
How BAD Do You WANT IT?

***Mike Ogorek's Incredible 137-Pound
Journey to Leanness***

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*This special report is one of many Burn The Fat success stories and interviews featured inside the **Burn The Fat Inner Circle: The Internet's Premier Fat Loss Support Community and Education Center**. To see more incredible transformations like this one, visit:*

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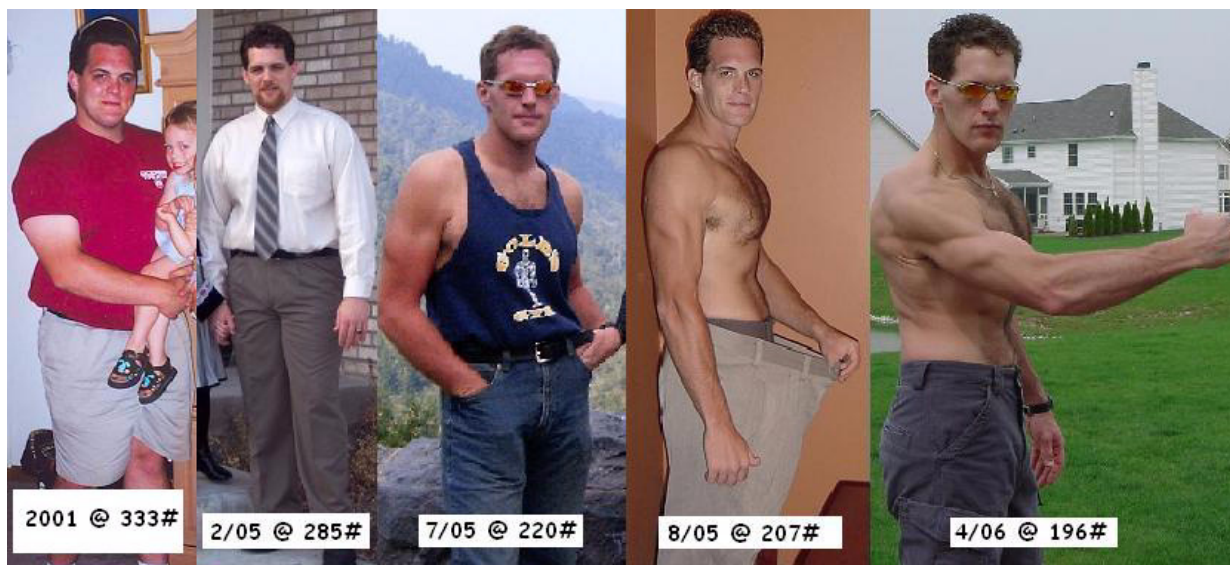
Mike Ogorek's Incredible 137-Pound Journey to Leanness

TOM VENUTO: Hello, everybody. This is Tom Venuto from www.BurnTheFat.com and www.BurnTheFatInnerCircle.com. Today, I'm with a very special guest. His name is Mike Ogorek. Mike has a truly amazing success story and some really great tips, advice and insights to share today. So, Mike, thank you for your time, and welcome to the call.

MIKE OGOREK: I'd like to say hello to everybody, and thank you very much. This is a tremendous honor and privilege for me to be here with you. I'd like to thank you from the bottom of my heart for allowing me to be part of your program, and my family owes you more than you can ever imagine.

TOM VENUTO: Well, thank you. What Mike has achieved is nothing short of spectacular and I really mean that. Mike lost 137 pounds, but his success goes a lot further beyond just losing weight, because a lot of people lose weight but Mike really did a total turnaround from one extreme to another physically. You can see his before and after pictures on the following page, or at his website, which is www.MikeOgorek.com, but if you only looked at Mike today, you would never guess that he was ever overweight. You would look at his pictures and think he's one of those lucky guys who is gifted with really great genetics and was always lean. When you look at him today, you could easily think that he is was a *Men's Fitness* cover model.

And in fact, the truth is that after Mike achieved his transformation, the editor of *Men's Fitness* magazine, Sean Hyson, saw Mike's pictures and featured Mike in *Men's Fitness*, which is one of the largest circulation fitness magazines in the world. They see hundreds of success stories, and guess who they chose? So



congratulations for that, Mike. That's on the newsstands right now. Actually it's the December/January 2007 issue and he's the featured success story. So Mike, why don't you tell us a little about your history and your background? And in particular, what your life was like before your transformation, when you weighed more than 300 pounds, and how do you think you ended up at that place in your life?

MIKE OGOREK: I'd never really been a lean person ever before I started the *Burn the Fat, Feed the Muscle* program. I've always been fat, large, and embarrassed to take my shirt off at the pool, or go to any public places that would require me to be physically active. It was just embarrassing for me. I can recall experiences all the way back from when I was a little kid playing Pee Wee football. We always had to make weight, and I never did. I always got to play, but I never really made weight on the important games when we were required to weigh in, and that was always disheartening for me. I can remember one time in particular, the championship game, that I wasn't able to play due to my weight. Not only did I let myself down, I let the entire team down.

I also remember playing football throughout high school. I always wound up being on the line. I just couldn't get my weight under control. I remember being about 215 pounds as a freshman in high school. When I graduated, I ended up around 280 pounds. At that point of my life I went to college at Purdue University, which was

also very rough on me, doing the normal things that most college guys did, between the drinking and the partying and things like that; eating what I was not supposed to, whatever fast food was around that I could get my hands on. I just kept getting bigger and bigger and bigger.

I wound up working for Chrysler and going to school full-time at Purdue University getting my degree in Mechanical Engineering and Technology. I worked third shift for Chrysler while going to school in West Lafayette, Indiana. It was 40 miles in between, so I would work third shift. In the meantime, I also had a wife and was getting ready to have my first kid, so I didn't have a whole lot of time at home. I didn't get to spend time with them, so I did a lot of fast-food eating. Actually, I did a little bit of sleeping in my truck because I couldn't travel in between classes to get to my house. So my health actually got really bad. I wound up smoking heavily, drinking Mountain Dew, trying to stay awake and energized enough to get through daily life.

When I graduated from Purdue, I moved to first shift working for Chrysler, and that seemed to slow things down, in terms of my health. I was back to a regular sleep schedule. I wasn't driving all the way to West Lafayette. My body seemed to do a little bit better at that point. But then we decided to get a new house and we moved to Noblesville. And from that point, things started to get bad again, in terms of trying to be a sole provider for the family, buying a new, bigger house, and all those stresses combined with everything else is where I pretty much hit the low point of my physical fitness level.

TOM VENUTO: Mike, what specific events or experiences triggered that turning point in your life when you knew you had to change?

MIKE OGOREK: It was the last few months during those relocations. I remember one night in particular—it was really kind of crazy. I was trying to get everything situated with building the house. I just couldn't seem to get settled down. My heart was racing. I was thinking of a hundred different ways I had to go, and I just felt sick to my stomach and I couldn't calm down. I tried different things: walking around outside in the cold; or just taking a shower, or things like that. None of them seemed to get me settled down. I

tried going to bed that night and I remember lying there in the bed and just scared to death something was going to happen. I knew I was in bad shape. And I remember my little girl jumped in bed with me that night. We had a bad habit of letting the kids sleep in bed with us every once in a while. For some reason, she just put her hand on my shoulder and said, “It’ll be okay.” That was it. I realized right then and there that it was time to take care of myself. That night, I quit cigarettes and soda pop cold turkey.

TOM VENUTO: It seems like there was one specific point in time—one night—when you changed. Would you say your life change really happened in one instant?

MIKE OGOREK: The initial change, yes. It was instantaneous for me.

TOM VENUTO: You wrote an article about what you called hitting “rock bottom.” I think that’s what you’re describing here. You said that most people don’t change until they hit rock bottom. They let themselves go for a long time. Unfortunately, some people don’t change until it’s too late. What’s the best advice you can give to people who are in a similar place now that you were in, that could trigger the start of a transformation for them sooner and get them to take action now before any negative consequences start to hit them?

MIKE OGOREK: Tom, you’re right. My biggest desire now is to try to help others make that decision before it’s too late. In my opinion, I believe that I’ve helped a lot of people through my websites, but I think there are a lot more people who can be helped. What I also believe is that if you think you have a problem, then you probably do, in terms of your health. I know that that isn’t true for everybody, but I bet it’s that way for most. I would recommend that everyone go through their pictures and take a long look at those photos, because I found that the photos don’t “lie to you” in terms of when you look at those pictures, as compared to what the mirror says to you.

For some reason, when I look in the mirror, I still don’t see myself as I am right now. Even with all the positive mental thinking that I’ve done throughout your program, when I see pictures of me hanging on a wall or in a photo album or I see pictures that other people have taken of me, for some reason, those photos give me an

honest opinion of what I really look like. To tell you the truth, it's really scary sometimes when I see those pictures. I actually have to do a double-take to make sure that it's truly me, because sometimes it doesn't look like me. I say to myself, "Who is that person with my kids?" It's really surprising at this point how that works, as compared to the mirror. Looking in the mirror, I didn't see those progressions as well as I do in the pictures, and I don't understand that but that just seemed the way it was to me.

TOM VENUTO: Would you say that some people are in denial about the situation that they're in? Then, when they see an actual photograph, the photograph doesn't lie, and that's a sort of "wake up call" so to speak?

MIKE OGOREK: Yeah, I think you're right on. I think people tend not to believe what's truly going on, but the pictures, they don't lie. I agree with you one hundred percent on that. I think the pictures are the way to go. You're in a state of denial when you know you're in bad condition. You don't want to believe you're in the shape that you're in.

TOM VENUTO: Right. So we talked about where you were and we talked about what happened in your life that made you decide you had to change. What happened next? What was your plan? I know a lot of people would be interested in hearing this because a lot of people do realize where they are, so they set a goal to change, but they still don't have a plan. How did you come up with a plan of action? Where did you get the knowledge and the information and how-to, and how did you know even where to go to begin looking for this information?

MIKE OGOREK: Well, after I had done the easy stuff when I lost my initial weight, like dropping the pop, dropping the cigarettes, quitting the McDonald's, stopped eating the pizzas, you know, that worked for a short period of time. Then I actually hit a plateau and I started to put some of the weight back on. What I did at that point was I just started looking, but I couldn't find anything. For some reason, my wife found your program, *Burn the Fat, Feed the Muscle* on the Internet. At first, I thought it was one of those gimmicks and I said, "There's no way this could be true." Then she told me it was

only \$39 and I said, “Heck, we could do that. That’s nothing.” So we picked up your program. I read it within two and a half days. I was in shock at how honest, realistic and simple it was.

So what I did was I enacted it. As I read every page, I acted on what I read. It was really great because as I read the book I realized the way you had done it was very explicit. For example it said, “Put the book down. If you haven’t done what the first chapter said, which was the goal setting, stop reading. Put the book down and do it.” And I did that and I followed it every step of the way. I enacted everything that was in the book as I went. I probably went a little bit crazy and I did everything to the tee, but I did everything because I wanted it bad and I wanted it as fast as possible. By doing that, the results were amazing.

TOM VENUTO: When you first read the *Burn the Fat* book and you started applying and enacting that information, what surprised you the most about the program?

MIKE OGOREK: How simple it was. You know, it really was simple. I call it almost an “if, then” statement. “If you do this, then you will get these results.” It’s also very simple in how you can customize the program to each and every person. You don’t know what kind of food I like. You have no idea that I don’t like fish. You have no idea what things I like as compared to what anybody else likes, so it’s amazing that in the book that we can do that. You can create whatever meals you want as long as you know the calculation and the calculations for the macronutrient levels. If you know that, you can do anything with your program.

TOM VENUTO: I think it’s really interesting that you mentioned the “if, then” statement. That’s like a cause and effect statement. “If you do this, then you *will* get this result.” What’s important about that is that it gives you a solid sense of certainty and confidence. It helps you stick with it when you *know* that if you follow the program, and if you do “X”, you’re going to get “Y.” Is that what you found?

MIKE OGOREK: Exactly. And the proof was right there. I started doing the macronutrient level calculations and I actually developed a spreadsheet that did it for me. When I put those numbers in and it told me the percentage levels, it was amazing how I could vary

those levels. I could feel the energy level in my body either increase or decrease, depending on what nutrient levels I followed. It was amazing how I could feel that. It just drove the “if, thens” right home. If you do X, you will get Y. It was the truth.

TOM VENUTO: That’s great. That’s very powerful. You know, I remember the first email you ever sent me. You introduced yourself and you mentioned the great results you had. You also mentioned the first website that you built. I know that you have more than one now, but your first one was www.MikeOgorek.com. When I clicked on the link that was in your email and checked out your website, I was blown away when I saw the before and after pictures.

But I have to say that there were other things on your site, things that you wrote, that stood out to me even more. I clearly remember saying to myself that day, I said, “Now this guy really, really gets it. This guy *got it*.” Just from some of the things that you wrote, I knew you got it because you talked about the things that were the most important. Things that I call “Critical Success Factors.” You really zeroed in on the critical things that were important and you didn’t waste your time with the trivial things. I want to ask you about a few of these things, because I would hope that everyone who’s listening here will also get this—get the points that are critical to their success.

The first thing that jumped out at me was the very first sentence on your page. It said, “Ladies and gentlemen, this is what it all boils down to: How bad do you want it?” There’s a really famous success book called *Think and Grow Rich* by Napoleon Hill. It’s really interesting that, in this book, he reveals, based on studying 500 of the most successful people in the world, 13 secrets of success, in order. And do you know what step number one is? Step number one is *desire*. And when you say, “How bad do you want it?”, we’re talking about desire, aren’t we?

MIKE OGOREK: Yes.

TOM VENUTO: Mike, you created a whole philosophy around this, to the point that it became your tagline: “How bad do you want it?” So could you tell us what desire means to you? How do you get it? How do you know when you have it? How do you keep it? How do you build it

up? Very importantly, how do you go from just a wishing and hoping feeling to that burning desire and wanting it really bad feeling?

MIKE OGOREK: Well, desire to me is a strange thing. I believe that there's nothing that I can't do and no problem that I can't fix. That drives my wife crazy at times, but I strive to find out why something is wrong, why something happened, and how can I make it better than it was before. Everything can be improved. Everything. It's the drive and desire that can create that improvement. The secret I found to keeping that desire going is to continue moving that goal. When you hit it, move it. When you get close to it, move it. The results I achieved, whether they're physical, emotional, financial, they only push me to work harder and harder and harder.

Now that I've achieved what I have, it seems strange. I've become a role model for people that I never thought would be possible. Originally when I was struggling, looking for a program to help me, never in my wildest dreams was it one of my thoughts that this could ever happen. As a matter of fact, when Dawn first gave me your web page, and I read it, one of my original goals was to at least make it on to your Success Story and testimonial page. Never did I think, at that point, that I'd be your number one. That was one of the funny things. When I sent that first letter to you, I said, "I want to see if I can get on that success stories page," and I didn't send it until I got to the point where I thought I would get it. The rest was history. That was amazing.

But by thinking of desire that way, it made my decisions very easy, in terms of, "Was every step that I took heading me in the direction that I wanted to go?" As long as you follow that, the decisions you need to make are easy. Is that Blizzard from Dairy Queen worth it? Is it worth it? Does it get you closer to your goal? Does it make you want to run another 4 or 5 miles later that night just to work off those calories? I never comprehended at that point that the things I was eating were so high in calories and so far out of my macronutrient level that nothing positive was going to come out of it by me eating it. By working through your goals and going through the written goal sheets that I had done, and my progress chart, it made it easy to say no. It made it easy to keep heading in the proper direction.

TOM VENUTO: There's some really, really powerful things you just said. There's some really powerful questions you asked yourself, that I think everybody listening here should ask themselves the same questions, like: "Is this really moving me in a direction that I want to go?" It's not a surprise you got the results you did because I can see your belief systems. I think it's also interesting that you said that the desire is what drives you and that goals combined with desire makes it easy to make the right decisions.

There are a lot of other things I read on your site that were also really powerful. One thing that I noticed is you had a lot of really emotionally powerful reasons that you had to lose weight. A lot of people are wishing or hoping and they don't want it bad enough to make it priority. In fact, with wishing and hoping, sometimes I think there's a negative emotion attached to it, because it's like wanting something and yet there's a presupposition underneath that, that you're not going to get it. So having a goal, or just wishing or hoping is not enough. You have to connect your goal with a powerful list of reasons of why you want to achieve your goal.

I think that's also what drives you and where a lot of sustained motivation comes from. You definitely had a huge list of reasons of why you had to change. From what I've read on your website, I think you were very, very conscious of them. I know some of them had to do with family. Some had to do with the personal feelings you were experiencing. Some of them were very strong. You described them as strongly as embarrassment or disgust. So Mike, why did you have to lose the weight? What were the reasons why? Why was it an absolute must that you had to lose the weight?

MIKE OGOREK: Well, Tom, the first time when I felt that I had to lose the weight, I honestly thought that I was going to die, because of my physical condition. I never had my cholesterol checked at that point, but I knew it couldn't be good. I was 333 pounds and wearing size 48 pants. I couldn't run and I really didn't have physical stamina to do much of anything. I had three little kids that I love with all my heart. I was busting my butt every day to support them and my wife, who I also love dearly. And in order to take care of them, I had to be there. I refused to let anybody else raise my kids. So I thought, "This is the time to do it."

After I had gotten myself to the point of where I felt healthy and my life wasn't in jeopardy anymore, the exciting part was then to keep moving that goal. I said to myself, "Okay, now I'm not in jeopardy anymore, now I want to go swimming with my kids and I don't want them to be embarrassed of me and I don't want to be embarrassed for myself. I want to go waterskiing. I want to go boating. I want to go play flag football. I want to do whatever I can with them." And as long as that goal kept moving, I kept getting better and better, and it was amazing.

TOM VENUTO: So at first, it was life itself; and then health and family. And then there were feelings you wanted to move away from, like not feeling embarrassed; and then there were things you wanted to move toward like recreational activity. Those are definitely all powerful reasons and, put together, it's no surprise you are where you are right now. I want to mention something else. So many things stood out when I visited your site and there was one thing, that I bet very few people even noticed, but it stood out to me right away. That was the data on your progress charts.

You lost a grand total of more than 130 pounds, and since the day you started tracking it on those charts, I believe you lost about 70 pounds. What I noticed on that chart, which you actually posted on your website, was that the starting weight on that first chart was 277 pounds. You had already lost some weight, and the finishing weight on that one chart was 207. When you started, your lean body mass was 175 and when you finished, it was 173, almost the same, and that's probably just a couple pounds of water weight. So you maintained your lean body mass. Then on your second chart, your lean body mass had gone back up to 181 pounds, so you had more muscle than when you started, and I believe ultimately you finished somewhere around 183 pounds with a two-pound gain of lean body mass, while at the same time your body fat dropped. This is on the second phase of your transformation, from 14% down to under 7% body fat.

My next thought was that, "He's definitely never going to gain the weight back because he didn't starve off the muscle. He did things the right way." That's really very rare, no matter how perfect the diet and the training are, to get a net gain in muscle, even a few pounds, while losing over 100 pounds of body weight. So I'm

curious about just how conscious you were of the importance of keeping the lean body mass during the fat loss process. How did you lose all that fat while keeping all the muscle, while actually adding a little bit of muscle?

MIKE OGOREK: Well, by using your program, I was extremely aware of my body fat and I was more aware of that than I was my weight. Now, granted, I was on the scale many times a day. That might not be agreeable to most, but that's what I did. I also used the body fat tester. In the beginning, I wasn't able to use the body fat calipers because I was too large to actually pinch the skinfolds and get an accurate reading. So I wound up getting one of the scales that you stand on and it sends the electrical pulse through you to measure body fat. Did I considerate it to be accurate? No, it wasn't that accurate, but it seemed to be consistent as long as I did it at the same time every day after the same meals every day. It wasn't perfect but at least it gave me something to start with.

I was more concerned with my body fat than I was my weight, which is exactly as you preach in your program. I will say that I had to start off by using that scale, which was embarrassing to me. I want most overweight people to understand that you probably will have to do that. The calipers are hard to get used to. I actually used a Sharpie marker and put two little dots on my body where I was supposed to pinch the skinfold, so I continued to get better at tracking my body fat that way. I would do my weight training at night, usually from 9:00 to 10:00 at night, 3 to 4 nights a week. That was a critical part of the process of losing the weight in addition to the cardiovascular exercise. Then I started running, 4.8 miles every morning. That is what I initially started off with, but that's what I built up to near the end of the program.

TOM VENUTO: So just the simple fact that you were aware of the importance of body composition and not just body weight was an important factor. Then doing the weight training right from the start, is that what you feel helped you maintain all that lean body mass?

MIKE OGOREK: Yeah. I believe that one hundred percent. Now in the middle of this process, when I had probably lost somewhere close to 80 or 90 pounds, there was a friend of mine who was a contractor for

Chrysler, and he had lost a lot of weight also, but he had done it using the low carb method. He had seen me and we were both kind of in shock with each other and we started talking and I asked him how he was doing and he told me he had lost a lot of weight. Then I asked him how his strength was doing and he said he had lost most of his strength and couldn't lift anywhere near what he used to be able to lift. Not just in terms of bench pressing and that weight lifting, but even in terms of his daily physical life and just lifting things around the house.

I told him why I thought that had happened and said that with the program I was using, my muscle had actually gone up and I was actually stronger than I was before. He was in shock about that, so it just drove home even further that point about keeping your lean body mass intact. As long as I kept eating my six meals a day every three hours and kept balanced macronutrient levels, and as long as I kept my physical activity up, and kept weight training, my muscle just kept going up. It at least stayed the same or there was a slight increase. By tracking it the way that I did, I could actually tell on days when I was losing too much, I would actually just go lift more for the next week in order to try and balance that out.

TOM VENUTO: That's interesting—days that you lost too much? That's a problem a lot of people would like to have! So keeping track of body composition, weight training and also nutrition, including the small frequent meals, and macronutrient balance were the keys. And you really didn't cut your carbs very much. That was also a key for helping keep the muscle.

Well, now that you started talking about nutrition, let's stay on this subject. Personally I really find the mental and emotional aspects of your success to be the most interesting of all, but I know that there's probably a lot of people listening who want to know more about the details of exactly how you ate and how you worked out. So why we don't we start talking more about nutrition. Can you tell us a little bit more about the exact nutrition plan you used to burn all that body fat?

MIKE OGOREK: I used the macronutrient levels from your book for protein, carbs, and fat, and the Katch-McArdle method to calculate calories,

which was also in your book. I took that calorie calculation for maintenance level and I used a 20% calorie deficit for fat loss. I also tapered my calories, with the largest meal being the first thing in the morning, and the last meal late at night the smallest. My cardiovascular exercise was done on an empty stomach, first thing in the morning. I would eat my meals every 3 hours. I tried to do everything to the tee, you know, the best that I could.

My first meal was usually egg whites and oatmeal, or eggs and toast. And my second meal was oatmeal with the whey protein powder, which worked fantastic. As a matter of fact, that's probably one of my favorite meals, which I know may sound strange to most people, but it was. I seemed to have the most success in the macronutrient level of around 35% protein, 50% carbs and 15% fat. That worked best for me. I did a little bit of fluctuation here and there throughout the program but that was the plan that gave me the best results. I tried to use all the guidelines right off the bat.

When I first started the program, when I first read the book, it seemed a little bit confusing. But you also had those supplemental bonus books, and I believe the two that were the biggest help for me were the ones called, *Foods That Turn to Fat* and *Foods That Burn Fat*. Originally when I read the program, what I wound up doing was using the foods in the pamphlet, *Foods that Burn Fat*. I knew if I focused on those, at least I'd be heading in the right direction. If I stayed away from the foods that turned to fat, I knew also I was heading in the right direction. From there, I just starting getting my calories closer and closer to the 35/50/15 and then it just worked flawlessly at that point.

TOM VENUTO: It sounds like you were really precise and detail oriented. One of the things about the *Burn the Fat* program is that it does give specific guidelines and it gives a structure for nutrition and for training, but inside those guidelines, you have room to customize. What did you discover about customizing your nutrition? After you read the information, what did you do to individualize everything to fit your goals, your body type, your lifestyle, your genetics and your characteristics as an individual?

MIKE OGOREK: Well, that was the greatest part. You know, the choices are endless. Near the end of the book, of your book, you have a list of foods, you know, of lean proteins, carbohydrates, and it gave you—the person who just started the book—a list of things that they could grab in order to get started. Then once you started using those, you learned to go to the grocery store and when you pick those up, you know, you just looked at the back and you saw the nutrient fact description that was on the food. You just look at those numbers, put them into the spreadsheet or a calculation, whichever you did. I wound up creating my spreadsheet right off the bat. That would give the levels that I want, 35/50/15. And again, using the pamphlets that you had that said, “These are the foods that burn fat, foods that turn to fat,” it was easy.

Once you learn to make those calculations and to hone them to the bull’s eye of exactly 35/50/15, it works perfectly. And that’s what I try to tell people. The big question they have is, “Hey, can I have a menu? Just tell me exactly what to eat.” Well, I have no idea what food you like, just like you have no idea of the foods that I like or that everybody else on your program likes. What you’ve done is you’ve given the ability for us to eat whatever we want as long as they can understand that they can manipulate those proportions and sizes in order to hit the correct calories and the correct macronutrient level. It’s perfect.

TOM VENUTO: How closely were you keeping track of calories—in the beginning—and then also as you got months into the process?

MIKE OGOREK: In the beginning, I was very in-depth and I knew very close to almost exactly how many calories I was eating. There were some things that I would consider as “free” and didn’t count. If I threw a few onions on a sandwich or something like that, I just considered they were free. What I tell people now is that once they start the program, whatever they’re doing now is better than they were doing before, when they weren’t on a program. They had no idea what their levels were before, and now they are more conscious of it.

Initially, when you first start getting closer to the 35/50/15 protein/carbs/fat, or whatever your number is that you want to start with, you don’t have to be exact. All you’ve got to do is get close. As

you get better, you can hone them in and it gets more exact. As I get further and further into my program, after I hit the below 200-pound mark, I wasn't even really keeping track anymore. I could pretty much look at the food and in my head I could tell you pretty close what the calories are. And I still have fun every once in a while, when people ask me what am I eating or something, I'll go ahead and grab the calories off it, written in my spreadsheet. I'm usually pretty close without even having to enter it that way anymore.

TOM VENUTO: So how have things changed now? Is it pretty instinctive and automatic at this point?

MIKE OGOREK: Yeah, it's easy.

TOM VENUTO: You're not walking around with a notebook and writing down everything you eat and then tallying up the calories every single day today, are you?

MIKE OGOREK: No, not anymore.

TOM VENUTO: But you found that valuable in the beginning?

MIKE OGOREK: I found it extremely valuable, and almost a necessity in the beginning. It might seem a little weird at times, you know, opening up the computer and putting the numbers in your spreadsheet to make sure you're in the right area. But that's easy, because 4, 5, 6 months later, you've lost 60, 70, 80 pounds, so who cares about carrying that computer around for that short period of time?

TOM VENUTO: Right, and it's reassuring if you check yourself down the road, just to punch everything into a spreadsheet. It feels good to see that just by estimating, you were close to your target and right in the ballpark.

Then you see that everything turns over to habit after a while and it just becomes ingrained as part of your lifestyle. It becomes what I call unconscious competent. You know what to do and you can do it without thinking about it. In the beginning, it takes a little bit of process, structure and conscious effort, but then pretty soon it just becomes automatic. That's great.

Let me ask you one more question about nutrition. You mentioned about how different people like different foods. Which foods did you eat? What exactly did you eat? What was a typical day like for you, in the early phases, when you were working on burning fat?

MIKE OGOREK: In the early days, what I started off with was 6 eggs at 5:30 in the morning, after I did my 4:30 in the morning run (5 of the eggs were just the egg whites, and 1 was a complete egg), and 3 slices of whole wheat toast and a cup of milk. That was meal number one. Meal number two, which was at 8:15 in the morning, was usually the cup of oatmeal with a scoop of whey protein powder.

For my third meal, Dawn had come up with this idea of taking three pounds of chicken and we'd throw it in the crock-pot and we'd put barbecue sauce on it—my favorite was the Sweet Baby Rays—and we let it cook in there for about 8 hours. Then after that, we'd just shred the chicken. You know, it just pulls apart with a fork, so it was almost like pulled pork, but it was pulled chicken. We'd throw about 4 ounces of that with a cup of whole grain wheat rice. I would eat that at around 11:15. Then at 2:15, we would have another 4 ounces of chicken breast or ground turkey. I think it was 96% lean. Generally it equaled out to a serving size of around 4 to 6 ounces and 1 or 2 slices of toast and/or whole wheat bread or a sweet potato with that fourth meal.

Then when I got home for dinner, Dawn always cooked something that fell within my ratios, and she would come up with items like spaghetti, and she would use these whole wheat noodles that you can now get at any grocery store. You get the whole wheat noodles and they taste just like regular white noodles and she'd use the 96% lean ground beef to get my protein, along with some Ragu sauce, and that was it. Then the 8:15 meal at night is when I ate my large salad with grilled chicken or ground turkey with a light salad dressing, croutons, onions and tomato.

TOM VENUTO: Well, I know you were keeping track of calories. But it sounds to me like you ate pretty well. It definitely doesn't sound like you were starving.

MIKE OGOREK: No, I ate all the time. When we had neighbors over we would even have barbecues. It might seem kind of weird, but when I was in

my initial phase, I would bring my own meat to the barbecue because I didn't know what they'd be cooking. I was so in tune with what I was doing at the time that I'd just bring over my own cheeseburger and grill it over there. I ate all the time.

TOM VENUTO: When you were getting ready to sit down and have a meal and you were faced with a choice of what you're going to eat, what was going through your mind? What kind of thoughts were you thinking? What were saying to yourself?

MIKE OGOREK: Right now, I really don't think about it anymore. Right now, it's just so ingrained that it's simple to follow without a lot of thought. But at the beginning, usually the questions I would say to myself were, "Is this worth it? Am I doing the right thing? Am I taking a step in the right direction?" As long as I was doing that, and as long as the numbers fell within the ratios of what I was aiming for, I wasn't worried about what I was doing. It really was simple.

TOM VENUTO: Well, this is definitely proof that you don't have to starve yourself or eat rabbit food all day long. You can eat 5, 6 meals a day and you can eat well. You were even eating some pasta and cheeseburgers. They were low fat but you were still able to enjoy them.

MIKE OGOREK: Oh, yeah, and also, most of these meals were at work. So the trick is to make something ahead of time. Like you describe in the book, plan your meal out, your day out, the day before. Have them ready when you go to work. All you've got to do is microwave them or cook them and you're good to go. There is nothing simpler than to cook oatmeal and add whey protein powder while at work. It takes 4 minutes in the microwave.

TOM VENUTO: Yeah, the planning ahead is definitely a key when you're going to be on a program where you're eating 5 or 6 meals a day. That's great. Thank you.

Why don't we move on to the training side of things? In the ***Burn the Fat*** program, we split it into two different categories. We look on one hand at cardio, and the other hand at strength training. Let's talk about cardio first. There's definitely a lot of controversy in the fitness world over cardio, more now today than ever. It seems like

every trainer or expert has an opinion. You know, high intensity or low intensity? Fasted morning cardio or fed later in the day; intervals or steady state; jogging, walking, and on and on and on it goes.

One of the philosophies of *Burn the Fat* is to start with a moderate amount of cardio, called a baseline and then experiment. Increase or decrease, change the type of cardio, find out what works for you and find something that you enjoy. So personally, I'm not all that interested in the debates that are going on right now about cardio as much as I'm interested in real world results of people like you. When somebody has burned almost 140 pounds of fat, I want to know what they're doing for cardio, because it's results that count.

I'm curious, could you tell us about the exact cardio program that you used in the beginning to burn all the fat? What kind? How long? How hard? How often?

MIKE OGOREK: You know, Tom, I agree with you. It is really funny. To this day, I still have people telling me I'm doing it wrong. It's hilarious. They tell me I'm doing it wrong and that's usually when they ask and say, "Well, how much have *you* lost?" The best they can usually answer is you know, "I lost 20-30 pounds." And I say, "Well, how about 140 pounds?" And then they realize they're talking to somebody who's been there and done that, in terms of fat loss.

What I did when I originally started, because I was embarrassed, is I walked in the basement. We bought a treadmill and I did it in the basement. I said, "When the weather gets nice, I want to be able to run outside. I don't want to run in the basement anymore." I had one of those very cheap and inexpensive stair-steppers and I actually broke it three times because I was too heavy for it. So I wound up welding it back together and all sorts of little things just trying to make it work. But then we got the treadmill. At that point, I originally started with about 2 miles, because that was the most I could do, and that was about a 4-mile-per-hour walk. I called it a jog at the time. Eventually, actually very shortly, I got up to running 4.8 miles a day. The only reason I did 4.8 miles was because that distance was 4 laps around the neighborhood. It wasn't a magic number that I had come up with, it was just what worked for me around here.

Obviously as I did it, my times started to get better and better. One of my goals, as you recommend in your book, is to always beat your last time. Sometimes that gets a little tough when you're always beating it because eventually you just say, "Holy cow, how much faster can I go?" But beating your last performance is all a part of it, so maybe instead of beating the time, maybe you add some extra distance to it. Due to the hours that I was working, I generally stayed on 4.8 miles every day and that was obviously enough. You have to start somewhere. When I built up to 4 ½ miles the first time, it took me somewhere around 62 minutes. Now I can run the 4.8 miles in around 37 minutes without even really working at it very hard.

TOM VENUTO: So you did walking at first and then running. It also sounds to me like you not only got lean, you got extremely fit as well didn't you?

MIKE OGOREK: Yes. I had always thought, "There's no way that I'll be a runner. There's no way that'll ever happen to me." Well, one day, I was just sitting around and I was going off for my morning jog, and the next thing I know, three hours later, I had run 21 miles and the only reason I stopped is because I didn't have any water the whole time. Well, that's not a very intelligent thing to do, you don't ever want to do something like that unless you have your water and all that, but it was just one of those things that I just did. I never would have dreamed I would have been able to achieve that. I'm kind of getting off the subject here, but this was really exciting. Getting back to my cardio program, when I did hit progress plateaus, the best thing that worked for me, was doing a double-cardio. I actually looked forward to my cardio, I'm not lying. I looked forward to running. It was a freaky thing, but it really happened.

TOM VENUTO: And how much do you do today?

MIKE OGOREK: I still run 5 miles a day.

TOM VENUTO: Every day?

MIKE OGOREK: Every day.

TOM VENUTO: Wow, well, I presume that it's something that you really enjoy?

MIKE OGOREK: Yeah, it's a great way to clear your head. It's a great way to make sure you're still in tune with your goals and what it is you want to achieve. It still works for me. Granted, I could be moving my mileage back, or fluctuating it more; a little higher, then maybe a little lower. I still try to aim for a long run every weekend. I haven't been able to do that in the past two or three weekends, but I generally run a 10 or 15 miler every weekend. And it's not out of necessity. It's more out of emotional fitness also.

TOM VENUTO: Yes. There's a lot to be said for the way the training makes you feel, not just for the way it makes you look. If I would have met you several years ago when you weighed 330 pounds and you were smoking cigarettes and drinking Mountain Dew and eating whatever you wanted, and I said, "You're going to have single digit body fat and you'll be running 5 miles a day every day a few years from now," what would you have said?

MIKE OGOREK: "You're wacko. No way. No way. Not a chance." And the funny part is I still tell a lot of people that they can run, but a lot of them don't believe me. They say, "Yeah right, there's no way I'm going to run. My knees hurt. This hurts, that hurts." I'm not saying that anyone can run 5 miles from day one. You know, some of them might actually have those physical problems, but the big thing I tell them is, "Look at what shoes you've got on." I've found that there are certain shoes that I have to wear and if I deviate from those, I hurt bad. I spelled this out in detail on my website. The one shoe that works for me is a Brooks. If you try to go with a cheap running shoe, that's when it happens—you'll hurt.

TOM VENUTO: I think another important lesson right here is that even though you may read certain things in the magazines about cardio and aerobic training, it plays an important part in the fat loss picture for physical and emotional reasons. For example, I know running is really downplayed, especially in the strength training community today. I've actually seen strength coaches and trainers say, "Do not run! It's counter-productive to building muscle." But one of the

most important things is to do is what you enjoy because, if you enjoy it, you're going to keep doing it. You're proof because you're still doing it till this day. You have to really tune in and find out what works for you and if something works, keep doing it.

Well, that's great. Let's talk about the other half of your training program, the weight training. We can talk about it just in general, we don't have to go into any great details. I know you mentioned that the strength training was an important part of how you burned all the fat and kept the muscle. So tell us a little bit about your weight training program.

MIKE OGOREK: Originally during the fat loss program, what I wound up doing was working out 3 days a week. I did the basics, 10 reps, usually 3 sets of 10 of all the major body groups. I really didn't focus too much on the legs, in terms of leg presses and squats. I didn't really do that at all because I didn't have the place to do that. Again, I did all this and I never stepped one foot into a gym or a fitness center. I did it all in my house.

TOM VENUTO: You have your own home gym set up in your basement?

MIKE OGOREK: Now I do.

TOM VENUTO: And you used cardio equipment like the stepper and treadmill and you do a lot of running outside?

MIKE OGOREK: Yes, sir. Everything was done in my house or outside. Yes, I did use a gym but it was my own home gym. What I had done, in terms of lifting. When I did 3 sets of the basics (the curls, the bench, tris, chest), I did that 3 times a week, 3 sets of 10 of each of the major muscle groups. I did it usually around 9:30 to 10:30 at night, 3 days a week. And that was pretty much all that I did in terms of the weight lifting when I was in the fat loss process.

TOM VENUTO: Although people could join a gym if they want to, would you say that somebody could easily buy a set of barbells and dumbbells, stick them in a room or in their basement and get a good pair of walking or running shoes and they're good to go?

MIKE OGOREK: Yes, exactly. I'm not downplaying the gyms at all. Some people need that extra motivation they get from a gym because they won't go in their basement and do it themselves. I understand that. I didn't because usually it was me and the kids, or my wife, or we always had something going on. I knew that at 9:30 at night, I wasn't going to leave the house and go work out, especially with everything I had going on. But I was willing to go into the basement and, if the kids were awake, it got to the point where my son—who is only 5 years old—would come down there with me and usually talk to me while I'm doing it or laugh and play or do whatever he wanted to do while I was working out. So I got to combine both family time and lifting time by training at home. Then it got to the point where even my wife would go down there and work out with me and we'd get to spend time together doing that also. So going back to your original question, the answer is yes. Dumbbells and barbells—just get the basics. That's all you truly need to get started and get headed in the right direction. Probably for the first 6 to 7 months' worth of lifting, that's probably all you're going to need anyway.

TOM VENUTO: You've maintained your weight loss for how long now?

MIKE OGOREK: It's been about a year and a half.

TOM VENUTO: A year and a half—that's fantastic because we have a lot of statistics that show that most people don't keep the weight off. The real critical point is after one year. If you keep it off after a year, the odds are very high that you're going to keep it off forever. The way you did it, I'm sure you're going to be lean for life. That's fantastic. What advice would you give to anybody who's listening about how they can do the same thing? How they can stay lean once the excess fat is gone? Is that long-term goal of maintenance something they should start thinking about right from the beginning or should they just focus on losing the fat first and worry about keeping it off later when they come to that bridge?

MIKE OGOREK: In my opinion, Tom, what they need to do is don't look at it as that big of a picture right off the bat. Break it down into the weekly goals, the monthly goals and the lifetime goals. But just keep the lifetime goal in the back of your mind. Don't focus on it like

you're going to be doing this forever and you're going to be writing down every calorie for the rest of your life. Focus on getting to where you want to be, or in the neighborhood of where you want to be.

Once you get lean, the secret to staying there, from what I've found, is to get continuous feedback. You will stay lean as long as you are continually getting feedback, in terms of your body fat. And body fat percentage is not the only method of feedback—there are many methods. How do your clothes fit? How do you look in the mirror? Of course, that is not always 100% true because of how we see ourselves, so how do you look in terms of the pictures? How is your conditioning? You know, can you still run a few miles or however far you wanted to? As long as you're getting this kind of feedback, you'll know when you're heading in the right or wrong direction. You'll know. The big thing is, is are you strong enough to tell yourself, "Hey, I'm going in the wrong direction. It's time to tighten up the food choices; tighten up the exercise." That's the trick.

TOM VENUTO: You've been incredibly successful, but if you had to do it all over again, is there anything you would do differently, knowing what you know now?

MIKE OGOREK: I would have done it 10 years sooner. Because not only do the things that I learned with your program affect my physical fitness, it has affected everything. I mean, things that I never thought would change, that I decided to put on my goal card have changed.

TOM VENUTO: What else in your life has changed? How has the fitness transformation and the health you enjoy now changed your career, friends, family, and other things in your life?

MIKE OGOREK: Friends changed right off the bat. I mean, the friends that I have now are different. I don't want to say I changed them all, but more of our goals are the same. Most of them are more physically fit and they like to run and they like to do the kind of stuff I do. The ones that weren't before have changed also with me. I've had some of them that now come over and work out with me at my house in the basement gym that I built. So my friends have changed in that regard.

My life has changed where, instead of doing what we used to do, in terms of just playing outside or around the house, we decide to go boating. We decide to go to the pool more often. We decide to take more vacations. I can go to an amusement park and fit in the seats. I don't think you have any idea how horrible it is to go to those rides and not be able to fit in those seats. I was 330 pounds, you know. Some people are larger than that, but I considered it to be huge, for me. That was awful not being able to do things like amusement park rides. Now, I can go wherever I want to go and pretty much do anything I want to do. I can go shopping now! It's amazing to not have to go to the "Big & Tall" store.

In terms of career changes, I just changed careers October 1st. I put it on my goal card that I wanted to no longer work in a factory. That was originally one of my goals. That was originally a goal from back when I was at Purdue University. I wanted to move back to Illinois and now that's finally happening. It's amazing. Just as long as I put it on my goal sheet and I reviewed it daily, it happens. It's amazing.

TOM VENUTO: Well, congratulations. It is amazing, and the changes in your life have definitely influenced other people in a big way. That's what it's all about, being a role model and a positive influence on others. You start with yourself and then there's a ripple effect. We have this urge to help others. It's definitely the better part of our human nature, but you have to start with yourself because what you *do* influences others the most, not what you *say*.

So I just want to thank you for being a role model for everyone else in this community. I really appreciate the fact that you're taking the time to do this interview. Even without you saying a word, your example is definitely inspiring a lot of people, influencing a lot of other people's lives. So thank you.

We have time, I think, for a couple more quick questions. Let me ask you about motivation. We all definitely need a jump start and a motivation boost sometimes. I know personally I have some tricks I use for motivation. Some of them are mental, like things I say to myself or things I visualize. Sometimes it has to do with changing things I see or listen to, or get exposed to in my environment, who

I hang around with and so on. When things get toughest for you, what do you do to keep your motivation going?

MIKE OGOREK: Well, obviously there's the goal card. I must have talked about it 100 times now, in the past, just with you. There's one of the goals on my goal card that pretty much sums it up for me. I kind of borrowed it from your book, if I remember correctly. It says, at least part of it, "I am 100% responsible for my actions and my weight." That sums it up for me 100%. No matter what else, no matter what happens to me, I am responsible for the actions that I must take in order to resolve this situation, whether it's to continue losing weight, to change careers, to buy a new house or whatever it is for me and my family, I am responsible for the actions that I take and I am responsible for my weight. With that statement being made, the decisions are easy, in terms of, "Do I want to drink water or something healthy, or do I want to go have a can of pop?" The decision is easy. If I'm still taking the step in the direction that I want to go, there's nothing to it.

TOM VENUTO: Yeah, "I am responsible" is definitely a very important affirmation to speak and belief to have when you start this journey. I also would suggest to everybody listening that if you haven't heard about this method of using the goal card, write your goals down on a card and carry it with you, because it's so simple and yet so powerful. It really does work.

Moving on, what would you say, Mike, is the single most important piece of advice you'd give to somebody who is in the exact position you were? They've hit that rock bottom point and they realize they have to change.

MIKE OGOREK: The first thing I would tell them to do is obviously get the ***Burn the Fat*** book and read it. Once they've done that, then start with the basics. First and foremost, set up your goals and make your decisions based upon those goals. Your decisions, as I said before, are always easy at that point. You can only move forward with what you're trying to do as long as your decisions follow your goals. I know I've said that a few times, but it's true. If you need help with your decisions, by all means, you can jump on my website and contact me and I'll do the best that I can. Understand

that it might take me a little bit, because I'm so busy, but I will do my best to respond to you as soon as I can.

TOM VENUTO: Let me ask you one last question. You really are a very, very busy guy. You have a great family and you have a career. Lately I've noticed that you've even begun to do some work online. You have, I believe, three websites right now? Is that right?

MIKE OGOREK: Yes, sir.

TOM VENUTO: So you're a busy guy. How do you find the time to do all this?

MIKE OGOREK: You know, Tom, sometimes it's amazing to me how much we do have going on, but I believe that you can do anything that you want to do as long as you put your mind to it and force yourself to get it done. Now I've had a lot of short nights, but it works. It's been possible with the help of my wife, my kids and everybody else. They've made it possible for me to complete it. I haven't done it all by myself. They've been a tremendous help to me.

TOM VENUTO: Yeah, nothing replaces having that support team behind you. I have to say the information that you've shared with us today has been awesome. Thank you so much. We're almost ready to wrap up. Let me touch on one last thing. What's next in the life of Mike Ogorek? When you achieve any big, major goal, afterwards there's this feeling of, "Okay, what now?" So what are your goals and dreams now? Maybe not even just for your fitness, but in terms of your entire life. What's the master plan now?

MIKE OGOREK: Well, the master plan for me, in terms of the next fitness goal I want to achieve is something you hit on it earlier in the interview. We were talking about how some people don't think that weight lifters should run. I think we can do both, so my next goal is to hit the 325 bench press and run a marathon in the same week.

TOM VENUTO: In the same week?

MIKE OGOREK: In the same week.

TOM VENUTO: That is incredible.

MIKE OGOREK: That will be my next goal and I don't think it's going to be an issue. It's just going to be a matter of time at this point, of when I'm going to decide to hit it. I know I've run the 22 miles before without much of a problem and I've hit a 300-pound bench. So now I just need to keep moving in that direction.

I've started these websites, as you know. With the *Men's Fitness* thing, that just happened, and with the success that I've had with your program, I've been extremely busy on the Web. Ultimately I'd love to do something in terms of a fitness center. I want to make it so that families can get involved also. I want to make it so that the kids can go and have a place to work out. Not really "work out" like we do, but to play and interact, while the parents can go and do their workout at the same time. I haven't figured that out yet, exactly how I'm going to do it, but that's what we're looking to do at some point.

TOM VENUTO: That's fantastic.

MIKE OGOREK: I also received my certified personal trainer (CPT) license back in August. That was another one of the goals that I was looking to achieve. When I wound up getting my CPT license, it was amazing how much your book and your program was a part of my getting that CPT license.

TOM VENUTO: Well, you're definitely a goal achiever. Congratulations. Why don't we finish up by mentioning your sites? You said that you have more than one website right now. Can you give us the web addresses?

MIKE OGOREK: There are three web addresses. The first one is www.GetMadFitness.com. That's the first one. Then I have the www.MikeOgorek.com, and then I also have a blog for myself, which is Blog.GetMadFitness.com.

TOM VENUTO: You definitely do keep busy. Well, this has been absolutely fantastic. I really, really appreciate your time, Mike. In fact, with all these new goals you have lined up, I think we may have to

connect again in the future and do this again. So thank you once again, and thanks everybody for listening.

MIKE OGOREK: Thank you, Tom, from myself and my entire family. I owe you the world. ■

About Tom Venuto



Tom Venuto is an NSCA-certified strength and conditioning specialist, lifetime natural bodybuilder, freelance writer, success coach, and author of the #1 best-selling ebook ***Burn the Fat, Feed the Muscle (BFFM): Fat Burning Secrets of the World's Best Bodybuilders and Fitness Models***. He is also the founder and CEO of ***Burn The Fat Inner Circle***, the Internet's premier fat loss support community and education center.

Tom has written hundreds of articles and has been featured in *IRONMAN Magazine*, *Natural Bodybuilding*, *Muscular Development*, *Muscle-Zine*, *Olympian's News* (in Italian), *Exercise for Men* and *Men's Exercise*. Tom's inspiring and informative articles on bodybuilding, weight loss, and fitness motivation are featured regularly on dozens of websites worldwide. For information on Tom's ***Burn the Fat*** ebook, visit www.BurnTheFat.com. To subscribe to Tom's free monthly e-zine, visit www.TomVenuto.com.

About Mike Ogorek



First and foremost, Mike Ogorek is a devoted husband and father of three children. He is also Project Manager for one of the world's largest automobile manufacturers. He has a bachelor's degree in Mechanical Engineering Technology from Purdue University in West Lafayette, Indiana.

Mike aspires to be a role model for people of all ages who need assistance in achieving their fitness goals. Mike received his certified personal trainer license (CPT) through the NFPT (National Federation of Professional Trainers).

Mike is a self-taught web designer who has designed and written three websites to help promote a healthy lifestyle. For more information, visit: www.MikeOgorek.com, or www.GetMadFitness.com.

Burn the Fat Inner Circle: The Internet's Premier Fat Loss Support Community



You can turn your body into a fat burning machine and turbo-charge your motivation power—starting today—by joining the growing community of men and women from all over the world who have begun the journey to better health, better bodies, and better lives—the ***Burn the Fat*** way.

Research has proven that social support is a critical part in your fat loss success plan, and the ***Burn the Fat Inner Circle*** was designed to put you in the most supportive environment possible to increase your chances of success. The ***Inner Circle*** is also an amazing information resource. If you have fat loss questions, you will find the answers here.

As a member of the ***Burn the Fat Inner Circle***, you will gain access to hundreds of exclusive articles and Q & A columns, workout programs, downloadable journals, logs, checklists, reports, and other workout and diet planning tools, plus online audio interviews, Tom Venuto's members-only podcast, *The Burn the Fat Show*, and a whole lot more. Best of all, you also get access over a dozen members-only forums as part of the Internet's premier fat loss support community.

In addition to the main Burn the Fat discussion forum, you also get access to the following forums:

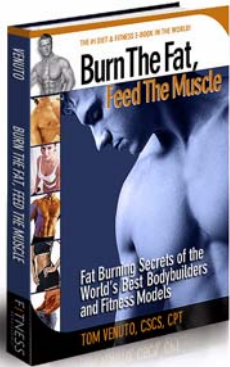
- Recipes forum
- Female fat loss forum
- Fat loss over 40 forum
- Motivation forum
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Burn the Fat, Feed the Muscle by Tom Venuto

Why Is Burn the Fat, Feed the Muscle the Best Selling Ebook in Internet History, with Thousands of Satisfied (and Now Fat Free) Users in 133 Countries from Algeria to Zimbabwe?



Burn the Fat, Feed the Muscle is the #1 best selling diet and fitness ebook in the history of the Internet. In fact, it's one of the best selling ebooks on *any* subject in the history of the Internet—and there's a reason why...

It's because thousands of women and men of every age are burning off *body fat*—not muscle or water weight—and they're doing it naturally, without supplements, pills, or “magic potions,” simply by using the proven, scientifically accurate and common sense advice found inside this amazing diet and fitness guidebook.

Tom Venuto, a respected fat loss expert, natural bodybuilder, and personal trainer, has not just pumped out yet another diet program into an already over-saturated market. Tom's ***Burn the Fat*** is more accurately described as a “Fat Loss Bible.” It is quite simply one of the most complete, detailed, and precise guides to fat loss you will ever read. What makes it so much different than other weight loss publications on the market?

Well first of all, it's not a weight loss program, it's a fat loss program. This may seem like semantics or wordplay at first, but once you've read just the first three chapters, there will be no doubt in your mind that pursuing weight loss is not only the wrong goal, it may be the reason that you've failed to reach and maintain your ideal body weight. ***Burn the Fat*** shows you exactly why it's fat you must lose, not weight (which includes muscle, water, and other lean tissue) and then goes on to show you exactly how to do it.

Secondly, what makes ***Burn the Fat*** different is the amount of attention that is paid to each and every element of successful, healthy, permanent fat loss. ***Burn the Fat*** not only thoroughly dispels the lies, myths, and fallacies surrounding a very confusing subject, it is simply the most detailed book about fat loss ever written. By reading ***Burn the Fat, Feed the Muscle***, (or better yet, studying it), you will learn more about fat loss than you could from an entire semester of nutrition classes or from an entire shelf of mainstream diet publications at your local bookstore.

You may be wondering, “Is this a low carb diet? A high protein diet? A high fat diet? what type of program *is* it?” The truth is that ***Burn the Fat*** is neither a high protein diet, or a low carb diet. That's because with the information in this book, you will be able to easily

determine your own ideal protein, carbs, and fats ratio. You will be able to analyze your body type (are you an endomorph, ectomorph, or mesomorph?), you will determine your BMR (Basal Metabolic Rate, or the amount of maintenance calories your body requires every day), and you will discover whether you are carb tolerant or carb intolerant.

This personalized approach makes perfect sense because each of us is a unique individual, and no two people are exactly alike in terms of body physiology and personal goals.

One of the most powerful chapters in the book is the first one called, “How to Set Powerful, Compelling Goals That Will Propel You Forward and Charge You Up with Unstoppable Motivation.” In this chapter, you will learn what is probably the ultimate secret to burning fat and getting in shape... and it has nothing to do with diets, supplements, or training programs. There’s also a great quote in this chapter from the legendary Green Bay Packers coach, Vince Lombardi...

“The dictionary is the only place success comes before work. Hard work is the price we must all pay for success.” This line does a nice job of expressing the “no quick fix” philosophy behind the entire book. In the rest of the book, you’ll learn the complete and exact mechanics of fat loss—explained on both a scientific and a practical level (which you can easily apply in your own daily life in terms of what to eat and how to exercise to burn fat).

If there is any drawback to the *Burn the Fat* ebook, it’s that it contains so much information that some readers may find it a bit overwhelming. Those who are looking for a CliffsNotes quick-start type of fat loss program, might be a bit intimidated at first. The good part, however, is that even these types of readers can feel confident and assured that it will be worth the effort because this will literally be the last book they ever have to buy on the subject.

Who will benefit most from *Burn the Fat*?

In the broadest sense, anyone and everyone who needs to lose weight will benefit from *Burn the Fat*. Men, women, bodybuilders, fitness enthusiasts, and especially motivated individuals and avid readers will love this book. Although it was written by a bodybuilder, this book is certainly *not* just for bodybuilders.

You will find no “30 pounds in 30 days” miracles at work here. It’s all about intelligent eating choices, planning, hard work, and lifestyle change. As *Burn the Fat* author Tom Venuto says, “*Burn the Fat* is simple, but it’s not easy.”

In terms of graphic design, *Burn the Fat* is a clean and professionally formatted PDF ebook. It’s a little on the plain side, being just text, but that makes it ideal for printing and reading in

the comfort of your favorite chair. Because of its size, it does require a robust printer and a good stack of paper.

Initially, some people thought that *Burn the Fat* was priced a little on the high side because \$39 might seem like a fair chunk of money for an ebook download. However, after they saw the amount of information contained within *Burn the Fat*'s 340 pages, along with the special bonus ebooks and reports that come with it, they said it was not only worth the \$39, but many times that amount.

As with any how-to publication, you're not really paying for the materials used to compile the document, but for what the information can do for you, and clearly, this publication has changed many lives, and the hundreds of testimonials and success stories found on the *Burn the Fat* website are proof of that. (I recommend you take a look at the testimonials page on the *Burn the Fat* website because some of the before and after transformations are simply incredible—as well as inspiring).

The bottom line?

Anyone looking for a quick fix solution to fat loss, anyone looking to be told fairy tales, and anyone looking for a “magic bullet” offered by the likes of body wraps, fat burning pills, diet shakes, or fat-burning creams and gels might be best advised to steer clear of *Burn the Fat*.

On the other hand, anyone tired of spinning their wheels, going nowhere, who wants the truth about fat loss and who is ready and willing to put in the hard work and discipline and make the lifestyle changes necessary to get a fat free body, will find *Burn the Fat* to be one of the best investments they ever made in their lives. Click here to learn more about Tom Venuto's *Burn the Fat*:

www.BurnTheFat.com