



# ...results that stick NEWSLETTER

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founders: why we  
exist**

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## **Gloo Fitness Studio**

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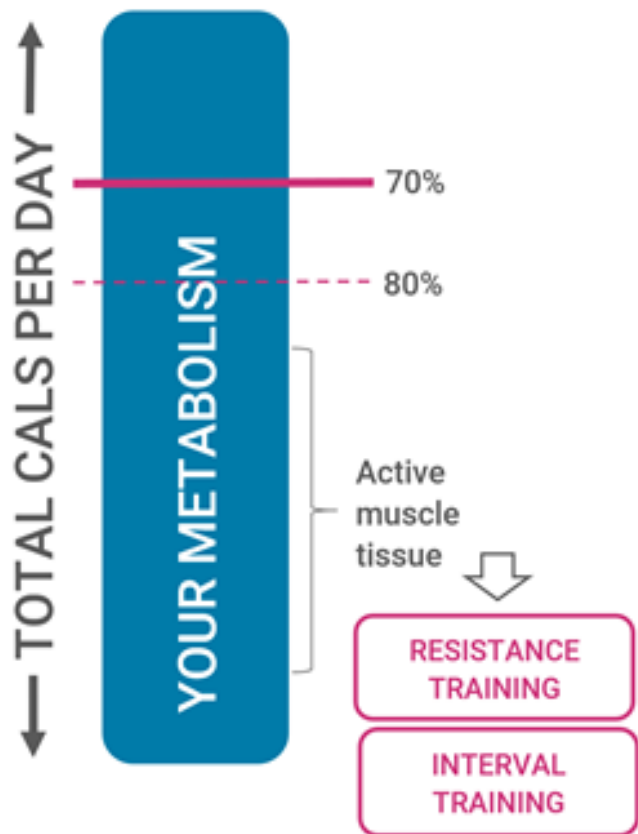
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## **Welcome**

Thank you for picking up a copy of our fortnightly newsletter. And welcome to Gloo Fitness. Each fortnight we communicate information about the science of accelerated fat loss, offer some tips and tricks to make losing weight and getting fit simpler and easier to maintain and mostly offer our readers some clarity about how to create results that stick.

We are a personal training studio without memberships. We are not a gym. Instead, we offer pay as you go one-on-one, partner and small group PT including the nutrition and ongoing support and motivation needed to create some momentum and finally accomplish the results you want.



## Fat loss myths and metabolism explained

Approximately 70% of our daily calorie-burning can be attributed to our basal metabolic rate. Reduce this by a small amount and it has a BIG effect. Diets and dieting can lower your metabolism. Raise it by even a small amount and you will accelerate your ability to lose weight....and around 80% of metabolism can be attributed to the amount of active muscle tissue on our body. Raise this by a small amount and it can have a HUGE impact on your weight loss! Resistance training and shorter duration more intense cardio work is the most direct route to boosting your metabolic rate. Find out more by attending our free Tuesday evening seminar at 7.30pm...

## Common questions - 7 keys to success

We are often asked about what's the best way to lose weight and often our clients feel confused and overwhelmed. Maybe you too? Here are 7 questions we are frequently asked.

1) are carbs bad, 2) how many meals a day should I be eating, 3) how do I lose my tummy, 4) is intermittent fasting or going keto best for weight loss, 5) how do I keep the weight off after I lose it, 6) what's the secret to weight loss and 7) what's the best exercises to lose weight?





# 7 keys cont.

So, here's our answers -

1) are carbs bad,

ABSOLUTELY NOT. HOWEVER, CARBS ARE MOSTLY USED IN THE BODY TO FUEL YOUR METABOLISM AND DAILY ACTIVITY. WHEN WE REDUCE THEM WE CAN ENCOURAGE THE BODY TO USE YOUR STORED FATS TO FUEL YOUR EXERCISE RATHER THAN THE CALORIES IN WHAT YOU EAT. PLUS REDUCING YOUR CARBS A LITTLE HELPS TO REDUCE INSULIN AND PROMOTE A HORMONE CALLED GLUCAGON (OUR FAT BURNING FRIEND). MORE ON THIS IN OUR SEMINAR...

2) how many meals a day should I be eating,

THIS IS ABOUT PERSONAL PREFERENCE ONLY. THERE IS NO SCIENCE TO PROVE 6 IS BETTER THAN 3. MORE MEALS DOESN'T MEAN A HIGHER METABOLISM. THE SCIENCE IS CLEAR- THIS IS A PERSONAL VARIABLE!

3) how do I lose my tummy,

CREATE A CALORIE DEFICIT BUT IN A SUSTAINABLE WAY. YOU CAN'T TARGET YOUR TUMMY MUSCLES TO ACCOMPLISH THIS THOUGH...

## Weight loss seminar

TUESDAY EVENING - 7.30PM.

We'll outline how to sustainably raise your metabolism, how to get some key fat loss hormones working for you instead of against you...and you can take a look around and talk with a trainer. And it's absolutely free.

Visit [www.gloofitness.com](http://www.gloofitness.com) to book your place.







## 7 keys cont.

4) is intermittent fasting or going keto best for weight loss,

BOTH CAN CREATE A CALORIE DEFICIT. SO BOTH CAN WORK. HOWEVER, FOR MOST PEOPLE BOTH ARE NOTORIOUSLY DIFFICULT TO STICK TO. THE SECRET ISN'T WHICH DIET IS BEST BUT HOW BEST TO STAY CONSISTENT AND SO CREATE NEW HABITS THAT WILL LAST.

5) how do I keep the weight off after I lose it, HERE'S THE THING...WHEN YOU RAISE YOUR METABOLISM, WEIGHT MAINTENANCE BECOMES EFFORTLESS BECAUSE YOUR BODY SIMPLY BURNS MORE CALORIES AT REST. COOL!

6) what's the secret to weight loss THERE IS NO SECRET. JUST THE SCIENCE. THE KEYS ARE TO LEARN TO BE MORE CONSISTENT, RAISE YOUR METABOLISM AND FIND A FLEXIBLE APPROACH YOU CAN STICK TO. NOW, THESE THREE THINGS WILL WORK AND THAT'S A FACT :)

7) what's the best exercises to lose weight? SO, CONTRARY TO POPULAR BELIEF NOT SWIMMING OR WALKING. THESE DON'T AFFECT YOUR METABOLISM VERY MUCH. RESISTANCE TRAINING WITH A TRAINER FOR 30 MINS, TWICE A WEEK IS YOUR TICKET. ADD TO THIS 1-2 HIGHER INTENSITY CARDIO SESSIONS AND THEN SOME LOWER INTENSITY ACTIVITY SUCH AS WALKING OR SWIMMING OR ANYTHING THAT MAKES YOU A LITTLE BREATHLESS AND YOU'VE GOT IT...



The Sticky Fitness Company