

FOLLOW THE RULE5

(A GUIDE TO FAT-LOSS
WITHOUT CHANGING THE MENU)

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About

I've made the following guide because ever since I entered the full-time workforce, in every meeting, in every professional organization, and in every career-minded event, I've come across wildly driven individuals who get shit done.

They don't shy away from the work necessary to take care of business. They diligently arrive early, stay late, lose sleep & work alone--all for the reward of accomplishment.

This kind of winning drive, I've noticed, often has roots from formative years where younger men honed their fortitude and discipline. The 'Most Likely to Succeed' types who were team captains and benefactors in their homes & communities even before college.

They have a propensity to exceed the expectations set by their peers and *that is why* they earn the coveted jobs at rock-solid companies, with head-turning significant-others by their sides, & big homes they don't spend enough time enjoying.

But here's the kicker...at some point while all this is forming--these producers wake up and find themselves... **fat**.

Needless to say it's not their M.O. to put on unflattering weight.

If that sounds like you, if you've got 35+ pounds you'd like to shed, if you feel too busy in the driver's seat providing a life to your family: **this is for you**.

If you've made attempts at dieting, joining a health club, doing daily step challenges, or evening bocce ball tournaments, if you don't know where to start (& honestly with the myriad of misinformation *everywhere* today that's 100% expected), if you want to feel about

your body like you did in your late-teens & early 20's, if you think your significant-other would appreciate a slimmer, sexier partner at home, & MOST IMPORTANTLY if you don't want to complicate or limit your mealtime with new, gross health-foods & obstructive menus... **this is for you.**

I hope this document sets the foundation to bring you the increase in quality of life you've been missing while forging the life you've created for yourself & your family.

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Forward / Introduction

You can't out-work a shitty diet & shitty diet habits.

Again, for the guys who work construction: You CAN. NOT.

out-work a shitty diet & shitty diet habits.

People --especially producers-- grossly overestimate the diet flexibility afforded by exercise.

Idiomatic, assumed methods (e.g. running a carbon-copy weight-training & elliptical regiment to your colleague's fit nephew) will only lead you to soreness and continued abject failure.

Here's the truth: unless you're training for a marathon (and you never plan on stopping), shedding ugly, unhealthy fat **starts** and **ends** with consumption methods; that is:

HOW you eat outweighs WHAT you eat.

Rule #1 - Bookending

Fact: there is a limited amount of space in your gut to hold all the goodies you ingest. It should come as no surprise that a smaller stomach organ will hold less food than a larger stomach organ. If we were able to shrink our stomachs, less food could go in simply by physical constraints. Some even resort to laparoscopic adjustable gastric banding (a.k.a. “Lap-band” surgery) in order to reduce the effective size of their stomachs in an attempt to wrangle their poor eating habits.

And it works! ...for a while. The long-term success rate of the operation is only 15 %.

In this chapter I’m going to explain the fastest, most accessible way to achieve a smaller stomach volume and less food ingested overall.

It's actually beneficial for a number of other reasons and that's why it's **Rule #1**.

Our bodies tell us what they want. They're remarkably efficient in that way. Whether we're too hot or too cold, too dry or too wet, too sedentary or too active, we experience *discomfort* as our bodies sound an alarm.

Fix This.

And so you comply. You find shade, dry off, or stop running.

If you're reading this you're familiar with hunger. Very familiar.

Too familiar?

I'm going to let you in on hunger's biggest secret: the sensation of thirst disguises itself as hunger.

I can't tell you how mad I was when I finally understood this --and how insane of a difference it made in my approach to food.

Long-story-short: food has water in it. From the perspective of the body, eating something will satisfy the short-term demand for water. This is especially true of unprocessed or “whole” foods --foods from which our bodies developed processes to extract nutrients eons ago.

How does this relate to shrinking the stomach? It’s all about **bookending**. Your standard dinner accounts for 100% of your stomach’s comfortable capacity. However, if you **bookend** that spaghetti & meatballs with a tall glass (12 - 16 oz) of water [or similar beverage--see **Endnotes** for list of recommendations] you’re reducing capacity by 15% at the start and then 15% again at the end. This leaves you eating only ~70% of the food you normally eat!

Do this for all your meals throughout the day & BOOM. Right there, you’re on a diet without changing a damn thing on the menu.

That “full” feeling will come on more quickly than it ever has & you WILL lose weight.

How to Start

- a. Pick 1 meal on 1 day
- b. Before grabbing a plate, grab your favorite glass
- c. Fill glass 85%
- d. Drink contents at a comfortable pace
- e. Fill glass 85% again
- f. Eat normally
- g. Drink contents again before moving on from meal
- h. Repeat next day with 2 meals, etc
- i. Continue until most meals are **bookended**
- j. Stay consistent with The Rules Calendar on the last page

Rule #2 - Frontloading

Now it's time to shift our attention away from non-foods and toward food-foods. Here's where the rubber meets the road.

Cleaning our plates has generally been a non-issue for most of us.

There's a certain satisfaction in completing the task at hand; however enjoyable the task may be.

When were you last on "autopilot"? Maybe it was typing the password on your work computer, or maybe on the commute home as you navigated the turn into your neighborhood without actionable thought. Just automatic.

Mealtime is usually no different. We're either thumbing through our phones, continuing to work, having a conversation, or just zoning out.

As a kid I remember being the weird one at family dinner who'd need to finish each dish before advancing to the next; e.g. eat all my carrots, then move to my mashed potatoes, only advancing to the porkchop after earning the satisfaction of completing the mashed potatoes.

Aside from being an obvious cry for some semblance of control of my little world, this approach of segmented eating can serve as a key-code in losing bodyfat--when the combination is right.

Sequence is the foundation upon which **Rule #2** is built: start with the most fibrous portion of your meal before eating the rest.

Building off of the laws we covered in **Rule #1**, the real-estate inside your stomach is limited. It's simple: fibrous foods are the most filling thing you can eat.

Consider this: could you eat more of (a) a pound of apple slices & broccoli or (b) a pound of lasagna & honey buns?

When you **frontload** your meals with fibrous foods you are again leveraging the natural limitations of your stomach; getting fuller, sooner.

I'm personally partial to the cheap bags of mixed vegetables in the freezer section heavily seasoned to my liking --but that's merely one of many, many options (see **Endnotes** for list of recommendations).

I can't tell you how satisfying it is to quell ravenous hunger quickly & deliciously. You'll be simultaneously shocked & satisfied.

Listen, frankly, if you're not willing to shuffle around the order in which you consume the parts of your meal you obviously don't really want to lose fat. You just say you want it.

Less invasive methods to lose weight do not exist. Surely someone like you can control that much.

How to Start

- a. Pick 1 meal on 1 day
 - i. Perform **Rule #1**
- b. Start eating (& finish) with the fibrous side-dish
- c. Eat normally
 - i. Perform **Rule #1**
- d. Repeat next day with 2 meals, etc
- e. Continue until most meals are **frontloaded**
- f. Stay consistent with The Rules Calendar on the last page

Rule #3 - Prolonging.

Patience was never my strong suit. I listen to my podcasts at 2x speed, I leave my shoes tied 24/7, & at weddings I prefer liquor over beer. Not sorry.

I'm in increasingly good company though as nearly everything today is commoditized and instant gratification is the norm.

Who wouldn't prefer our access to 2-day shipping, Facetime, & Wikipedia?

However, our bodies aren't perfect machines (at least not yet); ergo, our biological processes cannot be revamped to improve the bottom line.

Broad are the consequences of impatience. In the context of feeding ourselves, a banner for "I Can't Believe I Ate the Whole Thing" hangs in the rafters. You've experienced this. I know it.

You finish dinner and move on to watching “your show” with “babe”, or you’ve fueled up on a work lunch and get back behind the desk to crank through the rest of the day. What happens now? Pff. Oof. Sighing, Groaning. Bloating.

Having eyes bigger than your stomach is an ailment that can be treated with a single word: patience. Post-meal comatose isn’t how we’re meant to function.

How screwed would we be out in the wild if whenever we fed we’d become more-or-less incapacitated?

Overfeeding causes this discomfort--we just don’t recognize it until 15-minutes after the meal.

Again, the solution here is absent of dietary restraints/constrictions.

At its surface this is pretty backwards, but the solution is to spend more time eating. **Prolong** it.

Savor the experience, prolonging the actual eating across 20 - 30 minutes of time.

Only some have the luxury to do this for every meal however, I implore you, take your time when eating. Put the fork down completely between bites, mix in a palate-cleansing beverage, make conversation. Fullness takes time to register with the brain.

Recognize this & wait 10 min between servings.

If you've got ugly bodyfat to shed, how big of an ask is it really to just slow down? Stretch it out? **Prolong**? Follow **Rules #1**, & **#2** on top of this trick & you'll find yourself losing fat without effectively adjusting anything at all.

That's the magic of these **Rules**. When you adopt & live them there's no stress over what you're eating.

How to Start

- a. Pick 1 meal on 1 day
- b. Ask Siri/Google to set a 20 minute timer
 - i. Perform **Rule #1**
 - ii. Perform **Rule #2**
- c. Eat normally--spreading it out until alarm sounds
 - iii. Perform **Rule #1**
- d. Repeat next day with 2 meals, etc
- e. Continue until most meals are **prolonged**
- f. Stay consistent with The Rules Calendar on the last page

Rule #4 - Leaping

When's the last time you remember being hungry? I mean *really* hungry.

I don't mean "you know what sounds really good right now?" nor, "I could really go for a..." kind of hunger. Restaurant radio ads, Netflix cooking shows, & Facebook promotions for limited-time apps at Bonefish Grill/Golden Corral keep food at the forefront of our minds day-in and day-out. So how do we know if we're *really* hungry?

My trick for answering this question is literally child's play --something I learned from my wife (by way of my mother in-law growing up):

Do you want an apple?

If you don't want an apple, you're not hungry.

This elegantly simple question has saved me (and many others) countless needless munchies over the years. If the answer is “no,” you’re looking for a distraction. Sorry. You aren’t hungry.

Answering this question facilitates focus.

Surely this has happened to you: you’re at work (whether at the office, in the yard, etc.) and been so embedded that when you check the time it’s well past lunchtime. Saying time flies when you’re having fun is a half-truth. Time flies when you’re not being distracted.

The ultimate dietary aid for many is, in fact, focus.

The macro perspective here is recognizing when your mind *expects* to eat. You, like me, were likely raised on the premise that three square meals a day is “best” for us.

Look. Grossly-adopted, man-made routines can be forced, but contextualizing it for the individual --especially for someone who's executing major change-- is obligatory.

If nothing changes, nothing changes.

The drill for the Standard American Diet (from hereon SAD) punctuates the work day with 3 meals to “fuel” the next sprint of activity.

“Activity” like carrying mail, tending crops, masonry, etc.; our work has morphed largely into different varieties of desk-jockey.

And there's nothing wrong with that! The trouble with the established & accepted SAD is that we're over-fueling with respect to energy output. Kellogg's would have you believe a bowl of Corn Flakes & a glass of orange juice equate to energy and focus for the first half of your work day. Energy required to walk to the car, drive

to the office, and plop into a meeting or your desk does **not** constitute a calorie-filled breakfast.

It's no different for lunch and dinner. The energy demands of your body must closely align with your activity. **Rules #1** through **#3** are fundamental to making this alignment insofar as to address hunger. Here, we're addressing the question of when to eat head-on.

Do you want an apple? No? Sip your drink & chew some gum, keep working.

You'll quickly find how easily this can be adopted after a few trials.

For productive workers like us, traditional mealtime derails productive workflow. Getting into the groove performing our best work is too valuable to be interrupted by 12:00 traditions.

Eating is used as a distraction for most overweight people.

You control your world, don't you? You pull the trigger for every action you take because you're in the driver's seat & you know what you're after.

Nobody ever says they didn't have time to shower. Priority is reflected in your actions.

Take the **leap**: bypass 1 of the traditional "mealtimes" and lean into your productivity. The disruption to your regular schedule will soon be trumped by your **leap** in efficiency. Establish a new norm.

Your ability to govern your actions in the face of convention will be rewarded with real, measurable, fat loss.

How to Start

- a. Pick 1 meal on 1 day
- b. Perform **Rules #1 - #3** for *all other* meals throughout the day
- c. Continue being productive at designated mealtime X comes

- d. Maintain access to an (1) an apple and (2) water while working
- e. If you want the apple, apply **Rule #1**
- f. Repeat daily as comfortable with same mealtime
- g. Stay consistent with The Rules Calendar on the last page

Rule #5 - See the C.O.C.

Nestled on my couch last November, watching a late afternoon football game & tracking my fantasy team, I noticed something. My phone began ringing and so I muted the game to answer a call from my dad. After hanging up, I kept the TV muted since it was at a commercial.

That's when I noticed it.

Every ad. Every single one...had something to do with food.

New coupons for a Papa John's treats, Olive Garden's unlimited appetizers, Hungry Man's Platinum Double Protein microwave meals.

It was nonstop.

Changing the channel revealed more of the same: Coffee Mate, Simply Orange, Coca-Cola (& its' subsidiaries), Honey Nut Cheerios, Ghirardelli chocolates, etc.

Even commercials for services like Next-Day Floors, Bob's Discount Furniture, & Blinds.com ALWAYS featured either (a) imagery of families gathered around a meal, or (b) indulgent snacks & alcohol around the product.

We are being brainwashed.

We associate food with positive feelings like happiness, satisfaction, comfort, and belonging.

Ads for food & restaurants make up >60% of total advertising across digital, print, & audio platforms.

When food isn't the focus, it will almost certainly be shown as a feature. Why?

Rule #5: my friends, we exist in a **Culture of Consumption**.

It is imperative that we recognize when we are being manipulated to feel happiness, satisfaction, comfort, and belonging by the idea of food. I don't have to tell you the advertising industry is unrelenting.

Whether it's Candy Crush or Blue Apron, one thing you'll never hear are ads suggesting less of anything. Always more of something.

Beyond advertisements we still wade through cliché truisms that keep us fat.

- If you want to grow big and strong (like dad, superman, The Rock) you need to clean your plate.

- There's starving kids in Africa!

- Get a 2nd serving

 - don't hurt mom's feelings, she slaved away on this

- Follow the food pyramid.

➤ Eat 3-square meals a day.

➤ (*insert food*) is a great source of Calcium/Vitamin D/Protein!

➤ Part of this balanced breakfast!

By now you're aware that the SAD is harmful to the majority of us.

Culturally, we are handicapped from approaching food in a way that keeps us from getting fat.

The sad truth: none of us are going to change the culture of consumption.

The solutions: (a) move to a culture that values resource conservation, (b) become a shut-in and blind yourself to all facets of a consumer-driven economy, (c) follow **the Rules** outlined in this guide and recognize the tricks that are constantly being employed against our better wisdom.

How to Start

- a. Pick 1 day
- b. Perform **Rules #1 - #4**
- c. Take notice of ads or promos throughout the day
 - i. In radio/podcasts
 - ii. On highway/road signs
 - iii. Between shows
 - iv. On ALL social feeds
 - v. Before video content
- d. Stay consistent with The Rules Calendar on the last page

Endnotes

Part 1: You Don't Want Water

Tired of the same old boring water? Do you enjoy flavors over non-flavors? You're in the majority. Mostly because the SAD normalized addictive, powerful flavors over subtle, nuanced flavors.

Intensity sells.

The goal here is adding as much flavor as possible with as few calories as possible. The best option here is non-calorie water flavoring e.g. Mio/Crystal Light.

Do yourself a favor: visit the powdered drink mix/water enhancer aisle at the grocery store. The variety will surprise you & you'll likely find an option that fits your flavor craving.

Here ALONE you'll find:

→sugar-free Sunkist powder mix

→sugar-free Gatorade powder mix

→sugar-free A&W root-beer powder mix

→sugar-free (orange, grape, strawberry) Crush mix powder

→Mio (sugar-free) flavors: Strawberry Watermelon, Fruit Punch,

Lemonade, Berry Grape, Berry Pomegranate, Cranberry

Raspberry, Sweet Tea, Blueberry Lemonade, Mango Peach,

Cherry Blackberry

→Crystal Light (0-15-cal) flavors: Grape, Lemon, Lemon Iced

Tea, Mixed Berry, Peach Iced Tea, Raspberry Lemonade,

Strawberry Lemonade, Mango Passionfruit, Raspberry Ice,

Raspberry Lemonade, Strawberry (S.) Kiwi, S. Lemonade, S.

Orange Banana, S. Watermelon, Tropical Coconut, +8 other

Tea's

→Store-brand equivalent flavorings

The options here are LIMITLESS.

Then of course you could squirt some of your reconstituted lemon and/or lime juice (the little citrus fruit-shaped bottles in your fridge) to your beverage to add a satisfying pop of flavor.

Avoid non sugar-free sodas, coffee-cocktails of cream & sugar (drink black or with sugar-free sweetener and/or low-fat cream), sports drinks, energy drinks, & juice (yes, even juice 9/10 times is a deluge of sugar).

Part 2: Fibrous Frontloading Essentials

The following vegetables are most voluminous and whether cooked from frozen or fresh are going to fill you up the most (in order):

→ Broccoli / Cauliflower

→ Zucchini / Other Squash

→ Celery / Radish / Carrot

→ Cucumber / Bell Peppers / Green Bean / Asparagus /

Tomatoes / Mushrooms

Before the “main course” of your mealtime, heat up some of these options however you can--I prefer to pan-fry with butter--and season however liberally you'd like.

LAST PAGE

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