



15-DAY  
**Diet**  
PLAN

**SAMPLE**  
**GUIDE**

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**#1** Introduction Guide



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## Setting up a Wellness and Weight Loss Vision

Every year like clockwork on January 1st millions of “resolutionaries” around the globe start a diet or join a gym to lose the excess weight that has snuck up on them. Usually their goals have something to do with weight loss. Sometimes it’s a mixed bag and contains other objectives as well, but weight loss is the number one goal that people are striving to work towards.

However you slice it, there is a really high rate of failure, and it all stems from one thing - the lack of a solid game plan. It may sound trite, but fail to prepare and you might as well prepare to fail.

If you already belong to a gym, you’ve probably already seen this firsthand. Take note of how many people there are on day two or three of the New Year as opposed to say, mid-February. Chances are there is a monumental difference. When it comes to starting a new diet, the effect is even more profound.

You can call it falling off the wagon, lack of discipline, or a lack of direction. But ultimately, not following through on a diet is most likely caused by not having a strategy to follow. That’s where our 15-Day Diet Plan and a wellness vision comes into play.

If you stop and think about it, a high percentage of successful people in the world of business, sports and entertainment all have a common thread. Failure was not an option. They looked ahead and saw themselves in possession of what they wanted. This is called a wellness vision.

The first thing you need to do is create a wellness and weight loss vision of your own. Sit back in a chair, close your eyes and imagine yourself 3 to 12 months down the road in an ideal place. Define what you want your body to look like and mind to feel like. And be specific.

How much weight do you want to lose? How do you want your body composition to change? In your new body are you noticing far more muscle definition? In addition to that, do you want to achieve other things as well, such as have better functional ability, be able to touch your toes, do a fitness event, be stronger, happier, more confident? While you picture yourself already in possession of what you want, commit it to memory and write it down on paper.

If you are a little stuck on what a wellness and weight loss vision looks like, here’s a quick hypothetical example...

“By this time next year, I want to...

- be 50 lbs lighter**
- be able to complete a half-marathon**
- be following a healthy diet**
- have definition through my whole body**
- be showing visible signs of a six-pack**
- have high energy levels**
- feel confident when I wear revealing clothing**

You will notice with this wellness and weight loss vision that there are elements of diet, exercise and lifestyle combined. That’s because wellness is all-encompassing. Spare no expense on how elaborate you want to get. That will only fire you up more to obtain your goals!



## Motivators

Once you have your wellness vision figured out, you will need to locate key motivators to get you there. These need to be powerful! These are the driving forces that will propel you through a number of unsavory situations.

They have to get you out of bed early in the morning to work out, they need to give you discipline to pass on baked goods when someone brings them into work and they need to prevent you from slugging down wine with your friends while watching a movie.

Just saying, “I want to get in shape and lose weight” doesn’t cut it. Go a little deeper. For example, think about the effect your health has on others in your life, such as your spouse, parents, children, grandchildren and co-workers - those who depend on you to be physically, mentally and emotionally strong.

Here are some examples of key motivators to get you pointed in the right direction.

- ✔ I want to be lean and look great in my wedding dress.
- ✔ I want to be confident on my next beach holiday.
- ✔ I want to be able to run around on the playground with my kids without getting out of breath.
- ✔ I want to be able to put groceries in my car without back pain.
- ✔ I want to be alive to see my grandchild graduate high school.

Again, these are just hypothetical. Use any or all of them if they fit your lifestyle, but feel free to drum up your own set too! The more you make your goals personal and meaningful, the more motivation they will provide.



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# 15-DAY Diet PLAN

## SAMPLE GUIDE

### #2 Diet Guide



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### Short Term Fasting

To lose weight quickly, you'll be implementing short-term fasting. Now, this isn't going to be some long drawn out fast where you're starving all the time. Instead, you'll be periodically going without food in a planned manner that will basically supercharge your fat burning to a level that you've never seen before.

#### How?

When you fast, you achieve two things:

First, you experience reduced insulin levels. This means you'll be more prone to burning up body fat as a fuel source because there is no glucose present for your body to use. Keeping insulin levels low is paramount for maximum fat burning success.

Second, you'll also get a huge release of catecholamines, which are substances that help to signal the body to ramp up fatty acid utilization, releasing fatty acids into the bloodstream for use as fuel.

With this two-pronged approach, you can't NOT be losing body fat. Forget about what you may have heard about fasting and it causing the "starvation" effect, resulting in a slow metabolism. You aren't going to be fasting long enough for that to happen here, so it's of no concern. You'll fast for a brief period and then fuel your body with smart foods that keep the fat burning process moving while keeping your metabolism where it needs to be.

Most people are unable to really fully utilize their fat stores because they are eating all day long. When a steady stream of fuel is coming in, why would your body turn to fat stores instead? It won't – it's that simple. By fasting, you force your body to tap into those fat stores as a fuel source. The end result is far superior rates of fat burning.

You might think that while in the fast state you'll be starving, but that isn't the case. In fact, many report feeling no hunger whatsoever once their body adapts to being fasted.





### Low-Carb Diet

Now, in addition to fasting, you'll also be reducing your carbohydrate intake. If you want to optimize your fat burning, a lower carb diet is simply the best way to go. Again, just like fasting, this will help to minimize your insulin levels, forcing the body to turn to fat as a fuel source. Since insulin is the primary fat storage hormone, the less of it you have in your body at all times, the better.

A reduction in your carbohydrate intake also means better control over your hunger. It's a simple fact: carbs make you hungry. The more of them you eat, the more of them you want to eat. By cutting back on carbs, you'll make it far easier to stick to your diet plan.

Know though that with this diet plan you won't be cutting out all carbohydrates. That's unhealthy and any plan that has you doing so is not one you want to be following. Instead, we'll be building your diet focused primarily around vegetables, with the odd piece of fruit added in as well. These foods are extremely dense in the nutrients your body needs to help sustain a fast metabolism and keep you healthy. If you cut out these vital nutrients, you'll be increasing your long-term disease risk for conditions like heart disease. Health always needs to be a top priority.

However, these carbohydrate sources are so low in calories and so rich in dietary fiber that they will have almost no influence on your blood sugar or insulin level, therefore they won't hinder fat burning.

Fruits do contain some natural fruit sugar, however in this plan, you'll be eating lower sugar containing fruits pairing them with a protein or a fat source (or both!) to ensure that your blood glucose levels stay as stabilized as possible.

This also helps prevent your diet from becoming boring. If all you're eating all day long is chicken breast and broccoli, it won't be long before you start cheating or give up all together.

As you begin on this low carb diet, your body will begin to use up all the glucose present in the bloodstream for fuel. After that, it'll turn to muscle glycogen, which is the storage form of carbohydrates in the muscle tissue. Once that has been depleted, your body will have no other option but to tap into your fat stores.

Most people who consume a higher carbohydrate intake will always keep refilling their muscle glycogen levels, hence, their body never gets to that level of fat burning. On this program, we'll ensure you do.

### The 15-Day Diet Plan for Meat Lovers

This diet plan is based around the Diet recommendation of 1000 calories for women and 1200 calories for men.

This plan assumes that you are exercising in late afternoon/early evening and schedules your pre and post workout meals around that time. If you are exercising in the morning, simply shift these meals around to that time instead, moving your other meals accordingly. The plan is flexible, so adjust it to meet your schedule!

On non-workout days, you'll be fasting. When short term fasting for the day, you are permitted to drink water (very important!), black coffee, herbal teas as well as low sodium bone or vegetable broth if you prefer.

Day 1	RECIPE	Nutritional Info ( )=Men
<b>Breakfast</b>	Scrambled eggs: 1 whole egg + 1 cup egg whites scrambled in ½ tbsp. olive oil and ½ cup diced	302 Calories (392), 12 gms fat (12), 7 gms
<b>Lunch</b>	5 oz. grilled chicken breast, 1 cup steamed broccoli, ¼ cup cheddar cheese (melted on broccoli) vegetables. Men: Add one banana Men: Add 2 oz. additional chicken breast.	296 Calories (366), 11 gms fat (13), 7 gms carbs (7), 45 gms protein (59) carbs (30), 37 gms protein (38)
<b>Pre-Workout</b>	1 apple with ½ tbsp. peanut butter	127 Calories, 4 gms fat, 24 gms carbs, 2 gms protein
<b>Post-Workout</b>	1 can of tuna mixed with salsa	117 Calories, 2 gms fat, 6 gms carbs , 21 gms protein
<b>Dinner</b>	5 oz. shrimp skewered with ¼ cup pineapple pieces, ½ sliced red pepper, 4 mushrooms, and ¼ red onion. Brush with soy sauce and a ½ tbsp. olive oil before grilling. Men: Add ¼ sliced avocado on the side.	243 Calories (300), 8 gms fat (13), 14 gms carbs (17), 36 gms protein (37)
<b>Total for Day:</b>		1,085 Calories (1,302), 37 gms fat (44), 58 gms carbs (84), 141 gms protein (157)



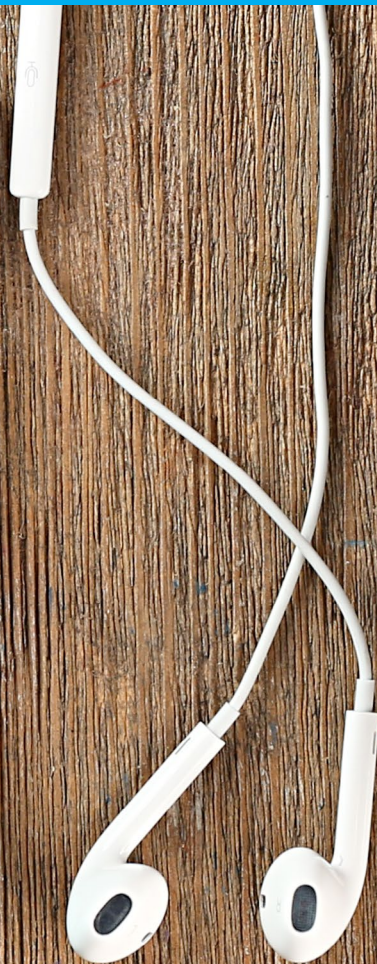
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**#3** Workout Guide



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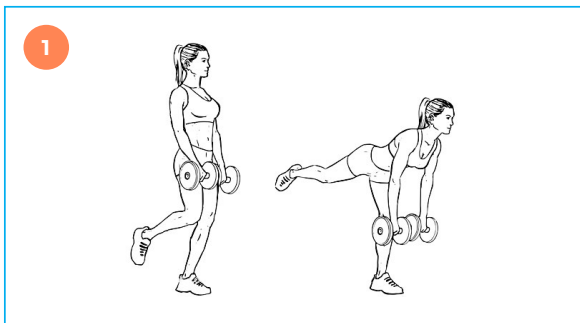
### 15-Day Workout Plan

OK, the long-awaited time has come. Below is a 15-day workout protocol that includes 10 workouts (leaving 5 days for rest recovery or added cardio if you want). These plans are something that you can do in the comfort of your own home with very minimal equipment.

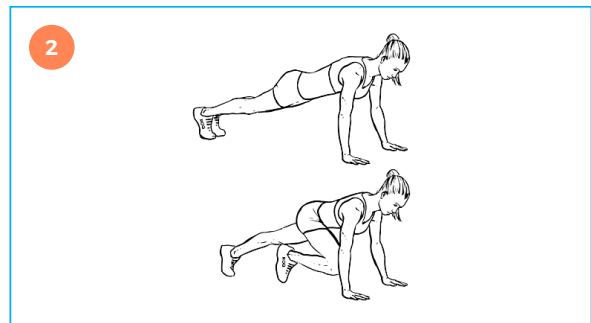
All you'll need here is a set of dumbbells (preferably a couple sets of different weight if you have them) along with a skipping rope. We recommend that females purchase 5 and 10 pound weights and males purchase 15 and 30 pound weights. If you don't have dumbbells, take two small soda bottles and fill them up with sand and use those as weights instead. If you have an exercise ball you can use as well – fantastic! If you don't, don't stress out about it. It's not absolutely necessary.

**DAY 13: CARDIO TRAINING**

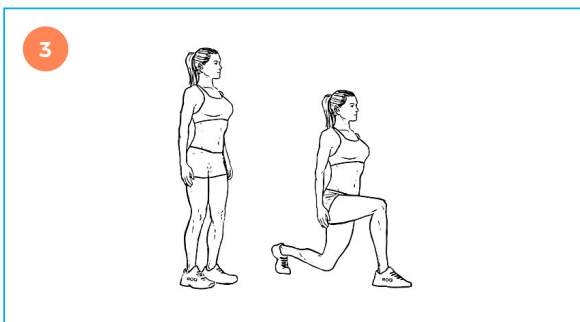
Perform the following circuit, doing each exercise for 30 seconds straight before moving on to the next. Once the entire circuit is completed, rest for 3 minutes before repeating a second time.



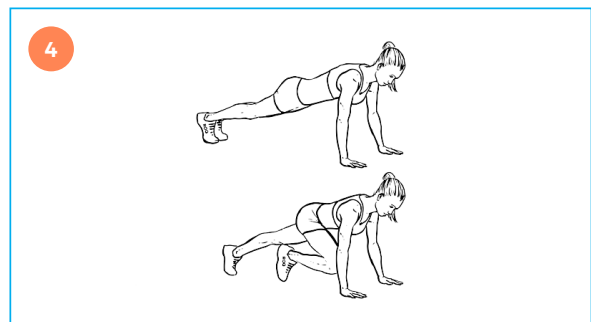
**Single Leg Dumbbell Deadlifts (15 seconds/side)**



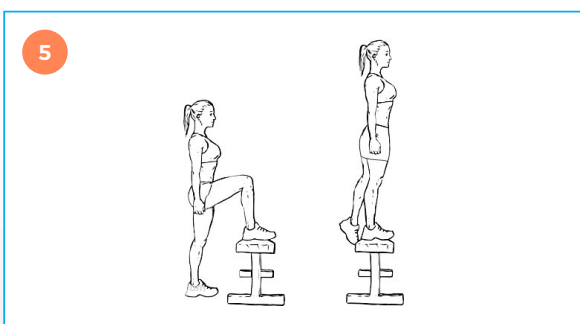
**Mountain Climbers**



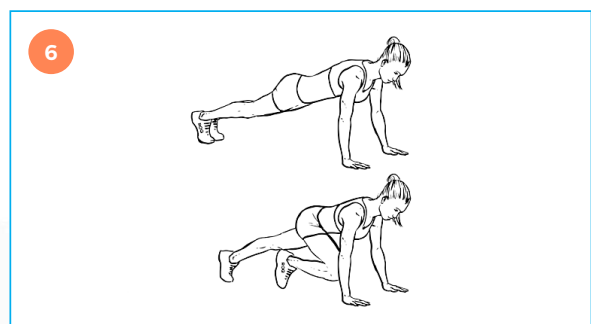
**Bodyweight Lunges**



**Mountain Climbers**



**Body-Weight Step-Ups**



**Mountain Climbers**

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## #4 Supplement Guide



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### Pre-workout Formulas

You would be hard pressed to find someone in the gym, cranking out reps or sprinting on a treadmill who does not use a pre-workout formula. These are by far one of the most popular supplements in the marketplace.

Everyone from stay-at-home moms to beefcake bodybuilders to high school kids rely on these to get through their workouts. That begs the question, just what is all the hype with pre-workout formulas?

Well, the short answer is, they give you a boost of energy. And this can range from mild to extreme. To some, the feeling you get is euphoric, and that's what keeps them coming back for more.

Pre-workout formulas come in powders and ready-to-drink containers. If you scanned the labels, you would find a host of ingredients, such as caffeine and caffeine derivatives, B-vitamins, creatine, arginine, beta alanine and L-citrulline. Here's a little description of each so you're not on neural overload.

Caffeine is pretty obvious; it gives you energy. It also boosts your brain function, allowing you to concentrate on pushing harder. Lastly, it has mood-boosting potential. Just be aware that caffeine is a stimulant. And some of the pre-workout formulas have really high doses.

Every container will have a warning label, listing the possible side effects. Read carefully and heed the warning if it pertains to you! Dropping flat on your face from a bad reaction to caffeine while running on a treadmill will not get you too many dates!



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### #5 Maintenance Guide



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### Chi Hit

If you do fall off the wagon and need a little motivation to recapture your momentum, try this on for size. Place pictures of your old self nearby in all the areas you will be during the day. Even put one in your pocket.

When you fall off course, take a nice long look at one of those pictures and think about what you went through back then. How did you feel physically? How were your energy levels? What did you see in the mirror? Answer those questions honestly and you will likely come up with motivation not to return to that place.

### Keeping a Journal

The next critical thing we want to mention is the importance of starting a weight loss and workout journal for Di.et's 15-Day program but also if you want to continue with your healthy lifestyle journey. While yes, this will take up a bit of your time each day, it will be well worth the effort – trust us on this one.

**Keeping a journal will do three things.**

- 1** It'll keep you accountable. When you know that you have to write down what you are eating and whether or not you are doing that workout or skipping over it, you'll be far less likely to just blow that workout session off or go in for that second serving of chocolate cake. This in turn can lead to better results.
- 2** It provides a means of looking back. As you progress through your journey, you want to figure out what works best for you. Which foods make you feel energized and healthy and which cause you to feel sluggish? If you keep a record of how you feel after each meal, you can quickly identify this and get on track to feeling better than ever every single day.
- 3** It gives you a source of motivation. In your journal, you should also be including progress pictures taken every 7 days and this will make for a great storyline that you can then reflect back on. How has your body changed? Sometimes, it's hard to notice the smaller day to day changes that are occurring, but when you look back over a longer period of time, it becomes very obvious that you are indeed making progress. This can give you the boost you need on those days where it feels like you just aren't seeing the results that you desire.



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