

# Train Smarter, Not Harder

Some important stuff you need to know  
about how to train and lose weight

**WARNING:  
CONTAINS  
COMMON SENSE**



Paul Lonsdale & Ann Hirst

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Some important stuff you need to know about how to  
train and lose weight

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## Disclaimer

*This book is solely for educational and informational purposes only and is not intended as an accompaniment or replacement to medical advice. It should not be used to diagnose or treat any illness, metabolic disorder or health problem.*

*As with all materials related to health, exercise and diet, you must first consult your doctor, physician or health care provider before implementing changes to your life style.*

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## WARNING

*This book contains graphic depictions of common sense. It is not suitable for anyone who prefers to keep their head stuck firmly where the sun doesn't shine!*



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## Preface

*'We can't reinvent the wheel for you, but we can make sure  
you've got the right set of tyres'.*

*Paul & Ann*

In one way or another, we've spent our entire lives in the health and fitness industry. In 2002, we opened Get Physical, our personal training company in Sheffield. Then, in 2014 - after years of writing articles for a variety of magazines - we published our first book: *Dump the Diets, Ditch the Scales, Drop the Inches*. This was a complete guide to losing weight and covered everything: meal planning, training, keeping your metabolism high whilst dieting and how to keep your mind focused on your goals. It contained nearly seventy years of knowledge and experience and as far as we were concerned, it was the full Monty.

However, earlier this year (2018), we had a revamp and expanded to move online with a brand-new **website** under the banner of 'Winning the Inch War'. So, we sat down, rewrote and renamed the original book to fall in line with our new venture. In the process, we've cut a lot out, making it more concise and relevant to the reader (it seems ironic that a book about weight loss should go on a diet). In that same process however, we thought that some people don't need the full Monty, so we split the book up into one about food (*Dump the Diets, Ditch the Scales, Drop the Inches*) and this one about exercise.

So, before we get started, we'd just to mention that this book is a jointly written effort from both of us, hence the continual use of the pronoun 'we' throughout the book.

Although I'm the one who puts the words on the page, I can get a bit carried away with the sciencey-bits, so Ann is the one who then puts them in the right order!

Without Ann (who is the type of woman that could teach common sense at Cambridge) this book would be full of phrases such as '*calcium ion exchange across the sarcoplasmic reticulum*', or '*phospholipid bi-layer cell membrane*'.

We'd also like to point out that this is a self-published book, so please excuse any typos and inconsistency of grammar, etc. I think I've finally managed to break the spelling and grammar checker on Word 2016 because it no longer underlines any errors, but just waves a white flag!

Finally, it's impossible to cover every single training option, so we've kept to the basics and added lots more to our website (where you can also find some training videos and loads more articles about losing weight).

If you are interested, you can find us at **[www.getphysical.co.uk](http://www.getphysical.co.uk)** and if you have any questions, please don't hesitate to get in touch. You can drop us an email at **[info@getphysical.co.uk](mailto:info@getphysical.co.uk)** and our phone number is **0114 2666433** (our full contact details can be found at the end of the book).

By the way, this is not a novel, so please feel free to read it in any order that you wish.

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## Chapter 1: Exercise - it's all a bit confusing!

*All exercise comes at a cost, but that doesn't mean it  
always comes with a benefit*

*Paul & Ann*

THE WORLD OF exercise science is so vast it borders on infinite. Facts, figures, statistics, conclusions, proclamations and opinions travel the world at light-speed and are now instantly available at the click of a mouse. There is so much information - but not necessarily knowledge - available in print, apps and on the Internet that it's difficult to know where to start.

Type 'fitness' into an Amazon book search and you'll get over 170,000 titles (weight loss/diet has nearly 60,000) and YouTube will provide nearly six million videos (now that's what we would call binge-watching). So, it's no wonder it's all a bit baffling as to what you should do for the best.

It's very possible that this plethora of data, facts, figures and opinions is the reason why Britons wasted over £45 million on gym memberships<sup>1</sup> in 2015 and why the current weight loss/diet industry in the UK is worth almost £10 billion - everyone has an opinion, but no one seems to have the ultimate answer. Best-selling author, Richard Paul Evans sums it up nicely when he says that, "we are swimming in an ocean of knowledge, yet drowning in ignorance".

It's not just the diet and exercise industry that receives millions either.

The annual turnover of sports clothing and footwear giants Nike in 2017 was \$35billion<sup>2</sup>. To us, these unbelievable amounts of money that are thrown around are an obvious indicator that the 'eat less, move more' dictum is not as simple as it sounds. If it was, the world would be full of very fit, very thin people instead of the estimated 1.5 billion<sup>3</sup> overweight individuals that walk (or plod?) the Earth today (but looking at Nike's turnover, at least they're wearing nice trainers!).

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## Train smarter, not harder

So, with all this uncertainty abound in the industry that we've spent pretty much all our lives in so far, we're going to try and explain as much as possible about the rules of exercise and training.

We're going to do our very best to put nearly seventy years of combined experience into this book - all under the 'some important stuff you really need to know' tagline. We're not going to tell you that our system is the last word in exercise science. Or that it will show you the ultimate work-out and replace your unwanted wobbly bits with rock-hard muscle within just six weeks.

No, we're happy to leave that particular type of noxious drivel to the popular media.

If you've read any of our other work, you will have realised that we don't claim to be miracle workers. Sad to say that there is often no simple answer to life's problems. Much of what you eventually undertake will have to be tried, tested and evaluated by you as an individual. Why? Because, like many things in life, what works for one person will not work as well for another. It helps, however, if you have a solid foundation to start from.

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## The most bang for your buck!

Despite spending most of our adult lives in and around the gym, neither of us has ever wanted to waste our time and effort when working out. So, we set about reducing every workout to its bare minimum. As with our dietary advice, we work on the basis that it's not how much we need to do but how little! The general idea was to get from each workout what the Americans would call 'the most bang for your buck!'

Eventually, we worked out, what we thought were very simple guidelines: basic rules that once learnt, could easily be applied to whatever exercise protocol you were following. Therefore, improving its efficacy in both time and results. It wouldn't matter if you were body building or marathon running, the rules would be the same.

However, we have neither the space nor time to cover every single possible workout protocol that we know. We could, and hopefully will, at some point write entire volumes and books about the specific routines regarding weight training, body building, fitness and strength conditioning, boxing, martial arts, etc., (and you can find some training videos on our [website](#)).

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## KISS: keep it simple stupid

This book is all about covering the very basic, fundamental ideas and concepts behind exercise. However, we'll not leave you totally empty-handed and we will touch on a few simple workouts. It's only taken us half a lifetime to figure out, so hopefully, you should be able to avoid many of the pitfalls we fell into and subsequently, you won't waste as much time deciding what suits you best.

In the next few chapters we'll explain some of the terminologies that you'll need to understand if you want to design your own workouts and routines.

Rather than throw everything at you in one big (tedious?) lump, each chapter will explain a few important and necessary terminology.

Then, the next one will take it a step further and so on, building layer upon layer of information until we've covered as much as possible. Along the way, we'll talk about workload and effort and clarify the true effects of fat-burning routines.

We'll explain the differences between aerobic, anaerobic, cardio-vascular and resistance type training and finally show you the 'nuts and bolts' of an effective programme that can be adapted to suit your requirements.

To cater for as many readers as possible, we've cut back on the science as much as possible but hopefully retained a fair amount of technical data to paint a comprehensive picture of exercise methodology. If you find any part of the book difficult to follow (or just generally boring), then just look for the summaries scattered around the text, which should keep you abreast of the information.

Note: We will also continually use the word 'athlete' as a generic term when explaining the effects of exercise on an individual. To make matters clear, we consider an 'athlete' to be anyone that undertakes any form of specific activity or exercise regime. We're not talking about Usain Bolt or any other similar top-class competitive Olympian but about you, the reader. To us, as soon as you put your trainers on and hit the gym, fitness class, bicycle, treadmill or whatever, you are an athlete. Also, for the purposes of simplicity, most of the examples we'll use will involve running or power-marching.

This is primarily because pretty much everyone can easily identify with these activities. Whereas specific exercises, such as the 'bench press' or 'deadlift' in weight training, may not be to everyone's 'cup of tea' and therefore, the ideas we are trying to get across may be lost.

So, first things first, and in the spirit of the 'Marshmallow Diet' (i.e. we're going to poke a bit of fun at it) let's have a look at The Celebrity Workout.

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## Chapter 2: The celebrity workout

*'The 'Hollywood' six pack: 75% hard work 25% airbrush?'*

*Paul & Ann*

THE CELEBRITY workout is very simple. First become famous for something or other (talent is not always a given). Next, employ a chef, personal assistant, live-in nanny, manager, chauffeur and optional Feng Shui expert to remove all the 'negative energy' in your life (and about five-grand from your wallet). This is necessary to take care of all the mundane aspects of your life, leaving you two to three hours of free time per day to devote to exercise.

Alternatively, go on a 'Strictly Come and Get Me off this X-Factoring Ice Rink' reality show and once again, spend most of the day jumping up and down (falling over is not actually necessary but makes good TV) and running about a lot and surprise, surprise, you'll lose two stone. Note: A good sob story, a few tears and regularly repeating "I'm doing it for my Nan" may be required, but sadly, this will not increase fat loss!

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### Getting in shape can be a full-time occupation

Remember when Daniel Craig walked out of the sea in his role as the new James Bond in Casino Royale, with abs and muscles all over the place, looking fantastic.

Well, just after the film was released, we were in a pub one weekend when we were recognised by an overweight, middle-aged bloke who used to 'train' at the same gym we did a few years earlier (we use the term loosely – he spent more time talking than training). He wanted to know why, after many years of going to the gym, he didn't look anywhere near as good.

The answer was simple: Daniel Craig didn't drink twenty pints of beer per week, nor did he eat burgers, kebabs or any other rubbish and he trained a damn sight more often than two hours per week. **In fact, in the few months prior to filming, he was probably busting a gut in the gym 1-2 hours per day, 6 days per week!** For professional actors, getting in shape for a role can be a full-time occupation.

The guy wondered if it was possible for him to get into such good shape in just a few weeks. "Easy", we replied: "Just pack in your job for the next ten weeks and employ us as your full-time trainers and nutritionists. We will virtually move in with you and take over your life, taking control of everything you eat and drink and training you an average of three to four hours per day. We will clear all the crap out of your fridge and kitchen cupboards, replacing it with water, chicken, salmon, eggs, broccoli and spinach.

We will be at your door at 5.30 am for a 45-minute morning run, then it's a healthy porridge and chai seed breakfast followed a little later by some weight training for an hour. You can have a light tuna salad for lunch, a little snooze, then fitness and stamina training or boxing for a couple of hours. You then go home for dry chicken or steamed fish with low carbs for dinner and finally an early night because you're doing it all over again the next day and you need to get some rest.

You will get up when we say, eat and drink what we tell you and go to bed when we say - in other words, you will do everything we demand.

You won't be able to work because you won't have time as you'll be too busy either training or sleeping. And don't even think about drinking any alcohol or eating any pastries; it's just high protein and low carb veggies for you until we see those abs on display. Strangely, he declined our offer.

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Yet, this is not fantasy, it's how film stars like Will Smith, Demi Moore, Hugh Jackman, etc. get in shape for their roles.

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### A year's-worth of training in a few months

Celebrities are only human, and their bodies obey the same laws of physics and biology as everyone else, but they have access to facilities that mere mortals such as us can only dream of. This is not to say they don't work hard to achieve their fantastic physiques because they undoubtedly do. It's just not a level playing field comparing them to the ordinary public who have no option other than work 9am-5pm all year, sort the kids out, prepare meals, do the laundry and ironing, go to the supermarket, walk the dog, etc. etc. - in other words, real life!

We're not suggesting that you'll never look like a 'celeb', because it most certainly is achievable - it's just not going to happen as quick. What a 'celeb' can look like in just twelve weeks may take you twelve months but it can be done if you try hard enough and devote time, effort, and above all, consistency to your training and nutrition.

There are countless examples of TV & film stars whose bodyweight seems to go up and down like a yo-yo on amphetamines. They often admit to starving themselves to get in shape for their DVDs. Then find themselves unable to maintain the strict 'two-hour' daily workouts once the publicity and promo-work has passed. Therefore, it's very, very important to set realistic targets, because exercise and good nutrition must become a way of life, not just an occasional hobby.

So, in the next chapter, we'll start right at the beginning and cover some Basic Training Principles.

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## Chapter 3: Training: the basics

*'Training is hard, excuses are easy. Unfortunately, excuses don't burn calories'.*

*Anonymous*

EXERCISE SCIENCE can be a complicated business, with intricate equations and impressive terminology used to determine angles of movement, degrees of force, maximal power output, etc. But, to the average person trying to get a bit fitter or lose some weight, it's mostly a load of indecipherable, irrelevant old tosh! To make it worse, it's also really confusing.

Most people who decide to take up some form of exercise/activity, particularly for weight loss, will give up within the first month, mainly for the following reasons:

- 1. Their expectation of the amount of fat they hope to lose is too high. Unfortunately, when it comes to how fast we can burn fat during exercise, humans must make do with the replacement bus service, not the high-speed train.**
- 2. They don't know how to put an effective exercise programme together.**

This problem is often exacerbated at the same time with a drastic reduction in calorie intake (usually as the result of post-alcohol-fuelled New Year's resolutions).

It can be hard enough just asking your body to start doing some physically demanding work, possibly for the first time in years, without starving it as well. The blend of tough workouts, minimal food and no real idea of what you're doing is a recipe for unmitigated failure.

Understanding the basic principles of exercise is not difficult but it is absolutely vital that you try and grasp them. Otherwise, at best you'll be working much harder than you need to, and at worst, you'll end up packing in training because you'll see little or no progress.

Tip: We generally suggest to our clients that their New Year's resolutions start in January with a good exercise programme and a 'clean-up' of their diet, i.e. cut out all the crap. But don't think about drastically cutting calories until Spring, when the days get longer, and the weather feels better. Attempting a tough diet in the middle of a cold, dark winter, when all your body wants is lovely warm comfort food, is definitely in the 'Top 10 mistakes to make when dieting'.

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## Stress forces change

Despite a general aversion to being stressed, it's the primary cause that forces our body to make changes and modifications. The constant worry of survival, food, sex, illness, death, etc. is the one constant of every living creature on Earth. The ability to adapt to the demands of stress, either physical or mental, is the driving force behind our evolution.

This very simple but essential physiological process provides our fundamental principle: **Stress + Recovery = Modification**

Let's explain this a little further.

1. **Stress:** The demand or load placed on the muscles, heart and lungs. When the body is placed under some form of physical stress that it struggles to cope with, tiny amounts of damage (micro-tears) are created within the tissues that are being worked. This damage is subsequently repaired in such a way as to be able to cope better the

next the same stress is applied. For example, for an average person, running a marathon would place a greater stress on the body than jogging round the park.

2. **Recovery:** A period of rest and recuperation before the next workout, where the damage is being repaired. This is not just time but also includes the amount of both food and sleep.
3. **Modification:** The subsequent repair work and adjustments your body makes to be able to deal more efficiently with the demands it's placed under. This can be improvements in cardiovascular fitness, muscle tone, strength, etc.

These processes must occur in the above order: you cannot go from stress to modification without going through recovery first.

Also, all three must also be in relative proportion. For example, too much stress with insufficient recovery would limit modification as the body is constantly in a state of repair. Likewise, if there is insufficient load on the body (stress), then recovery is not necessary and there is no need to make any modifications.

### Summary:

- ✓ **Your body will not make any changes unless it's forced to.**
- ✓ **Any modifications are both proportionate and relative to the demands that it's placed under. For example, running won't make you better at lifting weights and vice versa.**

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### The next stage

Let's take the basic principle of **Stress + Recovery = Modification** a stage further and cover three more concepts which will help you to choose what types of exercise will suit your goals.

These are:

1. **Work:** the type of exercise or activity you undertake: weights, badminton, running a 5k, playing football, etc

2. **Time:** how long you spend on the activity
3. **Intensity:** how much effort you put into the activity

To explain how this works, let's take an example of a 5k (approx. 3 miles) run. To complete the distance, you could either:

- a) Stroll (2 miles per hour)
- b) Power-march (4 mph)
- c) Jog (6 mph)
- d) Run like the clappers (12 mph)

In each case the work is the same, i.e. covering a 5k distance but the intensity varies from an easy stroll (2mph) up to a torturous sprint (12mph). The time taken to complete the distance would reduce at the same rate that the effort and intensity increases: an easy stroll for 90 minutes; a steady power-march for 45 minutes; a fairly tough jog for 30 minutes or a spleen-busting run for about 15 minutes.

But how are these terms relevant to you? Well, these terms allow us to consider the following:

- ✓ Calorie expenditure during the workout.
- ✓ Increased Calorie expenditure (higher metabolic rate) after the workout. This process is called EPOC (Exercise Post Oxygen Consumption) and we'll come to this shortly.

Strangely, in the 5k scenario, all the options: A, B, C & D will have about the same energy expenditure during the workout. This may sound slightly ludicrous at first but let us explain because it's all about that essential, but rarely thought of element: oxygen.

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## Oxygen: life, death and fat-burning

Despite what the makers of dodgy pills and wonder fat-busting workouts may claim, human energy expenditure has one, major limiting factor: oxygen consumption.

Without oxygen we can only burn fuel for a few seconds. In fact, we can't even burn body fat at all without oxygen (we burn sugar if oxygen isn't available). Therefore, almost all our energy expenditure – especially burning fat – only occurs when we can get enough oxygen to the working muscles.

In humans, this works out at about 5k/cals of energy for every litre of oxygen we metabolise. So, assuming you have a healthy set of lungs, then the more out of breath you are, the more calories you burn. (We'll come back to this vital point in Chapter 24: The best fat-burning workouts.)

So, back to the 5k scenario, you would take about the same total number of breaths by breathing heavily for 15 minutes as breathing lightly for 90minutes, therefore, calorie expenditure is about the same.

Note: an 'average' 168lb (76kg) male would burn 336 calories whilst walking for 90 minutes and 330 calories for running at 12mph for 15 minutes.

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### After the event

But what happens to your metabolic rate after you completed your 5k? In options A & B (stroll/power-march) it will return to normal almost immediately. In option C (jogging), it may be elevated slightly for a couple of hours.

But with option D (all-out sprint), it's likely to stay high for 12-24 hours, possibly longer.

It's been well proven that intense exercise of any sort (especially weight training) elevates your metabolism for a substantial period after you've trained. This effect is commonly referred to as EPOC - Excess Post-Exercise Oxygen Consumption.

But don't get too excited just yet because depending upon age, gender, muscle mass, etc., it could be as little as an extra one hundred calories over the 12-48-hour, post-workout period.

The science behind this effect is highly debateable. Some studies claim it's a paltry amount - 50-150 calories or so - whilst other research makes claims that just 3-5 minutes of intense exercise, twice per week, will rev up your metabolic rate so high you will have a beach-fit bikini body in a fortnight.

Our experience would lean towards the lower amount, simply because if your metabolism was on fire to this obviously exaggerated degree, then you would be as well! As your metabolic rate goes up, so does your heart rate, oxygen consumption and body temperature. Now, whilst this does happen, the overall amount is not substantial enough to account for thousands of calories.

We'll explain in later chapters about how evolution has shaped our lives, but it's worth a quick mention here. Humans didn't evolve sitting around all day playing video games and watching telly. If we had, we'd have an enormous, well-cushioned bum that didn't go numb after sitting for a couple of hours (or is that just us?). Also, we are superbly designed for high levels of activity. Indeed, many of our essential rest and recovery, stress-busting hormones won't even bother getting out of bed unless we're physically working hard and building up a good sweat.

Tip: The extra calories burnt during the post-exercise period following intense exercise may only be small but the effect on your hormonal balance however, is definitely big. Mood and sleep patterns improve, stress levels drop, muscles become sensitive to insulin (we deal with carbs more effectively), etc. It's as if your body has stepped up into the next gear and runs more smoothly.

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### Why not just get your gym kit on and go for it?

So, is the answer to your workout problems to simply jump in at the deep end and train so hard you pass out at the end of every training session? The straight answer is no, definitely not!

In fact, this would have the opposite effect of solving your problems because the amount of stress from training consistently at such high intensities would completely overwhelm your body's ability to recover and you would go backwards, rather than forwards.

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Remember that demand, recovery and modification have, not only to be in the correct balance, but also in this order:

- ✓ Stress - (demand) followed by -
- ✓ Recovery - (rest, food and sleep) and finally -
- ✓ Modification - (improved fitness, tone, strength, health, etc.)

We've already noted this but it's worth mentioning again. You cannot adapt to any type of exercise without first going through a recovery phase. It's not just the muscles that are affected but both your central nervous system and your immune system are temporarily stressed as well.

So, if you are continuously putting your body under highly demanding workouts, not only will you not make the progress you seek, but it's very likely that you will make yourself mentally and physically ill as well.

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## Variety is vital

Generally, all exercise programmes, regardless of type - weights, boxing, cardio-vascular/fitness, aerobics, etc., have pros and cons. But you should strive to incorporate a broad range of intensities from low or moderate levels right through to working hard enough to drip with sweat.

This maximises cardiovascular development, strength, recovery, and most important for weight/fat loss, burns calories. In the next chapter, we're going to go into more detail about how to determine just the right amount of balance between work, time and intensity. But for now, we'd just mention a common saying in the world of exercise: **you can train long, or you can train hard, but you can't train long and hard.**

## Summary

- ✓ **The harder you breathe, the more calories you burn.**
- ✓ **Exercise that makes you breathless may elevate your metabolism for up to 48 hours afterwards. Whilst this may only be a few hundred calories at most, it will build up to a substantial amount over the forthcoming weeks and months.**

- ✓ **All programmes should contain a variety of exercises (work), as well as how long you do them for (time) and how much effort you put into them (intensity).**

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### A 'neat' way to burn extra calories

A specific exercise programme is not the only way to raise your metabolic rate because there is another NEAT way to burn extra some extra calories (this doesn't mean tidying the gym after your workout).

NEAT is an acronym for Non-Exercise Activated Thermogenesis (thermogenesis is a fancy name for energy expenditure).

Very simply, NEAT is the extra amount of energy you burn when you're more active than just watching telly or reading a book, but less active than participating in a specific sport or exercise-based activity. It covers such things as household chores, gardening, shopping, walking about, climbing stairs, etc.

Let's give you a terrifying statistic: It's not uncommon for the average British citizen to spend over 80% of their week either lying or sitting down.

Now, we're not big believers in the absolute accuracy of any form of calorie expenditure calculators. But purely for the sake of comparison, the table on the next page should give you a rough idea of how many calories you'd burn per hour when undertaking a range of non-exercise type activities.

Activity (60 minutes)	Weight: 12st (168lbs/76kg)	Weight :14st (196lbs/89kg)	Weight: 16st (224lbs/101kg)
Lying down or sitting quietly	<b>101</b>	<b>118</b>	<b>134</b>
Sitting – office work	<b>128</b>	<b>149</b>	<b>170</b>
Standing – office/retail	<b>165</b>	<b>192</b>	<b>220</b>
Housework	<b>286</b>	<b>333</b>	<b>381</b>
Gardening (general)	<b>269</b>	<b>314</b>	<b>358</b>
Walking 3mph (4.8kph) steady pace	<b>336</b>	<b>392</b>	<b>448</b>

(If you would like to determine your own amounts, visit [www.calorielab.com/burned/](http://www.calorielab.com/burned/))

This demonstrates how easy it is to increase your daily energy expenditure by just being a bit more active, especially being on your feet for longer periods of time. You can see quite clearly that walking at a steady pace burns about three times the amount of sitting down or just generally being inactive.

### Simple NEAT options

Simple options to increase your activity levels, without undertaking a specific exercise regime include:

- ✓ Regularly walking to and/or from work.
- ✓ If that's not possible, you could get on the bus 2 - 3 stops further away than normal and then get off 2-3 stops early.
- ✓ If you drive, you could park your car further away from your place of work.
- ✓ Go for a walk during your lunch break.
- ✓ Take the stairs instead of the lift or escalator.

Whilst each bit of NEAT may only account for a few hundred extra calories per week, the cumulative effect over a period of time is astonishing. Add in a good diet and a bit of exercise and you'll find you hit your targets much quicker than you first thought.

The other brilliant trick about NEAT is how it (along with a good exercise programme) will keep the weight off once you've achieved your weight/fat loss goals.

Tip: If you want to burn a few more calories and improve your fitness without leaving your home, you can try what we call 'Soap Training'. Get hold of an exercise bike or cross-trainer and when your favourite soap-opera is on, jump on and pedal away at a nice steady pace. Then, for the next 30 minutes or so while you watch the latest births, deaths, brawls, affairs, murders and other catastrophes (the entire A-Z of humanity in a half-hour episode) which blast out on a nightly basis from the goggle-box, you can still burn off some fat.

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Sorry, but that's it for the free part. If you'd like to read more about how to Train Smarter, Not Harder, you can find it in **paperback** (£3.99) and **Kindle eBook** (£0.99) at Amazon ([link](#)) or you can download the full version as a pdf for only £1.99 by clicking [here](#) ([link](#))

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## About the authors

*'We are neither Doctors nor Professors but life-affiliates of the school of common sense. Membership only has one rule: KISS – Keep It Simple Stupid'.*

*Paul & Ann*



WE'VE SPENT pretty much our entire lives in the health and fitness industry. In 2002, we decided we'd had enough of working for others and set up Get Physical Ltd - our own personal training facility in Sheffield.

Despite having already busy lives, we also run an online training and dietary service, regularly lecture in and around South Yorkshire and often talk on local BBC radio.

We would love to say that in our spare time we do something exciting like paragliding, Himalayan trekking or raising money for endangered tree frogs in Patagonia. Sadly, this is not the case.

In truth, we divide our precious downtime with our families - especially our grandchildren (I've got four, Ann has two). We work in the garden (well, Ann does - the only 'garden' I enjoy is preceded by the word, 'beer').

We read, do crosswords and occasionally rant about the new-idiot-on-the-block who turns up in the media with some half-baked idea purporting to reinvent the weight-loss wheel or revolutionise the health industry (not surprisingly, this takes up much of our time).

If you were ever to meet us, you would quickly realise that health, exercise and nutrition isn't just something that we do, it's what we are.

## *Paul & Ann*

Incidentally, most of the 'quotes' you've read throughout the book are ours (we've accredited the ones that aren't). They're bits and pieces of humour and observations that we've made over the years. We hope you've enjoyed them.

### **Get in touch**

If you've enjoyed this book, then please feel free to post a review on Amazon or a like on your preferred social media channel: Facebook, Instagram, etc.

And if you would like any further help at all, our contact details are below:

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