

Below is your free sample 10 pages from The Biggly Body Plan

The full book is 200 pages, in the same printable .pdf format as this, but with a slightly smaller font and formatted specifically for printing, that is to say alternative pages and if you have a modern printer you can print one side then the other, having reversed the paper. This will save paper and give you a book that can be easily stuck into a ring-binder, with a full table of contents etc.

If you prefer to read on-screen it scrolls from page to page as normal but I'd suggest you zoom in a step or two due to the small font.

This sample is primarily to give you an idea of my writing style, mainly as people kept telling me I should offer a sample of my writing, so here it is!

This chapter was chosen as it covers 2 of the most common myths; that women shouldn't do weight-lifting and that there are magical means of targeting fat.

Note that to really get the best from your special software you need some good skin-fold measuring calipers. I recommend Accumeasure and if you're in the USA you can order some from Amazon for just \$5.00 (at time of writing) from:

<http://astore.amazon.com/imn-20/detail/B000G6VVO2/104-8614625-9056765>

You won't be able to calculate your score on the Biggly Body Index without a hip skin-fold measurement.

Feedback is always appreciated; please do not hesitate to contact me with any suggestions, observations, criticisms, ideas, notions, inklings, feelings or revelations!

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Thank you for your interest in Biggly, I hope I can be of help.

Regards

Alan Carr

The full version's contents:

Introduction

What defines a Biggly Body?

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Diets are dead, R.I.P

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Building muscle

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Get motivated, get a plan, and get going...

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Errors, omissions and suggestions:

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References

Suggested further reading

From page 60 of The Biggly Body Plan 2007:

Part 2 - Trimming techniques

Muscle burns fat!

While most of us are aware of the idea of a man's body being attractive when shaped with muscle it is not so often appreciated that the very thing that creates a great shape on women is *also* muscle. Take a look at a woman with a great body (but don't stare..) and you'll see that muscle actually defines most of what we refer to as shapely legs, sexy shoulders or a kissable back. While it is true that a woman's breasts are not made from muscle even breasts can be shaped and made pert by well-developed muscle beneath. If you ever saw women back in the 80's declaring "I must, I must, I must improve my bust.." while flapping their arms around, that's what they were trying to do, though such exercises do not and did not work.

From the ankle up, let's look at a woman's body. Notice the curvy calves? That's muscle. The sleek shapely thighs? Muscle. Those little dimples and curves around her hips and bikini line that make men sigh wistfully? Muscle.

A woman would need to be brain-dead to not notice men appreciate a curvaceous pair of buttocks, the largest individual muscles on the human body. A woman can be short, small-breasted, lank hair and a plain face but if she has a great rear she'll rarely be lonely. Numerous studies have shown that along with a nice smile and eyes, a man's butt is also one of the first things women will notice (along with footwear..). While both sexes will often strive to reduce the size of their rear-ends, it is only fat they wish to reduce, for a butt with no buttocks in no butt at all!

Both sexes benefit from a little muscle definition on their back and while women will rarely achieve the "6 pack" muscular development of their stomach muscles they can certainly have some stroke-able little lines and curves. Yes, including after children. Even a woman's arms benefit from some muscle-shape and "tone". I recall one friend, many years ago, raving about a girl he'd met and one thing he kept on about was her sexy arms. He described in detail the soft velvet skin, the little blonde hairs and the dusky tan but the arms in question were not fat and wobbly, nor skinny and shapeless but with the classical beauty of shape that only muscle can bring.

Even a woman's neck is made from muscle and tendons.

While there are a few men who especially like muscular women I am not referring to the muscled look of a female bodybuilder, simply the classic hour-glass female form that has defined beauty throughout the ages. There have been periods when plump was sexy, periods when skinny was sexy but the shape of a woman's body has always been sexy when shaped by natural healthy muscle. It is the "correct" shape, the thing that triggers male visual excitement along with being practical and a sign of good health.

While women are less likely to have, or even desire, muscle definition, that is to say highly visible muscles, it is the muscles that define the shape of your arms, butt, legs and stomach area.

To have a truly sexy body, a body that's *Biggish*, is not merely a matter of missing fat but being positively shapely and that can *only* come from well-developed muscle, hence the relative high BMI requirement of the BBI.

Building muscle is not only for shape though, for muscle tissue has some extra benefits. I could bore you silly with factual studies proving that muscular people have better immune systems yadda yadda but let's get to the bottom line – muscle burns fat!

Every minute of every hour the muscles on your body are burning calories just to exist. There's a reason why muscles will shrink when not used regularly and that's because they are "expensive" to maintain, guzzling down calories. Returning to the car analogy it is similar to the way we may buy a small compact car with a little engine if we live within a large congested city. We save fuel with such a car, its little engine sipping gently at the precious stuff. In contrast if we cover large distances on a regular basis, or just wish to show off our income and enjoy the power available, we may go for a big-engined beast that slurps fuel like a chocolate smoothie.

This is a major reason why conventional diets can be so harmful, for not only does a severely restricted calorie intake mean your body burns fat, it will also burn that sexy muscle tissue for fuel. The result is that the "slimmer" you get the fewer calories your body needs, meaning with no effort at all you can pile the flab back on again once you're lacking the calorie-hungry muscle you used to have. How's that for a self-defeating fight?

For health, a sexy shape and to keep the fat off your frame it is important to keep existing muscle and for most people, especially women, to grow some more. Your muscles consume 25% of the calories used while you are *sleeping* let alone awake or exercising. Yes lady, I'm talking to *you*!

There appears to be a number of reasons why women will tend to shy away from the heavy weights in a gym and I'll go through them here:

Fears of being too bulky

Firstly, no, you will not get too bulky and muscular! Trust me on this, men have more male hormones and their actual muscle tissue is a little more growth-friendly than women's but one only has to ask the average male gym-rat if muscle building is easy to learn that it is not. It takes serious work and effort with slow progress; you can rest assured that there is no chance whatsoever of you waking up and going "Eeek!" when spotting huge manly muscles in the mirror!

Getting too muscular by accident is simply *not* going to happen!

Yes, there are some very muscular women into bodybuilding but here's a tip, look closely at the face. Notice the heavy brow, square jawline and powerful jaw muscles? Think they work out with their jaw muscles too? The majority of muscular women you will find out there are, to put it politely, chemically-enhanced.

OK, let's be blunt. Steroids. Male hormones.

There is of course nothing wrong with being muscular and female if that's what you wish and indeed some women do actually achieve such bodies simply through hard work but it never, *ever*, happens by accident.

The muscle tissue on both men and women is virtually identical, the only real difference being a different ratio between the "slow twitch and fast twitch" muscle fibers, meaning women are less adept at the sudden explosive bursts of power that men can produce. Instead they are better at holding their own in terms of endurance, performing the same action repeatedly over a period of time.

There is a major problem with endurance muscle training, such fibers don't like to grow, meaning that hours on a treadmill will result in you becoming extremely good at using the treadmill, so good that you can go for hours on a single muffin...

People will tend to gravitate towards what they are good at, with the result that men will tend to head for the heavy weights and women will head for the treadmill or exercise bike. Both sexes benefit from deliberately switching such methods, meaning most men could do with a little more cardiovascular work and most women would benefit greatly from some proper weight training. No, I am not talking about the little purple or pink weights; I mean real weights, the heavy cast iron and chrome things that feel "too heavy". That's the point!

Real resistance training, working muscles to fatigue, is probably the greatest and most powerful "secret" for female weight loss out there – and it's no slouch for the men either!

Lifting weights is not feminine

There is a very real prejudice against women lifting weights, I won't deny that. The good news is most gyms will actually be more supportive than you might think and also most, if not all, of the BBP can be done at home with just a few weights. You do not need an expensive gym membership, just a couple of dumbbells, an additional barbell is a great help and a couple of low chairs or other such objects. Add 2 20lb plates and you have everything you need, in fact most men won't require more, at least for the first few months. I'll cover a home gym in more detail later.

Lifting weights is hard sweaty work

Yes it is. So is a treadmill or an exercise bike (or climbing stairs when overweight..)

I might hurt myself

This is true; please follow the safety instructions given later very carefully.

Women can't build muscle

The opposite to the fear of building too much bulky muscle, this is not true. You can indeed build muscle, without illegal drugs or excessive gym time. It's just not likely to happen so fast you can't control it.

I'm happy with my arms as they are

Your entire upper body is dictated to by what you do with your arms, including your chest and back as well as your shoulders. Also recall that an extra pound or two of muscle will be almost invisible spread across your upper body but will greatly aid your fat loss attempts. Very few women have well developed back muscles; you can easily add an additional 5lbs there and look better for it, not bulky. In addition you can work your legs with a set of dumbbells; in fact you can do an entire body workout with them.

I'm not strong enough to lift weights

All the more reason to start lifting!

I don't need to be strong

You don't need to be slim, shapely and sexy either. The two are the same.

I just don't like lifting weights!

Well I can't force you, I can only point out the single most powerful means of fat loss in existence.. Diets alone can shed weight but by now hopefully you realize they can also damage your health, make your body fat levels worse and force your body to eat muscle.

Here are some points to ponder on muscle tissue versus fat:

Muscle tissue weighs around 6 times more than fat for its volume, meaning every square inch of extra muscle will add considerably to your weight. This is a good reason to ignore your scales when they tell you that you "haven't lost weight". You may have lost a lot of fat while gaining almost un-noticeable amounts of muscle. Your natural set-point will tend to keep your *weight* similar but your body composition can change dramatically over time.

A pound of fat requires around 5 calories a day to maintain.

A pound of muscle requires between 35 and 100 calories a day to maintain, most studies state 60 calories a day, or over 10 times the calorie requirement of fat.

Add 6lbs of muscle to your frame and it will take up no more space than 1lb of fat, except it will be shapely, not blobby, enhancing your figure rather than ruining it. Those 6lbs of extra muscle will guzzle down an additional 360 calories on average each and every day, even when doing no exercise that day beyond normal living. Technically that's 1lb of fat burnt off every 10 days (see below):

It takes 3500 additional calories above your normal requirements to produce 1lb of fat OR 1lb of muscle. Your choice? If you increase muscle without increasing calories your excess fat is *doomed*.

Weight training is vastly better at burning fat than cardio' work, for not only does it burn comparable amounts of calories while you're lifting it continues to boost your metabolic rate for up to 5 hours afterwards. While it is true that any exercise can boost the rate "all day" with cardio the significant effect drops off within an hour and a half. Now add to that the additional muscle that can be generated and the calorie-slurping nature of muscle tissue, the sexy shaping effect of muscle and the fact you can have a perfectly good weightlifting routine of just 1 hour twice a week. Still wish to spend an hour or more every day on the treadmill?

Still not convinced? Consider this, excessive cardio' work is catabolic, meaning your body will burn "spare" muscle tissue for fuel to keep you going!

This book will tackle both weight training and cardiovascular exercise later but for now understand this very important point – *muscle burns fat!*

Hide your scales

The importance of body composition - you do not want to lose weight

Until now, if only not to jar the reader with unfamiliar speech, I have referred to losing or gaining weight and "slimming". To explain the rather strange statement "you do not want to lose weight" it's time to explore body composition.

There is nothing sensible about losing weight; in fact if weight alone is your only concern then a long stint in a sauna will do the trick as you'll shed a few pounds of water. Only weighing yourself on an empty stomach can also shift the scales as can other super-advanced techniques such as only standing on the scale with one leg or getting a friend to kneel down behind you and push your rump upwards!

One of the most important points to understand with the BBP is that the weight scales are not your friend, they are your *enemy*.

Developing good health and a great body does not necessarily mean weighing less; you could even end up weighing a little more. Moving the weight scale needle to the left is meaningless if you still look the same or worse!

No, I do not recommend the use of electronic scales that claim to measure your body fat levels by electrical impedance through your feet. While interesting they are too easily confused by such simple things such as when you last drank a cup of coffee, the thickness of the soles of your feet and at best they are only likely to measure your lower body, by no means the whole story!

Accurate measurement

The importance of accuracy and monitoring

I've mentioned that bodily composition is the real goal rather than merely gross weight reduction and one of the most powerful tools at your disposal is to track and measure your composition. However rather than fancy electronic devices or expensive sessions at suitably equipped gyms or doctor's surgeries a perfectly effective and accurate measurement which also offers privacy is a good body-fat measuring caliper.

It is my intention, to supply this book in future editions with membership of a community site, some custom-built BBP software and a set of calipers, for I consider all such elements to be extremely useful (update: calipers can't be downloaded but the rest is in place!).

Although most calipers today claim high levels of accuracy with a single measuring point, usually just above the hip-bone, when measuring at home there is nothing stopping you from measuring other areas simply for your own interest and to track your progress.

Progress can appear very slow at first, tempting people to slash their calories and thus damage their health and set themselves up for an even worse rebound effect. Relying on conventional scales will almost certainly bring about the "But nothing's changed!?" response as you gaze with disappointment at a stubborn needle that refuses to budge.

There are many things that the scales in your bathroom cannot tell you, they don't even hint at them. They do not tell you that your bones are getting stronger, your ligaments tougher, your chances of injury in daily life reduced and they cannot tell you that you are physically stronger than before.

They don't mention the reduction in your waistline, the reduced wobble at the back of your arms, the slimmer face, the greater definition of your back muscles, the improved shape of your thighs and they are blissfully ignorant of your boosted metabolic rate, improved circulation, enhanced immunity to common diseases, greater endurance..

Frankly weight scales alone are virtually useless, actually *worse* than useless because they can destroy your confidence and thus your motivation. Some professional trainers will advise you to put your scales in your attic, cellar or boot of your car, anywhere where you are unlikely to use them!

This is an important point, I have seen with my own eyes someone who had been patiently talked to, the concept of body composition and its importance explained, the inherent dangers of scales made very clear – and who 5 minutes later jumped on some scales and declared “I’m still 65kg?”

Your scales can be considered like a single gauge on an aircraft’s instrument panel, useful when used in conjunction with every other instrument, utterly hopeless by itself. For example an airspeed indicator is of no great help without knowing your altitude or even what direction you’re heading in.

You wouldn’t try to pilot an aircraft to your destination with only one instrument, likewise do not attempt to track your progress with only a set of scales. Some good calipers will typically cost \$30 or even less, are simple enough to use, are unlikely to go wrong, take up virtually no space and provide vastly more useful information than scales alone ever can.

You can even track your progress pretty well with just your calipers, as they directly measure the thing you’re concerned with: body fat. Realistically they work best when combined with your weight and height for accurate calculations but a love handle that goes from 30mm to 25mm is a fat reduction by any measure, while the scales may show that as a 1lb *increase* if you have added 2lbs of muscle to your thighs and shoulders. Even a tape measure isn’t always effective at tracking muscle gain or fat loss. I recall when I personally nearly gave up weight training when I noticed after 3 months hard work my upper arms had grown only $\frac{1}{4}$ of an inch. My sanity was saved partly through the knowledge that I could lift 3 times more weight with my arms but mostly by my wife commenting “Your arms are really muscly now..” It was a further month before my tape measure, with no sucking-in involved, revealed an inch missing from my waist. The next month another inch was gone.

And to think I nearly gave up!

Keeping an accurate log of your measurements is vital and the best time to take such measurements is as soon as you possibly can. You should track:

Gross weight

Body fat percentage

Weights lifted for each exercise

Frequency and duration of cardio’ exercise

Tape measurements of various body parts, not just your waist

Caliper measurements of various body parts, not just your waist

Calories consumed, complete with fat/protein/carb’ ratios.

Those 7 areas of measurement will give you a serious advantage over anyone missing any one of them (and put you in a whole different league to anyone not tracking any of them!)

Not only do such measurements allow you to track progress they are also an early warning system to spot regression. If your body fat percentage hasn't changed but your weight has reduced then you immediately know you are either dehydrated or burning muscle tissue. The tape measure may fail to spot it but if you cannot lift the weight you lifted last month then you know you are over-training or again burning muscle tissue for fuel (or just letting muscles shrink).

To coin a quip, to get a hard figure you need the hard figures.

Another basic measurement is the good old mirror, though it can be deceptive by itself and is no substitute for the other measurements.

Don't waste time spot reducing

A classic error many make is work hard on a particular area, usually the stomach, in an attempt to burn the fat off that specific body part.

Forget everything you've ever read or heard in every "belly busting" device commercial or diet. It is a simple matter of physical reality that much as we would love to, we *cannot burn fat in areas of our choosing*.

When you consume a calorie surplus, above and beyond your expenditure, the insulin hormone runs out of places to stuff sugar and cheerfully deposits spare calories into your fat cells as fat. Understand this point, for it is important:

You have no more choice about which fat cells will have their energy released (emptied) than you had a choice over which ones would be filled first.

There is no particular food that puts fat on the back of your arms, there is no specific way of eating that puts fat on your face and there is no unique method of chewing that deposits fat around your butt. Likewise there are no magical exercises or diets or machines that can pick and choose the fat deposits that will be burnt first. The only real guide is that fat will typically be burnt off in a similar manner to which it was put on. For most people that means your butt and belly will slim after the rest of you has slimmed down. If for example it was only when you hit 40lbs overweight that you really noticed it *on* your face then when you pass through the 40lb mark is when it is likely to come *off* your face.

There is a large industry out there catering to our desire to slim a specific bit, especially the tummy but there is absolutely nothing you can do about which areas will go first. Anyone or anything claiming otherwise is faking.

When you over-eat the first place your body tends to store fat is within the muscle tissue of your body (“marbled meat”). As the fat levels build beyond the muscle’s ability to store it gets deposited under the skin and around your inner organs. As it continues to build it becomes noticeable on your belly or butt, perhaps the back of your thighs. Your back starts to get soft and flabby, then your upper arms, then your face and forearms, then your calves. It is true that not everyone will follow that exact pattern, some for example will deposit fat on their belly first while maintaining a firm shapely butt and of course men and women differ a little in this regard as well.

Even the above sequence doesn’t account for another motivation-busting effect and that is that fat is not by any means deposited only in such a sequence, for tiny layers creep on all over. More than one trainer has referred to it as being like the layers of an onion, with each layer removed (or added) appearing invisible in the mirror, un-noticeable with the tape-measure and that of course is why we turn to the weight scales. To pick up on a layer of “onion” the scales can be useful but as discussed above they are worse than useless when used alone.

It is certainly true that you can, eventually, trim your tummy through sit-ups but only because you’ve burnt sufficient calories in comparison to your intake to burn off the fat!

Another point regarding lady’s concerns about “bulking up” – when you reduce the marbling effect, that is to say burn the fat stored within your muscle tissue, your muscles will *shrink*, not expand. That’s good news for women but perhaps a little disturbing for men but rest assured once you’ve burnt off the “marble” the muscle can continue to grow with work – and you’ll be a *lot* stronger.

A classic way of describing the way your body chooses its own sequence and position of fat burned is the example of a plump person in the summer met again during the winter. Despite the winter clothing you may notice they have lost weight and notice it via their slimmer face. As I once remarked on the subject “What exercises did they do to slim their face, chin-ups?”

By concentrating your effort and time in “belly-busting” exercises you are missing out on much more effective exercises such as the basic bench-press, squats, or indeed chin-ups. Such exercises will raise your metabolic rate, burn more calories while actually doing them, increase your overall muscle mass, which in turn will burn more calories and as well as improving your strength, fitness and sexy shape will burn off fat. In contrast the stomach muscles (“abs”) are notorious for being slow to respond to training in terms of growth, for like your calf and forearms they are designed primarily for endurance rather than size and power.

30 minutes of working your abs hard will leave you tired, sweaty, possibly a little grumpy, probably in mild pain and certainly not in the best of moods or conditions to tackle the other exercises that will actually be a lot more effective at giving you a trim tummy!

Your abs, like any other muscle, can feel stiff and taut after exercise (due to being pumped with blood) but the effect fades in about 45 minutes and while you can indeed “tone” your

stomach, making it sit flatter, there is no substitute for removing the layers of fat. A common weightlifter's expression is "Good abs start in the kitchen, not the gym" and indeed many top body builders admit they do no stomach exercises at all, simply stripping the fat away to reveal the sexy muscles we *all* have beneath. If you're breathing you are exercising your stomach muscles. You'll find both cardio and weight-training will make you breathe heavier by themselves so the BBP does not call for hours of sit-ups, crunches and other exotic "get awesome abs in 5 minutes a day!" exercises.

Well that's it for now. Later in the book I describe the "Biggly Belly Buster" exercise but that is for muscle growth and shape, not burning fat off the tummy specifically.

In addition to this sample chapter you should also receive 11 emails, the first is just an intro (for example ensuring you know where to find this sample chapter) and then you get 10 tips sent to you.

However if you've downloaded your Biggly demo from some other site than Biggly.com, without registering, then I have no way of sending you those tips. To subscribe to the FREE mini-course of tips, go to the purchase page linked on the next page, which has a little subscribe box to fill in. Your email address will NEVER be lent, sold or revealed to 3rd parties.

Two different products

Just for clarity, as at least one person got confused, there are 2 different products; the book entitled The Biggly Body Plan and special diet + exercise software (Biggly Diet & Exercise).

The ebook covers bodybuilding techniques, especially concerning fat loss but also muscle growth and general shaping. It's a standalone product that I wrote before producing the software to accompany it, though it has been edited and updated to provide tips on getting the best from your program.

The software is also a standalone product, deliberately designed so that it can be used with any other form of diet or plan you care to use. It is not *only* suitable for Biggly, though obviously I recommend it!

Combo

There is also a combination available, where you can get both the book and software together at a reduced price. This is the "combo" option on the purchase link given on the next page. Best of luck in your efforts and I hope to see you online soon!

Notes on ordering The Biggly Body Plan

1. **First be aware that to order you need to install and run the demo software.**
This enables you to click “Buy Now” (top of the screen) which in turn provides your unique order number so I can produce a digital key file for you.
2. Please make sure you use the same computer you intend running Biggly on. If you need additional keys for different computers or because you have a new PC just email me for a new key (no charge)
3. Despite the fact you need to download, install and run the software, despite the fact you’ve already seen a sample of my writing, I STILL offer a

30 day money-back guarantee

if you’re not happy with your purchase! Note that you don’t need to run the program to order the book by itself.

To order your full version of the Biggly Combo, ebook or Biggly software, visit

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