Former international heptathlete Caroline Pearce, 34, is a sports presenter and the go-to fitness model for the likes of Nike and Adidas.

There are no short cuts to looking toned and strong, I have to make sacrifices and work hard for it. While I make my money as a model, I see myself more as an ambassador for fitness. I've appeared in ads for Nike, Adidas and Reebok, I'm a presenter on Eurosport, I'm writing a fitness book for women and I'm about to launch my first exercise DVD. I also have a degree in sports science and a masters in nutrition, so I know I'm more than just a six pack!

My diet is low in carbs and high in protein and good fats. I eat every two to three hours; breakfast is three egg whites and one whole egg scrambled, with ham, flaxseeds and berries. Lunch is turkey with lots of colourful vegetables and my evening meal might be fish with green veg and beetroot. I snack on nuts and frozen dates (which taste like toffee), and always have a snack before bed, so I don't wake up hungry at night.

One day a week, I'll eat whatever I want. The calorie boost keeps my metabolism revving and stops me feeling deprived. A week before a shoot, I'll be eating as "clean" as I can and then, two days before, I avoid any foods that could lead to water retention – so no salt or processed foods and lots of asparagus, a diuretic.

I work out six days a week. I'm a big fan of PowerPlate, plus I do two weights circuits, an interval session and lots of core strength work. I don't spend hours in the gym, instead I work really hard for 30 minutes, making every rep count. My abs are naturally defined, and even as a skinny kid, I had a prominent bum. It was my powerhouse as an athlete, but now it bothers me if it looks too big. Funnily enough, they love my shape in the US, where a defined shape is really desirable. In the UK I've been told my body isn't achievable and they want a softer, curvier look. But my USP is looking athletic, and it's nice to be looked up to as an "ideal", and a healthy one at that.

Caroline's flat-stomach-fast tips

**DITCH CRUNCHES**
Instead, burn belly fat with high-intensity workouts and squats – they force you to activate your core.

**AVOID SUGAR AND ALCOHOL**
Sugar makes your body hold on to fat. Alcohol is loaded with it, plus your body has to metabolise it before it can even start burning fat.

**WEAR A BELT WHEN YOU EAT**
It makes you aware when you're getting full. I discovered it by accident but it's one of the best portion control tools I know!

Caroline is signed to W Athletic (wathletic.com). To find out more about her work, go to carolinepearce.co.uk.