

ULTIMATE Ketogenic Fitness™

“A Small Shirt

doesn't equal a big life”

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Goals

Physical Ability > Physical Size

What Fitness is

How to Get Started

Been there,
got the t-shirt

ULTIMATE
Ketogenic Fitness



What is a Big
Life?

ULTIMATE
Ketogenic Fitness



It's hard to have a big life without
physical freedom.

Life is an action verb.



What is Physical Freedom?

Life without physical limitations

- What physical issues are you dealing with everyday?
- Do you have chronic aches and pains
- How often do you have to say “No” to activities?
- Do you need help a lot?
- Do you use your age as an excuse for not being able to do things?
- How often do you get hurt?

Is Fat Loss
the Goal or
the Solution?

Why did you start a ketogenic diet?

What do you think fat loss will do for you?

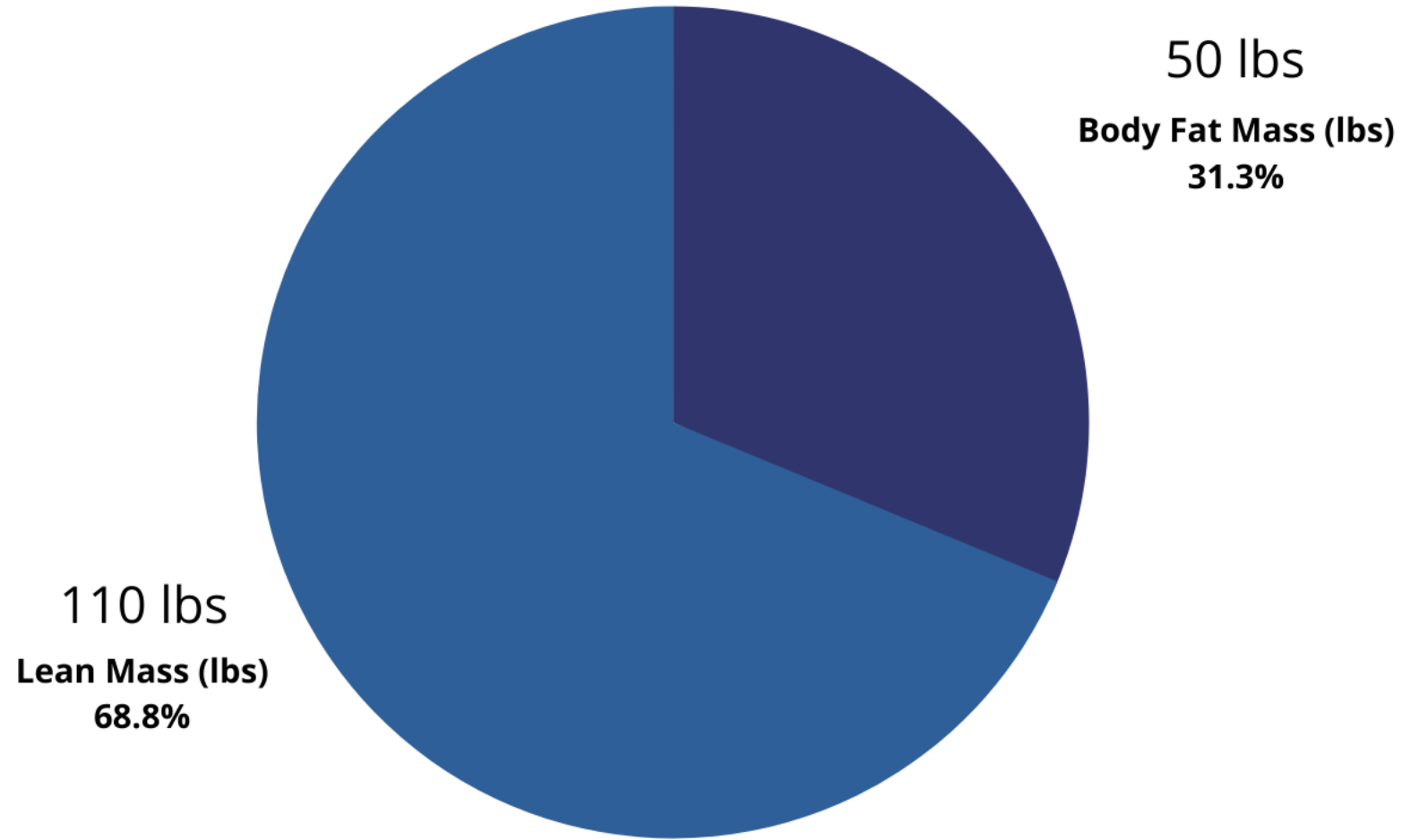
Body
Composition
Pro Tip #1

Body Fat % is ratio of

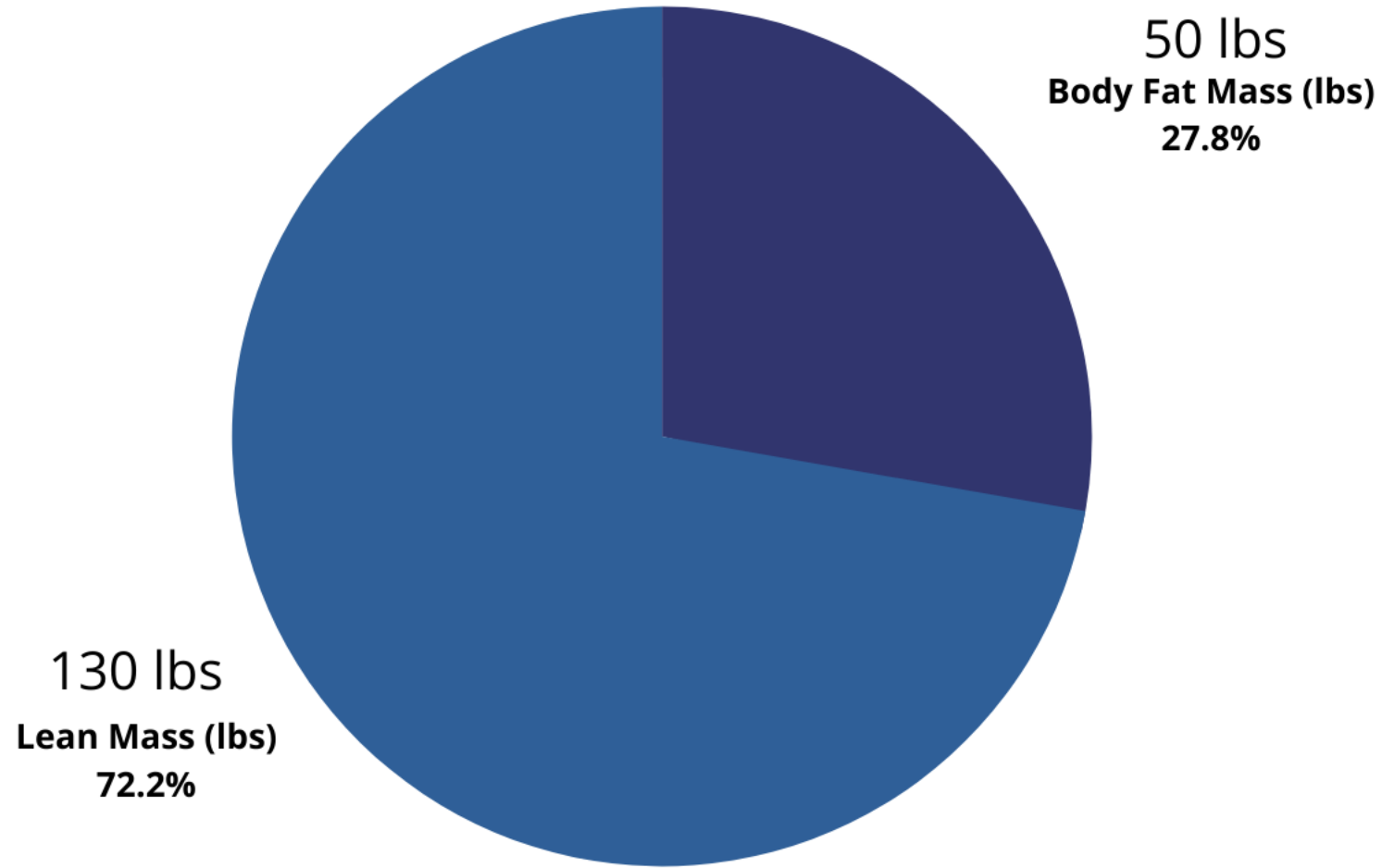
Lean Mass : Body Fat Mass

Lean Mass supports quality of life. You want more Lean Mass.

160 lbs Total BW



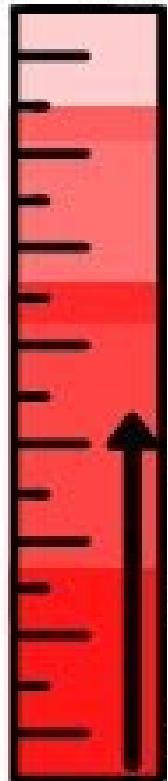
180 lbs Total BW



Think Differently

Fat Loss

Better Quality
of Life



Improve
Health

More
Energy

Reduce
Inflammation



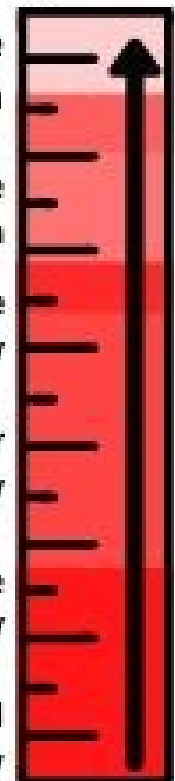
Reduce
Body Fat

Metabolic
Performance

Increase Lean Mass

Lean Mass

Better Quality
of Life



Complete
Health

Reduce
Inflammation

More
Energy

Faster
Recovery

Reduce
Injury

Physical
Ability

Optimal Health is 50/50
Nutrition and Fitness



NUTRITION



FITNESS

**Fitness
Routine**



**Nutrition
Habits**



Protecting against external stress

Normal Human Function

Reducing internal stress

**Improved
Quality of
Life**

"Healthy"

Unhealthy

Nutrition has Its Limits

Nutrition

Fuel Adaptation

Materials

Internal

Fitness

Fuel Efficiency

Building

External

Only Fitness

Improves Work Capacity

Decreases Injury Risk

Confidence in Physical Ability

Fitness is the ability to express your
freedom through physical activity

How Does
Fitness
Improve
Physical
Freedom?

Fitness develops your
body to match the
demands of the lifestyle
you want to live

SAID Principle

Specific Adaptation to Imposed Demands

Your body will adapt to the situations you expose it to

- Physiological Components
- Neurological Components
- Metabolic Performance

Functional Movement

7 Movements you need to train

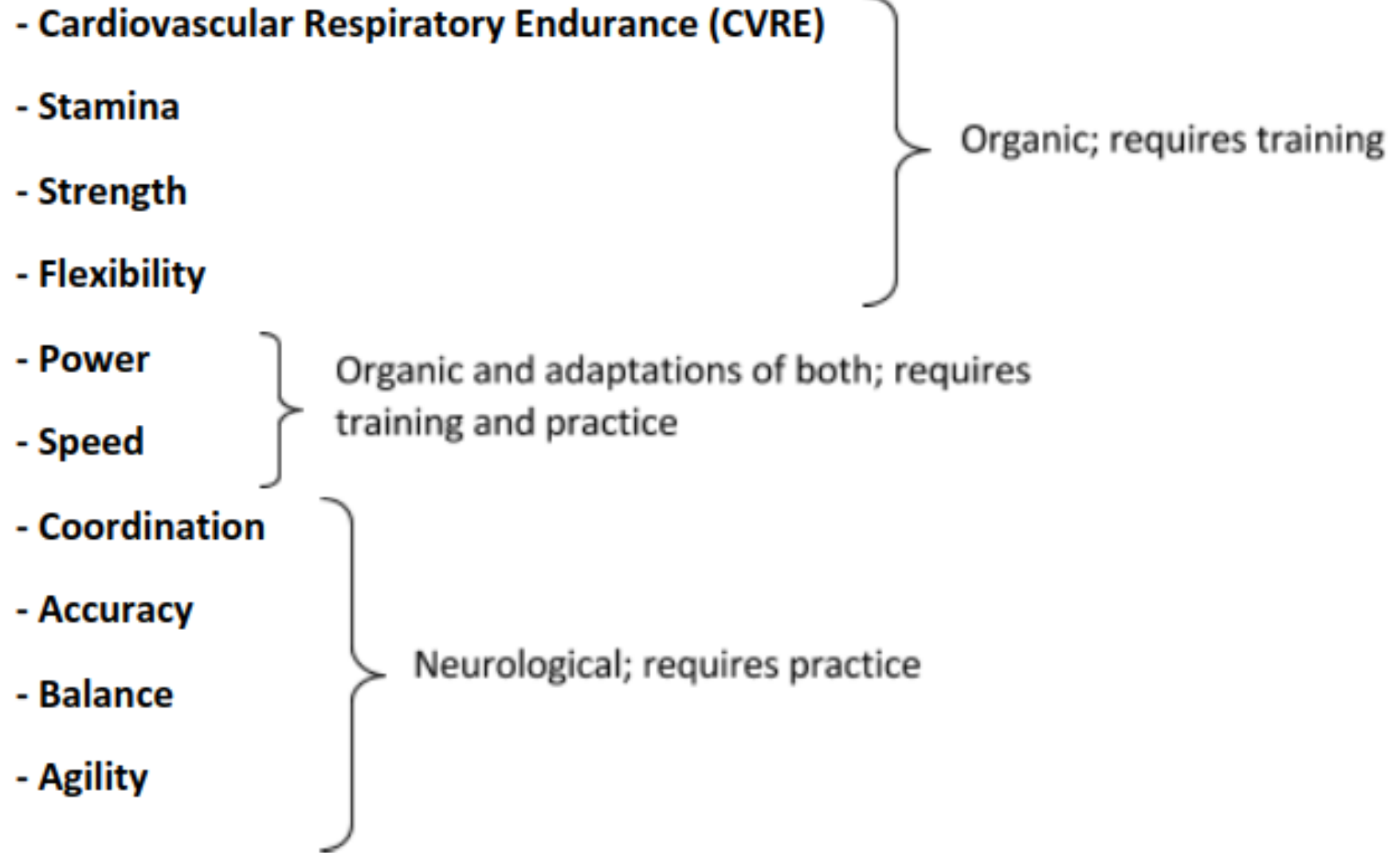
- Squat
- Lunge
- Hinge
- Push
- Pull
- Carry/Walk
- Twist

Not Just Muscles and Abs

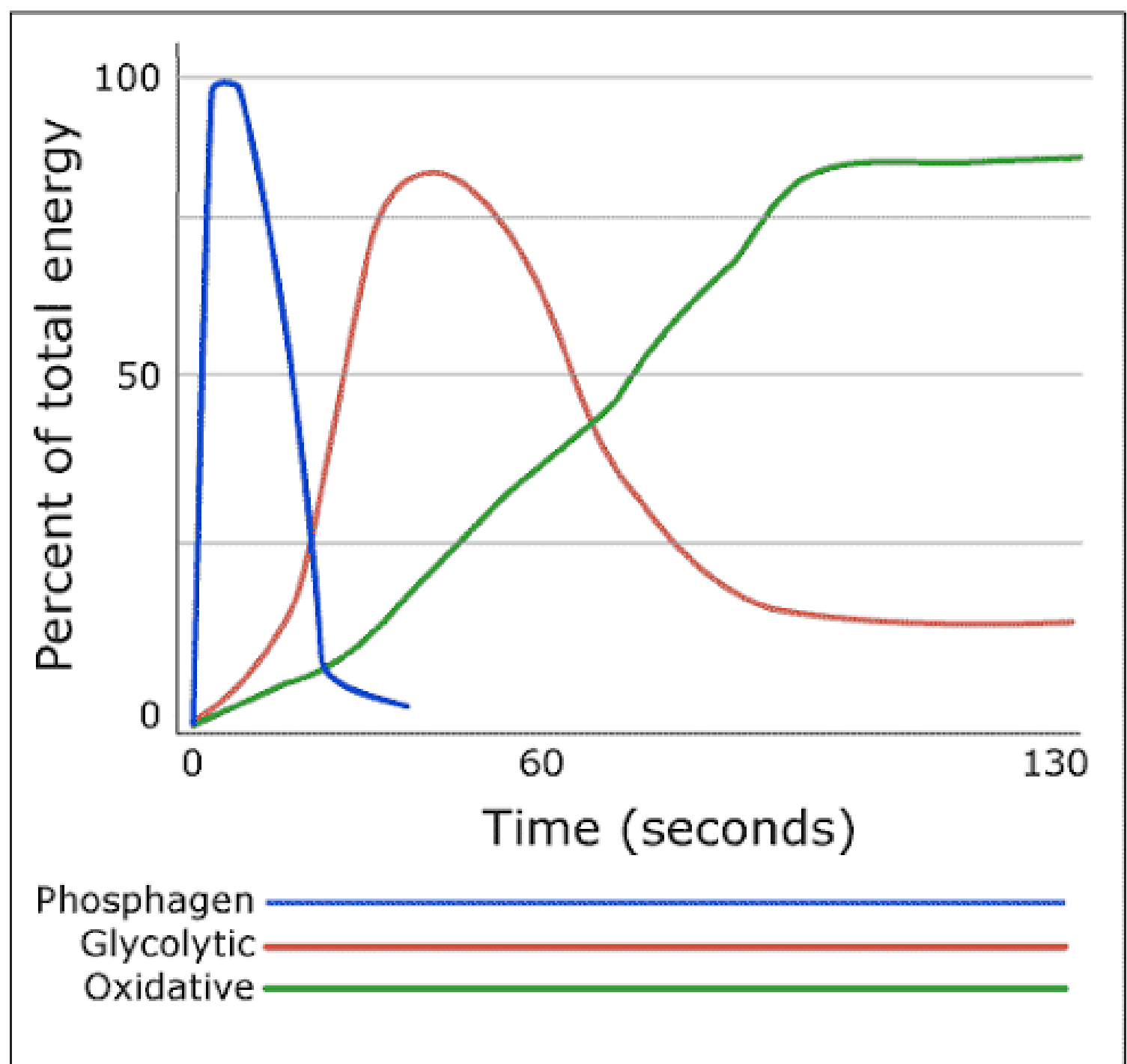
10 components of fitness

- **Cardiorespiratory Endurance:** How long can you go?
- **Stamina:** How long can you sustain a high level of effort?
- **Strength:** How much can you move?
- **Flexibility:** How well do your joints work?
- **Power:** How much can you move quickly?
- **Speed:** Can you move quickly?
- **Coordination:** Can you feel and control complex movement?
- **Accuracy:** Can you make your body do what you want it to?
- **Agility:** Can you change direction efficiently?
- **Balance:** Can you use your body unilaterally?

Mind and Body Connection



Burn Baby Burn



What Is Health?

Your physical freedom is dependent on your ability to move, produce force, and be metabolically efficient under any condition.



Our assumption is that if everything we can measure about health will conform to this continuum then it seems that sickness, wellness, and fitness are different measures of a single quality: health.

**Fitness is
Health**

If health is determined by factors of performance, then improving how the body performs, creates better health.

Steps to Success

- Nutrient Dense, Bio-available, Satiating Food
- Prioritize Protein
- Resistance Training
- Variation In Training (time, movement, intensity)
- Adequate Recovery

How to Get Started

- 1% Rule
- Find something you can maintain
- Don't change too much at once
- Enjoyment matters
- Community makes a difference
- Follow a program
- Be patient
- Don't quit

The size of your shirt matters less than what you can do while you're wearing it.

Where to find me.....

- Website: <https://ultimateketogenicfitness.com>
- YouTube: Ultimate Ketogenic Fitness
- Instagram: @coach_bronson_keto
- Facebook Group: Ultimate Ketogenic Fitness
- Discord Server: Ultimate Ketogenic Fitness
- Email: bronson@ultimateketogenicfitness.com