

# Create a Body You Can Be Proud Of.

By Dr. Paul Cribb Ph.D. CSCS.

It's amazing how many people exercise regularly week-in, week-out, month after month or even year after year, and they never really improve how they look. They never see fantastic results from literally hundreds and hundreds of hours racked-up in the gym. Maybe that person is you.

Some people blame their poor exercise habits - they think they don't spend enough time exercising. However, did you know that an effective exercise program – a program that achieves optimum health, fitness and amazing improvements in body shape, should only take up about 3% of your week!

That's right, 3%!

The right exercise is important. It is the catalyst. However, it should take up a very small portion of your week, really, not much more than 3%. Unless you're training for a specific endurance event like the Hawaiian Ironman Triathlon, why would you really want to spend more time exercising?

I want you to understand that more exercise is not the answer.

*The key to results*

When it comes to achieving great results from exercise, surprisingly, most people (men and women) *really* want *the same* things.

Most women simply want a firm, shapely body that's bursting with vitality. Most men want a lean, strong body with great *abs* (abdominals). Yep, most guys secretly want *the six-pack!*

Hopefully, you agree the first objective of your program *should not be* to exercise for as long as possible.

The reality is, most people today *are doing well* if they can commit to 3 to 6 hours a week consistently to physical exercise.

So how can you shed body fat, build strength and create a body you can be proud of, *while devoting only a handful of hours to exercise each week?*

Let me explain how this works...

In today's busy world, achieving the health and body shape we really want comes down to making efficient choices. Not only about the type and quantity of exercise performed but also, choices that maximize the effects of every single moment spent exercising.

Fat loss, definition, energy, strength and yes, even rock-hard abs are all the result of constructing the *correct metabolism*.

If you ignore this science-based, research-proven fact, any benefits gained will be short lived.

How do we construct the right metabolism responsible for dramatic, *permanent* change?

Firstly, *metabolism* is a very general term used to describe the billions of complex chemical reactions that result in the transfer of energy – from the food we eat to the processes essential to keeping us alive and functioning every day. This may sound rather complex but the simple fact is, these reactions ultimately determine *how we look* (body composition or shape), *function* (physical performance) and *feel* (health).

Most experts agree, two daily influences profoundly affect our metabolism; physical activity (exercise) and diet (nutrition).

It's our approach to exercise *and* nutrition that makes or breaks the correct *metabolic environment* responsible for the changes people *really want*.

The problem is most people don't have a clue how to eat and exercise to create the right *metabolism* responsible for dramatic, permanent changes in body shape.

Knowing how to construct the right metabolism with the correct approach to *exercise and nutrition* is the key to achieving fantastic results and keeping them!

## **A winning combination**

Wouldn't it be great if there was a science-based, yet simple-to-follow way to exercise, eat and supplement to get the results you've always wanted?

More importantly, a complete approach you could incorporate easily into your busy lifestyle. One that would spell out exactly what you need to do each day to ensure the best results in the shortest possible amount of time?

Now imagine, a tailored-to-suit, science-based approach combined with highly skilled personal training to fast-track your success! How fantastic would that be?

That's what a **Metabolic Precision Certified trainer** gives you!

Your Metabolic Precision Certified trainer knows you want more from exercise. Sure you want to get fit, but most of all, you want dramatic, fantastic improvements in body shape.

## What is Metabolic Precision?

Metabolic Precision is a complete holistic approach to achieving the body you've always wanted. It's more than a science-based, research-proven approach to exercise and nutrition, Metabolic Precision covers every aspect essential to a successful body transformation – create a body you can be proud of and keep it!

Metabolic Precision's integrated approach creates a process that constructs the right metabolic environment required for dramatic, *permanent* changes in health, performance and body shape. In fact, with Metabolic Precision you'll tailor a plan that's perfect for you.

Many people are saying Metabolic Precision is the ultimate step-by-step guide on how to achieve the health, fitness and the body shape they've always wanted, but never thought possible.

There are no gimmicks, crazy diets or ridiculous schedules. Quite simply, Metabolic Precision is the end product of over 20 years of research, experience, formal education and training. Metabolic Precision is a no non-sense, easy-to-follow program that delivers consistently outstanding results.

before



after



*Business woman and busy mum, Barb Smoorenburg lost 15.3kgs and over 11cms from her waist in 12 weeks.  
Verified by the Victorian Fitness Academy, Geelong Advertiser's 2009 Great Weight Loss Challenge.*

Metabolic Precision works for everyone, from all walks of life; elite athletes to busy mums, from teens to over 65's. It never fails to deliver fantastically consistent results. That's right. If followed *to the letter*, Metabolic Precision is guaranteed to deliver amazing, fantastic results.

Metabolic Precision Providers are highly-skilled personal trainers certified in Metabolic Precision, a science-based body transformation system.

That's a winning combination!

Success is guaranteed!

### **What do I get with Metabolic Precision that's so different?**

To achieve rapid, fantastic, permanent improvements in body shape requires a precision-based approach. That is, a highly structured, individualized approach to exercise and the "other" 97% of the week.

The problem is it's virtually impossible for trainers to create exactly the right plan for the entire day that gets the best results possible, *for every client*.

The truth is, up until now, personal trainers haven't had the time or the resources to be able to construct exactly the right plan for every single client.

That is, until Metabolic Precision.



*Nagirie Anderson, a paramedic that worked long hours and constantly revolving 12 hour shifts still lost over 13kgs and 11cms from her waist in 12 weeks  
Verified by the Victorian Fitness Academy, Geelong Advertiser's 2009 Great Weight Loss Challenge.*

Metabolic Precision ensures an unprecedented level of individualization, value for money and quality of service.

- ✓ Research-proven resistance exercise – rapid changes in body shape.
- ✓ Customized, science-based cardio that maximize fitness and fat loss.
- ✓ Tailored nutrition - a plan to suit you & your needs in every way.
- ✓ Delicious, *metabolically precise* 3-minute meals that enhance health & fat loss.
- ✓ Science-based body composition assessments.
- ✓ A straightforward approach that's easily incorporated into a busy lifestyle.
- ✓ No guessing or confusion, just fantastically consistent results!

**Individualized, research-proven resistance exercise program** - Never forget that resistance training is the only exercise that improves body shape. Metabolic Precision is the only resistance training system shown in research to deliver consistently outstanding, rapid improvements in strength, body composition and shape! Your Metabolic Precision Provider knows how to develop a highly effective, individualized resistance training program that will sculpt the body you've always wanted.

**Customized science-based cardio program** - Designed from the very latest research to maximize fitness and speed fat loss at the same time! No more wasted, boring hours parked on the stationary bike or treadmill, just efficient, effective exhilarating aerobic exercise training that gets results *fast!*



*Mark Costa 135kgs. Started his shift at Ford, 3:30am and finished at 4:30pm each day before heading off to his workouts. Mark lost a whopping 15.1 kgs and over 13 cms total from his waist. Verified by the Victorian Fitness Academy, Geelong Advertiser's 2009 Great Weight Loss Challenge.*

**Metabolic nutrition** – A tailored nutrition plan is developed for you to optimize health and speed results from exercise. This isn't a diet, and much more than an eating plan. Together, you and your Metabolic Precision Provider systematically construct a plan based on the very latest nutrition research, to suit your individual needs in every way.

- ✓ Get results without counting calories or following a diet.
- ✓ Maximize results from every single workout.
- ✓ Construct the right plan to suit your needs in every way.
- ✓ Achieve a life-changing, permanent body transformation!

You receive:

- **The Metabolic Precision Gold Edition Manual** - A beautifully presented folder, that comes complete with; The Steps to Success, The FEONs (Foods Essential to Optimum Nutrition), MP Kitchen Makeover Guide, Metabolic Nutrition Timing, The Ultimate Guide to Liquid Nutrition, How to construct metabolically precise, delicious meals that promote health, speed recovery and fat loss!
- **The Metabolic Precision Cookbible** –The mantra is FDN – any nutrition plan must be **F**ast, **D**elicious and **N**utritious. Forget the unsatisfying rabbit food diets or bland, boring rubber chicken breast n boil rice approach. The Metabolic Precision Cookbible is a revelation for health-conscious people with over 110 FDN recipes that optimize health and results. Throw in a stack of tips, tricks and simple preparation strategies that make healthy eating a delicious pleasure, not a chore – you've got yourself a complete food resource.
- **Personal Guidance and Support Every Step of the Way** – You and your Metabolic Precision Provider schedule your workouts and 9 personal nutrition sessions over your 12 week transformation program. With this truly unique approach you learn exactly how to do it the right way with one complete, beginning-to-end, easy-to-follow system.
  - ✓ Experience exactly how to exercise to trigger rapid changes.
  - ✓ Learn all about food selection, meal construction and daily plan design.
  - ✓ Get everything you need to know about shedding fat, accelerating recovery and improving health.
  - ✓ No more contradictions, just a clear path that ensures a life-changing process and incredible results.

**PLUS FREE Membership to Team Metabolic Precision!**

Sign up for Metabolic Precision and get one year's FREE access to [www.metabolicprecision.com](http://www.metabolicprecision.com) a complete e-resource library packed full of research-

based, unbiased information that will help you achieve your goals; Special Reports, cutting Edge articles, an audio series, videos plus an extensive Q&A section on every aspect of exercise instruction, training and nutrition. Whenever you need clear informative information on anything to do with health and fitness, the Metabolic Precision web site will have it.

### **My message to you.....**

Body transformation is not an easy task, particularly *when you don't know the right way to go about it*. This topic has been the *exclusive focus* of my professional life; my one and only career.

My thirst for knowledge about my beloved interest has literally driven me to complete three university degrees, a stack of accreditations, publications and articles as well as what I believe is the only Ph.D. that has focused exclusively on body transformation.

Metabolic Precision is the end-result of literally thousands of hours of research and thousands more of hands-on experience in this industry. Hopefully by now you're starting to understand that Metabolic Precision is a totally unique, revolutionary approach to personal training. It removes the factors that prevent success. A customized plan is developed that's perfect for you, in every way - exercise and the other 97% of the week not spent exercising.



*Metabolic Precision works for everyone at all levels!! Busy mum Liz Dando at 42 years of age captured the Ms. Figure Southern Hemisphere Championship.*

## What does Metabolic Precision cost?

Having been in this industry for 20 years, I'm all too aware of the distinct lack of value that many personal training services provide. Therefore, when Metabolic Precision was on the drawing board, I wanted it to not just *add* value, I wanted to add an entirely new dimension to personal training. To provide an unparalleled quality of service that ensures outstanding value.

If you check out your Metabolic Precision Providers price structure plan, you'll clearly see that this is a truly unique service that simply cannot be beat in terms of cost-effective personal training and genuine value for money.

Your Metabolic Precision Provider is in the business of giving their clients a fantastic, value-for-money service - the best results in the shortest possible amount of time! *Isn't that what personal training is all about?*



Ray Sherriff started at 143kgs has no cartilage in his right knee and a cardiovascular condition. Ray still lost a staggering 16.46kgs in 12 weeks.  
*Verified by the Victorian Fitness Academy Geelong Advertiser's 2009 Great Weight Loss Challenge*