

The Real Junk Food Diet Book v2.0



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Foreword

Built on psychology, metabolism and our love of junk food. Mix entire Overeating Days into your diet days, and the pounds will drop off.

Over several years, Eric applied his skills and experience in research and writing to develop a diet and exercise plan designed for those who love junk food, but want to lose weight and maintain a healthy body. This requires a diet that respects our love of junk food and occasional reluctance to exercise, but also respects the science of healthy nutrition, in a minimally demanding schedule designed for weight loss without giving up our love of pigging out. To this end, he has written this compact, scientifically motivated but fun and comedic how-to manual on doing just that.

[The Real Junk Food Diet Book](#) was built from the ground up on our love of junk food. It does not mandate that people stop pigging out, quite the contrary, yet it strives to achieve a healthy weight and healthy body. This is to be contrasted with certain diets that may have similar sounding names, hence the "Real" in The Real Junk Food Diet Book. Developed meticulously over several years, this diet is the product of extensive scientific research (more than 100 references) but is written in an easy, comedic writing style. Only 15,000 words, this compact handbook was designed for the slob who is too lazy to read a long-winded novel on dieting, still wants to lose weight, and doesn't want to give up pigging out on junk food in the process. Sound like someone you know? Me too! The Real Junk Food Diet Book does not mandate an extensive exercise regime, because you and I would not follow such a thing. Instead, this diet is based on the scientific properties of human metabolism, and human psyche. Follow The Real Junk Food Diet Book, and you will quickly forget that it *is* a diet; I consider this a lifestyle, and a fun one.

The pounds will drop off, yet you will continue to enjoy vast amounts of the succulent foods you love the most. How can this be?!? Oh it be, my friends, it be. Turn the page to find out how.

The author, Eric C. Sayre, PhD, is a statistician and researcher currently living in Vancouver, BC. Besides being an author of multiple books, he is a well-published scientist, with over 250 publications between 1997 and 2018, including a mixture of first-authorships and coauthorships on articles published in peer-reviewed medical journals, abstracts presented at scientific meetings, research reports and invited talks. For a BIGGER SAMPLE plus links to other books and software, please visit www.ericssayre.com.

Introduction

My friends, I don't have time to beat around the bush and pamper your feelings. I'm just too damn busy. I'm a professional statistician with about fifteen bosses and clients at any given time, I've got a website to maintain at www.ericstayre.com, a gaming habit and anonymous YouTube channel that eat up even more time, and I'm writing this book. So permit me to be blunt.

You're fat.

Now don't get me wrong, I'm not trying to be mean. I've "been there done that" my friends, I was not-a-good 245 lbs and I'm 5'10" if I'm lucky. Since then, I've had my weight as low as 175 lbs before deciding that I was too skinny for my frame. I reset my weight to 195 lbs for a couple years, before deciding to add a little more muscle and increasing my weight again, but not my body fat percentage. Today, at 46 years old, I'm in great shape, 15% body fat, well muscled and strong with excellent cardio and a low heart rate. I'm only telling you that you're fat because the first step to your salvation is admitting your failures. I know this from experience. The last day that I was not-a-good 245 lbs, that fateful day at 30 years old (16 years ago!?), I looked in a full length, department store change room mirror while trying on extra large tee shirts (alright, call them muumuus) and I saw this big, fat, obnoxious-looking, bald gorilla looking back at me. I told that fat bastard to get the hell out of my change room or I'd call security! But of course folks, that bald ape was me.

And I had an epiphany that day my friends, one of those moments when I finally, suddenly knew what I looked like to the rest of the world.

I was one fat ugly bastard.

What's going to happen if you have an epiphany like I did? Will you magically lose a whole pile of weight? Sorry my friends, but you do need to change something about what you've been doing, first. If what you've always done got you to be 50, 100 or 300 lbs overweight, then you have to change *something* in order to drop that weight. Well then, what's so great about having an epiphany?

An epiphany is a good time to make that change.

So how about going on a diet? But you've tried a bunch of diets already and they didn't do squat except make you suffer and gain even more weight in the end. This is true for pretty much all the diets out there with "cool" sounding names: the Joe Blow Beach Body Diet, the Jane Schmo Butt Shaping Diet, the Greatest Diet

Ever Invented Diet. Those sure sound snazzy! I bet you signed up for a few gym memberships too, all starting January 1 on some doomed New Year's resolution and ending February 1 because you were just too damn busy that year—again. In dieting, failure is "ubiquitous", just to throw a fancy word in there, after all, I'm a writer! Success is extremely rare.

All diets are yo-yo diets for most people.

Sure you hear the odd success story, but what are *your* chances of success? Just because some hillbilly wins a few million bucks in the lottery every single week doesn't mean that you ever will win no matter how many tickets you buy. That's the fallacy most people just don't get, and until I had a degree or three in statistics, I didn't really get it either. But I get it now. You're not going to win the lottery my friends, so let me save you some money: stop buying tickets. If this book ends up a best seller then maybe I will have lied to *one* of you, *maybe* (but I doubt it). This is the difference between a near guarantee that *someone* will win, and any chance at all that it is *you* who will win. Because I assure you my friends: none of you will.

Lotto tickets are for chumps. So are most diets.

So do you need a diet that might have worked for some guy in some other town who got paid to be on the infomercial you watched at 3 AM last night while eating a big bag of potato chips or the rest of that extra large pizza? Of course not, my friends, you need a diet that has a great chance of working for *you*. Even better, a diet you can remain faithful to for the rest of your life without ever feeling like it even is a "diet". You need a new lifestyle.

But you're a pig, through and through! You love junk food more than your own family! Junk food *is* your family! He or she comforts you in your times of need, he or she brings happiness to your life and asks for nothing in return except a few hundred dollars a month on pizza and doughnuts. You can never give up your oldest friend, you are far too loyal! That's why no diet can ever work in the long term for you, because

Your oldest and dearest friend, Junk Food, always calls you back.

But *that*, my good friends, is exactly why *this* diet *will* work for you. I know your life revolves around food, so does mine! I know you are a pig through and through, but so am I! We aren't going to *suppress* that fact, we aren't going to *change* that fact, we aren't going to try to make 1 plus 1 equal 3, and we don't need to—we are going to *harness* it. If every other diet failed for us because we love Junk Food more than life, then this diet will work for us *because* we love Junk

Food more than life. This diet will work because it is built from the ground up on our love of Junk Food.

Welcome, my friends, to the Real Junk Food Diet.

On the Real Junk Food Diet I will give you every opportunity to pig out on the foods you love, those same sugary, fatty foods that got you so damn fat! It's really true! I will make you eat *more* junk food than you want to on those days when it's allowed, those are called your Overeating Days. I want you to stuff so much junk food down your pie hole on your Overeating Days that you feel sick the next day, you want to puke all over the floor, you have what I call a food hangover.

How is that helpful I ask half of you, as the other half close this book and put it back on the shelf in disgust at my crude metaphors? Tell me, what did you used to do back in your crazy youth when you got really hung over—or nowadays if you're still in your crazy youth, you lucky little bastard? If you're like me and lots of other people, you said, "Oh my aching head, oh I feel so sick, oh I'm never drinking again!" And you really meant it. Usually, you didn't drink ever, ever again—well, at least for a couple days. After that you got the craving back and the vicious cycle repeated itself. That is the power we are going to harness, my faithful readers and dearest friends. Simply put, your junk food hangover will *empower* you to be good for the next couple days, nay, it will *force* you to be good, after which you'll get to enjoy another Overeating Day! Over time, this pattern of dieting and pigging out *will lower your body weight and your body fat*. Let me repeat that in bold for those of you who are so lazy you can't even be bothered to read this whole how-to manual on changing your life, and are content to try to glean the whole idea from the bold summary lines only, you lazy pigs.

Over time, this pattern of dieting and Overeating Days *will lower your body weight and body fat*.

There is one condition: you have to be "good" on your diet days, but while we are at least at first going to count calories, more importantly we will focus on knowing *what* to eat, and I will show you what to eat that is delicious and will get you full. Remember, if you stuff your pie hole with enough junk food on your Overeating Days, your diet days should be a "piece of cake" [insert groan here].

There is more to this book than just these bold summary lines.

In this book I will show you how to pig out on junk food the best way for your diet, maximizing your food pleasure and the weight loss power of this diet. Did you hear that right?

I will maximize your food pleasure while making you lose weight.

Gee, that's a rather "bold" claim! Maximize my food pleasure? How can that be when you're making me go on a diet? Oh it be, my friends, it be. In a nutshell: junk food to a dieting fat bastard is like water to a thirsty man in the desert. I promise that you will actually moan out loud when you eat that first tasty mouthful of junk food after two or three days of being "good". Every Overeating Day is like an oasis in the desert, I guarantee that you have *never* tasted pizza like you will on the Real Junk Food Diet. You think you love food now? You haven't even *tasted* food!

For your diet days, I will give you a few recipes and show you some basic strategies about how to eat to get full and be totally satisfied on your diet days, as long as you eat the right foods at the right times of day. You will be amazed how easy those choices are when you're suffering from a junk food hangover from your last Overeating Day, too.

The Real Junk Food Diet is a healthy change.

Don't let the term "junk food" scare you. This diet is good for your looks, but also your health. Your cholesterol and blood sugar should improve, and your body fat will drop. By giving your insides a break from junk food a few days a week, your body has a chance to clean itself out. Even with junk food Overeating Days two or three times a week, the net effect of this diet plan is *far* better than binge eating seven days a week, which (c'mon, be honest) you are practicing now.

Hey this diet is Fun!

But let's not lose focus. This diet is first about pigging out on Junk Food! I mean first and foremost! Pigging out on your favorite junk food is the Number One most important part of this diet. That is *why* this diet works *for life*.

The Real Junk Food Diet is a lifestyle, you will never want to quit!

I'm going to keep this book short and simple because the Real Junk Food Diet *is* simple, and I don't want to make it any harder for you lazy slobs by writing a long-winded novel that you can't be bothered to read because the pizza guy just rang the doorbell. I'm about to show you how to get more enjoyment from junk food than you ever got before, and lose a ton of weight in the process (hopefully not literally a ton, but for some of you...).

Sound good? Then let's get started!

Step 1. Your epiphany

This first step is a "piece of cake" (I really have to stop doing that).

You need to realize just how fat and ugly you are.

I want you to recognize deep down what your body is today, and how others see you when they look at you, and I want you to feel disappointment, misery, anger and rage at what has become of you. At the risk of sounding like the evil Emperor in Star Wars:

Give in to your hatred, strike down your obesity!

If you're standing in the aisle reading this in some bookstore right now, then what I want you to do first is

Buy my book, you freeloader!

Okay, now that that formality is out of the way, do not go home! Head into the nearest department store and find a change room, preferably the big corner one with multiple mirrors. If you're reading this at home, put on your shoes and head out to the nearest department store like our other friends reading this book in the bookstore. The department store change room is important for several reasons. First, it is not in your comfort zone; you can get a little too used to looking at yourself in your home mirrors, and your fat-body can start to look normal. Second, they've got those horrible overhead florescent lights in department stores—that stuff would make Tom Cruise and Katie Holmes look ugly, and Tom Cruise and Katie Holmes you ain't! They also have enough opposing mirrors in the big corner change rooms that you can usually see your big fat side of beef and back bacon profiles as well as a full frontal pork belly view.

Now strip down to your underwear, and have a nice long look at what you've done to yourself.

Look yourself up and down, and look at your back over your shoulder or using two mirrors. Look at your side profile. Imagine that you are someone else looking at you. Imagine that the store security guards are watching you through the one-way glass. What do people think when they look at you?

My friends, let me share my own story with you. The day I had my own epiphany, I had just come from a bike shop that was run by a bunch of lean teenagers with cool clothes and all their hair. Next to them, I looked like an old,

fat whale. Coincidentally, I went to a department store right afterwards, and when I looked in the corner change room mirrors I had "fat", "ugly" and "obnoxious" running through my head, not to mention "bald" but the Real Junk Food Diet can't help you there! It was a brutal moment. That was 16 years ago my dear friends, and I still remember that moment clearly.

Burn that depressing image deep into your brain, and swim in it.

Now try on some clothes. If you're in a department store, try on the clothes that you think make your body look as good as you possibly could. How about those baggy sweatpants and that big tee shirt? If you're at home, try on your favorite outfit, try your best to look good. Now look at yourself critically. Do you think you look good? Of course not, you're a big fat oaf in a muumuu!

This is not a fat acceptance book—this is a book about *beating* the fat.

Right now you should feel mad, probably at me but also at yourself. You should feel deep down in your bones that something has to change RIGHT NOW because the way you look and feel right now is not acceptable to you anymore and damn it, you are better than this!

Embrace your epiphany: You are ready to embark on the Real Junk Food Diet.

END OF SAMPLE