

PETER TZEMIS

THE
77

LAWS
OF
SIX
PACK
ABS

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To Mom and Dad

*Who taught me that persistence over
perfection wins every time.*

CONTENTS

Foreword	ix
Law #1 Define Success Before You Chase It	1
Law #2 Know Your “TRUE” Body fat %	3
Law #3 Master The Calorie Game	6
Law #4 Stand Up	9
Law #5 Don’t Drink Your Calories	11
Law #6 Respect The Timeline.	13
Law #7 Drink Your Forgotten Medicine.	15
Law #8 Restrict Your Feeding Window.	18
Law #9 Learn To Fail small.	21
Law #10 Work With Your NeuroType	23
Law #11 The 20 Food Rule	28
Law #12 Fish Oil And Curcumin.	32
Law #13 Keep A Regular Eating Schedule	34
Law #14 Strengthen Your Neural-Abdominal Connection	36
Law #15 Take Cold Showers Every Day	38
Law #16 Train Fasted	41
Law #17 Make A NOT To Do List	43

Law #18 Eliminate Trans Fat Entirely.	45
Law #19 Mix Energy Systems And Ab Work	46
Law #20 Eat Pineapple Post Workout	48
Law #21 Eat Slow	50
Law #22 Never Eat At Airports	51
Law #23 Superdose On Vitamin D	52
Law #24 Invest In A High-Quality Fat Burner	54
Law #25 Experiment With Sprints, Marathons And Intervals	56
Law #26 Plan (and enjoy) cheat meals	60
LAW #27 100 Reasons.	62
Law #28 Develop Your Deep Abs.	64
Law #29 Stop Watching Porn.	66
Law #30 Supplement With Fiber	68
Law #31 Don't Overdo The Cardio	70
Law #32 Minimize Temptation Proximity	72
Law #33 Make Your First Meal Perfect.	74
Law #34 Get 80-90% Of Your Calories From Filling Foods.	75
Law #35 Get Hydrated	77
Law #36 Load Up On Polyphenols	79
Law #37 Sleep Deep, Sleep Long And Sleep More	80
Law #38 Front Your protein.	82
Law #39 Weigh Yourself Daily	84
Law #40 Treat Yourself Like A Patient	86
Law #41 Buy Single Servings	88
Law #42 Raise Your Standards	90
Law #43 Journal Nightly	92

Law #44 Avoid “Diet” Foods	94
Law #45 Get Obsessed.	95
Law #46 Hyperthermic Conditioning	97
Law #47 Do not eat in front of the TV	99
Law #48 Get Fresh Oxygen	101
Law #49 Feast At Night	103
Law #50 The Six Pack Shake	104
Law #51 It’s All Your Fault.	107
Law #52 Get Accountability.	110
Law #53 Beat The Window Of Intensity	111
Law #54 Know Your Hormones	113
Law #55 Crush Negativity And Depression	115
Law #56 Schedule And Execute Your Active Recovery	117
Law #57 Have 5-8 Go-To Meals	119
Law #58 Fuck Mediocrity	121
Law #59 Fix Your Self Image	123
Law #60 Keep Busy	126
Law #61 Know your craving type.	127
Law #62 Avoid Getting Drunk.	130
Law #63 Eat Green At Every Meal	132
Law #64 Stop Obsessing Over Clean Food.	134
Law #65 Schedule a non-refundable photoshoot or beach vacation	136
Law #66 Avoid milk now and forever.	138
Law #67 Meditate	140
Law #68 Create a comeback story	141
Law #69 Eat more white and less red	143

Law #70 Take weekly measurements and photos	145
Law #71 Drink a concentrated veggie formula	147
Law #72 Get Your Mind Right.	148
Law #73 Dress better	149
Law #74 Drink Sodium Bicarbonate	150
Law #75 Enjoy the process.	151
Law #76 Have a post six pack plan.	153
Law #77 Take Action And Never Give Up	155

FOREWORD

They say grown men don't cry.

But: Have you ever heard the sudden gasps of air a guy takes recounting a PTSD-worthy traumatic event in their life?

That was me... for the better part of an hour.

It was because of a girl. But not just any girl. You know the one.

The one that manages to burn herself into your memory forever, despite all your efforts to forget.

Sam and I spent the next few months spending every day and night together. Learning, experiencing and becoming one.

And so, she quickly became my drug of choice. I hated not being around her. When I was in class away from her sweet smell, depression would creep into my bones. I started to let myself go. My standards dropped.

Complacency crept in. And that's when I began losing her...

As quickly as we became one, our relationship was shattered into a million little pieces that could never be put back together.

She had found someone else. Someone fitter, more attractive and better looking than me.

On her way out the door, Sam said some pretty mean things to me.

... She said she “wouldn’t be caught dead standing next to me.”

... She said while she knew I tried hard, I just wasn’t “cut enough” for her tastes.

... She said being in a romantic relationship with me was bringing her status down

In that moment, fighting back hot tears, I made a blood vow to myself things would be different...

Fast forward 5 years to the present day.

I walk around with badass six pack abs year round. Not starving myself, or going on stupid crash diet’s.

But by eating like a king, partying like a rockstar (whatever that means to you) and kicking ass every damn day.

Girls flock to me like bees do to honey. Endless business opportunities present themselves. It seems my life defies the laws of gravity. It’s immune to failure.

This is normal for me. How the fuck did this happen?

Then I remember. I made this happen. I took the cuts and bruises and risks to make myself this man.

I’m proud.

What you're going to learn in the following chapters is a culmination of the 77 laws I learned to unlock my very own Six Pack DNA. Every crazy minute has been worth it, and I motherfucking wish the same for you.

Read this. Use it.

It's time we unlock your six pack and unleash its power on the world.

To fitness, fortune and freedom,

Peter Tzemis

LAW #1 DEFINE SUCCESS BEFORE YOU CHASE IT

Let me tell you the story of the failed Gold Medalist, Corinne Archer.

By the age of 7, she had already logged hundreds of hours of training in pursuit of an Olympic title. At the age of 17, after ruthlessly training for over a decade, she won her much-coveted Olympic gold medal.

By anyone's definition of success, Corinne Archer was successful.

What she had spent two-thirds of her life pursuing- she has finally obtained. She even had a gold medal to prove it.

However, Corinne left the podium not in tears of joy, but with a gnawing sense of emptiness. It took several painful months before Corinne began to come to terms with the shock of losing a goal by winning it.

Success, then, is not a trophy we seize, a record we set or a position we earn. It's not the figures in our bank book, the

address we live at or the number of visible rectus abdominous muscles we can see.

True success — the kind which does not slip through your fingers the moment you get hold of it — is part of a continuous journey rather than just an end point.

All your efforts should be bent on cultivating a successful life which, in turn, should be according to your definition. Only you know what a “successful life” really is.

Too many people on their journey to six pack abs, forget to build six pack abs into their life instead of the other way around. They quickly find out, that having a six pack comes at a cost far greater than it is worth.

Therefore, choose specific goals that also reflect the life you want to live. Map them out so far ahead of their deadlines so that you have enough time to evolve into the person who deserves them.

If not, success will pay you only an infrequent visit, if at all. Before you spend several months or years hunting for six-pack abs (or any other type of “success”), spend a few minutes defining what it really means to you.

LAW #2 KNOW YOUR “TRUE” BODY FAT %

There is a trend that has emerged recently that needs to die.

If you believe social media or the common gym talk, nobody that lifts is any higher than 12-15% body fat, regardless of how lean they look; and never have I heard of so many people being “6-8%”.

In fact, if you “are” 10%, well you are actually kind of fat

What is the problem, you may ask? Who cares if everybody lies (or is just misinformed) about their body fat levels?

1. **It can give you unrealistic expectations.** If you think that you are 12% bodyfat, you might “believe” that you are only 5-10lbs away from looking shredded. When you lose 10lbs and still don’t look great, it might kill your motivation.
2. **It provides false programming.** Your daily caloric intakes rely on knowing your body fat % accurately. By not knowing your true body fat % you are setting yourself for failure.

So then how does one accurately measure their body fat %?

Many coaches and “guru’s” recommend body fat calipers. I disagree. Unless someone is a training technician in Caliper reading, you will most likely have a faulty body fat % reading.

I remember one time when I was getting ready for a shoot I was assessed by five different professional coaches. Each time I got five different bodyfat percentages ranging from 7% - 14%.

So what should you do instead? Get a DEXA scan. They are somewhat hard to find, but they are a game changer.

The whole press takes about 15min, and you’ll have 99.5% accurate picture of what’s going on inside your body.

Another, more plebeian approach, is just to visually assess based on pictures. In reality, nobody but you cares about what your body fat percentage is. You should only use it to create a proper nutrition and training program.



Remember, you don't need to be at 8% to be ripped - some guys look just as shredded at 12% then they do at 8.

But knowing your honest starting point will stop you from sabotaging your quest before you even start.

LAW #3 MASTER THE CALORIE GAME

A while back I was approached by a CEO to get him into the alpha male shape. This guy packed more in a day than I would dare to in a week. He had been trying to lose weight for a few years now but instead ended up growing the spare tire around his waist.

Which is why he came to me. During our pre-call, he asked me a question that changed everything.

“Peter, what’s the simplest fat loss / six pack abs program you can draw up, with the fewest details for people to get obsessive over?”

It’s quite common in all walks of life, for people to want to undertake overly complicated approaches before they have the fundamentals down.

Of course, there are times that justify such complex approaches (contest prep, an actor getting ready for a movie, weddings, photoshoots, etc.)

But at the end of the day, and again this is true in all aspects of life, the fundamentals are the most important.

Until you have those in place, nothing else makes a difference. Ironically when you do have the fundamentals in place, the advanced stuff doesn't add that much. So to answer the question, here's how I would set up the easiest fat loss diet on the planet.

In order of importance:

1. Create an appropriate caloric deficit/set caloric intake appropriately (10-13 x bodyweight)
2. Set minimum protein intake (0.82g/lb of LBM)
3. Hit those numbers every day however the fuck you want to

The simple fact is this: The only way to force the body to call on stored energy (e.g., body fat) is to create an imbalance between energy intake and energy expenditure.

And before you start typing out emails about how all of the above is flawed and thermodynamics doesn't hold for humans or all of that other nonsense, consider the following realities:

1. The number of people who have lost fat by making excuses about thermodynamics and other nonsense: zero.
2. The number of people who have lost fat by creating a deficit by either counting calories or other ways accidentally (paleo, keto, low fat, etc.): all of them.

End of discussion.

Of course, a smart ass will point to someone who did lose fat without ‘counting calories,’ but invariably they did something dietarily resulted in an energy imbalance.

They just did it in a way that looked “different” than simply counting calories.

But it still had the same end result. They still created a caloric deficit; it was simply ‘hidden’ by what looked like something else (keto, carb cycling, taking thyroid medication, running 6x per week, etc.)

It may not be what you want to hear, but it is the truth. Get the fundamentals down to make six pack abs effortless.

LAW #4 STAND UP

How many hours do you sit per day?

Global studies show we sit for 7.7 hours per day on average, and some estimate people sit for up to 15 hours per day. For most people, it's the latter.

Don't believe me?

Think about it. You sit for three meals, on your way to work, at work, on your way home and in front of the TV at night. That's a lot of sitting.

Sitting is a silent killer that sneaks up on you - even if you're healthy. Not only does it promote ache's, pains, cancer, and obesity - but chronic sitting actually makes it almost impossible to achieve a six-pack.

Why?

Because sitting dramatically lowers your body's ability to burn stored energy, silently sabotaging your six pack quest.

There's a simple solution though. Stand as much as possible.

If you just switched to standing at work (8 hours per day), you would burn an extra 200-400 calories per day. Sure not that much over a day, but within a year that's about 31 lbs of fat burned - which is on average the amount of fat, people need to lose to get within striking distance of their six-pack.

Just stand.

LAW #5 DON'T DRINK YOUR CALORIES

One of the most common weight loss mistakes I see people making is drinking calories.

Unfortunately, if you can't give up the caloric beverages, you'll probably stay fat forever.

The major problem with caloric beverages, ranging from soda to sports and energy drinks to fruit juices, is they don't trigger satiety like food.

You can drink 1,000 calories and be hungry an hour later, whereas eating 1,000 calories of food, including a good portion of protein and fiber, will probably keep you full for 5 to 6 hours.

And this isn't just me making stuff up to fill the blank space on this page. Researchers from Purdue University, who investigated the influence of meal timing and food form on daily energy intake found this:

“Based on the appetitive findings, consumption of an energy-yielding beverage either with a meal or as a snack poses a greater risk for promoting positive

energy than macronutrient-matched semisolid or solid foods consumed at these times.”

That is, people that drink calories are much more likely to overeat than those that don't. This is why research shows a clear association between greater intakes of sugar-sweetened beverages and weight gain, in both adults and children.

So, ditch the caloric beverages and opt for water or naturally sweetened zero-calorie alternatives instead.

LAW #6 RESPECT THE TIMELINE

Most people don't spend enough time losing fat to show off their visible abs. The chart below is a pretty accurate description of how long it will take to see your abs based on you.

Starting Body Fat %	Weeks Until Six Pack Abs
10-13%	4 Weeks Or Less
14-16%	8 Weeks
17-18%	12 Weeks
19-20%	16 Weeks
21-23%	24 Weeks
24-26%	32 Weeks
27-29%	40 Weeks
30%+	52 Weeks Or More

Now, the actual amount of time it's going to take can be slightly more or less depending on how well you stick your diet and training programs, whether you use supplements to

speed up the process or not, and how efficiently or inefficiently your body tends to mobilize and burn fat.

That being said the biggest pitfall for most peoples underestimating how long it's really going to take. This chart simplifies it. Learn your body fat %, get a good process and stick with it.

LAW #7 DRINK YOUR FORGOTTEN MEDICINE

Did you know there was once a time this forgotten medicine was once considered a “cure all”? Researchers suggest that increasing our intake of this forgotten medicine can:

- Prevent cancer
- Stop “brain fog” and improve focus
- Stop migraine headaches
- Boost energy and libido
- Improve dry, brittle hair and cracked skin
- Stop food cravings

Unfortunately for our health (and abs), it is one that has been largely forgotten. But it wasn't always that way. Before the widespread use of prescription drugs, iodine was recommended for every ailment; from preventing cancer to destroying diseases and even healing wounds.

But new pharmaceuticals brushed iodine aside (because who is going to pay big bucks for something so cheap), and we see the result – exponentially increasing rates of metabolic syndrome x, cancer, and thyroid dysfunction.

These days, most of the iodine we get in our diets is from table salt. But now with people cutting back on table salt at home, they aren't getting very much iodine.

What little they do consume may not be able to work effectively, either. That's because fluoride, chlorine, and bromide are increasingly consumed from foods or through environmental exposure. These halogens (as they are called) lower iodine levels in the body by blocking iodine receptors - making it even harder to get the iodine our bodies crave.

Unfortunately, these minerals aren't just toxic for your thyroid – they're dangerous for your health overall. Fluoride is a problem because it blocks the ability of the thyroid gland to concentrate iodine, while bromide can cause depression, headaches, and even hallucinations.

Additionally, consuming soy and gluten (both are rampant in our 21st-century diet) blocks thyroid function and inhibits the uptake of iodine.

That's all cool, but what does that have to with six pack abs?

Iodine plays a pivotal role in thyroid health. For the uninitiated, your thyroid runs your metabolism. An optimized metabolism results in less body fat, more energy and yes an effortless six pack year round.

Of course, our minimum daily requirement is still set far too low – only 150 micrograms (mcg) per day. This is barely enough to prevent goiter, let alone enough to truly experience the beneficial health effects.

The Japanese consume 50x more than the average American, yet, life expectancy in Japan is five years longer than in the western world, and infant mortality is half.

So if you haven't already, stop reading right now and go buy an iodine supplement. I recommend Lugol's Solution (petertzemis.com/iodine/).

It's a liquid mix of Iodine and Iodide (your body needs both forms of the element). Buy some 1% a bottle of 15%.

Start with one drop of Lugol's Solution 1% per day. Your body will need to adjust a with the sudden rise of Iodine. Detoxification will start to occur at this stage as iodine starts to push out the other toxins. Drink lots of water, go the bathroom a lot.

There is a small chance of some digestive distress (since Iodine may annoy your gut bacteria.) It'll pass. Literally.

If you do just fine with the one drop of 1%, go to two drops per day. Then three, etc. When you get to 14 drops a day, next day take one drop of the 15% strength.

It'll take a month or so to get your Iodine levels up, and turnover the other, toxic Halogens. You will probably feel your energy levels rise, and hands/feet warming. Hair may stop falling out.

Fat begins melting away almost effortlessly, as your metabolism speeds up, revealing a shredded six-pack. Long-term, numerous cancer risks decline.

You kind of become superhuman, just like me.

LAW #8 RESTRICT YOUR FEEDING WINDOW

From the second I took my first breath, I was taught the importance of religion. Now I'm not here to debate with you who's right or wrong (I'm right). I'm here to provide you with one of the most effortless ways to get abs so defined they have lickable crevices.

Ironically, it originates deep within the traditions of my religion.

In the late 1990's the Mediterranean diet became all the rage because the research suggested that the diet of the Mediterranean region (the island of Crete, Greece) was superior to the Western world's diet.

The Mediterranean diet created a population, on average, that had less heart disease and overall was healthier than North Americans.

This theory, while making sense, was missing a key component of the Mediterranean lifestyle: fasting. In the Greek Orthodox Christian Church, there are some very lengthy fasting traditions (around 200 days of the year requires some form of dietary restriction.)

100's of research paper's and books later, it has become apparent to me that short-term (12 hours - 3 days) intermittent fasting, was not only an effective and easy way to cut calories (a fundamental to six pack abs), but was also associated with an array of amazing health benefits including:

- Increased insulin sensitivity
- Increased lipolysis (fat breakdown)
- Increased growth hormone
- Muscle protection
- Effortless abs
- Heightened mental clarity
- Enhanced energy and focus

Intermittent fasting is not a way of telling you what to eat, but a system of telling yourself when to eat.

The window starts when you first ingest something that isn't toothpaste and ends when you have your last bite or sip of beverage that isn't water at the end of your day. It can range from 12 hours - 3 days.

My two favorite ways that I would recommend for effectiveness and flexibility are:

1. **24-hour fasts**

From the last time you consume a calorie on the previous day to the same time the next day, you will fast, meaning you will consume 0 calories. Black coffee, green tea, lemon water and diet soda are all acceptable.

So for example, if your last meal were at 8 pm the night before, you would start eating until 8 pm the next day.

You would break your fast with a normal, slightly oversized meal full of fresh vegetables (lots of greens!), high-quality protein, carbs, and fat. Again, it's the calorie count that matters here (for six pack purposes)

2. **12-18 hour fasts**

These will occur daily and depending on how you feel, how busy you are and when you can eat, you will be doing a 12 - 18 hour fast. So if you sleep for on average about 8 hours a night and you stop eating 1-2 hours before bed, you would wake up and push your first meal of the day (commonly known as breakfast) back 4-6 hours.

If you wake up at 7 am, and you stopped eating at ten the night before, then your first meal would be between 10 pm and 2 pm. Personally, I break my fast between 12 and 2 pm as that is what works for me and my schedule.

Try it, and watch the magic unfold.

LAW #9 LEARN TO FAIL SMALL

A special thanks to my mentor, John Romaniello, for this one. It was a game changer for myself and my private clients.

Imagine you're out at a restaurant with a friend. You made all the right choices for your six pack abs diet. However it's the end of the meal, and you decide to split a dessert. We've all been there.

Now, let's just establish that eating half of a slice of warm apple pie isn't going to help get you closer to your goal, but it won't completely sabotage your efforts, either. The problem is that the pie is usually just the beginning.

Having worked with hundreds of clients, I've noticed a trend: most people (including myself) suffer from an irrational inability to fail on a small scale. Obviously, the logical thing to do when you're in a hole is to immediately stop digging.

However, when it comes to nutrition (and most things in life), we don't operate from a logical point of view. Our natural impulse, paradoxically, once we have slipped up a

little, is to say fuck it and continue digging ourselves into a deeper hole.

For many people, they carry the failure over to the next day, and the day after, and finally, “I’ll be good tomorrow” becomes “I’ll start again on Monday.”

But then Friday comes around again, and you think to yourself “hey I’ve been perfect all week, let me just indulge a little.” And the cycle repeats itself.

So, how do we fix it?

Simple. Learn to fail small. Mastering small failures means that you become comfortable with the fact that sometimes you will slip up.

This happens to everyone in every walk of life. None of us are perfect, especially when comes to dietary habits. Eating half of a slice of pie isn’t some cardinal sin that immediately nullifies your previous successes.

Learn to fail small. Persistence over perfection always wins.

LAW #10 WORK WITH YOUR NEUROTYPE

Let me ask you a few questions...

Have you ever gone through a training program without seeing the desired results?

Did your friends do the program and get excellent results, but you didn't?

Was it a good program designed by an intelligent and respected coach?

Have you ever had to push yourself to complete a training program even though you hated it and destroyed your motivation?

If you answered yes to and (and probably all) of these questions, do not worry - you are 100% normal.

What we've come to find is that no, the problem isn't the program, your work ethic, or your genetics. The problem is that the training system didn't fit your neuro-profile – basically, your personality type.

It turns out that your personality is genetically determined by the balance of neurotransmitters (dopamine,

acetylcholine, norepinephrine, serotonin, and GABA) in your brain - known as your neurodomaine. And as many of you know, the nervous system is boss when it comes to training.

It's responsible for coordination, performance, fiber recruitment and even muscle fiber growth stimulation. It's also the control center for motivation and stress responsiveness - two often overlooked factors in health and fitness success.

If you aren't motivated by your training or diet program, you'll train less intensely, experience sub-par result and eventually quit. By aligning your training in conjunction with your natural neurotype, motivation becomes effortless.

If you are causing too much stress in your body by misaligning training with your neurotype muscle building and fat loss dramatically suffers due to excessive spikes in cortisol. Unfortunately, this also throws out of whack other anabolic hormones such testosterone, HGH and can cause insulin resistance - leading to excess fat and problems building muscle.

And, if you are interested in maximizing energy and focus, training out of alignment of your neural profile crushes these.

Training, dieting and supplementing to take advantage of your neurological nature will also make you feel better overall, and you'll become more productive in other parts of your life - if you're into that sort of thing.

Now, this topic is beyond the scope of this book (don't worry I've got one coming on the way), but I'll give you a little intro to get you started in the right direction.

The key neurotransmitters that we talked about before affect personality and neurological makeup, giving rise to 5 different NeuroTypes.

Each neurotype has unique strategies for managing stress, motivation and muscle mass. Understanding the five different NeuroTypes is key to developing optimal individualized training and dieting.

Type 1A+1B - Type 1 has a very high dopamine sensitivity. As such, they respond strongly to its elevation, and they become “addicted” to it, and the research of dopamine drives their behavior. They are competitive, can’t stand still, get bored easily when not doing anything, extroverted, very vocal (1A), like to be the center of attention. Often like to break the rules or do dangerous activities, they have a short temper and don’t get influenced much by what people think of them.

For training and nutrition, there are differences between 1A and 1B, but the basic premise is the same. Lift heavy (85% or more of your 1RM) and eat clean. Their greatest nutritional risk is making bad general food choices.

Type 1’s should avoid “cheat foods” that are high in sugar, which can overstimulate dopamine receptors and increase the risk of sugar addiction.

They should also minimize the use of straight BCAAs (instead use EAA’s) because they compete with L-Dopa for transporters across the blood-brain barrier, which will decrease dopamine levels (they need lot’s of dopamine).

Type 2A+2B - Type 2’s are associated with low baseline levels of norepinephrine. They are “people pleasers.” They normally will do anything to help others out, even depriving themselves. Their driving force is “looking good in front of others or “being respected/admired by others.”

Nothing is worse form them than disappointing someone. Because of that attitude, they will often go to great lengths to reach their goals and are the most likely to become “stimulus addicts.”

For type 2's the basic premise for training is that everything works, but not for very long. They tend to need to change up there workout every 1-2 months because their body adapts. They thrive on a mix of heavy lifting and lighter, pump work.

Nutrition-wise both type 2 are at the greatest risk of binge eating. They're prone to cheating because they see food as a reward. They will “reward” a good workout with cheat food.

I've actually seen reward dependants gain fat when they start training, so I don't use cheat days with this NeuroType. But they get amazing results if they're held accountable by someone (because they don't want to disappoint them)

Type 3 - These guys have an overly active self - preservation aptitudes. One of their chief motivation is to avoid getting injured or stressed. They need to feel in control of themselves and the situation they are in.

As far as lifting goes they do better on a more “static” program where exercises do not change, and other variables (methods, loading schemes, rest intervals) change only gradually. They will thrive on the same program for months or even years with few tweaks.

As for nutrition, these guys need carbs all the time. On excessively low carb diets they might feel depression-like symptoms because they have a low baseline level of serotonin

(carbs help facilitate the production of serotonin.) They also need carbs because they overproduce cortisol.

Some people (the lucky few) inherently know their type. Other's need some direction.

If you want to know yours (and get pre-access to all the goodies), then complete the quiz found here: www.petertzemis.com/neurotype/

Make no mistake; this is the future of fitness.

LAW #11 THE 20 FOOD RULE

How many different foods, in a week, would you say you eat?
5? 25? 40?

If you are like most people, you fall into the 40+ category. And while variety has been coined to be the spice of life, when it comes to abs - simplicity is the ultimate sophistication.

Wordplay aside, keeping your diet relatively similar on a daily basis delivers a near bulletproof formula to achieving six pack abs. The main reason? Eliminating decision fatigue.

Decision fatigue helps explain why ordinarily sensible people get outrages at colleagues and families for no apparent reason, splurge on clothes and buy a delicious but completely unnecessary 1kg bucket of Nutella at the supermarket

No matter how rational and high-minded you try to be, you can't make decision after decision without paying a biological price.

The more choices you make throughout the day, the harder each one becomes for your brain, and eventually, it looks for shortcuts, usually in either of two very different ways.

One shortcut is to become reckless: to act impulsively instead of expending the energy to first think through the consequences. (Sure, eat half a pie. What could go wrong?) The other shortcut is the ultimate energy saver: do nothing. Instead of agonizing over decisions, avoid everything at all costs (yes the problem is that there is actually repercussions to your actions, even if your action is nothing). Not doing anything, often creates bigger problems in the long run, but for the moment, it eases the mental strain.

For example, dinner tonight. What are you going to have? If you've had a decision filled day, chances are you'll say fuck it, and order pizza. Your brain gets the much-needed break, but your body and goals take a hit.

By having a list of pre determined foods you stick too – it makes deciding what you eat effortlessly. This leads to more compliance and ultimately the achievement of your fitness goals.

Now, you're probably thinking “won't I get tired of eating the same meals every day?”

My clients and I have been eating 90% of the same meals regularly for a few years now, and I have yet to get bored of them. But that's because I have a few tricks up my sleeve:

1. I do have the occasional all you can eat cheat meal to spice up my life – mostly for the psychological aspect of giving me a break. Plus, life's too short to miss out on deep fried cheesecake.
2. I do modify the flavor of my meals by getting different types of cheese, adding different seasonings, spices, condiments, and changing up the vegetables

that I use. You also don't need to be too strict about it. If you feel like you're getting tired of the same meal, then take a break for a couple of days. 20 foods, combined with the 2 previous principles, should provide more than enough variety for, well, a lifetime.

These are my top 20 Foods:

Protein: Boneless and skinless chicken breast, turkey breast, eggs, burgers, grass-fed steak, and fish.

Carbs: Potatoes, white rice, banana, strawberries, raspberries, bread, chocolate almond milk

Fats: Coconut oil, olive oil, butter (grass fed), chocolate (Dark), cheese, avocado, and coconut milk (unsweetened)

Once you start simplifying your diet, you'll find it's hard to stop. When eating incredibly healthy day in and day out becomes effortless, and you notice how great it makes you feel, you start to realize that simplifying your diet is the easiest way to vibrant health.

So what I want you to do is pick 2-3 foods you absolutely know don't make you feel like shit when you eat them. For me, that was olive oil, chicken breast, and sweet potatoes.

Eat only those foods for one day.

Then the next day add in another food. Then another. Until you find a food that doesn't fit.

Keep testing until you find your 15-20 Top foods.

Then, eat them for the rest of eternity. Once a month, you can cheat a little bit. Have some pizza, ice cream or deep fried Oreos. Want to binge eat 322 gummy worms? I understand.

But in general, stick to your top 20 foods. It will do wonders for your health, energy and six pack success.

LAW #12 FISH OIL AND CURCUMIN

I firmly believe that everybody (not just those on the quest to six pack abs) should supplement with high-quality fish oil as well as curcumin (for that it has to contain piperine). These provide more health-boosting (and six-pack carving) benefits than any other product you can buy.

First off both fish oil and curcumin have been shown to increase insulin sensitivity. Simply put, if you have poor insulin sensitivity, you need to produce more of it when you eat a meal to “get the job done.” This makes losing fat significantly harder. As long as insulin is high, your body is in storage mode, and energy mobilization is less efficient. This means that the longer insulin stays elevated, the harder it is to lose fat. By taking fish oil and curcumin on a daily basis, you help your body naturally defend against insulin resistance, making your six-pack results 10x easier.

Another big benefit of this duo is its ability to lower the acid load on the body. A highly acidic body has a negative impact on the hormonal profile (GH resistance, a decrease in

IGF-1, problems with the insulin system, increase in cortisol, testosterone decrease, etc.) making it difficult to progress with your six pack quest.

Lastly, evidence shows that curcumin can directly reduce ab fat storage by increasing leptin sensitivity and reducing cortisol release in the stomach area.

In my experience, 6 g of curcumin (petertzemis.com/curcumin/) per day split into 2 or 3 doses is ideal to fight off inflammation.

I also take two servings of fish oil (petertzemis.com/fishoil/) per day in split doses (6-9g per dose).

LAW #13 KEEP A REGULAR EATING SCHEDULE

When it comes to working out your body loves a new stimulus. When it comes to diet, your body thrives off of routine.

Your body is made of circadian rhythms. These rhythms affect how you sleep, but more specifically, how you eat. Emerging research is showing us that we are not just what we eat but when we eat it.

Researchers at the Salk Institute have found that an erratic meal schedule can disrupt the metabolism and is correlated with chronic disease and a faster aging process.

On the other hand...

“Initial studies on humans have shown that adhering to a consistent meal schedule correlated with greater fat loss, enhanced ability to sleep, increased growth hormone and stabilization of insulin.”

Researchers have proven that we don't even need to change the quality of our foods to illicit a positive fat loss response. All we need to do is change the times we eat.

However, there is no plug and play routine that works best for everyone. Sure you can tailor it based on someone's neurotype, but it's also imperative to base it on their lifestyle as well as how their bodies natural preference to eating.

Personally, I eat two meals per day (lunch and dinner) with 1-2 snacks. I also have one client who eats one meal per day at 8 pm and another who eat eight mini-meals every 2 hours or so. They are both shredded and feel amazing.

Experiment with yourself and see what works for you.

LAW #14 STRENGTHEN YOUR NEURAL- ABDOMINAL CONNECTION

Ever try and work your abs, only to feel you hip flexors working instead?

This is due to a poor Neural-abdominal connection. Without fixing this, no matter how lean you get or how many crunches you do, you'll always fall short of achieving that coveted ice cube abs look.

Let's banish that for good with some good ol' fashioned Neural Abdominal Reprogramming. The goal is to improve your capacity to recruit your abdominal muscles. To be able to stimulate them you need to be good at contracting them voluntarily.

As such, we will use the lowest skill and less demanding exercises in the program. But it is very important that you try to make these exercises hard. You do this by trying to flex your abs as hard as humanly possible for every inch of every rep. Imagine that you are about to get punched in the stomach.

We will use the same exercises at every session. This is simply to better improve your capacity to recruit your abdominals. Perform this workout at the end of every single training day.

You should try to progress by improving your neuro-abdominal connection - how hard and long you can flex your abs, from week to week.

Since most of these movements are unweighted, how difficult they will feel will depend on how good you are at tensing your abdominals. When someone can do 15 or more reps of a bodyweight abs exercise, it tells me that they are not contracting them hard enough.

I do not want you to focus on reps but on tension.

Contract abs as hard as you can before each rep, go up slowly while maintaining tension, squeeze as hard as you can at the top, go down slowly while maintaining tension.

For that reason, I will give you a set duration, as opposed to a number of reps.

Do what it takes to fail in the prescribed time zone.

Exercise	Reps/Time	Sets	Rest
Weighted hanging leg raises	30-60s	3-4	1 minute
Weighted incline crunch	30-60s	3-4	1 minute
Weighted cable crunch	30-60s	3-4	1 minute
Russian twist with medicine ball	30-60s	3-4	1 minute

LAW #15 TAKE COLD SHOWERS EVERY DAY

When I first heard about cold exposure for performance and recovery purposes in my days as an athlete, I brushed it off as a useless, new age fad.

It then resurfaced in my research for peak performance when I came across an article detailing the experience of sitting in a -264 degrees Fahrenheit cryotherapy machine for three minutes.

Undergoing this seemingly futuristic treatment is said to help your body incinerate calories, jolt your immune system back to life, and trigger a flood of mood-boosting endorphins, similar to a runner's high.

I want something that I can do at home and alas, I'm not yet a millionaire who can afford to buy a cryotherapy machine for myself, so I decided to look into more plebeian means to reap the same potential health benefits.

That's how I came to discover:

The Life-Changing Miracle of a Cold Shower

The benefits of cold water therapy are numerous and fully backed by one metric fucktonne of research.

This weird hack has been studied for generations, and even dates back as far as the time when the Spartans used it to recover after battle.

Today, professional athletes from all over use ice baths to reduce inflammation and speed up recovery. Simply put, the cold exposure cleans you out by removing waste products like lactic acid that builds up from exercise.

Furthermore, when combined with alternating warm and cold water, these seemingly ridiculous showers clean out the lymphatic system. Most simply put, the lymphatic system helps carry waste out from your cells and is a major key in defending your body from unwanted infections. When the lymphatic system is blocked, you can get frequent colds and unexpected joint pain.

These contrast showers — exposing your body to the cold water immediately after a warm shower — cleans out your lymph vessels and drastically improves your immune system.

Cold showers also help activate brown adipose tissue (BAT), which in turn generates heat, raises your metabolism, and burns off fat. It also seems to increase the amount of BAT in the body, leading to more calories burned and a leaner body.

Now as useful and sought-after as fat loss is, I was also intrigued by the potential productivity and performance enhancements that cold showers can deliver.

After extensive research I came to this conclusion: I definitely feel energized after a shower, but it wasn't the miracle

cure for procrastination that many of my loyal cold shower enthusiasts have sworn by.

The biggest benefit that I've found is simply that a cold shower takes a lot of mental strength to accomplish.

Point blank: they're hard. Like really, really hard.

And as research shows, people who do hard things early in the day tend to accomplish more and procrastinate less.

To a cold shower virgin, the amount of willpower it takes to submerge oneself underneath a frozen waterfall may seem like that of a Shaolin Monk.

Doing something that you are resistant to every day, immediately upon waking, takes an absurd amount of mental strength and discipline. It's the best way to start your day, and over time, these habits become automated and bleed into every area of your life.

The world is full of scary things; we're at our best when we tackle them bravely and with confidence, not when we've built up habits of shying away from things.

Think of it, quite literally, as stepping out of your comfort zone. So, set your alarm for five minutes earlier, and before you rush out of your shower, turn it all the way cold. It's going to be fun; it might be scary, but in no time, you'll have built it up as a habit.

LAW #16 TRAIN FASTED

Some people swear by fasted training whereas others say it's not only ineffective but harmful as well. Well, both are right—it's effective if you do it right and harmful if you do it wrong.

Right off the bat, I will say that 99% of the time, I am training fasted. And you should too, mainly because it accelerates fat -specifically stubborn fat which is almost always in men, ab fat.

Let's get one thing straight "fasted" training is NOT simply training on an "empty stomach," or when your stomach feels empty.

When your body is digesting and absorbing what you've eaten, your body is in a "fed" or "postprandial" state (prandial means "having to do with a meal").

Once it has finished processing and absorbing the nutrients, insulin levels drop to a "minimum" low (or "baseline" level), and your body enters a "fasted" or "postabsorptive" state. Every day your body moves between "fed" and "fasted" (or "postprandial" and "postabsorptive") states. When your body is in a fed state - it can't burn fat.

Thus training in a fasted state allows us to accelerate “real” fat loss.

But here’s the real magic... it specifically helps accelerate stubborn fat. The reason is that fasted training increases blood flow to those problem areas, allowing the fat to be released into the blood stream and finally burned off.

When I include fasted training (both cardio and weightlifting), the journey from about 9% to 6%, where the majority of the fat you’re losing is the “stubborn” stuff, is noticeably faster than when I don’t.

If you’re going to train fasted, you should seriously consider using the following supplements to squeeze as much fat loss as possible out of it and negate its one big downside - accelerated muscle loss.

This is bad simply because too much muscle breakdown impairs total muscle growth over time. Preventing this is simple, though.

You can either supplement with BCAA’s or HMB. I prefer HMB because:

1. It’s cheaper
2. It does a better job of preventing muscle loss, especially during fasted training.

Effective dosages range between 2-3g. I recommend you pick up forge by legion athletics (petertzemis.com/forge/) which is the ONLY fasted training supplement I know of.

LAW #17 MAKE A NOT TO DO LIST

Being elite is a lifestyle, as is being average.

You might as well start now.

I'm a pretty positive person and don't usually think that using fear is a great way to motivate people- but I want to bring this to your attention.

People and their lives don't somehow end up a certain way.

Their current situation is a result of choices they made/ didn't make every day of their life. Just as it's important to make the right choice, it's equally important to avoid making the wrong ones as much as possible.

And so the NOT to do list was born.

It's a list of all of the choices you absolutely should not to do, to move forward with your goal and avoid set backs.

Here's my Six Pack abs NOT do list:

1. I will not eat outside my daily caloric intake
2. I will not neglect my ab training
3. I will not sit for more than 4 hours per day

4. I will not skip the gym
5. I will not hit the snooze button (not doing this helps me kick ass right off the bat)
6. I will not ignore the 77 laws.

The thought of creating “anti-rules” may seem odd, but you’ll come to see how avoiding taking a step back, often allows you to move two steps forward on a daily basis - achieving your goals faster than you ever thought possible.

So my question is, whats on your NOT to do list?

LAW #18 ELIMINATE TRANS FAT ENTIRELY

One of the worst things, by far, that you can put into your body is trans fat.

Trans fat is banned in many countries and are one of the main reason why Americans die of heart disease and are so fat.

Trans fat is basically poison that destroys your cardiovascular system and causes hormonal disturbances.

Researchers at Wake Forest University found that trans fats increase the amount of fat around the belly. They do this not just by adding new fat, but also by moving fat from other areas to the belly.

Trans fats are found in vegetable shortenings, some kinds of margarine, and in manufactured baked goods such as cookies, crackers, and snack foods. A major source of trans fat in Western diets is fried food.

Look out for this word in the ingredients “Partially-Hydrogenated”. Avoid eating anything that has those words in there. Your six pack, heart, and body will thank you many times over.

LAW #19 MIX ENERGY SYSTEMS AND AB WORK

The method I am about to explain is super effective at increasing fat loss from the ab area - but this doesn't make it a magic solution. You still need to have your diet, supplements, lifestyle, and training in check. However, in combination with those, it can give you insane six-pack results. Studies have even shown it can help burn 9x more bodyfat than traditional work.

Despite what we have been led to believe for a long time, targeting fat loss more for a specific area of the body is possible. Dr. Lonnie Lowery wrote a very good article on that topic, explaining all the science behind it - but here are the basics:

1. Fat mobilization (the first step to losing fat in an area) is greater around the contracting muscles. If you do a bicep curl, you prime your bicep to burn more fat and build more muscle. This is because it increases heat in that region as well as blood flow.

2. Certain areas have poor blood flow - in men this tends to be the ab region. This is one of the reasons why fat stores around your waist are “stubborn”. When performing cardio, whole body blood circulation is increased to help burn fat. However, blood flow doesn’t always reach the stubborn regions - unless we have primed them to.

Here’s what this means: by performing focused contraction work for the waist (abdominal exercises) around your energy system/fat burning work, you will mobilize more fat from that region. You will not burn more overall fat, but more of it will come from the area adjacent to your abs.

I call it “The Six Pack Finisher”. The concept is fairly simple, and you can do it several ways depending on your goal.

First, you do isolation abdominal work like weighted cable crunches, or hanging leg raises. Immediately after you finish your ab set, perform a short bout of cardio (proowler, bike sprint, stair master etc.)

If you are 13-16% you can almost see a day by day difference in waist tightness. More than that and you won’t see much of a difference in the short term. As such, I prefer to keep the six pack finisher for when I’m looking for fast results or when I’m near a photoshoot or beach vacation, and can see a day by day difference. So next time you perform your abs work, mix in 30-60s of cardio in between each ab set.

For more six-pack finishers and a step by step system, check out the full program here: petertzemis.com/spf/.

LAW #20 EAT PINEAPPLE POST WORKOUT

Most of your carbohydrate intake on a daily basis should be lower on the glycemic and insulinemic index. In some cases though, like post workout, stronger insulinemic carbs are useful to restore muscle glycogen and promote recovery.

You could use a carb supplement, but I prefer to have solid food because when my calories are lowered for fat loss, I take every opportunity to ingest solid food over a liquid meal.

My go-to post-workout carb for an effortless six-pack is pineapple.

First, because it tastes awesome. Having something like pineapple in a fat loss diet can be a huge psychological boost! But that's not the only reason.

Pineapple contains the chemical bromelain which has awesome anti-inflammatory properties. If you haven't noticed yet, fighting acidity and inflammation is kind of a big deal when it comes to overall health and making your six-pack effortless!

Even though its taste is acidic, pineapple actually reduces the acid load in the body. This is an important trait to have

for a post workout food because the workout itself acidifies the body. So if you had something like cereal post-workout, you might replenish glycogen stores, but you would further increase the acid load. This can put unnecessary stress on the body and makes it more difficult to lose fat.

Pineapple has a glycemic index of 66. That's enough to be effective for replenishing muscle glycogen, but not high enough to cause a huge insulin output.

It's also the perfect source of fructose. Fructose is not efficiently stored in muscle, so you want to choose fruits that are low in this type of sugar (pineapple is only 10%), although some is good for replenishing liver glycogen. Keeping liver glycogen stores full is important to keep the metabolism revving up.

Lastly, the vitamin C content can help bring cortisol back down after the workout. While elevated cortisol during the session is important for energy mobilization, you want to lower it post-workout to promote a more anabolic state as well as less belly fat storage.

LAW #21 EAT SLOW

Too many times we mindlessly stuff food into our mouths, chew 5x and then swallow.

We gotta slow down our roll when it comes to eating.

Digestion starts with the number of times you chew your food. Saliva contains enzymes that break your food down. The longer you chew, the more time these enzymes have to start breaking down the food.

Furthermore, what most people don't realize is that the feeling of being "full" is a result of your brain reacting to chemicals released when you put food or drink in your stomach.

Your brain takes around 20 minutes to register these chemicals. After your meal, the levels continue to rise over 10 to 30 minutes.

We don't realize that we're really full until our brains tell us too. Unfortunately, they tell us a bit later than we need.

Take your time eating. Your abs will pop out faster than you can blink.

LAW #22 NEVER EAT AT AIRPORTS

Airport food is a death sentence for your six pack. The food there is packed with excessive salt, sugar and fat. Not to mention it's grotesquely overpriced.

That being said there is a solution to surviving the airport.

Don't eat.

It's not hard. Just grab some water and coffee and be on your way.

Save the calories for a satisfying meal at home or a real restaurant. You'll probably be able to eat about 2x the amount of food (especially if it's a home cooked meal) for the same airport calories.

LAW #23 SUPERDOSE ON VITAMIN D

In 1927 a controversy arose in the athletic world.

The German Swimmers' Association had decided to use a sunlamp on their athletes to boost performance. Some felt this ultraviolet irradiation constituted "athletic unfairness."

Now you might be wondering how exactly that sitting under a sunlamp could be seen as doping? It's because it causes a steroid to be activated in the body.

Now, although some scientists would not classify vitamin D as a hormone, its metabolic product (calcitriol) is a secosteroid hormone – a molecule that's very similar to a steroid.

In fact, many come right out and classify vitamin D as a steroid hormone. Modern studies have shown that it can indeed be a performance-enhancing substance, especially if one is deficient.

It's six-pack boosting benefits are even better.

Research shows that adding vitamin D to a reduced-calorie diet may lead to better, faster weight loss. In one study,

excess body fat came off faster when plenty of D3 was present, but it also came off the abdominal area.

Low vitamin D levels are also associated with more body fat in general. This leads to a vicious cycle of increased inflammation response which in turn helps add more belly fat.

The icing on the cake?

90% of the world is deficient in Vitamin D.

Start with 2000-4000 IU per day and go from there (petertzemis.com/vitamind). Personally, I take between 6000-8000 IU per day because I live in the northern hemisphere where the Sun disappears for four months during winter.

LAW #24 INVEST IN A HIGH- QUALITY FAT BURNER

After fish oil and curcumin, I consider a high-quality fat burner the most important dietary supplement if you want to aggressively (but safely) shed fat.

Unfortunately, many marketers take advantage of uninformed clients and sell them garbage disguised as gold. I'm here to set the record straight though.

If we take a cold, hard look at the science of fat loss, there are really only three ways to appreciably speed it up:

1. **You can increase your basal metabolic rate**

Your metabolic rate is a “count” of how much energy your body burns throughout the day, and the higher it goes, the faster you can lose weight.

2. **You can prevent hunger or cravings from ruining your plans**

A major reason diets fail is people just aren't able to stick to them long enough. Wishes turn into

cravings and ultimately binges, which can undo days or even weeks of hard work if it really gets out of hand.

3. You can make the overall experience of dieting more enjoyable

Make no mistake: while recreating your body with diet, exercise, and supplementation can dramatically change your life for the better, it's not easy.

No amount of pills or powders is going to get you there. It takes hard work, and it takes time. And this is another major reason why diets fail: people don't want to go through the discomfort of it all

Contrary to what many other companies would lead you to believe, directly stimulating any of the thousands of proteins and enzymes involved in fat loss either doesn't work or is uninvestigated.

The highest quality fat burner I recommend is Phoenix by Legion athletics (petertzemis.com/fatburner/)

PHOENIX's formulation is the result of an extensive scientific review of a wide variety of natural molecules known to favorably affect fat loss, and they carefully chose a handful that work synergistically to safely deliver consistent results on all three points described above.

It's the only (natural) one that has truly helped myself and my private clients to achieve their six pack goals.

LAW #25 EXPERIMENT WITH SPRINTS, MARATHONS AND INTERVALS

A special thanks to Christian Thibaudeau for introducing me to this concept.

Consider the low rate of success for most six-pack quests for a moment; either people fail to achieve their goals or they rebound quickly once they reach them.

This makes training and diet for fat loss extremely important subjects to discuss. What most people forget though is that diet, like training, doesn't have to be linear.

To use training terminology, fat loss can either be a sprint, intervals or a marathon.

A fat loss sprint is a short (4-6 weeks), intense, all-out fat loss effort - the main goal being to shed as much body fat as possible before you cause any metabolic damage or lose motivation. This requires you start with a large caloric deficit (40-50%), cut fat and carbs, increase your training volume, cardio, and intensity, and use abundant fat loss supplements if you desire.

The best thing about this approach is that it's over pretty quickly. While it may displease the “don't lose more than 2 lbs per week” crowd, cutting calories to a greater degree and exercising more will give lightning fast results. It also makes the process more real because it is such a drastic departure from your normal habits.

For some people (some neurotypes) there is a chance of losing muscle due to the overproduction of cortisol. After a while, your workouts will start to suck and long-term you risk some problems like “metabolic damage” (which is reversible don't worry.)

The sprint works best if:

1. You are already lean and want to drop the last few pounds of stubborn fat to get shredded.
2. If you are obese and need to drop a lot of fat in a very short period of time (e.g., before a bariatric surgery).
3. If you want to rapidly drop a good amount of fat in a short time for a special occasion (e.g., beach vacation).

In most other situations I wouldn't recommend this approach.

A fat loss marathon is the “standard” approach with a moderate deficit (15-25% deficit) over a period of 10-20 weeks. The fat loss effort starts more conservative: doing the minimum to still get a significant rate of fat loss. As the phase progresses, you will turn the intensity up a notch: cutting more calories, doing more cardio, adding a fat burner, etc.

The risk of screwing up (in the sense of losing muscle or causing metabolic damage) is lower than with a sprint approach.

However, those who are less patient will have problems with this approach: it takes a long time to see significant visual differences, especially if you are not already fairly lean to start with. You can have the impression that you are actually regressing for a good part of the diet since throughout the first 3-5 weeks (sometimes more) you might look worse. That's because you won't have lost enough fat to look more defined but you will feel and look smaller because you are storing less glycogen/water in your muscles, making them look and feel smaller/deflated. This can kill the motivation of many and usually lead to quitting after 6 weeks or so.

This approach is best suited for people who:

1. Already have a high amount of muscle mass or do not want to gain a lot more size
2. Are preparing for a specific physique goal (e.g., competition or photo shoot)
3. Are patient, methodical and don't mind routine

Fat loss intervals are a combination of fat loss sprints and the longer "marathon" style. Basically you'll perform short (2-4 weeks) sprints (25-35% deficit) where the fat loss efforts are very intense and taking fat loss breaks of 1-2 weeks in between these blitzes. This is repeated until the desired leanness is achieved.

This is my favorite dieting approach, but that is likely because it fits my neurotype the best. It combines pretty much all the benefits of the blitz and marathon while fixing

their respective problems. If properly applied it has very little, if any drawbacks.

The biggest problem is eating too much, or even binging out during the maintenance weeks.

People go hard at it for 3 weeks then they see the maintenance week(s) as a break from dieting. It's not! It's just a strategic increase in caloric intake to prevent the downside of the sprint approach. A lot of people will cheat/binge on the first day of the maintenance week. By itself that is not a problem if they readjust the rest of the week so that the daily average will be at maintenance level.

But what happens most of the time is that after that one cheat day, they just keep eating like crap for the whole week (they don't know how to fail small - law #9.)

If you can manage the changes in calorie's, then this is the best approach for fat loss in my opinion.

I recommend you try all three to see which works best for you.

LAW #26 PLAN (AND ENJOY) CHEAT MEALS

If you've ever had to cut calories for a sustained period of time, you know that it isn't all fun and games. You can have some serious food cravings, be more irritable, tired, and even lose some strength and muscle mass.

Even worse, as you decrease calories, your body will down-regulate your metabolism in an effort to prevent starvation, often stalling your weight loss and creating hormonal issues with leptin, testosterone, and cortisol, to name a few.

Not to mention there's also the burden of the psychological stress that comes with prolonged dieting.

Luckily there's a simple, yet often overlooked way, to combat the negatives: cheat days.

Now, these aren't all out binge days but instead strategically targeted caloric spikes to feel better, avoid metabolic damage and get your six pack faster.

After testing 1000's of clients, adding 600 calories to your normal calorie intake is perfect. It seems to be the perfect milieu to avoid fat gain while revving your metabolic engine.

As for what to eat, remember that carbs are king. They provide the biggest boost in metabolism and fire burning hormones. Ideally, your cheat meal should include lots of carbs.

One of my all-time favorite cheat meals is pancakes, strawberries, and syrup. Very high carb, low fat and delicious.

Remember, this isn't a full blown cheat day. It's a guilt-free cheat meal to help your body burn more fat and carve your abs faster.

If you are above 15% body fat as a man, you have not yet earned a regular refeed. Once cheat meal a month is more than enough for you. 15% or less and you should be adding these in once per week.

LAW #27 100 REASONS

In 1993 Microsoft started an online encyclopedia called Encarta. They had professionals write and edit thousands of articles and whole teams to oversee the project would be flawless.

A few years later, Wikipedia was started, but with a different model. People were invited to write articles because they wanted to and nobody was paid a cent. Ten years ago, if you had to predict which model was going to win, I'm sure you would've bet on Encarta.

Wikipedia won by a landslide, and it's all because they had the right type of motivation.

Without a doubt, internal motivation beats external motivation, every single time. The Wikipedia writers did it because they genuinely wanted to. Their work had a sense of purpose, and you can see it in their work. Internal motivation is often the missing ingredient to achieving six pack status.

Unfortunately, we've never really been taught how to create internal motivation for our own goals. We grow up

in a society that punishes us for creativity and rewards us for conforming.

As a kid, you listened to your teachers and parents. At your job, your bosses word is law. When they say jump, you say how high. We've been programmed to rely on authority for direction and devalue our own commands.

If the president of your country came to you and said: "We require you to get lean, the country depends on you." You'd do it.

But when you give yourself a command... often you slack off - like your words don't hold any value.

This is wrong. You must be able to give meaning to your goals yourself and not wait for an authority to do it for you. You must be able to create so much internal motivation that you would stay up all night working on your goals and plans for them.

Here's a simple method to get you started on the right path. Grab a pen and paper and write out 100 reasons why you want to achieve your goal (six pack abs) on a piece of paper. Now go put it somewhere you can see it daily.

You may say but Peter I can't write 100 reasons I can barely write 10. Well, that's the problem. You don't care about your goal enough. Sit down and think really hard why do you want to be in shape. Do not give up until you get to 100.

When you're done, email them to me.

LAW #28 DEVELOP YOUR DEEP ABS

Getting lean is always enough to see some abs, but it's not always enough to have a great six pack.

Hence, the disappointment of so many people out there that are get cut, but end up with rather unimpressive cores.

To get a great looking six-pack, you need to fully develop all the core muscles - and especially the deep muscles

What most people associate with “abs” is the rectus abdominis—but then there are the deeper, lesser-known muscles of the core like the obliques, transverse abdominus, and serratus.

The key isn't just doing ab exercises, though. It's progressing on them.

The core muscles are like any other in that they respond best to progressive overload, which means that you need to focus on getting stronger over time.

You get stronger by increasing the number of reps you can do with a given weight, and then increasing the weight itself, and repeating the process.

For example, let's say you're doing kneeling cable crunches in the 10-to-12 rep range with 50 pounds.

Once you can get 12 reps, you should increase the weight to 60 pounds and work with it until you can get 12 reps, at which point you should increase to 70 pounds, and so forth.

By following this deep ab development formula, you can guarantee that your abs will pop when you get to low levels of body fat. For a specific, step by step plan, check out my six pack finishers program at (petertzemis.com/spf/)

LAW #29 STOP WATCHING PORN

I used to love porn. What guy wouldn't? An endless stream of hot, naked women, all just a click away. If something is too good to be true, it often is.

Research has shown that porn use can change the neural pathways of the brain causing addiction, hormonal changes, and sexual dysfunction. Studies show between a 600% and 3000% increase in erectile dysfunction among young men since the emergence of Internet pornography (I get hundreds of emails every year about this).

Porn use has also shown to mess with your delicate brain chemical balance (your neurotype) as well as destroy your testosterone, ambition and motivation - the very essence of a man.

More insidious than the physical effects of porn addiction, is its reported effects on the addict's emotional and psycho- logical well-being. Long time porn users have shown to prefer porn over sex with real people. They are also more at risk for violence, depression, obesity and becoming drug addicts.

If that doesn't scare you enough to quit porn today and never look back, let's look at the superpowers of rebooting - the process of recovering from pornography damage.

1. Confidence boost
2. Increased sexual interest from others
3. Creative mojo
4. Social acuity
5. Reduced Anxiety and Shame
6. More Free Time
7. Sexual Function
8. Super recovery - attributed to testosterone enhancing benefits of nofap.
9. Extreme will power
10. Lazer focus

It isn't abundantly clear yet, you need to stop watching porn immediately. Do not seek out and watch pornographic material either as video, image or text both online and offline. This includes services such as chatroulette or online dating websites or apps.

It's fucking awful for you and will destroy any chance you have at building a kickass six pack and an amazing life.

Plus sex with real people is so much better.

LAW #30 SUPPLEMENT WITH FIBER

Fiber isn't considered "sexy", but it might actually be the number one six pack supplement since it does so much and is so inexpensive.

A decades-long study just published in the International Journal of Food Safety, Nutrition and Public Health showed that consuming adequate quantities of dietary fiber can lead to improvements in gastrointestinal health, and reduction in susceptibility to diseases such as diverticular disease, heart disease, colon cancer, and diabetes. Increased consumption has also been associated with increased satiety and weight loss.

Now, there are two forms of dietary fiber: soluble and insoluble.

Soluble fiber forms a gel-like substance that, among its many duties, binds cholesterol and balances your blood sugar.

Insoluble fiber, on the other hand, absorbs water and keeps things moving along.

The average American gets a sad 5 – 14 grams of fiber a day. Our lean, athletic Paleo ancestors put us to shame by getting a whopping 60 grams or more.

Use a fiber supplement to 'supplement' for the deficiency. You can pick up a bulk-psyllium husk at your local grocery store (I prefer sugar-free orange Metamucil.) Drink 1 serving 1-2x per day.

LAW #31 DON'T OVERDO THE CARDIO

A while back I ended up working with this Marathon runner, named James. James was trying to drop the last little bit of fat to help improve his race time. As you can imagine, his daily running logs were pretty high. He has come to me because despite him dropping his calories and running more he couldn't lose any weight.

In fact, he had actually put on weight.

When we started working together, I pushed him to either cut her activity or raise her calories. He adamantly refused; how could that possibly work? I tried to point out that what he was doing wasn't working either and he could hardly do worse by trying something different but that line of logic went nowhere.

In any event, at one point he went on a short vacation. He did what everyone did on vacation - exercise less and eat more. He came back something like 5 pounds lighter.

"See... You ate more and exercised less and good things happened."

Over the next several weeks we raised his calories slowly. His body fat (as measured by DEXA) came down and his metabolic rate increased. He lost the remaining fat and hit his race times.

So what the hell was going on?

Here's what we found - the combination of very large caloric deficits and very large amounts of activity (especially higher-intensity activity) can cause problems for people either stalling or slowing fat loss.

Yes, it's not always as simple as calories in, calories out my friends.

(I'd also note that the combination of big caloric deficits and large amounts of activity clearly isn't detrimental to everyone. Some folks can get away with it but, for many, it tends to backfire more than anything else.)

Now I've had other clients have a different problem but similar problem. When they do excessive cardio (as prescribed by many trainers), they end up not being able to stick to a diet.

The reason is because excessive cardio pumps up your hunger hormones, making it difficult to stick to an already restrictive diet.

Here's my six pack prescription. Perform up to 25 minutes of cardio 3x/week maximum. If you want to add more cardio start walking for 30 min - 1 hour per day.

You'll burn a similar number of calories, help recovery and best of all, you won't increase your hunger hormones.

LAW #32 MINIMIZE TEMPTATION PROXIMITY

The first step to succeeding at pretty much anything in life is to set up your environment for success. The more distractions and roadblocks there are, the harder it's going to be to achieve the outcome you're hoping for.

This is especially true when it comes to healthy eating. Studies show we make about 200 food decisions every day.

If your house and workspace are full of foods that derail your goals, you're unlikely to win. As soon as your stress level breaks your stress tolerance threshold, you'll switch to a medication-seeking state.

If your fridge and pantry are stocked full of medication in the form of hyper-palatable comfort foods, it won't be long until you reach for them.

On the other hand, if these foods aren't available you'll have an opportunity to make alternative choices with your behavior. Your consistency levels will skyrocket.

So the first step toward improving your short-term success rate is to make changes to your immediate environment. Get rid of everything that doesn't align with your goals.

This doesn't mean you'll never eat these foods ever again, it just means that you're not going to keep them "locked and loaded" at all times. Your body and your behavior are a reflection of the environment you place yourself in— minimize temptation proximity and make your environment reflect the goals you've set for yourself.

LAW #33 MAKE YOUR FIRST MEAL PERFECT

In human psychology, there is a technique called priming. Priming is a technique whereby exposure to one stimulus influences a response to a subsequent stimulus, without conscious guidance or intention.

In regards to a six pack, it means the first event of the day will prime your day for good or for bad.

On many occasions in the past, many of my clients (and sometimes myself) have chosen to start my day off with a cheat meal - chocolate chip pancakes. Obviously not the best choice but it the damage isn't terrible.

However as the day goes on, it seems like the subsequent meals got worse and worse, despite the best intentions.

Here's what I've learned: It seems we can prime our bodies from the first meal to eat healthily and stick to your diet - or to eat everything in sight and fuck it up.

Making the first meal of your day perfect ensures you prime your body properly to win the day. After all, winning each day is what causes you to win the war.

Make your six-pack effortless by ensuring your first meal of each day is perfect.

LAW #34 GET 80-90% OF YOUR CALORIES FROM FILLING FOODS

It's no secret our ancestral DNA is wired against every step you need to take on your path to six-pack status. You have to eat less food, you may get hungry, and you must stop yourself from eating more. If our hunter-gatherer ancestors did that, we likely wouldn't be here.

Now we don't live in a hunter-gatherer world anymore and eating less has many benefits. But you don't have to starve yourself if you choose low-density foods. A big reason why many people have the impression they're eating very little but can't lose weight is because they think in terms of food quantity and not calorie content.

Instead of eating a croissant with their coffee (which can have about 200 kcal) they'd be much better off eating 200g of potatoes in one of their meals (which is only about 170 calories and 5x more volume.) After 200g of potatoes, most people will be pretty satisfied and wouldn't think about food for a few hours. They would find it very easy to maintain a caloric deficit in this way.

I recommend foods like: chicken, pork tenderloin, lean cuts of beef, tuna, eggs, low-fat cheese and yogurt, potatoes, sweet potatoes, yams, 1-2 fruits a day, and lots of veggies.

All the above foods are highly satiating. Don't be faked out by quantity - it's the calorie content that matters.

LAW #35 GET HYDRATED

Everyone accepts that water is essential for life, yet still hardly anyone drinks enough of the stuff. Studies show that 75% of the population is dehydrated, leading to many different metabolic disruptions - most of which affect your ability to get six pack abs.

Once your kidneys become dehydrated, their main job of filtering the blood becomes inhibited, and so passes a lot of the job onto the liver. One of your livers' functions is to metabolize stored fat in the body, and therefore only has half the fat burning capacity if your kidneys are malfunctioning from dehydration!

Growth hormone (HGH), a potent fat burning hormone is greatly reduced when the body is dehydrated, limiting fat metabolism. Even the enzyme that metabolizes fat, Lipase, has significantly reduced function when the body isn't fully hydrated.

Another issue with dehydration is how it affects the brain. The brain is made of roughly 80% water and is therefore very sensitive to changes in water level. Just 2% dehydration can

reduce cognitive function by up to 30%. This leads to false tiredness, low motivation and a lack of willpower (often the main culprits for derailing any six-pack plan)

Dehydration is also tricky because it's easy to confuse the symptoms with other things. You can go crazy trying to figure out what's wrong without realizing it all stems from simply not drinking enough water.

So, then, how much water should you be drinking exactly?

If you start with a baseline water intake of about 3/4 to 1 gallon per day, add 1 to 1.5 liters per hour of exercise, plus a bit more for additional sweating, you'll be good.

Personally, I'll drink 1-2 liters as soon as I wake up and then sip on a few bottles throughout the day. If my pee isn't clear, I'm not drinking enough.

One thing to note: not all water is created equal.

Research shows that standard tap is becoming more and more contaminated with all kinds of pollutants, including... bacteria, pharmaceuticals, heavy metals, and various types of poisonous chemicals.

Bottled water isn't better. One study examined 18 different bottled waters from 13 different companies and found over 24,000 chemicals present including endocrine disruptors.

This is why I recommend (and personally drink) reverse osmosis water.

If it is out of your budget filtered tap water is just fine. The ZeroWater ZP-010 is the one I recommend to my clients (petertzemis.com/waterfilter).

LAW #36 LOAD UP ON POLYPHENOLS

Did you know certain foods trigger the release of toxins (called endotoxins) right inside your digestive system? And that these toxins can actually cause weight gain, diabetes, heart disease and keep you from ever seeing your six pack?

I used to believe that calories in, calories out is all that mattered. Sure, that law still holds, but I've always been looking for ways to make a six pack more effortless.

This is one of those hacks that does just that.

Polyphenol foods are effective at preventing fats and sugars from driving endotoxins into your body. This helps your body shed unwanted body fat faster by limiting inflammation and dealing with food better (storing carbs in muscle instead of turning it into fat)

The best polyphenol foods are berries. I specifically eat 1-2 servings of blackberries every single day. Other great sources include wine, dark chocolate and basically any fruit or vegetable considered a 'super food'.

Adding these foods will have a compounding effect on your overall health - helping you feel and look badass.

LAW #37 SLEEP DEEP, SLEEP LONG AND SLEEP MORE

Feeling underslept? 68 million Americans are. But a bad night's sleep doesn't just make for an awful morning. It makes for an awful week. Month. Year. And the impact on our health is larger and worse than we might think.

Sleep insufficiency has been linked to auto crashes, industrial disasters, and medical and other occupational errors.

It increases the mortality and the risk of chronic diseases like hypertension, diabetes, depression, low testosterone, obesity, and cancer, and it reduces quality of life and productivity.

Inadequate sleep can even specifically cause belly fat storage - silently destroying your chances of six-pack. The main culprit? Cortisol.

Cortisol is your stress hormone. It's an important hormone that's essential for human survival. Whenever your body experiences any type of stress (whether it be mental or physical), your body secretes cortisol, which then initiates a

cascade of other physiological responses necessary for your body to keep functioning.

In a normal situation, cortisol production only lasts for a short period of time, and afterward, all metabolic functions go back to normal.

When you're body experiences constant stress, it continuously secretes cortisol, and that's when cortisol becomes counterproductive to your body.

And depending on how long and how much cortisol you have circulated in your body, it can seriously compromise your health and alter your metabolic process causing you to gain stubborn unrelenting belly fat!

The six-pack prescription?

Sleep more, sleep deep and sleep longer.

7-9 hours is ideal, but 6 is the minimum. Start by cutting out technology at least 1 hour before bed, keeping a regular sleep schedule, getting some sun early in the morning and making sure you are actually spending 8-9 hours in bed (instead of watching reruns until 1 am). Taking a magnesium or designated supplement before bed will also help. I recommend Lunar by legion athletics (petertzemis.com/sleepsupplement/).

For a full-blown sleep course, I recommend Anabolic Sleeping (petertzemis.com/sleeping/) by my good friends Joe LoGalbo and Alain Gonzalez.

The bottom line is that your sleep hygiene is like your diet—it's either working for you or against you, multiplying or diving your results.

Make it work for you.

LAW #38 FRONT YOUR PROTEIN

Would you go to your mother's birthday and refuse to eat the cake she baked? So you can be as shredded as possible? That's got to be painful. Some people do it... but I'd never want to do that. And I'm sure you also love your mom more than you love shredded abs.

But again we have good news: You can have cake and shredded abs at the same time. You can attend social events where food (and booze) is served and still be in a comfortable deficit.

How?

Frontload your protein.

See at most social events, the delicious food is (almost) never the protein. It's always the mini appetizers, the pizza, the desserts and of course, the booze.

So whenever I know I have a social event at night, I simply frontload my protein during the day. It keeps me full (while keeping my calories down) and leaves me tons of room to fill up on delicious carbs and fats.

This doesn't mean you can stuff your face though. But enjoying yourself while not destroying your progress, shouldn't be a problem if you follow this method.

LAW #39 WEIGH YOURSELF DAILY

I talked about priming before, and this is just one of those 10-second tricks that effortlessly helps keep you on track and crush every day.

Every morning for as long as I can remember I wake up, perform my morning routine and then weigh myself. My private clients do the same thing.

Why?

Because it puts your goal (six pack abs) to the front of your mind as soon as you wake up. This ensures that every decision that you make during the day and night will be somewhat influenced by the fact that you will step on the scale on the next morning.

Now it's important to note that your weight fluctuates on a daily basis based on many factors (water, salt, food volume, etc.) What we are aiming to achieve is an overall weekly decline in weight and better fitting clothes - all while priming the body to focus on one goal.

I recommend the Withings scale (petertzemis.com/withings/). It directly sync's with your phone so that you can see the change overtime. But any scale works.

Perform this 10-second law daily and watch your six pack come to life.

LAW #40 TREAT YOURSELF LIKE A PATIENT

Imagine 100 people are prescribed a drug. Out of them, how many do you think are even going to take it? Research shows that number to be just 33%.

Yes, 66% of people won't follow through on making their health and life better. Now imagine what the numbers are in regards to keeping a healthy diet for six-pack abs.

What's wrong with them? Don't they want to get better?

Imagine though, that it's your pet other that needs these drugs. The vet gives you the prescription for them. What happens now? You make sure they take the drugs (or eat the right food or exercise) every single day.

People are in fact better at filling and make sure their pets take their drugs than they are at taking it themselves. That's not good. Your pet would probably be happier if you took your medications as well.

My prescription for following through then is this: Treat yourself as someone you are responsible for helping. This ensures you are doing that would be truly good for you.

Every time a child is given candy they are happy. Should you then give a child candy every time? No, because happy does not mean good.

What then would you think it's acceptable to do anything less than for yourself?

Treat yourself like a patient and watch the magic unfold.

LAW #41 BUY SINGLE SERVINGS

I've had many clients over the years that always crushed it during the day with their goals - but at night they would binge on a pint of ice cream (or other junk food) and destroy their progress. Even when I allowed a little bit of ice cream in the diet, we still ended up with major binge episodes. Here's what I've found: People are wired to eat until the food is done, not until they feel satisfied.

That's why it's so easy to overeat ice cream, chips, cookies, pizza, any food that comes in a big bag, box or container. When the food is available, and in front of us, we have to make a real effort to stop.

But what if you only had the quantity you planned to eat? Or a quantity that wouldn't completely destroy your progress? You wouldn't have to use any willpower. Even if you wanted to eat more, you don't have any food left.

That's why I often prescribe single serving purchases to my clients. Having 1 ice cream bar in the house as opposed to a pint of ice cream means once the bar is done, no matter

how badly you want more, you can't overeat. That's how you make success automatic.

So this is my six pack prescription: don't buy or bring large amounts of binge-worthy food into the house. Only buy single servings or at the very least individually packed servings. Individually packaged servings give you a chance to ask yourself if you really need to keep eating. I've found that most of the time, it'll be enough to make you stop.

LAW #42 RAISE YOUR STANDARDS

Conrad Hilton, founder of the Hilton hotels, once said: “I do now know anything that will halt life success faster than self-satisfaction and low standards.”

A standard is a level of living that you are willing to accept and nothing less. They always get met, no matter what.

In the past, I'm willing to bet your standard for six pack abs is that you will try to get them. If it was: I will accept nothing less than having a shaded six-pack, you probably wouldn't be reading this book.

Whatever you have in your life, or whatever you are working towards, the point at which you take your foot off the gas pedal is your standard.

Now the problem is that you can't just set absurd standards right now. It's more of an art. If your standards are too high without sufficiently progressing towards them in a reasonable amount of time - you get self-loathing.

Raise them high enough - but not too high.

If you are 50 lbs overweight. Set your standard for 15lbs less. Hit that then go to 30lbs less. Hit that then set a goal of getting a four pack. Before you know it, you'll have your six pack, and your standards will be permanently set there.

So here are the four steps I use to install a higher standard for myself and my clients.

1. Get environmental exposure. Hang around people who have shredded six packs. See how their life is and how people react to them. Once you see it up close, you'll feel either inspiration, desperation or both.
2. Make a real decision. Do not consider the alternative to failing. Its total acceptance of your goal, your current situation and the path to getting there. This is it.
3. Set a massive reward. For me, it's usually a kick-ass vacation to somewhere new. Whatever gets you excited to achieve that goal, set it as a reward.
4. Re-raise your standard once you hit it. Too many times people achieve their goal and take their foot off the gas pedal. Instead, I challenge you to re-raise that standard. Hit your six pack goal? Great! Now keep it for six weeks while eating more food. Made 100k? Good, now go after 250k.

Raise your standards, raise your life.

LAW #43 JOURNAL NIGHTLY

You know you want abs, but you can't seem to get there. You know the laws but doing them is hard. Some days, it seems more realistic to just give up entirely. The whole taking one step forward and one or two steps backward pattern is getting old.

When there's a gap between who you are and who you intend to be, you are incongruent and unhappy. You're torn, mentally exhausted, and regretful. You always slightly feel like a fraud to yourself, and probably to the people around you.

More effective than microscopically analyzing your sabotaging behaviors, is nailing down a "keystone" habit—which tightly locks all of your other habits in place. Without the keystone, everything falls apart.

Journaling nightly is that keystone.

Keystone habits spark a chain reaction of other good habits and can rapidly alter every aspect of your life.

Here's how we do six pack journaling. Answer the following questions in your journal every single night before bed (pen and paper are preferred):

1. What went well today?
2. What could I improve upon?
3. How can I make tomorrow awesome?

If done effectively, journaling will change everything in your life for the better.

You'll become the person you want to be. You'll design the life you want to live. Your relationships will be healthier and happier. You'll be more productive and powerful. You'll unlock your six pack.

Journal nightly.

LAW #44 AVOID “DIET” FOODS

An easy way for many people to reduce caloric intake is to simply switch from sugar-sweetened beverages to artificially sweetened ones, like diet soda. While this is an effective way to reduce the amount of sugar and calories one eats, it can cause other problems.

Namely, research has shown that artificial sweeteners can stimulate the appetite as well as sugar cravings, causing you to overeat in general and thus sabotaging your weight loss efforts.

The last thing we need when we're dieting to lose weight is an appetite stimulant, so leave the diet soda out.

Instead, stick to water and if you have a sweet tooth, indulge it in some berries or dark chocolate (if you can fit it in your calories of course.)

LAW #45 GET OBSESSED

Many of my life philosophies contradict normal “blue pill” underpaid 9-5, high-fructose corn syrup fed, mind-numbed, creativity-void, undersexed, out of shape average guy mentalities.

Many of them even directly contradict the accepted “foundations” of mainstream self-improvement, which is otherwise a significant upgrade to an “average guy” life.

This law does both.

Anything that I (or my ultra successful clients and friends) ever accomplished in my life is a product of obsession, not moderation

Thinking about my goal when I wake up. Thinking about my goal when I make my six pack shake in the morning. Thinking about my goal when I take my NeuroPrime supplement. Thinking about my goal when I brush my teeth. Thinking about my goal when walking to the gym. Thinking about my goal when I’m at the grocery store. Thinking about my goal when I’m putting the food in the fridge. Thinking

about my goal when I'm drinking a protein shake. Thinking about my ONE GOAL when I'm getting ready for bed.

You get the point.

The word "obsession" has a negative connotation and obviously, it's not a good idea to obsess over something you don't like. A lot of people somehow believe that investing nearly all your physical and psychological time and energy into ONE thing is a bad idea.

Guess why we have so many average people in the world?

Sure, it's sometimes hard for me to "be present". At this period of my life, I'd rather be successful than present. That's not to say I'm "never present"; I can do it if I'm feeling good about what I've accomplished and certainly if I'm doing something I want to be doing.

If I thought (and experienced) that "being present" was a mandatory success principle for six pack abs and life, you'd see it in my writing.

Get obsessed with your six-pack. Find a plan and take action. Stop reading my fucking book and go make something happen (please come back later... thank you.)

LAW #46 HYPERTHERMIC CONDITIONING

Two of the biggest barriers to six pack abs are stress and toxins. Unfortunately, in our 24/7 society, we are bombarded with both. It's no wonder the world is getting fatter, sicker and more mediocre.

Hyperthermic conditioning is the antidote. For the uninitiated, hyperthermic conditioning is raising your body temperature via super hot baths, saunas or hot yoga.

Doing these 2-4x a week has some amazing benefits such as the elimination of toxins, decreased cortisol (which increases weight loss and lowers inflammation), increased blood flow (which mimics the effects of exercise), better sleep and lowered blood pressure.

To reap these benefits sit in a sauna 2-3x per week for 20 min (not a steam room.) Get a nice sweat going and then take a cold shower after.

You can also take an ofuro bath a few times per week. An "ofuro" is an ancient Japanese bath tradition.

Here's how to do it:

Fill a bath with the hottest water possible (that you can uncomfortably tolerate)

Add 2 cups of Epsom salt and 1 cup of baking soda

Get in and unwind for 20-30 min

It's important to note that individuals who have tons of toxins may not feel so well when first starting these. Listen to your body. If you can only tolerate a few minutes in the sauna that's fine.

Once you work your way up to 20-30 min of hyperthermic conditioning 3x per week, you'll start to feel the magical effects take hold.

LAW #47 DO NOT EAT IN FRONT OF THE TV

One of the most insidious six pack killing culprits is distracted eating. Whether that's eating in front of the TV, scrolling through Instagram or watching your favorite TV show on your computer, it needs to stop now.

Distracted eating contributes to weight gain, a sedentary lifestyle, and overall unhealthiness - not to mention an inability to get six pack abs. This is mainly because distracted eating screws up your brain chemicals that go out when you sit down to feast.

When you eat, your brain registers that nutrition is entering your body. It starts to send chemicals to indicate a level of fullness. When we eat while distracted, the brain has a difficult time analyzing the fullness level in the stomach. On average you end up eating 69% more.

It seems like the trick is to be mindful of the things you're doing, especially when it comes to food intake. Eating slowly and being aware of all the tastes and experience of your food is a good way to start. This is especially important for adolescents, who are at a higher risk of developing childhood and adulthood obesity.

Make eating time its own time. Don't eat distracted.

LAW #48 GET FRESH OXYGEN

A special thanks to Brad Pilon for introducing me to the power of oxygen.

While 6% may not sound like a lot, we have to keep in mind that this was just 7 hours of exposure. What if it was every day for 7 hours (like the average person)? Not to mention that overeating 6% every day can be the difference between a six pack and a dad bod. Furthermore, chronic exposure to high CO₂ levels lead to exhaustion, and we can probably all agree that we eat more when we are tired and/or exhausted.

Similar to these findings, researchers have found more reasons to suspect elevated CO₂ levels having a role in weight gain. It's not just humans who have been gaining weight over the last 50 or so years. Weight gain has also been observed in animals. A recent study found that 24 populations of 8 different species, including laboratory animals that had been fed the same diets for decades, all displayed significant weight gain.

The bottom line is that even though it's not being talked about in the mass media, or by most weight loss experts, there is a clear and direct link between elevated CO2 levels, appetite, energy levels, and hormones that are involved in weight gain.

Thus my prescription is this: monitor your air and get outside more. Purchase a CO2 meter to monitor (petertz-emis.com/CO2).

Bring your meter with you to the office, or anywhere you spend a great deal of time indoors. If the CO2 levels rise above 1,000 ppm, you must ventilate that room (open a door or a window). Avoid spending time in rooms above 1,000 ppm whenever possible.

Also if you work indoors for a company take a smoker's break. While I don't think you should take up smoking, I do think you should take their lead. Whenever possible, take a break from sitting at your desk, but don't just walk around the office, get outside, even for a couple of minutes.

LAW #49 FEAST AT NIGHT

For a lot of clients and myself, the biggest issue we all have is sticking to our diet at night. So instead of fighting it, we decided to move most of our calories to the end of your day. After thousands of tests, I now recommend you save 50-60% of your daily calories and most of your carbs for the evening meal.

It's much easier to eat lightly during the day if you know you can look forward to a delicious 1000 calorie feast at night. It takes a lot of willpower to go to bed hungry.

When you feast at night, you never experience that feeling of reaching your calorie limit in the middle of the day. That's what makes you feel deprived and creates stress.

So try this out, save 50-60% of calories for your evening meal. And don't worry, eating big at night won't make you fat. It's all about the macros and calories. Food doesn't magically become fat after 8 pm, despite what mainstream diet advice has you believe.

LAW #50 THE SIX PACK SHAKE

What you eat - carbs, fat, protein, some combination thereof of nothing at all - determines your body's reaction to food and training for the rest of that day.

Getting lean or staying lean, and adding muscle, therefore, requires doing things right, and that includes starting the day with a single goal: keep the body burning fat for as long as possible.

The majority of my clients and friends (as well as myself), delay eating breakfast by a few hours for this goal—the easiest solution. I often get up at 6 a.m., but if I eat breakfast, it won't be until 11 am or later —sometimes much later—around 2 pm.

That's a long gap to go without anything—most people need something to curb their appetite, which may be pretty strong in the morning due to the release of the hunger-stimulating hormone ghrelin.

The state of the body's metabolism when first getting moving in the morning: a fat-burning inferno.

It looks like there are now five goals when first waking, listed in order of importance:

Five Early-Morning Six Pack Goals

1. Control hunger
2. Keep burning body fat
3. Prevent muscle loss
4. Prolong ketogenesis / Accelerate Fat burning
5. Alkalize the body

Result: The Six Pack Shake

Goal	Ingredient	Amount
Control Hunger	Black coffee (hot or cold) or tea.	1-2 cups
Accelerate Fat Mobilization	Caffeine (from coffee or tea)	See above
Protect Against Muscle Breakdown	100% Whey Isolate Or Vegan protein powder	1/3 scoop or 10g
Prolong Ketogenesis	MCT powder or brain octane (advanced) + coconut milk	250ml of coconut milk + 1 tbsp of powder
Alkalize And Detox	Baking Soda	12-15g

Note: I Drink this every morning. It's kind of become a ritual for me. Sometimes I chug the baking soda with water and just mix the other ingredients.

Some worthwhile additions:

Organic Cinnamon (to help with insulin sensitivity)

Raw Cacao powder (powerful antioxidants)

Organic Concentrated fruits / veggies formula (powerful antioxidants)

Organic Spinach (to alkalize the body)

Probiotic (to help promote a healthy gut microbiome)

Pink Himalayan sea salt (electrolyte balance + proper adrenal function) - Stevia (for flavor)

Note: if it's not on this list, it's not allowed in the shake.

LAW #51 IT'S ALL YOUR FAULT

One night in 2012, I realized how to get everything I want in life. I've tried to follow it ever since.

Meet Emma, the girl that never gets what she wants. Emma was always in crisis. Her life was always a mess. Emma really had the worst luck ever though.

Whether it was traffic causing her to miss her big break, the water heater breaking or her landlord not getting her rent check - misfortune always seemed to follow her. Poor Emma. She didn't know why.

One night, the universe conspired to show me why Emma couldn't get ahead. It was the greatest gift I have ever received.

Late one night, we were hanging out, and she mentioned her cell phone broke, and she'd have to message me on her computer about our plans later that week

Naturally, I asked, "What happened to your phone?"

She said, "It fell out of my purse, and it broke when it hit the ground."

Well, that's a bummer. But wait...

I asked again, "What happened?"

She said, "It fell out of my gym bag, and it broke when it hit the ground."

Holy shit, it all made sense now.

I said, "You mean you dropped your phone?"

She said, "No. It fell out of my purse."

I said, "It fell out of your purse? Or you dropped it?"

Thinking that I was joking, she said - It's the same thing, Pete. I'll message you before I go to sleep.

I thought about it for the next few days. I realized that it's not the same thing. It's not the same fucking thing at all.

In fact - it's the complete opposite. It's the reason her entire life (and many of your guys' lives) are substandard. Thinking back to all her other "stories" when she had been unjustly victimized, it became clear it wasn't bad luck at all - it was all her fault.

Individually, these 'stories' were small things but were representative of her entire life and why she'd never become anything more than an above-average waitress.

Emma was irresponsible and too proud (or immature) to shoulder any of the blame. Too many guys have this type of victim mentality too. The epiphany from that night stuck with me for the rest of my life.

Remember, everything happens for a reason - and it's all your fault.

Do everything you possibly can for important matters, and you'll get what you want far more than if you didn't. Go overboard if you have to.

In the game of abs, in the game of money, in the game of winning at life - assigning blame, "fault" and evading 100% responsibility never made anyone get ahead.

Start embracing full accountability and accept responsibility for every event in your life - whether you had anything to do with it or not. It's an empowering thing when you do.

LAW #52 GET ACCOUNTABILITY

It may come as a surprise to you guys, but I do have a coach. In fact, I have multiple coaches. Three for different aspects of business, one for fitness/health and one to keep my head on straight.

Now, this might sound unusual to some of you. Why would someone who is an expert on fitness and entrepreneurship hire someone else to train him and help with his business?

Accountability. When you know someone you respect is counting on you, you show up and do the work. This translates into training, business, dating, therapy, or nearly anything else. Hiring a coach makes it nearly impossible to fail.

The mere thought of having to report our actions, which will then be evaluated, makes us want to crush it day in and day out. In addition, their wisdom allows us to overcome many pitfalls that would've happened if we had gone at it alone. Do you honestly believe that Luke would've defeated Darth Vader and Darth Sidious without Yoda? If there is an area of life you want to level up in you can go at it alone or take the shortcut to success and hire a coach. It will be one of the best investments you'll ever make.

LAW #53 BEAT THE WINDOW OF INTENSITY

Whether your cravings are physiological or psychological, there's a window of time where the cravings will be at their peak when you are triggered. We call this The Window of Intensity.

During this window, you will experience justifications, rationalizations, self-talk, and so on that are all geared toward getting you to ingest certain foods.

The window of intensity (WIN) lasts about 15 minutes on average. That doesn't mean it will always be limited to 15 minutes—just that 15 minutes is roughly what you should expect in most scenarios.

I like the acronym “WIN” because it's easy to remember when you get triggered, and it alludes to this small window of time as leading to success. When you find yourself being triggered, “WIN” should pop into your head.

If you've already done the step of preparing your environment for success, then chances are you will succeed at getting through the WIN successfully for the simple fact that you don't have any processed, hyper-palatable foods at your disposal...

However, there's still a chance that you will seek some sort of "real" but also hyper-palatable food (almond butter anyone?) during this time.

If the craving isn't fed after about 15 minutes, it begins to rapidly decline in influence.

Most people who are triggered immediately feed the craving. Your goal is to institute very specific delays that are also designed to help you navigate the WIN until it stops manipulating you.

Here are 3 strategies I teach my private clients:

1. Drinking a glass of ice cold water, a cup of tea, etc. is a great first start as it allows you to put something in your stomach (which can also fill a physiological need that's aggravating the craving such as thirst).
2. Brush your teeth. We associate brushing with finishing a meal and doing it signals the brain unintentionally that there is no more eating.
3. If possible, leave the situation. If you're in the office go outside for 5 minutes. At home, I recommend jumping in the shower or washing your face (although you can take a walk too).

The main thing is to change your immediate environment. Removing yourself physically can also help you remove yourself from the triggered state and beat the WIN.

LAW #54 KNOW YOUR HORMONES

When growing vineyard's, you can have the perfect weather conditions and the best "supplements", but if the soil is rotten, you will get very little production. The same is true with your body: You can have the perfect training, supplement, and nutrition regimen but if your body is "rotten" you will not be able to progress well, if at all.

"Rotten" means "not optimally healthy," and here I'm referring to your hormones. If you push the body to work in non-optimal conditions, be ready face the throwback.

That's why the first thing I have my private clients do as soon as we work together is to get their hormones checked. Here's what I recommend you get tested (regardless of your age) once a year:

Comprehensive Metabolic Panel, CBC, Lipid Panel, Testosterone Free and Total, Estradiol Sensitive, DHEA-S, TSH, Free T3, Reverse T3, PSA, LH, and FSH.

It doesn't always yield a red flag, but often it provides a roadmap to optimizing performance and health - which happens to be the shortcut to a shredded six-pack. At worst,

you'll find a hidden problem (which 99% of the time can be fixed, eliminated or managed.) At best, you'll establish a baseline so that you can re-evaluate next time you have them tested.

LAW #55 CRUSH NEGATIVITY AND DEPRESSION

I had a massive problem with negativity and jealousy until I was 23 years old. The ironic part is that I didn't even know it. Negativity can take years off your life, prevent you from accomplishing your goals and even make you fatigued and fat (cortisol).

The good news is, it can be beat.

1. **Admit that you are a negative person (and it's negatively affecting your life)**
2. **Distance yourself from negative people and toxic relationships** - Every day you spend with negative people filling your thoughts from their insecurities is a step backwards. You aren't going to change them - that comes internally. Whether you ditch them today or tomorrow is up to you but to live an epic life you eventually and reclaim your six pack will have to distance yourself if you are going to be anything special.

3. **Stop being sarcastic** - Sarcasm is often a form of negativity, even if its funny, it needs to be limited. Not always, but sarcasm tends to come from deep-seeded bitterness (as was the case for me.) Avoid doing it as much as possible.
4. **Stop being a hater** - Haters are jealous, negative people. These days, it's much more acceptable and popular to try and tear people down rather than to speak positively about them. One of the better ways to break this cycle is to be working on a worthwhile goal(s) where you literally don't have the urge or time to be a jealous chump. If the urge to be jealous comes, instead ask yourself what you can learn from this person to help improve your own life.
5. **Give yourself a break** - Often times guys like us tend to not punish ourselves hard when something goes wrong. Instead, realize that "wrong" is just a temporary condition and take responsibly by fixing it instead of taking responsibility by punishing myself.

Negativity goes beyond just a situational mindset. It's an entire lifestyle and definitely not a healthy one. It can even be a symptom of low level depression. If you have depression (or think you do), your first goal and priority is to be to beat depression.

Both these things will destroy your life, your six pack and hinder any effort to improving them. As a side note, I've net met a really negative person with a solid six-pack.

Coincidence?

LAW #56 SCHEDULE AND EXECUTE YOUR ACTIVE RECOVERY

I see a lot of people treating their low-intensity steady state cardio/work as “optional” or “active recovery.” When keeping low bodyfat, there is no optional active recovery anymore. This also isn’t just recovery work, but a serious component of the energy expenditure you will need to keep your abs in check.

When talking about recovery work, I am referring to mobility, flexibility and injury proofing. I recommend mandatory 1 hour walks every day to start. This will help with blood flow and extra calorie burning.

I also recommend 20 minutes of stretching per day or 2 hours a week. This can be yoga or just static stretching (I just give my private clients a 1-hour stretching video to follow along 2x a week.)

Lastly, I recommend performing the back bridge and L-sit 3x per week. If it weren’t for these exercises, I’d still suffer from annoying lower back pain every day. But thanks

to bridging and L-sits I have strengthened the deep muscles and bulletproofed my spine. A few of my clients have also reported a half inch increase in height after just a few months of following this prescription. For the L sit, perform 3 sets holding for 5-20 seconds each set. For the back bridge, perform 3 sets, holding 10-20 seconds. Rest 1 min between sets for both.

Holding the L sit contracts the deep muscles hard and also strengthens your traps and triceps. As well, it stretches out the spine and develops strength in the lower back. This is because the lower back has to work hard to stabilize itself during powerful anterior contractions, which makes L-sits a great way to building tension-flexibility in the back, making it stronger and more injury proofed.

LAW #57 HAVE 5-8 GO-TO MEALS

My lunch for the last two years has been pretty much the same thing: Turkey or tuna sandwich and a side of greens and blackberries.

This is a ‘Go-To’ meal: a really easy to make or ready to eat meal that you consume pretty much every day. Go-To meals save you time and reduce the stress and anxiety of what you should eat and how much.

Here’s what I suggest - have 5-8 go to meals. Two for breakfast, two or three for lunch/ dinner, two for when you’re on the road and a snack. Here are mine:

Breakfast A: Egg white omelet with veggies and protein, plus 2 pieces of toast or a 250g potato.

Breakfast B: 1 scoop of whey protein with 1 cup of almond/coconut milk, 1 banana, 1tbsp of peanut butter, 2-3 handfuls of spinach and some cinnamon.

Lunch A: 250g chicken or tuna in a mixed greens salad (olive oil and vinegar as the dressing) with a side of black berries.

Lunch B: Turkey or tuna sandwich and a side of greens (or greens drink) and blackberries.

Dinner: 300g of fish, 400g of potatoes and a side salad or green juice.

Snack: 1-2 packs of seaweed, an apple and 1 serving of greens powder mixed with water.

Outing 1: Chipotle salad bowl - base salad with double chicken, triple veggie, black beans, half rice, hot salsa, and either cheese + sour cream or guacamole.

Outing 2: Steak, salad and baked potato.

LAW #58 FUCK MEDIOCRITY

Despite popular school, underachievement is not caused by the usual suspects - lack of work ethic, lack of opportunity or lack of talent. The reason most people don't succeed with (insert your goal here) is far more obvious and far more pathetic.

It's the reason why you'll never get your six pack, reach your dating goals or become financially free (whatever that means.)

In hindsight, it was my biggest obstacle too.

It was something I struggled with and still do this day, although to a far lesser degree. The problem is, you live a comfortable life.

Admit it.

Your life is simply too comfortable for you to make the necessary physical and psychological changes to really make massive changes in your life. For many men (especially the younger guys), 21st century mediocrity isn't particularly uncomfortable. In fact - many secretly enjoy it (I know I used too).

Instinctually and logically, your mind tries to keep your life as stress and pain-free as possible. Your mind and body won't even want to go to the gym or eat healthy until you force it to.

Even if you aren't overly privileged, you probably live a comfortable life. You might argue otherwise, citing your boring social life, job or mediocre relationships, but overall you know your life is pretty comfortable.

There's plenty of porn, video games, and Netflix to keep you from hitting rock bottom - which would otherwise force you to be accountable for all those wasted hours. You are just comfortable enough to do what ultimately amounts to nothing and be happy with your effort.

That type of comfortable approach to life isn't going to cut it if you want to be on top (and reap the benefits).

To quote one of my favorite authors - "It won't be a lack of opportunity, a lack of work ethic and won't even be a lack talent that will kill most of your dreams (and your abs) - it's the highly comfortable, mediocre life that you are accustomed to."

Acquire an authentic disdain for the comfortable majority and watch your six pack (and other goals) come to life faster than ever before.

LAW #59 FIX YOUR SELF IMAGE

My hypothesis is simple: at this very moment, you know exactly what you need to do to level up your life. You already know the “secrets” to more money, higher quality women, better relationships, more productivity and a shredded six-pack. And yet you don’t execute.

For the longest time we believed the reason was lack of willpower and as a result, discipline. As it turns out, that’s only part of the answer. Sure, willpower controls our behavior only when we actively focus on what we’re doing. That happens only a few times a day when we do things we’re not used to doing. The rest of the time we function on autopilot - by habit.

Our habitual behavior is controlled by our self-image. The self-image dictates our habits, and our habits determine our long-term results.

Maxwell Maltz, a famous psychologist in the 1960s, wrote a book called *Psycho-Cybernetics*. He spent his entire life studying the way a person’s image of themselves shapes their results in life. And he concluded that the self-image

controls our results just like a cybernetic mechanism - for example, a thermostat. Try to lose weight, and you'll unconsciously return to your set point.

There are two known ways to change your self image:

1. **A powerful emotional event**

We all heard about those people that completely changed their life after a powerful experience. A car accident, the loss of a loved one, public humiliation, an unexpected victory, having a baby, losing your home - any of these incidents can be life-changing.

But we can't control them. So instead of waiting for something like this to happen to motivate us to change our lives, we're going to use the other way.

2. **Autosuggestion: Constant spaced repetition of your goal**

This is when you repeat an idea or image long enough that it becomes your habitual way of thinking. Besides emotional shock, repetition is the only known method of influencing the subconscious mind.

The best way I have come across to ensure successful autosuggestion is to carry and read a goal card every day. This method will engrain your goal so deep in your mind that you will unconsciously start to act towards the attainment of your goal.

Here's what your goal card should look like in the front:

**Insert Goal Here And the
Date To Achieve It By**

- Daily Action Step #1
- Daily Action Step #2
- Daily Action Step #3
- Daily Action Step #4

Here's what your goal card should look like in the back:

**Insert Goal Here And the
Date To Achieve It By**

- Description of your life as goal is achieved. Make sure to include your feelings, daily process and how amazing life is now that you have achieved it.
- Image of goal (if possible)

Keep it in your pocket at all times and read it every morning and night at the minimum.

Personally I read mine every time I go to the bathroom as well. Over time, you'll start to notice that this piece of paper becomes a reality. Eventually you can expand your goals to go beyond six pack abs and rally watch the magic of this goal card unfold.

LAW #60 KEEP BUSY

One of the big problems with getting in shape is that it's hard to eat so little, for so long. Your body hates it. The secret to making it effortless? Keep busy.

When you are busy, your mind is focused on things other than the lack of food your body is getting. Time flies by without a hint of hunger.

Before you know it, it's dinner time, and you've got a huge 1200 calorie buffer to play with.

If you aren't naturally busy, force yourself too. Volunteer. Get a second job. Pet sit. Whatever it takes, get busy.

Getting into (and staying in) my best shape was easiest when I was starting my company while in university. Between work, school and enjoying university life, there was no time to pig out - nor was there really a need too.

Often we cheat on our diets as a form of medication as a remedy for something else in our lives (discussed in law #61). When you become ultra busy, your life will improve, you'll be happier, and your abs will effortlessly come to life - often faster than you imagined.

LAW #61 KNOW YOUR CRAVING TYPE

The word craving is used very superficially in the fitness industry. The majority of fitness pro's associate the word craving with food (pizza, pancakes, ice cream, etc.) Often time though we are craving something much deeper than that - and trying to cope by filling the void with unnecessary calories.

We end up being the walking dead - a state of living where our deepest core cravings have gone unfulfilled and forcing us to self-medicate with pseudo cravings. When we redefine and figure out our true craving, we play offense instead of defense. Next time you feel like bingeing out, take a second to examine what your body and mind are truly craving.

The ten types of cravings:

Safety - Now this doesn't include physical safety (as many first world readers will have that covered.) It includes status safety, job safety, and emotional safety. Identifying and acknowledging these legitimate threats are the first step to understanding where a large degree of stress comes from.

Mobility - Mobility is a key fundamental law of successful humans. If we can't move because we are sick, we get stressed

and feel unfulfilled. But it's not only physical mobility - it can be economical as well. If you are working hard to move up, but haven't you can have some serious stress and look for coping mechanisms.

Movement - Healthy humans crave movement. When we sit at a desk all day, we rarely get the movement we need. Movement is closely like to psychological health healing to manage/mitigate anxiety, depression, and stress.

Love & Relationships - As a pack-oriented animal we have a biological need for close-knit relationships. Unfortunately, we have tended to become more isolated than ever. When we feel isolated or unloved, we feel deprived and search for a method to cope - often turning to alcohol or food.

Social Acceptance - Being rejected by a social group is one of the worst psychological things that can happen to a human being. That's because, in all of our history, social acceptance has been synonymous with our survival. Having a social circle is one of the easiest ways to mitigate stress and enjoy life.

Purpose - When we struggle to make our mark and find our why, it can lead to significant stress. Often we search for escapes in the form of food to cope. Finding your purpose is one of the most liberating things you can do for your abs.

Health & vitality - Failing to properly take care of oneself leads to severe mental and physical stress. It also leads to the never-ending cycle of feeding yourself unnecessary food which makes you even more unhealthy.

Autonomy - Humans crave independence and freedom. When we feel like we are oppressed, stress levels rise, and we begin to crave independence again.

Pseudo Cravings - Often this is what people think about when they think of cravings. Often these foods though are not the answer. Instead, they are intact coping mechanisms trying to fill a void of the nine other desires on this list. It's important to note that these cravings are not bad - they are simply information.

Self-actualization - As humans, we crave innovation, challenge and discovery. When things are stifled, we often have a craving for lack of self-actualization.

I'll mention it again: Unfulfilled core human cravings trigger superficial cravings.

Rather than defending yourself from superficial cravings (processed food) you can engage in behaviors that create fulfillment in your core human cravings. Once those are filled (or at the very least, attempted to be filled) the original pseudo-cravings will be gone.

LAW #62 AVOID GETTING DRUNK

Alcohol has a unique association with an increased waistline. But it's not necessarily why you think. As we know, to get a six pack, one of the fundamentals is to burn more energy than you consume.

Alcohol is calorically dense, packing 7 kcal per gram. If you're looking to peel off that stubborn layer of fat that covers your midsection, the answer is quite obvious if you're a drinker. You should strongly consider cutting back, or preferably halting consumption altogether.

Trust me; it won't take long to notice the weekly or daily subtraction of hundreds, or potentially, thousands of calories. Beer can range from 60 to 250 calories per serving; one shot of liquor contains up to 200 calories – and when you're tossing that in a sugary fruit juice or soda, you're looking at hundreds of more calories per drink!

Alcohol can also mess up your gut biome and delicate hormonal balance - which doesn't help either. Now, it is possible to enjoy alcohol and still get sliced. However alcohol, like many drugs, has another sinister effect on the body

- poor decision making. Often times after coming home from the bar people turn to greasy food for comfort. In a sober state, aligned with your goals you would turn down the 2000 calorie pepperoni pizza with a hot dog filled crust.

Alcohol sabotages you into rationalizing this behavior - often resulting in 2000 calorie binges (I've done this too many times to count.) These mini-binges absolutely destroy any chance of six pack abs.

Avoiding (or limiting) alcohol is a key component when trying to achieve a six pack. That being said, once you've gotten there, it's much easier to throw back a few and still keep your abs.

LAW #63 EAT GREEN AT EVERY MEAL

It is safe to say that popular school pressures us to eat tons of protein. The truth is, a natural (non-drug enhanced) trainee will get no additional benefits from consuming more than 1.0 grams of protein per pound of body weight. But even 1g per pound is still a decent amount of protein, and foods high in protein have a high acid load.

As previously discussed, when we avoid overly acidifying the body, it goes a long way in helping us carve a shredded six pack fast.

Everything that enters our body, as such, is a step toward a more acidic or basic (less acidic) environment. Once you eat a meal consisting of acid-forming foods, your body will become more acidic and start to release substances in an effort to regain balance.

On the contrary, if your diet contains a lot more base-forming (alkaline) foods versus acid-forming ones, you will not create an imbalance and your body will not have to mobilize resources to re-balance. This is optimal for building muscles and losing fat.

Since we need protein to build and preserve muscle, we need to increase our veggie intake (instead of dramatically decreasing protein intake) to make sure that each meal is not overly acidic.

In particular, green veggies like spinach, lettuce, broccoli, cucumbers, kale, etc. will counter the high acid load of the protein food and there is a good chance that you will, in fact, make your meal alkaline.

Remember the body will respond best to training and fat loss if it is in an optimal state of function - where none of the systems are being overloaded. Make sure to ensure a good alkaline load to balance our often acidic life.

LAW #64 STOP OBSESSING OVER CLEAN FOOD

The cult of “clean eating” is more popular than ever these days, and it commands strict adherence to arbitrary eating do’s and don’ts.

While I’m all for eating nutritious (“clean”) foods for the purposes of supplying our bodies with vitamins and minerals, this guarantees nothing in the way of carving a shredded six pack.

You can be the cleanest eater in the world and still be overweight, weak and skinny fat.

This is because “clean” calories count just as much as “dirty” calories when it comes to gaining or losing fat and building muscle. Claiming that one food is “better” than another for abs is misleading because it goes against the fundamental laws of the human body (see law #1).

“Healthy” foods don’t have any special properties that make them better or worse for six-pack abs. What they do have, however, are varying amounts of potential energy, as

measured in calories, varying amounts of vitamins and minerals, and varying amounts of protein, carbohydrate, and fat.

These two factors—the calories contained in foods and how those calories break down into protein, carbohydrate, and fat—are what make certain foods more suitable for losing weight than others.

And I have good news for you: the “best” foods for losing weight include just about everything you could want to eat. When someone just eats clean food - there is too much deprivation going on, and they tend to snap.

The truth is if you know how to regulate and balance your food intake properly, you can eat your favorite foods every day and lose weight safely and healthily.

My normal diet includes burgers, potato wedges and ice cream (it does also include an abundance of wild fish, blackberries, sweet potatoes, and greens.) Don't get stuck in the “clean eating” trap. Including some naughty foods will go a long way to preserving your sanity and making your six pack effortless - not to mention fun.

LAW #65 SCHEDULE A NON-REFUNDABLE PHOTOSHOOT OR BEACH VACATION

Commitment takes courage. Many times we are content to stand on the sidelines and simply watch as the game is being played. It's safer there, but there's no action and no opportunity for success, or growth. Sometimes we just need to jump into it and see what happens. Sometimes we just need to burn the boats.

The ancient Greek warriors understood this idea. These Greeks possessed an unwavering attitude to victory and commitment. When the Grecian armies landed on their enemy's shore, the first order the commanders gave was "burn the boats."

These commanders knew the power of motivation and necessity. With no boats to retreat to, the army had to be successful in order to survive. As the soldiers watched the boats burn, they knew there was no turning back – there would be no surrendering.

Often times, guys don't get abs because they don't have enough motivation. Scheduling a paid upfront and

non-refundable photoshoot or a beach vacation gives you a point of no return.

It's the six-pack version of burning your boat.

Leave your fear and regret at the bottom of the water with the boat and begin moving in the direction you want to go. Surrender to no one or nothing and fully commit. You will get to where you want to go. You will be victorious, too.

LAW #66 AVOID MILK NOW AND FOREVER

Did you know that in Medieval England parents would tie rabbits' feet around their babies' necks to ward off illness? Doctors would also spit on wounds because saliva was believed to have healing properties.

Indeed, history is replete with unfounded health beliefs, and to everyone's detriment, the milk myth is among the most tenacious.

For starters, milk does not increase bone strength. The claim is that calcium leads to stronger bones (true) and since milk is high in calcium (300mg per cup) it builds better bones. Not only do we barely absorb the calcium in cow's milk (especially if pasteurized), but to make matters worse, it actually increases calcium loss from the bones making the weaker.

Here's how it happens. Like all animal protein, milk acidifies the body

pH which in turn triggers a biological correction. You see, calcium is an excellent acid neutralizer and the biggest storage of calcium in the body is – you guessed it... in the

bones. So the very same calcium that our bones need to stay strong is utilized to neutralize the acidifying effect of milk. Once calcium is pulled out of the bones, it leaves the body via the urine, so that the surprising net result after this is an actual calcium deficit.

Another big issue is that many modern cows are given antibiotics and injected with a genetically engineered form of bovine growth hormone (rBGH). This synthetic hormone is used to artificially increase milk production. Its side effect is increased blood levels of the insulin-growth factor 1 (IGF-1) in those who drink it. Higher levels of IGF-1 are linked to several cancers.

My clients and I haven't drank regular milk on a regular basis for the past 6+ years. Our abs, energy and overall health have never been better and we workout much less and cheat more often with our diets.

Replace dairy milk with unsweetened almond milk or coconut milk. Sweeten it with stevia, if you crave that milk taste.

LAW #67 MEDITATE

Almost every single successful person I have ever had the great fortune of meeting practices some form of meditation on a daily basis.

Meditation is essentially a mind bath. It helps cleanse all the crap that's built up in our day to day lives. It allows us to gain altitude over our lives - to see our life from a 30,000-foot view. Meditation allows us to regain control over our hectic lives. By taking one step back, meditation allows us to leap three steps forward.

The best way I have found to start meditating consistently is by using an app called Headspace. Headspace provides daily 10 min plus audio recordings that guide you along a meditative process. It's free for the first ten days but once you start you'll get addicted to the feeling. It's the one I currently use.

Another option if you can't possibly find ten minutes extra per day is to follow the program 3-minute meditations by my friend Adam Michael Brewer (petertzemis.com/meditate).

It is doable, realistic, time-friendly and all-inclusive and will provide you with physical, mental and emotional harmony.

LAW #68 CREATE A COMEBACK STORY

This is a bit of an oddball one. I swear by it, 85% of my clients do, and so does former NBA superstar Charles Barkley.

If you find yourself not liking how you look - it's time to push yourself over the edge. Rather than following a below-average diet for months on end and telling yourself that you'll get to the gym soon - stuff your face until you are nearly sick. Then take a picture of yourself. That's right.

Late at night go to a restaurant alone and pig out. Order a minimum of 5 courses - 2-3 appetizers, 1-2 entrees, and a dessert - especially if you don't have room for dessert. While they are bringing plate after plate to your lonely table, have a little talk with yourself.

"Tell yourself this is it. This is the last bad meal. I'm going to enjoy this, but I hate how you look - so do other people for that matter."

If I continue down this road, I'll become (if you aren't already) part of the 85% of men that are overweight and

undersexed. Luckily its all my fault and I can fix it. This is the last bad meal I'm going to eat until I have a 6-pack."

Eat an amount just short of getting sick. Go home (do not puke) and take a shirtless picture of yourself. Disgust yourself (post it on social media if you dare - more on this later.)

That night rid your entire house of shitty food and don't buy it again until you have a six-pack. Tomorrow go to the gym the next day and do not stop going.

This technique isn't for everyone. Charles Barkley lost 130lbs after a 9000 calorie IHOP run. This year, I did my "Last Supper" at an all-you-can-eat breakfast buffet - it was marvelous. I'll put pictures up when I'm back down to 7% next month.

A lot of guys (including myself) need to start looking like absolute crap to get really motivated for their "comeback." Rather than progressively getting to that point - you can get yourself to that point in one night.

(note: don't do this every few weeks. This is an intermittent technique used as a last resort. Once a year is more than enough.)

LAW #69 EAT MORE WHITE AND LESS RED

Here's where people will think I've gone crazy: You should replace most of the red meat (beef) you eat with wild fish, turkey, and chicken.

Now, I love steak and burgers. I used to have it up to three times a day.

A thick and juicy porterhouse is still my go-to restaurant meal when I'm out with my girlfriend. The rest of the week, however, I've pretty much stopped eating red meat.

My decision has nothing to do with decreasing the risk of heart issues (there is evidence that both sides are right). Rather, it's because my entire diet is now based on reducing acid load and inflammation and sadly, animal protein is highly acidic - not to mention the fatty acid profile in red meat (tons of omega-6 fatty acids) makes it highly inflammatory.

As soon as I replaced red meat with, well, white meat (turkey, wild fish, and chicken), I began to feel like a million bucks. Super high energy, positive mood and sky high libido. I also dropped 3lbs of water retention seemingly overnight. Every single one of my clients reports the same

As a red meat lover, many will find arguments that will legitimate your desire to continue to eat meat (I continue to do this).

The reality is this: you will get leaner much more easily if you replace the red with white, and had I accepted that then the way I do now, I am 100% sure I would have achieved a perfect six pack years ago.

LAW #70 TAKE WEEKLY MEASUREMENTS AND PHOTOS

After working with thousands of people with varying goals and vastly different results I've noticed a trend: They all made one specific change that helped them truly get the results they wanted:

The tracked as much as possible.

This allowed them not only to see their changes (which fuelled their motivation), but it allowed them to course correct quickly if something was off.

Unfortunately, many people track the wrong things (like the scale.) By doing this, you are setting yourself up for failure. The scale could say you gained weight, but in reality, you are less fat than last week. Your weight can also fluctuate 5-10lbs on a given day - which makes this even more problematic.

As such here are the best methods to track your progress and ensure you are on the right path:

Take pictures - Either have someone take them of you or stand in front of a mirror. The best outfit is a bathing suit. Take a front shot, side shot and back shot. Print them out and put them in an album. Every week add new photos - this way you'll be able to see your body transforming in the right way.

Take measurements - Grab a measuring tape and in the morning take the following measurements and write them down: Neck, chest, and waist (belly button.) Make sure to take them at the same time every week and in the same location. Use a freckle or other skin marker to help locate the same area if possible.

Take your body fat % - Again I recommend DEXA scans only as they have the most accuracy. One every 30-60 days is good enough. Other methods are just too all over the place to use as a tracking tool.

LAW #71 DRINK A CONCENTRATED VEGGIE FORMULA

If you are deficient in any vitamins or minerals your health, strength, size and fat loss progress will never be optimal. As a result, your six-pack might be always just out of reach as a result. The problem is that even with the best intentions, it's really hard to avoid deficiencies with diet alone. First off is the fact that today's fruits and veggies tend to be less nutritious than those that we had 20-30 years ago, and it becomes clear how easily we can become deficient.

Secondly, there may be vitamins and minerals found mostly in stuff you just don't like to eat. Lastly unless you're planning to have 2 servings of vegetables at every meal and 2 fruit servings in between, you'll almost always be under eating vegetables.

For all of these reasons, I like to use a concentrated fruits and veggies formula (petertzemis.com/greens). It's convenient and provides me with the assurance that I am getting more complete nutrition. Plus it gives me access to superfoods I wouldn't normally consume (spirulina for example) that flood my body with tons of vitamins and minerals for optimal performance.

LAW #72 GET YOUR MIND RIGHT

A lot of times when I do a screening call for a coaching client wanting six-pack abs, they often ask the same questions: How much cardio?

How many calories and how many carbs do I need to get a six-pack.

99% of the time, that's not the question they should be asking. What they should be asking is do I have the discipline to see this through. Without a doubt achieving six-pack status is all about mindset. The details don't matter as much as the mindset.

You have to be all in. If you are looking forward to your first cheat meal before you even start, you are going to fail.

You have a goal - you need to be prepared to do everything possible to get there. It's not nice to hear but it's the truth. If it were easy, everyone would do it - and this book wouldn't have to be written.

LAW #73 DRESS BETTER

Call me a little princess, but I've always found that I'm more motivated to become (and stay) shredded when I dress better. Often times the clothes show off my physique, so if I'm a fat slob, then I'm gonna look like crap - which motivates me even further.

Ironically science backs this up as well. As we know, people judge you very quickly. We often forget that we are also people and judge quickly too. When we see ourselves dressed as a fat slob, often our actions come to reflect that. When we dress well, the last thing we want to do is pig out and stuff our faces.

Go put on a suit and then try and put down pints of ice cream, pizza and whatever crap you crave. It's impossible.

LAW #74 DRINK SODIUM BICARBONATE

Drinking sodium bicarbonate or baking soda is one of the best hacks I've ever come across. It is by far the best way to help the body deal with acid while helping fight bacteria and infections. I haven't even had a cough since I started drinking this every morning.

Sodium bicarbonate helps you push longer and harder in your workouts since it fights off the lactic acid build up in the muscles. As well it helps you recover faster between sets, for the same reason.

It also happens to be the number #1 craving killer I have come across - since it kinda tastes like shit.

Personally, I drink 12-25g of sodium bicarbonate (I use the Arm & Hammer brand) divided into two daily doses. I recommend you do the same.

LAW #75 ENJOY THE PROCESS

Relentlessly attacking one goal is usually most productive and efficient when it becomes a deliberate, organized, daily routine, allowing you to operate on near auto-pilot to get one step closer to your ultimate goal.

Daily routines, however, lend themselves more to “going through the motions” and “existing” more so than “feeling alive” and “living.”

The trade-off is achievement/productivity for life/fun. This almost always leads to burn out and derailed goals. This is especially true when it comes to getting a six pack. Evidently, a balance needs to be struck. Here’s a question to get you thinking: “In the past year, the past 365 days, how many days do you remember?” Often times people list less than 5.

If you’ve found yourself this far into the book, I’m going to assume you are into “self-improvement” and are probably a hard worker with big dreams. That’s good and bad. I’ve come to realize, based on years or client work, that most of us

have the whole “hard work thing” down. What is harder to sell, somehow, is the importance of having fun.

So many of us have accepted the fact that sacrificing as much of the present as possible will yield a better future. In some ways, we are the polar opposite of normal people. In most cases, that is a good thing. A very good thing. Yet, in some cases, like this one, it's not always a good thing.

My general suggestion is this - Every other week (at least), schedule something fun to do. It doesn't have to be crazy, but it does need to be somewhat memorable. Your mental health will thank you.

Depression and success do not match

Depressed people, no matter how well they hide in their work/job or how strong their denial, are never as productive or efficient as they could be.

Depressed people don't have or schedule fun - their days are spent trying to alleviate boredom for entertainment. Eventually, they will need to self-medicate - often in the form of physique destroying substances.

So leave the house. Do stuff you like to do. Plan new things that might be fun. It doesn't have to cost you a lot of money. You can volunteer somewhere. You can go hiking. Websites such as Groupon offer great inexpensive deals on things you've never done but always wanted to try. When you're having fun on the way to your goals, they become almost automatic.

LAW #76 HAVE A POST SIX PACK PLAN

As we near the end of this book, it's getting harder and harder for me to decide on which laws deserve being mentioned in this book.

On occasion, I get clients who have achieved their goal, only to lose it a few months later. They return to their former overweight selves, after a little bit of glory, wondering what the hell happened. Often it's a product of a poor self-image and bad environment. Other times though it's simply a product of poor planning.

One of the biggest mistakes 99.9% of people make once they have hit their goal of six pack abs is to stuff their faces with food. One night or even one day is fine. Too many times though it starts a vicious cycle of weeks of food bingeing.

Instead, I urge you to have a very strict six week, post six-pack plan. Choose one meal or half day to stuff your face with anything you want. Then the next day, you begin your post six-pack plan.

I recommend a reverse taper diet. As you get leaner your metabolism slows down. When people stuff their faces in combination with a slow metabolism, fat gets packed on fast.

To combat this, you need to slowly reintroduce calories back into your diet on a weekly basis, while simultaneously cutting back on excessive exercise. By doing this in a slow and controlled manner, you can severely limit how much fat rebound you will experience as you increase your caloric intake, as well as slowly stimulate your metabolism by introducing more energy into your diet and reducing the energy deficit you were in each day.

As you do this, you will begin to rev your metabolism back up, allowing you to eat a little bit more calories each week, and have your body actually utilize that newly reintroduced energy (calories), consequently getting your energy levels back up, as well as getting your body back to a point where you can maintain a lean physique with a healthy amount of calories in your diet.

Here's your six-week post six-pack plan: Every week add 100 calories back into your diet and cutting your cardio or exercise down by about 10%. Alternate 2 weeks of carbs increase and 1 week of fat. So week 1 and 2 you'll add 25g of carbs each week. Week 3 you'll 10g of fat. Week 4 you'll add another 25g of carbs.

Do this for 6-8 weeks, and you'll have restored your metabolism and kept your six pack (while training your body to eat more food.)

LAW #77 TAKE ACTION AND NEVER GIVE UP

I hate to rehash generic personal-improvement principles, but it's true - nothing happens without action. I need you to keep fucking going until you have met the pre-determined, specific result (six pack abs) you have already established. Put as much time as possible on a daily basis toward the progress and eventual achievement of that specific goal.

Just so you know, reading information is usually not considered taking action. It's not even considered learning. It's considered reading.

Learning is a product of experience. Experience is a part of taking action. Use the laws and go take action now.

If you want to be an elite guy (top 1-10%), you will have to do things differently than 90-99% of guys. Don't worry, you can probably do it.

Before I sign off, I want to remind you of two things:

1. You need to really earn your rest days

There will be days that you will feel motivated, focused, well-rested and a have full day without

interruptions to work on your goal. Other days you'll have none of that. On those days, just do something and try to feel good about it. This is better than doing nothing and feeling bad about it. (or doing nothing and feeling okay about it)

Just because you can't give it 100% on that specific day, doesn't mean your 50% time-investment (or even 50% effort) won't pay some future dividends. Don't give yourself a "rest day" simply because you are being lazy that day. Earn your rest days.

2. You will regret not trying far more than you will regret failing.

Trying and failing, no matter how humiliating the defeat, you can find peace with. Not trying, however, you will always wonder - What if?

This is especially true if you had a "plan A" but - without even trying - you opted for the safer, more predictable plan B.

That is the kind of stuff that keeps you up at night, the kind of stuff that makes for a mid-life crisis, The kind of stuff that you will regret for the rest of your life.

When someone is not sure if they should go "all in" on whatever their goal/dream is, this is what I ask them to consider- what the hell are they going to do instead, plan b?

Plan B, is not only uninspiring but - it isn't a plan at all. "plan B" is simply - Not trying Plan A. Rather than wasting time pretending that you have a suitable

“plan B” - I encourage you pursue plan A and fall flat on your face. Learn from it and move forward.

Be all in.

Even if you fail miserably (you won't) - you'll never regret it.

I promise.