

Notes

There are some short-form video scripts (Instagram) I've written for my client in the fat loss niche.

I want to make them as effective as possible at grabbing attention and retaining attention.

I'd appreciate any suggestions.

Also, the ending of some scripts may seem like they're incomplete, but it's a looping ending to connect back to the beginning.

#1 - Health & Fat Loss

A calorie deficit is bullsh*t... for health.

I know this probably goes against everything you've been told online...

And it's gonna piss off a lot of fitness coaches...

But it's the raw truth.

Let me break it down for you.

Many coaches will say you can eat ANYTHING, as long as it fits your calorie and protein goals...

And sure, being in a calorie deficit will lead to weight loss...

Even if all you eat is junk.

But here's the thing:

Fat loss and overall health aren't the same thing.

If you constantly fill up on junk, sure, you might drop some pounds, but you'll also starve your body of essential nutrients...

Which could set you up for a bunch of health problems later on.

So if you truly want to lose fat and stay healthy...

Focus on a calorie deficit, but make sure those calories come from clean, nutrient-rich foods...

And of course, treat yourself to your favourite foods once in a while.

So next time someone you hear a fitness coach tell you that a calorie deficit is everything, let them know that:

#2 - Top 3 Fat Loss Myths

Here are the top 3 fat loss myths that you might still believe.

With so much conflicting fat loss advice out around, it's no wonder so many people are confused...

But no worries, I've got your back.

Myth number 1 is that carbs are bad.

This might be the biggest myth of all...

But the truth is, carbs play a key role in a balanced diet.

The trick is to consume the right type of carbs in the right amounts - think whole grains, not doughnuts.

Myth number 2 is that cardio is needed to lose fat.

Yes, running and cycling burn calories...

But fat loss comes down to diet more so than cardio.

Why?

Because it's easier to eat less calories than to burn more through exercise.

This leads me to myth number 3...

Which is that all calories are created equally.

Now, imagine choosing between a candy bar and a handful of almonds - both 200 calories.

Which do you think will keep you full longer?

Exactly.

It's not just the calorie count, but the quality that matters.

If you know someone who might be buying into these myths, give this video a share.

#3 - Mondays

Mondays are my favourite day of the week.

Now you might be thinking that I'm a mad man...

But hear me out.

While most people dread the sound of that Monday alarm clock...

I'm genuinely excited to get out of bed.

To me, Monday isn't just another day.

It's a clean slate.

A chance to create new opportunities and achieve my goals.

Sure, there might be tasks this week that you're not too thrilled about, whether it's that team meeting or an early gym session...

But I challenge you to shift your perspective.

Think about how those very things you dread can be opportunities to make progress in your life...

Whether that's in your career, your fitness or your relationships.

So, get out there today and set the tone for a great week ahead.

#4 - Don't Wait For New Year's

Don't wait till New Year's to get fit...

Instead, get fit *before* the new year.

Every year, gyms are packed in January with people eager to achieve their dream body...

But by February, most have given up.

Waiting for the perfect moment like New Year's to make a change rarely works.

Why?

Well when you wait, it's not about genuine desire...

It's about tradition, about going with the flow, about doing what everyone else is doing.

But real change?

Real change happens when you want it bad enough...

Not just because the calendar says it's time.

So, I want you to do this:

#5 - Information Isn't Enough

You've heard it before: "knowledge is power."

But here's the truth:

Knowledge without action? It's just potential.

Sure, you might know the right foods to eat and the exercises you need to do to lose fat...

But if you're not seeing results?

It's probably not a knowledge issue.

It's an accountability issue.

Because let's face it:

We're all human.

It's easy to say, "I'll start tomorrow" or "Just one more cheat meal."

That's where accountability comes into play.

Having someone or something to answer to pushes us to stick to our commitments.

So remember, it's not just about what you know.

It's about how you put that knowledge into action.

