

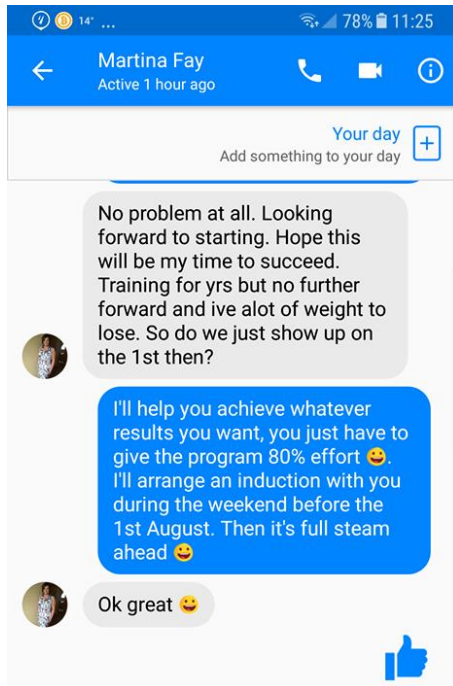


How Martina Won Vegas

Behind every great achievement, there's a story. Here is the story of how Martina Fay lost 53 lbs of pure body fat (65 lbs total weight) in 2017, transformed her body and won a holiday for 2 to Las Vegas. What Martina has achieved to date, is beyond amazing, and an absolute credit to her. This is a story about never giving up. About determination, planning for success, believing in yourself, trusting in others and really just going for it.

My intention for writing this story is to help educate you, the reader, about how to go about achieving life changing results for yourself in 2018. The reason I say '2018', and not 'now', is because Martina's achievements came down to a combination of proper planning, the correct timing and a whole lot of determination. All the determination, effort and will-power in the world, won't bring you success, if your plan is not solid and your timing is now right. So I hope that this story does educate and inspire you to make a solid plan for 2018, and make it the year you achieve anything you want.

This story starts when I first met Martina. I have included screen shots of a few of the text messages we exchanged since the beginning. Martina contacted me

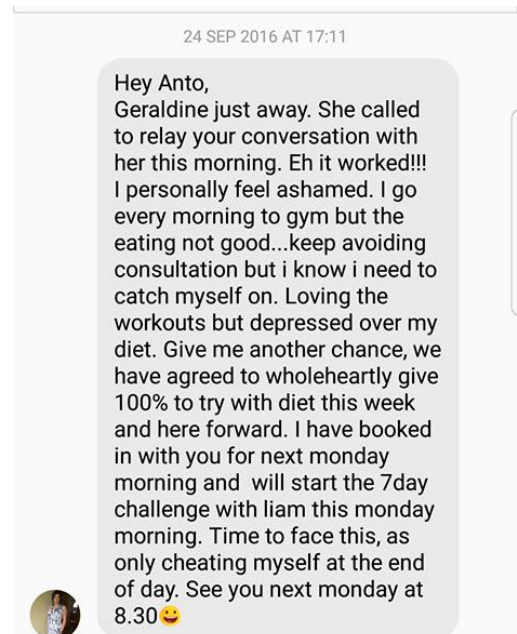


on the 19th July 2016, to begin the Maxx90 program with her friend. Martina always knew that she would succeed with her fat loss sometime, she just didn't know how or when. She told me that she had been training for years, but was no further on, even though she had a lot of weight to lose.

So many people can relate to this same situation. Trying hard for years to lose weight, but each year, finding themselves slowly but surely, gaining more weight than the year before. Many people find themselves in one big life cycle of yo-yo weight loss. And it all comes down to one cause. Most people are putting all their effort, determination and will-power into the wrong things. Giving a bad plan everything you've got, 110%, will not yield good results, not long-term anyway.

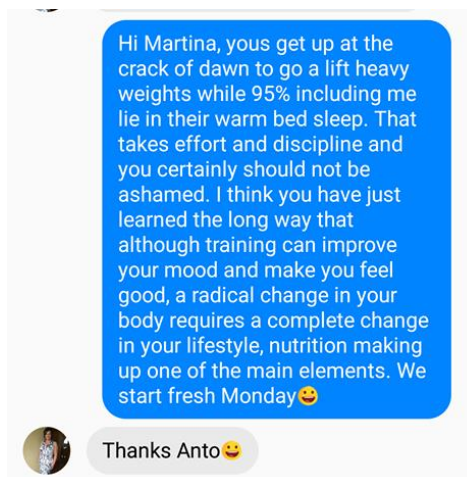
Martina got started

with the Maxx90 program. She really seemed to enjoy training with weight lifting. She trained early mornings at 6am, 4 morning a week, having a well-earned lie in on a Wednesday morning for rest day. Martina trained hard and consistent, but she always seemed to avoid the nutritional consultations. After her initial weigh-in back in August 2016, I have very little more stats for her over the coming next few months. I didn't see much of Martina in the gym at the time, as she was usually finished her workouts at 6:30am, before I was in.



Then one Saturday morning in September, I

met Geraldine, Martina's training partner, just as she was leaving the gym. I got talking to her and was enquiring about why her and Martina had been avoiding their consultations. The answer was pretty obvious. They were training hard, but their nutrition was far from great. As the saying goes, "you can't out-train a bad diet", and the results simply weren't happening. So for both girls, it was take 2. Monday, a new fresh start, time to go at it again. Martina turned up for her consultation on the Monday, got weighed in again, and that was her, off to a new start.



2 weeks later, on the 3rd of October, I consulted with Martina again. She had lost 5lb in total weight, but only 1.5lbs was body fat. Many people would be happy with 5lb weight loss in 2 weeks, but this was bad weight loss. This is one point I can never emphasis enough to people. Fat loss is good. Weight loss isn't. Martina's weight loss was mostly lean body mass, with less than a third of the

weight lost from body fat. What most people don't know, is that they can actually lose weight and gain body fat at the same time.

Martina continued to train hard every week, but that was the last time I consulted with her in 2016. The nutritional plan I had given her, just wasn't working for one reason or another. It wasn't right for her. There is no "one size fits all" nutritional plan. People are all different. Our situations are different. Our daily routines are different. Our bodies are different. So what works for one, doesn't work for all. If something isn't working, change it. Step back, evaluate the situation, come up with a new plan and go again. Change it, tweak it and tweak it again until you find something that does work.

Towards the end of 2016, I had been learning a new nutritional approach. It wasn't exactly new to me, I had done it before in the past. But I had done it all wrong. This time, I had a much better understanding of it, and wanted to test it on a few clients as well as myself. It was going to require a certain level of effort and determination, so what better time to start than the beginning of January. A new year. New hopes and aspirations. A new chapter in everyone's book. January is the month for change. Out with the old and in with the new.

Most peoples weight loss attempts fail at the first hurdle. All too often, we start on a Monday, but by the Friday, we're ready to give up, pack it in. It's not that we don't have what it takes to stay the distance, see the task through. It's just that most times when we set out to achieve something, especially a weight loss goal, we approach it all wrong. It's often a spare of the moment decision, or a decision with no real commitment behind it. Or the purpose is wrong. In most cases, the timing is wrong, and in 99% of cases, the plan is wrong.

For Martina though, this time, things were going to be different. At the start of December, 2016, Maxx Life had announced it's 2017 Las Vegas competition. It had a lot of the Maxx gym goers excited at the prospects of winning a trip to Vegas. But for Martina, Vegas was not her purpose.

29 DEC 2016 AT 13:08
Hey Anto, hope you and family had a great xmas. I see your club maxx 90 up for existing members Brilliant idea and unreal price but i dont think this for me. I determined to try hard from january and give it a real go. Got that kinetic diet book yest and must have a look. What do you reckon i best to do as regards membership as i really want and need consultations. Should i try the programme from start again? What you suggest?

Yes, off course she would like to win it like everyone else. But it was not the driving force behind her new weight loss attempt. Martina was doing this for her. 2017 was going to be her year. 2017 was going to be the year she changed her lifestyle around for the better.

The plan was for Martina to enjoy Christmas as normal, while also learning about the new nutritional approach she would be trying come January, and to get her mind prepared for the changes ahead.

18 NOV 2016 AT 08:38
No probs Martina. I've been looking to get talking to you over the last few weeks. I want to suggest a different approach for you and maybe Geraldine too in the new year. I never mentioned it during training as I'd prefer to discuss it in consultation 😊. Maybe go for Monday morning ?

21 DEC 2016 AT 09:38
Hi Martina, I'm recommending to a few clients to try a different nutritional approach in Jan. If you are intending to stay on at Maxx90 and would be interested, please let me know and I'll send you details

21 DEC 2016 AT 10:06
Oh deffo Anto, badly needed. Looking forward to what the new yr will bring 😊

Hi Martina, yes, had a fun Christmas, thanks. You can still of course continue on the way that you were. Restart Maxx90 from the beginning, have a consultation every fortnight and really go for it over the next few months with nutrition. Have a good read through the book and see what you think of it. I have a few other clients that are going to try this approach. It is a short term approach at the expense of a lot of food restriction and some muscle loss, but if you stick to the guidelines and transition out of it correctly, you really can change the rest of your life in a few months of dedication and effort

Also this January 2017, the Maxx Life gym had introduced a new monthly membership option, which reduced the costs greatly for clients, and made the client consultations an optional extra.

For Martina however, 2017 really was going to be her year. This was going to be the big one. The one that changed her life. She knew it wasn't going to be easy, and that she would need as much help and guidance as possible along the way. So we decided that a regular consultation would be the best approach for her.

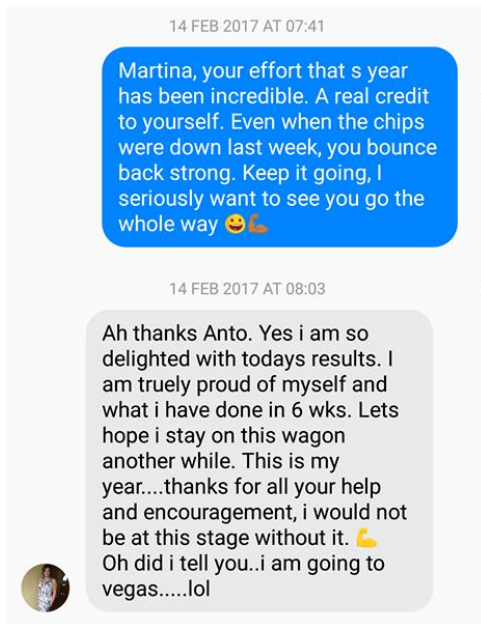
2016 had come and went. The festivities were over, and for Martina, it was now time to knuckle down and get to work. She had spent the past 2 weeks preparing herself. Letting her mind know that some changes lay ahead. By this stage, Martina already had a good knowledge of weight training

from her months on the Maxx90 program. She had a fair understanding of the new nutritional plan, and was ready to hit the ground rolling.

It's all too common, that a lot of people decide to change their lifestyle in January. But they do it without a proper plan and often without any professional guidance. Martina on the other hand, had the groundwork done. She had built a good foundation for training knowledge as well as a new foundation of nutritional knowledge. Her workouts were planned. Her nutritional approach was clear. Her consultations were booked. She was armed and dangerous. Motivated for the New Year. Motivated for what lay ahead. Martina had her initial weigh-in of 2017, on January 2nd. Eager as eager could be. At the end of that first consultation, Martina said the words, "This is it!". Again, she was confirming to her mind to get ready. That this time, things would be different. Self-belief is everything. If you don't believe in yourself, there is no way you can accomplish anything great. Over the first few weeks, Martina's self-belief and positivity grew strong. On several occasions, she said to me, "This is it!".

Martina trained every Monday, Tuesday, Thursday & Friday at 6am. We chatted regularly in the gym and a lot over text message. She'd send me photo's of her food and told me about the new things she had learned. She joined several support groups on Facebook, and researched a lot on nutrition in her own time.

From the very start, I consulted with Martina every single Tuesday morning at 5:30am. We'd weigh her and then discuss how she had got on over the week, as well as tweak her plan for the following week. At her 5th consultation of 2017, on the 31st January, Martina had lost an unbelievable 17.4 lbs of body fat while maintaining her lean body mass. Martina's self-belief in herself was growing rapidly, her self-confidence, self-esteem, fitness, everything was improving. Her momentum was gaining and gaining. This is the purpose of timing. Had Martina started this plan 4 weeks before a holiday, any momentum she had built, would be knocked flat in an instant. Instead though, she was picking up momentum like a roller coaster in the middle of a free fall.



Martina's momentum took a bit of a knock in February when she fell sick for almost a week. Life has so many ways of putting obstacles in our path, to knock is off our tracks. Some are planned, such as a holiday or Christmas, but others attack us when we least expect it, like a sickness or the death of a loved one etc. Life wants us to have everything we've ever wanted. It just wants us to work hard for it. The bigger the prize, the bigger the obstacles. That's why life is such a challenge. There is no easy life. There is just giving up, or not giving up.

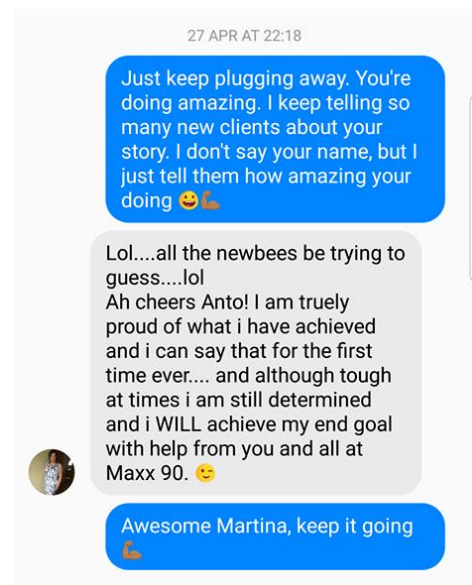
Another 4 weeks had passed, another 4 consultations later, and Martina was still burning fat fast. The sickness had knocked her back, but she was still tramping on, with 22.6 lbs of body fat lost on the 28th February.

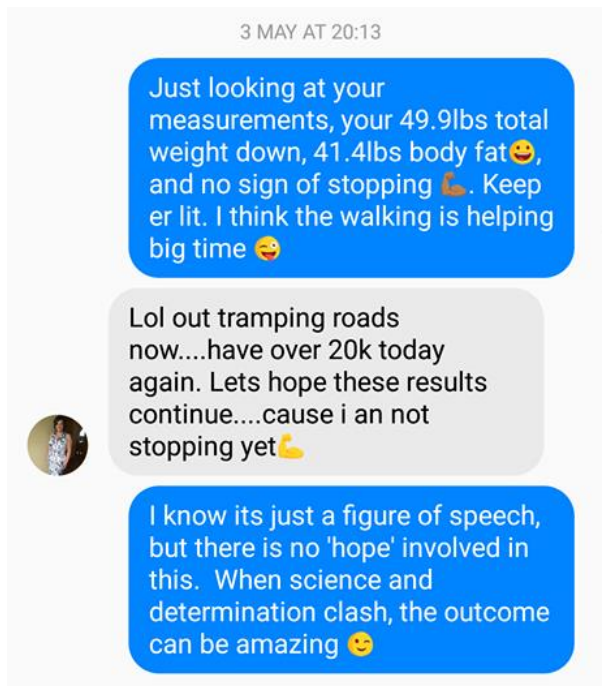
By now, routine had cemented its place well in Martina's lifestyle. What had started out as difficult at the

beginning of January, had now become everyday life for her. A weight loss journey really is like a roller coaster. The first few weeks are like the climb. Slow. It takes the most effort and energy, and you often just want to get off. At the top, it almost seems like your about to stop. And then, wham. You've made it past the hard bit, you storm down the next part, building momentum until there is no stopping you. There is still plenty of small up and downs along the way, but you're having fun now, up until the momentum stops.

Even in March, Martina was still learning about nutrition and reading books on the subject. March's book was 'The Obesity Code'. A book I haven't read myself, but Martina recommended it to me, as very interesting. 4 more consultations during March, and on the 28th of March, total body fat loss was at 28.3 lbs. That's 2 stone of pure body fat in 3 months. Not to be confused with 2 stone weight loss.

April, and the days began to get longer. Martina changed her training from 6am to 5:30am. Her new lifestyle changes had her bouncing, energetic and full of life. With spring in full flow and the temperatures rising, Martina began walking a lot more. We'd set her daily step targets to hit and she'd smash them. 4 more consultations this month and a further 10 lbs of body fat down, bringing her total to 38.2 lbs of body fat on the 25th April. Martina's total weight loss at this time was 46.9 lbs, however it is body fat loss that is the magic figure.





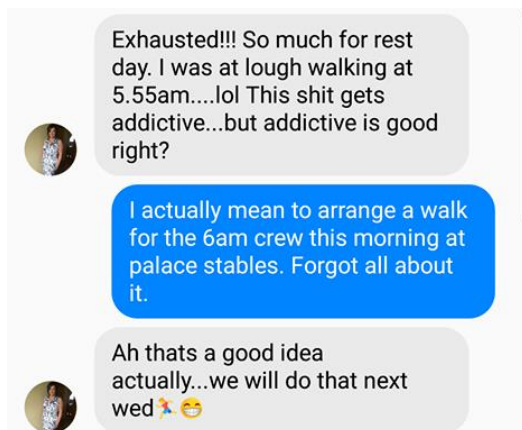
We mixed Martina’s training up in May, completely changing her weight lifting program from the Maxx90 workouts to the Bikini8 workouts. Completely new workouts and a whole new soreness. You have to constantly change it up, shock the system, so that it continues to grow and improve. Changing up your training often, and making adjustments to your nutrition from week to week, is required to get continuous results. Doing the same thing, week in week out, very soon finds you in a long and testing fat loss plateau.

It was also during the month of May that we started a new Maxx weekly walking club. Martina participated in the early morning walking club, as well as continued with her own walking challenges most evenings. The spring and summer are the ideal time of year for

getting active. It’s unfortunate that January is in the winter, as it’s the most motivating month of the year, in the most demotivating season of the year.

Although I believe that most people fail with their weight loss attempts in January, due to poor planning and guidance, the dark cold weather does play a role in many people giving up. But, everyone has the same weather to deal with, so it’s just another obstacle. Another one of life’s challenges. On a cold and dark Monday morning in January, when your alarm rings at 5:30am. It’s lying in you warm cosy bed, with the frost outside, that you make the decision. Do you get up, to go training, or do you hit the snooze button? Life changing results come down to simple, yet extremely tough decisions.

May was walking month. I remember the look on Martina’s face when I set her the challenge of 20k steps for the first time. “20 thousand, ack Anto” with a tone of

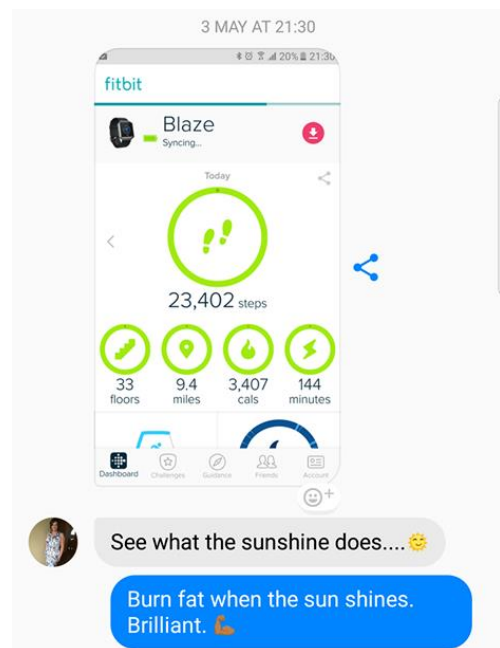


dis-belief. What

seemed like an impossible task at first, soon became the norm for Martina. 20k steps soon became a walk in the park LOL.

I teach all my clients, for fat loss, walking is far better than running. And Martina was doing plenty of it. It was also in the Month of May that Martina went to Lourdes for a trip. Until now, this was the first time that we didn’t consult in a week. The trip to Lourdes definitely threw Martina off track. Due to the very low

calorie consumption and great amount of walking, the trip had a real effect on Martina’s body.



Martina's fat loss during the trip was her greatest weekly loss since starting, but this was more of a bad thing than a good thing. The massive calorie deficit seriously affected her metabolism, slowing it down, and causing a fat loss plateau after effect. On the 30th May, Martina weighted 56 lbs of weight down, while 48 lbs of that was body fat loss. The lack of food, and protein Martina consumed during her trip to Lourdes, had caused her to lose much more lean body mass than we would have liked, causing her metabolism to slow down. This is one of the crucial facts of fat loss, and the one that causes most people to fail. Many people lose weight, and are over the moon, but what they don't realise is that they are not actually losing body fat, they are losing lean body mass. They are seriously lowering their metabolism and setting themselves up for fat loss failure and rebound. This is something that Martina and I discussed a lot, and understanding this, Martina had been able to defend against it, until it fell out of her hands at Lourdes.



Because Martina was aware of the lean body mass loss, we expected a shift in fat loss for the next few weeks, and that's exactly what happened. Martina started and finished June with almost the exact same total fat loss.

But it didn't matter. Martina's efforts over the whole first 6 months of 2017, was more than enough to win her the Vegas prize. On the morning of 29th June, 1 day before the competition ended, I presented Martina with her prize and praised her for her tremendous efforts.

Total fat loss that day was 46.3 lbs (57.4 lbs total weight loss). We both know she wasn't doing it for Vegas, but it was a nice little bonus for 6 months hard work and effort.

The summer months proved to be quite testing for Martina. 6 months working hard on yourself soon takes its toll. Motivation deteriorates for everyone overtime. It can often feel like you're never going to reach the end. The gym being closed for renovation through-out July and August certainly didn't help the situation. However, even through-out the whole renovations, even when the gym was a dusty building site, Martina still turned up religiously every Tuesday morning at 5am, to get weighted and have a quick chat.

Friday September 1st arrived, and the newly refurbished, and newly branded Maxx Life gym opened. Martina was there and raring to go. Weight lifting was back on the menu, so the soreness was back, and Martina was a happy chappy again. As the month went on and the consultations went by fast, I could see that Martina was running on empty in the motivation department. Her determination was still there, burning very brightly. Determination is the mind-set of never giving up until the goal is achieved. But motivation has the power to catapult you forward. Think of motivation as the initial driving force, momentum as the cruise control, and determination is the handbrake that prevents us rolling back too far, while you try and find first gear again.

I can see Martina's determination clearly, but her motivation for this year is all used up. Long term fat loss is all about sensible planning. Martina set out at the start of the year, giving herself 18 months to achieve her goal of 6 stone off. At the end of September 2017, exactly half way through the 18 months target, I consulted once again with Martina. But this consultation was going to be different for her.

"Ahh, I'm really dreading this Anto, I don't want to get weighed". "Don't worry Martina, you don't have to. That's it. That's you finished for this year!". "Huh?" "That's you finished! 53 lbs body fat down, you've done absolutely amazing. It's time for some time off. Enjoy Vegas, and enjoy Christmas. You've earned it. January, we go again. 4 stone down, 2 more stone to go and that's you. Finished!"

And that's the plan for the next 3 months. When you work hard, you've earned the right to play hard. We executed Martina's fat loss so that she wouldn't gain it back. However, she's going to Vegas, and then its Christmas. So she's been given a weight gain target of no more than 5 lbs. I did say Vegas, followed by Christmas LOL. It's a sensible, realistic and achievable plan. I'm excited for what 2018 brings for Martina. One of my favourite sayings, "little can be achieved in a day, but a lot can be achieved in a year". Congratulations to Martina on her fantastic achievement. A fantastic person to coach and an absolute worthy winner of the Las Vegas prize. I know you and Ryan will have a fantastic time away, truly deserved.

I hope you enjoyed the story of Martina's transformation journey so far. Everyone of us has a story. I must commend all my clients for their efforts this year. So many of them have similar stories to Martina's, and the



transformations they have made, not only in appearance but in themselves as a person, is truly amazing.

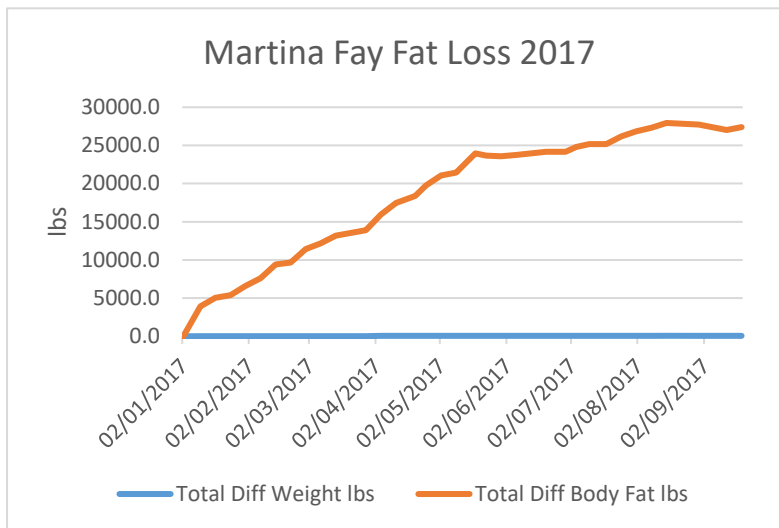
If you'd like to change your own body in 2018, I have wrote an article with some great information and tips on how to get started. To check it out, click here. [How To Transform Yourself In 2018](#)

If you're on Facebook, check out the [Maxx Life "This Is It"](#) support group. At least now where it got its name from. It's a bit quiet this time of year, but it will definitely be back in full flow come January.

Check out the stats below from Martina's fat loss journey.

Few stats from Martina's fat loss journey

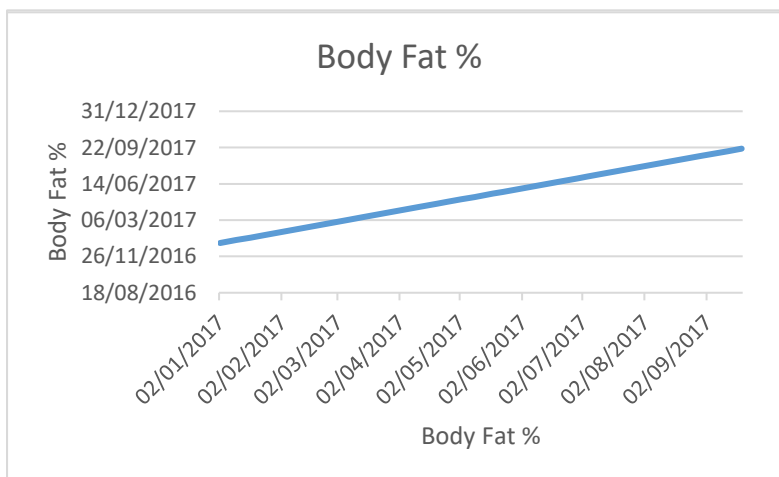
From Jan 2nd to 29th Sept 2017, Martina and I consulted 34 times.



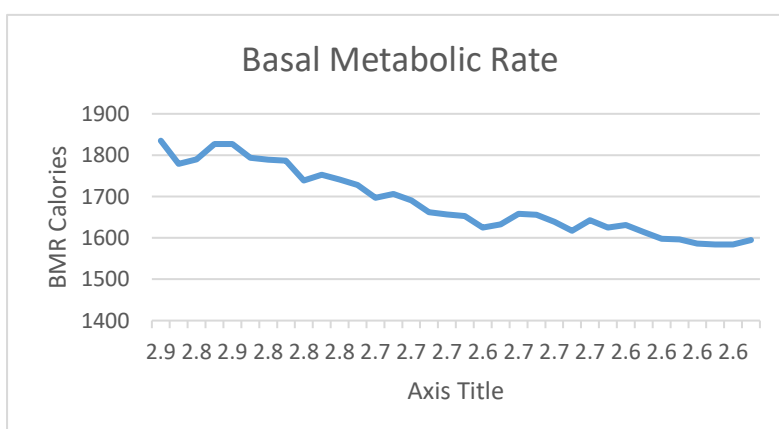
This graph shows both Martina's total body fat loss (orange line), and total weight loss (blue line) in pounds, from January to the end of September.

The gap between these 2 lines represents a loss of lean body mass, which comprises of muscle and water. It's almost impossible to prevent any lean body mass while losing fat, so the idea is to keep the lean body fat loss to a minimum. For me, this is the absolute key to long

term fat loss without any rebound.

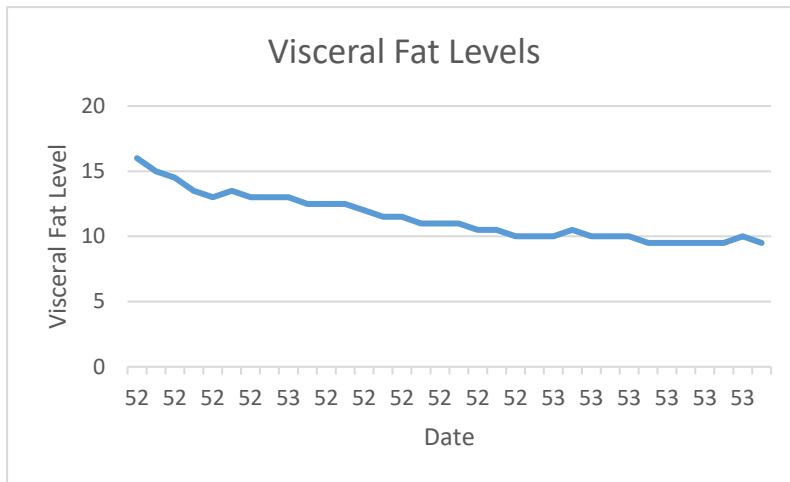


Martina's body fat % dropped from 53.3% to 44.3% over the course of 10 months. This is a fantastic reduction, and at a good steady pace. I use this measurement of body fat %, to calculate the difference in body fat in lbs. Again, I can not stress enough that this figure is entirely different to total weight loss.

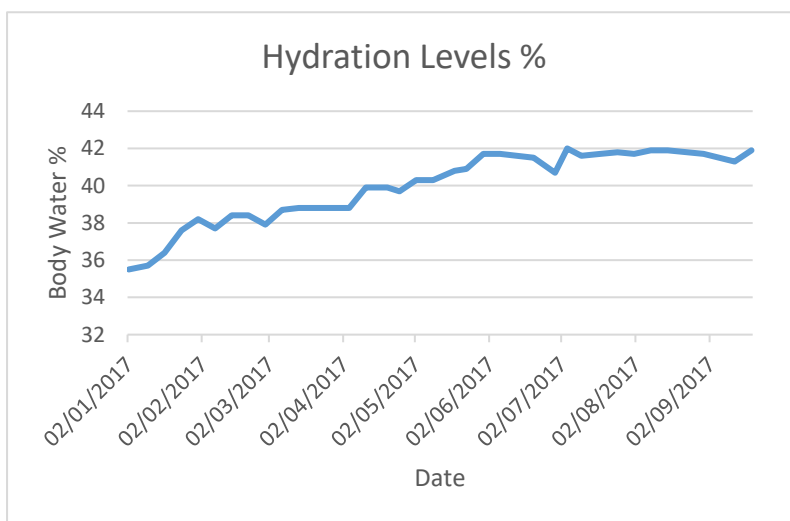


This graph shows Martina's BMR. You can see that the amount of calories Martina required on a daily basis, reduced greatly through-out her journey. She started on around 2300 calories per day, and we tweaked it every week, from 2300 to 1700 and everything in between. I'm pretty sure we never dropped below 1700.

Note that this graph shows BMR, which is the base rate that daily calories are calculated from. This is not the actual amount of calories to be consumed.



Martina’s visceral fat levels were very high when we started. Visceral fat is the dangerous fat that accumulates around the organs in our abdominal area. High levels are unhealthy. Martina has reduced hers from 16 right down to 9.5. Cardio exercising is one of the best ways to get rid of visceral fat.



Hydration level is another very important statistic. Martina started in January in a state of dehydration with only 35.5% body water. A hydrated adult has around 50-65% water, although I find the average woman much less than this. Dehydration causes many problems, including preventing fat loss. Martina’s hydration levels have increased greatly, last recorded at 42%.

If you’d like to change your own body in 2018, I have wrote an article with some great information and tips on how to get started. To check it out, click here. [How To Transform Yourself In 2018](#)

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