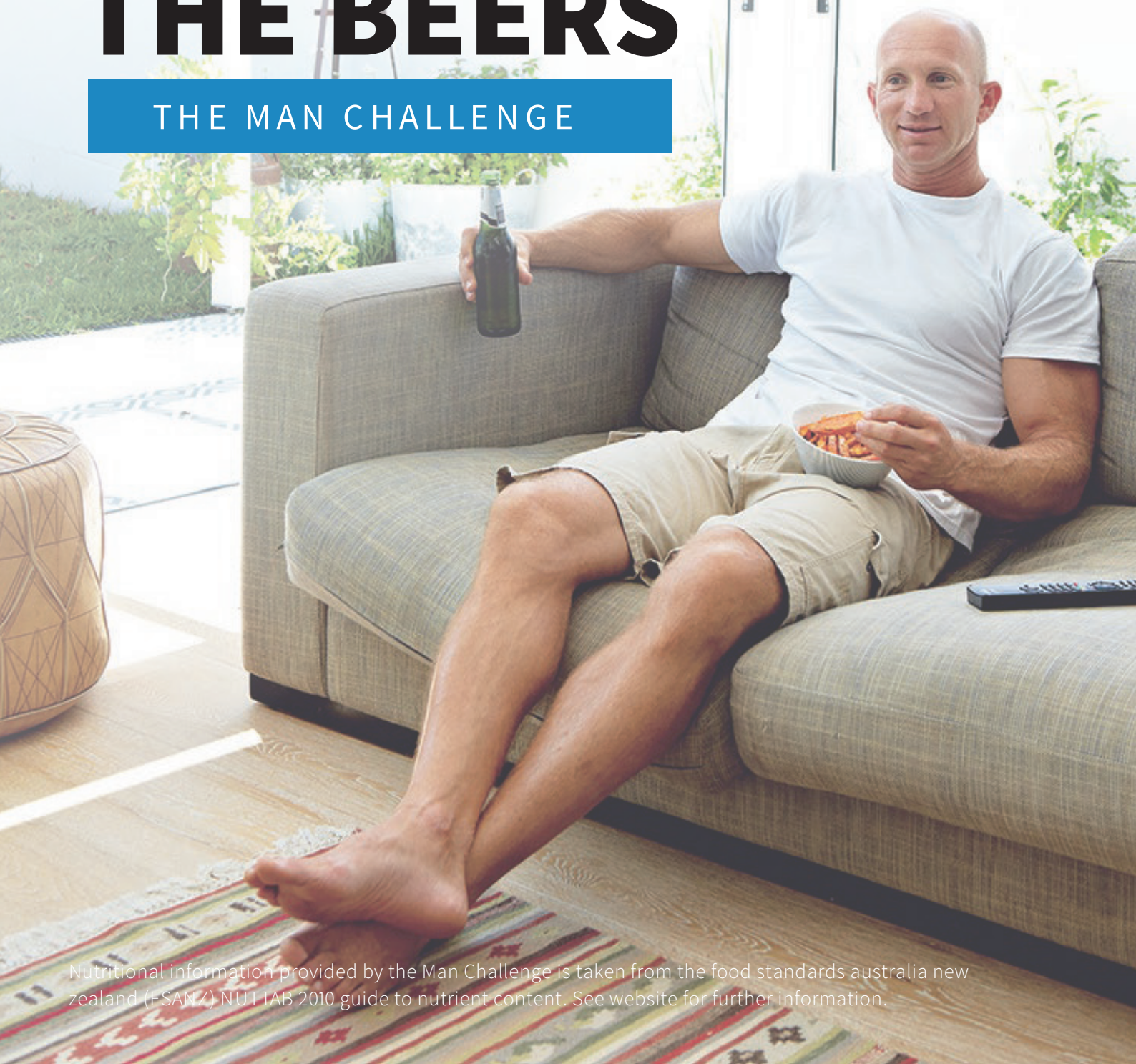


HOW TO LOSE THE BEER GUT WITHOUT LOSING ALL THE BEERS

THE MAN CHALLENGE



Nutritional information provided by the Man Challenge is taken from the food standards australia new zealand (FSANZ) NUTTAB 2010 guide to nutrient content. See website for further information.



FOREWORD

When I talk to guys about their health, the first thing they usually mention is their gut. Is having one really such a big problem? Why is it still there after all the skipped meals and hours pounding the pavement? How do you get rid of it?

I've helped thousands of Aussie blokes lose the gut with the Man Challenge and you can do the same, starting with this collection of some of the top belly-blasting tips and secrets from the program. See for yourself how easy it is to get real results, fast, when you simply do what works.



THIS IS YOUR BELLY FAT WAKE-UP CALL

As Aussie blokes we've always worn our guts with pride, but having a bulging belly is no laughing matter. In fact, by simply looking down you can tell what your future holds. If you can't see your toes, or worse yet your old fella, your future is pretty scary. You see, that big gut is partly made up of visceral fat, a dangerous type of fat that doesn't just sit there and push out your T-shirt but crowds around your organs, releasing dangerous toxins that poison your body and dramatically increase the risk of heart attack, diabetes, stroke and cancer. Visceral fat is so bad that even if you are a normal weight but have a big belly, the increase in your risk of premature death is comparable to smoking a pack of cigarettes a day!

The other problem with having a bulging gut is that it stops you enjoying life. Belly fat has been linked to everything from depression to erectile dysfunction, and nobody wants to be the bloke who's always too tired to play with his kids, or who can't take his shirt off at the beach, or whose old fella is wilting in the shade.

Basically, your gut is killing you and taking the fun out of life in the meantime. It's easy to let things slide, and we've all got excuses, but this is one fact you can't afford to ignore. The good news is, you don't need excuses – banishing the bulge is simpler and easier than you think.

5 BENEFITS OF BANISHING THE BULGE



Stick around for longer



Look better with your shirt off



Take the load off your back and knees



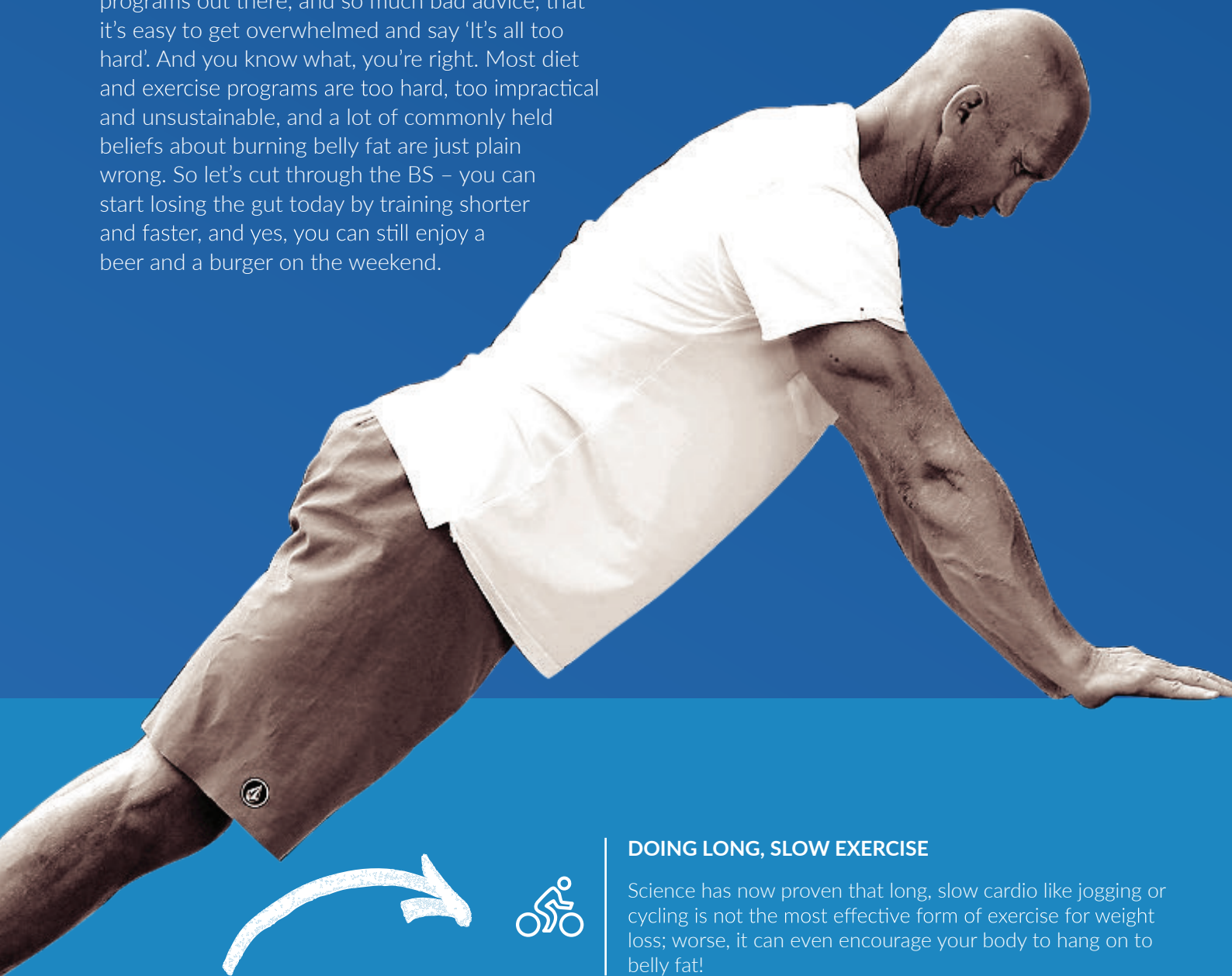
Get more lead in your pencil



Feel happier, healthier and more energetic.

SIMPLY DO WHAT WORKS

There are so many fad diets and extreme exercise programs out there, and so much bad advice, that it's easy to get overwhelmed and say 'It's all too hard'. And you know what, you're right. Most diet and exercise programs are too hard, too impractical and unsustainable, and a lot of commonly held beliefs about burning belly fat are just plain wrong. So let's cut through the BS – you can start losing the gut today by training shorter and faster, and yes, you can still enjoy a beer and a burger on the weekend.



TOP 3 TIME WASTERS THAT WON'T GET RID OF YOUR BELLY



DOING LONG, SLOW EXERCISE

Science has now proven that long, slow cardio like jogging or cycling is not the most effective form of exercise for weight loss; worse, it can even encourage your body to hang on to belly fat!



TRYING TO OUT-TRAIN A BAD DIET

You are never going to exercise your way to a six-pack if you keep drinking soft drinks and eating greasy takeaway, as it'll take a hell of a lot of training just to maintain your current weight, let alone shift that gut.



GOING ON AN EXTREME DIET OR STARVING YOURSELF

If you don't eat enough to power your muscles and brain, your body will go into starvation mode, hoarding the fat you have and sending the calories you eat straight to storage around your middle.

JUST GIVE ME



That's right, you can lose the gut and get fit in just 10 minutes a day if you train right. The secret is the right combination of resistance and high-intensity interval training. Both are effective ways to get fit, but combined they're dynamite. One study group showed a 20 per cent decrease in the size of belly fat cells after only 3 weeks of this type of training!

Here's why it works:

- You burn fat for up to 48 hours after training
- You build muscle, which fires up your metabolism
- You improve your insulin sensitivity, which means less of your food gets sent to storage around your middle.

Not only has the training style used in the Man Challenge been scientifically proven to be the best way to lose the gut but, even better, there's no gym memberships or fancy equipment required. Your body is your gym and it's available 24 hours a day, wherever you happen to be.

GIVE DIET FOOD THE FLICK

Losing the gut starts in the kitchen – remember, you can't out-train a bad diet. And you can't sustain an extreme diet that requires you to buy weird, expensive ingredients, spend hours slaving over the stove or starve yourself. In fact, a study at the University of California found that up to two-thirds of people on diets regain more weight than they lost within five years!

The best way to lose the gut for good is to eat real food at every meal, loading your plate with protein first, then vegetables and finally wholegrains. The Man Challenge meal plans do all the thinking for you, so you get the right fuel in your tank with no fuss.

- ✓ Still enjoy a beer and your favourite food
- ✓ Simple, tasty meals made with real ingredients
- ✓ Chef-tested, dietitian-approved and man-friendly recipes on your mobile
- ✓ No starving yourself or counting calories



DID YOU KNOW?

People who skip breakfast are on average 5 centimetres bigger around the belly than people who eat breakfast. So it really is the most important meal of the day! To make sure you get the most out of it, give sugary cereals the boot and load up on protein, which will keep you fuller for longer, and help you build muscle and burn fat. A high-protein breakfast can be as simple as a couple of eggs on a bit of toast or a protein smoothie on your way out the door.



TOP 3 FOODS TO BLAST AWAY YOUR BELLY



EGGS

As well as packing plenty of protein to help build muscle and burn fat, eggs contain a secret weapon – choline, which has been shown to switch off genes that encourage visceral fat storage.



GREEK YOGHURT

Having a healthy stomach on the inside leads to a smaller stomach on the outside. Greek yoghurt is full of inflammation-fighting probiotics, which promote good gut health and blast gut fat.



NUTS

You need good fats to burn fat, and nuts are an excellent source of monounsaturated fats, which target belly fat in particular and help you feel fuller for longer. My favourites are macadamias, pistachios and cashews.

HOW TO MAKE

BANANA MANCAKES

MAKES 4 PANCAKES / SERVES 2

INGREDIENTS

- ½ CUP OATS
- 2 SCOOPS (60 G) MAN SHAKE OR OTHER LOW-SUGAR PROTEIN POWDER
- 1 EGG, PLUS 5 EGG WHITES
- PINCH OF GROUND CINNAMON (OR TO TASTE)
- 1 BANANA, SLICED

COOKING METHOD

Boil the kettle and mix the oats with ½ cup hot water, then leave to stand for a couple of minutes.

While the oats are softening, mix the protein powder, egg and egg whites together.

Add the egg mixture to the oats along with the cinnamon and stir it all together.

Heat up a non-stick frying pan and give it a light spray with cooking oil. Pour in about a quarter of your mancake batter. Use the back of a spoon to spread the batter evenly over the pan and cook until the underside is golden brown. Flip, and cook the other side.

Repeat with the remaining mixture, then serve your mancakes with sliced banana on top.



HOW TO MAKE

THE MAN MEAT PIE

SERVES 4

INGREDIENTS

2 SHEETS REDUCED-FAT PUFF PASTRY

1 MEDIUM ONION, FINELY CHOPPED

400 G LEAN BEEF MINCE

2 TABLESPOONS OYSTER SAUCE

1 CUP REDUCED-SALT BEEF STOCK

2 TABLESPOONS CORNFLOUR

COOKING METHOD

Crank up your oven to 200°C and take the puff pastry sheets out of the freezer to thaw.

Heat up a frying pan and spray lightly with cooking oil. Cook the onion, stirring, until softened, then add the mince. Cook until brown, stirring to break up any lumps.

Combine the oyster sauce and beef stock, and add to the mince mixture. Reduce the heat and simmer for approximately 10 mins or until the liquid has reduced by half.

In a cup, mix the cornflour with 2 tablespoons warm water. Add this to the mince mixture, along with pepper to taste, and continue stirring for approximately 2 minutes as the sauce thickens. Remove from the heat and allow to cool.

Spray a large baking dish or pie dish (about 450 ml capacity) with cooking oil. Tuck a sheet of pastry into the base of the dish and pile the mince mixture on top. Give it a lid with the other sheet of pastry and press the edges together to seal. Cut three slits in the top, then cook for approximately 25–30 minutes, or until golden brown.



HOW TO MAKE

THE MAN BURGER

SERVES 2

INGREDIENTS

200 G LEAN BEEF MINCE

¼ ONION, CHOPPED

1 EGG WHITE

1 TABLESPOON BARBECUE SAUCE

1 TABLESPOON TOMATO SAUCE, PLUS EXTRA
TO SERVE

2 MULTIGRAIN ROLLS

SALAD - ANY COMBINATION (I LIKE
BEETROOT, LETTUCE, TOMATO, GRATED

COOKING METHOD

Put the mince, onion, egg white and sauces in a bowl, then roll up your sleeves and get in there with your hands, mixing it all together.

Divide the mince mixture in half, shape into patties, and flatten.

Heat up a non-stick frying pan and spray with cooking oil. Cook the patties for about 10 minutes, turning a couple of times, until cooked through.

While the patties are cooking, cut the rolls in half and toast.

Load your roll up with salad and a patty, give it a squirt of tomato sauce (if you like), put the lid on and you're done.



MUSCLE BUILDING WORKOUT

Do as many reps of each of the 5 primal moves as you can in 30 sec with 30 sec rest in between each exercise and repeat this circuit twice for a total of 10 min

1. PLANK
2. PUSH-UP
3. SQUAT
4. SCARECROW
5. BODY ROW





FAT BLASTING CARDIO

Anyone can do metabolic chaos training. The important thing is to start and do what you can – remember, small changes give you momentum and momentum leads to results! If you can't run on the spot, just walk on the spot. If you can't skip properly, jump from one foot to the other.

Use a chair to get down on the ground and pick yourself back up if you need to. And if you're injured you can do 10 minutes of sprint intervals on a stationary bike – just pedal as hard as you can for 15 seconds then stop and rest for 15.

1. STAR JUMPS
2. AIR SKIPPING
3. RUNNING ON THE SPOT
4. UPS AND DOWNS



WANT TO LOSE THE BEER GUT, WITHOUT LOSING HOURS IN YOUR DAY, AND STILL ENJOY A BURGER AND A BEER?

The Man Challenge is a 10-week online training program, created for blokes just like you who don't have the time, motivation or knowledge of how to get fit, build muscle or lose weight.

Don't spend your hard earned cash on gym memberships you never use or countless hours doing exercises that don't work.

I'll remove the guess work and take you through the workouts step by step.

Whether you want get fit, build muscle, lose weight or just get moving again, I've got you covered. And best of all, you only need as little as 10 minutes a day.

THE MAN CHALLENGE STARTS FEBRUARY 20.

JOIN NOW

JOIN NOW AT [THEMANCHALLENGE.COM.AU](https://themanchallenge.com.au)

