



The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan

Mark Sisson

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DPrimal Blueprint author Mark Sisson presents a fun, easy-to-follow, practical guidebook to help you "get Primal" in only 21 days. First, you'll learn eight **Key Concepts** that represent the most important day-to-day elements living Primally, then tackle five Action Items that will enable you to literally reprogram your genes toward a long, healthy, and energetic life. The **Action Items** are presented in a fun and life-transforming **21-Day Challenge**, featuring daily diet, exercise, and lifestyle endeavors with corresponding journal exercises.

You'll transition out of the regimented, carb-dependent, fat-storing Standard American Diet (SAD), the chronic, overly-stressful exercise patterns recommended by Conventional Wisdom, and other health-compromising elements of hectic modern life. Instead, you'll smoothly implement the evolution-tested lifestyle behaviors of our hunter-gatherer ancestors to promote optimal gene expression.

By eating Primally, you'll transform from a carbohydrate-dependant "sugar-burner" into a "fat burning beast" as Sisson puts it, where the fat stored on your waist, hips, thighs and everywhere else becomes your body's preferred fuel source, and your energy, hormone, metabolic, and immune function are optimized automatically. With an intuitive mix of Primal workouts, you'll get exceptionally fit in only a few hours per week - and have fun while you're at it!

The Primal Blueprint 21-Day Transformation is stocked with photos, diagrams, concise section summaries, workout descriptions and pictures, resource lists for Primal-approved foods and foods to avoid, recipe suggestions, and detailed real-life success stories to help you stay confident and focused on your Primal journey. MarksDailyApple.com provides extensive support with thousands of articles on living Primally in the modern world.

Key Concepts You really can reprogram your genes by the way you eat, exercise and live from day-to-day. The clues to optimal gene expression are found in evolution: adapt the simple lifestyle behaviors of our (genetically identical) hunter-gatherer ancestors into hectic modern life. Your body prefers burning fat over carbohydrates: Eating Primally will return your body to its "factory setting" as a fat-burning beast 80 percent of your body composition success is determined by how you eat - particularly your ability to regulate the wildly excessive insulin production of the Standard American Diet. Grains are totally unnecessary: Grains (and legumes for that matter) offer minimal nutrition, a high insulin response, and contain anti-nutrients that promote inflammation and compromise digestion and immune function. Saturated fat and cholesterol are not your enemy: They are critical to cellular health, hormone function and metabolism, and only cause problems when insulin production is excessive. Exercise is ineffective for weight management: Energy burned during workouts is negated by increased appetite/caloric intake. A chronic exercise pattern results in burnout and compromised fat metabolism. Maximum fitness can be attained in minimal time with high-intensity workouts. Brief, intense strength and sprint workouts promote optimal gene expression and broad athletic competency. You can get super-fit in only a few hours per week!

Armed with the secrets to healthy living, you'll take decisive action over your 21-day journey to: Eliminate SAD foods that promote weight gain and chronic health problems. Go Primal: restock your kitchen and implement winning strategies for shopping, dining out, and snacking.

The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan Details

Date : Published (first published October 15th 2011)

ISBN :

Author : Mark Sisson

Format : Kindle Edition 195 pages

Genre : Health, Nonfiction, Sports, Fitness



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From Reader Review The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan for online ebook

Will G says

It's all kinda the same information. This book is just more abridged.

Roslyn Ross says

I recently read The Primal Blueprint 21 Day Total Body Transformation to be familiar with the Primal diet as it is so popular right now. It was exactly what I had heard--a sexy (be a primal BEAST!) repackaging of the Atkins diet but (thank goodness) without the processed food.

Things I liked about this book:

Mark brings raw dairy, natural light and ancient ways of "exercising" to people's attention. He has gotten the message out there about not eating fake food, which is very important.

Things I did not like about this book:

Mark Sisson is not a scientist, doctor or nutritionist; he is not someone who does studies or researches in the field of food. He is not someone who studies our hunter-gatherer ancestors. He is an "elite athlete" who took biology in college and became an armchair nutritionist. Now, I don't support certification b.s.--I do believe someone can be an expert in something without the educational credentials to prove it, but Mark isn't it. To his credit, he has become more of an expert after putting out his book and being told where he went wrong by the real experts... but I am not reviewing his blog today, I am reviewing his book which has lots of great things to say mixed in with some wrong, unproven and questionable things.

Mark's main message is the Atkins message: all grains are bad. One reason is because they have anti-nutrients in them. As do legumes. But Mark misses nuts. So the correct information is:

- 1) Nuts are in the same boat as grains, full of anti-nutrients and not belonging in the human body unless they have been soaked/sprouted/fermented--which, no surprise, is the only way traditional peoples consumed nuts.
- 2) Nuts are in the same boat as grains. To support nuts and then to not support the properly prepared (soaked/sprouted/fermented) grains that our ancestors ate is to obsess over carbs rather than human health i.e. macronutrients instead of micronutrients.

The macronutrients / micronutrients issue: this is where most diets lose me--native peoples have lived off of every possible balance of protein/carbs/fat. Weston A Prince, in his research, noted that the healthiest native peoples ate all three i.e. those tribes that ate all-protein-no-grains and those that were vegetarian did not enjoy the same level of health that those tribes who ate both meat and grains enjoyed. Price and the foundation that has continued his research today focuses on "nutritionally dense foods," the foods that pack the most punch nutritionally i.e. vitamins and minerals. When you focus on this, you end up with a diet that

IS low-carb compared to the Standard American Diet, but not anti-carb or anti-grain OR as low-carb as Sisson advocates.

The other reason Mark hates carbs (because then we will burn glucose as our fuel instead of fat) makes no sense to me. Our bodies can burn glucose OR fat for a reason--both are helpful at certain times. If it wasn't advantageous for our bodies to be able to be "glucose-burners" sometimes, we would not have evolved with the ability to be "glucose burners". Perhaps we burned fat during the winter and spring when food was scarce but when food was plentiful we burned glucose... who knows! What I know is that my body can burn both, and I assume that it evolved that way for a reason. Now, don't get me wrong, I don't support sugar or high-carb diets but, properly prepared grains are full of nutrients and that is what I care about.

The worst part about this book was when Mark advocated eating CAFO meat (i.e. the stuff that is really really bad for you) over eating any grains whatsoever or eating "too much" fruit. Factory farm meat is poison, literally. No one in their right mind should believe that bacon from Costco is healthier than eating too many apples. Like I said above, this is a repackaged Atkins diet. It's not about health, it's about weight loss. (Unless you are diabetic, if you are diabetic this is the diet for you!).

The other part about Mark's diet that I didn't like was the blatant contradiction: "don't eat fake food EXCEPT buy my protein powder!!! Eat like a cave man--make shakes out of chemically altered substances that were food once!"

Some of the ingredients in his "primal fuel": Whey Protein Isolate, Inulin, Guar Gum, Sucrose, Natural Flavors, Maltodextrin, Sodium Caseinate.... I have read books on how these things are made and they are NOT natural. They are NOT food. And Grok would not have eaten them.

One of the other major things Mark misses is that traditional peoples ate a lot of bacteria i.e. fermented foods. These are not mentioned at all in this book.

My 21 Day Primal Experiment:

I love doing science experiments so I decided to follow Mark's diet for the first 21 days of January to see if it transformed my body like he promises. Following his diet has changed the lives of many of my friends, but I had a sneaking suspicion that that was because they went from eating a Standard American Diet to eating a Primal Diet i.e. it was not that Primal was so amazing but rather that the SAD is so bad. I would be switching from eating a WAPF diet. For those of you unfamiliar with the WAPF diet, know that it is similar to Primal in that I already don't eat sugar, wheat or anything processed.

What I had to change to eat Primal instead of WAPF :

- no soaked/sprouted/fermented oats, wild rice and beans that are a normal part of my WAPF diet
- limit my fruit and vegetable intake so that I did not exceed his recommended 100-150 grams of carbs per day
- no sweet potatoes (he only lets athletes have tubers)
- no kombucha or lacto-fermented rootbeer (both are a normal part of my diet)
- I had to "moderate" my dairy intake
- I was allowed to have coffee, dark chocolate and red wine (as treats). WAPF doesn't support any of these things--a WAPF treat would be an apricot compote sweetened with maple syrup and served with lots of raw whipped cream).

My results:

- Getting an hour of sunlight a day helped my sleep immensely
- I neither gained nor lost a single pound. (I was at a healthy weight to begin with)
- I noticed no "glucose burner to fat burner" change. I wonder if, since the WAPF diet is a rather high fat, high protein diet, I was already a fat burner
- When I reintroduced certain foods after 21 days I learned that I have a sensitivity (I have a reaction in my sinuses) to raisins and corn. I need to experiment more on this to see if properly prepared corn gives me a reaction as well (I was at a restaurant so I don't know if the corn flour I ate had been soaked in lyme or not).
- I had no reaction when I consumed fermented oats or any other sprouted grain. I did not feel bloated, tired, sick or any of the other things I was told I might feel.
- I did not notice any change in energy or mood and it would have been impossible for me to notice an improvement in health since I already haven't had a cold in a decade.
- So I didn't feel any better BUT I also, didn't feel any worse! Except for an intense increase in my desire to eat "forbidden" foods i.e. all the self-control required to eat this way kind of wore me out. The WAPF way of eating does wear out my will-power, in fact, the WAPF diet makes me feel quite spoiled.

Random Note:

When I started eating the WAPF way, with a focus on nutritionally dense foods like organ meats and anything fermented, I noticed a sharp decline in my cravings for sugar and alcohol. All my adult life I had loved chocolate and enjoyed having a glass of red wine with dinner. When I started drinking lots of bacteria-beverages and eating lots of bacteria-foods, I found I had no desire for chocolate and the thought of having wine was almost gross. A year later, I hardly ever drink or indulge in chocolate anymore, not because I have all kinds of will-power, but because I just don't want those things that much. The WAP Federation explains this phenomenon: our cravings for sugar and alcohol are actually cravings for bacteria. This seems to have been totally accurate in my case.

My conclusion:

The Primal diet is a great way for people to kick the Standard American Diet. It has easy-to-follow rules and instructions and is sold very well. The Weston A Price Foundation--though it has more accurate and more complete information does NOT sell itself well. "Be a Primal BEAST!" is so much sexier than "Eat a traditional diet full of nutritionally dense foods."

Because the Weston A Price Foundation is extremely research oriented they also weigh down some of their followers with Too Much Information. Therefore, the Primal Diet is great for people who just want a better way to eat but don't want to get into it too much.

That being said, after a while on the Primal Diet or if you find yourself wanting to cheat, EAT FERMENTED FOODS! I think Sisson approves of some of them.

If you just want to dig a little deeper into the subject of nutrition and ancient ways of eating, check out: westonaprice.org

Nourishing Traditions by Sally Fallon

Nutrition and Physical Degeneration by Weston A Price

Lee says

Life-changing. Good guide for implementing Primal Blueprint.

Karen says

This book is a good basic introduction to primal eating. I especially like Mark's laidback approach to both eating and exercise. Some other books I've read go into the science behind this way of eating more deeply but this one is easy to understand and get started. He also has a blog with lots of good information, including videos of how to incorporate the fitness recommendations, even for the diehard couch potato.

At the end of the book there is a 21-day "diary" type document with specific things to do each day and fill in. I bought the book as an e-book, but I think you can download that part of it separately once you've purchased either the e-book or the print book, for easy recording.

Ellen Keener says

Convincing even for a vegan/vegetarian ?

Devin says

Notes:

Ten thousand years ago, anthropologists assert that it was not uncommon for humans who avoided rudimentary fatalities (Eaten by a lion, fatal infection from a scraped knee, etc.) to live six or seven decades in robust health— with no medical care or modern comforts of any kind.

Even with their lifelong struggle for food, shelter, and safety, the “maximum observed lifespan” in Grok’s time was a mind-boggling 94! Stop & Wesson longevity is also enjoyed today among the last remaining pockets of primitive hunter-gatherer cultures on the globe, such as the Ache, Hadza, Hiwi, and iKung. more than a quarter of today's Ache people in Paraguay make it to 70. Moreover, 73% of Ache adults eventually die from accidents, and only 17% from illness. (28)

“Being healthy does not require extreme training, restrictive/obsessive dietary habits, or a joyless, Spartan daily regimen (29).

Our hunter-gatherer ancestors did just enough work to get by, and enjoy life of extensive Leisure Time and Rich social interaction. Estimates derived from modern-day hunter-gatherers suggest that Grok’s routine probably consisted of a three to five hours of procuring food, another few hours of chores relating to Habitat, shelter, and basic human needs, 10 hours of sleep and rest, and 6 hours of leisure time each day, consisting of play and family or group socializing. Rather than accumulated material goods, it would appear that ample leisure Time (art, dance, music, play, Spore, and storytelling) is the true currency of the hunter-gatherer (31).

Your original “ factory setting” is to be inefficient fat burning Beast! (33)

a steady supply of dietary carbs is entirely unnecessary and counterproductive to your health. Yes, your brain needs a small amount of glucose to keep it running, but this and other essential metabolic functions involving glucose are easily handled by internal Google's manufacturing mechanisms that are hardwired into your

jeans. Your liver, if healthy, can make up to 130 grams of glucose— which it can also store as glycogen— on its own every day. This is more than enough to supply, even if you never ate another carbohydrate. We only “prefer” to burn glucose from carbs when it is present in large quantities, since excess glucose in the bloodstream is toxic. In an effort to dispense with excess glucose as quickly as possible, your body burns it for immediate energy, stores it as glycogen in the muscles and liver, or stores it as fat in your fat cells.

Your body can manufacture glucose from proteins and fats on demand, and in the amounts needed to keep your brain humming and energy level stable, through a process known as gluconeogenesis (35). This elegant function happens in the liver where fats and protein (either ingested or stored) are converted into glucose and pumped into the bloodstream to keep you focused and energized. Many experts believe that gluconeogenesis can supply you with up to 150 grams (600 calories worth) of glucose per day if necessary.

When you consider how ridiculously small the body's glycogen storage reservoirs are, you understand that it would have been impossible for us to survive as a species if glucose were truly the “ preferred” fuel (37). The liver, which is the main backup glucose storage facility for the brain and other glucose burning organs, can only store about 100 grams of glycogen— less than a day's worth. Your muscles can only hold another 350 to 500 grams. That's barely enough to run for the 90 minutes. meanwhile, we have virtually unlimited storage capacity for fat.

The total amount of glucose dissolved in the bloodstream of a healthy non diabetic adult is equivalent to only a teaspoon (5 g). Much more than that is toxic (38).

The brain is the major consumer of glucose, needing maybe a hundred 20 grams a day. Low-carb eating reduces the brain's glucose requirements considerably, and those who are eating very low carb and are keto adapted may only require about 30 to 50 grams of glucose per day to fuel the brain.

Ketones are an energy-rich by-product of gluconeogenesis produced when the liver uses fat to fuel the conversion process (39).

Insulin resistance occurs when muscle and liver cells become desensitized to insulin storage signals due to excessive production (48). A vicious cycle leading to exhaustion transpires as follows: first, the ingestion of processed carbs elevates blood glucose levels, creating an immediate boost in energy, mood, and cognitive function. Within minutes, your elevated blood glucose prompts the pancreas to release insulin into the bloodstream. This is an essential function, because excess glucose in the bloodstream is toxic and can quickly become life-threatening if not removed (as experienced by diabetics). when insulin does his job and removes glucose in the bloodstream, this “ sugar crash” suddenly makes you feel sluggish, moody, and unfocused.

Chipotle proudly promotes sourcing the most natural, local, planet-friendly meat and produce. The “Burrito bowl enables custom design and is tortilla free.

Quinoa is technically not a cereal grain, but a chenopod— closely related to beets, spinach, and tumbleweeds. It's a complete protein and free from gluten (120). Wild rice is also not a cereal grain, but an aquatic grass (also gluten free). Quinoa and wild rice are the best options if you must have a grain type experience. Categorize the supplemental carbs as indulgences. They may be enjoyable, but are likely unnecessary— especially if you're trying to reduce excess body fat.

Primal approved beverages include club soda, coffee, and mineral water (121)

try to find organic chocolate due to pesticide concerns with cocoa bean production in foreign countries (123).

find products with the highest possible cocoa content; 75% or above is excellent.

Jen says

It completely makes sense that we should be eating the same way our hunter-gatherer ancestors ate. It's not easy to eat primally, because I've never had a weight problem, I'm not used to denying myself anything and I used to eat unthinkingly. Now I am more careful about what I put into my body and I'm no angel when it comes to not eating carbs, BUT now I no longer crave them and when I do have them served to me in a family or friend's house, I don't gorge myself on them like I used to. I honestly do feel better when I eat the primal way. When I slip, I get sick. I used to get sick before all of the time. The doctors couldn't come up with anything better than, "It's IBS" and "Here are meds that MIGHT help." Now I know why I get sick and what I can do to ensure I feel 100% all of the time. Again, I'm not perfect, but my body lets me know when I slip. This man is a genius and deserves a Nobel Prize.

Lisa says

Good ideas. I have the Kindle version which is a little harder to read and use like a workbook, but Mark Sisson knows what he's talking about and has ideas to make a switch to a more Primal lifestyle both fun and delicious.

Michelle says

I loved it. Got this book on Friday, and despite a lot going on, finished it today (Monday). Informative, motivating, eye-opening, creative, simple, and easy to integrate into everyday life. What I really appreciate about this book is that it is not long-winded like a lot of Sisson's articles are. It covers a lot, but it covers what is necessary and it repeats when necessary. I do not feel comfortable doing the 21-Day challenge as I do not have my own space yet (can't remove all non-Primal foods when 3 other people are down with the SAD food), but I do plan to reread a lot of the chapters just to wrap my head around the concepts and science so that when it does come time to "primalize" my life, I'll be more than ready. Quick read, and definitely worth it.

Salam Tims says

A little book that delivers on its sub-title premise... Read it and act on it and you body and health will be transformed

Karen says

The original book "The Primal Blueprint" is supposed to be the definitive text on the Paleo lifestyle. And it

may well be, but this one seemed like a regurgitation of material presented in the original book. Even in this book the writing is dully repititious...so much so that I kept skipping pages. It feels like the author needed to fill a set number of pages to have a viable book. The ending is page after page of blank diary-type lines where one is supposed to keep track of diet and exercise routines. The evidence is mostly anecdotal rather than scientific which the author fully admits. Having read other books on the low-carb lifestyle, none of the information on insulin resistance was exactly ground-breaking for me.

William Winkle says

Think of this as "The Primal Blueprint for Dummies," and I mean that in a good way. Sisson has added a lot of photos, stripped away much of the explanatory science, and left us with an oversized, visually appealing distillation of his paleo-centric approach to nutrition, exercise, and life. If you only have time for one book to introduce yourself to the topic, make this the book you pick. The content is excellent and effective.

Julie says

Don't really need to read this if you've read Primal Endurance (like I have). It's all the same information. Look at any of his Primal works and decide which one applies to you and then read that. It's still a great message, but not one you need to read over and over.

Rolando Gill says

Great information, I am obviously convinced. I just felt like this turned out to be a successful attempt to get more of my money. Not overjoyed with that. I bought and read the original book and this had less information but delivered just as dryly.

Mary-anne says

Excellent book for a newbie to paleo. Mark lays things out very clearly and well.
