



## **A Visual Guide To Your Health**

**By Brian Parana**



Hi I'm Brian, I believe that every person should be able to achieve the body of his or her dreams. I work hard to give everyone that chance by providing workable, proven advice that's grounded in science.

I get it... You're Busy! So much of your schedule is already taken up by a long list of important things. Trying to fit in exercise is challenging. Trying to eat healthier can be just one more thing that tumbles your motivation. Poor health, negative self image or low energy shouldn't be a way to live your daily life.

Many I've talk to have tried more than once to conquer this "weight loss" thing. It's time to get smart and follow sound advice that will allow you to achieve your goals. After talking to coaches, reading, and listening to countless hours of information on exercise and nutrition - the process is easier than you think it is.

This is a visual guide that will take you through the few important steps to accomplish your personal health and fitness goals. Whether you have struggled for years to create lasting change, haven't yet decided to make a change, or are making forward progress in bettering your health, this guide will surely help.

To schedule a complimentary Breakthrough Fitness Strategy Conversation, call 330-701-1302 or email [paranafit@gmail.com](mailto:paranafit@gmail.com) Subject: Conversation.

# ONCE UPON A TIME, I WOKE UP AND DECIDED TO GO FOR IT.

What's Your Inspiration? (Write it here!)



Your inspiration should be enough to get you out of bed everyday to strive to do your best to reach your goals. Don't just go with typical goals of wanting to lose weight or get in shape. Dig deep, for this is "The Thing" you will work so hard to complete.



Setting smart written goals increases your chances of actually achieving them by over 125%. While you are setting your goals, understand why they are important to you. Set them high so you can reach amazing results.

# GOAL SETTING

S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE

R

RELEVANT

T

TIME-BOUND

# HERE ARE A FEW QUESTIONS TO ASK YOURSELF TO SET UP A STRONG SMART GOAL.

**1** What am I uncomfortable with and frustrated about my life that I want to change?

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**2** I'm frustrated by this because...

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**3** If I could change these things about myself, I would feel...

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**4** Changing my current state will then allow me to...

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**5** What's the cost of not accomplishing this?

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**6** My reward for accomplishing this will be?  
(Non-food related please)

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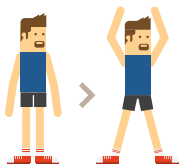
**7** Deadlines are critically important to accomplishing goals. Implementing the plan of action will make the results happen. I will accomplish this by...

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**Everyone desires to reach their goals. What separates the ones who actually accomplish the task from the ones who don't is being held accountable to the goals. Whether it's having a coach or personal accountability buddy, find someone who will hold you to them.**



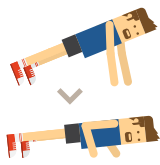
You must move to burn fat and build body defining muscle. Working out is an important part of your overall health. Here is a workout you can do either at home or at the gym. This will allow you to easily get started with a program that will work. Make sure to push yourself in each exercise. Remember that intensity is what will change the body the fastest.



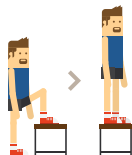
Jumping jacks



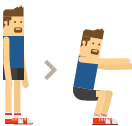
Wall sit



Push-ups



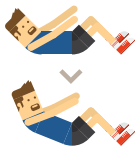
left & right Step-up onto chair



Squat



Triceps dip on chair

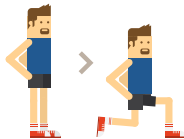


Abdominal crunch

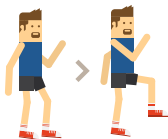
## Anywhere Workout



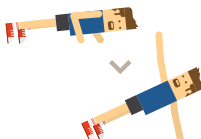
Plank



left & right Lunge



High knees running in place



left & right Push-up and rotation



left & right Side plank

Perform 1x through 45 sec work, 15 sec transition. 2x's if you feel that you need more challenge.

**THE  
TIME  
IS  
NOW**

**START TODAY**





## **HIGH INTENSITY INTERVAL TRAINING (HIIT)**

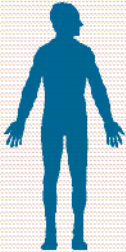

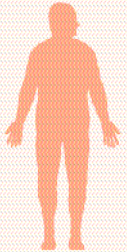
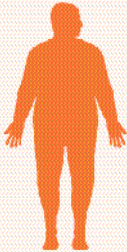








**Consists of a set of bursts if (nearly) all out hard cardio work followed by timed rest periods. This is the best cardio to burn body fat. HIIT is important because it increases your metabolic rate over the next 24 hours. It is 9x's more effective at losing fat over steady state cardio.**

**Ways to do it:**

**Running, Jumping Rope, Stairs, Elliptical, Cycling.**

- **Workout: 5 min Warm-up,**
- **10x30 sec Hard**
- **30 sec Easy**
- **5 min Cool-down**

# What do you want to look like?

				
<b>Body Fat Percentage</b>	 <10%  <20%	 11-20%  21-29%	 21- 30%  30-39%	 > 31%  > 40%
<b>People at this level of body fat</b>	Live a very active lifestyle	Live an active lifestyle	Sit more than they move	Does very little exercise outside of minimal movement
<b>Benefits</b>	Looks extremely lean; six pack abs. Healthy eating; good stamina.	Fit appearance. Balanced diet & exercise regime	Requires little to no thought & planning, looks average, very little exercise required	Doesn't require work or thought. Easily fall back into old habits.
<b>Tradeoffs</b>	May have to give up social & hobby time to focus on fitness.	Requires exercise, planning and diet regime. Greater effort & time sacrifice.	Requires thought & planning. Look good but not lean.	Poor health, low energy, risks of metabolic syndrome, needs medications.
<b>What they do more of</b>	Eat slowly, protein dense foods, more fibrous vegetables, healthy fats. Exercise 60-75 mins daily & sleep at least 8 hours.	Eat slowly, protein dense foods, more fibrous vegetables. Exercise 30-60 mins daily & sleep at least 7-8 hours.	Eat quickly, doesn't really plan any meals, eats processed for a few times/wk, eats few vegetables per week, Exercises 1-3x per week	Eat high calorie foods/ beverages, sleep less
<b>What they do less of</b>	Limited carbs to post-workout or designed higher carb days. Limit desserts or processed foods to once every 1-2 weeks. Little to no caloric beverages.	Eat dessert or processed foods, drink 1-3 caloric beverages per week.	Eat low calorie foods/ drinks, drink fewer caloric beverages, sleep less	Exercise of any kind, eat fewer whole foods, and sleep less.

**It all depends on your priorities and goals!**



**Decide what you're willing to do.**  
What will you do to serve those goals and priorities? Why?



**Next, decide frequency.**  
How often, how consistently, and how precisely, are you willing to do those things?



**Next, decide what you're not willing to do.**  
What are you unwilling to do? To trade off? To give up?

# PORTION CONTROL GUIDE

Most people think controlling portions means counting calories but there is a better way. Try the Hand Measure System instead.

## YOUR HAND IS ALL YOU NEED!

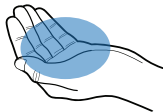
Your hand is proportionate to you body, its size never changes, and its always with you, making it the perfect tool for measuring foods and nutrients - minimal counting required.



A serving of protein = 1 palm



A serving of vegetables = 1 fist



A serving of carbs = 1 cupped hand



A serving of fat = 1 thumb

## NOW, CUSTOMIZE A PLAN FOR YOU

Active men do best with 6-8 servings of each food groups per day (~2,300-3,000 kcal) Active women do best with 4-6 servings of each food groups per day (~1,500-2,100 kcal)

### IF YOU NEED MORE FOOD BECAUSE YOU....

- Are larger in stature
- Aren't feeling satisfied at meals
- Eat less frequently throughout the day
- Are very active
- Are trying to gain muscle
- Aren't getting muscle-gain results

#### ...THEN START BY ADDING...

**Men:** 1 cupped handful of carbs and/or 1 thumb of fat to a few meals each day.

**Women:** 1/2 cupped handful of carbs and/or 1/2 thumb of fat to a few meals each day.

### IF YOU NEED LESS FOOD BECAUSE YOU....

- Are smaller in stature
- Are feeling too full at meals
- Eat more frequently throughout the day
- Are not very active
- Are trying to lose weight
- Aren't getting weight-loss results

#### ...THEN START BY REMOVING...

**Men:** 1 cupped handful of carbs and/or 1 thumb of fat from a few meals each day.

**Women:** 1/2 cupped handful of carbs and/or 1/2 thumb of fat from a few meals each day.

# HOW TO BUILD YOUR IDEAL MEAL



## Men:

Two palm-sized portions  
(~ 40-60 g protein)

## STEP 1

### PROTEIN

Meat, fish, eggs,  
cottage cheese,  
and Greek yogurt



## Women:

One palm-sized portion  
(~ 20-30 g protein)



## Men:

Two fist-sized portions

## STEP 2

### VEGETABLES

Broccoli, spinach,  
salad, carrots, etc.



## Women:

One fist-sized portion



## Men:

Two cupped-hand sized portions  
(~ 40-60 g carbs)

## STEP 3

### CARBOHYDRATES

Grains, starches,  
beans, and fruits



## Women:

One cupped-hand sized portion  
(~ 20-30 g carbs)



## Men:

Two thumb-sized portions  
(~ 15-25 g fat)

## STEP 4

### FATS

Oils, butters,  
nut butters, nuts,  
and seeds



## Women:

One thumb-sized portion  
(~ 7-12 g fat)

# WHAT TO EAT

High quality and organic foods are expensive, which is why there are tiers for every budget. When possible, go for “ideal” option.

## VEGETABLES

Think Green and color when choosing your veggies. Avoid starchy choices (potatoes) and go for leafy vegetables.

**IDEAL** - Organic, locally grown, in season, fresh or frozen.

**GOOD** - Non-organic, locally grown, fresh or frozen.

**ACCEPTABLE** - Store bought, imported organic.

Most vegetables are approved for eating, but green, color vegetables are typically the most nutrient dense.

## FRUITS

Think of fruits as a dessert. Good fruit is delicious and sweet and makes a good snack. But because of fruits naturally high sugar content, eat in moderation.

**IDEAL** - Organic, locally grown, in season, fresh or frozen.

**GOOD** - Non-organic, locally grown, fresh or frozen.

**ACCEPTABLE** - Conventional store bought, not in season.

*Tip: If you're going to eat the skin of the fruit (peach, grape) try to buy organic.*

## MEAT/POULTRY

Aim for 4-8 ounces of meat per meal.

**IDEAL** - Wild game/100% grass-fed meats

**GOOD** - Organic, naturally raised, hormone and anti-biotic free.

**ACCEPTABLE** - Normal store bought meat

- Lean poultry (chicken & turkey breast)
- Lean beef (whole cuts of steak, not ground beef, which is more questionable)
- Lean pork (pork loin, pork chops)

## WHEY PROTEIN

## EGGS

**IDEAL** - 100% free range, organic

**GOOD** - Omega 3 enriched, DHA

**ACCEPTABLE** - Regular store bought

## FISH

**IDEAL** - Wild, fresh-caught

**GOOD** - Frozen, canned fished in water or olive oil, with minimal preservatives and salt

**ACCEPTABLE** - Conventional store bought, hormone and antibiotic free

## NUTS & SEEDS

Loaded with protein, fatty acids, enzymes, antioxidants, vitamins and minerals.

**IDEAL** - Organic, raw, unsalted nuts and seeds in shell.

**GOOD** - Non-organic, raw, unsalted nuts and seeds in shell

**ACCEPTABLE** - Organic, raw, unsalted, shelled whole nuts and halves.

## OILS

**IDEAL** - Organic, extra virgin oils in bottles

**GOOD** - Non-organic, extra-virgin oils in bottles.

**ACCEPTABLE** - Non-organic extra virgin oil; a comparable spray.

*Tip: Recommended fats include olive oil, coconut oil, nut butters, and animal fats (butter). Avoid corn and soy oil.*

CARBS

PROTEIN

FAT

### PROCESSED & PRESERVED FOODS

the further a food gets from its original state, the less likely that it's going to be good for you. That's why you should avoid any meats that use a lot of preservatives or are a "kitchen sink" of ingredients. As a general rule of thumb, the longer a product will last on your shelf, the worse it is for you. And the more ingredients you see on the label (especially ones you can't pronounce) the more you should stay away.

#### Examples include:

- Sausage (free sausage with few ingredients may be OK; check the label)
- Processed meats like Spam or deviled ham
- Bacon cured with sugar
- Jerky with sugar or lots of preservatives
- Deli and cured meats with nitrates or artificial ingredients
- Canned foods with lots of ingredients
- In general, foods in the center of the grocery store (shop the perimeter instead)

### HIGH-HYPOGLYCEMIC CARBOHYDRATES

High-hypoglycemic carbs are ones that raise blood sugar too rapidly, and their excess consumption is one of our culture's greatest nutritional hazards. These types of carbs prompt an inordinate insulin response. Chronic elevation of insulin leads to hyperinsulinism, which has been closely linked to obesity,

#### Examples include:

- Rice, bread and pasta
- Potatoes, corn (and any byproducts)
- Corn and Potato chips (sweet potato OK)
- Soy and any products
- Any processed grains (grains that have been bleached, baked, ground, refined, etc)
- Beer

### SUGARS & ARTIFICIAL INGREDIENTS

Excess sugar can cause a rapid insulin response, which is why we avoid sugars beyond those occurring naturally in the approved list of foods. Even artificial sweeteners have been shown to cause an insulin response in people.

Artificial ingredients offer a whole host of potential problems, including an increased risk

#### Examples include:

- Sugar and artificial sweeteners (stevia is OK)
- Soda and Diet Soda
- Fruit juice and any "flavored" drinks
- Candy, chocolate
- Anything considered "junk food"
- Foods with xanthan gum, guar gum, MSG, nitrates, benzoates (BHA, BHT, TBHQ), hydro-generated oils, artificial colors
- If the ingredients sounds like a chemical and not a food, avoid it!

# WHAT TO EAT SPARINGLY

Some foods fall into the gray zone and should be considered on an individual basis. We recommend omitting these foods for a month, then reintroducing them to see how you respond.

## DAIRY

Historically, ancestors did not drink dairy from the other animals. There is some evidence, mostly in the form of lactose intolerance, that our bodies are not well adjusted to consuming dairy from other animals. Dairy, however, does offer benefits, including good fats, beneficial bacteria and whey and casein protein. If you choose to consume dairy, choose grass-fed, organic dairy products.

## LEGUMES

While natural, beans can cause gastrointestinal inflammation and irritation. But use your judgement, legumes are good protein source for vegetarians.

## COFFEE (CAFFEINE) & ALCOHOL

Both these substances are proven to disrupt body function. Caffeine increases your cortisol (stress hormone) levels and alcohol in large amounts contributes to cardiovascular disease, liver damage and disruptive sleep. But both beverages have health benefits to. The key here is moderation. Lower your coffee consumption each day and approach alcohol as a treat.

## TOP FITNESS FAQ'S

- 1 What is the Best Way to Lose Fat?**  
Unfortunately, there isn't just one way to lose fat. Each person will respond differently to a training program. It's important to note that weight bearing activities that involve multiple groups burn more calories which burn more fat.
- 2 If I Lift Weights, Will I Get Bigger?**  
Genetics, gender, and training intensity will determine the answer to this question. First genetics - people with fast twitch muscles (think sprinters) are more likely to build muscle faster than endurance slow twitch fibers. Gender - males have testosterone which leads to more muscle mass acquired by men over females. Lastly, training intensity should be at least 80% of 1 rep max to allow for muscle hypertrophy. If you aren't looking to try to build muscle then keep it under that percentage.
- 3 How Do I Get A Flat Stomach?**  
We know that strength training helps build the abdominal muscles. The kitchen is where they are defined.
- 4 If I Stop My Physical Activity, Will My Muscles Turn Into Fat?**  
Muscle is exactly that-muscle. So no, fat accumulates when you over eat and move less than you should to maintain your body weight. You will see a decrease in your fitness and your body composition the longer you stop training.

# BRIDGING THE GAP

Books and information are great tools to help get the ball rolling with change. However... Changing your thinking doesn't always change the results you're after.

It's the KNOWING-DOING Gap that needs closed.

Action is required to change your results.

Maybe you are thinking, "**What should I do next?**"

"Take Action!" I would tell you. "Either double down on the information provided in this book or Find A Specialist." Someone who can help you discover the options you have to lose those extra few pounds or increase your energy, shape up your overall fitness, and live a lifestyle free from feeling down about the way you look.

I would also tell you, "Do It Now! Do It Today!" Those who take action are significantly more likely to change the way they look and the way they feel than those wishing things would change as they find themselves eating ice cream in front of the TV.

That's why the Breakthrough Fitness Strategy Conversation was developed. It's confidential, complimentary 15-30 min conversation where you can share your situation with no pressure... no obligation... and get all your questions answered then walk away with a strategy that will work for you.

## **There are 3 assurances that I can promise:**

First, this is a way to add value to you and provide you with an outlet for you to talk with someone who knows what they are doing and helps people with improving their health everyday.

Second, we will come up with a game plan that you can act on. Again, going back to acting is a way to allow yourself to make the changes necessary in your attitude and behavior that will create lasting results.

Lastly, you'll with the option to do it by yourself or have an option where we can work together.

To schedule your complimentary Breakthrough Fitness Strategy Conversation, dial **330-701-1302** and take control of your health again.

Finally in closing, I ask you to SHARE this book with a friend or family member who mentions something about their health. This is a simple visual guide in which you can take action on each of the steps provided and make incredible change.

To Improving Your Health  
Brian Parana



# GET TO KNOW BRIAN

Brian Parana has a heart to serve, whether it's with his clients, his community, his family or his fellow person. His passion is to show the busy person how to claim back their physical health and fitness. This process is an intuitive and easy process involving your fitness.

Brian graduated from the University of Akron with an exercise science degree and a focus on nutrition. He has countless exercise and nutrition certifications that have allowed him to gain the knowledge needed to take people through a transformational process. Through the last decade, he has been able to help hundreds of people reclaim their health. The focus has shifted from just getting in a good workout to really deep diving into some of the reasons people choose to do and act in the way that they do.

When you meet Brian, you will quickly discover why people are able to instantly trust their health and fitness to him. He will ask you the tough questions that will deliver the answers to improving yourself.

