

# *Knockout Body*

## FORMULA

**By: Laura Grossi**

**@lauragfit**



# Table of Contents

- 2. Table of Contents
- 3. The Pillars of Fitness
- 4. Myth #1 - YoYo Dieting & Extreme Approaches! My Story!

## **Nutrition Formula**

- 5. Why things should be kept simple/what I do!
- 6. Should I track carbs and fats?
- 7. How much protein?
- 8. Calculating calories - methods 1,2 &3!
- 9. How many calories are you eating? Adding calories? Undereating/overeating?
- 10. Calories on rest days. Meal timing. Veggies & Fibre!
- 11. Sample Meal Plan! Recipe - Tuna Pasta Salad.
- 12. List of foods by macro-nutrient - protein/carbs/fats
- 13. Eating sugar!
- 14. Eating too much sugar!
- 15. Incorporating drinks into your day!
- 16. Staying on track with drinks.
- 17. Weekly untracked treat meal.

## **Staying on Track**

- 18. Overeating/Falling off track - 3 scenarios
- 19. My Favorite Analogy! Extreme sugar story!
- 20. What to do the day after overeating! Debloat tea, foods & herbs!
- 21. Exercise AFTER Overeating! Plus some Tips!
- 22. Struggling with nutrition? Workout!! / Motivation from Accountability!
- 23. Benefits of Accountability. Investing in Yourself!

## **Internal Motivation/Mindset**

- 24. Writing down goals. External storage & Encoding!
- 25. Having a "why" to set your goals
- 26. Meditation & Focus
- 27. MYTH #2- Snail-like Metabolism. My lifting story (or not lifting story)

## **Workout Section**

- 28. What is heavy? Building your muscles.
- 29. What are compound movements, benefits + Abs
- 30. #fitchickscience, examples of compound & isolation movements
- 30. MYTH #3 - Shiny Object Syndrome
- 31. Progressive Overload - what, why & how?
- 32. When to increase weight or add reps
- 33. How many times a week to workout for and for how long?
- 34. Sample Workouts - the different parts of the body!
- 35. Types of Cardio? How much cardio should you do?
- 36. Are you working hard enough? HIIT & steady state info.
- 37. HIIT ideas and samples!
- 38. What separates you from people who are killing it!
- 39. Legal Disclaimer

## **Success Stories**

- 5. Kelly #1
- 6. Julia
- 6. Gabby
- 7. Alexis
- 8. Marli
- 10. Maegan
- 14. More Success
- 17. Laura (another one!)
- 19. Elisa
- 21. Jake
- 24. Kelly #2
- 25. Shelby
- 26. Kim
- 28. Colleen
- 32. Katelyn
- 33. Libby
- 33. Jaclyn



# The Pillars of Fitness

**1** Extreme approaches result in extreme disappointment: You should never take an extreme approach with your nutrition; this means no super low calories, no obsessing over tiny details, or cutting out food groups. Track your calories and eat enough protein, and you're good.

**2** You should be focusing most of your time in the gym on heavy compound movements : Just like learning to drive won't make you a Nascar driver, lifting heavy weights won't make you bulky; instead, they will give you a lean, defined, shapely physique and faster metabolism.

**3** You should not be following #fitchickscience to build your dream physique #fitchickscience is basically just bad information. Things like ineffective exercises and routines that lack structure, dieting myths, etc. All of which will be covered below so you can make sure you're not falling victim to the #fitchickscience.

*shelby*

Hello! I just want to share with everyone the difference between a coach who actually cares about their clients and someone who just wants them to follow an unsustainable diet for a quick transformation that they can post on their page to suck in other clients. I had gone to a personal trainer and told her my goal was to build muscle (I was already only about 140 pounds so being 5'9 I didn't want to lose much more weight). These are the macros I was given and not knowing anything about counting calories or macros I followed them and I was A. Miserable B. Drinking a protein shake 3 times a day (gross) and C. Thinning out! Not to mention also spending hundreds of dollars a month to see her. In the meantime I had also been following Laura and listening to all of her advice on dieting and macros and purchased one of her plans, after a few months of following that advice I started to notice changes in my body that I was actually looking for! All while eating foods I actually enjoy and not feeling restricted to chicken, rice and protein shakes. So I just wanted to say I'm grateful for Laura and all of her knowledge and compassion 🙏

*katelyn*

"KOB has been LIFE CHANGING! This plan is everything I have been looking for and more. It has helped me create sustainable life changing habits. I no longer am a victim to overeating and I have learned to still enjoy my favorite things in moderation. It has changed my mindset! I feel the best I ever have and honestly haven't even completed the program one full time yet due to traveling, moving, and graduating. But it was worth every penny! Just started the program again it has so many options and is very flexible. Always moving forward even if you fall off on Laura's plan with the great support system and the strategy behind the program (no some yo-yo plan or diet!!!). Great investment will change your life!" 😊

# #my story

**PROBLEM:**  
Extreme dieting that's  
unsustainable and  
causes you to yo-yo diet.

**SOLUTION:**  
Flexible dieting



YO-YO DIETING



BEFORE

AFTER



BEFORE

AFTER



NOW!!



My life used to be a giant cycle of yo-yo dieting and it was hell. 🌀

First, I would be feeling good after intensely dieting for 6+ weeks. These are multiple different “after” photos over a series of a few years because I had gained and lost weight about 8 or more times before I finally kept it off.

I was always trying to see my results as fast as possible. And I would see them FAST... but then I would lose those results even faster. Because....

Extreme approaches result in extreme disappointment.

The moment I started to fall “off track,” I experienced shame and regret. Even if I ate the smallest piece of cake, I felt like a failure.

Then I'd continue eating until I overate because of how bad I felt about myself. I missed eating the foods I loved SO MUCH that I couldn't control myself around them.

The next morning I'd wake up feeling bloated and sluggish, and thinking about how hard I would have to work to “undo” what I did the night before.

Only to fall off track AGAIN. 🌸



The result of this off track/bingeing cycle happening for MONTHS. Like you see in the photos to the left, these are all from multiple different years because I gained and lost weight SO many times. Whenever I gained weight, I ALWAYS felt self-conscious. I couldn't have a conversation with someone without thoughts of “how fat my face must look” running through my head. I HATED it.

After YEARS of the same struggles, I FINALLYYY realized that quick fixes are always going to set you up for disappointment AND make you feel like a failure. I realized that there is never a good reason to rush the fat loss process because you will ALWAYS end up paying for it.

Me now! Yo-yo dieting is a thing of the past, this is the result of training and eating smarter, plus looking at my results as a long-term process - NOT a quick fix.

I no longer have any foods that are off limits - I incorporate foods I love every single day. I no longer go to the gym thinking about how many calories I can burn - I focus on strength, performance, and feeling like a badass. I no longer obsess over everything being perfect. I have a calorie and protein goal, and that's it. The best thing you can do for yourself is NOT chasing extremely fast results and try to understand that things DON'T need to be perfect. Flexibility is essential!

# nutrition formula

People tend to over complicate things when it comes to nutrition. I completely understand! That's what I did for so many years, and when I realized how simple things actually should be, I couldn't believe it! I now share this concept with all of my clients, and the positive results achieved continue to prove that simplicity is always best.

When you keep things simple, it makes the process easier to stick to over the long term. When you adhere to your "diet" long term, you're going to see WAY better results than you would if you went on a restrictive diet that you're unable to stick to for long periods.

When you're too strict and obsessive, you will inevitably fall off track and gain the weight back. I would bet a billion dollars on it. If you are undereating and restricting yourself, you WILL fall off track. And then you won't be able to maintain the results that you achieved. I see it all the time (unfortunately).

Whatever method you use to lose weight HAS to be something you can keep up over the long term if you want to maintain your results or continue progressing because...



## EXTREME APPROACHES RESULT IN EXTREME DISAPPOINTMENT



All you need to do is track calories and make sure you're eating enough protein. That's it! As long as you are hitting those two numbers, the carbs and fats WILL balance themselves out. No worrying about percentages, no anxiety about what carb/fat ratio will be better, no cutting out food groups or foods you love.

It can be irritating when you first learn that making things more simple gives you BETTER results. I spoke to a client the other day who has been working out for years and over complicating matters, under-eating, cutting out carbs, etc. She has recently seen better results than ever by following my approach, and she told me it was a bit of a smack in the face to realize she'd been over complicating things and under-eating all this time FOR NOTHING.

Fitness should enhance your life and make it better! It should NOT be a stressful thing that takes away from your quality of life. What's the point in being fit and healthy if you can't even enjoy it and you're always stressed about it?!

If you want to lean out fast for an event, it is never worth it. In your mind right now, it might feel like it, but it's not because you will end up paying for it for months after.

\*If you want to lean out quickly for an event I would advise against it. This approach is never worth it as you will more than likely ALWAYS end up with negative repercussions down the road when you fall off track.\*

## kelly

Kelly has seen an amazing physical transformation; she has lost body fat and is looking SO GOOD! She is continuously getting stronger and stronger (aiming for a 300-pound deadlift!!!!). Not only that, but she has improved her relationship with food and has learned how to incorporate foods in moderation, resulting in a fitness lifestyle that she loves! The mindset transformation is SUCH an essential aspect in making a transformation and being healthy, and that is something she has realized, which makes me so happy!



188 likes



kelly both physical & mental health have become huge priorities in my life and i've come to realize that the latter is arguably more important than the former. and while the physical changes are much more apparent, I'm far more proud of the ones you can't see. working on them both simultaneously has made me a better human and, for the first time in a long time, i'm so excited for whatever the future holds. ✨ (p.s. a million thank yous to @lauragfit for quite literally changing my life) ❤️

in the past, holidays centered around sweets & candy made me ANXIOUS (so basically every holiday lol) but your program has changed my mindset so much! like today, the valentines candy i plan on eating fits into my calories for the day so i ain't ever gotta count it as a cheat day 🍖 not to mention, my mom bought me chocolate & protein bars 🍌 for Vday because "you gotta have sweets sometimes!" so the mentality around your program has even encouraged my other family members! girl, in short, your program is NO JOKE 🤗💪



# julia

Julia has made an incredible transformation! She started working with me at the end of last summer and recently told me she got so inspired that she decided to go for a long term goal of hers which was to compete in a bikini competition. Her transformation is insane and competing in a bikini competition is NO joke! She lost 50 pounds!!! I am so proud of Julia for her dedication and hard work and, I can't wait to see what she achieves next!!



Hey girl I just wanted to say thanks! What you 're doing is super cool ams really inspired me to get my butt up off the couch and back into caring about myself❤️ tnis past weekend I achieved a long time goal pf mome which was to comepeete in a bikini comp! It was a hell of an experience and im super proud of myself for doing it and it all started with workouts and meal plans from you! They gave me the confidence motivation and drive i needed to get going and now i am more determined than ever

To get back to it to keep this body ive achieved and to make more improvements and gains 🍌🍌 and who knows maybe compete in another show down the road! .... But yeah I just wanted to share and say thanks, you are making a big difference in alot of girls lives ❤️

**“But shouldn't I still pay attention to my carbs and fats? I heard someone say you shouldn't eat too many if you're trying to lean out.”**

If you're hitting your calorie goal, hitting your protein goal, eating enough veggies, and fiber, there is no room in the numbers to be eating an unreasonable amount of fat or carbs. You don't have to worry about eating too high fat because if your fats were on the higher side, naturally your carbs would be much lower, or vice versa.

Excess carbs and fats only cause fat gain if you're in a caloric surplus... which you would not be in if you're trying to lean out! I see so many people getting bogged down by the minutiae of dieting when it just doesn't make enough of a difference to be causing you stress. Ultimately, you want to stick to a nutrition strategy that you can easily adhere to over the long term. There is not one right way to go about dieting, so do what you enjoy the most.

# gabby

Gabby has made this amazing transformation by staying consistent with the workouts and nutrition - but has still lived a balanced lifestyle at the same time. There was a point towards the beginning of her journey where she happily messaged me on vacation saying she felt great and more confident than ever- despite not being on point with nutrition while traveling. She's seen crazy improvements in her abs and hardly even works them but clearly has been crushing her workouts.



HOLY SH!TT !!!! Ok I knew I was making a ton of progress but looking back at it omg!!! The left is from December 27th and the right is from today. Consistent workouts and meals from your plan LITERALLY changed my life. Looking at this is INSANE I CANT BELIEVE IT! MY STOMACH!!!!!! Omg I'm shook lol. THANK YOU THANK YOU!! Cannot say that enough!

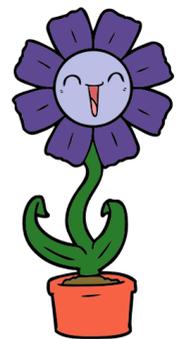


# alexis

Goodmorning Laura,

I just wanted to thank you so much for your plan and share with you all that it has done for me. I'm on Week 6 Day 2 and have seen insane results. I ended 2018 at my highest weight (152lbs) after my first semester of college; and knew I had to make a change and had been following you for months and was always interested. Before your plan I tried keto and soon realized it wasn't something sustainable for me for the rest of my life. After buying Knockout body, I fell in love with the gym, I have so much more confidence and am no longer afraid to try new things. I weighed in yesterday at 140lbs and couldn't be happier. My measurements have gone down 2-3 inches in my waist and hips and my arms are stronger than ever. Here are a few pictures for you to show how much my body has really changed for the better.

Alexis has seen amazing results! She gained weight during her first semester of college and wanted to do something about it, she started the plan at 152 pounds, ended at 140. Her measurements went down 2-3 inches in her waist and hips, and she said she's feeling stronger than ever! Before Knockout, Alexis had tried keto and realized it was not sustainable; she is now taking sustainable approaches, has fallen in love with the gym, and gained a ton of confidence! I am so excited for her and know she will continue to crush it!!



## figuring it all out

### PROTEIN

- Hit anywhere from .7g - 1g of protein per pound of body weight.
- If you have more body fat to lose, you can go towards the lower end of the spectrum for protein and do about .7g - .8g of protein per pound of body weight. If someone is 185 pounds and trying to lose 20 pounds, it would be excessive (and quite challenging) trying to hit 185g of protein when they could do 130g.
- Hitting protein can seem tough when you're not used to it. I suggest pre-planning the night before or in the morning. That way you don't get to the end of the day and realize that you're nowhere near protein but already at calories. Pre-plan so you can adjust accordingly!
- Protein intake is something that affects you over the long term. Being under on protein here and there will not ruin progress. If you're regularly under on protein, you'll have a tougher time speeding up your metabolism and toning up, this is because you won't be gaining muscle as efficiently (which is what you need to get a toned look and increased metabolism) so, make sure you're pre-planning to ensure you're getting enough. It may feel like a challenge at first, but once you get the hang of planning and incorporating this into your daily routine, you won't believe that you ever struggled to hit protein! In addition, you will reach a point where you won't have to pre-plan anymore because it will be that easy to hit your protein goal! Protein is also great for keeping you full, so eat your protein!



### CALORIES

You DO NOT want to be under eating - the majority of people dieting are. When you undereat, you lose muscle mass, which slows your metabolism and makes you look less "toned." It is in your best interest to understand that this is a process that can not be rushed and under eating will not benefit you in the long run! Once you figure out your caloric intake, you can track it on an app like My Fitness Pal.

Knockout Body 2.0 is made for you!



# how to calculate your caloric intake

## IMPORTANT INFO

Method 1 & 2 are not going to be 100% accurate but will give you a decent starting point. If the calories feel way off right away (too low or too high) don't be afraid to change them! The formula or calculator doesn't know about things like your metabolism, dieting history, etc., so don't stick to something if it feels wrong!! The same applies to My Fitness Pal; it can calculate strange amounts of calories and macros for people, so don't take that as something you MUST follow. I use my fitness pal to TRACK but NOT as a guideline for how much I should be eating.

## METHOD 1:

Multiply your weight (in pounds) by x12-13

## METHOD 2:

Use an online calculator. These are never going to be perfect because it's a calculator and it doesn't know enough about you, however using a calculator will give you a decent starting off point. Since it's always best to start a little on the higher side with your calories, don't be afraid to increase the amount the calculator has suggested if it seems like a very low amount for you. [lifym.com](http://lifym.com) and [freedieting.com](http://freedieting.com) have good calculators.

## METHOD 3:

Over the next week, keep your eating habits the same as they've been recently. You're going to track this into my fitness pal (don't change anything just because you're tracking, keep everything the same so you can get the most accurate possible measurement of where you currently stand). By the end of the week, you will be able to calculate your average amount of calories, and then you will subtract about 200-250 calories. You always want to start in just a SLIGHT deficit. If you start with your calories too low right off the bat, you will hit a plateau sooner, and you won't have any more calories to take away (without being on a calorie deficient diet).

If you've been under eating, you will want to add your calories in gradually over time - don't just jump up hundreds of calories. How much you add at a time will depend on how long you've been undereating for, your activity level, etc. You could add as slowly as 50 calories every week/every other week. The benefit of slowly adding calories is seeing how your body is going to react so you can prevent weight gain.



*marli*

A great example of this is my client, Marli! She came to me undereating and struggling to lose body fat. We slowly reversed her diet over a few months, and she went from eating 1400 calories a day to 1933 calories a day and LOST BODYFAT. She looks fantastic and is now eating MORE. With some patience and dedication, she's not even done but has already seen an incredible change!



If your goal is to gain muscle & body recomp (not lose weight but "tone up"), you can follow the same approach and increase calories slowly. You will want to eat at a maintenance level or a slight surplus if you're quite lean already. You might be able to increase calories a bit quicker than someone trying to lose fat, but you won't know until you try it and see how your body responds.

# how many calories are you eating?

## REMEMBER:

If you begin at a certain calorie range and it ends up feeling very low, you're starving all of the time, and it's incredibly challenging to stick to - increase them!!! It's not worth it to eat so little if you end up falling off track frequently because then you end up eating WAY MORE than the original number of calories you intended on eating!



**Don't stick to any calorie range if it feels "off"!**

## EXAMPLE OF SOMETHING YOU DON'T WANT TO DO!

Eating 1300-1400 calories during the week and feeling so starving and deprived that on the weekend you completely lose control and eat thousands and thousands of calories which ends up putting you in a caloric surplus and undoing all of the progress you worked so hard on the previous week.

## EXAMPLE OF WHAT YOU SHOULD DO!

Eating 1700-1800 calories during the week and only feeling mild hunger when it gets closer to the time of your next meal (rather than being starving all day). While you do look forward to a cheat meal on the weekend, you know you'll be able to control yourself no problem because you're still enjoying foods you love during the week and you're feeling great. You end up eating at maintenance for your cheat meal or a small surplus rather than thousands of calories over; this allows you to make progress continually.

**\*\*keep in mind these are sample calories and not necessarily numbers that will work for you**

**Society has made us think that less is better and that is NOT the case.**

I get it - mentally, it can be hard to eat more food than what you initially thought was the norm for weight loss. Your body isn't running on a 24-hour clock, don't look at your caloric intake as a day to day thing, look at it as a weekly thing because that's how your body operates.



**It's about your overall calories for the week, so that means if you're undereating during the week but going on a crazy binge on the weekend, you are NOT in a deficit for that week.**

If you keep attempting to eat 1300 calories and you end up continually falling off track and bingeing WAY over that amount, how is eating 1300 calories helpful? Not only will you not lose weight, but you will end up GAINING weight and being worse off than when you started!

**Slow down your approach and you will consistently see small changes rather than yo-yo dieting back and fourth so much.**



Even if you manage to stick to low calories and see quick results for a bit, eventually you WILL fall off. I used to have insane motivation for 6+ weeks on quite low calories. I figured because I was dedicated and wanted it so bad, I could be the only person that could follow a restrictive diet and come out successful. I was wrong. I would ALWAYS gain the weight back (and more).

**This is why extreme approaches result in extreme disappointment, and I learned that one the hard way. Over, and over, and over I made this mistake. Learn from my mistakes, and don't put yourself through this misery!!**

## CALORIES ON REST DAYS

I don't eat less on my rest days (even when leaning out) because eating enough helps with recovery for your next workout! Listen to your body, if you're way less hungry on your rest days, then it's okay to eat a little less than usual. But don't automatically eat less just because you aren't working out that day.

## MEAL TIMING

You don't have to eat a certain amount of times per day to see results. You also don't have to stop eating at a specific time to see results. I have found that I have been more successful with staying on track when I save some higher calorie, yummy meals for the evening because that's when my cravings are the worst. Eating at night is only "bad" if it's mindless snacking that has you going way over your caloric intake.

At the end of the day, it's all about hitting your calories and protein, and timing your meals, so it works best for YOU, this means you can eat three large meals a day, two large meals a day, six small meals a day, four meals and two snacks- literally any combo you like. Whatever is the most convenient for your lifestyle!



## VEGGIES & FIBER

Along with hitting your calories and protein, you do want to make sure you're eating enough veggies and fiber, this is to maintain health and improve digestion:

- Fiber: women should get about 25g, men about 35g. Certain diets will have you eating over that, and that's okay. For example, vegans are likely to have a higher fiber intake because many vegan friendly foods are higher in fiber.
- About 2-3 cups of veggies a day are great, this will keep you full because of the fiber and will allow you to get your essential nutrients in as well. You can have more than this if you like!
- If you're regularly eating enough veggies (and fruits), you will not only feel better and more energetic, but they should reduce cravings because they keep you fuller, plus you're less likely to be deficient in nutrients (which can cause cravings).



- I like keeping veggies ready to go for when a meal is cooking, and I'm impatient to eat. They hold me over until my meal is prepared, and I don't risk falling off track from hunger and extra snacking.



- I am also a fan of buying pre-bagged veggies in the salad section at grocery store. I don't have to cut them up and wash them. If you lack motivation, the thought of washing and cutting veggies is super unappealing, in my opinion. I have increased my vegetable intake by doing this. You can also steam these bags in the microwave in about 3 minutes, so if you enjoy cooked veggies like I do, this is the easiest and quickest thing you can do!

## maegan

Maegan and I had previously worked together. After she had her baby, and approval from her Doctor to resume working out, she got back into the program. With just her lifting workouts and no ab exercises, in 4 weeks Maegan saw her stomach quickly tighten up! I am proud of her for getting back into a healthy lifestyle and excited for the results she will continue to make!



Hey Laura I've been doing the 8 week program in the meantime. Heres my 4 week progress. Just wanted to thank you. It's really helped with my post pregnancy body. This is without dieting and just doing your program.

I've done zero an workouts yet my stomach is tightening up so quickly.

Thanks for all you do for us women :)

# sample meal plan

## WEEKLY MEAL PLAN

1700 calories  
125g-130g protein

Knockout Body 2.0  
by: Laura Michelle Fitness



### Day 2

#### Meal 1

##### Grab & Go Wrap

8" tortilla - 180 calories  
1/2 cup spinach - 3 calories  
4 slices turkey - 70 calories  
2 hard boiled eggs - 136 calories  
20g feta cheese - 47 calories  
= 436 calories, 31 carbs, 18g fat, 36g protein

#### Meal 2

##### Italian Tuna Pasta Salad

1 can tuna - 120 calories  
100g broccoli - 34 calories  
2 slices red onions - 7 calories  
2 pieces canned artichoke hearts - 35 calories  
1 tbs italian salad dressing - 10 calories  
40g rotini pasta - 141 calories  
100g sweet red peppers - 31 calories  
20g sliced black olives - 25 calories  
= 403 calories, 53 carbs, 5g fat, 40g protein

#### Meal 3

##### One Pan Sausage and Veggies

150g yellow potatoes - 110 calories  
100g broccoli - 34 calories  
80g red bell pepper - 25 calories  
20g shredded Parmesan cheese - 83 calories  
100g green beans - 31 calories  
1 chicken sausage - 140 calories  
= 463 calories, 48 carbs, 18g fat, 32g protein

#### Meal 4

##### Chocolate Chip Peanut Butter Overnight Oats

1/2 cup unsweetened almond milk - 18 calories  
40g rolled oats - 150 calories  
1 tbs chocolate chips - 80 calories  
15g powdered peanut butter - 56 calories  
8g sugar & fat free white chocolate instant pudding - 25 calories  
80g fat free Greek yogurt - 45 calories  
= 374 calories, 53 carbs, 10g fat, 20g protein

## tuna pasta salad



- 1 can tuna
- 1/4 cup artichoke hearts
- 1/2 cup broccoli florets
- 2 tbsp red onion, chopped
- 1 can black olives 2.25 oz
- 1 cup low fat italian dressing
- 1 lb rotini pasta
- 2 tbsp red pepper
- 4oz feta cheese

Lots more recipes in Knockout Body 2.0



#### DIRECTIONS:

Boil water and cook rotini until desired softness.  
Lightly steam broccoli and cut up to bite-size.  
In a large bowl, add cooked pasta  
Drain can of tuna, add to cooked pasta.  
Chop red pepper and add to pasta and tuna.  
Add crumbled feta cheese, artichoke hearts, chopped red onion, and black olives.  
Add italian dressing, and with a large spoon gently mix ingredients.  
Serves 4. Enjoy!!



# protein/carbs/fats

## PROTEIN SOURCES

- Egg whites
- Eggs
- Chicken Breast
- Salmon
- Tuna
- Cod
- Tilapia
- Greek yogurt
- Turkey sausage
- Chicken/turkey bacon
- Ground turkey/chicken
- Extra lean ground beef
- Meat substitute products (example, Gardein products)
- Tofu
- Tempeh
- Edamame
- Protein shakes (whey, vegan protein, etc.)



Edamame



Protein Shake



Greek Yogurt

### Vegans & Vegetarians

\*these are carbs but can also be used as protein

- Black Beans
- Chick Peas
- Lentils

## CARBS

- Black beans
- Chick Peas (aka Garbanzo Beans)
- Lentils
- Oats
- Rice cakes
- Quinoa
- Cereal
- Sweet potato
- White potato
- White or whole grain bread
- Flatbread/wraps
- Rice
- Fruits
- Veggies (while lower in carbs, veggies do still contain carbs)



Chick Peas



Sweet Potato



Rice Cakes

## FATS

- Nut butters (peanut butter, almond butter, etc.)
- Nuts (peanuts, almonds, walnuts, cashews, etc.)
- Avocado
- Cheese (light or full fat- my favs are goat cheese, feta cheese, and light shredded cheddar cheese)
- Cream cheese
- Oils (olive oil, coconut oil, etc.)
- Salad dressing



Peanut Butter



Olive Oil



Avocado

# sugar/eating treats

Sugar has probably the worst reputation EVER, and people are more afraid of it than they should be. Sugar is only “bad” if you are in a caloric surplus and eating tons of it. If you are in a caloric deficit, are eating enough protein, veggies, and fiber, having some sugar is irrelevant to fat loss and general health.

Not only that but by keeping some flexibility in your diet, you technically never fall off track, because there is no “off track.” This method preaches healthy habits and moderation which allows you to keep up a social life, enjoy the foods you love, and not spend hours on meal prep.



Studies have shown that people who eat enough calories but don't incorporate foods they love will still feel unsatisfied, deprived and are more likely to fall off track! So even if you're eating enough, you may still struggle to stick to your diet if there is no flexibility.

my arms and legs have toned out so much !! I can't recommend your plan enough - easy, simple and allows you to eat yummy foods like these which I've been eating in the past 3 weeks (and yes I ate all of that Pizza, cookies etc and I had 4 of those pancakes at the bottom right 😊)



## Chocolate

It's only been a week, but honestly I am starting to feel so much better already!! Not over eating, eating yummy foods AND I still get to have chocolate without feeling guilty 🍫 thank you!



Quick update just because I'm so excited and shocked woke up 141 after another cheat meal this weekend. Started around 146 and just hit week 4! didn't want to send a lengthy blurb again but wow amazing again thank you thank you

Hi Laura,

I just wanted to say this is the first time I have ever felt satisfied and amazing with my meal plan. Macros have always been so stressful for me to count and be so precise so then I just emotionally eat and bloat. But with working everything around my protein, I'm finding I hit my macros perfectly every day. STRESS FREE. I'm never hungry, and this is a huge thing for me. Even tho I'm quite a tiny person, I LOVE FOOD. So thank you for reigniting my healthy relationship with food. My fitness goals seem way more sustainable. Also it is looking like with my

## How do you determine how many sweets to incorporate in a day?

The guidelines above about hitting calories, protein, veggies, and fiber are perfectly fine because, by default, there is no room to eat a crazy amount of sugar if you have hit those numbers. You would go over your calories! So, don't overthink this :)

## If you want to get technical here are some percentages to give you an idea.

Roughly 20-30% of your daily carbs can be made up of sugar. If you go under that, it can hinder athletic performance! The key thing to remember is these are ROUGH percentages.

Since there is not an exact amount of carbs necessary to hit a day (as we are just staying within calories and hitting protein) the amount of treats/sugars you include can fluctuate, this means that you DO NOT have to hit precisely 20-30%.

### Example for 200g of Carbs a Day (your carbs amount might be a bit different)

Total Daily Carbs: 100% = 200g of carbs

30% = 60g --> 240 calories for a treat (less nutritious sugary food)

- a bowl of Captain Crunch is 3/4 cup = 26g of carbs --> 110 calories

This means you still have room for another 25g of carbs = another treat AND you aren't cheating!! Or you could have a bigger bowl of Captain Crunch! Of course you don't HAVE to eat sugary foods if you don't want to!!

Again, this is NOT something you have to keep track of obsessively. Please don't! Especially if you eat similar foods every day, there's no guesswork with this because even if things slightly vary, they are going to be close enough. The only reason I showed you the percentages is to give you a rough guideline rather than me just saying “fit it in your calories!!!”



## You do not need to repeatedly do the math for this everyday because:

1. Calculating sugar percentages every day is not a lifestyle! This would be much too obsessive to be regularly doing. Making this a lifestyle is SO crucial; otherwise, you won't be able to maintain your results because extreme approaches result in extreme disappointment.
2. Fluctuations in sugar are fine as long as you're hitting your other numbers. I have never calculated my percentages of sugar within my carbs and have not had any issues.



## What happens if you DO exceed your sugar amount by a lot?

If you're hitting your calories, hitting protein, eating 2-3 cups of veggies, and getting enough fiber, by default you don't have room to overindulge in sugar. No big deal if you end up having more servings of sugar than 20-30%! I sometimes have days where I end up having more sugar than ideal. When this happens, I will make sure to at least stay within my calorie range so I can still progress.



I'm not telling you to neglect nutritious foods by regularly eating tons of sugar, but I am saying that just because you overindulged a bit, it doesn't mean the day is "ruined." You can still stay within your calorie range (or close to it).

The only issue you run into if you eat a little on the higher side with sugar is you may feel hungrier that day. If you're filling your calories with foods higher in sugar, they are not as filling (because they usually have less fiber and protein) and you have less room for things higher in nutrients that fill you up more. As long as you're disciplined enough to stick to your calories then this approach is fine! But sometimes it can be a challenge.



# more success!



Hi Laura, been doing your program for 5 weeks now and could not wait any longer to send you my progress pics. 😊 I always struggled with my weight and to finally see some progress is fab. Your plan is so easy to follow, no overthinking what foods to eat, the exercises are great and love how I can still have the treats. 🙌 I feel so much better about myself already!! You are AMAZING!! ❤️ thanks for making it so easy.

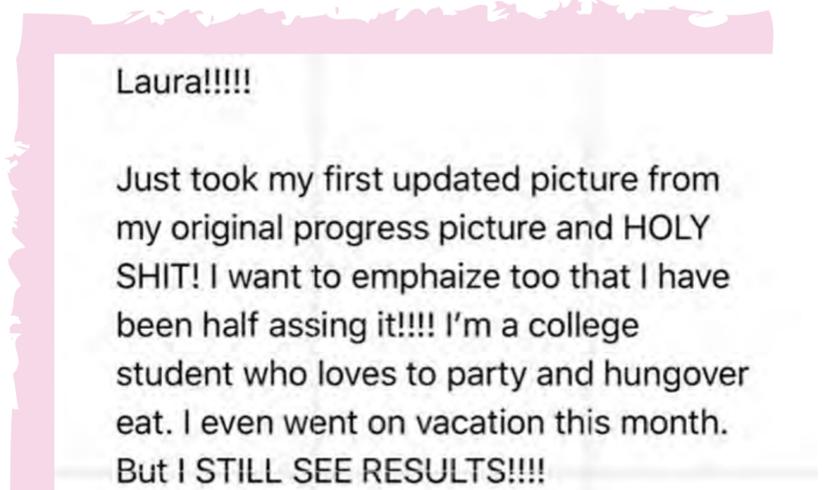


This babe has seen unbelievable results and has achieved Knockout status - while still eating foods she loves! No extreme approaches or extreme disappointment around here! With a clear-cut plan on what to do, she finally had the blueprint for success and is now looking and feeling AMAZING!!

Sugar is not horrible, and it has never been! It tastes good and can be a part of any balanced nutrition program. If you're a healthy individual that is disease free, you can eat sugar that stays within your numbers, and still lose weight and sculpt a knockout body!

# incorporating drinks into your intake

You CAN reach your goals while drinking alcohol, there are a number of ways to do this and you will have to try them out and see what works best for you!!



*here are two different ways a Knockout would do this!*

## THE PERFECTLY ON TRACK WAY

The easiest way to incorporate a drink is to swap out food that is equal to the calories in your planned drink; therefore, your day will stay on point. You can google your beverage of choice to find out how many calories it has, and then take out enough food to make up for those calories.

So, if you were planning on having a glass of red wine, that's roughly 125 calories. A serving of Captain Crunch is 110 calories; this is close enough, you would remove the Captain Crunch from your diet. If you feel you need a little something sweet to look forward to, you could decrease the portion size of the cereal slightly, instead of completely removing them. You can then decrease the portion size of something else for the remainder of the day (something with fat, such as: avocado, nuts, or peanut butter).



=



## A Day Without A Drink:

**\*remember these are example portion sizes and these overall calories may not be suitable for you \***

### Meal 1:

1 English Muffin  
¼ (30g) Avocado  
1 Egg  
¼ cup- 1 cup Egg Whites  
2 cups (200g)- Broccoli  
1-2 tsps- Olive Oil  
+seasonings

### Meal 2:

2 cups- Spinach  
7 ounces (200g) Cod fillet  
1 ounce (28g)- Goat Cheese  
1-2 tsps- Dressing of choice  
+seasonings

### Meal 3:

1 Tortilla Wrap  
½ cup - Black Beans  
½ cup (100g) Extra Lean Ground Chicken  
(alternatives would be any other protein source, so it could be chicken, fish, vegetarian meat)  
1/8-1/4 cup (28g)- Low Fat Shredded Cheese  
¼ (30g)- Avocado  
1-2 tsps- Salsa  
1-2 tsps - Low Fat Sour Cream

### Meal 4:

¾ cup (175g) Greek Yogurt  
1 cup (140g) frozen Raspberries  
2 tbsp (30g) Peanut Butter  
¾ cup (30g)- Captain Crunch

# A Day With a Drink:



**\*remember these are example portion sizes and these overall calories may not be suitable for you \***

## Meal 1:

1 English Muffin  
¼ (30g) Avocado  
1 Egg  
¼ cup- 1 cup Egg Whites  
2 cups (200g)- Broccoli  
1-2 tsps- Olive Oil  
+seasonings

## Meal 2:

2 cups- Spinach  
7 ounces (200g) Cod fillet  
1 ounce (28g)- Goat Cheese  
1-2 tsps- Dressing of choice  
+seasonings

## Meal 3:

1 Tortilla Wrap  
½ cup - Black Beans  
½ cup (100g) Extra Lean Ground Chicken (alternatives would be any other protein source, so it could be chicken, fish, vegetarian meat)  
1/8-1/4 cup (28g)- Low Fat Shredded Cheese  
¼ (30g)- Avocado  
1-2 tsps- Salsa  
1-2 tsps - Low Fat Sour Cream

## Meal 4:

¾ cup (175g) Greek Yogurt  
1 cup (140g) frozen Raspberries  
2 tbsp (30g) Peanut Butter  
¾ cup (30g) ~~Captain Crunch~~  
1 glass red wine

A serving of Captain Crunch is 110 calories, a glass of red wine is about 125 calories. This is close enough in calories that if you swapped out the Captain Crunch for the wine, you would still be perfectly on track!

The reason we are swapping the wine with the Captain Crunch is because aside from the DELICIOUSNESS, there's not really any nutrients in either that are important for you on a daily basis so the choice is obvious.

Another easy choice is decreasing the portion size of the peanut butter (or taking it out altogether). You could remove ingredients elsewhere to make room, or even decrease various portion sizes in an assortment of ingredients rather than cutting them out completely. It's all up to you! Just remember, if this is a regular day, you will want to make sure you're still getting in your protein and veggies!

## *the easy going, more flexible way*

Use this when you want to have quite a few drinks that are untracked, but still stay relatively on track. This is very similar to how you would structure a day where you're eating an untracked meal (outlined below) but in this case you're only leaving space for untracked drinks (as opposed to a meal and desserts).

Here's what you do: just eat a few of your 'healthier' meals that are higher in protein, veggies, and fiber. Pick meals a little lower in calories, but at the same time ensure that you aren't starving yourself, you don't want to risk falling off track in the long run.

It can be beneficial to have a little less fat on this day as alcohol causes your body to store fats easier than carbs and protein. This isn't something to obsess over, just something to be aware of. Alcohol doesn't make you fat, but other excess calories are more readily stored as fat when alcohol is present.



=



## weekly untracked meal

One day of the weekend (technically any day of the week) you can enjoy a treat meal that is not tracked!



**We call this a “treat meal” and not a “cheat meal” because Knockouts know that this is part of a sustainable, healthy diet and is therefore, not cheating!**

Let's say you're planning on going out for dinner on Saturday night.

To ensure you don't go overboard, you would eat two lower calorie meals earlier in the day with a decent portion of veggies and protein. The purpose of this is to ensure you're still fitting in the important stuff - (protein, foods with nutrients, fiber) and it's also going to keep you full because of the protein and fiber.

While the goal is to save some calories for your untracked treat meal, you also don't want to go into the meal starving because there is a high probability that you will lose control and overdo it. By having a large portion or two of protein and veggies earlier in the day, you are going to feel satisfied longer but you're also going to be leaving a large chunk of calories open for later on.

Time for your treat meal! It can be whatever you want - dinner, dessert, a few drinks!! Try not to go overboard, it is easy to put yourself into a caloric surplus. While you don't necessarily have to track it, still be mindful of what you're getting. Be careful, listen to your body, eat slowly, savor the food, and remember this is not going to be your last cheat meal ever!! (so you don't need to eat everything in one sitting)

**Don't eat until you are uncomfortably full,  
eat until you feel pleasantly satisfied.**



### *laura*

Laura's goal was to do a body recomp - this is basically gaining muscle and reshaping your body which will give you a leaner, “toned” look. This goal is more time consuming than fat loss alone, so it takes patience and dedication which she most definitely has! Although her goal was not to lose weight, as she increased her calories from 1600 - 1825, she did find herself losing weight which goes to show the importance of eating enough! Her goal is to continue building muscle, and while she is already at #knockoutstatus, I have no doubt that she will take it even further!

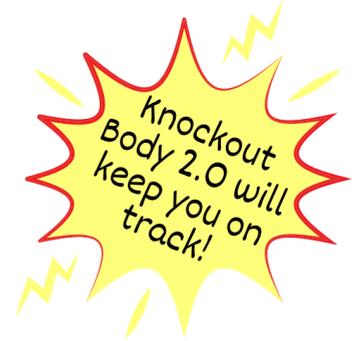


Hi Laura,

I'd thought I'd jump on the bandwagon and share some progress photos with you since joining your plan back in November. My progress has been slow, at least it has seemed that way- even though I have been super consistent in the gym and with meal prepping almost all my food intake. Anyhow, the difference in both pics is about 3 months a part. I still have a long way to go as I am looking to just become one big OL piece of muscle. In any case, I wanted to thank you for teaching me the importance of fueling your body and not being afraid of EATING!! Since I joined your program, I was at about 1600 calories daily and now I am up to 1825 calories daily and I have found myself losing weight as I increased my calories, although unintentional. You're the best!!!!!!



# mindset/motivation staying on track formula



## OVEREATING/FALLING OFF TRACK

What to do if your nutrition takes a bad turn throughout the day:

### Scenario 1: mild cravings

You may have days where you get bored and start snacking on some sweets, have a bit too many, and then realize you overdid it a little and don't have room left in your calories to hit your protein goal. If this happens, it doesn't mean the day is a complete disaster. Just stay within your calorie goal and hit as much protein as you can - even if it's going to be quite a bit under your daily amount.



No, this is not something you want to do everyday or very frequently BUT if you find you are having an off day and you might lose control- sit down, compose yourself and remind yourself that it's not too late to turn things around! You can at least count your calories for the rest of the day and forget about all the other "rules."

Overdoing it from time to time will NOT ruin your results. This scenario prevents the following:

**"I already ruined the day so I might as well keep eating badly" mentality, and all the guilt that comes with it!**

### Scenario 2: Bad hunger and cravings

If you're feeling really out of control as you go through the day (ridiculous cravings, super hungry - could be due to hormonal cravings), plan to eat at maintenance calories instead of your usual deficit (even slightly over maintenance is okay). This may sound scary right now but think of it this way: a planned, small surplus is not nearly as bad as a full on binge where you eat thousands of extra calories (something that's likely to happen if your cravings and hunger are bad that day).

When you're falling off track and overeating, you can rapidly put on weight and feel bloated and lethargic.

With a planned, slight surplus you won't feel nearly as bad, and you wouldn't gain body fat unless you were doing this for weeks on end.



Even if you did end up eating in a small surplus for weeks, a small controlled weight gain is still better than rapid, uncontrollable weight gain from bingeing, this is how I eased myself out of yo-yo dieting.

### Scenario 3: already fallen off track and eaten a bunch of extra snacks

If you're finding yourself out of control with eating on a given day and you're not even sure how much you've eaten so far, stop. Breathe. It's not too late to get back on track. Here is what you can do -- open up my fitness pal and roughly estimate what you have had so far. Then you will figure out a game plan for the rest of the day whether that be:



- just sticking to calories and not worrying about protein
- sticking to maintenance calories
- sticking to a small surplus.

Even if you've eaten a ton of sugary foods and left no room for veggies and protein it doesn't mean the day is absolutely ruined. This is a crucial thought process to understand because it's anxiety and guilt that tends to make people spiral out of control.

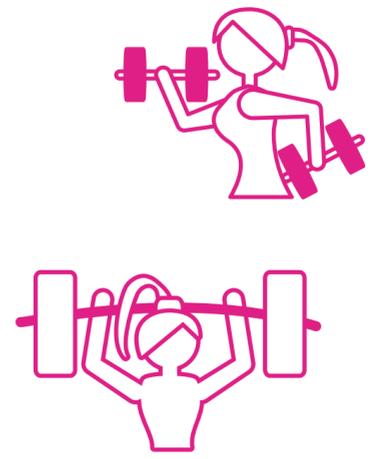
If you have no clue whatsoever how much you've eaten so far, or if tracking it is going to upset you/stress you out, simply just plan a meal or two for the rest of the day with lots of veggies and protein. Forget about what happened and move on. By adding in a food higher in nutrients, it symbolizes getting back on track THAT DAY so you're less likely to continue this the next day.

If you forgive yourself, you're less likely to keep overeating and you can salvage the rest of the day so you don't feel like you've done damage.

elisa

*A note from Elisa!*

Thank you!  
I would really like for you to share it because a few months ago I was looking at the before and after photos in your story and thought that could never be me, And now |I am heading in the right direction! I want to motivate other girls to give it a try and dive head first in this fitness adventure! 😊



Hey Laura! Just wanted to send you a quick before/during picture :)

I am doing the knockout body plan very slowly to really implement the changes in my day to day life. I have been laying in bed for a week (stupid flu) and still I don't feel like I lost the definition that I have achieved in these months!

For all the girls out there it might be important to point out that not everyone sees changes in the first weeks (i didn't) but that the change will come and that pictures are awesome to see

Differences about your body that you don't notice on a daily basis

★ *one of my favorite analogies!* ★

Imagine yourself dropping your phone on the ground, and it gets a small crack in it. If this happened, you most likely wouldn't say "oh I ruined my screen, guess I better keep smashing it." You would probably do your best not to drop it again. It's the same idea with food. Just because you "messed up" doesn't mean the whole day is ruined.

If you're someone who REALLY struggles with overeating, sometimes just trying not to fall off track AS MUCH as you usually would, is a good start! If you do a small binge rather than a big one for the first time, that's progress and something you should still be proud of. Things will keep getting better if you recognize these small accomplishments. Even just reducing the frequency of overeating is a huge step, so don't be hard on yourself. It's a tough thing to overcome so you have to give it patience and time.

Progress should not be based on strictly JUST appearance. Small habit changes like falling off track less is something you should be proud of! This is because little wins like this add up over time and turn into big wins!



If these struggles feel like something that are so out of control that you just can't handle alone - reach out to a doctor or therapist in your area.



## NOTE ABOUT CONSUMING EXTREME AMOUNTS OF SUGAR (I MEAN EXTREME, LIKE THOUSANDS OF CALORIES).

As I've sped up my metabolism over the past couple of years, I found that I can get away with having massive "cheat meals" on some weekends. These meals would involve insane amounts of sugar, tubs of ice cream, entire containers of jelly beans, cake, etc. While my body would bounce back from the water retention after a couple of days, and I would look good physically, I realized that it seriously messed with my brain chemistry.

I would wake up feeling hungover. It would take almost a full week for me not to feel foggy headed, lethargic, and anxious. It would give me terrible mood swings as well. I still eat sugar regularly and I still have times where I will overindulge a bit but noticing how it has affected a part of me that was unrelated to my appearance, changed my food relationship and overall understanding a little more. Just something to think about! I find when you focus on how this lifestyle makes you FEEL it helps.

**Remember - by including these foods in moderation on a regular basis, you are less likely to go crazy when you DO eat them!**

## WHAT TO DO THE DAY AFTER OVER EATING

If the above tips did not work (it happens) don't beat yourself up! This is a lifestyle that you're going to stick to forever, and having some 'off track' days happen to all of us.

You have to forgive yourself and get right back on track! If you have no appetite the day after overdoing it, you can listen to your body and eat a little less (you can even do that for a few days) but do not purposely starve yourself!!

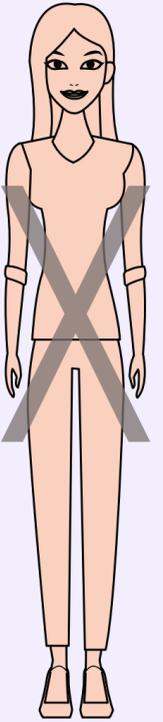
### REPEAT AFTER ME: I WILL NOT PURPOSELY STARVE MYSELF!!!

Starving yourself is a recipe for disaster, and you risk falling off track again. I used to eat hardly anything the day after overeating, and sometimes I'd make it through the full day without falling off track. But then the following day or so I'd end up falling off track and bingeing again. So, in the end, this method never worked.

When I accepted that it's normal to have days where things aren't so great nutrition wise, I recovered from it quicker because I didn't feel so guilty and stressed about things not going to plan. Another way that reduced my stress about falling off track was to have a specific deadline as my goal that I needed to be fit or lean for. Eventually I decided I wanted to be fit for life!

While some people find it motivating to have a deadline to hold them accountable, for some people, deadlines don't work. I have struggled with bingeing, and have often found short-term deadlines have worked against me. If I wasn't successful, I would feel the NEED to make up for it, creating more stress for myself! Only long term goals seemed to work better. It all depends on the type of person you are.

To give you some piece of mind to make you feel better the day after overdoing it, you can have some natural diuretics to reduce bloating!



### My Personal Favorite de Bloat Tea!

The day after falling off track I like to drink this tea, I'll have a cup in the morning for sure and I'll have another cup or two throughout the day as well. You can also have this AFTER bingeing on the same day, because it can prevent some of the bloat for the following day.

- 1 bag dandelion root tea (can find in health stores or health sections in the grocery store)
- 1 bag green tea
- ½ lemon juice
- about 1 tsp fresh ginger, sliced



\*\*you also want to drink extra water! Don't drink less water just because you're drinking the tea. Prepare yourself to be peeing like crazy!

## FOODS/HERBAL REMEDIES THAT REDUCE BLOATING

- Asparagus (my personal fav to go along with the tea recipe above)
- Green tea, peppermint tea, chamomile tea
- Lemon juice (in water or tea)
- Dandelion root tea
- Dandelion root pills, I find the tea to be more affective
- Ginger (also good in tea)
- Cilantro
- Cinnamon
- Celery
- Dark chocolate- MUST be 70% or above to reduce bloat
- Banana – they are loaded with potassium & are a fruit that can help you lose excess water
- Pineapple - can reduce bloating because they aid in digestion and contain enzymes that break down protein that usually creates bloating.



Asparagus



Dark Chocolate



Pineapple

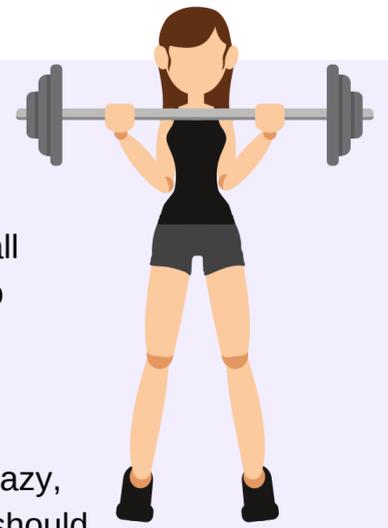
## WHAT TO DO THE DAY AFTER OVER EATING: EXERCISE

Similar rules apply to exercise as they do to nutrition. Don't go crazy and do hours of cardio the next day or the same day you binged. It's really not going to benefit you!

It's best to go and do a heavy, hard lifting workout. Rather than thinking "how can I undo all of this extra food" think about how you can use it to your advantage! Use this extra food to have a killer workout and hit the body parts you want to grow the most. Muscles such as legs or back are larger muscle groups and will burn more calories as well.

You can add in a little bit of extra time to your weight training if you're feeling it. Nothing crazy, just a few extra sets. It feels good to know you're increasing your calorie burn a bit, but it should NOT feel like you're running yourself into the ground and trying to "undo" everything. You might even be feeling a bit lethargic from the extra food, and if this is the case, just do your best! I have felt this way before :)

If you want to do a little bit of extra work, here are some tips I suggest, remember you don't HAVE to do these. You do have the option of just sticking to your regular routine. Also please note that this applies if you OCCASIONALLY fall off track. If you're falling off a few times a week, you wouldn't want to try and do extra workouts every single time as that can get you into a pretty unhealthy mindset.



### Tips

- Add an extra set of all the compound movements in your workout that day. If you were doing three sets of everything, you would add a fourth. If you were doing four sets, you could add a fifth.
- Extra isolation movements are less important because they won't burn as many calories. You can still do some extra sets if you like, but if you're low on time and have to pick between adding a fourth set to your compound movements or adding a 4th set to isolations - isolations would be the one to leave out.
- Friendly reminder that even if you feel as bloated as you possibly can, people in the gym likely won't notice. When I used to struggle with bingeing, I would bloat EVERYWHERE. Not only would my stomach bloat, but my legs, arms, and face would bloat as well. My limbs would even hurt. I would feel pretty ashamed going into the gym and I truly thought everyone would notice. It turns out, nobody noticed. Going to the gym will most likely make you feel better about yourself, so at least TRY and go. If you get there, warmup, get started and STILL just can't deal with being there, then leave. The important thing is you tried.
- You can also go for a long walk. Walking isn't going to put your body under stress the same way excessive cardio would. When it's nice out I like to go on a nice long hike the day after overeating.
- Another tip I have is: stop obsessively looking in the mirror. When I was struggling with over eating and bingeing, I'd inspect myself in the mirror at home and at the gym. CONSTANTLY tearing apart my appearance, this didn't help me! Remember you can't hate yourself if you are happy.
- I find if you just focus on the workout (or your day to day life) and try to forget about how bad you think you look, it adds an element of patience; this has made a big difference for me, not just in forgiving myself after a binge, but also for being less obsessive and impatient for results. It helps further shift your focus so you are striving for strength and performance in the gym, which ends up helping you look better in the end.



*jake*

Jake was only 4 weeks into the program when he sent me this killer transformation photo! He has clearly leaned out, and is working on building up muscle mass as well. Jake's been crushing the workouts. He hasn't been extreme with nutrition but isn't overeating and is being conscious of his food. I'm so excited about the progress he has made so far. The Knockout Body Lifestyle is not just for women! It is something anyone can apply to their lifestyle.



## STRUGGLING WITH NUTRITION? WHY YOU SHOULD STILL WORKOUT!

If you've been struggling to stay on track with nutrition, it can be tempting to just not go to the gym and give up altogether.

**Have the mindset that going to the gym (even if you're eating terrible) is going to help you in the long run.**



This is because you will still be building muscle which will increase your metabolism. When you DO get on track and start leaning out, you will have an easier time and get better results because you already have a foundation of muscle you have built.

I had struggled with bingeing for 12 years, 6 of those years I was super into weight training and even if my diet was an absolute catastrophe for months on end, I would still make it to the gym. I'm so grateful I did that because that set me up for future success. I looked more toned when I lost weight because I already had the muscle built, and it made my transformation appear more dramatic. WHY? Because I had fat covering all the muscle, so as soon as it started coming off, muscles started popping!!

If you aren't working on building muscle while eating badly, you won't have that muscle tone when you do lean out. You will just look like a smaller version of your current self. Not only that, but the muscle did allow me to hold extra body fat a lot nicer as I still had a good shape. I didn't have as much of a squishy look as I may have if I DIDN'T have muscle!

## MOTIVATION FROM ACCOUNTABILITY

It doesn't matter who you are and how intrinsically motivated you think you naturally are, having accountability from other people ALWAYS gives you an extra edge and it was one of the number one things that stopped my yo-yo dieting struggles.

I joined a mastermind group for business, and while it completely turned my life around for the better in terms of my career, it also elevated my fitness motivation. In addition, my motivation for bettering myself as a person and my mental health improved significantly. It was a scary investment but never has ANYTHING been more worth it.



This past December/January I was feeling very burnt out and unmotivated. I did NOT want to eat properly, I just wanted to eat everything in sight and the thought of preparing any food or even going grocery shopping was exhausting. I wanted to live off of peanut butter and cereal. I felt unfocused in the gym and with my work.

In the past, this would have derailed me – I would have completely fallen off track with nutrition and gained a lot of weight because that's how it ALWAYS used to go. I didn't do that this time around because I would think of all the badass people in my group killing it and getting ahead, and I thought of how much it would suck when I showed up to our next meetup having made no progress with my business while also gaining a ton of weight. I also remembered that to help my clients and followers as best as I can, I need to be feeling my best or at least close to it.



So, despite having my motivation at a level of minus 1000, I pushed forward. I fought for my goals and refused to go backward for the first time in my life. I wasn't at my optimal level of performance, and it wasn't easy. But I was plowing through better than I ever have before!

This is why I have created such a strong community with Knockout Body because it changes everything, and I want my girls doing the program to have that advantage. We have our Facebook Group and our Group Calls, so everyone doing the program is keeping in touch on a regular basis.



## THE BENEFITS ARE:

- You see other people with the same struggles as you. It makes you feel less alone in what you're going through, and you can support and motivate each other.
- You see people who have already overcome your exact struggles; this is motivating and inspiring and makes you realize you can do it too!
- Outside eyes (in the form of a coach or peers) are always beneficial. Think about it – all professional athletes have coaches. Anyone in ANY profession who is doing well has AT LEAST one coach. Actors, singers, athletes, etc. No one excels at anything by doing it alone. Even if your goal isn't to become a fitness model or professional athlete, having a coach and a team is a game changer, Not JUST because of accountability, but you also save a lot of money and time in the end.



## WHAT YOU SAVE BY INVESTING IN YOURSELF:

- You don't waste time by doing the wrong things in the gym (pointless workouts, too much cardio, classes that aren't optimal for reaching your goals).
- You don't waste money doing the wrong things for workouts (ex. ineffective classes).
- You don't waste money on unnecessary supplements .
- You don't waste money on unnecessary products (waist trainers, detox teas, etc.).
- You don't waste money and energy trying out fad diets (some of these diets are more costly than just eating normally).
- You don't waste time on diets that require obscene amounts of meal prep.
- With a program like Knockout Body, you save money on an "in person" trainer. You are getting MORE value for LESS money than a SINGLE SESSION with a trainer at a gym!!



- Once your nutrition is in check, although you will still go out to eat and buy some fun snacks, you won't be wasting money on unnecessary extra food or restaurant visits.
- You don't have to waste time finding the most flattering possible outfits because everything will look good on you.
- In fact, you can rock the simplest outfit and still feel smoking hot because your body does the job!

- I have found since my face has slimmed down, makeup looks better on me because I don't feel the need to excessively contour my round face (lol). This results in using less makeup and therefore, saving money (and time because excessive contouring is time consuming!!).
- There are fads out there with plastic surgery for your butt, your legs, your stomach, arms, etc. While I really hope this isn't most people's first go-to, some people will workout for years and years without seeing progress because they aren't doing a proper routine, so then they resort to this alternative. Procedures like this will not only cost thousands, but you will have a long, recovery process, and it can be dangerous. You would be wasting money, time, and risking your health.



**We invest money into alcohol, nails, hair, shoes, clothes, purses, etc. but when it comes to our health, we are less inclined to do so.**



**Your body is with you for LIFE and is going to impact you in a much more positive way than any of the material objects I listed above, so remember to take care of yourself!**

You're programs are super informative but simple enough to where a beginner wouldn't have a problem following it!! I took a chance and I'm so so so glad I did!!!! It was worth every penny!

I saw your story last night. I know personally that when you don't invest on your training, you don't commit to it and don't make an effort. I wish all trainers had your patience and approach.. I wouldn't had spend so much money overcomplicating my life

your plan is worth every cent. I have another mentor, but when it comes to nutrition, you showed me the way! since I started your plan until now, I rarely fall off the wagon and I can finally squeeze my soul foods and still see results. with wellness and love from Toronto!

# internal motivation/mindset

We are now moving on to your mindset and how to keep it in check and positive! I'm asked a lot about motivation and the thing is, motivation isn't going to last. You have to believe in yourself and DECIDE that this is what you are going to do. Not wish or hope, but decide!

Trust me, if I can do it - you can do it!! Eating was a HUGE struggle for me for SO long. Even when I first started working in the fitness industry, I still struggled with bingeing for awhile which added to my stress. I thought people wouldn't think I was credible and feared that would result in failure. So trust me, I get it!

**If you've been struggling to reach your goals for awhile, you may start to think you're never going to get to where you want to be, but this is NOT TRUE. It doesn't matter where you've been, or how many times you may have messed up.**

*kelly*

My client Kelly started the program in hopes of breaking through a frustrating plateau. She was training 4-5x a week, but still wasn't seeing the results she wanted. Now she has not only broken through her plateau, but she is doing this while still enjoying life and not taking any extreme approaches. She only loosely tracks calories on the weekend and went on two long weekend vacations that involved lots of food and alcohol, but was consistent enough the rest of the time to still see results!! Truly living the Knockout Lifestyle!!



Laura-

First off thank you, thank you, thank you! I've been using what I've learned from your program for the past two months and have noticed some pretty amazing changes. I had hit a plateau and although I was working out x4-5 days/week I was not getting the results I wanted, which was super frustrating! I've been tracking consistently M-F and loosely tracking on weekends. I even went on two long weekend vacations where a lot of food and alcohol were consumed and was not tracking haha!!



Something that has helped me stay focused in multiple areas of my life is writing down my goals every day. This was HARD for me to stick to at first. I genuinely thought it was stupid and useless, but it's quite the opposite. Studies have shown that those who write down their goals on paper everyday are more likely to achieve them!

Why? Because it forces you to become clear on what you want, and it also plays a part in motivating you to keep completing the necessary tasks each day to get to your goal. It might seem like a lot of extra work to write down your goals when you can just think about them - but two things happen when you write them down:

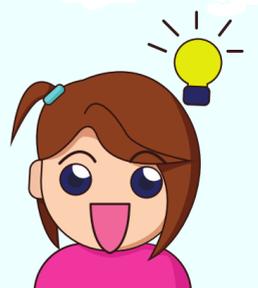


## External Storage

When something is written down you can easily access it and review it. If you have a visual reminder, you're much more likely to remain focused.

## Encoding

This is how our brains biologically process the things we see, write, read, or watch. In this process, the brain decides what is going to be stored in your memory and what isn't. When you write, it improves the encoding process because there is a greater chance of you remembering the goals and following through with it when things get challenging and the initial excitement fades. Writing things down is not just to help you remember, but it **makes your mind more efficient** because you are continuously focusing on the important stuff!



When writing down your goals, you want to write them down **in present tense** and as you are writing, describe & imagine how you will truly feel once your goal is achieved. It took ages for this to work on me (and for me to take it seriously) because I had a lot of resistance to it. So, if you're scoffing at this right now, give it a chance!

When you really think about how you will feel when you reach your goal and how it will impact other areas and even people in your life, it's much easier to keep going. Now when I write down my goals, I get pumped up and motivated and it's something I enjoy doing everyday. I tack it on to the end of my meditation sessions because I'll be in a good mind frame, and the combo of the meditation and writing down of the goals gets me feeling all positive and nice lol.



### Some examples of Goals



- I don't struggle with falling off track anymore, I feel lean, strong, healthy and energized.
- I fit into my favourite clothes and I feel SO confident everywhere I go.
- I incorporate foods on a regular basis that I love, and I no longer lose control with them or feel guilty about eating them.



This has helped me excel in my career and relationships because I feel confident enough to go after what I want, and because I feel energized and healthy, I have more focus and motivation to do this. I am thrilled that I have finally started to achieve my other goals outside of fitness and health now that my self image of myself is no longer holding me back.

It's great to tie this approach into goals outside of fitness as well, because fitness really does impact every area of your life! When you improve that, it improves other things, this could be goals related to career, relationships, anything that matters to you that's being held back by how you're currently feeling. Be specific with these goals, write down how awesome you feel achieving them while you're feeling your best physically. Then you have a deeper meaning for wanting to achieve your goal.

If you are in a hurry, you can simply just write down your goals without all the details and just put small things like "I fit into my favourite jeans" or "I have squatted my bodyweight" but doing the above, detailed description can make a difference because you're really thinking of your "why" – which is something that can keep you going on days you don't have motivation.



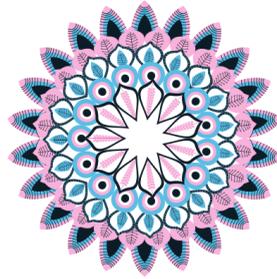
**It's a lot more meaningful to have a deeper reason for wanting to achieve your goals as opposed to just saying "I want abs."**

You may have been telling yourself for years that being fit is something you will never achieve, and if this is something you subconsciously believe, you're going to have a much harder time getting to where you want to be. By regularly writing about yourself having already achieved your goals and thinking about all the benefits that come with it, you can slowly shift to a more positive mindset.

*shelby*

I am SO excited for Shelby and the progress she has made so far. Before she started the program, she was given a very extreme approach to follow for nutrition that made her miserable and wasn't getting her to her goals. Now she is seeing the amazing results she was looking for AND she isn't miserable while doing it! I am so happy to have helped her find a much more sustainable approach!





## Meditation for Motivation and Focus

As I briefly mentioned above, meditation is a regular part of my routine. It has helped me deal with my depression and anxiety struggles, helped with cravings, focus, and so much more.

Mental health is JUST as important as physical health and it's so important to be working on it. It took me over a year and a half to feel like I was even gaining anything from meditation. I actually hated it at first. I dreaded doing it because I couldn't focus AT ALL. But I knew that there are SO many benefits from regularly meditating long term so I forced myself to stick with it and I can FINALLY say that it has started to positively affect my everyday life and makes me feel calmer.

I learned how to meditate with the Headspace app and I still use it everyday. They even have some meditations that are meant to help with cravings and your relationship with food. I haven't tried those exact meditations out, but I have found that meditation in general played a role in helping with my bingeing and overeating issues because I started to look at my thoughts differently. Again, it took a LONG time before I noticed these positive changes.

Meditation is like working out, you're not going to see instant changes and depending on the person, it can be really challenging and can take a long time to see those changes. But you just have to keep going because it's worth it.

# kim

Kim came to me when she was already a few months into her fitness journey and she is absolutely killing it. She is constantly educating herself on various aspects of fitness and nutrition and is setting herself up for long term success as she continues to build her metabolism through consistent weight training and a slow reverse diet. FYI - she has become a reverse dieting EXPERT!! Kim is in this for the long haul, meaning her results are going to be permanent and with her for the rest of her life! She knows that extreme approaches result in extreme disappointment!! Definitely already at #knockoutstatus

Hey Laura,

I had to write you. I am on an ultimate high today. This week has been interesting. I only hit 3/5 workouts this week, over ate on my calories for two days straight (ate fries twice on Thursday and then had an absorbent amount of calories at Friday's dinner). And I DIDN'T GAIN A POUND. I thought for sure I would have gone up in weight and been bloated. Nope stayed steady, after this weeks missed workouts and over eating I am feeling LEANER than I have ever felt before. I am owing this all to your program and persistence in educating your clients.

The pictures only show the physical progress, I wish they could show the psychological progress as well.



You can do it too with Knockout Body 2.0!!

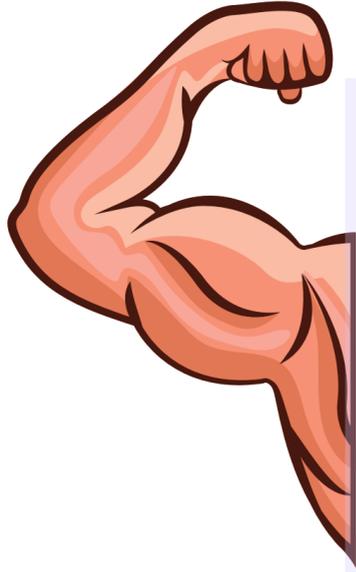


**PROBLEM:**  
**Snail-like Metabolism**

**SOLUTION:**  
**Heavy Weights**

So many women worry about bulking up when it comes to heavy weight training. They will tell me “my arms and legs are chunky and large, I’m scared heavy weights will make them larger”.

I did go through a period of time where I wasn’t doing many heavy compound movements at all because I felt my legs/arms were too big and I thought it was just going to make them worse.



This was a HUGE mistake for two reasons:

1. I didn’t see the good results I could have because I wasn’t doing the most optimal exercises. The exercises I thought would tone key areas weren’t as beneficial as I initially thought and were actually a waste of time.
2. Because I wasn’t building muscle mass very effectively, I wasn’t building my metabolism, another reason why it was harder for me to lose fat and keep it off. Someone with more muscle mass is going to burn more calories (even when doing nothing!) than someone with less muscle mass.

Lifting heavy weights will NOT make you larger and bulkier. The only time this will happen is if you’re in a caloric surplus and you’re gaining body fat. I CANNOT STRESS THIS ENOUGH!!!! I am asked this question a lot and I understand the concern. I’ve been there, and society is misinformed and has given us the idea that lifting will make women bulky, and that in order to be beautiful, we should be weak frail creatures.... but it WILL NOT make you bulky! It will put you at #knockoutstatus

I look most muscular when I have a pump in the gym, but even in that state I still wouldn’t put myself into the “bulky” category. Put a t-shirt on me and BAM, my arms look little.

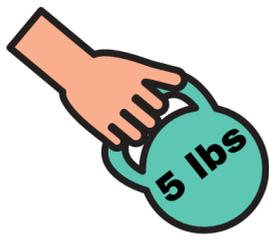
But even if my look is more muscular than you would personally prefer for yourself - no worries. At a certain point, I made a goal that I wanted to have a very muscular upper body and it has taken me years and YEARS of extremely hard work and dedication, this was not an accident!

I know people who are trying hard to have a more muscular upper body, been working at it for years, and they still aren’t where they want to be. It’s offensive and discrediting the hard work it requires if you think that you’re going to walk into the gym, lift some heavy weights and bulk up fast. It is a LONG, HARD process that takes an unbelievable amount of dedication.

Your body doesn’t change easily. You need to FORCE it to change. By lifting light weights, you are not going to “tone” you’re just going to waste your time because that’s not enough stimulus. In order to force your body to change, you need to be lifting heavy and continuously trying to improve.

**You didn’t turn into a Nascar driver when you learned to drive, so you’re not going to turn into a bodybuilder when you start to lift heavy.**





## What is “heavy”?

Heavy is relative to the individual.



Generally, heavy is referring to lower rep ranges, but in this case, the point I am trying to get across is that even if you're doing moderate reps (8-12) you STILL want to be feeling very challenged. Start off with a weight you feel comfortable with, and once you feel you have the form down pat you can start to focus on really pushing yourself.

**You shouldn't have a set weight limit in mind such as  
“I will lift up to 15 pounds but no more!”.**



For example, when I would first squat my body weight, I thought that was crazy, but now I can squat 2x my bodyweight and I am still striving for more! When I first did dumbbell rows with 40 pounds I felt like an absolute BEAST! Now I'm doing 60 pounds for 12 reps (initially I could only do 5) and now I'm ready to move up in weight.



**Build muscle and you build your metabolism!**



When I started doing this and let go of my fear of having my legs or arms bulk up too much, I saw a quicker transformation in ONE year than I did in FIVE years of doing minimal compound movements. This is how you can burn more calories and increase your metabolism - meaning you can eat MORE FOOD and still see results!



**When you add more muscle to your body,  
you burn more calories at rest.**

Even if you're just laying down, a muscular person is going to burn more calories than someone with minimal muscle mass, this is much more effective than doing tons of isolation movements or cardio. Too much cardio increases cortisol (stress hormone) which can actually make you gain body fat!

If you want a fast metabolism and a toned, shapely physique, think about training like an athlete. An athlete is focused on strength and performance. Not how many calories their Fitbit says they burn. Consistently focus on the heavy weights and your metabolism is going to thank you in the future!

*colleen*

Colleen came to me already experienced with weight training but didn't have the structured routine she has now. She was unhappy that her hard work in the gym wasn't showing in her physique and was struggling with nutrition. Fast forward to now, she has been sticking to the program long term (WELL OVER 6 weeks) and is still seeing results! She has also been in the process of reverse dieting. By focusing on compound movements, progressive overload, and slowly increasing her caloric intake, she has seen amazing results and will continue to do so!



THANK YOU. 🥰🥰 I hope my transformation can show other girls how amazing your knockout body program really is! I STILL follow the plan you made me, the workouts, and have been slowly increasing my calories! (Reverse dieting is hard when you don't really know exactly what you are doing 😊) I still eat many of the meals you introduced to me. Here is a picture that I took yesterday morning. I may not actively be one of your paying clients, but I'm continuing to follow my personalized plan and I'm STILL making gains, seeing results, and waking up feeling lean. 😊

# compound movements



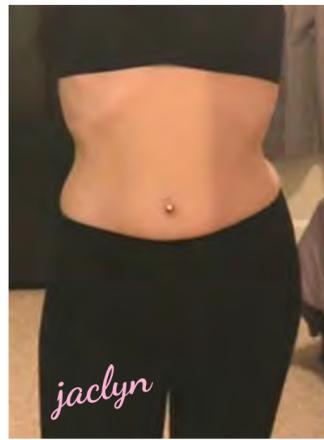
There is no such thing as a quick fix when it comes to fitness, but if you wanted to find the closest thing to a quick fix, it would be compound movements. They help you gain lean muscle mass, burn more calories, and they save time. Since more muscles are working, more energy is required which is why you are burning more calories and accomplishing so much MORE but in LESS time.



Focusing primarily on compound movements and lifting heavy is an extremely effective way to lose body fat, speed up your metabolism, and sculpt your physique.

Compound exercises are a multi joint movement that work multiple muscle groups at a time. They also work your abdominal muscles without you having to do a single crunch!! Just because you don't actually feel a burn in your abs when you're doing these, doesn't mean they aren't working. Your core works to stabilize during the movement, so without that you wouldn't even be able to perform the exercises!

A few years ago, I would do 4 or more long tough ab circuits a week and didn't put much emphasis on compound movements. Now I do the opposite -> tons of compound movements and not much emphasis on abs. GUESS WHAT!? My abs are BETTER now than when I did lots of ab work because the compound movements have improved my body composition so much.



Everyone keeps asking what I do for abs 😞😞😞 I'm like ummmm I literally work them out once a week if that 😂😂 your workout plan is SICKKK I love it and I love the results I'm seeing. I've never ever felt this confident or happy about my body and it's all starting to come together. I've been on vacation in Florida for a week so I haven't been really following the meal plan but holy s💩t the workout plan is still servinggggg!!! Bless your soul



When you build lean muscle, you speed up your metabolism (so you will burn more at rest), which is why compound movements are so important. Even if your goal is mainly fat loss and you don't want to bulk up, compound movements are still the answer!!

When you're losing body fat it's extremely important to be maintaining muscle mass so you can keep your metabolism in good shape as well as keeping a "toned" look (fun fact: being toned is actually just muscle with a low body fat percentage). Which is why, once again, doing your compound movements is so important! Isolation movements do still have their place, but you don't want them to be your main focus.



It's like if you were baking a cake, the compound movements would be the cake itself, and the isolation movements would be the toppings. While the toppings are tasty on their own, you typically wouldn't sit there eating tons of icing on its own. It would be fun in the moment, but the result wouldn't be very great. Same thing as if you were doing all isolation movements. It might be fun and feel good in the moment, but the results aren't going to be ideal.

**A good rule of thumb is doing compound movements for 80% or more of your time in the gym. You can fill the remaining time with isolation exercises!**



## A note about #fitchickscience



#Fitchickscience is like bro science. It is information that has absolutely no scientific proof and is actually LESS effective. Fitchick science is a lot of the workouts you see on the Instagram explore page. Lots of banded jumping around, lots of kick backs, lots of weird exercise variations.

While these moves look cool and exciting and may have you “feeling the burn” a lot of them are extremely ineffective and LESS effective than regular, compound movements.

Trust me, I went through a #fitchickscience phase and all I had to show for it was an injury from muscular imbalances, very minimal glute gains, and zero improvements in metabolism.



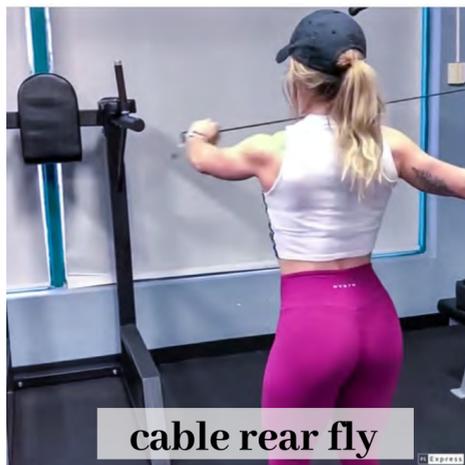
### Ditch the #fitchickscience and turn to REAL science!

#### EXAMPLES OF COMPOUND MOVEMENTS:

- Squats
- Deadlifts (sumo deadlift, conventional deadlift, Romanian deadlift, etc.)
- Bench
- Pullups
- Lunges (walking lunges, stationary lunges, split squats, etc.)
- Rows (barbell rows, dumbbell rows, cable rows, etc.)
- Overhead Press
- Lat Pulldown



lat pulldown



cable rear fly

#### EXAMPLES OF ISOLATION MOVEMENTS:

- Leg Curl
- Leg Extension
- Cable Kickbacks
- Lateral Raise
- Front Raise
- Rear Fly
- Rope Pulldown
- Bicep Curls

**PROBLEM: Shiny Object Syndrome (frequent switching up of exercises)**

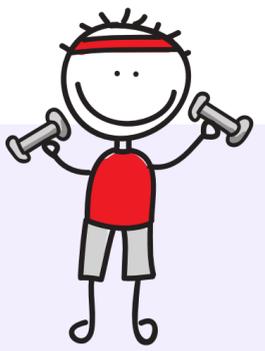
**SOLUTION: Knockout Body 2.0 – focusing on the principle of progressive overload**

I myself have been guilty of shiny object syndrome. Back when I fell victim to #fitchickscience, I wanted to try out every single exercise I saw and had pretty much no structure in my workouts. So even though I would work up a sweat and was working HARD, I wasn't working smart. By having no structure and always changing up exercises, I wasn't able to implement progressive overload which is the single most important factor in sculpting and shaping your physique and achieving #knockoutstatus.



This is why in the past couple years, I have seen more results physically (and metabolically) than all the previous years training combined - progressive overload. I look back at how I used to workout, and I want to kick myself!!! All that time, I was wondering why I didn't see the results I truly wanted. I kept overcomplicating things more and more when the solution was to do the opposite of that.

# the importance of progressive overload



As mentioned in the previous section of this book, weight training consistently with compound movements will speed up your metabolism, but without progressive overload, that won't happen! You can't just be going into the gym and going through the motions. If you don't have progressive overload, you aren't building muscle, so you aren't increasing and improving your metabolism.

## WHAT IS PROGRESSIVE OVERLOAD?

A gradual increase of the work you are doing. The human body must be forced to adapt to a tension that is above and beyond what it has previously experienced or you won't see a change.

Your body doesn't care if your goals are to lose fat, gain strength, gain muscle, etc. It's primary goal is keeping you alive and functioning. To ensure this happens, your body will do whatever is needed to adapt to its environment; this means that the only way your body will change is if it's really forced to. It doesn't matter how hard you're working or how perfect your workout is, how well you're eating. If you're not showing your body that it HAS to change (with progressive overload) then it won't change.

The #1 reason most people fail to reach their goals is lack of progressive overload, this is why so many people look the same today as when they first started working out. Most people know that diet is key, but what they don't realize is that progressive overload is JUST as important. Saying that results are "80% nutrition and 20% workouts" is an absolute lie!



With proper nutrition you can lose body fat but you're not going to shape and tone your body JUST by eating well. If you're not properly increasing the demands on your body, it has no choice but to remain the same. If you've reached the point where your body looks and performs exactly the way you want it to and you don't wish to progress any further, then you don't need to progressively overload. But until that happens, it needs to be your primary focus. If you don't focus on progressive overload and instead just blindly workout and frequently change up exercises, you are guaranteed to fail. Best case scenario is you see very mediocre results.

**On a more positive note, if you ARE focusing on progressive overload, you are guaranteed to succeed!**



## HOW TO PROGRESSIVELY OVERLOAD?

You want to increase the weight you're using OR aim to add either an extra rep or two if you're not yet able to go up in weight. If it's an isolation exercise that's working a smaller muscle group like shoulders, triceps, or biceps, you may feel quite a bit more challenged just adding an extra couple pounds. For this reason, you may even want to start off adding reps before adding weight.



For example, if you're doing lateral raises with 10 pounds for 10 reps, going up in weight may feel way too challenging. First thing you would do is add reps. If adding even one rep feels challenging, start with that. Once you add more reps and that starts to feel easy, then add weight!

If it's a compound movement, you can likely add weight a little easier because it's multiple muscle groups, so you have more relative strength. For example, while adding 5 pounds to a lateral raise is quite the jump, adding 5 pounds to a squat is not as big of a jump. You do still have the option of adding reps to compound movements first as well. Especially because by a certain point it will become much harder to add weight.

**If you attempt to add weight and find your form is being sacrificed, go back down in weight and just add reps for now.**

Once you get more comfortable with the added reps, THEN you would add weight. While lifting heavy and progressive overload is important- form is extremely important as well!!



Speaking of form - improvements in form is another way to progressively overload. If you're someone who has never been very active and you find you can't do a squat to parallel, improving your range of motion in your squat is an excellent example of how to progressively overload BEFORE you add reps or weight.

Progressive overload is also what prevents you from hitting a plateau. Some people think constantly switching up exercises is the way to prevent a plateau, this couldn't be further from the truth (and is also another #fitchickscience statement – absolute pack of lies).

In order to see results, you need to be focusing on progressive overload. You can't properly track exercises if you're always changing things up, so stick to what you're doing for AT LEAST 6 weeks before changing to something new. Of course you can always stick to the same exercises even longer than 6 weeks.

*katelyn*



OMG IM ON VACATION AND I FEEL AMAZING!

Today at 11:42 AM

Hey Laura-

Another update for ya! First time I've Felt AMAZING on a vacation in a long time... attached is a picture after 5 days of EATING AND DRINKING... are those possibly baby abs I see?! Or maybe I'm just getting better at posing lol 😊👀 so excited to get back in the gym and kitchen after this and see what else I can do before the summer hits

Thanks so much again for the plan! I'm feeling confident and SUPER HOT!!



An awesome example of what you can achieve once you start properly training is Katelyn! Before starting Knockout Body, Katelyn, a busy student, was either majorly undereating or overeating. On weekends she would go out with her friends for drinks and indulge in lots of 'hangover food' the next day. After starting Knockout Body, she no longer undereats and has made this a sustainable lifestyle. These photos are only a month apart, and as you can see in her email she's been 'half assing it' and has still seen changes! By following a properly structured routine, she is increasing her metabolism and seeing results despite not being 100% on point.



Laura!!!!

Just took my first updated picture from my original progress picture and HOLY SHIT! I want to emphasize too that I have been half assing it!!!! I'm a college student who loves to party and hangover eat. I even went on vacation this month. But I STILL SEE RESULTS!!!!

small changes are working WONDERS and turning into some permanent habits... let's just say I had an overeating problem in the past and on this vacation which was all inclusive I started to get better at not over eating and stopping when I was not hungry anymore!



## WHEN TO INCREASE WEIGHT OR ADD REPS

There isn't a specific timetable or method to determine when you should be increasing weight or adding reps. If you haven't been weight training lately (or ever), you should initially notice that you will increase the weight quickly as you gain strength. When you see this kind of progress, it's always fun, exciting and motivating!

Always keep track of your weight and reps on either your phone in your notes, or in a notebook. You want to make sure you're consistently improving in some way.

Eventually this will slow down which is normal and okay because even if the increases in weight or reps are tiny, it's the step you need to keep taking to really see changes. You're pretty much saying to your body "look, the work we are doing has increased so you have no choice but to build some muscle to compensate" and then your body says "okay" and you hit #knockoutstatus.

As long as you aren't only going through the motions and you're always actively trying to improve, you're good!



libby

Here is Libby, a Knockout Body girl who crushes it in the gym but also crushes some yummy meals as well. She was initially under eating and overdoing cardio and not seeing the results she wanted. When she began weight training and properly fueling her body, she finally started to see changes! She is continuously working on building muscle mass and strength and recently squat her body weight for the first time ever (by the time you're reading this, she's probably squatting well over that!). Libby has definitely made this a lifestyle and is going to look and feel like a Knockout forever!



Hiya Laura, can I just start with that you are utterly amazing at what you do !! These two photos are 5 days apart (1st photo morning of the first day I started your plan and second photo EVENING of the 5th day), I've done barely any cardio and no abs at all. I've been feeling full and satisfied after your meals, as well as last night when I ate pizza, crisps and chocolate at a party which I thought I wouldn't be able to do !! I can't wait to start week two 💪



## FORMULA FOR PROPERLY STRUCTURED ROUTINES

Aim for 3-5x a week of weight training; this can range anywhere from 45-60 (sometimes 90) minutes. You don't need to be spending hours in the gym!!

An important thing to remember is that overdoing any form of exercise is not beneficial. If you're working out for hours a day, 6-7 days a week, you're not giving your body time to recover which is vital to seeing results. If you overdo it, you also increase cortisol levels (stress hormone) which can cause fat gain.

### An important thing to take note of is that you should not be neglecting any muscle groups.

For many women their main goal is fat loss, abs, and glutes, but this doesn't mean they should neglect training upper body. By shaping your back and shoulders, you create a nice overall body shape. Having improved ratios means you will have better strength and support for other exercises, such as your legs.

If your upper body is weak and untrained, you won't be able to perform beneficial compound movements as efficiently, such as deadlifts and squats. You will then have muscular imbalances which increases your risk of injury AND your leg days won't be as good as they could be. You also won't see as many metabolic improvements because you won't be building as much lean muscle.

jaclyn

Jaclyn came to me wanting to improve her glutes and abs. She was a little surprised when she was also instructed to do upper body workouts as well when that wasn't even her goal. Fast forward a few months, and she has realized the benefit of training your upper body and not just your lower body (and absolutely loves it!!). She has seen her back, shoulders, and arms shape up nicely! This gives your entire physique a nicer appearance overall - as you can see in her photos! The more she goes to the gym she has fallen in love with going! It becomes addicting and she has told me she's more dedicated to the gym than she ever thought she could be. The key was pushing through the stretch of the first few weeks! Jaclyn is crazy busy, but consistently fits her workouts in along with proper nutrition as this has become a long term, sustainable lifestyle for her!



I just wanted to send you this quick message to let you know I'm at the gym wearing a crop top for the first time in my life and I feel sexy and confident as f\*\*\* ☺️. I'll message you later with an actual update but I'm screaming inside at my progress since starting to work with you. I would have never thought this was possible back in October. You're the best!!!



# sample workouts

## LEGS

- Squats
- Deadlifts – add examples of how to swap things out, example- leg press instead of this or dumbbell deadlifts
- Hip Thrust superset with something
- Lunges superset with something
- Leg curl, maybe make it a drop set or do a superset



## BACK/BI'S

- Assisted chin-up
- Barbell row
- Lat pulldown
- Dumbbell row superset, dumbbell curl
- Cable row superset...cable curl or bar curl
- Straight arm pulldown superset single arm lat pulldown



## CHEST/SHOULDERS/TRI'S

- Bench Press or dumbbell press
- Overhead press or dumbbell shoulder press
- Lateral raise superset skull crushers
- Cable rear fly superset rope pulldown
- Side/front raises superset face pulls



## ABS

You don't need to do much abs, do one exercise at the end of your workouts or you can do 2-3 exercises once or twice a week. Even if your stomach is your biggest problem area, doing lots of abs WILL NOT help. Prioritize heavy compound movements and if you have extra time do abs because the compound movements are going to help you lose fat WAY more than ab exercises would (ab exercises aren't going to help you lose fat at all).

**Lower:** lying leg raises, roman chair leg raises, hanging leg raises

**Upper:** crunches, decline crunches, heel touches, weighted pikes, ab wheel



## CARDIO

If you're fairly active throughout the day when you're not in the gym (at work, home, etc.) doing cardio two or three times a week for 20-25 minutes is good for starting off; this can always be adjusted depending on how your body is responding to everything as you go. If you have a desk job and are very sedentary, you may want to do a little more cardio. I would suggest getting a device to track your steps so you can aim to get around 7-10k steps a day.

When I am leaning out, I don't do very much cardio. I do three, 20-minute sessions. However, I do get 10k steps a day (or more) and I push VERY hard during my lifts!

Make sure you're pushing yourself during cardio! You don't want to be leisurely walking on the treadmill or slowly pedaling along on the elliptical. You should be feeling challenged and a little bit out of breath. If you tried to keep up a conversation it shouldn't be completely impossible, but it should be a challenge.

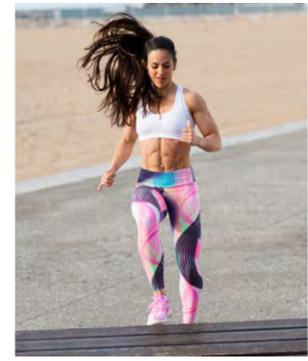
Some people think sweating is a way to tell if you're working hard enough. Sweating can be an indication of how hard you're working, but it isn't always accurate because if your gym is extremely cold, obviously it makes it much more difficult to sweat. On the other hand, if you are in a very hot and humid gym, you'd break a sweat slowly walking (or even just sitting). So, don't use sweat as your only gauge for how hard you're working!





## TYPES OF CARDIO:

- HIIT
- Interval Training
- Steady State



You're probably reading this and wondering what the heck the difference in HIIT and interval training is.

As HIIT has gained popularity, almost everyone confuses real HIIT with aerobic interval training. While interval training can still be beneficial, it doesn't follow the fundamental guidelines of HIIT that the research is based off. Most trainers I see showing "HIIT routines" are just doing interval training.

Both are still effective! But not the same, so let me clear this up for you!

### What is HIIT cardio?

High intensity interval training is when you alternate between short bursts of high intensity (or max-intensity) exercise followed by a complete rest or lower intensity exercise.

### What is interval training?

Interval training is a series of low to high intensity workouts alternating between rest or recovery periods. There are varying levels of intensity and effort which is great for your heart muscles and allows you to exercise for longer.



### Difference between the two?

HIIT is focus on maximal bursts - meaning EXTREMELY intense. Interval training can involve lower to moderate intensities, even in working phases.



Now that we have established the difference between the two, I'm going to go more into detail on HIIT.

Research shows that true high intensity interval training should be done with at least 1:2 work/rest ratio or higher (so it could also be a 1:3 or 1:4). The ratio means that for every 1 second you're doing HIIT, you would want to have 1, 2, 3, or 4 times that resting.

### Examples:

- 10 second sprint followed by at least 40 seconds of rest
- 20-30 second sprint with a minute and 40 seconds of res

If you were doing a long interval like 1 minute on, 1-minute rest (or active rest), it can be a challenge and you can still see results! But it wouldn't be true HIIT as the intensity required could not be performed for a full 60 seconds. This is an example of interval training.

## RESTING:

People often think it's better to have less rest, but when it comes to HIIT that's NOT true! If you are performing your intervals at 100% intensity, you need the full rest, or you won't be able to perform your next interval at full intensity. Even TOP athletes could not do this properly without the necessary rest. This is why it's so important to adhere to rest times during cardio and weight training as well - you should be pushing so hard that you NEED the recovery time!



**Constant movement is not always the best way to go.**

## TIPS:

- You wouldn't want to do more than 10 true HIIT intervals. This is because it would be far too taxing and if you've done more than 10, chances are the intensity is not there anymore.
- You don't need to be doing tons of HIIT, 1-3 times a week is good or you can get injured, burnt out, sacrifice your strength during workouts, etc.
- If you're coming from a sedentary lifestyle, HIIT isn't the best place to start. The goal of HIIT is to be pushing your body out of its comfort zone and working VERY hard. You should build a strong foundation with basic, steady state cardio or interval training before doing this.
- If you want to see an example of what true HIIT looks like, search Wingate Sprints on YouTube. Now you see why most people aren't going true HIIT.



## WHAT IS STEADY STATE CARDIO?

This is what the average person pictures when thinking about cardio. It's when you are sticking to a pretty consistent speed throughout the entire workout. You still want to be at a moderate intensity and be challenging yourself. You wouldn't want to be leisurely pedaling along on the elliptical, or slowly incline walking while holding the railings. **You want to feel out of breath and like you're still working hard!**

## SHOULD YOU DO HIIT, INTERVALS, OR STEADY STATE CARDIO?

**You wouldn't do them all in one day though. I will explain how to plan this out properly.**

**You can do a mix of both steady state, intervals, and HIIT if you find you enjoy them all!**

If you're new to HIIT, you might not be able to perform more than a few intervals at full intensity. This is fine! Let's say you've done 3, all out 20 second HIIT intervals and you're feeling completely beat. To finish off the rest of your cardio, you could do 15-20 minutes of some steady state cardio.

You could also do steady state cardio as your warmup for the HIIT. In fact, don't ever do HIIT without warming up!!! Just like with weight training, always do a warmup to prevent injury.



You wouldn't want to combine HIIT and intervals on the same day because it wouldn't make much sense and would likely bring down the quality of your HIIT to the point where it's just intervals.

You COULD combine intervals and steady state as well. This is an awesome choice for someone who gets super bored with cardio. Let's say you do 30 minutes of cardio. You could do 15 minutes of intervals, and then 15 minutes of steady state. Or, 20 minutes of intervals and 10 minutes of steady state. It's up to you!

Some of this can be trial and error and you can experiment with what your body responds best to and what you feel best doing!



For example, I found I looked worse (started getting bloated and watery looking) when I did HIIT because my lifting workouts are VERY intense and I push myself extremely hard, so by doing the same thing during cardio, I was putting my body under too much stress and not giving myself enough recovery, this is not going to be a very common issue, but I did want to bring it up because HIIT isn't ALWAYS going to be the best choice. It's quite popular and definitely has its benefits but this isn't something you MUST do!

For this reason, I almost always do steady state or intervals. If I am going to do HIIT, I would only do a few intervals and finish off with steady state. I personally wouldn't do HIIT on a regular basis because since I focus so much on powerlifting and lifting as heavy as I can, that combined with HIIT is putting me at a pretty high risk for injury.

## HIIT IDEAS

The first three are my personal favourites if I'm doing HIIT (maybe I should say 'go to' rather than favourite. I'm dying just thinking about doing these so it's hard to say they're actual favourites lol).

For all of these ideas we are going to assume that we are sticking to the 20 second interval and minute and 40 second rest period, just so there isn't confusion.

### BATTLE ROPES

For battle ropes you would do your intense 20 seconds, and slam those ropes as hard and fast as you absolutely can. Slam them like your life depends on it! If you're mad at someone, think about them when doing the ropes. LOL. Then take a complete rest for a minute and 40 seconds. When I do battle ropes, I might pace back and fourth a bit during rest times, but I'll be LITERALLY DYING so I can't do much.



### BIKE

Increase the resistance and go as fast as you can for 20 seconds. You could hover over the seat/half stand for some intervals. Just like with the battle ropes, you want to be going so hard that you wonder if you might actually die. During the rest time, you would either lower resistance and go very, very slowly, or stop completely. If you're doing true HIIT, you shouldn't be trying to go fast during the rest. During the rest your objective is not to die and to be able to breathe again.



### STAIR MASTER

First - be very careful not to fall when running! The Stairmaster machine (at least the ones I use) don't actually go THAT fast. So initially a 20 second sprint at maximum Stairmaster speed may feel like true HIIT for you but eventually it's not going to feel that way. Once this happens, you can hold light weights during the intervals to increase intensity. For the rest periods you'll go super slow and put down the weights if you're using any.



### TREADMILL (flat or incline)

STORY TIME. You know when people do that thing where they do a HIIT-like sprint on the treadmill, then put their hands on the railings to prop themselves up and stand on with their feet on either side of the treadmill and then at the end of the rest they jump back on the treadmill and sprint?

One time I did that... NEVER AGAIN. When I tried to jump back onto the treadmill to sprint again, the treadmill was going so freakin fast, I almost flew off the end. I screamed, I almost fell, I had to hold on to the treadmill for dear life. The lady on the treadmill next to me also screamed, people were staring. It was quite the scene. Although I could slow down the treadmill before jumping on, I am now scarred for life and will never again do this.

So, in the rare event that I choose to do HIIT on the treadmill, I will run on a steep incline. When you do this, a slower speed feels challenging but you don't feel like you're going to die by flying off the end. You just feel like you're going to die because you're doing HIIT.



### JUMP ROPE

Not to toot my own horn but I've gotten so good at skipping it's hard to make it feel like true HIIT. So, I opt for doing it as interval training instead! Sometimes I will even do it as steady state and skip for 10-20 minutes straight.



### ROWING MACHINE

Be careful on this one because if you're pushing off really hard you can feel like you will fly off the back.



### SLAM BALL

Good for either HIIT or intervals.



### KETTLEBELL

Also good for either HIIT or intervals, can even be done in a steady state type fashion (I have some killer kettlebell routines in my Knockout Body Finishers program).



### STEADY STATE CARDIO

- Running (treadmill or outdoors)
- Incline power walking (when walking on the high treadmill inclines at a fast pace WITHOUT holding onto the railings, it can feel just as challenging as running)
- Stair master
- Elliptical
- Bike
- Rowing machine
- Jump rope
- Rollerblading
- Could do cardio classes for this as well, even dancing can be steady state cardio if you're really working it!!



## *what separates you from people who are killing it!*

What separates you from people who are killing it and reaching the goals YOU want to achieve? The people who are reaching their goals and doing the things you want to do know that they need to time collapse their results.

What separates you from people who are killing it and reaching the goals YOU want to achieve? The people who are reaching their goals and doing the things you want to do know that they need to time collapse their results.

### How do you do this?

You buy speed. You buy coaching, you buy expertise, you buy a shortcut to success, and a blueprint to success. If you aren't willing to invest in yourself, you can't time collapse your goals. This is where most peoples big hurdle is, because they are too scarcity minded.

If that's you, you need to open your mind and heart and understand that you have to pay to play because if you don't, you're going to suffer. You're going to be struggling, and you're going to be stuck; this was me. The results I have could have been achieved years and years ago, and I could have saved years of suffering if I had just gotten help earlier.

You're going to be working hard like I was and seeing all those people around you getting results. You may feel like a lot of these people are not even working as hard as you, which is incredibly frustrating. But they're working smarter, so they have the advantage.

So let's get you ready to time collapse! Don't be like me and spin your wheels for years on end. Let's get the accountability, the shortcut, the blueprint, the speed, EVERYTHING that you need to get to where you want to be. Not only will you have that awesome "before and after" picture but you will also have a good AFTER, AFTER picture, meaning you will only keep improving from there!

**If you're ready to take your goals seriously and not only make a transformation but MAINTAIN it, get ready for Knockout Body 2.0 - find info & links @lauragfit**

# Legal Disclaimer

This publication is intended for informational use only. Laura Michelle Fitness (Laura Grossi) will not assume any liability or be held responsible for any form of injury, personal loss or illness caused by the utilization of this information.

Please remember that the information found in my guides is from personal experience and from my analysis of current research.

Please remember you need to use common sense. To reduce and avoid injury, you will want to check with your doctor before beginning any fitness program. Be sure equipment is in good working order, and you understand how to use the equipment. Do not lift heavy weights if you are alone, inexperienced, injured, or fatigued. Always ask for instruction and/or assistance when lifting heavy weights. .

I am not a medical health practitioner or mental health provider, I serve as a coach, mentor and guide to help you reach your own health and wellness goals. Please remember the information I provide is not intended to be a substitute for professional medical advice, diagnosis or treatment. Never disregard professional medical advice, or delay in seeking it if you feel you are injured or not feeling well.

Any client testimonials and photos used are of actual clients and the results they personally achieved. Each client has approved these testimonials, but they are not intended to represent or guarantee that current or future clients will achieve the same or similar results. Rather, these client stories represent what is possible with our programs, services, and/or products

If this disclaimer scared you or dissuaded you from taking action then my information, products and services are not for you. However, if this disclaimer inspired you to step up to the plate and make an honest effort at working with me and the solutions I offer – congratulations! I look forward to working with you. Thanks for your understanding.