

THE 3-WEEK DIET

A Foolproof, Science-Based Diet Guaranteed
to Melt Away **12 to 23 Pounds** of Stubborn
Body Fat **in Just 21-Days**



INTRODUCTION MANUAL

Legal Disclaimer

The information in this manual is not intended to replace medical advice. No action or inaction should be taken based solely on the contents of this information. Before beginning this or any other nutritional or exercise regimen, consult your physician to be sure it is appropriate for you.

The information and opinions expressed here are believed to be accurate, based on the best judgment of the author. Readers who fail to consult with appropriate health authorities assume the risk of any injuries.

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The 3 Week Diet

www.3WeekDiet.com

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Introduction

Congratulations on picking up a copy of [The 3 Week Diet](#)! I'm 100% certain that if you apply the methods in this book, you will be well on your way to creating the body of your dreams. From day #1 on [The 3 Week Diet](#), you'll see your scale moving, your body shrinking and your clothes fitting better. And not only will you begin to dramatically improve your physical appearance, you'll feel healthier and more energetic than you have in years. For many people, these significant and immediate improvements in appearance and well-being often result in greater confidence and even a whole new outlook on life. I sincerely hope this is your experience!

[The 3 Week Diet](#) was created as a solution to all of those "mainstream" diet programs on the market which are time-consuming, inefficient and just plain ineffective. After reading well over 500 medical studies, dozens of diet books and reviewing hundreds of diet systems, programs, gadgets, pills and potions, I have put together what I feel is the "end-all, be-all" rapid weight loss diet system - the best ever created. But don't get me wrong... this is not just unproven theory. This book is the result of more than a decade of research AND more than two and a half years of real-world "tweaking and testing." Understand that this is not another one of those diets which works for some and not others. This diet works for everyone. And not only does this diet work... it works fast... and it works every time - without fail.

I decided to take time from my busy schedule to write this book after a great deal of encouragement from my friends, family and personal training clients. All of them have not only complemented me on my ultra-effective diet system and urged me to take it public—and have also praised my ability to break down difficult concepts so that anyone can apply them and enjoy success. I have worked to condense this book into as few pages as possible, in order to give you the "meat" of the system without all of the dry, boring medical data which goes along with it.

While I have done my best to put this book together without any "fluff," I feel it is extremely important to explain the reasons behind the methods. Like many people, I like to skip ahead and get to the "actionable" parts of the system. When I do that, however, I usually don't get the exact results that are promised. That's because, like most people, I tend to take what sounds good to me... while ignoring the parts that I don't particularly like or want to do. Please trust me on this, and read this entire book. You have to know the reasons why the system works. When you fully understand the science, you will be far more likely to follow the "rules" - and in return, you will see some very dramatic weight loss.

Fat

Unfortunately, fat has received a bad rap for decades. So much so, that it has become ingrained in our minds to intuitively reach for anything that says “low fat” even when we know better!

The notion that fat makes us "fat" makes perfect sense at face value, especially when you consider how calorically dense fat actually is. A gram of fat contains nine calories while the same gram of protein or carbohydrates is only four calories.

Fat doesn't have anywhere near the thermic effect that protein does (only 3% vs. 30%), so consuming fat is not necessarily going to “turbo charge” our metabolism. By the same token, it is important to note that fat by itself also does not make us fat.

In fact, fat plays an important role in many parts of the body. While we can go for long periods of time without fat, we cannot live without it completely. Those fats that we cannot live without are known as essential fatty acids (EFAs). Research has shown that these EFAs actually help us to mobilize stored body fat that we want to get rid of, in addition to having numerous other health benefits. In [The 3 Week Diet](#), we will focus on getting an optimal amount of these good fats, to enhance our ability to lose weight fast, while becoming healthier.

Essential Fatty Acids (EFA's)

Your health, good or bad, is driven in large part by the level of inflammation in your body and the amount of lean muscle mass you have. In fact, there are several diseases (including obesity) that are linked to inflammation and the lack of muscle mass.

When you control the inflammation in your body, you can effectively control the onset of numerous diseases, including type II diabetes, heart disease, depression, arthritis and obesity.

Muscle mass decreases over time, especially when we are not eating enough protein and not engaging in exercise. The less muscle mass we have, the more weight we will gain. Lean muscle mass is crucial to keeping body fat at bay.

A healthy body is one that has low levels of inflammation and higher levels of muscle mass. While many attribute high levels of inflammation and loss of muscle mass to aging, the fact is that we can keep our bodies young through proper nutrition and exercise. We get old from the inside out. So, it is important to keep inflammation down and exercise up.

Carbohydrates

Although carbohydrates are the most common source of energy in humans, the simple fact is that there is not a single carbohydrate that is essential to human life. Also, you should note that sugar provides absolutely ZERO nutritional value – ZERO!

Carbohydrates are classified into two types: simple & complex.

Simple carbohydrates are also known as simple sugars. Simple sugars are those found in refined sugars (and the foods they are made with, such as cookies, candies, etc.) but also in food like fruit and milk.

Complex carbohydrates are known as starches. Starches include grain products such as cereals, bread, pasta, crackers and rice. Like simple carbohydrates, complex carbohydrates can be refined or left unrefined. Refined carbohydrates are considered to be less healthy as the refining process strips away much of the vitamins, protein and fiber. Unrefined carbohydrates cause less insulin spike and because of that, they are considered to be the most healthy of the carbohydrates.

Regardless of whether the carbohydrates are simple or complex, they both cause spikes in blood sugar. As you will see shortly, these spikes in blood sugar are the #1 cause of unwanted body fat.



Exercise

Exercise boosts metabolism and burns fat. It also lowers insulin and increases catecholamines... and it's the best way to increase blood flow to adipose tissue and to transport fatty acids out of fat cells.

Exercise helps to burn fat because it requires you to move your muscles. Moving your muscles causes physiological changes that are necessary to maintain and build new muscle mass. Every pound of muscle in your body needs somewhere between 50-100 calories to maintain that muscle mass. And when you consider that fat is burned almost exclusively in your muscle, you can begin to see just how crucial it is to not only maintain the muscle you have, but to build new muscle as well. Simply put, the more muscle you have, the more fat you will burn. Conversely, losing muscle (by lack of exercise) reduces your body's ability to burn fat.



In addition to all the calorie and fat-burning effects, exercise also has the remarkable ability to stimulate fat tissue by increasing blood flow to your fat cells. This makes for easier fat mobilization—which is especially important to the stubborn fat areas like the hips, thighs, belly and buttocks, where insufficient blood flow is believed to be the cause of “stubborn body fat.” That being said, understand that every time you exercise, you get a ton of fat-burning benefits. But also remember that physical fitness LOVES consistency. Being consistent with your workouts means serious results.

Exercise has a wide range of benefits besides fat burning and better fat mobilization. Exercise also regulates appetite, improves sleep patterns, elevates mood, and increases energy levels and promotes a general feeling of well being. Exercise has also been shown to add years to your life, help you fend off many diseases and keep your body in far better health than those who do not exercise.

A recent study revealed that people on low-carb diets who do not exercise still burn more fat than those on low-fat diets who do exercise. And while you will burn more fat on this diet than anything you've ever tried before, we can still take those results and nearly double them with a good exercise program.

Exercise when Fasting

I tend to do my workouts in a fasted state because I want to skyrocket my catecholamine levels and take advantage of the significant increase in growth hormone that comes with fasting, as well as adding to the already “turbocharged” fat-burning that is going on during my fast.

Research has shown that training in a fasted state does not limit your training efforts. In fact, it allows you to maintain your muscle (and even increase it) while burning loads of body fat.



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The vitamins we will focus on getting more of are Vitamins A, D and C.

During this phase, you should eat only from the allowed foods, which are

as follows: **3 Week Diet Phase #1 Allowed Vegetables:**

- Artichoke
- Asparagus
- Beets
- Bokchoy
- Broccoli
- Brussels sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Kale
- Mushrooms
- Onions
- Peppers
- Spinach
- Squash
- Tomato

3 Week Diet Phase #1 Allowed Vegetable Preparation Methods:

- Steamed
- Microwaved
- Raw

****You can mix vegetables into a salad and drizzle with olive oil and/or balsamic vinegar****

Phase #4: CALORIE RESTRICTION BASED ON BMR

Days #12 - 21

The final phase of The 3 Week Diet will begin to gear you toward eating somewhat “normally” compared to the 14 days that have passed. This phase involves a personalized calorie restriction to match your unique BMR and the aggressiveness of your weight loss goals.

Step #1: Determine your BMR

As mentioned, getting a 100% accurate BMR requires a trip to the lab and a gas analysis conducted on your body. Thankfully, we don't need to do this. Instead, science has provided us with a calculation that, in my experience, provides a very accurate BMR which we can work with to lose weight.

Determining your BMR is fairly simple. I have provided calculations in U.S. measurements and in metric form. There are also separate calculations for men and women.

U.S. BMR Calculation for Women

$BMR = 655 + (4.35 \times \text{weight in pounds}) + (4.7 \times \text{height in inches}) - (4.7 \times \text{age in years})$

- A. Multiply your current weight by 4.35. For example, if you weigh 150 pounds, the calculation would be $150 \times 4.35 =$
- B. Multiply your height in inches by 4.7. For example, if you are 5'6", you would be 66 inches. So, the calculation would be $66 \times 4.7 =$
- C. Multiply your age in years by 4.7. For example, if you are 30 years old, the calculation would be $30 \times 4.7 =$

Now, you would take $655 + A + B - C =$

_____. This number represents your BMR.

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WORKOUT MANUAL

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The 3 Week Workout is set up to not only maximize your results when working out, but also to maximize your rest periods to ensure you are burning fat and building muscle which will continue to burn fat long after you have completed [The 3 Week Diet](#).

Research has shown that short, intense exercises deliver far better results than long-term easier exercises. Because of this, **The 3 Week Workout** focuses on short, intense full-body workouts that take only about 20-30 minutes to complete. And... shorter workouts make for a no-excuse reason to get things done!

So let's get started...

Daily Walk

The daily walk is one of the most simple and most effective ways to lose weight... and not only will it help you to lose weight, it helps to keep weight gain at bay forever. This is certainly not a fashionable method for weight loss and in fact, it's so rarely talked about that I think most people have forgotten that it even exists.

It's about getting up 20 to 30 minutes early, putting on your running shoes and hitting the pavement (or treadmill if you must) for a 20 to 30 minutes *brisk walk*. Keep in mind that you will be in a fasted state during this time, so your simple little walk can actually produce some very significant results.



This daily, rapid-paced walk is an integral part of [The 3 Week Diet](#). This walk should be done every single day upon waking. Understand that this is a fast walk only. It's not a jog and it's not a run. Jogging and running can actually slow your progress on this diet. On the other hand, this fast walk will ignite your metabolism early on and it will actually increase your energy throughout the day, in addition to burning fat and increasing catecholamine for added fat mobilization.

To maximize this walk, I recommend drinking an ice-cold glass of water just before you step out the door. Optionally, if you are taking a "fat-burner" (caffeine/yohimbine hcl) you'll want to take it approximately 15-minutes before the walk.

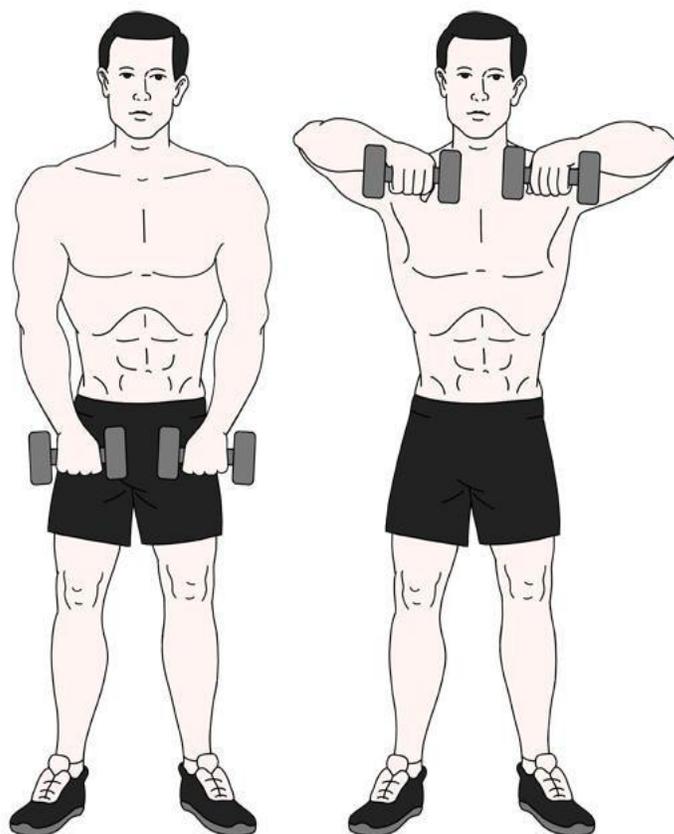
Dumbbell Upright Row

The Dumbbell Upright Row works several of the muscles in your shoulders as well as the triceps and upper chest.

How to perform:

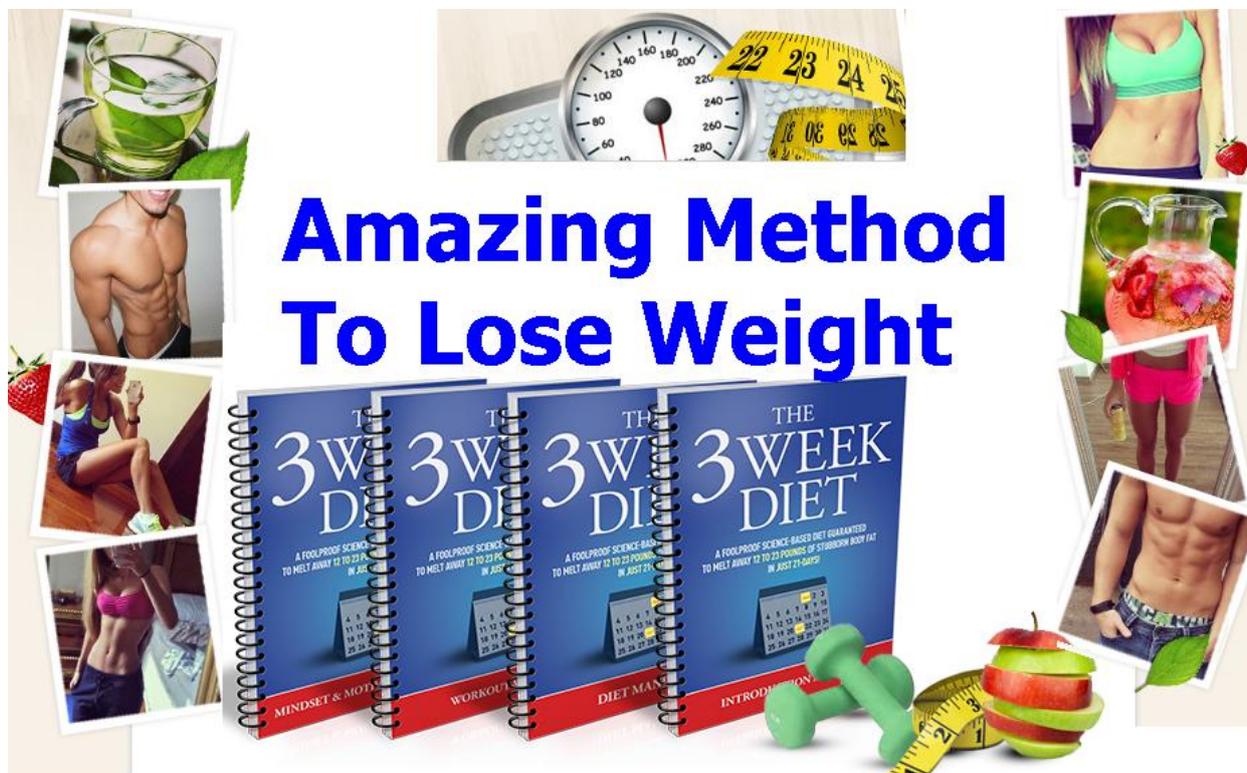
With a dumbbell in each hand, stand with palms facing front of thighs. Pull dumbbells up to the front of shoulders with elbows leading out to the sides. Allow your wrists to flex as the dumbbells rise upward. Lower back down. That's one rep.

When the dumbbells are raised, your wrists should be in front of or just below your shoulders; elbows should be to the sides, not too forward.



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