

The 7  
**PRINCIPLES**  
Of Fat Loss



**A Guide To Burning More Body  
Fat, Increasing Lean Muscle, &  
Unlocking Heroic Strength**

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# Introduction

Hi, my name is Robbie Farlow. I am the goofy ginger kid below. It's pretty obvious that I'm a gigantic uber nerd.



From *Star Wars* to *Lord of the Rings* to comic books to science fiction, as a kid I fell in love with everything people deemed "nerdy."

My real nerd passion though flourished when I picked up my first Nintendo controller.

I have played countless hours of *Zelda*, *Pokemon*, *Halo*, *Fallout*, *Command and Conquer*, *Mass Effect*, you name it and I have at some point played the game.

A few years ago, though, I was an unconfident, overweight, beer drinking, Taco Bell destroying slob. Climbing more than 2 flights of stairs was a challenge.

I hated who I saw in the mirror but I never thought I could succeed at leveling up my health and fitness because I had failed countless times before.

Until I realized, that I could succeed if I applied the same concepts and skills I had learned from all my years of playing video games to fitness.

The 7 Principles in this book are the principles that have provided the most fire power for me on my journey.

They also happen to be the same principles I use with my coaching clients to help them discover the superhero they have inside. Shredding away body fat, building lean, strong, powerful muscle and discovering strength they didn't know they had.

It can feel lonely trying to lose weight and improve your health. The world around you and your friends and family sometimes throw road blocks your way.

In the spirit of *Zelda*: take these principles; it's dangerous to go alone. These will be your Master Sword for cutting body fat and achieving your fitness goals.

# Strength Training



Bicep curls are fun.

Ladies, you might enjoy the machines.

But if you want to take your body to the next level and ignite your metabolism like the fires of Mordor.

Focus on compound strength exercises.

Movements with dumbbells or barbells like:

- ✓ squats
- ✓ bench press
- ✓ overhead press
- ✓ rows
- ✓ pull-ups
- ✓ push-ups
- ✓ Deadlifts

These exercises burn more calories because they recruit more than one set of muscles.

The more muscles you use, the more calories you burn, the easier fat loss becomes.

You'll also build more muscle, which only adds to your daily calorie burn. Making it easier to accomplish your goals.

Cardio has its place.

But if you're looking for the best way to spike your metabolism you want to add lean muscle mass.

The stronger you get, the more muscle you can build.

You can still hit the treadmill, but your best bang for your buck comes from strength training.

# Consistency

How do you level up in a video game?

By consistently conquering quest after quest after quest.

There are no half saved princesses in video games.

Mario has to beat one castle after another.

Then another---jumping, dodging, smashing, and fireballing enemy after enemy.

Video games come with a progression meter or HUD. This displays how your consistent action is helping you level up.

When it comes to your fitness and health goals, tracking is important.

How are you supposed to see your progression if you're not tracking workouts?

Not monitoring or tracking the food you eat and drink is the biggest reason people fail at fat loss.

A training log also showcases the tiny wins you've accomplished in the weight room.

Displaying how you've become better, stronger, and more kick ass.

Plus, in a couple of years, after you've really leveled up. It will be fun to go back and look at where you began---how far you've come since day one.

You can use a notebook, the notes app on your phone, or download one of the hundreds of apps available online.

Stay consistent with the basic strength movements listed in principle one, stay consistent on your nutrition, and keep consistent in tracking your progress along the way.



# Diet Matters

You can achieve an amazing body working out only three days a week.

But to really transform, to achieve your highest level, diet is the most important.

Did you roll your eyes at reading that?

I know it sucks. Diet is the biggest battle in losing weight.

BUT, you don't have to give up your favorite foods to lose pounds and inches.

You don't need to know how many calories you should be eating, either.

I've developed a system that takes away the stress of counting calories.

This system promotes the foods that burn fat and builds muscle.

If you're new to diet and exercise, this is a great introduction before moving up to the level of counting calories and macros.

Click [here](#) and send me a quick email saying, "hi," and let me know who your favorite superhero is.

Then I'll send you the guide over to faster than the Flash.

While you're at it, feel free to ask me any of your most burning question(s) you have on fitness.

Or we can chat video games, Star Wars, comics, music, just wanna say hi and see if I can help you in any way.

## Eating More Protein and Veggies



Protein has a superpower you might not know about.

Beyond the fact that it builds more muscle, when you eat more protein your body increases its metabolic rate.

Which means you burn more calories.

Protein requires a lot of energy to process into amino acids.

Once it's processed, it's used for cell growth, building muscle, hormone production, and more.

Protein is the fire flower in your quest for fat loss.

Another added bonus: Protein keeps you fuller longer.

The only way to lose body fat is to consume fewer calories.

But, if you've ever tried to diet and failed before, you know how much feeling hungry sucks.

It's almost as bad as losing to a team of 8-year olds in Halo.

Protein keeps hunger at bay so that you can focus on more important things like living your life.

I know, I sound like your grandma here.

But, along with eating more protein, eating more veggies is crucial.

High fibrous veggies--the leafy green kind--also keep you fuller longer as well.

They take up room in your stomach, slowing down the digestion process.

The longer your body takes to digest food, the less your brain tries to tell you that you're hungry.

Combine veggies with protein and you've got a dynamic duo of hunger suppression.

## Quality Rest



Strength training tears down your muscles and is the first step in muscle growth.

But where many people fail is that they think they need to hit it every single day as hard as possible.

Your muscles need rest and time to recover because that is where the growth happens.

Where the magic kicks in.

In games like Fallout, sleep helps you recover health, but it also gives you a boost to the amount of XP you can gain.

Quality sleep is one of the most overlooked factors when it comes to losing body fat or building muscle.

Your body needs time to wind down and repair from all the work you've done in the gym.

No, sitting around playing games or watching Netflix isn't rest. You need to actually go to sleep.

Stimulants like caffeine, the blue light emitted from your electronic devices, eating too little, stress, and even sounds can impact your sleep.

To get better, more restful sleep, so that you can gain the WELL RESTED perk for life, here are a couple of tips:

- Leave all electronics outside the bedroom
- Sleep in the dark
- Make your room cold
- Use a sleeping mask or ear plugs
- No caffeine after 2 pm
- Have sex before bed.

Sleep is important.

Not only to living a happier and healthier life but in your bodies quest to burn fat and build muscle.

# Walk More



If you're not in the gym but want to be active on a rest day. There is no better way to burn calories than walking.

Turn your strolls around your town or neighborhood into a game.

Imagine that you're in a world like Skyrim and find new places you've never explored.

Fire up Pokemon GO and head out to "catch em all."

Park further away from the building you work in.

Or park in the furthest spot before you head into Wal-Mart or the grocery store.

Take your dog for an extra walk in the evenings.

Change your meetings at work to walking meetings.

Heading out on a first date? Make it a walk in the park where you can get to know each other a bit more.

Walking is also the perfect time to listen to an audiobook or podcast.

Or to call an old friend and catch up. Or check in with mom and dad.

It's also meditative and studies have shown it helps improve mental clarity.

Plus, did I mention Pokemon GO? Cause ... yea ... Pokemon.

# Drink More Water



One of the biggest reasons we put on weight over the years is that it's so easy to drink our calories.

- Fruit juices
- beer
- soda
- coffee with creamer and sugar
- sports drinks

All have these drinks have calories in them---calories that don't help us feel full.

We gulp these down looking for a blast of energy, a taste of something sweet, or because the label promises us that it's healthy.

Calories in drinks still matter and they could be the one area you're overlooking in your quest for fat loss.



Water is calorie free and our bodies need it to function.

Especially when it comes your liver processing fat.

Without adequate water intake, your liver can't efficiently process fat.

Plus, drinking cold water, at least 16 ounces of ice cold water, forces your body to increase its metabolic rate.

Heating up cold water to body temperature can burn up to 18 extra calories per glass.

# So What Now?

You don't have attempt to get in shape alone.

If you want to take your fitness to the next level or know that accountability and plan are what you need, then let me coach you and help you achieve your highest level.

With online coaching, you don't need to get up at 5:30 am to meet me at the gym for a workout.

This is flexible and portable training that you can take with you anywhere.

## It's like a Gameboy for Fitness.

Online coaching means you work out on **YOUR** schedule, whenever and wherever you want!

Even if you head out on a business trip or a family vacation and have no gym access, I can send you things to do on the road or in the hotel so you don't have to hit the PAUSE button on your progress.

Since you downloaded the 7 Principles of Fat Loss E-book, if you head [here](#) and fill out the application, I'll hook you up with 20% off my monthly coaching fee for the first 4-months.

Don't wait, though. I only accept 6 people a month into my coaching program.

Hit the **START** button on your training today and let's conquer your Fitness Quest together.

PS:

My coaching program is set up like a game complete with boss battles and challenges.