuff. I was also influenced by just about everybody in the personal development movement, especially Brian Tracy, Jim Rohn, and Bob Proctor. The success principles I've learned from those guys, who I consider mentors, have influenced me as well.

On the scientific research side, I didn't want [The Body Fat Solution](#) to read like a science textbook, but I must have read at least 600-700 scientific papers to get the data I needed, to make sure that everything that I wrote was backed up and was scientifically airtight. A lot of researchers that really influenced me weren't just the nutritional biochemistry and exercise physiology side, but also the behavioral side. For example, Brian Wansink, he's the Professor of Food Marketing at Cornell and his studies on why we eat more than we think are just fascinating. Barbara Rolls at Penn State has done some similar work and she's also the pre-eminent expert on energy density, another important topic in [The Body Fat Solution](#).

The work that's been done at the National Weight Control Registry by James Hill and Rena Wing, that has given us priceless information on weight maintenance, because there's not very many people who are long-term weight maintainers. The National Weight Control Registry is one of the groups that we could model to find out how people have lost more than 50, 60, 70 pounds and kept it off for at least five years. I've talked before about things like these rapid weight loss competitions and transformation TV shows and so on, where people are making these dramatic drops in weight, and I've said, "Don't get too impressed with that." I don't think the person you want to model is the person who lost the most weight or who lost weight the fastest. The person you want to model is the person who lost it and kept it off. That's been a source of information on how we've learned a lot about maintenance. This kind of research –

behavioral research, and surveys of successful maintainers - helped create the whole backbone for Chapter 12 which is about maintenance.

Then lastly, I would mention some people in strength and conditioning field. This new book isn't a strength and conditioning program for athletes. It's not a muscle mass program for bodybuilders. But strength training is a critical part of it. I did a lot of new research on ideal types of strength training for busy people who have a primary goal of fat loss. On the strength training side, guys like Alwyn Cosgrove have done great work in this area and I've been a fan of Ian King's work on program design for a long time. Basically the goal of the book on the physical training side was to create exercise programs specifically for fat loss. Time efficient, effective, metabolism-stimulating, fat burning, weight training programs are what you'll find in [The Body Fat Solution](#).

KYLE BATTIS: Great. Alright, Tom. You promised not just an introduction, but a sneak preview. So tell us what exactly is inside the book. We want the inside scoop, buddy. Let us have it. How about starting with the book's overall structure in the Table of Contents, give people a piece of that?

TOM VENUTO: Well, it is a big book. This is not some thin little paperback. It's a hardcover with about 300 pages. It's divided into three major sections, actually four if you count the introduction. The Introduction is pretty important. I think there's a lot of confusion about fat loss today because trainers and nutritionists are giving recommendations without pointing out the target audience. I thought it was really important to identify the audience and set a context. We already mentioned the target audience for this new book, and I was sure to go into detail in the Introduction about that. I also explain exactly what you can expect, in terms of realistic goals and results, and what you have to give to make it work for you, because there's no such thing as something for nothing.

Now, the book is divided into three major sections. The title of the first one, Setting The Stage was picked very carefully, because I think there's some things you have to do intellectually, mentally, emotionally, before you get to the physical stuff. Because if you don't get this stuff out of the way first, and if you don't get your mind straight first, when you get to the physical stuff, you're going to sabotage yourself and get in your own way.

So first of all, the intellectual stuff, in Chapter 1 is where I explain exactly the real nature of the problem. By that I mean, "What is the real cause of body fat?" I don't think that body fat is a problem. I think it's better described as a physical symptom of other problems. The physical body fat tissue is just a manifestation of other things. So we have to trace it back to its cause and I explain the true causes of body fat in Chapter 1.

Chapter 2, I get into some of the body fat myths and, more importantly, where they came from and why we believe them. This is really important because if you believe in even a single myth, if it's something that's very important, that one myth can sabotage your entire program. I pick some myths that I don't think most other books go into. Body fat myths and weight loss myths are a really common subject, but the ones that I discuss come from some pretty unique angles.

Then in Chapter 3, I talk about Attitudes and Beliefs. Attitudes are the way you look at any situation; the way that you approach failure; the way you think about your own genetics and your own capabilities. Something as simple as one negative attitude can sabotage you completely. Before you even get to the physical stuff, before I give you the nutrition, before I even talk about training, a bad attitude can ruin everything, because it's going to affect your behavior, and so can beliefs. The beliefs are your subconscious programs that run your behavior. Deeply, deeply-held beliefs, not only run your behavior, they can very possibly change your physical results. They say that belief can affect biology. That's what the placebo effect is. So what we do with beliefs is we find the ones that are blocking you and limiting you. We identify them. We draw them out and then we show you how to flip them into an empowering belief.

Then in Chapter 4 is a major theme of this book, Ending Emotional Eating. I give you a five-step formula for how to end emotional eating. And that wraps up Part 1.

Part 2 of the book is the physical stuff. Well, it's mostly physical – because mental training is in there, but mental training in my book has physical action steps you must take daily, so its one of the five principles. People who are familiar with my work are probably familiar with at least four of these. Anybody who belongs to the [Inner Circle](#) is going to know what all five of these are. But very quickly, five principles for getting a lean body: Mental training, cardio training, weight training, nutrition and social support. That's five elements, five essential parts of any fat burning program and the five principles of the [Body Fat Solution](#). If you put all five of those into your lifestyle, you're virtually guaranteed results, as long as you've taken care of those mental and emotional things first, to make sure that they don't get in the way when you get to the physical side.

Then in Part 3, we put it all together. I show you how to take all this information, the mental and the physical, and put it into a lifestyle. The big word for that is "planning." Planning, organizing, implementing. And another big word, another big theme of this book is "prioritizing." Prioritizing is using the 80/20 rule, which is the famous Pareto principle, which says that 20% of the things you do are going to produce 80% of your results. So the trick here is, let's find out what are the most important 20%, and let's throw all of our focus and effort into that first. We organize your whole life around those important priorities. Some of the 20% are essential parts of the program that everybody needs to do. For other people, there are individual differences. What's the first priority for one person may not be the first priority for another. So there may be one particular bottleneck that's holding you back, and I teach you a process for how to find out what that is and how to fix it.

And then Chapter 11 is How to Keep Score, how to stay on track, how to use accountability, how to monitor your progress and how to get through any plateau. I talk about some things that I've taught before, but were really important to include again, like body fat testing and progress charting. I talk about the pros and cons of using the scale and using your weight; how to set your body fat and body weight goals; and I give a lot more information on accountability, because if you're not accountable to somebody, you're going to have a harder time sticking with it.

And last, but not least, Chapter 12 is about How to Maintain Your Weight For Life. I do two things for you in Chapter 12. I give you 7 weight relapse mistakes to avoid. It's unfortunate that 80-90% of the people, at this point, are regaining weight. But there are 7 mistakes people are making that are causing people to regain the weight. If you look at that list of 7 mistakes and you make sure you avoid them, automatically you've put the odds in your favor that you're going to keep the weight off. Finally, I give you the 10 secrets of lifelong maintenance. A lot of the 10 secrets come from places like the National Weight Control Registry, where researchers have studied people who have kept weight off, a lot of weight off, for at least 5 years or more.

A long-term maintainer is somebody who's lost weight and kept it off for 5 years or more. So we model those people. I don't look at these 12-week contest winners, unless I follow them through for 3-5 years. I don't look at who wins the weight loss shows on TV unless I follow them through for 3-5 years. We're looking not at the person who lost the most weight, or lost the fastest. We're looking at what are the strategies that people have used to keep it off for at least five years. If you learn those strategies and you plug them into your own life, you virtually guarantee that the weight is going to stay off. So that's your overview.

KYLE BATTIS: Wow! Is that all, Tom? Geez! Yeah, when you sent me this book in the mail, I was blown away at the sheer comprehensiveness of this thing. You cover so much ground.

TOM VENUTO: Well, yeah, that's why I couldn't get in to too much detail today. I hate to make this call sound like a teaser because I didn't give a lot of specifics. It's just so comprehensive it would take hours to cover details. This call is an overview. The whole idea of this call is to be an introduction to [The Body Fat Solution](#). We're planning to do a teleseminar early in the year, and it's probably going to have to be at least a three or four parter. So we'll keep everybody posted on that teleseminar, where I'm actually going to teach the details stuff on audio. That's going to be live, just with me chatting casually.

But also, we just signed on with BBC Audiobooks America to do the audio edition of [The Body Fat Solution](#). So if people want to listen to the entire thing as well, that's going to be available from BBC Audiobooks' website and also from all the major booksellers. If you go into Barnes & Noble or Borders bookstores and you look at where they have their audio CD's or if you go to Amazon.com, you'll see [The Body Fat Solution](#) hardcover book and you'll also see the audio book CD version. You can listen to the entire book and hear all the details.

Obviously, it really is so comprehensive. This is a lifestyle program. It's not a diet. It covers so much information, that really this is just an overview. I wish I could go into more detail today, but I'm hoping this has at least wetted everyone's appetite.

KYLE BATTIS: Yeah. This book has a ton of substance, folks. You're going to love it. And it's easy read too. I was actually just re-reading part of it this morning. Early on

in the book, Tom, you wrote something that jumped out at me. It made so much sense and it was put in such simple terms. The short statements like this, and the book is peppered full of them, make it easy to pull important lessons out of it. I'll share this one with you. Tom wrote, "Weight gain or weight loss is dictated primarily by calorie quantity. Health is dictated primarily by calorie quality." That sounds so simple, yet it goes really deep into some important nutrition territory. Tom, can you elaborate on what you meant by that statement and tell us how your book explains a lot of these weight loss myths that get thrown around today, which lead to a lot of the misunderstandings and plateaus and lack of results that people run into, just because of -- I don't want to say "deception" -- but misconception of that one statement.

TOM VENUTO: What I was getting at was breaking the myths about thermodynamics and calories in versus calories out. People ask me, "Tom, are you strictly a thermodynamics guy, or is it more complex than that?" Yeah, I'm a strict thermodynamics guy, in the sense that the energy balance equation is always there. It's always in operation. You can't turn it off. You always have to obey it.

I'm not a strict thermodynamics guy, in the sense that I would ever suggest that all there is to health is calories in versus calories out. When it comes to health, we have to look at nutrient density, not just calories. We have to look at micronutrients and phytonutrients and fiber and everything else that is in the food beyond the caloric value and the effect that has on our body. As soon as you bring health into the equation, it doesn't take a rocket scientist to know the calorie is not just a calorie. We've got to be concerned with nutrient density and not just calorie density.

For fat loss, it's true, to burn fat, the caloric deficit must be there, so in that sense calories absolutely count, but that's not all there is to the fat burning equation either. If you're not getting all the nutrients you need, if you're putting low nutrient junk food in your body and your health begins to deteriorate, that can affect your hormones and increase appetite and that in turn is affecting the thermodynamic equation. So optimum health and optimum body composition is about calorie quality and calorie quantity, not one or the other.

KYLE BATTIS: Right. Awesome. So Tom, I know the book is very comprehensive and you can't go into too much detail today, but can you at least give us some specific tips or techniques? For example, how about one from each area, like one nutrition tip; one training tip; one tip for stopping emotional eating; and maybe one motivation tip; and how about a maintenance tip as well? Let's start with nutrition, please.

TOM VENUTO: Okay. Carbohydrates are the macronutrient that gets constantly picked on, right? People will say that carbohydrates are fattening and that fat loss may be accelerated if you decrease your carbohydrates. The arguments get heated and the physiology gets complicated. So the way that I deal with carbohydrates in [The Body Fat Solution](#), is by simplifying the whole thing, by not arguing about carbs either way, and leaving the ideal amount of carbs up to you to decide, and by leaving out the unnecessary physiology.

Like we said before, you do need a caloric deficit to burn fat. That's not all there is to it, but caloric deficit is a condition that has to be in place. So you may reach a point where you have to pull calories out of your diet to continue to maintain a large enough deficit. The question, is where do you pull those calories? Do you decrease calories across the board? Do you eat a little bit less of everything? You could, but I've come up with a better way, and it's a technique that I call "the selective reduction of calories." What I would suggest someone does on a fat loss program is selectively, preferentially, pull out the carbohydrates that are the least helpful on a fat loss diet. So that's going to start with any refined sugars or any refined carbs at all (corn syrup, white flour), you still have in your diet. Look for them and when it comes time for a caloric reduction, pull them out first. Then once those are gone, then you would even pull out natural carbs, if they're calorie-dense, like starches and grains. I have a name for that. I call them "the X factor carbs."

[The Body Fat Solution](#) is not a high-carb diet. It's not a low-carb diet. It starts off as a pretty balanced mix of protein, carbs and fat. That's because like we said before, the diets on the extremes are the ones you're less likely to maintain, so we want to keep it balanced. But when the time comes to pull out calories, I recommend that you pull out the X factor carbs immediately, and those are your refined sugars and refined carbs. But even natural starches and grains, you pull them out next. So what I'm saying is that you're not going to pull down your vegetables or healthy fats or your proteins at all. So when we say, "Hey, you have to cut your calories to burn fat," I'm having you do it selectively, not across the board. That's your nutrition tip.

KYLE BATTIS: All right for nutrition. How about a training tip?

TOM VENUTO: Okay. Well, there's two kinds of training we have in [The Body Fat Solution](#). We have strength training and we have cardio training. They're both set up into a different chapter. Let's talk about cardio, because I think that's probably the one thing in [The Body Fat Solution](#) where I've refined my message the most. I've come up with a kind of unified theory of cardio training and exercise for fat loss. Where I want to put the focus is something that I call "E-MAX." And E-MAX means that when you want to burn fat, I want you to put your focus on a certain number -- burning the maximum of calories you can every 24 hours. So I want you to focus on how many calories that you burn, not when you burn them, not how you burn them, and not which kind you burn.

That may sound like I've changed my philosophy a little, because in the past I've talked about controversial methods, for example, cardio first thing in the morning. When you do that, we're talking about what you burn. We're talking about oxidizing more fat. This is scientifically validated. You do oxidize more fat doing cardio in a fasted state. That's never been in question. What has been in question is, "How much of a difference does that make in total body fat loss over 24 hours? How much of a difference does it make over 12 weeks?" And how much difference does it make for the average person compared to the bodybuilder who is trying to lose every last ounce of body fat?

I'm still a believer in small chunk details like fasted morning cardio, especially as a bodybuilder or as a technique to help you with that last little bit of fat. But by focusing

first on the important big chunks like total 24-hour energy expenditure, or what I call E-MAX and putting all your attention on the total amount of calories you burn, you bypass any potential confusion about the type of cardio you should do. In fact when you understand this principle, every decision about training will be easy to make. So [The Body Fat Solution](#) cardio program is focused on getting you to burn as many calories as you can. Intensity is probably the biggest factor, but the total calorie burn is the product of Intensity X frequency X duration. And it also has a lot to do with the type of exercise that you choose.

So basically my goal now is to get my readers to focus on what's most important – which is total daily energy expenditure. Just like I put the focus on the nutrition side where it belongs – on calories, not carbs, when it comes to the fat burning training, I put the focus on what's most important - the quantity of calories burned and not the type of calories or when those calories are burned.

KYLE BATTIS: How about an emotional eating tip?

TOM VENUTO: Okay. I have a five-part formula for emotional eating. I call it the “AWARE formula.” That formula goes into depth, so let me just give you a really simple tip for getting started. That is, understanding what emotional eating is. Emotional eating is when you eat impulsively or mindlessly, without thinking first. You probably eat for reasons other than your physiological needs, or you have beliefs about food that don't move you towards your goals. If emotional eating is eating mindlessly and eating for the wrong reasons, the solution to this problem is finding out what are the right reasons for eating? And how do you stop eating mindlessly?

We stop eating mindlessly by focusing on awareness exercises. So that word “aware” is really, really important. We use techniques to increase awareness of when you're eating, how much you're eating and when you're eating for the wrong reasons. The word is “mindfully.” We focus on eating mindfully, instead of mindlessly, and you focus on eating for the right reasons. For example, in Chapter 4 on emotional eating, I teach the beliefs about food, which are the right reasons for eating that will get you eating healthy food, fat burning food, automatically.

For example, food is fuel. I've never, ever met a lean person in my entire life who didn't believe that. So my question to somebody who struggles with emotional eating is, “Do you believe food is fuel? I mean deep down, subconsciously, and is that the reason that you eat? Are you eating for fuel or are you eating for some other reason?” That's the core issue to focus on, is, “Why are you eating?” We want to identify the right reasons for eating and install them as your core beliefs, and then what happens, you'll start to eat the right foods automatically, without even thinking about it.

KYLE BATTIS: That's huge. Okay. How about a motivation tip?

TOM VENUTO: A motivation tip. That reminds me, I have a little pet project that I haven't done yet. You could say this whole book is about motivation. I'm going to read through this one of these days and I'm going to start to count the motivational

techniques. I'm betting that there are at least 100 motivation tips in here. I'm hoping to come up with a little report, like, "101 Motivation Tips from 'The Body Fat Solution.'" It's absolutely loaded. Let me tell you about one of my favorites though - The Countdown Calendar. Are you familiar with that one, Kyle?

KYLE BATTIS: I love it. I love that one. Yeah. Do that one.

TOM VENUTO: A lot of people have mentioned they like that one. A couple of weeks ago, Craig Ballantyne, a Men's health writer, mentioned my book in one of his newsletters. He actually picked that one himself, the Countdown Calendar. When I first started competing, I knew I had a contest, let's say 12 weeks away. So I got out a desk calendar, the type that has the week with boxes on it, 7 days across in each horizontal row. I would count, on the calendar, backwards from the contest day to the present day. What's 12 weeks? 84 days? So I would count like T minus 84 days, T minus 83, T minus 82, and I would literally know, every single day of the week, how many days I was from my goal achievement day. It does some pretty remarkable things. Subconsciously, it primes you to come in for a perfect landing on that final day.

In terms of timing, if you've ever set a goal and didn't make it on your goal date. Maybe you didn't give up. Hopefully you didn't give up. Maybe you kept going and hit your goal 2-3 weeks later. With this Countdown Calendar, it's pretty uncanny how you nail your goal on the target date, never late. I've seen people nail it, to the digit and to the day with the amount of weight they lost, or the body fat percentage. It just primes your subconscious mind to hit the goal on that date. You can take it another level by, in each square of that calendar, writing in your general training plan using the same calendar. So write down in each box, what you're going to do that day. You write what body parts or movement patterns you're going to train; what exercises you're going to train; whether you're going to do cardio and what time you're going to do it. You look at your calendar every single day, preferably before you go to sleep each night. When you look at it the night before, it primes your subconscious for the next day to follow through with the right behaviors. I love it. That's one of my favorite techniques.

KYLE BATTIS: Yeah. I've shared that one with a few people, and they totally latched onto it and love it too. Great. How about a maintenance tip? As you said, that's a huge problem a lot of people have and it's a major focus of your new book, so how about a maintenance tip to share?

TOM VENUTO: Okay. In Chapter 12, I have 7 relapse mistakes and 10 maintenance strategies. Which one is my favorite? Hmmmm. Well, let me pick out number 6. There's one thing that all maintainers do. This is not just something I've observed. This is something that came up in all the research in the National Weight Control Registry and all the other research that was done on weight maintenance as well. Maintainers respond quickly. Immediately they take rapid action to counteract weight gain. They have a low tolerance level for weight regain. Weight re-gain creeps on people. That's how people get overweight in the beginning and that's how they regain it back. It creeps and they tolerate it.

Maintainers, they do not tolerate it. They just won't take it. They set incredibly high standards for themselves. They have a rule for how much weight they'll allow themselves to gain before they jump right back into action - right back into fat loss mode. I've heard a lot of people say they have a rule for 4 pounds. I think that makes sense because most people say their normal daily fluctuation is about 2-3 pounds. You might have had too much sodium one day, or you're retaining fluids for some other reason, or whatever, so your weight is going to fluctuate. But as soon as you go past that mark that's your rule, you jump into action. You're back in the fat loss mode.

It's like an early warning system. These people, these maintainers have this alarm that goes off in their head the second that they start to gain. They're also really conscientious about the way their clothes fit. You've got to be careful with wearing baggy clothes all the time because you lose clothes as a feedback mechanism. People who wear tightly tailored clothes, the second they feel that belt starting to tighten up, it's time. They take action. They just won't take it. And it's a double motivational force because they don't want to have to go buy a new, bigger wardrobe either.

KYLE BATTIS: That's great. Awesome stuff, man. I'm sure people are going to really dig the rest of your tips in the book. This is just the top of the iceberg here. Can you summarize for our listeners what the potential pitfalls of your solution are, and how best to avoid them?

TOM VENUTO: I don't think there are many pitfalls in [The Body Fat Solution](#) because I made the whole theme of the program simplicity. The whole program revolves around that 80/20 rule, which says that 20% of your actions are going to give you 80% of your results. The rest is pretty much just details, or minutia. My goal was to point out the important few and not get bogged down in all the trivial many. I really tried to boil down fat burning to the most important fundamentals and I focused and built the program around those. I didn't worry about the tiny details. Bodybuilders and high level athletes need details. For everyone else, details can come later, after they've mastered the fundamentals.

It's not a complicated program. But it is comprehensive. It covers every area of your life. [The Body Fat Solution](#) is not just a diet. [The Body Fat Solution](#) is physical training. It's lifestyle habits. It's nutrition. It's physical environment. It's social environment, the people you hang out with. It's your emotions. It's your thoughts and attitudes, all of these things. And it's all simple, but because there are so many pieces and it's so comprehensive, I could see one potential pitfall is paralysis by analysis, which means that someone feels so overwhelmed with how many aspects of their lifestyle they have to change that they freeze up and they don't know where to start. I knew that that was going to come up. So I created a solution for that and built it right into my program.

The first part is that you have to understand that you can tackle any lifestyle change one piece at a time if you want to. If that's what suits your personality; if that's your disposition, then take it one piece at a time. I know some people are going to dive in head first and they're going to use as many strategies as they can right from day one. But if that's not your style; if you get overwhelmed easily, what you have to do – your

number one priority – will be to choose the one area of your life that needs the most work. In other words, what I'm saying is pick the one thing out of the book where you know you're the weakest and go to work on that weak spot immediately.

The only tricky part is to know what that one thing is, and I wrote an entire chapter on that. Chapter 10 is how to prioritize. The display quote in that chapter, from Stephen Covey, is, "The main thing is to keep the main thing the main thing." Your goal is to figure out, "What's the main thing for me? Is there a limiting constraint?" Is there one thing that's your Achilles heel? One weakness, one fatal flaw, one bottleneck that's choking off your progress? You have to flush that out by asking, "What one thing is holding back my progress everywhere else?" What is it? Binge eating? Your nutrition falls apart on the weekends? You make bad choices in restaurants? Emotional eating? You've got a lot of stress and you haven't figured out how to buffer that stress and balance it out with relaxation? Sleep deprivation? Alcohol abuse? If you ask that question and you find that one thing and you go to work on it with full force, for at least 21-30 days, the new behavior that replaces it is going to become a habit and then you repeat the process. You say, "Hey, what's the next thing?" One step at a time, that's how you take the overwhelm out of anything.

KYLE BATTIS: Right. That's huge. Great stuff. This is really awesome, the way that you put this all together. I think you focused on some of the most important issues that most people are missing because they're hidden, or they're actually so obvious that they don't get enough attention and they're overlooked. You also did a great job of boiling things down and simplifying things. We're just about ready to wrap up. Why don't you finish by giving us a couple of the most important big picture keys to success that'll help our listeners out? I'm talking about the major themes that flow through the entire book, that the readers should keep in front of their mind at all times as they read [The Body Fat Solution](#)?

TOM VENUTO: Sure. That's a good question. The big theme that I mentioned early in the book, is focus on synergy, not isolation. Because we have the internet today and there's more media than ever, everybody is familiar with information overload. That's definitely a problem. I coined a new phrase and I highlighted a new problem called, "Information Isolation." I think it's an even bigger problem than information overload, especially when it comes to diet and weight loss. That's when you pull out one little piece of a very complex problem and you put it up on a pedestal and you say, "This is the holy grail. This is THE answer." That's what usually happens in the weight loss world. It doesn't work. Everybody wants to pull out one piece of diet or nutrition, like blame it all on carbs, or whatever. Or you might say it's all because of a single hormone. How many thyroid diet books are there? There are tons of them. There's leptin diet books. There are testosterone diet books. If you pull out any one piece of this complex fat loss problem, that's fine, but it's only one piece, not a complete solution. What I'm trying to get my readers to do is put everything together, and that's synergy. That's about the whole. The number one theme is to never put your attention onto one little piece of such a complex problem. Always think synergy.

KYLE BATTIS: Right before this interview, I was flipping through the channels on the television. I saw a commercial that was talking about this. It was talking about the hormone cortisol and how cortisol is the cause of all body fat, and that's why you're fat. People that buy into that and believe that can really end up frustrated and let down, because they're being scammed into thinking that that it's the cause of everything.

TOM VENUTO: That's a perfect example. Is cortisol important? Oh, absolutely. If you have high cortisol levels, that can wreak some havoc. But pitching cortisol as THE cause of body fat and a cortisol pill or a cortisol suppressing diet or intervention is only one piece. Yeah. Great example of information isolation.

The second major theme that goes through the whole book, is always train your mind and your body at the same time. You might think that getting in shape is all physical. It seems that way. But the reality is it's every bit as mental as it is physical. In fact, I think I could argue that getting in shape is more mental than it is physical. Clearly there's a physical component. You've got to take action, and that means training and that means nutrition and changing lifestyle.

But what makes you take that action? What the psychologists have found out is that at least 95% of all the action you take is unconsciously controlled. It's habit. That's an action that becomes automatic. Even things that we think are conscious, are actually unconsciously initiated. We have a thought like, "I'm going to go to the gym," and then you go the gym. Or, "I'm going to have some ice cream," and then you go have some ice cream. You had the thought before you did it, so you say, "hey, that's free will, my choice, I'm completely in control." Which you are. You do have free will. But what you don't realize is how much programming there is in your mind that causes thoughts like that to bubble up. So the complete sequence that you don't realize is, unconscious thought, then conscious thought then behavior. So if you want to change your behaviors, you have to put as much attention to training your mind as training your body. But another problem is some people put all their attention on the mind, and that's especially true nowadays. Some of the popular philosophies of personal improvement are all about, "Just change your thoughts. That's all you have to do and all of a sudden you'll attract everything you want and you'll have a great body." That doesn't work. I would like to see somebody just sit there and change their thoughts and not move their body and then see what their body looks like after a few months.

On the other hand, you have the person who's the skeptic and says, "Oh, that mental training stuff is a bunch of baloney. It's all a bunch of bunk. The law of attraction, yeah, whatever. That's all woo-woo." So they just focus on their physical training, but they've got some programming in the unconscious mind that's causing undesirable behaviors and sabotaging their progress. So the key is do both. Train your mind and your body at the same time.

And last, but not least, a big, big theme of the book is the big vision and long-term perspective. That's one of the keys for the maintainers too. The maintainers have long-term perspective. Part of that is long-term goals, but also part of that is to have a vision. Because the thing about goals is, you can have long-term goals; you could have 3-year

goals; 5-year goals; you could have 25-year goals, but every goal has an ending point eventually.

A vision is something that you live. It's not a place you reach. It's not a destination. It's a way of living. If you have long-term goals, and you've got a big vision and you're always thinking long-term you're set up for success. The more you're thinking long-term at the moment of every decision, the better your decisions are going to be. So a big focus, as a whole, in the whole [Body Fat Solution](#) is, in everything you do, think about long-term consequences and long-term perspective.

KYLE BATTIS: That's so important. It changed everything for me, personally, thinking about the long run. Thank you so much, Tom. Let's just wrap up by telling the listeners, if they haven't already pre-ordered their copy, how can they get their hands on the book? When is the official worldwide book release? I know we've already got some questions about whether you're going to do a book tour or personal appearances. What's the deal with that?

TOM VENUTO: Well, the official book release date is January 8, 2009. It's going to be all of the major bookstores: Barnes & Noble, Borders, every major bookstore. It's already available for pre-order online: Amazon, Borders, Barnes & Noble. You can go to any one of the online retailers and preorder the book now. It will get shipped on January 8th. We're also going to have the audio edition that's coming out with BBC Audio. That's coming out in January as well. I'm not sure about any book tour yet. I'm sure I'm going to get out and do some book signings. But initially we're doing a radio tour and virtual book tour.

In January, you're probably going to be hearing me on some radio stations, possibly your local radio station – if not, ask your local station to invite me as a guest. We're going to be doing a lot of that by the internet too, which we're going to call a virtual book tour. Just in case you can't catch us on the radio, you can catch us on the internet and get the replay at <http://www.TheBodyFatSolution.com>. Then we're also going to have that teleseminar coming up, where I'm actually going to go into the details and teach the techniques. We're really excited. I've got my work cut out for me in the next couple months, getting ready for the big rush. We're really excited for the launch day.

KYLE BATTIS: That's awesome. I'm sure everybody else is very excited too and can't wait to get their hands on the book. You're going to love it, folks. I promise you that. Tom, thank you so much for taking the time to answer a lot of the questions that people have been asking, in advance. I know a lot of the people at [The Inner Circle](#) have had questions too. People have been asking me all these questions too. I've been getting emails every day. So now I can point them here to this interview. This is very helpful. So thank you so much for taking the time today. I really appreciate it.

All right, folks. This is Kyle Battis, Site Manager for [BurnTheFatInnerCircle.com](#). Head over to www.TheBodyFatSolution.com. Register for the upcoming virtual tour and teleseminars, grab your copy of the book, grab a copy or two for your friends, if you haven't already, and we'll be talking with you very, very soon.

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