

BIKINI BODY

TOP
FIVE

*Fitness
Myths*



MYTH 1:

Doing Cardio is the Best Way to Get a Bikini Body

Everyone knows from traditional fitness advice that jogging, or hopping on the elliptical will get you the body you want. Just spend 30-60 minutes in that "Fat Burning Zone" and watch those extra pounds melt off to reveal a toned, sexy, sleek physique, right?

Wrong.

In reality, this traditional approach to cardio sucks. It's miserable, it's boring, it's not sustainable, and it's counterproductive to looking and feeling fantastic.

Consistently subjecting yourself to these long, moderate intensity aerobic sessions chronically raises your stress hormones, namely, cortisol, and this causes a cascade of changes in your body that keep you from losing fat. When cortisol is chronically elevated, your body prioritizes the storage of fat, your energy tanks, and you feel run down.

Not only that, but chronically elevated cortisol is fundamentally unhealthy. Since we want to be fit AND healthy, this prescription for endless amounts of cardio has got to go.

You are probably asking yourself, "Well, what should I do instead?"

The first thing you need to understand is that your diet will take care of 90% of your fat loss goals. Dialing in your nutrition with a healthy, sustainable plan that still lets you enjoy your favorite foods whenever you want (like in the Bikini Body Nutrition Plan) is the first step you should take in transforming your body.

After that, the next 10% comes from a little bit of extra, high-intensity conditioning. We're not talking about that boring cardio mumbo-jumbo. The best approach is a short, hard, fat-blasting metabolic workout like hill sprints or the other routines found in Bikini Body Workouts.

WRONG



Get off that treadmill, go have some fun with short, intense conditioning sessions!

Most people will not need more than three or four of these sessions each week. Since each one only lasts around 10-15 minutes, that's less than one hour of cardio each week. That's right, 30-60 minutes MAX for the week, that's all.

Do your body a favor, get off that treadmill, go have some fun with short, intense conditioning sessions, and enjoy how much better you will look and feel.



MYTH 2:

You Should Lift Light Weights and Never Go Heavy

W When you walk into most commercial gyms, you see women all over the place pumping away with those pink, 2.5 pound dumbbells, and avoiding the heavier weights because those will make them too big and muscular.

They are all making a big mistake because this notion that heavy weight equals bulky bodies could not be further from the truth.

You see, this misconception comes from female body builders who have built very muscular physiques with the help of some extra supplementation in the form of dangerous steroids, to give them higher testosterone levels. For those that don't know, testosterone is one of the most important hormones for building muscle. Men typically have much more testosterone than women, so men tend to build more muscle than women.

The truth is that women do not have the natural testosterone levels that will make them big and bulky, no matter how heavy of weights they lift. So let's get rid of that fear right now.

Gone? Good.

Heavy weights will never make you big and bulky.

In fact, heavy lifting has a ton of benefits that will help you move towards getting a sexy, toned body. From helping to develop your muscles, to facilitating beneficial hormonal responses, to building self-confidence, heavy lifting is a positive to addition to any female's exercise program.

Like we discussed, women don't have the natural testosterone levels that lead to large muscular growth. When they lift heavy weights, the muscle gets more developed without growing in size, and this combination creates that lean, defined physique that looks amazing with or without clothes on

Heavy weights will never make you big and bulky.



Furthermore, heavy lifting creates a metabolic effect during and after training that light weights simply cannot replicate. By using heavier weights than the traditional recommendations for women, you will get a surge of hormones that torch body fat, and create a metabolic boost that lasts long after the training session ends. Just like with cardio, hard, intense bursts of exercise trump longer sessions of lower intensity.



Stop limiting yourself to circuits, and use the proven methods at your disposal to shape an athletic, functional, physique.

Sure, circuit training is a great way to get a lot of work done in a short period of time, and it helps to keep your heart rate up and build some conditioning. But, the most effective exercise programs will always include a mix of heavy weights, gymnastics work, explosive movements, and maybe some circuit training.

To limit yourself to only circuit style workouts is to limit the potential results you can achieve.

When you combine the benefits of heavy lifting, bodyweight work, mobility, and metabolic conditioning, you utilize a broad range of tools that lets you develop an athletic physique. We've all seen Olympic athletes and how amazing their bodies look, and these women train using all the methods we've discussed.

Branch out with your training, stop limiting yourself to circuits, and use the proven methods at your disposal to shape an athletic, functional, physique.



MYTH 4:

You Have to Starve Yourself

Let's go ahead and continue to destroy the common knowledge around exercise and nutrition and tackle the silly advice that a low-calorie diet is the best way to lose fat.

Our bodies are incredibly adaptable machines. When you starve yourself, your body senses this caloric restriction and responds with a host of changes that make it easier to store fat and harder to get rid of it. Your metabolism slows down to the point where it does not want to let go of body fat. No matter how little you eat, you won't lose that fat you're working so hard to burn.

"What's a gal to do?!"

Rather than driving yourself crazy with calorie counting, we are going to focus on eating as much nutrient-dense foods as we want so that we nourish our bodies with the materials we need to develop a strong, fit, and feminine body.

Remember from before, our bodies are great at adapting to the way we treat them. When you switch to this high-quality way of eating, focusing on fresh fruits and vegetables, organic, free-range, or grass-fed meats, wild fish, and

healthy fats, your body responds by revving up its metabolism. This will allow you to burn more fat while eating more food than ever. Yup, you read that right. People who use this nutritional approach can eat as much as they want, go to sleep full and satisfied, and wake up looking better than they did the day before.

Beyond the physical toll that low-calorie diets take on your body, it's a big mental burden to deprive yourself of your favorite, delicious meals because they aren't "in your diet", whatever that means.

Getting the Bikini Body you want does not have to be some restrictive, rip your hair out of your head commitment. We want this to be a lifestyle, and for a lifestyle program to work, it can't be restrictive. Our approach to nutrition allows you to enjoy big dinners every night. You can really eat whatever you want, as long as you are smart about it, and dive into some ice cream or pizza without suffering the detrimental affects to your physique.

So, stop with the calorie restriction, nourish your body with wholesome foods and enjoy the stress-free, healthy way to looking and feeling the way you've always wanted.

MYTH 5:

You Have to Lose Weight to Look Better

"Lose 10lbs in 10 days!"

"I lost 20lbs with this plan!"

"Lose weight, get healthy!"

These are the headlines that riddle the fitness industry and try to hook you into their plan. This relentless focus on weight loss as your ticket to a healthy, attractive body has got to go.

I am going to come right out and say it. Ditch the scale. It's completely useless.

I wholeheartedly believe that every woman out there should take her scale and throw it out the window. Do it. That thing will only drive you crazy.

The fact is, scale weight is meaningless. What does matter is your body composition, and you can make profound changes to your appearance without losing or gaining an ounce of scale weight.

When you first start to lift heavy weights, do some high-intensity cardio, and eat wholesome, nutritious, unprocessed foods, your body becomes a fat burning furnace primed to develop some beautiful muscle. By following our exercise and nutrition principles you will be burning fat and building muscle on your way to an athletic bikini body.

The scale fails you in that it only shows a number. It does not show you that you have lost inches around waist, chiseled your midsection,



and toned your arms. Furthermore, your weight can fluctuate quite a bit due to all kinds of factors. From sodium, to carbohydrate intake, to monthly hormonal variations, multiple aspects of our everyday lives can send these day-to-day weight measurements haywire.

Focusing solely on this number can prevent you from realizing all the progress you have made and you will drive yourself crazy trying to push this number down. A much more sustainable approach comes from shifting your focus away from losing weight and towards changing your appearance.

Focus on how you feel walking around, the way your clothes fit, the improvements your making in your body, and the confidence you are building through taking control of your exercise, nutrition, and lifestyle.

Do yourself a favor, put that scale where it belongs, in the garbage. You're worth more than a number, so it's time to start defining yourself by something more important than a number: the way you look, and the way you feel.



Now that you know what mistakes to avoid you need a step-by-step action plan that will help you get that lean, sexy body you've always dreamed of having.

Bikini Body Workouts is the proven system that will get you there so that you'll be turning heads wherever you go.



Yes!
*I want my
Bikini Body*

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<http://bikinibodyworkouts.com/workouts/>

BIKINI BODY

Success Stories



I am so incredibly grateful for having had the opportunity to work with Jen and Jay! Over the three months that I was able to work with these two I feel that great attention was paid to my overall health and well-being. I always felt like I would have to go on a program where the meals were already prepared in order to lose fat and get the figure I wanted. I was finally able to learn how to take control of my nutrition and really create big changes in my physique with my own cooking and meal prep via Jen and Jay's guidance. They were able to empower and teach me to make the changes I had always wanted to see and I have continued to see enormous progress because of the principles I was taught. I am really grateful for all the effort and knowledge that was given to me and I am continuing on the road to success! :]

Brittany Adams-Hoffman



Having worked in corporate gyms for over 6 years & my partner being a personal trainer I thought I knew enough about how my body works & what gets it in shape. All this time up until I took a plunge & started with Jen & her bikini body workouts, I was amazed with my results given such a short period! I will never forget the moment I could see abdominal definition on the 12th day of the workouts & eating plan. My digestive health & well-being improved in as little as 2 weeks. Recovery time improved & I had better nights sleep, not to mention the sex life improved dramatically as well. I can't thank Jen & her husband Jason Ferruggia for the continuous knowledge & support through this journey of my life. Its been an absolute pleasure working with them & allowing me to change my outlook on fitness & health forever.

Bianca Joubert



I am a 32 year old mother of three who was starting to settle for the body I had. The problem is that I was in the worst shape of my life, and just felt horrible about myself every day. Getting ready for work each day was emotionally draining, and I was too ashamed with the way I looked to even take my kids to the pool. Once I started working with Jen and Jason, my life was changed forever! I had no idea what to expect when I started the program, but now I am in the best shape I have been in my life, I am aware of the food I am eating and plan ahead to make sure I have supportive foods all the time. I now look forward to working out, and can't wait for the next workout day. After only 8 weeks on the program I lost a total of 8.8 pounds, 3" on my chest, 6.5" on my waist, 3.5" on my belly, 3.25" on my hips, 1.5" on my thigh and .25" on my arm. Total overall I lost 18 inches! Plus, I am more muscular than I think I have been in my life. There are no words to express my gratefulness to Jen and Jason for all of their help, and coaching through this program.

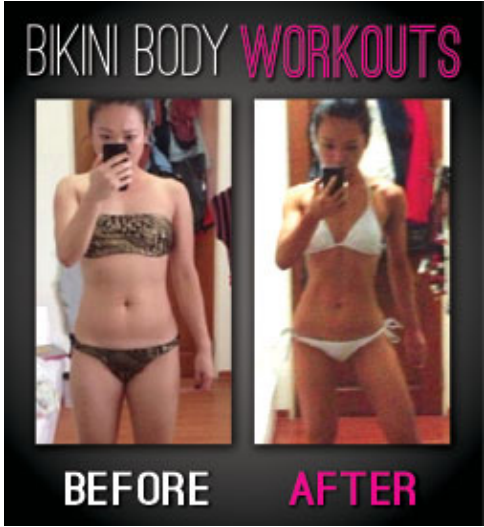
Thank you again, and if you need anything for the book, or anything else you are working on, just let me know. You guys are awesome :)

Alison Liddic



Before I began the Bikini Body Workouts coaching program I was in the best shape of my life. I did this on my own through hard work, consistency and educating myself. I was lean and had a nice muscle base, but I was not ripped--and I wanted to be ripped. That's where the Bikini Body Workouts coaching program came in. I absolutely loved the training Jason and Jen put us through--it still allowed me to lift heavy, which is my favorite way to train, but it also introduced me to variations in my training that I didn't realize I would also love just as much, ie. changing my rest periods, set and rep ranges, metabolic training and even adding some cardio. In the beginning I was unsure I would be able to adhere to the diet guidelines because my variety of food choices decreased somewhat but as I went along I was shocked at how easy it was for me to comply to it (even with my erratic schedule). The Bikini Body Workouts coaching program changed my body in ways I wasn't sure I would ever be able to change--I lost stubborn fat in my most troublesome areas and I had a six pack without even flexing which were two goals I have always wanted to achieve.

Tanis Parenteau



Yes! I want my
Bikini Body



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