

# SEVEN MYTHS OF FEMALE FAT LOSS

 THE CONFIDENCE COACH



# INTRODUCTION

The fitness industry is big business, and the media is saturated with images of beautiful models and celebrities endorsing the latest diet or nutritional superfood. In practically every magazine you pick up there's the promise of fifteen-minute fat-loss workouts, two-minute routines and adverts for the current workout craze that guarantees to get you into shape in just four weeks.

you've all seen headlines like this:

“Shape your butt with these two moves!”

“Banish the muffin top in just two minutes a day!”

“Fourteen days to radiant looking skin!”

But how much of this stuff will actually get real results for real women, and how do we separate what works from what doesn't? In truth, probably all of it has worked for someone at one time, but much of it is unlikely to work for most people most of the time.

We say, ignore the marketing; all you need to do is take ownership of your nutrition and work out in a way that's right for you. After all, it's your body, and only you can decide what makes you feel at your best.

So, to help you separate fact from fiction, we've compiled the seven biggest fat-loss myths you're likely to encounter.

Plus, we give you sound advice about what you can do that will have a positive effect. And if you'd like to know more about anything covered in this guide, just get in touch.

PROTEIN  
LEADS TO A  
BULKY BODY

MYTH  
01



# WHAT YOU'VE BEEN TOLD

**DON'T OVERDO THE PROTEIN – IT'S FOR BODY-BUILDERS AND GUYS WHO WANT TO BULK UP, NOT FOR WOMEN WHO WANT A TONED PHYSIQUE.**

# THE TRUTH

**HIGH-PROTEIN DIETS HAVE BEEN SHOWN TO HELP WITH FAT LOSS.**


**It's not the amount of protein you consume that leads to muscle gain; it's your total calorie intake that's important. In fact, higher protein diets have been shown to help with fat loss when calories are controlled. While protein is important for maintaining muscle, if you want to add muscle, you need to eat more calories than you expend.**

**Protein is hugely important for the growth and repair of our bodies and is essential for a properly functioning system. So, while we do need protein for structural reasons it's also essential to think about protein beyond just our muscles, considering things such as detoxification and hormonal balance. Take liver**

**detoxification, for example, and the major role protein plays here. There are two basic stages of liver detox, both of which require protein. Being that the health of the liver is so crucial to the proper functioning of the rest of the body, diets that are very low or deficient in protein could be problematic long term.**

# WHAT YOU CAN DO

YOU NEED TO GET  
THE RIGHT AMOUNT  
OF PROTEIN SO YOUR  
BODY CAN LOOK AND  
FUNCTION AT ITS BEST.



If you're active, it's more than likely that you'll need more than if you were sedentary. your requirements will also change based on the other foods you eat. If you choose to reduce or limit carb intake, for example, you'll probably need to make up some of that difference in calories with additional protein.

And don't forget that protein is available in lots of different guises and is available in both animal and non-animal food sources. We all know that we can get protein from meat, fish, eggs, but significant amounts are also found in nuts, dairy products and legumes, for example. All these foods are on our 'green list', which you can find in our What to Eat and When E-book.

The reality is that without taking into account the rest of your nutritional intake, it's almost impossible to calculate an exact protein requirement for personal requirements. However, a good starting point for anyone looking to make changes to their health and physique is to embrace the advice in our nutrition: Stage 1 – The basics leaflet, combined with the foods on our green list.

# LIFTING HEAVY GIVES YOU BULKY MUSCLES

# MYTH 02



# WHAT YOU'VE BEEN TOLD

LIFTING ANYTHING HEAVIER THAN A COUPLE OF KILOGRAMS LEADS TO INSTANT MUSCLE GAIN AND AN UNSIGHTLY PHYSIQUE. WOMEN CERTAINLY DON'T WANT TO BUILD MUSCLE.

# THE TRUTH

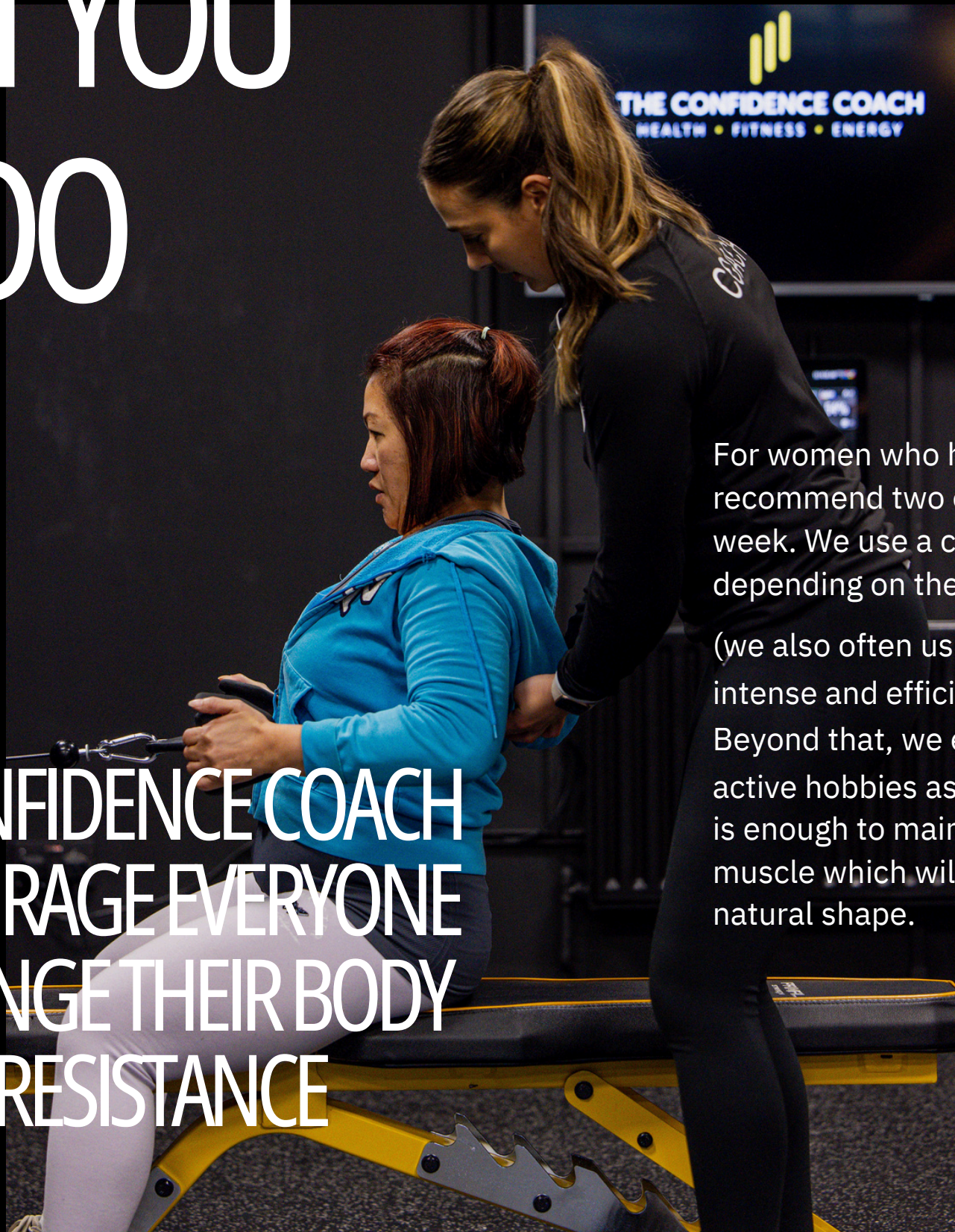
IT'S HIGHLY UNLIKELY THAT DOING A FEW SETS OF CHALLENGING WEIGHTS A COUPLE OF TIMES A WEEK IS GOING TO SEE YOU PACK ON POUNDS OF MUSCLE.

Heavy is relative to the individual, but we all lift things that weigh more than a couple of kilos everyday, like shopping bags, washing loads or our kids. Has lifting any of these turned you into the Incredible Hulk? no, of course not. Most women who use resistance training as part of a general fitness programme can't and won't gain more than a couple of kilos of lean mass (muscle, bone, connective tissue..you know, all the good stuff), even if they wanted to. Muscle building doesn't happen by accident when you pick up a dumbbell; you must actually want to do it. The fact is, women find it very difficult to increase muscle size.

In any case, adequate lean mass is hugely beneficial for women as they approach their thirties and beyond as it helps maintain good posture, keeps you strong and keeps your joints stable.

# WHAT YOU CAN DO

AT THE CONFIDENCE COACH  
WE ENCOURAGE EVERYONE  
TO CHALLENGE THEIR BODY  
THROUGH RESISTANCE  
TRAINING.



For women who have general fitness goals, we typically recommend two or three full-body strength training sessions per week. We use a combination of heavier and lighter weights depending on the exercise.

(we also often use metabolic resistance training, which is an intense and efficient approach that's great for fat busting). Beyond that, we encourage you to run, walk or practice other active hobbies as often as you can. This level of resistance work is enough to maintain and, in some cases, even add a little bit of muscle which will improve posture and help you gravitate to your natural shape.



# COREWORK

# BURNS BELLY FAT

# MYTH

# 03



# WHAT YOU'VE BEEN TOLD

CRUNCHES, SIT-UPS AND CORE TRAINING DELIVER GREAT-LOOKING ABS. IF YOU WANT A FIRM MIDSECTION, YOU NEED TO PERFORM THESE EXERCISES REGULARLY, FOCUSING ON HIGH REPS FOR TONING.

# THE TRUTH

YOU CAN'T BURN FAT IN A PARTICULAR AREA BY DOING EXERCISES THAT TRY TO ISOLATE THAT BODY PART.

For example, doing crunches won't target fat that's stored around the abdominals. While they can help core strength and stability, isolation movements like crunches and planks do very little for fat burning around the stomach. They don't cause enough metabolic disturbance, which is key in forcing the body to change. A toned stomach will only show if your body fat is low.

Sure, you need to condition the abdominals, the same as any other muscles, but you don't need to spend hours focusing on specific core exercises. If you have injury or weakness, more focus might be required, but a little is enough for most healthy people.

# WHAT YOU CAN DO



WE SUGGEST PRIORITISING BIG, MULTI-JOINT EXERCISES, SUCH AS SQUATS, DEADLIFTS, PUSH-UP VARIATIONS AND PULLING EXERCISES.

Focus on getting proficient at exercises like those in the The Confidence Coach SGPT sessions, and don't overdo the isolation stuff. Combine them with a good diet, and you've got the perfect recipe for a sculpted middle.

you can still do your direct abdominal exercises, just save them for the end of your workouts when you've done the main event, and don't forget to balance them with lower back work.

CARDIO IS THE  
BEST FORM OF  
EXERCISE FOR  
FAT LOSS

MYTH  
04



# WHAT YOU'VE BEEN TOLD

IF YOU WANT TO BURN FAT,  
YOU NEED TO DO LOTS OF  
STEADY CARDIO TRAINING,  
AND THE MORE YOU CAN  
DO, THE BETTER.

# THE TRUTH

SUCCESSFUL FAT LOSS WILL BE  
DOWN TO YOUR DIET, NOT  
CARDIO.

Plenty of people get themselves into great shape without doing any traditional cardio – some achieve it with absolutely no form of cardio whatsoever. It's one tool in your armoury, but it's not the only way, and it's certainly not the most efficient way. What works for one person will not always work for another, so it's impossible to say that one training method always trumps another for a specific goal.

However, if we were going to create a simplistic hierarchy of fat loss, it would probably look something like this:

01. NUTRITION
02. RESISTANCE TRAINING
03. INTERVAL TRAINING
04. STEADY CARDIO TRAINING

you'll notice that nutrition comes first, and traditional steady-state cardiovascular training is last. It's not that it's not beneficial; of course it is. But in terms of effectiveness and efficiency, we see better results when people combine nutrition and resistance training.

# WHAT YOU CAN DO

FIND THE RIGHT  
LEVEL OF CARDIO  
FOR YOU.

once a sound base of nutrition is in place, how much cardio you need to do comes down to three factors:

01. YOUR STARTING POINT
02. THE TIME YOU HAVE AVAILABLE
03. YOUR PERSONAL PREFERENCE

Most people have busy lives and only have up to three hours per week to train, so we typically recommend resistance training supported by a basic nutritional programme that meets their specific requirements. As you progress, we might add some high-intensity intervals at the tail end of your sessions, leaving cardio as a backup. If you have more time available to train, you can do your intervals on separate days to your resistance training to maximise its effectiveness. For those with more than four hours per week to train, we might include some steady state cardio, but it's typically only for people with extreme body fat goals.

# WOMEN SHOULD TRAIN DIFFERENTLY TO MEN

# MYTH

# 05



# WHAT YOU'VE BEEN TOLD

WOMEN SHOULD LEAVE UN-LADYLIKE LIFTING AND SWEATING TO THE GUYS AND STICK TO DUMBBELL CIRCUITS AND PILATES TRAINING, WHICH HELP DEVELOP A LONG, LEAN AND TONED LOOK. INTENSE TRAINING ISN'T GOOD FOR WOMEN; IT WILL ONLY BULK YOU UP.

# THE TRUTH

THERE'S NO REASON WHATSOEVER WHY WOMEN SHOULD TRAIN DIFFERENTLY TO GUYS.

Sure, some considerations are unique to women, such as hormonal fluctuations and the angle of the female pelvis, but the principles are the same for both sexes. In fact, if they want to look firm and toned, women should definitely train the same way as guys. And resistance training.



# WHAT YOU CAN DO

A woman with dark hair, wearing a dark blue long-sleeved shirt, is participating in a group fitness class. She is holding a green resistance band and looking upwards with a focused expression. Other participants are visible in the background, also using resistance bands. The setting appears to be a gym or fitness studio with a dark background and some greenery.

IF YOU WANT TO LOOK GOOD,  
BUILD CONFIDENCE AND GET  
FIT IN DOUBLE QUICK TIME  
YOU SHOULD EMBRACE WHAT  
MIGHT BE TRADITIONALLY  
VIEWED AS GUY TRAINING.

What's important above all else is that you pick the style of training that you enjoy and can stick at. For general fitness and fat loss goals, we prioritise strength training because it builds more than just strength. It builds a confidence that can only be gained from being physically equipped (and you won't get that by doing twenty minutes on an elliptical trainer). There's a saying that 'strength is the mother of all qualities', which translates as 'get stronger and you'll be able to go further and faster for longer'.

**CARBS ARE  
BAD FOR YOU**

**MYTH  
06**



# WHAT YOU'VE BEEN TOLD

EAT LOW CARBS AND TO  
CHOOSE LOW-GI FOODS:  
OTHERWISE YOUR BLOOD  
SUGAR AND INSULIN  
LEVELS WILL SHOOT UP AND  
CAUSE FAT TO BE STORED  
AROUND YOUR MIDDLE.

# THE TRUTH

**CARBS AREN'T NECESSARILY BAD,  
IT'S JUST THAT TOO MUCH OF  
ANYTHING ISN'T GOOD FOR YOU.**

Carbs are the new fat, which was the old carbs. Food groups take it in turns to be accused of being the cause of obesity and ill health. Right now, the finger is being pointed squarely at carbohydrates. And it's true, when we eat carbs (it's true of some proteins also), blood sugar levels go up, which in turn causes the pancreas to produce insulin to bring these levels down. Insulin is a storage hormone which transports any sugars not immediately used to the muscles and liver, with the leftovers being safely deposited in our fat cells. So, if you overconsume carbohydrates, the excess will be stored as fat. But that doesn't mean carbs are bad. You might just need to move more or eat less sugar.

Research suggests that what's actually happening is that our consumption of everything is increasing slightly, not just carbs. We're eating more calories, and expending less, which is causing weight gain. The reality is that too much of anything is not good for you, including carbohydrates.

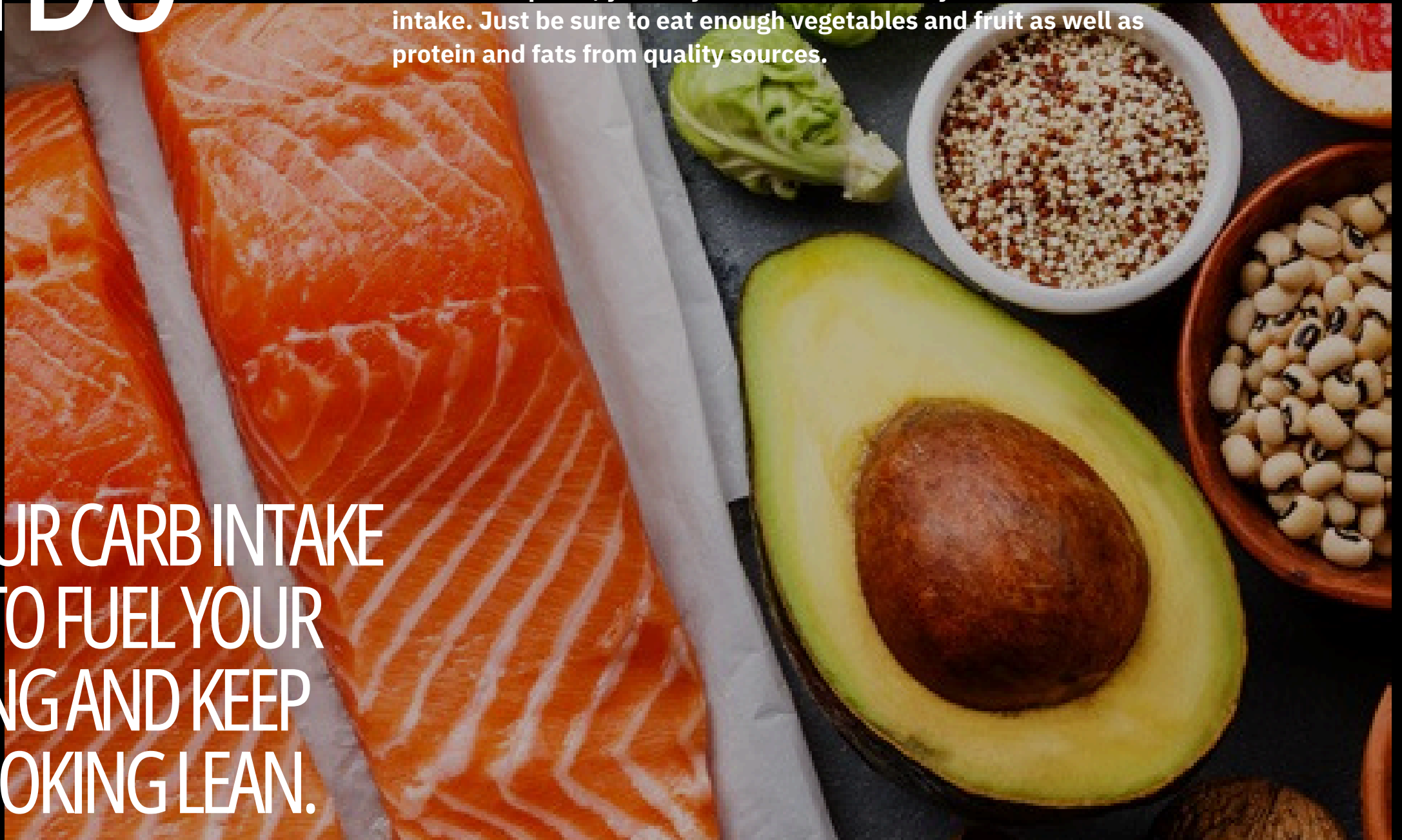
# WHAT YOU CAN DO

drastically cutting carbs for a long period is a bad idea for most people. you need to work out what works best for you and your goals.

A good place to start is base your diet around carbs that mainly come from vegetables and fruits. This will help you balance blood sugar levels, and then you can start introducing other carbohydrate sources over time.

If your diet is rich in processed or starchy carbohydrates such as bread or pasta, you may need a reduction in your overall carb intake. Just be sure to eat enough vegetables and fruit as well as protein and fats from quality sources.

GET YOUR CARB INTAKE  
RIGHT TO FUEL YOUR  
TRAINING AND KEEP  
YOU LOOKING LEAN.



IT WORKS FOR  
CELEBS & SUPER-  
MODELS, SO IT'LL  
WORK FOR ME...

MYTH  
07



# WHAT YOU'VE BEEN TOLD

ALL YOU NEED TO DO IS BUY THIS (INSERT SECRET INGREDIENT, SUPERFOOD OR REVOLUTIONARY TRAINING SYSTEM), ENDORSED BY (INSERT NAME OF CELEBRITY OR SUPERMODEL), AND IT WILL WORK THE SAME MIRACLE FOR YOU. AND IN JUST SEVEN DAYS!

# THE TRUTH

WHAT WORKED FOR ONE FAMOUS NAME IS HIGHLY UNLIKELY TO WORK FOR EVERYONE.

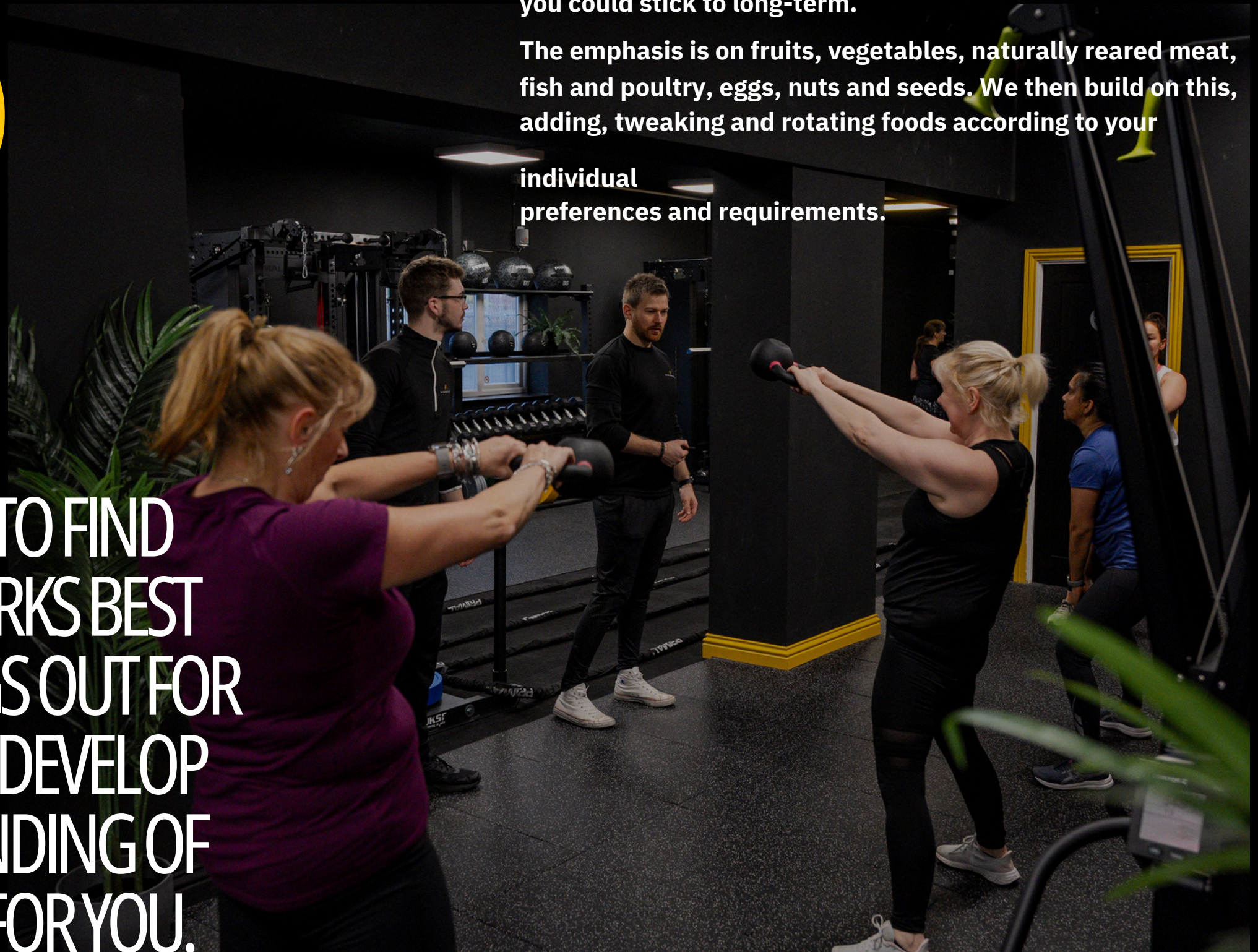
We're all completely different, with different lifestyles, preferences, training and nutritional history, so we react differently to certain approaches. We're also going to let you into a secret: there are no secrets when it comes to getting into shape. It's almost always counterproductive to employ an unsustainable quick-fix approach. That's why we don't use training or nutrition gimmicks; just tried, tested methods that work. But the basic methods aren't sexy and don't sell magazines, so that's why they're not typically headline news.

# WHAT YOU CAN DO

THE ONLY WAY TO FIND  
OUT WHAT WORKS BEST  
IS TO TRY THINGS OUT FOR  
YOURSELF AND DEVELOP  
AN UNDERSTANDING OF  
WHAT WORKS FOR YOU.

By all means, start with what works for others, but you'll need to tweak it to meet your specific requirements. Pick a sensible nutrition programme that has increased health at its core. Go with something that fits with your lifestyle and something that you could stick to long-term.

The emphasis is on fruits, vegetables, naturally reared meat, fish and poultry, eggs, nuts and seeds. We then build on this, adding, tweaking and rotating foods according to your individual preferences and requirements.



# IN CONCLUSION

BY EXPOSING SOME OF THE BIG FAT-LOSS MYTHS, WE HOPE YOU'LL SEE PAST THE SMOKE SCREEN OF MISINFORMATION AND UNDERSTAND THAT ALL YOU NEED TO DO IS FOCUS ON SOME BASIC PRINCIPLES.

**If you want to get leaner and more toned, you need to lose fat while maintaining muscle mass. The recipe for this is a combination of resistance training and balanced nutrition. Add a dash of cardio to the mix, and you'll see your body transform.**





# WANT TO LEARN MORE?

[TOUCH OR CLICK HERE TO SPEAK TO THE TEAM OR  
BOOK A TOUR TO COME IN AND HAVE A LOOK  
AROUND OUR BOUTIQUE PERSONAL TRAINING GYM](#)



# 8 REASONS TO PICK



## ✓ UNLIMITED COACHING

As well as the attention you get during your PT sessions, our expert coaches are always on hand to give you advice whenever you're in the gym. you'll never be left wondering what to do.

## ✓ INCLUSIVE ATMOSPHERE

When you train at The Confidence Coach, you're part of a friendly community of like-minded people. no oversized egos or unwelcoming vibes here.

## ✓ BESPOKE PROGRAMMING

Everyone starts from a different place and has personal needs and goals. That's why each member gets a thorough evaluation and a bespoke nutrition and training plan.

## ✓ SIMPLE NUTRITION ADVICE

We share our in-depth nutrition knowledge in a way that's easy to understand and apply to your life.

## ✓ WORLD-CLASS COACHES

our professional coaches are experienced and up to speed with the latest science. The team is consistent, and we never use freelancers, so you get the same coaching experience throughout your journey.

## ✓ A PERSONAL APPROACH

All our programmes are based around personal training. Working in small groups or one-to-one, you get dedicated coaching for your individual needs.

## ✓ EXTRA BENEFITS

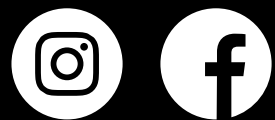
When you become a The Confidence Coach member, you get access to our TT classes, designed to support your training and help you get you into the shape of your life.

## ✓ NO QUEUING FOR EQUIPMENT

We control our membership numbers, so the gym is never overcrowded, and you can always use the kit you want when you want.

# WE'RE ~~NOT~~ LIKE OTHER GYMS.

COME AND SAY HELLO TO FIND OUT WHY OR CLICK  
HERE TO FIND OUT MORE OR EMAIL US AT  
[info@theconfidencecoach.fitness](mailto:info@theconfidencecoach.fitness)



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