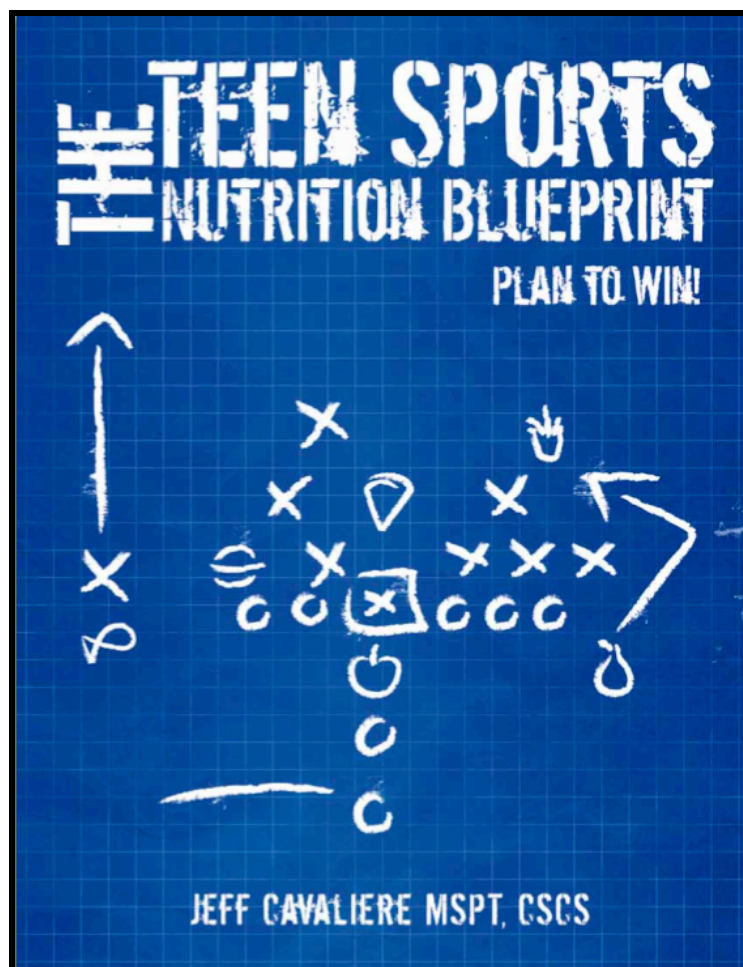


THE TEEN SPORTS NUTRITION BLUEPRINT PLAN TO WIN!

SPECIAL REPORT!



"14" FACTS FOR TEENS ABOUT THE TSNB

By Jeff Cavaliere MSPT, CSCS

FACT #1: The TSNB was written not just for the teen athlete but also their parents and coaches.

When I set out to write a book on nutrition (aimed specifically at the teenage athlete and the challenges they face to eat well), I knew I had to make the book engaging to more than just the kids I envisioned reading it. To me, there's nothing more valuable than communication and conversation when it comes to making permanent change. If I wanted the TSNB to truly have an impact on how hundreds of thousands of kids worldwide viewed the importance of nutrition in determining their on the field performance, then I would have to create a book that not only they would find interesting (the real challenge) but also their parents and coaches. You see, for every concerned mom, dad, or coach that reads this book, I know that I will be reaching an even greater number of kids that are under their care or looking out for their best interest. The TSNB, in the hands of coaches and parents, can have its message delivered to even more people than I can reach by myself, and in doing so become one of the most powerful tools for providing useable information to the young men and women who can benefit most from it. Together, we can finally change the level of importance and priority that kids are placing on eating for performance. This simple step now can hopefully have a huge positive impact on lifelong habits that will stick with these young athletes long after their competitive careers are over and as they progress into adulthood...producing healthier generations for years to come!

FACT #2: All calories are NOT created equal, especially if performing well at your sport is your goal.

As I can certainly tell you from experience, 3500 calories coming from a morning breakfast of cake and donuts, a lunch of chocolate chip cookies, pizza and French fries, a normal dinner (thanks to my healthier eating family members!) and nightly dish or two of ice cream is not the same as 3500 calories coming from nutritious whole foods. I was living definition of the term "empty calories". My 3500 calories were sapping me of my energy instead of tapping into it! Fortunately, I realized this on my own (through the way I'd feel after or even during one of my high school football games) and knew I needed to do something to change the way I felt...and fast! As you will see in the Teen Sports Nutrition Blueprint, my mistakes could have been avoided. I will show you how you can take my years of messing up this key concept and get yourself on track in just days! Don't waste another second assuming that simply being young will give you a free pass to eat poorly. Master the art of "quality calories" early on in life for unstoppable results for years to come!

FACT #3: Teen athletes are NOT drinking enough water, and there is NO substitute for water...period!

You would think with all the bottled water that is sold nowadays that kids would be floating! The truth is, facts will show that teens are not getting anywhere close to the amounts that they should be getting...and they might even be getting less than kids were when I was in their shoes almost 15 years ago. Why is this? Too many options to cloud teenager's minds these days. POWERade, Full Throttle, Vitamin Water, Starbucks, Amped, Red Bull, etc, etc, etc. Back in the day it was water, juice, soda and Gatorade. Fewer choices to get it wrong! Well, unfortunately, these are the drinks that are being reached for when thirsty instead of the only one that will actually do the best job at rehydrating the young athlete's body. What's worse, lots of these caffeinated drinks above will actually accelerate dehydration, making the water they aren't getting...even more important. The best rule of thumb a young athlete can use is to drink half of their bodyweight plus 20% each day. So, if you were a 180 pound male, you would aim to drink about 125 ounces of water (90 ounces plus 20%). Remember, a body without enough water will have slower reaction times, less ability to concentrate, and less ability to generate strength and power...a recipe for disaster for the growing young athlete don't you think?

FACT #4: Eating often enough to support muscle growth during the school day is difficult...until NOW!

The most effective way to maintain energy levels throughout the day and also provide your growing muscles with a steady supply of the nutrients they need is to eat something every 2 ½ to 3 hours. As if this is not challenging enough for most adults, the job can be particularly hard for a teenager during the school day. From rushing out the door in the morning without breakfast, to not having portable snacks that can be eaten in literally minutes between classes, to settling for the unhealthy options that hot lunch has to offer...eating regularly and eating properly can be a tall task for many teen athletes. That is...until now! The Teen Sports Nutrition Blueprint literally blueprints a plan for success for you to follow. From strategies that you can use to make sure you never leave the house again without eating the all important breakfast, to simple and easy to prepare snacks that you can arm yourself with that will make your crucial midmorning and after school/prepractice snacks second nature...the TSNB has got you covered. The key to eating enough throughout the school day revolves around preparation. Being prepared has never been easier, since all the work has been mapped out for you to simply follow along. See how much better and more energetic you can feel by learning how to consistently get your meals and snacks in when you're on the go during the busy school day.

**FACT #5: Eating healthy does NOT have to be boring!
Imagine having 100's of foods to pick from that you
actually love AND will make you a better athlete?**

When I was a teenager, I despised any food that didn't taste like candy or have enough sugar in it to rot my teeth out just by looking at it! The thought of trying something new just never crossed my mind. Well let me tell you...I missed out on some years of eating some food that not only tasted great but would have helped me as an athlete a heck of a lot more than the junk I was eating. I don't want that to be the case with you. With the TSNB you'll find over 100 food combinations that you can use for breakfast, lunch, dinner or as a snack...all "teen-friendly" and taste bud approved...and conducive to making you a high performance machine come game time! For example I'll show you how cereals, oatmeal, eggs, fruit, power smoothies, and plenty more can be viable options for breakfast, while bananas, PB&J sandwiches, trail mix, the right kind of protein bars, etc can be super smart on-the-go snack choices. You'll certainly be able to dig through the meal plans to find things you won't just "not mind" eating...but actually love eating. The bottom line is, when it comes to nutritious eating...you're food can be anything but boring. The TSNB will prevent you from getting stuck in the food rut that I was in at your age, help open your appetite to more possibilities, and ultimately produce an athlete that runs on high performance fuel instead of the low grade stuff I was running on!

**FACT #6: The "Not so Hot" lunch line is crushing your
after school energy levels for games and practices.**

I think you can tell in the title above, I'm not too crazy about the hot lunch that's served in high school cafeterias across the country these days. I've got to be honest. I thought schools had really cleaned up their act in the 15 years since I was walking the hallways of Bunnell High School. Man was I wrong! In fact, it only seems to have gotten worse. Fried Fish Sticks, Sloppy Joes, Popcorn Chicken on a Roll (seriously!), and Corn Dogs are populating the hot lunch menus in high schools as we speak! That's terrible. How can you expect to perform well in practice and have usable energy when you're system is trying to process the overprocessed, grease laden meals you ate just 2-3 hours earlier? I'll show you what you can do about this and how you can avoid these choices like the plague with just a few simple morning preparation tricks that will not only give your young arteries a break but will also help you to feel more powerful, quicker on your feet and more alert by the time your coach blows the whistle!

FACT #7: There ARE supplements that young teens can safely take to improve recovery and performance.

While some people will advocate that NO teenager should be utilizing supplements I am one who disagrees with that. Now don't get me wrong, there are plenty of things on the shelves of GNC that you want to avoid, but there are also some others that are not only safe, but will help you in your quest to become a healthier, stronger, and faster recovering teen athlete. I will break down the good, the bad and the ugly in the supplement world for you so that you will never again have to wonder whether something is worth wasting your money on...or worse, your long-term health. The TSNB will review the positives, negatives or both on supplements like creatine, meal replacement powders, multivitamins, omega-3 fish oils, nitric oxide products, androstenedione, caffeine and other energy "boosters", and steroids (you can probably guess how I feel about these!) just to name a few. No longer can the blanket statement be said that "All supplements are bad". The fact of the matter is that most teen athletes are either taking something or wanting to, and are blindly going into the supplement stores to find their answers. With the TSNB, I wanted to arm them with the education they will need to make the right choices, and ones that we as coaches and parents can feel comfortable with. Knowledge is power in my book...literally!

FACT #8: BREAKING NEWS...Team bus stops to popular fast food restaurants can actually be ok!

Your team just knocked off your big rival in their gym. It's time to celebrate! The ride home is over an hour and the bus is full of growling stomachs and over hungry athletes! What to do? Well...in most cases, the most affordable answer is to stop at a popular fast food dive since 15-20 Big Macs is sure to cost less than 15-20 steaks at Morton's! Usually, though a cheaper option, the nutritional value of the meal is going to suffer greatly! That was before the Teen Sports Nutrition Blueprint came to the rescue. I've combed the menus of four of the most popular fast food restaurants in the country and come up with "survival" tips for each place. I'll show you how team stops to Wendy's, Burger King, Arby's and Taco Bell can be hits instead of misses...and even better, the two "sleeper" picks where you can be sure your team is eating well while still sticking to a budget (I like to call them athletic director friendly places) that you can feel comfortable taking your team, or asking your coach to take you there. This information alone is worth the price of admission, since we all know that our young athletes don't just visit these places on team road trips, but often times on the weekends as well when grabbing a bite to eat with friends. I wanted to show them the tips and tricks they could use to maintain a healthy eating plan regardless of where they wind up. Hint: Children's Menus!

FACT #9: There is a formula for sleep that will help you feel fresh and energetic no matter how much or how little sleep you get – the Holy Grail for athletes that get up early and stay up too late!

I'm definitely not a fan of Facebook, but I'm smart enough to realize that its popularity among teens is enormous...and growing! It keeps them connected like never before, however, sometimes too connected. I personally have trained and worked with lots of young athletes that find themselves either posting messages or reading their friends messages at all hours of the night. Good for the social life I would imagine, but horrible for getting enough rest to allow your body and mind to recover for the next day. Big problem. That said, realizing that this is the unavoidable reality that we live in, I set out in the Teen Sports Nutrition Blueprint to reveal a formula for optimizing sleep, on even those nights when late night study sessions (hopefully) or facebook addictions (hopefully not) have limited the number of zzz's to a minimum. By explaining the patterns of the natural sleep cycle in a way that is sure to engage even the most disinterested teen with a short attention span, the TSNB will add a whole new dimension to rest and recovery that will at least allow us to minimize the effects that short term sleep deprivation can have on performance on the field. From there, the progression is made to maximizing the important role that regular sleep can play in the overall health of our young athletes. At that point, hopefully they'll be trading in the PC for a pillow and more productive days ahead.

FACT #10: Building Muscle or Burning Fat? Different goals but the path to getting there is the same.

Most teenage athletes are unfortunately unhappy with their current bodyweight. Some feel they are too skinny and need to add more muscle, while others feel they may be carrying around a little excess baby fat that they need to shed. It's natural for either to be the case considering that the teenage years are a time of great transition and a hormone avalanche that can result in the large weight gains or losses that we often see in just a four year span. That said, the ironic thing about the two seemingly polar opposite goals is that the method for getting to each is the same...eating more! Not necessarily in the amount of food consumed but more so in the frequency with which the meals/snacks are eaten. The TSNB breaks down specific calorie goals for each individual athlete and even considers the sport played to produce a plan that works every time...regardless of the goal.

FACT #11: Caffeine is NOT necessary for teen athletes (or any athlete for that matter) for ‘on-demand’ energy on the field.

Before the economy took its recent nosedive it seemed as if there was a Starbucks opening on every corner. Bad financial times forced lots of these less productive ones to close their doors, however, by the way that kids seem to be drinking caffeine laden lattes and frappuccinos nowadays perhaps they should have considered opening them up in every high school across the nation instead! That said, to what do we owe this recent caffeine craze among teens? Not sure really, but the question that seems to matter most is...does it work to produce energy (particularly for the athletes consuming it for that reason) and is it safe? Well, the verdict is in and the results may give you more of a jolt than the caffeine ever could! I will show you inside the pages of the TSNB how these short-term energy boosters may not be so effective and even worse...contributing to a whole other problem! Instead, healthy alternatives will be provided to show you just how easy it is to create energy “on-demand” without having to be “on Caffeine OD”.

FACT #12: All “energy” and protein bars are NOT created equal! Deceptive marketing is designed to make you think your glorified candy bar is actually helping your performance on the field.

Sadly, we just can’t trust everything we read nowadays. It would be so simple if we could just look at something, take it at face value and make our decisions based on the facts. But what happens when even the facts are distorted? Perhaps the worst offenders of this are the food manufacturers and the labels they slap on the foods that we buy. Even more specifically are the “energy bars” and “nutrition bars” that flood the shelves these days. I mean geez...even Snickers has an energy bar! That just doesn’t seem right to me. Either way, deception abounds. From confusing serving sizes to fat content equal to that in a candy bar, lots of the bars that are being passed off as “healthy” are anything but. Even the muscle building “protein” bars that have less protein than a glass of milk are definitely not representing “truth in advertising”. Well, that’s where the Teen Sports Nutrition Blueprint steps in. I devoted a whole chapter on showing you how you can read between the “LIES” and figure out once and for all, which ones of these bars are worth eating and which ones are worth leaving. With this knowledge, you will be able to not only get a leg up on your competition but also one up on the manufactures that were hoping to cash in on your blind trust.

FACT #13: Small changes in your eating habits can produce BIG results...just ask All-Star First Baseman Carlos Delgado.

It brings me no greater joy than when I'm able to help someone achieve a longstanding goal of theirs. It really doesn't matter what the goal is. It's the sense of accomplishment and satisfaction that individual gets that transfers to me and makes my job so worthwhile and feeling like anything but a job. One of the greatest examples of this was the transformation of one of my friends and former players of mine, perennial All-Star first baseman Carlos Delgado. Carlos's weight had gradually risen over the first year and a half that I had known him, until he peaked at 269 pounds and reached a point of disgust and wanted to make a change. Carlos felt as if his weight may have been placing some extra strain on his bothersome hip and was slowing him down a bit at the plate. An in-depth conversation that he and I had back on a lazy Spring Training day in 2007 led to a consistent and progressive weight loss that left Carlos at a lean 237 pounds and crushing pitches like he did when he was a rookie by the end of the season. The secret? Cutting way back on the 6-8 glasses of juice he had been drinking and the amount of fried foods he was eating. That's it. No complete diet makeovers involved. Carlos, an admitted food lover was still able to eat without deprivation and without any wholesale changes. A lesson to be learned by all and a key point in the TSNB. Remember...small hinges swing big doors!

FACT #14: The Teen Sports Nutrition Blueprint is NOT another boring book on nutrition.

The Teen Sports Nutrition Blueprint was created out of necessity. I feel as if a lot of the nutrition material aimed at our young athletes is missing the boat in terms of its usefulness and real world application. Too often the stuff that is being taught is too scholarly and dare I say, boring? Maybe it's because I am still very much a kid at heart, but I feel that in order to engage our young athletes and actually get them interested in the concept of "eating better to play better", a different spin needed to be put on delivering the information in a non-threatening and fun way. The parents, coaches, and most importantly...kids reading this book will hopefully find my conversational and "been there done that...so don't screw up like I did" approach to be a much more effective means of drawing in the reader, and making what has often been dealt with in a dry way...something exciting and interesting. As I say, what kid really wants another textbook to read? The Teen Sports Nutrition Blueprint is one book that won't feel like a book, but rather an email from an old friend!