

This is Not a Review Or a Free Report!



"This Weight Loss Plan is just a "small part" of actual [Brian Flatt's 3-Week Diet program](#) and  the since we wrote it together, we decided to share it with you, so that it can help you lose weight too. **In fact OUR goal for you is to lose at least 12 pounds of body fat in the next 21 -30 days, and with these tricks you can do it 😊**

If after reading this guide, you feel that the whole information within **The 3-Week Diet program** is suitable for you and helpful to achieve your goals, you should [Click here](#) to check the complete package. (or use the download link on the last page of this ebook) .

How To Lose 23 Pounds of Body Fat in 21 Days

This ebook truly contains the best weight loss info for you, and that's why I want you to start with it.... **Because if you will apply the info you read in here, you can easily lose 12 pounds of fat in just 21-30 days; all you need to do is read all the way to the end.**

That's all I wanted to say, so I will let you read Brian's ebook below 😊

Enjoy!

Heather and Aline

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Contents

Enter the 3-Week Diet... ..	3
RAPID WEIGHT LOSS.....	4
WHY THIS DIET	6
21 DAYS TO MAKE A HABIT.....	7
FAT LOSS VS. WEIGHT LOSS	7
NUTRIENTS - What the Body Needs and What it Doesn't.....	10
PROTEIN, FAT, CARBOHYDRATES.....	11
OUR METABOLISM	17
Factors that we can control & increase metabolism	18

How To Lose 23 Pounds of Body Fat in 21 Days

HOW WE GET FAT.....	19
Carbohydrates Make Us Fat	20
CONTROL YOUR BLOOD SUGAR AND YOU CAN CONTROL YOUR WEIGHT FOREVER.....	21
TRIGLYCERIDES	23
HOW TO GET THIN.....	25
DIET OVERVIEW	26
MEAL FREQUENCY	27
LET'S GET STARTED.....	28

The fact is the diet & fitness industry does not want you to learn the true secrets to ultra-fast weight loss because once you learn it, they know that you'll never need to buy another one of their bogus products again. And when you don't need their products, the multi-billion dollar diet industry takes a great big financial hit.

Enter the [3-Week Diet...](#)

The 3-Week Diet is based on medical science, rational thought and proven, real-life results. As of right now, you can rest assured that you will never need to buy another diet book, fancy gizmo or magic

How To Lose 23 Pounds of Body Fat in 21 Days

pill to lose weight ever again. Quite simply, the 3-Week Diet cuts through the bull and gives you a time-tested, proven and effective blueprint for *rapid* fat loss.

This isn't one of those diets that work for some but not others. The fact is, the 3-Week Diet is based on the science involved with the human body and how different nutrients affect our hormones resulting in either weight loss or weight gain.

RAPID WEIGHT LOSS

In all my years in the diet & fitness industry, I don't think anyone has ever told me that they were looking for a way to lose weight slowly...

In fact, most people that come to me about losing weight are looking for something that will produce results as fast as humanly possible. And I truly believe that **the #1 reason that most diets fail is because they don't produce results fast enough.**

Let's face it: it's no fun to spend hours at the gym, followed by small portions of food we can't stand, day after day, only to see the scale drop just one pound during the week.

For a diet to be successful, I truly believe that the diet must produce visible and significant results FAST.

How To Lose 23 Pounds of Body Fat in 21 Days

When the dieter sees real results quickly, she becomes more engaged. And when I can get the dieter engaged in the diet, it produces a snowball effect causing the results to get better and better as the dieter gets leaner and leaner because of the results they are seeing on an everyday basis.

On the 3-Week diet, you WILL see real results daily. Your scale will move, your clothes will fit better, you'll feel lighter (because you'll actually be lighter) and you will look and feel better than you have in years.



This is why the 3-Week Diet is so ultra-effective. It produces extremely fast, visible results. These fast results keep the dieter motivated. And that motivation keeps them going until they reach levels of fat loss that they never imagined were possible.

This is the diet that puts you in control.

One of the first questions I'm always asked is:

Isn't losing weight this fast dangerous?

Well, I'm not sure where the idea that losing weight quickly is dangerous. In my opinion, it's just the opposite. **The longer you're walking around with excess fat on your body, the harder it is for**

How To Lose 23 Pounds of Body Fat in 21 Days

your body to function.

Most weight loss safety data deals with *how* the weight is lost rather than the rate at which it is lost. Yes, there are ways to lose weight quickly that are extremely dangerous. And this is an important point because **losing weight on the 3-Week Diet is about losing weight quickly and safely without depriving your body of the nutrients it needs.**

Dr. Michael Dansinger, the doctor who consults with the producers of the NBC hit show *The Biggest Loser*, states that **“people can lose 20-pounds of weight in a week if they do it right”**.

WHY THIS DIET

One of the biggest problems with dieting is that the weight comes off very slowly. In this aspect, the 3-Week Diet is an absolute game changer. No more will you lose weight at a snail’s pace. Instead, by following this diet, you can expect to lose $\frac{3}{4}$ to 1-pound of fat every single day. And, if you want to nearly double those results, I have included the 3-Week Workout, which will help you do exactly that.

There’s several reasons why people turn to the 3-Week Diet to lose fat quickly.

A large percentage of my readers are seeking to lose weight for an

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upcoming special event, such as a wedding, class reunion or an upcoming vacation that usually involves the pool or the beach. Others are actors and models that need their body weight and body fat percentages at low levels to earn their living. And many use the 3-Week Diet as a jumpstart to starting a new diet, workout program or healthy lifestyle.

Whatever your goals are, the **3-Week Diet** will help you reach them!

21 DAYS TO MAKE A HABIT

Research has shown that it takes approximately 21-days for us to develop a new habit. This means 21-days of eating healthy...21-days of going to the gym...21-days of doing whatever it is that you want to implement as a habit into your life.

We can all do 21-days, right? **Research has shown that it takes approximately 21-days to develop new habits or to break old ones.**

This will ensure that you get the body you've always wanted and keep it for life.

FAT LOSS VS. WEIGHT LOSS

We tend to use the term weight loss generally when we go on a diet.

How To Lose 23 Pounds of Body Fat in 21 Days

And while some are content with simply watching the numbers of the scale go down, **it is important that you focus solely on losing fat rather than precious, lean body mass.**

If you want to simply lose weight and you don't care where the weight comes from (body fat, bones, muscle, organs, etc) then the fastest way to accomplish that is through dietary fasting (not eating anything). Fasting is the fastest way to lose weight, but it comes with a hefty price, up to and including death.



After about a day of fasting, your body is getting 80-90% of its energy from its own body fat, which is a very good thing.

However, when the body goes several hours without protein (amino acids it needs to sustain life), it begins to attack its own protein stores.

Sooner or later, lean body mass is attacked to a point that you are unable to move and your organs cannot function properly, which results in death.

The fact is, there are certain diets out there that have great success in helping people achieve weight loss with studies to prove it, however, by the way those diets are structured, a large portion of the weight that is lost is not body fat, but instead, lean body mass.

And again, when you lose that precious lean body mass, you slow your metabolism and you slow your ability to lose weight.

How To Lose 23 Pounds of Body Fat in 21 Days

The more lean body mass you have, the more calories your body needs to keep that mass functioning properly.

Again when the body goes without protein for a length of time, it is going to get its protein needs by eating your skin for lunch and your hair for dinner. The hair and skin are the first protein stores to be attacked and if you look closely at people on those protein deficient types of diets, you will notice a lack of glow and sheen to the hair and skin.

If you have any of the following symptoms, chances are you are not getting enough protein in your diet:

- thin, brittle hair
- hair loss
- reduced pigmentation in the hair
- ridges in fingernails and toenails
- skin rashes, flaky skin, dry skin
- weakness and cramps in your muscles
- difficulty sleeping
- nausea
- slow healing in wounds, cuts, scrapes

As you can see, a lack of protein in your diet can be very serious, even life threatening. If you take nothing else from this book, be absolutely certain that you are getting adequate amounts of protein every day. In the diet portion of the 3-Week Diet, you'll learn how to

How To Lose 23 Pounds of Body Fat in 21 Days

calculate your *true* daily protein requirements, so that you can avoid all the problems mentioned above.

On the 3 Week Diet, we attempt to emulate starvation and all the fat-burning qualities it produces, but without all the negative side effects (hunger, lean body mass loss, etc). To do this, we will focus on **depleting the body of carbohydrates** to trigger the starvation response. **Again, this starvation response forces the body to switch over to burning incredible amounts of fat for our daily energy needs.**

Meanwhile, we will sneak adequate amounts of protein to the body every few hours. Instead of attacking our own lean body mass, the body will use this easy protein (the protein we eat) and turn it into glucose, which requires even more fuel (body fat) to accomplish. Basically, we are going to throw all kinds of things at the body to force it to burn more and more body fat, which **will** result in **ultra-fast weight loss.**

NUTRIENTS - What the Body Needs and What it Doesn't

Our bodies need nutrients, vitamins, minerals and water for good health and proper functioning.

Some examples of essential nutrients include water, proteins, fats,

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vitamins and minerals. One very common nutrient that has been purposely omitted here are carbohydrates.

The biological fact of the matter is that there is not a single carbohydrate that is essential to the human diet, not sugar, not starch, not fiber. The fact is, carbohydrates do not provide any nutritional benefit to the human body, none whatsoever.

The 3-Week Diet is about maximizing the nutrients that we do need while restricting those that we do not. Really, it is all about eating the right foods in the right quantities at the right time. When done correctly, we are able to put our body into a 24/7 fat burning mode.

PROTEIN, FAT, CARBOHYDRATES

The primary nutrients humans consume are protein, fat and carbohydrates.

Protein

Proteins are the foundation of your body's cells, tissues and organs. They are essential to your muscles, hair, skin, hair, organs and hormones. While the body can survive without eating another carbohydrate and while it can last for extended periods without eating fat, a lack of protein in your diet will cause degeneration of

How To Lose 23 Pounds of Body Fat in 21 Days

your muscle tissue and organs, which will eventually lead to death.

Proteins are made up of amino acids and there are just 20 amino acids that make up ALL human proteins. Of these 20 amino acids, the body can only produce 12 of these itself. This means the other eight amino acids must be obtained through the foods you eat.

We get these amino acids when we consume protein sources like meat, fish, poultry and legumes.

Breaking down and processing protein takes a lot more energy and much more time than it does to break down other nutrients. In other words, the body has to work a lot harder to digest protein than it does with carbohydrates and fat.

The extra energy it takes to break down and process protein reduces the amount of energy your body receives from that food it consumed. Also, because it takes longer to break down and to assimilate protein, the process of emptying the stomach takes longer as well, which causes us to feel full longer, which reduces hunger pangs.

It is believed that the body can only use about 50% of the protein we eat. This means the other 50% is eliminated from the body as waste because protein is *not* stored in the body the same way that fat and carbohydrates are. **So, when you eat calories primarily from protein, you can rest assured that these protein calories are**

How To Lose 23 Pounds of Body Fat in 21 Days

repairing and rebuilding your body with the excess being eliminated as waste, and not being stored as fat.

Adding protein to your meals causes your body to release a hormone called glucagon. Additionally, there are new studies that have shown that when the body releases glucagon (by consuming protein in your diet), it also works to stimulate fat-burning by freeing up your stored body fat, so that it can be used to fuel your body.

*****As you will see, when we increase protein consumption and significantly decrease the amount of carbohydrates we consume, we benefit from a dual fat-burning effect.**

On one hand, when the body does not have carbohydrates to turn to, to fuel the body, it begins to use stored body fat.

Secondly, the release of glucagon into the body appears to have the added effect of attacking the fat stores that the insulin has worked to preserve. The 3-Week Diet is strategically designed to take advantage of both these events.

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!

How To Lose 23 Pounds of Body Fat in 21 Days

The notion that fat makes us fat makes perfect sense at face value, especially when you considered how calorically dense fat actually is. A gram of fat contains 9 calories while the same gram of protein or carbohydrates are only 4 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. On 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 burn the stubborn, stored body fat that we want to get rid of, in addition to 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.

Fat Cells

Recently, research has shown that once a fat cell is created, it never goes away. Fat cells get larger and larger until they can no longer hold stored fat. When this happens, your body creates new fat cells to hold the excess. And again, once those new fat cells are created, they are yours for life.

How To Lose 23 Pounds of Body Fat in 21 Days

While we cannot totally eliminate fat cells from the body, we can get rid of the gooey fatty acids and dangerous triglycerides that those fat cells are holding which will make us thinner.

Understand that fat is actually the perfect fuel for your body. When we can switch your body to using this better fuel, we can effectively turn your body into a 24/7 fat-burning machine.

Carbohydrates

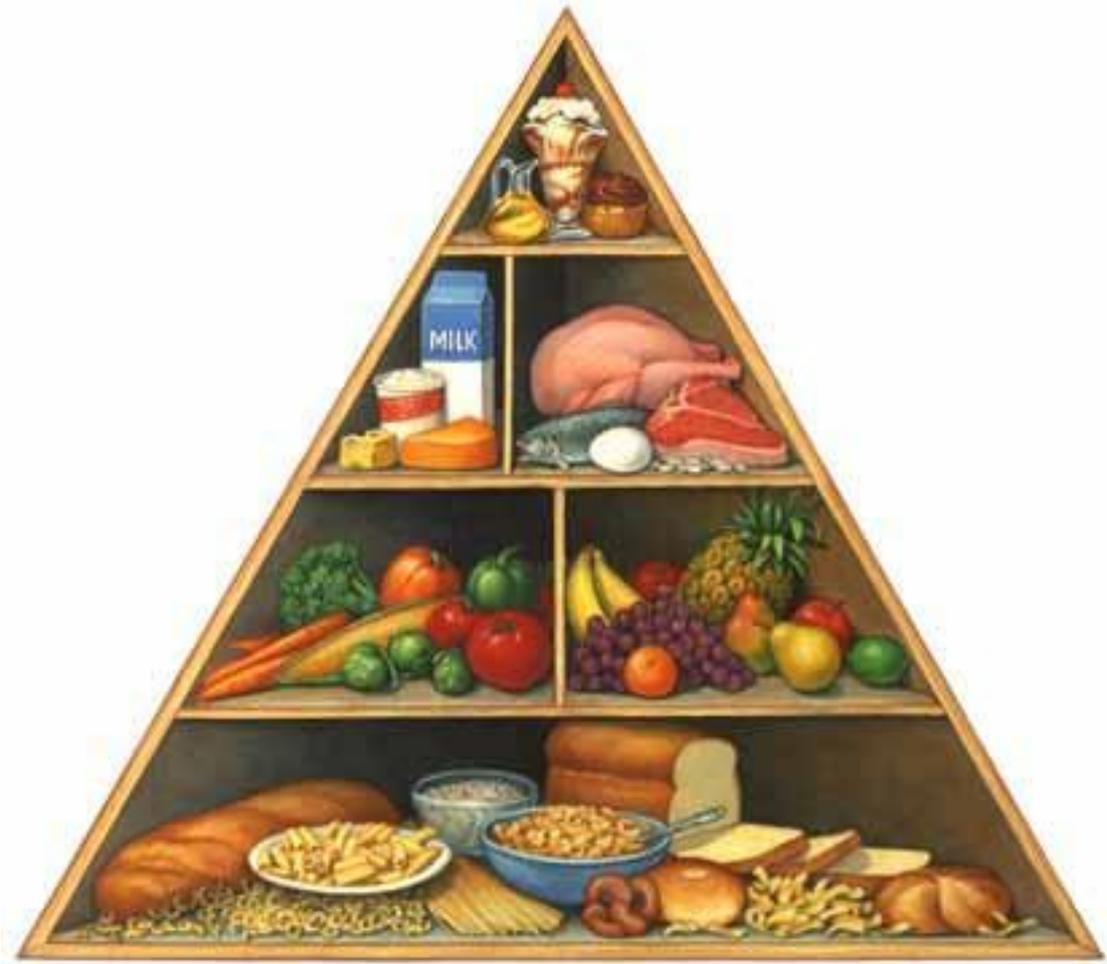
Although carbohydrates are the most common source of energy in humans, the simple fact is, **there is not a single carbohydrate that is essential to human life.**

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.**

THE FOOD PYRAMID AND OBESITY

Now, the last thing I could ever be called is a conspiracy theorist but you might think otherwise after reading what I have to say about the USDA Food Pyramid.

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Take a look at the USDA Food Pyramid that has shaped the way most American eat over the past few decades. As you can see, our own government recommends we get over 2/3 of our daily nutrition from carbohydrate laden foods (bread, rice, pasta, fruits and vegetables) and only about 20% of our food from protein sources, the primary nutrient that keeps us alive! It's no wonder that nearly 50% of the US population is considered to be overweight!

How To Lose 23 Pounds of Body Fat in 21 Days

FIBER

Fiber is actually a carbohydrate. In most low-carb diets, fiber carbohydrates are not counted as dangerous weight-gaining carbohydrates. This is because fiber cannot be digested by the human body. Since fiber is not digested by the body, it does not create a rapid rise in blood sugar like other carbohydrates.

OUR METABOLISM

The primary function of our metabolism is simply to provide the right amount of fuel (at the right time) to keep our bodies alive and functioning properly. It accomplishes this through a complex series of chemical reactions whereby food is converted to the energy we need. When we eat, the food we swallow enters our digestive tract and is broken down by digestive enzymes.

There are two basic metabolic processes.

Anabolism: promotes the growth of new cells, the maintenance and repair of tissues, and the storage of energy, usually through body fat for future use.

Catabolism: is responsible for immediately providing the body energy to use. Instead of building up, it breaks down the nutrient molecules to release energy.

How To Lose 23 Pounds of Body Fat in 21 Days

Catabolism, in particular, though some attribute this to overall metabolism, has three components:

- 1. Basal metabolism:** sometimes called resting metabolism, this is the metabolism component responsible for keeping you alive by ensuring normal body functions. Even if you were bedridden the whole day, basal metabolism is still at work. Basal metabolism is metabolism's main component, as 60 to 70 percent of the calories from the food you eat are used for this. People who want to lose weight usually aim for a higher basal metabolic rate (BMR).
- 2. Physical movement:** this can range from a simple moving of your fingers to strenuous exercise. Usually 25 percent of the calories you consume are for this purpose.
- 3. Thermic effect of food:** this indicates the digestion and processing of the food you take in. Depending on the type of nutrient you consume, approximately 10% of the calories of the food you eat are burned through this.

Factors that we can control & increase metabolism

- **Amount of lean body mass:** as already mentioned above, more muscle = faster metabolism.

How To Lose 23 Pounds of Body Fat in 21 Days

- **Diet:** some foods will help you-some will only harm you. While timing is not everything, meal frequency greatly affects your metabolism.
- **Stress level:** stress is inversely proportional to metabolism. !e more stress you are subjected to, the lower your metabolism will be.
- **Hormones:** specific hormones metabolize specific nutrients. How well the hormones work, then, directly affects metabolism. To a certain extent, diet and stress levels affect the hormones involved in metabolism, as you will find out later.

A fast metabolism is the true secret to *maintaining* a lean body.

HOW WE GET FAT

Modern medicine, weight loss gurus and so-call fitness experts have been telling us the same old outdated, bogus advice for years:

“Losing weight is just a matter of eating less and exercising more”

These ideologies are better known as the Calories In/Calories Out and have been proven time and time again to be a complete

How To Lose 23 Pounds of Body Fat in 21 Days

nonsense. These diets fail to take in to account our bodies and how food is metabolized and take the easy way out by implying that anyone who is overweight is either eating too much fat or they're just plain lazy. It points the finger at us and it refuses to acknowledge what science has already proven.

Carbohydrates Make Us Fat

I know... I know... You've probably heard that one before. Perhaps you even gave it some credence for a while. Maybe you've even tried a low-carb diet or the Atkins Diet (or something similar) but found it just wasn't for you. **Unfortunately if you truly desire to lose weight *fast*, drastically reducing carbohydrates is an absolute must.**

If you truly want to burn 10-20+ pounds of body fat in the next 21-days and if you're willing to follow this diet without deviation, then I personally guarantee that you will lose weight.

If you continue reading, you're going to learn exactly why carbohydrates cause us to get fat and you'll learn exactly what to do about it.

CONTROL YOUR BLOOD SUGAR AND YOU CAN CONTROL YOUR WEIGHT FOREVER

We get fat because of the carbohydrates we eat. If you want to burn fat and become lean, you must accept this fact right now and you must hold this truth sacred.

When you restrict carbohydrates in your diet, you **will** become leaner. This is an absolute fact. When you increase your carbohydrate consumption, you **will** get fatter. This is not disputed.

Here's how it works: When we eat carbohydrates, particularly those that are sweet or starchy, our blood sugar increases rapidly. When our blood sugar increases, our pancreas secretes insulin into the bloodstream.

Insulin's job is to bring our blood sugar back to normal levels. It does this by moving the sugar out of the blood and into the muscles, liver and fat cells. If not for insulin, this high blood sugar (aka glucose) would be toxic. As you may know, diabetics need to add insulin to their bodies to keep them alive and functioning.

BUT insulin is also very, very problematic with regards to our ability to lose weight.

How To Lose 23 Pounds of Body Fat in 21 Days

As mentioned, when blood sugar is high, insulin's job is to move that sugar out of the blood stream and into the liver and muscles to be used for energy. But there's more to it. Insulin is also a storage hormone.

What this means is that when insulin is present in the bloodstream, as it is when we consume carbohydrates (sugar, starch), the excess carbohydrates (those that are not needed right away for energy) are broken down and stored in our fat cells as fat. When this happens, our fat cells get larger...and so do we!

And not only does insulin force those excess carbohydrates and fat into our fat cells, it also slams the brakes on our body's ability to burn the fat that is already stored in our fat cells.

So, as long as there is high levels of insulin is flowing through your bloodstream (which is *only* caused by carbohydrate consumption), your body will be working to store fat rather than working to burn it.

You simply cannot consume a carbohydrate-rich meal and burn fat at the same time. Your body is either storing fat or burning it, depending on the food you eat. Now that you know this, you can put yourself in control using the methods you'll learn in the [3-Week Diet](#).

The fact is, our bodies are at work 24/7 to keep us healthy and

How To Lose 23 Pounds of Body Fat in 21 Days

functioning. And because of that, the body needs to fuel its work on a non-stop basis for as long as we live.

Another thing to keep in mind is that YOU can make a decision to have your body running on carbohydrates or have it running on fat. On the [3 Week Diet](#), we will shift from carbohydrate burning to high-octane fat burning instead. (burning fat from your trouble spots)

Contrary to popular belief, fat flows in and out of your fat cells (in the form of fatty acids), on a continuous basis throughout the day, making itself available to be used for energy. The problem is the fact that this fat cannot and will not be used for energy unless your insulin levels are way down. Insulin, however, will **not** be down so long as you're eating carbohydrates.

Your body can't use fat for fuel if your insulin levels are not low, in other words, your body only burns fat if you do not eat carbs.

TRIGLYCERIDES

Remember those fatty acids we talked about? Guess what happens when they are not used up for energy? Well, what happens is they head back into the fat cells, where they hook up with two other fatty acids and a glycerol molecule, to form what is known as a triglyceride (triglyceride = 3 fatty acids +1 glycerol molecule).

How To Lose 23 Pounds of Body Fat in 21 Days

And this is not a good thing. Triglycerides are problematic because they are much larger than a fatty acid. In fact, they are so large that they cannot leave the fat cells like those free flowing fatty acids could. Because of this, they remain stuck inside the fat cells and become the stubborn, stored body fat that we want to get rid of.

Triglycerides cannot be burned for energy until they are broken down back into those smaller free flowing fatty acids and released back into the bloodstream. This is why so many people have so many problems with stubborn body fat. **They can reduce their calorie intake all they want but as long as they are consuming carbohydrates, those triglycerides are going to remain intact!**

So, the question becomes, how do we break these triglycerides apart, so that that they can be used for energy?

The answer is simple: **significant carbohydrate restriction**



I know it probably sounds like I'm beating a dead horse here, but it is imperative that you understand this: carbohydrates cause insulin to be secreted into the bloodstream.

Insulin causes your body to store excess calories as fat

How To Lose 23 Pounds of Body Fat in 21 Days

AND prevents fat from being released from your fat cells to be burned for energy. To put it simply, carbohydrates = excess body weight and fat storage.

Remember, nothing causes us to burn fat faster than starvation. But, starvation has negative consequences on our lean body mass. **So, ideally, we want the body to think we are starving so that it is breaking down triglycerides and burning that fat for our energy needs.**

Since the body relies primarily on carbohydrates for its energy, when we remove those carbohydrates, the body will be forced to get its fuel elsewhere. Now, in the case of starvation, the body would normally begin to break down lean body mass for glucose (energy) via a process known as glycogenesis, and we don't want that.

Again, your body NEEDS energy on a 24/7 basis. Without carbohydrates, your body is forced to turn to an alternate fuel source to keep you running all day long.

So, let's get our bodies revved up to burn body fat on a 24/7 basis.

HOW TO GET THIN

As I've pointed out, the fastest and easiest way to lose weight is to stop using dietary carbohydrates for energy and to start burning our

How To Lose 23 Pounds of Body Fat in 21 Days

own body fat instead.

Once you restrict carbohydrates from your diet (and keep protein intake up), your body has absolutely no choice but to break down and burn body fat for the fuel it needs.

You will be truly amazed at just how much fat you will burn once you restrict carbohydrates from your diet. Remember, your body needs fuel all day long, it needs fuel to blink, think, talk and walk, it needs fuel for everything you do. On the [3 Week Diet](#), we will use nothing but stored, body fat to keep us going.

DIET OVERVIEW

Following the 3 Week Diet typically results in body fat losses of $\frac{3}{4}$ to 1-pound of fat every day. When you add the 3 Week Workout to the diet, fat loss is typically over 1-pound per day. Because of this, you will start to see some nice progress in just a couple of days after starting.

In following this diet without deviation, I have yet to find anyone not being able to lose at least 10 pounds in the 21-day period. During my trial of this diet, before ever releasing it publicly, I lost 23 lbs in 21-days. It truly was nothing short of miraculous and I have been excited to share this breakthrough ever since.

How To Lose 23 Pounds of Body Fat in 21 Days

*****[The 3-Week Diet](#) is similar to a Protein Sparing Modified Fast, in that we will trick the body into entering a 24/7 fat-burning starvation mode, while we provide it with the appropriate amount of protein that it needs so that lean body mass is spared not to mention the added thermic effect of digesting that protein. In addition to carbohydrate restriction and strategic protein consumption, we will add quality, healthy fats to enhance our fat-burning goals.

Keep in mind that our bodies do need a certain amount of fat every day for proper functioning. However, your body doesn't care if it gets the fat from your diet or from the fat stored on your hips, thighs, belly and butt. So, we will give your body the kind of fat it loves and needs in the form of EFAs. (essential fatty acids)

MEAL FREQUENCY

Eating frequently ensures your lean body mass stays intact and that your muscles are not being broken down and used for energy.

Remember, the more lean mass you have, the faster your metabolism will be.

Frequent meals also help to control cravings and binge eating. When blood sugar drops and tells you that you're hungry, it's usually too late to eat a smart meal.

How To Lose 23 Pounds of Body Fat in 21 Days

Missing a meal is a cardinal sin on [the 3-Week Diet](#). The simple fact of the matter is that when you skip a meal, your metabolism slows down and puts your body into a catabolic state. Never, ever skip a meal! I know it will be difficult to eat 5-6 times at first, but you must understand that your body needs amino acids even when you skip a meal. The key to pulling this off successfully is to have preplanned meals for every day. In the diet portion of **the 3-Week Diet**, you'll learn some secrets on how to do this effectively.

LET'S GET STARTED

Now that you understand the reason behind the 3-Week Diet, we can jump into the specifics on how to set up and make this diet work for you.

In the 3-Week Diet “diet” manual, you'll learn how to calculate body fat and learn how much protein you need every day to ensure you are burning fat and maintaining lean body mass. You'll also learn the secret method for maintaining your ideal body weight forever and exactly what you must eat over the next 3 weeks to lose 23 pounds of body fat.

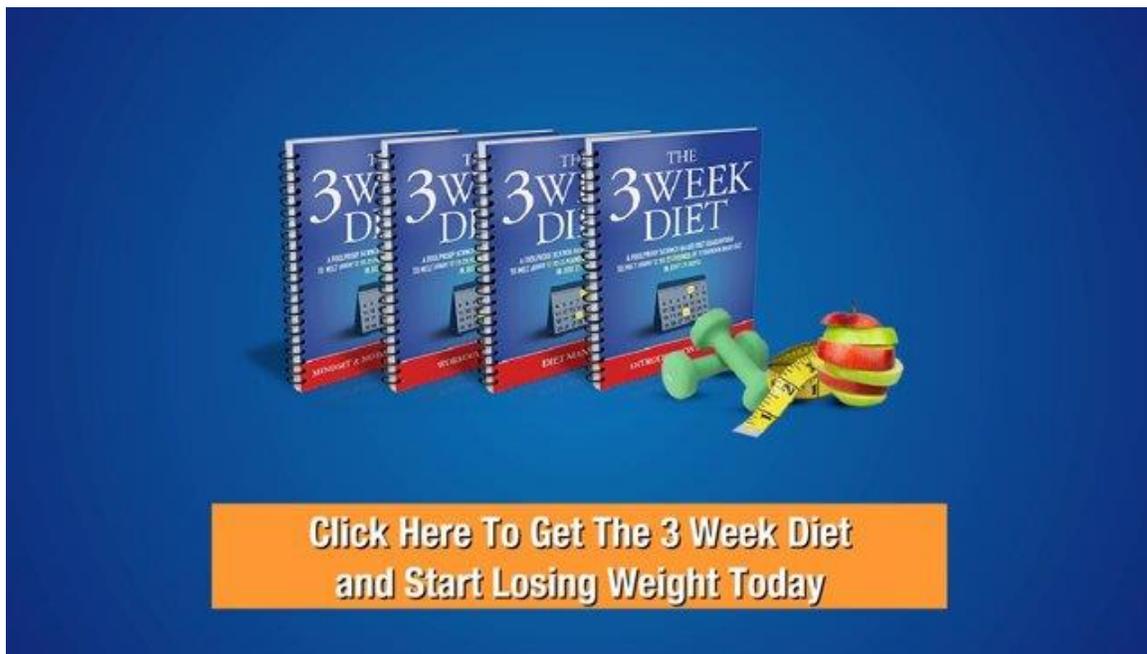
In the 3-Week Diet Exercise manual, you'll get some incredibly effective, fat-burning exercises that combine with the diet portion of the 3-Week Diet, to produce unbelievable amounts of body fat loss.

In the Motivation & Mindset manual, you'll learn some very

How To Lose 23 Pounds of Body Fat in 21 Days

effective ways to make weight loss easier and more enjoyable.

I truly believe that if you follow [the 3-Week Diet](#), you will quickly achieve your weight loss goals. I wish you all the best in your efforts and I do look forward to hearing about your body-transformation success!



[**CLICK HERE TO DOWNLOAD THE 3 WEEKS
DIET AND LOSE 23 POUNDS IN 21 DAYS < ==**](#)