

# CrossFit Edwardsville

## Three Steps to Losing 30 Pounds ...without Doing a Crazy Crash Diet

By Dr Greg Skelly, PT, DPT, CF-L1

Chances are, you're closer to your weight-loss or body-transformation breakthrough than you think.

Here are the THREE STEPS to losing 30 pounds WITHOUT doing a crazy crash diet!

### STEP 1: Identify Your Biggest Nutritional Roadblocks ...and Ruthlessly Eliminate Them

Good news! You don't need to make EVERY nutrition correction in the books to make great progress. You probably only have 1-3 major nutritional roadblocks separating you from a fat-cutting breakthrough!

To put it another way, *you probably don't even need to do a diet at all.* 1-3 simple but significant changes to your diet are probably all you need right now to see a really significant jump in progress.

Moreover, you probably don't even need our help to identify the 1-3 changes you need. We'd bet that you could name 2-3 things you could do to improve your eating pattern right here, right now!

What is it for you? What screws you over? Is it high-density carb foods, like breads, cereals and pastas? Is it a fixation on sugary foods, sugary drinks, the "high" of sweet-tasting things? Is it a habit of going hungry all day, then binge-eating anything and everything as soon as you're home, alone, away from the eyes of your friends & coworkers? Is it one particular restaurant or bar where *you just cannot seem to keep it together?* Is it a yo-yo pattern of eating well for 4-5 days, followed by a 2-3 day nutrition dumpster fire meltdown? Is it a pattern of never doing meal prep, and always eating at some fast food joint?

At CrossFit Edwardsville, we've had clients lose 20 pounds by ONLY eliminating soda from their diet. We've had people transform their bodies by ONLY trading low-quality, high-density carbs for vegetables prepared

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ANY way they find delicious. We've had clients lose that stubborn 10 pounds (and simultaneously *double* their energy level) by just redoubling their focus on drinking more water. For some, the only step needed to lose 15 pounds is trading fast food for home-cooked food.

Once you've identified your own personal roadblocks, mercilessly & ruthlessly eradicate them from your life. We're talking a complete and total and savage *breakup* from these things.

What's that look like? It looks like this. If there are ANY of those tempting 1-3 "roadblock" foods or drinks in your home, *throw them away and never allow yourself to shop for them again*. Evict them from your home, office, purse, or car entirely. If there's one particular restaurant or bar where you struggle, you not only commit to NEVER GO THERE, but you also inform the staff of that establishment that you must not be served there. You give your friends \$250 in cash and tell them: if I screw up and go to that place for ANY REASON, you get to keep this cash, no strings attached. If it's a starve-binge cycle that's your struggle, you identify an "eating buddy" or coach who will hold you accountable for eating an on-plan meal at specific, defined times of day. If it's a fast-food problem for you, invest the extra cash in a healthy-eating meal-prep company (ie, buy all the foods you need *there*).

What's it look like? *It doesn't look like a DIET, it looks like a DECISION*. It looks a harsh, unapologetic annihilation of those 1-3 roadblocks. It looks like doing anything and everything to get rid of those roadblocks.

So what are the things that are holding you back?

Identify them. Then destroy them.

## **STEP 2: Hire a Fitness Coach to Write All the Workouts for You ...And Pay Them Enough that You'd DEFINITELY Show Up**

You're busy. You've got a full-time job, a spouse, kids, hobbies, and 1,000,000 responsibilities. You've got so many demands on your time that you simply don't have the time or psychological resources to figure out what exercises it'd take to get the change you want.

One of the things you'll love BEST at CrossFit Edwardsville is that the coaches DESIGN and LEAD the ENTIRE PROGRAM for you. They write the general warmups, the specific warmups, the stretching, the strength work,

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and the conditioning/cardio circuits for you. *Zero* wasted time or effort.

It's their job to write & lead workouts that are both **EXCITING** (WAY more exciting than the standard, boring gym nonsense) and **EFFECTIVE** (you **WILL** get to your goal, period).

All you have to do is show up. The fitness coaches take care of the rest.

And because our coaches are professionals, they charge professional rates. They charge enough that you'll **FOR SURE** show up to the workouts. We're not talking a cheap, entry-level fitness-loving gym rat calling themselves a trainer, but rather fitness *coaches* who've committed their entire lives to helping you look, feel, and perform at a higher level.

All of this equates to better exercise consistency for you, which means better and faster results for you. **NO** wasted time.

## **STEP 3: Commit to Weighing Yourself Every Week ...and Make It a Solid Accountability System**

There's an expression you've probably heard before: what gets measured, gets managed.

Are you struggling to manage your weight? Then it's time to measure it regularly.

We recommend weekly weigh-ins because daily weigh-ins tend to create neurosis (unhealthy) while weekly weigh-ins create accountability (healthy).

If you know you're gonna be stepping onto a scale this week, your eating pattern **WILL** be better. You'll be **MORE** likely to make good eating choices, and **MORE** likely to show up to your workouts.

If you want to **REALLY** maximize the impact of this, set your weigh-in date each week to be **RIGHT AFTER** the days you tend to struggle the most. For example, if you tend to struggle with healthy eating on Saturday & Sunday, make Monday your weekly weigh-in date.

Then you'll have a direct reason to make **GOOD** food choices on those "harder" days.

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Want to take things one step further? Or do you know that you'll struggle to actually hold yourself to this weekly ritual?

Then create a SERIOUS financial incentive. Give a friend or colleague \$500 (or more) in cash and tell them: "If I don't weigh in and report the numbers to you EVERY Monday for the next 16 weeks, then you get to keep this cash, no strings attached." It's AMAZING how much better people can FOCUS and PERFORM when there's something valuable to lose- like cash. Harness this psychological tactic to your advantage!

## Closing Thoughts

You're probably closer to that 30 pounds of weight loss than you think; just take those three action steps above and watch the body fat melt away!

Think of it! Take these three steps, and you'll be feeling better, looking better, and performing better in life!

Let that excite you!

After all, that's what we do at CrossFit Edwardsville.

We're #MoreEffective and #MoreExciting.

## READY TO TAKE YOUR FIRST STEP?

Learn more, schedule a no-sweat initial conversation, or RSVP for a free (newbie-friendly) trial class; we call it your First Class Experience:

[www.CrossFitEdwardsville.com](http://www.CrossFitEdwardsville.com)

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