

# Build Your Perfect Body

by

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Since having established a website in 2004, I've received hundreds and hundreds of inquiries with the same themes. "Shawn, what is the best way to lose my stomach, get a six pack, tone my body, get ripped, or simply just to get in shape?".

The purpose of this eBook and grocery list is to answer these questions and discuss the health benefits of healthy eating and exercise as it relates to hormonal balance and optimization. Hormones are such an important aspect of your overall function and performance in life.

What **adversely** affects your hormones? What causes an **imbalance**?

1. Being **overweight** reduces testosterone
2. **Poor nutrition** causes a hormonal imbalance
3. **Poor sleep** causes a hormonal imbalance and increases carb cravings
4. **Too much stress** can cause a hormonal imbalance
5. **Lack of exercise** can reduce testosterone levels

What are the **benefits** of **optimal hormonal balance** which includes cortisol, testosterone, growth hormone, and progesterone?

- Increase motivation
- More energy
- Better mood
- Reverse the aging process
- Reshape your body (lose fat and gain muscle)
- Higher libido or sex drive
- Correct erectile dysfunction (for men)
- Better quality hair and skin
- Improved sleep quality
- Reduction or elimination of overall symptoms (anxiety, depression, constipation, digestive disorders, disease in general, etc.)

**By achieving hormonal balance, you will create the life that you desire!**

In this eBook, I will discuss various aspects of proper nutrition and lifestyle changes which will help to optimize your hormones and to assist you in reaching your health goals. The following is a summary of the areas that will be covered:

- Grocery List
- Meal Preparation
- Sample Menu
- Cooking
- Lifestyle Tips
- Pitfalls
- Motivation
- Things to do list
- Exercise Tips

Before going into our program, I would like to begin with three important points:

1) **What is the catalyst to lose body fat?** Fat-loss primarily comes from diet; however, strength training and cardio work synergistically with diet allowing a person to attain his or her perfect body in the quickest possible time. Also, another important factor worth mentioning is the benefits associated with proper nutrition and exercise:

- Build a better body by losing fat and gaining muscle
- Optimize mood, energy, and sleep
- Enhance mental ability, sex life, self-esteem and total well being
- Reduce chances of having a degenerative disease
- Become more productive at work and reduce stress
- Slow down the aging process

2) **Be Consistent.** It is important to understand that this is a lifestyle change. To be successful following this program you must be dedicated and consistent. It is important to understand that without creating a long-term consistent pattern, a person's probability of success is extremely low. **Consistency is KING!** If you feel like it is tough for you to be consistent, hire a personal trainer or a health coach to help you with your health goals.

**3) It is advisable for you to attain a medical exam or a full physical before starting this program.** Make sure you get blood work done that checks your cholesterol, triglycerides, HDL, LDL, testosterone, HbA1c, Crp, vitamin D, growth hormone, etc. These data points are a great way to review your progress and compare them to future blood work.

*Shawn is terrific! He is very knowledgeable and takes a holistic approach to addressing all of your issues and concerns. I have worked with him off and on for about 5 years now, ever since I was diagnosed as prediabetic based on my HbA1c number. He helped me get my number down to where my doctor said I was no longer prediabetic! He did this by first assessing all aspects of my life (work, personal, mental, physical, emotional) and then making changes to my diet and recommending some great supplements to enhance my results, which I have been maintaining. At first, I was resistant to the changes because I didn't want to give up my delicious fatty junk foods, but he took the time to explain the science behind the changes he was asking me to make, what the foods he was asking me to eat would do for me, and frankly I feel much better now and have more energy and vitality! He has also changed my body through different types of exercises with phenomenal results. I feel like I have a new lease on life! I've also had the great fortune of attending a few of his lectures throughout the years, and every time I come away with so much knowledge and a renewed sense of purpose and inspiration to be my best self. This guy really knows what he's doing! Consider yourself lucky if you get to work with him. I highly recommend him without hesitation.*

**Katherine Lee**

Also, I have had some men and women clients that seemed to be doing everything right, but still have problems losing fat. If you have a hormonal imbalance, you will find it extremely difficult to lose fat. In many cases, a lifestyle overhaul will address these imbalances. But for some, this is still not enough. In these cases, I will have my clients perform different types of tests which are listed on my website under [lab testing](#). This will help me review different systems in their body which include the digestive system, detoxification system, hormonal system and immune system. After an assessment and a lab review, I will put together various supplements that will help support each of these systems.

## **Why are we so overweight?**

So, let's take a step back and understand why our society is overweight. Why is it so hard to get the body you want? For the most part, these topics are never taught or discussed in school and most people don't have time to read an entire nutrition or exercise book. Given this, I wanted to condense the information and share this with you.

Over the past 18 years of being a health and exercise coach, I have been determined to find the most efficient way to lose fat and gain muscle. My quest has led me to read countless books, attend courses and earn certifications, read various research reports, and interview medical doctors, nutritionist and amateur and professional body builders. I wanted to share with you this knowledge that I've accumulated over the years and express that in a comprehensive but yet simple to understand format.

The collective feedback from my clients has allowed me to design a "bottom line" approach. This approach has been proven useful in understanding the complicated dynamics of fat-loss and explaining that solution in an uncomplicated way. Simply put, my clients are less concerned with the technical aspects of fat-loss and more focused on what works. So, instead of focusing on the "why" or some technical explanation like in most books, I will primarily focus on the "**how**" to lose fat. This way you can start immediately after reading this eBook.

## **America Is Getting Larger**

The Center for Disease Control reports that between 2015 and 2016, almost 40% of Americans are obese. This represents about 93 million Americans.

Furthermore, the number of adolescents who are obese has tripled since 1980, while the numbers of adults who are obese have doubled. Consequently, the trend of fat gain and obesity has continued to escalate over the past two decades. Medically, in various scientific journals and books, the issue of obesity has been linked to chronic disease, depression, and an array of symptoms that are not only causing our nation to become less productive but also affecting the

day-to-day well being of every American. This trend has led Americans to spend more tax dollars on this epidemic even though the solution is quite evident.

So, what is the solution to this ongoing trend? The answer is simple. EAT HEALTHY AND EXCERCISE. This seems like simple advice, but the average American is usually at a loss on how to do so.

## Your New Project

The beginning of this project is to put together a plan of action. The reason why I call it a project is that in order to transform your body and to change your lifestyle, it is a project within itself. So please treat it like one. View it as a second job. You should be prepared to allocate a certain amount of time to meal preparation, grocery shopping, cooking, journaling, etc. This step will increase your probability of long-term success. It does take determination, will power and a reasonable amount of time to set aside to accomplish your health and fitness goals.

***“But Shawn, I don’t have that much time.”***

This is one of the most common roadblocks that come up during my years of working with clients. I understand that your life is busy, but making time for this is the most important thing you can do for yourself. Here are three reasons why making time it so important:

1. If you get a disease from your toxic lifestyle, not only will you make time then, but also you will suffer physical, emotionally and financially. **A toxic lifestyle is the primary causative factor for disease risk, it’s not genetics!** It’s what you do on a day-to-day basis.
2. The benefits associated with a healthy lifestyle are greater productivity at work, better mood and simply put, you look great naked! These benefits should motivate you.
3. Health is the platform by which you express yourself in life. Whether you are a musician, a lawyer, a teacher, or a construction worker, your health is how you experience life. The worse your

health is, the tougher life is. The better your health is, the easier life is.

*Shawn has helped me with my performances by changing my diet and exercise program to increase my energy, stamina, and productivity. He's wonderful to work with. Very easy going, patient and a very good teacher. I've had a lot of trainers since being in the industry and Shawn is by far the best. I would highly recommend him to anyone interested in changing their body and their lives.*

Barry Manilow, Musician

Okay, now let's start with the basics. What do you buy at the grocery store? Your grocery list will be broken up into 3 categories:

## Grocery List:

Please only eat foods that are on this list, **organic only (organic foods are less toxic and more nutrient dense)**.

### 1. Protein (Category 1)

Eggs from the company Vital Farms – organic pasture raised only

Lean beef and beef jerky – grass fed organic only

Fish (wild fish only — no farm raised)

Seafood (scallops, clams, shrimp, lobster, etc.)

Chicken breast

Turkey breast

Protein Shakes: Pea Protein by Olympian Labs — you can buy this from [lherb.com](http://lherb.com). Gelatin powder from great Lakes (great for joints and skin)

Organic Grass Fed Whey Protein (don't use if lactose intolerant)

Pork

Turkey slices (no deli slices, only cooked turkey breast)

Lamb, Buffalo, Elk, Boar, Deer

Organ meat and Liver (the highest nutrient density of all foods!)

## 2. Fruits and Veggies (Category 2)

Vegetables (leafy veggies only such as kale, spinach, romaine lettuce and any above ground veggies)

Fruits (only on certain days, too much fruit will cause you to gain body fat)

## 3. Complex Carbs (Category 3)

Sweet potatoes, yams

Yucca (similar to potatoes)

Squash (all)

White Rice (Jasmine and Basmati) - make sure you soak them for 24 hours (easier to digest nutrients)

White Potatoes

Ezekiel Bread

**Avoid:** oatmeal, protein bars, brown rice, millet, barley, amaranth, quinoa, all beans, gluten, dairy, nuts, and soy. Also, **AVOID ANYTHING THAT IS IN A PACKAGE. ONLY WHOLE FOODS.**

**Please note, it is not that these foods in the avoid list are that bad or toxic, it simply comes down to which foods are the best to improve health and help you change your body. The foods on your grocery list are the most nutrient dense with the least amount of toxicity.**

### **Quick Note**

I prefer that you lean toward buying beef that is grass fed organic, eggs that are organic and pasture raised, fish that is wild and not farm raised and fruits and veggies that are locally grown organic. **The reason for this is a little complicated to discuss for the purpose of this eBook, but simply put, these foods will be more nutrient dense with less toxins such as hormones, pesticides, herbicides, fungicides and other chemicals. Organic is not a perfect system, but it is the best we have at this point.**



## So, what do you eat for fat or what do you cook with?

1. Coconut Oil — great for fat loss.
2. Kerry Gold Butter
3. Organic Ghee

### Secondary Fats:

1. Olive Oil - 1/2 teaspoon to a tablespoon for woman and 1 to 1 1/2 tablespoons for men

**These are the fats you can cook with except for Olive Oil (Olive Oil oxidizes in high heat, only use on salads)**

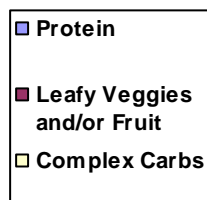
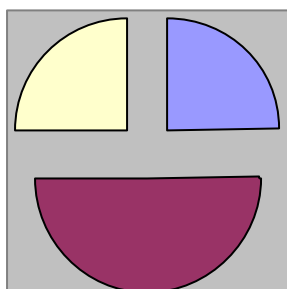
### Other notes

Foods to stay away from: fruit juices (drink only water and tea), sugar, candy, popcorn, processed white rice, chips, gluten products, white bread, pasta, most chocolates (super dark chocolate is ok, 90% Cocoa), processed salt (sea salt is great), dairy, yogurt, milk and cottage cheese. At some point, when your body is healthier you can reintroduce certain healthy dairy products back into your diet – I usually wait about 3 to 6 months to restart these foods.

### Meal Preparation

Now that you have your grocery list, the next step is to divide your plate into three categories. **For your meals it is protein, fruits and vegetables and complex carbs. For your snacks it's only two categories, protein and fruits and veggies** (see graph below):

### Meal Template



## Food Templates

The food templates are designed to make this process easy. Go ahead and refer to **your grocery list** when considering what foods to choose. For breakfast, lunch and dinner you will be eating from the **Meal Template** and for snacks, you'll be eating from the **Snack Template**.

## Food Portions

Fill up your plate according to each category.

So, how does all of this work? Let's go back to your grocery list (see grocery list above). Make sure you print the grocery list page and stick it to your fridge.

As you can see, your grocery list is broken up into three categories. They are protein, complex carbs, and fruits and vegetables. It's really simple. For the **Meal Template**, take a food you enjoy to eat from the complex carb category, one from the protein category and one from the fruits and vegetable category.

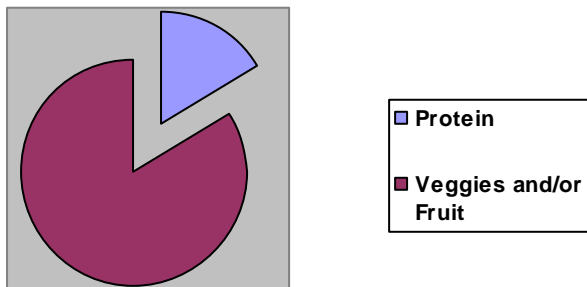
How much food do you take from each category? Use the fist rule. The fist rule is comparing portions that are approximately the full size of your fist. You will be taking a fist from the protein category, complex carb category and for veggies you can do one or two or even three fists (veggies have very little calories and a lot of nutrients). The fist rule method is much easier than counting calories.

## Examples for Meals:

- Chicken (protein), Salad (veggies), Sweet Potato (Complex Carb)
- 4 egg whites with one yolk (protein), mashed potatoes (complex carb), apple (fruit)
- Chicken (protein), Ezekiel bread (complex carb), small salad (veggie)
- Fish (protein), sweet potato (complex carb), steamed cauliflower and broccoli

- Chicken (protein), Yams (complex carb), grilled asparagus and bell peppers (veggie)
- Steak (protein), Squash (complex carb), and grapes (fruit)

### Snack Template



### What should you eat for snacks?

Your snacks should be limited to only two categories which are protein and either a fruit and/or a vegetable. For example:

### Example of Snack:

- Grass Fed Organic Whey Protein Shake (Protein), apple (fruit)
- Steak (Protein), Salad (Veggie)
- Collagen Power (Protein), Blueberries (Fruit)
- Hard boiled eggs (Protein) and grapes (Fruit)

The size of your protein should be about half the size of your fist. So, it's half a fist of protein and for fruits or veggies you can fill up the rest of your plate.

## Gaining Weight if you're Thin

For those that are naturally skinny and have a fast metabolism, you simply have to eat more food. Increase your portions to two fists for your **complex carbs** and one fist for your snacks. If you're still having problems gaining muscle, try three fists for your complex carbs for your meals and one fist for snacks. For example, have a fist full of chicken, three fists of rice, and a fist of bell peppers and asparagus.

## Bars and Shakes

Should I eat bars? Generally, no... Bars should be looked at as emergency food. For instance, you're stuck at a meeting and you don't have time to eat, it's better to eat a bar than eat nothing at all. However, what's the best way to lose fat??? Eat natural foods. They contain more fiber and less sugar. Diets that are high in sugar and low in fiber will make you fat. Diets that are high in fiber and low in sugar will help you lose fat. Also, having fruit sugar in your diet is ok, i.e. apples, grapes, strawberries.

So why are shakes ok on this program? Protein shakes are ok on this program because they contain very little sugar.

## What if I can't cook?

"Shawn, I don't know how to cook... I hate cooking... I don't have time..." Hey, not only does cooking save you money, but it also helps you control your eating by being in better situations to make better decisions and eat better quality foods. **You want to become more proactive versus reactive.** Meaning, you know what and when your next meal should be instead of being forced to eat fast food or not at all.

## Cooking is the Key!

One other point, cooking is the best option for getting results. If you can't cook chances are you'll be eating out more often or not eating at all. This generally is not a good idea. If you can't cook or don't have the time to cook, other options are meal delivery, ordering in or eating out.

If that's the case make sure whatever you decide, you choose meals that are similar to the ones outlined in this eBook.

I realize that everyone is busy in our society. But remember, this is like a second job. Just like you are dedicated to your work, you must be dedicated to changing your lifestyle.

Look at this process as an investment. It is an investment in you, your productivity, energy, mood and overall health. Treat it as an investment and take it seriously.

### **Create Your Golden Self**

When I flashback to my previous life as a financial advisor, it was so important for me to be my "golden self". I define my golden self as having physical and mental energy, enhanced mood, articulate, intelligent, intuitive and at times could do no wrong. We've all had moments like that at work, social settings and/or sports and training – some might call it being "in the zone". These "enhancements" served me extremely well in business. It was everything for me to be my golden self especially when I was presenting important material to investors. One of the ways I achieved that was thru consistently following a nutrition, training program, getting good sleep and meditating a few times a week.

Finding out how to optimize your body and mind should be essential. As an employee or an employer, a wife or husband, or any other role you play in life, this is the apex of life – being the best version of you! Feeling your best is one of the most important goals in life. Why struggle?

Here's what one of our clients said about our program:

*Shawn has one of the best if not the best training programs in Los Angeles. After training with Shawn, I completely reshaped my body. His diet and training program helped me achieve all of my goals. This was my first experience with a trainer and I came into the program with the expectation that I would learn to develop a long-term weight resistance training program that would keep me healthy and injury free. I had played soccer competitively in the past but had lost some of my 'game' and I*

*hoped this program would help with that as well. The best thing about Shawn's program is that it is a total body and life 'workout'. He developed a nutrition plan with me that helped me lose weight but more importantly got me eating healthy – I have managed to keep my new diet for 4 months now! I got fitter, faster and more energetic with the diet and exercise. The sugar highs and lows are eliminated and I perform better at my job and the soccer field. I highly recommend Shawn – he is the thinking person's trainer!*

Yasser Bhatt, MD

## **Let's Get Started**

Things you need to get started:

- 1) Lots of spices (I personally use "Simply Organic").
- 2) Big pot to steam vegetables and root vegetables.
- 3) A stainless steel pan. Don't use microwaves, reheat on a pan.
- 4) Buy lots of glass containers to store your foods.

With the following items purchased it will make it much easier to cook and prepare foods. It's quite simple... Pan fry your proteins such as steak, fish, chicken or turkey. Usually on medium heat it takes about 15 to 22 minutes to cook. Add lots of spices. You can also throw in various veggies such as broccoli, garlic, onions, bell peppers, etc. Make a big batch that will last you about 3 to 5 days' worth of food. Make sure you keep your fridge on the coldest setting so that the food will preserve well.

You can also grill or steam your vegetables and steam or boil your complex carbs such as rice, potatoes, or squash.

Personally, I boil all of my complex carbs which include squash, yams, sweet potatoes, russet potatoes and red potatoes. All you have to do is to throw in your root vegetables in your "big pot" and fill up with water to about 2/3 full. It takes about 45 minutes at high heat to boil these root vegetables.

## Cook off Sunday

I call it “Cook off Sunday” because this is when America has the most time to cook. Cook all of your food for the week on Sunday, then store it in glassware and eat it throughout the week. You can bring your meals to work with you as well. This will make it much easier to follow the nutrition program. I personally use a soft igloo and add several ice bricks to keep it cool which you can purchase at Rite Aid or Walgreens.

## Tips to Succeed

1. **Keep a food journal.** This is probably one of the most important tips in this eBook. The way to keep a food journal is to log in the time of your meal and a description. I know as your reading these last two sentences, you’re probably saying, “I’m not going to do that... or I don’t have time...”.

Why should you keep a food journal? It enables you to record your food intake so that you become aware and accountable of the foods that you are eating. This forces you to become accountable and aware of your daily food intake thereby if fat loss is not occurring at a rate that pleases you, it’s best to review your food journal and make changes. Also, after you have achieved your results, now you have a blue print for success. Years from now you can always come back to it and know exactly how to lose fat.

2. **Eat immediately after lifting weights.** Breakfast and eating after weight lifting are the two most important meals of the day.
3. **For most, stay away from low carb diets.** Low carb diets make it extremely hard to lift weights and gaining muscle becomes increasingly difficult to attain on a low carb diet especially in the long-run. Having a vitamin and mineral deficiencies is a common problem with low carb dieting. For my practice, I only have about 20% of my clients on a low carb diet. For some, they may genetically do better on a lower carb diet. But for the majority, a balanced diet is more suitable and much easier to follow. For those of my clients on a low carb diet, I use either carb back loading or carb cycling.

Low carb dieting could be used temporarily for bodybuilding competitions or a photo shoot, but for the most part I would advise against it unless under certain circumstances mentioned above. For the long-run, low carb dieting is also very challenging; it's hard to maintain this as a lifestyle. If you are on a low carb diet for a long period of time, your thyroid could begin to slow-down or downregulate. This downregulation has been confirmed and discussed by many doctors who I follow and notice a change in their TSH levels (a good indicator of thyroid health).

The bottom line is that if you feel better and stronger on a balanced diet, then that is the diet for you; if you feel better and stronger on a low carb diet, then that is the diet for you. And, when I say "stronger", I mean getting stronger at the gym and lifting more weights.

4. **Buy a scale and a tape measure.** For women you'll measure your waist around the belly button and the widest part of your hips. For men you'll just measure your waist around the belly button. In your food journal on the first page of your notebook is where you'll log in your measurements and your body weight. Only do these measurements first thing in the morning before food or water.

More importantly, another reason to follow this tip is that it's a consistent reminder, two times a week, every morning before food or water what you're trying to accomplish. This should only take you about 5 minutes to do. Also, it can be self-reinforcing; the more you lose fat, the easier it is to stick to the program. See and feel the results, get excited!

5. **Stop eating 3 hours before you go to bed.** So, if you go to bed at 1030PM, stop eating at 730PM. This concept is similar to the intermittent fasting concept that is all the rage online; except instead of skipping breakfast, you would stop eating after 730PM. This would have the same effect of a 12 to 14 hour fast. However, if you have a problem with sleep or low blood sugar challenges, disregard this tip and eat a small snack before bedtime.
6. **Eat your biggest portion of complex carbs at breakfast and after a workout.** Great for fat loss and is super helpful for building muscle.



7. **Don't use a microwave.** It's well documented that microwaves damage vitamins and minerals in food much more than conventional heat. Reheat using a pan or eat cold.
8. **Eat five to six meals a day and drink lots of water.** Eating five to six meals a day, (3 meals and 2 snacks or 3 meals and 3 snacks) speeds up your metabolism in addition to providing you with an even source of energy throughout the day. This tip is super helpful for many who have adrenal fatigue and can't control their blood sugar throughout the day.
9. **Make sure you keep your house free of junk food.** Following this step makes the program much easier to follow. If you like you can have one cheat meal a week, but please don't go crazy.
10. **When eating, eat protein first then eat carbs.** Protein has a minimal effect on insulin. More importantly, by eating protein first, this nutrient reduces the insulin response from carbohydrates which makes fat loss easier. Also, eating protein first has the effect of making you feel fuller causing you to eat less at mealtime.
11. **Drink half your body weight in water in ounces.** For example, a 200-pound male would drink 100 ounces of water. Also, track your water intake in your food journal. Drinking a lot of water promotes your ability to shed excess water weight and helps you detox.
12. **Sleep 8 hours a night minimum.** Obesity is linked to sleep deprivation. This is due to the fact that your body produces the majority of growth hormones in deep sleep. By limiting your sleep, you impair your body's ability to produce growth hormones and testosterone thereby leading to fat accumulation and muscle loss.  
  
Sleep deprivation increases carbohydrate cravings and increases appetite. Sleep deprivation negatively affects a hormone called Leptin and Grehlin. These two hormones are responsible for telling the body when it is full and overall carb and junk food cravings.
13. **Stay away from alcohol.** Yes, alcohol is fun, I know! Try to limit this as much as possible. Alcohol causes poor sleep, weight gain and crazy junk food cravings at night. I don't even recommend wine; for those of you that

drink wine for your hearts, there are far more impactful lifestyle changes that are listed in this eBook for a healthy heart compared to wine consumption. Drinking wine at night can impact your sleep and your getting in extra calories that you don't need.

## **Eating Whole Foods**

One of the benefits of following this nutrition program is that you consistently feel full. Most of my clients have a hard time eating all their meals. They also notice a huge increase in energy which will help you at work and will boost your training program which will allow you to train harder and cause you to burn even more calories. Make sure that even though you are not hungry, you still need to eat every 3 or 4 hours.

*Having trained with Shawn for just a couple of months, but didn't get started on the what to eat until a couple weeks after... that's when I noticed the loss of pounds and inches off the waist. Shawn had taught me that getting to my goal is affected by all aspects of my life, such as quality/quantity of sleep, level of stress. The holistic approach is key. Having the mentality of 'must train hard every day before and overtraining, I now know it is okay to take it easy day by day and surprisingly enough, can gain results too. Which I have experienced.*

*Being a Jiu Jitsu practitioner, I've also noticed more endurance during my training there.*

*I recommend Shawn if you're looking for a coach that will help you gain more knowledge on getting quality out of your training and just overall quality of life.*

*Thanks!*

**Deanna D.**

## **Supplements to Consider**

The following supplements I believe are effective and have the most research and scientific evidence supporting their claims:

- Creatine (useful for building muscle)

- Multi-Vitamin (only a whole food product, non-synthetic)
- Fish Oil

Before using any of the following supplements, please consult your medical doctor. I use more supplements in my practice, but these 2 or 3 supplements are a good place to start.

### **Beware of Pitfalls**

So, how do you lower your chance of success? What are the most common mistakes people making when starting a health program?

- Not eating every 3 to 4 hours
- Not drinking enough water
- Not eating balanced meals or not eating the recommended fruits and vegetables
- Having way too many cheat meals
- Not exercising enough
- Eating Fast food
- Not keeping a food journal
- Drinking alcohol way too often
- Not cooking your own meals
- Not being consistent with your health program
- Having a hormone imbalance and not correcting it
- Not following progress by monitoring waist and weight measurements

### **Motivation and Consistency**

How do you stay motivated? This is a tough question that deserves a whole article in itself to fully comprehend and answer. Part of the reason might be spiritual, if a person lacks purpose and meaning in his or her life they might use food as an escape. Or, it could be more emotional and psychological. Some associate stress with eating or happiness or sadness with eating. In other words, when I'm stressed, sad or happy, I eat!

How do you go about changing this? Well for starters you should be motivated by all the benefits listed earlier:

- Build a better body by losing fat and gaining muscle
- Optimize mood, energy, and sleep
- Enhance mental ability, sex life, self esteem, and total well being
- Reduce chances of having a degenerative disease
- Become more productive at work and reduce stress
- Slow down the aging process
- Attain a sexier body (of course this is related to outer beauty and not inner beauty)

But benefits do not necessarily address the issue of emotional or psychological anxiety, it's just a benefit.

Part of the solution could be to start to work with a psychologist. You might have to reevaluate your life because it is not conducive to having the body you desire. You might have to rethink your relationships, your work and many aspects of your life in order to help facilitate the lifestyle you need that supports the achievement of having a healthy body.

Another part of the solution is to deal with the dopamine highs you're getting from processed foods or junk foods or eating out. These types of foods are designed to be addictive – it's like food heroin. There are chemist who spend all of their time attempting to make packaged foods more addictive by adding in more and more chemicals to these food products; this is similar to what cigarette companies have been doing for decades. Your palate and brain become addicted to these types of foods and this is by design. So, how do you break this dopamine addiction? **You need to do at least a 21-day reset – no junk for at least 21 days.** This will help your brain and food palate heal so that whole foods taste better and that your addictions will begin to subside and fade.

The other important aspect of motivation has to do with self-talk and visualization. This is an area that I work specifically with clients that I call "Mind Training". I use concepts like future visualizations, downloading past memories, gratitude, staying in the moment and "I am" statements which all of these techniques help boost dopamine and serotonin and raise self-esteem and confidence.

So, one tip, when you're doing cardio visualize your perfect body. See it clearly. How does it look and feel?

There's good science to support that idea of using visualization to help achieve your goals; if you can see and feel it, you can have it! In my practice I use a lot of visualization and Mind Training. Be creative and use your imagination and begin to design the life and the body you want. What begins to occur is that you will begin to attract resources to help you reach your goals and consistently prioritize your health program.

The next issue is self-talk. **Negative self-talk is toxic and places self-imposed limitations on yourself which are highly destructive.**

Your belief system must change and language that you use on a day-to-day basis must change. This includes what you say to yourself and to others. The "I can't lose weight" or "I'm fat and ugly" or "I never do anything right" or other such negative phrases have to change. Your thoughts and words are immensely powerful whether you believe it or not.

If you still have a problem with staying motivated, your best bet is hiring a health coach. If you don't live in Los Angeles, feel free to check out my [8 Week Make-Over Program](#) which provides phone support and health coaching.

*I have been working with Shawn for close to two years and I would highly recommend Shawn to anyone who not only wants to work on their physique, but wants to look at the root causes of why such a goal has not been achieved. Shawn is highly intelligent, well versed in nutrition and supplements, and most importantly empathetic. Shawn understands the challenges we all face in our quest to improve our minds and bodies. Shawn is not your typical trainer. A session with Shawn is not going to consist of lift this and lift that and nothing else. Shawn looks at your life circumstances, your nutrition, your genetics, your obstacles, and many more things. In my case, I have suffered from mental illness for the majority of my life. Shawn started to look at the biological root causes of my symptoms through review of my diet and calorie intake, several in depth tests, and referrals to additional professionals who could help me on my journey to a better body and mind. Shawn has graciously made himself available to me on off hours in order to provide additional support to me. I have made great progress with Shawn and honestly have never*

*encountered a trainer quite like him. I am extremely grateful that I came across him and would highly recommend him to anyone who is seeking a full body and mind strengthening.*

**E. Nickson**

## **Exercise Training: Reshape Your Body**

The purpose of this section is to elaborate on effective tips to help you with your strength training program. I'll address such questions as *“What is a beautiful body? How do you create one? What are the benefits of exercising?”*

### **Toning and Body Sculpting**

What is toning? I hear this word all the time, funny thing is that it doesn't exist in any physiology book. To make things simple, to tone your body is to lose fat and gain muscle. That's it.... So how do you lose fat?

- Gain more muscle which raises your metabolism
- Do cardio which burns fat
- Eat healthy which also helps you lose fat and gain muscle

This is the best way to tone your body. **So again, the best way to tone is to lift weights, do cardio, and eat a healthy diet.** Generally speaking, stay away from quick fixes such as liposuction, stomach staple and diet pills. Obesity is a symptom, it is not a cause. The cause of obesity is poor diet and lack of exercise. **Please, do yourself a favor address the cause and not symptom.**

## Sex and Sex Appeal

I'd like to start off and address one of the most important physical motivations that drive us to buy clothes, look nice, workout and act a certain way.

What is the driving factor? Sex and sex appeal. **Everyone wants to look great naked!**

While there are many reasons “why” people prefer to look nice or workout, or dress up; one of the most common reasons (whether you admit it or not) is definitely “sex”. **Sex is everywhere...** It's in advertising, marketing, commercials, billboards, bars, clothing, clubs, politics, schools, books, dating, social settings, you name it; “sex” is there. I don't want to dwell too much on this subject, but I would like to acknowledge the importance of sex and sexuality in our daily lives and how it relates to strength training and cardio.

*So, **what is sex appeal?***

Primarily “sex appeal” is based on a person's body and face. Of course, it could be other things such as money or power or even other traits that are commendable like “being polite or empathetic”, but primarily it is physical. Seeing someone attractive standing across a room from you, you might take a second glance at them. Why? Sex appeal...

Before I continue, I have to make a **very important** distinction between inner beauty and outer beauty. **Inner beauty** is personality, depth, chemistry, gifts, talents, spirituality, empathy and emotional awareness. **Outer beauty** is simply our vehicle which we call the body. For the most part, it is this vehicle that attracts potential partners. Initially, most people are attracted by a person's “outer beauty”, but whether they stick around or not has to do with their “inner beauty”.

As we develop our body, for the most part we are developing the ever-mentioned “sex appeal”. Let's talk about “how” a person can look sexier. Two things are related to sex appeal, they are “the body” and “the face”.

While it's rather difficult to change your face, it's not as difficult to change your body. Of course, you can have surgery and spend lots of money to change your face, but why do that when you can change it naturally. By eating healthy

and exercising, your body fat percentage will begin to decline, thereby making your face appear more attractive. No more double chin!

But what attracts partners? Is it the “face” or the “body”? The answer is both, I would say, but I truly believe it is the body that takes precedent. It is how your clothes, your jeans, and your suits look. It’s how they fit tightly, nestled around your body. A nice body underneath your clothes really gives you a sexy look. There is just something about sex that is fundamental to all of us, dating, marriage and just being social.

While this might not be your primary reason to exercise, it still exists and is one of the lovely benefits of exercising and eating healthy. So, whether you like it or not, as you start changing your body you will look sexier. Don’t be surprised if people start looking at you a bit differently \*grin\*. I’ll tell you a funny story... I had one client who was 72 years old and lived in a community home. She was single and had lots of male friends. When we started working together, I would tease her and say that after 3 or 4 months of training, all of your male friends are going to start looking at you differently. She laughed, and said that would never happen. Sure enough, fast forward to 4 months later, all her male friends were hitting on her. She had a new body and even at the age of 72 still had sex appeal.

### **Proportions: Sex Appeal and Physical Beauty**

So now that I have your attention after spending so much time talking about sex, let’s discuss the topic of proportions.

What is it about the body that makes a person look sexy or attractive? The answer is **“the hour glass look”** or a person’s **“proportions”**.

Smaller waist, broad shoulders and back, nice butt. For instance, an attractive woman might have the following measurements: 36-24-36 (chest, waist, hip), or an attractive guy might have the measurements of 40-31-40 (chest, waist, hip).

Why is this attractive? It is the **“hour glass look”**. This look has been around for thousands of years. Look at Roman and Greek statues, or any statues around the world; it seems to be a theme. Whether the reason for this is



biological or cultural, civilizations have depicted images of beauty with this particular look.

The “hips and chest” measurements are approximately the same diameter and the waist measurement is significantly smaller. This goes for both men and women.

Its proportions that will make you look sexy, more toned and leaner. How do you change your proportions? The answer is **nutrition, cardio and strength training (lifting weights)**.

### **Baby Making and Proportions**

It is proportions that can reflect a person’s fertility. In our society, infertility has become an epidemic and is a huge problem in our society! Primarily, this has much to do with unhealthy bodies; for some it could be a genetic variant but for most, it is poor health, nutrient deficiencies, toxic load, stress, poor sleep habits, being overweight and not enough movement.

**As you change your lifestyle, you become more fertile.** Before spending money on a fertility clinic, invest time and effort into your health. Half of the time why women can’t get pregnant is due to men not being fertile. Both men and women have to invest in fertility and health in order to make babies – you both must change your lifestyle.

### **Strength Training**

**Strength training is vital to losing body fat.** What is the best way to increase your metabolism? Strength training! Why? It is the most effective and efficient way to add muscle to your body. The more weight you can lift, the more muscle you have. The more muscle you have, the faster your metabolism. The faster your metabolism, the faster you burn fat at rest. AT REST!!! Muscle is the most energy consuming tissue in the body.

*Shawn is THE BEST!! Why? He is BOTH a certified nutritionist and certified trainer for customized exercise together with knowledge about your body and proper nutrition. I thought I was eating well and found out*

*the many, confusing myths about our food today. I am a 72-year-old woman and almost gave up believing I could lose weight safely and whittle down that middle/old age spread. I had to lower my blood glucose levels too as there is Type 2 diabetes in my family. Well, so far, I have lost 12 lbs. of body fat, gained muscle (!!!) and lost 2-1/4 inches from my waist in little over 2 months. I decided to invest in better food and work my body instead of spending money on pills and doctor's visits.*

**Amy Y.**

Remember, your metabolism is a product of how much muscle you have. Someone who has 200 pounds of muscle has a faster metabolism than someone who has 100 pounds of muscle. Muscle is like a fat burning factory. It's constantly burning fat while you sleep, work or play. The goal is to make bigger factories thereby helping you to lose body fat. Once you have made that investment it will continue to work, even at rest.

Of course, you can overcompensate and eat like a pig, and even though you have a fast metabolism you will still remain fat. This is one reason why diet is so important. Diet, strength training (weight lifting) and cardio all work together synergistically helping you create your "Perfect Body".

So, to design a strength and cardio training program is beyond the scope of this free eBook. This is where a good Exercise Coach can help assess your strength, conditioning, flexibility, health goals, medical history, injuries and stress in order to develop the best program design to help you achieve your goals. If you live in Los Angeles and need help with your exercise program, feel free to email me.

If you already have a solid and comprehensive strength training program, I'd like to point out various tips about strength training that will help you achieve your goals.

# **Most Important Factors for Muscle Growth and Strength Training**

## **Progressive Overload**

What cause bodies to adapt, hypertrophy, and grow? The answer is lifting more weight than you did the previous week. Every week or every few weeks, in order for you to continue to grow, you must increase the weight. As mentioned earlier, one week you bench press 135 pounds for 8 repetitions. Next week you attempt to lift 140 pounds for 8 repetitions, or you can shoot for 135 pounds for 10 repetitions instead of 8 repetitions.

## **Change Your Workouts**

Change is one of the catalysts of growth. For my intermediate and advance clients, they will be cycling thru their workout or basically switching their workout programs every 3 weeks or so. For beginners, I don't apply this concept, because they need to primarily focus on form, technique and breathing.

## **Go close or to the Point-of-Exhaustion**

What causes bodies to grow, change, hypertrophy, or adapt? Going to the point-of-exhaustion.

“Point-of-exhaustion” occurs when a person trains till he can't lift anymore. For instance, with each exercise and each set you lift weights to the point where you can't do another repetition or get close to it. If your workout is too easy, your body won't need to adapt, change and grow.

## **Keep your workouts between 35 to 45 minutes**

Keep your workouts short, the shorter the duration the higher the intensity. The higher the intensity the more effective your workout is.

Make sure before you start training, you perform a 15-minute warm-up. You should always warm-up before working out.

## Rest Time in between Sets

Rest time should be about 1 to 3 ½ minutes between sets. You are not trying to do cardio; your heart rate should come down so that you have a maximum effort lift on the next set.

## Sleep

Your body repairs and recovers during sleep. It's important that you give your body the ability to repair itself so that you may be 100% physically ready to work out for the next training session. **Sleep a minimum of 8 hours.**

## Nutrition

Make sure you eat 30 to 60 minutes after a workout. This time period after you "lift weights" is considered the "anabolic window". With respect to building more muscle, this time period is the most important time to eat. Attempt to eat a meal within 20 minutes after doing weights. You can just eat one of your normal meals after your workout which would consist of protein, complex carbs and fruits or veggies. This step is an **extremely important factor** in building new muscle tissue.

## Emphasis on Back and Legs

Spend much of your workouts on Back and Legs, as these are the two biggest muscle groups in the body and the easiest to add muscle to your frame and raise your metabolism. Too many guys over emphasize chest, abs, shoulders and arms which don't have the same impact on your metabolism as back and legs.

Focus on exercises such as Rows, Lat Pull-Downs, Squats, Split Squats, Leg Press, Lunges and Dead Lifts. If you don't know what these exercises are you could hire a trainer at your local gym to show you how to do them properly.

## Stress

If you are tired or beat up from work, go to yoga class or learn how to meditate. This would be better for your body than working out hard. This will restore and recharge your body for the next workout.

*I started working with Shawn two years ago, not knowing much about fitness and just wanting to “look better.” After learning about my fitness goals, Shawn was able to customize a program for me. Shawn is unlike any other personal trainer—because he looks beyond your appearance and also considers your overall health and holistic well-being. For instance, I work 80 hours a week in a high-stress environment, and my sleep quality was awful. Shawn realized that and introduced me to meditation techniques, which have tremendously improved my sleep quality and overall energy. Over the course of two years, Shawn helped me gain 10 lbs. of muscles while maintaining my waist measurements. (It blows my mind.)*

*That’s why I would gladly recommend Shawn to anyone interested in looking (and feeling) better.*

**Martin Wang**

## Other Important Points

**Tempo 3/1** – “Tempo” is extremely important for you to attain maximum gains with the least amount of risk.

Primarily, it is the “negative” that causes the most damage to muscle fibers, not the “positive”. The “negative” for the most part occurs when you’re lowering a weight. The “positive” occurs when you’re raising a weight. For example, when you are bench pressing, the “negative” is the range of motion when the weight is being lowered. The “positive” is the range of motion when the weight is being raised or is being pushed to the ceiling.

For squats, the negative occurs when going down, for rowing the negative occurs when the weight is moving away from your chest and for Lat-Pull Downs the negative occurs when the bar is moving away from your chest.

In order to grow, or to add more muscle, a person basically tears down muscles, then correspondingly that muscle simply grows back stronger and a little bigger (This is not always the case, but I'd like to keep this as simple as possible). The easiest way to tear muscle is to focus more on the "negative".

So, what you're doing is that each repetition you are focusing **three seconds** on the "negative" (lowering a weight) and only **one second** on the positive (raising the weight).

You can count in your head.... "One-one thousand, Two-one thousand, three-one thousand... Or one Mississippi, two Mississippi, three Mississippi..." Make sure it's **three full seconds for the negative**... I'll say this again, make sure it's three full seconds when lowering a weight. It's safer and more effective. If the weight is too heavy and you can only lower the weight in one second, then you need to reduce the weight that you're lifting.

Your tempo should look like the following: take one second to raise the weight, **pause** for one second so that you've completely stopped the movement, and then take three seconds to lower the weight. For example:

**Bench Press** – One second to go up or to push towards the ceiling, one second hold at the top, and three seconds to come back down.

**Pull Up** – One second to go up, one second hold, and three seconds to come back down.

**Dumbbell Shoulder Press** – One second to go up, one sec to hold, and three seconds to lower the weight.

## What is Toning?

*"But Shawn, all I want to do is just tone my body...."*

What is toning? Toning is simply lowering your body fat and gaining muscle. The **two most important factors** to become so called “toned” are “muscle and fat”. What are your tools to become “toned” or to reduce fat and gain muscle? Again, it is diet, cardio, and strength training.

It’s very simple.... The best way to lose fat and gain muscle is diet, cardio, strength training (lifting weights). Let’s talk about the common misconceptions about strength training (weight lifting).

## Misconceptions

### 1) *“Shawn, won’t I get too big if I strength train?”*

This is the number one objection that women have with respect to strength training or lifting weights. The answer is NO.

**The rate at which you lose fat is far greater than the rate at which you can gain muscle.**

Fact #1 You can gain only about 1 to 3 pounds of muscle per month.

Fact #2 You can lose about 4 to 8 pounds of fat (not water weight, fat), per month.

If you do the math, you should still be losing body weight. Take the maximums, a person loses 8 pounds of fat in a month, but gains 3 pounds of muscle in a month; that person would have lost 5 pounds of bodyweight.

If you’re not losing body weight, then you’re probably not eating right, or not doing enough cardio.

So, in time, your body should be shrinking, *not* getting “bigger”. If you are eating properly and training smart, you should still be losing inches off your waist and hips.

## 2) *“Women should do Pilates, yoga, and cardio to lose fat”.*

It seems that the weight-lifting room is 70% male and 30% female. Why is this? Shouldn't it be split evenly? Well, there are a few reasons why this occurs:

- Some women don't lift weights because they get tired of men hitting on them at the gym.
- Some women report feeling intimidated by the men or feel intimidated by women who are in great shape
- Some are unfamiliar with the equipment.

Ok, this I can understand. All three are legitimate concerns.

It can be annoying for a woman to consistently get hit on by men. Unfortunately, this is something you just have to put up with if you are a woman. Guys try to leave the women alone \*laughing to myself\*.

Next point, women, you can wear a hat and headsets. That's kind of like a "Get Lost" sign for men. I would never talk to a woman that had a hat and headsets on.

As far as being intimidated and unfamiliar with the gym itself, you might want to get one of the trainers at the gym to show you around or you can check out my [8-Week Makeover for Health Coaching](#).

Usually when you join a new gym, you receive a free session or two with a trainer, use them. Have them show you how to use the equipment. This way it won't seem so foreign to you. Once you start getting into a routine, you probably won't have that feeling of intimidation any longer. Also, if you still feel intimidated, hire a trainer.

Let's go back to the initial misconception I was addressing, *“Women should do Pilates, yoga, and cardio to lost fat”*. What is the best way to increase your metabolism? Build more muscle. And the #1 way to increase muscle is **“strength training”** (lifting weights). Pilates and yoga are great, but it all comes down to your goals. What is your goal? Is it flexibility, spirituality, or simply just toning?



Pilates is good for flexibility and some muscle gain. Yoga is great for flexibility, breathing, reducing stress and it can also be a spiritual experience.

But, what is your primary goal? If it's to lose fat and gain muscle, then the answer is and will always be **strength training, diet, and cardio**. This combination will give you the fastest results in the least amount of time.

### **3) Spot Reduction**

*If I do more abs exercises, can I lose abdominal fat?*

I'm sorry, the answer is a resounding NO. Beware of infomercials! They are lying or are just simply misleading.

It's very simple, the fat that covers your abs is related to how much body fat you have on your body. If your body fat is 30% you will never see your abs. If your body fat is 17%, you will see your abs if you're a female and 10% if you're a male. It's that simple... So, what is the best way to lose body fat? Strength training, cardio, and diet.

### **4) Proportion**

***“Men do arms and chest, women only need to workout legs...”***

It seems that men have a bad tendency to have “Mirroritis”. I define “Mirroritis” as working out only muscle that you can see in the mirror. For men, it's working out too much chest and arms and not enough legs, calves and back.

Women don't often suffer from “Mirroritis”, they suffer from “spot reduction”, but at times, so do men. For women, it's working out lower

body and never working out the upper body or women working out their abs way too often.

Women have a bad tendency to only workout legs, thinking that “spot reduction” works. In other words, *“if I work out my legs, then the fat will come off my legs. Shawn, I hate my cellulite!”*.

Just remember proportion relates to “outer beauty” and “sex appeal”. To see a male or female with a proportional body is really a beautiful thing. Don’t just focus on one area, “balance is the key”.

What is the best way to maintain and enhance proportions? Workout your back and legs. This is the easiest and best way to change your proportions. Also, this is the easiest way to build muscle thereby raising your metabolism.

### **Train in Proportion**

The legs and back are the two biggest muscle groups; therefore, you should allocate your time accordingly. The bigger the muscle, the more time you should spend on that muscle. The smaller the muscle, the less time you need to spend. For instance, should you spend 20 minutes on training your back and 20 minutes training your biceps...? No... Why? Because the back is a big group of muscles and you’ll need more time to train it. So, a better routine would be to train back 30 minutes and biceps 10 minutes.

### **Grade yourself. Be honest.**

I like to use the grading system like the ones we are all familiar from our school days (or for some who are still in school); you know exactly what I’m talking about. In this grading system, you are going to grade yourself with a letter between “A thru F” with respect to cardio, strength training, and diet.

An “A” is reflective of hard work, consistency and applying all techniques. A “C” is average application of techniques and tools and being pretty much “hot and cold” with diet and exercise. An “F” is not applying the techniques and tools, simply doing nothing or very little.

Score yourself in the areas of cardio, strength training, and diet. How do you score?? If you can honestly score yourself as a B+ or better, you should be doing great.

Another way to look at this is to look at overall compliance with respect to nutrition, exercise, sleep and cheat meals. For some, they might be only 70% compliant and get results on my program, for others they have to increase compliance to 90% to get good results. Much of this varies based on genetics, activity level, age, stress and sleep.

## **Keep a Workout Journal**

*Keep a workout journal. Why?*

1. **Track progress.** Are you getting stronger, weaker, or the same? You'll be able to tell if you are keeping a journal.
2. **Get excited about your results.** My clients get so excited when I show them how much they were lifting one month ago or two months ago compared to what they are lifting now. Not only do they feel stronger, but the journal is proof that they are stronger - they are lifting more weight. This is a wonderful feeling which causes you to want to maintain consistency.
3. **Know if you are overtraining.** If you are not consistently increasing the weight (because you've hit a plateau), it's possibly you might be training too often. Usually this is associated with people who are training too much or aren't eating and sleeping enough. If you have hit a plateau, you'll know it if you are keeping your journal.
4. **Maintain consistency.** You'll have a good idea how often you are training and when your last training day was. This is an indication of consistency which of course leads to results.
5. **Being efficient which leads to results.** Because you are keeping a journal you'll know exactly what weight and exercise you should be doing on the next set. You don't waste time thinking about what exercise to do

or how much weight you should lift, with a journal you know exactly what to do.

6. **Keep Track of changes.** Change is subtle. To remember what weights, you lifted from week to week to week is virtually impossible. Some might say, “Oh, I can do that”. Here’s the thing, for you to develop a better body, you have to lift more weight or increase your reps, with good form.

## Our Health and Fitness Program, Getting You on the Right Track

If you need help with your health program, feel free to check out my website. I can also help you with various lab testing which includes reviewing various systems in your body that could be preventing you from reaching your goals. These include the Detoxification System, Digestive System, Immune System and Hormonal System. For more information, please see the [Lab Testing](#) page on my website.

Also, if you live in Los Angeles and need help with your exercise program, feel free to review our revolutionary [Holistic Training Program](#).

I'd like to share with you the concept of Holistic Training and Functional Nutrition and commonly asked questions that I receive weekly from new clients.

## The Big Picture: Fat loss and Body Sculpting

Fat loss and Body Sculpting are common goals, but there are many things that can cause you to slow down, plateau or begin to gain weight such as:

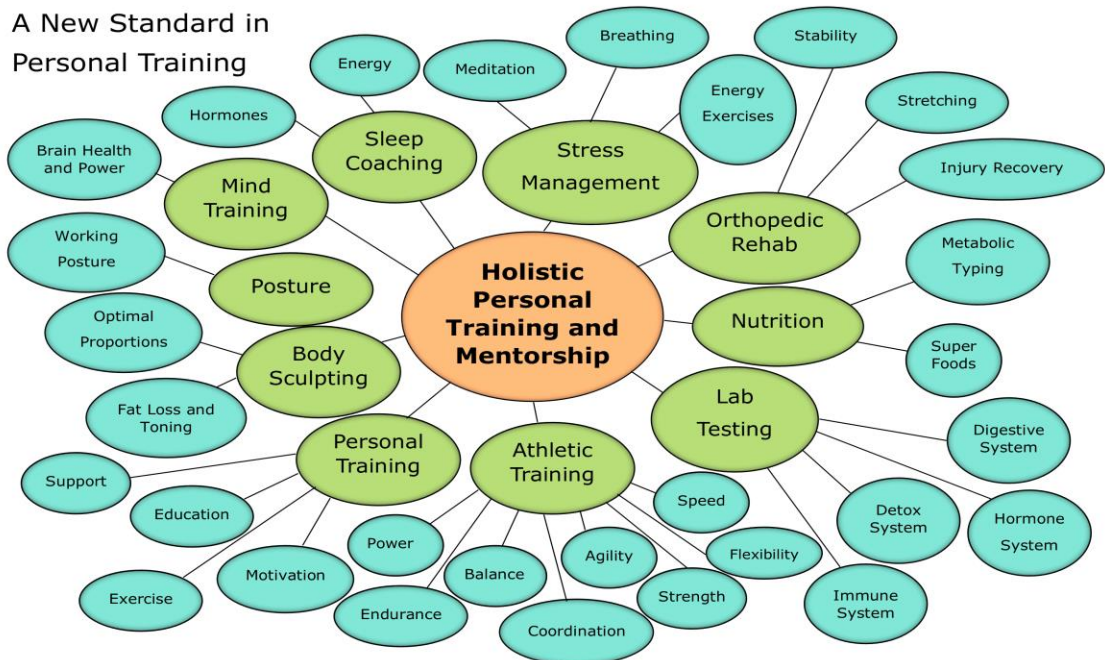
- Low energy
- Sugar craving
- Junk food cravings
- Low motivation
- Stress levels
- Adrenal fatigue
- Low sex drive and testosterone
- Sluggish thyroid
- Injuries
- Poor sleep
- Body toxins

*He fixed me up in 5 months! He fixed my adrenal glands (adrenal fatigue) issues, elevated my energy, sleep, digestion, fixed my diet, helped me with stress management, helped me lose weight and look fit!*

**Sean Dubravac**

Holistic Training and Functional Nutrition is a comprehensive view of your life and your body so that you can move past your own personal roadblocks.

A New Standard in  
Personal Training



Holistic Training and Functional Diagnostic Nutrition® (FDN) is a fundamental new way of looking at health. Holistic Training is a comprehensive view of your life and your body (see graph above) and Functional Nutrition is the part of our program which includes nutrition, supplements and lab testing.

Perhaps you are already familiar with the term functional medicine, Functional Diagnostic Nutrition uses many of the same tools. However, we avoid diagnosing and treating disease and instead, help each client “rebuild health”, allowing us to help just about anybody with a chronic health condition.

When discussing Holistic Training and Functional Nutrition with new clients, the three most common questions that I receive from are:

- **“Can you help me?”**,
- **“What’s wrong with me?”**
- **“Have you helped others like me?”**

I would like to take the time to address these important questions...

## Can We Help You?

### **Yes, we can help**

Our view of symptoms like being overweight, flabby belly, cellulite, headaches, insomnia, fatigue, sinuses and allergies, joint or muscle pain, bad skin, gastric bloating and every other health complaint, is that they all have causal factors to be investigated and resolved. Even in tough cases, opportunities for physical repair, restoration and healing can be abundant and, in our mind, the opportunities to employ Holistic Training and Functional Nutrition are equally apparent.

Holistic Training and Functional Nutrition is a type of detective work that seeks to identify and correct the underlying causes and conditions that lead to the clients' health complaints. In that sense, this approach is not diagnosing or treating any disease nor practicing medicine.

We feel very confident that we can help improve the outcomes of people that we accept as clients in their pursuit of health and healing opportunities.

### **Have you “Tried everything” but are still concerned with:**

- Can't Lose Weight?
- High Cholesterol?
- Muscle Pain?
- Joint Pain?
- Low Energy?
- Foggy Thinking?
- Sleep Issues?
- Poor Libido?
- Depressed Moods?
- High Blood Pressure?
- Digestive Problems?
- Blood Sugar Problems?
- Family with Cancer & Diabetes?
- Skin & Hair Problems?
- Migraines and Headaches?

- Sinuses and Allergies?

**Then it's time to stop chasing symptoms and start addressing the underlying causes!**

We can provide a functional assessment of the most likely culprits.

### What's wrong with me?

While working as a functional nutritionist, holistic life coach and as a personal trainer, I begin to realize certain clients got better while others did not. Without question, the clients who improved the most were the ones working as close to the *underlying cause* as possible, and not simply treating the symptoms.

Let me give you an example, if you have a migraine and you go to the doctor to treat the migraine, the doctor focuses on suppressing the symptom which is head pain and gives you a strong medication to help you. Our approach would be to understand what is the cause of the head pain to begin with; could it be:

- neck trauma from a car wreck?
- or is it stress?
- or is it nutrient deficiencies?
- or is it low blood sugar?
- or is it some type of hormonal imbalance?
- or neurotransmitter imbalance?

This type of detective work is crucial to helping you resolve your head pain.

**“It became apparent that the more we worked exclusively at the functional level, the better the outcome.”**

Time and again, regardless of their original health complaints, clients were more confident and achieved better results when educated about function and healing, instead of only treating their symptoms. Using the minimum of relief care and maximizing improved function appeared to be the answer. Logically then, investigating malfunctions and seizing opportunities for healing became the focus.



## Hear what one of our clients had to say:

*Could not wait to share this with you as I am super impressed & excited at my results. Today 115.4 and waist 25 can't remember how long ago since I had that size waist. Even have abs appearing just is just so fantastic. The results and life changes for me have been just amazing. Thanks again for your fantastic training, supplement, and nutritional program. It has helped me see the changes I needed to make to my life. When I started this I never expected for so many things to make sense as to why I seemed to have less energy than most people. This has truly helped my endometriosis as well which is something I have struggled to get under control.*

*Erica*

The key to our success is getting to the root cause of the problem. People suffering from chronic stress related conditions, who have been chasing a solution for many years have had enormous success with our program.

## Have you helped others like me?

Yes. I have helped hundreds of people reach their best level of health in many years. Many clients have completely resolved their health conditions even if they were previously diagnosed with serious medical conditions.

## Symptoms vs. Causal Factors

Our view of symptoms like joint pain, muscle pain, bad skin, gastric bloating and every other health complaint, is that they all have causal factors to be investigated. Even in tough cases, opportunities for physical repair, restoration and healing can be great and, in our mind, the opportunities to employ functional nutrition are equally abundant.

On the other hand, masking a symptom allows the underlying condition to deteriorate, to get worse. Sometimes new symptoms will appear! Relief care is

important, but if that's *all* you receive then you may weaken and soon you'll need stronger and stronger medication. Eventually, surgery may become necessary.

## **Detective Work**

Functional Nutrition is a type of detective work that seeks to identify and correct the *underlying causes* and conditions that lead to the clients' health complaints. In that sense, functional nutrition is not diagnosing or treating any disease nor practicing medicine.

Everything we do is science and evidence based. In essence we have reached a *new* standard of care. We use high quality functional lab testing to investigate underlying malfunctions of the:

- adrenal glands
- mucosal barrier
- detoxification systems
- metabolic processes
- absorption and assimilation
- immune and defense mechanisms
- steroid hormone balance

*I've had amazing results with Shawn! My goal initially was to tone up and to reshape my butt. The difference with Shawn is that not only does he focus on training, but he also goes thru your nutrition program, lab testing, supplements, a stress program, hormones and much more. I've never gotten results like this. I look great in a dress, skirt, bathing suit and in my workout clothes. Now, I get compliments on my legs and waist. I love it!!!*

*The other thing is that my skin looks great and I have so much more energy now. I think it's really unique to combine so many different aspects of health into one program. If you're looking for a holistic program to tone and shape your body and feel great, this is definitely for you. One word, Wow!*

*Also, as a woman, my hormones are important to me. In the past, I've had various hormonal issues. On his program, my hormones are in balance. Everything hormone related is so much better. With Shawn, I think he's best quality is that he's a really good teacher and explains everything health related whether it's the science of toning, shaping and fat loss to what is the fastest way to get results. If you work with him, get your tape measure and scale ready. He's going to ask you to get that on*

*day 1. Over the course of a few weeks, I started noticing my body toning up and looking better. My measurements started changing and in general I just started feeling better. His program is very comprehensive and to be honest, it's less work than doing some boot camp class and his program has better results. And, for all of you that are into detoxing, he has a program for that too. Anyway, I would definitely recommend him.*

**Gabriella Nunez**

## **Emergency Care**

We do not routinely deal with acute or heroic interventions. If someone is having an appendicitis attack, or is in the throes of passing a kidney stone, by all means they should head for the nearest emergency room. If they just got hit by a truck, someone should call a lawyer, err, we mean ambulance.

The public we serve is made up of people with health complaints, who want to do something about it. We provide intelligent health care services, not sick care service. Again, we don't diagnose or treat disease, we do present opportunities for healing.

## **The Outcome**

People need to know that we do not control the outcomes. The truth is, we can't know the exact results each person will achieve because of the number of variables. We don't use powerful drugs that artificially control blood pressure, for instance. Our natural therapies require time for the body to heal, to return to normal function. We trust that the body *wants* to return to homeostasis, good health, and every effort is made to assist it.



We're not saying we don't expect good outcomes, we know they will occur. Clients understand that they must be disciplined enough to follow our recommendations, observe the outcome or response and report frequently. Together, we'll "probe and analyze" as objectively as possible and make course corrections based on each client's individual needs. In our experience, this principle of functional nutrition cannot be overstated.

## Educating and Teaching

Educating clients about how to get well and stay well is our paramount task. That means teaching them, not to *ignore* symptoms, but to realize their symptoms are only signals from the body that something is wrong. And, if the client will give us a chance to investigate, we may be able to determine what is really wrong. But, again, we do not control outcomes. Course corrections are part of the program.

The step-by-step intake and acceptance method we use works very well. In most cases, clients are tired of chasing symptoms, and are willing to engage in a new process. Most already know, on a gut level, that they had to get to the root cause of the problem. So functional nutrition is music to clients' ears. In every case, before we accept anyone as a client, they should know exactly how we're going to help them, what they can and cannot expect.

*I worked with Shawn in 2004-2005 when I was living in LA. When I worked with Shawn, I spent less time in the gym, ate more, felt better and looked better than at any other time in my life. In addition to the weight loss and increase in strength, Shawn taught me about proper nutrition (I was a sugar addict). Because of Shawn, I learned that I had "adrenal fatigue" – I continue to deal with this from time to time, but thanks to working with Shawn for almost a year, I still follow the principles and know how to get myself back on track when I start losing fitness, strength or the stress symptoms start to pop up – I now know how to handle those things. If you follow the program Shawn puts together for you, there is no doubt you will look better, feel better and have a much more fulfilling lifestyle and be much healthier – on all levels. He and his team are hands-down the absolute best!*

**Karen S**

## Holistic Life Coach



Shawn is a certified Holistic Life Coach. This type of holistic approach focuses on **detoxing, digestion, breathing, water intake, movement, nutrition, exercise, sleep, thoughts and meditation** and as they relate to common goals such as fat loss, gaining muscle, body sculpting and enhanced energy and wellbeing. Our scientific methods bridge the gap between East and

West making fat loss a much easier and more efficient process. The best way to understand our process is to compare what we do to a computer software optimization program. Initially, your computer might be working or running slow, maybe you have too much spyware or maybe the settings on your computer need to be changed. Then, when you purchase a software optimization program such as Norton, all of a sudden, your computer is zipping through programs, opening and shutting down quickly, and surfing the web faster than ever. This is similar to our process - we help optimize your body so that it is easier to lose body fat and enhance well-being and increase overall energy levels. While most western medical doctors focus on disease states, we look to move our clients from a sub-optimal state to an optimal state. This process of optimization is a vital component of the holistic lifestyle questionnaire and assessment.

It's common practice to visit a doctor when you're having a variety of symptoms. One issue that I've personally experienced in the past occurred when I had symptoms of fatigue and depression. After a full work up, doctors told me that I was healthy and that my lab work was normal. This was very frustrating. Doctors are trained to look for disease and if you do not have a disease, they simply can't help you. When doctors do try to help you, they will prescribe toxic drugs - this can lead to even more symptoms. After our assessment and analysis, we get our clients feeling their best through natural means.

In today's fitness market, most trainers primarily focus on weight training and cardio to help clients lose weight. This non-integrated approach usually leads to a dead end which can be very frustrating for clients - especially when they are working so hard and getting very little results. Our integrated and holistic approach helps clients maximize their ability to lose fat and gain muscle. Also, other benefits are the elimination of many physical symptoms that occur on a day to day basis which include fatigue, insomnia, gas and bloating, skin problems, aches and pains, mental confusion or poor recall, and getting sick frequently.



## **My Story**

Dedicating my life to health and fitness wasn't a hard decision to make. After graduating from UCLA with Honors with a degree in economics and

philosophy, I was bent on making a career as a successful financial advisor. I interned at Merrill Lynch for about four months, and consequently received an offer as an assistant institutional broker. A year and a half later, I decided to switch companies and begin my career as a financial advisor at Smith Barney. At the time, I thought I was on my way to financial independence and success. Unfortunately, the market took a turn and my business began to evaporate. The stress on my body and mind was relentless. Eventually, my body broke down and I began to suffer from physical fatigue and needed longer periods of rest to recover for the next day of work. I decided to get help and went to a functional medicine doctor, who eventually diagnosed me with chronic fatigue syndrome. Being healthy all of my life I was somewhat skeptical, but open to suggestions. At the same time, I began to read countless books on nutrition, supplements, and body building. While going through this process, I began to realize how much I enjoyed the health and fitness industry.

After trying different supplements and experimenting with various foods, I began to feel better. Periodically, I would go to my doctor to do various tests which showed consistent improvements. Now, I am happy with the change in my life and career. Based on my spiritual beliefs, I believe things happen for a reason. I felt like after experiencing such severe symptoms, I could better empathize with people who suffer physically, mentally, or emotionally. In today's fast paced high stress world, it gives me great pleasure to help people not only cope with their life, but also enhance their well-being with health and fitness.

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