

## **How the 4:3 Plan was Conceived**

The 4:3 Plan is something I formulated after many years of attempting to find a program that I could maintain for the rest of my life. I tried all the high protein/ low carbohydrate and high fat/ high protein/low carbohydrate diets and hated them all. They claimed to only preach moderation, but there was one undercover rule I hated: deprivation. Though they didn't come out up front and say it, it was there. These programs were based on guilt and I believe for anyone to succeed at anything, guilt isn't the feeling one should constantly have. It's as if these programs were a religion, where guilt plays a prominent role. A healthy lifestyle shouldn't be obsessed about nor consume one's life; it should be accomplished by one having balance and control in their life. The 4:3 Plan is a program that provides both.

As I began to study nutrition and its effects on the mind and body, I desired to create a lifestyle of eating healthy, exercising and the ability to enjoy some of the foods that may not be great for me, but enjoyed anyway. My food vices are pizza and basically any baked goods (especially cake, pie, brownies and donuts). I never consumed any of these foods in large amounts or on a regular basis, but I wanted the option to consume them at times I

really wanted; in moderation and without guilt. I was motivated to create my own program for two reasons: live my best life and help others do the same.

I formulated my plan and within no time at all, I was living my best life. I felt, looked and performed mentally and physically better than I ever had before. So, I decided to use the 4:3 Plan to help my family and co workers improve their lives as well. At the time I began this process, I was in the military and I observed my fellow airmen barely passing, or failing, their physical performance tests (PT Test). At that time we had mandatory PT twice a week and mandatory PT Tests once a year if you scored at or above 90% or twice a year if you scored below 90%. I was at 93% and in great shape and people began asking me how I turned my performance around. I explained to them the 4:3 plan and they agreed to give it a shot for three months. In that amount of time, they had all surpassed their prior PT performance scores and substantially improved their body composition. Across the board, the biggest difference they experienced was an increase in mental clarity and energy. With these results, I knew I had to share the 4:3 Plan with as many people as I could reach.

### **What is the 4:3 Plan?**

The 4:3 Plan is a program I devised that preaches eating healthy most of the time while allowing yourself opportunities to enjoy the not- so- healthy foods of your choice. It's designed in a way that eating healthy is no longer complicated or stressful. You choose when to eat healthy and when to eat less than healthy. It's that simple.

The 4:3 Plan also helps you build positive momentum in your life. As you eat better, you feel better. As this change occurs, you will subconsciously make better choices and choose to eat healthier more often as time elapses. It will become intrinsic because your mind and body will correlate the good feelings with the healthy foods you are eating.

The 4:3 Plan also has an exercise program that anyone can fit into their busy life. These high intensity workouts only last 30-45 minutes and can be done at a fitness club or in your home. They will build muscle and boost your metabolism, leading to positive changes in body composition, mood and mental clarity almost immediately. No more working out 5-6 days a week for hours at a time; the exercise program is designed for time efficiency and maximum effort that leads to the positive results you desire. This allows you

to reach your health goals and use your time to focus on the other things that are important in your life: family, career and hobbies.

### **Why the 4:3 Plan?**

It's simple and when followed you see positive results. I could leave it that, but in order to extend the length of this e- book, I won't. The first sentence of this section sums up why you should give the 4:3 Plan your best effort, but there are more reasons to give it a go. This program only requires you to spend \$2.99 on the e- book; that's it. No magic supplements that don't work, expensive gym memberships or fancy equipment. No counting calories, points or macro nutrients. You don't have to completely abolish some of the not- so- healthy foods from your life or feel guilty when you eat these foods. You will have earned the changes you make through effort, consistency and self- accountability. By practicing those three concepts, you can (and will) achieve any and every thing you want in life. Please, use the 4:3 Plan to live your best life! That's why I designed the 4:3 Plan and wrote the e- book.

## **My Story**

My story begins in a small town in Tennessee. I'm joking; not going to go that far back. I'm 32, prior military and currently a teacher and creative writer. When it comes to writing, my forte is fiction. So why did I write a non-fiction e-book based on a healthy lifestyle program I created? Because nutrition and its physiological effects on the human body has been an interest and passion of mine for over 15 years. I came from a childhood where my parents didn't understand nutrition and its effects on our wellbeing, so I ate like crap. As a result, I also felt like crap and wanted to know why. That's where my curiosity took off and after much researching and trial and error; I came up with the 4:3 Plan. After using this program to improve my life, I want to help everyone live a healthy lifestyle. That's where my passions for nutrition, writing and helping others came together and I had no choice but to write an e-book on the 4:3 Plan. Now it's up to you to read it and implement the concepts and strategies into your life so you can live your best life.

And remember; only you can prevent forest fires.

Enjoy!