

THE THERMOGENIC Weight-Loss BLUEPRINT

By Stu Schaefer

How To Reset Your
Metabolism And
Lose 5 Pounds In
The Next 14 Days

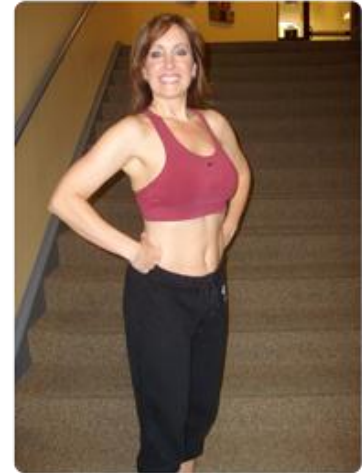


“How I Lost 20 Pounds In 4 Weeks And Got My Life Back...”

Hi. My name is Emily and I need to tell you a story. A few years ago, I was about to turn 50. I was a mom and wife. And I had totally let myself go. When I met Stu, I remember he took my before picture—and I just started bawling.

I couldn't believe how terrible I looked. I felt like I was wearing a fat suit!

You see, I was a former beauty queen. I had always been thin. And now, I hardly recognized the woman in the mirror looking back at me.



Emily lost 20 pounds in just 4 weeks after she made 3 simple tweaks to her nutrition and exercise routine.

I wouldn't say I was eating “bad,” but I didn't really know how to eat either.

I Was Eating A Lot Of Fruit And Veggies. And I Thought I Would Lose Weight. But I Didn't...

One day, I got on the scale *and it actually went up!*

That's when I broke down crying. I knew something wasn't working. And I went to get help. *I met Stu, and everything changed.*

First, Stu showed me that I wasn't eating enough throughout the day.

As a result, I would get hungry—and then over-eat. I was also slowing down my metabolism and PREVENTING my body from burning fat. It turns out I was working AGAINST my body—and my metabolism.

I was also missing protein at each meal, so my body couldn't speed up its metabolism. And my blood sugar would go up and cause my body to *store fat*.

Next, Stu and I made 3 simple tweaks to my eating, and 2 tweaks to my exercise... I actually started eat more food – and was exercising about 30 minutes a day.

Then, I lost 20 pounds in only 4 weeks!

I know that might sound like I'm making it sound too easy... But it really was that simple. I literally just followed the few changes that Stu made... and the weight came off.

I remember seeing my after picture and crying again. But this time it was because I felt like

my old self again. *I got my body back.*

You could see the energy, happiness, and confidence beaming from me – because I took back control and created my dream body!

Listen, if you're reading this now... then I know you want to change your body. And I can tell you first hand – Stu can help.

I often think about all the other women (and men) like me. Who are frustrated – and who know there's something better waiting, but can't figure out what to do about it.

I wish someone would have told me about Stu so I didn't spend so many years being unhappy – and feeling so uncomfortable with my body.

I guess I would have been skeptical. So, if you're a bit skeptical, I understand. But I promise... Stu knows his stuff. He will help you. And letting him help you will be the best decision you can ever make.

And when Stu asked me to write this for him... I didn't even have to think about it. I know how my life changed with his help. And so I wanted to share this with you... so you don't waste as much time as I did.

Read this guide... set up a call with Stu... Listen to what he has to say.

That's all I can tell you. You won't be sorry.

I hope that I'll see YOUR success story soon!

Sincerely,
Emily

How To Put Your Body Into A Fat-Burning State...

Dear Friend,

I'm so happy you made the decision to get this blueprint and transform your life.

What if I told you that, **in the next 14 days, you can lose up to 5 pounds of fat...** just by making a few simple changes to your eating and exercise?

What if I told you that, in the following pages, I'm going to reveal some of the best ways to **jump-start your metabolism** and put your body into a *Thermogenic state*—so you start losing weight almost effortlessly?

And what if I told you that, over the last 20 years, I've worked with *over a thousand people*: Doctors, police officers, military personnel, models, moms, dads, and everyone in between... and they all transformed their bodies using my system.

Would you be excited to know that, in this guide, you're going to get access to the **most powerful nutrition and exercise tips I've learned over the last 20 years?** And discover why—when you put your body into a Thermogenic state—losing weight and getting firm and toned becomes easy?

Well, you are about to discover these things...

You're About To Get The Most Powerful (And Proven) Information For Losing Weight, Getting Firm And Toned, And Reclaiming Your Body—And Life.

Imagine being in total control of your body. Knowing exactly how to eat and exercise—so you don't ever feel confused again.

Imagine doubling—or even tripling—your energy and confidence. So from the time you wake up, to the time you go to sleep, you feel great and can take on anything life gives you.

And all *without* spending hours a day at the gym, or eating chicken and broccoli all day, or starving yourself, or turning your life upside down.

This is totally possible. All of my clients have experienced this shift. And you're about to as well.

I've condensed the most effective tools into this short guide so you can get started right away... and see amazing results.

But there's a catch...

The Decision To Do This Is Still Only A Decision

You see, if you read this—and take no action... you're no better off than you were before. However, if you read this... and follow the steps outlined... you can (and will) transform your body (and life).

The truth is, a decision without action is still only a decision.

And only about 50% of people actually take action. The rest are all talk. They decide, but never act. And their lives remain mediocre.

So you need to decide—right now—if you're going to be in the 50% of mediocre people...

...Or if you're going to be in the 50% of champions.

If you choose to be a champion, then you're making a promise. This is a promise to me and to yourself.

You're making a promise to take the information in this guide... **AND TO USE IT.**
You're making a promise to **TAKE ACTION** and follow through.

This promise—if you make it—will create so much happiness (and power) in your life. You will succeed. And you will get the results you've been longing for!

How do I know?

Simple. I've been in your shoes. I know what it's like to feel discouraged, frustrated, anxious... even hopeless. I know what it's like when you feel totally uncomfortable in your own skin.

Here's the story...

There was a knock on the door. My parents got up to go see who it was. They were gone a long time, so I decided to see what was going on.

When I peeked around the corner, I saw two police officers talking with my parents.

I Knew I Was Busted!

You see, a week earlier... A couple friends and I broke into a house.

We thought we were ok... you know... in the clear. But now everything was about to hit the fan.

I ended up going to jail, being sentenced to 300 hours of community service, and paying restitution.

I went from age 13 to age 30 overnight. And I fell into a spiral of self-destruction. I hated

myself. *So I became anorexic.*

The community labeled me a criminal. So I lost all my friends.

I was furious, depressed, disgusted and isolated.

When I Looked In The Mirror, I Hated What I Saw. I Thought I Was Fat, Ugly, And Disgusting. And My Self-Esteem Tanked.

Soon, my weight tanked too. I was 5'10" and I only weighed 100 pounds. I looked (and felt) sickly.

I had no idea what to do... So I just starved myself, went to school, and cried every night—hoping for a solution.

Listen, I don't want you to feel sorry for me. I turned out ok. The reason I tell you this is because I want you to know something:

No matter where you are, or what you're going through, I understand. And you know what?

You can change... you can create any results you want in life.

Remember how I was crying every night... hoping for a solution? Well, I got one.

I realized that I wasn't what everyone was labeling me as. I knew—deep down—that I was a good person.

I knew I could be smart, healthy, happy, and successful. I just knew... in my heart... that I could prove everyone wrong.

And so I did.

I ended up finding an old fitness book, and I read it—three times! It was the right message at the right time in my life...

And it changed everything for me.

I committed to following the program—especially the diet. And it was hard. My mind kept playing tricks on me. Whenever I ate a meal, I was flooded with a burst of anxiety because I thought I was going to get fat.

It Took Several Months Before I Could Eat Without Anxiety, And Then Things Started To Click...

I felt good. I could look in the mirror and see my "real" body. I finally started feeling good in



I was anorexic. I weighed 100 pounds at 5'11"

my own skin again. My grades even went up to a 4.0.

Pretty soon, I started finding new friends. And I started feeling more confident.

By the time I graduated high school, I was healthy. I got a full ride to CU Boulder. And I had decided I wanted to be a personal trainer...

You see, I knew how it felt to have body issues. And I also discovered how *changing your body changes the rest of your life*.

- ✓ You become more confident
- ✓ You have more energy
- ✓ You start succeeding in other areas of your life
- ✓ You feel amazing
- ✓ And you start getting things done... you empower yourself

Anyway, all I knew was that I wanted to pay it forward.

When I graduated college, I started personal training. I had a mentor who was a professional bodybuilder—and he showed me everything.

In less than a year, I knew more about training, nutrition, and coaching than most people who have a PhD in exercise.

And I Made Another Transformation!



*I discovered how to **ACTUALLY** get results vs. just knowing theory*

The truth is... there's a big difference between knowing ABOUT something—and knowing it.

When you know ABOUT something, you only know the theory. But you don't know how to apply it in real life.

Unfortunately, this is the case with most trainers... and that's where I started too.

It wasn't until I made my own transformation that I understood how the body actually works.

And once I did, it was incredible...

Not only did I have total control over my body, but I also got phenomenal results for my

clients.

My Clients Would Lose 25-30 Pounds In Just 12 Weeks!

The best part was... we would come up with a program that integrated so flawlessly with their lifestyle, they didn't even feel like they had made any changes.

It was so easy. So simple. So effective.

And it all boiled down to one key:

The Only Way To Lose Weight Without Hurting Your Body Is By Resetting Your Metabolism And Putting Your Body Into A Thermogenic State!

The truth is, most people SLOW DOWN their metabolism. They don't eat enough, they restrict calories, they fast, they work out wrong... and they destroy their metabolism (and body).

Then, they struggle to lose every pound.

But, if you *reset* your metabolism—by doing just a few simple things—you will put your body into a Thermogenic State and start burning fat constantly.

You'll lose weight like you did in your 20s and 30s. And you'll be able to eat delicious, mouth-watering foods *all day long*. You'll feel satisfied, energized, and create your dream body.

Everything boils down to your metabolism.

It's The Root Cause Of Weight Gain (Or Weight Loss)!

Reset your metabolism, and you'll lose weight fast and effortlessly. Destroy your metabolism—and you'll be doomed to get fatter with each year that passes.

Over the last 20 years, I've worked with literally thousands of people. We've reset their metabolisms. And they lost weight—quickly and easily.

The best part is, it only takes 2-3 "tweaks" to your eating and exercise.

And you're about to learn some of these secrets.

Yep... You're going to get a "sneak peak" into what my clients got—and paid thousands of dollars for. And, if you take action, you'll be able to lose up to 5 pounds in the next 14 days!

How does that sound?

Now, I know what you're thinking: "Why am I giving this away for free?" The answer is

simple:

I know that, if you apply this and get results, you'll probably want to work with me to get even better results. Remember, this is just a sneak peak.

And if you see how good this free information is... well... you'll realize that my paid stuff is absolutely incredible—10x better!

So this is my way of helping you, and showcasing what I can do. So you'll want to work with me in the future. (Or refer friends/family to me.)

OK... enough about that... Let's dive in.

Turn the page and let's get started!

To your success,

A handwritten signature in black ink that reads "Stu Schaefer". The signature is written in a cursive, flowing style with a large initial "S".

Stu Schaefer

How To Lose Weight By Eating Mouth-Watering Foods All Day Long!

When I started training clients... I noticed something very strange:

Two clients would be eating the same amount of calories. One client would lose weight almost effortlessly. The other client would struggle to lose weight—even just a few pounds.

Likewise, two clients could be eating the SAME EXACT FOODS, but one client would lose weight easily... and the other client would battle for every pound.

“What the heck is going on here?” I thought. There had to be an explanation. And it turned out there was...

I figured out there are four components to nutrition—and how the food works with your body. So I called it **The Food Quadrant™**.

Look... nutrition is the most important part of any physical transformation. Period. It accounts for over 80% of your results.

You Cannot Lose Weight And Put Your Body Into A Fat-Burning State Without The Right Nutrition!

Yet, this is the least-understood and hardest part of any program.

You see, most people can do a workout, and check the box. That’s pretty cut-and-dry. But eating is happening all the time.

We HAVE to eat to survive. And so, instead of a one-shot event, it’s a constant event that’s happening all day, every day.

As a result, most people have a hard time constantly paying attention to what goes in their mouth—especially when there are so many opportunities to put something bad in your body.

But never fear... because this is much easier than you think. It all boils down to The Food Quadrant™



Remember how some of my clients were getting fast results, while others were fighting for every pound? Well, there were four things going on—four parts of The Food Quadrant™

First, regardless of calorie intake, my clients' progress was being impacted by WHEN they were eating certain foods (and when they weren't eating other foods).

For example, fruit is a “healthy” food. However, if you eat fruit at night—before bed—it will cause you to gain fat.

Similarly, brown rice is healthy. But, again, if you eat it at night... you'll gain fat.

This was the first discovery I made. And it was one of the biggest factors for how quickly my clients lost weight:

You Must Eat Certain Foods At Certain Times Of The Day And NOT At Other Times Of The Day...

This alone will often cause you to lose 2-3 pounds the first week.

Second, I noticed that my clients who lost weight effortlessly had one thing in common at every single meal...

They made sure there was a protein in the meal.

Breakfast, snacks, lunch, and dinner... all had a protein.

This was another HUGE discovery. Because I found out that protein prevents the carbohydrates from raising your blood sugar.

Now, this is really important. Because when your blood sugar goes up too high or too fast, your body releases insulin—and fatty acids—into the blood stream. And guess what?!

You Gain Fat!

So, if you can neutralize this blood sugar spike (by eating protein with every meal), your body won't gain fat—even when you eat carbs.

And this “rule” had such a huge impact:

Always Combine A Protein With Every Meal

The third thing that my “all star” clients all had in common was how much they ate.

You see, like you and me, my clients didn't have the time (or the energy) to weigh their foods or count every calorie, or do any complicated meal prep.

So We Came Up With A Way To

"Eye-Ball" Portions. And It Worked Like A Charm.

They could sit down... look at a plate... and instantly know how much food they needed.

And, this system for determining HOW MUCH you should eat worked so well... my clients started doing it with everything.

They could instantly determine how much food to eat from a restaurant. (Most of them had been over-eating, but didn't realize it.) Or if they bought a pre-made dish, or when they made their meals... or any other time.

And the clients who used this system lost weight fast. The pounds literally melted off their bodies!

Finally, My Clients Who Lost Weight Effortlessly Were Doing One Last Thing:

They were eating slightly different foods... And these different foods were almost unnoticeable.

Let me give you an example:

One particular client, Jane, was eating a lot of lean ground turkey and lean ground beef. It was 96% lean.

We both thought everything was ok. But for some strange reason, she wasn't losing weight very quickly.

Another client, Mary, (who was working with me at the same time)... was eating virtually the same... *except for one thing.*

Instead of the turkey burgers, Mary was eating turkey breasts. Instead of the ground beef, she was eating flank steak.

And Mary was losing weight really fast.

So I investigated everything more closely. And I discovered what was going on:

It's clear that chicken is better than bacon. And that a salad is better than French fries. Most people get this.

But...

What Most People DON'T Get... Is The Subtle Differences In Foods...

For example: Remember that 96% lean ground turkey and beef I mentioned?? Well, I found

out it's actually about 40% fat!

How is this possible? Well, the food manufacturers are a little deceiving. They list the "96% lean" based on WEIGHT, not CALORIES. So, even though it really is 96% lean - by weight... that has no relevance for you and me.

You see, we need to know how much fat there is per serving when we actually EAT the food. And that measurement is by calories.

So – even though Jane was eating "lean" meats - they weren't actually lean. And they were preventing her from losing weight.

And there are literally hundreds of these "deceptions" going on. It's no wonder most people can't lose weight. You believe you're eating healthy based on the labels... but you're actually not. And you would never know unless you work with an expert who can tell you.

The Good News Is, Once You Figure It Out, It's Simple...

In fact, after 20 years of training, I'm now able to condense every one of my clients' nutrition plans down to one piece of paper.

Why? Because it's simple. You literally pick a food from 3 different categories and make your meal. It really is as easy as 1-2-3.

My clients have told me that *this simple food plan is what makes the biggest difference for them*. They can follow it because it's so easy!

Once they did this... they would lose, on average, 2-3 pounds a week!

And you don't have to eat chicken and broccoli if you want to look good. In fact, most of my clients (and myself included) cheat all the time.

But there is a way to "cheat" without gaining weight. This is more specific for each person. And if you'd like to learn more, I encourage you to **schedule a 100% free strategy call with me** to go over this.

You can schedule your free call here: <https://stuschaefer.com/apply>

And so, if you follow everything we've just gone over... and everything we're about to go over... you can easily lose 5 pounds in the next 14 days.

Here's a summary:

- 1) Eat certain foods at certain times of the day... and not others.
- 2) Combine the right foods together (including a lean protein at each meal)
- 3) Use the portion size trick to determine how much to eat
- 4) Know the difference between so-called "health" foods and actually healthy foods

Now, maybe you have some questions. Or maybe you're wondering how to put all this together for your own unique, busy life.

If that's the case, I invite you to set up a 100% FREE strategy call with me. We'll go over this personally and look at how you could fit it into your life.

Just go to www.stuschaefer.com/apply and book your free strategy call now.

So how big of a difference did this Food Quadrant™ make?

My clients who followed it lost (on average) 32 pounds in 12 weeks. My clients who didn't follow it lost (on average) 10 pounds in 12 weeks.

**That Means, When You Follow The Food Quadrant™
You Get 300% Better Results!**

So yeah... it's important!

And the next component is important too... way more important than most people think—especially women.

So turn the page and let's keep going.

Case Study 1 – How Barbie Lost 29lbs In 12 Weeks And Controlled Her Diabetes:



"When I reached out to Stu, I was at a low point in my life. I guess you could say things weren't going well at all.

I was struggling financially. I had recently come out of a bad relationship. I was depressed. My diabetes was all over the place. And I was at my all-time heaviest weight.

I was so disgusted, I even refused to take a before picture. (Now I'm glad Stu convinced me to.)

Of course I was hesitant. I wasn't sure if Stu would be able to help me. But when I saw his other success stories, it gave me hope. So I agreed to give him a chance.

The first thing he did was get me eating more. And I fought him on this. I told him that I would gain weight if I started eating more... but Stu convinced me it would work.

The second thing Stu did was he cut my exercise way down.

I always thought more was better. So I would exercise for an hour and half or two hours every day. But, since it wasn't working... I listened to Stu again.

I was actually ready to prove him wrong and get my money back! But then I lost four pounds my first week. Then another 3.5 pounds my second week. And then three more pounds my thirds week. And at the end of 4 weeks, I was down 14 pounds!

And that wasn't even the best part..." [\(to see Barbie's full story click here\).](#)

Weight-Training

Ok... I need to bust a myth really quick:

Most people think cardio will help them lose weight faster... but the truth is... weight-training is the most important form of exercise for losing weight – even for women.

I know. I know... you think you'll get bulky. But that simply isn't true.

The fact is, one pound of fat is the size of a basketball. And one pound of muscle is the size of a tennis ball.

Now, if you replace 10 basketballs with 10 tennis balls, don't you think you'll look smaller? Yes, you will.

Just look at Emily and Barbie. They both look toned and tight because they trained with weights when they lost weight.

And that's the #1 reason weight training is so important:

If You Lose Weight Without Weight Training You'll Look Soft, Flat, And Have No Tone.

However, if you lose weight with weight training, you'll look toned and chiseled. And 100% of the people I talk to want to look toned, not just skinny.

Anyway, weight training has a few other very important benefits that cause you to lose weight waaaaayyy faster than doing just cardio or aerobics.

But before I explain them, I need to tell you something:

My clients always ask me which is more important: weight training or cardio. And when I first started training, I used to think cardio was more important.

But then something happened:

After training hundreds of people, I noticed that *my clients who focused more on weight training ALWAYS lost more weight*. And they lost it much faster than those who focused more on cardio.

So I dug deeper to figure out why this was happening.

And here's what I discovered:

First of all, when you train with weights correctly, you get your heart rate up, and it's the equivalent of doing a cardio workout. So right there is the perfect reason to do weights. You

get double the benefit... 2 workouts in one.

Plus, when you train with weights correctly, you replace fat with muscle. Remember the tennis ball example? Remember Emily? This makes your body look much smaller—and toned!

So, why is adding muscle so important anyway? Because, muscle=metabolism. When you add muscle to your body, you speed up your metabolism.

And when you speed up your metabolism, you lose weight fast and effortlessly.

Remember, your metabolism is the root cause of your weight gain... or weight loss. And when you reset your metabolism... you'll be able to lose weight like you did in your 20s or 30s.

OK. So does this mean you should train weight weights every day... and forget about the cardio?

No. Not at all.

In fact, if you train too much (with either weights or cardio), it has the opposite effect on your body.

Too Much Of Any Type Of Exercise Over Stresses Your Body And Causes You To Store Fat

The truth is... to lose weight, you must do the exact right amount of weight-training... and the exact right amount of cardio.

It's kind of like a prescription from a doctor.

When the doc gives you a medication, they tell you to take a specific amount. Now, if you don't take enough... you won't see the results. Likewise, if you take too much... it can kill you.

Once you follow this "ideal combination" of weight-training and cardio,, something special happens and your body lets go of the fat.

But, weight-training is still more important than cardio. And if you must decide between the two, weight-training will produce better (and faster) results.

And get this... you only need to train with weights 3x a week! And only for about 30 minutes!

Here's how it works:

First, you split your body into 3 separate workouts. This means you're only training each muscle once per week. (Yes, this is enough. Trust me!)

Then, you do 2 different exercises for each muscle group during your workout. And finally, you perform reps ranging from 6-15 reps (even women).

Now, that doesn't sound too hard does it? It really isn't.

This is as simple as you choose to make it. Unfortunately, there are hundreds of different people—all telling you to do something different.

But I assure you... during my last 20 years as a trainer... this is all you need! (There is one little catch though.)

You Must Choose The Correct Exercises And Train With A High Intensity

Performing the wrong exercises or lifting weights that barely cause your muscles to burn won't cut it. You won't stimulate the muscle enough to cause any type of change.

On the other hand, when you push your muscles up to a high intensity, it causes a small amount of trauma to the muscles. And this signals the body to "repair" them—just like a small cut.

It's this "repairing" that causes your muscles to tone up... and this speeds up your metabolism—like throwing gasoline on a fire.

If you want to take a look at what an effective weight-training routine would look like for you... **book a 100% free strategy call with me here:** <https://stuschaefer.com/apply>

Here's an example week you can use to get started:

Monday	Wednesday	Friday
Chest Bench Press 15, 12, 10, 8, 6 Flyes 3 sets of 10	Quads Lunges 15, 12, 10, 8, 6 Leg Extensions 3 sets of 10	Back Dumbbell Rows 15, 12, 10, 8, 6 Pull Downs 3 sets of 10
Shoulders Dumbbell Shoulder Press 15, 12, 10, 8, 6 Dumbbell Side Raises 3 sets of 10	Hamstrings Leg Curls 15, 12, 10, 8, 6 Lying Hamstring Leg Thrusts 3 sets of 10	Lower Back Back Extensions 3 sets of 10
Triceps Overhead Dumbbell Extensions 15, 12, 10, 8, 6 Bench Dips 3 sets of 10	Glutes Glute Thrusts 15, 12, 10, 8, 6 Straight Leg Deadlifts 3 sets of 10	Biceps Dumbbell Curls 15, 12, 10, 8, 6 Dumbbell Hammer Curls 3 sets of 10

Anyway... remember how I mentioned that doing too much weight training—or cardio—is a bad thing? Well, now let's talk about cardio. Because most people do cardio too intense, and it does cause them to store fat.

Case Study 2 – How Ashley Lost 36 Pounds In 12 Weeks (After Failing For 8 Years)



"I had been trying to lose weight for 8 years. I was frustrated and desperate.

You see, I tried everything. And, no matter what I did, I couldn't lose more than 3 pounds (and then I'd gain it back in a weekend).

I tried a calorie-deficit, the Adkins diet, Keto, Paleo, Macros, Fasting... I think I tried every diet out there. It seemed hopeless.

I was in tears—about to give up... I felt like a big, fat, disgusting failure. But then I met Stu. And he showed me something:

Everything I had been doing was actually SLOWING DOWN my metabolism.

I found out that, when you diet, or restrict foods, or cut calories, or fast... you actually slow down your metabolism.

And this makes it almost impossible to lose weight.

In fact, this is the reason why people gain weight back so easily—after they do a diet. And why they yo-yo. It's why I couldn't lose weight, no matter what I tried.

Stu showed me how to reset my metabolism. And all it involved was 3 changes to my eating, and 2 changes to my exercise.

I actually started eating more—and working out less—than I had in the last 8 years. And it worked.

I lost 36 pounds over the next 12 weeks. My energy increased by 72%. And I felt confident and happy again—and totally in control."

Cardio

So far, you and I have gone over the most effective, proven, techniques for eating and training with weights.

And hopefully, you're starting to see how simple this can be. It's not always easy—because it's different, it's a change. But it is very simple... if you allow it to be.

The truth is, there is more information (and mis-information) than ever before. And this makes it downright hard for most people to figure out what the right answer is.

I remember when I was training my clients. They would come to me every other week, asking me about some new thing they read about in a magazine.

Every Time They Read Something, They Started Doubting Themselves—And Our Program

Don't get me wrong, I'm all for education and learning. But you must be very careful where you get your information from.

The fact is, magazines sell things. So they aren't very credible. Plus, they have to publish articles every week (or month), which forces them to come up with different ideas all the time.

Just imagine if a magazine published the same thing week in and week out... *no one would buy the magazine anymore.*

So when you read magazine, or blogs, or watch YouTube videos... the information is designed to sell something—or at least be unique and different somehow (even if that means it's not effective or proven information).

Here's a perfect example:

One day, my client read that “steady-state” cardio was the best for fat burning. The article went over all this data and statistics. My client was convinced this was the best way to go. She was excited and all in.

A few weeks later, she brought in another magazine with an article explaining why High Intensity Cardio was the best—and how it burned more calories.

Now, if I hadn't been there to keep my client on track, she would have started bouncing from program to program—feeling confused, and eventually frustrated, because she couldn't get results.

Unfortunately, this happens all the time today. And it's not your fault. This is why I'm giving you this blueprint for free. I want to help you clear up the confusion from all the different

“sources” who—most of the time—aren’t qualified to give the information anyway.

Anyway, back to cardio...

You need cardio. But it’s not quite as important as weight training. And you’ve gotta be careful not to do it too much or too hard.

You can do cardio every day if you want. At a minimum, do it on the days you don’t train with weights.

But Here’s Where Things Get Slightly More Complicated...

You need to do cardio at a very specific heart rate. And it’s low—lower than you would imagine.

The reason for this is really interesting.

When you do cardio too intense, your body uses carbohydrates for fuel. When you do cardio at the “right” intensity, your body uses fat for the fuel.

The fact is, your body only has about 20-minutes worth of carbohydrates in it. And then the body starts looking elsewhere for fuel.

But it doesn’t go to fat next. It uses your muscle.

So if you do cardio too intense, you actually end up burning muscle! Ahhhh! This destroys your metabolism.

And This Is Why There Are So Many People Who Do A Lot Of Cardio, But Can’t Lose Any Weight

A ballpark equation to find your ideal heart rate is this:

$220 - [\text{your age}] = \text{Max Heart Rate (MHR)}$
 $\text{MHR} \times .72 = \text{Cardio Heart Rate}$

Again, this is a very basic ball park. If you want to get more specific, **then book a 100% free strategy call with me, and we can get more in-depth.**

<https://stuschaefer.com/apply>

Now, suppose you plug this in. Then what? How much cardio should you do?

Well, if we keep it simple... and do a baseline... you’d do about 45 minutes. That’s all. And if you really wanted to burn more fat, you would do your cardio first thing in the morning, on an empty stomach. Or immediately after your weight training (if you were going to cardio and

weights on the same day).

Now listen, *I'm giving you the simplest template for losing weight—that's also been proven to be extremely effective.*

And If You Follow The Suggestions Outlined Here... There's A 92% Chance You'll Lose 5 Pounds In The Next 14 Days

The key is... TAKING ACTION and doing it.

Of course, if you're like me, and you want a customized program that's dialed-in just for you, then **book a free strategy call with me now:** <https://stuschaefer.com/apply>

Here's the best part... at least, it is for me and most of my clients...

If you're following along here, then you may have noticed you don't have to do very intense cardio.

This means that—instead of running, sprinting, or doing other crazy activities...

All You Need To Do Is Walk!

Isn't that cool?! Even I can wrap my head around walking.

Just think about it. Why do most people not do their cardio? They don't want to run. It hurts their body. It's really painful. Maybe you can relate.

But walking... I don't know a single person who dreads walking. It's refreshing, enjoyable, and even invigorating.

Alright, enough about that. Let's you and I make sure you succeed. I'm going to share 4 ways—that I've learned over the last 20 years—to guarantee your success.

Case Study 3 – How This Dad Lost 16 lbs Of Fat, Gained 8 lbs Of Muscle, And Transformed His Life In Just 12 Weeks...



"My name is Bret. I was 49 when I met Stu. And I think I was in the worst shape of my life.

I had truly hit rock bottom.

I was out of a job. I was depressed. And I had been using alcohol to medicate myself.

Unfortunately, it also caused me to gain weight. My body was mush. When I saw my "before picture" I couldn't believe how out-of-shape I was. It was embarrassing.

But, that was then.

With Stu's help, I lost 16 pounds of fat, and gained 8 pounds of muscle, in 12 weeks.

I struggled with the eating at first, but then Stu and I came up with a plan that met me where I was at. I would drink 3 shakes a day, and eat 2 meals. And it worked. I was never hungry... and I had more energy than when I was in my 30s!

I worked out with weights 3 days a week. And I only did cardio twice a week. But that was enough.

I felt awesome. But then, when I saw my after picture, I knew I had put myself back in the driver's seat.

My confidence and energy went through the roof. I was a better dad. I could do anything now. It was the best feeling. And I realized just how low I had gone in my life.

The biggest surprise for me was how quickly you can turn everything around. I'm so grateful I did this. And I urge you to invest in yourself too."

How To Lose Up To 30 Pounds In The Next 12 Weeks While Eating Mouth-Watering Foods All Day Long!

Hopefully by now you understand why most people struggle to lose weight.

And hopefully, if you've struggled, you don't feel so bad – because nobody understands this stuff.

The truth is, only 1 out of every 100 trainers and coaches understand the concepts in this guide.

The other 99 trainers will tell you the same old stuff:

- That the only way to lose weight... is to go into a calorie deficit...
- Or that you should do Keto, or Paleo, or some other diet...
- Or that you should do intermittent fasting..
- Or that you need to work out harder...

And these are all recipes for disaster. They all wreck your body – and your metabolism. In fact, they all cause you to GAIN weight over time.

Yes, many of them will work *at first*. But (as you've probably experienced) the results stop after a little while... and then it becomes almost impossible to lose weight or maintain your results.

On the other hand... when you put your body into the Thermogenic state by eating MORE, exercising LESS, and doing things the way the body was designed...

You Start Burning Fat All The Time – While Eating Delicious Foods All Day Long And Working Out Less Than 30 Minutes A Day!

And this is what allows you to lose weight fast... keep losing weight... and keep it off forever!

Again, the only way to lose weight without wrecking your body is to put your body into the Thermogenic state.

So, if what you really want is to create your dream body, and maintain the results forever, then you have two options:

Option 1: You can't keep trying to figure this out – guessing and checking – spending years hoping you find what will work for you.

Option 2: Or you can short-cut the process. You can empower yourself by gaining the right knowledge and tools. Because when you do this, you create immediate success. And, more

importantly, you create permanent success.

And that's the difference.

How many times have you tried and lost some weight... And then put it back on?

Look, if you've struggled to even lose the weight – then obviously something is off. Or if you always end up gaining weight back – something is still off.

One of my mentors told me once:

If You Want Things To Change In Your Life... Then You're Going To Have To Change The Way You Do Things...

If you've always tried to do things by yourself (I was guilty of this), then now is the time to accept help.

Or if you keep trying the same way to lose weight, now is the time to do it differently.

The truth is when you allow an expert to help you (and you're coachable)... you'll get amazing results.

Your results will come so fast, you won't even believe it. In fact, you'll probably kick yourself for waiting so long.

So here's what to do now:

Book a 100% free strategy call with me. We'll design a blueprint together. And if you want my help implementing it, great. If not, that's fine too. I just want to help.

Book your free call now at <https://stuschaefer.com/apply>

It has been a true pleasure talking with you and sharing some of the most effective strategies to lose weight.

I'll talk with you soon!

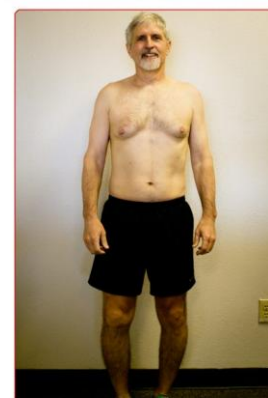
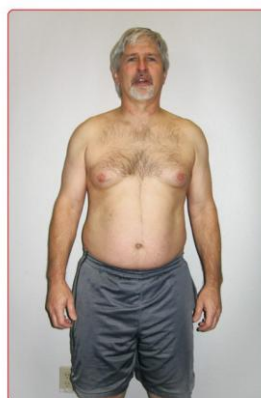
A handwritten signature in black ink that reads "Stu Schaefer". The signature is written in a cursive, flowing style.

Success Stories



Ashley - Age 41

Lost 37 Pounds In 12 Weeks



Rick - Age 54

Lost 37 Pounds In 8 Weeks



Tod - Age 48

Lost 26 Pounds In 8 Weeks



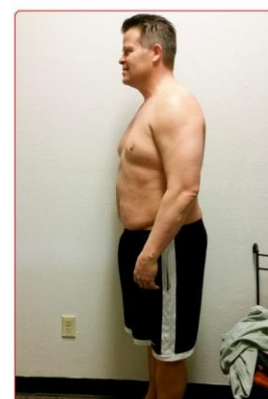
Chris - Age 56

Lost 19 Pounds In 8 Weeks



Kari - Age 39

Lost 23 Pounds In 12 Weeks



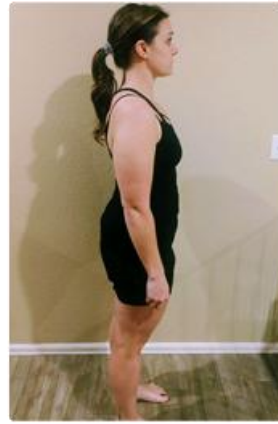
Greg - Age 47

Lost 34 Pounds In 8 Weeks



Kelli - Age 28

Lost 12 Pounds In 12 Weeks



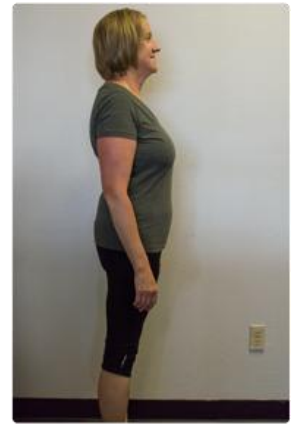
Jamie - Age 37

Lost 21 Pounds In 8 Weeks



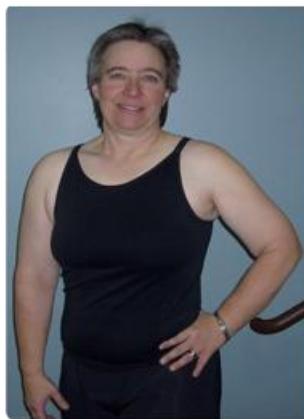
Eric - Age 19

Lost 27 Pounds In 12 Weeks



Lori - Age 53

Lost 32 Pounds In 8 Weeks



Amy - Age 56

Lost 43 Pounds In 12 Weeks



Keith - Age 54

Lost 34 Pounds In 12 Weeks



Emmie - Age 52

Lost 42 Pounds In 16 Weeks



Suzanne - Age 50

Lost 40 Pounds In 12 Weeks



Justin - Age 34

Lost 25 Pounds In 8 Weeks



Gary - Age 54

Lost 39 Pounds In 8 Weeks