



**HIGHER
HORIZONS**
HIGH PROTEIN WRAPS

21-DAY KETO CHALLENGE

FULL 21-DAY CHALLENGE TO GET
YOU STARTED WITH KETO

Guaranteed to Kickstart Your
Fat Loss Journey



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Introduction

Welcome to the 21 day Absolute Keto challenge ebook.

People love challenges as it forces them to action once they have daily goals to follow.

You want to lose weight or live a healthier lifestyle but if you don't put the effort in then the results will reflect this.

Over the course of the next 21 days you will be given an action to complete of which you can complete one or all of them. Following this plan will help you achieve your desired goal.

You are accountable for each day you complete, no one is going to shout at you as it is only yourself you are letting down.

Are you ready to get into ketosis and become a fat burning machine?

Let's get started!

Day 1 – Goal Setting

To get the result you have always wanted to set clear concise goals of what you want to achieve on your keto diet.

Setting a determined weight loss goal is going to be more difficult than you think as you will need to work it out and it could be for a number of reasons.

This can be anything from losing a few pounds to maybe over 20 lbs, you may want to reverse type 2 diabetes or even lower your cholesterol.

There is no point in taking the wrong steps to reach your desired goal as you will never get there.

Back on to goals, if your goal is weight loss then you need to keep the amount low to begin with something along the lines of 10% loss of your current weight. So if you are 200 lbs, you want to aim for 20lbs loss which will give you a finish weight of 180lbs.

This is much more achievable than to say you want to lose 64lbs upfront which is ridiculous.

For your first day, don't worry about what you are going to eat or what exercise you will complete that day rather have a look at what is in your cupboards.

Getting rid of all junk food is paramount to seeing results. Look, I have been there myself. You may be able to resist for quite some time but the hunger does take over.

Action Steps:

Write down what you want to achieve from keto and put it somewhere safe.

Go into your kitchen with an empty box and go through each cupboard and empty of the contents into the box of all non keto food like chips, chocolates and vegetables.

Look everywhere – inside bigger containers and pots, there is always something lurking around that will take you out of ketosis.

Congratulations you made it through the first day, now dust off those old trainers and go for a 15 minute walk.

Day 2 – Prepare a keto snack

Well done, you have cleared out your cupboards and have set yourself a specific goal to achieve.

It is the second day of the challenge and while you may feel nervous it is important to get started right away no matter how small the feat may be.

Today you will be eating one low carb snack so your body slowly gets used to the keto diet.

Now, the best low carb snack is having no snack and when you are on a low carb diet then you shouldn't be eating snacks at all.

If you find that you are hungry and need to eat something then try and add more good fats to your diet.

With all that out of the way, let us get on with the first challenge. Making and enjoying your first snack.

There are all sorts of snacks that are considered low carb and they fall into six categories:

1. **Hardly any preparation required** – Hard boiled eggs are a fantastic low carb option and all you need to do is boil them. Have a few too hard for that emergency snack. Nuts are also great but too much and you will stack on the calories.
2. **Veg stick and dips** – If you are adding intermittent fasting to your keto diet then these are amazing low carb options. Celery and low carb dip sauces is a comfortable snack.
3. **Pork rinds** – Half a cupful of rinds contains good snacks and will help you overcome hunger pangs quickly.

Steps:

Prepare yourself a snack and eat only when you feel really hungry. Try not to over eat as this will prevent you from going into ketosis.

Remember how much this has squashed the hunger pain and should you feel hungry again, try a different snack until you find one that is right just for you.

Day 3 – Rethink evenings out

Most of us have friends that we meet up quite often but the issue is that it tends to be restaurants, bars or anything related to food.

You finish work for the week and the call comes through to hang out...you don't answer the phone. I have done this myself because I was dedicated to my diet.

As you are on this journey to become keto-adapted it is important to let all your family and friends know to as they can do their bit to help you succeed.

You don't need to hang up your gloves to your mates as there are many ways that you can socialize without going to "food place" such as:

1. Going to the local cinema but make sure that you buy your ticket online and when you get there just bypass the food stall.
2. Watch sports with your mates but not at home. Go to the stadium where the sport is taking place. This makes it easier to go to the kitchen and cook something up.
3. Go outdoors like camping, long distance walking or even hiking. Not only is it good exercise but helps you get into ketosis much quicker.
4. Join a club together like book ready, gaming or a local nature frog awareness group..lol there are such groups like that in the UK.

If you are honest with them about losing a few pounds, they will understand, see the benefits you are getting and may join as a buddy.

Steps:

Get out your phone or login to Facebook and make a note of each of friend that you usually go out with.

Next to their names write down exactly what you both can do or if you are in a group what potential they may all like.

Contact all of them and advise them of changes in your lifestyle and that you need to change the way you meet up.

Day 4 – Go to a restaurant

You have made it through three days, you have let your friends know about your new lifestyle and things are starting to look good.

Now...I am going to confuse you here as I am now telling you to go out to a restaurant.

WHAT!

Relax...You want to go a restaurant that offers low carb foods.

It can be a struggle sitting in a restaurant looking at the menu not knowing what low carb is but you can ask them to make changes to a certain item and it instantly becomes low carb.

1. Have a sandwich without the bun. If you are ordering a BLT sandwich, ask the restaurant to serve it to you as a salad instead.
2. Fried chicken...High amounts of vegetable oil is found in fried chicken so ask your local chicken restaurant for grilled instead and if possible teriyaki grilled chicken – the perfect keto bliss.
3. Burger with lettuce...What the idea here is that you have the burger with all the trimmings except that that it is wrapped in lettuce as opposed to having the buns.
4. Buffalo wings – I bet you are screaming no as these contain a lot of fat. Yes you are right but it is good fats and buffalo wings are better for you than grilled chicken. Just ask the restaurant to exclude the bread and batter.
5. You are allowed breakfast – If you are not intermittent fasting then go ahead and have breakfast when you check out of your hotel. The catch is that you need to keep it to eggs, back and sausage alone. Just order them as extra's instead of a full house.

Steps:

Pat yourself on your back for making it three days and treat yourself to a low carb food option from above.

My personal favorite is a burger with jalapenos wrapped in lettuce from a fast food restaurant called five guys.

Day 5 – Drink water

You are here because you want to lose weight and feel healthier but do you track how much water you are drinking?

Rather than drink coffee, tea or soda just swap to water as there are endless benefits.

You can live without food for quite some time but water on the other hand is a different story as your body is made up of around 60% of water which you lose through sweating and simply visiting the rest room.

You need to make up for it and the only way is by drinking water so you have already emptied your cupboards on day 1 and got rid of lager, beer, sodas and other bad drinks.

Grab some empty bottles and fill your fridge with water and keep it filled at all times.

Depending on your size you need to be drinking between 2 and 3 liters of water per day. The best time is to drink plenty in the morning and more water after meals.

Steps:

Drink more water and keep track.

A lot of us have busy lives and we simply forget to track how much water we are drinking so here is a little hack you can use to make it easier for yourself.

1. Grab three one liter bottles and mark them up at 250ml points.
2. Make it a habit to drink 1 liter every four hours from the moment you get up.
3. Refill at the end of the evening and repeat.

Day 6 – Make a fat bomb

How is the water drinking coming along...I hear you say brilliant. Let's move on.

We are nearing the end of the first week and you are in for a treat as today you will be making a keto fat bomb.

You have set yourself up for success from day 1, have all the right foods and drinking plenty of water but what you may be lacking in is good fats.

What you may have missed to notice as that good fats are really important when it comes to the ketogenic diet.

It is hard to track what you are eating at the moment but even harder when you need to track the amount of fats you need on a daily basis so you are going to eat all your fats in one go.

Welcome to fat bombs!

They provide with the required amounts of fat so that you don't need to struggle adding them to your diet.

Today you are going to make a Vanilla Cheese Cake Bomb of which the top part is crunchy chocolate and the bottom part if soft cheese cake.

A fantastic recipe by Fat for Weight Loss is below:

Base

- 150 g Cream Cheese
- 50 g Butter melted
- 1 Tbsp Erythritol
- 1 tsp Vanilla Extract
- 1/4 Cup Refined Coconut Oil

Top

- 1/2 Cup Refined Coconut Oil
- 1 tsp Cocoa Powder
- 2 tsp Erythritol

Method

1. Melt the butter.
2. Mix all the base ingredients together and spoon is evenly out in a 12 base mini cupcake tray.
3. Put the tray in the freezer for 20 minutes.
4. Mix all the top layer and spread evenly over the base layer
5. Freeze for 4 hours

Steps:

You may not be lacking fats as of yet but go ahead and make fat bombs so you are used to the recipe. Only eat one thou. 😊

Day 7 – Become more mindful

You have finished a hard day at work or have spent the whole day with the kids and sit down to watch some TV for the evening.

Before you know it you have gone through an entire bag of pretzels or even a whole tin of selection chocolates. Many people have been in this situation and you have probably too but it is not your fault.

On a daily basis we are bombarded with ads about food or the magazines have tear outs for fast food coupon codes, food is literally at every corner of the globe and it makes us forget why we eat.

We should be eating for nutrients and energy but many of us fall into comfort eating/mindless eating and have cravings all the time. If you are like then you need to take a look at “Mindful Eating”.

Mindless eating is when you are watching a film and munching on everything that is around which is unhealthy.

Mindful eating on the other hand is controlling urges and making habit changes to only eat when you actually need to.

To become more mindful of what you eat you can do the following:

1. But smaller plates and bowls – You will be eating less portions as the urge to fill your larger plates or bowls will be taken away.
2. Think about what you are eating- Before you go and grab something to eat, take a step back and ask yourself if that is what you really need or will a smaller healthier snack will do.
3. Hide the junk food – If you are living with a family or other people then there may be junk food like soda or chips that are lying around. Put them in a cupboard out of sight. If you can't see it, you won't eat it.
4. Clear your table – You have a busy life with paper bills, magazines and bags piling up on the table which can cause a distraction when eating. You won't be mindful when you are sitting at the table as you will be busy eating and reading magazines. Clear the table so you can focus on your meal.
5. Eat slowly – Chew your food 20 times before swallowing, take a breath between mouthfuls of food. Slowing down will tell your brain you are filling up and making this a habit will benefit you in the long run.

Steps:



Pick one of the changes above and implement it today. Find one that is easy and stick to it as in a few days you will start to see the benefits.

Day 8 – Complete an online shop

Shopping has become more convenient for people in our every growing fast paced world.

You are walking down the aisle at your local store and start to fill your cart with packets of chips, cookies and junk food that you do not need to eat.

You get to the checkout and wonder why the hell you have picked all this junk up when you do not need it. Stores are designed in way to get you to buy on impulse; they are there to make money, not to offer health advice.

Have you ever considered ordering groceries online?

Sure there are pros and cons but people who have ordered online found that they are more in control of what they are ordering and not distracted by other food that is around them.

Another great benefit of online shopping is that you only need to pick out all your ingredients once and when you need to restock you can go to your history tab and order the same again. This saves you a lot of time.

Steps:

Write down your food menu for the week and all the ingredients that you need. Some ingredients you may only be able to keep for a few days so keep that in mind.

Go to your favorite online grocery store and as you are adding items to you cart, make sure to read the labels knowing you are getting keto friendly products.

Place your order and tick the box (if there) to save for easy ordering next time.

Congratulations, you have avoided aisles of unwanted distractions and save 1 hour of shopping.

Now go for a walk.

Day 9 – Record your weight

You have probably tried many diets in the past and failed to have lost any weight when stepping on the scales. This is normal behavior but scales don't reveal everything to you.

If you are working out and lifting weight, your body is going through a change which doesn't mean you're losing weight, you could be gaining muscle in the process.

You may be able to see the changes in yourself or the scale may be going up as a result but the question remains, how do you track that you are losing weight?

The best way to do this is by tracking your body fat, knowing your body fat percentage is better than knowing what your weight is as you know that you are getting results.

You can easily measure your BMI using a pair of calipers and taking the results to an online BMI calculator that will tell you how much progress you are making.

You want to avoid measuring everyday as your body will take time to change so it is recommended to measure fat loss once a week. Either get a family member to help you or friend but generally keep it to the same person as different people tend to measure differently.

Steps:

Draw up a table on an A4 piece of paper and note down the date, your weight, your waist size and your BMI.

Measure and weight yourself and write it down.

Keep doing this each week.

Day 10 – Enjoy Bullet Proof Coffee

Lacking focus, energy and feeling like you don't want to get out of bed for anything; bullet proof coffee may be your answer.

Bullet proof coffee is essentially a mixture of black coffee, butter and oil which can replace your breakfast completely and is quite simply an energy booster.

After drinking normal coffee, you will usually come crashing down as the effects don't last as long but with bullet proof coffee the effects last for hours.

Bullet proof coffee suppresses your hunger so you can skip breakfast all together and this particular well if you are intermittent fasting as it is a meal replacement.

Don't drink bullet proof coffee every single day, you will be doing yourself a dis-service, instead drink bullet coffee every second day.

Prepare your coffee as soon as you get up and drink before it goes cold. Avoid drinking it after 3pm as you will have issues going to bed.

Here is how you make it

- 1 cup of black coffee
- Add 2 tablespoons of coconut oil
- Add 2 tablespoons of unsalted butter
- Mix it and enjoy

Steps:

Get together all the ingredients you and equipment you need to make bullet proof coffee and if it is still early morning enjoy your coffee.

If it is late afternoon get ready to make it tomorrow.

Busy people tend to put their coffee in a flask whilst stays at home parents have it in a normal cup.

Day 11 – Download a Keto tracker

In a nutshell the ketogenic diet is about less carbs and more fat which results in you burning body fat.

It can be difficult to monitor exactly how much protein, carbs, etc you are eating every day and that is why apps exist to track your food intake.

In particular there are apps that are considered to be keto only apps as it tracks exactly how many calories you eating and your keeps tabs on your keto macros.

There are quite a lot of apps to choose from, just Google it and make your own choice as some do more as others such as having keto guides, cover different recipes and more.

When you first use an app, it will ask you for your measurements and it is recommended you update this each week to reflect the right stats.

Everybody has phones so downloading an app shouldn't be an issue for you, however should you be one the lucky ones that have ignored technology, there are other ways such as:

1. A tracker on your computer
2. A smart watch
3. Good old pen and paper

Steps:

Research the type of app that you want to use taking into account that you are on the keto diet.

Download it, install it and update it with your measurements.

Day 12 – Try Intermittent Fasting

A great way to slim down, become more focused and stay fit without changing the way you have been eating or even changing the diet you are currently on is by

Fasting is used by a lot of people and has a range of benefits such as increased energy, low blood sugar levels, faster weight loss and more focus.

Whilst you are intermittent fasting you will eat much less and those who do fast tend to lose weight. It is great option for those that want to reduce the amount of calories you consume.

You fast by only eating within an allowed period of time and this can vary between people.

There are two basic protocols that people work from which is 16/8, where you fast for 16 hrs and eat for 8 hrs and then you have the 24hr protocol where you skip two meals.

For example you finish your meal at 6pm and don't eat again till 6pm the day after.

There are people who have lost up to 12lbs by fasting and this will be because your body has rid itself of a lot of water so don't worried when you check your weight a week into fasting.

Steps:

Your challenge today is to make your last meal at 7pm and not eat till 7am the next morning.

That is right you will be going through a 12hr fast.

Good luck!

Day 13 – Make a list of non-food treats

How was the fast?

Give yourself a pat on the back for making it this far. You are going to enjoy today. ☺

Over the last two weeks you haven't made big changes in your diet but more on the habits and you may have noticed a change in your appearance.

You probably want to celebrate a little weight loss by treating yourself to a dinner or drinks with friends, although this is okay once in a blue moon it will eventually catch up and the weight will pile back on.

Treating yourself with a gift once in a while is fine but it doesn't just have to be food treats. Below is list of non-food treats that you can have once you have achieved your desired goal than you created on Day 1.

1. Buy some new clothes to show off your warez.
2. Go for a relaxing massage.
3. How about a manicure to spruce you up a little.
4. Take yourself to the cinema.
5. Declare it your day and do absolute nothing apart from relax.

Those are just a few examples to go by.

Steps:

Write down a list of non-food treats you will give yourself at different points in time that you have set yourself in day 1 to achieve your goals.

Then put the paper some where you can see it every day like the front of your fridge.

Day 14 – Read keto success stories

There is a lot of people that are still thinking of starting a keto diet but you have made a start by going through this challenge.

You are preparing for what is ahead and will be miles ahead of everyone else however in the back of mind lurking around is “doubt”

Doubt that you will never make this work and to simple give up and move on with your life walking like a penguin or dealing with an overhung belly.

Results speak for themselves and by reading different success stories you will be able to touch base with what people went through to achieve their desired weight.

No one person is the same, it may take you longer that another person to lose a similar weight but by spending at least 30 minutes in a day reading success stories will keep you motivated to keep on with your diet.

So don't let doubt ruin your opportunity at a new life, these success stories that you can find via Google will show you that everyone has struggled at some point but have continued to soldier on.

Steps:

Take 30 minutes today to read successful weight loss stories of people who used the keto diet.

You can do this as you are drinking your bullet proof coffee or just before you go to bed.

Happy Dreams!

Day 15 – Make pizza

There are variety of keto foods such as meat, fish, eggs, grass fed butter and certain vegetables.

People who want to go on a keto diet and are still preparing still wonder what meals they can have that are keto friendly.

When you go shopping, you want to eat high quality goods, the crème da la crème is what you need to go for and avoid processed or packaged foods.

Take a walk down your local market where you can package fresh veg, fresh fish and meat. It won't have any labels on it so you know it is not processed.

The keto diet is a low carb diet so the question remains, how many carbs do you need per day? If you want to improve your health and see results very quickly, aim for just under 20grams of carbs per day.

If you are a very active person, work out a little bit here and there, then around 30 – 50 grams of carbs per day would be ideal.

Your body is your body and no two are the same, try different foods low on carbs and once you reach your goal you can add more carbs back into your diet.

Steps:

Today you will be creating yourself a low carb pizza, depending on what you like one low carb pizza will keep you well under the 20g

There are multiple options you can choose from and all recipes are available online.

When you choose one, keep an eye on nutrition values so look for a pizza that is under 20g carbs.

The pizza base is usually just eggs and cheese with topping of pepperoni and olives.

That is basic pizza.

Now go enjoy one.

Day 16 - Meditate

Starting a new diet specially the keto diet can cause you stress and anxiety to the way your body is coping with its “new lifestyle”

A way to deal with this as well as help you to drop off the weight is to meditate. Meditation is a daily ritual that you can take for no more than 30 minutes per day to clear your mind of all distractions.

Meditating allows your mind to send signals to the body to get used to the new diet, basically it is aligned your conscious and unconscious mind.

The changes could be to stop the urge from eating unwanted food or eating just for the sake of it (mindless eating). Meditating can also reduce stress as a stress hormone called cortisol sends signals to your body to store calories as fat.

If you are stressed a lot, then losing weight is going to be a big problem for due to all the cortisol flowing in your body.

Before you begin meditating you want to make sure that this won't cause you further stress as if you are getting stressed about stopping stress then there is no point.

Look at your day and find time when you are alone, have the kids gone to bed, is the hubby watching tv? Find a quite space that you can call home.

Steps:

Download a meditation app to help you begin meditating, take 30 minutes today to clear your mind.

If you enjoy it, make sure to meditate three times a week to help reduce cortisol.

Day 17 – Add more tracking

Tracking your progress each and every week when you are trying to lose weight has many benefits but the most important one is to see what is working for you and what is not allowing you to make changes to your diet or habits.

Most people will focus on one metric which is your weight and although it is a good metric to focus it is also the wrong one to follow whilst on the ketogenic diet.

When you lose weight, you are also losing fat and you will be able to see the effects in your neck, arms, waist line and mid thighs and with that said here is what you can track:

1. **Body** - Take measurements around different parts of the body to see if you are losing fat.

These points are:

- Biceps
 - Mid-thighs
 - Narrow point of your waist
 - Hips
2. **Selfies** - You look at yourself every single day when you get ready first thing in the morning but do you notice a difference in weight loss? Probably not and the only way you will notice a difference is by taking a photo of yourself once a month.

Take a photo of your side and of your front, make sure there is enough lighting so you are able to see detailed fat loss.

Steps:

You have already covered weight and waist measurements before, the list you completed in the previous days can now be updated with biceps, thighs and hip measurements.

Take a selfie of yourself today and revisit the photo in a few months.

Day 18 - Exercise

When you are in ketosis you are restricting carbs which stops your muscles from access sugar which your body heavily relies on.

When your muscles don't have enough fuel (sugar in this case) the ability for them to take high intensity impacts is limited.

Any high intensity exercise over 10 seconds should be avoided as this is the point where muscles rely on sugar which is being restricted.

Pretty scientific stuff right...well for me the Keto diet is perfect as I am not a fan of exercising but it does help you shed the pounds very quickly.

What exercises we can do to fast track our path to ketosis.

1. Low intensity aerobic
2. Short bursts of anaerobic exercises like low impact weight lifting
3. Flexible exercises like yoga
4. Stability exercises to control movement and improve alignment.

It has also been proven that by simple going for a 15 minute walk is enough to see you into ketosis.

Steps:

Take 15 – 30 minutes to do a little exercise and note down how you feel afterwards. If you can do this each day then you are ahead of many others.

Day 19 – Buy keto strips

Monitoring your keto levels is vital to staying on track on your keto diet. By knowing exactly what your levels are, you will be able to adjust your diet and routine accordingly.

Monitoring your keto levels is vital to staying on track on your keto diet. By knowing exactly what your levels are, you will be able to adjust your diet and routine accordingly.

Your weight can increase or decrease throughout the day but by knowing the level of ketones you have in your body, you will be able to find out if you are burning fat.

Some people may be building muscle by reducing fat. The scales can only show you weight gain or weight loss but by measuring ketosis you can see if you are getting rid of body fat.

To be in state of burning fat you need to aim for levels of between 1.5 to 3.0 mmol/l and there are three ways you can measure ketosis.

For this challenge though we are only going to use one and that is by using keto strips.

They come in a bottle and cost around \$10 for 100 strips. They work from a reaction with your urine so it is best to test yourself in the morning.

Steps:

Head over to your local drug store or even onto Amazon and order Keto strips.

When you use them is up to you, we are preparing you to go full keto.

Day 20 – Join a keto Facebook group

During your first week on the keto diet you can expect to lose up to 10 pounds as you are dumping water. Just remember to keep drinking more water than usual to avoid become dehydrated.

After two weeks your body is getting used to creating ketones and thus the cycle of burning fat starts. It will be steadier but consistent. Expect to lose up to 2 pounds per week.

As you progress further into your diet, you will start to see the fat come off and the weight loss slowing down as the calories you are eating is sustaining your current health.

This can be a bit dis-hearted to some but it is perfectly normal and you can keep motivated by join support groups.

There are plenty of keto groups on Facebook that you can join that have people in the same state as yourself.

Steps:

Join Keto Facebook groups and share your stories and upsets then watch the amount of support that you get.

Day 21 – Prepare, prepare and prepare

You have made it to the last day of the challenge that is preparing you to go full keto mode as of tomorrow.

Now things will get hard for you as you will start eating only keto food whilst still maintaining the good habits you have achieved on the previous days.

You will suffer with keto-flu as you become keto-adapted, make sure you have enough exogenous ketones to hand to help you through that phase.

Stay on track by eating the correct amounts of keto food, remember that the keto diet is not just about going on a diet; it is a way of life so treat it as your new lifestyle.

Let everyone know that tomorrow is the start of your new diet and that your mood may change due to you becoming irritable. This only lasts for around 1 week.

Have plans for the first few days to keep yourself occupied to get over keto-flu. Most importantly revisit your goals of you want to achieve.

Steps:

Get yourself ready for next week as you are going to start a full keto diet. Get the shopping, contact everyone to make sure they know and most importantly document your results.

Good Luck!