

LIVIN' THE DREAM

A SIMPLE, NO-BS GUIDE TO OPTIMIZING YOUR LIFE
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ANYMANFITNESS

Hey, Jason here - hope you're doing well.

Let me tell you something: I am jacked up to give you our guide on making gains: **Livin' The Dream**.

The tips in this guide will help you unlock your true potential, crack the code to shredding fat, give you crystal clear instructions on how to gain muscle, and provide you these results ***with breakneck speed***.

Does this story sound familiar?

- A dieter decides to use a gimmicky “crash diet” or a “detox” in order to lose weight.
- The dieter loses lots of weight too quickly, which results in a loss of muscle as well.
- The diet becomes unsustainable and the dieter falls “off the wagon”.
- The dieter resumes their normal eating habits.
- The dieter gains back all of the weight they lost, plus 10 more pounds.

Why does this happen?



Why does a “crash dieter” always gain back their weight and then some?

The biggest cause of this phenomena is the fact that muscle is a metabolism booster.

When you “fad” diet, you put your muscle at risk. When you lose your muscle, your metabolism drops as a result.

When you resume your normal eating habits, the weight returns - but you have a lower metabolism than you used to have!

This is a “dieting booby trap” that will set you up for catastrophic, long term disappointment.

But you won't be falling for these devastating “quick fixes” any longer.

You are going to annihilate your love handles, melt the fat off of your midsection, and become empowered to take control over your body as you learn ***the right way*** to diet and train!

So, it's time to get started. Let's make some ***lean gains***.

Jason Helmes
Anyman Fitness, LLC

HACK #1:
ALWAYS SEEK THE OPTIMAL "ROI"
FOR OUR TIME (AND ENERGY) INVESTMENT.

You are a busy person. I am a busy person. We are all (except for those blessed with a trust fund) busy people.

You don't have the time to work out 10 hours per week.

You don't have the energy to create elaborate, fancy meals every 4 hours for our tupperware containers.

You need to look at everything through a strict "ROI" (return on your investment) lens.

You want to do what will provide you with the best "bang for your buck", so to speak.

You want to diet and be **as full as possible** while losing fat.

You want to train and get **as strong as possible** with the least amount of time spent in the gym.

You want to devote as little mental energy to our fitness regimen as you possibly can.

If you do this, compliance will improve. ***And so will your results.***

[Apply for a spot in our 1:1 coaching program and so you can have laser-like precision to tone up, lose weight, and brim with confidence.](#)

HACK #2:

FIXING YOUR DIET PROVIDES AN EXPONENTIALLY GREATER ROI ON YOUR FAT LOSS THAN INCREASING YOUR ACTIVITY.

A person who weighs 185 pounds would have to perform vigorous cardio **for an hour per day** in order to lose 1 pound of fat per week through activity only.

That's 7 hours, each week, spent in the gym, for the sole purpose of fat loss.

If this person wasn't strength training at the same time, they are also likely losing muscle along with their fat, dangerously lowering their metabolism.

That, my friend, is the most time-sucking, inefficient way to train on earth.

On the other hand, an intelligent dieter can eat 500 calories under their maintenance each day and lose the same pound of fat without any additional activity.

- 3,500 calories = 1 pound of fat
- 500 calories under maintenance = 3,500 calories under maintenance each week for 1 pound of fat loss

To maximize your fat-loss ROI, the old adage “abs are made in the kitchen” is 100% correct.

HACK #3:

**EAT MORE PROTEIN TO DECREASE HUNGER,
IMPROVE FULLNESS, PROMOTE MUSCLE RETENTION,
AND PROVIDE ADDITIONAL CALORIE BURN.**

Protein is a crucial dietary staple for a number of reasons.

- Protein helps preserve muscle - eat more protein, keep more of your muscle when dieting.
- Protein is the most filling macronutrient - you will be hungry less frequently when eating ample protein.
- Protein has a high thermal effect of food (TEF). This means your body burns 25% of the protein calories it takes in via the digestion process.

There are no negatives to a diet high in protein, unless you have a medical condition which states otherwise.

Good protein sources include: lean meats, low fat dairy, whey shakes, and seafood.

To minimize your hunger, maximize the enjoyment of your diet, remain energetic and alert, and burn more calories, ***make protein a staple of every meal when dieting.***

**HACK #4:
EAT A MODERATE AMOUNT
OF BOTH FATS AND CARBOHYDRATES.
DO NOT UTILIZE "EXTREME" DIETS
THAT ELIMINATE A MACRONUTRIENT.**

It's so tempting to take the "easy way out".

You decide to diet, so you instantly think:

"I'll go vegan!"

"I'll just cut out carbs!"

"I'll eat zero fat!"

For nearly everyone, these diet setups are unsustainable long term. Not to mention the fact that you can do substantial metabolic damage to your body if you take them too far.

Each macronutrient has its advantages.

Protein is needed for muscle retention. Carbohydrates are needed for energy. Fats are needed for dietary enjoyment and hormonal optimization.

To keep your metabolism humming, you need a dose of all three. Moderation is key when dieting.

It's not "sexy" or "catchy", ***but it works better every time.***

[Our 1:1 programs](#) are created to allow you to eat a moderate amount of both fats and carbohydrates.

There are no "off limits" foods. We utilize flexible dieting so you can eat the foods you love, and melt your midsection while doing it.

HACK #5: RESISTANCE TRAIN AND SKIP THE CARDIO.

While there is nothing “wrong” with cardio, if your goal is fat loss, it’s an inefficient means of calorie reduction.

We are ***using our diets to lose fat***, as this provides a superior ROI.

Our training sessions should be focused around resistance training:

- Barbells
- Dumbbells
- Kettlebells
- Cable pulleys
- Machines
- Bodyweight

Focusing our training around becoming stronger each day will build strength and muscle over time, which will improve both our metabolism and our body composition.

Your sessions should take 45-60 minutes, max, and should be done 3-4 times per week at the most.

This will maximize our training effect and minimize the amount of time we are in the gym away from our families.

HACK #6: EMPHASIZE COMPOUND MOVEMENTS OVER ISOLATION MOVEMENTS.

A compound movement uses two joints, such as your shoulder and elbow, or your knee and hip.

An isolation movement uses one joint, such as your ankle, or your elbow.

You want to compound movements to ***make up the majority of your training program.***

There are 4 main types of compound movements:

- Pushes
 - Bench presses, shoulder presses, etc.
- Pulls
 - Pull-ups, chin-ups, rows, etc.
- Squats
 - Back squats, front squats, goblet squats, etc.
- Hip hinges
 - Deadlifts, kettlebell swings, hip thrusts, etc.

These movements should make up 80-90% of your training regimen.

Compound movements recruit large muscle chains and are metabolically taxing.

That's a fancy way of saying "they burn more energy and will help you lose more fat".

It's also more efficient to train multiple muscles at once than it is to train them individually through isolation movements.

Isolation movements - movements that use one joint only - are best seen as "icing on the cake".

Your workout is effective without it, but if you have the time and energy, isolation movements can certainly be helpful for your physique.

If your schedule allows it, feel free to throw in some bicep curls, tricep extensions, shoulder raises, or calf raises.

Just be sure you hit the main, compound movements first during your sessions.

Example workout:

Deadlifts (3 sets of 4-5 reps)

Pull-ups (3 sets of 6-8 reps)

Shoulder Presses (3 sets of 6-8 reps)

Goblet Squats (3 sets of 10-12 reps)

HACK #7: DITCH THE SCALE AND TAKE BODY MEASUREMENTS.

The scale holds such power over you.

If it reads the “right”, low number, you’ll be happy all day.

If it reads the “wrong”, high number, you’ll be in a funk that you can’t shake.

Scale weight is finicky.

Increased weight on the scale does not mean you have gained fat. In fact, it could mean any number of things:

- You ate too many carbohydrates the day before (as each gram of carbohydrates brings with it 4 grams of water).
- Your hydration levels were inadequate (as water intake flushes water out of your system, causing a lower scale reading).
- Your digestion system is a bit slower that day, and you have excess stomach content or fecal matter in your body.
- You ate dinner later than usual the previous day.
- You ate more sodium than your body is used to and you are retaining water.
- Your stress levels are elevated, as stress tends to cause the body to hold onto excess weight.
- Your menstrual cycle has caused bloat, water retention, and an irregular scale reading (if female).

A tape measure is a much more reliable tool than a bathroom scale when recording your fat loss progress.

[An Orbitape can be your best friend.](#) It's a tape measure specifically designed to be used by one person. It's inexpensive and makes taking measurements easy and non-intrusive.

Take measurements once per week at the same time and in the same conditions. After you wake up and use the restroom is usually the best time to do it.

Compare your results week to week to see how you're doing.

And feel free to take a hammer to your scale if you wish.

It may just find it therapeutic!

[Our online, fat loss clients](#) take body measurements in 9 different places, to the nearest tenth of a centimeter.

They also take their scale weight daily and record the average of each week.

Every two weeks, we have checkpoints and we discuss progress and troubleshoot issues which arise.

This makes it simple to adjust when fat loss stalls. And trust me - it WILL stall.

HACK #8:

PLAY THE LONG GAME AND NEVER GIVE UP.

More than anything else, your success in the “fitness game” is going to be determined by your ability to “play the long game”.

Have you ever “worked out” for a deadline?

“Dieted” for a vacation or a wedding?

I know I sure have.

I was married in 2005, and I lost about 30 pounds for my wedding.

I looked better, but I didn’t look “great”. I felt less bloated, and at the time, that was good enough for me.

But I used totally unsustainable methods in order to lose that 30 pounds.

I barely ate a thing.

I trained for 90-120 minutes every day.

I ran 25-30 miles each week.

I trained with weights for 90 minutes, 3 times per week.

My body was a complete and total wreck after about 5 months of training like this.

My shins hurt, my ankles hurt, my lower back hurt, and I was always exhausted.

I remember thinking the amount of energy required to lose weight was remarkable.

I was killing myself for modest results.

Shortly after my honeymoon, my training program fell apart as I was unable to keep up such a torturous regimen.

After getting down to about 250 pounds for my wedding, I quickly ballooned back up to 300 pounds in the next two years.

Once I became disgusted with myself, I sought out fitness advice from the true professionals.

Not the “clickbait nonsense” you see littering your Facebook feeds or your Yahoo pages.

I learned the proper methods to lose fat and keep it off of you for good.

I learned the correct way to diet in order to preserve your muscle and keep your metabolism humming.

I learned the best way to train in order to increase muscle mass, boost your immune system, and feel great.

And most importantly, I learned that fitness didn't need to be my entire life.

“Fitness” just needed to be a small, unwavering part of it.

I have given you these lessons in this guide to **Livin' The Dream**.

Take these lessons to heart, and use them to help you improve your life.

[Join our \[totally FREE\] Facebook group](#) (if you haven't yet), and tell us about your journey.

Our community will support you and be there for you every step along the way.

Good luck as you begin to **Live The Dream!**

Jason Helmes, Anyman Fitness, [apply to work with me 1:1](#)

PS - Scroll down for special dieting **BONUS HACKS** just for you!

BONUS HACKS: HOW TO SET UP YOUR DIET FOR SUCCESS.

Now that you understand the basics:

- Get ample protein
- Eat a moderate amount of each macronutrient
- Don't fall for gimmicks and fads

Let's set you up for success. There are a few "secret-bonus hacks" that will ensure that the pounds drip off of your body with ease.

BONUS HACK #1: EAT 2 OR 3 MEALS PER DAY, TOPS.

But, but, but.....Jason, we need to "stoke the metabolic flames by eating 6 meals per day".....right?

Actually.....no. ***That's a complete myth.***

Your metabolism doesn't "ramp up" every time you eat. Your fat loss will be determined by your overall calorie consumption for the day.

It will NOT be determined by how many meals you eat.

Our most successful clients eat 2 or 3 meals per day.

Some choose to eat “3 square meals”, breakfast, lunch, and dinner.

Others choose to skip breakfast (this is called “intermittent fasting”) and only eat lunch and dinner.

Eating in this fashion will enable you to eat larger meals and give you a psychological edge to your fat burning prowess.

BONUS HACK #2: EAT VEGGIES AT EVERY MEAL.

Yep, your mother was right.

You really *should* eat your vegetables.

Eating veggies will help you tremendously by dieting by doing the following:

- Providing you with adequate fiber to keep you regular.
- Slowing down the digestion process to keep you full for a longer time.
- Helping fight off hunger by giving you more food volume for a miniscule amount of calories.
- Giving you micronutrition (vitamins and minerals) to keep you feeling fantastic.

Nobody says you need to eat veggies you don't like (kale, anyone?).

Pick out a few of your favorites, and incorporate them into as many meals as possible.

My favorites include carrots, onions, broccoli, peas, cauliflower, red/green peppers, and mushrooms.

BONUS HACK #3: EAT BIGGER MEALS WHEN YOU HAVE "DOWNTIME".

Reflect on your current lifestyle.

When are you tempted to "cheat" on your diet?

It's likely when you have time to relax, socialize, and interact with friends and loved ones.

You should set up your diet to reflect this.

Do you have a busy work schedule?

Are you running around all day without much time to eat or snack?

Then here's a simple suggestion that will work wonders for you: ***When you're busy, don't eat.***

I know that sounds a bit crazy, but when your mind is occupied with “tasks”, you’re less likely to be hungry and cave in to temptation as a result.

By doing this, you can eat bigger meals in the evenings (or whenever you have “down time”), when you dine out with friends, or at dinner parties.

You’ll be fuller, you’ll be more satisfied, and you’ll lose weight as a result.

BONUS HACK #4: KEEP IT SIMPLE, STUPID. (K-I-S-S)

The best dieter is the dieter that eats simple foods that take little to no time to make, are tasty, and fill them up adequately.

Let’s face it - we don’t have enough time to be Emeril Lagasse in the kitchen each and every day!

Eating has become something we do when we’re bored.

We use food as a “pacifier” to calm our nerves and “check out” of our stressful lives.

Create simple and delicious meals that you enjoy, so you have something to look forward to.

Example Meal Plan:

Breakfast:

- 1 scoop whey protein
- 8 ounces of unsweetened almond milk
- 1 banana
- 1 tablespoon of peanut butter
- Small handful of spinach

Lunch:

- 8 ounces of lean meat
- 2 slices of bread
- 1 tablespoon of mayonnaise OR a slice of cheese
- 1 cup of carrots
- 1 banana

Dinner:

- 12 ounces of grilled meat (pork chops, lean steak, etc.)
- 1 baked potato topped with salsa
- 1 cup of broccoli
- 1 cup of strawberries for dessert

These meals can be customized to fit your personal dietary preferences.

Want to swap out the fruits?

Care to switch from potatoes to rice?

Do you prefer cauliflower or cucumber to carrots?

No worries, then have at it.

But simple meals, cooked and prepared at home, have helped people trim their waistlines since the beginning of our “civilized” society.

Have any questions, concerns, or comments?

Be sure you join our [\[totally FREE\] Facebook group here](#), and shoot us a message.

We would love to hear from you.

Best,
Jason Helmes
Anyman Fitness, LLC
[Work with me 1:1](#)

