



The 3 Keys to
Overcoming a slow metabolism
For busy professionals
Who tried it all with little results

How to achieve your next level of health & fitness without diet restrictions



How Common Fitness Advice Sets You Up For Failure

It's unfortunately true that common fitness advice paints a false picture that's misleading. It tells women to achieve their dream body - they need to follow unreasonably unrealistic tasks to get there.

They make you believe that if you want to fit into that dress or get that flat tummy for the summer, you must say goodbye to all the delicious foods you love.

Yup, no pasta, no tacos, no pizza, no bread, no desserts, and oh yea no alcohol. Just eat a salad and chicken breast and have a seat. Or maybe you can switch it up a bit and do keto. This is where you eat a bunch of foods that are high in fat and drastically reducing your carb intake yet again. But hey, your body will go into a state of ketosis and it will go into a metabolic state in which fat provides most of the fuel for the body and you'll start burning lots of body fat.

The real danger here is not that you can't enjoy the foods you love - it's that this advice breeds misconceptions of extreme diets that hurt your health in the long term.

Of course this doesn't come without a cost, and some women experience flu-like symptoms, such as fatigue, dizziness, irritability, nausea, and muscle soreness. But look on the bright side, you are gonna lose a ton of body fat. Anything for a flat tummy right?

No Pain, No Gain...?

Now let's talk about hitting the gym. I'm sure you heard the term, no pain no gain. If you are training and not in pain you won't get any gains. If your muscles are not hurting, if you are not sore from the workout, or lifting weights that push you to your max there's no way to get that toned body you are seeking.

This is all wrong wrong wrong! If I told you I want you to wait everyday when the sun gets the hottest, put on a hoodie and jeans, then go for a mile run 5 times a week. How long do you think you will be able to sustain that? Not for long right? Well this is exactly what the industry has a lot of people doing. Yea, just start cutting your calories or go on an extreme fast along with excessive exercise and you'll be closer to your goal in 30 days.

Yes, you can get results by cutting calories, excessive exercise, and fasts/cleanses but who wants to get a result, celebrate it, and then in a few months be right back where you started.

How Cutting Calories Hurts Your Metabolism (*especially after 30*)

Let me explain why these approaches dont work.

What if I told you that cutting calories may be the reason that you are in the position you are in, in the first place. This idea of cutting calories may work for someone who hasn't spent years depriving themselves of calories or someone eating a surplus of food while sitting on the couch doing nothing. But this probably doesn't describe you. I'm sure most of you reading this are relatively active, dont get eat a bunch of junk food, and likely are not morbidity obese.

The reality of the situation is that most women are half starved with metabolisms crawling along at a snail's pace. If this sounds like you, you have denied your body the calories and the nutrients it needs to shed those stubborn pounds. Continued efforts of cutting calories or extreme diets causes your metabolic rate to slow down. The metabolic rate is the rate your body burns calories for energy.

When you are in a prolonged state of calorie restriction, instead of using your fuel for all body functions, your body stores fat since it thinks it's starving. You don't get fat by just eating excessive calories, but also excessive insulin. Insulin signals our body to store food energy in the form of body fat. This caloric reduction strategy does not necessarily reduce the insulin effect and can create a hormonal imbalance. On top of that it can lead you to a compromised immune system which may explain why you have been feeling lethargic and having low energy lately.

When you are in this state of low energy it can make it very hard to workout consistently and can kill your motivation to exercise. If your goal is to achieve that toned up look, you need energy to actually workout. Going to the gym or just training in general is what makes your muscles look good. It is what also helps increase your metabolism over time. If you are not getting at least two to three days of resistance training per week, you won't ever achieve a toned body.



Why You're Not Seeing Your Body Change *(even if you're exercising regularly)*

Let's look at the other side of things now. Maybe you don't have a problem with nutrition or your weight but you just can't figure out the exercise portion. You have been going to the gym five to six times a week but just can't seem to get the toned look you are going for. This is where periodization comes into play.

Instead of doing the same routine month after month, you need to change your training program at regular intervals or "periods" to keep your body working harder, while still giving it adequate rest. Such a program will allow your muscles to strengthen gradually while minimizing injury.

So in layman's terms, you need a program custom to your body type that gets progressively harder each month. That way your body continues to improve.

P.S. If you want help customizing a progressive fitness plan, you can [book a complimentary consultation call with me here](#).

How Long Should It Take To See Results?

I want you to look at fitness in a new way. One of the main questions clients ask me is how long do you think this process is going to take? We all know the story with the tortoise and the hare, slow and steady wins the race.

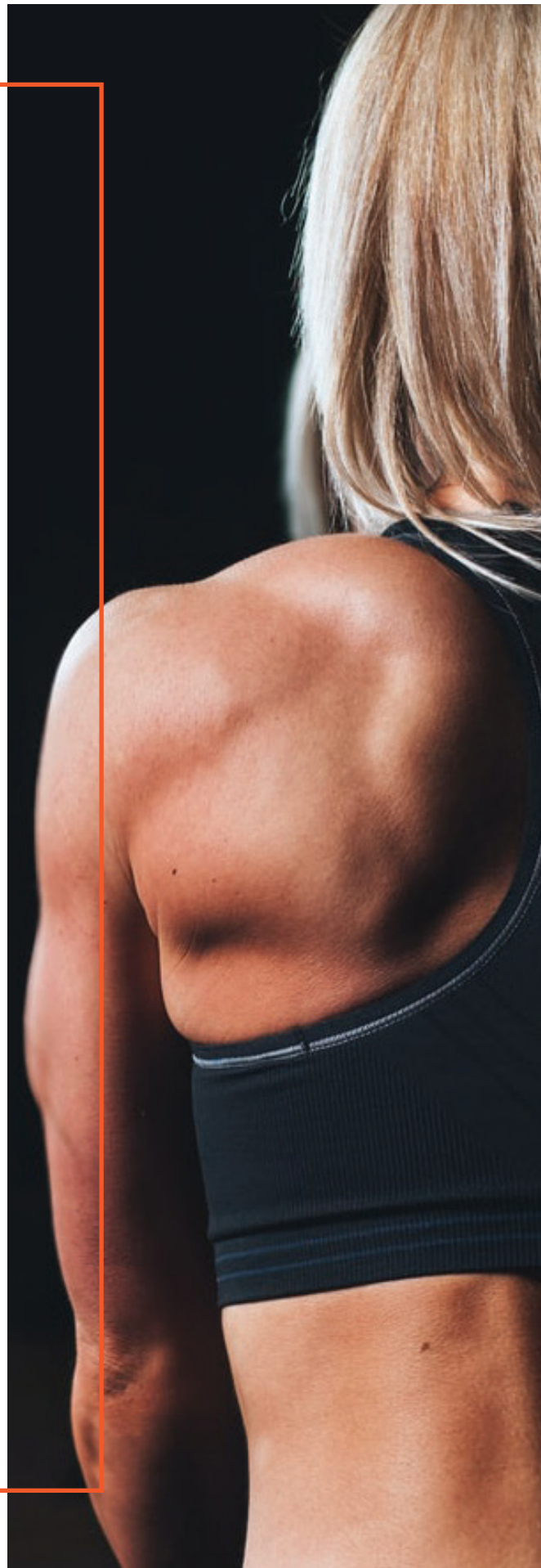
It's not about getting the body you want super quick, but about enjoying the process and maintaining those results you worked so hard for long term.

Achieving a new level of health and fitness starts with achieving a new self-identity.

I had a client named Katherine. Kathy has been overweight her entire adult life. She got to the point where she couldn't fit any of her clothes, she was out of breath while playing with her kids, and lost her confidence all together. Fortunately she reached a boiling point where she couldn't take it any longer and started training with me. We laid out a detailed plan to help her improve and she was seeing consistent progress. However, one month she suddenly dropped thirty pounds. This was a drastic increase in weight loss from the previous month so when I asked her what she had been eating she confessed to me. She started using a 1200 calorie diet of tuna, chicken, broccoli, lots of water, and black coffee. She isolated herself from all of her friends and family, stopped going to her favorite restaurants, and just worked and went straight home. Kathy told me it was miserable, but the results were coming so fast she kept going. Soon after that, she quit training because she felt like she accomplished her goal of losing weight.

Why was this a problem you might be thinking? She lost a bunch of weight and is at her lowest weight since high school. She should feel great right? Wrong? Everywhere she went, she felt like a fraud. Everyone asked her questions like "Oh my god, you look so good what have you been doing?" "What do I need to do to get in shape like you?"

She felt like she was under so much pressure and had a responsibility to keep the weight off. It eventually backfired on her. She ended up emotional eating and went back to her old ways of eating, ultimately gaining all the weight back plus more. She never learned the skills nor the habits you need to keep the weight off. Now she is the heaviest she has ever been.



Do you know anyone who lost a bunch of weight just to put it back on months later? You don't have to answer that, we all know someone like that. It may even be you. This is why you need to mentally work on your self identity of becoming a healthy person simultaneously while you're losing the weight so you can keep it off. It's almost like those people who win the lottery and receive millions overnight, but since they don't have the mindset of a millionaire. They eventually lose all the money.

There's a quote in a book by James Clear it says

“Every action you take is a vote for the type of person you wish to become. No single instance will transform your beliefs, but as the votes build up, so does the evidence of your new identity.”

Pertaining to fitness, this holds true.

Shifting the identity first allows for an effortless shift towards new lifestyle habits.

Creating a Lifestyle **Shift For Sustainable Results**

There's a science to building that “toned” look you want, which means we have to build the muscle underneath to give you shape, and then reduce your body fat to show it off. You can find thousands of cookie cutter training programs out there online, like youtube or 3 minute IG videos, but here's the thing, 90% of the time those exercises are either trendy and not based on science.

To achieve best results you will need a program that builds upon or periodizes each week, customized to your goals, and based on science so it's effective and time efficient.

After that you will need a lifestyle specific nutrition plan. You can workout 7 days a week but if you are not fueling your body properly you will not see the goal you are striving for. Why all have different lifestyles so it's important to have a plan that is flexible and gets you the results that you can keep long term.

The best nutrition plan that you can have is the one you can keep up long term.

This is where my signature system I call The BeFit Blueprint comes into play. It's designed to blend your Identity with your lifestyle to get sustainable, lasting results. It's a program that considers your preferences and behaviors first, to mold around your natural tendencies, so you can effortlessly maintain and enjoy the process.

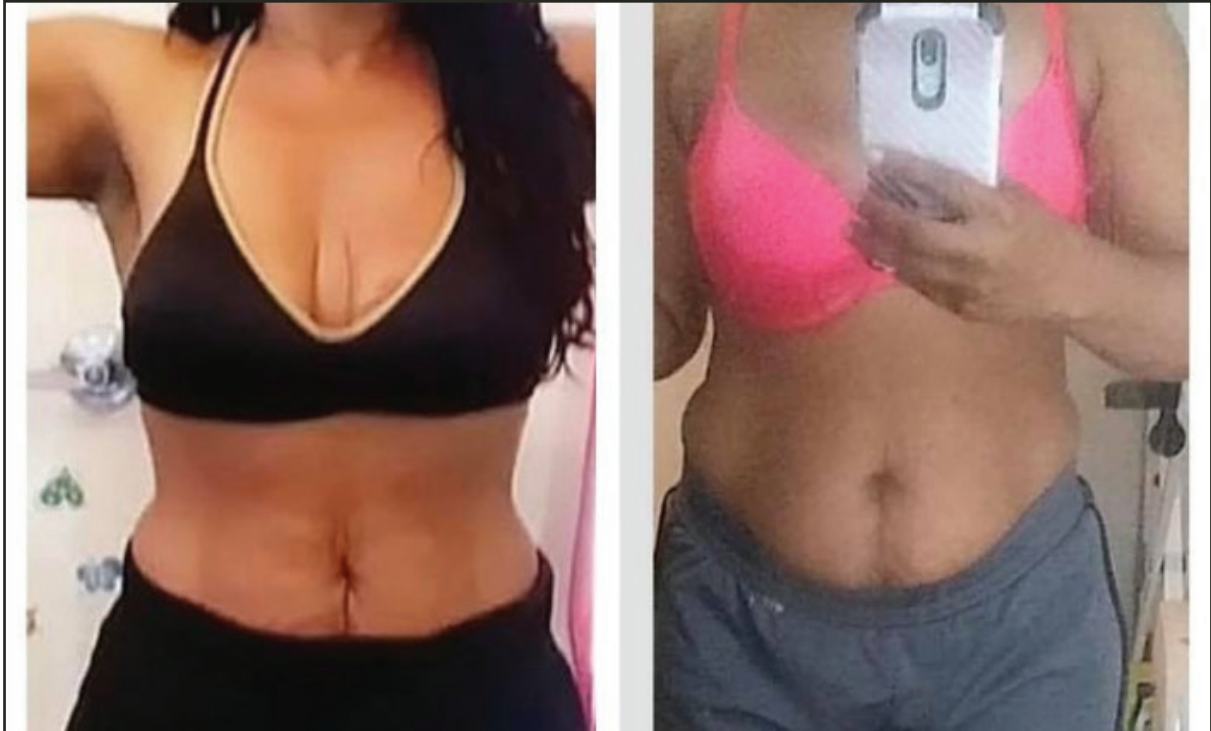
With the BeFit Blueprint, you get to uncover:

- **Your Unique Identity** - taking into account your **current state of metabolism**, we customize a nutrition plan that accounts for your preferences and ensure you're never depriving your body of what it needs
- Your Progressive Fitness Plan - optimizing your training method, so you can work smarter and not harder - and enjoy your workout routine that's easy to implement and maintain
- Your Lasting Behaviors & Results - finding ways to effortless build new routines into your lifestyle, so you can get the results you want and keep them
- **Expert Guidance**- Achieving better health and fitness is not always a one way street. There will be adjustments made. With expert guidance you have someone with you along the way to help you change directions when needed.





Client Results Using The BeFit Blueprint



Tiffany- 35 years old, Business Owner

Before

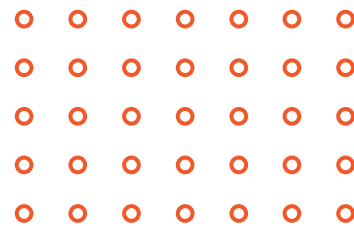


After

Alicia- 42 years old, Health & Wellness Consultant



**Ebrianna- 31 years old,
Sales Associate**





Cynthia-57- Retired High School Counselor

Jaquan Newsome has more than 10 years of training experience, a Bachelors of Science in Kinesiology, certified from the national academy of sports medicine, and a corrective exercise certification. Are you ready to discover their best selves through fitness and health?





To get your BeFit Blueprint,
you can book a **30-minute
complimentary consultation
call with me here.**

[Schedule MY Call](#)

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