

How To Burn Fat And Build Muscle  
**REVOLUTIONARY  
BODY LEVERAGE**  
— STRATEGY —



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**How To Burn Fat And Build Muscle**

**Revolutionary**  
**BODY LEVERAGE**  
**Strategy**

by Jana Talavaskova

## **DEDICATION**

*I dedicate this book to all those who like things Simple, Effective, and Result-focused,  
and who want Leverage to assist them in achieving their goals.*

*Because that's precisely the aim of this ebook.*

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## What is **LEVERAGE**?

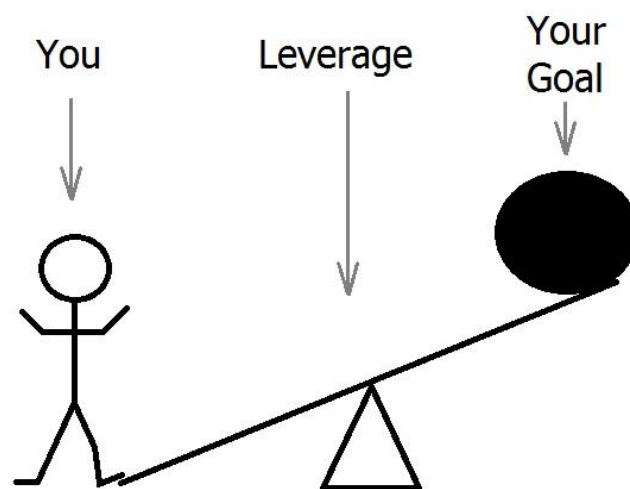
In the physical sense, leverage is an assisted advantage.

As a verb, to leverage means to gain **an advantage through the use of a tool**. For example, you can lift a heavy object easier with a lever than unaided.

It is commonly used in a metaphorical sense, frequently as a business and marketing term it means any strategic or tactical advantage.

But enough of the theoretical side, simply said: **Leverage = the Power to Act Effectively.**

**Leverage means doing MORE with LESS.**



When you **use leverage in all areas of life**, you can **achieve whatever you decide** faster and much more effectively. I'm all about leverage. I believe that complicating things will only result in quitting.

I'd like to show you how you can use leverage to your advantage when it comes to body redesign. This book is here to assist you. It is loaded with smart "tools" and simple strategies that will help you reach your goals while saving time, money and energy.

Straight from the outset I'd like to say that this is not some get-into-shape and look-great-effort-free scheme. All positive results require work - and that applies to anything. You will have to make changes if you want to feel and look great, and be healthy and strong. And the truth is that such changes need to be permanent. If you're unwilling to change, or just plan a 'quick fix' for a couple of weeks or months and then return to your previous ways, of course you can, but you won't reach or retain the results. In that case you might as well save yourself the time and trouble, and do something else instead.

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You need to prioritize. At the end of the day, it's all about you and how far you'd like to go.

But I'm not saying that by following this ebook you won't be able to enjoy anything anymore – such a sacrifice is not necessary and would be impossible anyway! Our approach is not “celibacy”, rather it's about creating new acceptable ways and a **NEW, REDESIGNED YOU**.

It's about body transformation, not about getting skinny. You may have heard that “**Strong is the new skinny**” – and you want to have a strong great looking body, be healthy, and feel confident when you see yourself in a mirror.



It's about muscling up and losing fat, looking fantastic, feeling even better and performing great across all areas of your life.

With the strategies provided in my ebook I was able to “shred” my muscles and see my abs and veins across my abdomen for the first time in my life. Just after 4 months of following the simple rules.

There are so many things in our daily lives ...so if you want to spend less time "working out" and more time "playing", follow this ebook, start the process and enjoy!

I can assure you that after reading and applying what's written here, you will start enjoying your life much more, you'll have more time and energy than ever before, a remarkable body, and lots of fun.

## Welcome to **Transformation!**

- ✓ everyone who wants to be healthy, lean and strong
- ✓ **busy** men and women, **entrepreneurs** and **managers**
- ✓ frequent **travelers**
- ✓ everyone who **constantly struggles** with their weight
- ✓ women who want to **look stunning**
- ✓ men who want to be **muscular** but don't want to spend 2 hours a day in a gym
- ✓ people who **don't like gyms** at all
- ✓ **mothers** who think their bodies will never be the same after childbirth
- ✓ all animal lovers - **vegans** and **vegetarians**
- ✓ **lactose / gluten intolerant** people
- ✓ those who want **natural results** – no fat burners or "chemistry" whatsoever
- ✓ women and men who suffered from **eating disorders** – anorexia and bulimia
- ✓ people who think it's impossible to get into great shape without sacrificing everything - **time, money or eating good stuff**



# Body Redesign **Myths**

We all want to look great - but are often hindered by excuses, prejudices and laziness... Here are some typical concerns we all have regarding weight-loss:

## **1. Genetics**

People often blame their genes for being fat when it's often just an excuse for overeating. After all, fat people tend to have fat pets. Anyway, even if you are predisposed to being overweight, you're not predestined to be fat.

Eric Lander, leader of the Human Genome Project, has repeatedly emphasized the following: "People think that because genes play a role in something, they determine everything. We see, again and again, people saying: It's all genetic. I can't do anything about it! That's nonsense. To say that something has a genetic component does not make it unchangeable."

## **2. Cellulite**

Cellulite is fat. It's not an incurable disease or a unique unsolvable female problem. It can be removed – just through correct diet and exercise. Or maybe you prefer the lasers and other fancy machines at cosmetic saloons and esthetic clinics that guarantee results? It's just a choice between natural and permanent, or fast, expensive and temporary once you return to your regular habits.

## **3. Fear of Eating**

Not eating, excessive eating, or no exercise doesn't lead to a strong lean body - it leads to the emergency ward. You can eat lots of great tasty food, it is the composition of your meals that is important. Our bodies respond differently to carbohydrates, protein and fat.

A study by Kekwick and Pawan compared three groups put on calorically equal semi-starvation diets of 90% fat, 90% protein and 90% carbohydrate. This was the outcome:

1,000 cal. at 90% fat = weight loss of 0.9 lb. per day

1,000 cal. at 90% protein = weight loss of 0.6 lbs. per day

1,000 cal. at 90% carbohydrate = weight gain of 0.24 lbs. per day

Different sources of calories = different results.

Fat also represents protective warmth and energy for your body. When you're starving, your body enters survival mode and saves your body fat, increases fat storing hormones, and slows metabolism and fat burning hormones. And the crux is that you don't want any of that when trying to lose weight.

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Myths broken? Interested to know more?

## Body Leverage **FAQs**

### **What's the most important thing in weight / fat loss and body redesign?**

Realizing that it's a long term process rather than a quick-fix. It's not going to take 2-3 weeks of hard work and dieting and then going back to your old habits. That's something everyone needs to realize and make clear for themselves before they even start.

It is a long term process that requires discipline. That's what most people don't have and it causes failure. So when you make it clear right in the beginning, that you're doing it for yourself and you're willing to change, it'll be much easier. It needs to be a "must have" rather than "nice to have".

### **Which is more important – diet or exercise?**

Nutrition and proper diet is the basis. Exercise supports the process but when it comes to fat loss, it's a waste of your time to exercise if you don't eat right. That will ruin the whole effort.

Quality food is also inevitable for keeping your body vital and strong, it's important for overall health and bodily functions and that's certainly what everybody strives for.

### **Why are your methods so special?**

The main purpose of my ebook is to give you more tools to help you reach your goals. It's not just about diet and exercise, that would make it just another source of weight-loss tips out there.

I want to show you and will prove to you that there are more options available! So discovering how time, temperature and natural body hormones work can save you a lot of time, energy and money. That's something we all find very precious nowadays and I wanted everyone to know that it's not about working hard, but working smart. That's Leverage.

### **When using your methods, how long is it going to take for the results to be visible?**

It depends where you are in the following body fat percentage classification:

Essential Fat	10-12%
Athletes	14-20%
Fitness	21-24%
Acceptable	25-31%
Obese	32%+

I started with 27% body fat and after 5 months was down to 22% and then continued losing about 1% every month.

1-1.5% a month is very healthy and sustainable strategy for everyone, you lose fat and gain muscles at the same time, your body becomes leaner, stronger and healthier every single month and just after 2-3 months people around you will notice some great changes.

An important thing to point out – for each pound of fat you lose, it becomes harder to lose the next pound due to lower leptin levels (as leptin levels are influenced by body fat levels). So as you get leaner, it will get harder, but keep going and don't give up, it's worth it!

### **How long does it usually take to get used to the new regime?**

That's very individual and it depends on your ability to adjust but basically it is your motivation vs. your old habits. When new body and great health is a priority for you, nothing will stop you.

You'll probably have couple of mood swings in the beginning, especially when walking through the chocolate and candy aisle, but after 2-3 weeks and seeing those amazing results you won't go back to your old habits. That lifestyle is addictive and although you'll go through couple ups and downs along the way, it's a very enjoyable and sustainable strategy.

### **I'm so busy/fat/weak/desperate..., I'm not sure if I can do it.**

It doesn't matter who you are...what gender you are, if you're employed, entrepreneur or work night shifts or travel all the time, carnivore or vegan, obese or super skinny, if you truly want to improve, you'll find a way. Period. Thousands have already done it successfully so stop looking for excuses and start looking for a way.

### **What are the biggest challenges I could expect?**

It's always just a fight between the voices in your head. One tells you to obey the rules, another one says "it's just one cookie!"...one tells you to do 20 push-ups, another one says you're so shaky you probably won't do anymore. It always comes down to how the strong you is able to push the weak you away. Learn to be stubborn and push yourself harder every day.

Ready to hit it? Here's more you should know about Body Leverage...

## **Body Leverage SAQs (Should Asked Questions)**

### **Do I need any special preparation or equipment before I start?**

No, you don't. The best thing about my Leverage strategy is that you don't need any special equipment or gym access. You will learn to work with your own body weight and concentrate on muscles to create a sufficient resistance from your brain. You can exercise from the comfort of your own home, hotel room or anywhere you go. It's good to have one kettlebell (22-44 lbs / 10-20 kg) at home but you won't need it when traveling. Since I recommend some jogging, you can pack your running shoes and you're good to go.

### **How about diet – is there anything special I should know or do beforehand?**

It's highly recommended to buy packages of legumes (prefer dry to canned as they usually contain too much salt and conservatives) and vegetables (prefer fresh or frozen to canned due to the same reason) so that you always have them handy. This will save you both money and shopping time.

Preparing legumes for 2-3 days at least will save you a lot of cooking time and it's very quick to just warm it up and combine with some veggies and meat.

### **Should I expect higher expenditures to follow your diet?**

Absolutely not and I dare to say that you'll probably save some money if you follow the above advice (buy wholesale and cook for yourself and carry the food with you to work). When comparing the costs of eating out vs. buying more quality food (should you prefer organic for example), it should be the same or you can spend the savings on some natural vitamins such as vitamin B and D, zinc, magnesium etc. or quality green / yerba mate tea.

### **How much time will I spend exercising?**

My training schedule is based on the premise that we all want great results but the time is very precious for us. I use leverage and explain the whole concept in my book so you might find my calculation of three hours a week laughable, 4 hours tops until you learn to exercise effectively and understand that less is more.

Fat-loss is not about sweating for 2-3 hours a day in a gym, it's about understanding that no exercise burns many calories and there are other "tools" available to help you as well.

### **Should I follow your advice if I'm a carnivore and not planning on becoming vegan/vegetarian?**

Of course my ebook will be very valuable for you even if you're not vegan/vegetarian. The whole strategy is explained in depth for everyone – carnivores, omnivores, vegetarians and vegans. I just added extra information for vegans / vegetarians because I understand it's more difficult for them to

find relevant sources regarding body redesign as majority of them talks about using animal protein for bodybuilding.

It took me a while to study and get a good knowledge about veganism as I certainly didn't want to hurt myself. Proper nutrition was and still is number one priority so I wanted to share this with these folks. Veganism is my subjective lifestyle choice and I absolutely respect everyone's opinion on this matter. The book will successfully guide everyone to their goal.

Looking forward to start the adventure? If so, get your ebook Revolutionary BODY LEVERAGE strategy and enjoy the process!

*To your transformation,*

*Jana*