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SweatChannel: Boot Camp

Happy New Year, [SweatCommunity!](#)

What an exciting year we have ahead of us! 2014 is the year you're going to look back at in 20 years as the turning point in your health. It's the year you take over the world!

Your perfectly fit and sexy spouse is going to be sitting next to you as you watch the 2034 Winter Olympics on your own personal yacht, reflecting on 2014 as the best year of your lives.

And it all starts in 3, 2, 1...

**SweatBusiness**

The Winter Olympics in Sochi, Russia begin in just 24 days! And [Sweat City](#) could not be more excited due to a very special reason...

One of our former speed trainers (and member of the SweatCommunity),

**Andreas Drbal**

, is going to be representing the US Bobsled team!

Check out how much fun we have at Boot Camp

## Jan Promotions

### New Year's Resolution Special

3 Months Boot Camp for \$200  
(\$285 value)

6 Months Boot Camp for \$300  
(\$570 value)

### Stuck in the Chimney

30 Classes for \$200 (\$300 value)

### Groupon (new customers only)

5 classes for \$19

10 classes for \$29

Reply to Email to claim  
promotions

## Shout Outs

Congrats to all of our 2013 athletes for a successful, injury-free year! Your hard work has made you stronger, faster, and better than ever.

And of course, shout out to **Andreas Drbal**, former Sweat City trainer that will be competing in the Winter Olympics in Sochi!

Andreas was a former track and field superstar at UCLA, where he threw the javelin and set several of the UCLA powerlifting records in the weight room.

For more on his journey to becoming an Olympic bobsledder, check out [Andreas' story on NBC Bay Area](#).

Good luck Andreas and know that the whole SweatCommunity will be rooting hard for you to bring back the Gold!

In other SweatBusiness, we are back up on Groupon.

[\\$19 for 5 boot camp classes or \\$29 for 10](#)

Please note that this is for NEW CUSTOMERS ONLY. If you'd like to claim the deal, we'd love if you bought it from us directly by replying to this email.

And lastly, we've recently finished our Athletic Training video with highlights from the personal, small group, and team trainings we've hosted over the past year. Please check it out and let us know what you think!

Sweat City - Athletic Performance Training

### **Sweatducation**

The majority of people made a New Year's Resolution to "lose weight" in 2014. But let me tell you 2 major reasons why this resolution is inadequate.

First, that goal is not specific enough and isn't time-bound. An effective goal is one that is quantifiable over a period of time. A better goal structure would be to "lose 5 lbs by Valentine's Day."

Second, "losing weight" is not what you should be striving for. Instead, you should be aiming to reduce "Body Fat Percentage." Body Fat % is the measure of how much of your body weight is made up of fat.

Would you rather:

a.) Lose 5 lbs of fat and lose 5 lbs of muscle (10 lbs lost total)?

b.) Lose 10 lbs of fat and gain 5 lbs of lean muscle (5 lbs lost total)?

In Option B, not only are you losing more fat, but you are toning and strengthening the rest of your body. Even though you didn't lose as much weight, I guarantee you look and feel much fitter. This is why your goal should be to reduce body fat % rather than just lose weight.

Description	Women	Men
Essential Fat	10-13%	2-5%
Athletes	14-20%	6-13%
Fitness	21-24%	14-17%
Average	25-31%	18-24%
Obese	32%+	25%+

We will have our handheld body fat % calculator with us at boot camp, so feel free to ask for a measurement to see where you fall.

Ok, so you understand that you need to reduce your body fat. You understand that you need to eat healthier and exercise more. Well, let me give you a few key tips straight out of the Sweat City Lifestyle Guide so you can expedite the process.

### **1.) Eat More Often**

Boom! Bet you didn't expect to see this at the top of the list. First let me clarify that this doesn't mean to eat more food, but to eat more often. Research has shown that a person that eats 6 times a day (3 medium-sized meals, 2-3 healthy snacks) will lose more body fat

than a person that eats the same amount in 2-3 large portioned meals. The key is to spread out meals to keep your metabolism working and burning fat all day long.

## **2.) Drink Water, not Calories**

Water is essential for our bodies to function at peak performance. It also has ZERO calories. Compare that to drinking juice or soda, which have between 100-200 calories each. If you increase your water intake by 1.5 liters each day, you could burn an additional 17,400 calories over the course of a year, which equates to 5 lbs. Oh yeah, and water is FREE.

## **3.) Train with High Intensity**

This is the granddaddy tip of them all. You absolutely need to include high intensity exercises like sprinting, jumping, weight-lifting, jump roping, and any other fast movements if you want to melt body fat. The reason is that your body uses a different source of energy during these exercises and you will continue to burn hundreds more calories for hours post-exercise. This is especially true of strength training, which makes you stronger, tighter, and drastically reduces body fat %. Walking and jogging is great, but your calorie burn stops the second you finish your run. Think of this: someone who slow jogs for an hour will burn LESS calories than someone who runs 25 minutes of sprints (including rest time in between). AND, someone who runs 6 miles will burn less calories than someone who comes to [boot camp](#) for an hour.

## **4.) Eat Protein**

Protein provides our body with much needed

amino acids and helps muscles re-build. It's increasingly important to consume protein when you are trying to lose weight because it keeps your body from feeding on your hard-earned muscle when it's hungry. Don't fall into the myth that protein will make you bulky, that couldn't be farther from the truth. Great sources of healthy protein are tofu, beans, nuts, fish, and chicken.

#### **5.) Keep it Brown**

Simple carbohydrates like white rice, white pasta, white bread are all sugary and full of calories. Make the switch to complex carbs like brown rice, brown pasta, and wheat/whole-grain bread and you will not only save calories, but will have much longer lasting energy rather than the sugar spike that whites give you.

#### **6.) Have 2-4 Perfect Days**

You know what you need to do in order to reduce body fat. Now it's a matter of actually doing it. Set aside a couple days of the week that you will strive to be "perfect." Use specific days so that your schedule becomes consistent. For example: Every Monday and Wednesday I plan to exercise for at least an hour, only drink water, and avoid any junk food. If you stick to this for a month, soon you'll begin adding in Tuesday, Thursday, etc until it becomes a lifestyle... forever!

**Parked next to your yacht in  
2034,**

**Chris Chinn  
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[www.sweatcityfitness.com](http://www.sweatcityfitness.com)

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