

The Mojo Multiplier Blueprint Increase Testosterone Naturally

Become The Best Version Of You

Week Eight:
Wrap Up & Blueprint

By Neil Cannon



Recap

- WEEK ONE
 - ESTROGEN - where it all went wrong
 - Sperm counts down, man boob operations up
 - Testosterone down, estrogen up
 - Sources Of Estrogen
 - Food supply
 - Water supply
 - Cosmetics, deodorants, shower gels, shampoos, conditioners
 - Fumes we breathe
 - Plastics
 - Psychology For Success
 - Pain & Pleasure
 - Need to avoid pain, desire to gain pleasure
 - Fat Loss Motivation; Know Your Reasons, Achieve Your Outcome



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Recap

- Daily cleanse alkalise and energise with Lemon water
 - Helps to regulate hormones including testosterone
- Week One Homework:
 - Read Mojo Multiplier
 - Read Fat Loss Motivation: Know Your Reasons, Achieve Your Outcome (really short and very useful!)
 - Watch GMO OMG
 - Go Organic!
 - Be mindful of your drinking water



Recap

- WEEK TWO
 - Hormone Cascade:
 - Testosterone
 - Oestrogen (US = Estrogen)
 - Human Growth Hormone (HGH)
 - Insulin
 - Leptin
 - Cortisol
 - Ghrelin
- Week Two Homework
 - Remove of grains from your diet: bread, pasta, cereals
 - Read bonus books
 - Watch 'Food Matters' on Netflix / Amazon
 - Think Insulin!!_



Recap

- WEEK THREE
 - Proteins, Fats, Fibres and Carbohydrates
 - Intermittent Fasting
 - Testosterone-boosting foods and estrogen inhibiting foods
- Week Three Homework
 - Continue grain-free and see how you feel
 - Read bonus books
 - Watch 'Food Inc_' on Netflix / Amazon
 - Include Testosterone-Enhancing foods in diet every day:
 - Zinc
 - Fats - eggs, avocados, fatty fish, nuts, seeds
 - Cruciferous vegetables
 - Mushrooms



Recap

- WEEK FOUR
 - Inflammation, the silent killer and mojo stealer
 - More on grains
 - Exercise
 - High Intensity Interval Training
 - Steady Paced Cardio
 - Weight Lifting
- Week Four Homework
 - Read The Truth About Exercise
 - Finish Mojo Multiplier if you haven't already
 - Continue grain-free



Recap

- Week Four Homework Continued
 - Include Testosterone-Enhancing foods in diet every day:
 - Zinc
 - Fats - eggs, avocados, fatty fish, nuts, seeds
 - Cruciferous vegetables
 - Mushrooms
 - EXCLUDE SOY!!
 - Strength train twice a week
 - Engage in sprints/ HIIT once a week (make sure the Doc ok's this!)
 - Watch 'Forks Over Knives' on Netflix / Amazon



Recap

- WEEK FIVE - The Cow's Udder: You're A Human, Not A Cow
 - Most of us can't break down the sugar in milk effectively
 - Completely different biological make up to human breast milk
 - Causes acid in the body when we digest animal-based protein and our bones are weakened, not strengthened as we are lead to believe
 - Cows are routinely given steroids and other hormones to plump them up. These potent synthetic hormones disturb the delicate human hormonal balance, leading to a lot of medical problems - including raising estrogen and lowering testosterone!!
 - Toxic pesticides from food that cows ingest also make their way into the milk, which humans unknowingly consume - and the beef of course
 - Milk and dairy products are pro-inflammatory and mucus producing.



Recap

WEEK FIVE HOMEWORK

- If you drink milk, replace it with coconut or almond milk, or rice milk
- Limit the amount of cheese you eat - or avoid completely / make it a rare treat
- When you have yoghurt, make sure it's unsweetened.
 - Full fat Greek yoghurt is good!
- Watch Sick, Fat & Nearly Dead
 - Juice Dieting, cleansing, micronutrients (vitamins and minerals)
 - Reversal of obesity, type 2 diabetes, inflammation, high blood pressure, auto-immune problems



Recap

- WEEK SIX - Human Poison & Mojo Divider
 - Raising awareness of all the poisons we put into our body and how they cause inflammation which leads to all sorts of illnesses and diseases.
 - White buns / white pasta / white rice / white anything - remove completely
 - Poisons:
 - Preservatives / pesticides, herbicides, antibiotics
 - Added hormones & steroids
 - HFCS, trans fats and other nasty “ingredients” that you can’t pronounce
 - Grains (even wholegrain) will typically cause inflammation and are high glycemic
 - Sugar - high blood sugar response = testosterone down
 - Alcohol...moderate!



Recap

WEEK SIX HOMEWORK

- Move daily for at least 30 minutes unless you're weight training. It doesn't have to be crazy. Just enough to get your heart rate up so if you're talking you're a little out of breath
- Strength train twice per week as described in the Members' Area
- If you're fit enough, do HIIT once, even twice a week
- Supplement with Zinc, fish oils, vitamins if you're not consuming vegetable juices daily
- Watch Sick, Fat & Nearly Dead 2
- Watch Sick, Fat & Nearly Dead 1 if you haven't!
- Think about everything that you put in your body regularly.



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Recap

WEEK SEVEN: Ketogenic Diet & Acid & Alkaline

- Ketogenic Diet
 - This is a transition from using glucose for energy to ketones which are found in stored fat
 - Almost completely eliminating high GI carbohydrates
 - Consuming plenty of vegetables
 - Up dietary fat intake
 - First 3 days are the hardest for your mind, after that, the transition occurs and your mind is fed ketones
- Acid & Alkaline
 - Many foods are acid producing including animal-based protein. An acidic environment leads to all sorts of health problems including bone density and muscle breakdown, testosterone reduction, obesity, type 2 diabetes and heart disease
 - Important to consume alkalising foods and/or drinks with every meal



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Recap

WEEK SEVEN HOMEWORK

- Ketogenic Diet: Try it for one week and see how you feel. The first 3 days are the hardest. Check with your doctor first.
 - Remove most of the carbs from your diet (high GI ones, like potatoes and bread - and all grains)
 - Up your green vegetable intake - we need the micronutrients from our vegetables every single day
 - Up your good fat intake - avocados, olive oil, olives, nuts, seeds, coconut oil, grass fed butter, organic eggs - have them every morning!
 - <http://www.ketogenic-diet-resource.com/support-files/who-should-not-follow-a-ketogenic-diet.pdf>
 - <http://www.ketogenic-diet-resource.com/>



Recap

WEEK SEVEN HOMEWORK

- Go Alkaline As Much As Possible - helps to balance hormones and up T
 - Ties in nicely with Ketogenic diet doesn't it?
 - Lots of greens, plenty of greens. When you think you've had enough greens, have some more
 - Get juicing daily!
 - Kale, spinach, broccoli, celery, cucumber, wheatgrass etc
 - Drink lemon water every morning. If you have it before coffee, you can feel better about your coffee!
 - Green tea is alkalizing too
- WATCH:
 - Diet Doctor YouTube channel - High Fat, Low Carb
 - Low Carb Paleo with Mark Sisson
 - The Paleo Diet Explained
 - Check out: AcidAlkalineDiet.com
 - <http://eataalkalinefoods.com/10-alkaline-foods-to-boost-your-libido-for-valentines/>



WRAP UP 8-WEEK MOJO BLUEPRINT

- We're surrounded by hormones which are causing men to be feminized.
 - First and foremost, we need to avoid or limit exposure to them to give ourselves the best chance to be manly
- We need to avoid exposure to toxins which cause inflammation and hormonal imbalances that cause fat retention
- We need to consume plenty of micronutrients from fresh vegetables and fruits to fuel our bodies
- We need to move and strengthen our bodies - vital organs and musculoskeletal system



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WRAP UP 8-WEEK MOJO BLUEPRINT

- Get your hormones tested now (8 weeks after you started this program)
- Think Insulin. This has a knock on effect with testosterone and all other hormones responsible for fat loss & fat gain, energy, sex drive, mental clarity and motivation, skin, brain, heart, other vital organ health, bones, muscles, ligaments - everything!!! (Jeremy example)
- Your goal is to be insulin sensitive (NOT insulin resistant or insulin tolerant) - which means you want fewer spikes of insulin.
 - This means limit sugar and high GI carbs
 - Lots more vegetables and protein.
- Steer clear of SAD and adopt a new lifestyle - this is no 8 week fad diet
- Fresh veggies are key. We are stuffing ourselves yet starving ourselves at the same time depriving ourselves of vital micronutrients.
 - No wonder everyone is developing chronic illnesses and two thirds of America is obese! We shouldn't be getting ill!!



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WRAP UP

- Think natural and organic. Remove anything artificial from your daily routine - and have as treats, once per week maybe.
- Ignore 80% of the supermarket.
 - Stick to the outside where all the fresh produce is and take a wide berth from processed foods and generally anything that comes in a box.
 - Free yourself of all this poison and you'll experience long-term benefits - ie your health and your life.



WRAP UP

- Up your dietary fats; avocados, nuts (almond and macadamia), almond butter, seeds, olives, olive oil, coconut oil, coconut butter, grass fed butter, organic eggs, animal fats like chicken and duck fat and beef tallow
- We need fats for testosterone production. Yo yo dieting and “low fat” diets slow down your metabolism and lower testosterone so never work longterm
- Lose the grains - you’re a human, not a bird. You’ll experience results within a week, even days.
- Ditch the dairy - you’re a human, not a cow



ACTION STEPS

- Get yourself one of these. What gets measured gets managed.



Omron HBF-514C Full Body Composition Sensing Monitor and Scale



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ACTION STEPS

- Visceral Fat %
- Body Fat %
- Skeletal Muscle %
- Resting metabolism
- Body Age
- Body Weight
- Body Mass index (BMI)



Fitness Indicator	Benefit to you:
Body fat %	While having too much fat may be unhealthy, having too little can be just as unhealthy. Tracking your body fat % lets you know you're losing the "right" weight.
Visceral fat level	Visceral fat is found in the abdomen surrounding your vital organs. Since it's not visible to the eye, it can go undetected. Excess of visceral fat may lead to high cholesterol, heart disease and type 2 diabetes.
Skeletal muscle %	The more skeletal muscle you have, the more calories your body will burn. Why? Because muscle burns 22% of all calories – more than anything else. So, while dieting and exercise is important, maintaining or building skeletal muscle is important to prevent rebound weight gain and maintaining strength.
Resting metabolism	Regardless of activity level, a minimum level of caloric intake is required to sustain your body's everyday functions. Knowing your resting metabolism will help you properly plan your diet according to your weight loss or maintenance needs.
Body age	Body age is calculated by weight, body fat percentage and skeletal muscle percentage to produce a guide to determine if your body age is above or below your actual calendar age. If above your calendar age, changes can be made to your body composition, fitness level and diet.
Body weight	Still an important standard of fitness, especially in combination with other fitness indicators
Body Mass Index (BMI)	BMI is a number calculated from your weight and height. Although it does not measure fat directly (like body fat %), it can be used as a screening tool to identify possible health concerns.

BLUEPRINT MOVING FORWARD

- Drink a litre of water every morning with lemon and cayenne pepper
- Drink green tea and if you drink coffee, drink it black (with lemon water beforehand to alkalise)
- Think Insulin rather than calorie counting
 - Be mindful of calories when drinking alcohol and consuming treats
- Read labels on food choices and take particular note of sugar and alien ingredients - if you can't pronounce the ingredient, don't eat it!!
 - Flavoured yoghurts FYI are very high in sugar
- Move daily for at least 30 minutes at a moderate pace
- Lift weights and/or resistance train twice per week doing compound exercises. Muscle burns fat and raises testosterone and speeds up your metabolism!
- Do HIIT if you're fit enough - confirm with your doctor you're ok to do this



BLUEPRINT MOVING FORWARD

- Remove grains from your daily routine or completely - they're high glycemic, contain anti-nutrients and cause inflammation
- Reduce high GI carbs right down, to around 50-100 grams a day
- Eat plenty of vegetables, lots of leafy greens - raw as much as you can, and fruits (although they're high glycemic with fructose, so don't overdo fruits)
- Free yourself of processed foods and the poisons that come within
- Stick to plant-based foods, fish and meat as much as possible (ie nothing that comes in a box)
- Stick to organic or as close to organic as is possible to free yourself of hormones and other unnatural ingredients like antibiotics, GMO feed
- Free yourself of GMO produce
- Up dietary fat intake



BLUEPRINT MOVING FORWARD

- Think long-term gain rather than instant gratification!
 - Our instant gratification culture makes us look for quick fixes which give us instant pleasurable experiences and temporarily alleviate pain
 - Think of food as fuel rather than emotional
 - Think of your long-term health
- Use pain and pleasure to be motivated. Get all your reasons on paper
 - Focus on your outcome, and dwarf short term *perceived pains*
- Supplement with Zinc for testosterone and immune system
- Treat yourself occasionally, say once a week, if you so desire. Free yourself of highly sugary and trans fat packed additions to meals as much as you can. A minute on the lips, lifetime on the hips!
- Sleep well. Rest well.
- Remember: We ARE what we EAT.



Recommended Viewing:

- GMO OMG
- Food Inc.
- Forks Over Knives
- Fat, Sick and Nearly Dead 1 & 2
- Hungry For Change
- Food Matters
- Diet Doctor on YouTube and see the various interviews



BLUEPRINT MOVING FORWARD

“The secret of success is learning how to use pain and pleasure instead of having pain and pleasure use you. If you do that, you're in control of your life. If you don't, life controls you” - Tony Robbins



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