

# 14 Days to Alkaline Workbook

How to Get Alkaline & Stay Alkaline for LIFE  
and Make the Journey Easy & Enjoyable...

Ross Bridgeford

Live Energized 

# Welcome!

(and thank you!)

Thank you so much for joining me on the 14 Days to Alkaline Webinar. It was SO MUCH FUN, and I hope you learned a lot.

I truly mean it when I say *getting to the health of your dreams is a LOT easier than you've been led to believe.*

I have proven it over and over again, with thousands upon thousands of people, from all walks of life, with all different goals, backgrounds and challenges - **getting alkaline and sticking with it can be so easy...when you do it right.**

I've been in your shoes, and I understand how it can seem so complicated, confusing and time-consuming to try and stick with your health goals. I know it can seem like you have to give everything up, tough it out and use every ounce of willpower... and all of those things are why so many people struggle.

**It doesn't have to be this way.** And as I've shared with you today, I know exactly how to make it easy, effortless and enjoyable.

I know how to make it as quick and as easy as possible, so that you get that all important **consistency.**



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I know how to get you started in the **right way** focusing on the most efficient, yet powerful, steps first - so you see results quickly, get confidence from these results and then kick on to the next step.

As we discussed today - aiming for perfection is the fastest way to failure. That is not what we want.

A life of energy, health, vitality and confidence in your body is an exciting life. When you are full of health and energy it makes every other area of your life improve tenfold...

BUT...you have to love the journey too.

And that's what I'm all about.

I mentioned my Alkaline Base Camp coaching membership on the webinar, and that is what everything I teach in the ABC is all about - getting to your wildest, most wonderful health goals - energy and vitality that others notice because the positivity is just radiating out of you...while at the same time **LOVING** the journey to your goals, **ENJOYING** your lifestyle and feeling **CONNECTED** to your body.

If you have enjoyed the webinar and feel like I'm talking your language, I strongly recommend you check out the Alkaline Base Camp on this 30-Day Access for \$1 opportunity while you can. More details on that are on the next page.

I truly believe you'll love it,

Ross

# Who is Ross Bridgeford and Why Should You Listen to Me?

Hey, my name is Ross Bridgeford and I am so glad we've found each other. I am absolutely certain that the information, guidance and tools I'm going to share with you in this guide and over the next few weeks has the power to change your life.

I am certain because I have coached tens of thousands of people over the past fifteen years to their biggest health goals – a level of health and energy that is simply wonderful – and I know how to make it happen.

But more than that, I know how to make it happen in a way that is fun, easy, effortless, achievable and sustainable.

I'm not interested in getting results for you for just a few days or a few weeks – I want to give you the practical, do-able skills and tools to make this an effortless lifestyle.

Being healthy and energised is how we are meant to live and feel. It's not supposed to be a battle or hard work, or like you have to be on a 'diet' for the rest of your life. Yuk. That's not what I am about and I am definitely not interested in confining you to a life of 'dieting'.

My approach is rooted in the science of the alkaline balance in your body, the balance your body needs. And there is extensive science, research and studies that validate this - but the real world application of this is that I am guiding and coaching you to simply give your body the tools it needs to thrive.

I believe your body is amazing – you are amazing – and your job is to simply give your body what it needs so that it can repair, rebuild, nourish and thrive.

Your body knows what to do – it just needs our helping hand to give it what it needs to be amazing.

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My approach to coaching you to your best ever health can be defined by three core pillars:

- 1 when you nourish your body with the right tools, it thrives
- 2 everything your body needs is found in nature, we don't need 'magic bullets', pills, potions or a \$500-a-month supplement bill - real, whole, nourishing foods will get you there
- 3 the journey to your best ever health should be effortless, enjoyable and delicious

As we get to know each other, I hope you discover that I am a man of my word – I am going to make this **easy, delicious and effortless for you!**

## Why I Do What I Do and Why I am So Passionate About It!

When most people see how much training and information I happily give away for free (there are over 500+ guides on my site and over 200+ alkaline recipes) - the kind of information most people are charging a fortune for – they're shocked.

They always ask me why.

The answer is simple: this is my passion.

**My Mission: to prevent every non-communicable 'lifestyle' death in the World.**

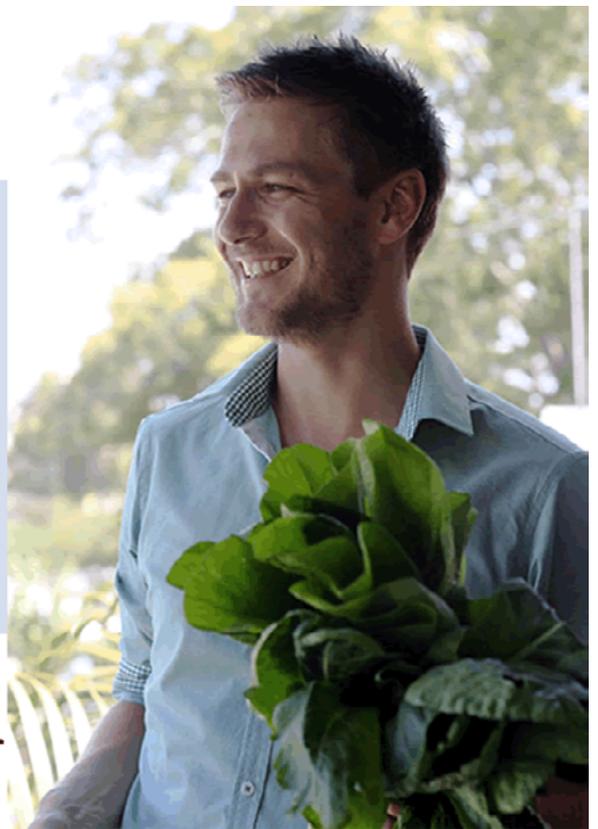
Almost every cancer, heart disease, stroke, type 2 diabetes and more, every single case that is a result of lifestyle can be prevented, and I am on a mission to prevent it.

*It's a big goal...but it's my mission and my purpose.*

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# MY MISSION :

*To prevent every non-communicable 'lifestyle' death in the World.*



## Ross Bridgeford

I started out simply wanting to help people get healthy, get more energy, lose some weight...But I quickly realised the power of what I am teaching went well beyond that.

I also realised that I have a real skill in being able to translate all of the complex health information out there and make it doable, achievable, to give people momentum and to make it easy.

I had to take it further. Not long after I started coaching (I started out on this journey by running an alkaline supplement site, but soon found my real calling was coaching), I started getting emails from people sharing their results with me.

This blew me away. At first it was one every few months, then every month, then every week and now it's practically daily. I love it. What more motivation do I need?

What really shocked me was the scale of the results – brain tumours disappearing, arthritis, lupus, chronic fatigue, type 2 diabetes – all disappearing... and of course, lots of weight lost, energy gained, and joy returned.

The work I was doing was changing lives – and it was rippling out. People

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were starting to tell me their results were inspiring their family, their friends, co-workers and people at their church, in their community and more. Doctors, nutritionists, dieticians and more were referring their patients and clients to my site. This thing was starting to make a real impact.

## To Put an End to Preventable Disease Is a Big Goal...But...

I know my mission is big. But these non-communicable diseases such as heart disease, cancer and diabetes, which now account for 90 per cent of deaths each year, are needless, preventable and have to be stopped.

Listen, I want you to know this right now: we CAN reverse practically every health condition we face, even the most dangerous.

Research has shown that many of the most widespread and threatening diseases are preventable through diet and lifestyle choices, according to research collected by the Centers for Disease Control, Harvard University and the Alzheimer's Association, to name a few:

- Cancer: Between up to 95% preventable through diet
- Type 2 diabetes: 90% preventable through diet
- Heart Disease: 82% preventable through diet
- Stroke: 80% preventable at least through diet
- Alzheimer's: up to 99% preventable through diet  
(references cited at the back of this guide)

I've experienced first hand, on too many occasions, the pain and suffering these diseases can cause. And they can be stopped. And we can stop them.

Your health and your future are in your hands. No matter what your situation is right now, you can change and, quite rapidly, turn your health around and get to the energy, vitality and body of your dreams.

And I would love to be your coach, starting today. We've just got to get started – and once we're moving, it's my job to keep you moving. You just need to take the first step with me.

## Case Studies from Ross' Students



“ I started on the alkaline journey with you because of a brain tumor diagnosis in 2015.

Since then the tumor has disappeared and I have lost around 50lbs (23kg) and cholesterol, triglycerides and glucose are all at healthy levels.

Your coaching has brought me more energy without the need for coffee and I highly recommend it. I feel better than I've ever felt.

Thanks again for the amazing lifestyle you've introduced me to. You may very well have saved my life! ”

Ali Sharifi, USA



“ I honestly feel fabulous. I've lost 21.1kg (46lbs) the majority of that since the Cleanse. I have gone down 3 dress sizes and I've completely changed the way I eat. It's amazing how good I am feeling and how much healthier I am looking ”

Cali Marsh, Australia

[See more case studies at https://bit.ly/studentsofross](https://bit.ly/studentsofross)

Join Ross' Personal Coaching & Training  
Membership for \$1 for 30 Days...

# The Alkaline Base Camp

Everything You Need to Get Alkaline,  
Energized & to the Health of Your Dreams

**Get 30 Days Free Access for Just \$1 and Recieve:**

Brand New Meal Plans, Shopping Lists & Exclusive Recipes  
Monthly Deep Dive Masterclasses with Ross  
Monthly 'Make It Happen' Group Trainings + Action Plans  
Monthly Q&A Calls Directly with Ross  
'Hacks & Habits' Training with Ross  
The Alkaline Base Camp Community...PLUS...  
Personal One-on-One Access to Ross for Personalised  
Coaching & Guidance Especially for YOU

**Zero Contract - Zero Risk, 30 Days of  
Unlimited Access for Just \$1**

[CLICK HERE TO GET STARTED NOW](#)

This special offer includes a 30-day trial of the Alkaline Base Camp for \$1 (normally \$59.99/month), and then 50% off your account for at just \$29/month. You can cancel at any time, simply email us at [support@liveenergized.com](mailto:support@liveenergized.com)

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## STRATEGY #1:

### The Automatic Menu Plan

How to Plan Your Alkaline Diet In Minutes to Last You Years



**STEP TWO:** For each recipe list all of the ingredients underneath

RECIPE ONE:

RECIPE TWO:

RECIPE THREE:

RECIPE FOUR:

RECIPE FIVE:

RECIPE SIX:

## STEP THREE

The Great Swap! Mark all of the least alkaline ingredients in this recipe and then using the Alkaline Food Charts, start to replace the acidic ingredients for more alkaline ingredients.

For example, swapping milk for coconut milk or almond milk, cous cous for quinoa, store bought pasta sauce with freshly made sauce, salad dressings for olive oil & lemon juice...

### ABC MEMBERS:

Although you get new meal plans & shopping lists every month (new plan coming Monday 4th June) I still recommend going through this exercise!

You can also use your ABC Alkaline Swap This for THAT Masterclass too to make this much quicker and easier.

**Not an ABC member yet? [Click here to get started for \\$1](#)**

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## STEP FOUR:

With all of your recipes and their new ingredients side by side, start to circle the most commonly occurring ingredients. Keep going until from your starting place of 10-12 recipes, you're left with 5-6 recipes that all share pretty much the same common ingredients.

You then know you can shop for JUST those ingredients (usually around 20) and can ALWAYS make any one of these 6 recipes that are alkaline, easy and delicious!

For instance if I shop for these ingredients, I can make these recipes:

### **Shop For:**

1. Tomato
2. Cucumber
3. Spinach
4. Celery
5. Chickpeas
6. Kale
7. Red Cabbage
8. Cauliflower
9. Quinoa
10. Avocado
11. Lettuce
12. Bell Pepper
13. Lemons
14. Coriander
15. Cashews
16. Garlic
17. Broccoli
18. Ginger
19. Carrot
20. Turmeric

### **I can then make:**

Alkaline green juice  
Fresh hummous  
Anti-Stress juice  
Greens & Ginger stir fry  
Slaw salad  
Creamy cashew sauce  
Alkaline gazpacho  
Antioxidant green juice  
Alkaline raw soup  
Anti-inflammation soup  
Thai Cashew Curry  
San choi bao  
Alkaline super smoothie  
Anti-inflammation juice  
Alkaline GF lunch wraps  
Gut healing soup  
Veggie sticks & hummous  
Sweet & chunky shake  
All day energy smoothie  
Chickpea Masala curry  
Cauliflower fried rice  
...and more!

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## CASE STUDY: Juanita Butler



I started with Ross because I was diagnosed with lupus. The doctor told me there was no cure, that it would be an ongoing disorder that would affect the rest of my life.

Steroids every day, pain every day, going into hospital for three to five days because the pain would be unbearable. That would be your existence.

At one point, I was having to take so many steroids, it felt like my body just shut down. I couldn't walk properly. My head was dizzy, I couldn't focus. I couldn't do my job. I was all over the place. I did not want to accept that this was it. If I did, it would have felt like my life was done.

I was sure there would be an answer with food and nutrition and I just loved what Ross had to say. He made it sound so easy and the way he described his approach just made sense.

After a very bad day, I said, "That's it." I went straight to Ross and started his plan. And before I knew it, everything just went away. **I was pain free!** Just that speaks for itself! The flare-ups were no longer happening and all of my inflammation has gone, too. I had so much inflammation and pain in my legs, they were always be swollen. Well, that went down, too.

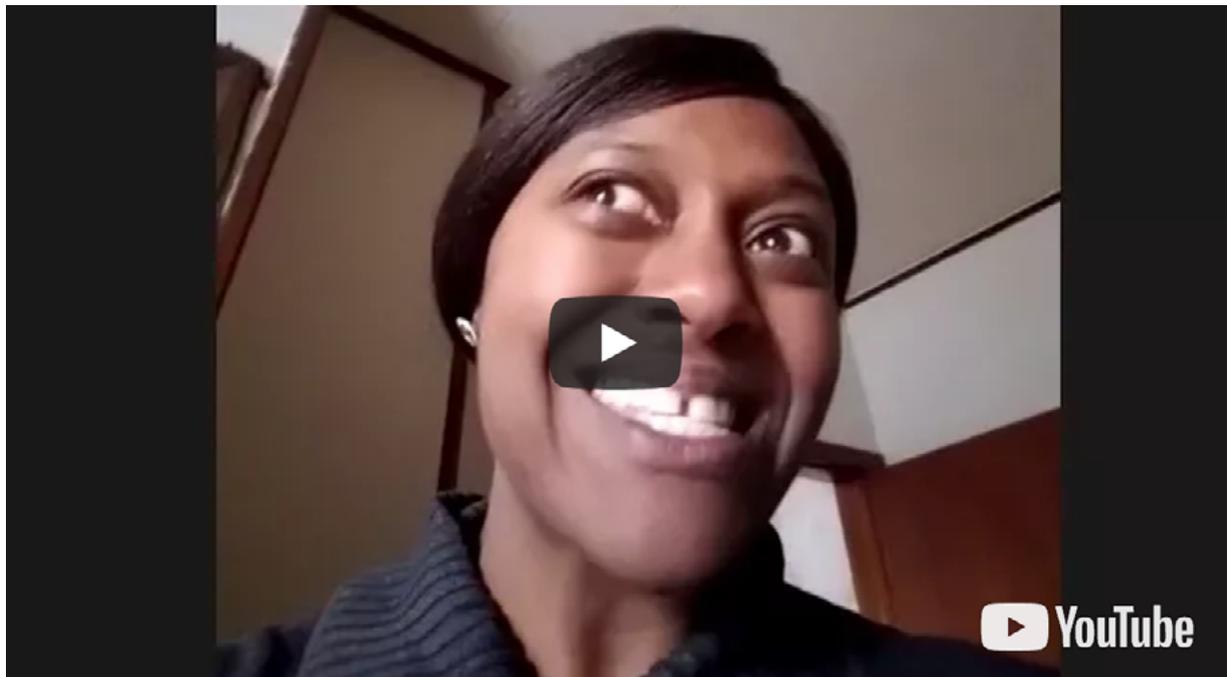
The doctors told me that I'd never have another day of pain-free living, but I've proved them wrong. By going alkaline with Ross, I can tell you, I have now had a LOT of pain free days in a row!

So this WORKS! After no time, I realized how much weight was just dropping off me. I weighed myself after thirty days and I had lost over 20lbs! People think I'm younger than I am now, too, so it's just awesome!

My future is now looking very bright. From being in pain every day and on horrendous amounts of steroids to being pain free, medication free, lighter, more energized and feeling great.

The alkaline way is it for me. I'm never going back to that old way of living.

[Watch Juanita's full story here and see more case studies for Ross' coaching](#)



## Why an Alkaline Lifestyle?

It's important for you to know WHY we're focusing on alkaline. So to keep this simple and not too science-y (references are all at the back of this guide if you want to explore the science too) – we need to eat more alkaline-forming foods than acid-forming foods (and drinks) because:

*The body HAS to maintain the pH of the blood and other extracellular fluids at a slightly alkaline pH of 7.365 – when this pH deviates, it causes incredible stress within the body and the damage is far-reaching and long-term.*

Nobody disagrees with this and it is an accepted truth in the scientific community. There are literally hundreds, if not thousands, of studies out there that prove this (again, references at the back of this guide).

So your body HAS to and WILL maintain this pH at 7.365 at all costs. Your body will literally do whatever it takes to maintain this balance. If your blood drops below this level of 7.365 your kidneys shut down and you die, pretty quickly. It's

## STRATEGY #2: Alkaline Breakfast Mastery

When you master breakfast, the rest of your day gets 10x easier...

Getting breakfast right is probably the most effective and efficient thing you can do to get to your biggest health goals – no matter what they are. It changes everything.

For the amount of your time and energy you have to put IN - the benefit you get from starting the day alkaline and energized is just amazing. The gain far outweighs the effort. By miles and miles.

You have to get brekkie right because it influences your hormonal cycles and blood sugar cycles go – and these two – your hormone and blood sugar cycles effectively will decide how the rest of your day will go – from breakfast now, until breakfast tomorrow.

Your body operates on cycles and rhythms, especially your hormones such as cortisol, melatonin, serotonin and insulin. And step one to helping balance these rhythms and giving your body the framework to thrive is what you do the moment you wake up...

And 90% of people get this dead-wrong – because 90% of people have either a hugely acidic, blood-sugar, hormone-disturbing breakfast of grains, processed meats, dairy, sugar and more OR they have NOTHING!

I am telling you now - The wrong breakfast, or no breakfast, will set you up for failure...and the effects of this are SO MUCH more detrimental than people realise.

Breakfast is a fundamental you simply have to master. Right now. Having a proper, healthy, alkaline breakfast – within the golden rules I'll share in a moment that make up my 'Perfect Breakfast

Formula' – sets you up for success, kicking off your body's day in the right way to balance everything correctly to enable your body to burn fat for energy and to ensure your blood sugar and insulin, your hunger hormones 'leptin and ghrelin' which control your appetite and when you're full – your metabolism and your energy remain perfectly stable throughout the day.

All day – sustained, lovely, light, clear energy – how nice does that sound?

And let's face it – when you start the day right, you're psychologically programmed to keep going in that same direction – the rest of the day is a LOT easier to get right when you've kicked off in the best way possible.

Not only is this a part of the 'success breeds success' psychology – but your willpower is also so much stronger with stable blood sugar levels.

When your blood sugar is erratic, you literally throw the function of willpower out of whack. People think of willpower as some part of our character – "I wish I had more willpower" – but it's not – it's a brain function that runs on glucose and gets depleted. It gets depleted the more it is used, but also the lower our blood sugar, the less function that area of our brain that controls willpower has. Low blood sugar, low willpower.

So when you eat a Standard Breakfast of grains, sugar and processed food – you literally set yourself up for weak willpower a few hours later (which happens to be when you're next hungry). It's a cruel trick of nature, but we can work with that!

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# Introducing: The Perfect Breakfast Formula

- [+]** **RULE ONE:** eat within an hour of rising: this gets the metabolism firing early-doors.
- [+]** **RULE TWO:** include at least 20g of protein: promotes balanced cortisol & insulin levels upon rising, critical for the rest of the day
- [+]** **RULE THREE:** include healthy fats and fibre: to soothe the digestive system and support the liver & kidneys
- [+]** **RULE FOUR:** include vegetables as much as possible! To encourage pH balance, sooth inflammation & provide essential antioxidants

These four rules will balance your body like nothing else, especially if you can include many alkaline, antioxidant-rich and anti-inflammatory foods with your morning routine.

I'm going to give you my go-to breakfasts but for now, let's have a quick look at the foods you should be aiming for and avoiding in order to turn your breakfast into the lever that will make the rest of your day a total breeze...

# Breakfast Foods to EAT & AVOID!

## AVOID

Gluten-Containing Grains (Wheat, Spelt, Rye etc)	Dried Fruit
Milk	Fruit Juices
Cheese	Fruit Smoothies
Cream	Coffee
Toast	Caffeinated Tea
Pastries	Syrups
Regular Breakfast Cereals	Sugar
Margarine	Trans Fats
Processed Meats (Bacon, Turkey Bacon, Sausages etc)	Hydrogenated Fats
	Jams & Preserves
	Honey & 'Natural Sugars'

## EAT

Vegetable-Based Juice and Smoothies	Oats
Vegetables	Chia
Greens (Cucumber, Spinach, Broccoli)	Healthy Oils (Coconut Oil, Omega 3)
Tomatoes	Sprouted Breads
Fresh, Whole Fruit (limit to 1-2 serves)	Turmeric Teas
Gluten-Free Grains & Grasses (inc. Buckwheat, Amaranth, Quinoa)	Herbal Teas
	Oily Fish
	Coconut Yoghurt & Milk
	Almond Milk

# OK, So This List Might Look Scary...

Worry not. There are thousands of delicious 'normal' breakfasts you can make from those suggested ingredients, while avoiding the 'bad' list entirely.

I am going to kick start you with five delicious, easy breakfasts to get you started. But rest-assured you can easily make a myriad delicious breakfasts that are alkaline and in line with the PBF from the types of ingredients.

So let's get you started on the very next page...

# STEP ONE: Pre-Breakfast

The very first thing you do when you first wake up in the morning should be a gift to your body. Start as you mean to go on. And I LOVE to make a turmeric tea. So simple, so powerfully alkaline and anti-inflammatory and a source of good fats too!

## Pre-Breakfast Recipe: Turmeric Tea



### Ingredients:

200ml coconut milk or almond milk  
50ml filtered water  
1cm of fresh root turmeric, roughly chopped  
1cm of ginger roughly chopped  
1 dessert spoon of coconut oil

### Instructions:

Bring the milk to a simmer, chop in the turmeric and ginger, and after about five minutes, throw it all into the blender and whizz it smooth and then stir in my coconut oil. Boom. What a start to the day. Amazing.

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# STEP TWO: Five Quick, Easy, Delicious Breakfasts!

## Simple Alkaline Oats/ Quinoa Porridge

### Ingredients:

Oats (preferably organic)  
Chia seeds (1 dessert spoon per person)  
Coconut oil (1 dessert spoon per person)  
Water  
Nut Milk  
Coconut/non-dairy yoghurt  
Cinnamon (1 tsp per person)  
Handful of mixed nuts/seeds  
Optional: berries of your choice

### Instructions:

Basically cook your regular amount of oats in WATER. Not milk.  
WATER.

So add the oats and water to a pan and bring to a simmer and then add the chia seeds. Cook until it's a touch too dry for your liking and then stir in a splash or two of the nut milk (I love coconut milk, but any other non-dairy milk is fine).

Remove from the heat and then stir in the coconut oil, cinnamon and a dollop of the non-dairy yoghurt. Top with the nuts and seeds and then finish with blueberries or strawberries if this is part of your fruit for the day.

# Easy No-Bake Breakfast Bars



## Ingredients:

5 cups uncooked oatmeal (quick oats)  
320g almond butter  
1 cup coconut cream  
3 tbsp rice malt syrup  
1 inch ginger (or 2 tsp ground ginger)  
2 tbsp coconut oil

Optional: swap 1 cup of oatmeal for 1 cup flaxmeal

## Instructions:

Put the coconut cream, coconut oil and rice malt syrup into a large mixing bowl and whisk until everything is combined

Now add the almond butter and grate in the ginger and whisk until it's all combined. The almond butter – depending on the temperature of your room may stay a little in a clump/lump – but don't worry about this because...

Now that you add the oats (and flax) you can mix with a spoon to smooth it all out. If it's still lumpy you can use your hands (which is lots of fun) to mix together.

Now take a flat baking dish, lined with baking/parchment paper and flatten the mixture out into the dish. Refrigerate for a minimum of 2 hours, or overnight and then cut into bars. These will stay good for at least a week in the fridge

# Coconut Chia Cream Pots



## Ingredients:

1 cup of (organic) coconut milk  
1/4 cup of chia seeds  
1 date  
1 cup of coconut yoghurt  
1 tablespoon of flax seeds, ground  
1 tsp of sesame seeds  
1/2 teaspoon of vanilla extract

## Toppings ideas:

Blueberries, mixed nuts, cinnamon, figs...

## Instructions:

Firstly, sweeten the coconut milk by blending with the date. This little touch of sweetness and flavour from the date makes a huge difference!

Next combine the coconut milk in a large bowl with chia seeds, vanilla, flaxmeal (ground flax) and sesame seeds.

Put into the fridge for 20-30 minutes until the chia has expanded.

To serve, fill a small glass with a layer of coconut yoghurt, followed by the chia mix, then a little extra layer of coconut yoghurt.

Top with your choice of toppings!

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# Alkaline Paleo-Friendly GF Granola



## Ingredients:

2 cups raw walnuts  
2 cup raw cashews  
1 cup raw pumpkin seeds  
1 cup unsweetened shredded coconut  
1/2 cup dried cranberries/goji/currants  
2 tablespoons water  
3 tablespoons coconut oil  
1/3 cup rice malt syrup  
1 teaspoon vanilla extract  
½ teaspoon ground cinnamon & Himalayan salt

## Instructions:

Preheat the oven to 300 degrees F (150 celcius) and line a baking tray with baking paper (parchment). Roughly blend the walnuts, cashews and pumpkin seeds with a quick pulse to chop them roughly. Don't blend them into a paste!

In a large mixing bowl, whisk together the water and coconut oil along with the rice malt syrup, vanilla, cinammon and salt. Pour the chopped nut mixture into the bowl, along with the dried cranberries and shredded coconut and mix together to coat it all.

Spread this out onto the baking paper on the baking sheet and put into the preheated oven for 20 minutes or until it looks deliciously golden. You might need to 'stir'/shuffle it about after 10 minutes or so if it's cooking unevenly. Now remove from the oven and let it sit for 10 minutes without touching it!

Once you've waited the 10 minutes, use a spatula to get under the granola and release the large clusters and then cool, store and eat when you are hungry!

# Alkaline Bean & Greens Bowl



## Ingredients:

- 1 can of haricot beans (pref. organic)
- 4 spring onions
- 6 cherry tomatoes
- 1 handful of basil
- 2 handfuls of spinach
- 2 cloves of garlic
- 1 avocado
- ½ lemon
- Olive oil
- 1 dessert spoon of coconut oil
- Himalayan salt & black pepper

## Instructions:

Roughly chop the spring onions, halve the cherry tomatoes, and finely chop the garlic. Now, in a reasonably sized frying pan, bring a little water to the boil (maybe 50ml or less) and 'steam fry' the garlic for one minute. Now throw in the cherry tomatoes, haricot beans and spring onions until everything softens.

Next add the basil and spinach until it is wilted and season with Himalayan salt and black pepper and then stir in the coconut oil.

While this is cooking prepare a side salad and halve the avocado and voila.

Serve the bean salsa mix with salad and the halved avocado, with lemon and olive oil drizzled all over.

## **BREAKFAST IS SO IMPORTANT!**

Because of the impact breakfast has on your hormones, metabolism, blood sugar and more – if you get breakfast right – everything else in the day is 10x easier. You just have to get breakfast right...

Remember Robert's story? He started JUST with breakfast and the results flowed effortlessly. From chronic fatigue and unable to walk 40m to running marathons. And it all started with this one step...

### **ABC MEMBERS:**

Don't FORGET - your Alkaline Breakfast MasterClass - you have your 14-Day Plan, recipes, shopping list, ideas, tips and training to make this all a breeze. It's right there in the portal. You just have to follow it day-by-day and you'll get there!

**Not an ABC member yet? [Click here to get started for \\$1](#)**

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## Case Study: Robert Boehm

Polycystic kidneys meant my health was getting worse all the time. They told me to expect to get worsening fatigue but I reached the point where I could not even walk the 40m up my driveway.

I knew I had to change and I started following your advice, with breakfast first - I swapped what I thought was a healthy breakfast of grains for your smoothies and the impact was almost instant.

It all just flowed from there to the point where I recently ran my first marathon and have more planned. My kidneys are great, my psoriasis has completely gone and I'm feeling so excited for the future!



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## STRATEGY #3: Crowd Out the Bad

The genuine 'easy button' to put the alkaline diet on autopilot - to get you amazing results while giving up...*nothing!*

## This is not too good to be true!

Quite simply your Third Core Strategy IS THIS:

*When you are starting out, focus ONLY on getting the good food in. Focus ONLY on putting the GOOD IN – do not worry about cutting the BAD OUT.*

Sounds simple?

Good. It should. And here are the Three Rules of Success:

### Rule #1: Don't Worry About Cutting ANYTHING Out

Seriously. Forget cutting anything out.

Do what you want. If you still want to have a coffee have one. If you still want to have meat with your dinner have it.

If you still want a dessert have it. The very slight but powerful distinction here is that you're having a conversation with your subconscious mind and your conscious mind to make considered decisions.

You're not mindlessly having these foods, you're consciously allowing yourself the possibility of having them – you're

not restricting yourself, going cold turkey with anything or telling your brain that stuff is banned. I know this sounds too good to be true right now, but it's not. This is the reality of what I'm teaching you right now.

Of course, you COULD take this to the extreme and have ten Mars bars for breakfast, but I guess I am trusting that you're at least a little bit interested in health so you're probably going to be like most of the people who come to me – generally pretty healthy, even if just a little bit, but with a few (or many) vices, foods you love, treats a (coffee, chocolate, sugar, alcohol, etc).

So I am presuming you're in this position.

But even if you're not. Even if you're in the deep-fried-mars-bar-with-deep-fried-ice-cream for breakfast crowd this will STILL work – it's just going to take a little longer.

## Rule #2: Focus on Getting the GOOD Stuff IN!

So here is the other side of the bargain. You're allowed to completely forget about eliminating the bad stuff BUT you have to get the good stuff in, in abundance.

You have to eat your greens, you have to have salads, you

have to have juices and smoothies, you have to have healthy fats and veggies. This is the deal.

To make this more real for you here are a couple of examples:

- you could still have a steak BUT you have to have it with a gigantic salad, or some steamed veggies, dressed with omega 3 rich, healthy dressings.
- you could still have a pizza BUT you have to have loads of veggies on top and serve it with a huge big salad
- you could still have a dessert but your main course would need to have at least 5 serves of veggies with it
- you can still have a coffee but you have to have at least 500ml of alkaline water first and after
- you could have a sneaky treat for a snack, but only after you've had some raw veggies to snack on first or some nuts and seeds

This is keeping it very basic, and you'll soon see how you can weave this into your life.

The basic (but very effective) premise here is that the good will crowd out the bad, bit by bit. If you commit to following my Four Core Actions – the basis of everything I teach which is:

- 1\_ Water
- 2\_ Greens
- 3\_ Fats
- 4\_ Minerals

If you have these every day – tick those boxes – so you are doing things like at least 5 serves of green vegetables each day, 3 litres of water each day, a fresh vegetable juice at least 3 times per week (preferably daily) and so on and build on this every day and every week you'll soon find that you'll get more and more alkaline and eat more and more healthy at your own, natural pace that is right for you.

You'll also feel more satisfied and more energised: unhealthy foods are nutrient poor and healthy foods are nutrient dense. Have you ever eaten a McDonalds or some other takeaway, felt stuffed at the time, but then find yourself hungry within 45 minutes?

These foods are chemically designed to create this EXACT reaction. Even foods that aren't as processed as this – junk foods – are so nutrient poor that your body will tell you that you're hungry very quickly because it can work the bulk of the food through your digestive system quickly and when it receives

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no nutrients, it asks for more.

This is why people on an over-acid diet overeat. Their body is always starved of nutrients and always demands more and more and more of these nutrient poor but sugar, trans fat and yeast rich foods. And the compounding effect is, the more sugar and yeast we eat, the bigger the candida overgrowth in our digestive system gets and the bigger it gets the more yeast it craves. It's a vicious cycle.

Healthy, alkaline foods on the other hand are nutrient DENSE. When you eat them you feel satisfied for longer because they give your body the nutrients it is craving.

So when you focus on getting the good in, it literally will crowd out the bad. For example. Most people would think a salad is not filling. But if you ate a bowl of spinach, arugula, lettuce, tomato, avocado and a little quinoa – I bet 30 minutes later you would not be able to fit in a McDonalds – or at least you'd not feel the need.

Getting full, satisfied, satiated all day, every day is really easy when you eat good foods.

So Rule #2 – Focus on Getting the Good Stuff In really does work – it's really easy. Each meal you just start with the good stuff first.

*The plate MUST be clean of the good stuff at the end of the meal.*

## Rule #3 Follow Your Instincts

This rule is the best bit. This is what I love so much about this approach.

The traditional approach to the alkaline diet (and any healthy living plan) requires you to start off by cutting out lots of unhealthy stuff and replacing it with healthy stuff.

It immediately puts you on the back foot and makes it a challenge and something you have to battle from day one. When you use this approach of transitioning, you let your subconscious decide when you're ready to progress. Here is how it works:

The more alkaline you get the more alkaline you WILL get. It's like the 'rich get richer' analogy. It compounds and snowballs. You can start as slowly as you like with this approach because the best part is – as you focus on getting the good stuff in you will NATURALLY start to remove the bad stuff.

There will be a combination of conscious and subconscious motivation at play:

*Conscious: the better you feel the more likely you will be to WANT to make the right choice. After a few days, or a few weeks – or even a few months, you will find yourself WANT-ING to say no to certain foods or drinks because you're feeling so great and you don't want to change that. You'll get more picky with your treats and save your blow outs for social events that matter rather than a casual random dessert or bottle of wine for no apparent reason.*

*Subconscious: your subconscious is a fast learner and it works on rewards and the longer you do this the better and better you'll start to feel. Your brain will notice the action equals positive response in your body and it will put two and two together very quickly. The best part of this is – it will then start to act as a 'healthy filter' for you – you'll stop noticing temptations, you'll stop being drawn towards them.*

Have you ever been in a good healthy place in your mind and at the grocery store and as you head down the chiller aisle you are so focused on finding the tofu or healthy section you don't even SEE the ice cream freezer?

This is your brain filtering FOR you. This approach is fantastic for this – it allows you to cut foods out and make healthier choices on autopilot – with no pain, hard work, anxiety, stress or willpower needed! You just get gradually more and more alkaline and more and more healthy, energised and full of vitality!

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This is why this works so well and why it has worked every single time I've coached someone to implement it.

Everyone who tries this approach ends up in the same place: incredible energy, incredible vitality, alkaline and full of health but with a social life, room for flexibility and social events, and a strong motivation that is ingrained within them that allows them to have treats without falling off the cliff and going backwards for three months. It breeds success, the more you do it the better it gets!

When you put this into practice – and it's all detailed in your workbook – getting health, alkaline and energized becomes a LOT easier.

# Getting to the Health of Your DREAMS is a LOT EASIER than You've Been Led to Believe

When you put the right steps in place, follow the right strategies for YOU, where you are RIGHT NOW - health can and should be effortless, enjoyable, easy (and delicious).

This is what my training and coaching is all about.

It's about being as effective and efficient with your time and energy as possible, getting you the best results for the least amount of hard work required - and making the journey an absolute pleasure.

It shouldn't be a hard slog, toughing it out, feeling like you're 'on a diet' - it should be enjoyable.

Listen - when you get to amazing health and vitality life is an effortless JOY - but getting to that place should be an enjoyable journey too!

I'm so grateful to have been able to have shared this training with you - which I hope will spark YOUR effortless, enjoyable journey too.

And I'd love for this to just be the start of our journey...

Join Ross' Personal Coaching & Training  
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## CASE STUDY: Denise Bird-Newell



When I think back to my reason for starting the with Ross, it goes back to December 2016 when I got a virus that wouldn't go away. I just couldn't recover. I felt really low energy for a month, and then, in January 2017, I noticed a swelling in my fingers that got worse and worse. It was very painful and looked awful.

And then it spread to my back and neck. All of a sudden I couldn't move freely and most of my day was spent in pain.

After seeing the doctor, I was diagnosed with psoriatic arthritis. They told me the only answer was a lifetime of medication and to expect it to get worse as time went on. I was so scared and felt so hopeless, but worse, the medication didn't work.

I'd followed Ross' alkaline eating before and it had worked for me then to increase my energy. I knew I needed something more powerful this time. I had to do it in a big way so I joined his Alkaline Reset Cleanse program.

Wow, after just the first "reset," the difference was amazing. My energy was unrecognizable. I actually felt well again, full of life, waking up early and not feeling tired from the moment I got up was just fantastic. I'd get home from work still energized despite being on my feet all day.

The inflammation and pain subsided straight away and everything started to come together. The fact that my energy came back, that my neck, back and joints were pain-free again, was enough incentive. This is going to be for life.

Within just a few months I completely stopped taking the medication. I went to see the consultant who did all of the x-rays and blood exams, and everything came back clear.

I am completely free of arthritis!

The benefits never end. Over course of the week before, the week during and a week after, **I lost over fifteen pounds**. You know the ones that are the hardest to lose? Now I'm back to how much I weight before I had children in my early twenties!

My psoriasis has also gone, which has been a real life-changer, too. It used to be quite debilitating and depressing when it flared up, but no more. That's just another amazing thing Ross has given me.

But really, it's given me back my life. Feeling fit, feeling healthy, having a level of energy I never thought I'd see again. There is just no substitute for how I feel now.

Thank you, Ross!

[Watch Denise's full story here & see more case studies](#)



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