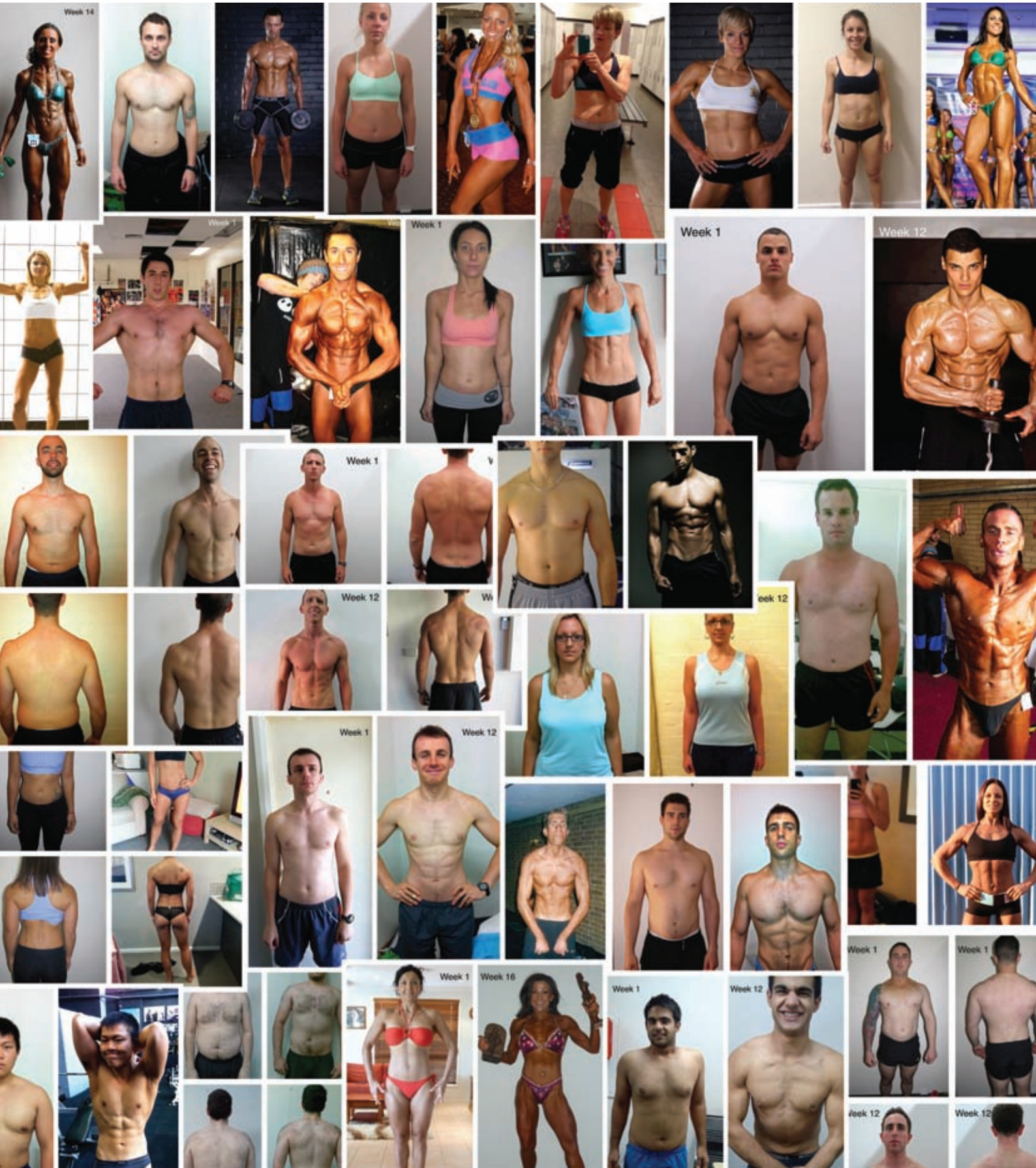


Eat Your Way to Abs

by Mark Ottobre



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About the author

Mark Ottobre, better known as Maximus Mark is owner and director of Melbourne's premier personal training studio, Enterprise Fitness. Mark specializes in outcome-driven, effective methods of supplementation, training and nutrition, as well as education for clients and personal trainers alike.

A coach, mentor and teacher to those seeking excellence in every facet of life, Mark is a leader of the health and fitness industry. It is his no-nonsense approach, knowledge and practical philosophies that allow his clients to transform their body, and to achieve Optimal Health naturally.

Mark has trained a multitude of champion figure and fitness competitors, including the 4-time Ms Australia, Janet Kane.

Many of Mark's clients and students travel from interstate and overseas to be trained, consult and learn from him at his private Internship Programs. As a thought leader of the industry, Mark has a successful blog and hosts his own podcast show, Maximus Radio at MaximusMark.com.

As a leader and forward thinker, and with his wisdom and knowledge Mark will continue to make an impact with the gift of greater health.

Mark is a qualified Sports Nutritionist with the International Society of Sports Nutrition (ISSN), a Poliquin International Certified (PICP) level 4 Strength Coach and holds numerous certifications in NLP, Olympic lifting and the teachings of John Demartini.

For any enquiries about working, training or consulting with Mark and his team at Enterprise Fitness, please email info@enterprisefitness.com or visit the website www.melbournepersonaltrainers.com

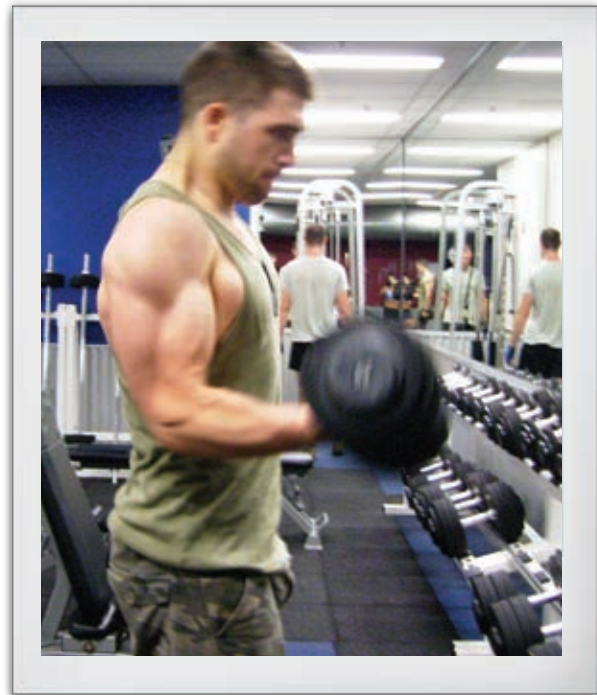
Additional links:

[Enterprise Fitness Blog](#) for weekly Q&A's and cutting edge information

[Maximus Mark Podcast Show](#) also on [iTunes](#)

[Mark's Blog](#)

Eat Your Way To Abs on [DVD](#)



Disclaimer

All recommendations are made **GENERALLY** for people wanting to improve their physiques, live a healthy lifestyle and enhance performance. This information does not intend to or attempt to, cure, prevent or treat any disease or illness. We assume that you are healthy and free of disease as you peruse the information presented. For any specific dietary requirements, please see a qualified specialist.



Mark and Janet reading Mark's feature article about Janet in Oxygen Magazine

Preface

Firstly, thank you for taking the time to invest in your health. I am honored you have chosen to download my program, *Eat Your Way to Abs*. I promise the information in this eBook will cut through the crap and give you what you need to know in the shortest time possible.

This program is comprised of an eBook and an audio program. It is intended for readers of all levels of experience, from someone at the very beginning of their health and fitness journey, to the personal trainer wanting to extend their knowledge and get better results from their clients. For your convenience, I have added a shopping list to this eBook as a quick reference guide for grocery shopping.

Audio Program

I believe repetition is the KEY to learning and creating long-lasting change. If you are serious about mastering this material, I would recommend you download the audio and listen to it while you drive, clean, cook or do other tasks that don't require much concentration.

Listen to it a number of times; ingrain the ideas in your head. I would also recommend not listening to the whole audio in one sitting, but over a number of sittings so that you have time to reflect and act on the ideas being presented.

Eat Your Way to Abs eBook

Based on the audio program, this eBook has been expanded to give you specific, more detailed information. It is written in a 'question and answer' format, so you can find what you are looking for easily and quickly. This was the most effective way of designing the eBook so to fit in as much relevant content as possible, communicated in a practical, easy-to-use format.

I sincerely hope you gain value from this program. Feel free to email my team and myself with any feedback that you might have at info@enterprisefitness.com.au

Here's to your success,

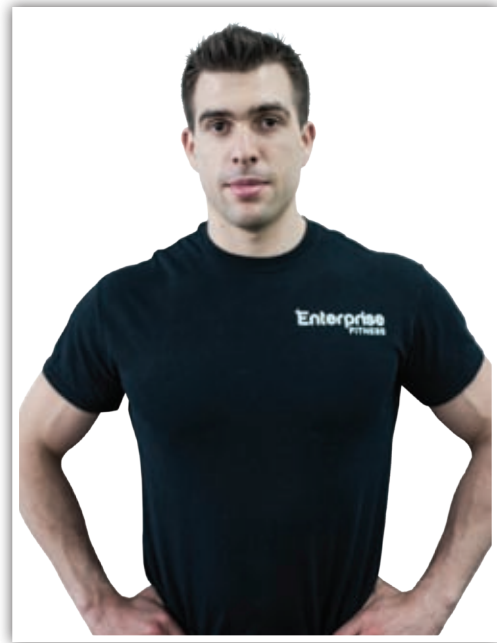
Mark Ottobre

Mark's Philosophy

Don't Diet, Eat for a Purpose

I don't want you to diet. I want you to eat for a purpose.

My purpose is not just to 'look good,' rather it is to set an example and inspire others through health and fitness. Additionally, in order to work and keep up with my lifestyle, I don't have the luxury of being sick or having an 'off day.' The only insurance plan I have to maximize my body is to eat foods that build and nourish, not foods that destroy and create food addiction.



You need to realize that what you eat is so much more than 'what you eat'. Ask yourself, why do you eat?

There are many different reasons for eating and what we eat is often a reflection of values. Do you value food as a source of abundant energy and health? Or do you see it as a means to an end? Or, do you have memories wrapped around certain foods and because those memories haven't had closure you are actually ingesting memories not 'food'.

Sound a little deep for a Personal Trainer? You bet! You see, I actually want you to get results, and if that means pushing you to deal with old issues, great! It's time to move forward.

Mind Over Mouthful

From experience, the main difference I see between people that maintain a healthy body weight, and those that become yo-yo dieters or struggle to maintain their shape, is a matter of **'Mind Over Mouthful'**.

I want you to try this; the next time it comes to choosing what to eat, say the following statement:

"I am a healthy person who eats healthy foods that build and nourish my body".

Now tell me, what kind of food did you choose?

'Mind Over Mouthful' means that you 'act as if' you are that healthy person with the body that you have always wanted. You then make decisions from this place. Instead of trying to 'do' a diet, **focus your attention on 'becoming' a person who doesn't need to diet.** When you master this, the actions to maintain a healthy body weight will become easy and automatic.

Learn more:

[How to Shift Yourself from Being an Unhealthy Yo-Yo Dieter to being the Picture of Perfect Health](#)

[Why Diets Fail and How to Achieve a Weight Loss Mindset](#)



Mark presenting at the 21Convention: The Men's Conference of the Universe

The Most Important Meal of the Day

Eating the right foods for breakfast is key and practically sets up the rest of the day in terms of the food choices you will make. Eating a healthy meal first thing in the morning is telling your brain **“yes, I am going to make good choices today.”** I find that by taking this approach, soon it will become a habit and you can't help but make excellent choices.

What should I eat for breakfast?

In a word, 'food'.

But seriously, lets just for a second stop calling it breakfast and call it a 'meal'. There are no special combinations of food that you must eat first thing in the morning; it's just a meal as any other.

Unfortunately, due to TV marketing and mainstream food advertising, the majority of people think high sugar; high carbohydrate cereals are a healthy breakfast option. The truth is that due to the sugary nature, most breakfast choices cause a crash in energy by the time we make it to work. They are terrible when it comes to blood sugar and provide little (if any) nutritional value. People would be much better off if they ate a **high protein meal**.

In Greek, the word **'protein'** means **'of prime importance'**. So in designing the very first meal of the day, it makes sense to consume protein.

When you choose to have a high protein meal to start your day, you won't have an energy crash immediately after and need a 'pick me up' in the form of a coffee or muffin.

So, what exactly is a high protein breakfast?

A high protein breakfast might include some type of red meat, fish, chicken or eggs.

However, you might be thinking "steak at 8am, no way!" In guiding the nutrition of others, I understand that the same piece of advice can be totally wrong depending upon the person it is being said to. For example, eating meat in the morning can be a great option for someone looking to step it up and get results fast. But it can also be 'too much' for someone at the beginning of his or her journey into health and fitness. For this person, starting their day with eggs cooked up with a variety of different vegetables, and served with a green shake may be just the thing they need to 'ease' them into a fitness lifestyle. It's about what works for the individual.

Ultimately you should never be scared of the food you eat. If you don't feel comfortable doing something there are always factors you can negotiate. **It just comes down to your own level of commitment and what you're willing to do in order to achieve**

your goals. Ideally, a meat-based breakfast is great because it will fill you up for longer. But then again, if you just can't stomach meat in the morning, eggs should not be seen as a 'lesser option'. Oh, and don't forget. You should never eat anything unless it's absolutely delicious!

A Rant: Most people think it's strange to eat meat in the morning. What I find strange is that we, as a society embrace milk, corn and soy as 'wonder health foods' when most of us have some form of intolerance to soy, corn, and dairy-based products. Yet, the same people still have them for breakfast.

Remember, the food pyramid was created by the wheat industry to steer people away from eggs, bacon and butter in the morning to cereals, bread and margarine, all of which will not help you achieve optimal body composition.

Learn more:

[Veganism, Vegetarianism, Industrial Agriculture and its Problems](#)

[What to have for breakfast?](#)



The Most Important Meal of the Day

But Mark, I don't have time to eat in the morning!

The “*I don't have time*” business is nonsense; you simply need to make the effort.

Time is simply an objection of value. What this means is that if you don't value (or believe in) the outcome, you won't put the time and effort into planning for your goals.

Those who complain about time simply place more value on what's easy and convenient than they do on their goals. If they did value their health more than convenience, they would wake up an hour earlier with a smile on their face to cook a tasty breakfast.

Beat the BS: The fact is; if you want something in life, you will do whatever it takes to achieve it. Once when I was competing, I remember waking up two hours earlier everyday to prepare my food for the **whole year**. No one on planet earth was going to hold me back me from my goal. Speak to bodybuilders or fitness models around the world; the one thing they all have in common is that they don't make excuses' about the food they choose to eat.

Breakfast: Key Points

- **The first thirty grams of protein you eat goes towards immune function.** If you're constantly getting sick, try a high protein breakfast. It's also great for people who need 'never get sick insurance'. If you're a busy person like me, you want to make sure you have this well and truly covered.
- **Protein stabilizes blood sugar** which means you will have more energy first thing in the morning without the dips at 'coffee o'clock' one to two hours after breakfast. Coffee is not a substitute for a poor diet.
- **A protein-based breakfast satiates appetite** for much longer than a grain or cereal based breakfast. I mean have you ever noticed that people don't tend to binge on steak or boiled eggs?
- **What you eat first thing in the morning often sets up your eating behavior for the rest of the day.** Eating a healthy meal first thing in the morning is telling your brain, yes, I am going to make good choices today until one day it becomes a habit and you cant help but make excellent choices.
- **A protein based breakfast is not a new radical idea**, its only radical to western civilization who have been sold for the last 60 to 70 years that you're 'supposed to' eat cereal and bread in the morning.

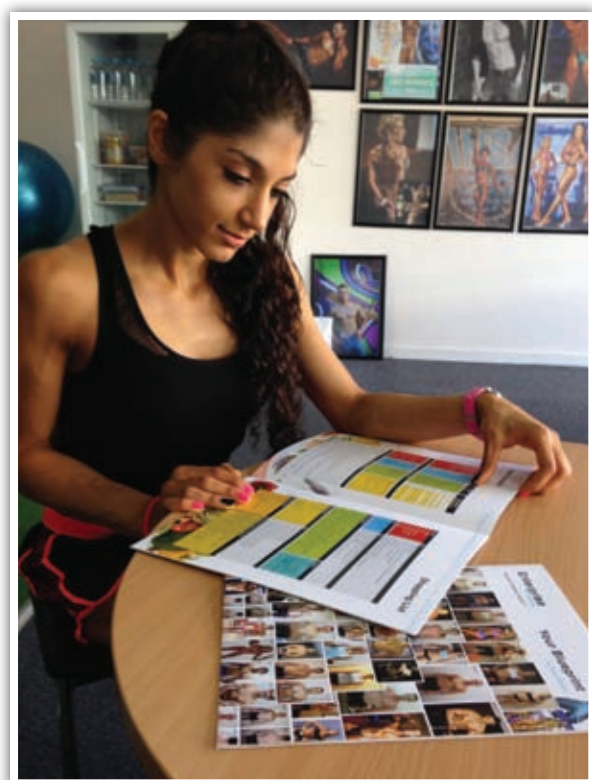
Your Blueprint for Outstanding Results

As a results-driven fitness professional, and the owner of an outcome orientated personal training company, I understand that changes to diet and the addition of supplements can be confusing for some clients. In collaboration with my design team, **I have created a superior resource to map the path towards outstanding results.**

'Your Blueprint' is a support resource exclusively for clients of Enterprise Fitness. Set in a full colour, easy-to-read booklet, Your Blueprint employs systemised nutritional protocols to easily, and effectively guide the nutrition and supplementation of others.

Capturing the Enterprise Fitness philosophy through the provision of detailed, tailored information, Your Blueprint is an 'Ace Card' on your journey to Natural Optimal Health.

To enquire about training with myself, or a member of my team please call 1300 887 143.



The Truth About Supplements



Supplements *are* necessary for weight loss and Optimal Health. But are we talking about weight loss shakes, fat burners and ‘miracle’ muscle supplements? No.

What we are talking about are supplements that improve overall health. They may include **multi-vitamins, fish oil, magnesium, Co-Q10 and other things to improve digestion.**

I eat a really healthy diet, why do I need to take supplements?

In a nutshell, our soil is greatly depleted. It has less vitamins and minerals than decades past due to modern farming methods. So, if modern farming depletes the soil, the solution is modern supplements to compensate.

I have a great presentation on my 10-set DVDs explaining this in depth, check out a short clip [here](#).

What supplements you would recommend to a general client or someone just starting out?

Supplements really should be planned around individual needs, however there are some general supplements that just about everyone can benefit from.

Supplement	Function	Dosing
Magnesium	Assists over 300 chemical functions in the body. Improves sleep, helps to keep bones strong and aids insulin sensitivity.	2 tabs twice a day, with the last two meals
Multi-Vitamin	Is a simple way to cover all bases	2 tabs twice a day, with breakfast and dinner
Vitamin D	Truth is, when most people are tested they are low!	Depends on vitamin D status, generally 1 tab with food
Fish Oil	Is a great supplement for decreasing inflammation	Depends on body fat
Wellness Greens	Green drinks are convenient and can be used as a substitute for a multi-vitamin.	1 or 2 a day

The only caveat I have about supplements is, when purchasing, make sure you buy a practitioner brand. I recommend Poliquin, Thorne and Designs for Health.

Learn more:

[Why Supplements are Necessary for Weight Loss and Optimal Health](#)



Optimal Health & Effective Weight Loss



Clients of Enterprise Fitness Belinda and Carly

Too many people approach health, as “you’re healthy as long as you’re not sick”. My approach, however, is, “find what’s optimal”. Calories play a part in the picture, but to say a calorie is a calorie when ingested into the human body is short sighted to say the least. There are so many other factors that influence weight loss and overall health.

Should I be counting calories?

To be frank, it’s really not needed to achieve the outcomes. I have trained countless competitors and transformed countless physiques, all without counting a single calorie.

To paraphrase Jonny Bowden, a world-renowned nutritionist, eat things that are hunted, fished, gathered and plucked. If you can succeed at getting your clients to eat things that are hunted, fished gathered and plucked instead of processed junk, and inspire them to do it for two months, they will have changed their physiques without the need to count calories.

Why make things more complicated than they need to be?

Learn more:

[Dr Jonny Bowden: The Rogue Nutritionist](#)

Is a calorie really a calorie?

No, absolutely not. A calorie is definitely not a calorie.

Sometime between 1890 and 1900, Wilbur O. Atwater, an agricultural chemist, came up with the idea to put everything into a calorimeter. Think of a calorimeter as an oven.

In order to objectively measure the amount of energy in specific foods, Wilbur placed different foods into an oven, turning them to ash. He then measured the amount of heat produced, which in turn denoted the specific caloric value of each food.

Now, what he found was that fats have 9 calories, carbohydrates have 5 calories and proteins have 4 calories. While the calorimeter did measure the energy in the foods, what it failed to take into account is how the human digestive system works and how hormones are switched on and off by the foods we eat.

Beat the BS: Please understand this... Our bodies are chemical machines.

We don't just heat up the food in our body like an oven. The notion (though accepted as gospel) is ludicrous after you consider all we know about enzymes and hormones today. How is it that we can still accept the theory of 'calories that go in need to be in harmony with calories that go out?' If we want to succeed at our weight loss and body transformation endeavors, we have to look deeper. We have to look at hormones.

What do hormones have to do with weight loss and overall health?

A certain chemical response goes on within our bodies when we consume food substances. In a sense, we literally switch on and switch off hormones that in turn have the ability to switch on, and switch off genes.

The saying goes **"our genes load the gun and our environment pulls the trigger."** This means that if we constantly eat the wrong things and have a certain gene that creates ill health, we will pay the price.

Hormones tell the body where to store the fat and are manipulated through our choice of food, supplements and (believe or not) our mental attitude. For example, if I eat 2000 calories a day and I get those calories from lean proteins, vegetables and Omega 3's and you, on the other hand, go to a fast food restaurant and eat 2000 calories, we are not going to end up with the same physiques are we?

Optimal Health & Effective Weight Loss

You're going to be far less lean and I will have more energy. Furthermore, if we were tested drawing blood from our bodies, I would be healthier, as my overall nutrient and hormonal profile would be far more conducive to optimal functioning.

What's the most important factor when it comes to losing weight?

The biggest thing from a hormonal perspective is controlling blood sugar, which in turn controls insulin. Fortunately for us, insulin is a hormone over which we have 100% control. We control it with the foods we eat. Look at this issue from a hormonal perspective, not a 'calories in v/s calories out' perspective.

When we look at weight loss from a hormonal perspective, we must consider how much insulin does a person excrete on a day-to-day basis. We can then help them choose foods to stabilize insulin and blood glucose throughout the day. This will aid both weight loss and compliance from the client.

So, we need insulin to store fat?

Yes, and also to drive the nutrients to the cell. This happens when you eat. Whenever you eat, a small amount of insulin is secreted. In those who have diabetes, the pancreas is no longer able to secrete insulin to lower glucose from the bloodstream.

To further answer the question, the body needs insulin to store fat from a chemical perspective. Fat cells consist of free forming fatty acids and triglycerides. Think of the triglycerides as the 'storehouse'. Triglycerides are made up of three free-forming fatty acids bound together by a glyceride molecule module. Once the fatty acids are bound they can be stored. For this chemical process to take place, insulin is needed.

When you eat foods that raise your blood sugar, insulin will get secreted to combat this change. The job of insulin is to keep glucose from staying in the bloodstream, by driving it into the muscle or the liver.

Many young males believe that the best way to gain weight is to consume high carbohydrate, sugary foods, such as ice cream, lollies or chocolate bars. But this will make you more likely to be insulin-resistant, when we want to be insulin-sensitive (basically we secrete less insulin to do the same job). The more insulin sensitive we are, the more 'keyholes' we will have on our muscles to uptake glucose, which is a good thing. The less 'keyholes' we have, the more insulin resistant we are.

In terms of controlling someone's weight long-term, insulin is the main factor we need to really look at. This is why programs such as Jenny Craig and Weight Watchers see only short-term results (from reducing calories), but don't have the best long-term success.

To train hard and recover properly, you need to eat correctly. The wisdom is in eating the right foods that have the correct hormonal effect on the body. The hormonal effect should minimise insulin secretion and keep blood glucose stable.

Foods that raise blood sugar will often lead to over-eating. *Eat Your Way to Abs* is about **eating more and looking better through correct food choices.**

Beat the BS: Believe it or not, in the early 1950's, reduced calorie meal plans used to be called 'semi-starvation diets'. The reason why they changed the name was because people didn't like the term 'semi-starvation' and the marketers had a hard time selling 'a semi-starvation diet plan'. Every time you hear someone say a 'calorie-controlled plan', it basically means a semi-starvation diet. Don't buy into it.

I don't believe we need to starve in order to get the body we desire, however people do it, and what's worse is that they succeed at doing it. Anyone can lose weight by starving. There's not much to it: just stop eating.

My clients don't starve. A client who I guided on the *Eat Your Way to Abs* plan told me after his first week: "*Mark, this is the most food I have eaten in a week in my life, yet I have lost three kilos!*" This is a perfect demonstration of what I mean when I say, **you don't have to starve to get the body you want.**



Pesticides and Environmental Toxins



Pesticides and environmental toxins are a growing problem. They are both insidious. They're insidious because what is sprayed on foods is not written on the food labels. Nor are we told whether the spray might be toxic.

But I don't see 'toxic' on food labels? Where are these toxins and pesticides?

'Toxic' is still being defined! I mean, anything can be toxic, even water if you consume it in high enough amounts. And so long as the 'scientific' community approaches pesticides and chemicals in our environment with 'still to be defined terms', our grandchildren will be the ones to pay.

BPA (or Bisphenol A) is not a pesticide, but it is a good example of an insidious toxin in our everyday environment. BPA is used in a number of different canned foods, plastic water bottles and other plastic products. Amongst neurological issues in infants, it has also been found to be lower testosterone. Again, what makes BPA insidious is that companies don't always label their products.

The numbers 'three' and 'seven' indicate if BPA has been used.



The numbers should be found in the triangle but that's not always the case.

What about things labelled as organic?

One thing that everyone should know about organic food is this: *Organic food may not be any more nutritious for you than a non-organic item.*

But that should not be why you buy organic. Let me explain...

Food Industry (amongst other political institutions) has been campaigning with research papers and studies that organic food is completely equal to its non-organic counterpart from a nutritional standpoint.

Regardless of whether this was true, which I personally don't believe it to be, that's still not why you buy organic food. **The reason you buy organic food is so you don't get the pesticides.**

Beat the BS: Nutrient value of food can be traced to the quality of soil it comes from. It's assumed the nutrient value of soil from an organic farmer would be higher compared with a non-organic farmer. However, at best, this is still an assumption and it's based on the fertiliser the farmer uses—not the pesticides. But again, this is not the reason to buy organic.



I was told pesticides aren't dangerous for humans. Are they?

Many so-called 'health experts' seem to disagree that toxic pesticides are poisonous. But do we really need the experts to tell us? The truth is obvious and simple, it's glaring right back at us: *pesticides are designed to kill living organisms*, and most are yet to be studied for potential long-term effects on human health.

To quote Michael Pollan, the author of the *Omnivores Dilemma*, "You can shop for value, or you can shop for your values." Every time you go to the supermarket, you're basically voting.

When you do your grocery shopping, shop for your values. And if you hold a value of health, you will shop for it.

Learn more:

The Environmental Working Group have a great guide to the foods that are most and least sprayed with harmful pesticides. Check that out here:

<http://www.ewg.org/foodnews/>

[**Fighting the T-Killing Toxins**](#)

For the Female



Before & after shots of Enterprise Fitness client Belinda Carusi

I can tell you, having trained countless clients (both male and female) in my career, that the female psych and physicality is a complicated thing. And no, I'm not talking about when it comes to choosing an outfit to wear to the gym. I'm talking about specialized training and nutrition protocols for female athletes and competitors.

In comparison to their male counterparts, women share a different relationship with training, diet and how they approach their time in the gym. In order for any good PT to write and prescribe an effective training and nutrition program, it is imperative they have a sound understanding of the female client.

From gender-specific supplementation and detoxification protocols, to effective methods of training and nutritional planning, **females are different** and require a different kind of knowledge to achieve optimal body composition and bolster well being.

What do you mean it won't work? It worked for Madonna.

Females are exposed to so much misinformation and downright crap. Furthermore, companies spend millions and millions on marketing efforts to make women believe there is a faster, easier and better way that has been a secret for centuries. It's scam after scam.

So when a female does finally come to see a professional, or is given advice that actually works, she can be somewhat sceptical because it sounds *different*.

If you like to read gossip and fitness magazines filled with celebrity diets, that's fine as long as you never believe a word printed. The unfortunate thing for a lot of females is that they believe eating less equals weight loss. This leads to starvation as the less you eat the faster your results right?!

Wrong...

The problem is that eventually they bomb out and crash, binge on the closet bucket of ice cream or block of chocolate and then repeat it all over again. It's simply not sustainable, nor is it effective.

That's why you see so many women stuck in a pattern of yo-yo dieting. In their memory, they only know one strategy for losing weight. Either not to eat or to eat less. They can't stick to it—but it's the only thing they think that gets the result desired.

So what is 'healthy' for a female?

Eating enough and eating correctly is as problematic for a female fitness competitor as it is to an Average Jane. Society has conditioned females to think that they 'should' eat a certain way. But guess what? The 'shoulds' are (most often) complete garbage.

'Healthy' option menus and 'healthy' food products (many containing soy, gluten and dairy) have diluted what health foods really are. Now you have people going to a café in the morning ordering a low-fat muffin and honestly believing they're treating their bodies well.

Then they walk past a guy like me, who's eating four full eggs, a steak with a quarter of an avocado and think, "I'm eating too much fat." My question is this: **Who taught you what to eat? Who told you the muffin is a healthy option?**

If you dig deep enough it comes back to what the food industry wants you to believe. This is a concept I discuss further in my seminars. Females should be ordering a hefty steak just like their brothers, dads, husbands and boyfriends.

The three worst things a woman can ever do for her health:

1. Become a vegetarian
2. Consume a diet high in soy
3. Buy into the low-fat nonsense



Enterprise's resident functional health practitioner, Kristine Ottobre

For the Female

Ok, I'm a female. So where do I start?

The number one goal that I ask all females to achieve is to simply meet their daily protein requirement. What they eat the rest of the time is a 'work in progress'. Most females will struggle to meet their daily protein requirement. They will think it is too much food, but it is not.

This approach works extremely well because it shifts focus from *thinking* about the foods they can't or shouldn't have to the foods they *have to eat*. You never want to disempower people by preaching they can't eat this or they can't eat that.

The biggest thing about most clients, especially females, if you take something away from them they are going to feel disempowered. Never take anything out of their diet unless you replace it with something else.

Come from the frame of mind ***"How can I empower this person? How can they walk away and feel good about the advice I have given them?"***

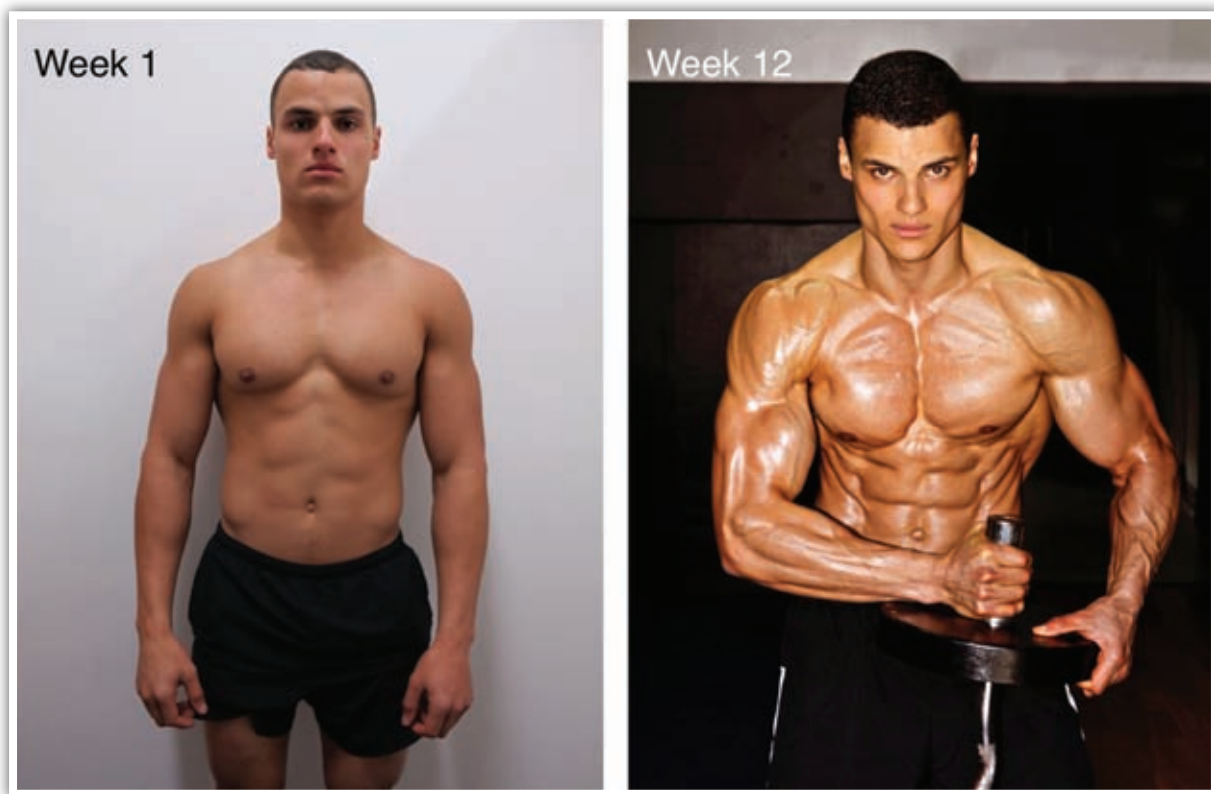
Learn more:

[**Women's Health Show: Menopause, PCOS and PMS**](#)



Enterprise Fitness client Veronica backstage at the INBA Rookie All Stars

The Art of Creating Compliance



Enterprise Fitness client Karim before and after training with Mark (just 12 weeks)

I am genuinely curious as to what it is that holds people back from getting where they want to be. Throughout my career I have refined my approach and developed numerous strategies to empower my clients to achieve their goals.

The following advice is mainly intended for health professionals and personal trainers, but is also very helpful for clients to read. For the purpose of this eBook, I'll break it down into these 3 main parts for you:

1. Goals & values

2. The homeostatic function of the mind

3. Self-sabotage

1. Set your goals according to your values

I did an amazing consult with a young lady. She told me she wanted to compete. Being the curious young cat that I am I asked all kind of questions like:

When did you decide that?

The Art of Creating Compliance

How long has that been a goal?

Why?

What's your biggest challenge and why has it taken you so long to decide that?

What keeps getting in the way?

It became abundantly clear from her answers that her career was of extreme high importance and the thing that was *"getting in the way"*; was her **main** inspiration. So in this I teach you a lesson:

"Set your goals according to your values"

Don't set goals that are doomed to fail from the get-go. Example: For me, it's setting a goal around learning how to speak French. Don't get me wrong, I would love to be able to speak French, however, I have only been to Paris once and everyone there spoke English so the need for me to dedicate precious, precious time and energy to be able to speak French fluently is not particularly high on my values. Sure, after being in Paris, I wanted to speak French, but my inspiration for actually dedicating my self to learning French - was simply not there. You might even say I need some outside **'motivation'** to keep me 'on track'.

However, after holidaying in Europe, I did come back to my gym **'inspired'** to train and eat super well. You might even say, no one and nothing stopped me from doing twice a day workouts and prepping all my food so I could get my strength and body back after being in Europe as fast as possible. I felt 'inspired' from within.

In saying all of this, one key take home point is to help clients align goals to their values. If career is of highest importance, ask, how is training and eating well going to help you in your career and make more money? If they say, no, those two don't link, you have some work to do. You are not going to change someone's highest value, but you sure can communicate to them what's important to **you** in terms of what's important to **them**. Help them create realistic expectations based on their values. If you don't, you are setting both your clients up for disappointment and yourself up for frustration.

So after she finished talking I said "I don't think you will make it in thirteen weeks for this comp. What I am hearing is you have a lot on your plate and NOT competing doesn't make you a bad person either. What happens if we changed your goal to a photo-shoot? Make it a *little* less stressful?"

She smiled with a smile that was like I just released her from a jail of conflicting values... she said *"that would be great!"*

2. Homeostatic Function of the Mind

Are your clients really off track? Are they really 'blowing out'? Just a suggestion, they may just achieve the level of results they are content with and feel the need to 'relax'. Unfortunately for them (and for you) 'relaxing' means eating a whole cake, a box of Tim-Tams, Pizza, Starbucks double whipped (low-fat) espresso mocha with reduced fat marshmallows and a bottle of Jack Daniels.



You see, they have been 70 kilos for their entire life. They saw you at their worst, 74 kilos and they felt like crap, they just wanted to be 70 kilos again. They started training with you and got to 65 kilos and now they feel great! You helped them achieve 5 kilos more weight loss than they really wanted! To go further actually scares the pants off them. They will have to buy a whole new wardrobe... Can you imagine?

What will my partner think of me if I lose more weight?

What about my parents? And my friends?!

They will think I am some pseudo-health-nutcase!

Nope, 65 kilos is where I belong. IN FACT! If I see 64kilos on the scales (which they do almost every week) this is actually a sign from **God** telling me I need to eat a whole cake, a box of Tim-Tams, Pizza, Starbucks double whipped (low-fat) espresso mocha with reduced fat marshmallows and a bottle of Jack Daniels.

Someone's self image is responsible for this scenario. This one is not all bad, these people are actually often quite happy. Best thing you can do is to ask them, "where would you like to be and what's holding you back?" Often they say, no, I am quite happy with my weight loss thank you sir. Or, they may say, 60 kilos, but that's not realistic, or words to that effect meaning, they're happy just training- and there is nothing wrong with that!

So stop injecting your values of further weight loss as a trainer on to them. Let them be. They will come to you when they are ready for more. Trust me - I have done this before.

The Art of Creating Compliance

3. Self-Sabotage

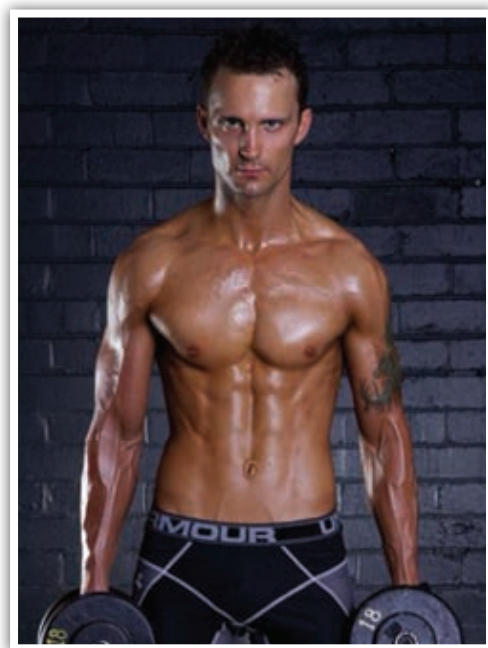
This one is quite simple. It's the person who has linked more drawbacks with achieving their goals than benefits. This is your classic, scared of success persona/don't know how to deal with success. In short, they're scared of what life would be like if they did achieve their goal.

Point of advice for trainers, refer this one out to Demartini or an NLP consultant if you plan to train them. Things will start getting seriously deep, seriously fast. It's out of your scope as a trainer. Even for me, I have studied both of these coaching modalities in depth and still refer out to other practitioners because if they are paying me to train them (which they are) I want to focus on the training- not problems or issues with the past.

I have taken many one off consults around self-sabotage and 95% of the time I uncover the issue and then refer out for someone else to deal with it. From my experience, the issues are almost always **way, way** out of scope for any trainer.

Plus everything I say usually ends with them crying (in a good way). Most trainers freak out at the sight of tears, personally I get excited because I know tears usually mean that they are on the edge of a breakthrough.

When I see tears I always congratulate them for stepping up and being authentic. Then I suggest, "*When would "now" be a good time to let go and move on?*" (Embedded suggestion with a slight head nod to confirm **now** would be a good time).



*Enterprise Fitness Trainer,
Chris Churchward*

Please remember, often people think that they need a different approach to nutrition, examples; count your macros, don't count macros, reverse diet, clean eat, etc. I have been saying the same thing since I started. **It's the relationship you teach your clients to build with the foods they eat that really matters.** We train humans not machines. Different things work for different people – not JUST because people are so different bio-chemically, but because people **are** different.

At the end of the day, most clients (including competitors) have other things in their life that need time, money and energy - not just training. Although, lets face it, training and hard work makes everything in life that much sweeter.

Staying on Track

You have every intention to eat well and train as prescribed, but for some unknown reason you are finding a way to self-sabotage.

In my eyes, the worst part of the situation is not that you had deviated from the plan. No, it's not that at all. It's the feelings and emotions that come with a slip up: guilt, shame and loss of motivation.

I am a trainer that believes in his clients. When someone comes to me and tells me that they have every intention to stick to the plan - I believe them. However, I also have a keen intuition and an understanding of the emotive mind. When a client deviates from the plan, it often has nothing to do with a lack of want or will to achieve the goal. Often there is something deeper at play.

As a client, it is so important to understand what this is in order to move forward and achieve your goal. As a trainer, you need to learn how you can help your clients better understand him or herself.

I blew out on my diet, now what do I do?

I think the best thing to do would be to give up now, as you obviously can't stick to a diet...

KIDDING, kidding. 😊

No – the best thing to do is to reflect back on the moment you binged ... What were you feeling at the time? Was it helplessness or defeat? Did you feel you weren't making progress so "what's the point?"

Usually this action is from us comparing our values (or bodies) to an outside influence. Example; "I have been dieting for 2 weeks yet I still don't look like my friend who eats whatever she wants". Or "Its never going to happen, its pointless, I should just give up and 'accept' myself".

Am I right?!

Long story short, you are injecting this persons values into your life and subordinating to them thinking they are better than you. It's BS! They have a unique set of values, as do you, theirs just happens to be doing photo shoots for example. This does not make them right or wrong, as it does not make you right or wrong for having different values.

Essentially what happens is you project a fantasy and then compare your current reality to your fantasy. Because your current reality or in this case, body composition doesn't live up to your fantasy you get depressed and turn to food for comfort.

This takes us far way from gratitude and its only when you're grateful for what you have, you get what you want. To summarize, have a look at these three points:

Staying on Track

1. Truth of achievements

There will always be an equal amount of support and challenge towards your goal. You will only accept the challenge if it is something that is high on your values. Example; I have a heck of a lot of respect for Tony Doherty creating FitX. We can all agree that the FitX event would be massively stressful to put on... a global event with athletes from all over the world participating. To take on such a great challenge, one needs to be inspired about the challenge otherwise they will back down at the first hurdle, let alone the continued day to day challenges. This is what I mean when I say, the truth of achievement. Achievement doesn't come without challenge. The most growth occurs on the border of chaos and order, support and challenge. This is the difference between eustress (stress you thrive off) and distress (stress that kills you).

You welcome the stresses that are on your highest values (eustress) and resent the stresses that come from your lowest values (distress).

2. Truth of others

Most people are having relationships with who they think others “should be”, projecting a fantasy of how “it should” be instead of seeing them for who they are. Example; The fitness model who is in shape all year around, doing photo shoot after photo shoot clearly has a value on looking good and doing photo shoots. When we appreciate them for that unique value, we give ourselves permission to appreciate ourselves. In other words, some might see that as excessive, others may wish to be them; it's about living true to your values. Seeing them as they are includes the downside; they don't get to eat out, they don't get to drink with their friends, they don't get to sit on the couch and eat ice cream and chocolate with their lover.



Enterprise Fitness client and 4 time Ms Australia, Janet Kane

They are not right for their values, you are not wrong for yours. But appreciating them for the discipline they have is the first step towards appreciating yourself for the values you have. Liberate yourself from ‘shoulds’ and ‘ought to’ and move towards ‘love to’ and ‘want to’. No one tells a champion like Janet Kane to compete except Janet Kane. If you ever get a chance to speak to her, listen to her language, it's full of “want to” and “love to”.

3. Taking away gratitude

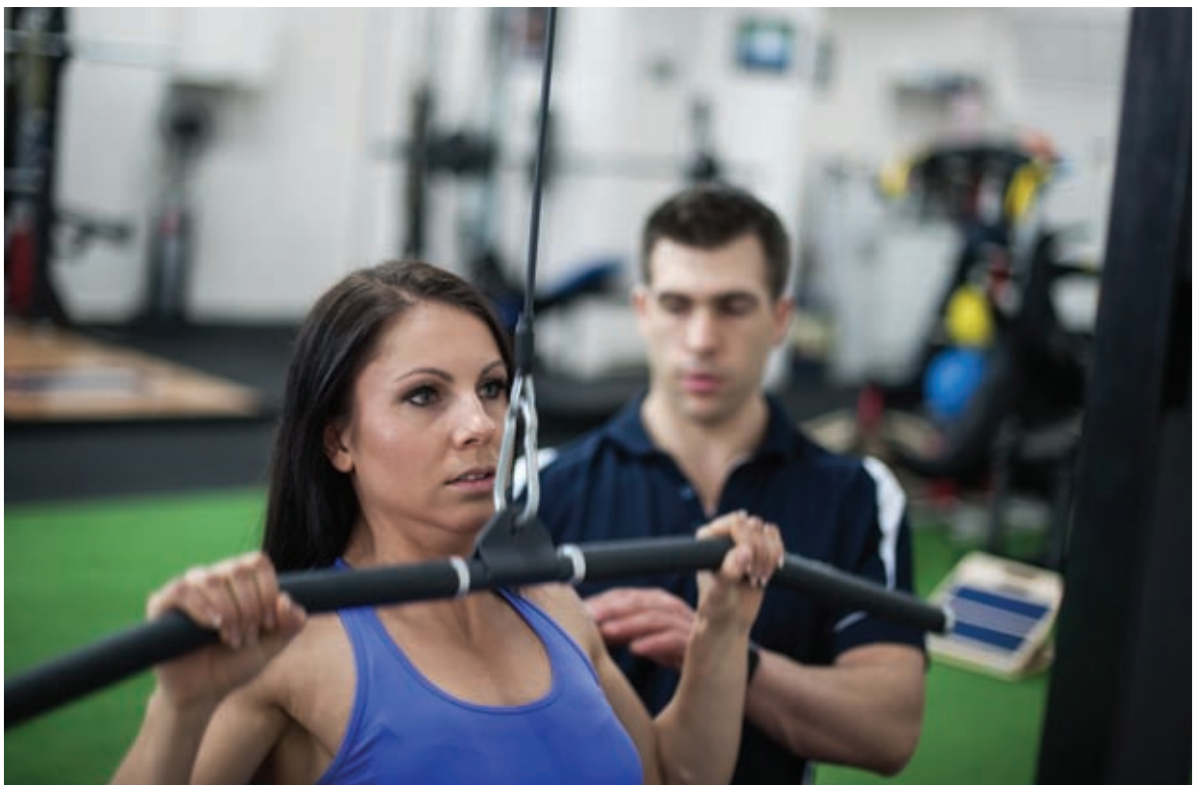
This one is pretty straightforward. Trying to live by someone else's values is suicide and breeds resentment towards self and others. Instead, any action that you think has set you back, ask, how has this served my highest value? What has going off track allowed me to do? What benefit from this drawback am I getting? Don't stop until you become humble by the magic of the universe and your subconscious for always giving you what you need, when you need it.

So you blew out your diet – Its no big deal. Ask, how does it serve and what is this trying to teach you? Does this blow out bring you back to center, teaching you to be more centered and balanced in your approach?

It's a mental game. Here's to self- governance!

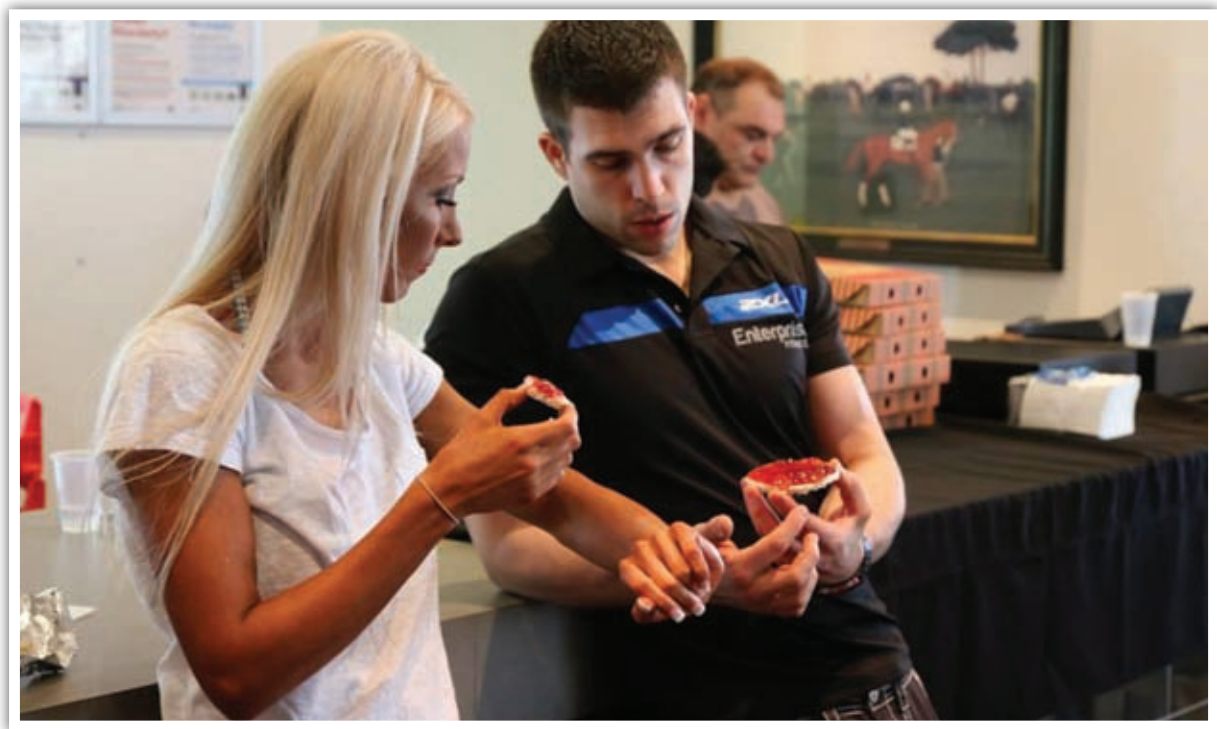
Learn more:

[What to do When you Hit a Plateau](#)



Mark training Belinda at the Enterprise Fitness studio

Gluten



Gluten is one of my favourite topics. I can sincerely say, many of my clients' lives and health have radically changed with the information I am about to share with you. So lets start with the basics...

Gluten, what is it?

Gluten is a protein found in wheat, rye and barley. In fact there are over 60 different peptides of gluten, such as Alpha Gliadin, Omega Gliadin or even Gluteomorphin which actually binds with morphine receptors in your brain making you feel euphoric.

Most people think that gluten is only a problem for Celiacs. I'm here to tell you that if you think that, you simply don't understand the autoimmune process.

Auto-immunity – So what is it and why do I care?

To develop an autoimmune disease, you need three things:

1. The gene
2. The trigger
3. Intestinal hyper-permeability (otherwise known as leaky gut)

Another way to put it, is the environment pulls the trigger of the gun to your DNA. Genes can remain dormant if there is no environmental trigger to pull the gun. This is the study of epigenetics, which is basically the science of switching on and off genes.

The Gene

I want you to imagine your double helix in front of you, (fancy word for DNA). Now if we pull on your DNA chain as hard as we could something will eventually break. Maybe for you, you develop a thyroid disease (Hashimotos) or the villi in your gut become damaged (celiac disease), or you develop plaque on your brain that leads to Alzheimer's dementia.

Like I said, something's gotta give. No one is engineered to live forever. What breaks is based on your genetic code. Maybe you have a history of heart disease in your family? Look to your family for their history of illness', this is most likely where your weakest link of your DNA chain is.

The Trigger

In The New England Journal of Medicine, they have listed 55 diseases that can be caused by eating gluten. These diseases are autoimmune driven and anything that is autoimmune driven needs a trigger¹. Here's where it gets interesting and what most people miss, so I'll use a few analogy's to help it sink in.

Your immune system has different arms. Lets think of it as the military. You have the Air-Force, the Navy, the Marines, etc. Different arms of your immune system do different things and fight different foes. Sometimes you create different arms all together, lets say in the case of a vaccination.

If you were heading to Africa, you would need to get a measles, mumps rubella (MMR) vaccination well ahead of your trip so that your body can form a defensive force (an Army of antibodies) against MMR. If you were then to come into contact with MMR whilst in Africa, your body has the "military" (antibodies) armed and ready. So here's how it works...

You get vaccinated with a small amount of the virus. Your body rushes to the rescue and starts to create antibodies to this virus. Once those antibodies are made, they become vigilant for the rest of your life. In fact, that sole purpose of that antibody is to destroy MMR or anything that looks like MMR.

1 *N Engl J med* 2002 jun17; 346(3) 180-8.

Gluten



Enterprise Fitness client Callum competing in his first competition as a junior

We have what's called memory B-Cells. What this means if MMR ever comes into contact with our body again, memory B-Cells will trigger the antibodies to get them to work to destroy the pathogen. This is exactly what is supposed to happen.

So how does this relate to gluten?

Gluten is a foreign invader. Why, might you ask? Haven't we been eating wheat for centuries? True, however, due to Genetically Modified crops (GMO) the gluten concentration has gone up by 50% in the past 50 years making it much more of a problem than ever before. Additionally, there are some genotypes that just can't tolerate wheat- period.

Whilst it's true, for some, gluten is not a problem in the gut or to the immune system. However, I believe those numbers are often misquoted. From what I see from the research, I believe that closer to 70% of the population are effected by some form of gluten sensitivity. The New England Journal of Medicine said celiac Disease is "one of the most common lifelong disorders in both Europe and the US²."

This is Celiac Disease, not gluten sensitivity. If we analyzed the numbers through the context of '**gluten sensitivity**', I believe the numbers of people affected would be much higher. Remember, celiac disease is just one way an autoimmune disease can manifest.

Gluten is the trigger. If we eat gluten and our bodies do not like it, we begin to make antibodies to gluten (just like when we get a vaccination). The problem is, we consume gluten for breakfast, lunch, and then dinner: day in, day out. Imagine have a vaccination every day? Your antibodies would be through the roof, your body constantly trying to fight something off.

² Celiac Disease - How to Handle a Clinical Chameleon; Alessio Fasano, M.D; New England Journal of Medicine, NEJM 348;25 June 19, 2003

This is what happens with gluten. You raise antibodies. Those antibodies, once raised don't exactly have 'homes'. Antibodies create inflammation on a cellular level. Without going into a whole thing on inflammation, lets just call it the *silent killer*. You want to avoid cellular inflammation where possible.

Now to tie it all together, if you have Intestinal hyper-permeability (point 3 of what you need to develop an auto-immune disease) those antibodies will begin to attack healthy tissue in the body. Now this can affect any tissue of the body, thus why the New England Journal have found links to over 55 diseases.



Enterprise Fitness client Rebecca with an amazing back!

It's the autoimmune process that you need to be concerned with- NOT the fact that you might get fat. Have you ever noticed that some foods make you bloated or make you puff up almost instantly? This is an inflammation response. You have obvious inflammation responses and an acute response. An obvious one is you eat peanuts and you have an anaphylactic shock. An acute response is you eat gluten and start to create antibodies.

The reason why gluten sensitivity often goes undiagnosed is because it takes time for the antibodies to damage enough tissue that you can actually classify it as 'a disease'. This is why the average diagnosed age of coeliac disease is between the ages of 30 to 50³. Reason being, the gut needs enough damage to be formally a 'disease'. If you're interested in Optimal Health like me, this is simply not an option.

A Rant: Testing for gluten sensitivity in Australia is appalling. Actually, it seems we are just getting the Y2K bug now. Jokes aside, there is one lab, Cyrex labs that test ten different peptides of gluten. Unfortunately, to my knowledge, this test is not available in Australia as yet. My take home; if you feel better removing gluten from your diet, keep it out.

3 *Postgrad Med J* 2002; 78: 31-33

Gluten

Can I go low gluten?

The WHO guidelines say, its 20 part per million that cause an immune response in sensitive individuals. Look at your thumbnail. Divide it by 10. That's basically what your looking at when they say 20 parts per million.

What this means is; there is no such thing as low gluten. The term is 'gluten sensitivity' (not celiac disease) and if you're sensitive to gluten, you have a permanent intolerance. This means, even on cheat meals, keep it gluten free: you will feel better and live longer and not create inflammation.

A few more pearls of wisdom

If you're blue-eyes, blonde hair, it's a 99.5% probability that you have some form of sensitivity to gluten. If you're of Arab descent, you are in the genotype that has the least sensitivity to gluten.

If you have a larger than normal forehead, it's a 99.5% probability that you have some form of sensitivity to gluten. No, I didn't make this one up, Italian researchers found a novel sign of gluten sensitivity is a distended forehead.

When you cut out gluten, in the first two weeks you may actually feel worse. Why? Simply because you're not triggering the immune system. Give it at least four weeks. I have clients who remove gluten, and then bring it back in. Those that are sensitive quickly realize it is the cause of a lot of issues. One client reported her children's recurring ear infections disappeared with the removal of gluten from the families diet.

One exposure to gluten will raise antibodies for 90 days, regardless of the amount consumed. Therefore, if you have a gluten sensitivity, eliminate it 100% from your diet.

If you ask me, I am 100% gluten free, despite the fact that I have 'no apparent' sensitivities. I don't have time to feel less than 100%.

Learn more:

[The Gluten Show Podcast](#)

[Mark Ottobre Reveals Why Gluten is Bad for You](#)

Eat Your Way to Abs Final thoughts

THE KEY to creating change is to take responsibility for all your actions and inactions.

You will never create change in your life, or in anyone else's, until you take responsibility. You need to be responsible for taking magnesium, meeting protein requirements, waking up that extra hour earlier to cook your food and to do it with no excuses and a smile on your face.

You can train five or six days a week but if your still eating junk, results simply won't follow.

The other part is accountability. Get someone you trust to hold you accountable to the goals that you want to make a reality to ensure you follow through.

Finally, make one change every week and see your body as a long-term project.

The biggest thing with any 'diet', which in French means 'lifestyle', is that if you blame a diet for your lack of results – you will never achieve anything. **Take responsibility of what you choose to eat.**



Enterprise Fitness team back stage at the INBA All Female Classic

Shopping List

Proteins	Tips
<ul style="list-style-type: none"> • Chicken • Fish • Red Meats • Game meats • White meats • Eggs • Pork 	<ul style="list-style-type: none"> • Breast or thigh • Avoid canned, tuna and fish from Asia, includes Basa fillets • Grass fed, organic when possible • e.g. Kangaroo, goat, camel • Chicken, fish • Preferably free range, full eggs • Always free range, lean cuts such as pork fillet

Fats	Tips
<ul style="list-style-type: none"> • Organic Butter • Coconut Oil • Avocado • Olive Oil 	<ul style="list-style-type: none"> • Can get in supermarket; yellow pack, 'harmony' • Try different brands, 'extra' virgin coconut oil • Organic if possible • Try different brands, 'extra' virgin olive oil

Fibrous Carbs	Liquids
<ul style="list-style-type: none"> • Any thing that is green • Anything that doesn't contain starch • Easier to say what its not, its not pumpkin, potato's or corn • It includes: leaves, carrot, alfalfa sprouts, asparagus, broccoli, cabbage, celery, cucumber, eggplant, green beans, kale, mushrooms, onion, parsley, peppers, radishes, spinach, zucchini, tomatoes, turnip • You can use frozen vegetables, just insure they have no starchy vegetables in them (potato, corn, pumpkin) 	<ul style="list-style-type: none"> • Water • Short or long black (no milk or sugar) • Green, peppermint or black tea (preferably loose leaf)

Starchy Carbs	Tips
<ul style="list-style-type: none"> • Sweet Potato • Pumpkin • Quinoa • Brown Rice • Basmati rice • White Potato • White Rice • Quick rice 	<ul style="list-style-type: none"> • Low GI; best for fat loss • Low GI; best for fat loss • Low GI; best for fat loss • Low GI; good for fat loss • High GI; best for recovery and muscle gain • High GI; best for recovery and muscle gain • High GI; best for recovery and muscle gain • Very high GI; converts to sugar too fast

Foods to avoid	Condiments (herbs and spices)
<ul style="list-style-type: none"> • Gluten • Canola Oil • Soy • Refined sugar • Commercial dairy products • Vegetable oil • Margarine • Transfats 	<ul style="list-style-type: none"> • Cinnamon (make sure here is no sugar) • Turmeric • Chilli/Chill flakes • Ginger • Sage • Cracked pepper, Cayenne Pepper • Apple cider or balsamic vinegar • Pink himalayan salt and celtic sea salt • Garlic • Saffron • Fenugreek • Cardamom • Thyme • Rosemary • Oregano • Paprika • Lemon or Lime Juice/ or rind

About Enterprise Fitness

Enterprise Fitness is Australia's premier Personal Training studio. Founded by Mark Ottobre, his vision is to create the most professional and education driven personal training company in Australia, as it is education that leads to lasting results.

At Enterprise Fitness, **we make your fitness goals a reality** and we have the track record and reputation to back it up. **Our goal is to make health and fitness apart of your lifestyle.**

As we pride ourselves on the highest level of service we do not offer gym memberships or casual passes to our facility. This means that as a client of Enterprise Fitness you will never need to wait for equipment and will be guided step by step through your training, nutrition and supplementation.

However this is just one of the many benefits you will experience training with Enterprise Fitness. At Enterprise Fitness, it is our specialized knowledge that sets us apart. Having trained countless bodybuilders and figure champions, fitness models and fitness competitors we know how to get results in the most effective and efficient time frame possible.

However, please don't be confused, we don't only train fitness competitors, we work with a broad spectrum of the population with the one commonality- they're all serious about making a positive change and getting the results they have always wanted.

With any new client starting with Enterprise Fitness, the first thing to do is to accurately assess your starting point. Maybe your starting at 25-30% body fat and want to lose 10-15 kilos or maybe your starting at 13% body fat and wanting to get just a 'little' leaner and build muscle? **Where ever you are right now is perfect and we can help you.**

In the first session we discuss your goals, measure your body fat and take your BioPrint. From here we do a structural balance assessment and are able to design you a specific training, nutrition and supplementation protocol to ensure you maximise your results whether the goal is weight loss, strength, to increase muscle, fitness or to get you ready for a comp or photo shoot. **Whatever the goal, we've got you covered.**

Our studio is fully decked out with the highest quality equipment from Elieko, Pendlay, Australian Barbell, Life Fitness, Watsons Custom Strength and Iron Edge. It is a fully equipped private gym with only the best equipment to meet our high standards of practice.

And no, we don't have treadmills. When you train with us we will rip open a new exciting world of exercise that awaits you. We do not rely on cardio equipment to train our client, instead we show you fun, safe and effective training that actual gets you in shape (and

About Enterprise Fitness

keeps you in shape). I mean seriously, who wants to pay a personal trainer to walk with them on a treadmill?!

We invite you to come and experience the difference of training with bona fide world leaders in the field of fitness.

Make the decision to train with the best personal trainers in Melbourne at our premier personal training studio located on 381 Swan Street, Richmond.

What to do next?

To book in a time to discuss your goals please give us a call on 1300 887 143 to make an appointment. Alternatively, you can email info@enterprisefitness.com.au with a little about you and why you want to work with Enterprise Fitness.

For more information on training services please visit:

<http://www.melbournepersonaltrainers.com>

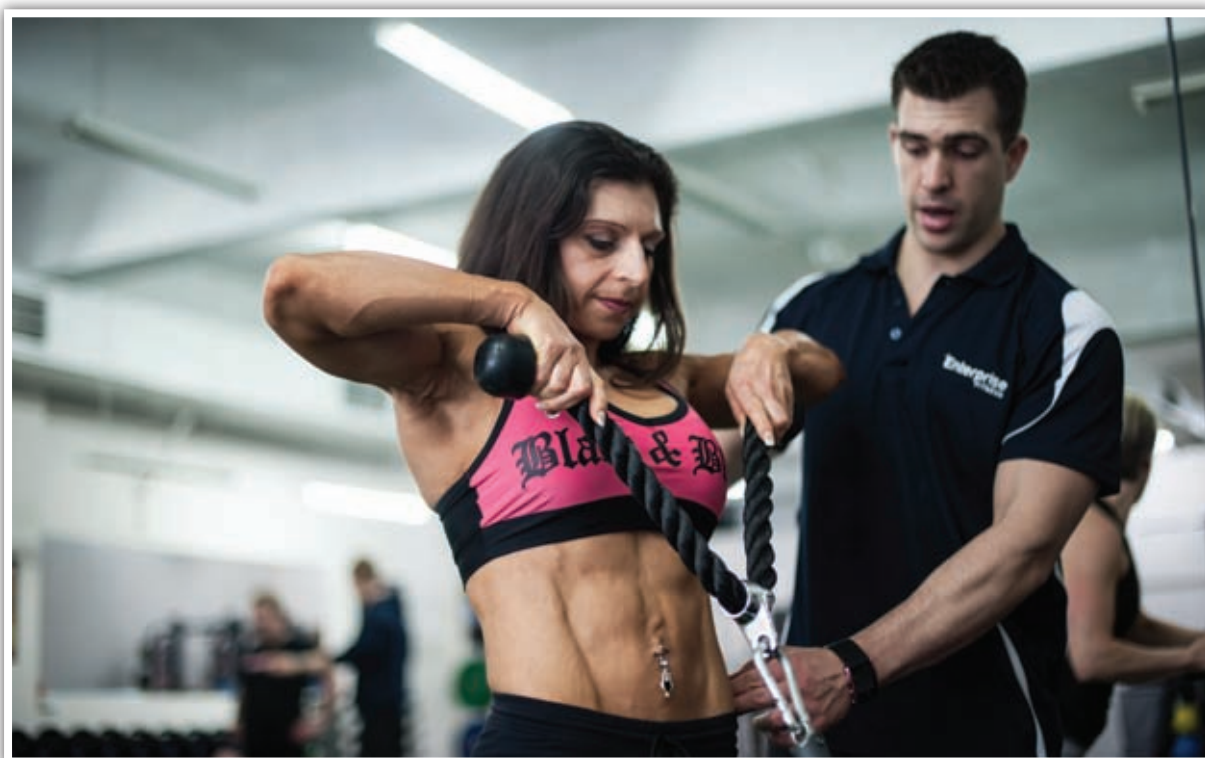
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Mark training Janet



Eat Your Way to Abs

by Mark Ottobre

Trainer of Champions – About Mark Ottobre

Mark Ottobre, better known as Maximus Mark is owner and director of Melbourne's Premier personal training studio, Enterprise Fitness. Mark specializes in outcome-driven, effective methods of supplementation, training and nutrition, as well as education for clients and personal trainers alike.

A coach, mentor and teacher to those seeking excellence in every facet of life, Mark is a leader of the health and fitness industry. It is his no-nonsense approach, knowledge and practical philosophies that allow his clients to transform their body, and to achieve optimal health naturally.

Mark has trained a multitude of champion figure and fitness competitors, including the 4-time Ms. Australia, Janet Kane, an Australian welterweight champion boxer. As a thought leader of the industry, Mark has a successful blog and hosts his own podcast show, Maximus Radio at **MaximusMark.com**. Many of Mark's clients and students travel from interstate and overseas to be trained, consult or learn from him at his private internship programs.

Mark is both a leader and forward thinker. With his wisdom and knowledge, he will continue to make an impact with the gift of greater health.

For any enquires about working, training or consulting with Mark or his team, please email **info@enterprisefitness.com** or visit the website **www.melbournepersonaltrainers.com**

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