

Important - Read First

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To sum up...use any information at your own risk!

What Do You Want Out of Life?

Take A Look Around...What Do You See?

The average person is overweight, afraid to be seen in a bathing suit and can't fit into their jeans from 2 years ago. Is this how you want to be? It doesn't have to be this way!



Life should be about being in great shape and health all year round...and it can happen!

You Do Have A Choice

Believe it or not, you can be lean and fit without needing hours a day in the gym when you focus on the things that really matter. Unfortunately, in today's world of information overload, it is really hard to know what is the right way.

So we are here to cut through all the stuff you don't really need to worry about and just focus on what will give you simple and lasting results.

Master the basics of how your body responds to foods, exercise, and lifestyle and there is no reason you will ever need another diet book again!

Being Fit Year Round

Imagine if you could be in “vacation” ready shape all year round. Keeping lower bodyfat, having good definition and feel confident walking around in a swimsuit. No more need to go on any crazy crash diets just to try and look good for the beach.

Endless Energy And Focus

What if you could also have more daily energy than ever? How about being able to focus and get more done at work?

We are not talking about working longer hours, we are talking about working less but getting more done in the process! This will leave you with free time to enjoy your life how you want to!

Getting Back Your Control And Freedom

Starting right now, there are no more excuses in your world for anything. Sorry! No one left to blame for how you feel or look. The only thing left is to just start taking action right now to change things to the way you want them to be!

Part of that involves taking back control over your health and what you do in your lifestyle. If you don't, no one else will do it for you!

Don't expect anything you see advertised on TV or in a magazine to be a quick fix either...ain't gonna happen!

It's time to be free from all those endless diet books, workout magazines, overpriced supplements and everything else out there not helping you get real results. Get back to mastering the basics and you will be amazed at what can really happen.

We Have An Unhealthy Relationship With Food

Most of Western society, particularly the United States, has developed a

very unhealthy relationship with food. We obsess about it. We count grams of carbs and grams of fat. We eat all day long, count calories or use complicated diet plans in our pursuit of that ideal healthy body.

But is it really working? Is this really how you want to live your daily life? Is this something you want to focus on when there is so much else out there to enjoy? Not me!

Prevention Is The Only Real Known Cure

Want the best health care plan in the whole world? Never get sick in the first place! While there are no guarantees in life, you can only do your best to make your immune system work in peak condition and reduce all your risks of diseases.

Most diseases nowadays are what is know as “degenerative” diseases, aka diseases of aging. Well, who ever said getting older meant you had to get sicker? There are plenty of cultures out there who live to be old but remain healthy and functional. We can learn from them!

Complicated Sells...But Simple Works

Ever hear of the 80/20 rule? It basically means that 80% of your results come from 20% of what do.

So what you will not find here is any overly complicated approach using ideas that bring little in return. You are going to get the most bang for your buck!

Time For A Lifestyle Transformation

Although this manual is all part of a “30 day transform,” you are going to make great lasting changes to your lifestyle to keep with you for years to come.

That is really the whole goal after all, to help make positive steps that will

not go away over time (the reason all diets fail: because they never last!) We are going to help you drop all the unnecessary and unhealthy attachments and embrace the simple rules of healthy eating and living.



*I have better things to do in life than waste time
obsessing over food, like enjoying good company!*

If you do that, then you will have found the real key to being in shape year-round (and have plenty of spare time to go on vacation as well).

In Health,
Mike O'Donnell and Scott Kustes
Editors of Fitness Spotlight

Transform Yourself in 30 Days



Are you ready to become the strong and healthy person you know is inside of you?

Remember this challenge is about taking the steps needed to get you where you want to be. So from this point on your commitment and action is required, and the excuses are left behind.

So lets get started!

The Basic Rules

Here are the basic rules for the next 30 days, which we will also explain in more detail as we go.

- Eliminate all added sugars, processed foods, breads/cereals, wheat/gluten
- Limit use of dairy and non-wheat/gluten grains (like rice and corn)
- Prepare, cook and eat your own “real food”
- Move/exercise for at least 30 min a day
- 1x/week take a short break and drink water (lemon optional)

Time To Do Some Elimination

We need to do a little elimination and detox. We want to eliminate the

things that have crept into our lives little by little and can be a strain to our total health (allergens, toxins, stressors). Once we eliminate them, then we can start to allow the body to catch up on some much needed internal repair, healing and rebuilding.

This is not some Hollywood detox quick weight loss scam. This is about getting your body back into good health. After all, if you want to burn fat more efficiently, then you are best to focus on having a healthy metabolism, including all the organs and hormones involved.

You need to eliminate the reasons that the body wants to keep fat around, which could be anything from excessive storage of toxins, to hormonal imbalances and mixed signals. Eating “real food” is the biggest step to allow your body to get back to a natural state of balance.

Just Say No To:

- No sugars (yes even artificial sweeteners)
- No processed foods (including canned items, frozen dinners or anything that is not in its most natural state – read the label ingredients as it should not have any additives/additional chemicals)
- No pasta, breads, cereals, crackers, baked goods, muffins, bagels or anything with wheat (even some sauces have it).
- No cheap/processed meats like fast food burgers, hot dogs, or deli meats
- No fried foods unless you do it yourself in healthy fats, not veg oil
- No pre-made sauces or salad dressings. Make your own from scratch and flavor with herbs and spices.
- No vegetable oils – ditch the margarine and any vegetable oils for cooking
- No soda, diet soda, fruit drinks. We both know you need to

drink more water (flavor with fresh lemon).

What do we say Yes to? Well the simple answer is: “Real Food”, especially food found in its most natural, unprocessed state, like meats from grass-fed animals and real fruits (not dried or juiced).

Limit Your Use Of

Here are some other items that we would like you to briefly eliminate or cut back on for reasons that they are still possible stressors/allergens to the body. You can also choose to eliminate 100% for 30 days to see how you feel, if you are up for that challenge!

- No coffee/caffeine for the 1st week (I can hear you cursing at me from here, but I know you can prove to yourself that you can do it for a week). After the first week, limit to 1 cup a day and before 11am (or not at all if you don't feel you need it!). You may also switch to tea (white, green, black, herbal) later in the day.
- Reduce your use of dairy, a potential allergen (even if you don't think it is). Cut back on cheese, yogurt, and milk. Have it at no more than one meal per day. Focus on quality first and foods in their original state: whole milk rather than skim, real cheese from a grass-fed animal rather than processed grain-fed, plain yogurt or kefir that you flavor yourself with fresh fruits.
- Alcohol, beer, wine to 2-3 drinks (normal serving sizes) a week. Note that a 40 oz mug of draft beer does not count as 1 drink.

Once A Week Eat Whatever You Enjoy

Nothing is really off limits, and you should enjoy a meal or dessert of choice...but this is not a pass to pig out more than normal (you will not lose

weight that way).

Enjoy what you want so there is no feeling of deprivation, but listen to how your body responds when it is in a clearer state. You may find that your old cravings for junk go away and you have new ones for healthier options!

Plan To Cook More At Home

As Michael Pollan says “it is not food if it comes through your car window”. The only way you are going to really be in control of the quality of your food is if you shop for it, prepare it, and cook it yourself. Only then do you know everything that went into it.

Cooking is an art form that should be enjoyed, not avoided. Make it a group effort with your family and teach others about the value of appreciating and making real food. Those are lessons that can last a lifetime!



Stop the mindless snacking especially in front of things that distract us (like the TV).

Ditch The Snacking Mentality, Just Eat Instead

When you are hungry, eat a real meal. You don't need to be snacking all day. You're usually snacking just because you're bored. There is NO

metabolic advantage to multiple meals for burning fat. (Sorry...there is zero scientific proof, see the info on using intermittent fasts for details).

Everything you eat and drink counts. It all adds up. All those hours of mindless snacking, which is usually sugar and fat-loaded junk, are adding up on your waistline (and your kids' too!).

So shut off the TV, go out and do other stuff with your mind and body. Then eat real sit-down meals when you are truly hungry, not bored.

Rotate Your Foods

No, I don't mean that you put all your meals on a "lazy susan" and spin them at dinner (I know someone has this joke ready, so I beat you to the punch).

By rotation we mean that you should alternate what you eat each day including different kinds of meats, vegetables, fruits, and healthy fats. What it also means in the case of foods we are trying to limit is to make sure you are not eating the same kinds day after day.

The benefits to eating with a rotational plan can include:

- Reduce any possible allergic responses and allow your gut time off to heal. Remember, all health begins or ends in the gut.
- Allow more variety in your eating, including the amounts and types of vitamins and minerals.

I mean honestly if you want to eat chicken and veggies every meal on every day, then that is your call. I would get tired of that. But once you start adding in the more allergenic foods especially wheat/gluten and dairy, then you can start having compounding issues over time.

Be Active For 30 Minutes Every Day

The body likes movement, and your muscles are where you burn fat. So like the saying goes, use it or lose it!

Getting in the habit of being active is one of the most vital steps to helping maintain muscle, functionality, reduce injuries, lower stress and yes even help you burn more fat.



*Riding a mountain bike is just one of the many fun ways
I like to stay active!*

What kind is the best? That depends on your ability, but I say generally find an activity you enjoy and just go do it (walking, hiking, playing tennis, riding a bike, playing Frisbee with your kids). If you enjoy it, you will keep it up and consistency is key!

Adding in some resistance training 2-3 times per week is also going to help you keep all that fat-burning muscle around and elevate your resting energy expenditure since your body will need to repair and build muscle.

Link Alert>> If you want some recommended ways to do workouts at home with your own bodyweight/bands, then [click here to see what we recommend.](#)

Once A Week Take A Break And Drink Water

Basically, this is a “brief” half-day fast that you are going to try to do once a week. You can take the fast as long as you like on that day starting in the

morning when you wake up and not eating till lunch, mid-afternoon or dinner time. Drink mostly water or tea.

Disclaimer: Brief intermittent fasting is meant for healthy adult individuals. If you have or do currently experience any disease symptoms, medical conditions, are on medications, mental/emotional disorders, or past eating disorders...make sure you are doing everything under the guidance of a professional physician. Use at your own risk.

What are the advantages to this you may ask? Well, fasting allows the body to do some cleanup internally, particularly in the gut. The body can also use enzymes normally reserved for digestive purposes in other parts of the body for repair.

Also it is a mental exercise in which you can really learn the difference between false and true hunger. You are not going to starve in one day. It's simply not possible. It is not going to slow down your metabolism either. It will give you an appreciation of listening to your body and eating better foods (and may even help your body become a better fat burning machine).

Link Alert>> If you want more details into the benefits of using intermittent fasting (also known as “IF”) for health and weight loss, then [click here to get the free ebook at the IF Life](#).

Frequently Asked Questions



Here are some of the more frequently asked questions we have had in doing past challenges like this

Q: What is the purpose of the 30 days?

A: To eliminate the biggest stressors, sugars, allergens and chemicals that we are exposed to that are causing havoc on the inside. Then we let our body heal with real foods, help organs start working optimally, get hormones get back under control, turn around blood sugar/energy imbalances, and take back full control of our health.

Q: Is this a weight loss diet plan?

A: Not primarily, it is first a lifestyle mindset transformation that can (and usually does) lead to weight loss as well! I could have you losing weight on snickers and McDonalds burgers with calorie restriction, but what good is looking skinnier if your internal health doesn't match as well? Plus that will only set you up for a rebound weight gain (like most crash diets do). The goal here is a lasting change, not quick fix.

Q: Is this a “paleo” food challenge?

A: No, this is a “real food” challenge. While Paleo-like eating shares many of the same characteristics, we also empower you to know how to use

more modern food choices such as dairy and rice. We encourage meat eaters and vegetarians alike to join in and find what works for them.

Q: Is this a low-carb plan?

A: There are no set %s of carbs/proteins/fats to follow here (that is just for the complicated diets who want to sell you stuff like bars and pre-made meals). Eating real foods can vary and you can adjust as your energy needs require. How many carbs you eat is up to you, as long as they are all “real foods”.

Q: What is wrong with “whole grains”? Aren't they supposed to be healthy?

A: Wheat (and variants of wheat like rye and barley) contain a protein called “gluten,” which is a gut irritant for many people. Further, wheat contains lectins that can push your body towards leptin resistance, which promotes obesity. The only way to know is to remove wheat completely and see how you feel.

Non-gluten grains like rice, corn, and quinoa are better options with fewer anti-nutrients, though they should still be used in moderation and should be soaked or sprouted prior to consumption. [See this article for more information on why whole grains aren't so super healthy.](#)

Q: Why should I eat less dairy?

A: Dairy is a possibly allergen for lots of people, even those that aren't aware of it (especially if you have breathing/asthma issues). Quality should be your focus, opting for less processed options like whole milk (or even raw milk and cheese). Skim milk and reduced fat milks are a no-no as they are highly processed food products (and promote more insulin responses).

Fermented milk products like kefir and yogurt are great sources of probiotics that will help heal your gut. We recommend removing dairy as much as possible (100% if you can for at least the first 2 weeks) to see

how you feel when you slowly reintroduce it.

Q: What about beans?

A: Beans are okay, if properly prepared by long soaking first. Lentils have the highest levels of protein, with kidney and black beans close behind. Darker beans, like black beans, have more antioxidants (red and kidney right behind).

Q: What about soy (products)?

There's lots of controversy around soy. It is not a particularly healthy food as most people eat it (remember that we want to avoid all types of processed foods, which many modern soy based products are).

Soy as used by many cultures is fermented to eliminate many of the potential anti-nutrients (especially phytates). If you eat soy, do so in moderation and go for the fermented versions such as miso, tempeh, natto and tamari. Avoid all other processed versions.

Q: What about eating out as I am busy with running around /travel?

A: Yes there are still ways that you can aim for “real foods” and the best quality when out. This includes getting grilled meats (not fried), salads, vegetable sides (French fries don't count!), and not having the bread at the table. Most of all, remember that you are in control 100% and probably can get whatever you want at most restaurants, so make up your own meal!

Q: What should I snack on during the day?

A: Remember that we already talked about losing the “snacking” mentality as it is usually mindless and not really hunger-based. For some reason, if you do feel you need something, nuts make an easy item. Watch out though as with nuts the calories quickly pile up, which will hinder weight loss if you eat too many.

Q: How about canned foods?

A: Look for any canned items that do not have additional salt and no other preservatives (look at label again). Meats like fish/sardines are packed into cans and healthy. Aim for those that are water or olive oil based (not canola or soy).

Q: Do I really have to give up my coffee for the 1st week?

A: Yes, because we both know you will survive. Many have actually gone on without it from that point on! Give your liver a break from the stress of caffeine for a week, it will be happy.

Q: What about protein powders?

A: Eating real food is the 1st priority. Most protein powders are also loaded with sweeteners and other chemicals. If for some reason you think you are not going to eat enough during the day, then it is your choice. But also, you probably don't need as much as you think you do ([see this article about the truth on how much protein you really need](#)).

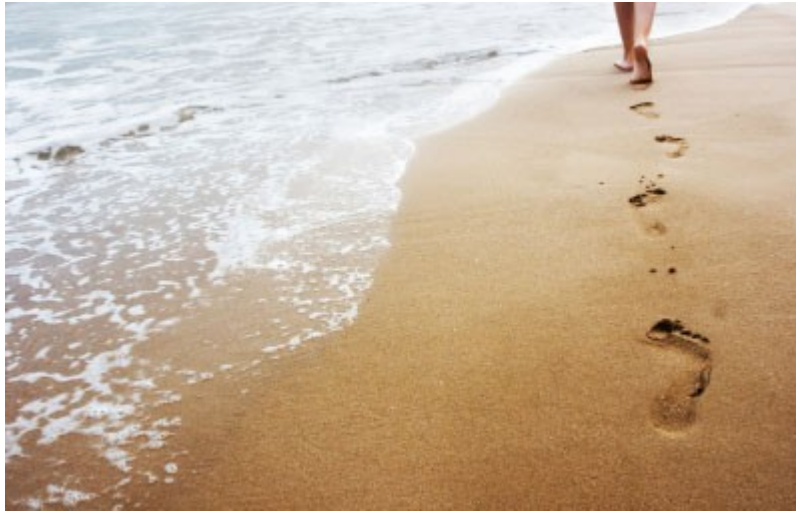
Q: What about other supplements? Vitamins?

A: You can take a multi-vitamin if you like to cover your bases, but you should be aiming for all your vitamins/minerals to come from real foods.

Q: Won't fasting for any time slow down my metabolism?

A: No, it won't. What we are discussing is “intermittent fasting” which still has you eating each day. Only longer periods of fasting (days/weeks) will have a more detrimental effect on your metabolism (after 72 hours in some studies). If you want all the details on IF, then [pick up the free ebook over at the IF Life](#).

Day by Day Goals



The path to true lasting health and fitness is always found in the simple daily journey, not some quick fix approach. Enjoy each step along the way!

Each Journey Begins With A Step...And Then Another

Now that we have our 30 day plan, know what we need to do and have the confidence it will work out...we have to actually take action!

Don't expect just sitting around dreaming about being skinny or rich will make it happen. Most dream of these things, but sadly a small percentage actually take the action needed to get there.

Say you want to finish a 10k race. You can finish easily, but not without taking one step after another. Individual time frames may vary but you can finish. Only those that quit and give up never get to the finish line.

One Day At A Time

We have our vision, know what needs to be done and are taking action one day at a time. You can't live a whole week in the present moment. It's not possible. So stop looking days, weeks, months down the road and worrying or getting all worked up about something that is not here yet.

You are here in the present moment. So just focus on what you need to do today to keep you moving towards your envisioned goal. Remember that we are not keeping score about the outcomes (wins/losses) but we are making sure we are moving forward!

Use each day as an exercise in awareness monitoring how you feel, how certain foods affect you, and what foods you are better off without (see Appendix A on the next page as a sample form you can use daily).

True transformation comes from real awareness and understanding from within. This is what will stick with you for many years to come as you look and feel better!

Appendix A

Daily Success

Today's Plan (Food, Exercise, Lifestyle):

	Poor		OK		Great!
Energy Levels	1	2	3	4	5
Hunger/Cravings	1	2	3	4	5
Food Choices	1	2	3	4	5
Food Control	1	2	3	4	5
Mood	1	2	3	4	5

Comments about today:

Appendix B

Shopping List

The following shopping list comes from the choices that you should be making daily for most your meals. Clean out the house of the stuff you don't need and stock up on the good foods.

Foods To Buy Often

- Natural Meats (Beef, Poultry, Seafood, Eggs) – If not wild or grass-fed then go for leanest cuts.
- Variety of Fruits and Vegetables (organic if possible)
- Various unprocessed (raw and unsalted, preferably) Nuts and Seeds
- Healthy Fats and Oils
- Flavorful Herbs and Spices
- Tasty vinegars like Apple Cider, Red Wine, and Balsamic, which make great homemade salad dressings (not listed on the list below)
- Drinking lots of Water (spring, mineral, or even tap/filtered)

Foods To Use In Moderation

- Dairy (including Whole Milk, Yogurt, Real Cheeses)
- Grains (including Rice, Corn, Quinoa)
- Dried Fruits, Roasted/Salted Nuts
- Coffee, Alcohol
- Peanuts (a highly allergenic and moldy food)

Things To Limit/Avoid

- Processed Meats (deli meats, hot dogs, etc)
- Candy, Cake, Cookies, and other Bakery items
- Ice Cream and other desserts
- Sodas (loaded with sugar)
- Commercial Salad Dressings (make your own)
- Commercial sauces and ketchup (high in sugar, use spices instead)

<p><u>Vegetables</u> Artichokes Arugula Asparagus Avocado Beets Spinach Broccoli Cabbage Carrot Greens (Kale, Collard, Mustard) Cauliflower Celery Cucumber Eggplant Fennel Bulb Green Beans Green Onions Sauerkraut Kimchi Lettuce Mushroom Okra Olives Onions Peppers Potato Radish Shallots Tomato Zucchini Turnips Yucca Parsley Pumpkin Squash Sweet Potato/Yam Boc Choy/Pak Choi</p> <p><u>See Vegetables</u> Agar Arame Dulse</p>	<p>Kelp Kombu Nori Seaweed Wakame</p> <p><u>Fruits</u> Apple Banana Blackberries Blueberries Cherries Cranberries Dates Grapefruit Avocado Peach Pear Pineapple Raspberries Strawberries Tangerine Watermelon Papaya Cantaloupe Grapes Kiwi Kumquat Lemon Lime Melon Nectarine Orange Mango</p> <p><u>Meats</u> Beef Bison Elk Chicken Duck Quail Turkey Kangaroo</p>	<p>Lamb Ostrich Pork Goat Venison Alligator Goose Calamari Clams Crab Lobster Mackeral Salmon Sardines Haddock Sharks Shrimp Octopus Swordfish Tilapia Tuna Herring Oysters Grouper Scallops Shrimp Mussels Eggs (Chicken, duck, goose)</p> <p><u>Nuts/Seeds</u> Almonds Walnuts Pecans Brazil Nuts Pine Nuts Cashews Coconut Macadamias Pumpkin Seeds Sesame Seeds Sunflower Seeds</p>	<p><u>Fats/Oils</u> Butter Lard Coconut Oil/Milk Ghee Red Palm Oil Nut Butter/Oil (Macadamia, Almond, Walnut) X-Virgin Olive Oil</p> <p><u>Spices</u> Allspice Basil Bay Leaf Cilantro Mustard Seed Nutmeg Oregano Thyme Cinnamon Coriander Seed Cumin Cayenne Pepper Clove Dill Fennel Sage Rosemary Turmeric Ginger Garlic Horseradish Mint Parsley Paprika Pepper Sea Salt</p>
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Appendix C

Resource Links

Below you will find the links we have provided within parts of this manual for you. Just click on the link (>>) to open up in a browser window.

For Food Information:

[>> Article on Healthy Cooking Oils](#)

[>> Article on Whole Grains](#)

[>> Article on How Much Protein you Really Need](#)

For Recipes:

[>> Paleo Cookbooks by Nikki](#)

[>> Healthy Urban Kitchen Cookbook by Antonio](#)

For Exercise:

[>> Recommendations for Bodyweight/Band training at Home](#)

For Intermittent Fasting (IF)

[>> Free ebook on IF for weight loss and health](#)