

FREE GUIDE

7 MISTAKES STOPPING YOU FROM **LOSING WEIGHT**

Built from 400+ one-to-one clients. No fluff, no 90-day fantasies. Just what actually works.

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BEFORE YOU START

If you've been trying to lose weight for years and the scale isn't moving, the problem is rarely effort. It's usually one of seven specific things, all of them fixable in days, not months.

I've coached over 400 clients across 8 years. The same patterns come up again and again. I'm not going to insult you with a "drink more water" guide. Every mistake below comes with the exact fix, in plain English.

Read it once. Pick the two that hit hardest. Fix those first. Come back for the rest later.

João

MISTAKE 01

You're eating "healthy" but still in a calorie surplus.

Healthy is not the same as low-calorie. A salad with olive oil, chicken, nuts, avocado and a smoothie can hit 1500 calories.

Almonds, granola, dried fruit, peanut butter, hummus, smoothies, "protein" bars. All calorie-dense. People eat three "clean" snacks a day on top of three meals and wonder why they're not dropping fat.

The scale doesn't care if your calories came from kale or pizza. It only cares about the total.

FIX: Track everything for 7 days. Don't change anything yet, just measure. 80% of people are shocked. The rest will know exactly what to cut.

MISTAKE 02

You skip breakfast, then binge at night.

It's not "intermittent fasting" if you eat 2500 calories in your eating window.

Restriction in the morning sets up cravings by 8pm. Then the bowl of cereal becomes two, the small treat becomes a full bar, and you write the day off. Tomorrow you do it again because you "blew it anyway".

Real fasting works for some people. Fasting then binging is just disordered eating with a hashtag.

FIX: Eat a real breakfast with 30g or more of protein. Eggs, Greek yogurt, cottage cheese. Anything but cereal or a "protein bar". Watch evening cravings drop by 50% in a week.

MISTAKE 03

You train but you don't progress.

Same 3 sets of 10 with the same weight for a year is maintenance, not progress.

Your body adapts in 4 to 6 weeks. After that, the same workout maintains what you've got but doesn't build more. Most people doing "weight loss workouts" haven't added a single kilo to their lifts in 12 months.

Muscle drives metabolism. More muscle means more calories burned at rest. Stop chasing sweat. Start chasing reps.

FIX: Pick 5 lifts. Write down what you do. Try to add 1 rep or 1kg every session. If you can't progress for 3 weeks, change the lift or the rep range. Don't add 10 more exercises.

MISTAKE 04

You use cardio to "earn" your food.

A 45-minute run burns roughly 350 to 400 calories. One protein shake undoes it.

Most people massively overestimate calorie burn from exercise and underestimate calorie intake. The fitness watch saying "750 kcal burned" is wrong by 20 to 50%, every time.

Cardio is fantastic for your heart, your head, and your endurance. It's a terrible tool for fat loss when used alone.

FIX: Eat for the body you want, not the workout you did. Use cardio for cardiovascular health, not as a calorie eraser. The kitchen builds the body. The gym shapes it.

MISTAKE 05

You weigh yourself daily and panic.

Daily fluctuations are water, sodium, hormones, and gut content. The trend over weeks is the truth.

You can swing 1 to 2kg in a single day from glycogen and water alone. Women add 1 to 2kg of hormonal water weight pre-period. Yet most people see +0.5kg on Tuesday and conclude "the diet's not working", then eat a pizza in protest.

The scale is a noisy signal. Read it like a stock chart, not a verdict.

FIX: Weigh daily at the same time, then look only at the *weekly average*. If the weekly average drops, you're winning, regardless of what any single day says.

MISTAKE 06

You don't sleep.

5 hours of sleep tanks insulin sensitivity, hormones, and willpower. You'll eat 300+ extra calories the next day without realising.

Sleep-deprived people crave high-sugar, high-fat food at three times the normal rate. Cortisol stays elevated, which holds onto fat. Testosterone and growth hormone drop, which kills muscle building. Decision fatigue makes you cave on the foods you'd normally skip.

You can't out-train a 5-hour sleep schedule. I've watched it ruin every plan I've ever written.

FIX: 7 hours minimum. Phone out of the bedroom. No screens 30 minutes before bed. If you only fix one thing on this list, fix this. It makes everything else easier.

MISTAKE 07

You quit at week 4.

Real change shows at week 8 to 12. Everyone who quit at week 3 was almost there.

The first 4 weeks are the hardest, the most boring, and the least visibly rewarding. You're hungry, sore, and the mirror lies. Most people give up here, right before the body actually starts to compound.

The clients I've kept for 10+ years all said the same thing: "Month two was when it clicked". Not month one. Not month three. Month two.

FIX: Commit to 12 weeks before you judge anything. Take photos. Take measurements. Stop staring at the scale. Trust the work for 90 days, then evaluate. You'll be a different person.

THAT'S THE 7. **NOW WHAT?**

If you read this and thought "yeah, that's me", I can help.

I work with a small number of clients at a time, online or in-person at my Northern Quarter studio in Manchester. Every plan is personal, every check-in is real, and I don't sell 90-day fantasies. Just long-term work that sticks.

SEE COACHING PLANS

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