

# Fat Burning Blueprint



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**I'm Ian.** I help motivated people get lean and confident without the BS. I created this fat burning blueprint because there is way too much conflicting information out on the internet today and I wanted to simplify things for you.

Many of us have been programmed to focus on the wrong things when it comes to getting a lean, chiseled physique.

We tend to follow the latest trend of the week or assume that more is better. We diet more, exercise more, take in more information, buy more supplements and still can't seem to get the results we're after.

I've been down this road just like you and I can assure you there is a better way. As you can see from the picture above, I've been able to figure out a system that works pretty well. I can assure you that it's not from great genetics either :).

I'm a guy who likes to live life to the fullest without weighing every meal with a food scale. When I beat myself up for not being 100% compliant to my nutrition plan, I start to hold a negative view towards fitness and fat loss.

**DON'T DO THAT!!!**



# You don't need to “diet”...

...or buy any ridiculous supplements to have success with this plan. My goal is to show you a proven system, some cool tools you can use and a few secrets that will get you super lean results. Sound good?

- This system will only work if you are consistent.
- You MUST make eating healthy a priority.
- Don't ever let the “I just don't have enough time” excuse get in the way of your health again.

I've created a fat burning blueprint for you that's backed by science and a set of core principles. Master these components and you'll have the framework in place to stay lean for the rest of your life.

## Let's get super lean together. -Ian



# STEP 1 - Understand Your Calories

**You cannot out train a POOR DIET.** Period. As we get older and become less active on a daily basis, this becomes even truer.

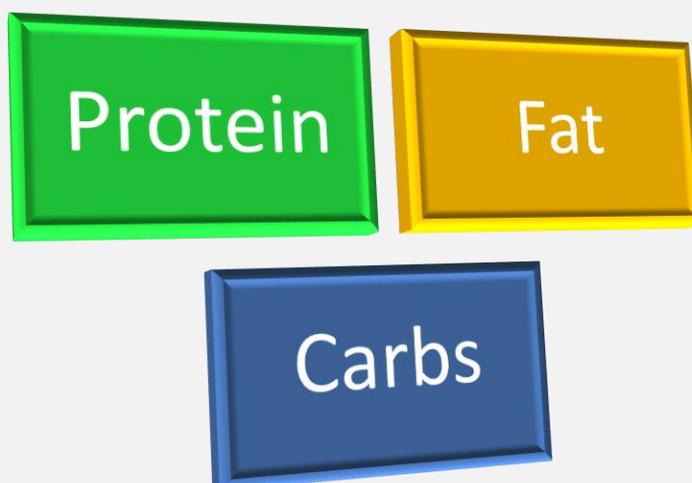
In order to lose weight, you must create a calorie deficit. Many people don't take the time to understand calories and assume that eating healthy foods like almonds, avocado and coconut oil will make them skinny. This is where you can get into trouble, even if you have great intentions!

Many healthy foods are very calorie dense and you have to understand serving sizes. Learning how to read labels is extremely valuable. I teach people how to do that in my [online coaching program](#).

Without understand how many calories you should be eating, fat loss becomes a complete waste of time and effort. In terms of getting a lean physique, creating a sound nutrition strategy with the right amount of macronutrients is non-negotiable.

After you become familiar with calories, you'll have an easier time creating the right portion sizes and filling your plate with foods that will help you stay in a calorie deficit.

**First, we are going to get familiar with Macronutrients.**



Calories are made up 3 Macronutrients:  
**protein, fat, and carbs.**

## Protein (1g = 4 calories):

Building blocks of muscle. Protein is responsible for the growth of new tissue as well as fixing broken tissue. You must eat adequate muscle to gain or maintain muscle.

## Carbs (1g = 4 calories):

Glucose from carbohydrates is the body's primary fuel source for performing all basic bodily functions and providing energy for exercise.

## FATS (1g = 9 calories):

Very important for regulating healthy hormonal levels. Your body uses fat for energy and support at the cellular level. I love incorporating plenty of healthy fats in my diet and I show you how this can actually help speed up your metabolism in my [online coaching program](#).

There is no "PERFECT" macronutrient formula. I generally focus a diet with plenty of protein, healthy fats and minimal processed carbohydrates for optimal fat loss.

You can get a general idea for how many calories you should be consuming by entering your information in this Macro Nutrient Calculator.

**You can watch a tutorial on how to use  
A Macro Nutrient Calculator Here.**



Gender:

**YOUR BASAL METABOLIC RATE IS: 1782 CALORIES PER DAY**

Activity Level	Activity Factor	Total Daily Activity Expenditure	10% Deficit	20% Deficit	30% Deficit	40% Deficit
Sedentary	1.200	2138	1818	1713	1604	1497
Lightly Active	1.375	2431	2003	1901	1808	1716
Moderate	1.550	2753	2369	2210	2072	1934
Very Active	1.725	3074	2613			
Extremely Active	1.900	3396	2878			
Custom Activity Level	<input type="text" value="1.100"/> <input type="text" value="Sedentary"/>	3074	2613			

**MACRONUTRIENT CALCULATOR**

# Here are some examples of healthy proteins, carbs and fats.

## Examples of healthy proteins

- Chicken breast
- Salmon
- Turkey Breast
- Lean Ground Beef
- Tuna
- Fat Free Cottage Cheese
- Whey Protein

## Examples of healthy carbs

- Oatmeal
- Sweet Potato
- Fruit (in moderation)
- Brown rice
- Rice cakes
- Low fat yogurt

## Examples of healthy fats

- Almond butter
- Mixed nuts (almonds)
- Fatty Fish
- Chia Seeds
- Avocado
- Egg Yolks
- Coconut Oil (my favorite)

## Eat any time foods

- Leafy greens
- Asparagus
- Broccoli
- Kale
- Cauliflower
- Zucchini
- Lemon

## STEP 2 - Make breakfast a priority.

Your morning sets the stage for the rest of your day. Don't have time for breakfast? If that's the case, your health simply isn't a big enough priority.

You'll also be more inclined to make the right decisions throughout the day by eating the right breakfast.

I like to make things super easy and drink a **green power smoothie** every morning.

I load my morning smoothie up with a variety of healthy fats, protein, a mixer and moderate amount of fruit. In my [online coaching program](#). I give you all my favorite fat burning recipes. Here is favorite mini blender which you can get for under 40 dollars.



## STEP 3 - Optimizing Your Hormones

**Hormone optimization is absolutely critical in achieving your ideal body.** There are so many people who put in so much hard work in the gym and still stay skinny weak and carry fat in all the long places.

You can have the best training and nutrition plan in the world and still come up short if your lifestyle is out of whack.

### Simple tips to master your hormone optimization.

#### **Keep your workouts to 60 minutes or less.**

When you train longer than that, cortisol stays elevated, testosterone drops and you hinder your recovery for the next workout.

#### **Manage stress!**

Too much stress leads to elevated cortisol. Too much cortisol leads to decreased testosterone levels. This sets you up for excess body fat, decreased muscle mass and zero sex drive.

Have some ME time set aside every day. I show you how to make this a reality in my super lean program.

#### **Quality Sleep is mandatory.**

Muscle repair and growth occurs while you are sleeping. In order for your body to build muscle and burn fat optimally you must get adequate sleep.

#### **Stay hydrated with water!**

Women should be drinking 75-100 oz. daily. Men should consume 90-120 oz. Water is also one of the best ways to remove impurities from the blood.

## Step 4 - High Intensity Interval Training

**Not all exercise is created equal.** This is why it pains me to see people spend countless hours on the elliptical while reading the newspaper.

If you want to lose fat faster, you need to focus on activities that are really going to elevate your metabolism.

My favorite type of exercise for fat loss is HIIT (high intensity interval training).

Workouts like jump rope circuits, sprints body weight circuits and resistance circuits.

You want to keep your rest period short and workout like a bear was chasing you!

Check out a short workout tutorial from our exercise library



# Step 5 - Strength Training

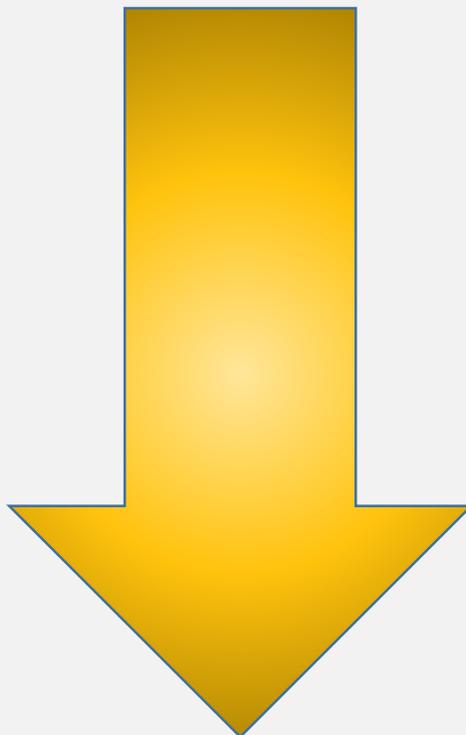
**More muscle means a faster metabolism.** You'll need to add some strength training into your fat burning routine if you want to look your best.

You can do this with weightlifting (examples: bench press, squats and deadlifts) and using your own bodyweight (push-ups, pull-ups, bench dips)

I personally like to mix HIIT and strength training to help keep a lean, chiseled physique! No gym is required for you to take your fitness to the next level.

**Take action and implement these 5 steps!**

**Below You'll Find A 24 Hour Cheat Sheet To Get You Started!**



# 24 Hour Get Lean Cheat Sheet

Make sure your meals includes:

- A quality protein source
- Healthy fats
- And plenty of water

## Breakfast Ideas

- Scrambled Eggs with spinach low fat cheese.
- Morning Power Smoothie
- Smoked Salmon with protein shake
- Omelet with all of your favorite veggies

## Lunch Ideas

- Include a protein source, moderate fats and greens.
- Salad with grilled chicken, avocado and veggies.
- Tuna over greens
- Chicken and hummus lettuce wrap

# 24 Hour Get Lean Cheat Sheet

## Dinner Ideas

- Include a protein, moderate fats, handful of carbs and 1 portion of greens
- Salmon with asparagus, veggies and serving of brown rice
- Grilled chicken Fajitas; sautéed onions, peppers
- Tilapia, quinoa and a salad

## On The Go Snacks

- Fresh Veggies: carrots, cucumbers, bell peppers, celery,
- Hard-boiled egg.
- Jerky (Low Sodium)
- -Nuts (Calorie dense - pay attention to serving sizes)
- -Protein shakes
- -Low fat Greek Yogurt
- -Hummus (Calorie dense - pay attention to serving sizes)

Want My Personal Help? Let's Chat!

[Schedule A Call Here](#)