

# Performance Optimization Strategies to “Up Your Game”

Do you want to perform better at everything you do? What can you achieve in life with a 20-30% increase in performance? Are sick and tired of being “sick and tired”? You can turn back the clock on your health 10-20 years and enjoy a longer health span! Take an hour to read through this guidebook and you will learn simple things you can do to optimize your performance, have more energy and focus, achieve better health, be happier, and live life to it's fullest simply by mastering your environment. I've condensed 1,000s of hours of my own research that resulted in my own personal health and performance transformation down into 30 pages of information that you can digest within an hour. You are worth the investment!

## Introduction

We live in an environment that is drastically different than the environment our ancestors lived in. From the beginning of mankind to present day 99% of the changes in our environment have occurred in the past 100 years. Humans are genetically engineered for a different environment. What is the result of these environmental changes? Skyrocketing rates of cancer, ADHD, anxiety, depression, diabetes, autism, Alzheimer's, heart disease, obesity, etc..

The reason we have not discovered a “cure” for any of these ailments is that they are not a result of one specific thing. We didn't inherit the proclivity to develop these diseases from our parents, and they don't show up overnight. **Our modern day ailments are a result of an accumulation of environmental toxins over time.**

The human body is capable of eliminating these toxins primarily via the liver and kidneys with assistance of our skin and digestive tract, but only to a certain point. When you pass the threshold of overall toxic load where your body cannot cleanse fast enough is when your health decline starts.

I was there! For 20+ years, I was overweight with a long list of ailments. At age 48, I was in bad shape. I was 290 pounds (nearly 50% body fat), pre-diabetic, depressed and extremely low-energy. I then learned how to Master My Environment and everything changed. Now at age 51 I'm in the best health of my life, I'm near my high school weight, I take no medications and I have no aches and pains. All my medical issues are GONE.

I'm now able to follow my passion of sharing what I've learned with others so I can affect as many life transformations as possible. I've created this guide as an easily-digestible means to educate, inspire and empower you to follow the same simple principles that I did to master my health and my life.

In this guidebook, I'll identify the sources of our environmental toxins. I'll show you how to make easy adjustments to reduce your exposure so you can experience the same transformation that I have. I'll cover the “Five Roots of Health” and help you identify the low hanging fruit so you can enjoy some short-term success. I'll also arm you with enough information and resources to sustain more-optimal health for the long-term.

The great news is that you don't have to muster additional willpower, make dramatic changes to your lifestyle or sacrifice a lot of time, money or energy to achieve your personal health transformation. I'm nothing special. If I can do this, you can.

Imagine what you can achieve in life with a 20-30% boost in energy, more focus and less downtime from sickness. Make more money? Spend more time with family and friends? Follow your passions? Go ahead and dream!

## Chapter 1 - Do This!

I'm going to cut straight to the point before you see a shiny object out of the corner of your eye or get an alert on your phone and never return to this guide. If you do these things, you will master your environment and lead a healthier, more productive, and likely a much longer life:

1. **Eat less frequently and within a limited window every day** - Eat 2-3 times a day (including snacking) and reduce your "feeding window" to 10 hours a day (6-8 hours if you want to lose weight). Most days, I consume all my calories for the day within a 6 hour window, typically between 2-8 pm. That limited "feeding window" includes any alcohol you may consume later in the evening. I will cover this topic in more details in the food chapter.
2. **Cut the Carbs** - Remove sugar, processed carbs and most grains from your diet...NOW! Keep your carbs to under 150 grams per day just for maintenance. 100 grams/day if you want to lose weight and under 50 grams/day if you want to be in ketosis "Keto". This doesn't mean cut back on vegetables. Veggies should fill the majority of your plate. Pretty straight forward, isn't it? Replace the carbs with healthy Omega-3 Fats. **Eat real food that doesn't have a label.** I'll cover the details about sugar and grains in the food chapter.
3. **Implement a Morning Routine** - Don't let your energy, focus and mindset for the day be haphazard. Make it a great day by executing on a morning routine that will insure your mind and body are optimized for the day. I outline my morning routine in chapter 11.
4. **Shift your Mindset to limit Stress** - Stress is all in your head! You have the ability to control your thoughts to shift your body away from "chronic stress". Don't play the victim role and blame your stress on external factors. Take responsibility, take charge and shift your thought patterns. Meditation, breathing exercises, journaling and a gratitude practice are some of the ways to counter everyday stressors.
5. **Get Consistent, Quality Sleep** - Sleep restores the body and mind. Inadequate sleep triggers excessive cortisol which zaps willpower leading to poor food choices, a distracted mind, compromised immune system and eventually physical breakdown.
6. **Exercise smarter, not harder** - Move frequently (walk), lift heavy things 2-3 times a week, and play, but don't overdo it.
7. **Connect, Love, Give and be Thankful** - Don't ever underestimate the power of the mind to combat disease, increase your energy, and propel you toward lifelong health and happiness. Connect to others at a deeper level, share your gifts, and build community.

That's it! You don't have to read the rest of this book, hire a health coach or spend any more time or money on trying to be healthy. Just do it! Put this book down and go off and live a healthy, productive, long, happy life.

Still here? Don't fret if you need more convincing or more instruction. I'll cover all these topics in greater detail in the following chapters.

## Chapter 2 - Your Genetic Destiny?

The idea that we are destined to be fat, get cancer, have diabetes or heart disease simply because our parents did is completely hogwash. That is a “cop out” that modern society embraces rather than we as individuals taking personal responsibility for our actions and the resulting outcomes. We are not a victim of our genetics. Our current health is primarily a result of our overall toxic exposure which is a result of our own personal decisions. That realization can be either freeing or burdensome, depending on whether we actually take responsibility or we decide to keep our heads buried in the sand. You get a pass on the stuff that you didn’t know about, but from this point forward after reading this guide you can’t plead ignorance any more. I like the phrase “Your poor health is not your fault, but it is your problem”. Own it!

The human genome consists of 23 chromosomes which contain a total of about 19,000 genes. Our genetics dictate our skin color, our eye color, how tall we can get and what our basic facial structure is going to be. Expression of our genetics is controlled by external “Epigenetic” factors. Each cell in our body has the same genetic blueprint, but each cell utilizes different pieces of our genetic code. Our genes are turned on/off according to environmental “inputs”. **Epigenetic inputs determine the vast majority of our health outcomes.** Let that sink in. Don’t blame your parents, take responsibility!

The external inputs that change our gene expression are food, exercise, sleep, exposure to the environment, toxins and even our thoughts! Yes, our thoughts create hormonal and physiological changes to our body!

The focus of this guide is to hone in on the most important “tweaks” that you can implement in order to minimize your exposure to these toxins and optimize your health with minimal effort and maximum results. I will give you a “pick list” that you get to choose from based on what you are willing to and/or able to adopt.

## Chapter 3 - Overall Toxic Load

What is wrong with us? Why is Cancer, Autism, ADHD, Alzheimers, Diabetes, Depression and Anxiety all skyrocketing? Can we pin it on one thing? Have our genetics changed in the past 50 years? The likely cause to the rise in all these conditions is an overload of toxins that our bodies cannot recover from. We are not living in an environment that we were optimized for; it’s a foreign land to us!

What are the toxins that we are now exposed to that didn’t exist until recent history?

- Pesticides
- GMO Plants
- Mercury Fillings
- Personal Care Products
- Refined Carbs
- Abundant Foods
- Non-native Foods
- Electromagnetic Frequencies (WiFi, Bluetooth, LTE, etc.)
- Electricity
- Artificial Light
- Immunizations
- Antibiotics

- Prescription Medications
- Synthetic Chemicals
- Plastics
- Artificial Preservatives
- Artificial Food Coloring
- Artificial Sweetener
- Air Conditioning
- Air Travel
- Cars
- Computers
- Phones
- Household Cleaners
- Carpet
- Fire Retardant Clothing
- Chronic Stress (toxic thoughts)

All of these things have become a part of our everyday lives all within the past 100 years! The truth is that human race still hasn't adapted to be able to thrive eating grains, legumes and dairy products which were introduced into the human diet about 12,000 years ago. If we haven't adapted to those changes in that past 12,000 years, how on Earth can we adapt to the barrage of environmental changes in the past 50-100 years? The answer is that we can't and we haven't.

I'm not asking you to move into the wilderness and give up all modern conveniences. Would it help your health? Sure, but I'm not willing to give up my lifestyle, especially when I can still be healthy with just some additional discipline to protect me from some of the harmful toxins. The human body is resilient and can fight off and recover from many of these toxins, but only to a certain point. After we reach that threshold is where the gradual decline of our health and vitality begins to occur. You may not notice this day-to-day. It can take years or even decades before the health issues take hold. The good news is that you can make adjustments to your current lifestyle to limit exposure to these toxins and allow your body to heal itself! I did. I've reversed decades of toxic overload in a short period of time.

## **How do Toxins Enter Our Bodies?**

Our toxic exposure is primarily via our gut from the food we eat and the liquid we drink. We are also exposed to airborne toxins via our lungs. Our skin is constantly being bombarded by toxins by everything we touch. Finally, we have toxic thoughts that impact our health.

### **Your Lungs**

We are all well aware that smoking causes lung cancer and that inhaling carbon monoxide, leaded gas and other toxins will affect our health. It has been decades since we switched over to unleaded gas and the US has done a decent job of cleaning up air pollution. Today, most of the toxins that we breathe in are in our homes and our workplace. New carpet and furniture release major toxins into the air. So do our typical household cleaners. My simple advice to you on this front is to read the ingredients on your cleaning products. Switch to natural products whenever possible. Also, ventilate and clean the air in your home and workplace where you spend the majority of your time. Mold is a major indoor toxin that we can be exposed to without even knowing it. If you have water damage of any kind, you likely have mold issues in your home or workplace.

## **Your Skin**

Your skin is your largest organ. What you may not realize is what your skin touches, it absorbs. It does keep some viruses and toxins out, but it also lets a lot through. Two examples of the skin absorbing substances are the nicotine patch and testosterone cream. Both are applied to the skin and absorbed into the body. Guard your skin against toxins! Any product you rub on your skin will be absorbed. Look at all your personal healthcare products and note the ingredients. One of the biggest modern-day offenders are anti-perspirants which contain high amounts of aluminum which blocks your pores and inhibits sweating. Another culprit is sunscreen which is very toxic to our bodies. I have switched to all natural deodorant, toothpaste, soap and shampoo. It's one area that I can control and limit my exposure and doesn't cost much money.

## **Your Gut**

The majority of the toxins we are exposed to enter through our gut. First let's define the gut. The gut starts where food enters your mouth and ends where food exits your body! Get the picture? Actually, the gut is technically "outside your body". In the way that your skin protects your body from the environment, your gut lining protects your body from anything that enters your mouth.

Here's how the gut works:

- Food enters your mouth
- You chew your food to break it down into smaller pieces
- Your saliva and the bacteria in your mouth also start to work to break down your food
- In your stomach, the stomach acid continues to break down the food along with the bile that is excreted from the liver via the gall bladder
- In the large and small intestines, your gut bacteria (microbiome) work to further break down your food
- The nutrients penetrate through the gut lining and into your blood stream to fuel your body
- The non-digestible food (fiber, etc.) is then purged

The problems arise when we consume things that are toxic to our body. Everything we eat affects our gut microbiome which is a key dictator of our overall health. Additionally, when we consume certain toxins, they break through the "tight junctions" in our gut lining, causing "leaky gut". When our gut lining is compromised foreign particles get into our blood stream that are not meant to be there. They can even cross the blood/brain barrier! The result is inflammation which is our body's protection against foreign material. I'll cover more details in the food chapter.

## **Your Thoughts**

The last area of toxic exposure is outside of the "physical realm". Many experts agree that toxic thoughts are just as bad for you as physical exposure to toxins. In fact, based on the constant barrage of information that we are exposed to in the modern world, we must constantly sift through the information to identify threats so frequently that it can be non-stop toxic exposure to our bodies. Yes, our thoughts directly influence our hormones and our nervous system state, which I'll cover in more details in the mindfulness chapter. Your mindset determines your destiny. Having an abundance mindset versus a mindset of scarcity will largely determine your success in life.

## Chapter 4 - Take Inventory

Most of us live in a constant barrage of information and external inputs and we have become “disconnected” from what’s going on in our bodies and our minds. In order to chart a new path, you must first find out where you currently stand. When you use Google Maps for directions, it asks you for a starting point. What’s your starting point?

STOP! 🛑 Check in with yourself to see where you are at physically, mentally, emotionally, spiritually, etc..

Take an honest assessment of where you are at this moment. For better data, reach out to family and friends and ask them for their feedback. If you are like me, you have been living in a state of denial for several years, so this is no simple task. The more honest you can be, the more clarity you will reach.

### Assessment

On a scale of 1-10, how do you rate your current health?

Have you had a complete physical lately? Do you even have a doctor?

Do you know your Blood Glucose Level (HBA1C)?

What’s your current Weight and percentage body fat?

How many medications are you taking?

On a scale of 1-10, what is your current stress level?

How are your relationships?

With your Family?

With your Partner?

At Work?

Do you have a support group of friends that you confide in?

How well do you sleep?

What does your exercise routine look like?

Do you take time for yourself? Do you prioritize “down time”?

## Chapter 5 - The Five Roots of Health

Why Roots? Because roots are the foundation of trees and plants providing them with nourishment, stability and water. The deeper the roots, the better the survivability of the plant.

Here are the Five Roots of Human Health:

1. Food/Nutrition
2. Exercise
3. Sleep
4. Mindfulness
5. Community/Relationships

As I touched on earlier, we are genetically programed for a different environment. The human genome has undergone only small changes over the past 10,000 years, but our modern environment is DRASTICALLY different than it was only 100 years ago. Here are the conditions that we are optimized for:

- **Food/Nutrition:** Food scarce; infrequent eating. Seasonal fruits and vegetables
- **Exercise:** Frequent movement, little sitting. Active during the daylight hours
- **Sleep:** No artificial light. Sleep when the Sun goes down.
- **Mindfulness:** Periodic, short-term “fight or flight” stresses necessary for survival. Out in nature. Live in the moment: No planning for retirement, accumulating wealth, worrying about paying the bills, no constant information firehose.
- **Community:** Extended families (tribe) lived together and supported each other. No “virtual” friendships. Dependent on others for survival.

The following chapters will cover the information and strategies to optimize and strengthen each of these pillars so you can master your health.

## Chapter 6 - Food/Nutrition

The “low hanging fruit” for quickly changing your health for the majority of us is to change what and how you eat. Within a few weeks, you can feel like a completely different person.

Like I stated before, we are genetically programmed for a far different environment. How do we eat in modern society? Our Western diet is commonly referred to as SAD “Standard American Diet”. Sad, but true. We consume hyper-processed foods that have little nutrition value, too many carbohydrates, we eat too often, our meat supply is horrid and our vegetables are GMO and sprayed with the mass-antibiotic glyphosate. We are literally eating things that are toxic to our body. Food is the major toxin exposure in modern society.

**Eat real food!** Food that doesn’t have a label and was grown naturally. For us to be healthy, we have to mimic our ancestral eating habits; eating what, how, when and how frequently our ancestors ate.

### Food Instructs our Bodies

I implore you to be diligent about everything you decide to eat because every bite of food you take impacts your biology the these four ways:

1. Epigenetic Input
2. Feeds our gut microbiome
3. Hormonal impact
4. Inflammatory or anti-inflammatory

### Food is an Epigenetic Input

Contrary to the modern belief that we are a victim of our genetics, we do have control over the vast majority of our health outcomes based on what we are exposed to. Yes, we do have genetic “predispositions” but food instructs our genes to turn on/off according to what we eat so we do have the ability to “take control of our health”. The majority of our toxic exposure is via food. What we eat and how often we eat greatly impacts our gene expression.

### Food feeds our Gut Microbiome

Those little bugs that live in our intestines that help us digest our food are sitting there waiting to get fed. Depending on what we eat, we either feed the good bugs or the bad bugs. Our

microbiome is as much apart of us as our own human cells. In fact, they communicate with each other and our brain via the vagal nerve. The gut-brain connection is real. We've known this for centuries. Yes, aliens living within us controlling what we do: But don't use that as an excuse to make poor choices. The expression "I went with my gut" is not far from the truth. Did you know the origin of the greek word hypochondriac literally means below (hypo) ribcage (chondria). Yes, if you are frequently sick, the issue is in your gut. Hippocrates famously stated that "All disease begins in the gut". He was a greek physician who lived 2,500 years ago.

## **Food has a Hormonal Impact**

The most significant hormonal impact of food is insulin. Insulin is the mechanism our body uses to control the amount of glycogen we have in our blood stream. When we eat carbs and protein, insulin is triggered to insure that our blood sugar doesn't go too high (which is toxic). Insulin instructs our cells to store the glycogen in our muscles, our fat tissue, etc.. Insulin also turns off our body's ability to burn fat as a fuel. I'll cover more on insulin in the diabetes section. Other hormones are the hunger hormones like ghrelin, leptin, and PPY.

## **Food is either Inflammatory or Anti-Inflammatory**

The food we eat impacts inflammation in our body. Inflammation literally means "on fire". When there is a fire, our body reacts by sending more white blood cells to the affected area. Swelling and redness are a result of localized inflammation (think if a mosquito bite). The bigger issue is chronic, systematic inflammation that is a result of continuous consumption of inflammatory foods. This chronic inflammation leads to many of the modern-day diseases and conditions. Some of the top inflammatory foods are sugar, refined carbs, saturated fats, trans fats, omega-6 fatty acids, refined carbohydrates, MSG, gluten, casein, alcohol. Anti-inflammatory foods are omega 3 fats found in wild caught fish and pasture-raised meats, cruciferous vegetables (broccoli, cauliflower, cabbage, kale), berries and turmeric.

## **Cut the Carbs**

There is an argument for both vegan/vegetarian and the paleo/carnivorous lifestyle. I'm not getting into an ethical or moral discussion about diet. I will, however, provide guidance to what food macronutrients that you need to be following. Keep it simple and Eat Real Food!

A healthy diet will consist of no more than 100-150 grams of carbohydrates a day if you want "optimal health". If you are looking to lose weight or reduce insulin sensitivity, then you can go down another level to below 100 carbs a day. 50 carbs a day or lower typically gets you into ketosis. The ketogenic or "Keto" diet is very popular at the moment. When you lower the carbs, you force your body to adapt to burning fat for fuel. Your body extracts energy from fat cells, your liver converts that fat into ketones and releases them into your blood stream. You have ancient bacteria living in your body called mitochondria. The mitochondria are the energy engines in your cells that produce ATP as the critical part of the "Krebs Cycle". Your brain actually prefers ketones over glucose for energy. It's also a cleaner-burning fuel for your body. Becoming metabolically efficient means that you have healthy mitochondria that can fuel all your cells to produce the necessary ATP. Becoming "fat adapted" strengthens your mitochondria.

Let me be clear. I'm talking about reducing sugar, refined carbs and grains. I'm not talking about limiting vegetables in your diet. Your plate should be mainly vegetables with some protein and healthy fat. Typically, a ratio of 25% carbs, 25% protein and 50% healthy fats is a

good macronutrient ratio. Vegetables don't contain a lot of carbs and they are packed with nutrients and fiber.

The whole "paleo" eating movement is based on what the typical human diet was in the Paleolithic period (pre-agriculture, about 12,000 years ago). You see, humans did not eat grains and dairy until relatively recent human history. 12,000 years is not a long time. In fact, humans are still not well-equipped to consume grains and dairy. There is one particular genetic adaptation that has taken place in Northern European history for those of us lucky enough to inherit the ability to digest lactose into adulthood. That doesn't mean that drinking milk is a good idea even with the genetic adaptation. Dairy, besides having a lot of carbs, is also inflammatory, mucus-producing and, more recently, the dairy supply is loaded with hormones, antibiotics and other things that we shouldn't be ingesting.

The point I'm trying to make here is that refined carbs, dairy, sugar and the like are all environmental toxins to us that we need to limit for optimal health.

The final thought on carbs is that you do need carbs which trigger insulin, but it's best to save them until later in the day. They are not beneficial if consumed throughout the day; they become a "poison" to the human body.

## **Frequency of Eating and "The Age of Insulin"**

Historically, humans ate infrequently. We didn't have 24-hour restaurants and gas stations on every street corner that we could grab a "quick bite". Back when I was a kid just 40 years ago, we rarely ate at restaurants. We weren't allowed to "snack" after school because we would "spoil our dinner" and we only ate locally-grown fruits in the summer/fall when they were ripe.

Today it's a completely different environment. We have food EVERYWHERE! We are told by the "food industry" that you must eat every few hours in order to keep your metabolism high (total BS). We also have fruit flown in from all over the World to insure we can get strawberries, grapes, bananas and apples every day of the year!

We were not designed to eat as often as we do. Our bodies are designed to switch between feast and famine. We would not have survived as a species if we weren't able to survive the famine. I can make a good argument for our bodies being better optimized for periods of fasting. The net is that you must give your body a break from insulin. Eating 2 times a day is probably optimal. That includes any caloric beverages (yes, even alcohol). Eat three times a day at the most for optimal health.

One of the major health issues facing the US and the World is Diabetes. The statistics are shocking. As many as 50% of those of us age 50+ are pre-diabetic. Out of those 50%, 80% don't even know they are pre-diabetic because they haven't been tested. It's an epidemic that is still on the rise!

Diabetes is a disease or condition relating to insulin disfunction within the body. Insulin is a hormone secreted by the pancreas when our blood glucose levels rise (due to eating primarily carbs and protein). The insulin signals your muscles and fat cells to store the glucose. Without this, our blood glucose would rise to toxic levels and we would die. Type I diabetics don't produce enough insulin in their pancreas, so they need exogenous (external) insulin, but type I diabetes is a very small percentage of overall diabetics. The majority of diabetes today is lifestyle-induced.

Insulin also turns off our body's ability to burn fat for fuel and it stays elevated in our body 10-12 hours after our last meal. That means that you will not be able to access your vast reserves of fat cells for fuel for 1/2 a day, even when our blood glucose level plummets a few hours after eating sugar. That's when we get "hangry". Burning fat for fuel is what we are supposed to do. Take me for example. At 235 pounds, I'm 20% body fat which is about 47 pounds of fat on my body. Every pound of fat is about 3,800 calories so I have 178,600 calories of "fat fuel" available to my body. If I burn 2,800 calories a day, I could go without food for 64 days! Conversely, if I ate every 12 hours I would never be able to access that fat.

What happens with our frequent eating is that we eventually develop "insulin resistance". Because insulin is elevated all the time, our cells get desensitized to it, so our body pumps in more insulin to counter this effect. We first store the glucose in our muscles, then in our fat cells, followed by our liver (fatty liver) and finally in our pancreas. When the pancreas starts storing fat, then we've reached type 2 diabetes. Diabetes eventually leads to kidney failure, heart disease, and even amputation. Additionally, Alzheimers is now being referred to as type 3 diabetes, meaning that it is a result of long-term insulin resistance.

I don't want to scare you. Actually, let me take that back. I DO want to scare you so you are motivated to take action now to insure that you take care of any insulin sensitivity issues. You can check your blood glucose with a simple hand-held meter to check levels. You should also have a more-comprehensive HBA1C test done which is a 3-month average of your blood glucose level. An HBA1C of below 5.6 and below is normal, 5.7-6.4 is pre-diabetic and 6.5 and up signifies type 2 diabetes. For handheld glucose meters, you want to see a fasting blood glucose level of below 100 but that level fluctuates throughout the day in harmony with your hormones and other factors. HBA1C is the true litmus test.

## **Reduced Feeding Window, Fasting and Autophagy**

Now that I've given you the bad news on insulin, I'll tell you how to reverse insulin sensitivity before it's too late. Reducing your "feeding window" every day, also referred to as intermittent fasting, is the first step. The single biggest factor in my being able to lose 70 pounds in 9 months was intermittent fasting. For optimal health, we should eat 2-3 times a day within a 10 hour window. That means if you get up in the morning and eat breakfast at 7:00 am, then you should be done eating dinner by 5:00 pm. In order to help reverse insulin sensitivity and to lose weight, you must further reduce your "feeding window" to 8 or even 6 hours a day. Doing this will build the metabolic machinery you need in order smoothly change between burning glucose for fuel and burning your body fat for fuel. This is commonly referred to as "Metabolic Flexibility".

Remember, I talked about how external "epigenetic" inputs determine our health? Well, if we don't take a break from eating then over time we lose the ability to easily burn fat for fuel. That's why we get "hangry" after a couple of hours of not eating. Our bodies are so used to us consuming carbs every couple of hours that our blood sugar drops "hypo-glycemic" after 3-4 hours of eating. Our insulin is still high and our bodies are not used to burning fat so we can't make the switch. What do we do? Grab a Snickers!

I have found that the 6-hour feeding window is optimal for me. I rarely eat breakfast. Do I push through hunger? Absolutely not! I'm not hungry in the morning. My body is efficiently burning body fat for 6 hours+ a day! I usually start eating around 2:00 PM and then I have dinner by 7:00 and finish by 8:00. I'm not rigid about it, adjusting my feeding window daily based on my schedule and my hunger. If I'm hungry in the morning, I eat! It's rare, but I do eat breakfast 1-2 days a month. I avoid carbs, though, when I eat breakfast. Keeping carbs out of

my diet until the afternoon/evening allows my insulin to stay low the majority of the day. I've completely reversed my insulin sensitivity issues.

The next level is fasting or not eating. It's a word that scares people because it's often equated with cruelty and starvation. Our bodies were designed for periods of "feast and famine". No creature on Earth would have survived if they had to eat every 3-4 hours. Think about it. That is absurd! Today, we get "hangry" and need a snickers bar 2 hours after lunch to make it through the afternoon. We are no longer evolving; we are devolving!

Every major religion incorporates fasting into their dogma. Jesus fasted, Buddha fasted, Ghandi fasted. The Muslims have Ramadan which is a version of intermittent fasting. They fast from sun up to sun down for about 30 days. Also, what do we call the first meal of the day? Yes, breakfast.

As much as we are designed to eat to fuel our bodies, we are just as well equipped to not eat. In fact, when we don't eat, our bodies kick into another gear. As soon as we burn through the carbs we ate in our last meal (10-12 hours after eating, when our insulin lowers), we start to access our fat storage. Fat is converted into ketones by the liver. These ketones help fuel our brains. In fact, the brain prefers ketones over glycogen for fuel as it's a much cleaner burning fuel and way more efficient. We also have a process of converting fat and protein into new glycogen for our bloodstream. That process is called gluconeogenesis and also is performed by our liver. We are supposed to be efficient at this process, but unfortunately most of us are not. That's because of epigenetics. Because we eat carbs all the time, our bodies no longer use the fasting pathways so it is a painful switchover if not done with some care. The goal is to become "fat adapted" or "metabolically efficient" like our ancestors were.

After about 12 hours of not eating, we start to utilize our fat storage (which is a good thing!). That's why intermittent fasting is so important to weight loss. After we've gone about 24 hours, a metabolic pathway called autophagy is initiated. This may be the most important function that our body performs. In fact, the 2016 Nobel Peace Prize for Physiology or Medicine was awarded to Yoshinori Ohsumi from Japan for his discoveries of the mechanisms for autophagy. Autophagy is a combination of two Greek words that literally means "self eating". Sounds scary, but it's not. Autophagy is the process by which our body identifies and cleans up dysfunctional and unnecessary cellular components. What are dysfunctional and unnecessary cells? Let's start with cancer! All of us have cancerous cells in our bodies at any given time. These are cells that are not working correctly. Autophagy is the process by which we keep cancer in check. Just google autophagy and cancer or fasting and cancer and you'll find study upon study showing reduced cancer rates with fasting. In addition to cancerous cells, the body will consume material that is no longer needed. Do you have skin tags? Have you ever lost weight and had flabby skin? This is extra material that the body doesn't need and it will get rid of it naturally if you give it a chance.

Extended fasts (over 24 hours) start to trigger autophagy. I do a 5-day water fast every couple of months. Yes, nothing but water. Here are the benefits of extended fasts:

- Hormone regulation (Insulin, etc.)
- Resets your microbiome
- Detoxifies your body
- Weight loss
- Lowers Inflammation
- Lowers risk of cancer
- Extends lifespan

I'm not prescribing anything for you, just giving you information. Fasting is something that provides great benefits, but be cautious and consult with your doctor, especially if you are on any medications, before attempting fasting. Work up to it. Start by intermittent fasting, then try a few 24-hour fasts. Once you become metabolically efficient, then you can work up to longer fasts. I will provide you with some links to information on fasting so you can research and see for yourself. One last point here is that fasting is often the best way to help reverse pre-diabetes and type II diabetes due to the reduction of insulin. In those conditions, the cells get resistant to insulin due to chronically high levels. Taking a break from insulin will have big benefits.

## **Why We Eat**

Seems like a no-brainer, doesn't it? We eat for survival. We eat for pleasure. We also eat for social and psychological reasons. We eat for because we are stressed, bored, out of habit and because we have been programmed to eat. I want you to eat when you are hungry and eat real food that fuels your body in a positive way.

### **Survival**

We are designed to eat! We have hunger hormones that are triggered that are nearly impossible to resist. Ghrelin is the major hunger hormone. It is primarily produced in the stomach and small intestine (influenced by our gut biome)  
Let's talk about the annual cycle of Spring, Summer, Winter and Fall and how we're designed to survive it. We all know that plants start to grow in the spring, ripen in the summer and then are harvested in the fall.

Our bodies are designed to take advantage of the abundance of food in the fall. Up until the last 100 years, food availability was scarce and we only ate foods that were in-season. During the winter, food was very scarce so we had to be able to survive the winter on little food. In order to do this, we had to "fatten up" in the fall. The fruits and vegetables that ripen in the fall were necessary to our survival. In order to "motivate" us to consume as much as possible, the sweet taste of sugar is designed to be irresistible. In fact, it's been proven in studies with mice and rats that sugar is more addictive than cocaine!

Fast forward to the 21st century where food is available on every street corner and fruit available year around. We are just not designed to handle that! In fact, it is literally killing us. We eat every few hours and consume carbohydrates so often that insulin stays spiked. The result is weight gain, increased hunger, insulin resistance, diabetes.

### **Pleasure**

Eating is one of the greatest pleasures in life! Eating tastes good and feels good. If it wasn't pleasurable, we wouldn't have survived as a species. We have, however, taken the pleasurable eating thing a little too far. Food companies have engineered foods that provide the "dopamine high" and also interrupt our bodies natural hormones that tell us when we are satiated. The result is that we stay hungry longer. You know the famous potato chip phrase "You can't eat just one".

## **Social**

The majority of our social gatherings revolve around food/drink; holidays, sporting events, business dinners, family gatherings, picnics, BBQs, festivals, etc.

## **Psychological**

Comfort food when feeling sad or lonely; a reward; an escape

## **Habitual**

We are used to specific eating patterns

- We get up in the morning and eat.
- We take a lunch break and eat.
- We stop by the Starbucks on our way to work.
- We stop by the 7/11 on the way home.
- We fill up with gas on a trip and get snacks to eat.
- If food is in reach, we eat it.

## **Stress**

Stress raises cortisol. Cortisol revs up our metabolism and instructs our cells to use glucose. Cortisol inactivates Insulin so we use the glucose energy for fueling our body, not storing fat. The raised blood glucose (if you are eating) spikes insulin further.

## **Programmed**

- The US Government (with the prodding of big food companies) developed the food pyramid to tell us what we should be eating and how often we should be eating.
- We were told we needed to eat every few hours to keep our metabolism high
- We have been told that breakfast is the most important meal of the day
- We think that not feeding our children is akin to “child abuse”

## **Boredom**

We eat because we don't have anything else to do. The best way to avoid overeating is to stay busy!

## **Protect Your Gut**

Protect your microbiome at all costs. It is the key to a healthy body, Here are some of the top things that wreak havoc on your microbiome:

1. Antibiotics - The name says it all! Antibiotics kill both good and bad bacteria.
2. NSAIDS - Ibuprofen and the like are horrible for your gut biome.

3. Proton Pump Inhibitors - PPIs counteract your natural, necessary stomach acid that is meant to break down food in your stomach.
4. Artificial Sweeteners
5. Sugar
6. Grains

## **What is good for the gut?**

1. Prebiotic foods - the foods that feed your good gut bacteria? What a concept! Eat cruciferous vegetables (broccoli, cauliflower, cabbage, kale) asparagus, onions, leeks, garlic, etc..
2. Probiotics - Probiotics are great in concept, but poor in execution. The label states how many billions of creatures, but they are limited in the number of strains usually about 10. Additionally, there is no way of knowing how many of the billions of bugs you bought are actually alive. Finally, the bugs that do get into your systems won't survive if they are not fed the right food. I don't regularly take probiotics. I just don't see the cost/benefit versus eating the right foods. I would, however, take them after any antibiotic doses.
3. Fiber
4. Low Sugar/Carbs
5. Breaks from eating (intermittent fasting, fasting)

## **Top things to remove or minimize in your diet:**

1. Sugar and Refined Carbs
2. Fried Foods (poor-quality fats, damaged fats)
3. Soy - Soy is higher in Omega-6 fats, estrogenic and should be avoided
4. Grains (wheat, corn, oats, rye, barley, etc.)
5. Omega-6 vegetable oils and fats (corn oil, canola oil, margarine)
6. Artificial Sweeteners (very toxic and bad for your gut) except stevia and monk fruit
7. Dairy - I no longer drink milk, but I do eat cheese. People vary on their ability to process lactose. Dairy can also be very inflammatory and mucus inducing.
8. Alcohol - It's a toxin to our body, so drink responsibly.
9. Any beverages with calories (leads to over consumption of calories)
10. GMOs (Genetically-Modified Organisms) - stick to organic whenever possible

## **Debunking the “Commonly Assumed Truths” about Food**

### **MYTH #1 - FAT MAKES YOU FAT**

There is no scientific evidence to support this claim...period! The original thinking around this concept was that fat has 9 calories per gram versus about 4 calories per gram for carbs and protein. Being that fat was more than twice as calorically dense, the general consensus was that if you ate less fat you would be able to eat a greater volume of protein and carbs and overall consume less calories. Sounds pretty simple and straight-forward, doesn't it? Well... there is no science behind it. In fact, here's what we now know that blasts that theory to pieces:

1. Fat is satiating; meaning that eating fat makes you feel satisfied and "full", so you end up eating less overall calories.
2. It's all about Insulin! Insulin is the hormone that triggers you to store fat and also shuts your ability to burn fat to "off" when it is high. What triggers insulin? Primarily carbs and secondarily protein. Fat is the only macronutrient that has almost no impact on insulin.
3. Cholesterol consumption doesn't raise cholesterol or impact heart disease. We can start eating egg yokes again!
4. Our body needs fat to survive and thrive. Eating more fat equates to better hair, skin, connective tissue, etc..

## **MYTH #2 - YOU MUST EAT EVERY FEW HOURS TO KEEP YOUR METABOLISM HIGH**

Total hogwash propagated by the food industry to sell us more goods. The truth is that your metabolism does have a set-point called the Appetat that helps you regulate your weight. When you consume more calories, your metabolism ramps up to try to burn the extra calories. If you calorie-restrict, then your metabolism slows down to conserve energy. Sound simple? It's not. What you eat and how that food impacts your hormones is more responsible for your metabolism than pure calories. Eating more frequently equates to constantly elevated insulin which often results in insulin resistance, diabetes, heart disease, cancer, Alzheimer's, etc. Our bodies are not designed to eat frequently. In fact, our bodies are better optimized for the times when we don't have any food for long periods of time. Autophagy is your friend!

## **MYTH #3 - BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY**

Let's unwrap this. First, I want to say that there was good intention in some who helped spread this message. One example is the elementary school programs that serve breakfast to try to boost the learning of underprivileged children. When you are malnourished and/or hungry, your brain will not function properly and you will not learn to your full potential. Also, if you are a "carb burner" and you haven't eaten for a few hours, you can't properly function physically and mentally. That's what I call the "carb loop" People who eat primarily carbs get hypoglycemic if they don't eat every few hours. Here's why: When you eat carbs, your pancreas secretes insulin to keep your blood glucose level within a safe range. Too much blood glucose in your body is toxic and will kill you. That's why people with Type 1 diabetes must take exogenous insulin. For the rest of us, we eat carbs and our blood glucose level rises. Insulin is secreted, which tells our cells to uptake the glucose and store it as fat. Insulin also blocks our body's ability to burn fat for fuel. This effect lasts for 10-12 hours after ingesting carbs and excessive protein. That means that we cannot burn our vast fat stores for fuel for 10-12 hours after our last meal! So, if you had dinner at 7:00 pm, went to bed and got your 8 hours of sleep. Woke up and had breakfast at 7:00 am. How much fat did you burn? Yep, none! Now, if you skipped breakfast and didn't eat for another 4-6 hours, then you would be burning fat that entire time! Easy? Actually, it is once you are metabolically efficient at burning fat. Your body gets used to a certain fuel and adopts to it. If you lived off carbs for the past few decades, you need to re-build the machinery to utilize your own fat as a fuel. You can

do this “cold turkey”, but you will feel like crap for a few days or even weeks while your body adjusts.

Let's now talk about what to eat for breakfast. Up until the 1950s, the staple was bacon and eggs. That's before fat and cholesterol got a “bad wrap”. About the same time came along General Kellogg. Mr. Kellogg was a 7th Day Adventist. They are typically vegetarians. He wanted an alternative for “his people” to have for breakfast, thus Kellogg's Corn Flakes were born. At least they were initially eaten in whole milk which added some healthy fat to the breakfast. Think about it. Corn Flakes “pure carbs” poured on top of skim milk “carbs and protein” and then topped with sugar and or fruit “pure carbs” is a recipe for disaster. In fact, I was a cereal addict growing up. My parents would marvel at the fact that I would typically eat 3-4 bowls of cereal every morning (yes, with skim milk). No wonder I started to gain some major weight in my mid 20s. Actually, I graduated high school at about 225 pounds and never lifted weights. I'm now 232 with probably 15-20 pounds of additional muscle. At age 51, I'm at a lower body fat percentage that I was at age 18.

#### **MYTH #4 - FRUIT IS HEALTHY**

Here's the truth about fruit. Yes, there are beneficial vitamins and antioxidants in fruit and fruit tastes great! God/Mother Nature gave us fruit in the late summer and fall to fatten us up so we could survive the harsh winters. Now we eat fruit all the time, so we are constantly fattening ourselves up. Bears eat berries to fatten themselves up so they can hibernate through the winter. Humans typically feasted in the fall on fruits to fatten up to survive the winter. The problem is that we don't have to “survive” the winter any more. We get fresh fruit flown in from all corners of the globe so we can eat it any time we want. We even get frozen fruit and mix it into our smoothies. Fruit = Fat.

That being said, I do still enjoy fruit in moderation, but never until the evening so I've had a full day of fat burning. Enjoy fruit in moderation. If you are trying to lose weight, then you should enjoy it less frequently.

#### **MYTH #5 - VEGETABLE OILS ARE HEALTHIER THAN ANIMAL FAT**

Complete bullshit and reckless advice bordering on criminal. Do you know that our government spends billions of dollars in subsidies each year on food/farming? What are the top beneficiaries? Corn, Soy, Wheat, Sugar. Yep, all the foods that I try to avoid eating are foods that our government is paying farmers to grow. When the whole “cholesterol wars” started in the 70s, we were told that margarine was healthier than butter and corn/canola/sunflower oils were healthier than animal fat (lard). This is not the case. In fact, those oils are high in Omega 6s. Though we do need Omega 6 fats in our diet, we need to have a healthy balance of Omega 3s to Omega 6s. Omega 6s are inflammatory where Omega 3 fats are anti-inflammatory.

#### **MYTH #6 - GLUTEN-FREE AND/OR WHOLE GRAIN IS HEALTHY**

Let me just nip this in the bud from the start. **NO GRAIN IS HEALTHY!** Humans didn't eat grains until about 12,000 years ago. Yes, grains did do some great things for the advancement of human society. Farming allowed us to mass-produce food that could be stored for future use. That enabled great societies to exist (think of the story of Joshua and his colorful coat from the Bible with the Egyptians storing grain to get through famines). The truth is that agriculture was a key piece to the formation of great cities and being able to feed the people. Yes, grains are calories but the human race is not genetically-optimized to eat grains. Grains

will keep us alive, giving us the calories we need to survive, but we will not thrive and live long, healthy lives eating grains. In fact, the human brain has shrunk about 20% since we introduced grains into our diet. That's why many of us have to remove our wisdom teeth. Our skulls are smaller.

There are a few big problems with grains (wheat, corn, oats, barley, etc.).

1. They are Carbs - Yes, the dreaded carb that spikes our insulin and causes us to gain weight. These carbs come without any additional "food value" in the form of vitamins/minerals and fiber. In fact, they are so finely refined that their affect on our insulin is the same as eating pure sugar.
2. They have lectins - Lectins are protective proteins found in grains. The most "famous" one is gluten, though gluten is not the worst. In fact, "whole grains" include more of the lectins than the highly-processed wheat flour that we grew up on. In fact, these lectins attack and penetrate your gut wall causing inflammation throughout your body and lead to a tidal wave of health issues.,
3. Much of the grain in this country is GMO (genetically-modified organisms) that have been modified to survive the mass antibiotic, weed killing glyphosate that is the main ingredient found in Roundup. Neither GMO nor glyphosate is good for you and should be avoided at all costs.

The only grain that I eat on a regular basis is white rice. White rice seems to have the least impact on the human body of all the grains. I do still eat wheat, corn, oats and the like, but not frequently. I think it's better not to completely eliminate things from your diet as it tends to cause more problems when you do again encounter these substances and you don't have the microbiome and the built-up resistance to things like gluten, dairy, etc..

## Chapter 7 - Exercise

Exercise is important, but ineffective for weight loss. Let me say that again. EXERCISE IS INEFFECTIVE FOR WEIGHT LOSS! I know, it's hard for most people to let this information sink in. Why? Well, the food industry has propagated a myth that the reason we are gaining weight as a society is because we are lazy and we don't exercise enough. It takes the blame off the food. Eat all you want, but exercise and you'll be fine! Not true! You can't "out exercise" a bad diet. Don't get me wrong. Exercise is a good thing in many regards. What I'm telling you is that food is 80% of the weight loss equation.

### The Cardio Dilemma

Because we've been so programmed with the idea that we just need to exercise, we sometimes justify eating that dessert by saying "I'll just do 45 minutes on the treadmill" to work it off. Let's unpack that thought process. First of all, I've already covered what that piece of cake might do for your blood sugar/insulin, your gut microbiome, gene expression, and the inflammatory trigger that it causes. Even if you "burn" the same amount of calories you consume, you will have an overall negative impact on your body. You won't be able to burn fat, rather you will be burning glucose. Additionally, when you burn through that glucose, it will spike your hunger hormone ghrelin to prompt your brain to eat more. That, along with your blood sugar dropping within a few hours of eating will compound the hunger response. Make the right food choices...period. If you do cardio for weight loss, then keep your heart rate below the threshold of 180 - your age. For me at age 51, I should keep my my heart rate below 130. If you go above that threshold, you actually burn more of the glycogen in your muscles

and the glycogen in your blood stream, not fat. The result of diminished glycogen stores? Increased hunger! It's typical for people who do 30-60 minutes of cardio to end up eating more extra calories than they burned off, negating the weight loss. Walking and frequent movement is the best exercise. Walking has longer-term hormonal benefits in addition to the fat burning characteristics.

There are benefits to cardio that I'm not covering here for simplicity. Increasing your VO2 max via cardio leads to a longer, healthier life amongst other things. I'm just not emphasizing cardio for weight loss because of the "programming" that we've had over the past few decades. I want you to eat better food and exercise smarter.

## **Lift Heavy Things**

The second thing you should do is lift heavy things 2-3 times/week. These don't have to be marathon gym sessions of 1-2 hours, rather 20-40 minutes is sufficient. Compound, full-body exercises are best for stimulating muscle growth, bone density and hormonal (testosterone and HGH) increases. Pushups, pull-ups, squat and plank are all exercises that you don't even need a gym for.

## **Sprint and Play**

The last thing you should incorporate is a HIIT Sprint exercise every 7-10 days. Run as fast as you can for 10-15 seconds, rest until your heart rate recovers, then repeat another 4 times. The hormonal impact of this is unbelievable. I just started this practice last year and I wouldn't give it up for the World! The last prescription I'll give you in exercise is to play! Yes, do something that you love. Be a kid and have fun.

# **Chapter 8 - Sleep and our Circadian Rhythm**

Every species on this Earth is engineered to take advantage of the natural day/night patterns. Some species are nocturnal. Humans are not. Our hormones are optimized to provide us with additional cortisol in the morning to wake us up and get us going and melatonin to calm us down at night so we can sleep. This is our circadian rhythm. Today, our circadian rhythm is f'd up, to say it bluntly. We now live in an environment with artificial light exposure 24 hours a day. This light exposure is the major reason we have a hard time getting quality sleep. We are designed to be exposed to primarily red light in the morning, blue light during the day and red light as the sun goes down. Our circadian rhythm is primarily set by melanopsin light sensors in our eyes (note the similar name to melatonin). These melanopsin sensors sense light in the blue spectrum (peak spectral sensitivity is 460 - 484 nm). When we awake and are exposed to 1000 lux blue light for a few minutes, it turns off our body's melatonin production. While we are exposed to blue light throughout the day, our melatonin production stays suppressed. It takes a few hours after our last blue light exposure for us to ramp up melatonin production to aid in getting to sleep. This circadian rhythm has worked well for us since the beginning of the human race. That is, until the last 100 years. The electrical grid has only been in place for about that long, providing us with light inside our homes. Candlelight wasn't bright enough to suppress melatonin. What has further complicated things in the past 50 years is "screen time" and other sources of "junk light". Florescent lights are not natural. They pulse on/off very fast (faster than our eyes can see, but with negative impacts on our body). LED lights are the same. They are not a natural source of light and they cause ill effects on our biology. Our TV/

computer/phone/tablet screens are all sources of “junk” blue light. Protect your eyes and your brain from junk light and light after dark and you will sleep better.

Get to bed at a constant time for better sleep. Sleep restores the body and mind. Inadequate sleep triggers excessive cortisol which zaps willpower leading to poor food choices, a distracted mind, compromised immune system and eventually physical breakdown. I track my sleep like a hawk. I use the best sleep tracking device there is, the Oura Ring. It gives me a sleep score every night, tracking my total sleep, deep/REM/light sleep, heart rate, respiration, body temperature, HRV, etc..

### **My top Sleep Strategies:**

- Go to sleep the same time every night
- A comfortable walk before bed
- Cool or cold shower before bed
- No screens in bed (tv, tablet, phone)
- Blue-blocking glasses a few hours before bed
- Dark Room - good drapes/shades, no LEDs, etc..
- Cool Room - We sleep better when we are cooler
- Minimize EMFs - phones, tablets, etc. off or in airplane mode if in the room
- White Noise - I have an iPad app that emits a sound and drowns out noise in the house
- Nose strips if extra air is needed through my nose
- Mouth Tape - Keeps me breathing out of my nose so I don't snore or get dry mouth

## **Chapter 9 - Mindfulness (Combating Stress)**

To better understand stress and mindfulness, I will start by covering the human nervous system and how it is impacted by external stressors. Our **Autonomic Nervous System** is controlled by our “reptilian brain”. The oldest, most primitive part of our brain that functions the same as less-evolved creatures. This part of our brain is often described as “pre-verbal” and “pre-cognitive” meaning that it acts before we can think and often without us being able to verbally communicate or even understand what is going on. An example of this is if we touch something very hot or cold, our body responds before we know what happens. We “automatically” pull our finger away from the hot stove or the freezing cold water. Our conscious minds don't register what happens in the moment. Shortly afterwards, our cognitive brains tells us “that was hot”. Our autonomic nervous system controls our heart rate, our breathing, digestion, sexual arousal and controls many of our hormones.

### **Autonomic Nervous System States:**

- 1. Sympathetic (Fight or Flight)**
- 2. Parasympathetic (relaxed)**

Our default nervous system state is supposed to be parasympathetic (relaxed). Unfortunately, modern day humans spend way too much time in the sympathetic nervous system state. Here's how it works. We are programmed to look for danger. It's a survival mechanism. As soon as we sense danger, we enter our “Fight or Flight” mode. Our heart rate increases and our breathing speeds up. Our body injects cortisol and adrenaline into the blood stream to fuel our ability to run from danger or fight off an enemy. Fortunately for us modern humans living in a relatively civilized World, we don't have to run from or fight off an enemy too often. So, we should be relaxed, shouldn't we?

## Chronic Stress

We now live in a constant “chronic” stress environment as we are bombarded with inputs and information that we have to quickly react to. Remember, we are always looking for danger. We even see danger in a food label. Try going to the grocery store and picking out the “healthiest” yogurt out of the 20+ options available. Is it organic, grass fed, low fat, high protein? What is the calorie count? Are there any artificial sweeteners? What probiotic strains are in it? See how too much information and too many choices create stress?

We must rely on our higher level brain functions to interrupt that autonomic nervous system state and relax ourselves. For the majority of us, that is a skill that we haven’t developed. On the contrary, we can actually get addicted to the rush. You’ve heard the term “adrenaline junkie”. It’s a term that has been around a while, but we’ve taken it to a new level in modern society; we pursue extreme sports, we watch action and horror movies, we play violent video games, we watch the news for signs of terrorism and conflict, and we even create conflict in our relationships because it feels “normal”. Yes, we have shifted our default nervous system state to Sympathetic. What are the results? It zaps our willpower and triggers hunger. It compromises our body’s ability to fight off disease. It changes our brain chemistry, overworks our organs and creates elevated hormone levels. Chronic stress eventually breaks us.

We need to be able to quiet the noise in our heads so we can focus on the important stuff. Our bodies need break from the “chronic stress”. Do you know that stress is all in your head? At least it starts there, but it affects your whole body. In the modern World, we don’t often have cortisol and adrenaline running through our veins in response to a true “fight or flight” danger. Our stress responses are supposed to be short-term so we can handle dangerous situations.

Today, danger is everywhere “in our heads”. Something as simple as a notification on our phone can put us into the stress response and keep us there! Who’s contacting me? Is it my boss? Did I miss a deadline or do something wrong? Am I going to get fired? How am I going to pay the mortgage or have enough money to retire at age 65? Do you see how a simple “ding” on a phone can send us into a stress state that we can’t dig ourselves out of? That’s because we assigned a meaning to that notification.

Don’t get me wrong. Stress can be a good thing. It can drive us to succeed and give us extra energy and focus to push through fatigue, lack of sleep and hunger to get something really important done. Stress motivates and enables us to produce superior results as long as it is cyclical. Chronic stress will eventually break down your body and your spirit. Every hormone in the human body has a place and time, but when those hormones are constantly elevated, they become destructive.

In order to break this cycle, I have created a tool to validate/debunk our thoughts so we can keep the “Chronic Stress Gremlins” at bay and we can better handle the productive stress that helps us accomplish our job tasks.

## S.T.R.E.S.S. - Cognitive Intervention Tool

- S** - Stop what you are doing
- T** - Tune in to your thoughts
- R** - Release anything outside of your control (serenity now)
- E** - Examine for Truth: Question it. Have you assigned the proper meaning to the thought?
- S** - Spin or Reframe the thought to a positive
- S** - Schedule a time or set a reminder to address it

First you must **Stop** and **Tune in** to your thoughts. If you don't pause and listen, then your subconscious will be wrestling with the thought and sabotaging your ability to get other, more important things done. When you do this, notice your breathing pattern, your heart beat, the tension in your body (stomach, shoulders, headache). Really connect to what is going on. We've become so externally focused, that we don't even know what is going on in our bodies. When you pause and listen, you will gain insight into the thoughts that are bothering you.

Next, develop the skill of **Releasing** the things that you can't control. Politics, sports teams winning/losing, global warming, the weather, war, the economy and other people's actions are all examples of things beyond your control. Why worry about them? I'm not telling you not to care or assess what those things may mean for you, but don't hold the burden of those worries. One of the best things I've ever done for my health is to give up watching the news. If you watch MSNBC or Fox News, you will likely get caught up in the constant message that you must take action or America is going to fall apart and the "other side" is going to take over. Get the picture? Release the thought and the tension that goes along with it. Free up your energy for things that you can impact.

If you have determined that it's something in your control, then **Examine** the thought. Is it true or have you assigned the proper meaning to it? Feelings follow thoughts. A thought in itself doesn't cause stress or tension. It's the feelings that we assign to it as we create a "story" in our minds about what that thought means about us. This story is based on personal "filters" that is unique to the individual based on our own insecurities, negative experiences and core beliefs. Also, don't hold on to a thought that is speculative or unclear. You will probably find that you are wrong the majority of the time. If you don't give the thought any power, then it won't cause you any stress.

Next, try to **Spin** or reframe the thought into a positive. Look at it from another perspective that gives you hope or encouragement; the "silver lining". Rather than seeing something as a negative or a setback, change how you view the thought. A setback can result in a great learning lesson that produces fruit in the future. A "perceived" failure, can be a spark to something bigger and better. We fail at something every day. It's how we react to the failures that determines our long-term success. Don't stay in the negative. It will zap your energy and sabotage your efforts.

If the thought is still bothering you, then **Schedule** a time to address it! First determine the priority. If it warrants top priority, stop what you are doing and address it now. If it's something that is lower priority, that you need to strategize with others or gather more information, then set a reminder on your phone or block off a specific time on your calendar to. Then move on and concentrate on what you need to in the moment.

## Meditation

Meditation is the practice of calming the mind and taking a break from the stresses of life. It means different things to different people. For me, meditation can be simply taking a walk and noticing the beautiful flowers and plants that surround us. It can also be listening to relaxing music. I never purposely meditated in my life until 2 years ago when I bought a Muse Headband. It's a device that gives neural feedback to your brainwaves as it can sense your different brain wave frequencies and tell you when you are relaxed versus anxious. Some people say that you have to remove all thoughts to meditate. I don't subscribe to that. When I meditate, my brain can go many places. As long as I just passively listen to my thoughts and don't "judge" them, I stay relaxed.

## Breath Work

Remember I talked about how your autonomic nervous system controls various bodily functions? Well, the only function that you can cognitively “interrupt” is your breathing. In fact, changing your breathing can change your nervous system state. Pranayama breathing, box breathing, diaphragmatic breathing, pursed-lipped breathing and yoga breathing are all ways you can directly influence your heart rate and your entire autonomic nervous system state to “calm down”. For all of these techniques, you must be able to breathe through your nose if you want to truly relax.

<https://www.psychologytoday.com/us/blog/the-athletes-way/201705/diaphragmatic-breathing-exercises-and-your-vagus-nerve>

<https://draxe.com/breathing-exercises/>

<https://www.youtube.com/watch?v=GZzhk9jEkkI>

## Gratitude

The simple practice of being thankful for what you have will result in a shift in mindset which is an elimination of the “thought toxins” and puts you on course for a great day. The major religions of the World all share the practice of giving thanks. It doesn’t cost you anything, it’s quick, and very effective.

## Journaling

Daily journaling is another way to formalize a gratitude practice. Do you know that giving thanks for your food before eating changes your biology? It prepares your mind and body for the feast and helps you better digest the food.

## Abundance Mindset

Shifting your mindset from that of scarcity to abundance is one of the greatest “Game Changers” for success in life and in your career. A mindset of scarcity is one in which we think we have to compete with others for a limited amount of money, success, food, attention, etc.. This is a limiting mindset in which people tend to “hunker down” and not take calculated risks to reach new levels of achievement. An abundance mindset is one in which you believe there are enough resources to go around and you share those resources. You are not competing for “your share” of the pie. You actually increase the size of the pie. You’ve heard the term “A rising tide lifts all boats”. That’s an abundance mindset. Work on rising the tide so everybody benefits. Seek out like-minded people and work together to better the World!

## Chapter 10 - Community / Relationships

We humans are relational beings. It begins with the very important mother-child relationship and expands to dad, siblings, extended family, friends, classmates, co-workers, etc.. These relationships shape our beliefs, our behavior. They provide safety, and they historically were important for survival. If we take a look at families and “tribes” throughout human history, there was a strong community bond that provided support in the care of children, teaching, safety, food and love. Being a part of something bigger than yourself is the ultimate satisfaction.

Unfortunately, our modern society has changed our relationships to a great degree. First, let's look at family. Even 30 years ago, it was very common for grandparents to live in the home with the family. If not in the home, then very close proximity to the grandchildren. Today, we ship them off to retirement homes so they don't become a "burden" on the kids. We also tend to live longer distances from our families.

What becomes our "circle of influence" in modern society? Often people whom we don't even know or have a personal relationship with. We have "virtual" friends on social media and we are influenced by the people we follow. There is a saying that we are the average of the 5 people we spend the most time with. These people have the most influence on us. Our mother's knew this when they would tell us "I don't like you hanging around with Billy. He's a bad influence". This was so true in my childhood. If I hung around with troublemakers, I got into trouble. If I hung out with friends who were motivated to improve themselves, did well in school, and were nice to others, then I mirrored those traits.

Pick your friends and/or influencers wisely! You don't want to spend much time with "Debbie Downers", with friends who razz you about your diet and try to get you to eat poorly, or with friends who are just going nowhere in life. Once you have an idea of who and what you want to be, then you should be diligent about choosing to spend time with people who will help you become that person.

Pick friends that are supportive, positive, giving, loving, encouraging. Friends with an "abundance mindset". Friends that will challenge you when they see you doing something contrary to your beliefs. Friends who you can share at a deeper level. Yes, men, that means you. Yes, we have our "drinking buddies" that we talk about sports, politics and pop culture. Those are "surface-level" relationships. Do you have friends that you can share your struggles in life? Your fears, your hurts, your shame? We are so afraid of judgement that we hide certain parts of ourselves to even our closest friends. Connect at a deeper level and the rewards will be invaluable.

Get out in the community and help others. Give of your time. These things will give you energy and life.

Be diligent about what information you are exposed to on social media. As I stated earlier in the book, I stopped watching the news (Fox, MSNBC, CNN, etc.). It was the best thing I could've done for my stress. Here are my social media strategies:

1. I use Facebook for closer connections to friends and family. People whom I want to share in their lives. I give a deeper, more intimate view of who I am.
2. For Twitter, I follow specific news sources so I can get information and minimize the bias.
3. I use Instagram to follow "influencers". I can scroll through the pictures and get motivation about food, lifestyle, mindset, etc.

Here's a list of some of my major influencers and virtual mentors. Connect and follow them on social media to become part of their community.

- Mark Sisson ([Mark's Daily Apple](#), [The Primal Blueprint](#))
- Dave Asprey ([Bulletproof Coffee](#))
- [Dr. Joseph Mercola](#)
- [Dr. David Perlmutter](#)
- [Dr. Mark Hyman](#)
- [J.J. Virgin](#)
- Dr. Jason Fung ([Intensive Dietary Management](#))

- Aubrey Marcus (Onnit)
- DH Kiefer
- Tim Ferriss
- Naveen Jain
- Peter Diamandis
- Tony Robbins
- Wim "The Iceman" Hof
- Ryan Munsey

The above people inspire me to become a better person. They provide information that challenges and excites me.

## Chapter 11 - Morning Routine

Having a routine will help insure that you get off to the best possible start of the day. It can dramatically influence the amount of energy you have, how focused you are and your overall mindset just by taking 20-30 minutes each morning to insure that you will be functioning at your best. Hopefully, you got good sleep the night before. Either way, a morning routine will make it a better day. Got up on the wrong side of the bed? Lame excuse! You didn't properly prepare for the day.

Here's an example of my morning routine. I will do at least 6 of these every day, usually 8-10:

- Immediately Hydrate (drink water)
- Make bed (easy, 1st accomplishment)
- Drink Coffee (black or without carbs)
- Gratitude Practice (sets positive mindset for the day)
- Meditate
- S.T.R.E.S.S. Tool - check in with your thoughts
- Wim Hof Breathing Exercises (for energy)
- Cold Exposure (Wim Hof cold shower)
- Grounding (bare feet on the Earth)
- Get into the sun ASAP (sets circadian rhythm, Vitamin D)
- Don't eat food or at least avoid carbs
- Journal (to process information and/or emotions)

## Chapter 12 - Travel Strategies

When it comes to travel, whether it's for business or pleasure, you really want to develop some alternative behaviors to protect you from the additional stress to your mind and body. The most important thing I protect when I travel is my gut. What that means for me is that I don't eat or drink during air travel, except for bottled water or black coffee. Especially no airplane snacks!

What I've found for me is that I had poor travel eating habits. Every time I got into an airport, I scanned the terminal for airport snacks. The same goes for traveling by car for long periods of time. Growing up, we would get special treats when traveling. Twizzlers was my favorite. In fact, I passed that tradition on to all my kids. I would stop at a gas station when traveling with the family and buy Twizzlers and pop. Do you see how that habitual eating pattern isn't healthy? Not only was I not hungry, but I was also eating stuff that made my body worse.

These days I decide not to eat before I go on a trip. I remove the possibility from my mind so I don't have to constantly engage willpower to say no every time I pass food. I take it off the table. Because I'm fat-adapted, it's pretty easy for me. I don't get hungry. Also, I've broken the cycle of eating due to habit and boredom.

Sitting in the car can be boring and having something to mindlessly stuff in your mouth is all too common. If I'm traveling for a long time, I will bring some healthy snacks (usually macadamia nuts or almonds) and have them handy in the car. Not too many, though! If I have a big bag of macadamia nuts, I'll keep eating them until they are gone. Although healthy, they contain a lot of calories. I found what works best for me is what I call "circles of proximity". If I have something in the front seat by me, I'm most likely going to eat it. If I then throw it in the back seat out of my reach, I would then have to make a conscious decision to stop the car and retrieve the nuts reducing the chance that I will eat them. The next circle of proximity would be the trunk. Anything I want to save for later goes in there; out of site, out of reach, out of mind.

## **Air Travel and Jet Lag**

When traveling across multiple time zones, it's important to reset your circadian rhythm so your body adjusts to the new time zone. Try to get adequate sleep in a dark room and get sun exposure first thing in the morning. Go outside, ground and let the sunlight get into your eyes (don't look directly at the sun) and get sun on as much skin as possible. Also, get active. A quick morning workout will help. See my chapter on morning routine for other tips.

After air travel, as soon as you can get your bare feet on the soil/grass. This grounding will neutralize your body's charge. When you are on a plane, you build up negative ions that can zap your energy.

Guard against the desire to take advantage of "free" continental breakfast at your hotel, at business meetings, etc. I still intermittently fast while traveling, skipping breakfast. On rare occasions, I will eat an omelette, some bacon or sausage for breakfast; staying away from the carbs. Listen to your body. If you are hungry...eat, but eat healthy.

## **Eating Out**

Another strategy for traveling and eating out is to pick the restaurant beforehand. Look at the menu and choose a healthy food that fits into your healthy eating program. Deciding your food choice ahead of time reduces the chance that you will go with your emotions and eat the "special of the day". I don't eat dessert at restaurants. Even when traveling and on an expense account. No food is "Free". And absolutely no buffets!!! Not only do you end up eating more to "get your money's worth", but the food is usually lower quality and full of preservatives to keep it from spoiling while sitting out for hours. Yuck! 🤢

When traveling to different cultures with different food sources, be extra diligent about protecting your gut. Be careful about the water. Try to drink bottled water, only. Also, you will be exposing yourself to different foods, parasites and bugs so take activated charcoal before meals to help absorb some of the toxins.

## **Sleep**

For better sleep in a hotel or foreign room, try to remove all light sources so you sleep in pitch dark. This will give you a higher quality sleep. I take a small roll of electrical tape with me to

put over LEDs on clocks, microwaves, smoke detectors, and other appliances in my hotel room. I pull the curtains shut tight to insure darkness.

Another thing I do in my hotel room, like I do at home, is I minimize my EMF exposure. I put my devices in airplane mode or in the bathroom to charge. I unplug the clock radios and all electronics around the bed to insure I get minimal electrical field exposure.

Also, turn down the thermostat! You sleep better when it's cooler.

Finally, I utilize a "white noise" generator on my iPhone or iPad. That drowns out some of the background noise so I sleep better. We get used to the specific background noises that we hear around our homes, but when we are in another environment, those background noises can really disrupt our Deep and REM sleep patterns.

Finally, I always travel with supplements. I take extra Vitamin C and B, glutathione and activated charcoal to protect my body and help recover from the extra stresses of travel.

## Chapter 13 - Alcohol

Let's face it: Alcohol is a toxin; not a performance-enhancing substance. It is, however, a big part of our society. Most adult social events include alcohol. A lot of business gets done while throwing back a few. I have chosen not to give up alcohol, but I am smart about how and what I drink to minimize the negative effects, at least most of the time.

Alcohol is a part of our lifestyle, but do you have to give up drinking in order to be healthy? It would help, but it's not necessary. Besides, why put in place a long-term lifestyle plan that doesn't accommodate the biggest social drug in the World? Business dinners, concerts, holidays, family gatherings, etc. are all commonly associated with alcohol consumption.

Alcohol is our body's "jet fuel". It is both a toxin and a fuel source for our body. The liver "prioritizes" the processing of this toxin (to keep it from killing us) and it uses the fuel for your body until it is used up. When we are processing alcohol, our heart rate can be elevated by 20-40% (which is not good for sleep). If we also ate food while drinking, that food is going to end up being stored as fat as we are using the alcohol for our fuel source.

### What to drink?

Clear, distilled liquor like Vodka, Gin and Tequila have the least amount of toxins and are also lower in carbs. Next on the list would be the brown liquors like Whiskey and Bourbon. They have a little more carbs and more toxins than the clear liquors. Next on the list is wine. Be careful of wine as it can have a wide range of carbs and toxins. The US wine standards are lax compared to European standards. We allow higher levels of sulfites in addition to dozens of other additives for coloring, flavoring, sweetener, etc.. All these add up to a lot of toxins to the body. Additionally, you can't find anything in the US that doesn't have traces of glyphosate, the biological killer that is sprayed on our farms in the US. When I drink wine, I drink dry European wines. Dry wines, by definition, are lower in carbs as they don't contain much residual sugar as a result of the extended fermentation process.

There are a couple of good, safe options out there for wine in the US. Dry Farm Wines is a wine club that tests and certifies wines and ships them to your doorstep. They are my "go to" resource for wine. Also, you can buy Fit Vine Wines in several US stores including Whole

Foods. Next on the list is beer. Beer can have a wide range of carbs from your “light” beers to your high-alcohol craft brews. Additionally, there are many toxins in beers as well as the grains which are not optimal for human consumption. That being said, I still drink beer. I love it. I don’t drink it as often and I don’t drink as much. Last on the alcohol list is your high-calorie mixed drinks. You know, the fruity beach drinks like Piña Coladas, daiquiris, margaritas and others that come with syrup (sugar). Yes, they taste good, but they can pack on the pounds.

## How to Drink

Primarily, drink in moderation. Just enough to relax you and give you that nice subtle buzz. Another tip is to not eat too much food while drinking as the excess calories will be stored as fat. Also, it’s a good idea to over-hydrate. Drink one glass of water per alcoholic drink. This will do two things for you; keep you from drinking as much and replenish the water in your system as alcohol is a diuretic. Finally, don’t drink too late at night or else your sleep will be severely impacted. I know, you think you fall right asleep “pass out” after drinking alcohol. Yes, but your quality of sleep is crap. Your heart rate is typically elevated by 20-40% until you process the alcohol, your food digestion is slowed compounding your ability to get good sleep, and you don’t get enough quality deep sleep and REM sleep you need to feel refreshed the next day.

## Tips to minimize the impacts of Alcohol?

First, like I stated above, choose the right alcohol and drink in moderation. Hydrate, hydrate, hydrate! I drink as much water as I can while drinking alcohol, and I drink until I can’t drink any more right before bed. This is the main key to avoiding a hangover which is typically a pounding headache due to dehydration of the brain. I also take activated charcoal before drinking and/or before bedtime. Activated charcoal absorbs the toxins in the stomach, reducing some of the negative effects of alcohol. Additionally, you can take Vitamin C & B-complex vitamins or a effervescent product like Emergen-C to replenish lost vitamins. Drinks including electrolytes (magnesium, potassium and sodium), but avoid the ones with sugar (Gatorade). The morning after, I highly recommend more water right away followed by black coffee, a cold shower and exercise if you have the time. I also take Glutathione the morning after. Glutathione fuels your mitochondria and boosts energy. Recommended supplements:

1. Bulletproof Glutathione
2. Kor Factor

## Chapter 14 - Powerful Economies of Profit

I’m not a conspiracy theorist, and I don’t actually think that there are powerful forces of evil conspiring to feed us misinformation in order to lock us into a systems of dependency. However, there are systems of dependency that are multi-trillion dollar economies that are very hard to change because there are powerful people making a lot of money. Their best interest isn’t the “good of the people”, rather it’s the profits of their companies. To understand why we aren’t getting the “truth” about health and nutrition, you need to know about the major players who are behind the misinformation.

- Big Food Companies
- Big Pharma
- The Healthcare System
- Our Government

## - The Media

Powerful men in charge of the profit/loss of these economies will do things counter to the good of the people in order to keep their money and their position of power/influence.

Let me start by saying that the food industry has failed us miserably. First of all they have hyper-processed our foods to the point that our taste buds, our hormones and our gut are no longer able to “self regulate” to insure we don’t eat too much. Secondly, they have substituted real food with stuff that we should never eat in the first place (just look at the ingredients list on any food product). Furthermore, they have pushed this idea that we must eat every few hours in order to keep our metabolism high. Also, they have “advocated” that breakfast is the most important meal of the day. Finally, they were behind the worst experiment in human history by pushing “low fat” as a healthier diet. Where has that gotten us?

The results of that experiment are our dependency on “Big Pharma” drugs to counter the effects of our poor quality food and our dependency on the healthcare system. **We don’t have a healthcare problem in America, we have a food problem.** The other key piece of all this is the role government plays in propagating the misinformation. First of all, essentially all science and research is funded by big business. This funding has an “agenda” and the information that is output is biased and deceptive. Additionally, Big Food and Pharma fund our politician’s campaigns, they lobby for laws to fit their profit agenda, etc.. The last piece is the media. Media profits on sensationalism which drives viewership which results in more advertising revenue. Who advertises? Big Pharma, Big Food, etc.. Case in point: you will never see an advertisement for, government research on, or media coverage about fasting! That’s because there is no money in fasting!

The result of all of this is a system of dependency on drugs, healthcare and now on our government (save us, give us free healthcare, protect us from the same people who are lining your pockets). This system of dependency was created by Big Food in the first place. Real, healthy food and healthy people are not good for business so there is no incentive for the “truth” to get out to the people. Pick your information sources wisely! Don’t be a fool and accept everything you hear. Question it, use common sense, and arm yourself with real information.

## Chapter 15 - Nootropics (Smart Drugs)

Wikipedia definition: Nootropics, also known as smart drugs and cognitive enhancers, are drugs, supplements, and other substances that improve cognitive function, particularly executive functions, memory, creativity, or motivation, in healthy individuals.

A lot of “silicon valley” pioneers have experimented with safer ways to be able to work longer hours with more focus and energy and get in “the zone” to achieve higher states of creativity.

My thoughts on taking nootropics are this. Overall, they are safer than taking prescription medication, but each one of us is different and we may have individual genetic snippets that affect how we react to these nootropics. Like anything you put in your mouth, be fully aware and “tuned in” to your reaction. I have never taken any of the racetams or modafinil, but I do take the World’s favorite nootropic, caffeine, with my coffee. Nicotine is also shown to be very beneficial, if taken orally (not smoked or chewed). I’ve also taken CILTEP and some of the Bulletproof nootropics, but not on a regular basis. I believe that anything that we take should primarily be done as a short-term bridge to get our mind and body “jump started” to operate as it should. Long term, removing the negative inputs to your body should be the priority. Any

time you take something to supplement what the body naturally produces (like melatonin), your body will likely react to throttle back it's own production of that substance thus causing you a long-term negative effect. Be diligent and thoroughly investigate anything before taking it. That's true for prescription medication, nootropics and supplements.

What benefits can nootropics provide?

1. Enhanced Memory
2. Help brain function in sub-optimal conditions
3. Protect the brain from chemical and physical assaults
4. Increase efficiency of neuron firing control mechanisms
5. Have few or no side effects and are virtually non-toxic

Popular Nootropics:

Coffee/Caffeine

Nicotine

Modafinil

Racetams (peracetam, aniracetam, etc.)

Commercial Blends:

- CILTEP
- Qualia
- Neuromaster
- Smart Mode
- Zen Mode

I suggest researching for yourself before experimenting with nootropics. Some useful links are below:

<https://blog.bulletproof.com/13-nootropics-to-unlock-your-true-brain/>

<https://bengreenfieldfitness.com/podcast/brain-podcasts/what-is-the-most-powerful-nootropic/>

## Chapter 16 - Recommended Books

I'm going to state the obvious here: Reading makes you smarter! When it comes to Health and Performance, I'm giving you a list of my favorite, most inspirational and informational books I've read in the past couple of years. For your convenience, I've added links to purchase each of these books on Amazon. Just click on the book titles below.

[The New Primal Blueprint](#) - Mark Sisson

[Tools of Titans](#) - Tim Ferriss

[Wired to Eat](#) - Robb Wolf

[Own the Day, Own Your Life](#) - Aubrey Marcus

[Head Strong](#) - Dave Asprey

[F\\*CK Your Feelings](#) - Ryan Munsey

[The Grain Brain Whole Life Plan](#) - David Perlmutter, MD

[The Complete Guide to Fasting](#) - Jason Fung, MD with Jimmy Moore

[Unconventional Medicine](#) - Chris Kresser

[The Obesity Code](#) - Jason Fung, MD

[The Autoimmune Fix](#) - Dr. Tom O'Bryan

[The Case Against Sugar](#) - Gary Taubes

Deep Nutrition - Catherine Shanahan, MD  
Fat For Fuel - Dr. Joseph Mercola  
The Metabolic Approach to Cancer - Dr. Nasha Winters  
Hashimoto's Protocol - Dr. Izabella Wentz

## Chapter 17 - Final Thoughts

My hope for you is that you get to experience the health and vitality that I have been enjoying for the past couple of years. I never imagined how good I could feel and how mastering your health enables you to master your life! I'm nothing special, just an average guy who's been through some tough challenges. Sometimes it takes being broken to make drastic changes in your life. That's what motivated me to start my quest for better health. The 1,000s of hours of research and the lessons learned in my own health transformation I gift to you. Take it in with an open mind. Explore the resources that I've imbedded into this guide and start following the thought leaders in the health and wellness field. That's where I get my motivation and my support. Live each day to the fullest; not worrying about the future or feeling guilty about the past. Laugh, cry, and love often. Stay tuned in to your body and your thoughts so you can benefit from that feedback loop. Lastly, develop an abundance mindset. We are living in the greatest period of human history and the possibilities are endless.

Please don't hesitate to connect to me on social media. Ask questions, provide feedback and be a part of the community. I'd love to hear from you any time. Email me at [healthcoachwade@gmail.com](mailto:healthcoachwade@gmail.com).

Make each day a great day and you will create a great life!

Sincerely,

Wade Horvath

Certified Primal Health Coach  
Performance Coach  
Biohacker  
Motivational Speaker  
Nature Lover  
Dad  
Friend

### Connect to me via the following links:

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