

Notes

Target audience is very widespread - anyone between the ages of 21-60 trying to lose fat.

Edit: There are IG Reel video scripts btw, not captions.

#1 - How To Lose Stubborn Belly Fat

Here's the only GUARANTEED way to lose that stubborn belly fat.

Seriously, this works 100% of the time.

First off, have you ever tried one of those 10-minute "belly fat" workouts on YouTube, but saw no results?

If yes, you're not alone.

The reason for you saw no results isn't because of anything you did...

But because it's impossible to target fat loss around the belly.

Spot reduction is a myth.

You have control of whether you lose fat or not...

But your *body* controls where you lose fat from...

And for a lot of people, that stubborn belly fat is the last to go.

But don't worry, if you stay patient and consistent with a sustainable plan, it will come off.

Guaranteed.

Follow for more no BS fat loss advice.

#2 - Pain Is An Opportunity for Growth

If you're feeling unhappy right now, then that's *good* news.

You my friend, have a life-changing opportunity right in front of you.

I know it sounds counter-intuitive, but hear me out.

When most people are in a state of pain, they see it as a sign to take it easy...

And I get it, it's natural.

But in reality, you should do the opposite.

Pain is a signal that something needs to change in order for you to stop feeling discomfort...

And you?

You've got the power to make that change.

Now is it gonna be easy?

Of course not.

But think about it:

What's the alternative?

So, you have two choices.

You can either let the pain be the end of your story, or the beginning of a new chapter.

What's it gonna be?

#3 - Fat Loss & Weight Loss

You can lose weight but not lose *any* fat.

And on the other hand, you can gain weight but not gain *any* fat.

That might sound confusing, but let me explain.

Let's clear up a big misconception:

Weight loss isn't the same as fat loss...

And confusing the two could be why you're not getting that lean, toned look you're after.

So let me break down for you simply.

Your weight doesn't just consist of fat.

It includes a bunch of other things - one of them being muscle.

Now, muscle mass is what gives you that lean look that both men and women want...

And if you lose that muscle mass...

You might just end up looking "skinny fat."

Because of this, what we're really after is fat loss, not weight loss...

Meaning you probably need to take different actions to what you're currently doing.

If you wanna learn more about how to lose fat, drop me a follow.

#4 - The Key To Staying Consistent

Want to know how to stay consistent with your fat loss goals?

Keep watching.

We all have those moments of motivation, where you hit the gym, eat clean, and it doesn't even feel difficult...

And in fact, you *want* to do all those things.

But for some reason, a couple days later that motivation disappears.

Completely vanished...

And you fall right back in your bad habits.

The truth is, motivation is a feeling, and feelings come and go...

But you know what doesn't come and go?

Your goal of losing fat.

So, you can't rely on something as temporary as momentum.

Instead, you need something permanent:

Discipline.

If you develop the ability to stay disciplined, you'll stay consistent.

Now of course, that's easier said than done.

It's going to take time for you to become discipline...

But just like a muscle, the more you exercise discipline, the more disciplined you'll become.

#5 - Generic Training/Diet Plans

There's no such thing as the perfect workout or diet plan.

I know you've seen those ripped guys or toned women on Instagram sharing their training plan...

And you think that "if I do what they do, I'll look like them too", right?

Wrong.

Here's the truth:

Your body & metabolism is unique.

Your lifestyle & daily routine is unique.

And your fat loss plan should be unique too.

Is it impossible to follow someone else's plan and get in shape?

Of course not...

But by doing so, you're making the process a hell of a lot harder for yourself.

So if you're tired of the one-size-fits-all approach and are serious about losing that fat...

Click the link in my bio and enquire about my online coaching.