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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

4 Critical Factors to achieving your dreambody

By Tony Tass

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"The 4 Critical Factors to Achieving Your Dream Body"

by Tony Tass.

Pay close attention.

I'm about to tell you everything you need to know to get the dream body you've always wanted. You can do this WITH JUST the information I'm about to give you.

So if you're interested in achieving a body that's leaner, healthier, and more muscular, pay VERY close attention.

There are 4 (FOUR) Factors that anyone who wants to transform their body, needs to do or follow. No if's, and's, or but's.

There are NO SHORTCUTS. These MUST be followed.

The 4 Factors are:

- 1) Eat a Proper Diet
- 2) Do some Aerobic Exercise
- 3) Perform some type of Weight Training
- 4) Get enough Rest

1) Eat a Proper Diet

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This first factor is extremely important. First off, before you can change your diet for the better, you need to know exactly what it is that you're eating on a daily basis.

The best way to do this is to write down everything you eat. You can use software for this or do it manually, using a book such as "The Complete Book of Calorie Counts", by Corinne Netzer.

Once you've looked at what you're eating, you have to make the necessary changes. For some, it may be as simple as eliminating junk food. For others, you need a complete overhaul of your diet.

What you need to eat, and what works best for most people is a diet properly balanced between

Protein, Carbs, and Fat. That does not mean following a 90% carb diet, nor does it mean following a 90% Protein diet either.

Start off with something like a diet similar to a Zone-type diet where you're eating 40% carbs, 30% protein, and 30% fat. See how this works and then fine tune it. Make small adjustments week to week, for example increase protein 5% and decrease fat 5%, etc.

By doing this, and noting the change, you'll become a master at knowing your body and how it responds to different diets.

And eat ONLY until you're full. DO NOT eat past that, even if it means you're leaving food on your plate.

Make sure you get all your food in at least 4 meals a day and, preferably 5 or 6. By eating smaller meals, spaced throughout the day, you'll have better energy, and will increase your metabolism.

2) Aerobic Exercise

Aerobic exercise is important for 3 reasons.

- 1) It's very good for your heart
- 2) It helps to increase your metabolism
- 3) It burns extra calories

I recommend that you do some kind of aerobic exercise 3–4 times per week for about 30 minutes each time.

Now, you may burn only 200–300 calories during this time, which to be quite honest is not much.

However, your heart rate and metabolism are both elevated for many hours AFTER your 30 minutes of aerobic exercise and you could burn another 200–300 calories over the next 7–8 hrs.

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Remember, the heart is a muscle, so do your aerobic exercise. And as a bonus, the calories burned will help you achieve your goals faster.

If you're already lean enough, you could cut down on the aerobic exercise to 2–3 times a week.

If you hate aerobic exercise (like sitting on a stationary bike), do what I do. Use this time to read a book or magazine you enjoy. You'll be amazed at how quick the 30 minutes is over.

3) Weight Training

Weight Training is extremely important because:

1) It builds muscle

2) Alters your body composition

I recommend training with weights 2 times per week, up to a maximum of 3 times per week. You can split the body up into 2 parts and do half one day, and the other half 3–4 days later.

Do exercises such as Squats, Bench Presses, Overhead Presses, Dips, Chin-Ups, Lat Pulldowns, and Deadlifts.

These basic, free weight exercises will pack on more calorie-burning muscle than any machine ever could. They will also help you build muscle the fastest.

By performing exercises that involve large muscle groups, you are recruiting more muscle fibers when you lift, which will ultimately lead to better muscle gains for you.

Remember that every pound of muscle you gain, will burn calories just by existing. That is if you gain 5 lbs of muscle, you will burn extra calories EVERY DAY because that muscle needs nutrients to live.

So guess what? You can eat more and NOT gain weight. So do your weight training.

4) Rest

This last factor is the one that most often overlooked.

If all you do is lift weights, do aerobic exercise, and not sleep or rest much, you will quickly overtrain, and build up a lot of stress and completely stop your progress.

You'll be eating right, lifting hard, doing aerobic exercise, but if you get 4 hrs of sleep a night, you are

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wasting your time.

The body needs to rest. It's during this rest that your body will repair itself and get stronger. Please DO NOT short-circuit this process. Get AT LEAST 7–8 hrs sleep per night.

It will do WONDERS for your progress and FAT LOSS.

Follow the 4 Critical Factors I explained above and you will be well on your way to achieving the DREAM BODY you've always wanted.

Good Luck with all your Fatloss & Fitness Goals!

Tony Tass is the author of the best-selling book "How to Get the Dream Body You've Always Wanted in 12 Short Weeks or Less!" – a complete system to turn your dreams into reality! Go to: <http://www.dreambodynow.com> now and also get a FREE Fatloss Mini-Course!

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Why Don't They Just Get It Done: 7 Performance Tactics for CEO's

By Otan Logi

Why Don't They Just Get It Done: 7 Performance Tactics for CEO's

Otan Logi – Tactical Advisor Associates

Buckling under the weight of chronic corporate restructuring, and frustrated by performers who don't respond to carefully crafted strategic plans, high level executive leaders are being confronted by a growing performance gap between what needs to get done and what gets done.

Sound familiar? It's a troublesome trend that is likely happening in your firm right now. Despite the belief that their strategic plan is "ready to go," corporate leaders are discovering that their best-laid plans are not producing expected results.

Think this situation doesn't apply to you? Think again.

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Consider the strategic plan from a CEO's perspective. The company has a good product. Talented people are in key positions. Performers have solid processes to achieve objectives.

Given this short list, many CEO's assume that expected results will follow. The plan is good. Now the performers only need to band together to hit the margin objectives. But unforeseen blind spots and inadequate execution join forces to undermine the carefully crafted plan, which does not survive its clash with reality.

How does this happen? Let's identify some of the critical factors that, when not uncovered and addressed, create obstacles which slow progress and prevent achieving objectives. **Blind Spots** – Corporate leaders of today face challenges unheard of 10–20 years ago. Given today's global business environment, with the scope and pace of information, it is not possible for the CEO or executive team to be plugged into each critical factor necessary for their plan to succeed. Additionally, tactics that were successful even 6–18 months ago might be counterproductive today. **Change Fatigue** – Field Generals, those mid–level executives who are charged with putting the CEO approved plan into action, have it equally as rough. They also are dealing with conditions they have not faced before. And they are often tired, scared and frustrated. They are worn out dealing with the frequent change in objectives, policies and execution processes. These changes, attempting to deal with the plan's clash with reality, are all too often unsuccessful, adding to the frustration levels. **Not Understanding Field Reality** – Unless these changes are generated from an understanding of the current field reality, critical obstacles to execution remain uncovered and cannot be successfully addressed.

When the strategic plan is on target but it is not achieving expected results, the problem is in the execution.

Tactical solutions are always simple, always right in front of you. But when working from a 50,000 foot perspective, and dealing with conditions you haven't navigated through before, it is not possible to

figure it out on your own.

In today's business environment, it is only through multiple avenues of collaboration that your tactical solutions emerge.

Internal Tactics Create and sustain relationships with multiple sources that are in position to see the reality of a situation: trusted peers, direct reports and field generals. Develop avenues of communication that horizontally and vertically convey timely, accurate reports of the field reality and the progress–critical obstacles to meeting objectives. Create processes to evaluate field reports and determine which tactics are achieving targeted ROI or need to be adjusted. Execute clearly documented adjustments to the tactical plan, with metrics, accountability and consequences.

External Tactics Create and sustain relationships with trusted sources outside the organization. Collaborate with an experienced, objective, sounding board, not involved in the politics or invested in the company. Leverage the input of experts who coach your executives and key players to uncover and close critical gaps in execution performance.

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These tactics, consistently executed, will create an execution culture in your organization, and then your people will "just get it done."

Otan Logi, the Principal of Tactical Advisor Associates, has spent the last 20 years helping executives and key players execute the plan. His forthcoming book, *Tactics for the Executive Warrior*, will be published in 2004. For more information, go to

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