

More for Less

How to Exercise Less—Smarter—and
Enjoy Radically Better Results

BY JONATHAN BAILOR



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Praise for Jonathan Bailor's *SANE Solution*

"I am often asked when there will be a proven prescription for weight loss. This is that prescription."

- **Harvard Medical School's** Dr. Theodoros Kelesidis

"A treasure trove of reliable information...hot, hot hot!"

- **Harvard Medical School's** Dr. JoAnne Manson

"Reveals the real story of diet, exercise, and their effects on us. I heartily recommend this."

- **Harvard Medical School's** Dr. John J. Ratey

"Opens the black box of fat loss and makes it simple!"

- **Dr. Oz's Personal Trainer** Joel Harper

"I'm a big fan"

- **P90X's** Tony Horton

"Will do more to assist people with their health than all the diets out there put together."

- **New York Times Bestselling Author** Dr. Christiane Northrup

"Provides a powerful set of tools for creating lifelong health!"

- **New York Times Bestselling Author** Dr. Mark Hyman

"Brilliant! Will change the way you look, live, and feel!"

- **New York Times Bestselling Author** Dr. William Davis

See hundreds more medical reviews and success stories at: SANESolution.com

INTRODUCTION

Welcome to the SANE family! Jonathan Bailor here and I want to thank you again for taking time out of your hectic schedule to ensure that **your dinner table is for savoring and smiles, not self-criticism and calorie math**. Eating should be a source of joy and wellness, not shame and sickness. I sincerely hope that our time together will open your eyes to how easy it can be to reach your weight and fitness goals once you break free from the confusing and conflicting outdated theories and lies that have trapped you for so long.

If you only take one thing away from this book let it be this: **Any weight problem you may be experiencing is not your fault!** I know that may sound trite, but it's true. How can you be expected to lose those annoying pounds when all you've been given is outdated science and methods from the 1960's that have been proven NOT to work.

My mission is to not only reshape your body, but it's also to reshape the way you think about weight loss. What that means is I will be here with you every step of the way to provide all the support and tools you need to finally reach your weight loss goals. Whether you need to lose a few extra pounds around your belly, are looking for a **complete body transformation**, want **all-day energy**, or just want to make sense of all the confusing and conflicting health information out there once and for all, you are **finally in the right place!**

TIP: Be sure to add service@SANESolution.com to your email safe senders list/address book. This ensures you get all your upcoming SANE bonus recipes, tools, and how-to videos.

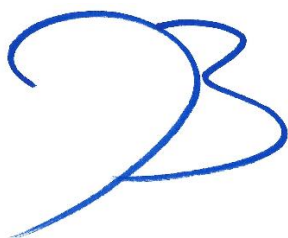
So if you are ready to stop counting calories... Ready to stop killing yourself with exercise you hate... Ready to end your struggle with weight... and are tired of being

hungry and tired...this is your chance. It's time to get off the dieting roller-coaster once and for all. **Are you ready?**

I urge you to make a commitment to yourself to continue this journey. You are worth it. After all, you took action to get this book so that means you are ready and willing to step up and make positive changes. If you follow the simple and scientifically backed principles we teach, **I promise you will lose weight...and keep it off for good.**

You are part of the family now, and I am so excited to have you here as we bust the myths that have been holding you back... perhaps for years. Remember this...**now is your time**, and these are your proven tools for lasting weight loss success. Welcome home.

Can't wait to meet you at
SANESolution.com,



Jonathan Bailor
New York Times Bestselling Author, SANE Founder, and soon...your personal weight-loss coach



P.S. Over the years I have found that our most successful members, the ones who have lost 60, 70, even 100 pounds...and kept it off...are the ones who **started their personal weight-loss plan on our [FREE half-day Masterclass](http://SANESolution.com/Tools)**. It's your best opportunity to fall in love with the SANE lifestyle, learn exactly how to start making the simple changes that lead to dramatic body transformations, and get introduced to your new SANE family. **Be sure to reserve your spot now at <http://SANESeminar.com>.**

TIP: Not familiar with the SANE Food Group or SANE Serving Sizes?

It's all good! Get everything you need by attending your FREE masterclass at SANESeminar.com and by downloading your FREE tools at SANESolution.com/Tools.

FREE HALF-DAY INTERACTIVE MASTERCLASS WITH NEW YORK TIMES BEST SELLING AUTHOR AND NATURAL WEIGHT-LOSS EXPERT JONATHAN BAILOR

If You Are Ready To Get Off The Yo-Yo Diet Roller-coaster, Then It's Time To Start Your PERSONALIZED WEIGHT LOSS PLAN With Me!

Live Half-Day Seminar Tickets Cost ~~\$297~~, But For A Limited Time, You Can Attend Online For FREE!

SANE Weight Loss Results Planner

1. What is your current weight?	250
2. What is your goal weight?	210
3. What is your gender?	Female
4. Are you over 40?	Yes
5. Have you dieted more than once?	No
6. Are you taking insulin or SSRIs?	No
7. Were your parents heavy?	Yes
8. Do you perceive your life as high-stress?	No
9. Do you get less than 6 hours of sleep / night?	Yes
10. Will you be inactive while taking SANE?	No

Your SANE Results

Based on your answers these are the results you can expect from following your customized SANE plan.



GET YOUR PERSONALIZED PLAN TODAY

Daily Servings

Vegetables:	Protein:	Fats:	InSANEity:
11	5	6	1

Total Weight Lost: 40 lbs

Weeks Until Goal: 48

Date Goal Achieved: 9/22/2016

During Our Time Together You Will...

Free yourself from all the confusion and conflicting weight loss information! See the latest science showing you how to get off the yo-yo diet roller-coaster for good, while you overcome emotional eating and cravings.

Learn simple ways to jump-start your motivation today! I'll show you how to effortlessly stick with your new Personalized Weight Loss Plan for lasting results that turn heads and get attention.

Start creating your own personalized weight loss plan--with my help--that will show you exactly how many pounds you can lose per week and even give you an exact date when you will reach your goal weight...without ever counting calories, being hungry, or spending endless hours in the gym!

Discover the one "adjustment" you can make today to increase your energy and ignite your natural fat-burning metabolism so you jump out of bed every morning with confidence.

Crush cravings and end emotional eating with just a few small changes to the types of sweets and fats you are eating. Don't give up what you love, eat more...smarter! Bust the top myths and mistakes that hold you back from losing weight and keeping it off. (You will be relieved when we finally put these lies to rest).

Plus, just for attending you will receive the entire \$297 Eat More Lose More Quick Start kit, with videos, cheat sheets, and food guide, for free so you can put this life-changing information to use immediately.



Getting Started Is Easy and Free:

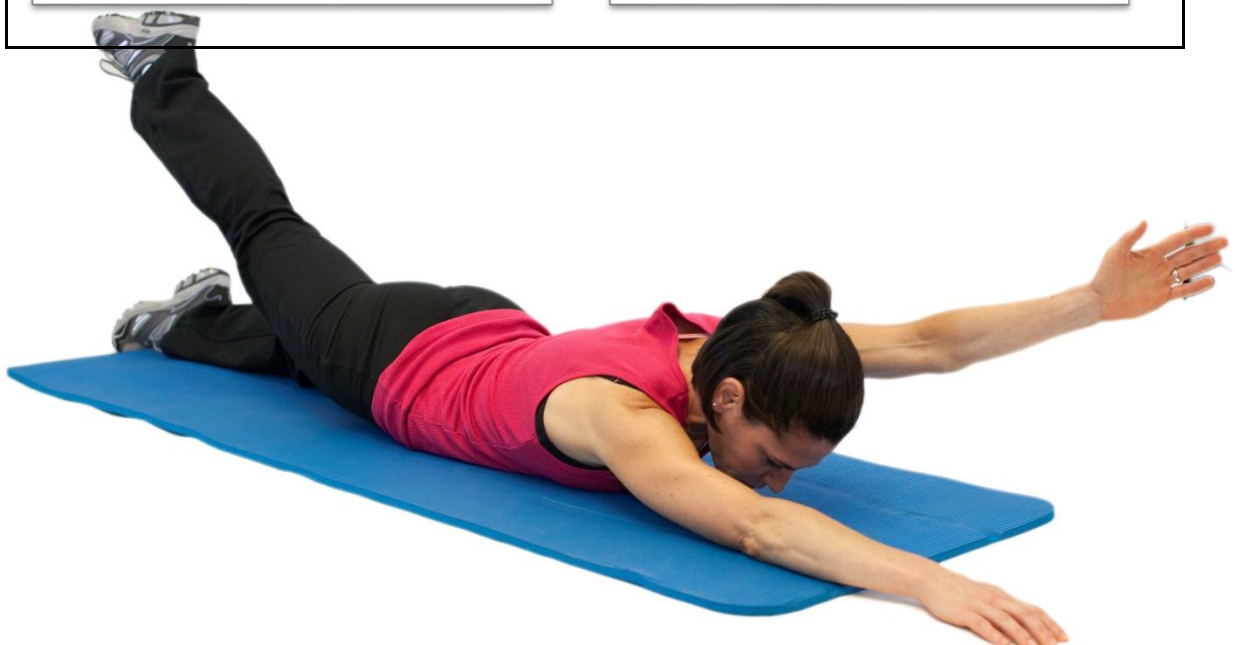
There are many convenient times available

1. Type in this web address: SANESeminar.com
2. Click the button and select a convenient time
3. Enter your information to reserve your seat!

GETTING STARTED

Just as we get more results in less time by working more muscles within our body, we get even more results in even less time by working more of the muscle fibers that make up our muscles. The research underlying your [SANE Solution](#) shows that by working more muscle fibers through more forceful exercise we trigger a set-point-lowering hormonal response which is impossible via any quantity of traditional exercise.

Think about the movements necessary to move more muscle fibers, release fat-burning hormones, and drop your set-point like the movements necessary to move a heavy sofa. You can gently poke at the sofa for one, ten, or even 100 hours, but no quantity of these low-force movements will achieve the result you want. The body works similarly. No quantity of low-force movements done during traditional exercise will move the muscle fibers responsible for lowering your set-point. Less, but higher-force movements, are how you move sofas as well as the muscle fibers that enable your body to burn body fat long-term.



SMARTER EXERCISE OVERVIEW

Traditional fat-loss programs require five to ten hours of exercise per week. This requirement alone accounts for much of their 95% failure rate. Who has that much spare time?

Fortunately, researchers have discovered a smarter alternative: a form of smarter exercise that unclogs us in just ten to twenty minutes per week.

“The efficacy of a high intensity exercise protocol, involving only 250 kcal [calories] of work each week, to substantially improve insulin action [unclog] in young sedentary subjects is remarkable.” – Dr. J.A. Babraj, Heriot-Watt University

Let’s quickly compare traditional exercise with this smarter alternative. Traditional exercise is rooted in the false Count Calories In - Calories Out theory of fat loss. It aims to burn calories and is done frequently, for a long time, and uses a little resistance. On the other hand, smarter exercise is rooted in the science of the set-point. It aims to clear your hormonal clog and is done infrequently, for a short period of time, and uses a lot of resistance. This unique approach to exercise has been proven not only to heal your hormones, but also to give you all the benefits of traditional exercise—and then some—up to 320% more efficiently.



Traditional Exercise

Smarter Exercise

☐ Done Frequently☐ Done Infrequently☐ Done for a Long Time☐ Done For a Short Time☐ Done with Little Resistance☐ Done With a Lot of Resistance

“Vigorous [smarter] activities are associated with a reduced risk of coronary heart disease, whereas moderate or light activities have no clear association with the risk of coronary heart disease.” – Dr. H.D. Sesso, Harvard University

“We thought the findings [regarding exercising less—smarter] were startling because it suggests the overall volume of exercise people need to do is lower than what’s recommended.” – Dr. M. Gibala, McMaster University

SMARTER EXERCISE PROGRAM

Applying this science gives you a short, simple, and effective exercise program which can be summarized in seven words: *Exercise Forcefully. Not Too Often. Mostly Eccentric.*

The program is simple because staying healthy and fit is simple once we know the science.

- Day 1: 10 minutes of high-quality Eccentric training
- Day 2: Relax and recover
- Day 3: Relax and recover
- Day 4: 10 minutes of smarter cardiovascular exercise
- Day 5: Relax and recover
- Day 6: Relax and recover
- Day 7: Relax and recover

TEN MINUTES OF ECCENTRIC RESISTANCE TRAINING

When it comes to long-term fat loss, focus on making as many of your muscle fibers generate as much force as possible using whichever set of the following exercises you like.

Home Exercises



- ☐ Eccentric Squats
- ☐ Eccentric Pull-Ups
- ☐ Eccentric Push-Ups
- ☐ Eccentric Shoulder Press

Gym Exercises



- ☐ Eccentric Leg Presses
- ☐ Eccentric Rows
- ☐ Eccentric Chest Presses
- ☐ Eccentric Shoulder Presses

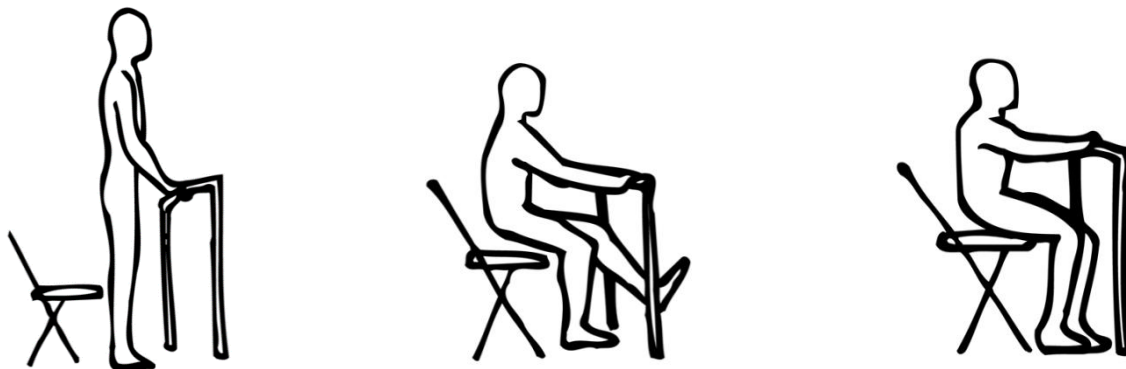
Only do these exercises once per week. If you can do them more frequently, then you are not using enough resistance. Studies show that when you use enough resistance to work all of your muscle fibers, you will require three to six days to recover. Keep in mind that while smarter workouts are brief and infrequent, they work your muscles more deeply than any other form of exercise. You are trading quantity for quality, and that is hard. At the end of each exercise you will be exhausted. Smarter exercise is not fun, but getting better results while having ten extra hours each week to spend with your family and friends is incredible.

For each exercise, raise the resistance at a controlled speed with two legs or arms, and then lower it with one leg or arm for ten seconds. Repeat that six times per leg or arm. If you can do it a seventh time, increase the resistance the next time you do the exercise. Each exercise takes about two and a half minutes—a little over a minute per arm or leg. After each exercise, move immediately to the next one. Ten minutes later, get on with your day. If you are not sore for at least three to six days afterwards, use more resistance.

HOME EXERCISES

ASSISTED ECCENTRIC SQUATS

Muscle groups worked: legs and butt



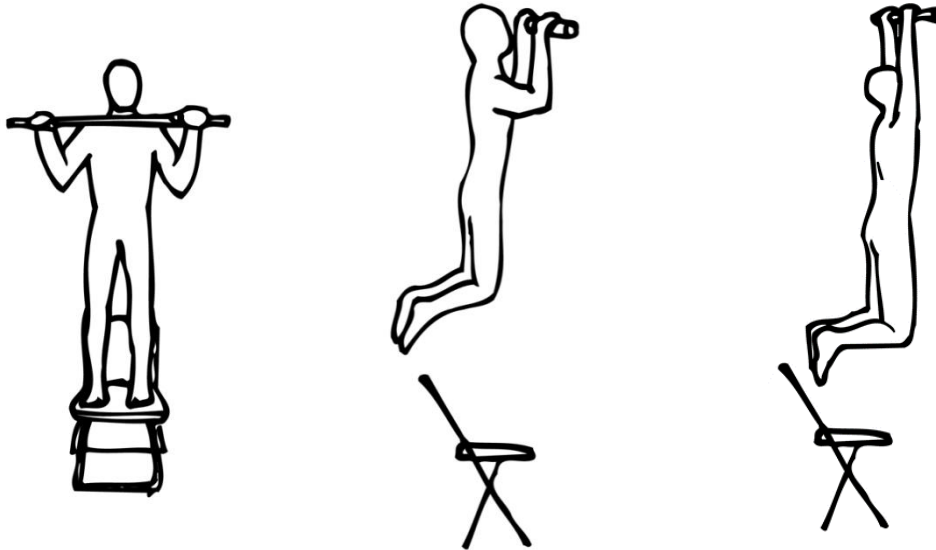
- Stand with your feet shoulder-width apart in front of something sturdy that you can hold on to with both hands. I use a railing or a doorknob. Put a chair behind you.
- Grab the sturdy thing in front of you and lean back until your arms are fully extended. Stand with all of your weight on one of your heels. Make sure to keep your head and shoulders back while sticking your chest and butt out.

- Keeping all of your weight on one of your heels, and keeping yourself balanced by holding onto that sturdy thing in front of you, sit down using only the one leg you put all of your weight on. Use your non-weight-bearing leg to keep your balance and to ensure that you can lower yourself slowly and safely for ten seconds. If you can lower yourself for longer than ten seconds, then you are using your other leg too much. If you cannot lower yourself for ten seconds, then you are not using your other leg enough.
- Make sure that your knees never stick out farther than your toes while you are lowering yourself.
- Stop lowering yourself with one leg once your butt touches the chair. Keep holding on to the sturdy thing in front of you. Stand back up using both legs. Repeat this five more times and then do the same thing with your other leg.
- As you get stronger, remove the chair and try to squat down as far as you comfortably can without your heel lifting off the ground or your knees sticking out farther than your toes.



ASSISTED ECCENTRIC PULL-UPS

Muscle groups worked: back and arms



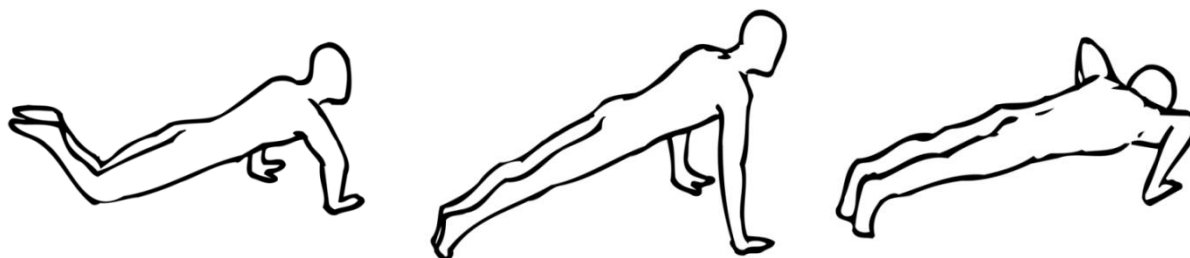
- Find something sturdy to hang from. It should be no lower than your chin if you are standing on the ground, and no higher than your chin if you are standing on a chair. Common options include: jungle gyms/swing-sets, construction scaffolding, tree branches, and I-beams in your basement or attic. Stand on the ground or on a chair so that your chin is slightly above the thing you are going to hang from.
- With your arms slightly wider than shoulder-width apart, put your hands on top of the thing you are going to hang from. Grip it as tightly as you can. Stick your chest out and squeeze your shoulder blades together.
- With a firm grip, start to bend your legs so that you begin to hang from whatever it is you are holding on to. The more you bend your legs, the more challenging it will be to hang on.
- Bend your legs enough that you cannot hang on for longer than ten seconds. If you can hang on for longer than ten seconds, bend your legs more. If you cannot hang on for ten seconds, bend your legs less. Depending on your strength level, you may not need to use your legs at all.

- While you are hanging on, your back and arms will get tired and you will slowly lower down until your arms are fully extended. If your arms fully extend in less than ten seconds, you are using your legs too little. If your arms fully extend in more than ten seconds, you are using your legs too much.
- While your arms are extending and you are lowering down, keep your shoulders back, chest out, look up, and keep your arms as even with your torso as possible—do not let your arms creep out in front of you.
- After your arms have fully extended, keep hanging on, and stand-up to get your chin back above the bar. Repeat five more times without resting.



ASSISTED ECCENTRIC PUSH-UPS

Muscle groups worked: chest, shoulders, and arms



- Lie face down on a clean floor and put your arms out to your sides so that your hands are even with your upper chest and slightly wider than shoulder-width apart.
- Keeping your knees on the floor, push yourself up through the palms of your hands until just before your elbows lock. You will now have only your knees and your hands touching the floor.
- Lift your knees off the floor and shift your weight to your toes. You will now have only your toes and hands touching the floor.
- With your shoulders back and chest out, slowly lower yourself until just before any other part of your body touches the ground. Hold that position for ten seconds. Make sure you keep your body in a straight line throughout the movement. Do not let your chest or hips bow down.

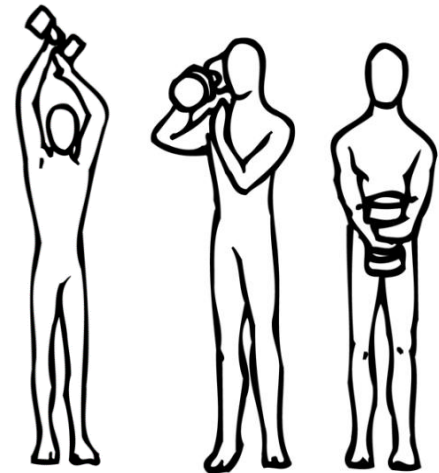


- After ten seconds, put your knees back on the floor and push yourself back up like you did originally. Once you have lowered yourself six times—for ten seconds each time...without resting—you are done.
- If you cannot lower yourself six times—10 seconds each time—put your knees on the floor.
- If you can lower yourself more than six times—for ten seconds each time—do not ever let your knees touch the floor. Always have just your hands and toes touching the floor. If that is still too easy, put your toes on something six to twelve inches off the ground. If that is still too easy, put your toes on something six to twelve inches off the ground and put something heavy on your back.

ASSISTED ECCENTRIC SHOULDER PRESS

Muscle groups worked: shoulders and arms

- Find something that you can safely lift above your head using both arms. You should also be able to safely hold it above your head with one arm. This means it should be small. Ideally you would use a dumbbell. Hold it in both hands and bend at the knees.
- Lift it above your head using both hands and momentum created by straightening out your legs. You should now be standing with your shoulders back and chest out, holding something above your head with both arms extended as much as they can without locking at the elbows.
- Very carefully release one hand but keep it close to whatever you are holding above your head to help lower it if needed. Keep the arm supporting the resistance to your side—aka do not let it creep in front of you—and slowly lower the resistance for ten seconds, always keeping your other hand close by.
- If you can lower the resistance for more than ten seconds, you need something heavier. If you cannot lower the resistance for ten seconds, you need something lighter. Repeat this five more times—without resting—and then do the same thing with your other arm.



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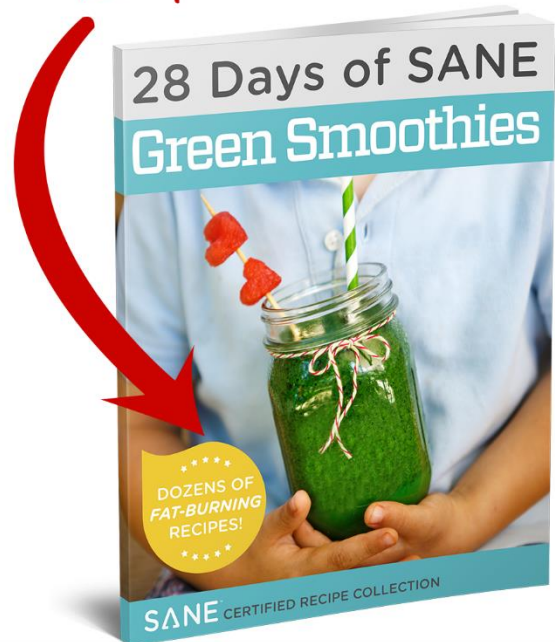
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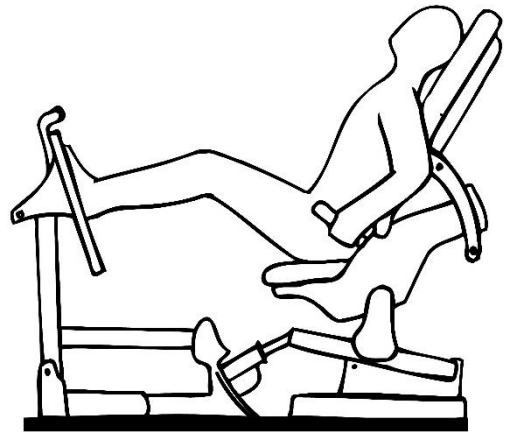


GYM EXERCISES

ECCENTRIC LEG PRESSES

Muscle groups worked: legs and butt

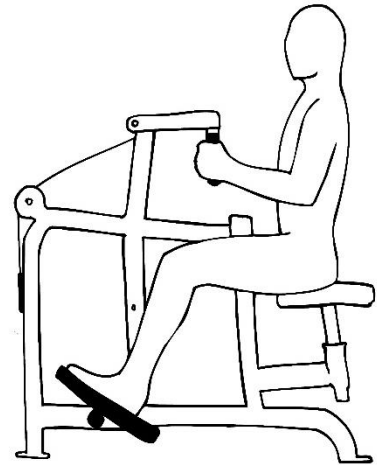
- Sit on the machine with your back against the pad. Make sure to keep your head and shoulders back while sticking your chest out. Think about how military personnel stand at attention. Do that with your head, shoulders, and back while sitting on the machine. This protects your back from injury. Never, ever round your back forward during any exercise.
- Put your feet on the platform. Space your feet between hip and slightly wider than shoulder width apart—whatever is most comfortable for you. Make sure your feet are high enough on the platform that your toes stay higher than your knees when you lower the resistance.
- When you lower and push/raise the resistance, make sure your knees stay lined-up with your feet. Do not bow your legs in or out. Make sure your knees never stick out farther than your toes.
- Always push on the platform through your heels while keeping your abs tight and back against the pad with your shoulders back and chest out.
- Lower the resistance for ten seconds with one leg as low as you comfortably can without your back coming off the pad or your heels lifting off the platform.
- When you lift the resistance—with both legs—avoid locking your knees at the top of the movement. Right before you would lock your knees, start lowering the resistance with one leg again.
- Repeat this five more times—without resting—and then do the same thing with your other leg.



ECCENTRIC ROWS

Muscle groups worked: back and arms

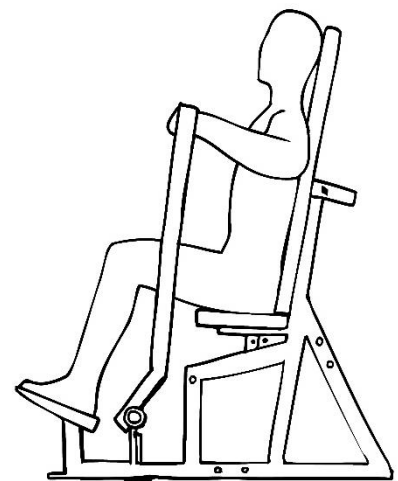
- Sit on the machine and put your chest against the pad if there is one. Either way, make sure to keep your back perpendicular with the floor with your head and shoulders back while sticking your chest out. Imagine trying to pinch a playing card between your shoulder blades. Do that with your back and shoulders while you lift/pull and lower the resistance.
- Put your feet flat on the floor or flat on the machine's platform. Keep them there.
- When you lift/pull and lower the resistance, keep your torso still. Use only your back and arm muscles to lift the resistance. Do not move your torso to help your back and arms.
- Lower the resistance for ten seconds with one arm until your arm extends as far as it can without causing you to round your back or to lock your elbow. Repeat "shoulders back, chest out" in your mind during this and all other exercises.
- Just before your elbow would lock, start pulling the resistance back towards you again.
- Repeat this five more times—without resting—and then do the same thing with your other arm.



ECCENTRIC CHEST PRESS

Muscle groups worked: chest, shoulders, and arms

- Sit on the machine with your back against the pad like you did with leg press. Make sure to keep your head and shoulders back while sticking your chest out.
- Put your feet flat on the floor or flat on the machine's platform. Keep them there.
- When you lower and lift/push and lower the resistance, make sure you keep your shoulders and head back, abs tight, and chest out. Do not lift your lower back off the pad.

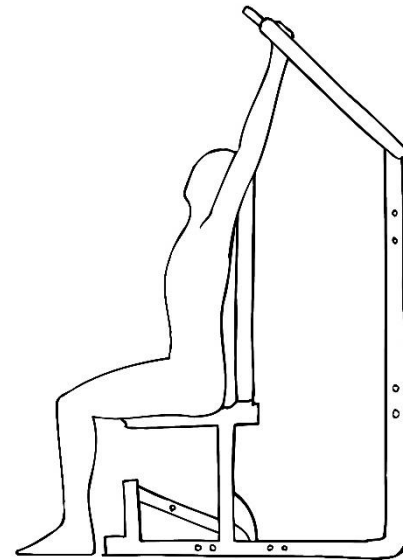


- When you lift/push the resistance with both arms, extend your arms as far as they will go without locking your elbows or moving your shoulders forward. Just before your elbows lock, slowly lower the resistance.
- Lower the resistance for ten seconds with one arm until your hand is about even with your ribcage.
- Repeat this five more times—without resting—and then do the same thing with your other arm.

ECCENTRIC SHOULDER PRESS

Muscle groups worked: shoulders and arms

- Sit on the machine with your back against the pad like you did with chest press. Make sure to keep your head and shoulders back while sticking your chest out.
- Put your feet flat on the floor or flat on the machine's platform. Keep them there.
- When you lower and lift/push and lower the resistance, make sure you keep your shoulders and head back, abs tight, and chest out. Do not lift your lower back off the pad.
- When you lift/push the resistance with both arms, extend your arms as far as they will go without locking your elbows or moving your shoulders up. Just before your elbows would lock, start slowly lowering the resistance.
- Lower the resistance for ten seconds with one arm until your hand is about even with your shoulders.
- Repeat this five more times—without resting—and then do the same thing with your other arm.



TEN MINUTES OF SMARTER INTERVAL TRAINING

Remember, *smarter* cardiovascular exercise is not focused on moving faster. You're trying to move more resistance. To get started:

1. Hop on an upright stationary bike.
2. Pedal at a moderate pace with moderate resistance for five minutes to warm up.
3. Increase the bike's resistance so you can pedal only by standing up on the pedals and pushing down on them as hard as you can.
4. Pedal like that for thirty seconds. If you can pedal for longer than thirty seconds, increase the resistance until you cannot.
5. Rest for two minutes.
6. Repeat the previous two steps three times.



WEEKLY SMARTER EXERCISE LOG

While exercising smarter record how much resistance you use and if you can add resistance the next time you exercise. For eccentric resistance training, add resistance once you can lower the resistance for ten seconds more than six times. For smarter interval training, add resistance once you can pedal against the resistance level for thirty seconds more than six times.

Home Option

Add resistance?

Assisted Eccentric Squats	Resistance: _____	Y / N
Assisted Eccentric Pull-Ups	Resistance: _____	Y / N
Assisted Eccentric Push-Ups	Resistance: _____	Y / N
Assisted Eccentric Shoulder Press	Resistance: _____	Y / N

Gym Option

Add resistance?

Eccentric Squats	Resistance: _____	Y / N
Eccentric Pull-Ups	Resistance: _____	Y / N
Eccentric Push-Ups	Resistance: _____	Y / N
Eccentric Shoulder Press	Resistance: _____	Y / N

Add resistance?

10 Minutes of Smarter Interval Training

Resistance: _____ Y / N

SANE™
BY JONATHAN BAILOR

EAT MORE. BURN MORE.™

SO MUCH TO LOOK FORWARD TO...

You will learn much more about this as we start your personal weight-loss plan together in [your free half-day Masterclass](#) (reserve your seat at SANESeminar.com), but here are a few key reminders as you're getting started on your SANE journey.

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 any lists** or any memorization.

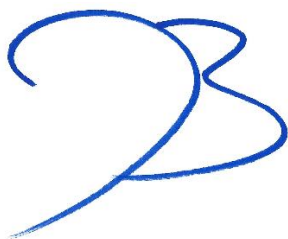
This new approach changes everything and will forever free you from all the confusing and conflicting weight-loss information you've been told. So please allow me to congratulate you on coming to the life-changing realization that **to get different results than you've gotten in the past, you must take a different approach than you used in the past!**

The great news is that when you combine a calm, gradual, long-term, and progress vs. perfection mindset with your scientifically proven SANE tools, program, and coaching, you are **guaranteed to burn belly fat, boost energy, and enjoy an unstoppable sense of self-confidence!**

Your new SANE lifestyle has helped over 100,000 people in 37 countries burn fat and boost health *long-term*....and it will do the same for you if you let it and trust it.

Thank you for taking the road less travelled...it will make all the difference!

SANEly and Gratefully,



Jonathan Bailor | SANE Founder, NYTimes
Bestselling Author, and soon...your personal
weight-loss coach



P.S. Over the years I have found that our most successful members, the ones who have lost 60, 70, even 100 pounds... and kept it off... are the ones who **start their personal weight-loss plan on... our FREE half-day Masterclass**. It's your best opportunity to fall in love with the SANE lifestyle, learn exactly how to start making the simple changes that lead to dramatic body transformations, and get introduced to your new SANE family. Be sure to reserve your spot at <http://SANESeminar.com>.

Please Don't Lose Your Seat at the FREE Masterclass Seminar!

Reserve your spot now so we can start your perfect personalized weight-loss plan. Space is limited and fills-up quickly. Reserve your spot now so you don't miss out!

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About the Author: Jonathan Bailor is a New York Times bestselling author and internationally recognized natural weight loss expert who specializes in using modern science and technology to simplify health. Bailor has collaborated with top scientists for more than 10 years to analyze and apply over 1,300 studies. His work has been endorsed by top doctors and scientists from Harvard Medical School, Johns' Hopkins, The Mayo Clinic, The Cleveland Clinic, and UCLA.

Bailor is the founder of SANESolution.com and serves as the CEO for the wellness technology company Yopti®. He authored the New York Times and USA Today bestselling book *The Calorie Myth*, hosts a popular syndicated health radio show *The SANE Show*, and blogs on *The Huffington Post*. Additionally, Bailor has registered over 25 patents, spoken at Fortune 100 companies and TED conferences for over a decade, and served as a Senior Program Manager at Microsoft where he helped create Nike+ Kinect Training and Xbox Fitness.

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