

Nerd Fitness presents

15 Mistakes That Newbies Make

When Trying to Get Healthy



Join the Rebellion

Level Up Your Life

a Nerd Fitness product

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Hello Recruit.

Welcome to the Nerd Fitness Rebellion.

If you're reading this, then you've already taken the first step - you're interested in making changes to become a healthier and more awesome version of yourself. Now, I don't just help ANYBODY get healthy - I'm only looking for people to join our Rebellion that are willing to put in the time, energy, and effort to actually follow through with this stuff.

I'm Steve Kamb, creator of Nerd Fitness, and I know that getting healthy can be difficult. If it was easy, everybody would be walking around looking like King Leonidas from 300 or Lara Croft from Tomb Raider. However, just because it ain't easy doesn't mean it ain't possible!

One of the most important Rules of the Rebellion is that, "we don't care where you came from, only where you're going." I don't care if you're 600 pounds or 100 pounds, guy or gal, young or old, tall or short, alive or undead...I only care that you want to be better today than you were yesterday.

So, I created a resource that helps you start kicking ass on day one. I've been running Nerd Fitness for over four years, helped thousands and thousands of people get healthy, answered



10,000+ emails, and dealt with people in every single situation, at every level of fitness under the sun.

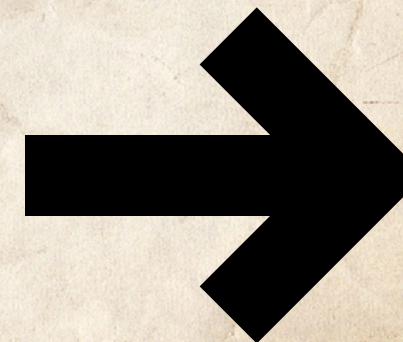
I've also seen people from every situation turn into a superhero version of themselves.

I want you to be one of those superheroes.

In my experience helping a tremendous number of people trying to get healthy, I see so many people fail miserably for the same few reasons, over and over. I want to make sure you don't fall victim to these same pitfalls, so I'm going to show you the most common wrong decisions that people make, and provide you with specific solutions on how to get back on track.

Below, you'll see 15 profiles of newbies that struggle with getting healthy. I'm going to teach you how to avoid each and every pitfall so that you can start on your path to a leveled up life TODAY! Ready? Good! Let's goooooo!

DISCOVER THE
**OVEREAGER
BEAVER**



00



The Overeager Beaver

The Problem: The poor Overeager Beaver has good intentions. They start out GUNG HO! This is the first person in the gym on January 1st. The Beaver has decided to drastically change their life, which is a good idea. Unfortunately, Beavers decide to drastically change every aspect of their lives, all at the same time:

- I'm going to exercise for an hour a day six days a week!
- I'm going to completely change how I eat!
- I'm going to start flossing!
- I'm going to run three miles every morning!
- I'm going to quit smoking!

I got exhausted just *looking* at that list. I can't imagine trying to go from a sedentary couch potato to a fitness fanatic. The problem with the Eager Beaver is that he tries to change so many things at once, has success for a week or two, and then life gets in the way and everything falls apart!

Here's why: We have a finite amount of willpower - think of it like your health bar in a video game. When we make decisions that are different from our normal habits, we use up some of that willpower! If you try to drastically change too much at the same time, you'll use up all of your willpower and fail at ALL of them. This is why everybody gives up on their New Years resolutions by mid-January (seriously)! Instead, you need to think small.

01



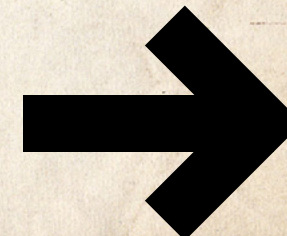
The Solution: Here at Nerd Fitness, we strongly dislike drastic changes because they get so overwhelming that you return to your old habits after a few weeks. In my experience, it takes about a month to form a new habit; every day that you complete that new habit, the easier it gets the next day. So the action itself is important, but actually proving to yourself that you can build a new habit over 30 days is even MORE important.

So keep that willpower bar full! Only pick ONE or TWO new habits at a time to fix. On top of that, make the habit so small that it's almost impossible to skip. For example, if you want to start exercising every day, start by going for just a five minute walk in the morning. THAT'S it. After a few weeks, you can up the habit/exercise to 10 minutes, and then up to 20 minutes and so on. But for now, "aim small, miss small." Try using the app Lift to help you build your small habits.

I've covered this topic extensively in [**this article**](#) on "willpower" — if you are an Overeager Beaver, this is the article for you.

01

DISCOVER
THE VAGUE
NEBULATOR



The Vague Nebulator

The Problem: The Vague Nebulator is interested in getting healthy, but not really sure HOW to get healthy. This person sets goals like, “I need to lose weight” or “I’m going to eat better.”

All of those ‘goals’ above lack any sort of concrete details, which makes them impossible to track or measure. As a result, the Nebulator is completely unaware if they’re actually succeeding or not - there are no benchmarks to compare to, or milestones to celebrate and measure against! Without this guideline, the Nebulator finds it hard to follow through.

The Solution: If you say things like “I’m going to get healthy,” it’s time to get really freaking specific. If you can move your goals from the abstract to the concrete, from the vague to the specific, you’ll find yourself excited to work out and level up.

Set better goals!

- “I need to lose weight” becomes “I need to lose 10% of my body fat by my wedding on June 1st.”
- “I want to exercise more” becomes “I will exercise five days a week for 20 minutes each day.”
- “I’m going to eat better” becomes “By the end of this month I will only drink one soda per week.”

When you get specific with your goals, it becomes VERY easy to see what steps you need to



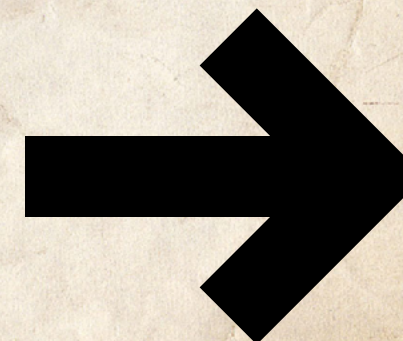
put in place in order to get there. If you currently drink five sodas a day and you eventually want to drink only one soda a week, then you can put a plan in place and follow through.

If you really want to nerd out about this (and I hope you do), I wrote **an article** on the concept of leveling up your life, including how to pick goals, set milestones, and build a reward system into your goal-setting. It's a must read for any Nebulators!


If you are desperately lost with how to get started working out and need a workout plan to follow, check out the **Rebel Fitness Guide** - it provides you with step by step instructions on how to get healthy and starts with a simple workout plan you can complete at home.

02

DISCOVER THE
SHOULDA WOULD
COULDA JUSTIFIER



The “Shoulda Woulda Coulda” Justifier



The Problem: Ah yes...the “Shoulda Woulda Coulda” Justifier. This poor sap doesn’t really have a great reason to get healthy other than the constant, dull thought of “I should get healthy” while sitting on the couch watching TV and eating a microwave dinner. Because there’s no real driving reason behind the Justifier, the second some adversity comes along - sickness, a tough day at work, vacation, etc. - it’s time to give up on that “I should get healthy” thing.

The Solution: If this sounds like you, you need to start by removing the word “should” from your vocabulary. “I should get healthy” is something people that suck at getting healthy say! Those that succeed? They say “I am the type of person that is healthy. This is how I will prove it.”

So, stop using the word “should.” Henceforth, it has been banished to another dimension.

Good? Good. Next! Let’s talk about your motivation. WHY are you reading Nerd Fitness? Is it because you want to get healthy for your wife or husband? To gain newfound confidence? To see your children grow old? Because you want to go on a date? Because you want to look in your mirror with pride?

Take five minutes and write out the reason you’re here. Hang it up in a prominent place in your house so you see it EVERY day.

Want to know why I got healthy? Because I felt like it was my responsibility to live up to my potential. When I look at somebody who’s overweight and unhealthy, I see wasted potential.

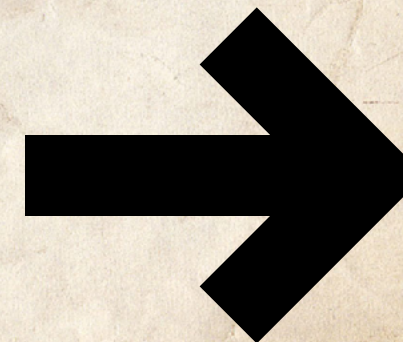
03

You have the opportunity to be awesome, so...why not just BE awesome? We have one chance on this planet. One life to live, and one body to live that life in! So take care of yourself!

Continually remind yourself why you're making this journey - keep it at the front of your mind and it will guide you for each and every decision: what to eat and drink, when to work out, when not to sleep in, and more.

If you're lacking motivation and can't drag yourself out of bed to exercise, check out NerdFitness.TV - it's all of my favorite motivational videos that will get you off your ass and out the door. It's where I go anytime I need a quick pick-me-up.


DISCOVER THE
ACCOUNTABILITY
SLACKER



03



The Accountability Slacker



The Problem: The Accountability Slacker has zero accountability. If they miss a workout or decide to eat junk food all day, there's no consequence! In fact, the Accountability Slacker is convinced that exercise is not fun, sitting on the couch is more enjoyable, and eating unhealthy foods is more convenient than healthy food. Nothing changes whether or not any healthy changes are made, so there's no incentive to do so.

For the Slacker, things go great for a week or two, but because there is no incentive or accountability to actually get things done, the quest for a healthier life is abandoned the second adversity strikes. "Meh, I'll just skip this one workout...who will notice?" or "Yeah, I can order a pizza, no big deal."

The problem with Accountability Slackers is that after a few weeks of slacking, they get depressed, look in the mirror, and wonder why they gave up so easily...and then start over and do the same thing again!

The Solution: Build an accountability system into your life that works. If you don't hold yourself accountable, or you don't have somebody else to hold you accountable, there's no reason for you to follow through with your goals.

Try this: Make the pain of skipping a workout more than the pain of actually just sucking it up and exercising. Give your friend five hundred dollars. Every time you complete a workout, you get \$50 back in your account.

Every time you miss a workout, he donates \$50 to the political party or cause that you hate.

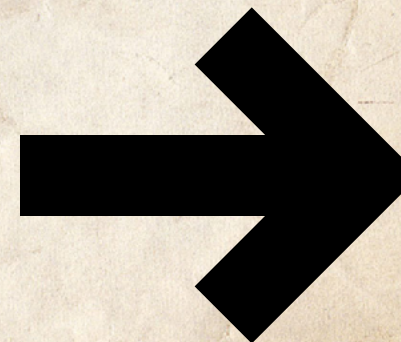
Don't have that kind of money? Take away something of yours that you love (a book, TV show, or video game) every time you miss a workout. Or just make the bet anyway.

My friend Saint spent years floundering with his weight loss goals, and then he called me one day and said, "Steve, I need to lose 10% of my body fat by my wedding or I'm going to pay my friends \$500. I don't have \$500 to lose, help me." Suddenly, the threat of losing that hard earned money was enough for Saint to finally start taking his health goals seriously. Not surprisingly, he hit his lifelong goal in a matter of months.


You can read Saint's entire story (including dramatic before and after photos) [**here**](#).

04

DISCOVER THE
**EMOTIONAL
RATIONALIZER**



The Emotional Rationalizer



The Problem: The Emotional Rationalizer is usually a pretty smart person. They mean well when they say they're going to get healthy, but unfortunately they're constantly let down by their incredibly smart brain. The Rationalizer can justify ANYTHING:

- "I earned this box of donuts because I worked out today."
- "I shouldn't, but just this once...okay one more."
- "I had a tough day at work and I need this."

The Rationalizer can take any situation and come up with why they've "earned" skipping a workout or slacking on healthy eating. The Rationalizer will do things like eat 1,000 calories worth of donuts because they just burned 300 calories during a gym workout. They'll skip a workout because they had a really tough day at work. They'll sleep in one morning because it's only "just this once.". Unfortunately, as time goes on these "one time exceptions" become more and more common, and the Rationalizer ends up right back where they started.

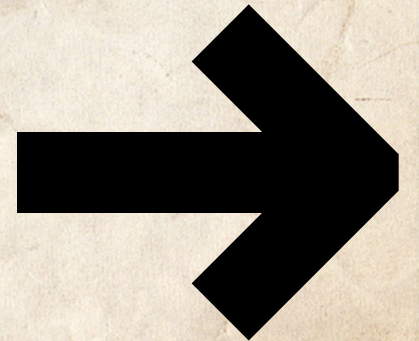
The Solution: If you are somebody that tends to justify and rationalize just about anything, it's time for you to start removing emotion from the equation. Every time you are faced with a choice, you make decision in mere seconds, "yes I'm going to exercise instead of going back to bed" or "I'm going to go for a walk instead of plopping down on the couch."

In order to make sure these decisions work in your favor, you need to start thinking like Mr. Roboto. Create rules for yourself that must be followed and remove need for emotion, thinking, or willpower. Build alerts into your google calendar that remind you to do things at certain time. Then make sure you actually follow through with them. Do this by creating “if_____ then _____” rules:

- *If* I am offered ice cream or cake at work, *then* I will say, “thank you but no thanks!”
- *If* I get hungry in between meals, *then* I will go get a really big glass of water and walk around the office and eat a piece of fruit.
- *If* I want to watch TV, *then* I will immediately go exercise before sitting down on the couch to do so.


Thinking like a robot is one of the better things you can do for yourself when getting started, as it automates the process and removes your emotion and hesitation from the equation. Not only that, but it also removes “I’ll just have one” from your vocabulary, because we all know the “just one” can turn into four, five, or ten very quickly. These are now just “things I do” or “things I don’t do.” That’s it!

DISCOVER THE
ARMY OF ONE



05

The Army of One



The Problem: This Army of One desperately wants to get healthy, but decides to go it alone. They are constantly surrounded by unhealthy friends and family members who tempt them with things like, “oh you look fine” and “come on, just this once.”

The Army of One can do okay if they’re the type of person that loves proving everybody wrong and feeds on this energy, but more often than not the negativity and stress wins out. The nay-sayers and enablers win. Sometimes it takes a few weeks, but often the battle is over before it even gets started.

The Solution: The Army of One must realize this quote is incredibly true: “You are an average of the five people you associate most with.”

If you surround yourself with healthy, positive, successful people, your life will move in that direction. If you hang out with negative, unhealthy, unsuccessful people, then your life will lean towards that path.

In nerd speak: You are a Jedi in training, and you can choose to go towards to light side or the dark side of the Force.

So don’t go it alone! You do NOT have to be an Army of One. Do whatever you can to surround yourself with positive people - people that will support you, keep you accountable, pick you up when you’re down, and cheer for you when you succeed.

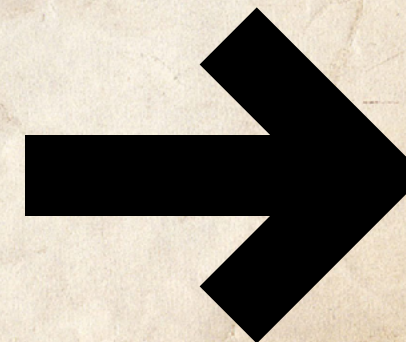
I've actually written an entire article on how to build your own **A-Team** for support.

Let's say there's nobody in your life that is supportive. First and foremost, you need to become Captain America - use your actions and behavior to quietly inspire change in others. You can't force others to change, but you CAN become awesome yourself and inspire them to change at their own pace, on their own terms.


Now, while you're working on becoming Captain America, I have a whole army of support for you. That's how nice I am. Check out the **Nerd Fitness Community** - THOUSANDS of supportive people just like you all over the world who are ready to join your team and help you live a better life. It's free - join the Rebellion today!

06

DISCOVER THE
GOOD INTENTIONER



The Good Intentioner



The Problem: I love the attitude and the dedication of the Good Intentioner, I really do. These people mean well, and they're doing their best to get healthy. Unfortunately, they're getting all of their information from mainstream media and following the wrong advice...and they're about to get horribly depressed when they don't get any results!

Now, it's important to test out what works and what doesn't for each individual person. HOWEVER, in my 10+ years working towards my own fitness goals and 4+ years of running Nerd Fitness, I've come to a few conclusions:

- **Companies will unabashedly market unhealthy products as healthy foods.** There are "heart-healthy" labels on Lucky Charms for cryin' out loud!
- **Low fat does NOT make it healthy.** Fat can be healthy and very crucial to a healthy body! Processed foods and sugars are what make us unhealthy.
- **"Diet" products are often filled with crazy chemicals** and other unhealthy ingredients.

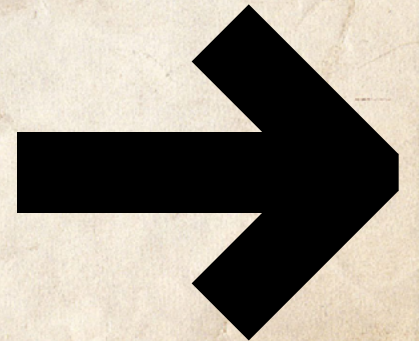
The Good Intentioner *tries really hard* to be healthy, but eats all of the wrong "health foods." They count calories, eat less than 20 grams of fat per day, load up on heart healthy whole grains, and make sure only to eat lean meat. This is the path to long term frustration, not long term success. And it makes this nerd sad.

The Solution: Educate yourself on how to properly eat healthy. I've written an open letter to **Conventional Wisdom**, a massive article on the **beginner's guide to healthy eating**, and even a link to download a beautiful (and free) ebook about my recommend way of eating: **The Paleo Diet**.

It really boils down to this: excess carbs, sugar, and processed foods are what keep you overweight. Healthy fat is vitally important to your diet. Protein builds muscle. Eat more of the good stuff, and less of the bad.


So stop listening to the mainstream - those products and infomercials are designed to sell products, not make you healthy. Take a few hours to really educate yourself on what you're fueling your body with, and then work on making more educated decisions.

DISCOVER THE
FORK OUTRUNNER



07

The Fork Outrunner



The Problem: The Fork Outrunner is determined to workout furiously every day in order to eat like crap, guilt free. “Six donuts? Sure, why not...I just finished a killer Zumba class that burned a lot of calories!” Fork Outrunners never want to hear about the food they can’t possibly live without, so they go out of their way to try and fix the problem by just “running more” or “exercising longer.” After all, this is WAY easier than cutting back on bread, pasta, ice cream, or muffins...because the Outrunner JUST CAN’T LIVE WITHOUT those things.

The problem is that Fork Outrunners are always going to fight a losing battle. They don’t realize that their diet will be responsible for 80% of their success or failure, regardless of how much time they spend exercising. If these types of people are interested in losing weight, they are going about it the completely wrong way - by devoting even more hours to tons of cardio, instead of fixing the problem at the root: their diet.

The Solution: The solution is simple: stop trying to outrun your fork. It is a battle that cannot be won. Simply fix your diet.

Think about it this way: you could go for a five mile run right now and then consume a 20 oz soda and a small bag of Doritos. The run took at least 40 minutes, and the food consumption probably took 5 minutes, right? With those two items, neither of which probably filled you up very much, you undid all of the work you did running five miles...AND MORE. You would have been better off sitting on your ass watching Arrested Development (while skipping the Doritos).

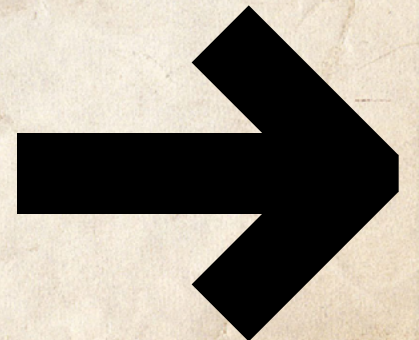
As it turns out - not all calories are created equal. In fact, certain types of foods can affect our bodies more negatively than others.

If you LOVE to exercise for multiple hours a day, go for it. Just make sure you fuel yourself with the right types of food. If the thought of exercising for multiple hours a day scares you, don't worry...it scares me too. Which is why I only exercise for 45 minutes per session a few times per week.

I put my focus on eating right, so I can spend LESS time working out and more time doing other things that make me happy! Read the previous section on how to eat healthy, and check out "[Why We Got Fat](#)" by Gary Taubes.

08

DISCOVER THE
**SHINY OBJECT
CHASER**



The Shiny Object Chaser

The Problem: Does this sound familiar? “OOOOH this workout has muscle confusion.” “OOOOH, this workout was designed by navy seals.” “Ooooooh this diet book promises to change my life without making me change what I eat!”

If these things sound like something you’ve said before, then you may be a Shiny Object Chaser. This means you are constantly chasing the next best thing: the newest supplement, the latest workout plan, the best class, the best fitness DVD, and so on.

You follow through with a program for two to three weeks, and when you don’t see immediate results, you jump to the next program that promises even better results. Shiny Object Chasers expect giant changes and fast results, and then get incredibly depressed when those results don’t happen overnight.

- **The Solution:** STOP CHANGING YOUR ROUTINE SO MUCH! Want to know the greatest characteristic I’ve noticed across all Nerd Fitness success stories? Persistence. People like **Joe**, **Staci**, **Ryan**, and **Tony** pick a workout routine and stick with it for months on end.

Here’s the thing: Getting in shape can be boring - it’s clean eating and consistent workouts - that’s it. Diet and exercise. For this reason, companies have to market programs with lame taglines like “muscle confusion” or “belly fat targeting!”

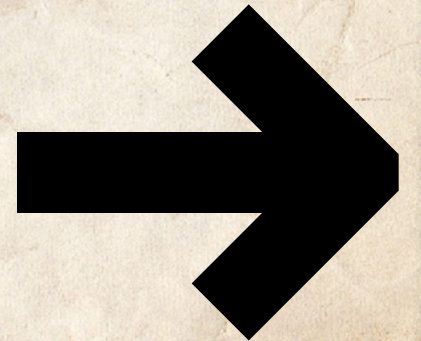
These programs aren’t written to help you get healthy - they’re written to get you to buy them.



So pick a simple program and stick with it. Start with the free **Nerd Fitness Beginner Body Weight Program**. Try the **Angry Birds** workout. If you want more direction and education, try one of the many plans in the **Rebel Fitness Guide**. Pick a program, and stick with it for a few months.


Remember, it took you years and years to get to where you are now. It's going to require at least a few months of work to get you to where you want to be, but it can be done. One day at a time, one workout at a time, one decision at a time.

DISCOVER THE
SPOT REDUCER



09

The Spot Reducer



The Problem: This particular newbie is also well intentioned but spent too much time watching fitness infomercials and reading magazine ads. The Spot Reducer will spend an extra thirty minutes at the gym working on their abs to remove stomach fat. Then comes the thigh cruncher in order to target the removal of thigh fat. Before all of this was a Zumba class, because it's advertised to target your butt.

After all this effort at the gym the Spot Reducer gets frustrated when there are no slimming results in the areas they worked so hard to target!

Here's the problem with the Spot Reducer: YOU CANNOT SPOT REDUCE FAT! Your body has a genetic predisposition to fat storage. As you add more fat to your body, it will accumulate in certain areas over others. For guys, this tends to be in the stomach, while for ladies it tends to be in the stomach, thighs, and butt. You could do 1,000,000 crunches every day (which might build up the muscle UNDERNEATH the fat), but if you don't lose the fat on the outside you will never have a flat stomach!

The Solution: First and foremost, you need to understand how fat works: fat and muscle are two different things. You can build up the muscle under the fat, but in order to remove the fat from your body, you need to put your focus on diet! Yup, diet again. If you haven't got the overall theme yet to Nerd Fitness, it's that your diet will give you at least 80% of your success or failures.

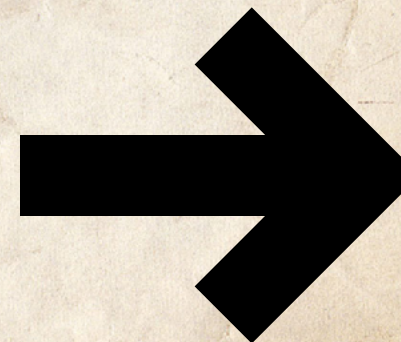
No matter how much you exercise, if you are not running a calorie deficit (burning more calories than you consume), you will not lose any weight from ANY part of your body. If you're eating a calorie surplus you could also be building up the muscle UNDER the fat but not burning any fat itself, making the problem even worse!

So stop the hours of side bends, sit ups, crunches, zumba classes, and any other program that promises to 'target' certain areas of fat. Be aware of these useless marketing terms designed to sell programs and memberships.


Instead, do the boring thing and **simplify the **** out of everything!** Just eat right and train right, and repeat that process for a few months. You'll get results far faster.

10

DISCOVER THE
SCALE WATCHER



The Scale Watcher



The Problem: The Scale Watcher is on an emotional roller coaster when it comes to weight. After losing a pound the Scale Watcher gets incredibly excited. Then the freak out comes after watching the scale move up a pound two days later.

Now, it's one thing to freak out when the scale moves up by a pound, but the real danger comes when a Scale Watcher eats unhealthy for a weekend, sees the scale a full five pounds higher than expected, and goes off the deep end. This is usually enough to cause serious depression and setbacks, resulting in a serious downward spiral of unhealthy eating and thoughts like, "why bother? It's all going to come back anyways!"

The Solution: Stop checking the scale every day. Depending your genetic makeup, what you ate the night before, the amount of sodium in your food, and if you're carrying a lot of water weight, your weight will fluctuate by a significant amount in either direction from day to day. On top of that, **the scale can lie!** For that reason, I do NOT recommend that you weigh yourself daily. Instead, weigh yourself once per week. Maybe every friday morning, first thing, after you use the bathroom, before you eat breakfast, right after you get out of the shower. Make sure the circumstances are identical each week to remove any extra variables.

Want to take it a step further?

Don't rely on the scale, because the scale can lie. It's just a number - measuring your body fat percentage or comparing pictures of yourself month to month is a far better indicator of prog-

ress than a scale could ever be (which is why I wrote an extensive [article on how to calculate your body fat percentage here](#)).

It's why Joe, a Nerd Fitness reader who dropped 130 pounds, didn't step on a scale for SIX MONTHS. He instead focused on his monthly pictures and how his clothes fit to track his progress.

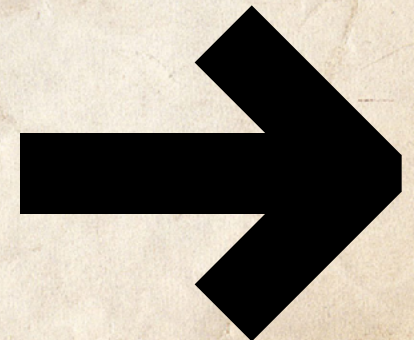
Remember my friend Saint? While he was cutting body fat percentage, he was actually GAINING weight. Luckily, he was tracking his measurements, body fat percentage, AND his weight; he didn't freak out when the scale increased.

Since every other IMPORTANT metric was heading in the right direction, he knew he was getting stronger and leaner.

Take a picture. A month from now take another picture under the same circumstances. Are you looking better? GOOD. Keep doing what you're doing. No? Okay, time to make some adjustments.

11

DISCOVER THE
I'M TOO BUSY LIAR



The “I’m Too Busy” Liar

The Problem: The “I’m too busy” Liar is a good person that likes to blame their lack of a healthy lifestyle on a busy life: He or she works a full time job, gets busy with school, kids, or after work clubs and can never find the time to cook a healthy meal or exercise.

“I would love to get healthy, I just don’t have time. I’m just way too busy” is one of the most common excuses I hear.

There are a few quotes I’d like to share with you. One comes from my friend **Tyler**:

“Nobody believes your excuses except for you.”

And from an article in the **Wall Street Journal**:

“Instead of saying ‘I don’t have time to ____’ you have to say ‘____ is not a priority.’”

The Solution: You need to decide what your priorities are. Fix your thinking:

- **“I’d love to work out, I just don’t have time”** becomes **“exercising isn’t a priority.”**
- **“I’d love to eat healthier, but I don’t have time to cook”** becomes **“eating healthy isn’t a priority.”**
- **“I don’t have time to travel”** becomes **“traveling isn’t a priority.”**

Decide what is a priority in your life right now. Suddenly those three hours of TV each night are no longer a priority. Suddenly that extra cupcake at work isn’t as important.

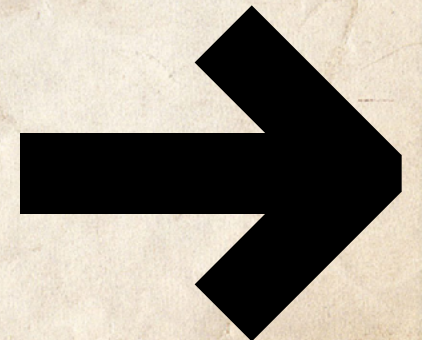


What's important to you? Every action you take and every action you don't tells you what your priorities are. Analyze your day and figure out where you can fit in your actual priorities. Put them in your calendar so there is no wiggle room for you to bail out. Then make it happen! I've covered this topic a bit more extensively in this [article about priorities](#).


My friend [JD Roth](#) said it best: "It's not what we say is a priority, but what we actually DO that's a priority."

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DISCOVER THE
NO-FUN-HAVER



The No-Fun-Haver



The Problem: This is a tough nut to crack, as it's tough sell to the No-Fun-Haver that it is possible to have fun while working out...but it's possible, I promise!

The No-Fun-Haver thinks of exercises that they dislike and thus associates all exercises with “no fun.” Getting “in shape” simply conjures up images of eating salads and running on treadmills for hours at a time. Or maybe a sweaty gym class surrounded by ultra fit people struggling not to pass out. Thoughts like these are enough to stop “getting healthy” in its tracks.

And let's be honest, it's easy to slip into the belief that, “I hate exercising, I had a miserable time today, and I'm **never going back. NEVER!**”, so that you can go back and sit on the couch guilt free.

The Solution: Life is freaking short, so why would you ever spend any time doing an activity that you hate? I'm personally not a huge fan of running, and the thought of getting on a treadmill makes me want to punch a hole in drywall...so I don't!

Instead, I love strength training, gymnastics, parkour, throwing around a frisbee, and going for hikes and walks. So I just do the things I like.

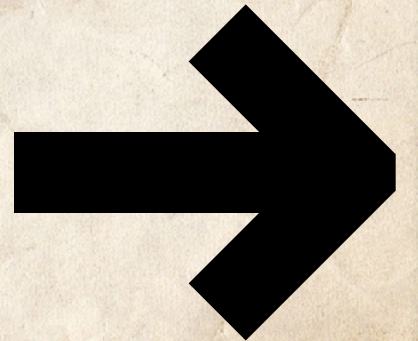
If you don't enjoy a particular type of exercise, pick a new activity and don't be afraid to think outside the box. Here's **9 nerdy and unusual activities** to get the ball rolling.

If you don't like running, don't do it. If you don't like working out in gyms, work out outside! If you don't like picking up weights, don't! Find something that gets your heart racing that DOES make you happy.


Break your mental barriers - exercise can and should mean completely different things to different people.

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DISCOVER THE
**UNDERPANTS
GNOME**



The Underpants Gnome



The Problem: Have you ever seen the [episode of South Park](#) where Underpants Gnomes sneak into people's bedrooms and steal their underpants? These gnomes spend all of their time collecting underpants, which is Phase 1 of a three phase plan. Phase 3 is profit, but NOT ONE of them have any clue what Phase 2 is...so they just keep collecting underpants!

In the world of fitness, Underpants Gnomes are people that would read a document like this, and then continue spending all of their time reading hundreds of other articles, carefully analyzing and worrying about the best possible plan, only to act on NONE of the things they've learned. They continually collect underpants, but never move on to the crucial Phase 2: putting all of the knowledge into action. They're so afraid of picking the wrong workout plan or eating the wrong food that they end up overwhelmed and do nothing.

Don't end up with a pile of underpants. Take action.

The Solution: Start. Today. Now. Pick a plan and follow it. Then adapt and learn from it. I've written dozens of free workout plans on [Nerd Fitness](#). I've also created [THREE fitness products](#) that take you every step of the way through the process: from complete newbie through your first 12 months (with full diet advice and complete workout routines). I do everything short of holding your hand while helping you get healthy. It's tough to do push ups when you're holding hands, trust me.

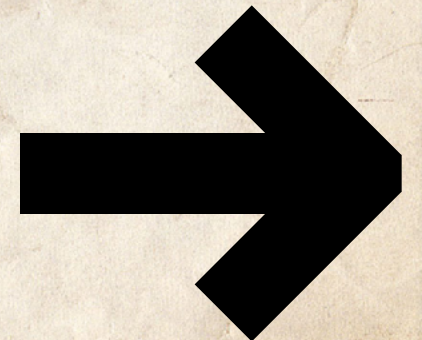
Here's the secret: There is NO perfect workout plan - Any website that tells you otherwise is lying to you. The perfect workout plan is the one that you follow through with, consistently, for months and months. So here's the method:

1. Pick a workout plan (I offer plenty of suggestions at the end of this ebook).
2. Follow through with it for 8-12 weeks.
3. Track your progress.
4. See how your body changes.
5. Make adjustments
6. Repeat steps 1-5 ad infinitum


I've covered this topic extensively on the site, because under-pants are no laughing matter. Wait, yes they are. Underpants, tee hee.

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DISCOVER THE
**ANTI-BULK
TONER**



The Anti-Bulk Toner



The Problem: “I don’t want to lift weights, because I don’t want to get too bulky” and “I just want to get toned” are two sentences I hear at least a dozen times each week from concerned Nerd Fitness female Rebels. These Anti-Bulk Toners spend their time on treadmills, doing crunches and side bends, and actively avoid the free weight section as much as possible. If they do wander into the free weight section, it’s to pick up the lightest dumbbells they can find to do dozens of repetitions. Why? They’ve been told by fitness magazines that higher repetitions with lower weights is the best way to build “tone” in their trouble sections: arms, thighs, stomach, and so on.

Here’s the problem: “Toned” is a made-up marketing term specifically targeted at women. YOU CANNOT GET BULKY LIFTING WEIGHTS unless you are consuming a caloric surplus (eating more calories than you burn). In fact, heavy strength training with LOW repetitions is the way to get that “toned” look that every woman is after. Ugh, just typing “toned” made me throw up in my mouth a little.

I understand this is probably the exact opposite thing that you have heard your whole life regarding how you should get fit, but we don’t call this the Rebellion for nothin’. Nerd Fitness Rebels challenge conventional wisdom, and take the smartest and most efficient path to the results they want. For that “toned” look, it’s strength training and proper diet. Need more convincing?

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The Solution: Meet **Staci**, your new hero. She looks like how every woman WANTS to look, and she did it with very heavy strength training. How heavy? Staci can deadlift over 300 pounds. Not bad for somebody who only weighs 140 pounds, huh? Check out some of these other female **success stories** on Nerd Fitness - they all transformed their bodies with clean eating and strength training!

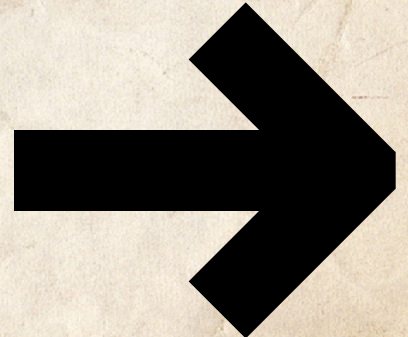
Proper strength training is the best way to build tight, dense, compact muscle...otherwise known as strength (ugh, or "tone"). When you train with heavy weights and eat healthy you burn a TON of calories, get stronger, and build dense muscle. Combine this with proper eating and you'll soon get rid of all the fat on top of your muscles. If you don't believe me yet, give it a single month. Follow a strength training plan for one month while also eating healthy. Then compare your before/after photos. Your pants will fit better and you'll look and feel better too. Give it a shot.



If you're looking for a beginner strength plan to start out with, check out **The Rebel Strength Guide**. It walks you through the basics and gives you any type of workout plan for your particular situation. Don't be afraid of the weight section!

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DISCOVER THE
INSANITY DEFINER



The Insanity Definer

The Problem: What's the definition of insanity? Doing the same thing over and over again and expecting different results. The Insanity Definer tries to get healthy and fails, again and again, while expecting different results:

- Every other month, they start by running on a treadmill in the basement and counting calories. In a few weeks they give up, and this process repeats itself. "This time will be different," says the Insanity Definer...but nothing about the approach has changed.
- Every six months, they declare "I'm going to get healthy!" and proceeds to the latest workout plan in [mainstream fitness mag] while eating [the same unhealthy healthy foods] and then gets frustrated after a few weeks and gives up. This process is repeated, but different results are expected.

If you're an Insanity Definer, I applaud your effort for continually trying to get healthy - that's the toughest part of this whole thing! Now, if you haven't found your path to a healthier life yet, then congrats! You've found the methods that DON'T work for you. Let's try some new paths instead, ya?

The solution: DO SOMETHING DIFFERENT! It's time to start thinking like a scientist...or a human guinea pig.

Every time you try to get healthy and fail, write down your results: If running and starving yourself didn't work, try clean eating and strength training.

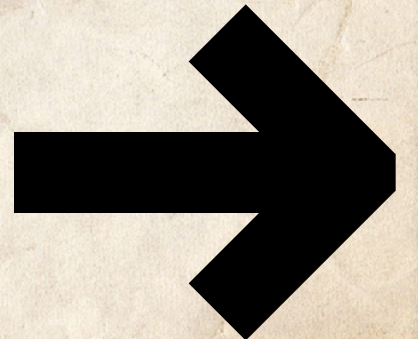
Or counting calories and yoga. Or clean eating and running. If you're not finding success, TRY DIFFERENT THINGS!



If you're stuck and keep trying the same methods you'll keep ending up in the same spot. Insane and out of shape. Last I checked, these two qualities that are not very desirable! Failure is actually awesome, as long as you learn from it. **Don't be afraid to fail more, it'll help you suck less.** Try new things, see how you do, and then consider something different.

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DISCOVER
THE END



Get started. Good luck.

At this point, I've given you the 16 biggest mistakes that all newbies make. Yeah, I realize the title only says I'd only give you 15, but I like to go the extra mile. Or maybe I'm a horrible at math. Either way, you win!

If there's one lesson you take away from all of this it's this: Get started TODAY.

Pick a workout plan, pick a diet plan, and get started immediately. No more collecting under-pants, no more wondering "is this the perfect plan," or thinking "meh, I'll start next week." I want you to commit to yourself today that you're going to level up your life.

In case you're itching to get started, here are links to some resources you may find helpful:

- **[Free Workouts](#)** - Pick one, record your progress, and then be a little bit better next time
- **[Top Articles](#)** - My favorite articles, all in one place
- **[The Library](#)** - I'm a bookworm. Here are all of my favorite books
- **[Nerd Fitness TV](#)** - In case you ever need motivation to start your workout, watch a few videos and then proceed to run through walls.

I've also created a few premium products if you're somebody that wants specific diet/fitness instruction. These products are all designed to help you get from where you are to where you want to be.

They all have a year-long money back guarantee:

- [Rebel Fitness Guide](#)
- [Rebel Strength Guide](#)
- [Rebel Running Guide](#)

I've done everything in my power to provide you with all of the tools you need to live a better life today. However, as Morpheus says in *The Matrix*: "I can only show you the door. You're the one that has to walk through it."

Start walking!

Good luck.

— Steve Kamb