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4 KEYS

TO 4XS

FASTER

FAT
LOSS



4 Keys to 4xs FASTER Fat Loss

How to NET 3 to 5 pounds of *pure* fat loss every week.

**Joel Marion
Arnel Ricafranca**

The 1,000 Calorie Challenge will “unofficially” release on **October 19th, 2010** via an invitation only discounted 3-day pre-sale.

Progress faster than ever before, burn **massive** calories each and every workout, dominate your diet, and NET 3 to 5 pounds of *pure* fat loss every week. THAT’S what this program brings to the table.

Because you downloaded this report, you’re on the exclusive invite list...if you want it, at that time, you’ll get it before anyone else, AND at the pre-sale discount.

Congratulations.

Now on to the KEYS!

Okay, we have a confession:

There are actually WAY more than 4 keys to 4xs faster fat loss in this report, but in reality, there is only one.

Confused yet? Let us explain.

You see, prior to us actually sitting down and writing this ***masterpiece***, we had our webbie (he prefers webbie over techie...weird dude) create the e-cover for this very report—an e-cover which *clearly* states that within the pages of this document we'll be unveiling **four** wonderful keys to have you losing fat *substantially* faster than you currently are.

Well, then we actually started writing it. And there are more than 4 keys. Like..a LOT more.

So, welcome to the club, and get used to the preferential treatment. That's how we roll – we overdeliver.

But the truth is, there is really only ONE key to faster fat loss, and that's this:

In order to burn fat faster, you need to start burning MORE calories.

More correctly, you need to create a greater calorie deficit than you currently have in place.

Essentially, it's the simplest equation in fat loss math, ala $1+1 = 2$ in the standard (boring) math realm. When you burn more than you consume, we call it negative calorie balance.

Negative Calorie Balance = Weight Loss

Positive Calorie Balance = Weight Gain

Neutral Calorie Balance = Weight Maintenance

(I highlighted the one you want)

There's a bit more to it than this, but we'll touch on that later. So how do you achieve a greater calorie deficit?

Two ways:

- 1) You can eat fewer calories
- 2) You can burn more calories
- 3) You can do both (there we go losing count again)

Since we didn't highlight the answer for you this time, let's walk through it.

Eating fewer calories alone, unfortunately, has proven to be an ineffective fat loss strategy.

Strictly from a math perspective, it seems to make perfect sense: a decreased calorie intake should result in a greater calorie deficit. But, dieting *without* its brother exercise, especially extreme dieting, simply leads to your metabolism slowing down to compensate for the decreased intake. Boo.

Just think of how screwed the person implementing *that* strategy is: starving—and still fat. Yikes.



But I only eats one saladz a day??!

So yeah, that doesn't work.

Next up, you could simply just exercise more without giving much regard to your diet, but this too can easily become a fruitless effort if you're constantly eating the **WRONG** foods and wreaking havoc on your internal hormone levels.

Without complicating things, study after study after study has proven that a combination of diet and exercise is far superior for fat loss than either can possibly be without the other.

It's kind of like Mac and Cheese (note the capitalization - *respect*). While each of these two ingredients may possess the ability to be moderately entertaining to the taste buds by their lonesome, it's only when the two join forces that the "BOOYAH!" phenomenon occurs.



You will never forget these two photos.

So, the take home message: Just like “slow and steady”, diet + exercise wins the race. Or in this case, diet + exercise together have the ability to create the greatest, most effective negative calorie balance for the fastest fat loss.

And that's essentially what this report is about – strategies to help you achieve the greatest, most effective negative calorie balance for the **fastest possible fat loss.**

In fact, we want to teach you methods that will yield a **net fat loss of 3-5 pounds per week over the long term.** Sound good?

Alright...then on to them keys we go!

Key #1 – Calorically Expensive Workouts (achieved via *R-Quattro*™ technology)

Initially, this report was going to be exclusively about the four components of the *R-Quattro*™ system we developed for our new program, *The 1,000 Calorie Challenge* (quattro being the Spanish word for four), thus the “Four Keys” name.

BUT...because we're super cool, and because you're extraordinarily awesome, we've fleshed this bad boy out to give you even MORE value.

More on *R-Quattro*™ in just a minute.

So, if the goal is to create a massive calorie *deficit*, then you're probably going to want to be conducting workouts that yield a massive calorie *burn*, right?

Yes. Right.

And while that may sound relatively logical and simple, being able to actually perform workouts that expend massive calories isn't so easy.

Thus the problem is created: you want to burn a ton of calories, but your current level of fitness prohibits you from actually being able to DO workouts that yield a serious calorie output.

And we'll be the first to tell you, it's honestly not your fault.

Simply put, most workout programs are not set up to progress you along the calorie continuum at any sort of respectable speed, if at all. It's COMPLETELY overlooked.

But hey, we've got you covered.

You can probably deduce from the name of our new program—*The 1,000 Calorie Challenge*—that the crux of the program is built around workouts that burn—Yes that's right—one THOUSAND calories.

No, you won't *start* there, but you WILL get there—and rather quickly.

And to up the “challenge” ante even further, we went ahead and combined those strategic 1,000 calorie workouts with very strategic 1,000 calorie diet days several days each week. 😊

Certainly not for the faint at heart, but the results **are** off the hook.



These are your results.

Getting back to the workouts—is it difficult to burn 1,000 calories from a *single workout* that takes less than a *single hour*? Yes. Impossible? No, not by a long shot, especially when you have the power of *R-Quatro*™ on your side.

Essentially, the entire structure of the 1,000 Calorie Challenge program was specifically designed to progress you along the calorie continuum as fast as humanly possible so that **in a matter of just a few short weeks you'll be performing full-blown 1,000 calorie workouts that burn massive calories and lead to massive fat loss.**

And *R-Quatro*™ is a major contributor to making that possible.

With *R-Quatro*™ we strategically manipulate four training variables to tackle progressive overload from four unique angles.

1. **Reps** – the number of repetitions performed for each exercise
2. **Resistance** – the load used for each exercise
3. **Rest** – the length of rest periods between exercises and rounds
4. **Rounds** – the number of times a circuit of exercises is completed

The end result is the fastest possible progression toward the 1,000 calorie goal, and a heaping helping of fat loss results with each and every workout to boot.



Is this man serving fat loss results?
We'll never know.

Let's take a look at a 3 workout per week set-up and how *R-Quatro*™ DOMINATES:

Taking the 4 R's of *R-Quatro*™ above, the first workout of the week may call for 4 exercises to be completed back to back (with 30 seconds **rest**) @ 12 **repetitions** per exercise. Going through the entire circuit is one **round**. The **resistance** would be relative to the user.

Here is an example:

- A1) Decline Pushup x 12 (rest 30 sec)
- A2) Lunge and Press x 12 (rest 30 sec)
- A3) Bent Over Row x 12 (rest 30 sec)

A4) Goblet Squat x 12 (rest 30 sec)

Repeat the A1 – A4 circuit 3 times for a total of 3 rounds, rest 2 minutes, then move on to the B grouping

For the next workout, we progress by **increasing the repetitions** (with the same resistance) while also **increasing the rounds by 1**.

A1) Decline Pushup x 13-14 (rest 30 sec)

A2) Lunge and Press x 13-14 (rest 30 sec)

A3) Bent Over Row x 13-14 (rest 30 sec)

A4) Goblet Squat x 13-14 (rest 30 sec)

Repeat the A1 – A4 circuit 4 times for a total of 4 rounds, rest 2 minutes, then move on to the B grouping

For the third workout, we'd build on the previous workout by **decreasing the rest periods** and **increasing the resistance**.

A1) Decline Pushup x 13-14 (rest 20 sec)

A2) Lunge and Press x 13-14 (rest 20 sec)

A3) Bent Over Row x 13-14 (rest 20 sec)

A4) Goblet Squat x 13-14 (rest 20 sec)

Repeat the A1 – A4 circuit 4 times for a total of 4 rounds, rest 90 seconds, then move on to the B grouping

Here's a summary of how *R-Quatro*™ works throughout each week:

Workout 1 – baseline workout

Workout 2 – reps and rounds are increased

Workout 3 – rest decreases, resistance increases

The first workout is always the baseline. Then every workout (Workout 2 and 3 of each week) gets even more challenging (and subsequently **burns more calories and fat**) by manipulating *R-Quatro*™.

Beyond that, at the start of each week we change the workout style completely to add another level of progression which we'll chat about in more detail in Key #2.

Key #2 – Ultimate Week to Week Progression

So we just finished covering how we manipulate the workouts **within each week** via patent-pending[†] *R-Quatro*™ technology to strategically increase the calorie burn of each subsequent workout.

Pretty cool stuff.

Now we're going to tell you how we **STACK** *R-Quatro*™ with strategic **weekly progression** for some serious goodness.

In fact, we're going to **GIVE** you the entire week to week structure right here.

We start with workouts that implement **standard sets**. You know, exercise/rest, exercise/rest, exercise/rest until the prescribed number of sets are performed.



Proof that stacking things makes them better. Fact.

For example:

Exercise A:

Push ups x 12 (rest 30 seconds)

Push ups x 12 (rest 30 seconds)

Push ups x 12 (rest 30 seconds)

Move on to exercise B.

And standard sets are a solid entry point.

Then, on week 2, we move to **supersets** in which you are alternating back and forth between two exercises.

For example:

A1) Dumbbell Shoulder Press x 15 (15 seconds rest)

A2) Dumbbell Squats x 15 (15 seconds rest)

A1) Dumbbell Shoulder Press x15 (15 seconds rest)

A2) Dumbbell Squats x 15 (15 seconds rest)

A1) Dumbbell Shoulder Press x 15 (15 seconds rest)

A2) Dumbbell Squats x 15 (15 seconds rest)

Move on to the B exercise pairing

Then, during week 3 we up the ante even further by switching to **tri-sets** in which 3 exercises are paired together, such as:

- A1) Jump Lunge x 30 seconds (rest 30 seconds)
- A2) Lateral Raise x 30 seconds (rest 30 seconds)
- A3) Goblet squat x 30 seconds (rest 30 seconds)

Repeat 4 times then move on to the B exercises

How bout week four? Well, that's where we move from tri-sets to Giant Sets:

- A1) Dumbbell Chest Press x 35 seconds (35 second break)
- A2) Reverse Dumbbell Lunge x 35 seconds (35 second break)
- A3) Lateral Dumbbell Raise x 35 seconds (35 second break)
- A4) Alternating Dumbbell Squat and Press x 35 seconds (35 second break)

Repeat 4 times then move on to the B exercises

Then, for the 1,000 calorie workouts, we move on to a strategically designed 10-exercise **Insane Circuits**.

BOOM! Crazy fat loss unleashed.



The above man was placed in a straight jacket for doing our 1,000 Calorie Insane Circuits. He was also seen in the Batman movies.

Bottom line: R-Quatro™ technology combined with our week to week workout progression is the most advanced progression system that the fitness industry has ever seen.

Period.

In fact, we have taken relative beginners and moved them to burning massive calories with 1,000 calorie workouts in just 4 weeks time. *That's* the power of strategic progression.

Another ancillary method of progression that we implement in the 1,000 calorie challenge is strategic heart rate accelerators placed within the workouts, such as 30-60 seconds of combo squats-pushups-depth jumps.

And of course, the entire program is set up to dominate G-flux, which brings us to Key #3.

Key #3 – SMART Low-Calorie Intakes and G-flux Domination

We already established that low-calorie intakes do NOT work for long-term fat loss. In reality, they start begin to yield diminishing returns in just a single week.

Wanna lose fat for a week and then destroy your metabolism? Go on a low-calorie diet.

So how then do we pull off 1,000 Calorie Diet days with the 1,000 Calorie Challenge?

First off, 1,000 calorie days are only PART of the program. The other days are much more moderate so as to upset your body and all-too-important metabolism.

In addition to that, we also incorporate metabolism-saving Cheat Days, in which you get to eat whatever you want, even Octuple Stuffed Oreos™



Yes, these.

In reality, it all comes down to G-flux.

Now, you're probably wondering what the heck G-flux is, and it's honestly just some random term that Dr. John Berardi made up. Just kidding, although I do feel that John is the main man responsible for popularizing the term within the bodybuilding and fitness worlds.

G-flux stands for energy flux, or the balance that hangs between energy intake vs. energy burn.

A low G-flux, which is undesirable, is exactly what most dieters have in place: A low calorie intake and a low calorie burn.



Crash dieting + little to no exercise. Sound familiar? I hope not in reference to YOU (tsk tsk), but perhaps you know somebody/everybody.

Fat loss, by and large, is largely hormonal (yes, we're aware, that was redundant). Indeed, a caloric deficit must be in place for fat loss to occur, but not all deficits are "equal".

As we've talked about several times now, when you decrease calorie intake, the body's anti-starvation mechanisms are alerted and it creates a hormonal environment conducive to fat storage.

So, 1) if you need to create a calorie deficit to burn fat, but 2) you DON'T want to drastically reduce calorie intake on a daily for the reasons mentioned, what are your options?

This is where G-flux comes in: *Exercise more. Lose more.*

Simply put, the more calories you burn through exercise (versus a dietary caloric deficit), the greater your fat loss results will be. Every. Single. Time.

Fat burning enzymes will be elevated, the body will remain happy from a nutritional standpoint, and let's face it, eating more calories on a regular basis is a lot more livable from a psychological standpoint than attempting to create a large caloric deficit through diet alone. And with the 1,000 calorie challenge, we *still* achieve this while incorporating several 1,000 calorie fat-annihilating diet days each week.

Don't just work hard. Work *smart*. Smart is where it's at.

Key #4: Planned Over-reaching, Supercompensation, and Deloading

You may have previously heard the term overtraining, which is a phenomenon that occurs when someone overtaxes their Central Nervous System through exercise to a point in which their body can no longer perform and/or function at a maximal level.

You don't want overtraining. Ever.

It's basically the result of beating your body up day in and day out for hours a day, week after week, month after month.

There is another term, however, called *overreaching* in which you simply bust your butt and push your body more than "normal" for a short period of time. Overreaching is planned, and as we'll talk about shortly, has many benefits.

Essentially, the 1,000 calorie workout phase of the 1,000 Calorie Challenge program is a prime example of planned overreaching. The workouts are *hard*, allowing you to reap maximal benefit for a relatively short "overreaching" period (several weeks in duration), and then it's on to the "deload".

I know, we're throwing all these fancy words at you.

Deloading is simply a term given to less challenging, strategic "recovery" workouts done after a period of planned overreaching.

Planned high-volume overreaching followed by strategic low-volume deloading is a recipe for fat loss mastery. Essentially, it calls for you to put the pedal to the metal for a few weeks and then back off.

By doing this, you set yourself up for even *greater* results as you return to more strenuous training, and for several reasons. First, exaggerated effort and exertion for a short period of time primes the body to work harder to recover. Then, when you actually *allow* it to recover through strategic deloading, your body is working on overdrive (i.e. SUPER recovery).

Next vocab word: Supercompensation.

Supercompensation is a word that describes the incredible results you get when going back to strenuous training after allowing your body to "super" recover through deloading.

As an analogy, let's say you're working hard...at work (nice). Long days, long hours, but your making headway and getting a LOT done. Then, you reach the point of diminishing returns. You start feeling worn out and decide to take a week off to clear your mind and renew your focus.

Then, you return to work with even MORE drive and focus for the project because you allowed yourself to "unplug" – it's the same with the overreaching/deloading cycle.

Essentially, the formula is simple:

Planned Overreaching (bust your butt)

Deload (unplug/relax)

Planned Overreaching (bust your butt and experience the supercompensatory effect)

Deload (unplug/relax)

Take home message: Intense effort followed by light cycles *always* will outperform a static flow of “moderate” effort. **Always.**

And wouldn't ya know, that's exactly what we've done with the 3 phases of the 1,000 Calorie Challenge Program.

Bonus Key #5: The Afterburn Effect of Highly Metabolic Exercise

We've already discussed the obvious benefits of performing calorically expensive metabolically demanding workouts (i.e. more calories burned during exercise), but what you probably *didn't* know is the dramatic effect these workouts have on calorie burn and metabolism even AFTER the workout is over. We call this phenomenon the *afterburn*.

And the type of workouts that create the greatest afterburn? Circuit style limited-rest metabolic resistance training workouts – just like those we implement in the 1,000 Calorie Challenge.

Simply put, this style of workout is the most effective form of exercise for the *fastest possible fat loss*, period.

And here's the research to prove it:



This child did not want to do research, so we did it for him...and you.

Study #1

Schuenke MD, Mikat RP, McBride JM.

Effect of an acute period of resistance exercise on excess post-exercise oxygen consumption: implications for body mass management.

Eur J Appl Physiol. 2002 Mar;86(5):411-7. Epub 2002 Jan 29.

In this study a 30-minute circuit style metabolic resistance training session was put to the test. The result was a **38 hour increase in metabolism** – massive AFTERBURN.

Let's put this in perspective: Say that you worked out at 8AM on Saturday. By way of metabolic resistance training, you'd still be burning calories from *that* workout while sitting in front of the TV or out at your favorite sports bar watching football on Sunday.

You want to burn calories by watching football? Now you can.



Burn calories with football...as a *spectator*.

Here's another...

Study #2

Kramer, Volek et al.

Influence of exercise training on physiological and performance changes with weight loss in men.

Med. Sci. Sports Exerc., Vol. 31, No. 9, pp. 1320-1329, 1999.

This study showed that those who added metabolic resistance training to a reduced calorie diet burned up to **44% more fat** than those who dieted alone.

Don't get me wrong, diet is the NUMBER ONE component of the fat loss puzzle, but once you've got that down, metabolic resistance training can really take your results to a whole new level.

And here's one more:

Study #3

Bryner RW, Ullrich IH, Sauers J, Donley D, Hornsby G, Kolar M, Yeater R.

Effects of resistance vs. aerobic training combined with an 800 calorie liquid diet on lean body mass and resting metabolic rate.

J Am Coll Nutr. 1999 Apr;18(2):115-21.

This study compared “slow-go” aerobic exercise to metabolic resistance training and found that the resistance group lost significantly more fat without losing ANY lean muscle even at an extremely low calorie intake (not so for the aerobic group).

In fact, believe it or not, while the aerobic group experienced a decrease in metabolism (and lost muscle), the resistance training group actually *increased* overall metabolic rate.

THAT'S the power of metabolic demanding resistance training.

Convinced that this stuff WORKS? Good.

And what's even better is that despite the fact that we don't know how to count, we're darn good at helping people lose fat FAST and we're going to be hooking you up with even more QUADRUPLE-your-fat-loss strategies in the coming weeks.

Watch your email close, and get ready for the revolution. The 1,000 Calorie Challenge is about to do some SERIOUS damage to fat stores world-wide.

BOOM!



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Progress faster than *ever* before, burn **massive** calories each and every workout, dominate your diet, and NET 3 to 5 pounds of *pure* fat loss every week. **THAT’S** what this program brings to the table.

Because you downloaded this report, you’re on the exclusive invite list...if you want it, at that time, you’ll get it before anyone else, **AND** at the pre-sale discount.

But before that even happens, we’re going to be giving away even more **FREE** fat loss info along with giving you a chance to WIN a **FREE** copy of the entire 8-week *1,000 Calorie Challenge* system. Stay tuned!

About Joel Marion, CISSN, NSCA-CPT



Joel Marion has been recognized by *Men's Fitness* magazine as one of America's top 50 personal trainers, and even more, America's #1 "Virtual" Trainer.

When it comes to getting results with clients, regardless of location, Joel delivers, time and time again.

As a nationally published author and fitness personality, Joel has appeared on such television networks as NBC, ABC, and CBS, is a frequent guest on SIRIUS satellite radio, and has been featured in the pages of more than 20 popular national newsstand magazines including *Men's Fitness*, *Woman's Day*, *Maximum Fitness*, *Oxygen*, *Clean Eating*, *MuscleMag International*, and *Muscle & Fitness Hers*.

His other accomplishments include winning the world's largest Body Transformation contest for "regular" people, the Body-for-Life Transformation Challenge, as well as graduating Magna Cum Laude from a top-20 Exercise Science program and being certified as both a sports nutritionist and personal trainer through the nation's premier certification agencies. Rest assured, you're in good hands.

About Arnel Ricafranca



Arnel went from 14.6% to 4.7% body fat in 16 weeks

Arnel Ricafranca entered the fitness scene for the first time by transforming his own body and posting daily updates throughout his journey for the world to see. Millions of people watched his body transformation while inspiring them to do the same thing.

Arnel also publishes an online fitness newsletter called "Abs Secrets" that is enjoyed by half a million readers in over 170 countries. In addition, Arnel was awarded by the "President's Council on Physical Fitness and Sports" for helping America get fit and healthy.

He is constantly researching new and innovative training strategies from reading over 527 research papers, training hundreds of in-person clients, and working with thousands of clients online.

He has a degree in Exercise Science with multiple personal training and nutrition certifications to boot. His goal is to provide you with the most effective workout system to accelerate fat loss through real research and real life testing.