CHRIS POWELL'S

CHOOSE MORE, LOSE MORE FOR LIFE

HYPERION
New York
The recommendations in this book are not intended to replace or conflict with the advice given to you by your physician or other health professionals. All matters regarding your health should be discussed with your doctor. Consult your physician before adopting the suggestions in this book. Following these dietary suggestions may impact the effect of certain types of medication. Any changes in your dosage should be made only in cooperation with your prescribing physician.

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We try to produce the most beautiful books possible, and we are also extremely concerned about the impact of our manufacturing process on the forests of the world and the environment as a whole. Accordingly, we’ve made sure that all of the paper we use has been certified as coming from forests that are managed, to ensure the protection of the people and wildlife dependent upon them.
To my amazing best friend, soul mate, coach, and wife, Heidi, who has been by my side from the beginning of this incredible journey. Everything within these pages we have learned, experienced, created, and completed, together. I insisted that the rest of this dedication be written by the both of us.

To our fathers, William Grant Powell and David Grant Lane: one still with us, and one smiling down from above.

You have both taught us some of the most valuable lessons in life. Thank you for teaching us that we are all human, and it’s okay to struggle. You taught us that we are all perfectly imperfect, and that our challenges in life are blessings to make us stronger. Your examples of courage and vulnerability through your own trials continue to inspire us each and every day. You taught us that unconditional love is the most powerful thing in this world. Thank you for being our heroes.
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SUCCESS STORY #3: RACHEL

When Rachel was a little girl, she was sure that God had big plans for her, that He had something special in mind just for her. She knew she was a little different: She was the only one in her family with brown eyes, and she was the only one who struggled with weight problems. Growing up with four brothers and sisters, she’d come home from church and share a big, Southern family dinner, eating sometimes as much as 2,400 calories in one meal! Afterward, while clearing the table, she’d eat even more.

Rachel kept getting chunkier, so she had to stop doing some of the things she loved. She loved adrenaline rushes, but when she was thirteen she had to get off a ride at an amusement park because she didn’t fit in the seat. Even though she was deeply embarrassed, she didn’t let her feelings show. She fit in at school by being the smart, funny, outgoing kid. Despite her size, she was athletic, playing on the basketball team. Her only problem was her weight. By the time she was fifteen, Rachel weighed 315 pounds. Still, she didn’t feel fat! When she looked in the mirror, she saw a beautiful young woman.

That began to change during Rachel’s last year in high school. She realized that when some people looked at her, they didn’t see a likeable, interesting girl; they saw a fat girl. She knew she needed to do something about
her weight, but she had no clue where to begin. Assuming that if she ate
less, she’d weigh less, she tried fad diet after fad diet. She just got tangled
up in confusing numbers and calorie counting. After a week or two, she’d
give up or move on to another plan. Nothing lasted.

Rachel went to college hoping she’d get her life back, but instead she kept
eating the same unhealthy way she always had: one huge meal at a time.
She starved herself during the day, then ate at night—two thousand or
more calories all at once. The pattern seriously messed with her metabo-
lism, which made it deadly for her weight. She had no clue about the dam-
age she was doing to her body.

In three months, Rachel packed on eighty more pounds, reaching her
highest weight—399 pounds. It was difficult for her to walk and even to
breathe, let alone play the sports she loved. When she went home on break,
her family was shocked. She started to give up on her dreams of achieving
something great someday. She was completely miserable.

Health became a big problem for Rachel. Her doctor told her that she’d
never be able to have children at her weight and ordered an ultrasound
on her thyroid. When the doctor at the clinic asked her how much she
weighed, she took a guess and said 350 pounds—too much for the clinic’s
table! Then Rachel heard about Lap-Band surgery and figured it was her
key to success—to changing her life. But she didn’t qualify for the opera-
tion. One setback after another took its toll.

Now what? Rachel decided that the NBC show The Biggest Loser was her
ticket. When she was turned down, she tried to move on. She got a job
teaching at a small Christian school, but she still couldn’t control her eat-
ing and her weight remained a problem. As the gym teacher, she couldn’t
do half the exercises she taught the kids! She had always loved to play
sports, and now she couldn’t. Something in her mind clicked: Rachel
wanted a good life, not one wasted on misery. If she was going to improve
her life, she had to make some big changes. This was her moment of
clarity—she just didn’t know how to turn that clarity into action.

Then Rachel got a phone call about a new show, ABC’s Extreme Make-
over: Weight Loss Edition. She figured it wouldn’t hurt to try out. So she
wrote a letter to me and poured her heart out about how badly she wanted
to transform her life, and promising to give my program her all. In try-
outs she proved her determination. When I invited her onto the show, she was ecstatic. Little did she know that her life was about to change forever!

As we started working together, Rachel could feel the confidence I had in her—confidence that she didn’t have in herself. For once in her life, she really believed she could drop hundreds of pounds, and she was ready to do whatever it was going to take. After some deep soul searching, she challenged herself to lose 50 percent of her body weight. It was a commitment to herself, but she also hoped she could become an inspiring example for other desperate people. This vision of her future was her motivation.

Before she met me, Rachel didn’t know what a carb was. But now she learned all about the importance of carbs and the impact that nutrition has on her metabolism. She learned which foods could help her lose weight and which she should avoid. How to make balanced meals, how to control her portions, how to spread her meals out over the day: Rachel learned how to feed her body without hurting it.

One of the key elements of any successful long-term program was especially valuable for Rachel: the ability to cheat! Being able to splurge on her favorite foods helped her curb cravings, because she knew that if she couldn’t have a cupcake or ice cream today, she could have it tomorrow. It was easier for her to stick with the program because to her, it didn’t really feel like a diet.

Day by day, Rachel’s confidence grew and she saw great results. After she lost her first one hundred pounds, medical tests showed she was perfectly healthy. Within a year, she lost 161 pounds! She hit some bumps in the road as she neared her goal weight—she couldn’t afford groceries, so she ate with her family; her progress plateaued—but her expanding knowledge and self-esteem helped her conquer the problems.

Rachel’s down to 208 pounds, and she’s maintaining her weight. Carb-cycling has actually simplified her life! Nowadays she eats when she wakes up and then every two to three hours after that. She tries to drink a gallon of water daily. Her favorite low-carb foods are Ezekiel 4:9 brand breads and tortillas—they even make her feel like she’s cheating! Sweet potatoes and baked potatoes are her favorite high-carb foods. As a binge-prone eater, she keeps things realistic by enjoying cheat meals three days a week.

It’s a lifestyle that goes far beyond diet. Rachel’s learned how to balance
her work life with her social life and personal life. Plus, she’s become a certifiable gym rat! She goes first thing every morning and whenever she wants to celebrate an accomplishment or blow off stress. When she’s angry, she puts on her pink boxing gloves and hand wraps and beats the bag. The adrenaline junkie has reemerged, and she’s trying all kinds of new things, like bungee jumping, that scare her. When faced with a challenge, she takes it on. And she loves meeting new people.

Rachel feels like she took a lump of dirt and created a masterpiece. Her story is an amazing example of what a healthy diet and a little exercise can do for you: It can change your life! Success like Rachel’s is within your reach. Before she started carb-cycling, Rachel was scared and overwhelmed—she didn’t think it was possible to transform her life. But in her moment of clarity she decided that she was worth the extra effort, the hard work, to give herself a happier, healthier life. When you open them up, the human mind and
human heart are amazing things! That’s exactly what Rachel did, and because she did she’s proven that anything is possible.

The moment of clarity, when it happens, is different for everyone. For some it may be when they hit a brutal rock bottom, for others it may simply emerge from curiosity about what a better future might look like. When you have yours, the desire for a new lifestyle will spark to life within you. Your desire will grow and grow, finally bursting forth as motivation. That’s what will turn your clarity and desire into action. That’s when you’re ready to get going with carb cycling. That’s what will make your transformation journey a fantastic success!

**Changing It Up**

So what’s the big deal about carb cycling? In a nutshell, it’s a way of eating that *alters days of high-carbohydrate meals with days of low-carbohydrate meals*—and allows you to reward yourself regularly along the way! Carbohydrates come from plants and are the major component of foods like bread, potatoes, pasta, corn, beans, fruits, vegetables, and sugar-heavy “bad carbs” such as soda and candy. Carbs have certainly gotten a bad rap over the last couple decades, but there are profound benefits to eating good carbs! They’re the fuel source that your muscles and organs prefer.

Carbs fire up your body’s calorie-burning metabolic furnace, and you can *make the most of that process* by carb-cycling. On days when you eat more carbs, you stoke the furnace, and on days when you eat fewer carbs, your furnace burns fat like crazy. The high-carb/low-carb pattern tricks your metabolism into burning hot even on days when it doesn’t get many carbs, so it starts ripping through body fat. That’s one way carb-cycling maximizes weight loss!

I’ve developed a carb-cycling program that’s doable for nearly everyone and consistent at getting amazing results. It will help you achieve your weight-loss and fitness goals incredibly quickly without requiring a huge amount of effort. You can use this approach to drop as many pounds as you wish, and when you stick with it, you’ll be able to maintain your ideal weight and stay in excellent shape *for the rest of your life!*
Before we get into the nitty-gritty of my system, here’s a little background info that’ll help you understand your weight and make it easier for you to get hold of the carb-cycling process.

**Burn Baby Burn**

If you’re out to shrink your waistline (and any other measurement!), you want to burn fat as fast as you safely can. In order to prime your body to start losing weight and keep on losing weight, you’ve got to follow three rules. They may surprise you:

**Rule 1:** Eat more carbs and eat more often.
**Rule 2:** Develop shapely muscles.
**Rule 3:** Move your muscles.

Are you kidding me, Chris? More meals, more carbs, and more muscle—that can’t make me skinnier! But in fact, feeding your body in the right way, together with growing and shaping your muscles, will power up your metabolism—and keep it powered up—so it blazes right through your fat. It’s textbook physiology! I’ll lay it all out for you a little later in this chapter.

**The Three Fires**

First, let’s make sure you understand how your metabolism works. I covered the details in my first book, *Choose to Lose*, so you probably already know that the term *metabolism* refers to the way your body uses energy to power your organs and muscles. That energy is measured in units called calories. Where does all that energy go? Your metabolism burns calories for three purposes:

- **Digestion:** You probably don’t realize it, but your body burns calories when it digests and absorbs the food you eat. Around 10 to 15 per-
percent of the calories you use every day gets eaten up here. The quantity and quality of those calories lay the hormonal foundation of weight loss.

- **Being (Resting Metabolic Rate):** The calories that don’t get burned up during digestion get used by your organs: your beating heart, your breathing diaphragm, your filtering liver, and all the others. When you’re not moving, your resting muscles use calories as they repair and remodel themselves. The basic functioning of your body accounts for 60 to 75 percent of the calories you burn daily.

- **Movement:** When you move, putting your muscles to work, they need a lot of fuel—20 to 35 percent of the calories you use. That’s just for ordinary motion: Endurance athletes burn up to 50 percent of their calories to power their muscles!
That’s the how of calorie-burning; now here’s the how much. The number of calories you burn each day varies according to how active you are. If you follow the same routine every day, eating and moving around (or not) in pretty much the same ways, you’ll burn roughly the same number of calories every day. The proportion of calories used by each of your body’s three energy users—digestion, being (resting metabolic rate), and movement—will also stay pretty constant.

So how many calories are we talking about? That depends on four things: your age, your weight, your height, and your gender. All other things being equal, a bigger body needs more calories than a smaller one does, and a younger body needs more calories than an older body does. Take a look at the chart on the opposite page to see your estimated baseline calorie usage. It shows how many calories a body your size and age typically burns in a day with light movement.

**Figuring Out Your Figure**

All these numbers are swell, but you’re reading this book because you want to slim down, not because you want to study science. Let’s put the facts and figures together into tools that will help you get the body you want. The arithmetic of weight loss is super-simple:

- Each day that you eat more calories than your metabolism burns, your body stores the extra energy as body fat. You gain weight.
- Eat the same number of calories as your metabolism burns, and your body neither builds nor uses up its stores of fat. You maintain your weight.
- Eat fewer calories than your metabolism burns, and your body makes up the energy shortfall by tapping into your fat. You lose weight. This is what fitness professionals call a calorie deficit, and it’s the key to weight loss.

The calorie deficit is what weight loss is all about. If you want to drop the pounds, you have to run your metabolism at a deficit. How big a deficit?
### ESTIMATED CALORIE EXPENDITURE

( Calories Burned Daily )

#### Average Man, 5’8” Tall

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<th>20 Years</th>
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<th>40 Years</th>
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Here’s the magic number: To lose one pound of fat in a given window of time—say, a week—you’ve got to burn 3,500 more calories than you take in. That doesn’t mean you have to cut out 3,500 calories a day (you probably don’t even eat that much!). But to lose weight you do have to eat less. Most carb-cyclers find that they get the best results by creating a 500- to 1,000-calorie deficit daily.

The good part about all this math is that you’re not stuck with the “average” metabolism that burns the “typical” number of calories listed in the metabolic rate chart. You can get a bigger calorie deficit by making your metabolism burn hotter, so it incinerates calories like there’s no tomorrow. By manipulating your metabolism, you can burn more calories than the imaginary people in that chart! How do you do that? By carb cycling, of course! Cycling your carbs creates a calorie deficit that guarantees fat loss. Now let’s get back to those three crazy rules for maximizing your metabolism.