

1

What Is the Celebrity Makeover Miracle?

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Time—there’s never enough of it. Most of us already have too much to do. We’ve gone beyond just burning the candle at both ends; our candles are fully engulfed in flames. Work, kids, school, shopping, cleaning. You get the picture. Sadly, when time gets tight, the first thing we sacrifice is taking proper care of ourselves. We try to get by on less sleep, we skip meals, and we cut back on the time we spend at the gym.

As a trainer, the two biggest questions I get are “Can I really change my body if I only have thirty minutes to work out?” and “Should I be doing cardio or lifting weights?” Happily, I know the answers to these questions. My job is to transform bodies. If there’s one thing I know, it’s makeovers. I’ve done them on the *Weekend Today* show, *Access Hollywood*, *Entertainment Tonight*, VH1, and the USA Network, to name just a few places. What makes these makeovers unlike the ones you see in magazines is that they are done on video, not in still pictures. Pictures can be studied and chosen to show off the model at his or her best. Unflattering shots end up in the trash, or they get touched up until they’re more flattering. Video, on the other hand, doesn’t lie. What you see is what you get.

When a TV crew comes into my gym, A Tighter U Fitness Studio, with cameras, they want to expose everything and see whether I can really pull off a seriously jaw-dropping makeover. My reputation is on the line every time, and thank God, I always get the job done.

Even though there's added pressure on me when I'm doing a makeover for a high-profile actor or actress, it's actually easier than doing a similar makeover on a regular person like you or me. They have more time and we don't. If I'm getting an actor ready for a part, he has six or eight weeks to get in shape. During that time, his only responsibilities are to learn a script and get in shape. He doesn't have to worry about wrapping up the year-end accounting numbers, waiting for the plumber to show up, or shuttling four kids to soccer practice, chess club, and karate class the way you do.

Doing these makeovers for people who aren't celebrities, as I do for many shows, is where I get some of my biggest thrills because most people don't think they can do it. These are normal people. They have jobs. They have kids. They don't have an entourage. And they don't have countless hours to work out every day. They may have 30 minutes a few days a week to exercise—and that's it. These makeovers get done—with dramatic results—because I understand that there are three vital components to a successful makeover: aerobics, strength training, and proper nutrition. All three are necessary to get your body to change quickly.

The strategies that I use in my TV makeovers are in this book, so you can get the same impressive results at home.

Cardio or Weight Lifting?

When most people work out, they either lift weights or do an aerobic activity like the treadmill or the elliptical. It's one or the other. But let's look at some numbers.

If you lift weights for 30 minutes, you can get your heart rate into the 50 to 55 percent range of its maximal rate. If you do cardio, you can raise your heart rate into the 65 to 80 percent range. What

happens when we take the two activities and combine them? What if three days a week we did a cardio-weight program? These are rhetorical questions because I already know the answers: you lose weight, tone up, and look and feel great—all in just a half-hour only three days a week. I call it the 30-Minute Celebrity Makeover Miracle, and it's the ten-week program that I've used to transform celebrities and noncelebrities alike. How did this whole thing come about?

In the late eighties, I was a student at Boston College. My father had a doctor friend who was using cutting-edge infrared technology to track the progress of his patients recovering from injuries. My father knew I was into working out, and he figured that since the doctor's work involved muscles and working out involved muscles, a visit to this doctor's office would be the most exciting afternoon a twenty-year-old could possibly have.

After about an hour of watching the doctor scan patients to monitor blood flow into their various injured areas, I had an idea. I asked the doctor, "Is there any way this can be used to track blood flow during exercise?" I told him that a lot of the time when I worked out, I didn't feel things where I knew I was supposed to—my muscles didn't feel the way I thought they should. Was it because I wasn't doing the exercises correctly? Or maybe the exercises weren't as good as they could be.

We used very expensive equipment to test a standard overhead shoulder press—the press that everyone considers the ultimate shoulder exercise. What we came up with was interesting. The blood didn't flow into the shoulder as much as I'd expected. It flowed to the tops of the shoulders, the triceps (along the backs of the arms), and the lats (the large muscles of the back).

I played around a bit and came up with an exercise called W Shoulders (which you'll be doing soon), and bang! When we looked at the movements under the infrared scan, we found that all the blood ran into the shoulder. I was hooked. I came up with a list of other exercises that performed just as well under the scan. I added them to my workout and saw my body begin to change. People started asking me about the exercises I was doing. When I told them,

they did these exercises and began to see results, too. That was the beginning of my teaching this program.

Around the same time, I made some interesting observations about the cardio I saw people do at the gym. There was the guy who went all out. You know the type—he goes crazy for about ten minutes and then stops because he can't maintain it. He'd be at the gym for about two weeks, and then I wouldn't see him again for months. Eventually, I'd run into him, and he'd give me a handful of excuses but say that he'd be back at the gym real soon. A few months later, he'd show up at the gym, and the same thing would happen again.

And then there was a woman I called the mall-walker. She burned up the treadmill at a scorching half-mile-an-hour pace. You know those special effects in *The Matrix* when they moved in super-slow motion to dodge bullets? The mall-walkers were slower, much slower. Sure, they were on the treadmills every day, but their bodies never seemed to change. They read a ton of magazines while they walked, which made them smarter, but that was about it. If you're going so slow that you can read, then you're not working hard enough. The mall-walkers don't put in the effort they need to make their bodies change.

There were also the folks who ran at a steady pace that challenged them but didn't kill them. They weren't there every day, but that's because they didn't have to be. Their bodies were changing, and they were able to make that happen in a safe and doable way. It made me think of the fairy tale about the tortoise and the hare, and I realized that in real life neither of them would have won the race. If there had been a third animal in the race—one that ran not too slow and not too fast—it would have been the winner.

Fast forward a few years. Now I'm in my gym in Los Angeles using these theories and exercises on my clients and getting astounding results. I have had athletes who weren't even Olympic hopefuls make it to the Olympics, minor league baseball players who wound up playing in major league stadiums, and actors and actresses who hadn't been able to change their bodies suddenly slimming down, becoming leaner, and landing roles. And I've worked with plenty of

new moms who thought that after having babies they would have to live with their new shapes. Not only did I get them back into their old clothes and into the physical condition that enabled them to keep up with their kids, most of them actually looked better than they had before they were pregnant!

So how does it work?

Cardio and Weight Lifting

By combining your aerobic and strength training and making sure that every activity you do is getting the absolute most out of your body, you're keeping your heart rate up so that you don't have to do any extra cardio. You're also doing weight-bearing exercises to strengthen your body and help to build lean muscle. You'll burn more calories while you work out by keeping your heart rate up, and, even more important, thanks to the strength training, you'll increase the rate at which your body burns calories over the next 24 to 48 hours as it works to rebuild healthier and stronger muscle fibers.

Let's break it down some more. Say your body likes to burn 1,800 calories a day. This is without exercise or any other heavy physical activity. It's just the calories your body burns doing the everyday things it does, such as keeping your heart beating and your lungs pumping, walking up the stairs, petting the dog, and so on. If you eat 1,800 calories and you burn 1,800 calories, you won't gain any weight and you won't lose weight. Over time, though, if you don't exercise, your lean muscle mass—the amount of lean muscle on your body—will start to deteriorate. As it diminishes, so does your ability to burn calories. You'll burn fewer and fewer calories every day. Soon, your body will burn only 1,700 calories a day. If you eat 1,800 calories a day, you're packing away 100 extra calories a day. If you eat 100 calories a day more than your body needs for an entire year, you will gain 10½ pounds of fat. That's the bad news.

The good news is that if you exercise with weights and build your lean muscle mass, you can flip that equation upside-down. Every

additional pound of lean muscle you build forces your body to burn between 35 and 50 calories more per day than it would otherwise. If, over the course of a year, you gain 10 pounds of lean muscle mass—not bulk, but lean muscle—your body will burn 350 to 500 more calories per day than it would have. If your body now burns 2,200 calories a day, and you’re eating that same 1,800 calories, it will tap into the stored energy (aka fat) that you have on your body for the other 400 calories, and you’ll start to lose weight quickly.

Want even more good news? With the 30-Minute Celebrity Makeover Miracle, you’ll push your heart rate up near 80 percent of its maximum. Since the higher your heart rate, the more calories you burn, this will let you burn the greatest amount of calories in the least amount of time. And you’ll be doing it safely.

Keeping your heart rate at that 80 percent rate by doing cardio alone can be pretty intense, and, over time, you will have a greater chance of being injured. With my program, you’re multitasking, and while your heart rate may be right up at 80 percent, it doesn’t feel like it. It’s much easier to keep your heart rate up by combining strength training and cardio than it is by doing weight training or aerobic work alone. As a result, your body feels like it’s working less, your heart doesn’t know the difference—all it knows is that it’s working at 80 percent—and you’re burning calories like nobody’s business. Add these calories you burn during the workout to the increased number that your body now burns every day as a result of your strength training, and you move that much closer and faster to a new you—again, all in only a half-hour three days a week. (Of course, if you want to add some other cardio on the days you’re not doing my workout, feel free. Swimming, hiking, and fast walking are all great ways to bump up the number of calories you burn during the week.)

Nutrition

That brings us to the third piece of the puzzle. If you’re lifting weights and doing your cardio but not eating well, yes, you’ll get results, but

not nearly as quickly and not with that wow factor you're shooting for. To lose weight and make sure that it's fat, not muscle, that you're losing, you have to eat correctly. Weight loss, at its core, is about a simple equation: intake versus expenditure. There needs to be a deficit between the calories that you take in and those you burn off.

My program goes beyond making sure that you eat the right number of calories. I'll show you that all calories were not created equally and how, by using the glycemic index, you can optimize the fat-burning capabilities of your own body. I'll teach you the tricks I use when doing makeovers to guarantee that you lose weight without starving yourself. You'll be surprised at just how much—and how often—you'll be eating. And you won't have to give up your favorite foods. You'll lose body fat safely and without feeling deprived.

A New You in 10 Weeks

What can you expect when you put together all three pieces of the puzzle—strength training, cardiovascular conditioning, and proper nutrition?

The answer is up to you. I live in Southern California, and a lot of my clients—even those who aren't actors and actresses—have developed a Hollywood mentality. They want to make the most of themselves. Everyone wants to be a star. This could mean being the star of a \$200 million blockbuster movie or simply being the star of his or her own life. No actor ever strutted into Hollywood with the ultimate goal of someday landing the lead role in a dishwashing detergent ad. Stars want to make it big, really big, with their names listed above the titles of their movies. The best and most dedicated of them achieve that goal.

I'm giving you a fitness blueprint for an incredibly efficient way of making the most out of yourself, but, ultimately, it's up to you. If you're willing to put in the time and effort for the next ten weeks, you will be rewarded. Within one week, you'll notice differences in your body, and within two weeks, your friends and coworkers will start

asking what you've been doing to look so good. I'll be honest and tell you up front that there will be days when you won't feel like working out or moments when you might even want to quit. Even half an hour can seem like an eternity sometimes. But that's when you'll have to dig deep and find the strength to keep going. What you put into it is what you'll get out of it.

My program has worked for thousands of clients, and I know it can work for you. So let's turn the page and get started.