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WELCOME!

Your about to discover some of the most potent information on fat burning and get that much needed early win to keep the motivation alive and continue on your journey to dumping that fat suit and looking leaner, hotter and yes even younger!

Who knows maybe this will be just what you need to win the Feast your way fit holiday transformation contest!

Regardless you will use this guide many times over to jump start any sort of fat loss or just get rid of those last 5 pounds if your extremely close to a deadline.

I want to point out 2 things though.

1. There is no gym required. This is great! But it also means that you need to be extra diligent with your diet if you want to see some awesome results. But don't worry I know you will be.

2. This diet is not meant to be used more than TWICE per YEAR. This diet is extremely tough on your body. I recommend using it only once per 365 day cycle.

This manuel will be short, sweet and effective. No fluff will be added so that you can speed read through it and get started immediately

Now that we got all that nonsense out of the way let's jump right into the torture...errrr the diet...

7 DAY DEADLINE DIET: *THE HYDROGEN BOMB OF SAFE CRASH DIETING*

To lose fat there are many ways to skin the cat

However here are the most researched and effective...

1. Consume less calories than you burn
2. Avoid any insulin spikes i.e. remove carbohydrates

Going low calorie works, as evidence by Professor Mark Haub, who lost **27lbs** on his twinkie diet.

Low calorie diet work based on the law that if you use more energy than you consume then you'll have to make for the difference with your reserves i.e. fat, protein or carbs

So it doesn't matter if your eating chicken and broccoli or twinkies... if your calories in **is less than** your calories out you will lose weight. Period

However eating a diet of pure crap, i.e. twinkies, is simply idiotic considering we want to be somewhat healthy and look good. All that twinkie crap is gonna clog up your pores and make you look not so hot, while making you feel like shit.

Let's just stick with real food ok?

Introducing the **Protein Sparred modified fast**

Like cheating with a game shark while playing Pokemon, the Protein Sparred Modified Fast is very effective at getting results fast. (for those of you who don't get that reference please Google it; the rest of us we'll wait impatiently)

This diet was designed in the 70's to treat morbidly obese people, who's weight caused them serious, potential health risks. Doctor's needed a rapid way to drop weight fast, in order to save their life.

The Protein Sparred modified diet was born...

But it doesn't only work for the obese; It works for anyone wanting to drop fat quickly

Now the Protein Sparred Modified Fast takes both the low calorie and low carb approach and smashes them together into one Masterful Fat Flushing Formula.

For junk food lovers it's like taking Oreo's, dipping them in red velvet cake batter and then deep-frying them...Mmmmmmmmmmm can you smell the goodness?

You are essentially eating the bare minimum to preserve muscle mass while losing the most fat possible in the shortest timeframe.

How many calories is low calories here?

We are aiming for about 800 calories total for someone with a solid amount of muscle. For most people it will be closer to 600.

We are going to eat the minimum amount of protein required to prevent muscle loss.

In Brad Pilon's groundbreaking book - *How much protein?* - he goes into how much protein we truly need to survive.

Mainstream media and research says we need about 1.5- 2.0g/kg of bodyweight for strength training athletes.

Brad Pilon answers the question, 'how much protein do we need to build muscle?':

"it seems that the original recommendations from the late 1800's of around 100 grams per day seem to be enough to meet the muscle building needs of most adult men and women who are not using anabolic steroids. Not only this, but even in people who are using steroids it is enough protein to allow for a considerable amount of muscle growth!"

Since we will not be building muscle on this plan, an even less amount of protein is required to sustain muscle mass.

Scientific research suggests that high protein in a diet is 0.55- 0.75g/lb of bodyweight.

This is the guideline that we will be sticking to. If you have a lot of weight to lose and are inactive, stick to 0.55g/lb of bodyweight. If you are an active person stick to 0.75g/lb of bodyweight.

At 190lbs I am a fairly active person.

$190\text{lbs} \times 0.75 = 142.5$ grams of protein $\times 4$ calories per gram
= 570 calories total

However protein is not the only thing that we are allowed to eat on this 7 Day Deadline Diet.

The eating portion of this program is a combination of Vegetables and protein.

What Veggies are you allowed to eat?

Spinach	Lettuce	Kale
Celery	Peppers	Zucchini
Leeks	Cabbage	Eggplant
Mushroom	alfalfa sprouts	Broccoli
Asparagus	Tomatoes	Okra
Green Beans	Onion	Cauliflower

Do not eat: Potatoes, beets, carrots, corn, yams, beans, peas

If it has zero calories you may drink it.

Water, most tea's, black coffee, diet soda's and Red bull Zero are all acceptable

Enjoy a variety of spices. They will help enhance flavour and keep hunger at bay.

There are many low - zero calorie sauces that will help enhance flavour. Hot sauces are my go to.

My favorite spice is chipotle powder and one of my favorite hot sauces is franks red hot buffalo wing – definitely give that one a try!

The protein that we will be sticking to will be boneless, skinless chicken breast. They have very little fat and as a result are an amazing low calorie, high protein option.

Whey protein powder would be ideal, however many studies have shown that the high dosage of rapidly absorbing whey isolate protein can raise insulin levels.

In addition I do find solid, real food to be more filling then liquid protein shakes.

Now in theory following a PSMF diet for 14 days would produce the greatest weight loss transformation possible.

HOWEVER after working and testing this option out far too many times, I have found it to be extremely difficult to adhere to for 14 days, 7-8 days being the mental threshold for most people.

If you could diet strictly for another 7 days, you would lose significantly more weight, leading to better results, however again I do see diminishing returns after the first week.

It also kinda sucks to eat purely chicken breast/Tuna for more than 7 days straight.

COOKING

I steam a lot of my vegetables. Some obviously you can't. I usually just sauté them with my chicken.

My go to meals on the PSMF days are 1. Chicken Salad ***without olive oil***

2. Chicken Stir Fry

3. Chicken and Vegetables

4. Chicken Soup

How many vegetables to eat?

Any amount. These are so close to zero calories that it doesn't really matter. You really can't over do it here.

How much Chicken to eat?

A typical pack of chicken breasts has 2 breasts and is 1 pound. That means each chicken breast is roughly 8 ounces

8g of protein per ounce of boneless, skinless chicken breast.

8 ounces x 8g/ounce = 64g of protein per 8 ounce chicken breast.

So for me that would be about 2.5 chicken breasts. For someone less active stick to 2 chicken breasts. For a very muscular guy go with 3 chicken breasts.

Breaking this into 3 meals per day I have found to be extremely difficult. Therefore I recommend you practice a 16- 20 hour intermittent fast daily.

So a typical day would look like this

Morning: Coffee, green tea, water

Early Afternoon: Athletic greens, water, other 0-calorie beverages

Late afternoon – First meal

Evening – Second meal

YOUR ACTION STEPS

1. Calculate your 7DDD Calories
 1. Inactive Person $0.55 \times \text{BW} = \text{Grams of Protein/day}$
 2. Active Person $0.75 \times \text{BW} = \text{Grams of Protein/day}$
2. Set a meal schedule
3. Stock up on spices and Free Veggies
4. Cook the chicken with as little as oil as possible
5. Endure up to 7 days of this. If you can't go all 7, don't sweat it. But try to make it atleast 3 days.