

SANETM Quick Start

How To Achieve Your SANE Success

HOW TO ACHIEVE NUTRITION AND FITNESS
SERENITY THROUGH SCIENCE AND SIMPLICITY



FOREWORD BY JONATHAN BAILOR

Welcome and thank you again for taking the courageous step to say "no" to debilitating starvation dieting and "yes" to empowering SANE living!

You will learn much more about this in your Step-By-Step Lessons, but here are a few key reminders as you're getting started:

SANE eating is a lifelong, enjoyable, sustainable, simple, and delicious way of eating.

It is not a repackaging of the unsustainable calorie counting diets that failed you.

I know you understand this already—otherwise you wouldn't be here—but please keep in mind that since SANE isn't a calorie counting diet, you will not suffer through the same calorie counting tools and resources that failed you in the past.

For example, **memorizing endless food lists and following unrealistic minute-by-minute meal plans aren't just a pain—they cannot work in the real world**, and they cannot work long term.

Life is crazy. Things happen. And heck, people have different tastes in food, so while minute-by-minute "eat exactly this right now no matter what" endless lists might make for good reality TV, if they worked in the real world, you would have already met your goals. **To get a different result (long-term fat loss and robust health), you MUST take a different approach.** That's what you will find here.

If you approach your new SANE life calmly, gradually, and with the next 30 years in mind—rather than the next 30 days—**you will learn the underlying principles that enable you to make the SANE choices easily—forever.**

Think of your new approach as the difference between memorizing the sum of every possible combination of numbers versus learning the underlying principles of how addition works. Once you understand addition, lists and memorization aren't necessary as you know what to do with any combination of numbers—forever.

The same thing applies with food. Once you understand the new science of SANE eating, **you will know exactly what to eat (and what to avoid) everywhere you go—forever—without needing any lists or any memorization.**

That said, I know food lists can be helpful as you are getting started. Because of this, your **7 Days to SANE eBook** and your Premium SANE App contain high-level lists of SANE and inSANE foods. You will also be emailed meal plans and grocery lists for lunch/dinners which illustrate the deliciousness and flexibility of your newly found SANEity.

If after reading your *7 Days to SANE eBook* (aka the basics of how to eat SANE) and enjoying the amazing quick-start tools in your Step-By-Step Lessons, you have questions about specific foods...it's all good!

You can get instant answers by using your SANE Concierge (see below). Just click the magnifying glass icon in the upper right of your Premium site (after logging in).

If that doesn't do the trick, hop over to the SANE Support Group and ask away...just be sure to start by using the search box in the upper right of the SANE Support Group...as thousands of already-answered questions are available to you immediately via search.

Congratulations on coming to the life-changing realization that to get different results than you've gotten in the past, you must take a different approach and use different tools than you used in the past.

And please remember, if you can't find the same resources and tools used in calorie counting diets that failed you in the past...

...that's because those failed you...will continue to fail you...and we won't fail you.

The great news is that **what you WILL find is a totally different, SANEr approach, and it is scientifically proven to give you a totally different result** if you approach it with a calm, gradual, long-term, and progress vs. perfection mindset.

Your new SANE lifestyle has helped over 100,000 people in over 37 countries burn fat and boost health *long-term*...

...and it will do the same for you if you let it and trust it.

Woohoo!

Gratefully and SANEly,



Jonathan Bailor, SANE Founder & NYTimes bestselling author



INTRODUCTION

By investing your time and effort in your Premium SANE Plan, you are ready to learn the truth about fat loss, fitness, and nutrition-related health! Even better, this eBook sets you up for success as you put this knowledge into practice.

Let's start by recapping what makes your Premium SANE Plan different from anything nutrition or exercise related you have previously experienced. Then let's wrap-up by determining how to define SANE success specifically for you.

WHY YOUR PREMIUM SANE PLAN IS DIFFERENT

Because it is rooted in the world's most comprehensive science, advanced technology and enables you to make a fundamental metabolic change that enables you to look and feel better for the rest of your life while lowering your risk of diabetes, heart disease, and cancer.

We'll dig into the critical difference between focusing on long-term fat loss and robust health instead of short-term weight loss momentarily. Now let's remember that everything you will learn in your Premium SANE Plan has been tested and validated by the most brilliant scientists, researchers and doctors from around the world. Each of the 1,300+ studies supporting your Premium SANE Plan is scientifically correct, which means each and every one has a relevant sample size, was conducted with methodologies approved by the scientific community and offers results that are statistically valid.

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, ‘who am I to be brilliant, gorgeous, talented, fabulous?’ actually, who are you not to be? Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to let our light shine. It is not just in some of us; it is in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.” – Marianne Williamson



To put the previous paragraph in perspective, think about an FDA-approved, over-the-counter medication. Each time you swallow one, you do so with confidence because you know the product has been proven safe and effective. How is that confirmed? By numerous scientifically correct studies. When it comes to the medication you put into your body, you already rely on what scientifically correct studies have proven safe and effective. Why settle for anything less for nutrition and exercise?

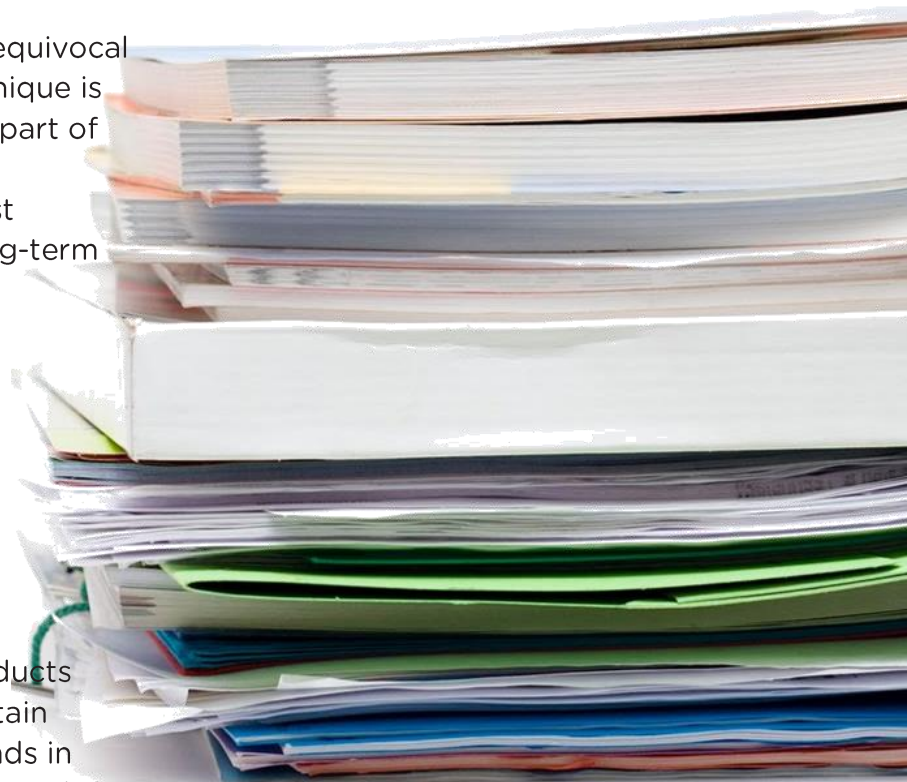
Of course, the conclusions of one study or studies from one institution could be manipulated or skewed. But when different institutions in different parts of the world conduct similar tests and the findings of those tests are cross-examined, the weaknesses of any individual study are eliminated.

This gives us the closest thing to unequivocal scientific truth we can get. The technique is known as meta-analysis and is a big part of why your Premium SANE Plan is so different. It is based on the most comprehensive meta-analysis on long-term nutrition- and exercise-related fat loss and health ever conducted.

WHAT YOUR PREMIUM PLAN IS NOT

Your Premium Plan is not an opinion-based short-term weight loss program. It is not the latest installment of health and fitness products that promise specific results in a certain period of time (think “Drop ten pounds in two weeks!” infomercial). It is not a “quick fix.”

It is not easy but it is simple and it is science. You can apply as much or as little of the science as you’d like depending on how ambitious your health and fitness goals are.





If your hope is to lose ten pounds in two weeks, the Premium SANE Plan is not for you. Seriously. Please cancel your free trial. Please also consider what you really want to accomplish. If you look deeper, you will likely see it has little to do with weight. Instead, your hopes are probably tied to looking and feeling a certain way and staying that way *for the rest of your life*.

Have doubts? Try this experiment: If you could wave a magic wand and look radiant and feel dramatically better while lowering your risk of diabetes, heart disease, and cancer but would weigh no more or less, would you be happy? On the other hand, if you could wave that same magic wand and instantly weigh twenty pounds less but look and feel drained and deprived while increasing your risk of diabetes, heart disease, and cancer, would you consider that a wish well used?

Your Premium SANE Plan is a surprising and scientifically proven system that enables you to trigger a fundamental metabolic change, thereby enabling you to look and feel better for the rest of your life while lowering your risk of diabetes, heart disease, and cancer. Enough of being told to do the same thing over and over and to expect different results. Einstein defined that as insane. So do we. And that is why we hope you'll join us in changing to a wholly different, wholly SANE approach.

SMARTER SUCCESS HAS LITTLE TO DO WITH WEIGHT

Short-term weight loss is an inaccurate and unhealthy way to measure success. At best, it distracts from what really counts. At worst, it is unhealthy and fattening in the long term. Does any woman walk into a party wearing a dazzling new dress with a sign around her neck that reads "I weigh X pounds?" Of course not. What matters is how well her dress fits, how lovely and elegant she looks, how she feels and the radiance of her smile. And how many of us know someone whose short-term weight loss "success" was soon followed by even more weight gain.

If you want to be successful with your Premium SANE Plan, get rid of your scale. Feed it to the trash can. Let your kids beat it with a baseball bat. Back over it with your car.

What your scale says has nothing to do with how we define success in your Premium SANE Plan. We're focused on how you look and feel long term. There are millions of people who weigh a little and look and feel broken, while there are millions more who weigh more and look and feel wonderful.

Why are we so adamant about avoiding this traditional measure of success? First, you will learn in your Premium SANE Plan, being traditional has nothing to do with being correct or useful.

Second, as a measure, it is relatively easy to manipulate. Want to make your scale as happy as possible in 48 hours? Do not eat anything other than diuretics and stimulants and exercise in a hot room as much as possible while wearing multiple layers of clothes. Your body will be malnourished (bad), burn pounds of muscle (bad), shed pounds of water (bad), slow down your metabolism (bad), predispose you storing more fat in the future (bad), and make the scale show a much lower number for a few days (irrelevant).

Third, why worry about weight when there is a measurement that is just as simple and proven to be much more indicative of long-term health and fitness: The circumference of your waist. Skip the \$99 scale and treat yourself to a 99¢ measuring tape. Many of the people going SANE have found this to be one of the most difficult steps to fully adopting your Premium SANE Plan because their baseline of "good" or "success" associated with health and fitness is directly tied to their scale. And it has been that way for their entire lives. So we are asking you to immediately stop doing something you have done for as long as you can remember. That is a big request, and we know it.

TIP: Back in 2012, SANE founder Jonathan Bailor wrote an article about his and his wife's personal experience with weight. This article quickly went viral and is helpful as you reconsider the importance—or lack thereof—of weight in your life. [Enjoy It Here](#)



But making a commitment to stay away from scales for at least three months is critical if you are interested in long-term fat loss and robust health. Why? Because scales focus us on short-term weight loss instead of long-term fat loss and robust health. If you are a boxer or wrestler who needs to weigh a specific amount for your upcoming match, think short term and evaluate your progress using a scale. However, if you are anyone else, think long term and evaluate your progress with a measuring tape. Using the appropriate timeline and tool to measure your success is so important because your Premium SANE Plan will always lose to starvation if you look at short-term weight loss because more than 90% of the initial weight lost via traditional quick-fix techniques comes from shedding water and burning muscle. Your Premium SANE Plan does not dehydrate you and develops metabolism-enhancing muscle instead of destroying it.

Give yourself a break from worrying about weight and commit to making the fundamental metabolic change that enables you to look and feel better for the rest of your life while lowering your risk of diabetes, heart disease, and cancer.

"When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bounds. Your mind transcends limitations, your consciousness expands in every direction and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be." – Patanjali



YOUR SANE SUCCESS

If we do not define success according to weight, then how do we do it? We already mentioned the simplest: Swap your scale for a measuring tape. Measure the circumference of your waist, shoulders, hips, and thighs and write the results down. Then find a piece of clothing you cannot currently wear but would like to. Finally, visit your doctor and have her measure your:

- Body fat %
- Blood pressure
- Heart rate
- Fasting glucose
- Triglycerides
- Cholesterol

After this, pick out your top three or five goals from the list below.

- Measurements
- Body fat percentage
- Clothes test
- Cholesterol level
- Blood pressure
- Sick less often
- Ability to concentrate
- Ability to sleep
- Strength
- Energy level
- Fitness level
- Improved mood
- Libido level
- Confidence
- Self-esteem
- Pain reduction
- Improved athletic performance

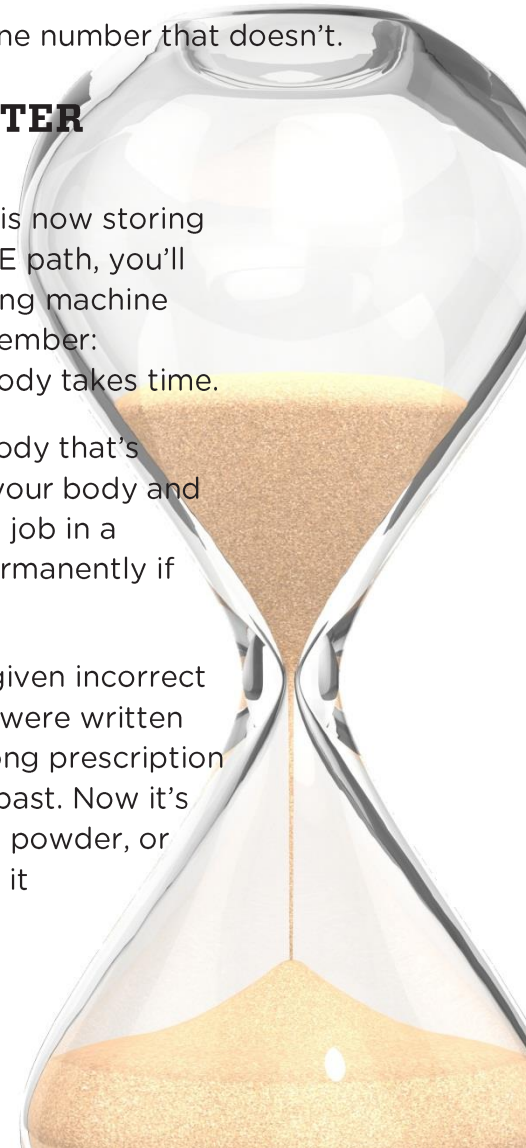
Now you can think about a few things that matter instead of one number that doesn't.

HOW QUICKLY WILL I ACHIEVE MY SMARTER SUCCESS?

Years of counting calories has broken your metabolism, which is now storing instead of burning fat. But if you keep walking along your SANE path, you'll heal your metabolism and transform yourself into the fat-burning machine you once were—or your naturally thin friends already are. Remember: Starvation will never *heal you*, and permanently *healing* your body takes time.

Healing your metabolism is like healing anything else in your body that's broken. Imagine you've broken your ankle. You have to assist your body and allow it time to heal itself. No pill, powder, or potion will do the job in a week—but your body will heal your ankle automatically and permanently if you allow it to.

Now consider your broken metabolism. Because you've been given incorrect information, you've accidentally broken your metabolism. You were written the wrong calorie-myth based prescription, and taking the wrong prescription can be much worse than doing nothing at all. But that's in the past. Now it's time to heal, rather than starve, your metabolism. While no pill, powder, or potion will heal your metabolism in a week, your body will heal it automatically and permanently if you let it.



Trying to provide a universal time table for your wellness goals is like trying to provide a universal time table for your financial goals. It's not possible, and anyone who says differently is interested in scams, not science. How quickly you heal depends on at least:

- How consistently you enjoy so much SANE whole food that you are too full for inSANE processed products. More SANEity means faster results. **TIP:** If you are using your Premium SANE App, you could read this question as: How high you keep your [SANE Score](#). Higher ("greener") score means faster results.
- How many green vegetables (especially the leafy kinds) you eat. More greens means faster results.
- How consistently you hit your [Daily SANE Score Goal](#). More consistency means faster results.
- How much body fat you would like to burn. More fat to burn means more time is needed.
- How frequently you have yo-yo dieted. More yoyo-ing means more time needed.
- How old you are. More years mean more time needed.
- How many children you've given birth to. More children means more time needed.
- How healthy you are. More medical issues mean more time needed.
- How slim your parents are. Heavier parents mean more time needed.
- How you live. More stress, more alcohol, and more late nights mean more time needed.

Most importantly, the speed of your success is dependent on your level of commitment to living better. We all know nothing in life worth having comes for free. A clog-free metabolism that keeps you slim and healthy for the rest of your life is worth having, and it does not come for free. You have to be willing to eat more and exercise less—but smarter...which isn't so bad ;)—and to be patient. Repairing a lifetime worth of damage to your metabolism takes months, not weeks. Rome was not built in day. The same can be said for your new metabolism.

For example, a woman in her early 30's who has never yo-yo dieted and has a low-stress life is not pre-diabetic, exercises so intelligently that she is sore for days afterwards, sleeps at least seven hours per night, and eats over ten servings of non-starchy vegetables per day, along with three to six 30 gram servings of nutrient-dense protein per day, will achieve better results faster than a woman in her early 50's who has a long history of yo-yo dieting, has two heavy parents, is under a lot of stress, is pre-diabetic, exercises with little resistance, sleeps less than six hours per night, eats few veggies per day, and eats SANEly occasionally.

Neither person is right or better. They are just different and will experience different results at a different rate. The good news is that regardless of your personal circumstances, committing yourself to your Premium SANE Plan as much as you are willing means you are living according to proven scientific principles to achieve meaningful goals instead of being victimized by profit-driven marketing that dehydrates you, malnourishes you, slows your metabolism, and burns metabolically-critical muscle.

As a general guide, everyone is different, but if you sleep at least seven hours per night, drink at least ten glasses of water or green tea per day, and minimize negative stress, you will be well on your way to your optimal body and health in about:

- one to two months if you consistently achieve the “Turn Heads” [Daily SANE Score Goal](#)
- two to three months if you consistently achieve the “Be Fit” [Daily SANE Score Goal](#)
- three to six months if you consistently achieve the “Get Started” [Daily SANE Score Goal](#)

SOMETHING THAT HELPS EVERYONE: USE ENOUGH RESISTANCE WHILE EXERCISING ECCENTRICALLY

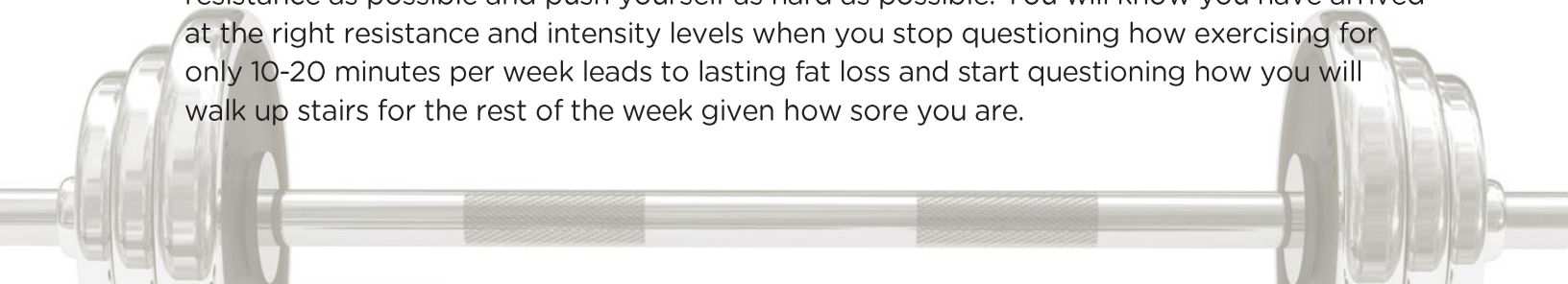
Much of the food-related findings in your Premium SANE Plan are common sense. However, we sometimes hear that some new members find the exercise-related material hard to believe. That is because they haven't tried it yet :)

While the time and money investment required for eccentric exercise is dramatically less than traditional training, proper eccentric training is more challenging than anything you have ever done physically. Much like it might seem to violate common sense that one prescription pain pill can impact us more than ten aspirin, scientific fact becomes clear as soon as the skeptic tries a prescription pain pill. It is the same with exercising less—but eccentrically. It makes plenty of sense as soon as you try it. Why? Because after ten minutes of it, you will be more fatigued from exercise than you have ever been.

Eccentric exercise is so important because it allows us to use much more resistance much more safely than possible with other forms of exercise. All that resistance is the only way to work the type 2b muscle fibers responsible for the hormones required to unclog our metabolism. The more resistance we use, the harder the workout, the more helpful hormones we release, and the less exercise we can do or need to do.

More exercise with less resistance will not do it. You must exercise eccentrically using so much resistance that you push yourself to the absolute brink ([video example](#)). If you do this correctly, it will not be fun, and you will be sore for days afterward. But it will be worth it. Science proves it. Think of it like an immunization. You trade safe and short-term discomfort now to avoid life-threatening and long-term discomfort later.

Without question you must ease your way into eccentric training. Nobody's excellent the first time they get eccentric. But do *not* modify your eccentric exercise by cutting the resistance and increasing the number of times you do it per week. More exercise with less resistance will *not* trigger the hormonal response necessary to catalyze the unclogging of your metabolism. If you want to unclog and burn fat long term, you must use as much resistance as possible and push yourself as hard as possible. You will know you have arrived at the right resistance and intensity levels when you stop questioning how exercising for only 10-20 minutes per week leads to lasting fat loss and start questioning how you will walk up stairs for the rest of the week given how sore you are.



“How hard do I need to push myself to get the best results?” Think of effort as a scale of 1 to 10 where 1 is sleeping and 10 is giving birth. If your goals are ambitious, your effort needs to be ambitious. Aim for ten minutes per week of effort as close to level 10 as possible, always putting safety first. If your goal is more modest, your effort can be more modest too.

MAKE A PUBLIC COMMITMENT

Remember your goals from earlier? Commit to them. As publically as possible, and provide updates as often as possible. Your [SANE Mobile App](#) and [SANE Support Group](#) make this simple and fun. Draw support and motivation from those who love you. Involving other is scientifically proven to increase the speed and permanence of your results.

We know this may be a bit uncomfortable at first, but the science is so clear here that—because we want you to succeed—we must insist that you “just do it.” If you do not share your SANEity with others, your mind perceives that as meaning you do not really believe you will be successful, and it will do everything in its power to sabotage your success. To ensure that you achieve your optimal wellness as quickly and enjoyably as possible, please, please, please get started sharing your SANEity with your [Mobile App](#) and [Support Group](#) today. If people ask you how much weight you have lost, tell them you have no idea, but you are wearing jeans you couldn’t zip up three months ago, have an absurd amount of energy, are falling asleep the minute your head hits the pillow, and are playing as much tennis as you did in high school. You will not be bragging. You will be educating them on what health and fitness success really means, and you may just change their lives while changing your own.

TRACKING PROGRESS

During the first month of your Premium SANEity, track your progress—at most—every two weeks by measuring the circumference of your waist, shoulders, hips, and thighs, and try on the clothes you couldn’t previously wear. Write down the results. Then identify challenge areas. Are you still eating starch and sugar regularly? Are you consuming as many non-starchy vegetables as you possibly can? Are you exercising eccentrically with the appropriate intensity? Are you sleeping at least seven hours per night?

If you have specific challenges (e.g., sweet tooth will not go away, not using enough resistance while exercising), please let us help you via your [Support Group](#). There are hundreds of thousands of people around the world experimenting with recipes, developing tailored strategies for SANE eating on-the-go, and addressing the same challenges you may be experiencing. Reach out. Fast and friendly help is available.

After your first month, measure once a month. If you want to do it every two weeks, fine. But please do not make a habit of doing it daily or even weekly. You have enough to worry about. You have science on your side. Your metabolic turning point will happen. You will see it. And unlike previous efforts, it will be lasting. Just be patient and enjoy the journey.

“If you are facing the right direction, just keep walking, and you will get to where you want to go.” – Paraphrase of Buddha



FORGET PERFECTION. FOCUS ON YOUR LONG-TERM SMARTER SUCCESS.

Your SANE Success isn't about being perfect. Do your best to get the big things right most of the time. Going SANE is all about progress rather than perfection. You can burn as little or as much body fat as you want to. Want to burn a pound of body fat per week? Eat so much SANE food that you are too full for inSANE food, sleep a lot, walk a lot, and de-stress. Have more modest goals? Eat less SANE food and some inSANE food, stay up late, stay sedentary, and stress out. You are in control. And you can leverage the guidelines below to assist you along your journey.

Note that this is a general guide. Please do not get bogged down in details. Remember, nobody knew what a calorie, vitamin, or mineral was before we had an obesity and diabetes epidemic. Get the big things right consistently and your body will take care of the rest like it did for every previous generation that ever lived. Healthy cannot be hard.

For more information on food groups and servings, please see your *7 Days to SANE* eBook in your Premium Resource Center (Your Access Link and Password were emailed to you right after you signed up for your free trial of the SANE Premium Plan).

TIP: Nutrient-Dense Protein is sometimes referred to as Nutritious Proteins. Low-Fructose Fruits are sometimes referred to as Low-Sugar Fruits.

GOAL: GET STARTED

- Eat one or two servings of nutritious protein with lunch and dinner.
- Trade starch and sweets for two servings of non-starchy vegetables at lunch and dinner.
- Eat inSANE dessert once per week, and SANE desserts up to three times per week.
- Actively try to drink more water and green tea.

WHICH AMOUNTS TO EATING THIS DAILY:

- 0 to 3 servings of starches
- 0 to 2 servings of sweets
- 2 to 4 servings of nutritious protein
- 5 to 7 servings of non-starchy vegetables
- 1 to 2 servings of whole-food fats
- 0 to 2 servings of low-sugar fruits
- 64 ounces of water / 5 bags of green tea

Get seven hours of undisturbed sleep per night.

Walk and stand as much as possible.

GOAL: BE FIT

- Eat one or two servings of nutritious protein with breakfast, lunch, and dinner.
- Almost always trade starch and sweets for protein and non-starchy vegetables.
- Eat only SANE desserts up to two times per week.
- Drink water and green tea often.

WHICH AMOUNTS TO EATING THIS DAILY:

- 0 to 3 servings of starch
- 3 to 5 servings of nutritious protein
- 8 to 10 servings of non-starchy vegetables
- 2 to 4 servings of whole-food fats
- 0 to 2 servings of low-sugar fruits
- 96 ounces of water / 8 bags of green tea

Get at least seven hours of undisturbed sleep per night.

Walk and stand as much as possible.

Exercise smarter.

GOAL: TURN HEADS

- Eat one or two servings of nutritious protein with at least breakfast, lunch, and dinner.
- Always trade starch and sweets for non-starchy vegetables.
- Eat only SANE desserts once per week, not because you are depriving yourself, but because you are often too full for dessert.
- Drink so much water and green tea that you don't have room to drink anything other than unsweetened coffee.

WHICH AMOUNTS TO EATING THIS DAILY:

- 4 to 6 servings of nutritious protein
- 12 to 19 servings of non-starchy vegetables
- 3 to 6 servings of whole-foods fats
- 0 to 1 serving of low-fructose fruit
- 128 ounces water / 10 to 15 bags of green tea

Get at least eight hours of undisturbed sleep per night.

Walk and stand as much as possible.

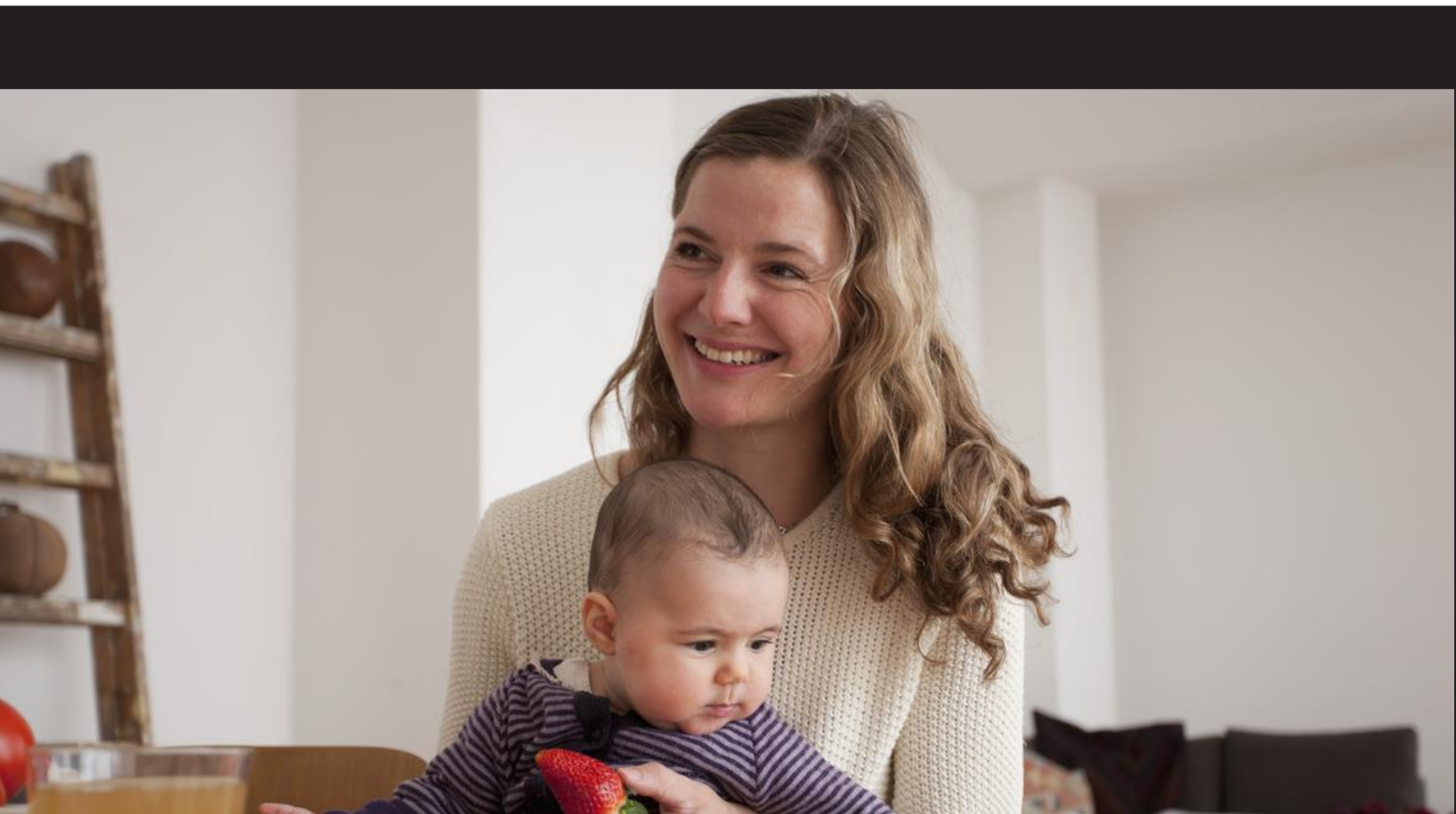
Exercise smarter.

CONCLUSION

At the end of the day, your Premium SANE Plan is the distillation and application of the most robust and scientifically sound research the world has to offer. The more you apply it, the faster you will make the fundamental metabolic change that enables you to look and feel better for the rest of your life while lowering your risk of diabetes, heart disease, and cancer. It's not a "quick fix," but you can do it.

Leveraging the world's most comprehensive research, you can all walk with your eyes wide open and your feet firmly planted on the path of your choosing. The rate at which you walk that path is up to you. It will not be easy but it will be worth it. You have science on your side. You will achieve *your* SANE success.

"To anyone who is fed up with trying the same thing over and over, I offer this suggestion, instead of getting back on the treadmill 'one more time,' try this: Alter your diet so that you eat no grain-based carbohydrate: no flour, no sugar, no bread, no pasta, and no high fructose corn syrup. Then go to the gym and perform a workout of leg press, pulldown, chest press, row and overhead press. Lift slowly and smoothly but with as much effort as possible. Go to complete fatigue, or as close to it as you can tolerate. Work out once, or at most, twice a week. Make sure your workouts last no longer than 20 minutes. Then sit back and watch what happens." – Dr. Doug McGuff



SANE BODY FAT % CHEATSHEET

BODY FAT % CATEGORIES	
	WOMEN
ESSENTIAL FAT	10 - 13%
FITNESS PROFESSIONALS	14 - 20%
FIT	21 - 24%
AVERAGE	25 - 31%
EXCESS FAT	32% +
	MEN
ESSENTIAL FAT	2 - 5%
FITNESS PROFESSIONALS	6 - 13%
FIT	14 - 17%
AVERAGE	18 - 24%
EXCESS FAT	25% +

Women have less body fat than ~99% of their peers if their body fat % is...

18% at age 20
20% at age 30
23% at age 40
25% at age 50
27% at age 60+

Men have less body fat than ~99% of their peers if their body fat % is...

9% at age 20
13% at age 30
16% at age 40
19% at age 50
22% at age 60+

