The LEAN BODY Promise

Burn Away Fat and Release the Leaner, Stronger Body Inside You

LEE LABRADA
Former Mr. Universe & founder of the Get Lean Houston! fitness campaign

Take the 12-week Lean Body Challenge!
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What if I told you that no matter what condition you are in now, I could show you how to make lifelong improvements in appearance, strength, self-image, and confidence in just 30 minutes each day?

It doesn’t matter whether you are old or young, male or female, totally deconditioned or active; you have the power to improve yourself. And I can teach you how to do it.

Here’s the promise that I want to make to you, and one that you must believe:

*There is a strong, lean body inside you, and you have the power to release it.*
The Lean Body Promise is a 30-minute exercise, five-meal-a-day program that will dramatically transform your body in as few as 12 weeks. It’s the ultimate fat solution, and the last get-in-shape program you’ll ever need.

My program is based on the principle I call Banex, which stands for “balanced nutrition and exercise.” Now, you’ve always heard that eating right and exercise are the way to get in shape and control your weight. But Banex takes this simple idea to the next level. With this revolutionary program, you’ll eat more than ever before, in a way that boosts your metabolism and melts fats. With the power and cardio workouts, you’ll receive the maximum results from a very short workout.

After reading this book, you’ll be able to . . .

- Strengthen your heart and lungs, burn body fat, and build muscle
- Switch your body from “fat-storing” to “fat-burning” mode
- Eat the same delicious food you’re accustomed to and crave
- Enjoy more food while burning more fat
- Build a stronger, leaner you in just 30 minutes a day
- Track your progress easily and accurately without a mirror or scale
- Achieve and enjoy the leaner, stronger, healthier body you desire and deserve

And it doesn’t matter if you’ve failed to get into shape before. You can handle this program, no matter what shape you’re in, no matter how many diets you’ve started and failed. I can show you how to get motivated—and stay motivated—so that you will succeed this time. You can forget about past failures. Just as you can build your body, you can build your willpower and leave your old self-destructive habits behind.

With the Lean Body Promise, it’s not unusual to see dramatic changes within a few short weeks. Not only will your appearance improve, but you will also experience greater energy levels, and with that your spirits and motivation to make greater improvements will soar. The quality of your life will improve, and your success will have a profound, positive impact first on you, and then on everything else—your relationships with your family and friends, your workplace, and even society as a whole. It’s what I call the “ripple effect.”
I’ll also show you how to measure your body fat so you’ll be able to monitor your Lean Body as it emerges. In Appendix D (page 208) you’ll find detailed instructions on how to track how much lean muscle you’re building, and how much fat you’re melting away.

Anyone can benefit from using the Banex principle. In the next part, you will find real-world examples of ordinary people who experienced extraordinary, life-transforming changes in their bodies by applying the principles in this book. You don’t have to be an exercise physiologist or nutritional scientist to make sense of it. The Lean Body program is simple and effective, and fits into busy lifestyles.

I should know: I’m a full-time dad, husband, and president of a growing company. Yet it’s easy to fit the simple guidelines of the Lean Body Promise into my life every day, even when it seems that the phone never stops ringing, the meetings never end, and I’m busy guiding my boys through the trials of long division.

The fact is, everything in this program is based on tried-and-tested principles that I have learned over the last 25 years in training myself and thousands of students, and from my work with professionals in the fields of nutrition and exercise. The Lean Body Promise has also been reviewed by experts in medicine, nutrition, exercise physiology, and chiropractic.

The Lean Body Promise is not a quick fix; it’s even better. The Lean Body Promise is a practical system that you can easily make a part of your daily routine. It all starts with a 12-week personal improvement challenge. Then, it will become your own personal journey of physical self-improvement, keep you on track, and give you positive, lifelong habits and empowerment.

If you put your trust in me, I will help you to help yourself and you will succeed in transforming yourself. I will show you everything you need to know, and I will teach you how to keep yourself motivated.

So why trust me?
Helping Houston Get Lean

“T
hat is not true!” I said, looking into the camera.

I was sitting alone in a television studio in Houston, Texas. Although I could not see my CNN Crossfire hosts and the other guest on the show, author Marilyn Wann, I knew that millions of people were watching me. Crossfire is known for its lively debate, and this evening’s show had already become particularly animated.

Wann, the author of Fat! So? was joined by Crossfire host Tucker Carlson on one side of the discussion. I was on the other side with former Clinton campaign strategist Paul Begala. The debate topic: Should the government sponsor programs to educate people about obesity?

Ms. Wann had just made the assertion that “weight is highly genetic.”

As Houston’s recently appointed fitness czar, I knew that this was a comment I couldn’t leave unaddressed. The future of overweight people watching the show that evening could very well hang in the balance. What if people left the show thinking that they were just naturally fat and there wasn’t anything they could do to change their condition? There would be many who would use this as justification to give up on themselves.

As soon as the words shot out of my mouth—“That is not true!”—I launched into an explanation. “If weight was a genetic factor,” I said, “then how could obesity amongst our young be up threefold in the last 20 years?”

I’m no geneticist, but common sense tells me that 20 years is not long enough for the American people to evolve—or mutate, if you prefer—into a race of fatsos. It’s true that obesity is on the rise in the United States. But for the most part, this phenomenon can be attributed to lifestyle factors. People are becoming more overweight because they are eating more and exercising less.

This is deadly serious business. According to figures released by the Centers for Disease Control and Prevention (CDC), more than 300,000 deaths per year can be attributed to obesity-related causes. Obesity leads to an increased risk for life-threatening diseases including diabetes, cancer, and heart disease.

“Look, I’m only here to help,” I explained.

The 5-foot, 4-inch, 270-pound Ms. Wann shot back: “I don’t need your help.”
Fair enough. Maybe she was irritated that I would offer to help her—or anyone else who is overweight—on national TV. But driving home, I couldn’t help but wonder about the multitude of people who are needlessly battling a weight problem every day. And those who have thrown in the towel and given up hope of ever getting in shape.

It bugged me. Because I knew the answer to America’s weight problem was as simple as making a promise to yourself.

You might be asking yourself: Okay, who went and appointed me “fitness czar,” anyway? My appointment was brought on (in part) by *Men’s Fitness* magazine, which named Houston “America’s Fattest City” two years in a row. Now, that really bugged me.

Being the CEO and founder of Labrada Nutrition, a Houston-based Inc. 500 company in 2002, I caught a lot of ribbing from friends, both inside and outside of the sports nutrition industry. After all, I am in the business of getting people into shape. They knew Houston’s unflattering title would get under my skin, and they rubbed it in. So I decided to do something about it.

With the help of my team at Labrada Nutrition, I formulated a citywide initiative that would raise awareness among Houstonians about the need to exercise and eat healthy in order to lose weight and get fit. The plan called for me to lead the charge. Given the opportunity, I knew that we could get the word out and educate people.

Happily, Houston’s mayor, Lee Brown, agreed with me. A few months later, I arrived early at city hall and greeted my family, friends, and staff. I looked around the

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**America’s Fattest Cities, 2002**

*(as per Men’s Fitness magazine)*

1. Houston, TX
   2. Chicago, IL
   3. Detroit, MI
   4. Philadelphia, PA
   5. Dallas, TX

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room and saw the media scurrying about, setting up cameras. Mayor Lee Brown took the microphone, announced the launch of the Get Lean Houston! campaign, and named me as the city’s first fitness czar.

And that’s when it happened. The magnitude of my mission took on a whole new meaning. I had a huge responsibility on my hands.

*How can I get through to people so they can make lasting changes in their bodies?* I asked myself.

Which made me think: *Well, how did I do it?*

## 25 Years in the Making

I’ve been an avid bodybuilder and fitness coach for over two decades, and during 10 of those years, I was ranked as one of the top four bodybuilders in the world. Some people have a preconception of bodybuilders as “gym rats,” but my bodybuilding experience has actually helped me to develop simple exercise and nutrition techniques that anybody can use to make changes in their bodies they would have never thought possible.

These techniques are at least 25 years in the making. Let me show you where it all began.

I emigrated from Cuba to the United States with my grandmother when I was two years old, around the time of the Cuban missile crisis. My dad was trained as a civil engineer—he knew some English, not a lot. But within a month, he had landed a job as a civil engineer and proceeded to carve out a middle-class living for us. We settled in Chicago.

One of my earliest memories as a kid is walking down the beach on Lake Michigan. I would suck up my chest, stick out my ribs, and walk around like Steve Reeves from the *Hercules* movies. People would stare at me, and I loved the attention. Looking back, I think they were feeling sorry for me. *Look at this kid—he must be malnourished! You can see his ribs poking through!*

Not long after, I began sneaking into my dad’s bedroom to mess around with his weightlifting set, and soon I was seeing changes in my arms. We had moved to Jack-
sonville, Florida, by that time, and I remember that I could always do more push-ups and sit-ups than any other kid in the entire apartment complex. People probably still thought I was malnourished.

By the time I was 16, I was working out every afternoon with a high school classmate. I kept working out every day after school, trying to get big. But my diet didn’t support all of the crazy exercise I was doing. I had a fast metabolism, and while I was getting more muscular, more defined, I wasn’t getting any bigger. I couldn’t figure out why I wasn’t turning into Steve Reeves—but there I was, eating bologna sandwiches.

I didn’t know it then, but I was overtraining and not eating right.

There was a kid at my high school who was considered sort of an oddball at the time because he was a competitive bodybuilder. He was a lot bigger than I was, and I was curious as to how he got that way. I remember going up to him and asking him, “What’s that weird stuff you drink out of your thermos every day?”

The young man turned to look at me, and for a second there, I thought he was going to knock my block off. Instead, he gave me an answer: milk mixed with protein and brewer’s yeast. I started asking more questions, and as he patiently gave me answers, I was enthralled.

He also told me something else: There was another Mr. Jacksonville contest coming up in just four weeks. Now at this point, I was still a buck thirty, dripping wet. But I was also curious. I learned that the promoter of the contest was Jim Nelson, owner of a bodybuilding gym in Jacksonville and one of the top bodybuilders in Florida. The next day, I drove down to meet him at his gym, and at first I was stunned. I’d never seen a guy with that much muscle up close.

I signed the paperwork, then went back and trained like mad for a month at a place we fondly called “Griner’s Gym.” It was nothing more than a 15 by 15 wooden shack behind the house of a tough Jacksonville cop, Sergeant Jim Griner. Even though Sgt. Griner’s gear was archaic by today’s standards, it had everything I needed. In four weeks, I whipped myself into shape.

The morning of the competition I went in for prejudging and saw my competition backstage, warming up. I almost turned around and went home. These guys were at least 30 to 40 pounds bigger than I was—and those were the teenagers. I thought I didn’t have a prayer. But somehow, I convinced myself to stay.
When the results came back that evening, not only had I won first place, but I had also won the “most muscular” trophy.

I was graduated from high school in 1978 and decided to attend Northwestern University. I remember going to orientation with my dad late that summer. We went to check out the school gym. Back then, it was nothing more than a Universal machine, an old, rickety wooden leg press, a bunch of weight plates strewn everywhere, and some benches. That was it. At first, I didn’t think I’d be able to train there.

But I soon found that I could work out just as well at the Northwestern gym. This taught me an important lesson: you don’t need a lot of fancy equipment to achieve good results. Anybody can take the basics—a set of good free weights and a solid bench—and shape his or her body as well as anyone with a million-dollar setup.

In 1979, my family moved to Houston, Texas, and I transferred to the University of Houston to be closer to them and finish my degree in civil engineering. Three years later, I began entering bodybuilding competitions once again, resulting in wins at the NPC (National Physique Committee) Collegiate Texas Championship, NPC Gulf Coast Classic, and NPC Texas State Championships. I went on to win my class at the 1985 NPC National Championships, and two weeks later I was crowned IFBB (International Federation of Bodybuilding) Mr. Universe at the ripe old age of 25.

That was the beginning of a string of professional bodybuilding wins, during which I was ranked as one of the top four bodybuilders in the world for seven consecutive years. In 2004, I was inducted into the IFBB Pro Bodybuilding Hall of Fame.

What was the key to my success? Knowing my body. I can eat something and know exactly how it’ll affect me. As a pro bodybuilder, I had to know exactly how food, drink, stress, time changes—even the cabin pressure in an airplane—would affect the way I looked. Being smaller than most of my competitors, I couldn’t afford to screw up. If I came in just 2 or 3 percent off, they’d trounce me. This is how I became so attuned to how foods affect the body, and how certain types of power and cardio workouts can quickly burn fat and build lean muscle.

In other words, I’ve been experimenting in my own personal lab—my body—for 25 years. Now I’m proud to share the results with you.
The Birth of the Lean Body Promise

Eventually, as my bodybuilding career drew to a close, my sister Conchita and I opened a personal training studio called Star Bodies in Houston. At its peak, we had 40 personal trainers working for us, who performed hundreds of personal training sessions per week for our clients. Then I went on to launch the company that I own and run today, Labrada Nutrition (www.labrada.com), which markets nutritional supplements and functional foods that help people stay in their best physical shape. I’ve used nutritional supplements all my life—hey, they work—and I felt that I could do a better job serving my customers than existing sports nutrition companies.

More importantly, Labrada Nutrition became the forum from which I would spread my message of Banex—balanced nutrition and exercise. I wanted to share my knowledge and educate others. I wanted them to enjoy the strong, lean body they never thought was possible.

My ability to spread this message made a quantum leap with the creation of the Lean Body Coaching Club, a free weekly e-newsletter. Suddenly, I was able to reach hundreds of people every week, instantly. I shared my ideas about exercise, nutrition, supplementation, fat burning—everything that I thought would help people get into better shape. And at the end of each e-mail, I’d include an encouraging word or two.

I started receiving e-mails from people thanking me. Some would tell me that they were about to skip their workout when they got my message, and that it had turned their day around.

The more words of encouragement, the more the e-mails would pour in. The Lean Body Coaching Club membership grew into hundreds of subscribers, went into thousands, and then into tens of thousands, purely by word of mouth.
The Revelation

One early winter morning, I was writing my weekly LBC e-newsletter when a newsflash came through my e-mail that would alter the course of my mission. It was the announcement that Houston had been named America’s Fattest City by *Men’s Fitness* magazine.

But what if this setback to the city’s image could be turned into a positive opportunity to help people get lean and healthy?

Several months later, Get Lean Houston! was born, my appointment as fitness czar was official, and my mission was about to rocket to a new level. I decided to make a Get Lean Houston! program available free to anyone who wanted to download it from the Internet. I wrote a program that anyone could use to lose fat, tone muscle, and get in shape.

I witnessed large numbers of well-intentioned people come in with their New Year’s resolutions each January. By March, most of the New Year’s crowd had dropped out, and the gym population would be back to normal. Again I began to wonder why it was that some succeeded, but most failed.

After all, everyone had signed up for a gym membership and had begun a bona fide workout program written out by one of the club’s instructors. They had actually taken their first steps. But somewhere along the way, most had lost their mojo.

The Two Reasons That People Fail

People embark on a get-in-shape program with the intention of changing for the better, but fail for two reasons: they lack the correct information, and they are unable to get motivated and stay motivated. These are the two biggest obstacles to lasting success in achieving and enjoying the leaner, stronger, healthier body you desire and deserve.

Let’s take a look at each of these two reasons, and then let’s see what we’re going to
do to address them. After all, you’re reading this book because you think you want to change, right?

**Reason #1: You’ve Got the Wrong Map**

Let’s say that I called you up one day and invited you to work out with me at my corporate gym here in Houston. You jump in your car and stop at a service station to pick up a road map of Houston. When you finally get to Houston, you take the map out of your glove compartment. On the map, you locate the street and begin driving. Except that you notice right away that something isn’t quite right. The street names you’re passing don’t match those on your map. You can’t find the gym. Upon looking more closely at the map, you realize that what you have is actually a map of *Austin*, not Houston.

Now let’s contemplate an alternate situation. Let’s say that you never realize you have the wrong map. You drive around in circles, lost, but you’re too proud (or bullheaded!) to call me for directions, so you “wing it.” After driving around town for several hours, you give up in frustration.

The fact is, if you don’t have the right map or directions, you fail to reach your destination. And you lose the motivation to keep going. While I’m waiting for you to show up, I have a great workout, drink a protein shake, and wonder where you are.

You can apply the same analogy to the majority of get-in-shape programs. If you start out with the wrong information, you are doomed to fail from the start.

There are many exercise and diet books on the market, each touting its own program of getting you into shape. There are dozens of TV infomercials touting exercise gadgets and pills, each promising you miracles. A trusting, uninitiated person looking for solutions can become confused with conflicting and oftentimes harmful information. To make matters worse, most people who try these misguided programs fail, and often then blame themselves for the failure. The result is frustration, unhappiness, and even guilt.
Reason #2: You Can’t Sustain the Motivation

But it’s not enough to be informed. Even if you have the right road map, you can never get to your destination if you don’t take action and sustain action until you get there. Some people have the right road map, so to speak, but cannot get themselves motivated. Like a car that runs out of fuel, these people literally run out of willpower to continue their programs.

Motivation is the willpower to take action and sustain action on the information that you have. Motivation is to your efforts what fuel is to a car. When it comes to getting in shape, information plus motivation results in transformation, which is positive physical and mental change—the results that you want. Transformation is your destination. Look at it as the Lean Body Success Equation:

The Lean Body Success Equation:

\[
\text{Information (The Map)} + \text{Motivation (The Fuel)} = \text{Transformation (The Destination)}
\]

The Good News, the Bad News, and the Best News

I’ve talked about the importance of starting out with the right information. I’ve also talked about the importance of getting and staying motivated.

The good news is that I can give you the right road map. I know it’s right because I have trained literally thousands of people who have used my Banex principle to get into and stay in the best shape of their lives.

The bad news is that I can’t motivate you. You have to motivate you.
The best news is that if you give me an opportunity to help you, I can teach you to motivate yourself and stay motivated, and help you release the personal power that you have inside you. Motivation can be learned, and if applied correctly, it can become a life-long habit that can result in success in all areas of your life.

And What About Houston?

If you have any lingering doubts about the power of individuals to decide to change their bodies and their lives, let me introduce you to some friends of mine.

Namely, the citizens of Houston.

I can’t tell you how proud I am of my hometown. In just one year, they managed to lose fat, build muscle, adopt healthier lifestyles, and make a promise to themselves to stay that way for as long as possible. In early January 2004, I was proud to appear on Today with the mayor of Houston to announce the news. Houston was no longer number one on the Men’s Fitness Fattest Cities list.

America’s Fattest Cities, 2004
(as per Men’s Fitness Magazine)

1. Detroit, MI
2. Houston, TX
3. Dallas, TX
4. San Antonio, TX
5. Chicago, IL

I helped to get Houston into shape and shed its title “America’s Fattest City,” just as I helped hundreds of thousands of people online. Now I’m extending my attention to the rest of the country and beyond. This is why I’ve written this book. I want to help you
realize that getting in shape and staying in shape for the rest of your life can be as simple as turning the page.

Let’s meet some other people who have overcome challenges to make the Lean Body Promise work for them.

They triumphed, and so can you.
Americans love challenges. Give us a challenge, dare us to do something different, and we’ll stun you with how hard we work to achieve our goals.

That’s part of the reason why I created the Lean Body Challenge. In this part, you’ll meet people who took the Challenge and found their inner lean body in just 12 weeks. They’re not superheroes or genetic marvels. They’re ordinary people. Some even had great odds to surmount, such as surprise surgery, adverse medical diagnoses, or accidents. Some simply had hectic schedules.

The Challenge was the direct offspring of the Lean Body Coaching Club. As I mentioned in the first part, this is a free weekly...
e-newsletter jam-packed with training tips and motivational articles on how to exercise, eat right, and achieve a leaner body.

Many of those members wanted to get back in shape but didn’t know where to start. So I had the idea to give them a “virtual forum” in which to compete. A forum in which they would compete against themselves, and strut their stuff, so to speak, from the comfort of their own homes. Thus, the Lean Body Challenge.

The Lean Body Challenge was the first online-only competition of its kind, and we had a stunning response—so good that in the following year, we decided to present the Challenge again, not once but twice. All entrants were given a rigorous 12-week program, which is an abbreviated version of the Lean Body Promise. Taking the Challenge isn’t easy, but the basic requirements are: simply snap a “before” photo and take your body measurements; follow the program to the best of your ability; then, finally, take some “after” photos and write an essay detailing how it all turned out.

Here are their stories.
Andrew Freck and Paulina Soria were a happy couple, but they weren’t exactly happy with the way they looked. This changed when Paulina saw a reference to the Lean Body program. Even though their offices at their electrical supply company were just down the hall from each other, Paulina zapped Andrew an e-mail describing the program with the question: “Do you want to do this?”

Andrew thought about it. “To my surprise, I said yeah, let’s do it.”

Paulina was thrilled. But she assumed only one of them would be doing the Challenge.

“I have a condition called fibromyalgia, which makes weight-lifting difficult,” says Paulina. Fibromyalgia is a muscle, ligament, and tendon disorder. (Imagine how your body feels when you have a bad case of the flu—achy and sore—then imagine feeling that way on a regular basis.) “I thought there was no way I could do this, but Andrew might be interested.”

Andrew persisted. “Of course you can.”

That’s what did it for Paulina: Andrew’s confidence in her. “Honestly, I didn’t think I’d stick with it. But whenever I thought I couldn’t do any more, Andrew would encourage me,

**Andrew’s Lean Body Stats**

<table>
<thead>
<tr>
<th>Pre-Challenge body fat index:</th>
<th>18%</th>
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</thead>
<tbody>
<tr>
<td>Post-Challenge body fat index:</td>
<td>8%</td>
</tr>
<tr>
<td>Number of pounds lost:</td>
<td>22</td>
</tr>
</tbody>
</table>
saying I could do it, I could quit if it started hurting.” Eventually, Paulina could go for longer periods without pain, and her fibromyalgia symptoms seemed to ease up.

Soon after, Andrew and Paulina took their “before” photographs and got busy changing their lives. For starters, they planned a focused workout every day at lunchtime. Eventually, they even added a stationary bike routine before work. Once at work, the couple acted as each other’s “food cops.” Andrew would wander over to Paulina’s office to make sure she was eating. Sometimes, it’d be Paulina making the run.

They did it... so can you!

Andrew and Paulina’s Tips for Lean Body Success

1. **Don’t get discouraged.** “The first weeks you go to the gym, if you can’t do the exercises, don’t get discouraged,” says Paulina. “If you keep going and give it time, in three to four weeks you will be able to get through it. Just give your body time to adjust to a new routine and you can do it.”

2. **Consistency is key.** “Consistency in performance, consistency in training—it’s key to your results and the key to success in anything in life,” says Andrew.
I’m going to hand you the five foolproof keys to motivating yourself, anytime, anywhere. There are no batteries, tapes, or gadgets required. In fact, the only materials you need to successfully change your entire outlook on health and fitness are in the book you’re holding in your hands, plus a pen, some index cards, and a wall calendar. That’s it.

You should know up front that there is no instant motivation “pill.” In fact, that’s the hidden lie behind many fitness gimmicks and nutrition fads: they claim that their program is so short and so easy, you don’t need an ounce of motivation. Sadly, that quick-fix mentality—I’m just going to get through this once, and I’ll never have to do
*it again*—will only lead you right back to where you started. And you’ll be $39.95 (or $79.95, or $295.95) poorer for the experience.

I want to help you develop a nutrition and exercise program that you can live with on a day-to-day basis and that doesn’t make you miserable. You won’t have to “put up” with the Lean Body program; you’ll enjoy living it and you’ll enjoy the daily rewards you receive from it. You can win the battle for the body you desire on a day-by-day basis. The more you make the right choices—to eat right and exercise—the easier it will become over time.

That’s right: it will become easier over time, guaranteed. First we have to understand the forces that tie us to our old, negative habits.
Tuck the napkin into the top of your shirt. Grab your fork and knife. It’s time to eat. And believe me—with the Lean Body Meal Plan, you’re going to be doing a lot of eating.

What? Can that be right? Maybe you’ve just flipped back to the cover of this book, just to make sure you haven’t accidentally picked up an Emeril Lagasse cookbook by mistake. Don’t worry. This is still The Lean Body Promise, and I’m still talking about how you can lose pounds of fat. But I’m willing to bet you didn’t expect that I’d be telling you that in order to lose weight, you’re going to have to eat more than you’ve ever eaten before.

Of course, the plan isn’t all about eating. Nutrition and exercise are like the two
wheels of a bicycle: if both are in good working order, the bike will take you anywhere you want to go. However, if one or the other is out of commission, you’ll be stuck on your front porch. It’s the same with your body. Nutrition and exercise work hand in hand to build muscle, burn body fat, and increase health and energy. The Lean Body Promise is based on the principle of Banex (balanced exercise and nutrition). In this section, you’ll learn how to eat—more than you think—so that you fuel your fat-burning machine to get the fastest results possible. You’ll learn how to balance protein, carbohydrates, and fat to make powerful, body-transforming meals.

The Lean Body Meal Plan is simple enough to be followed for the rest of your life—there’s no weighing out or measuring foods. Get ready to enjoy what may possibly be the most user-friendly metabolism-building nutrition program ever. You’ll never have to guess what to eat again. And you’ll never go hungry again.
Now here’s the stuff you’ve been expecting, right? Dozens of pages that are jam-packed with iron-pumping, bicep-flexing, sweat-popping workouts? The kind of intense, take-no-prisoners fitness regimen you’d expect from a former Mr. Universe?

Guess what: it’s not going to be anywhere near as tough as you might imagine.

My workout program has two simple components: the Lean Body Power Workout and the Lean Body Cardio Workout. These work together in a balanced way to strengthen your heart and lungs, burn body fat, and, most important, build muscle. They’re the second part of the Banex concept of balanced nutrition and exercise. Exercise
must also be balanced to get the best results in terms of health, energy, and body composition.

Why muscle, if you’re trying to get lean? Muscle is the most metabolically intensive tissue in the body, yet conventional exercise programs ignore that fact. By performing simple resistance exercises—that is, weight training—you’ll kick your metabolism into an even higher gear, enabling you to melt fat even while you’re resting. In just 30 minutes per day, you’ll be able to build a stronger, leaner you.

Cardio exercise, such as bicycling and jogging, plays an important role in the Lean Body program. Cardio burns calories, but, more important, it builds cardiovascular strength. In the Lean Body Cardio Workout you’ll learn how to build heart and lung power and internal strength, all with a minimal investment of time. Say good-bye to endless, monotonous cardio exercises. I’ll put it all together in a day-by-day format that will help you derive maximum results from a short workout.

In this part, I will unlock the secrets of body-transforming techniques for you and present them in a manner that’s easy for you to use. The Lean Body Promise is the very essence of what I’ve found to actually work in getting countless others into shape. It will work for you. In as little as 12 weeks, you will see dramatic results and build exercise and nutrition habits that you can use for a lifetime.
**THE STARTING POINT**  Stand in front of a barbell with your feet shoulder-width apart. Bend over and grasp the bar, making sure your back is parallel with the floor. Your head should be up, and your legs slightly bent.

**THE MOVE**  Inhale as you pull the barbell up toward your lower chest, then exhale as you lower it. Do not let the barbell touch the floor until you’ve finished a complete set.

**TIP**  Arching your back slightly and pulling your elbows back will help work your back muscles even more.
THE STARTING POINT  Stand with your feet together and a dumbbell beside each foot. Now bend over and grab the dumbbells. Keep your legs slightly bent.

THE MOVE  Inhale, and pull those weights up to the sides of your chest while keeping your back arched and head up. Exhale and lower them slowly to knee level. Don’t let them touch the floor until you’ve finished the set.
GET A LEAN BODY!

What if I told you that no matter what condition you are in now, I could show you how to make lifelong improvements in appearance, strength, self-image, and confidence in just thirty minutes each day?

—Lee Labrada

The Lean Body Promise holds the ultimate fat-burning solution that will help you release the lean, strong body inside you. In just 30 minutes a day, in as few as twelve weeks, Lee Labrada will show you how to make profound lifelong changes in your body.

After reading this book, you’ll be able to:

- Achieve and enjoy the leaner, stronger, healthier body you desire and deserve
- Maximize fat loss, strengthen your heart and lungs, and build muscle
- Enjoy more delicious foods while burning more fat
- Switch your body from “fat-storing” to “fat-burning” mode
- Measure your physical progress easily and accurately, and stay motivated

Andrew Freck’s Lean Body Stats
Body fat index before: 18%
Body fat index after: 8%
Pounds lost after twelve weeks: 22

Paulina Soria’s Lean Body Stats
Body fat index before: 27%
Body fat index after: 15%
Pounds lost after twelve weeks: 13

Darrell Collins’s Lean Body Stats
Body fat index before: 20%
Body fat index after: 6%
Pounds lost after twelve weeks: 30

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52495>
Are You Ready for the Next Step?

Twelve weeks from now you could be showing off the lean body you desire and deserve. And it all starts when you take these 3 Easy Steps!

Dear Friend,

There’s no feeling like the one you get when you make a positive change in your life. And there’s no better way to change how you feel inside than by changing your body. Let’s face it, when you look good, you feel good about yourself! Now’s the time to make up your mind to release the lean body that’s locked up inside you. Here’s how you can do it in 3 Easy Steps:

Step 1: Click on the buttons below to purchase your copy of The Lean Body Promise, now.

[amazon.com] [BARNES&NOBLE.com]

Step 2: Read The Lean Body Promise.

Step 3: Go to www.leanbodypromise.com and sign up for my 12 week Lean Body Challenge and get ready to transform yourself!

My 12-week online Lean Body Challenge is the perfect way to get yourself motivated to make your leaner, stronger body happen.

Once you sign up for the Lean Body Challenge, you’ll begin receiving weekly encouragement and support from me, for the full twelve weeks of the program. I’ll send you helpful motivational tips by email every week to help you complete the challenge. With this support, you can’t fail!

So now I ask you: Are you ready to get into the best shape of your life? If you can say, “Yes, I can do it!” with certainty, then you’re ready to go. See you at the finish line.

Yours in health,

Lee Labrada
Take the Challenge!
Buy it Now!

Available in Bookstores Everywhere!
Also Available at these fine online retailers!

amazon.com
BARNES&NOBLE.com
Also Available in Audio CD!