

# HOW OUR CLIENTS LOSE THEIR FIRST 10lbs.



**HUSTLE.**



## Exercise

Exercise can be a confusing place. Should I do cardio? Are weights going to make me muscly? How often should I train? There is so much conflicting information out there so we're going to break it down for you.

As you're reading this we're guessing that you want to change your body shape. Do you want to lose body fat, have less bits that wobble and be happy with what you see in the mirror?

Over the last 10 years we have constructed the following exercise routine which is where we start with every client. Ok, some exercises have to be regressed/progressed or modified for the individual but this is the core foundations of how we get our clients stronger, moving better and dropping body fat quickest.

## Strength Training

This programme is set up for you to do a minimum of 2 days per week, hitting all body parts across those 2 days. If you train a 3rd day then you repeat day 1. If you are hitting 4 days then repeat day 2.

We have adapted this edition of our *“how our clients lose their first 10 pounds”* to reflect current conditions (gyms being currently closed). To be effective and hit all body parts you will need to consider purchasing a resistance band, we recommend one of the lighter bands (red or yellow) which can be found [here](#).

In column 1 is the exercise, column 2, the sets (how many times you perform the exercise before moving on to the next block) column 3, the reps (how many times you repeat the exercise within that set).

The tempo of the rep (the speed in which you perform the rep) is especially important when training at home. For example squat on day 1 has a 5 second pause at the bottom. With an eccentric press up you slow the lowering part of the exercise down. This is because at home we do not have the luxury of lots of dumbbells with differing weights.

All exercises are done in threes, we always have a lower body exercise followed by an upper body exercise and finish with a core exercise. You work through exercise A1 for the stated number of reps, then exercise A2 and finish with A3. At the end of each 3 exercises you rest for 1 min before repeating for the stated number of sets.

## DAY 1

EXERCISE	SETS	REPS
A.1. SQUAT (5 sec pause at bottom)	2-3	10-12
A.2. ECCENTRIC PRESS UP (3 sec lower)	2-3	10-12
A.3. PLANK (Hold for 30 sec)	2-3	N/A
B.1. GLUTE BRIDGE (3 sec pause at top)	2-3	10-12
B.2. BANDED ROW (3 sec pause with elbows bent)	2-3	10-12
B.3. DEADBUG (1 sec pause with arm & legs extended)	2-3	10-12
C.1. RDL (3 sec pause with hips pushed back)	2-3	10-12
C.2. DIPS (3 sec lowering)	2-3	10-12
C.3. SIDE PLANK (hold for 30 sec)	2-3	N/A

## DAY 2

EXERCISE	SETS	REPS
A.1. SPLIT SQUAT (3 sec lower)	2-3	10-12
A.2. PRONE SWIMMER (3 sec lower)	2-3	10-12
A.3. TURKISH HALF GET UP (3 sec hold at top)	2-3	10-12
B.1. HIP THRUST (3 sec hold at top)	2-3	10-12
B.2. BANDED SHOULDER PRESS (3 sec lower)	2-3	10-12
B.3. PLANK TAPS (1 sec hold on each shoulder)	2-3	10-12
C.1. BANDED O/H SQUAT (3 sec lower)	2-3	10-12
C.2. BANDED PULL APART (1 sec hold at bottom)	2-3	10-12
C.3. WALKOUT (3 sec hold at bottom)	2-3	10-12



## Cardio

Questions we are often get asked are about cardio:

- “Is it necessary?”
- “How much should I be doing?”

All cardio is energy expenditure in the same way that being active during the day is. So any increase in our daily expenditure is a good thing. If we want to lose body fat then our energy expenditure needs to go up.

Initially when we start with clients, until they get stronger and are familiar with the exercises their energy expenditure isn't going to be huge so initially we encourage 20 mins of cardio at the end (sled pushing, rowing etc) or doing 1-2 of our half hour cardio/boxing sessions at Hustle (which are unlimited to all our members).

As we get stronger and better at performing the exercises above, our energy expenditure will increase during the weight sessions and as long as body fat is going down we will decrease the amount of cardio our clients are doing.

High volume cardio, especially in those who are already overweight is **not** the way to go. This is why at Hustle, we place so much emphasis on strength training to get the body shape you are looking for.

## NEAT

The only real way we can gauge NEAT (non exercise activity) is through tracking our daily step count. Due to NEAT's ability to influence energy expenditure, setting step targets per day can accelerate fat loss.

In order to make this work in the long run, you need to think about how you can build movement into daily life, without it affecting work and life in general.

Here are some of the best examples:

- Take the stairs instead of the elevator or lift
- Take phone calls while walking
- Walk to the bus stop or train station
- Get off a few stops earlier on your commute
- During your breaks at work, go for a walk
- If your office has a standing desk, try it
- Have 'walking meetings'

Now we have all heard that we should be doing 10,000 steps per day, but if we are only doing 5,000 then attempting to do 10,000 is setting ourselves up for failure.

So the first thing we start with is checking what you've been naturally averaging on a daily basis. If you have an iPhone or Android, you should have an in-built step counter in the 'health' or 'heart' section.

If you are only doing 5,000 steps then the first goal should be to attempt 6,000 then 7,000 and so on. From here, slowly increase over the course of weeks and months.

8-10K a day is a realistic target, and a healthy amount of activity to maintain on a day-to-day basis, which will reap all the benefits of increased activity without the fatigue that 15-20K a day can often create (unless you're in an already highly active job that requires this).





## Food

At this point clients have started training with us for a couple of weeks. They are already starting to feel more confident, stronger and stand a little taller.

Now 1 of 2 things happen. The client approaches one of the trainers and says:

“I’m doing all this training, should I be changing my food if I want to see even better results?”

*or*

“I’m starting to feel a little sluggish and I’m struggling to recover after the gym sessions, should I be eating better?”

At this point we know the client is ready to take the next step. You see food is a very personal thing. As mentioned previously the training we’re in control of. Clients are coming into the gym which is our space and understand that they will have to take instruction from one of the coaches here.

With food we’re stepping into your home and kitchen, which is a very personal space and for that we truly believe that we need to be invited in. Hence why we always let the client make the first move.

Combine good nutrition with working hard in the gym and you have a recipe for success. When it comes to food & nutrition we know things can be confusing. We are here to make it as simple as possible for you.

We guarantee that if you stick to the Hustle nutrition principles, you will look and feel better than before:

**1. Eat lean protein at each meal.** We can guarantee with every new client we meet they are not eating enough protein. Protein will get you stronger and helps you feel fuller for longer. A higher protein intake will also reduce cravings and the desire for snacking. For breakfast think eggs or Greek yoghurt. Lunch could be chicken, turkey or tuna and for dinner you could have salmon, lean beef mince or quorn. Don't worry we will work out how much protein you need and set you your own individual target.

**2. Eat fruit, vegetables or salad with every meal.** Most fruits and vegetables are naturally low in calories & fat and high in fibre - 3 essential ingredients for successful weight loss. They also contain vitamins, minerals and antioxidants, all of which are important for healthy looking skin, hair and nails and to keep our immune system in tip-top shape.

**3. Eat more whole foods.** Your meals should be based on wholegrains, fruit, veg, lean meat, fish, eggs & pulses. Things like cakes, biscuits, sweets and cheap processed meats have very little nutritional value and eating these on a regular basis will make it very difficult for you to achieve your goals. Simply reducing the amount of processed foods you eat will drop you a few pounds.

**4. Spread your meals out throughout the day.** We see so many foods diaries where clients are only eating 1 or 2 meals a day. Eating regular meals will help to keep energy levels high as well as stabilising blood sugar levels and concentration levels throughout your day. It will also help to control hunger, leaving you more in control of your food choices throughout the day.

**5. Eat the right type of fat.** Fat is one of the 3 macronutrients and we do require some in our diet for optimal health. Fat is a source of energy, it is a carrier for the fat soluble vitamins, provides essential fatty acids, helps to form hormones in the body and sustains a healthy brain and nervous system. All types of fat contain the same amount of calories, but some fats are better for us than others. Choose unsaturated fats such as nuts, seeds, oily fish and olive oil instead of foods high in saturated fat such as chips, pies and pastries.

**6. Don't cut out carbs!** Let us clear one thing up, carbs do not make you fat. Low activity levels and eating more food than your body needs does. Carbs are the body's main source of energy and how much you need will depend on how active you are. For example, someone with a desk job will need less carbohydrates than someone who is on their feet at work all day. As a general guide aim for a fist sized portion of low GI carbs at meals such as oats, basmati rice, potatoes, wholegrain pasta or wholegrain bread. These foods are not only a good source of energy but contain fibre which will help you to feel fuller for longer.

Don't forget to take photos and weigh yourself before you start and then every week to monitor your progression.

Trying these simple steps along with the training guidelines from chapter 1 and you will be well on your way to losing your first 10 pounds!



## Mindset

Mindset could and should have been placed at number 1. However for us the most important thing is to get people started on their journey. Once they have started making changes in one area and seeing results they will always start to look for the next step.

If we started talking to people about their current habits and beliefs then we would be putting so many needless barriers in the way. In our opinion and which has proved most beneficial is to address them in this order.

We have all built up a series of habits and beliefs that has led us to look, feel and think the way we do. If we want to change our body shape then we are going to have to change the habits that we currently have in order to look the way we want to. These are relationships that we have formed around food, drink and exercise can often be the hardest to undo.

We all need a tipping point in order to realise that we need to do something to improve ourselves. Sadly for a lot of people this can be as far as when health is a reason they need to change, (diabetes, cholesterol, heart disease). Or perhaps they now have children and realise they need to be good role models or just be able to play outside without getting out of breath.

We meet a lot of people who think they can do this for a few weeks and this will make all the difference. But what happens here is that things become too restrictive and difficult to manage and they just revert back to their old ways.



Our job is to read the signs and be ready for when this happens and remind the individual that it has taken years to gain the weight they have and they can't just expect this to disappear in a few weeks.

People fall into one of two categories:

**Those with closed mindsets** don't see past their own views or opinions. These will be the ones where you hear things like I'm not losing weight because of the dog, cat kids or whatever else it might be.

**Those with an open mindset** are the ones who are willing to listen to new information. They will say things like 'I'm the issue, what can I do to address that'

The biggest key to changing your mindset is progress.

We are all more motivated if we can see we are progressing in the gym, our clothes are fitting a little better and we feel like we have more energy.

The first few weeks are crucial to long term success. If you start with the intention of going into this process half-heartedly then you won't see any progression and very quickly motivation will drop off and you will quit.

Think gyms in January vs gyms in February!

Have read through the key points on the next page and think about if any of these apply to you. If you are trying to go it alone then you will need to think about addressing these issues first. The benefits that our clients have is that they have us to work through this process with them. **Click here to find out more**

**1. The emotional or physical pain from being overweight and out of shape, just isn't enough to do anything about it.** What we mean by this, is that most people haven't reached a point where being out of shape or unhealthy is dramatically affecting their life.

**2. The reward isn't enough for you.** You may not have connected the link between being in great shape and the health benefits that it brings. If you start a training programme just because you think you need to, you'll soon see yourself "falling off the wagon". The reward for some people may be winning an event, or simply getting to a shape that they've never been before. If you have no clear goal to achieve, you'll never receive a reward.

**3. There's no space in your life for change.** Most people say they want to get started, but there's no time for them to add in the work that's needed to change. Part of change is accommodating it, and moving things out of the way to make space. One trick is to write down everything you do every day. You then place each thing in priority order. You will always focus on the things that matter to you. If you place getting in shape lower down, you will never achieve it.

**4. The people you spend most of your time with are in the same shape as you, this puts you in a comfort zone.** Success breeds success is a great saying. If you surround yourself with people who are doing well at something, it rubs off on you.

Take this example: We have a female client who starts training. She starts to drop body fat and her body shape quickly starts to change. After a couple of months her husband calls and wants to get started. When they were both out of shape, they got settled into their comfort zone. Now she's in shape, he wanted a slice of the action. **"Being in shape is infectious!"**

Hopefully you can now see how important mindset is when it comes to getting in shape. First you decide that you want to change, then acknowledge why you want to change. You then look at all the factors in your life, that could slow down your chances of being successful. Before you start any journey, you need to be clear that it's something you want to achieve. You need to try and visualise the many benefits that being in shape and being healthier can bring to your life.



# Sleep

Whenever we meet with our clients for the very first time, we will have had a good chance to read through their questionnaires. We have a comprehensive section on sleep, and it's for a very good reason. But before we go in to any more detail, we'd like you to answer these 6 questions:

1. Do you sleep less than 7 - 8 hours per night?
2. Are you exhausted when you get home at the end of your day?
3. Do you feel "wired" in the evening?
4. Does it take you more than 10 minutes to go to sleep?
5. Do you wake up in the middle of the night?
6. Do you wake up feeling tired every morning?

If you have answered yes to at least 4 of the above, the chances are you could really do with addressing the quality and quantity of your sleep.

**Poor quality sleep impacts you so much on a day to day basis. The major disruption to the body when it comes to poor sleep is in your hormones. The major hormones that are affected are growth hormones, melatonin, cortisol and insulin. These are the very hormones that need to be in balance for optimal body composition.**

## How can I fix my sleep?

Try some of these simple steps:

- 1. Avoid coffee and other stimulants after 1 pm.**
- 2. Fill in a grateful log.** Before you go to bed, acknowledge 5 great things that you've either had done to you or you've done for someone else.
- 3. Get into a routine,** go to bed at the same time every night to ensure you get at least 7 - 8 hours sleep.
- 4. Take a warm bath half an hour before bed** (try adding 250 grams of Epsom salts into your bath and soak for 20 minutes).
- 5. Turn off flashing clocks and television lights.**
- 6. Fit black out blinds in your room,** your bedroom should be dark like a bat cave. Remember your need for melatonin production.

We see so many people who admit to having sleep issues after completing our questionnaire. When we fix poor sleep patterns, we not only see body fat come down, we see mood improvements, energy levels increase, and ultimately an increase in performance in the gym!





# Digestion

As you will have been able to understand from the first four pillars, we really leave no stone unturned in our quest to help you to change your body shape. You see covering all of these areas, ultimately means that your diet moving forward can be sustainable. You can learn how to cook very healthy meals, live the life you want, socialise and still stay in shape.

Now for some people we address their food quality and the exercise components, and they still struggle to lose body fat (you might have found this for yourself). In many cases if they were on their own, they would usually try to add in more training or lower their calories. This unfortunately won't work, especially where the digestive system is concerned.

You see, the digestive system is pretty complex, and its job is to digest, break down, and then absorb the food that you eat in to your blood stream. At this point it is delivered around your body to support all of your systems (such as the heart, kidneys, brain and liver). If your body isn't able to break down your food efficiently, many of your systems begin to function at a slower rate.

You will feel sluggish, it will impact your mood, it will impact your sleep, your blood sugar levels (causing you to eat poor food), and you'll also struggle to add muscle tissue (key for achieving maximal fat loss).

The problem for so many people, is that they have very little understanding of digestive health. Therefore, they wouldn't even think to look into it.

So, to identify any potential digestive system issues, please read through the following questions:

**1. Do you suffer from bloating when you eat a meal?**

**2. Do you suffer from gas?**

**3. Do you regularly have loose stools?**

**4. Do you suffer from constipation?**

**5. Do you feel fatigued after eating a meal?**

**6. Are there any key foods that cause you severe discomfort when you eat them?**

If you answered yes to at least 3 of the above questions, the chances are there are a few changes you could make to your diet to improve your digestive health.

Here are some of our top tips:

**1. Fill up on fibre.** Low fibre diets can cause constipation which triggers bloating. If this sounds familiar, include more fibre from fruit, vegetables, oats, pulses and brown rice. The soluble fibre will help keep you regular. If you are currently eating a low fibre diet, gradually increase your intake, along with drinking more fluid, to avoid overburdening your digestive system. Note: prune juice is an effective laxative for simple cases of constipation i.e. without pain or bloating. But if you have IBS-related constipation, prunes and prune juice many in fact worsen your symptoms, as these are high in FODMAPs.

**2. Avoid fizzy drinks.** These are full of bubbles, with only two escape routes! Instead drink more water, squash or peppermint tea. Alcohol can also irritate the digestive system. If you do drink, do so in moderation.

**3. Slow down.** Your digestive system doesn't like to be rushed. If you guzzle down large quantities of food it means your stomach has to work harder to digest it. This also increases the chance of swallowing excess air, leading to bloating.

**4. Consider a probiotic.** Probiotics are friendly bacteria added to some foods to help replenish levels of good bacteria that live in our gut. In some cases they can promote healthier digestion. A simple way of including more probiotics is to choose a probiotic yoghurt or yoghurt drink. Take it daily for at least four weeks to see if it improves your symptoms.

**5. Keep a food diary.** Record everything you eat and drink for 1-2 weeks and note your symptoms. This will allow you to build up a picture of your eating habits and identify any trigger foods. This will make it easier to make changes to suit your appetite, waistline and digestive health.

For most people temporary bloating is common and nothing to worry about. If you have been diagnosed with IBS a low FODMAP diet may be appropriate for you. As the diet is quite complex it is important that you discuss it with our Registered Dietitian before trying it yourself.



**Ready to Hustle?**

**Click here** to book your no obligation consultation

Over the years we have seen so many areas of health improve, simply by addressing digestion, sleep quality, recovery from exercise and nutrition.”

The ultimate key to getting lean and losing weight is to focus on getting your body in the very best of health. The worse your internal and cellular health, the slower your body will respond to anything you throw at it. We really do hope that you have found our e-book helpful.

We're not like other gyms.  
Come and visit and find out why.

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