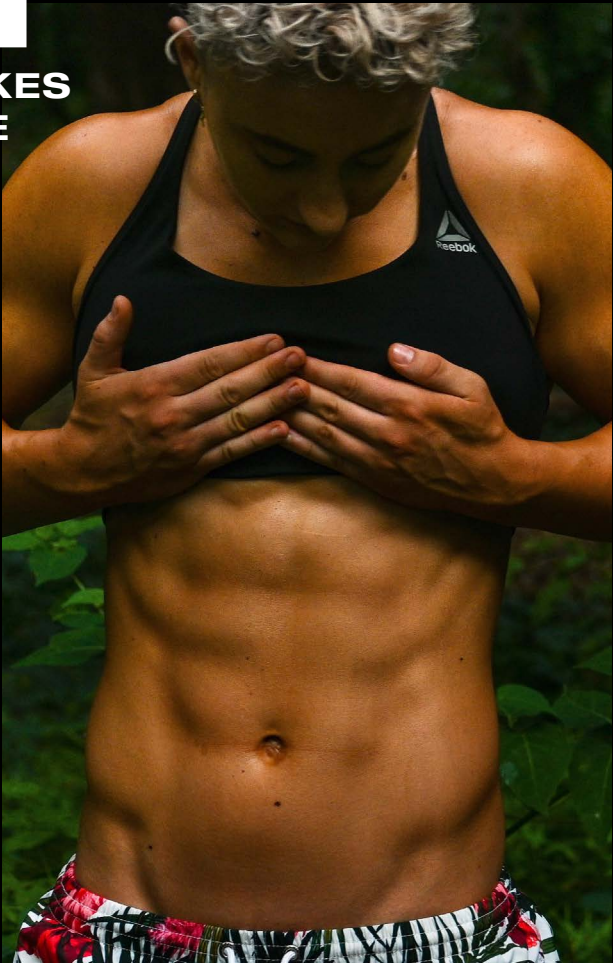


HOW TO BURN FAT

THE 5 MISTAKES
TO NOT MAKE



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ABOUT [MOMO]

HEY THERE! I'M MORGAN OLSON

Trainer, Nutrition Nerd, Ice Cream Connoisseur & a bit socially awkward. **Trust.**

Basically, I design tools to teach women/AFAB individuals to see sustainable results in less time. I want you to feel more like yourself & fitness is the catalyst.

V-lines & all. Yep, I said it. You can get it.

Alright, so now that you have a feel for me, connect with me on Instagram [@MoMoMuscle](https://www.instagram.com/MoMoMuscle) so we can stay inspired together!

xx Coach MoMo



FAT LOSS

ISN'T JUST A CALORIE ISSUE

Have you ever been tried eating 'healthy'? You know...the meal plans from Prevention Magazine.

- **Breakfast:** English muffin & black coffee
- **3 hours later:** Apple & peanut butter
- **Lunch:** Salad with a few nuts
- **Dinner:** Chicken & vegetables
- **After-dinner cravings:** a Skinny Cow Bar, half bar of 90% sea salt dark chocolate, a bag of popcorn and a bottle of wine.

Simply focusing on a caloric deficit doesn't work as we're ignoring a large part of fat-loss: **optimizing your body from the inside out.**

It's not just an eat less, workout more type equation. You might know from experience, it's not sustainable and spirals your body into depletion mode aka cravings, moodiness, and bloating.

OUR BODY IS A RECIPE OF OUR HORMONES, METABOLIC HEAT, DIGESTION, AND THE FOOD WE EAT.

Let's get into the top 5 reasons why you aren't burning fat and how we can fix it.



POOR HORMONES

Our hormones are beautifully complicated. As women, we need to consider and optimize our estrogen, thyroid, testosterone, insulin, leptin, cortisol and GHG levels as these have a direct role on our body composition and mood.

Having high levels of estrogen, insulin and cortisol and low levels of testosterone, GHG, and leptin is a recipe for disaster.

We need to do **EVERYTHING** we can to off-set this.

QUICK FIRE TIPS TO FIRE UP YOUR FAT BURNING HORMONES:



SLEEP

Getting at least 8 hours a night supports your natural testosterone and GHG to supercharge your energy, vitality & fat burning hormones.



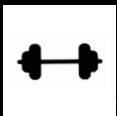
MINDFULNESS

High stress means high levels of cortisol. When your body is in flight or fight mode, digestion slows and body fat is stored, especially in the stomach and lower back.



INSULIN

Reduce your fat storing hormones by being more aware of how often you're filling your body with starches and gluten.



SUPPORT

Support your testosterone and thyroid levels by lifting weights and dialing in your nutrition. Getting stronger creates a fat burning body.



BABE-TIP

Relieve PMS, menopause symptoms, increase libido, & energy by supplementing with Peruvian Maca Powder.

IRRITATED DIGESTION



It's not just the food you eat, rather what you absorb from your food. Your stomach health directly affects your ability to digest, absorb, and utilize nutrients.

GUT HEALTH HAS A HUGE IMPACT ON WHOLE-BODY HEALTH.

Keeping your stomach strong will boost your mood, utilize stored fat for fuel and increase your energy!

You may eat relatively healthy, however if your gut health is compromised, this endangers your mental, physical and emotional health.

Gut health is compromised from external stressors and inflammation, ultimately things we can control.

Symptoms of poor digestion include: frequent yeast infections, sugar cravings, anxiety, depression, diarrhea, and chronic fatigue.

Remove irritants, **fuel** with quality ingredients, and **supercharge** your digestion with necessary nutrients.

BABE-TIP:

Get my quick-fire tips and exact supplement protocol to supercharge your digestion in the Body Type Programs.

TOO MUCH GLUTEN

Ahhhh, the filler food that tastes oh so good, is in 87% of our meals and gunks up our digestion.

This little shit can cause acne, fatigue, lethargy, mood swings, irritability, mental diseases, joint pain, inflammation, and weight gain.

I know giving gluten up seems more dramatic than the Kardashians, but honestly, it changed my life.

I reclaimed my mood, brain clarity and energy by reducing my gluten intake to what's 'worth' it for me.

Gluten-free options are everywhere nowadays. I personally recommend eating 'The Babe Way.' Aka 85% quality protein, fats, and vegetables and 15% IDGAF cuz it's my favorite.

Looking good and feeling good go hand and hand. The daily avocado toast isn't always worth it, trust me - xx carb queen.

BABE-TIP:

For delicious recipes such as the Chocolate Chia Seed Pudding that tastes like ice cream to replace 'filler' starches, check out the Body Type Programs.

Babes report back satisfied, less cravings, and full of energy.



NOT ENOUGH PROTEIN



This queen of a nutrient keeps your hair, skin, nails, abs poppin and energy glowing.

Protein is essential to getting a toned, defined look. It helps you feel amazing and look amazing. So why is it so neglected?

FITNESS MYTH

Eating protein will make you bigger & Bulky

FALSE: The only way to add any tissue (muscle or fat) requires eating more calories than you use. Rather, eating a balanced diet with adequate protein, healthy fats, and vegetables will transform your soft parts into toned parts.

Protein is severely underrated and studies show that by adding protein to your diet, even as additional calories, lean body mass is preserved and body fat decreases.

LIFT WEIGHTS, EAT PROTEIN

Rinse & Repeat Baby.

“EVERYTHING YOU KNOW ABOUT PROTEIN IS WRONG. YOU NEED AT LEAST 30 TO 50 GRAMS OF HIGH QUALITY PROTEIN 3 TIMES A DAY. IT WILL PROTECT YOU FOR LIFE.”

- DR. GABRIELLE LYON.



UNAWARE OF CALORIES

Ah, finally. The moment the fitness industry has been waiting for. Now that we've laid the foundation, we can talk energy balance.

A **caloric deficit** is when you burn more calories than you ingest. This can be achieved by increasing activity and/or decreasing calories. We can get into calorie counting, calculators, etc, however I find fixing the above 4 steps primes your body to burn fat without calculating every bite.

Tracking calories on an app such as My Fitness Pal can be useful to gain more **awareness** of the nutrition value in food.

It takes away the guilt of this is 'bad' food and instead you realize it is just carbs, fats, or protein that you can arrange flexibly according to your daily allowance.

I did it for years and it was helpful to understand the nutrients behind foods. It gave me **food freedom** due to my awareness.

BABE-TIP:

If you're a yo-yo dieter or just want to strengthen your metabolism, eat at maintenance calories and do a body recomposition before diving into a caloric deficit. More info in the Body Type Programs!

BABE-TIP:

Macros can be confusing. Start with protein as a priority and go from there. For a full macro cheat sheet, dialed in meal plans, delicious recipes and the formula to find your caloric deficit, get that Body Type Program to dial it in.



BURN FAT FASTER

Whew - that was full science MoMo. We understand that fat loss isn't just about calories, but it's how we wire our body.

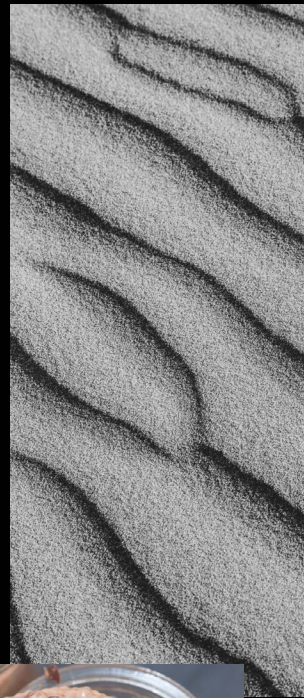
It's a lot to consider, so I created the **step-by-step program** to rewire your body from the inside out to burn more fat.

It took me two years to write, design, and create and it is the best content I can equip you with -- it's science-based women's fitness **designed** to optimize your hormones, metabolism and gut health.

The Body Type Program Breakdown:

- **My Top 20 Fat Burning Recipes I Have Everyday...Literally Everyday**
- **Flexible & Delicious Meal Plans to Burn Fat in a Sustainable Way**
- **The Top 6 Fat Burning Foods**
- **Learn Advanced Fat Loss Methods**
- **A Complete 6-Week Training Program to Tone Your Full Body**
- **Workout More Effectively with My Movement Pattern Videos**
- **Gut Health & Energy Optimization**
- **Imagine this 9 page document...but 170 pages *mind blown***

Seriously, the Chocolate Chia Seed Pudding, Muscle Maker Waffles & Babe Berry Smoothie recipes are worth it alone...



CHOOSE IDEAL BODY

...Yes, actually click to choose your ideal body type.





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**“I DIDN'T GET THERE BY
WISHING FOR IT OR
HOPING FOR IT, BUT BY
WORKING FOR IT.”**

- ESTÉE LAUDER