

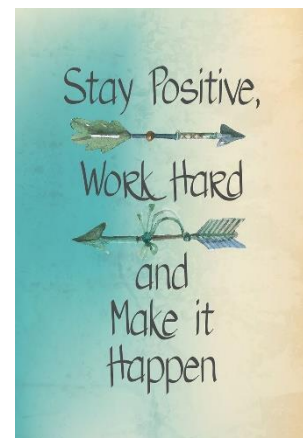


### How To Transform Yourself In 2018

I hope you enjoyed reading the [story of Martina](#) and how the first half of her body transformation journey has turned out. I wrote the story to commend Martina for her absolute fantastic efforts. She was one of the many clients that I have worked with very closely this year, and the changes I have seen in her have been inspirational.

I also wrote the story to hopefully inspire others. To inspire you, the reader. To inspire you to believe in yourself, that you can achieve anything you want for yourself. To inspire you to take action, to go after what-ever it is that you want. Believe in yourself. Have faith in yourself. Never stop learning and growing. Put the work in and you really can achieve anything you want.

I don't need to tell you that it will be hard. All great achievements require an enormous amount of effort. The great thing, is that happiness isn't in achieving the end goal. It's in the progress. It's in the small advancements you make each and every day. It's in the self-satisfaction of simply turning up. Happiness comes from knowing, that what you do today, is going to make you better tomorrow.



### Get Your Mind Right

It's all in the mind. Preparing yourself mentally for the task ahead. Getting your plan right. Learning, knowledge and understanding. Having belief in yourself. Taking control of your habits and changing them. Whatever you believe, you will achieve.

I teach my clients to always be working on their mind. Read articles that will inform you correctly. Question everything. Listen to positive audios every day. Avoid feeding your mind with negative trash.

### Decide What You Want

Seems pretty simple, right. But most people don't be specific in what they want, so how do they know when they have achieved it. "I want to lose some weight", is very different to "I will lose 6 stone in 18 months." In Martina's case, 6 stone fat loss is her target. Yes, she may lose 6 stone and then decide that she wants to lose a bit more, and that's fine. But losing 6 stone is her first target. However, just

You  
Can Be  
Anything,

If  
You  
Just Decide

deciding to lose some weight isn't a great goal. When you've lost 1 lb, you've lost weight and the goal has been achieved.

Be definitive in what you want. Don't worry about being "realistic" with goals. Shoot for the stars. There is plenty of time to be realistic in the plan.

### Get To Work On A Plan



The plan to succeed for everyone is different. What works for one person, doesn't necessarily work for another person. People are just so different. The way we think is different. Our daily situations are different. Our goals are different. I've seen body transformation programs requiring people to eat 6 small meals per day. How can a mother of 3 young children who works a 40 hour week, or night shifts as a nurse, possibly prepare and eat 6 small meals per day. They simply can't, at least no longer than a week. And all the program is teaching them, is that they are a failure compared to the other people on the program.

Your plan must match your situation. A good plan or program fits in with a person's life. In most cases though, people start programs which require them to work their lives around the rules of the program. This simply isn't practical. It's the very reason I stopped the Maxx90 12 week body transformation program. It was like every other transformation program in the world. One workout plan for everyone and one general nutrition plan for everyone, with small tweaks here and there. Even when programs advertise that you get a custom meal plan, you don't. It's the same meals, just slightly different quantities or the odd food removed. I actually seen a meal plan with 1.8 sausages on it. I mean, who ever eats 0.8 of a sausage? That's not real life. There is no "one size fits all" when it comes to changing your body.

When it comes to creating a plan of action for my clients, I base the plan completely around their own situation. I do this by talking to my clients during our 1 to 1 consultations. We discuss their goals, obstacles, expectations, and current habits. Once I have an idea on their lifestyle, only then can I recommend anything from macro tracking, high carb, high fat, keto, carb cycling, eating more, and eating less. For me personally, I eat high fat, around 50%. It works really well for me. For others, I may recommend high carb. For most, I recommend eating a lot more food. Often more water as well.



The same when it comes to training. For some people, I recommend 2 workouts per week. If you're a busy mum who struggles to get time for the gym, where's the sense in trying to work out 4 times per week. That plan would simply be setting you up for failure. If you're a young lad with a cushie wee job, who finishes work at 3pm each day, 3 or 4 workouts per week should be easy enough to achieve regularly.

Create a plan that fits into your life. Of course there will still have to be some changes and restrictions put on your current routines and habits. However, if you like a drink at the weekends and a weekly take-away, this can be factored in surely. If you regularly consume 2-3 bottles of wine

a week along with several large Galaxy bars of chocolate, then there is certainly room to cut this back a bit. Balance beats deprivation 99% of the time.

### **The Rabbit & The Tortoise**

Everyone knows the story of the rabbit and the tortoise. The meaning behind it applies big time to body transformation. Speed sells. The idea of achieving something great in a short space of time, like 12 week transformation programs, really does sell. And then we have 8 week programs. I sold them too. And 6 week programs. Sold them too. They DON'T work. What I refer to as 'working', is the MAJORITY of people succeeding with them, seeing them through to the end, and then continuing to maintain the changes they have achieved. Here's the truth. About 1 or 2 out of 10

### *Slow and Steady Wins the Race*



people do well on any of these 8 or 12 week programs. And then the trainers of the program, use this one person's results to market the 12 week transformation program for their next group. Can you achieve what this 1 person has achieved? Yes, most definitely. Will you? Highly unlikely. Because your situations are probably very different. Body type, hours of work, number of kids, social life etc. etc. Joe

Wick's used to sell 22,000 of his programs per month, yet only posted 50-80 client results per month, even though every single client had to submit a photo at the start. What happened the other 21,920 people each month who attempted his strict 90 day SSS plan? Scientifically, his plan works. In real life, it's far too strict to fit into most people's lives.

So what does work then? Well, the tortoise won the race! Slow and steady, moving in the right direction every day. Being consistent. A bottle of wine every Saturday night, is much better than not drinking for 3 months, followed by a 2 week absolute binge because you've deprived yourself so much. Balance. Small steps. Enjoying your journey. Patience. And above all, NEVER GIVE UP.

P.S. The rabbit is a yo-yo dieter. Miles ahead at the beginning. But too much too fast, soon finds themselves further behind at the end.

### **Recruit Your Friends**

Doing anything with friends is always much more fun. Support each other. Motivate each other. Even split the costs with each other. Most personal trainers are the same price for 1 or 2 clients per session, so partnering up can be cost effective too. Train with each other, go walking together. Share any new knowledge you have learned. And always be ready to pick your partner up when they need it. Make each other's journey a fun and enjoyable one. Celebrate milestones together.



### **Hire A Coach**

It's very easy for me to recommend hiring a coach, I am a coach. So of course I'm going to recommend getting a coach. However, here is why hiring a 'good' coach is important, and can make all the difference to your progress. If you have a tooth ache, do you try and resolve it yourself, or do you hire someone who knows what they are at? Someone who has studied teeth for instance, like a

dentist. Same if your car breaks, do you try and fix it yourself. You most certainly could. But you would need to spend a lot of time learning what to do first. Trying out different things, seeing if they work or not, until you find out the solution. Doable, but not exactly practical. A good fitness or fat loss coach, is a bit like a good mechanic. They have spent a lot of years learning their trade. They have learnt most of what they know from experience, not a text book.



The world's greatest sports players, all have coaches. Rory McIlroy has a full time coach. You could easily wonder why one of the best golfers in the world, needs a coach. Coaching has nothing to do with pushing a person through a workout. It's about teaching them from your experience. At least that's the way I see my role. Over the past 5 years, I've learned a great deal about 'real life' body transformation. I've conducted over 1000 client consultations through-out the past 2 years, and learned 1000 times more from them than any text book could have ever taught me.

There is 'scientific' body transformation. This is the stuff I learned about from textbooks. The best programs for getting results, at least on paper anyway. Then there is 'real life' body transformation. This is the stuff I learned from all my client consultations. Body transformation in the real world. A body builder can easily eat 10 eggs for breakfast, chicken broccoli and rice for lunch and dinner, achieve the perfect macro breakdown and train 5 or 6 times a week. I can tell you this now, following this routine will get you fantastic results. But he or she body builder does not do this all year round. They simply can't. They can do it for a show. For stepping on stage to be judged. But if you're reading this, you're most likely a mum who just wants to lose a bit of weight. Or a guy who want's to shrink his newly discovered DadBod a bit. Your goal is completely different. So to adopt a crazy approach like this, to go along side your already busy schedule, would simply be crazy. Yet this is exactly what many of the 8 or 12 week programs tell you to do. Maxx90 was along these lines. Not as strict as body builder programs, but certainly asked a lot of people.

A good coach will create the right plan for you, and then help you execute it. A good coach knows what works, and what doesn't work. The fitness industry is filled with a lot of bullshit advice, crazy fad diets and plenty of empty promises of rapid results. The fitness industry really does play on people's emotions, just to get their money. A good coach will teach you what to avoid, and what to follow. A good coach may be an expense in the short run, but a long term investment and saving in the long run.



### Hire A Personal Trainer

A trainer and a coach are different, and play different roles. A trainer trains you during the workout, a coach creates and help you execute a plan. In most cases, personal trainers do both, train their clients and also try and coach them.



Most people avoid hiring a personal trainer because they are another expense. Instead, they take up running, go to classes or purchase membership to a gym. Then they don't even use the best part of the gym, the weights area, because they don't know how to. Afraid to make a dick of themselves. I was this person once. When I first started lifting weights, I used to only go to the gym at 11am, because it was always empty then, and I could make a dick out of myself on the

equipment, but at least no one saw me, so it didn't matter. So many people walk into their gym, get changed, then confine themselves to the safety of the treadmill, cross-trainer, bike or rower. Then hit the Jacuzzi. That's not a workout, that's a warm up. Many people attend exercise classes regularly. Some of these are very good, and some are crappy, like spin. Sorry, but spin just isn't for me. Boring as hell and creates a real imbalance between the top and bottom half of your body. But I do know that there are loads who love it. Bootcamps and body pumps are good, as part of a balanced weekly workout plan. 1 to 2 sessions per week are good, along with a few weight lifting sessions. But just going to classes only, you're going to get the results of the rabbit. Good at first, but soon find that fat loss has plateaued. The opportunity for progression and overload on the muscles, are seriously limited in cardio classes. Its progressive overload that creates the real changes in the body. Classes are fun, and great for your cardio vascular system. Cardio classes make you feel great inside. But the best physiques are often found walking around the dumbbells, standing in the power racks and doing heavy deadlifts.



However, I don't recommend that you hire a PT for all your sessions. You don't want to be relying on a trainer all your life. You need to be able to train on your own. Training, fitness, activity. It's not for 12 weeks. It's for life. So I highly recommend that you hire a trainer for 1-2 sessions per week, to begin with. And do 1-2 sessions per week on your own. Ask your trainer to show you how to train, not just push you through a session. Pay attention during your sessions. Ask questions. Take an interest. Your goal is to transition over to being able to train correctly and safely, 100% on your own. I know people who have been going to exercise classes for years, but if there were away on holidays and went to the hotel gym for a workout, they wouldn't have the first clue where to start. Hire a trainer, and ask them to teach you how to train.

However, learning to train is not necessarily for everyone. I do have some clients that I train several times per week. They have no real interest in learning. They do not hire me for the knowledge of training. They hire me, because they feel that if they were left to train on their own, they probably wouldn't turn up, and they certainly wouldn't push themselves hard enough. And that's fine. Like I say, we are all different. I can tell you that these clients have tried training by themselves, so at least they have tried. What usually happens though when people rely solely on a trainer, is that they train to their budget, not their schedule. So if their budget allows them 2 PT sessions per week, they always do 2, even if they could go to the gym 3 or 4 times per week. Let your trainer know from the start, that you will train once or twice with them, and once or twice by yourself. If you find out after that, that training on your own just doesn't work, then you can adjust your PT sessions accordingly.



This all may sound like I am trying to sell personal training. And I am. Because it's honestly the best and quickest way to get started, if you hire a 'good' trainer that is. I'll give you a clue on how to spot a good trainer. Someone who clearly loves their job. Takes passion in the work they do. Talk's sense. Walks the walk. Simply knows their shit.

Personally, I've never hired a personal trainer. I learned everything from books and YouTube. I'd spend hours on YouTube, learning exercises, trying to remember the teaching points. Then I'd go to the gym, when it was empty, and practice what I could remember. I loved learning all about training. When I say I spent hours watching videos, I mean hours. 100's of hours. I have read 3 different encyclopaedias' on weight lifting, and dozens more books on nutrition. Now, when I'm teaching clients, I relay years of information to them, in the space of a few sessions, and all for less than the price as I paid for the 3 encyclopaedias. So yes, as a body transformation coach and trainer, I highly recommend that you hire a professional trainer, and extract as much knowledge and experience from them, in as short as time as possible. If you can do that, you will have got a lot of value for your money.

### Set A Start Date

#### Failure occurs because of two reasons:

1. Doing things without thinking about them.
2. Thinking about things without doing them.

It's very common for people to have a messy weekend. Decide on Sunday night that they are going to start again tomorrow. Monday morning. Everyone loves a Monday fresh start. It usually lasts anywhere between a few hours, all the way right up to Friday. Snap decisions and instant reactions, don't last long. Pick a sensible date in the future. Preferably after any holidays, or away from any upcoming events. This will give you the best chance of building up some momentum. Try not to start on a Monday. Everyone

starts on a Monday, but by the Friday, you're ready to quit. Try starting on a Thursday. Then, 5 days in, instead of it being a Friday, it's a Monday. A lot less temptations and old weekend habits to deal with. It gives you more time to build up the momentum, before the following weekend. You see, this is planning. Setting yourself up for success. There are so many things that you can do, that will give you the edge. The herd start every Monday. The successful are ahead by Monday.

As detailed in Martina's story, January is the month of motivation. A new chapter in everyone's book. Deciding now, that 2018 is going to be the year you succeed, is the start of a successful plan. Picking your starting date now, Thursday 4<sup>th</sup> January, 2018. Once you've set the date, you can begin to get your mind ready for the new changes you will be making.



I'm going to enjoy Christmas. I'm going to enjoy lovely food, and a few good nights out with friends. I'm not going to go too crazy though, cause once Thursday the 4<sup>th</sup> January comes, we're going for it. A nice walk on January the 2<sup>nd</sup> and 3<sup>rd</sup>. A clear out of all the sweets and rubbish left over from Christmas. Then it's down to work. This is going to be the year. This is it!

Once you have decided on the date, you can get to work on the plan of action. You can also begin to

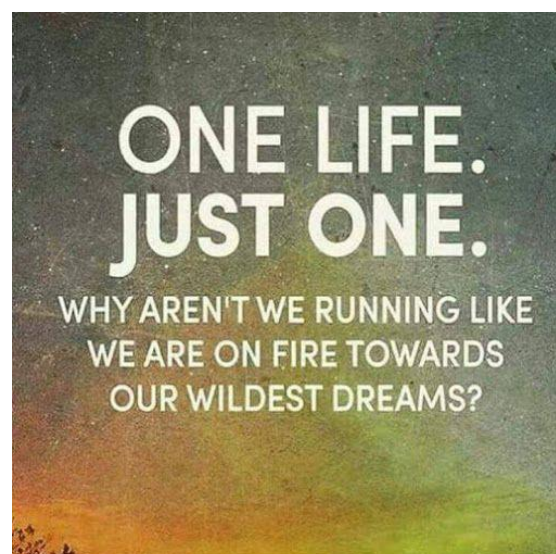


play it over and over again in your mind. Visualise yourself making the new changes. Visualise a new you. This is a very powerful technique. I actually managed to quit smoking this way, when I was about 25. At the end of November, I decided I was quitting on New Years day. I smoked right up to that day. On the 1<sup>st</sup> January, I threw my half pack of cigarettes away, and never smoked again. I told this story to a client of mine last year, also around the end of November. She decided to do the exact same thing, and now 10 months later, she is still off the fegs, after a 15 year habit. If you

give yourself time, and go over the plan in your head, again and again and again, it will sink in, and your mind will take it as an instruction. Your mind will believe that your visualisations are real. There is actually scientific evidence that this method of constant self-visualisation does work.

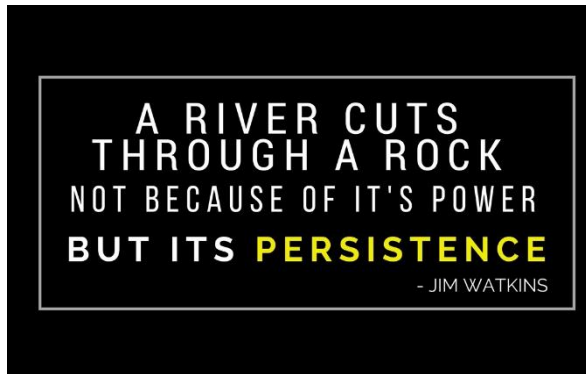
### Get Passionate With Your Plan

Right, coach hired. Date set. Training and nutritional plan worked out. Workout partner arranged. Trainer hired. Gym membership got. Time to start learning everything you need to know. Time to get really passionate. Great things don't come with half assed attempts. I don't mean, get ready to give up alcohol and go to the gym 5 times per week. But you will need to replace some aimless Facebook scrolling with learning about nutrition. Trashy soaps can be replaced by evening walks listening to motivational audio. Lying in bed to 8am, could be replaced by 7:30am rises with a healthy cooked breakfast and a few YouTube videos. Learning to use your time more wisely to help your quest, is what makes the difference. It's



all these little changes combined, that shows your passion. Find the time to fill your mind with everything that will help you learn and get better.

I spent approximately 16 to 20 hours writing the first part of my “Ultimate Guide To Real Life Fat Loss”. These articles really do take time to write and edit. I gave it to all my coaching and training clients. 2 particular clients, I asked about 8 times if they had read the article yet, over a 6 week



period. Neither had. One client actually told me that she would read it, after she has finished her fiction book. Priorities. In life, we achieve our priorities. You coach or trainer can only give you the information and tools. You must learn and apply everything to yourself. That part, no one else can do for you.

### **Be Sensible. Get Realistic**

- Be sensible with your plan.
- Don't go all out, because you'll soon find yourself, out.
- It takes a while to get out of shape. It takes a while to get back into shape
- 8 & 12 week programs are really just FAD's.
- Don't compare yourself to anyone. Everything about you and your situation is different.
- Don't try and undo years of unhealthy habits, in a matter of weeks. It can be done, but the success rate is very low.
- Only take up running as a means of changing your body, if you want to look like a runner.
- If you've tried to lose weight many times and keep putting it back on, your plan is wrong.
- The fitness industry is full of false marketing and very little integrity.
- It's practically not possible to lose more than 3 1/2 lbs of body fat in a week, no matter what your scales tell you.
- Use bathroom scales to weight suitcases, and your clothes to track your progress
- Takes photo's on the 1<sup>st</sup> of each month, so you (and only you) can see your progress.
- If you're not a body builder, then there no need to eat chicken, broccoli, rice and sweet potato all the time.
- If you're doing it for a photoshoot, then all you're going to get is a photoshoot. Few weeks later, you'll most likely look completely different.
- Don't rush. Anything rushed never looks great.
- There is a world of difference between fat loss and weight loss
- If getting into shape was as easy as eating less and going running, we'd all be in great shape
- If you need to 'cheat' on your diet, it's not a sustainable plan.
- Don't put your health at risk to lose weight. You'll lose weight and look unhealthy.
- Shortcuts often leave you with dirty shoes and you can easily get lost.
- Unless you're planning on dying, the time is going to pass anyway.
- Easy come, easy go.
- Be Patient. Be Consistent.



- Don't compare yourself to anyone. Your situation is usually very different

**ALWAYS REMEMBER, HAPPINESS ISN'T IN ACHIEVING THE END GOAL. IT'S IN THE PROGRESS. THE SMALL ACHIEVEMENTS WE MAKE DAY TO DAY.**

**IF SOMEONE GIVES YOUR ADVICE, ASK THEM TO EXPLAIN WHY. IF THEIR EXPLANATION SOUNDS LIKE BULLSHIT, IT IS BULLSHIT. 90% OF WEIGHT LOSS ADVICE IS BULLSHIT.**

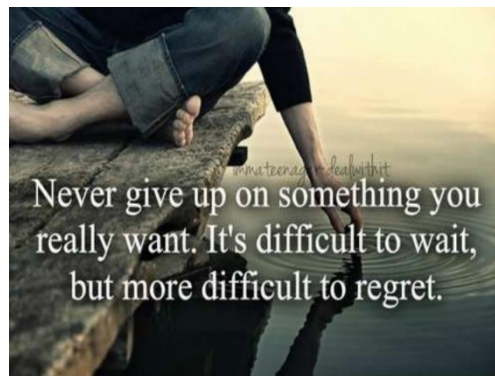
**FAT LOSS IS SCIENCE. NOT LUCK. NOT MAGIC. A SCIENTIFIC LAW THAT WORKS FOR EVERYONE.**

**FIT YOUR PLAN INTO YOUR LIFE, NOT YOU LIFE AROUND YOUR PLAN**



### **My Secret Recipe To The Best Results**

1. **Get started**
2. **Learn**
3. **Learn some more**
4. **Learn even more**
5. **Enjoy the journey**
6. **Expect off days**
7. **Never Give Up**



I hope that you enjoyed this article, found it helpful, and hopefully you find some inspiration in it to help you achieve great things for yourself in 2018. I welcome all feedback, positive and negative, so please feel free to comment on Facebook or share this with your friends. I get a sincere pleasure and satisfaction out of helping someone change themselves for the better.

If you are feeling inspired and motivated for what 2018 holds in store for you, and you want to start learning now, to get ahead. I run a great 4 week 'Learn To Lift' program, where I teach mostly mums and dads how to lift weights for fat loss or natural muscle growth. You can do either 1 or 2 sessions with me per week, for 4 weeks, where I teach you all the fundamentals of weight lifting, so that you can train properly and safely, by yourself or with a friend, and have confidence in the gym.

It's my goal for 2018, to teach 100 mums and 100 dads how to train with weights and become confident in the gym. Do you want to help me with my goal?



Facebook Maxx Life Gym or profile is AntoMaxx



Snapchat is antomaxx90



Instagram Anto Maxx



Phone or Text 07774088033

We have some fantastic new offers coming up in 2018 for the Maxx Life Gym, as well as loads more great info and the release of my brand new 'Anto Maxx's Real Life Fat Loss Guide'. If you would like to be the first to find out about all our great offers etc, please submit your name here.

Thanks again for reading.

Anto Maxx

