



David Fairlamb

THE FIT FACTOR

LIFESTYLE CHANGE

80% of losing weight is down to your diet. Cut out processed food and look to fresh natural ingredients to kickstart 2023.

FITNESS TIP

Look to be inspired in 2023 and join a new class - our VersaClimber classes are unique to the North East, come and try our 30-minute classes and supercharge your metabolism.

Don't miss David's tips every Saturday in your Journal

IF you are looking to lose weight and regain your self-confidence, my client Dan's story should give you a huge boost of inspiration and kick you into action.

Ten years ago, we launched the Great North Fitness Revolution with The Journal and asked individuals, couples, families, businesses, schools, even villages to get involved and pledge to make a positive difference to their eating and lifestyle.

As part of this I launched a competition where people could apply and I would pick eight people to train over a 12-week period, I called it The Fit Factor. More than 700 people applied and, after many interviews, the final eight were chosen. I wanted to prove you could turn your life around both physically and mentally in a matter of weeks.

It proved to be an award-winning 12 weeks where the eight collectively lost more than 32.5 stones and lives were transformed.

I chose Dan as the winner, he hadn't lost the most amount of weight, there were much bigger people who lost more, but his commitment was absolutely incredible.

One of the weekends he was at a stag party where he was best man and still followed the programme, not touching any alcohol and sticking to the food 100%.

A few months later he completed the Great North Run in under 90 mins.

After being in a bubble for the 12 weeks and post Great North Run, Dan lost focus and, over the next 10 years, this mega fit person lost his way and in darker days turned to food. His physical and mental health dropped to an all time low.

Three months ago I received a call for help, Dan had ballooned from 13.7 stones to 20 stones, it was a real shock to see him like this.

After our initial chat, I quickly

Every day is another chance to change your life for the better

Motivational quote of the day

realised he was just as determined as he was a decade ago and after the first training session, I knew this was going to be special.

He went back to plain natural food, the meals he ate during The Fit Factor, in fact he still had a book with his Fit Factor journey including the food to work from.

For the last 12 weeks, Dan's food has been:

Breakfast: Melon

Lunch: Homemade vegetable soup

Evening meal: Lean meat/Fish vegetables or salad

Drinks: Water/tea

This is what Dan has eaten without fail, including through Xmas and New Year - this is the type of focus and commitment where you can't fail to get results.

In 12 weeks he lost 4.5 stones and dropped from 20 stones to 15.5 (see the pictures) - an awesome achievement and once again proves if you want it badly enough and are committed, you can change the way you look and feel in a matter of weeks.

We can all lose our way at times but it takes character and sheer determination to make a positive



> Be inspired to kickstart your weight-loss regime



decision to turn your life around. Whether you have 5lbs or 5 stones to lose, get the job done and form new habits which are sustainable.

The journey is an exciting one, not one you should be scared of, you will quickly become much more positive, gain a fresh zest for life and realise how good you can feel.

Rather than reading about success stories, why don't you make one of your own. It's not rocket science, it's about making a decision and sticking to it. If you want it badly enough, you can make it happen. Dan did.