

**CCF** / CHRIS COHEN  
FITNESS

THE  
ULTIMATE WEIGHT-  
LOSS GUIDE

# LOSE YOUR BELLY

**YOU CAN  
DO THIS!**

Become  
the **FIT  
CEO**



**Flatter  
Abs, Fast**

**Eat to Get  
Lean**  
(It's Easier  
Than You  
Think)

**Trade Fat  
for Muscle**

**The Perfect  
Travel  
Workouts**

**CCF** / CHRIS COHEN  
FITNESS

**Your Best Body  
Begins Here**



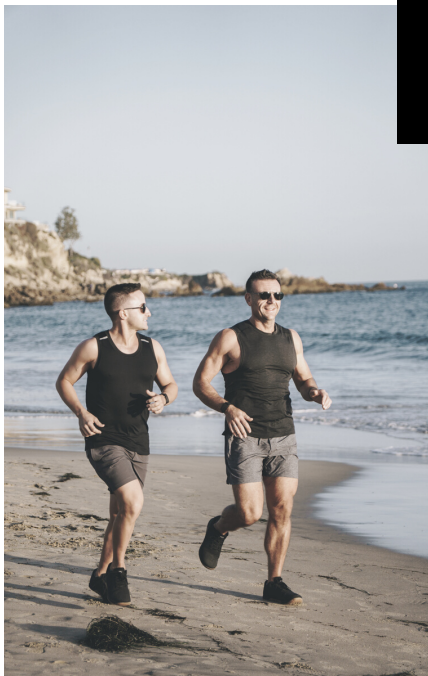
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04 Intro

06 Your Journey

12 Starve Your Fat

14 Increase Strength

15 Endless Motivation

17 Time Management Secrets

18 Stop Endless Hours of Cardio

20 Gain Control Forever



# CHRIS COHEN

Chris Is a Dog Dad, CEO of Chris Cohen Fitness, and Coach.

HEY MAN!

I've been an online health & fitness coach for over 9 years.

Having accrued a wealth of...

- Knowledge...
- Hands-on experience working with clients...
- Decades of trial & error learning of my own..

I know precisely how important building a foundation of SOLID HABITS is to our long-term health & overall quality of life.

I also know how crazy life can get, the feeling of being absolutely overwhelmed and never having enough hours in the day to fit it all in.

Life Is not about trying to fit it ALL in, but instead understanding what we NEED to fit in our lives so we are Healthy, Happy and Empowered!

“

CHRIS COHEN:

**ALL MEN  
DESERVE THE  
RIGHT TO WAKE  
UP FEELING  
ENERGIZED,  
HEALTHY &  
CONFIDENT.**

”

Your journey is original to you—and you alone. Your past has built the confident, strong and success man you are today.

You've overcome trials and tribulations to get here. You're in control of your health, your happiness and your destination in life.

We are here to help **SUPPORT** you to take control, to **LEVEL UP** your life to the level of health, success and happiness you deserve!

You only have one life to live—make the most of every moment!





*"I have tried many fitness programs over the years but this is different. The coaches and Chris are really good they train so well and the variety of exercises keeps it interesting.*

*I joined a year and half ago and wish I had found them years ago I very rarely miss classes and it has paid off my body hasn't felt this good in years. I would definitely recommend it to anyone.*

*They care about YOU and your health and fitness."*

**KONSTANTINOS BASTAS**



I'm so confident in what I've created that, I follow the same program and got awesome results. The program is a way of life. It was really designed to help you destress and build better habits, skills, and routines so that your body and mind can change for the better.

When you make time for yourself, over time you will have a tremendous amount of respect and confidence in yourself that you never thought. It takes a lot of hard work, unfortunately you can't buy a 6-pack, or 7-8 hrs of sleep, and I can't do it for you but, with this coaching program that I have created has allowed my busy entrepreneur clients be able to manage their health along side the other responsibilities they have.

**CHRIS COHEN**





*"I just completed the program! I am thrilled with the results and I can't believe that it's over already. I'm just getting started! I remember the first day being anxious about starting something new, but in the back of my mind I knew I had to do something. I was tired of being sick and tired, my eating habits were crap, I would stress eat all the time. Chris started to coach myself into making sure when stress that I focus on Box 4 Method, Pomodoro Method, and other ways to lower the stress. The exercise routines have been awesome, Just the perfect amount of weights and conditioning. I actually for once don't dread going to the gym, thanks to Chris.*

*I would HIGHLY recommend CCF Coaching Program to anyone looking for the motivation to do something worthwhile for themselves.*

**SANG LEE**



*"If you're reading these reviews to try and decide whether you should give this program a shot - let me help you.. DO IT!*

*If it's even a thought or if you're even slightly considering it, you owe it to yourself to get around this incredible group of coaches! They will go to the ends of the earth to help you in all ways they can to reach whatever goals you've set!*

*This isn't your typical program - it's so much more than that! Not only do they have workouts planned - so you don't get there and have to figure out how you're going to get the most out of your workout - but they also make sure you're doing everything correctly, because what's the sense of doing it if you're not doing it correctly!?*

*This isn't a place where you have to worry about going it alone - there are incredible coaches and a huge support system of other members that are going through it with you. I've never walked into a more welcoming environment. Whether this is the first thing you try or if it's your last ditch effort - I promise you won't be disappointed, no matter your goal.*

**SHANE EARN**



# FEED MUSCLE NOT FAT.

**CHRIS COHEN**

When you saw the title of this section, I'm sure you thought it would be about some insane diet or workout program that no one has ever heard of before. But if it was, how would it be sustainable?

You see, sustainability starts and ends with things that you can do long term. not something that just brings quick results.

There are plenty of methods and trainers out there that are all geared around starving you to death. Most people are okay with this, for a few weeks at least. But when life hits and you realize happiness doesn't revolve around just being in shape, it becomes a lot less appealing.

Feeding your muscles and burning the fat only comes down to a few basic principles.

***ONE OF THE BIGGEST  
MISCONCEPTIONS IN FITNESS  
TODAY IS ON NUTRITION AND  
HOW YOU'RE SUPPOSED TO  
GO ABOUT IT.***

# Secret 1: Starving The Fat

This will give you the “more ripped and toned” look. That has 100% to do with body fat. Lower your body fat and you **HAVE** to look better.

Most individuals want to see their abs or get close to seeing their abs. For most men, this is around 10% body fat. For most women, this is around 18%

For those of you reading this who don't know, **NUTRITION** is 90% of your results. What you choose to eat (or not eat) is directly correlated to how you look. Working out is a very small portion of the results.

To lose body fat, you must be in a caloric deficit. To be in a caloric deficit means eating less food than your body needs to maintain its weight. When you do this, your body will look to stored fat to use as energy. It's as simple as that.

You should try to eat in a caloric deficit, with 35% of your calories coming from fat, 35% from carbs, and 30% from protein. To ensure you're eating in a caloric deficit, I use the Katch-McArdle formula as shown:

$$\text{BMR} = 370 + (21.6 \times \text{LBM}), \text{ where } \text{LBM} = [(\text{total weight (kg)}) \times (100 - \text{body fat \%})] \times 1.2 \text{ BMR}$$

(Basal Metabolic Rate) is the number of calories your body burns in any specific day.

Once you have your BMR, subtract 200 from it, and that should put you in a caloric deficit to start with. You lose body fat 100% of the time if you follow this formula. Then as the weeks go by, you adjust your calories based on your results.

For example, if you lose 2 lbs. in the first week, then stay there. You are still in a caloric deficit and burning body fat. If you stayed the same weight or even gained some, you either are no longer in a deficit or you're eating too much.

There is no other explanation.

(Sleep, stress, hormones and other factors can affect this but not significantly.)



# Feeding The Muscle

Once you have lost enough body fat and are happy with how lean you are, you'll want to start adding muscle. Keep in mind that if you're new to lifting or haven't lifted in a long time, you can gain muscle and lose body fat at the **SAME** time for a **SHORT** time period.

For everyone else, you need to focus on one thing at a time. It takes two completely different environments for the body to lose body fat or gain muscle (caloric deficit for fat loss & caloric surplus for muscle growth). To start adding muscle, you'll want to eat in a caloric surplus.

This will give your body extra calories to add lean muscle tissue. If you don't eat enough, it doesn't matter how hard or how long you work out for. You must give your body extra calories to ensure it has something to build muscle with. Use the same formula as above and add 200-500 calories to start with. Aim to gain 1-2 lbs. a week.

If you're not gaining weight, then you need to add in more calories. If you're gaining more than 2 lbs. a week, you need to cut back. Anything over 2 lbs. in a week is typically going to be pure body fat.



Make sure you are lifting weights as well. Without stimulus, the muscles will not grow even with extra food intake.

The results I achieved came from a mix of the gym and nutrition. **BUT** nutrition was, by far, more important when it came to my results. Your body uses what you eat around the clock 24/7.

If you are not consistent with eating right and staying on point with it, all the hours in the gym won't do you any good. You **HAVE** to start with what you eat. In fact, you don't even have to do cardio if you don't want to (or do the minimum for heart health) as long as you stay on top of your nutrition.

If you like it, have at it, but it isn't necessary. Nutrition is #1.

# INCREASE STRENGTH BY EXERCISING LESS



The reality is that after a certain amount of work, your body literally can't add on any more muscle. So, most gym rats pound themselves into the ground needlessly.

Less is better in this scenario, and while there are thousands of training programs out there, the principles of EFFECTIVE ones remain the same.

A basic rule of thumb is to make sure you're hitting each muscle group a minimum of 2 times a week and you're completing 10-20 "WORKING" sets per body part on a Weekly Basis.

For example, if I did bench press for 5 sets of 10 reps on Monday and 5 sets of 6 reps on Friday, that would equal 10 sets and get me in the minimum range of sets per muscle group. Focusing on different intensities.

Make sure you are following your nutrition to the T while working out, or you will waste a lot of time spinning your wheels.

Your workouts only equate to about 10% of your results but they are important to stimulate muscle growth.

If you don't lift weights, your body will not magically build muscle. You don't have to run yourself into the ground but you do need minimum lifting to change your physique. Think of weight training workouts as prescriptions one needs to take on a weekly basis just to maintain optimal health!

# HOW TO TAP INTO AN ENDLESS SOURCE OF ENERGY WITH THE SUSTAINABLE MINDSET



Have you ever been so excited to get into better shape that you just can't wait to start?! Then you get your plan from your trainer and you are left speechless because it looks like a math equation, with all this percentages and exercise names you don't understand?

There are so many programs out there that promote quick fixes and results, and in all honesty, they usually provide just that.

The issue is after the program has been completed, you're left wondering what you should do next and how. There's rarely any teaching involved and there's rarely any explanation as to why you're being told to do what you do.

When you find sustainability, you'll feel a weight lifted off your shoulders. You no longer have to let your life revolve around a specific food or training regimen.

You can live life on your own terms. You can eat what you want, when you want, without sacrificing results.

But all that is just a bonus.

The real benefit to a sustainable mindset is how it improves every other area of your life.

What do I mean by this? If you want to change your body physically, it usually takes a few attributes to do it.

**Discipline**

**Consistency**

**Hard Work**

**Dedication**

This just doesn't get you a body you feel confident in; when you do these things, you also improve the other areas of your life.

**Relationships**

**Career**

**Sex**

**Hobbies & Sports**

All of the traits you learn in fitness can be carried over into other areas of life. I know it did for me and it did for my clients. As your body improves, so will your capacity to work harder in other areas of your life. This leads to improved results, which leads to higher levels of happiness.



There is a certain calmness and energy that comes from these things that you just can't describe.

Sure, as you become healthier and more fit, your physical energy can improve. But it almost just becomes a bonus once you see the other areas of your life improving. That was the reason I was so attracted to fitness in the first place, because of the benefits I saw throughout my life.

It became contagious and gave me ENDLESS energy to continue to go after my goals. Habits in life create a snowball effect, whether they are good or bad. Creating good habits leads to amazing results which leads you to continue to work hard and go after new goals.

Finding the sustainable mindset goes far beyond fitness, but it does start with it. My hope for you is that you can find that and live the life you deserve.



# HOW TO CREATE MORE TIME FOR EVERYTHING MEANINGFUL IN YOUR LIFE

Everyone has a different idea of what's important to them. But everyone agrees that they wish they had more time for those things.

Time is the most valuable thing we have. You can't get any more or less time than anyone else.

Spending it on the things that are most valuable to us is crucial to our happiness and success in life.

By focusing on your fitness goals, your health will automatically get better. This will lead to increased energy, stamina, and productivity.

You would think spending a few hours a week to train and eat correctly would really dip into your time, but the opposite of that is usually true.

Studies show that people who work out at least 3 times a week are happier, more productive, have more energy, and get more things done than the average person.



If you are being more productive, then you'll more than likely close more deals, or at the very least finish the mundane tasks of the day more efficiently.

So then you get to spend more time on the people/things that really matter.

By focusing on our health, we may even add years to our lives. How many of you know someone who passed away in their 50s or 60s due to poor health decisions? Part of having more time for meaningful things in our lives is simply creating MORE TIME.

By focusing on health first and foremost, you can ensure this happens.

# HOW TO ELIMINATE ENDLESS HOURS OF AEROBICS AND CREATE A LIFETIME OF SUCCESS

While there is nothing wrong with aerobics or cardio, I think it's safe to say that most people would prefer not to do it if they could get away with it.

When you ask someone what they need to do to lose weight, it usually sounds a little like this:

"I have to eat healthy and do lots of cardio."

Now while you can absolutely induce fat loss this way, it isn't necessary to make it happen.

In fact, some of my best results was when I went into doing absolutely ZERO cardio.

Why you might ask? Because I hated it, disliked it, loathed it even. I refused to revolve my training around something I knew I didn't want to do long term.



Sure, when I danced and played basketball, there was a ton of aerobic work and I put up with it because at the time that was what was required of me. I was an athlete.

But for most of us, after we've gotten older, created a business or multiple, started a family, added more stress and responsibilities to our life, the thought of running on a consistent basis is less than thrilling.

# So Instead of Cardio

the focus should be on THE FOOD you eat!

Contrary to popular belief, exercising doesn't give you the FREE pass to go throw down an XL pizza. You can't make up for poor eating with exercise.

UNLESS you're an Olympian training 8+ intense hours a day. Not possible in any way shape or form. So, does this mean we can't enjoy life and we are confined to chicken and broccoli?

Of course not. But this should give you an idea that aerobic activity outside of minimum heart health is really a waste of your time unless you enjoy it. Your results will come from your eating, so instead of focusing on cardio, simply focus on what you put into your mouth.

For those of you still skeptical, let me give you an example. Let's say you are in a 500-calorie deficit each day with the goal of losing 1-2 lbs. each week. You've been doing great all day when your friend decides you should be healthy and go out to a healthy restaurant for lunch.

So you order the chicken teriyaki and smother it with vegetables, feeling very satisfied with yourself. There's only one little problem: it's a 700-calorie meal! That's the equivalent of 4 chocolate chip cookies in most cases. So much for being healthy.

Am I right? But wait! You did 30 minutes of cardio on the treadmill today, so you should be good, right? Wrong again. On average, a person will burn anywhere between 300-500 calories in that time frame. Now while you might think 200 calories isn't a big difference, it is. Multiply that by 7 for every day of the week and you overshoot your caloric total for the week by more than 1,400 calories.

Even if you did do cardio EVERY DAY for 30+ minutes at an awesome pace, do you really think you'd only ever overeat by just a sandwich? Think about when you eat poorly. What do you usually end up eating? Pizza, brownies, ice cream, rib-eye steaks, couple glasses of wine (again, you can have all this with planning) and the list goes on. We will overshoot by much more than that, and then we won't progress.

The whole thing can get very frustrating very, very quickly. So if you want to create a lifetime of success and stay away from aerobics, focus on your food first and foremost, and the body of your dreams will follow.

# HOW TO GAIN CONTROL OF YOUR BODY AND LIFE - ONCE AND FOR ALL

## THE SUSTAINABLE FITNESS BLUEPRINT

### THE LESSON

The biggest mistake most men make is based on the fact that they have no real understanding of how to lift weights effectively for their body type, injuries, and age. Plus, they often get lost when it comes to nutrition and understanding what IS important and what's NOT important.

They neglect their diets and think it can be overcome by putting in extra time at the gym. That simply is not true. You will never get the results you want if you ignore what you eat.

You have to know what is going inside your body (yes, you can be flexible but you still have to know).

If you just start guessing, there is no way to ensure you will reach your results because you have no idea whether or not you are being consistent.

If you're serious about changing your life forever while still being able to enjoy it, you have two options:

You can either try to apply the knowledge in this e-book on your own and go through your own trial and error. You can take out all the guesswork and get guaranteed results by working with me.

I'm not saying it's impossible to do on your own, but it could take months or even years if this is all fairly new to you. That journey can be full of frustration.

I know because I've experienced it myself (took me from age 15-27 to figure everything out). I would like to give you a special offer for just taking the time to read this book. I'm offering you the chance to work with me one-on-one.

My team and I will personally help you go from where you are now to exactly where you want to be.

No more fad diets or crazy workout plans. It will just be us, simply using science. You will get a customized sustainable fitness blueprint made just for you and your specific needs.



# STRONG. SHREDDED. CONFIDENT.

Not only will this improve your health and the way you look, but this will help you hone the skills needed to be successful in all other aspects of your life as well.

According to a study done by the US Department of Health, poor health affects individuals in 4 ways:

- Decreases productivity
- Lessens usefulness at work
- Lowers survival probability
- Increases medical spending

It's time you start to live life with more confidence, higher self-esteem, feeling comfortable in your own skin, loving who you see in the mirror, and living life with more energy.

I will help provide you with all the support, accountability, tools, and resources to give you the best chance to be successful.

Click on the link BELOW to get started today and let's work together on the "after" picture of your transformation!

***"INVEST NOW  
GRIND HARD  
SHINE LATER"  
CHRIS COHEN***



[CLICK HERE TO APPLY](#)



# LET'S CREATE A SUSTAINABLE LIFESTYLE TOGETHER

This is a LIMITED OPPORTUNITY

I am offering you to work one-on-one with me and my team to help you reach your health and fitness goals so you can finally have that confidence, self-esteem, and energy level that will elevate you to live up to your potential.

I will provide you with a customized sustainable blueprint, resources, tools, and support. If you follow the plan, you are 100% guaranteed to get results.

With that being said, I only want to work with highly driven individuals who are action-takers and coachable.

You can keep putting your health on the back burner and suffer later, or we can take care of that area in your life once and for all!

Click below and apply for the Sustainable Fitness blueprint and schedule a coaching call with me to discuss a customized strategy to help you reach your goals.



[CLICK HERE TO APPLY](#)