

# THE ESSENTIAL HEALTH & FITNESS GUIDE



**PLUS  
FREE  
WORKOUTS**

# **Fitness Made Simple**

**Learn the Diet & Training *SECRETS* the fitness industry doesn't want you to know!!!**

By Edward Hull

# Fitness Made Simple

I'm Edward Hull and I'm a personal trainer specialising in transformational fitness.

**I've been training people for over 15 years now.**

I always find that the intention is never the problem - people come to me because they want to improve, they want to be better. Where it falls down is information overload - there are so many voices in the fitness world who are selling and not many who are trying to make sure that people have the information to make the right health decisions in their daily lives.

So I drafted this e-guide (in spite of my dyslexia!) to offer my help in making sure you make the right healthy choices.

I hope you find this useful, it took me long enough to spell it all right!



# How your body burns fat

Your body turns the food you eat into an energy source called glycogen. Your muscles and liver store this glycogen to use it for energy. The problem comes when you have too much glycogen for your muscles and liver so the body stores it as fat.

## 1. How much should I eat?

You need to calculate your **Total Daily Energy Expenditure** (TDEE). TDEE is massively important to know. It tells you how many calories you can consume in a day, so you can create a deficit and lose weight.

It's more advanced than just counting calories. It takes into account your **Basal Metabolic Rate** (BMR) - this is how many calories your body burns at standing, the thermal effect of food (yes, eating food contributes to weight-loss) and how active you are during the day.

So in order to lose weight you just need to try and eat fewer calories than your TDEE every day - simple right? If you are under this number you are in your deficit (losing weight). If you match this number you are in your maintenance (stay the same) and if you are over this weight you are in a surplus (me at Christmas time!)

To calculate your TDEE I would suggest this easy tool - <https://tdeecalculator.net/> (If you are looking to lose weight, make sure you use the cutting numbers)

A good tip here is to multiply your TDEE number by 7 and look at hitting a weekly goal rather than daily one (takes your cheat day into account then). There are apps that can help you track this figure - **MyFitnessPal** is good - particularly while you get started.

## 2. What diet should I do?

So you've calculated your TDEE and now want a diet to help you eat within that. This is where the noise starts to creep in - everyone has a friend who's on **keto**, a **vegan**, on **slimming world** or **who swears by intermittent fasting**.

These all have their own value and you may want to experiment. Done properly (and safely) any of these diets will help create the calorie deficit and lose weight. Don't be fooled though, each diet may have its different health benefits but if you are looking at losing weight, it's creating a calorie deficit that will make this happen - not a magic diet.

**The trick is to stick with it.** Of course you will see huge immediate progress if you switch to a vegan diet overnight and restrict your food and drink options, cutting out all alcohol and junk food etc - but bodies adapt and you need to keep to the diet to keep gains going. This is why it's so important to make your diet **realistic and sustainable** for yourself, so you're rewarded with long term gains, not just a quick fix.

### **Make sure you hit your protein**

Protein is a key. It's hard to eat too much protein, and it's great for you:

1. Protein makes you fuller longer
2. It's a great source of energy
3. It helps to repair and build muscle
4. Every bit of protein you have gets you further away from those sugary carbs.



## How many carbs to have and why?

Carbs are mainly either complex or simple.

**Simple carbs** are broken down easily by the body, so get turned to fat quickly. **Complex carbs** are, well, more complex - so they take longer to breakdown and release more nutrients.

Carbs can mainly be sucrose, fructose or glucose:

**Sucrose** - cakes, chocolate

**Fructose** - fruit

**Glucose** - vegetables, starches (bread, rice, potatoes)

You want the most nutritional value per gram of carb you have - so complex wins every time

There are some rules you can follow to help:

1. Cut out the sucrose as much as possible (cheat days only)
2. Fructose twice a day, not after 3 pm
3. Go wild with veg - it's very hard to trigger your surplus with veg
4. Limit starches to:
  - Porridge oats
  - Brown rice
  - Sweet potato
  - Quinoa
5. Only eat starches after you have trained or done your most rigorous exercise of the day



## 3.Cheat Days

By cheat days I mean eat whatever you want. I LOVE a cheat day, for me it makes all the hard work worth it, however some things to remember here. Only have one cheat day a week. If you have a little treat here and there, then a big one at the weekend, it will be very hard for you to keep to your deficit - no matter how good you are the rest of the time or how well you train.

Also try to start you cheat day as late in the day as you can, sometimes you might go crazy all day but if you can limit it to just the afternoon or evening it really will help.

1 cheat day a week = deficit

2 cheat days a week = maybe stay at maintenance

3 cheat days a week = surplus and all the hard work down the drain

## 4.Water

Finally - water - very simple.

If your pee is yellow, drink more water!

There is masses more you can learn to help nutrition. But these are simple rules that can help change your lifestyle and your waist size.



# 5. Training

It is so easy to get confused with advice on training. I have been doing this for 10 years, as my job, and even to me it feels like there is a new exercise, or class every day.

Basically, unfortunately, there is no one magic exercise or workout, all training does is help offset the food you eat. The more you train the more you need you eat to keep going (and lets your body perform optimally).

**Number 1 tip** - When training remember that muscles burn fat – the bigger the muscles you work, the more calories your body burns.

## The 3 main types of training:

**Resistance** – either bodyweight or weighted.

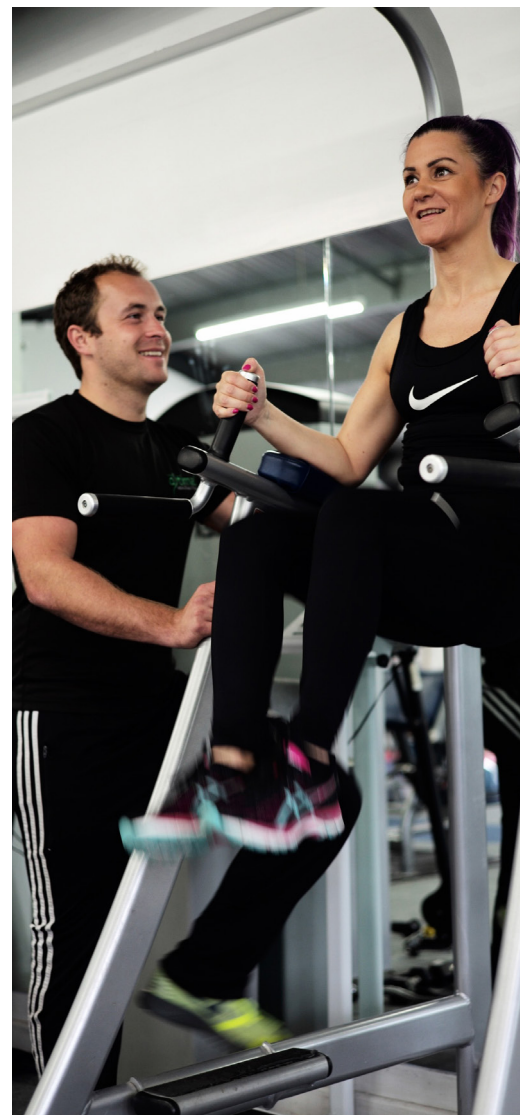
**High intensity interval training (HIIT)** – again bodyweight or weighted.

**Low intensity steady state (LISS)** – mainly done with machines etc. - cross trainer, rower, treadmill, bike.

Training is all about getting the most bang for your buck. It depends on how much time you have. I'd suggest aiming for 3 times a week as a minimum, and making two of those sessions resistance based.

If you want to consistently lose weight you should prioritise a **resistance-based** training plan and then use both **HIIT** & **LISS** training to supplement your resistance programme.

**Muscles burn fat**, not your heart and lungs. So, if your primary objective is to lose weight you need to make sure you prioritise this.



# Training types pros and cons.

## Resistance

### Pros

- Use muscles
- Help tone the areas you want
- Can constantly progress your workout
- Joint care
- Builds strength
- Helps increase the rate your body burns fat when standing
- Helps create the frame for that beach body you've been lusting over - very few runners have those bodies
- Keep burning energy for hours after you have finished training

### Cons

- It is essential to do it properly, incorrect form can lead to injuries and poor results, if you are unsure of how and what to do, I strongly recommend you get a trainer.

## HIIT training

### Pros

- Uses the heart and lungs together
- Great efficient way to burn fat
- Can be done over a short period of time
- Keep using energy after you have finished
- Perfect for people with busy lifestyles that need a quick workout

### Cons

- Very challenging
- Can have an impact on your joints if done incorrectly
- Hard to do consistently to a high level

## LISS training

### Pros

- You are exercising
- Works your heart and lungs

### Cons

- Can be boring
- When your heart rate goes above about 120 bpm you start to use muscle for energy not fat. This can actually end up giving you a skinny fat look and actually lose muscle tone
- Not very motivational
- Large impact on the body
- Only uses energy when you are doing it
- Can be classed more as exercise rather than training

## 6. What to prioritise and why

When you are planning your training the most important thing is to be realistic. There is no point in saying you will train 5 days a week if you can't keep to it - you will lose motivation

I recommend that to make a real change to your body you need to train a minimum of **3 times a week**. If you can do more than this, great, but your main aim should be doing 3 good, effective sessions a week.

If you can only do 3 sessions a week, I would do a session largely based on **resistance** with **10-15 mins of HIIT** training at the end of it (bang for buck).

However, if you can commit to more days then great, you can do HIIT or LISS training another day to help burn off that extra bit of fat.

## Sample workout

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
3 Day	Resistance		Resistance		Resistance		
4 Day	Resistance	Resistance		HIIT	Resistance		
5 Day	Resistance	Resistance		HIIT	Resistance	LISS	

## 7. Sets and reps

We want to try and use the biggest body parts possible and therefore burn the most fat. These are called compound exercises - where you use more than one muscle at a time e.g. squats, lunges, bench press, pull ups.

We are using what's called super sets here, using one part of the body then another, this gives a great response allowing your body to use one group of muscles whilst another rests to maximise the fat it's burning.

The sets and reps are also made to maximise muscle growth and fat loss - toning up. We will use rep ranges a lot; I prefer this as you can work till the muscles failure.

If you can't do the lower number make the weight lighter, if you can do more than the high number make the weight heavier, this allows you to always push yourself.

Make sure you do all the programmes in order: do A then B then C for as many sets and reps as it says. 1 then 2, no resting between 1 and 2.



## Sample workouts Programme 1

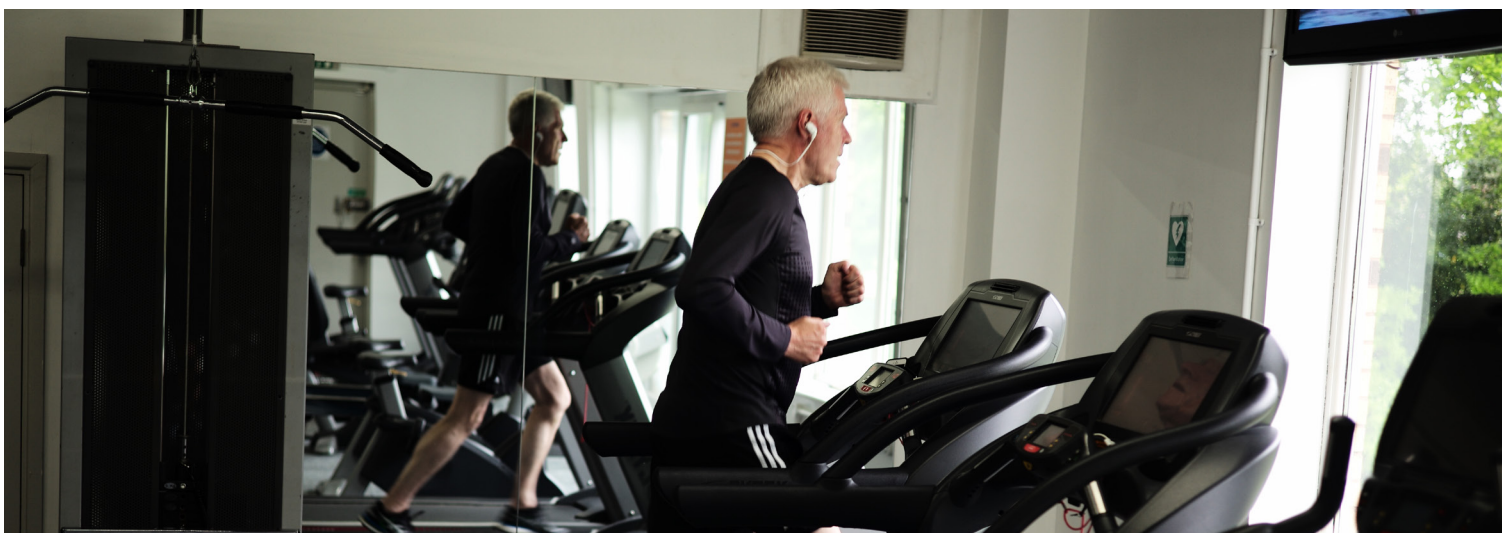
Order	Exercise	Sets	Reps
A1	Step ups	3	8 - 12
A2	Press ups	3	8 - 12
B1	Goblet squat	3	8 - 12
B2	Trx row	3	8 - 12
C1	Ball hamstring curl	3	8 - 12
C2	Standing military press	3	8 - 12

HIIT - Bike sprints 10-15 mins. 30 seconds on/ 30 seconds off.

## Programme 2

Order	Exercise	Sets	Reps
A1	DB front squat	3	8 - 12
A2	Wide grip lat pulldown	3	8 - 12
B1	Static lunge	3	8 - 12
B2	DB bench press	3	8 - 12
C1	RDL	3	8 - 12
C2	Cable face pull	3	8 - 12

HIIT - Bike sprints 10-15 mins. 30 seconds on/ 30 seconds off.



## Programme 3

Order	Exercise	Sets	Reps
A1	Back squat	3	8 - 12
A2	Single arm row	3	8 - 12
B1	Wall squat	3	8 - 12
B2	DB squat and press	3	8 - 12
C1	Lateral lunge	3	8 - 12
C2	Close grip pulldown	3	8 - 12

HIIT Row 30 seconds on 3 seconds off x 5-10 sets

## HIIT Workout

### Bodyweight

Repeat 4 times around 40 secs exercise and 20 secs rest for each (don't worry if you can't finish each set fully, that's kind of the point)

- A1 Press-ups
- A2 Squats
- A3 Plank
- A4 Alt jump lunges
- A5 Mountain climbers

### Equipment Based

Bike treadmill or rower 30- 40 seconds hard resistance hard work exercise then 20 to 30 secs rest for between 15 to 30 mins or however long you can last.

### LISS Workout

Run, x trainer, incline walk or bike for 30 mins or longer at a heart rate that is approximately 130 beats per minute for optimum fat burn.



# Testimonials

I hope this simple guide has helped and you feel confident to move forward with your training. If you need more help or have any questions about training or the programmes I am running please get in touch.

email: [edwardbhull@gmail.com](mailto:edwardbhull@gmail.com)

like my Facebook page: [Optimal Health and Fitness](#)

follow me on Instagram: [@OptiFitness1](#)

or visit my website: [www.optimalhealthandfitness.eu](http://www.optimalhealthandfitness.eu)

Remember you can achieve whatever you want.  
The only thing stopping you now is **you**.

Here are some people I have worked with before.

## Phil

Over the Last 2 months I have lost 38lbs, still abit more to go but ed has truly help change my life, I feel like a new man and will never go back now.

## Richard

I started training with Ed earlier this year, 6 months down the line I have lost 2.5 stone am off and handful of medication i used to be on and more energy than I did 20 years ago and can do pull ups.

## Rachel

I have lost 2 stone in weight and 18 inches of fat, I used to suffer with back pain and that has now gone, I now understand what I can and can't eat and how to maintain my new weight.

## Steve

Since training with Ed I have lost 3 1/2 stone and 22 inches of bodyweight, I have also competed in a wolf run which is something I never thought I would be able to do.

