



THE

FLAT STOMACH

SECRET

**7 AB TRAINING TRICKS
THAT WORK SO WELL
YOU'LL THINK THEY'RE ILLEGAL**

BY: YURI ELKAIM

Yuri Elkaim is a strength & conditioning coach, fitness and nutrition expert, and former pro soccer player who has helped over 500,000 men and women quickly lose weight, get into athlete-like shape, and markedly better their fitness with his safe, effective, and scientifically-derived training methods.

Did you know that if you perform 30, 40, even 50 minutes of slow and steady cardio day after day that, over time, it can actually make you GAIN fat around your belly, your thighs, and your legs?

It may sound hard to believe, but studies are now proving people who perform long bouts of chronic cardio suffer from decreased thyroid function¹, release more of the stress hormone cortisol², and increase their appetite³ all at the same exact time.

In fact, research shows people eat at least 100 MORE calories than they burn off after performing cardio!

The reason I mention this is that in my 14 years of helping men and women get into amazing shape I've observed that WOMEN tend to spend most of their time doing cardio as their main way of losing belly fat.

Likewise, when it comes to getting a firm, flat stomach both men and women continue to spend endless hours wasting their time doing sit-ups and other "old school" ab exercises that do little more than put your low back at greater risk of injury.

But don't worry, because...

1 Eur J Appl Physiol. 2003 Jan; 88(4-5):480-4.

2 Skoluda, N., Dettenborn, L., et al. Elevated Hair Cortisol Concentrations in Endurance Athletes. Psychoneuroendocrinology. September 2011

3 Sonnevile, K.R., et al. (2008) International Journal of Obesity. 32, S19-S27

It's NOT YOUR FAULT!

You've simply been misinformed by gimmicks, uniformed trainers, and devious marketers that contaminate the fitness community. I'm referring to quick-fix ab products (ie. the Sauna Belt) that you see in popular fitness magazines and infomercials on TV as well as generally poorly informed trainers and fitness experts.

As frustrating as it is to hear something from source only to hear the complete opposite from the next, I'm here to tell you that you CAN lose stubborn belly fat and get a flat, sexy stomach rather quickly... and without any of those ridiculous gimmicks.

So sit tight and stick with me over the next few pages as I drop 7 "truth bombs" and give you the goods.

1. Spice Up Your Workouts to Melt That Deep, Stubborn Fat

There are two types of fat found in the body: visceral and subcutaneous. When women tell me they want to get rid of their lower belly bulge or muffin top they are really referring to what's called "visceral fat".

Visceral fat lies deep in the abdomen below the skin in and surrounds your vital organs. Having too much visceral or belly fat is extremely detrimental to health because it puts undue pressure and stress critical organs like the heart, liver, and pancreas. Not only that, it's responsible for that stubborn fat that you just can't seem to get rid of.

Subcutaneous fat, on the other hand, lies just below the skin, away from your organs. This is the type of fat you can easily pinch with your fingers through the skin. Because subcutaneous fat lies away from the organs it is less harmful than visceral fat.

The way to get more of that visceral fat off your body is by adding INTENSITY to your workouts. Sadly, this is **RARELY addressed by traditional exercise classes and workouts.**

Whether it's toning classes, yoga , 5k races, Pilates, or "core training" – all these things are "healthy" for you, but they'll never flatten your belly or release the hormones that help you burn off stubborn fat.

It doesn't matter how old you are, or what your current condition is, or what limitations you have – unless you learn to apply proper intensity on YOUR body, you'll NEVER see your belly get flatter.

I'm not saying you should go all-out and risk injury, but learning to push yourself for **short, hard bursts is by far the most efficient and effective way** to force your body to release fat burning hormones.

No, it's not easy. It will require some consistency and a little effort. But you can do it in as little as 20 minutes, 3 times per week. I'll show you how to make that even easier at the end of this report.

2. Why Sit-ups Have Never Burned Belly Fat... and Never Will

I don't know how this is even happened but we've been mass-brainwashed into believing that doing isolated exercises – like sit-ups – actually burn fat. Here's something to remember:

You can spot strengthen, but you cannot spot reduce.

Doing sit-ups to burn belly fat is like thinking doing biceps curls is going to burn away arm fat. It simply doesn't work like that.

The only way you can lose fat from your belly is to lose fat from your entire body. The bottom line is that having a flat belly comes down to how many calories you expend vs. how many you take in.

The reason this is important is because in order to lose fat your body temperature must increase enough to elicit the metabolic effects necessary to burn fat. Using one small muscle group such as the abdominals or the biceps is not enough to cause this cascade of events to begin. They are simply too small, which means the intensity is too low.

To give you a better idea of how this process works, I want you to pretend the layer of fat you want to lose is a jacket. If you were to do bicep curls or crunches you probably won't generate enough heat to make you remove your jacket.

Now imagine you perform full body movements such as running up and down hills. Chances are after just a few minutes you will want to rip that jacket (layer of fat) off, right?

The reason the second type of exercise generates so much more heat than the bicep curls and crunches is simply because running hills is a high intensity activity that uses multiple muscle groups. This is why **high intensity full body exercise is so critical for losing belly fat.**

The bottom line is spot reduction is a myth so you can save your money on the gadgets, gizmos, and workout plans being advertised, they don't work. You have to reduce your total body fat percentage and sit-ups simply can't do this.

3. Follow The Laws of Physics

As we just covered, in order to lose fat we have to generate a large amount of heat within the body and sit-ups and crunches do not produce enough heat to engage the fat burning systems in the body. For this reason **exercises that use BOTH the upper and lower body are recommended for fat loss.**

In order to fully understand this, I'm going to refer to 2 important concepts from science:

I'll elaborate on the 2nd one in a second but let's start with the first to see why traditional ab exercises don't help you lose belly fat.

Let's make use of the comparison between a **stability crunch** (or sit-up) and a full body exercise called the "**clean and press**" in terms of how much WORK is done.

When we consider the abdominal crunch in relation to WORK, we're essentially looking at how many calories that specific exercise will burn.

If we dissect the ab crunch (pictured here) is it safe to assume **that you will cover a distance of about ONE foot** during the movement? Ok, great.

Now, I'm going to assume the weight that you are moving (your torso) is 50 pounds, considering you are only moving your upper body.

And if we look back to our definition of **WORK = Force x Distance...**

That means that the WORK being done is approximately 50 lbs x 1 foot, which gives us **50 ft-lbs**. Got it? Still with me?

1. **Work = force x distance (from physics)**
2. **Oxygen consumption and caloric expenditure**
- For every liter of oxygen you consume, your body will burn roughly 5 calories.



Figure 1 - Here I am demonstrating a stability crunch

Now, let's look at the example of our full body exercise – **the clean and press**.

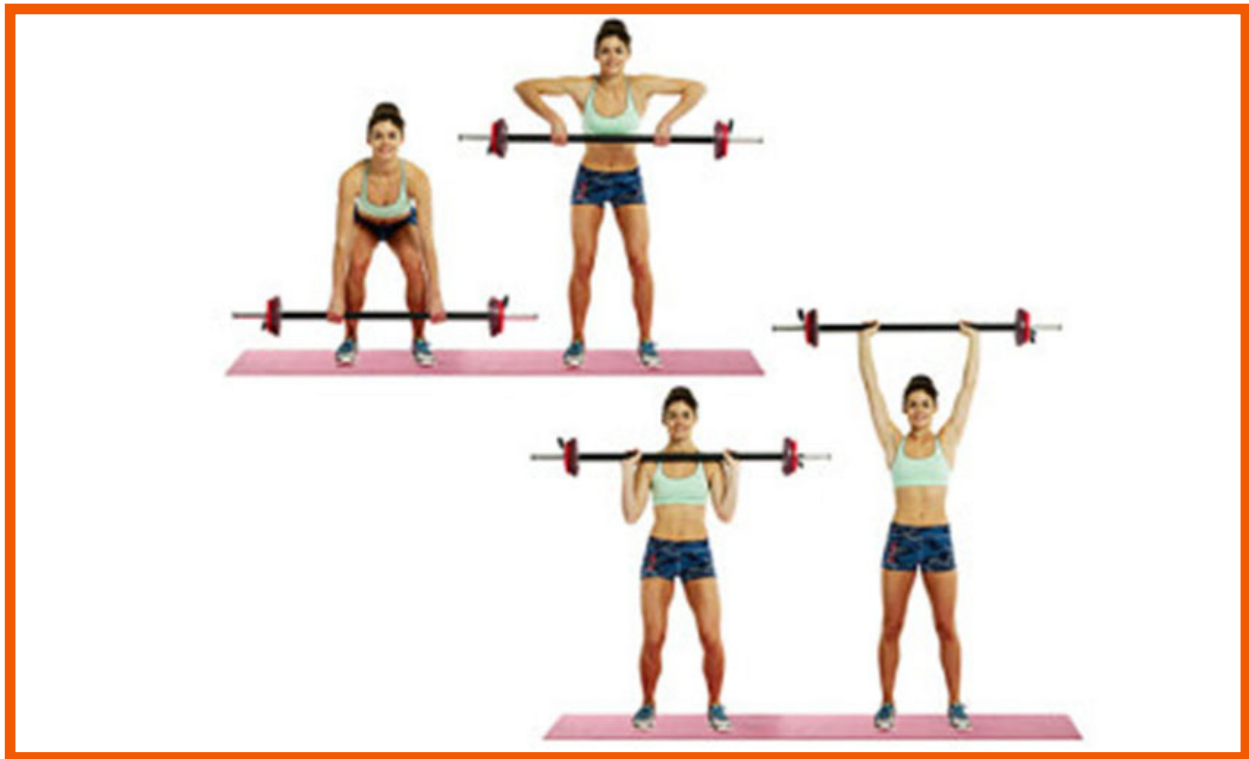


Figure 2 - a breakdown of the “clean and press”

In this exercise, you start with the weight at floor level and end with it pushed above your head (as seen above). It is an Olympic-type movement and I use a lot of them in my fat loss workouts.

In this case, let's say that we have **barbell that weighs 40 lbs**.

This time the **distance we are moving the weight is going to be 7 feet** (assuming you are 6 feet tall and that the weight moves 1 foot above your head). The total distance from the floor to where you push the weights is 7 feet.

Now, this is where things get really interesting. If we process the equation, we have $40 \text{ lbs} \times 7 \text{ feet}$ which gives us a grand total of **280 ft-lbs**.

Look at the
difference!

Ab Crunch = 50 ft-lbs

**Clean and Press =
280 ft-lbs**

Remember that we said that **WORK** is simply a measure of how many calories your body is burning. Therefore, **the more work you do, the more calories you burn**.

That is the reality unless you are a genetic freak. You cannot defy the basic laws of physics. Abdominal belts, sauna belts, and little abdominal movements **DO NOT WORK** because they elicit such small work that little to no calories are burned.

BODY HACK:

If you're huffing and puffing, feel your body getting warm, and start breaking a sweat while moving your body or an external weight, then you know you're doing work and thus burning calories.

The best exercises to lose belly fat will be those that burn the most calories since losing belly fat simply comes down to burning calories – that's it!

And that's why small movements like sit-ups and leg-lifts will NEVER do the trick.

4. Breathe Heavy, Lose Faster

Here's something fascinating to remember...

That's because as you recruit more muscle doing particular exercises, those muscles will need more oxygen to fuel the movement.

In a full body movement like the clean and press you are obviously going to be using more muscle than while doing a crunch. Therefore, you'll be breathing more heavily to get a lot more oxygen in your body, which means that you are going to burn more calories during your workout.

You'll know this is happening when you can hear your breath or feel like you're huffing and puffing. That is a good sign and it means you are doing the WORK and actually burning fuel.

Now, have you noticed that while doing sit-ups? I didn't think so.

Another important thing to consider while doing these types of full body strength exercises is because you're using more muscle and pushing more weight **you will also be getting stronger** – and that's a double whammy!

Abdominal crunches get you nothing other than a temporary localized burning sensation in your abs. You are training your rectus abdominis muscle and that is it. There is very little energy expenditure when you do crunches. Furthermore, spinal and hip flexion like sit-ups impose large loads on your low back, which can increase your risk of low back pain.

So why do them when they're hundreds of better and safer ab exercises to do? If you don't know what those are then I'll be happy to show as we keep going.

Still not convinced that crunches and sit-ups are a waste of time for burning stomach fat?

Well, a 2011 study in the *Journal of Strength & Conditioning Research* examined this very question by following participants over a **six-week period** in which they were asked to do nothing more than a **basic abdominal exercise program**.

Participants ate the same amount of food and exercised as normally as they had before the study began. After the study, participants had their body weight, fat percentage, abdominal circumference, and abdominal strength measured and compared to those same numbers from before the study began.

Not surprisingly, **the results showed that sit-ups and similar "old school" ab exercises DID NOT decrease body fat, abdominal fat or abdominal circumference.**

For every liter
of oxygen you
consume you
burn 5 calories.

5. Stability Before Movement

Now that we've seen that traditional ab exercises simply won't cut it, you might be wondering which ab exercises are worth doing at all, right?

Any GOOD ab training program should begin with stability-based exercises that build the deeper core muscles that support your spine and hips. The reason this is important to you has been well documented by Dr. Stu McGill and other researchers in the fields of biomechanics and exercise physiology. I'll spare you the science behind it all but think about stability-based exercises like building a house on a solid foundation.

Sadly, this is very rare in traditional fitness programs. Instead, what most programs subject you to are endless variations of sit-ups that impose further stress on your lower back and do little other than make your abs "burn". Essentially, these are synonymous with building a house on quicksand – a disaster waiting to happen!

What are some of the best "no movement" stability exercises for your abs? Here are 3 of my favorites: the plank, side plank, and birddog. You can see pictures of each one below.



Figure 3 - The side plank



Figure 4 - The plank



Figure 5 - The bird dog

Ok Yuri, these exercises look great but what do they have to do with helping me burn belly fat and getting a flat stomach?

I'm glad you asked. Here are TWO ways they specifically help you burn more fat:

1. Proper Muscle Activation = More Muscle Involved = More Calories Burned

We saw earlier that getting as many muscles involved in a given exercise is THE most important element for burning more calories during your workout. And even though these static exercises don't involve movement, they *can* surely involve a huge amount of muscle – if you do them properly. However, most people approach these exercises without ever considering proper muscle activation and thus don't feel and see the results they want.

A simple rule of thumb is while holding any of these positions to **contract as many of your muscles as possible**. Doing so makes each exercise much more challenging. You'll probably notice your muscles shake and generate much more heat than normal. This is good.

2. When Sequenced Properly, These Exercises Get You Huffing and Puffing

Try this simple sequence to feel it for yourself:

Plank for 30 seconds (with full muscle contraction)

No rest

Side plank for 30 seconds each (with full muscle contraction)

No rest

Birddog for 30 seconds each side (with full muscle contraction)

I'd be very surprised you aren't sweating and huffing and puffing after doing these. The key here is the "no rest" between each exercise. In doing so, you've now taken 3 standard core exercises and turned them into a fat-burning circuit by moving from one exercise to the next with little to no rest in between.

Make sense? Great!

Ok, before we end off I want to give you a few more tips that will help you burn more belly fat. Remember, by applying what you've just learned in addition to what I'm about to share you'll kill two birds with one stone – you'll burn more stomach AND develop a tighter, stronger midsection. Awesome, right?

6. Empty Stomach Exercise Relies On Fat

During times of low or no calorie intake (what our body sees as famine), your body will do whatever it takes to conserve muscle glycogen (stored carbohydrates). For this reason, the human body prefers to burn fat as fuel during times of low to no calorie intake, rather than carbohydrates (stored as muscle glycogen).

You can take advantage of this fact by doing an occasional lighter intensity workout (ie. jogging or other cardio) for about 20-30 minutes first thing in the morning 2-3 times per week. Doing so forces your body to tap into FAT as a predominant fuel source. The key with these “fasted” sessions is to work at a low intensity. This is the only time I will recommend using low intensity workouts as part of an exercise regimen.

7. Ditch The Sugar To Flatten Your Tummy

For belly fat and overall health, sugar is enemy #1. The sugar found in candy, cakes, cookies and other types of processed foods increase belly fat because of what sugar does to our body's **fat storing hormone** called INSULIN.

When you eat sugar or a refined carbohydrate (like pasta, bread, pastry, etc...), it is quickly digested, and enters your blood stream in high amounts...causing your blood sugar level to rise.

Since high blood sugar can cause serious damage inside the body, the pancreas creates and secretes insulin to remove most of it from the blood.

NOTE: In a healthy individual, the amount of sugar in your blood stream (in a fasted state) is the same amount that you would find in a small packet of sugar!

It is insulin's job to remove excess sugar from the blood. Insulin does this by "shuttling" extra sugar out of the blood and over to your muscle, fat, and liver cells for storage.

Since insulin's job is to STORE sugar, it is one of the worst hormones to have circulating in high amounts – unless of course you want to pack on EXTRA FAT or develop type 2 Diabetes.

Not only does insulin favor FAT STORAGE but it also inhibits fat breakdown by shutting down hormone sensitive lipase (HSL), an enzyme that normally allows for fat to be used as fuel.

Bottom line - the more sugar you eat, the more you're going to spike your insulin and the more fat you are going to gain. Couple this with the fact that insulin resistance can quickly turn into full-blown diabetes and you have a recipe for disaster. Got it?

When Endless Sit-Ups and Hours of Cardio Don't Work

I am here to tell you that doing hundreds of sit-ups, spending hours doing cardio, and using fancy machines are not the way to lose belly fat. I hope this report has given you enough information to ignore the misleading messages set forth by many ill-informed fitness and nutrition experts in the media today. Their claims are just gimmicks aimed at selling products.

The reality is there is no quick fix for losing belly fat and furthermore, spot reduction is not possible. The solution is actually very simple: start with stability, use more muscle, sequence your workouts properly, increase your intensity, and clean up your diet. Nothing else will have the same impact on your total body fat and overall health as these components combined.

How To Turn Your Body Into A Belly Fat-Burning Machine

Naturally, I haven't been able to share everything I know with you in this report. Otherwise, you'd be reading this for years to come. I've still got a few more fat-blasting tricks up my sleeve that will make a big difference for you. And even as good as this information is, the truth is that you still need to do the work in order to see results.

The good news is that I've made that as EASY as possible for you by creating a proven workout system that's as **predictable at burning belly fat** and getting a strong core as the sun rising.

This 12-week workout program is called the Amazing Abs Solution. It's already helped thousands of my clients all around the world lose belly fat and sculpt a strong, firm core, allowing them to feel better about their bodies, do the things they want, and wear the clothes they've always dreamed about wearing.

This unique "follow-along" program normally retails for \$197, however, as a thank you for reading this report, I'd like to give you **the entire first workout for just \$7**.

That way you can **see and feel the results for yourself in less than 7 days!**

In this 23-minute "no sit-up" ab workout you'll have me as your very own personal trainer to coach you step-by-step through the workout. **I'll be on your headphones to coach, motivate, and give that extra little push when you need it most.** You'll have the follow-along instructional video and audio as well as the workout tracker to keep track of your progress.

As you can imagine, having me as your "virtual trainer" is far more effective than printing off yet another workout plan from your favorite fitness magazine for you to figure out on your own.

Let's face it – you can read all the information on burning belly fat you want but until you do the work you simply won't see any results. This workout changes all of that...and all without doing back-breaking sit-ups that waste your precious time and don't produce results.

But if you still think that crash diets, hours of sit-ups, long bouts of cardio, and chronic jogging are the only way you can lose stomach fat, then this introductory ab workout is definitely NOT for you.

However, if you'd like to experience the power of my unique workout, just [click here so you can finally "target" and erase your lower belly bulge and love handles](#).

It's PROVEN safe, effective, and it's **one of the fastest ways to watch your belly get significantly flatter in just 7 short days** WITHOUT long, boring exercise sessions or worrying about hurting your back with "old school" ab exercises.

If These Women Can Do It...You Can Too!

By no means can I promise the same results as what you're about to see but if you TOO follow my proven system I can guarantee you'll be a lot better off than where you are right now.

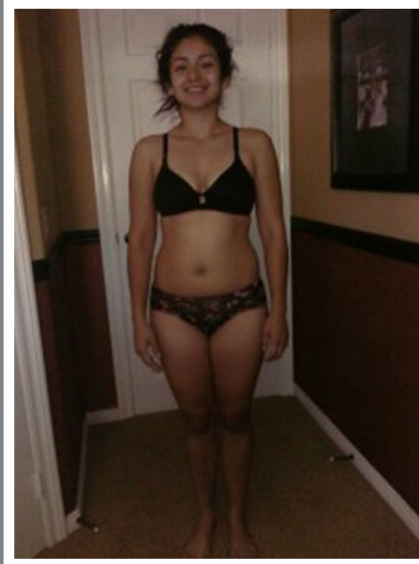


“Yuri doesn’t know this, but he and his Amazing Abs Solution workouts have actually travelled a lot more than he thought in the last 2 years. He’s been to Canada, the US, Brazil, Chile, Argentina, Switzerland, France, Germany, , Spain, Hungary, Belgium, China, England, ... all on my iPod!

There is nothing like having your favorite coach “next to you” as you complete your workouts at home and abroad. The consistency, continuity and familiarity of this support and motivation have been integral to my success. A friend has even started referring to Yuri as her “workout boyfriend”.

–Jenna

“I was at 23% body fat and now I am at 16%”



“Before I met Yuri I was lost. I was so desperate to lose weight I tried almost everything. I tried sauna belts, pills, lotions, exercise, etc. I never realized that my problems with weight loss were directly related to how I was working out and eating. I believed that if I worked out hard then I had a right to eat what I wanted, hence why I never saw improvement or long-lasting results. Then I met Yuri, and he transformed my life. I got my hands on his Amazing Abs Solution program and it has been incredibly instrumental in continuing my journey to better health and fitness. All in all, I’m in better health and shape now than when I was younger.

I went from 130 lbs to 114 in less than 3 months. I was at 23% bodyfat and now I am at 16%. I am incredibly proud of my accomplishments and I am so thankful that I found Yuri. I would not have been able to do this without him. Thank you Yuri!!!!”

- Blanca Ortega

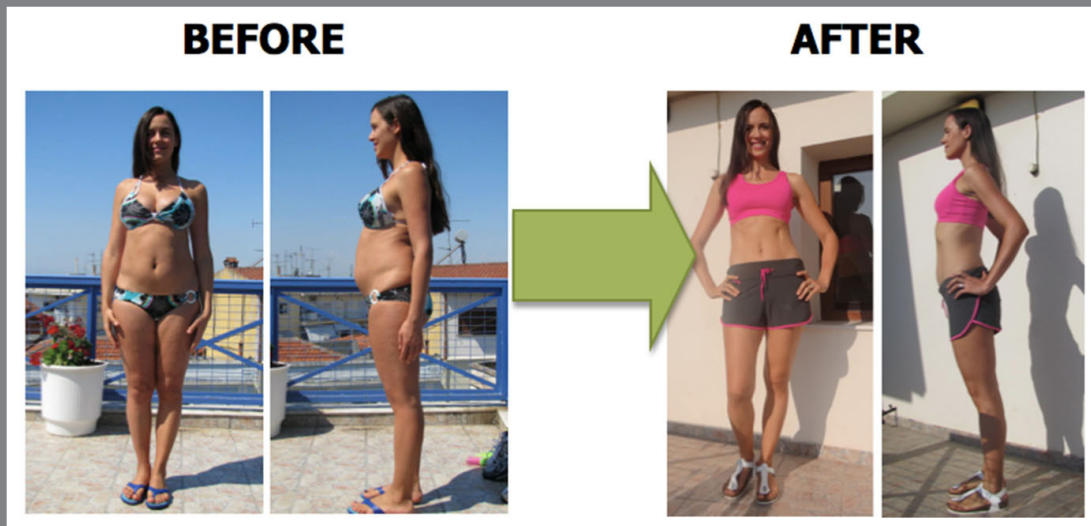
“Yuri is so encouraging during the workouts...”



“My favorite part of the Amazing Abs Solution program is having Yuri with me in my living room! His unscripted style, humor, and hard work (if he is breathing that hard imagine what it is doing to me) pushed me through every workout. Yuri is so encouraging during the workouts I really feel that he was with me through the whole process.”

- Dana Tantillo

“New mom loses 40 lbs of unwanted baby weight”



“When I got pregnant, I started out worrying how I’d handle the inevitable weight gain and I never thought it would be possible to see such gains in just a few weeks. I faced many challenges after I gained more than 60 pounds that didn’t melt right off after my son’s birth. Gone were the days when I had endless hours and energy to exercise.

With small baby in the foreign country and no possibility to join gym I was lost. After few months of this frustration, I had totally lost confidence in myself and my ability to achieve goals. I certainly didn’t know whose body I was looking in the mirror. I was overwhelmed with motherhood.

*I was so lucky to learn about Yuri’s Amazing Abs Solution program! My life today is nothing like it used to be. **I went from 169 pounds to 129 pounds**, which is less than I weighed in high school! Losing the excess weight and getting in shape have changed my life in many ways.*

I am healthier and happier. I am able to greet challenges with a positive attitude, and I possess a will to succeed that I never had before. I finally feel strong, capable, and comfortable in my own skin.

Yuri's program is different because of the bulletproof plan provided and the fact that there is not guess work! I never hit a "dead end" while training for my goals, especially when there is always someone there to encourage me (Yuri on my iPod).

The biggest benefit is the reaction you get from people who haven't seen me in a while!

- Marija

"I still sometimes ask myself, **Wow, is that me?"**

BEFORE



AFTER



"Several months ago I made a commitment to the Amazing Abs program and to myself. At 5' 5, 147 lbs I needed to do something. 3 months later I've made huge progress having lost 19 lbs. I feel amazing! I am the strongest and most confident I have ever been.

When I look in the mirror, I still sometimes ask myself, “Wow, is that me?” I’m happy to answer myself with “Yes!” The Amazing Abs Solution program has taught me how to be more productive with my workouts, my diet, and that I have more strength and endurance than I ever imagined.

I will not say it was always easy, but the commitment was well worth it and I have loved the challenge, which has inspired me in other aspects of my life as well.

- Kara Stafford

Now What?

You're online. You've read this report. And you know you really want to get a flat, toned, and attractive stomach.

That's why you're going to love this [Amazing Abs Solution workout](#) that I'm literally serving to you on a silver platter. And this is only opportunity you'll have to grab this entire "follow-along" workout for just \$7.

If you're ready for great results without training like a maniac, then this is it...

[CLICK HERE TO GET STARTED](#)

And for whatever reason, if you aren't **100% SATISFIED** with this workout, then just let me know (our support email will be provided to you upon checkout) and I'll refund every penny.

I look forward to seeing you in the workout.



Yuri Elkaim, BPHE, RHN

PS. Upon [clicking this link](#) you'll be taking to a secure checkout page where you can grab this ab workout for just \$7. Upon checkout, you'll be directed to a secret download page where you can download the 23-minute workout in video and audio format along with the PDF workout tracker. From there, simply upload the workout to your iPod or follow along from your computer. Wherever is most convenient for you.

PPS. The only equipment you'll need for this workout is a bench, chair, or couch for one of the exercises. The other 4 exercises require nothing more than your bodyweight.