

WS-Wise

Manage weight & health
by eating differently



Craig Williams

W8-WISE - EAT FOR HEALTH & WEIGHT MANAGEMENT

INTRODUCTION

If you are reading this then you have either participated in my nutrition brief or have spoken to someone that has. Whichever it is you have obviously made a conscious decision to change your image and get your health in shape.

The bad news... despite what many fad diets will have you believe, getting your weight in check can be quite a challenge. It will take some real effort and determination. The good news is this book contains the all the information you need to know to get your life long journey off to a great start.

BUT FIRST A LITTLE ABOUT ME.

As a personal trainer, celebrity bootcamp instructor and former Royal Marines you probably think I naturally have a great image. The truth is I have been through the mill a little with regards to weight.

I understand all too well the physical and emotional highs and lows with regards to carrying excess weight and having poor eating habits. As a young Marine going through training I picked up the nickname 'Pie shop' and was put on a diet due to my 'rotund' appearance. That's a bit of a kick in the preverbials when you are in the top 0.1 % of the fittest young men in the world.

Looking back I was constantly breaking one of my golden rules for losing weight and improving my image. Today I coach hundreds to Think, Eat and Move differently by NOT looking for the answer to their weight and nutritional issues in the gym. Training for the Royal Marines is some of the most-arduous training in the world, lasts 32 weeks and involves yomping, crawling and running mile after mile and jumping, climbing and swimming your way to an Elite level of fitness. Few people ever experience that intensity of the training and I did it all when I was supposedly in my prime... so why was I still fat. Why was I embarrassed when I stood there in my budgie smugglers next to 45 others with the bodies of an Adonis while I sported love handles and man boobs?

Why, if I reportedly burnt 5500 calories on an EASY day in training was I making myself sick in an effort to ditch the blubber and why was I desperately seeking answers in one fad diet after the next?

Finding the answer was a long journey of study, trial and error and eventual discovery, but the good news is I got there... The better news is I can help you and the BEST news is the foundations to a fitter healthier you, the essence of my journey from self-conscious lardy Marine to celebrity personal trainer, bootcamp instructor and wellness coach, is laid here.

DANGER: Please remember that you will have to make some sacrifices to really achieve what you desire and what you have been searching for throughout the years. You are always in danger of not achieving lifelong results because you put things off and fail to do what's necessary to get what you want. Simply reading the book or even attending one of the T*E*A*M Bootcamp weight camps is not enough. You have to put the steps into practice... don't wait till tomorrow because tomorrow never comes and work hard today... be proud tomorrow!

USING V2W TO CREATE A DEEP ROOTED DESIRE.

I created the V2W principle while coaching young men in preparation for joining Elite military forces, but the principles can be just as powerful for you. It can help you create the motivation and desire to get going... to slowly building the momentum when creating habits that will last you for life.

V - VISUALISE. Visualise the fitter, faster or leaner you in the future. Imagine how your clothes will look and feel and how proud you will be as people comment on your slimmer hips and slender thighs.

W - WHAT. Ask yourself WHAT you will gain from eating cleaner and healthier. What are the benefits that matter to you... What is it that will propel you on when all you want to do is jump off the wagon and smash the backside out a Krispy Kreme's?

W - WHY. Listing the reasons WHY you want to manage your weight or improve your fitness can be very powerful. Constant reminders help you keep in the veg aisle and out of the bakery or confectionary section of the supermarket. I suggest you take a few seconds to sit without interruption and list the reasons why you're reading this now.

Finally I wish you the very best of luck, though wishing you luck suggests you are leaving something's to chance!!! To be honest you are about to stack the odds in your favour with simple, no BS tips, techniques and advice to take control of your eating and recruiting your body's natural functions as an ally in your battle against poor food choices.

Yours in pursuit of excellence,

Craig Williams

Formerly 'Pie Shop' and three times world pork pie eating champ 95-97, 99 (I was at war in 98!!)

FORMING HABITS.

Forming habits appear hard to do... actually it is quite easy as we form habits every day. We have a particular morning routine, we shop in a similar way, even get dressed habitually. So they are easy to form, we just need to be a little more conscious of them. The tough part is forming good habits that often go against the norm.

It's human nature to always take the path of least resistance and eating poorly is easy. Eating cleaner and preparing food beforehand is harder so we need to consciously make good habits.

Don't try to change everything all at once! Start with some of the big hitters. For example... when I train I naturally and automatically want to eat cleaner. So creating the habit to train most days has eating cleaner as a by-product. These are known as Keystone habits... take a few minutes to consider what some of your keystone habits are.

SOLID FOUNDATIONS

In order to succeed in your health and fitness goals you are going to require three vital ingredients, Sound nutrition, effective fitness training and sufficient rest. Seems obvious, but actually many people fail in their quest because they forget the prefix... sound... effective... and sufficient. Each component must be layered starting with a solid foundation of sound nutrition.

In conjunction with good clean eating exercise will aid in your weight management, fitness and health, but beware... many people see exercise as the answer and fail to realise that reaching your goals really is 80% eating and only 20% exercise.

STOP: Looking for the answer in the gym or in exercise

You will never out train poor nutrition. Exercise certainly forms some of the answer to your weight loss journey, but actually too much exercise can have a negative effect especially if your training is ineffective.

The knowledge you glean from this book will be your greatest ally in your war against unhealthy eating.

EXERCISE BASICS

It is reported that only 9% of regular gym goers actually realise their long-term health and fitness goals. The remainder are without doubt victims of poor nutrition and ineffective training. Unfortunately much of the problem stems from incredibly powerful, but often misleading marketing as well as poor advice from so called fitness experts.

A large portion of my struggle against fitness was a complete lack of true understanding about fitness. It wasn't until I started cutting through the relentless marketing bull that I started to make good progress towards my goals.

GET YOUR TRAINING ON TRACK BY USING THE FITTA PRINCIPLES

Frequency - Sporadic or 'binge' training is a sure fire way to fail in your quest to get your weight and image in order. I recommend making exercise habitual with pre planned sessions 4-5 times a week.

Intensity - A lack of intensity is a very common reason why many people fail to reach their goals. I like to employ the same principles with regards to exercise intensity as I would a bank job... in, get the job done and out as fast as possible. Analyse your training intensity during your next few sessions and remember to be honest with yourself. As a guide I recommend 1-2 moderately intense session of 45 mins + a week in conjunction with 2-3 more intense sessions including interval and cross training.

Type - The type of training your select should be dependent on your goals. Many people make the mistake of training to a body building training protocol of 3 sets of ten reps aimed at building muscle mass instead of training with lots of variety with the main aim of burning as many calories as possible in the shortest space of time.

Time - As a guide aim for 3 sessions of high intensity, large scale exercises to maximise calorie burn and interspersed with a couple of sessions aimed at clearing the mind and relaxation at a much lower intensity, but for longer. An example would be a 35-45 min jog, cycle or row at a steady state.

Adherence - Failing to adhere to a progressive fitness and fat loss programme is an extremely common reason why a large percentage of exercises fail in their goals. Many people get bored or start to make progress and fall back into their own ways... remember that adherence becomes so much easier when you push it out for more than 21 days... it also becomes a lifelong change if you manage to stick with it for 3 months.

Remember, more information on making your training effective and to take advantage of my FREE fitness audit coming soon [T*E*A*M bootcamp site](#).

During my time in the Marines I learnt to identify combat indicators. It was the only weapon we had against an unidentifiable enemy employing terror tactics rather than engaging in more traditional fighting. Combat indicators are the 'presence of the abnormal' or 'absence of the normal' and every soldier is taught to recognise the often slightest sign that trouble is brewing. Many lives are saved when the signs that something isn't quite right are noticed. It could be anything from displaced soil indicating a buried explosive device or an absence of civilians in a normally thriving market place which could indicate a threat of a suicide bomber.

- **Step one** - Allocate a little time to consider your triggers to unhealthy eating. It is also helpful to catch yourself during your unhealthy eating periods to consider the situation, emotions or events that led to poor choices.
- **Step two** - Armed with your list of unhealthy eating triggers now consider all the ways to combat these triggers.

My triggers to unhealthy eating are:

SLEEP YOURSELF THIN

Sounds too easy right? You can make things significantly easier for yourself by understanding the body's natural reaction to crave sugary foods during the summer when days are long and the nights are short. As cavemen we evolved to crave food during the summer season when fruits, berries, honey and other natural sources of simple sugars were plentiful in order to fatten up for the cold harsh winter months. The issue comes in modern times with the fact that our bodies are fooled into believing we are in a constant state of summer or a constant state of 'getting fat for winter'. The light bulb allows us to treat night as day unlike our ancestors who would have been forced to wrap up for the night and sleep until dawn.

In order to use sleep and long nights to our advantage we must aim for about 8-9 hours of sleep per night... sounds a lot, but again once we make better, more consistent and effective sleep habitual you soon develop the sleeping ability of a dormouse.

Additional benefits of sleeping for longer include a reduction in the nasty bacteria that develop in the gut throughout the day and a reduction in cortisol levels (responsible for the storage of fat particularly around the stomach and waist) which counteract the fat burning hormone testosterone. You may feel sceptical about this and you are right to feel that way so I suggest you try it or at least be more aware of what's happening in your body the next time you fail to get a good night's sleep. Mild effects include an increased desire for fast food especially sugary, fatty and salty foods and extreme effects can include gut irritation and ache due to the build-up of bacteria and their waste products in the gut.

It is hard for many people to accept that the body does not get fitter, faster and leaner in the gym. It is during rest that body repairs and recovers that little bit stronger and fitter in adaptation to the stresses we placed on it through exercise. View sleeping more as healing rather than just sleep... it helps you to keep the importance of good quality sleep in perspective.

The body repairs itself fully during the deep REM stage of sleep. Typically this takes approx. 4 hours. Aim for two cycles of REM sleep per night per night to truly maximise your gains.

HERE ARE A FEW TIPS TO GETTING THE OPTIMUM AMOUNT OF REST:

Black out - Even the smallest amount of light can cause the receptors in the skin to trigger the sugar craving signals telling us to get fat in preparation for winter.

Avoid alcohol - Though you may find it easier to drift off to sleep, alcohol induced sleep is often disrupted leaving you feeling fatigued and unrested.

Avoid stimulants - Caffeine and other stimulants can prevent you from getting to sleep and leave you pacing the bedroom for hours. Reduce your stimulant intake after midday.

FOOD IS FUEL

With foods scientifically engineered to excite every taste receptor in our mouths it is hard sometime to remember that actually food is just two things... fuel and information. This paragraph deals with the fuel aspect... in simple terms every food has a determined amount of energy that will be absorbed by the body... if you eat more than you use, the body will convert a high percentage of the excess energy to fat to be stored in our fuel tanks... the hips, thighs, love handles and bingo wings!

Each time you grab the tub of Ben and Jerry's or whatever your 'treat' maybe... remember that though it may temporarily make you feel happier the body will see it as fuel and will store any excess. You may find yourself asking whether you really need the excess.

FOOD IS INFORMATION

The body also uses food as information to control its basic functions such as hormonal messages to 'get more sugar' or 'stop eating - I am full'. Improving your knowledge of the food groups... knowing what each do and what information they provide can significantly contribute to your ability to cope with and overcome cravings and prevent you from dropping well into the crash zone.

DISCIPLINE YOUR INSULIN

Insulin plays a huge part in the storage of fat, the use of energy in the body and the cravings for naff food. Learning to prevent erratic peaks and troughs in your blood sugar levels and insulin can make weight loss and healthy living easier. I suggest reading the Blood sugar solution by [available here](#)

BALANCED MEALS

Though many of our basic processes slow at night the body is constantly performing all the functions that keep us fit and healthy. These processes require nutrients that we obtain from food and we therefore need to ensure the body has a constant supply of every food group throughout the day.

Over the next few weeks you will develop a number of default meals containing an almost optimal amount of protein, fat and carbohydrate for your body's requirements. Consuming balanced meals will ensure you provide your body with everything it needs each time you eat. Benefits of eating in this manner are prevention of potential starvation periods, a boost in nutrient intake, slowing of the digestion process as well as a regulation of the fat storage hormone insulin.

Eating in a balanced manner is a little tough at first purely because we have been conditioned to eat carb focussed breakfasts, snacks and lunches and only make a concerted effort to include protein for dinner.

WHICH FOOD GROUP - CARBOHYDRATE

What it does - Provides energy and controls the release of insulin.

Your approximate amount - Aim for two fists of carbs per major meal ie breakfast, lunch and dinner and 1 fist size portion for snacks and light meals.

WHICH FOOD GROUP - PROTEIN

What it does - The basic building blocks of the body, utilised in the repair and rebuilding of tissue, organs and bone. Protein can also be used as energy in the absence of carbohydrates and fat.

Your approximate amount - Aim for a palm sized portion of protein per major meal i.e. breakfast, lunch and dinner. (Half that for snacks and light meals).

WHICH FOOD GROUP - FATS

What it does - Fats primarily provide energy for the body but also have more uses in the body than any other food group including protection and the uptake of many vitamins and minerals. Interestingly fats are a major component in every cell in the body, bones and the brain.

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Your approximate amount - Aim for a portion of fat roughly the size of the end of your thumb per major meal i.e. breakfast, lunch and dinner and half that for snacks and light meals.

REMEMBER - Fats are your friend... sugar is the enemy

WHICH FOOD GROUP - WATER.

Though water is not considered a food group, it is a great ally in your quest for cleaner eating and the avoidance of over eating.

What it does - Water is involved in almost every function in the body but you can also fool your bodies satiety signals by partially filling the stomach with water prior to eating.

Your approximate amount - Consume no less than 3 litres of water per day to prevent dehydration, the slowing of your metabolism and to help dispel hunger. In hot climates or on warm days increase your water intake to compensate. As an indication your urine should be a pale straw colour.

CRASH PREVENTION

Hitting the crash zone leads to one thing... the inability to make a smart food choice. Avoid hitting the crash zone with these three simple steps:

1. **Eat regularly** - aim for balanced meals every 2-3 hours. to maintain blood sugar levels and prevent peaks and troughs in blood sugar. Maintain Breakfast, lunch and dinner as your larger main meals, but intersperse them with lighter meals with the less quantity, but exactly the same balance of nutrients.

2. **Recognise the early symptoms of a Crash.** The ability to recognise the onset of a crash can hasten you to head for the shops before it is too late and you simply cannot fight off the craving for the sugary, fatty and salty food.

3. **Predict when your blood sugar may start to waiver** and prevent a crash by eating cleanly at the prescribed times to keep cravings at bay. Remember that when eating correctly you should rarely feel hungry and will often need to prompt yourself to eat as hunger and cravings are suppressed.

9. **Make smart choices easy to make.** Today poor choices are made incredibly easier... crap food is usually cheaper, easier to get and is certainly more appealing due to the most relentless marketing known to man. Make smart choices easy to make by creating cheap easy to create default meals that you can fall back on as well as identifying smart snack choices in all the regular shops and cafe's you visit.

10. **Tackle sabotage**

There are two types of people in your life... those that will help you with your weight loss and fitness goals, called 'aiders' and those that will do EVERYTHING in their power to stop you!! I call the latter saboteurs and they are the enemy in your quest for a fitter, healthier and leaner you! They will try everything from pulling on your heart strings to off laying their own food related guilt on you. Take a minute to consider who the saboteurs are in your life as fore warned is fore armed.

In my experience the easiest way to tackle saboteurs is to confront them. I suggest the following:

'Mike, Tim, Sandra... or whatever their name is... as you know I am trying to lose weight and get a little fitter and I have identified you as a saboteur. You seem to go out of your way to prevent me from truly being happy with myself and if you really did care about me you wouldn't sabotage me... you would help me.'

Then pause (for as long as it takes...) and wait to hear what they have to say for themselves.

11. Prior prep & planning prevents piss poor er... Food choices

Takes little explanation really. Planning and preparation really are key to your success. Making a salad or grilling chicken for tomorrow takes time and effort which after a busy day at the office or running around after the kids can be the last thing you want to do. But achieving your goals is going to take sacrifice and determination. You HAVE to plan ahead and prepare for the times you know that smart food is A - harder to get or B - inaccessible.

12. Make it a habit

A very powerful thing to remember is the fact that it takes 21 days to form a new habit and a further 3 months to make that habit a lifelong change! Many people getting started on a fitness and fat loss programme fall off the wagon after 14 days or so because they take their eye off the ball. Just knowing that you need to push on for 21 days makes it much easier for you to succeed. It sets a target for you to meet and once you reach it, things get that little bit easier.

FOOD PLANS

As promised here are the default meals that I use every week to prevent that killer sugar crash and to ensure the body gets the right amount of fuel and best information it can.

The recipes are simple enough... basically the less you bugger about with food the better it is for you. What you waiting for?

BREAKFAST

1. Bacon, Egg and Mushroom

2 lean bacon medallions lightly fried in olive oil on a bed of lettuce with lightly fried mushrooms and 2 x either fried or poached eggs.

2. Protein porridge

45g of porridge oats

1/2 scoop of protein powder

6 x almonds

3. Avocado, turkey and egg

1 turkey fillet, 2 poached eggs, 1/2 sliced avocado

4. Omelette

3 x egg omelette with vegetables to your liking.

Squash, onion, mushroom, peppers, spinach, spring cabbage, aubergine, courgette, sweet potato etc.

LUNCH

1. Nando Turkey Pitta

1 turkey fillet diced and Lilly fried in 2 x tablespoons of Nandos sauce. Served with green leafy salad in wholemeal pitta bread.

2. Real simple deli selection

100g of chicken, turkey or other deli meat off the bone

2 x pieces of fruit

6 x Olives

3. Real simple deli selection with nuts

100g of chicken, turkey or other deli meat off the bone

2 x pieces of fruit

6 x almonds or 3 walnuts or 1 x macadamia

EVENING MEAL

1. Thai Green Curry with Sweet Potato Mash

450g of lean chicken breast brown and lightly fried in 3-4 tablespoons of Thai green curry paste. Add 1 x can of coconut milk, various vegetables. Serve with mashed or roasted sweet potato.

2. Turbo quick chicken Stir Fry

Chicken fillet browned in a wok or large frying pan, add bag of stir fry mix and season to taste.

3. Simple salmon and veg

1 piece of salmon lightly fried served with portion of microwaveable frozen veg medley.

SNACKS ON THE GO

1. Tinned fish in olive oil, a pear

2. Salmon pieces/slices, 1 x apple

3. 2x Boiled eggs, green leafy salad, 6 x almonds

4. Protein smoothie

POST WORKOUT MEALS

1. Yam, 2 boiled eggs

2. Small chicken breast, Medium roasted sweet potato