

3 UNTOLD SECRETS

to Burn More Fat!



Nathan & Jenni Oates

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Introduction

Do you ever wonder why the hours you spend exercising are not producing more results?

Have you ever experienced getting *some* results and then you hit a serious plateau? Maybe you've given up on exercise altogether because you simply *don't have the time*. And if we're honest, who wants to invest time into something that doesn't seem to be working anyway?

Deep down, most of us want to have bodies that work—bodies that burn fat properly, have good metabolisms, and that feel healthy and strong. Because this seems to be a never-ending quest for many of us, the topic of fat-burning gets much coverage from the media, and is a sizzling hot topic on social networking sites, billboards, and the covers of countless magazines.

However, for all of the gimmicks and headlines claiming to turn the body into a fat-burning machine, the reality is that we are in the midst of an ever-growing obesity epidemic. Two out of three people in the United States are overweight to obese and 70% of our children are overweight! This staggering statistic suggests that what we are



currently doing is clearly *not* working. As the saying goes, “If you keep doing the same things you’ve always done, you’ll keep getting the results you’ve always gotten.”

This is near insanity. In other words, if we want to get different results personally, and even see the health of our entire culture shift, we have to be open to changing our mindsets about what is effective for burning fat. I’m sure it’s no surprise that excess weight doesn’t just affect the size jeans you wear. It also impacts far more important aspects of your health.

Most of us are simply unaware of the factors that influence the body’s ability to burn fat. We are quick to try fads and diets to see if we can shed a few pounds here and there, but if we really understood how the body actually works, I believe more of us would invest time doing the right things to get our bodies in a state of healthy fat burning throughout the day.

I get this struggle firsthand, which lead me and my husband to launch [BURSTClub™](#), and online, revolutionary way to work out and

get better results in less time. Think of BURSTClub™ as the mobile “gym in your pocket.” We offer custom designed workout programs and personal coaching - all conveniently located at your fingertips.

Too many of us are stressed out, on overload, and constantly running on the treadmill of life - yet not getting the results we want. Making it to the gym or working out for hours feels daunting. We get it. Your time is valuable. That is why BURSTClub is all about time.

Our mission is to empower you with simple and effective fitness solutions that will save you time, maximize your time, and free up quality time so you can invest in who and what is most important to you.

Our philosophy is simple: Go hard. Save time. Get more. Gone are the days of having to sweat for hours to try to burn fat and shrink your waistline. BURSTClub’s exclusive mobile burst training programs take a quarter of the time of most workouts and will get you burning 9x more fat. **And we want to show you the secret to how.**

You can say it...**It’s About Time.**

SECRET #1

Go Harder, Not Longer

If you are going to work out, you probably want to get the most out of it, right? If not...why even bother doing it?

Getting “the most bang for your buck” even applies to exercise!

Would you agree that it’s difficult to enjoy hours of strenuous, time-consuming exercise when you realize your time and effort are yielding little to no results? Unfortunately, that is all-too-often what I see...people working hard to get results and investing loads of time to exercise, yet experiencing far less positive changes than they had hoped for.

Real results come down to a little-known fat-burning secret:

The body responds best to how *hard* you go, not how *long* you go.

Let me explain...

For years, cardio or aerobic type exercise has been portrayed as the solution to weight loss. You may have an idea of what cardio is, but just to be clear, this type of exercise is when you go for longer periods of time (usually 20-60 minutes) at a slow and steady pace, exerting very minimal intensity. Another way to say it is Low Intensity, Long Duration (LILD) exercise. For years, many fitness

professionals, as well as much of the general population, have been taught that fat burning cannot take place until 20 or more minutes of low-intensity cardio activity has been completed (1-2). Aerobic activity has become synonymous with "health & fitness," while anaerobic activity (shorter, more intense exercise) has often been given a warning label. For too long we have neglected to investigate the research of multitudes of exercise physiologists and doctors who have been singing a different tune.

In the early 90s, a few fitness research "rebels" chose to go against the cardio grain. They showed that the body actually responds better to **quality** than it does to **quantity**. Quality refers to the *intensity* of a workout, whereas quantity refers to the *duration* or *length*.

In other words, what these researchers found was that...

...the body cares more about how *hard* you go (your intensity) rather than how *long* you go (your duration).

What a novel idea! Many of us have been conditioned to believe the exact opposite! The type of workout these researchers were referring to is called burst training. Opposite of cardio (Long Duration, Low Intensity), burst training is a higher intensity workout that is done in very short period of time (High Intensity, Short Duration—HISD). Do you want to maximize your workout time and blast off fat? Burst train intensely for a short period of time. It has been proven to impact several physiological responses that are necessary for burning fat. We will see exactly why in Secrets #2 and #3.



If traditional cardio methods (i.e. longer periods of low-intensity type exercise) really are highly effective in burning fat and building lean muscle, then why are the results not backing up the claims? It is quite common to see individuals

spending hours at the gym or on a treadmill, yet still frustrated as they struggle to lose unwanted pounds and inches. And sadly, the more-is-better concept has negatively affected not only the fitness

aspect of our culture, but it has also influenced our daily food choices and habits. We are constantly bombarded with advertisements and opportunities to eat super-sized meals with little to no nutritional value, as opposed to eating more frequent, smaller portions of healthier, live food. So from exercise to diet, our bodies have been trained to believe that more (quantity) is better. This simply is not true. When it comes to burning more fat, the secret lies in quality.

One question I had to ask myself when personally faced with this dilemma was, “*How is it working for me?*”

Although I played Division I soccer and essentially did high intensity workouts throughout my training days, after I got married and had 4 kids, I adopted the majority mantra that “longer is better.” Somehow I forgot



what my years of training had proven to me...that I *could* get in better shape in less time by going harder for shorter periods of time. Because I wanted to stay in shape, my solution was to do what I saw

everyone else doing—throw on a pair of tennis shoes and pound the pavement or treadmill for hours.

I have always been a passionate and avid runner and racer, and in addition to the “runner’s high” you might feel after a long run, there are certainly several other benefits to cardio such as: lowering your resting heart rate and blood pressure, aiding in detoxifying the lymphatic system, and increasing circulation to the brain.

In spite of these benefits, I gradually began to see glaring signs that what I was doing was not working to get me burning fat. **There are many negatives associated with traditional long distance cardio training including: decreased testosterone levels (key for muscle building and metabolism), decreased immune system after exercise (so that’s why I was always getting sick!!), and an increase in cortisol levels.** For those of us trying to get in shape and lose unwanted weight, cortisol is not our friend. It increases appetite, increases fat storage, and slows down exercise recovery.

Although I was only somewhat overweight at this point, the benefits I was looking for went far beyond the scale. I wanted more time and

better results—with less physical stress...none of which my extreme cardio routine was providing me. Because the benefits did not outweigh the negatives, I began to look for a better way.

I'd like to ask you the same pivotal question that changed the course of my fitness:

“How is what you are doing working for you (and if you aren't doing anything, how is that working for you?)”

Are you ever frustrated by how little results you are getting from your long periods of exercise? Or have you perhaps experienced some results, but then hit a serious plateau? Maybe you feel like you're on a never-ending treadmill (excuse the pun) of having to keep up your rigorous routine just to be able to eat what you think is fairly normal and healthy...and even then it still seems to migrate it's way immediately to your hips or abs.

Granted, you probably are getting *some* results from your exercise routine because movement of any type is usually beneficial. Doing *something* is most always better than doing *nothing* at all! However, you may be reading this because you are curious to see if there really

is a better way to maximize your time and effort, in order to see greater results.

Well friend, we have wonderful news for you! You *can* become a lean, mean, fat-burning machine! And you can do so in a much shorter time period...if you begin to understand and apply several simple but powerful physiological components that are affecting your body's ability to burn fat.

SECRET #1 to burn fat fast and live an all-around healthier life is this: When you work out, focus more on quality (how hard you go) than quantity (how long you go).

The best part of understanding this secret is that when you learn to apply [BURST](#) training in your weekly workout routine, you will see multiple areas of your fitness improve. Yes, even your endurance, cardio, and running...keep reading.

Do you want to know the secret to burning fat for 24 hours a day? Then read our exclusive Burn Fat Faster [Secret #2](#) now!

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SECRET #2

**Stop Burning Sugars, Start
Burning Fat**

Which sounds more appealing to you: burning fat for 1 hour a day or for 24 hours a day?

If you're tired of investing a lot of time into your workouts and not getting the return you desire, then keep reading. It **is** possible to become a fat burner for the **entire day** if you follow this little-known secret.

Secret #2 to burn fat fast is this: Train your body to stop burning sugars and to start burning fat throughout the day.

What does this mean and how in the world do you do it? By gaining a better understanding of how the body **responds** to exercise, you can then choose the right activities to do that will reprogram your body to burn more fat throughout the day and become a fat-burner versus a sugar burner.

You may have been conditioned to think only in terms of what is happening *during* your workout. As you watch the minutes tick by on the treadmill counter you may silently question, "*How many calories have I burned?*" Or "*I wonder if I've worked off dinner?*" I hope to shift your focus onto what is happening *after* your workout.

How is your body responding to the work you just did? For most of us, the answer is obvious since what we are doing isn't working as well as we want it to; the ways in which we exercise are *not* telling our bodies to burn fat. You are about to discover how doing the right type of exercise *during* your workout positions you to become a lean, mean fat-burning machine for 24+ hours *after* your workout!

Burning Fat or Storing It

We all need fuel to get us through the day. While there are different types of fuel our body uses, it primarily uses fat and sugar (glycogen). When there is excess fat and sugar, your body either ***burns*** it or ***stores*** it during or after you exercise.

Simply put, when it comes to:

1. **Burning:** Whatever you burn ***during*** a workout, the body responds by burning the ***opposite following*** (i.e. if you burn fat during, you will burn sugars later; if you burn sugar during, you will burn fat later).

The optimal choice is obviously to burn sugars during your workout so that you program your body to burn fat for hours later. This type

of person would be called a “fat burner.” But what you will see in a moment is that most of our conventional ways of working out program our bodies to do just the opposite!

2. **Storing:** Whatever you burn *during* a workout, the body responds by primarily storing the *same following* (i.e. if you burn fat during, you will store fat later; if you burn sugars during, you will store sugars later).

As great as it may sound to burn fat during your workout, you can see from this equation that burning fat during equals storing fat later! Does that sound like a recipe for success?

Why We Aren't Burning More Fat

The primary reason why most of our bodies are accumulating excess fat is because we have trained them to be sugar burners. In other words, the way we exercise sends a message to our bodies to burn fat while we exercise; so for hours after our workouts, the message is to live off sugar. Sugar, or glucose, is stored as glycogen in the muscles

to be used as fuel. When the body is primarily in a sugar-burning state, it is constantly drawing stored sugar from the muscles. Using up your sugar stores causes muscle breakdown as opposed to building lean muscle (2).

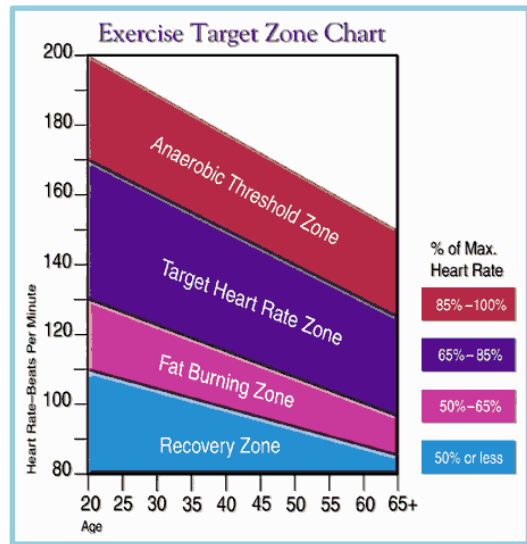
The fitness plateau for many of us begins here because lean muscle is vital to having a high metabolism and burning excess fat throughout the day (3).

Frustration sets in because you can't figure out why, after all the hours you are investing in exercise, you aren't losing more fat, inches, and pounds.

Several factors can influence whether you are either a "fat burner" or a "sugar burner." But a major factor is the type of exercise you do. We're going to take a look at two opposite types of exercise: cardio (aerobic) and burst training (anaerobic), and see how each one can play a significant role in determining which type "burner" you will be.

Get Out of the “Fat Burning Zone”—A Closer Look at Cardio Training

Have you ever been instructed to get into your “Fat Burning Zone?” The concept of finding your target fat-burning zone is so widely recommended that some cardio fitness equipment—like treadmills and elliptical machines—are labeled accordingly. You might even be prompted with flashing red lights to find your target zone before beginning your exercise session. So you punch in the numbers, find the target zone, and press start. Thirty minutes to an hour later you hop off, feeling great about yourself because the machine tells you that you burned “X” number of calories—plus you know that you were in your “fat burning zone” the entire time.



Although being in your target fat burning zone for even an hour may sound like a great thing, how would you like to burn fat for 24 hours?

Let's take a step back from traditional thinking about our "fat burning zone" and look at the overall picture that has been painted for us through the extensive research of exercise physiologists. Research shows that when you consistently do traditional cardio or aerobic exercise for 30-60 minutes of Low Intensity, Long Duration (LILD) activity, hormones are released that signal the body to ***burn fat for fuel while you are exercising.***

While it is true that you burn some fat during a cardio workout, you could be burning so much more!

If cardio is your workout of choice and you do it daily or multiple times a week, you've trained your body to burn sugars (i.e. break down your muscle) and store fat for the better part of the day.

This is why you feel stuck. The very thing you are doing to try to help your body is actually setting you up to stay "stuck." The body has an innate memory which tells it to hang on to the fuel it will need to prepare it for the next round of exercise (1). For a cardio lover, the body's fuel of choice is fat because it takes longer to break down and use up—so it will sustain them throughout the longer period of

exercise. **So if your main form of exercise is cardio, you would be considered a “sugar burner” because your body burns sugars for the majority of the day while hanging on to fat and storing it for later workouts.**

Again, this is why so many “sugar burners” who spend hours engaged in aerobic and cardio activity often feel “stuck” or like they are not getting very far in their hard core efforts to lose weight. It boils down to the fact that, while there is definitely some benefit to cardio, long-duration workouts are actually working against the very thing you are trying to accomplish—which is to **burn fat by building more lean muscle!** You can’t build more lean muscle if you are burning it up all day long!

Get In the “High Intensity Zone”—A Closer Look at Burst Training

While cardio is Low Intensity, Long Duration activity, burst training is High Intensity, Short Duration exercise. In comparison to cardio, burst (or sprint) training triggers the body to burn sugars for fuel *during* exercise. So the message sent to the body for hours afterwards is to burn fat! With any high intensity, anaerobic type

activity, the body does not have time to get into fat stores for fuel. It needs quick energy to fuel the workout, so it draws upon sugar.

Those who burst train are referred to as “fat burners” because their bodies are in a state of burning fat for the majority of the day.

One study showed that *only* after short, intense bouts of exercise, not long periods of lower intensity exercise, is the body able to draw upon stored fat for fuel (4).



When scientists compared traditional cardio (30-60 minutes aerobic exercise) to sprint training (20-60 second anaerobic sprints, followed by a rest period), they found burst training burned the same calories in 1/15th of the time. Scientists also showed that the body will burn fat for up to 24 hours following a burst-style workout (5). So even though it takes less time, more lean muscle is built and more calories are burned through burst style training (6-9). This means that you can literally burst for minutes a day, yet burn fat for

the rest of the day! I don't know about you, but I would much rather be a "fat burner" for hours a day, as opposed to only minutes!

One final study was so interesting I just have to share the whole thing with you. In the *Journal Metabolism*, there was a study done that showed burst training actually positions you to burn up to nine times more fat than doing regular cardio training.

*This study examined how different exercise programs would impact body fat and metabolism in two groups. Group one did zone aerobic training for 20 weeks, while Group 2 did 15 weeks of high-intensity Burst Training. The aerobic group burned 48% more calories than the interval group over the course of the study. **Despite the huge caloric disadvantage, the interval group had a nine-fold greater fat loss.** Resting levels of HADH, an enzymatic marker of fat burning, were significantly elevated in the interval group. The interval group trained five weeks less than the aerobic group, had shorter workouts, and yet far exceeded the aerobic group in fat burning at rest and during exercise. The measurement of fat burning enzymes in this study shows for the first time that Burst Training can "teach" the body to be a more efficient fat burning machine.*

Does this mean I Can Never Run Again?

While I may sound like the ultimate “Cardio Crasher,” that’s really not the case! Starting back in the third grade, running became a hobby that I still enjoy. But after years of cardio training, I began searching for answers as to the reason why my body did not seem to be responding by getting leaner and more muscular. I was frustrated because no matter how many miles I ran or how healthy I ate, it all seemed to end up on my thighs.

Through the personal help of multiple doctors that work with Olympic athletes, as well as learning how the body functions, the conclusion became clear: if you and I desire to see our metabolisms restored to properly burn fat for more hours of the day, it is essential to stop the cycle caused by being a sugar burner.

This doesn’t mean you can’t ever do cardio again! Some of you might be sweating bullets just reading this (and others of you



might be singing the Hallelujah Chorus!). I was a bit nervous when I first considered changing up my rigorous and lengthy running schedule. But the facts show that even adding in BURST training three times a week will help you burn more fat, increase your lean muscle, and boost your endurance. I am not telling you to completely alter your routine (unless saving time is important to you and you want to experience better results in *less* time!). If you're ready for a change and want to see killer fat burning results, it may be time for a season of retraining and reprogramming your body to be a "fat burner." This can be done by consistently adding ***burst training*** into your routine, while backing off some of the long duration cardio exercise.

Perhaps this revelation has provided a glimmer of hope with answers explaining why what you're doing isn't working. I'm here to tell you, there is hope!

By simply changing up your routine to something shorter and more effective, you *can* get better results.

And if you are a devoted runner, BURST training will give you even better results on your timed mile! For example, I took an entire year

off of running when I started burst training. I had so many health issues due to an overload of cortisol (stress hormone) in my system that I needed to give my body time to reset itself. But I also wanted to really “know that I know that I know” this works. If runners take even 2-3 weeks off of distance running, the next run may feel like they are trudging through quick sand. So imagine how scared I was of losing everything I’d invested over the past two decades of running. For years I believed that cardio was the king of all exercise and the only way to build endurance. It makes sense, doesn’t it? If you want to go further you need to practice going further!

But after a year of not running a single mile and only doing high intensity, short bursts of exercise following the [BURSTClub™ 3 minute system](#), I ran a 5:45 mile...faster than I’d run in all my years of cardio training!

I couldn’t believe it!

Bringing it All Together

Conventional cardio training, which promotes fat burning during a workout, is actually guaranteeing fat-storing following a workout (“sugar burner”). On the other hand, burst training requires that you burn sugars during your workout, ensuring fat-burning afterwards (“fat burner”).

So if you desire to stop storing fat and become a lean, mean, fat-burning machine, consider the research that proves adding burst training into your routine will reprogram your body to burn fat throughout the day! Remember, in order to build lean muscle and achieve optimal fat loss, exercise should work *for* you rather than *against* you.

Read on to see how to Burn Fat Faster in [Secret #3](#). You'll learn what most impacts your metabolism and how you can get it super-charged and working for you...even when you aren't working!

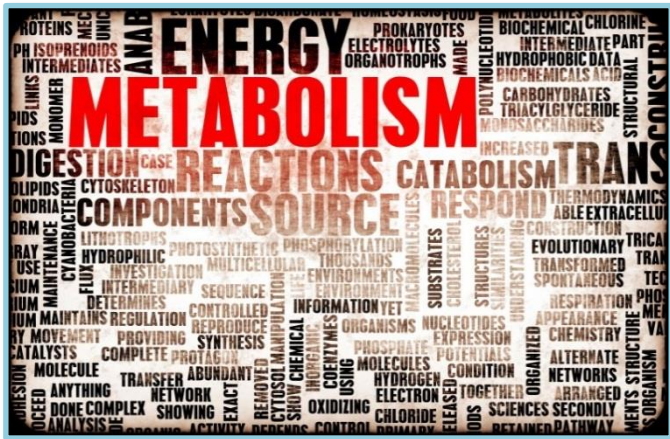
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SECRET #3

Muscle Up to Super-Charge Your Metabolism

Your metabolism is your body’s natural slimming system—it’s what is working for you when you aren’t working. So you want it to be functioning at its maximum potential without any hindrances.



There are a lot of myths surrounding how to rev up your metabolism. For instance, many believe that metabolism is primarily affected by age and gender. Have

you ever heard someone say, "When you hit 30 your metabolism is going to slow down 1% every year"? If that is true, this is really bad news for some of us! The other day a friend told me about a new pomegranate juice that promises if you drink it at every meal, your metabolism will be magically restored! How about this one: If you’re a woman, at some point you have likely been tempted to believe that your metabolism is automatically slower...simply because you are female (it’s hard not to believe this when your male friends who are dieting at the same time as you drop 20 pounds before you’ve even shed two!). The evidence seems overwhelming that men simply have

better metabolisms than women. Although it is true that men often have a lower overall body fat percentage, this primarily comes because men typically have more lean muscle.

I refuse to buy into these beliefs and accept them as my “lot in life.” I’m the type person that if I don’t like an answer, I’m going to go find out if it’s true or not. So I did some digging of my own to find out what factors legitimately and positively effect the metabolism.

What *is* the key to a super-charged metabolism?

While there are a few factors that influence the metabolism, science proved decades ago that **the key predictor for your metabolism is lean muscle mass...not age, gender, or the pomegranate juice you just drank** (1). There are certain nutrients that can indirectly affect your metabolism because they promote building lean muscle—**leucine**, an essential amino acid, being a primary one. Lean muscle mass is not referring to bulk. Rather, it is the amount of muscle your body has compared to the amount of fat.

If you are looking to lose weight, tone up even faster, break through a plateau, or ignite a metabolism that feels more dead than alive, focus your effort and energy on increasing the percentage of lean muscle and decreasing your body fat percentage.

It's really very simple: lean muscle speeds up your metabolism, which in turn accelerates weight loss and decreases fat storage.

Why does lean muscle help you lose fat, inches, and pounds?

Muscle requires more calories to maintain than fat does, even when your body is at rest. So it goes back to getting your body working for you, even when you're not working! **When you increase your lean muscle, you'll recharge your metabolism and burn unwanted body fat.**

It's time to stop worrying about your age and gender. Focus your efforts on BURST training and healthy eating habits to get that metabolism going again! [BURSTClub™ workouts](#) are a great way for you to develop lean muscle mass and revive your metabolism!

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Intense...

...But Not Impossible

If you have heard about high intensity burst training and been hesitant to try it out, I challenge you to give it a chance...

...but only if you want to get more out of your workouts, burn fat for 24 hours a day, and super-charge your metabolism!

Oftentimes when we hear the word “intense” we get an image of a body builder hoisting a car over his head or an angry coach screaming at us to go harder. Neither of those images correctly portrays the intensity of burst training. *Intense does not mean impossible.* People of all ages and levels of health and fitness have done BURSTClub’s burst training programs, seen results, and lived to tell their story!



This is the beauty of burst training (and a factor I absolutely love). High-intensity means you are going 90-100% of your maximum effort. This may still sound scary to you unless you keep in mind

that everyone's maximum effort looks different. Because we are all at various levels of physical fitness and health, your maximum effort will look different than your neighbor's...and your neighbor's won't look anything like the fitness instructor you've seen on TV. Unlike many workouts where you are told to keep up with the instructor, do a certain number of repetitions, or made to feel inferior because the level you are performing at isn't matching the person's next to you, burst training is very different...and very freeing. No more comparing with your neighbor; your biggest competitor is *yourself*.

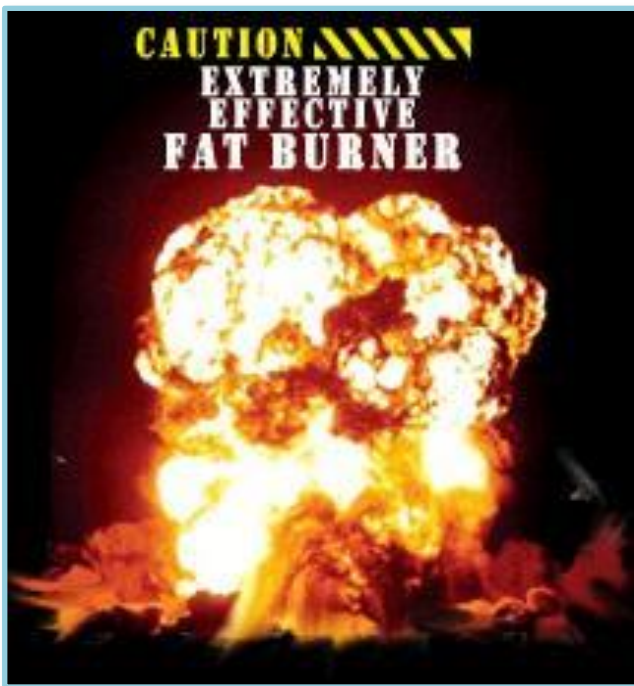
The benefits you receive from the BURSTClub™ burst training workouts are directly proportional to your *intensity*.

So don't worry if your intensity doesn't look the same as someone else's (at least not today...it may in a few months!). Your body will respond with huge benefits to each burst you do at maximum effort.

Your body doesn't care about what someone else is doing. It cares about what *you* are doing—about *your 90-100%*!

Whether you are overweight, pregnant, highly under-conditioned, or a physically fit athlete—it doesn't matter. Give it your personal best and your body *will* respond!

What we provide for you at [BURSTClub™](#) through our **Body's Ultimate Response Shock Training™** system will allow you to lay



down your fears and embrace this highly effective style of training. When you embrace these 3 Fat Burning Secrets, you get more out of your workouts, don't have to go as long, burn fat for 24 hours a day, and super-charge your metabolism. We will be

with you on the journey, coaching you through moves and giving you plenty of modifications.

So what are you waiting for?

Start **BURSTing** today so you can
burn fat, build muscle, and create
endurance in less time!



3 Keys for Eating **To Burn Fat all Day**

[Download Your FREE Copy of this eBook HERE](#)

(Valued at \$14.95)

Join Our Community

To find out more about [BURSTClub's](#) mobile fitness programs and how you can be a part of our community of people who are de-stressing, simplifying working out, and saving loads of time...



[Visit this page](#)

**We can't wait to
meet you!**

Or copy and paste this web address in your browser:

www.burstclub.com

Share These Secrets

My hope is that you were challenged to think outside of the typical fitness box and that you learned something new that will forever change your approach to burning fat. You are welcome to share these fat burning secrets with anyone you in these specific ways:

[Comment](#) | [Twitter](#) | [Facebook](#)

We would love to hear your feedback. Visit the [*3 Secrets to Burn Fat Fast*](#) page and join in the conversation!

Acknowledgments

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About the Author:

As the co-founder of BURSTClub.com, Jenni's passion and experience for lifestyle health and fitness come from years of athletic involvement, competing at the Division I level, coaching, teaching, and equipping individuals and teams in leadership, personal development, and life skills for over a decade.



Jenni is married to her best friend and business partner, Nathan. They live just outside Nashville, TN and have four children—three of whom they have been blessed to raise this side of heaven. They travel and speak together, and enjoy empowering others with life-changing and time-saving tools that promote restoration from tragedy, greater freedom, and abundant living.