



“The Top 5 Mistakes That Are Sabotaging Your Fat Loss Efforts”

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## ----- Lesson One -----

**The #5 Mistake Sabotaging your Fitness Efforts is...**

### **Not Setting Goals**

Are you having trouble achieving your fitness goals? Do you lack clear direction and focus? Has your progress hit a plateau? If so it's time to separate yourself from the 90% who fail and take the time to read today's lesson on Effective Goal Setting.

A huge factor in determining your fitness success is having a clear vision of where you want to be, and why it's so important for you to get there.

*"If you don't have a clear picture of what you want, it's almost certain you'll never get it."*

Setting clear fitness goals for yourself will foster the motivation it takes to get you off your butt, eating better, and making healthier choices.

I'm sure you've heard it all before: if you want to succeed, you need to set goals. Well, in today's lesson I'm going to help you set fitness goals using the SMART system. The SMART principles of goal setting have been around for many years and have been used by countless people who have achieved outstanding success.

SMART simply stands for Specific, Measurable, Attainable, Realistic, and Timely.

## **Be Specific**

If you don't get specific with your nutrition and fitness goals, it is going to be extremely difficult to determine whether you have achieved your goal in the end.

Instead of just saying "I want to get stronger" or "I want to lose weight", try to set specific goals like "I want to fit into an old pair of jeans", "I want to complete 50 consecutive push-ups", or "10 consecutive chin-ups".

Once a specific goal is set, you can build a plan around reaching it.

Here are a few questions you should ask yourself:

- What specifically am I going to accomplish? (i.e. lose 20 pounds, 50 push-ups)
- Why is this important? (i.e. feel better, look better)
- How are you going to do it? (i.e. follow a structured training program and meal plan)
- Who is going to help you? (i.e. a qualified Fitness and Nutrition Coach)

## **Measurable**

The next step is to take your specific goal and turn it into something measurable. Having measurable goals means ensuring that you can check in on your progress from time to time.

For example, if your goal is to fit into an old pair of jeans then simply write down the size of the jeans and now you have something to measure your progress against.

## **Attainable**

So you now have a specific goal that's measurable...great! Your next step is to ask yourself "Is my goal attainable?"

If your goal is not attainable (like losing 20lbs in 7 days) then you will likely fail. Creating an attainable goal is going to ensure success and ensure that you feel successful. Too hard a goal will leave you feeling like a failure.

Make your attainable goal challenging, and commit to it. When you accomplish it, you will experience an overwhelming feeling of success and you will take your new found confidence with you wherever you go – to the bar, to work, to the corner store where you might run into that hot neighbour.

## **Realistic**

An extension of the attainable principle is the importance of being realistic. If your goal is unrealistic, you will see a huge drop in motivation and you'll likely quit.

For example, let's say you are new to working out, you've been pretty inactive for most of your life, and you spend your evenings in front of the computer with a bag of potato chips. So you set a specific goal to lose 30 pounds in a month. Chances are, no matter how hard you train and how disciplined you are, this is just not a realistic expectation.

Now, I'm not saying that you'll never lose the weight. What I am telling you is that sometimes goals just need to be broken down into smaller components.

Take your 30 lbs weight loss goal and break it down into smaller goals, such as, lose 10 pounds per month, or 2-3 pounds per week, then these goals are more reasonable and will make your new long term goal realistic.

Remember if your goals are not realistic, you are setting yourself up for failure and disappointment.

## **Timely**

Give yourself a deadline. Without a deadline it's hard to get motivated to start. All goals should have a set time in which you wish to achieve them. This will make sure you don't get lazy and push your workouts until 'tomorrow'.

So stop procrastinating and take this very powerful step with me. Right now while you are sitting at your computer reading this email, I want you to click the link below and use the SMART goal setting worksheet and write down your fitness goal(s).

**Until a goal is written out or printed where you can read and review it it's merely a wish, a want, a hope – not a goal.**

Each of the first three Warrior Built participants used this exact same worksheet to write down their goals. I'll admit, at first they too thought it was silly, but it proved to be a very powerful tool in helping them lose 93lbs and over 20inches. At the end of their 12 week journey, one of the guys admitted that the Warrior Built program was the first thing they had ever completed, other than of high school.

Setting goal(s) using the SMART principles is a very important first step in ensuring success. As part of the Warrior Built program you will receive an audio digital download called Warrior Spirit. This seminar will review the SMART principles and teach you "The Six Key Elements to a Warrior Spirit!"

*"Worth more on its own than the cost of the entire program"*  
*~Mark Harris, 1st Warrior Built participant.*

## ----- Lesson Two -----

**The #4 Mistake Sabotaging your Fitness Efforts is...**

### **Following Someone Else's Program**

In lesson #1 we talked about the importance of having a goal. That's step one, now you need the right plan to help you achieve that goal.

With so many workout programs, diets, and meal plans floating around on the internet it's anyone's guess who they are designed for. Were they designed for a 6'5" bodybuilder who weighs 300 pounds? Or were they designed for a 6 time triathlon winner?

The most important aspect of a successful workout program and meal plan is how well it fits your current fitness level, your goals, your personality and lifestyle. It should take a progressive approach and help you achieve your goal safely, efficiently and effectively.

If your goal is to run a marathon, improve your golf swing, or attend a MMA class, the plan of action and end results for each of these objectives will be quite different.

My goal was to build a lean, muscular, functional physique, thus spending hours on a treadmill and eating 1200 calories wasn't going to get me there. So, over the years I learned the right exercises, the right workouts and the right nutritional needs to build the fighter's physique I desired.

So, if you have similar physique and fitness goals, then I can help you transform your body with the Warrior Built Program. However, if your goal is to improve your golf swing this is not the program for you. Although Warrior Built will certainly start you off in the right direction, by building strength and endurance, you'd still be better off with a specific program for golfers.

**“It's time to ditch what doesn't work and go with what does!”**

Even if your buddy swears by pumping iron for hours a day or tells you to stop eating carbs after 7:00pm, that doesn't mean it will work for you. You must follow a plan that supports your goals, fitness level, personality and lifestyle. A plan that is unique to **You!**

It's time to stop wasting hours in the gym, trying routine after routine, machine after machine, months and years of trial and error. Start with the right program for you and you'll start seeing results much faster.

Commit to following the Warrior Built Program for the next 12 weeks and you will transform your body into a lean, muscular, strong athletic physique.

## ---- Lesson Three ----

**The #3 Mistake Sabotaging your Fitness Efforts is...**

### **Looking for the “Quick Fix”**

Whether it's winning the lottery or having the perfect physique, we all want something for nothing. One look at late-night infomercials and you can see all the bogus advertisements that promise weight loss by popping a pill, drinking a shake, or buying some revolutionary new piece of equipment. Even parts of the medical community have jumped on the bandwagon in recent years, promising the body of your dreams through a variety of surgical procedures.

Aside from the product testimonials, have you ever heard of someone who lost a lot of weight fast from a diet pill, an Ab gadget, or a weight loss patch – and kept it off?

Think about it!

If your “normal” lifestyle made you gain 20 pounds over a couple of years, and your “diet” helped you lose those 20 pounds, what's going to stop you from gaining the weight back once you return to “normal”?

In today's lesson I'm going to set the record straight; no longer will you fall victim to fitness fraud and get lured into the seductive world of infomercials! I'm going to share with you what it really takes to achieve your best physique.

Whether your goal is to lose weight, build muscle, or develop a rock hard 6 pack, the reality is it's a combination of the right workout, the right meal plan and the right mental strength. Permanent success takes dedication and commitment to making healthy lifestyle changes. You must FORGET the quick fixes. They don't exist!

Avoid any product that promises you can burn fat off a particular part of the body (which is almost every fitness infomercial product out there). If you hear the phrase ‘lose weight in just minutes a day’ or ‘guaranteed

washboard abs,' I suggest you spend your money elsewhere. Don't be seduced by gadgets! They are often expensive, and trust me, you'd be better off saving your hard earned cash. In fact, you'd get a more effective workout with a set of dumbbells. Always remember: if it sounds too good to be true, it probably is.

I have worked with over 970 clients utilizing my expertise in Body Transformations. I have helped several of my clients achieve their goal of competing in a Bodybuilding competition; checkout these before and afters. And I have also been a competitor myself, winning a "Provincial Overall Title" in Newfoundland, Canada.



[Click here to see more client before and after pictures.](#)

I'm not telling you this to impress you, but rather to impress upon you that results don't happen over night. If it was that easy then every guy I know would be walking around with a ripped 6-pack. To turn a "beer belly" into "6 pack abs", you must combine sensible eating, with regular exercises that work the whole body.

One of my mentors Dr. John Berardi said it best...

**"It is consistency not novelty that creates outstanding results!"**

I've always believed that "anything worth having is worth fighting for"! And this belief most certainly applies to your fitness goals. The harder you push through your workouts, as well as the stronger your self-discipline towards food temptations, the greater your pride.

Colin Lane, one of the first Warrior Built participants, said...

**“The workouts are hard but rewarding.”**

You see, it is my training philosophy which states that results are earned, NOT guaranteed!

The reality is it does take more than a few days of effort to see results, but you can see dramatic results in a relatively short period of time. After all, the first three Warrior Built participants lost an amazing 93lb in 12 short weeks. The Warrior Built documentary film captures their journey. These were 3 average guys, each with their own story, struggles and personal triumph.

The Warrior Built Program combines the right workouts, the right meal plan and the right mental strength that will help you build your best body. It's NOT a gimmick, or quick fix solution. I'm not guaranteeing 6 pack abs in minutes, or claiming you can eat what you want and still lose weight. What I am guaranteeing you is a program that's fun, easy to follow and delivers TRUE results. I am a coach that cares about your success and wants to help you build a fighter's physique.

## ---- Lesson Four ----

**The #2 Mistake Sabotaging your Fitness Efforts is...**

### **The All or Nothing Approach**

So it's Friday afternoon, you've worked hard all week, had some great workouts and you managed to stick to your diet. Congrats! You're buddy calls and you've been invited out for a few social drinks. You decide to reward yourself and head out with the guys. After a few laughs and a few beers you finish the night with a massive slice of pizza! Great night well deserved, you had a good week.

#### **Then the problem begins...**

You wake-up Saturday afternoon at 1:00pm. You had planned to hit the gym for a workout, but your hangover gets the better of you, and you tell yourself you'll go tomorrow. You're hungry, but not for anything healthy so you grab takeout. You chill out on the couch with a bag of chips until your buddy calls again and you repeat last night's scenario, ending yet another night with a massive pizza slice.

Now Sunday rolls around. This time you don't get out of bed until 2:00pm, no gym, no healthy eating. You decide to throw in the towel and start back fresh on Monday.

I've heard this scenario so many times. Too many people mess up once and then think that their entire plan is ruined. They rationalize to themselves, "Well, I already cheated, so it doesn't matter now, I might as well keep pigging out." Sound familiar?

The same thing applies to working out. Why do you think so many people join the gym in January? And why are the gyms so crowded on Monday evenings? Well, it's because we hold off until the timing is right. However, the reality is...

***The timing will never be perfect so start now!***

Some of my most successful clients started their fitness journey in mid December, and two years later are still going strong.

It's this "all or nothing" approach that sets you up to be either a success or a failure. There is no in-between. Once you fail, you might as well fail big-time and eat what you want before you start again. How crazy is that?

This mindset is self-sabotaging. When in reality if they had stopped after the bag of chips was eaten, well, the rest of the day they would have been much better off.

Let's face it, life happens. Just because you mess up once doesn't mean you should quit! You're only human. So you had a few beers and a piece of pizza on Friday night. Don't worry about it – you can have cheat days built into your plan so you shouldn't let guilt stop you. Even if you fall completely off the wagon, don't beat yourself up.

Life is full of unplanned obstacles, distractions, and temptations. Your best approach is to be prepared for them and maintain a positive attitude. When you stray from the plan, don't punish yourself, or make yourself feel guilty, frustrated and defeated. "Negative Self-talk" is a destructive habit. You **MUST Stay Positive!!!**

No matter how motivated you may be to stick with your new exercise and nutritional program, there will be days when you will stray from your plan. When this happens you must resume your healthy habits as soon as possible afterwards. It is equally important that you feel confident, not guilty, about doing so. If you keep moving forward and you don't let guilt and discouragement stop you all together, you WILL get closer to your goals.

No one can or should go through life depriving themselves of foods they really do enjoy. Although the meals I've recommended in the Warrior Built Program are delicious and very effective for building a lean, fighter's physique, there will be times when you'll want a piece of pizza, instead of a piece of chicken. And that's fine.

The Warrior Built Meal Plan is not a plan that you go on and off. You must be flexible enough to allow it to become a comfortable, enjoyable way of

life. It's designed to work with you and for you rather than against you.

Please understand that you have the ability to prevent repeating old patterns of unhealthy eating and inactivity.

Like Apollo said to Rocky in 'Rocky 3'...

**“There is no tomorrow!”**

So don't let one small slip discourage you, take control, get right back on your plan, and become 100% committed to your success.

[Click here](#) to read the testimonials from the first Warrior Built Success Stories.

# ----- Lesson Five -----

**The #1 Mistake Sabotaging your Fitness Efforts is...**

## **Failing to Plan**

You've probably heard the saying "failing to plan is like planning to fail." Whether you believe that statement or not, it is 100% true. In almost every aspect of your life you must create a plan to help you achieve your goals. Working out without a pre-determined workout regime is no different then going on a trip without directions. Without a definitive game plan, it's only a matter of time before you'll get lost and eventually hit a dead-end.

So what is your plan for achieving a fit, lean, fighter's physique? Do you have nutritious, healthy meals cooked up and at your disposal? Have you scheduled your workout times in your weekly planner? Do you know where you will workout, and what kind of exercise program you will be following?

These are some of the questions that you must ask yourself when you are planning to succeed in the game of building a fighter's physique. You CAN build your best body, however, wishing alone won't get you there. You must have a plan for success and you must act on it.

In today's lesson I'm going to share with you the essential steps to creating a winning game plan to build your best physique.

**Step One:** Clarify your fitness goals.

In Lesson One, I shared with you how to set achievable goals using the SMART method. If you have yet to write down your fitness goals, then STOP reading this lesson now, go back, re-read Lesson One and get clear on exactly what you want and why. Remember, your ability to set and achieve goals will determine your success.

If you have qualified and written down your goals, cool, then let's move on.

**Step Two:** Follow the right workout program.

How many days a week will you train? What exercises, sets, and reps will you perform? Where will you train? Do they have the necessary equipment? Does the program support your physique goals? Remember Lesson Two: don't make the mistake of following someone else's program. Have the right plan for you! If building a lean, fighter's physique is your goal then check out my Warrior Built program at [www.WarriorBuiltDVD.com](http://www.WarriorBuiltDVD.com). If running a marathon is your goal, then Warrior Built isn't for you. Get clear on your goals and follow the right training program.

Now that you have the right workout plan, it's time to take it a step further.

**Step Three:** Schedule your workouts into your weekly schedule.

Yes, for real. It is crucial that you know exactly when you are going to workout, saying you're going to workout three times a week isn't good enough. You **MUST** write it down; block off the day and time. Use a weekly planner or journal and "make appointments" for all of your workouts over the next few weeks. Post a copy of your schedule where you can see it every day, to remind you of your goals and keep you on track.

Sunday is my planning day, and every Sunday I open my weekly planner and pencil in my workouts just like I would for any of my client's workouts. Here is screen shot of my weekly schedule.

Andy's Example Weekly Schedule							
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00		P.T. Session	Email	P.T. Session	Email		
7:30	P.T. Session						
8:00		Email					
9:00	Workout	Project	P.T. Session	Project	P.T. Session		P.T. Session
10:00		Development	Workout	Development	Workout	Boot Camp	
11:00							
12:00	Email		Food		Meeting	Time Off	P.T. Session
1:00			Preparation				P.T. Session
2:00	P.T. Session						
3:00							Workout
4:00	P.T. Session						
4:30		P.T. Session			P.T. Session		P.T. Session
5:00							
5:30				P.T. Session			P.T. Session
6:00	P.T. Session		P.T. Session		P.T. Session		
6:30							
7:00		P.T. Session	P.T. Session	P.T. Session			
7:30	P.T. Session						
8:00		P.T. Session		P.T. Session			
8:30			P.T. Session				

This is a very powerful exercise that my fiancée, Courtney, taught me and it works! Give it a try.

The next key component in the formula for building your best body is nutrition. Without a good nutritional plan, your dreams of achieving your ideal body will never be reached. Learning to eat healthy isn't hard...it just takes a little planning.

**Step Four:** Supportive Nutritional Plan and Meal Planning Strategies.

In order to achieve your fitness goals you must follow a healthy nutritional plan and you **MUST** plan and prepare your meals in advance.

O'come on, I know it seems overwhelming when you think about what it takes to eat right – planning, cooking, shopping, etc. You're thinking it's just easier to eat out or order a pizza, right?

Well, I learned very quickly while preparing for my first Bodybuilding Competition that eating burgers and pizza wasn't going to get me a "stage-ready" physique. I learned that if I wanted to get shredded and still maintain my muscle then I had to plan my meals in advance. There was no other way around it.

***You don't expect your car to respond with the wrong fuel, so how can you expect your body to respond with the wrong food?***

You GOT to take the time to plan when, where, and what you will eat. Set aside sometime each week to plan the meals you'll need for the upcoming week. Create a Meal Plan based on your weekly schedule and workout times. Identify the approximate times you will eat each day, and keep your meals within a 2-3 hour window.

Once you have designed your plan, it's time to select a variety of healthy meal options. Keep it simple in the beginning (chicken breast, steak, salmon, rice, eggs, etc.). Cook in bulk and divide up your daily meals into Tupperware containers, so when it's time to eat you have healthy meals prepared in advance. No more drive-thru windows, pizza deliveries, or skipped meals, except for the Friday night cheat meal! And yes, you will get a cheat meal once a week while participating in the Warrior Built program.

Courtney and I, follow a Sunday / Wednesday Plan. On Sunday we cook meals for Monday, Tuesday and Wednesday. Then on Wednesday we cook again for Thursday, Friday, Saturday, and Sunday. Initially, it was overwhelming, but with practice we now prepare 3 days of meals, for the both of us, in just over an hour, including clean-up. By cooking only twice a week we avoid the time-consuming hassle of having to cook and prepare food every day. We always have filling, healthy prepared meals available for grab and go. It's awesome!

To help you, I've designed a 7 Day Meal Plan that you can follow as part of the Warrior Built Program. The plan is simple and completely laid out for you. In addition, I've included a Nutrition Manual with tons of great tips, so checkout the complete program at [www.WarriorBuiltDVD.com](http://www.WarriorBuiltDVD.com)

## **ALWAYS Plan for Success!**

Having the right game plan is essential if you are truly serious about building your best physique. Yes, it does require a good amount of planning, preparation, and persistence to set your fitness goals, schedule your workouts, and eat healthy consistently. Initially it will be a bit tedious, but once you get into the habit it will become a part of your lifestyle.

Take the time to plan and you will greatly improve your chances of success.

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If You'd Like To Take The Next Step Towards Building Your Ultimate Body Then [Click here](#) And Join The Warrior Built Team Today!



Your Transformation Coach,

*Andy Pratt*

Andy Pratt: *Certified Fitness Trainer*  
*Founder* - [www.WarriorBuiltDVD.com](http://www.WarriorBuiltDVD.com)

