

The  
**ACTUALLY EASY**  
way to  
weight loss



An in-depth guide to find out what's holding you back  
from achieving your weight loss goals

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## **Introduction: weight loss without the hassle**

When people decide for themselves to lose weight, they embark on a journey to achieve certain fitness goals. Little do they know, however, that they find themselves using confusing, incorrect, or incomplete advice concerning weight loss. They do not know what is and what is not conducive to weight loss. This leads to frustration whenever they do not lose the weight they expected to lose or when the advice is not as easy to implement as they expected.

The thing is, weight loss is more straightforward than you can imagine. In fact, losing weight can be very easy and pleasant to achieve on a consistent basis. This is why this E-book seeks to correctly and concisely provide information regarding successful weight loss. This E-book will help you discern the wheat from the chaff. That way, you are able to achieve your fitness goals without all the hassle, confusion, and inaccuracy of the advice you typically find on the internet. By the end of this book, you will be informed on why, for example, it is not necessary for you to eliminate carbohydrates from your diet. You will also know why misunderstanding cardio, short for cardiovascular exercise, can sometimes derail your weight loss progress. We will also teach you how to include your favorite foods while also losing weight. It is that simple.

## **Why most people fail in their weight loss journey**

There is a very vast array of reasons why people do not lose weight, even while undertaking advice on how to do so. While we will certainly overview some of these in detail later in the book, we can quickly mention some of them:

1. Using too much oil in cooking pans: as innocent as it may look, that tablespoon of oil you pour into each of your cooking pans to prevent sticking might be adding at least a whopping 390 calories a day.
2. Extreme calorie deficits: excessive reductions in daily caloric consumption can lead to intense episodes of binge eating. We will show you how to prevent these unnecessary and extreme changes to your diet.
3. Extreme restrictions: these are similar to the previous but carry the difference that these consist of restricting whole food groups, such as fats or carbohydrates. These are independent of caloric consumption. We will deal with the typical consequences of these restrictions.
4. Not measuring calories: even while carrying a conscious effort at keeping a low-calorie diet, people still do not lose weight if their daily calories are not measured. This is because they might be consuming more calories than they estimate.
5. Not managing cheat meals correctly: one weekly cheat meal is standard practice and considered of negligible effect on a diet oriented at weight loss.
6. Incorrectly measuring body weight: it is accepted practice that body weight should be measured first thing in the morning before any meal is eaten. Not doing so can yield inaccurate values.
7. Measuring body weight too frequently: weekly measurements of body weight are considered accurate to see the effects of a certain diet. Meanwhile, daily measurements are not considered accurate because body weight fluctuates slightly on a daily basis, regardless

of diet or lifestyle changes.

### **The key to weight loss**

Every person has a daily number of calories needed to both maintain their current body weight and to carry out their normal, day-to-day activities. This daily amount of calories is referred to as maintenance calories because it does not lead to body weight gain nor loss, and when a person consumes this amount of calories, there is typically no cravings nor fatigue because the body obtains all the energy it needs.

While consuming maintenance calories, you feel quite energetic and ready to do it all. This is why food is considered fuel. Now, if a person's daily caloric consumption exceeds their maintenance calories,