



# How To Double Your Energy & Burn Unwanted Fat Without Needing To Starve Yourself Or Join A Gym

**Hey, so you wanna increase your energy?**

**AND lose some body fat, right?**

Great, well let me take a few sentences to introduce myself, then we'll get right into it.

My name is Matt Far and I have been helping city professionals and entrepreneurs like you in to improve their energy and get in shape for over 15 years. In fact I have helped over 500 people during that time. I've had my own struggle with fatigue and low energy that I have had to overcome and now I use much of that knowledge I have acquired over the years to help others to do the same.

So, that's a quick introduction to me, now let's turn our attention to the topic at hand.

# ENERGY!

If there is one big change I have noticed since I first started working in the health and fitness industry, it's the volume of clients that are now complaining of fatigue and low energy. It seems to be a growing trend, especially for those in their 30s and 40s. But is this a natural part of aging, or is there something else going on?

Well, having experienced my own difficulties with this and having studied the science behind fatigue and low energy I can tell you that it is definitely the latter.

If you are anything like the clients I have worked with over the years, you are probably in your 30s or 40s and work for yourself or in the corporate sector. And aside from experiencing low energy, you don't have the body you desire, and probably don't enjoy the restful sleep you once experienced in your younger years...

And if that wasn't enough you most likely feel a bit stuck as you don't really know what to do about it!

You've tried a few of the common diets out there, managed to start a gym routine for a few months, but didn't really maintain it, and have even tried that super-duper supplement or green drink your colleague has been raving to you about for months. But none of those things have really made much of a difference and simply weren't sustainable.

And if you are like others I have worked with, your work day typically goes something like this...

You wake up to the rather devastating sound of your alarm clock. Is that the time already?

Still feeling that heavy cloud of fatigue hanging over you, you really could do with just a FEW more minutes. So, you hit the snooze.

Feeling groggy you eventually stumble out of bed and grab a shower. You hit the snooze button once too many times and now you are running late.

You grab a few bites of toast before rushing out the door, grabbing a coffee and a yogurt on the way to the office, you are finally starting to wake up.

You arrive at the office to find another busy day ahead. You were hoping to make it to the gym at lunchtime, especially since you haven't really honoured that promise you made to yourself several weeks ago that you would start going before work. You just haven't made it out of bed in time. But with the day you have ahead it doesn't look likely, maybe after work?

Lunchtime arrives and you manage to pop to Pret for a quick sandwich (or some other provider of something a little healthier) that you'll eat at your desk. You justify in your mind that this makes sense if you are to have any hope of making it to the gym this evening.

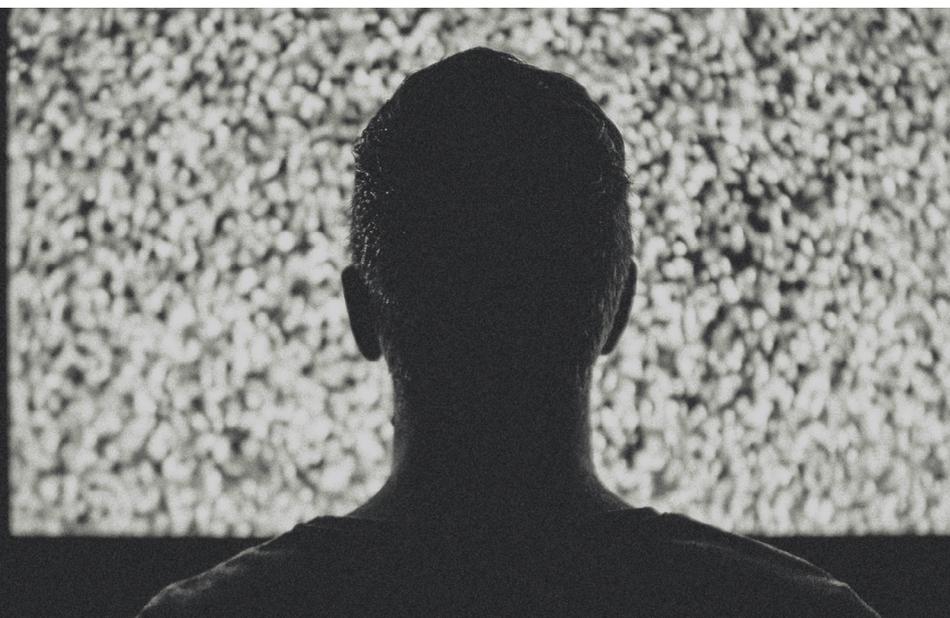
Alas, the afternoon slump kicks in around 2.30-3pm and you struggle to focus. You decide to grab another coffee, you know it's not the healthiest of choices but if you are to have any

chance of getting what you need to get done then you have little choice.

It's getting close to the end of the day and time for the gym, but it's been a long day and you don't really have the energy for it. You reassure yourself that tomorrow will be different and that the smartest thing would be to go straight home rest and get an early night so that you can wake up tomorrow fresh and ready to hit the gym.

You arrive home feeling exhausted and just about have the energy to crash in front of the TV with a glass of red and zone out for a few hours before heading to bed.

After one too many episodes of your favourite show on Netflix you're now dragging yourself to bed the wrong side of 11pm. Not quite what you said, oh well, tomorrow's another day!



## Perhaps this sounds all too familiar?

You have the best of intentions to cut down on the caffeine, to eat better and get to the gym. You know it will help, you'll feel better, more energised and maybe even lose some of that unwanted fat around your belly but the irony is you just don't have the energy nor the time for it.

## What can you do? Is there any hope?

Well, I have some good news. There is.

But it may not take the form you think. And the best part, what I am going to suggest won't take a great deal of time, is pretty easy to fit into your life and is super-effective. Sound like something you'd be interested in?

It's unlikely you will have heard many of these solutions before. I'm not going to give you the same old messages... eat less (if you are like most people I meet, you probably aren't eating enough anyway), exercise more, cut the caffeine, etc.

Whilst there is some credence to these, they aren't going to cut it. They rarely work and will fail to address the cause of the problem.

Your personal energy and paunch crisis goes beyond simply an issue of eating too many calories. And cutting the caffeine would help if only you had the energy to do it, right?

You're a busy person, I get it, so let me cut to the chase. Here are 5 simple tips you can begin implementing from tomorrow that will transform your situation. Afterwards I'll explain why they'll work.

- 1 Morning Sunlight:** Simply get outside in direct sunlight for 15-20 minutes within 60 minutes of waking up. Wear as minimal clothing as you can (without offending the neighbours of course) so that as much skin as possible is in contact with the sun's rays.
- 2 Walking Breath Holds:** Whilst walking (to work or anywhere really) hold your breath for as long as you can (without feeling dizzy or passing out). Once you feel you can't hold it any longer relax and continue breathing again until you return to a normal breathing rate. Repeat this between 4-12 times.

**3 Cold Shower:** Some point before leaving the house in the morning take a cold shower (ideally within an hour or 2 of waking). Go as cold as you can tolerate and for as long as you can. Start from what you can do now and over time go as cold as your shower will allow and increase the length of time you can do until you are doing at least 2 minutes. You probably aren't going to want to do this, I've yet to meet a client that was particularly enthusiastic about the idea. But do it anyway! You can enjoy a hot shower first but make sure you finish with the cold shower.

**4 Morning Exercise:** Exercise first thing in the morning for at least 10 minutes within 60 minutes of waking up (preferably outside). This could simply be a walk (you could even combine it with tips 1 and 2), yoga or something more vigorous such as HIIT training (High Intensity Interval Training). As discussed later, one of the best types of HIIT training is Tabata training which has numerous benefits the support increased energy and fat loss. And best of all it takes less than 5 minutes. If you're not sure what this is simply go on YouTube or Google to find out.

In a nutshell it involves exercising intensely in short intervals for 4 minutes (20s of exercise separated by 10s of rest repeated 8 times). I recommend doing a short warmup 2-3 minutes and cooldown 2-3 minutes either side.

**5 Improve Your Eating Habits:** Three of the most important include;

- Do not skip meals
- Eat every 3-4 hours
- Eat protein with every meal or snack



# WHY THESE TIPS WORK

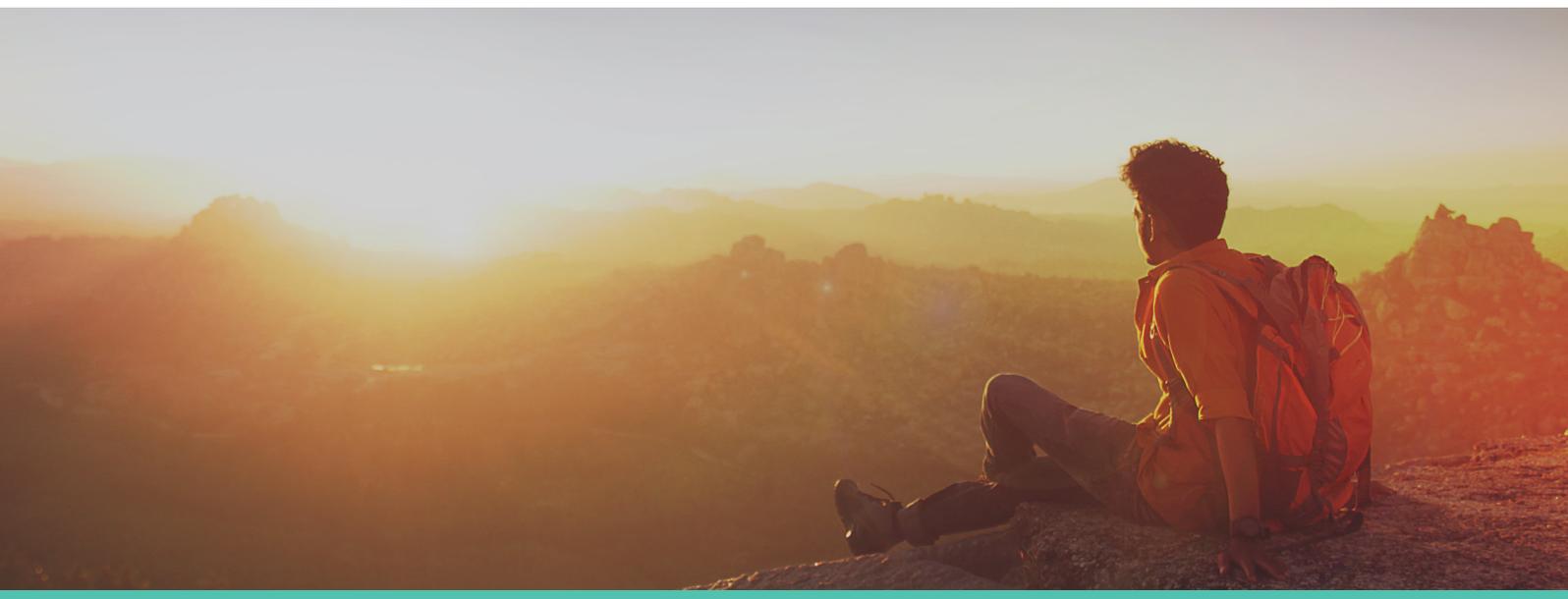
You are probably wondering why I have suggested these tips. There is logic (and science) to my madness I assure you. Here's a brief explanation behind why these tips will work for you.

If we look at the science behind energy and how your body works, particularly within the context of how we as humans have lived on the planet up until the last 100 years or so it becomes relatively obvious why so many people experience low energy and fatigue today. In fact, many of the same factors that are behind fatigue also contribute to fat gain, which is why the two often go hand in hand. The harsh reality is that many of our modern lifestyle choices are incompatible with great health and energy!

That's right, how most people live their lives today does not support good health and energy. For most of us we get away with it for a few years. Our youth gets us most of the way through our 20s (and if you're lucky you may even make it to your mid 30s or beyond) but then the damaging effects of this way of living start kicking in.

But fear not, you don't need to move to the deep dark regions of the Amazon Rainforest, there are ways around it. You need to first understand the problem before you can solve it though.

So much has changed particularly within the last few decades in terms of how human beings have lived on the planet.



Think about it...100 years, even 50 years ago the world was a very different place. Even 10 years ago for that matter. If we take a look at how human beings have lived on this planet for over 99% of our existence we can start to get some idea of where we are going wrong. Until recently we spent most of our days outdoors, in nature, in sunlight, moving and exposed to the elements of hot and cold, largely unprotected. We slept when it got dark and awoke when the sun came up.

We ate only what was available in our immediate environment at the time as determined by climate, season and location. Some times that meant not eating for several days at a time. Our physiology adapted to this way of life. In fact the optimal health and function of our entire body depended on it, believe it or not.

Our health and our environment were intertwined to such a degree that this way of life actually STRENGTHENED our health. Yet somewhere along the line we forgot this and thought we were above the laws of nature. when in fact we are a part of nature.

Now as modern man (or woman) we now spend most of our lives indoors, mostly sitting, in warm comfortable environments.

We spend much of that time surrounded by computers, mobile devices, televisions, and Wi-Fi. Our food is all mass produced, often in locations 100s or even 1000s of miles away. We sleep much less, spend much of our time under artificial lights, and are exposed to all kinds of unnatural products and environments. Many of us are chronically stressed and we have a never ending supply of food that is grown in nutritionally depleted soils that barely resembles real food by the time it reaches our plate.

Could we have moved any further away from where we came?

Could we have broken any more of the natural laws that govern our health?

We have created a huge amount of change to the way we live on this planet. We simply can't do that without consequence.

Everything from the hormones that regulate sleep, repair and reproduction, through to the neurotransmitters in our brain that regulate our mood and arousal levels,

or the signals that our cells receive about our environment from the food we eat, the water we drink or the light we surround ourselves with to the shivering and sweating that triggers physiological adaptations that make us strong and resilient. Every single one of these factors shape the way our body functions and ultimately our energy and body shape.

So the truth is we cannot undo all of the damage inflicted by modern life by simply cutting out “carbs”, drinking green juices, taking “magic” supplements, or by hitting the gym a couple of times a week. I’m not saying that some (not all) of these things aren’t a positive step in the right direction but if they are all you are doing to improve your health and energy then you will be falling WELL short of what’s possible.

So the simple explanation as to why the tips I made earlier will work is that they will help provide some of the most important signals that are missing from your life right now that

will stimulate increases in energy, metabolic health and fat loss.

These signals have played an important part in human health since the beginning of time and will provide numerous benefits that will enable your body to become healthier and allow you to regain the energy levels you once had a few (or may be several) years ago.

All of the gimmicks, quick fix routines, supplements, extreme fat loss diets, and workouts fail to address these issues which is why at best they achieve short term results that never last.

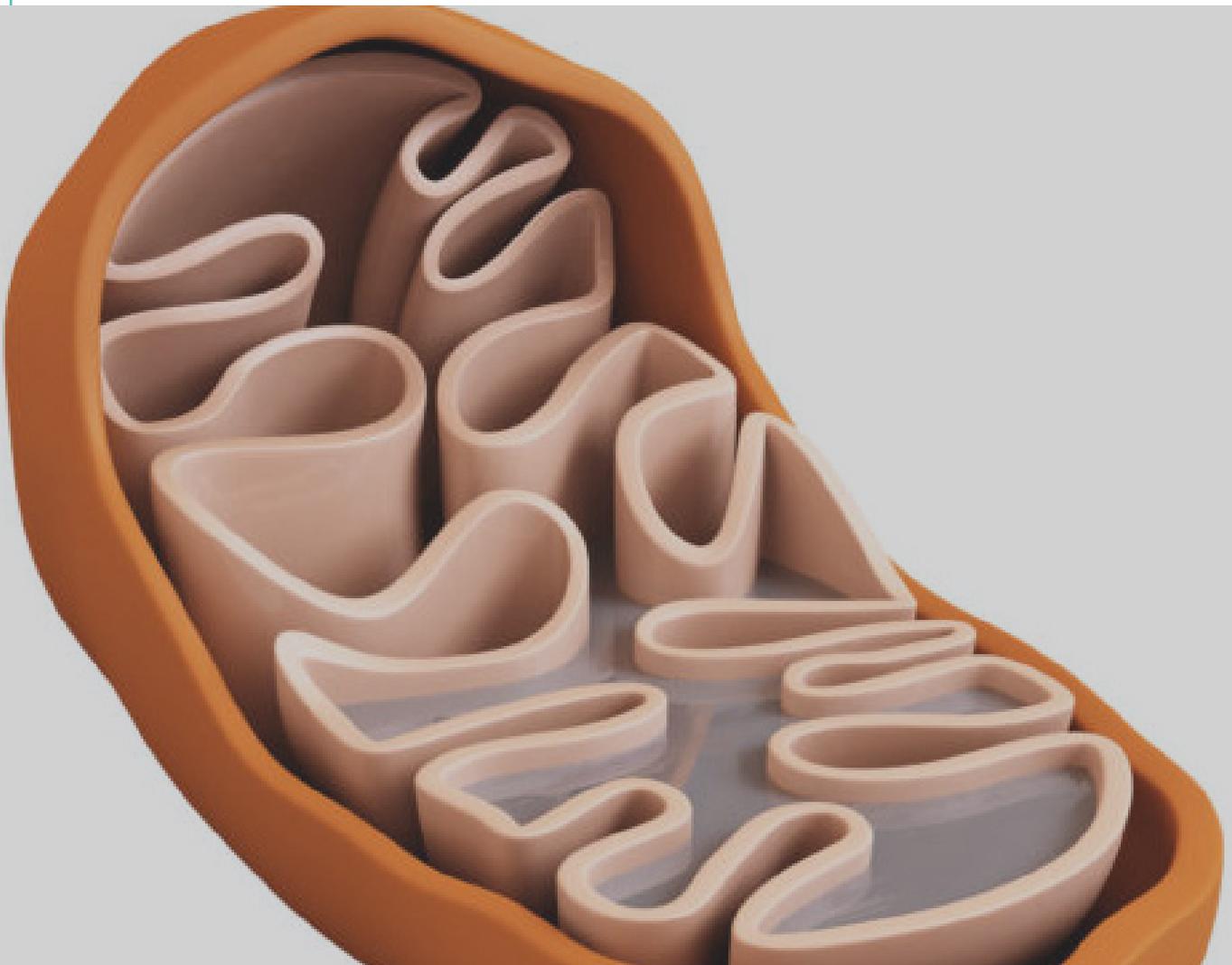
So now that you have more of a background understanding of the logic behind the suggestions lets now back this up with the science behind why they will work for you. From what the latest science is telling us these are the three most important when it comes to overcoming fatigue and improving energy levels:



**1 Mitochondria:** You have 100s of mitochondria in every cell of your body, with the exception of our blood cells. It is the job of these mitochondria to produce ATP from the food that you eat and the oxygen that you breathe. ATP is the energy that fuels every process that takes place in your body. Without it there would be no life. Put simply, the more ATP you have available to your cells the more energy you will experience and the better the health of your cells, organs, gland and bodily systems. How efficiently your mitochondria are functioning is directly correlated

with your health and energy. Their function is shaped by your environment and lifestyle choices including everything from your diet and exercise routines right through to your sleep and emotional state. The wrong choices will ultimately reduce their function leading to poor health, disease, low energy, and fat gain.

**2 Orexin:** This is a powerful brain chemical that out of every biochemical found in the body has the most powerful influence on your arousal, wakefulness, mood, and ENERGY!



**3 Circadian Rhythm:** Your circadian rhythm is essentially the response of your biology to light and dark. It is a 24 hour cycle that encompasses the rhythm of numerous hormones, neurotransmitters enzyme pathways and the expression of certain genes; all of which have been shown to influence blood pressure, body temperature, mood, metabolism, body fat levels, appetite, and energy levels. If this rhythm is disrupted, and it is for numerous reasons in 99.9% of people living in Western society, then it has dramatic effects on your metabolism making it very difficult to lose weight and overcome fatigue (amongst a long list of other symptoms and ailments).

Each of these 3 important aspects of your bodies physiology determine how you feel, your energy, and profoundly influence your body fat levels. There are numerous factors that influence each of these areas. If you were to come up with a plan to disrupt and damage the function of each of these 3 critical areas and implement it then your life probably wouldn't look too different to how it does right now. That's why you are where you are. But don't get me wrong, I'm suggesting it's your fault. Far from it, sadly Sadly it's the water we are all swimming in.

It may not seem like it at first but this is great news by the way as it now provides you with a vast array of possibilities for improving your health and energy and even eliminating that stubborn fat around your thighs and belly.

So the 5 tips I gave earlier; morning sunlight, breath holding, cold showers, morning exercise, and better eating habits are 5 powerful factors for improving each of these 3 areas. Get these right and over time you should notice big improvements in how you look and feel. In fact some of you reading this will notice a big shift in how you feel within just a few days of applying them, they are that powerful.

**1 Morning Light** has been proven to raise orexin levels in the brain and is essential to resetting your circadian rhythm so that your hormones and other biological processes are taking place in the correct sequence, volumes and timing. It also contains high levels of red and infra-red light wavelengths which are shown increase ATP production within your mitochondria and can even elevate the number of mitochondria within your cells. More mitochondria and a healthier circadian rhythm = more energy and greater fat loss!

**2** **Breath Holding** has been shown to challenge several aspects of your bodies aerobic and anaerobic metabolism. Across time this will result in greater uptake of oxygen into the cell, larger more powerful mitochondria, higher numbers of mitochondria in the cell and strengthen the parasympathetic nervous system that will lead to better health and healing within the body. As a bonus it can also provide a short term energy kick by triggering a small release of adrenaline and an increase in the saturation of oxygen in the blood. Both of which will increase your energy levels.

**3** **Cold Showers** have been shown to aid the regulation of your blood sugar levels by increasing the uptake of glycogen into your cells, strengthen your immune system, lower inflammation (inflammation suppresses orexin production and is therefore your energy) and stimulates the pathways that lead to an increase in numbers and size of mitochondria in your cells.

*\*= As a side point this is the only tip that isn't grounded in how our ancestors behaved. I have included it because for most people not eating regularly is a major source of stress. Typically this then places an excessive stress load on their system that their body is unable to deal with effectively making it even harder to get results. Someone with a healthy metabolism (which is rare in this day and age) can operate just fine with the occasional infrequent meal or snack (e.g. fasting). Of course our ancestors went through many occasions when they couldn't eat regularly, but their body was more resilient to such stresses. Our modern lives are the enemy of resilience.*

**4** **Morning Exercise** is critical for regulating your circadian rhythm along with sunlight it tells your brain and body that it is morning. Alongside this it will stimulate and wake up your metabolism and if you incorporate the HIIT exercises I recommend these have been shown to increase the number and size of mitochondria in your cells, elevate your metabolism for over 24 hrs and increase insulin sensitivity which is important for helping to regulate your blood sugar levels. All of will help to raise your energy and lower your body fat levels.

**5** **Improving Your Eating Habits** by not skipping meals and eating every 3-4 hours will help to regulate your blood sugar levels better which has important implications to your energy levels (low blood sugar levels can trigger your body into energy saving/stress mode and fat storage mode) and lower stress which is the enemy of your energy levels. This is because low blood sugar levels can be a huge source of stress to your body\*. Ensuring that you are eating sufficient protein in all meals and snacks will help stimulate your metabolism and increase orexin production.

**So there you have it, that's why these tips will work for you.**

I would like to acknowledge and reward you for reading this far into the report. By making the extra effort to do so you not only have 5 simple actionable steps you can start applying tomorrow to improve your energy and physique but you also have a sound understanding as to why they will work. Having this understanding will double or even triple your chances of applying them into your life. Remember taking these steps is going to help replicate many of the important signals that have always been important to living a life of health and energy on this planet. They are imbedded deep into human kinds physiology.

In recognition of your clear commitment to improving your energy I'd like to reward you with an extra tip.

**BONUS TIP** – Cut out processed food and eat a whole food diet. What do I mean by a whole food diet? I mean only eat food that is as close to its natural state as you can. In other words as it grows in the ground, swims in the ocean or roams on the land.

REAL Food! This may sound rather simple, but it's extremely powerful. In fact it's the secret behind why most diets help you to lose weight.

It's much less to do with the fact that it is high fat or low fat.

The problem with processed food is that they are full of ingredients that will both create stress and inflammation in your body and will create an addictive relationship to food that often leads to overeating and/or an unhealthy diet. The food industry is smart and they know what to put into food to make people eat more of their junk. That's why they pack them full of food chemicals, fat, salt and sugar – they are all super addictive. Then you wonder why you struggle so much to give them up.

This is not to mention the lack of nutrition and sheer volume of calories found in these foods. Eating processed food alone will rob you of huge amounts of energy and make it very difficult to lose weight. Switch to a whole food based diet and you will be pumping your body

full of nutrients that support your energy and believe it or not it's very difficult to overeat eating whole foods, especially a diet high in plant based foods (fruits and vegetables). If you eat a lot of processed foods then you may need to introduce this slowly and start with foods that are more appealing and move on to making the more challenging changes as things improve and you build momentum and confidence.

So I hope this short report has provided you with lots of value and provided you with a whole new perspective for improving your health and energy that goes way beyond the normal run of the mill diet and exercise solutions you have probably heard many times before.

Just imagine how different your life may look a few months from now once you have been applying these tips for a few weeks. What are you going to do with all of that energy? :)

I would love to hear from you about how these tips have worked for you. I would also love to provide you with further suggestions for how you can improve your energy and physique so please come and say hi.

You will find me on the following channels....



[www.facebook.com/matt.a.farr](http://www.facebook.com/matt.a.farr)



[www.linkedin.com/in/mattafarr/](http://www.linkedin.com/in/mattafarr/)

## **WANT FURTHER HELP?**

### **15 Minute Call:**

If you are struggling to improve your energy levels or burn unwanted fat and think you could benefit from some help then book in for a free 15 minute chat. You can book the call here ([calendly.com/healthcoachmatt/discovery](https://calendly.com/healthcoachmatt/discovery)) or by contacting me at [matt@vitalliving.co.uk](mailto:matt@vitalliving.co.uk) Today.

