

# 30 DAY

## FAT LOSS PROGRAM

**Get Rid of Body Fat Using  
Nigerian Fat Burning Meals &  
Transform Your Body in 30 Days!**



**By Olu Aijotan**  
**[www.NaijaWeightLoss.com](http://www.NaijaWeightLoss.com)**

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# **30-DAY FAT LOSS PROGRAM INTRODUCTION GUIDE**

A Simple Introduction guide that Will Get Your Started  
With Your Weight Loss Journey and TRIGGER your  
body's Fat Burning Furnance!

By Olu Aijotan  
**(Nutrition and Fitness Coach)**

This information in this amazing 30 Day Fat Loss program is for educational purposes only. It is not a medical advice and is not intended to replace the advice or attention of health-care professionals.

Consult your physician before beginning or making changes in your diet or exercise program, for diagnosis and treatment of illness and injuries, and for advice regarding medications.

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**Thank you.**

# Introduction

## 1. What's the 30 Day Naija Fat Loss Challenge really is and how it works for you!

First of all, let me say Congratulations for signing up to this fat loss challenge program.

This is because this is the most important decision you've ever made this year, and I can GUARANTEE you that what you are about to read will guide you to shed off those pounds of unwanted fat in your body and help you live healthier.

**Not only that, this fat loss challenge program will transform your body over the next 30 days.**

And just in case you are wondering what kind of transformation; I meant transformation like what you see in the picture below:



Now, what you have in that picture is what is called:

**“TRANSFORMATION”!**

That is, something that you will see yourself by looking in the mirror and you will be impressed at how far you have come.

Its a transformation that will be so evident that every single person that use to know you will be surprised and ask you lots of questions like....”did you do surgery etc”

And believe it, this Fat Loss Challenge program will give you that transformation .

I know this for sure, because this program you have in your hands is very powerful. Its powerful beyond what you can ever imagine. It has changed the lives of so many individuals in just a space of 30 days and it will change yours.

This program has no respect for how big you are, or how much flabby pounds of fat you have on your body, neither does it have respect for that big tummy.

Infact, once you start this program, this fat loss program immediately gets to work and start challenging every ounce of fat on your body especially in those areas that are difficult to get rid of and every single part of your body will start responding to your weight loss dreams and goals, thereby leading to that transformed body that you've always wanted.

Yes, that is all it takes to start seeing a massive transformational result.

### **So what is the 30 Day Fat Loss Challenge?**

Its a program that was designed specifically for you. It is aimed at getting you into the shape that you've always wanted by following a combination of:

1. A healthy eating plan that allow you to eat five times in a day
2. simple but extremely effective work out routine that you can do in your living room that works out all the areas that you want to lose weight (e.g. Thighs, Belly, Hips, chubby face etc).

The 30 day Fat Loss Challenge Program consist of the following:

- **FLX 1 - Introduction to the Naija Weight Loss Challenge Program**

This is the the current report you are reading. It gives you a concise introduction to the weight Loss Challenge program, What you need to prepare to get started, understanding your body type and the major problems that people who want to lose weight faces and how you will overcome it during this WLX challenge.

- **FLX 2 - The FLX Fat Burning Diet Guide & Time Tables**

This guide shows you EXACTLY your daily diet for the next 30 days. You will follow this easy to prepare food diet. It will guide you on the 3 square meals a day plus 2 snacks laid out food time table that will enable you to eat all the delicious meal that you crave etc, Detailed food preparation and all the food you MUST stay away from!.

- **FLX 3 - FLX Work Out & Exercise Guide**

Forget about going to the gym. You will be taken through work out routines designed to work in every strategic place you want to lose weight. It has a pictorial demonstration as well as video demonstration that will motivate you to take action right away.

- **FLX 4 - WORK OUT LOG SHEETS**

As this is a weight loss challenge, you will need to record your progress. Your Workout Log sheets is what you will use to record what you have done and how you are progressing. In normal business setting, this is called monitoring and evaluation. And to track your progress, you will need the Work out Log Sheets.

- **FLX 5 - HOW TO SIGN UP FOR THE FAT LOSS CHALLENGE & WIN PRIZES**



This guide will show you exactly how to sign up for the weight loss challenge itself., the rules of the competition/challenge. This particular guide will only apply if you purchased this Fat loss package at the time when this competition is being run. If you are unsure, kindly send me a personal email at [naijaweightlosscoach@gmail.com](mailto:naijaweightlosscoach@gmail.com)

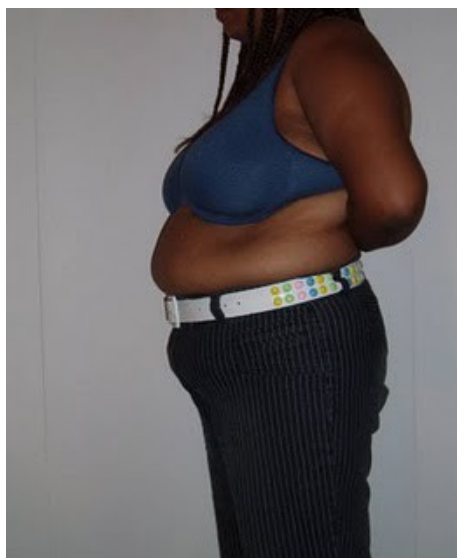
This five part 30 Day Fat Loss program works from the inside out. This program is also a challenge that will last for 30 days. And at the end, you will see an amazing transformation in your body GUARANTEED.

This will ABSOLUTELY happen, as long as you FOLLOW every single step in this program.

### WHY this program works faster than any other weight loss programs out there.

The 30 Day Fat Loss program is a holistic fitness and nutrition program that was designed to concentrate only on all the areas that you want to lose weight. For most individuals, there are 4 major places where fat stores itself the most, and those areas are:

**Belly** - This is the most obvious one and can be very embarrassing. Fat finds it easy to store itself in the belly. Most women don't start their weight loss routine or diet until they start to notice their bulging tummy. And this area can be very difficult to get rid of because belly fat can be quite stubborn.

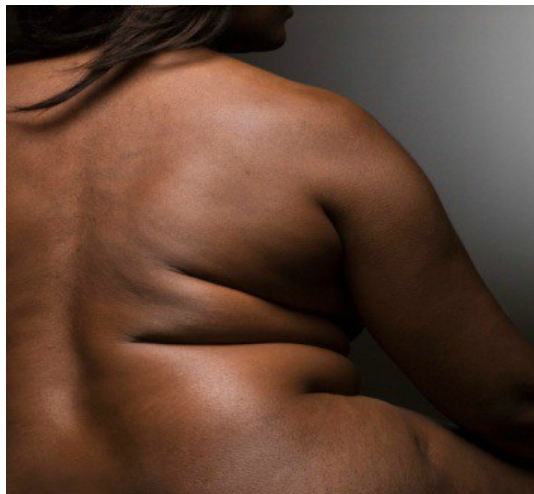


**Hips, Buttocks and Thigh-** These areas tend to be high fat storage area for women. Fat stored in this area are called subcutaneous fat because they lie directly under the skin.

**Under Arms** - This part is composed of three part muscle that is called triceps. When they are unconditioned, fats build up around here and this fat usually extend to the armpit area. If you have a fatty underarms, you will notice a slab of skin/fat that stays

in your underarms too.

**Around The Upper Waist** - That is where the fat stores itself and form love handles, like the one in the picture below:



Love handles can be very very stubborn. It can reduce self esteem. Love handles don't just plague fat people only, there are lots of slim or average sized people that battle with love handles itself.

The 30 Day Fat Loss program and especially its work out routines work out these areas mentioned above and fight the fats stored in those critical areas until you start shedding it.

Typical transformation in these major four areas happens over a period of 30 days and you will start seeing result within the 7-10 Days. This program works 100% of the time, as long as you follow it and take action.

### **Understanding the different body types and how you can use the info to lose weight rapidly.**

Before we go into the meat of this program, I need to let you know about the different body types. This is because, understanding your body type will go a long way to put you in the right direction to trim that body of yours. Your body type influences how YOU respond to your diet and work outs.

If you do not understand your body type, you will WORK tirelessly & eat healthily and yet have nothing to show for it.

Lets take for example the email I received from one of my subscribers below:



**Tinuade**

LASU

This is Tinuade. Am considered overweight. The last time I checked my weight it 71kg and am 5'4cm/1.60m. Previously even when I had more fat on me, I weighed 65kg but now it has increased to 71Kg and have been told that have lost some fats. What could be responsible for this though am looking trimmer but the scale says otherwise. Pls I look forward to your reply.

Reply · Like · Follow Post · January 21 at 2:47pm



**Tinuade**

LASU

My height is 1.60m/5'4cm and my weight is 71kg, by this I know am overweight but the last time I checked my weight it was 66kg although I had more fat then. But now that I have lost some weight I still weigh much more. My question now is this, why do I still weigh more even though have shed some fat and what I can I do lose more. Anxiously waiting for your replay. Thanks.

Reply · Like · Follow Post · January 21 at 3:28pm

You can tell from the above that my subscriber does not understand fully her body type. Because if she does, then the above email would not have come up.

However, I did refer her to this Fat Loss program and she is currently using it. Now she understands her body type and already seeing amazing result.

God, or Nature (if you are a free thinker) has given us different types of bodies.



### **Body Type # 1 - Ectomorph**

This is the type of body that is characterised by thinness. When you see an individual that is Naturally thin, have flat chests and long limbs and narrow trunk then they are considered to be Ectomorph.

Ectomorph are usually hyper active, have a high metabolism rate (which is how their body breaks down carbohydrate) which makes it difficult for the body to store it as extra fat.

Most Ectomorph have difficulty gaining weight and usually they are the ones you see on popular forums like Nairaland and Facebook, asking how they can add more flesh or gain weight. This might surprise you, but its true.



However, as much as they are lightly muscled, Ectomorphs as well are at a high risk of belly fat. Its very easy for fat to store in the stomach area due to poor diet, and you can tell sometimes when you see someone who is naturally skinny and yet, they still have belly fat/ really big tommy.

A good example of someone with an ectomorph body type is: Kate Henshaw.



Truth is, if you are reading this book, you are most likely NOT an Ectomorph. If you satisfy the above characteristics and you are still reading this book, then you probably have belly fat.

### **Body Type # 2 - Mesomorph**

The next body type is Mesomorphs. If you find yourself muscular, have a well-defined chest and shoulders that are large and broader than your waistline.

Most mesomorphs store fat all over their body as against one place. Most mesomorphs have a pear, apple or hour glass body shape.

Most mesomorphs are the luckiest of the three body types as they have tendency of being both muscular and even when they gain weight, they can easily shed it off and get a ripped body.

You could consider Omotola Jalade - Ekehinde or Beyonce as mesomorphs.

### **Body Type #3 - Endomorph**

The last body type is Endomorph. If you have a stocky body frame, and have a high natural level of body fat, then you are endomorph.

If you are reading this book, then there is a very high chance that you are endomorphic.

Your body will be naturally soft and round with wide waist and hips. Your body metabolism will be very slow and you will tend to gain body fat very quickly and easily,

especially if you eat too much junk food.

You will have hips that are wider than your shoulders and your body will be curvy. Most times, fat will be deposited in the lower region of your body e.g. Your hips, thighs and your stomach/belly.

As an endomorph, you might constantly struggle to watch your diet & find it difficult to do exercise to maintain a healthy body weight.

*A good example of an Endomorph is: Oprah Winfrey or Monique*

### **So what body type are you?**

Don't be surprised if you are a combination of two of the body types. You possibly might have a body shape more dominant of one type over the other.

In unique circumstances, you might have just one body type. However, whatever your body type is, DO NOT dwell on what body type you are. Just be aware of it.

And that is exactly why I shed more light into this. When you are aware of your body type, then you can use the core strength of your body type to lose the weight and have an amazing body that you can flaunt even if you are at the beach.

That is what this program is all about. And that is exactly what it will help you to achieve.

Now that you know your body type, let's move on...

### **The 3 biggest problems that people who want to burn fat faces when trying to lose weight and EXACTLY what you can do right now to overcome them without any issues**

#### **Problem #1 - Ignorance**

If you do NOT know how to get rid of unwanted belly fat in your body, then you won't be able to burn fat.

Quite a lot of people believe that they know a lot about how they can lose weight, but in actual sense, they really don't. It's called Ignorance.....

Most of the information they claim to know are actually misconception. They are myths and actually don't work!

For example, most people believe that if you want to lose weight, you MUST starve yourself. That you have to eat only one meal a day and then skip your breakfast and dinner etc.

This is **ABSOLUTELY UNTRUE**. If you starve yourself to lose weight, two MAJOR things happens:

1. **Your body goes into survival mode:** This means that your metabolism (the rate at which your body break down food) will slow down to prepare itself for “famine”.
2. **You will consume more food when you break your fast.** And then you end up with more calories than normal. Your body will then store those excess calories as fat, waiting for another period of “famine”. ZERO fat loss!

And guess what, depending on your health status, you might develop stomach ulcer in the process.

**Can you see how ignorance can cause big problem?**

But do not worry, this fat loss program will open your eyes to the truth. It will guide you in the path of righteousness.....

And set your foot on the rock of getting that amazing body that you've always wanted.

All you have to do is digest every single line, ACT upon it....and record your journey. You will be surprise at what you will achieve!

## **Problem #2 - Lack of Time**

This is the most common especially among working class and upwardly mobile individuals. The truth is, our current society has been set up in a way that you will have a lot of activities and goals to accomplish within a 24 hour period of your day.

Commuting to work, Doing the work/your job itself, commuting back from work, spending time with partner , and even taking care of your kids (for people who have kids) are some of the time consuming activities that you absolutely cannot do without.

**But really....do we lack the time?  
Or is it just an excuse?**

It turns out that the strongest solution to this is for you to rearrange your schedule to accommodate your fat loss program. And you **MUST** do it.

Think about it, there are lots of things you rearrange your schedule to accommodate.

Things like.....

- Meeting up with Doctors appointment,
- Watching the latest Nollywood movie
- Going to the Salon to make your hair,
- Hanging out with the boys,

- Visiting families etc.

The 30 Day Fat Loss Program will navigate you towards making time for your weight loss goal. Also, its so simple and takes little time that you will fit it into your current busy schedule and still lose weight easily. Trust me on this.

### **Problem #3 - Lack of Motivation**

Motivation is when you have a deep rooted hungry desire to do something. When you have it, nothing else will stop you from **DOING** what you really want to do. When you lack it, you will only keep wish that your goals, but you will **NEVER** achieve them.

When it comes to burning body fat or losing weight, **motivation is a really BIG factor.**

And motivation can really surface when:

- 1. You see others trying to achieve exactly what you are trying to achieve*
- 2. You see results from other people who are trying to achieve same goal as you*
- 3. Somebody encourages you every single day to move close to your goal.*

I can **GUARANTEE** you that now that you have access to this program, you will not **LACK** motivation. This is because, **Everyday for the next 30 days, you will receive an email from me that will motivate you to take action on this program itself.**

And you know you are not in this alone. I will ensure you have access to a community of other people on our facebook page who are undergoing the same body transformation as you. You will see their results in form of discussion, photos, testimonies etc.

### **Check-list of what you need to get started!**

Now, before we get started, there are couple of things that we need to address. I call them determinant factors that will aid the success of your weight loss journey. These factors will are called catalyst, that will aid the transformation that you are about to undergo. So I want you to pay attention to it as they are the first steps you have to take right away.

Ready.....?

Lets go!

### **STEP ONE**

**Take measurement, take pictures, tell the person that matters most to you/accountability partner etc. Get started!**

Before you get started on this weight loss transformational journey, you are going to create what is called; Your Current Statistics.

**The statistics include the below:**

1. Take A Picture Of Your Body
2. Your Current Weight/
3. Waist & Belly Measurements
4. Your BMI Index

It is very important that you make a record of the above. You see, one of the major reasons why a lot of people give up when trying to shed pounds of fat is when they do not see results instantly.

if you commit to a weight loss program long enough, your body will start experiencing change, and you may not see those changes drastically....

Simply because you are yourself, and because you see yourself daily, the changes will not come to you or be evident drastically.

And that is when motivation begins to wane. And on this journey, your most important tool is **MOTIVATION**.

And let me tell you an absolute truth.....

### **RESULT = MOTIVATION**

When you are trying to achieve something, when you see positive result, your motivation grows stronger day by day.

The measurement I mentioned above are your motivating parameters. They are the measurement that will help you see where you are coming from in clear glass, and help you notice all the changes that is happening in your body.

Have you ever seen all those “**Before**” and “**after**” pictures in news papers or online or like the one I show you in the first page of this report?

Those stories are possible and made to be successful stories because of motivation from measurements.

And that is what we are going to do right away. We are going to take it from the bottom up.....

Now, before you read any other part of this challenge or do anything whatsoever, I want you to take action on the below steps right away:

### **STEP 1**

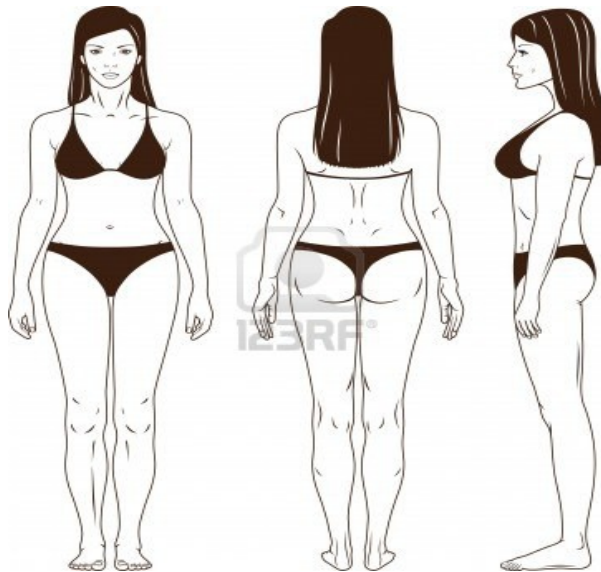
#### **Take A Picture:**

You can stand in front a mirror or get a friend or even your partner to take a picture of you wearing fitted cloth on your body.



**NOTE** - The clothe you are wearing has to fit your body. No loose dresses whatsoever. If you wear a loose dress, it will be difficult to tell what your current body size is and it will dilute the whole process of determining what your body figure was before you start this weight loss program.

Now, I want you to take a Front, Sideways and Back view picture of yourself Like in the two pictures below:



Use any camera, or a mobile phone camera or a webcam.

Whatever you do, make sure you take those positions just like the ones in the picture above.

Now, once you take these pictures, I want you to keep them safe either on your phone or on your computer or even print it out if you do not have a PC as I am going to be telling you exactly what I want you to do with them at some point.

Now, you might think what I have just asked you to do is stupid, but that exactly is your **Number 1 step** to get result with this fat loss challenge.

If you IGNORE it.....your chances of succeeding will be reduced by **at least 50%** and we don't want that.

This is about you, Its about transforming your body and shedding off your old self and getting this new amazing body that is fit for your partner and even for the beach..lol.

**So...Done with the pictures?**

Lets move on.

## **STEP 2**

### **Take Your Current Weight Measurement in Kilograms**

Yes, you probably know what your weight is. This is because you measured it 2 months ago.....or even three weeks ago. We all do.....give our weight on average out of the top of our head.

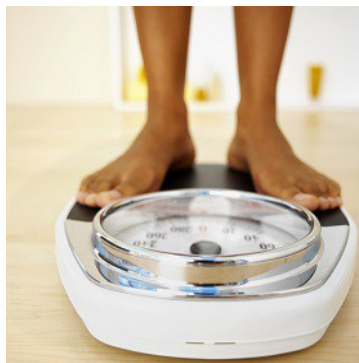
But for this fat loss challenge, you **MUST** know what your current weight is. So I want you to get on that scale right away, and measure yourself.....

**A.** Ensure you do not have any excess clothing on that will increase your weight size e.g. Take off your shoes

**B.** Step on the weighing scale, then allow it to take accurate measurement.

**C.** Make a note of this measurement and record it on a Notepad.

**NOTE** - If you don't personally have a scale at home like the one below:



Don't panic!

There are private or public hospitals around where you live, simply walk into one and ask the Nurse in charge that you would like to measure your weight.

Be polite, and you will get yourself measured. Also, if there is a Gym or a friend who has one, simply approach them and ask to use their scale.

This process should take less than 5 minutes to measure. However, its **VERY** important!

## **Step 3**

### **Measure Your Waist & Tommy/Belly Size**

The size of your waist and belly circumference is a very important metric when you want to lose weight and transform your body. This is very important if you are using this fat loss program to burn belly fat.

The body fat found around your stomach has to be measured to see exactly where you are....so you can know when you are making progress.

If you notice, I have put two metrics in this, **your waist** and **your belly**. Not many weight loss programs will ask you to measure these two.

They will only ask you to measure one, which is your **“Waist”**.

Its not actually the waist that has the most body fat, its usually your belly that stores more fat than around your waist.

Therefore, its VERY important to measure the two areas as detailed below:

**A. Buy/get yourself a Tape Rule:** You can buy this from a tailoring shop or get one from your Local Tailor.

**B. Wear Clothing that is comfortable and not bulky** e.g. Jeans. The clothing should make it easy for you to lift your shirt/top expose your belly.

**C. Now, Use your hand to feel where your hip Bone are with your finger tips.** That is the bone that connect the upper part of your body to your Hip. Once you feel it, the bone feels like its protruding out into your hand.

**NOTE** - If you find it hard to locate, its usually about 1 - 2 inch down from your Navel ( or Belly Button).

**D - Now, place the tape rule or measuring tape around your waist.** Lay it carefully between the top edge of your hip bone and the lower part of your rib cage. Ensure it remains flat all the way round your body.

**E. Breathe in...and then Breathe out.....**ensuring the measuring tape/tape rule is against your skin. The measurement you read is now your Waist Measurement.

### **To measure your Tommy**

Use the same tape rule as used earlier on, but this time, ensure it goes right over your Navel like in the picture below:



Then take the measurement and write it in the same notepad.

If you do the above, you should have two measurements;:

1. Your Waist size
2. & Belly Size measurement.

#### STEP 4

#### Take Your BMI Index

Don't let that term scare you. BMI simply means Body Mass Index. And it is the means of calculating how much body fat you have based on the ratio of your height to your weight.

Every individual has a measure of body fat that is related to their weight and their height. And that BMI varies with each different individual.

**BMI = Height : Weight (Ratio of Height and Weight).**

So how do you measure your BMI?

This is very simple. I have included a link that will help you do your BMI calculation easily so that you won't have to do the mathematics yourself. What you want is to lose weight, not learn mathematics.

**Go to the link:==> <http://www.freebmicalculator.net/index.php?version=M>**

Enter your Weight In Kilograms & your Height in Centimetres. And then click on "Calculate BMI"

The result is what will determine what your BMI index is currently is.

A healthy BMI for adult range between 18.5 to 24.9.

Therefore, if your BMI is lower than 18.5, then you are seriously underweight.

If your BMI is higher than 25, then you are considered overweight. A BMI above 30 or more indicates that you are Obsessed.

So for example, I have used the tool I gave you above to check my own BMI, and this is exactly what I came up with:

**My Height is 1.85 Metres**

**My Current Weight is 76 Kg**

So I entered these two details into the BMI calculation tool at this link:

<http://www.freebmiccalculator.net/index.php?version=M>



And then I clicked on “Calculate BMI, and it came up with the below result:

Your Input

Height: 185 cm  
Weight: 76 kg

Result

your BMI index is **22.2**, indicating your weight is in the **normal** category for adults of your height.

Body Type	BMI Index
Underweight	<= 18.5
Normal weight	18.5 - 24.9
Overweight	25 - 29.9
Obesity	>= 30

So If you look at my result above, my BMI index is calculated as 22.2 which is normal category for adult my height.

Now I want you to do the same exercise I have given above, and use it to calculate your own BMI immediately.

Once you are done, record it in that notepad as well.



At this time, you should now have all the **four major measurements**:

- 1. *Your Current Image Photo***
- 2. *Your weight in Kilograms***
- 3. *Your Waist & Tommy Size in Inches***
- 4. *Your BMI Index***

Finally that we have all these measurements, we have now measured exactly where we are. You now know what your current body state is.

Now that you have all the four measurements, I want you to go and submit these details to [naijaweightlosscoach@gmail.com](mailto:naijaweightlosscoach@gmail.com)

**NOTE:** Keep your photo's on your computer or phone. You DO NOT need to send this to me.

When you see an amazing body transformation, you will be able to see this by comparing your old photo and the new photo.

The whole point of requesting it is for accountability. And to help us in measuring the result for the weight loss challenge.

**Now that you've done that.**

It is now time to start your BODY TRANSFORMATION journey. These measurements are markers to tell where you were before now.....and this 30 Day Fat Loss Program is your guide/map that will take you from where you are now to that destination of a transformed body that you want.

**The vehicle that will get you there is YOU.**

Think about it, within the next 30 days from now, you will see a transformation that will surprise & delight you.

So let's get started on this journey right away.

I wish you the best of success, and I will see you in the next Guide which is titled: FLX 2 - The Fat Burning Diet Guide

If you have any questions or comments, kindly send me an email to [naijaweightlosscoach@gmail.com](mailto:naijaweightlosscoach@gmail.com)

You can also get the latest tips and weight loss advice particularly suited for the Nigerian Environment on my blog at [www.naijaweightloss.com](http://www.naijaweightloss.com)

To your amazing **TRANSFORMED** BODY

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