A Foolproof, Science-Based Diet that’s 100% Guaranteed to Melt Away 8 to 16 Pounds (4 to 8 kgs) of Stubborn Body Fat in Just 14 Days!

LAUNCH HANDBOOK

THE 2 WEEK DIET

BY BRIAN FLATT
# Table of Contents

Introduction ........................................................................................................................................... 4
Rapid Weight Loss .................................................................................................................................. 6
Why 2 Weeks? ......................................................................................................................................... 7
The Truth about Weight Loss. .................................................................................................................. 8
How We Get Fat .................................................................................................................................... 9
How to Get Thin ..................................................................................................................................... 11
Nutrients ................................................................................................................................................ 12
Protein, Fat and Carbohydrates ............................................................................................................... 13
Fiber ....................................................................................................................................................... 19
Fruits and Vegetables –The “Miracle Fiber” .......................................................................................... 20
Water ....................................................................................................................................................... 24
Metabolism ............................................................................................................................................ 25
A Surprisingly Simple Way Anyone Can Rapidly Accelerate Weight Loss ........................................... 27
The Undisputable Rules of Fat Loss ...................................................................................................... 42
How to Increase Catecholamines (and Lower Insulin) .......................................................................... 45
Reducing Calories the Right Way .......................................................................................................... 45
Reduced Carbohydrate Intake .................................................................................................................. 49
Starvation Mode ..................................................................................................................................... 52
Exercise ................................................................................................................................................... 53
Stubborn Body Fat ................................................................................................................................. 55
Fat Burning Supplements ..................................................................................................................... 56
Summary ................................................................................................................................................ 57
**INTRODUCTION**

Congratulations on picking up a copy of The 2 Week Diet! I'm 100% certain that if you apply the methods in this book, you will be well on your way to creating the body of your dreams. From day #1 on The 2 Week Diet, you'll see your scale moving, your body shrinking and your clothes fitting better. And not only will you begin to dramatically improve your physical appearance, you'll feel healthier and more energetic than you have in years. For many people, these significant and immediate improvements in appearance and wellbeing often result in greater confidence and even a whole new outlook on life. I sincerely hope this is your experience!

The 2 Week Diet was created as a solution to all of those 'mainstream' diet programs on the market which are time-consuming, inefficient and just plain ineffective. After reading well over 500 medical studies, dozens of diet books and reviewing hundreds of diet systems, programs, gadgets, pills and potions, I have put together what I feel is the 'end-all, be-all' rapid weight loss diet system – the best ever created. But don't get me wrong … this is not just unproven theory. This book is the result of more than a decade of research AND more than two-and-a-half years of real-world 'tweaking and testing'. Understand that this is not another one of those diets which works for some and not others. This diet works for everyone. And not only does this diet work, it works fast, and it works every time – without fail.

I decided to take time from my busy schedule to write this book after a great deal of encouragement from my friends, family and personal training clients. All of them have not only complimented me on my ultra-effective diet system and urged me to take it public – they have also praised my ability to break down difficult concepts so that anyone can apply them and enjoy success. I have worked to condense this book into as few pages as possible, in order to give you the 'meat' of the system without all of the dry, boring medical data which goes along with it.
Why 2 Weeks?

Research has shown that most overweight people are carrying around 8-16 pounds of unwanted body fat. Research has also shown that most diets fail. From my experience, most diets fail because they take the long, slow, boring approach to weight loss. When weight comes off at 1-2 pounds a week, the rewards for the sacrifices it takes to get there really aren’t worth it. The 2 Week Diet accomplishes in two weeks what most diets take 4-5 months to achieve.

The 2 Week Diet was specifically designed to be an extremely rapid method for burning between 8 and 16 pounds-plus of body fat.

I understand that for a diet to be ultra-successful, it absolutely must produce very rapid results.

When results come quickly, the dieter receives necessary feedback that the diet is working, and that it’s worth doing. This results in the dieter sticking with the diet. When the dieter sticks with the diet, the results snowball and the outcome is successful weight loss and a brand new body.

This is why The 2 Week Diet works! You will soon see that you will notice favorable body composition changes in the very first couple of days on the diet. In the very first week alone, you will likely see in the neighborhood of 10 pounds of fat stripped away from your body. Your clothes will be looser … you’ll feel lighter … and you’ll look and feel 10 times better!
How to Get Thin

As previously stated, I don't have any 'magic solutions, pills or potions' for weight loss.

What I do have are the only scientifically-proven methods for rapid fat loss and the reasons why they work. When these methods are combined, you can rest assured that you have the ultimate blueprint for losing weight fast. In well over a decade of research, there is simply no faster way to lose weight than the methods you are about to learn. Just keep in mind that while the solutions may sound simple at face value, the devil is in the details, as you will see.

Before we get started with the rules of fat loss, let's first take a look at metabolism and nutrients and how they both affect weight loss and weight gain. This will give us a primer for everything to come.
Carbohydrates

Although carbohydrates are the most common source of energy in humans, the simple fact is that there is not a single carbohydrate that is essential to human life. Also, you should note that sugar provides absolutely zero nutritional value – ZERO!

Carbohydrates are classified into two types: simple and complex.

Simple carbohydrates are also known as simple sugars. Simple sugars are those found in refined sugars (and the foods they are made with, such as cookies, candies, etc.) but also in food like fruit and milk.

Complex carbohydrates are known as starches. Starches include grain products such as cereals, bread, pasta, crackers and rice. Like simple carbohydrates, complex carbohydrates can be refined or left unrefined. Refined carbohydrates are considered to be less healthy as the refining process strips away much of the vitamins, protein and fiber. Unrefined carbohydrates cause less insulin spike and because of that, they are considered to be the healthiest of the carbohydrates.

Regardless of whether the carbohydrates are simple or complex, they both cause spikes in blood sugar. As you will see shortly, these spikes in blood sugar are the #1 cause of unwanted body fat.
**Water**

Most people I know are guilty of not drinking enough water. Drinking adequate amounts of water every day is absolutely essential for weight loss. If you don’t drink enough water, you simply will not get the full weight loss benefits that you’re after.

Water helps your kidneys work at full capacity. When your kidneys aren’t working at full capacity, the liver needs to help out. The problem with this is that the liver is responsible for metabolizing fat in your body. When your liver is helping out the kidneys, it can’t do its job, as far as metabolizing the fat we need to burn, at full capacity.

When on The 2 Week Diet, you will lose water weight along with body fat. Remember, water weight is still weight and partly responsible for bloat and tight-fitting clothes. The fact is, carbohydrates are hydrophilic (which means they cause water retention) and water retention is not something we want. Protein, on the other hand, encourages water to be released from the body.

Once you restrict your carbohydrate intake, you will begin to let loose some of that stagnant water that is being stored in your body. Because of this, it is essential that you consume enough water every day to avoid dehydration. Further, water acts as your body’s filter, flushing out dead cells and waste. Because you are burning a great deal of fat during The 2 Week Diet, you will need ample water to help flush out the by-product waste of fat burning.

You will find that when you restrict the amount of carbohydrates you eat and increase the amount of water you drink, your body stops storing water and will use it more effectively. This results in a lighter and ‘cleaner’ body.

My advice is to drink 8-10 glasses of water every single day. This amounts to about a half a gallon of water. This may seem like a lot of water at first, and you may have to actually force yourself to drink that much. However, once you do this for a while, you will regain your natural thirst and actually be thirsty for this much water every single day. And again, once you begin drinking this much water, you will find that your body will not retain water, but will instead use it to flush your system – keeping it clean and functioning right.
Metabolism

The primary function of our metabolism is simply to provide the right amount of fuel (at the right time) to keep our bodies alive and functioning properly. It accomplishes this through a complex series of chemical reactions whereby food is converted to the energy we need. When we eat, the food we swallow enters our digestive tract and is broken down by digestive enzymes. Carbohydrates are converted to glucose, fats to fatty acids and protein to amino acids. Once these nutrients are broken down, they are absorbed by the bloodstream and carried into the cells of the body. Our metabolism then works to release these nutrients as energy, using them to build and repair lean tissue or store them for later use.

There are two basic metabolic processes – one is constructive and is responsible for building and storing energy for the body. The other is destructive, though in a positive sense, as it breaks down nutrient molecules to release energy. The constructive metabolic process is called anabolism, while the destructive process is called catabolism.

Anabolism promotes the growth of new cells, the maintenance and repair of tissues, and the storage of energy – usually through body fat – for future use. Small nutrient molecules are converted into larger molecules of protein, carbohydrates and fat.

Catabolism is responsible for immediately providing the body with energy to use. Instead of building up nutrient molecules, it breaks them down to release energy.

These two processes do not occur simultaneously but are balanced by the body based on several factors. Catabolism, in particular – though some attribute this to overall metabolism – has three components:

1. **Basal metabolism:** Sometimes called resting metabolism, this is the metabolism component responsible for keeping you alive by ensuring normal body functions. Even if you are bedridden the whole day, basal metabolism is still at work. Basal metabolism is the metabolism’s main component, as 60 to 70% of the calories from the food you eat are used for this. People who want to lose weight usually aim for a higher basal metabolic rate (BMR).

2. **Physical movement:** This can range from a simple moving of your fingers to strenuous exercise. Adding physical movement to our lives increases the amount of calories our bodies need. When we reduce the amount of food we need, these calories must come from our stored body fat, as you will see.

3. **Thermic effect of food:** This indicates the digestion and processing of the food you take in. Depending on the type of nutrients you consume, approximately 10% of the calories of the foods you eat are burned through this. As you will see, the digestion of certain foods will require much more calorie expenditure than others. Protein takes a lot of calories to digest while carbohydrates take far less.
An Abundance of Natural, Organic, Nutrient-Dense Ingredients Combined into a Single Green Powder

Most supplements are not natural. They’re actually manufactured in a lab in a process that provides a small fraction of the nutrients, vitamins, and minerals found in nature’s whole foods.

Daily Energy® is made with the highest quality whole foods available. Even better, this powerful combination of super foods is freeze-dried when they are at their freshest to preserve as much of nature’s nutrition as possible.

And there are no shortcuts taken in creating the product either. Instead of using the standard (and cheaper) hot-milling process, each and every ingredient in Daily Energy® is cold-milled to maintain its integrity before being combined into a single delicious and super-healthy green powder.

The synergistic effect of combining these 70+ organic and natural ingredients in very specific quantities and combinations provides incredible health benefits you’d never get from eating each ingredient individually.

Shortly after adding Daily Energy® to my daily routine, I felt more energized and alive than I’ve felt in years. Most people notice the difference after just a few days.

And it gets even better.

Aside from the tremendous health and weight loss benefits, Daily Energy® is …

A Simple, Great-Tasting Weight Loss Shortcut

Most of these healthy green powders taste like grass clippings. That makes them tough to swallow and gives you good reason not to use them.

Daily Energy® is naturally sweet. And all the health benefits I’ve covered so far are packed into a single scoop you can consume in just 30 seconds per day.

Whether you mix it with a glass of water or add it to your favorite smoothie recipe, you’ll look forward to this ultra-healthy energy boost every day.

After all, you’ve discovered about super foods today, I think you’ll agree that Daily Energy® is hands down the single best and fastest way to nourish your body with the nutrients it needs every day.

It will also help you achieve optimal results in the shortest amount of time with this program, The 2 Week Diet.
How to Increase Catecholamines
(and Lower Insulin)

There are five main ways to simultaneously increase catecholamines while reducing insulin.

These methods include:

1. Reducing caloric intake
2. Dietary fasting
3. Reducing carbohydrate intake
4. Exercise
5. Supplements

Unlike most diet and exercise programs, we are going to employ all four of these methods in order to give our bodies the ultimate environment to release fat from our fat cells, so that it can be used by the body for fuel.

Before moving on into the specifics of the diet, I would like to first address each of the four fat-mobilizing elements above, and how each is going to help you strip away body fat in very rapid fashion.

Reducing Calories the Right Way

As stated, you absolutely must create calorie deficit over time if you want to burn body fat and lose weight. There is no way around this, as a calorie deficit is a universal law. When you create a calorie deficit, your body must meet its BMR needs through the mobilization of your stored body fat. When you create a calorie deficit, you naturally reduce the amount of insulin your body sends to the bloodstream. At the same time, catecholamines increase and this results in the body’s ability to mobilize fat to meet the needs of your BMR.

Short-Term Fasting

Creating a BMR-related calorie deficit truly works like magic once you understand it and put it into play. It simply works. Now, if you’re ready to ‘turbo-charge’ your fat loss, there is no better way to do so than through intermittent fasting. Intermittent fasting not only helps ensure you are reducing calories (through fewer meals), it also lowers insulin to near zero and it dramatically increases catecholamine levels so that your fat cells are opening up and letting the fat pour out of those cells like crazy!
Those who know me know that I am a big proponent of short-term fasting. In fact, I have lost over 20 pounds of body fat in a single month simply by fasting for two 24-hour periods each week (lunch to lunch) over the course of a four week period. Yes, I can fast and still eat every day!

Fasting works. And when done properly, you will strip body fat away like nothing else.

Now, for those who are calling foul because of what you've been told about 'starvation mode' or a 'slowed metabolism' – you can rest assured that short-term fasting will not consume your lean body mass, nor will it slow your metabolism when done correctly (which you will learn how to do in the upcoming section). In fact, as long as you engage in resistance training and keep your fasts to a maximum of 72 hours, you will enjoy tremendous fat loss with no loss of muscle or lean body mass, and without a decrease to your metabolism.

Before we move on, let me assure you The 2 Week Diet does not call for any 72-hour fasts, so please do not be alarmed. You will learn some 'tricky' ways to fast and still eat every day.

Usually, the second issue raised about fasting is hunger and hunger pangs. For this reason, some people will simply not give it a try. I have coached several people who were all for fasting, but when that first hunger pang came along they ran for the cupboards and refrigerators.

Hunger pangs do not indicate true hunger. These pangs are just a signal from your stomach to your brain telling you that the last meal you ate has been digested, and that if you don't give it food soon, it's going to have to start burning fat.

Those who can't fast will have to work a lot harder than those who engage in short-term fasting. If you want incredibly fast fat loss, a short-term fast here and there is truly the way to go. Nothing works faster. Think about it. For the hours that you are not eating, your body switches to stored fat to supply you with your daily energy needs. The fat burned isn't coming back – it's actually gone for good!

As I and millions of others like me have learned, hunger pangs do not get stronger and stronger. Once you see that a short fast doesn't kill you, you'll probably become a big fan. You'll find that those hunger feelings just fade away when they are ignored. In fact, once you overcome the initial hunger pangs, you will find that it gets easier and easier to go without food. During my longest fast ever (72 hours), when I finally broke my fast I still was not even hungry.
A Foolproof, Science-Based Diet that’s 100% Guaranteed to Melt Away 8 to 16 Pounds (4 to 8 kgs) of Stubborn Body Fat in Just 14 Days!

DIET HANDBOOK

THE 2WEEK DIET

BY BRIAN FLATT
# Table of Contents

The Most Advanced Fat Burning Method in Existence .................................................. 60

Going Low-Carb ............................................................................................................. 61

The 2 Week Diet – PHASE #1 (DAYS 1-5) ................................................................ 63

The 2 Week Diet – PHASE #2 (DAY 6) .................................................................... 65

The 2 Week Diet – PHASE #3 (DAYS 7-8) ................................................................. 65

Research Proving the Effectiveness of a Fat Fast ......................................................... 68

Phase #4: Calorie Restriction Based On BMR ............................................................ 71

Preventing Weight Regain ........................................................................................... 74

The 3 Pound Rule ......................................................................................................... 75
Putting It All Together

The Most Advanced Fat Burning Method in Years

In this section of the book, we will get you set up with your own specific plan for rapidly burning body fat and losing weight. By creating a calorie deficit, employing short-term fasting, engaging in a low-carb diet and exercising 3-4 days per week, you will be able to lose more weight in three weeks than most people can lose in 3-4 months. This is truly an amazing method for fat loss and I absolutely guarantee that if you follow this plan, you will be amazed at just how good you look in just three short weeks.

For ease, I want to break this down into bite-sized chunks of information.

Short-Term Fasting

As mentioned, we spend most of our lives in the fed state. Because of this, most of us are never able to tap into our body’s energy reserves (fat stores). Instead, we slowly pack on the pounds because we aren’t truly aware of just how many calories our body needs. Instead of being constantly in a fed state, we’re going to start spending more time in a fasted state. By doing so, we are going to immediately stop storing fat and instead, we’re going to start burning it every single day.

Now, there are many ways to go about fasting. When I dropped over 20 pounds of pure body fat in a single month, I did so by doing two 24-hour fasts each week. I did these fasts from lunch to lunch. This meant that even though I fasted twice a week, I still got to eat every single day.

If jumping in head first and doing 24-hour fasts sounds too difficult right now, I suggest you start with an 18-hour fast. That means you’ll be in a fasted state for close to 18 hours a day and in a fed state for just six hours. The easiest way I have found to do this is by simply skipping breakfast. That is, no eating from your last meal at night until around lunchtime the following day. I gave up breakfast about three years ago and haven’t looked back. Since doing so, I have become extraordinarily lean and have improved my health. Skipping breakfast lets you continue your fast while you sleep, until lunchtime. So if you eat your last meal at 6 pm and don’t eat again until lunch at around 12 pm the next day, you will have reversed the trend that most people are stuck in. Just the simple act of skipping breakfast can put you in a fasted state that is significantly longer than your fed state. Remember, the longer you go without eating, the more fat you will burn. Fasting has a snowball effect which increases more and more the longer you go.
Phase #2 is simply a 24-hour fast. Your last meal in Phase #1 should have been in the evening, consisting of vegetables and a protein from the allowed sources. Then you will go without eating for a 24-hour period (dinner to dinner). This is going to allow your body to complete the detox through autophagy, burning up much of the fat-burning byproducts from the rapid fat loss during Phase #1.

Your next meal will likely come in the evening on Day #6. For this meal, you can have whatever you want as long as carbohydrates are kept to 30 grams max. For those who simply cannot stand fasting, you can mimic what you did on day #5 in Phase #1.

Phase #3 (Days 7,8)

For Phase #3 we will continue to work on getting your liver into peak condition while continuing to release and burn up a great deal of body fat. While this phase may seem contradictory to some, I promise that if you follow it, you are going to see dramatic results. For example, as contradictory as it may seem, saturated fat has been shown to reduce a fatty liver, as strange as it may sound. Further, saturated fat has been shown to be the very best fat for females to reduce their hips, buttock and thighs.

By the end of the first two phases of this diet, your body will be primed to burn fat more efficiently. At the same time, your body is going to be craving fat. It is important to remind you again that fat, although very dense in calories, is not going to make you fat by itself unless you significantly consume more calories than your body needs, which is extremely difficult when eating high-fat foods.

Again, fat does not make you fat. This phase will cause your body to begin releasing fat and prime it to begin using fat as your primary fuel source.

This phase (Phase #3) consists of what is known as a 'fat fast' during which you will get the majority of your calories from fat.

Days #7, #8

During these two days, you will follow the recommended calorie allotment while striving to get at least 80% of these calories from fat (no trans-fats). It is a low-calorie, high-fat diet which has been absolutely proven to let you shed a lot of body fat in a very short amount of time.
A Foolproof, Science-Based Diet that’s 100% Guaranteed to Melt Away 8 to 16 Pounds (4 to 8 kgs) of Stubborn Body Fat in Just 14 Days!

ACTIVITY HANDBOOK

THE 2 WEEK DIET

BY BRIAN FLATT
# Table of Contents

- The 2 Week Workout ................................................................. 78
- Daily Walk ............................................................................. 79
- Consistency ............................................................................ 80
- Warm Up ............................................................................... 81
- Resistance Training ............................................................... 81
- Full Body Fat Blasting Workout ............................................ 82
- Goblet Squat .......................................................................... 83
- Dumbbell Incline Bench Press ............................................... 83
- Bent-Over Row ....................................................................... 84
- Dumbbell Up Right Row .......................................................... 84
- Getting Started .................................................................... 85
- Miracle Midsection Workout ............................................... 86
- Ab Blasters ........................................................................... 86
- Planks .................................................................................. 87
- Steam Engines ....................................................................... 88
- Working Out After the Diet ................................................... 88
The 2 Week Workout is specifically designed to go hand in hand with The 2 Week Diet. Contrary to popular belief, the best type of exercise for burning fat is not spending hours and hours on the treadmill doing cardiovascular exercises. Pure cardio (running for miles on the treadmill) is most effective for fat loss when body fat is already very low. To take advantage of your high-protein low-carb diet, it is crucial that resistance training be implemented when you’re seeking to obtain maximum results.

The 2 Week Workout is a strategic combination of resistance training and cardio exercise that ignites your metabolism and forces your body to burn the fact that you have mobilized, while increasing the demands for even more fat mobilization. You’ll not only burn calories like crazy during the workout, but these exercises will force your body to continue to burn additional calories even after your workout is over.

One of the reasons for this is that this diet is going to deplete glycogen from your muscle cells. Glycogen is carbohydrates-turned-sugar that is stored in your muscles for energy. Once the glycogen has been depleted from your muscles, you’ll find it more difficult to work out. However, since fat loss is our ultimate goal in The 2 Week Diet, the depletion of this glycogen encourages additional fat burning even when you’re resting.

One of the biggest problems with most workouts is that they are just too demanding. This causes people to fail in two ways. First, a workout that is too demanding, too taxing, too time consuming, simply can’t be effective for most people because of the dedication it takes. The fact is, most of us have full-time jobs and family obligations … not hours to spend in the gym every night. Secondly, most mainstream exercise programs don’t allow for adequate rest and recovery periods. You see, when you’re working out, your muscles are tearing and breaking down, not building up. Only when you are at rest and eating properly do you rebuild the muscles that you have broken down. This takes an abundance of calories above your BMR to accomplish. When you begin working out before your muscles are repaired, you don’t allow the muscles to build and therefore you don’t get the added calorie burning that new muscle would create.

Most exercise programs have you working out way too much. If those programs allowed for more rest in between workouts, those involved in the workouts would see gains almost twice as much.

The 2 Week Workout is set up to not only maximize your results when working out, but also to maximize your rest periods to ensure you are burning fat and building muscle which will continue to burn fat long after you have completed The 2 Week Diet.

Research has shown that short, intense exercises deliver far better results than long-term easier exercises. Because of this, The 2 Week Workout focuses on short, intense full-body workouts that take only about 20-30 minutes to complete. And shorter workouts make for a no-excuse reason to get things done!

So let’s get started…
Full Body Fat Blasting Workout

This workout is a short, intense workout that burns fat like nothing else. The key to this workout is reps, tempo and rest periods in between sets (for the built-in cardio).

Keep in mind that this book is not about making you a world-class bodybuilder, or anything close to that. This workout includes four of the best exercises you can do, because each exercise uses several large-muscle groups. This short workout will hit pretty much every muscle in the body, engaging those muscles and making them metabolically active.

The more muscles we can get to be metabolically active, the more stored body fat we are going to recruit to be burned for energy.

The harder the workout, the better your results will be. In other words, DON’T CHEAT YOURSELF. When you get in the gym, give it all that you’ve got while you’re there … make every minute count!

For the most part, you should be able to complete this workout in about 20-30 minutes.

These exercises are typically done in the gym, unless you have a dumbbell set at home. I highly recommend an adjustable dumbbell set and a small weight bench for home use. You can get into the best shape of your life and stay that way with nothing else.

I have a few recommendations you can take a look at here. For some people, finding time to get to the gym is a hassle. For others, the gym is the only place they can get a good workout in. For those who can effectively work out at home for 20-30 minutes a day, definitely take a look at my recommendations and see how you can get into amazing shape without stepping foot in the gym.
Bent-Over Row

The Bent-Over Row is another great exercise for building muscle fast. The Bent-Over works the largest muscles on the back of your torso, your latissimus dorsi (the large, upper-back muscles), spinal erectors (the muscles that run on either side of your backbone), and rear shoulders.

**HOW TO PERFORM:**

Start with your feet slightly wider than shoulder-width apart, holding dumbbells over each foot. Hold dumbbells more with your finger than palms, keeping arms straight.

Keep your chest up and your back straight (don’t let it round) looking straight ahead. Knees should be straight but not locked. Bend at the waist, lowering the dumbbells to just below the knee, against the shins. Pull the dumbbells up with your elbows to your lower chest/upper abdomen and slowly lower, staying in the bent-over position. That is one rep.

Dumbbell Upright Row

The Dumbbell Upright Row works several of the muscles in your shoulders as well as the triceps and upper chest.

**HOW TO PERFORM:**

With a dumbbell in each hand, stand with palms facing front of thighs. Pull dumbbells up to the front of shoulders with elbows leading out to the sides. Allow your wrists to flex as the dumbbells rise upward. Lower back down. That’s one rep.

When the dumbbells are raised, your wrists should be in front of or just below your shoulders; elbows should be to the sides, not too forward.
A Foolproof, Science-Based Diet that’s **100% Guaranteed** to Melt Away 8 to 16 Pounds (4 to 8 kgs) of Stubborn Body Fat **in Just 14 Days**!

**MOTIVATION HANDBOOK**

THE **2 WEEK DIET**

**BY BRIAN FLATT**
# Table of Contents

Mindset, Motivation and Willpower ................................................................. 91

Regroup ............................................................................................................ 91

Put Your Goals on Paper .................................................................................. 92

Keep a Journal ................................................................................................ 93

Motivation ......................................................................................................... 93

Willpower ........................................................................................................ 97

Conclusion ....................................................................................................... 98

Your Feedback ................................................................................................ 99
Mindset, Motivation & Willpower

This part can be especially tough for perfectionists. If you are used to making things perfect, getting everything right, and always winning, it may be tough for you to change your eating habits without flipping out if you slip up. Don’t worry; I’ve included the key to avoiding this. It’s been said that it takes about 14 days to make a habit stick. Once you have completed 14 days, it will be a habit that you will be able to continue.

What is a habit? A habit is something you will do automatically, something you do without thinking, and something that does not require self-control. The key to forming a habit is to not beat yourself up when you do fail. Perfection is not attainable. There will be slip-ups. The key to forming good, healthy habits is not beating yourself up and not going off the deep end when you do mess up.

For example: Let’s say you are doing well and following The 2 Week Diet without deviation, and you’re on day #7. Someone at work brings in cookies, a cake or one of your favorite treats. Everyone is eating a cookie and you don’t want to be rude. Actually, you just can’t resist it any longer and you have ¾ of one cookie. Now, you’re mad that you went off of the diet and took a few bites of some carbs. The key to forming a habit starts right here. Do not say to yourself: “Oh well, guess I ruined my diet for today, I’ll just eat six more cookies and start my diet over tomorrow.” Those six other cookies are going to count against you. Is ¾ of a cookie better than six? Of course!

The thing you absolutely must remember is to keep trying no matter what mishaps you have along the way. This is why dieters fail. They set themselves up for failure by starving and then go overboard with food. After the feelings of guilt start coming up with the acid reflux, they make a resolve to ‘do better tomorrow’, and in the meantime, they shove even more bad food down their throats until the sun rises the next day.

Regroup

Make yourself a little 3 x 5 notecard with the following words on it:

STOP | REGROUP | TRY HARDER

When you stop, regroup, and try harder, you are putting your brain on reset.

STOP: Stop doing whatever it is you are doing at that moment, which is derailing you from your goals. Put down the food you shouldn’t be eating and go into another room.

REGROUP: Think about what it was you were just doing, ask yourself why you were doing it, and what you need to do to try harder (get carbohydrate-laden food out of sight or out of the house altogether, grab a cup of ice to chew instead of chips, etc.).

TRY HARDER: Do not throw up your arms and quit for the day. Act on what you just told yourself (what you need to do to try harder), and go on with your day.

Make a few of these notecards and put them where you will need to see them. On the counter in the kitchen, on the fridge, on your desk at work. These are the places where you will be most likely to eat the foods you don’t need to be eating.
Put Your Goals on Paper

Studies have shown that writing down a goal gives you a better chance of attaining it. Write down your goal. Then, write down the steps you will need to take to attain it. When you break down a large goal into several smaller steps, it is easier to attain.

For example: A goal of losing 50 pounds sounds like a lofty goal. However, this goal can be attained. There are people who have done it successfully. What would be the smaller steps that would need to be taken to get there? Focus on positives:

“I will eat protein with every meal”
“I will walk for 30 minutes every day”
“I will follow my workout schedule no matter what”

Try not to focus on negatives such as:

“Stop eating chips!”
“Stop sitting on your butt!”

Negative commands and negative thinking will evoke rebellion. Rebellion will only lead you back into the old relaxed habits you had before.

Where do you get your protein?

- Spinach 49% protein
- Kale 45% protein
- Broccoli 45% protein
- Cauliflower 40% protein
- Mushrooms 38% protein
- Parsley 34% protein
- Cucumbers 24% protein
- Green Pepper 22% protein
- Cabbage 22% protein
- Tomatoes 18% protein
- Beef 25.8% protein
- Chicken 23% protein
- Eggs 12% protein
DOWNLOAD THE COMPLETE VERSION OF

THE 2 WEEK DIET