



Macro Counting Made Simple

A Simple Approach to Balanced Nutrition



Hello beautiful!

First of all, I personally want to thank you for purchasing this e-book, Macro Counting Made Simple!

I'm Julie Ledbetter – former WBFF Bikini Pro, turned Lifestyle Mentor empowering women to live free from vicious cycles of yo-yo dieting and teaching them how to live a happy, healthy, and sustainable lifestyle.

My husband Joshua and I have worked in the health and fitness industry for over 10+ years combined and have had the honor to help over 20,000 women achieve their goals.

For those of you who I just met, let me tell you a secret: I haven't always been the strong, confident woman that you see now. Since my teen years, I've battled with body image, insecurities and perfectionism. Seriously, I would spend hours at the gym, eating only chicken and asparagus and obsessing over my weight.

Although at the time I may have been "skinny," I was miserable! In my early 20's, I made some serious changes because I realized I was sabotaging my own happiness. During that time, I realized I needed to learn more about how to properly fuel my body through the tool of macro counting and around the same time, I discovered weight training.

With this ebook, I'll guide you through fueling your body properly with the proper nutrition, while beginning to simply enjoy food! I'll also teach you how to stick to your nutritional plan without turning down invitations to dine out with loved ones, to go on a vacation, and more.

You want to know the best part?

I'm not just talking about physical results – the beauty of macro counting is living a happy, healthy, and sustainable lifestyle by eating foods you love while having fun.

What We'll Go Through Together:

- Why diets fail and how it is not your fault;
- What macro counting is and why it's beneficial for you;
- What macros are: protein, carbohydrates, and fat;
- How the energy balance works and using it to your advantage;
- How to calculate your macros;
- How to set up one of four phases to align with your goals;
- How to meal plan and go shopping for groceries;
- How to track macros and which app recommend;
- Plus much, much more!

I encourage you to sit down at one of your favorite places, grab some coffee or tea, pull out your journal and a pen, and write down notes as you learn.

xx,

Julie Ledbetter

PS. If you cannot find the answers you're looking for after reading this e-book, you're welcome to email us at programs@juliealedbetter.com – our support team will get back to you within 72 business hours (excluding weekends and holidays)!

This e-book, "Macro Counting Made Simple" is not intended for the treatment for prevention of disease, nor a substitute for medical treatment, nor as an alternative to medical advice.

Use of these guidelines herein is at the sole choice and risk of the reader.

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TABLE OF CONTENTS

1. Why Diets Fail	#7	16. Monitoring Your Progress	#84
2. Macro Counting 101	#10	17. Tracking Your Macros	#90
<i>A. What Are Macros</i>	<i>#14</i>	18. Accuracy When Tracking	#91
3. Balancing Energy	#15	19. Nutrient-Dense vs. Non-Nutrient-Dense ..	#92
4. Why Macros Count More Than Calories ...	#18	20. Reading Nutrition Labels	#95
5. Calculating Your Macros	#20	21. Building Your First Meal	#100
6. Protein	#22	22. Planning Meals	#103
7. Fat	#23	23. Dining Out	#109
8. Carbohydrates	#24	24. Tracking Alcohol	#112
9. How Fiber Plays A Role	#25	25. Strategies and Tips	#116
10. Alcohol	#27	<i>A. Getting Sick</i>	<i>#116</i>
11. Determining Where To Begin	#28	<i>B. Dealing With Injury</i>	<i># 118</i>
12. Body Fat Loss Phase	#30	<i>C. Traveling and Vacation</i>	<i>#120</i>
<i>A. What It Looks Like</i>	<i>#30</i>	<i>D. Meal Frequency</i>	<i>#127</i>
<i>B. Calculating Your Macros</i>	<i>#32</i>	<i>E. Nutrient Timing</i>	<i>#128</i>
<i>C. Adjusting Your Macros</i>	<i>#37</i>	<i>F. Macro/Calorie Cycling</i>	<i>#130</i>
<i>D. Strategies To Implement</i>	<i>#39</i>	<i>G. Staying Hydrated</i>	<i>#131</i>
<i>E. When To End Phase</i>	<i>#55</i>	<i>H. Frequently Asked Questions</i>	<i>#132</i>
<i>F. How To Change Phases</i>	<i>#57</i>	26. Glossary	#139
13.Reverse Diet Phase	#58		
<i>A. What It Looks Like</i>	<i>#58</i>		
<i>B. Overcoming Fear With Reverse Dieting</i>	<i>#61</i>		
<i>C. Calculating Your Macros</i>	<i>#65</i>		
<i>D. Adjusting Your Macros</i>	<i>#70</i>		
<i>E. When To End Phase</i>	<i>#73</i>		
<i>F. How To Change Phase</i>	<i>#74</i>		
14.Maintenance Phase	#75		
15.Muscle Building Phase	#79		

**OUR MISSION IS TO LEARN, LOVE,
AND LIVE EVERY DAY BETTER. WE
TEACH FINDING BALANCE IN LIFE
THROUGH BODY, MIND, AND
SOUL. WE CREATE LIFESTYLE
PRODUCTS AND SERVICES THAT
EDUCATE, INSPIRE AND
EMPOWER OTHERS TO BECOME
BETTER VERSIONS OF
THEMSELVES.**

WHY DIETS FAIL

Be honest and ask yourself this question: "How many times have I tried a diet and it didn't work out well?"

Your response may be, "A few," right?

Maybe more than a few? Take a minute to really think about this.

When finally deciding to try a diet, you find it is too restrictive and difficult to maintain, preventing you from following through with the diet.

Why does this happen? When you start with a new diet, your motivation and willpower are at an all-time high; you don't mind giving up foods you love because you think it is worth making a sacrifice to get your dream body as quickly as possible.

Sooner than later, motivation starts to decline. You decide either to break your diet with a reward (because you think you deserve it) or that you can't be bothered with it (abandoning the diet all together).

Let's say you get an invitation to go out to eat.

What happens if you're following a diet with an approved list of foods, but once you arrive at the restaurant, it turns out you're limited to boring, bland meals and you're stuck watching your loved ones eat the food you wish you had?

Or perhaps you decide to bring your meal in Tupperware, but then you get ridiculed for bringing your own food to the restaurant?

Or, do you think the way most do:

"Well, if I can't have this meal because I'm on a diet, I may as well go all-out and get back on track tomorrow – I deserve it!"

Has something like this happened to you before? You're not alone — I experienced it, too!

Good news: *you* have not failed your diet; the *diet* has failed you!

A sustainable diet is focused on the following criteria, catering to your goals and success:

- Current Body Composition
- Physique Goals
- Personal Preferences
- Time Constraints
- Activity Level

With macro counting, you are given the freedom and flexibility to go out for that favorite meal of yours without facing the situations above.

There are two ways macro counting will work for you in these scenarios:

1. You're wanting to stick to your plan as much as possible because you'd like to accomplish a goal within a few months.

Instead of choosing boring foods at the restaurant, you'd choose a dish that can fit into your daily macro allowance, eating the meal guilt-free. Then, you'd get back on track with your macros for the rest of the day.

2. You're counting macros for general health and well being while focusing on improving your relationship with food.

You might consider having an untracked meal at the restaurant, and instead eating intuitively (eating slowly, chewing foods for more than 30 seconds, enjoying the flavor it provides, and stopping when full). You feel great, enjoy the time with loved ones and gets back to macro counting the rest of the day.

No more asking yourself questions such as, “Can I eat X, Y, or Z?” because you’ll learn how to fit any food you’d like to have into your macros.

Let’s take a look at the table chart below for several examples:

Diet Name	How It Works	Why It Works
Keto	Extremely low carbs in diet, high amounts of fat, moderate protein.	Puts you in a caloric deficit
Intermittent Fasting	Eating in a smaller “eating window” and fasting the rest of the day.	Puts you in a caloric deficit
Paleo	Consuming all organic and naturally occurring foods, restricting grains.	Puts you in a caloric deficit
Low Fat	Eating lower fat foods so most calories come from protein and carbs.	Puts you in a caloric deficit
Weight Watchers	Eat foods you enjoy with controlled portions on a point system.	Puts you in a caloric deficit
Atkins	Eating low carb foods frequently to control insulin levels.	Puts you in a caloric deficit
Vegan	Consuming only plant-based foods, no animal by-products.	Puts you in a caloric deficit

With so many diets, it’s nearly impossible to figure out which ones “really work.” People can follow keto and lose a lot of weight, but others intermittently eat and see results, all while eating carbs. Either way, the secret is the caloric deficit – *don’t forget that!*

This term is thrown around a lot, but the concept includes IIFYM (If It Fits Your Macros) and Flexible Dieting as well.

Individuals involved in the health and fitness industry may have a good grasp of what macros are, but there are still people who don't understand macros, don't get how macros work, or abuse macros to extremes, ruining the true concept for which it stands.

We'll walk through the history of macro counting, learning to understand why and how macro counting works, knowing the pros and cons to this approach, and clearing up several myths surrounding the concept.

It doesn't matter if you're a seasoned dieter or new to this – this is the perfect place to get started! By the time you finish with this e-book, you'll be an expert at macro counting!

Macro Counting: What's the definition?

It's hard to give macro counting a clear definition because individuals have differing viewpoints/opinions on what is and is not classified as macro counting.

The most objective definition I found was this:

"A diet that doesn't impose any restrictions on food sources or choices, and employs a monitoring system that looks at quantitative data – i.e. calories and macronutrients." — Unknown

Macro counting does *not* focus on restricting foods or labeling foods as "good" or "bad." Every food choice is considered as a whole. For example, let's compare broccoli and donuts.

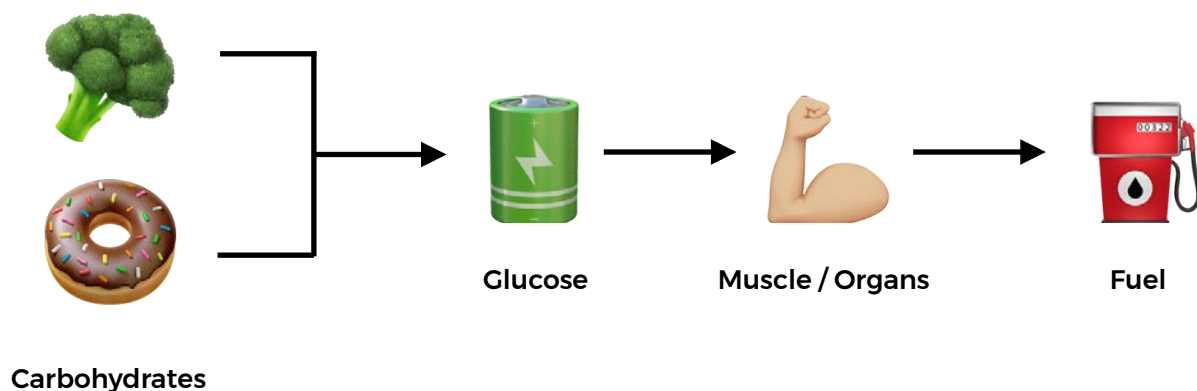
If you were to ask someone on the street, which food is healthier, broccoli or donuts?, most responses would lean towards broccoli.

However, despite what you may have been led to believe, there are no miracle foods leading to weight loss or weight gain – all foods contain macronutrients (macros). Yes, even vegetables, which are mostly carbohydrates.

Remember, it's the **dose** that makes the *poison* - even necessities like water can be toxic if consumed in excessive amounts.

Through digestion, our bodies break down macronutrients into their respective end products – regardless of the original source.

This means all carbs – whether from broccoli or donuts – will eventually become glucose (sugar), fueling organs and muscles.



Different “types” of carbs serve *different purposes*, so no type of carbohydrate is inherently “good” or “bad.”

What is referred to as “Simple Carbs,” such as the sugars found in donuts, can quickly supply energy to an individual during exercise; whereas what is referred to as “complex carbs,” such as broccoli, provides more *nutritional value* with vitamins and minerals like vitamin K, vitamin C, chromium, and folate.

Don't be mistaken – the nutrient content and quality of food is very important. In fact, we encourage you to focus the **majority** of your nutritional intake on *nutrient-dense, whole foods!*

We're simply distinguishing that how much you eat (calories "in" versus calories "out") has a greater determining factor in overall body composition changes than what you eat.

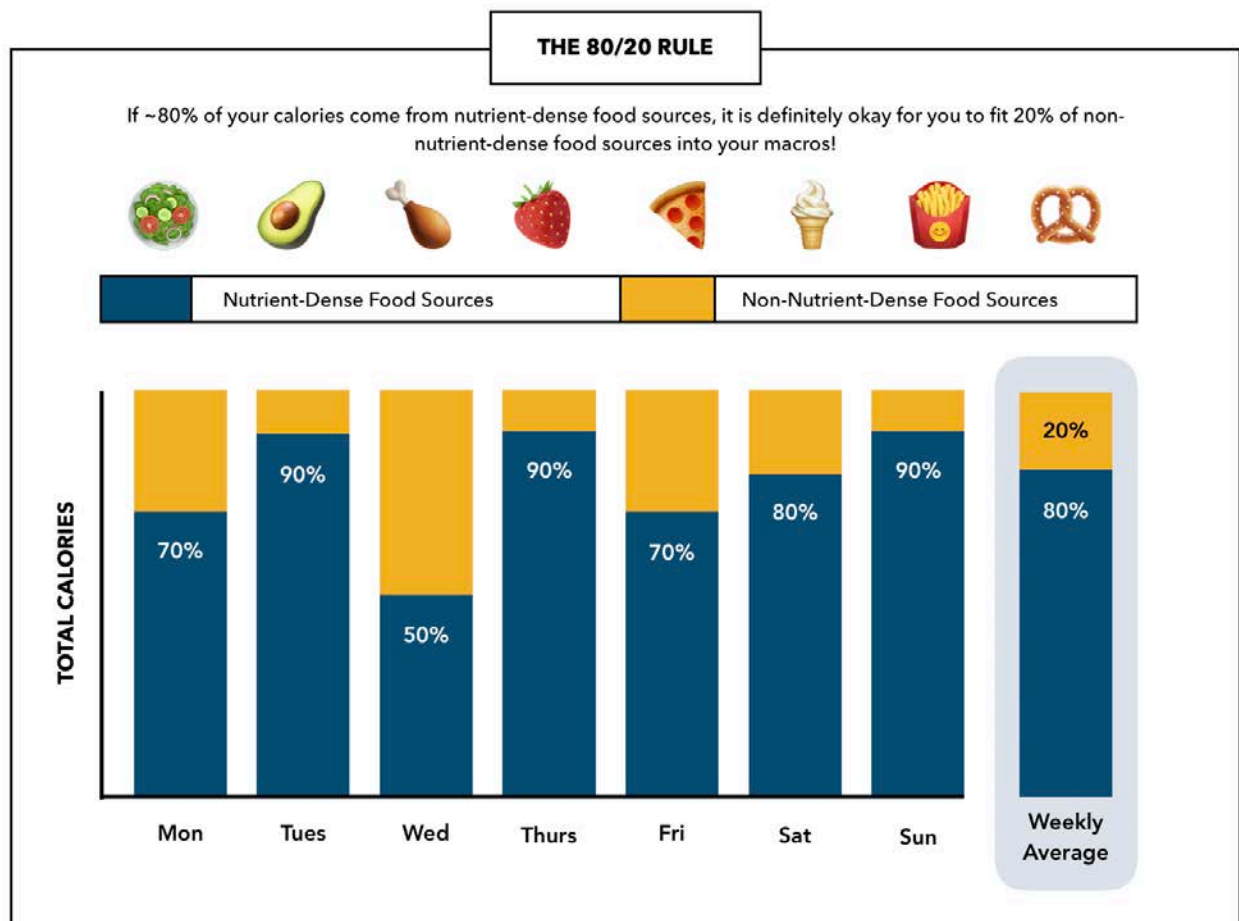
By tracking macros, you are in control of **what** you eat. You can choose which foods you want to fit into your daily allotment of the three macronutrients.

Similar to managing a financial budget, you have the flexibility to rearrange how many macros you spend on each meal in order to accomodate life events and personal food preferences.

For example, if you know you're eating out for dinner later, you can stay feeling full on a higher protein, high volume (nutrient-dense, think veggies), lower carb, and lower fat food meals earlier in the day allowing you room to "splurge" on saved macros at the restaurant.

With the macro counting approach, you no longer need to be stuck in this restrictive mindset that begets all-or-nothing dieting and binging cycles.

We teach you how to work your favorite foods into your "macro budget" (your daily gram goal for protein, carbs, and fats) through the "80/20" rule.



We recommend that at least 80% of your food intake be nutrient-dense, leaving the other 20% – if you choose to treat yourself! We believe that practicing **moderation** is the key to a *balanced lifestyle* (and happy stomach).

Remember, if you can't see yourself doing something three years from now, it's not a **maintainable** lifestyle change!

WHAT ARE MACROS

The word, “macros” is short for macronutrients, which are the three key nutrients the body needs in larger quantities to operate efficiently and optimally.

The three macros are:



We’d like to note alcohol as it provides a caloric value but it is not considered a macronutrient as it does not have nutritional value.



These numbers are important when it comes to calculating macros, because macros are the only sources that calories come from (beside alcohol).

All other nutrients are known as micronutrients (micros). These are vitamins and minerals, but they do not have any caloric value.

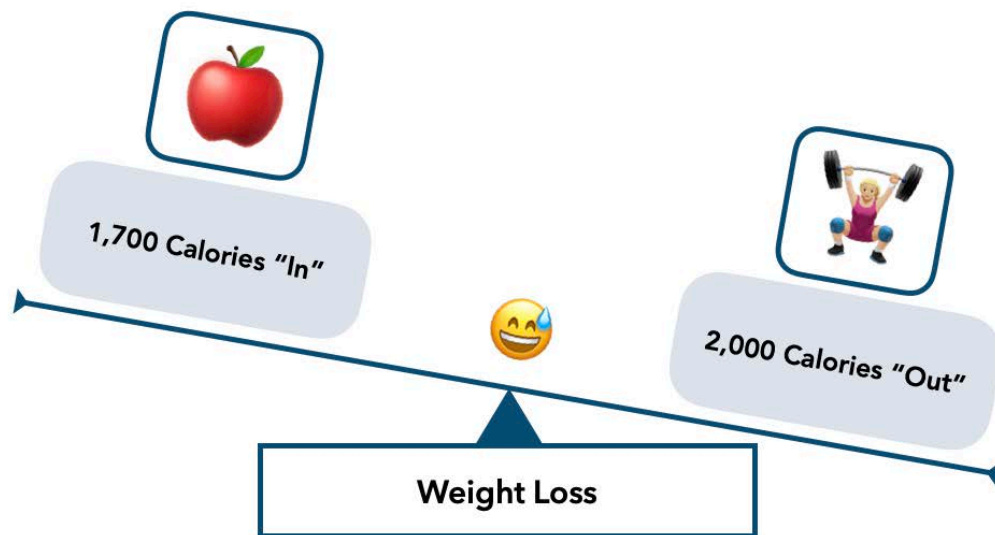
BALANCING ENERGY

Remember: macronutrients make calories, and calories are the determining factor for either *losing weight* in a **caloric deficit** or *gaining weight* in a **caloric surplus**.

This is known as the “first law of thermodynamics.” Meaning there is a balance between eating and exercising (or movement).

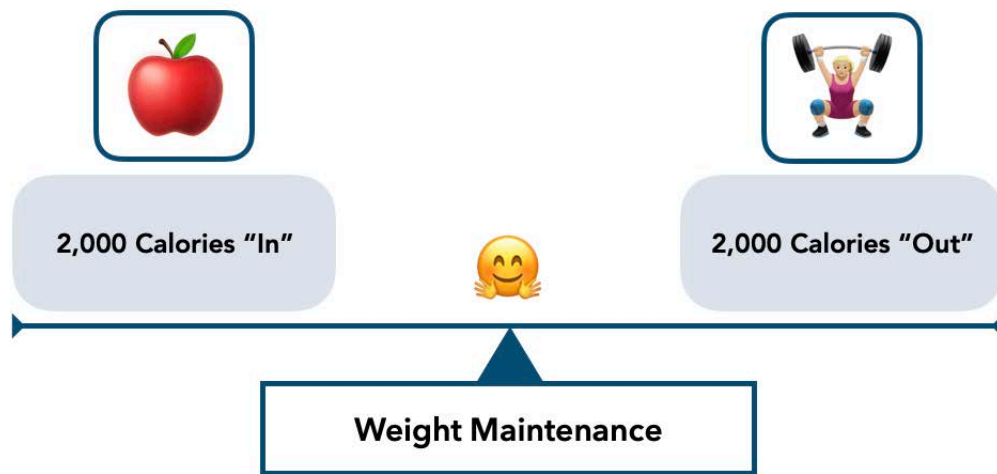
When you eat, you’re putting calories “in” your body. When you’re burning energy while being active or performing your training session, the calories are going “out”.

The way these two events are balanced produces one of three results below:



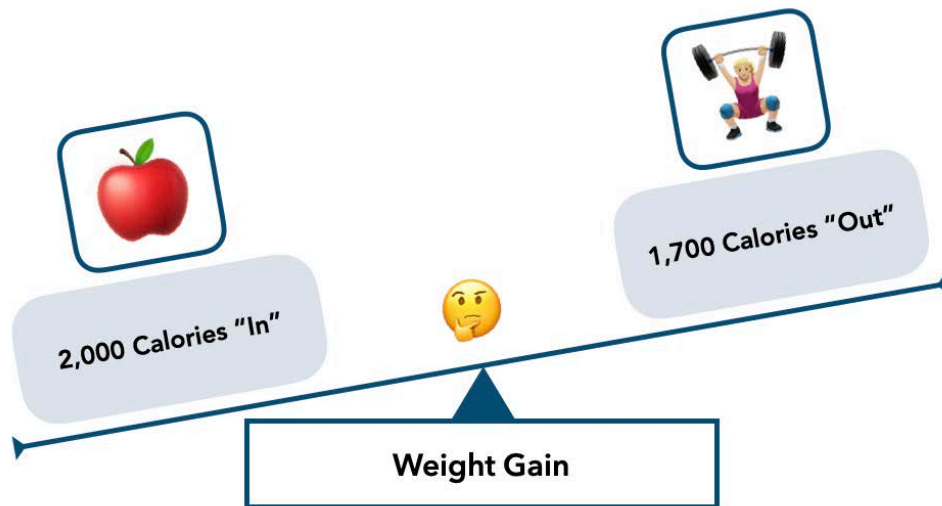
Weight loss: fewer calories in versus more calories out: caloric deficit.

If you want to lose weight, you need to eat less energy than what your body is able to burn.



Weight doesn't change: calories in equal calories out: weight maintenance.

If you want to maintain your weight, you need to eat the same amount of energy that your body is able to burn.



Weight gain: more calories in versus fewer calories out: caloric surplus.

If you want to gain weight, you need to eat more energy than what your body is able to burn.

All the fancy, complex, and trendy diets in the world cannot change these basic rules of the human body. The only reason “fad diets” appear to work is because they are designed to create a caloric deficit.

No matter what your goal is, whether it is to lose, gain, or maintain weight – your body still needs the proper fuels in the proper amounts.

WHY MACROS COUNT MORE THAN CALORIES

Have you heard the saying, “all calories are not created equal?” If so, you are not alone. Fortunately for you, there is no such thing as “good” or “bad” calories. Let me explain.

Calories are units of energy that your body utilizes to function properly. Nutrients provide the substances necessary for health, such as protein, carbohydrates, and fats. Nutrients can also include vitamins, minerals, and/or water.

All calories are created equal because a calorie is *actually* a calorie. Thus, the calories from a donut will be processed in the same way calories from an apple will be processed. **The unit of measurement does not change regardless of the food.**

However, nutrients are within categories that are not created equal because nutrients are *utilized differently* in the body depending on the nutrients available in the food.

We understand that counting macros can, and most likely will be, intimidating when you first start out; but it is not as complicated as it seems.

When you count macros, you are simply counting the total amount of protein, carbohydrates, and fats consumed within a 24-hour period.

By focusing on eating the specific macronutrients your body needs (depending on your goal), you can achieve the following results:

- Build lean muscle tissue (tone up),
- Burn body fat (lose weight),
- Increase energy and vitality,
- Increase performance,
- And tons more benefits!

Each macronutrient performs a *certain* task:

- Protein helps with overall health and muscle preservation.
- Carbs are the body's main source of energy.
- Fats help balance and regulate hormones.

When you focus on reaching your macronutrient goals, you are ensuring that you are not neglecting specific duties each macronutrient does for your body.

Remember, when you focus on reaching your daily macro intake goals, your calories will automatically add up!

By counting macros, you can customize your nutritional intake to fit the foods you love into your daily allotment.

This is a sustainable approach because you won't feel the need to restrict or label foods as "good" or "bad;" instead, you will be able to enjoy all foods in moderation without hindering your progress!

CALCULATING YOUR MACROS

Achieving your goals with macro counting is easy because it is based on a formula providing your body with what it needs. But how do you find these numbers in the first place? This is where we will walk you through the calculations.

Step 1: Calculate Your Basal Metabolic Rate (BMR)

In order to accurately calculate your macros, you'll need to see how many calories (or units of energy) your body burns at the present.

The following equations will calculate your basal metabolic rate (BMR) – that is, the amount of energy your body needs to perform organic functions if you were to do nothing but lie on the couch all day.

Insert your age here: (years)

To convert your height into centimeters, do this equation:

- Height (inches): x 2.54 (cm) = cm.

To convert your weight into kilograms (kg), do this equation:

- Weight (pounds) / 2.2 (kg) = kg.

Calculate your BMR by plugging in your numbers in the highlighted fields of the equation:

Equation: $655 + (9.6 \times \text{ kg}) + (1.8 \times \text{ cm}) - (4.7 \times \text{ yrs}) =$
 calories for basal metabolic rate (BMR).

* Important Note: This equation is for women only. Men's equation is $66 + (13.7 \times \text{ kg}) + (5 \times \text{ cm}) - (6.8 \times \text{ age}) = \text{ calories for BMR}.$

This number is the minimum amount of food your body needs to sustain itself on a daily basis if you were to do nothing but rest for 24 hours. Of course, this is not life! The next step is to take your BMR and multiply it by a number representing your activity level.

Step 2: Choosing Your Activity Level

Multiply your BMR with a choice of activity level to find total daily energy expenditure (TDEE). The TDEE will tell you the amount of calories your body needs to maintain its current weight. Choose a number below that fits best with your *current* lifestyle.

Activity Level	Number to Use
Little to no exercise – Sedentary [1 hour or less exercise per week]	BMR x 1.1
Light exercise and/or sport 1-3 days per week – Light Activity [1 to 3 hours of exercise per week]	BMR x 1.2
Moderate exercise and/or sports 3-5 days per week – Moderate Activity [4 to 6 hours of exercise per week]	BMR x 1.35
Hard exercise and/or sports 6-7 days per week – Very Active [6 to 8 hours of exercise per week]	BMR x 1.45
Very hard exercise and/or sports 6-7 days per week + physical job – Extra Active [8+ hours of exercise per week + physical labor]	BMR x 1.6

Calculate your activity level (TDEE):

- (BMR) x (TDEE) = maintenance calories.

The goal here is to find your starting point (baseline), and then determine which goal you'd like to achieve!

Before moving on, let's examine each macronutrient and how it fuels the body.

PROTEIN

The most important macro is protein. It helps build and repair muscles in the body and prevents muscle loss (during a caloric deficit).

Protein is the most thermic – that is, it requires more energy for your body to burn that nutrient during digestion (about 20-30% of the calories are burned off in the digestion process).

Protein also helps curb appetite and keeps you feeling full (satiated) compared to carbs and fat.

Where do I get it?

Protein can be the most expensive macronutrient to purchase, but here is a list of protein sources we usually eat:

- Lean beef, chicken, lamb, pork, and turkey
- Dairy
- Fresh fruit, canned fish, fish in the packet
- Deli meat (ham and turkey: low-sodium options if available)
- Beef broth
- Whole eggs and egg whites
- Tofu
- Protein bars and/or powders

How much protein should I eat?

Most scientific literature shows you're able to safely consume anywhere from 0.64g to 1.5g of protein per pound of your body weight. The protein range comes down to two factors: eating preferences (vegan, vegetarian, non-specified, paleo, or keto) and goals (body fat loss, maintenance, or building muscles).

FAT

Fat is an essential macro for the body's optimal functioning. Fat helps with the absorption of vitamins (D, K, E, and A specifically), helps balance and regulate hormones (progesterone for women and testosterone for men), and helps with brain function. Among other benefits, fat is an energy source, like carbohydrates.

Where do I get it?

Fat comes from a variety of sources and is often found in conjunction with other macronutrients (beside butter and oils). Here are some popular sources of fat:

- Meat
- Fish
- Nuts
- Nut Butters
- Butters
- Oils
- Egg Yolks
- Dairy Products
- Dark Chocolate
- Other Packaged (Non-Nutrient-Dense) Foods

How much fat should I eat?

Again, depending on your weight, body-fat percentage, goals, and eating preferences – the range can go from 15% of total caloric intake to 50%.

To your surprise, carbohydrates are considered to be non-essential; meaning we can survive without them. But it doesn't mean we should. You should acknowledge that carbs are not evil and will not make you gain weight; it's the caloric surplus that causes unwanted fat gain!

Our brain alone uses between 15% to 20% of our total daily caloric expenditure. It relies on glucose, which is known as the simplest form of sugar, broken down from the carbs we eat.

Carbs play an important part in overall health, performance in training, and improving body composition. The body stores the energy sources it obtains from carbs in the liver, brain, blood, and in the muscles as glycogen. *(Glycogen stores prove useful for weight training and high-intensity-interval training!)*

Where do I get it?

- Fruits
- Vegetables
- Grains and Bread
- Sugar
- Processed Foods
- Drinks

How many carbs should I eat?

Carbohydrate needs can vary, but we encourage aiming for a minimum of 1 gram of carb per pound of body weight *(if possible)*. If you have previously restricted carbs, (i.e. Atkins/Keto) we encourage you to begin a reverse diet to help increase your carb intake with minimal fat gain.

HOW FIBER PLAYS A ROLE

What is it?

Fiber is a type of carbohydrate the body cannot digest. There are two different types of fiber – soluble fiber and insoluble fiber.

Soluble fiber is a jam-like texture (gelatinous) and comes with demulcent properties protecting the stomach. It also helps treat constipation and reduces cholesterol. Soluble fiber is mostly found in fruits, vegetables, legumes, and seaweed.

Insoluble fiber is a dry texture (think wheat bran) and is intended to curb appetite. It also comes with a laxative effect and helps in reducing cholesterol, too. They are found in whole grains, nuts, and seeds.

What is fiber good for?

At the end of the day, fiber is mainly used to help move stool through the digestive tract and colon, keeping the digestive system in check. However, if we eat too much fiber, it can be difficult for the body to break the fiber down, leaving us uncomfortable and bloated. It can also hinder energy levels because it “costs” the body energy for digestion rather than using the energy elsewhere.

How much fiber do I need?

The American College of Sports Medicine (ACSM) recommends that men under the age of 50 should aim for an average of 38 grams of fiber (30 grams for over 50 years old) daily, and women under the age of 50 should aim for an average of 25 grams (21 grams for over 50 years old) daily.

If you want to calculate your fiber intake requirements based on the calories you’re consuming daily – it should be around 14 grams for every 1,000 calories consumed.

Should I count fiber?

There are many debates over whether we should count fiber in total caloric intake or not. It is true that fiber is highly thermogenic and not all of the calories are absorbed for energy usage. However, a half of each gram from fiber is actually digested, making it around 2 calories per gram rather than around 4 calories per gram (as all other carbohydrates).

We have learned that the amount of fiber people eat in a day, it is not worth your time trying to subtract fiber from total calories (or carbs) as it is easier to count them with total carb intake.

Where can I find fiber?

- Fruits
- Vegetables
- Whole grains
- Beans and legumes
- Fiber supplement (they are much more “questionable” fiber sources, and we encourage you to get fiber from whole, nutrient-dense food groups instead).

Getting fiber into your nutritional plan isn't hard, and it is one of best ways to help you feel fuller for longer periods of time, making it easier to stick to your macros and experience success.

Many people want to know: Is alcohol a macronutrient? Both yes and no.

Yes, because alcohol has caloric value (seven calories per gram), whereas micronutrients (i.e. vitamins and minerals) do not.

No, in a sense that unlike protein, carbs, and fat, alcohol is not an essential nutrient. In this context, “essential” means if a particular nutrient is removed from a person’s diet, a nutrient deficiency would result that would in turn cause health problems.

This is not the case for alcohol, because it does not provide any vital nutrients and thus cannot replace our needs for protein, carbs, and fat.

Alcohol can be drunk in moderation. Alcohol is considered to be toxic, and excessive consumption can cause death. Be mindful of how much you are drinking. It’s okay to enjoy occasionally, but alcohol does not provide nutritional value for your body.

Where do I get it?

- Beer
- Wine
- Liquor

How much should I drink?

Try to keep it in moderation by limiting to 1-2 alcoholic drinks per week, if possible.

BODY FAT LOSS VS. REVERSE DIET

WHAT'S THE DIFFERENCE?

Your macro counting journey will be filled with different phases as you go through different seasons in your life. Often times, we hear people wanting to repair their metabolism and lose body fat, when, realistically, these two goals should be broken down into two different phases.

Rebuilding (or “repairing” as you might have heard) your metabolism requires a caloric surplus (i.e. slowly adding in to your diet to get out of a caloric deficit) to help restore your metabolic capacity. A body fat loss phase will require going into a caloric deficit so you lose weight.

Therefore, these two phases are impossible to do at the same time.

Body Fat Loss is for those who have:

- Never counted macros or have not been consistent with macros for longer than 8 weeks.
- Never counted calories or have not been consistent with counting calories for longer than 8 weeks.
- Been consistent on average with a caloric intake of 1,600 calories or more.
- Wanting to lean out while preserving as much lean muscle tissues as possible.

Reverse Dieting is for those who have:

- Counted macros with consistency for more than 8 weeks, or have been in a caloric deficit for a period of time and have stalled in progress.
- Counted calories with consistency for more than 8 weeks, or have been in a caloric deficit for a period of time and have stalled in progress.

- Eats 1,400 calories or less daily.
- Currently struggles with binge episodes, restrictive behaviors, and/or vicious cycles.
- Wants to improve their relationship with food.
- Have a slow or damaged metabolism due to metabolic adaptation from years of dieting and/or extreme food restrictions.

BODY FAT LOSS PHASE

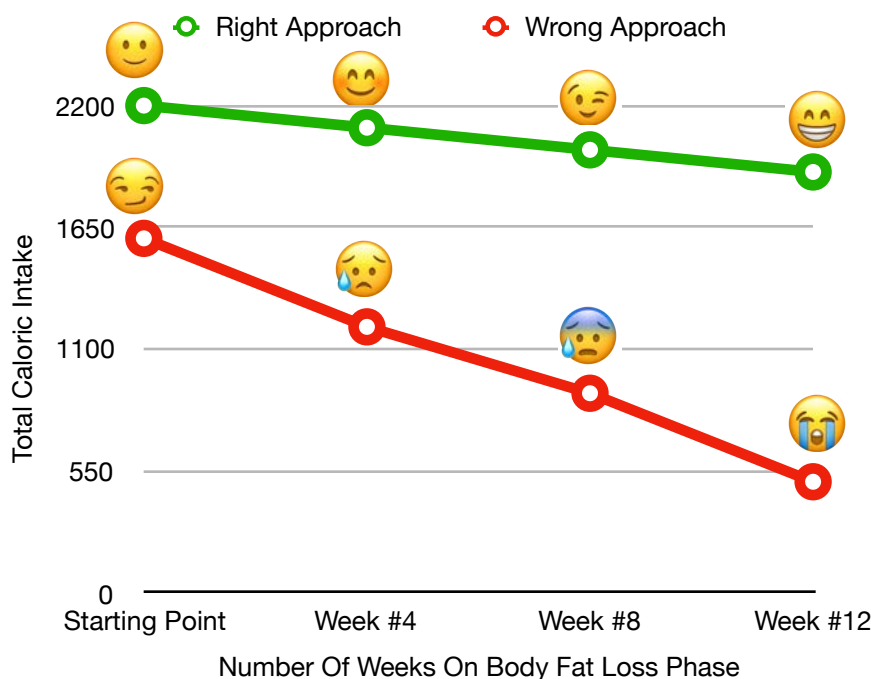
WHAT IT LOOKS LIKE

During a body fat loss phase, you'll need to eat less than you burn (fewer calories in versus more calories out) in order to lose body fat.

However, when it comes to calculating your caloric intake requirements, you'd want to start as close to your maintenance calories as possible. This will give you plenty of room to decrease your calories throughout your journey.

When you start out, you'll want to start with a 15% caloric deficit, allowing plenty of time to slowly increase your caloric deficit up to the maximum recommendation of 25% throughout your body fat loss phase without the risk of damaging your metabolism.

Here's a graph to show you:



You'll want to start as high as possible with a small caloric deficit decreasing slowly.

If you start your phase with a large and unrealistic caloric deficit, you will hit a plateau sooner, and run out of calories to cut.

It means you will have no option but to rebuild your calories back up (reverse diet) or take a break from body fat loss by returning to your maintenance immediately to revive homeostasis.

The body fat loss phase can be difficult because success in a healthy, sustainable way requires a lot of time. If you decide to take your time and slowly decrease your calories

– you’re not giving your body a reason to shut down because you’re not placing your body in any danger.

However, if you decide to cut calories drastically, your body shuts down (i.e. hormones), forcing the metabolism to adapt to current caloric intake and conserving energy, thus hitting a plateau.

If you are out of calories to cut, your phase will end prematurely.

Your body fat loss phase may be stalled due to one or more of the following reasons:

1. Not adhering within 1g-5g (+/-) of each macro with consistency for more than 3-4 weeks.
2. Eating and/or “licking” small snacks without counting them into your macro tracking app.
3. Drinking many calorie-filled drinks.
4. Not adhering to your number of weight training sessions.
5. Doing too much cardio that becomes counterproductive.
6. Stress is not managed well.
7. Lack of sleep.
8. Drinking many alcoholic drinks.
9. Not eating enough fiber.
10. Not drinking enough water.
11. Not being held accountable with support (i.e. online community group).

CALCULATING YOUR MACROS

For ease of calculation, we've included the BMR/TDEE calculations here as well. If you've already done these steps, skip to step three.

Step 1: Calculate Your Basal Metabolic Rate (BMR)

As stated previously, your basal metabolic rate (BMR) is amount of energy (or calories) your body needs in order to perform involuntary functions. This equation calculate the calories your body needs if you were to do nothing but lie on the couch all day.

Insert your age here: (years)

To convert your height into centimeters, do this equation:

- Height (inches): x 2.54 (cm) = cm.

To convert your weight into kilograms (kg), do this equation:

- Weight (pounds) / 2.2 (kg) = kg.

Calculate your BMR by plugging in your numbers in the highlighted fields of the equation:

Equation: $655 + (9.6 \times \text{ kg}) + (1.8 \times \text{ cm}) - (4.7 \times \text{ yrs}) =$
 calories for basal metabolic rate (BMR).

* Important Note: This equation is for women only. Men's equation is $66 + (13.7 \times \text{ kg}) + (5 \times \text{ cm}) - (6.8 \times \text{ age}) = \text{ calories for BMR}.$

Once again, after calculating your BMR, you'll need to calculate your total daily energy expenditure (TDEE) based on your activity level throughout the day.

Step 2: Choosing Your Activity Level

In order to maintain calories as high as possible during the body fat loss phase, calculate your TDEE before selecting an appropriate (and safe) caloric deficit percentage.

Choose a number below that fits best with your *current* lifestyle.

Activity Level	Number to Use
Little to no exercise – Sedentary [1 hour or less exercise per week]	BMR x 1.1
Light exercise and/or sport 1-3 days per week – Light Activity [1 to 3 hours of exercise per week]	BMR x 1.2
Moderate exercise and/or sports 3-5 days per week – Moderate Activity [4 to 6 hours of exercise per week]	BMR x 1.35
Hard exercise and/or sports 6-7 days per week – Very Active [6 to 8 hours of exercise per week]	BMR x 1.45
Very hard exercise and/or sports 6-7 days per week + physical job – Extra Active [8+ hours of exercise per week + physical labor]	BMR x 1.6

Calculate your activity level (TDEE):

- (BMR) x (TDEE) = maintenance calories.

Reminder: Maintenance calories refer to the number of calories you'd want to consume in order to maintain your current body composition.

Step 3: Creating A Caloric Deficit

We encourage starting with the highest caloric intake possible in order to maximize your body's ability to utilize your macros while losing body fat. To create a caloric deficit, multiply your TDEE by the deficit percentage of your choice.

Dropping calories quickly forces the metabolism to adapt, resulting in premature fat loss plateaus. We recommend never dropping your calories beyond a 25% deficit throughout your healthy lifestyle journey. Drastic caloric deficit are detrimental overall health and well-being.

Slow (Recommended)	Moderate	Aggressive/Maximum
15%	20%	25%

Calculate your TDEE with the caloric deficit of your choice.

- (TDEE) x (%) = total calories in a deficit.
- (TDEE) - (Caloric Deficit) = total calories to start with.

Step 4: Finding Your Macros

Step 1: Protein

Use this table chart to find your protein intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
0.8g – 1.2g	0.64g – 0.7g	0.7g – 0.8g	0.9g – 1.2g	0.9g – 1.2g

Calculate your protein intake requirements.

- (weight in lbs) x (grams) = total grams of protein.
- Find the total calories from protein: (total grams of protein) x 4 calories per gram = total calories from protein.

Step 2: Fat

Use this table to find your fat intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
15% – 30%	15% – 30%	15% – 30%	30% – 40%	35% – 50%

Calculate your fat intake requirements.

- (total calories) x (%) = total calories for fat intake.
- (total calories from fat) / 9 calories per gram = total grams of fat.

Step 3: Carbs

Find the remaining calories and convert to your carb intake.

- (total calories) - (calories from protein) - (calories from fat) = total calories for carbs.
- (total calories from carbs) / 4 calories per gram = total grams of carbs.

** Important Note: Carbohydrates do not make you fat; it's the overconsumption of calories that increases weight. Carbohydrate intake is designed to give you opportunities to fit meals/foods you enjoy into your macros, not only satisfying cravings but improving energy and training performance as well.*

*** If you have a relevant medical condition (low blood glucose and/or type I or II diabetes),*

please consult with your doctor or physician to find your carbohydrate ceiling, as there are a lot of variations to consider if this amount of carbohydrates is manageable for you.

Congratulations! You have now determined your daily macro requirements to follow to begin your body fat loss phase.

- Your macros are P – g; C – g; and F – g.

It is important to adhere to these macros for the next 2 to 3 weeks (in many cases, individuals like to follow them for 4 to 6 weeks) before adjusting your macros. Your body needs *time* to make adaptations to your new set of macros.

ADJUSTING YOUR MACROS

When you hit a plateau in your body fat loss journey after adhering to your macros with consistency within 1g – 5g (+/-) of each macro for *more than* 2 to 6 weeks, you have one of three options:

** Please note: If you have lost more than 3 to 5 pounds and have hit a plateau, you may want to update your calories by putting in your new weight, getting a new set of macros instead of following these instructions below.*

Please choose **ONE** of these options below:

A.) Reduce your total caloric intake by 50 - 100 calories.

- (total calories) – (reduction of 50 – 100 calories) = new total calories.
- Find your new macros based on your eating preferences.
- Follow your new macros for the next 2 to 3 weeks (in most cases, 4 to 6 weeks).

B.) Add a weight training session.

Current # of Training Sessions Per Week	Can You Add One More Session?
3	Yes
4	Yes
5	Yes
6	No

C.) Add a cardiovascular session.

Current # of Cardio Sessions Per Week	Can You Add One More Session?
1	Yes
2	Yes
3	Yes
4	No

If you are out of options in terms of the number of weight training, and/or cardiovascular sessions, go ahead and decrease your calories by 50 – 100 calories.

** **Important note:** Remember not to reach an extremely low caloric intake (below your basal metabolic rate (BMR)) for an extended period of time, as you may begin experiencing negative consequences with your health and well-being. If you are at or below your BMR, we recommend starting a reverse diet phase immediately.*

Additional Suggestions:

- Improve your macro accuracy by going from 10g – 15g of each macro to 5g – 10g of each macro and then 1g – 5g of each macro.

The more accurate you are with your macros (and more consistent you during the 2 to 3 weeks (in most cases, 4 to 6 weeks)) – the more confident you will be in your decision to decrease your calories by 50 – 100 calories when you're out of options with weight training and/or cardiovascular sessions.

- You can also find ways to increase the level of intensity with your sessions: shorten your rest periods in between sets; add a jump rope, jumping jacks or jump squats in between sets; combine exercises into supersets, giant sets, or a circuit training format; increase the number of intervals during a HIIT session and shorten the time spent on recovery intervals.

A. Rest Day Macros

Ever wonder what you should do with your nutrition when you don't work out? When you take a rest day, you are giving your body an opportunity to recover (i.e. repairing muscles). We do not utilize rest (or non-training) day macros because we feel our bodies shouldn't be deprived.

However, there are different strategies you can follow with your rest days. Keep in mind: there is no right or wrong way to approach this because you need to find what works best for you.

For example, if you are trying to lose fat, your rest day is going to be different from someone trying to gain muscle and/or preparing for athletic events.

If you are still new to macro counting and have a hard time hitting one set of macros, we don't recommend incorporating a second set of macros. In the past, we as coaches would make clients prove to us that they have been consistent with their macros within 1g-5g of each macro for 3-6 weeks before allowing a second of macros to be implemented.

There are the two strategies:

1.) Mental Rest Day

Some individuals feel the need to take a day off from paying attention to what foods they are eating at what time. If you happen to get stressed easily from tracking macros, this approach can be used.

If you do this, do not worry about tracking and/or weighing food on this day. However, we don't expect this rest day to be considered a "cheat" day or "free for all." This is not a free pass – at all. This is an opportunity to make healthy,

sustainable decisions and *not* over indulge (aka listen to your body cues).

The intent is providing a mental break from thinking about nutrition for the day.

2.) Physical Rest Day

If your activity level is high (competitive athletes or preparation for a special event), take a look at rest days from a physical point of view.

Physical rest days gives an opportunity to take a break from a vigorous training program (labeled as an “active” day), allowing you to work on mobility or participating in a different form of light activity.

Body Fat Loss Phase (Caloric Deficit)

If you are already in a caloric deficit, dropping your calories on rest days is, most likely, unnecessary. If you’re able to consistently hit your macros within 1g-5g (+/-) of each macro, you will see results. There is no reason to put yourself through an additional caloric deficit.

However, if you are being consistent for more than three to four weeks and feel you have hit a plateau, you may opt to lower calories on rest days in order to put yourself at a further deficit without lowering calories on training days when you’re utilizing them.

Reverse Diet Phase (Getting Out Of Caloric Deficit)

There is no need to apply rest day macros during a reverse diet. The goal is being as consistent as possible when increasing your calories/macros every two to three weeks in order to increase your metabolic capacity. Implementing rest day macros during this phase only confuses the metabolism and will hinder/slow metabolic restoration.

Maintenance Phase (No Caloric Deficit/Surplus)

During a maintenance phase, rest day macros are more acceptable to implement. To effectively utilize this approach, drop your carbs by 20% to 25% on your rest days, leaving protein and fat grams the same.

For example, if I was consuming 260 grams of carbs, I'd drop it to 195g to 210g for my rest days. Another strategy is reducing carbs to a 1:1 ratio with protein.

Both options have shown to be effective in many individuals during a maintenance phase and remember: do what is easiest for *you* based on your preference!

Muscle Building Phase (Caloric Surplus)

As the phase implies, building muscle takes energy. Implementing rest day macros while building muscle is counterproductive. You need these "extra" calories to build these muscles! If you have a really high carb intake and you don't want to consume the full amount on your rest days, then follow the simple guidelines from above under "Maintenance Phase," cutting carbs by 20% to 25%.

Frequently Asked Questions:

- What does a rest day look like?

A rest day is when you are resting on the couch or participating in *leisure* activities, such as watching a movie, playing a round of mini golf, sitting down or doing a sedentary project, reading a book, or doing some shopping.

A rest day is when you are not doing anything associated with a weight training or cardiovascular session.

- What if I decide to do an activity outside the gym?

If it's an activity requiring you to burn calories – i.e. a hiking trip with your friends, a spin class, or swimming – it is not necessary for you to drop carbs because your body needs fuel to generate energy to perform these activities. This is also known as an “active” rest day.

B. Carbohydrate Cycling For Fat Loss

There are several frequently asked questions regarding carbohydrate cycling as a method to aide fat loss. Here, learn what carb cycling is, how it works, and how to do it.

Note: This should not be confused with a “cheat meal/day” and/or “refeed meals” which will be discussed later in this e-book.

Before starting, please do not use this section if you:

- Currently have a difficult time adhering to your macros consistently within 1g – 5g of each macro (+/-).
- Have a higher body fat percentage (more than 15% to 17% body fat). Carb cycling depends heavily on lean muscle mass to body fat ratio.
- Have been in a caloric deficit for less than 12-16 weeks (or 3-4 months).
- Have not hit a plateau or experienced a “stall” for more than 2 to 4 weeks, especially after incorporating non-training (rest) day macros.

First, what is carb cycling?

Carb cycling is a dieting “method” manipulating carbs (calories, too) by increasing intake and decreasing intake to help make breakthroughs for weight/fat loss.

Here are some protocol examples:

- High-Carb Days: Carbohydrate intake should be about 2g to 2.5g per pound of body weight. These are the highest calorie days.
- Low-Carb Days: Carbohydrate intake should be about 0.5 grams per pound of bodyweight. These are the second highest calorie days.
- No-Carb Days: Usually less than 30 grams of carbohydrates total. These are lowest calorie days.

If this sounds complicated, you're not alone — we feel the same. Think about implementing this strategy for a minute... it means carefully planning meals and strictly adhering to these strategies as much as possible.

Yuck! This is *not* realistic long-term — it is physically and mentally exhausting. Plus be honest with yourself... who has time for that?

How does carb cycling work?

Many people believe the theory claiming carb cycling maximizes muscle-building benefits with little to no body fat gain. The theory exists on the following ideas:

- *Refilling glycogen storage and increasing the level of training intensity.*
- *Influencing hormones (metabolism and muscle protein metabolism).*
- *Spiking insulin levels (temporarily) to help preserve lean muscle tissue.*

It goes on further, promoting the use of lower-calorie, low- and/or no-carb days to maximize fat burning.

Now you see the reason why it seems to be popular these days... because it sounds like magic! In reality, it's more of an illusion!

So, let's start with this question: Is carb cycling good for weight loss?

Absolutely — any dieting method placing you in a caloric deficit over a certain period of time will result in weight loss — regardless of the foods you eat, how you structure your meals, etc.

In other words, as long as you eat less energy than you burn, you'll lose weight.

In our industry, carb cycling is one of the best-kept secrets being marketed to help people lose weight. What you're about to learn is going to be mind-blowing; And the first thing is understanding the differences between weight loss and fat loss.

You see... when you diet to lose weight, a portion of that weight comes not only from fat, but also from water, glycogen — and muscle!

Instead of focusing on weight loss, we want you to lose fat, not muscle. Fat loss is what truly improves overall body composition (that dream body, toned, with curves in their appropriate places)!

Why are we saying this?

At its' foundation, carb cycling is a carbohydrate-restricted diet; it may help you lose weight, but it is *not going to help you lose fat faster*.

Keep in mind that low-carb diets are not better than higher-carb diets.

There are exceptions for specific populations (such as metabolic disorders and extreme obesity), but the above holds true for the majority of people.

So why are many popular "studies" showing the benefits of going on a low-carb diet?

The main problem with these studies is that they fail to mention anything about more protein compared to higher-carb diets.

** Insider Tip: It is easy for people to write online articles and link it to random studies because no one wants to read the entire literature finding if it is conclusive in supporting the writer's statement. The best way to combat this is to double check with a website called www.examine.com to see if the claims are true or not.*

Once research admits that protein intake is matched between low and high-carb diets — there is no *significant difference* in weight loss!

“So, you’re saying if I eat more protein, I don’t need to go on a low-carb diet to accomplish my goals?”

Correct! Going “low-carb” doesn’t come with additional benefits related to fat loss!

“How is that possible?”

It’s called... the power of protein!

If you don’t eat adequate protein, your fat loss can come to screeching halt for the following reasons:

- Causes your basal metabolic rate (BMR) to drop.
- Reduces the amount of calories you’re able to burn through training sessions.
- Impairs the metabolism regards to the food you eat.

The solution to prevent these... eat plenty of protein!

Planning a carbohydrate cycle?

There are many ways to create a carbohydrate cycling schedule, but let's make it simple and easy to follow. We'll create two different days: a high-carb day and a low-carb day.

You would follow a low-carb day for three days, and then switch to a high-carb day for one day. When you place your high-carb day doesn't matter because it might move around from week to week.

Week #1						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Low	Low	Low	High	Low	Low	Low

Week #2						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
High	Low	Low	Low	High	Low	Low

Keep in mind, when you're carb cycling, you'll want to plan and track your calories/macros if you want to see results.

To figure out your calories/macros for low- and high-carb days:

- Low-carb days: Set your caloric/macro intake to a 25% deficit.
- High-carb days: Set your caloric/macro intake to a 10% deficit.

For example, my TDEE (total daily energy expenditure) is around 2,300 calories. Here's how I'd break them down:

- Low-carb days: $2,300 \times .25 (\%) = 1,725$ calories.
- High-carb days: $2,300 \times .10 (\%) = 2,070$ calories.

Then I'll make sure the calories are being broken down into macros like this:

- Protein intake at 1 gram per pound of body weight.

Example: 147 lbs. x 1.0g = 147 grams of protein per day.

147 grams x 4 cal per gram = 588 calories.

- On my high-carb days, I'd get 50% of calories from carbs.

Example: 2,070 x .50 (%) = 1,035 calories / 4 cal per gram = 259 grams of carbs.

- On my low-carb days, I'd get 20% of calories from carbs.

Example: 1,725 calories x .20 (%) = 345 calories / 4 cal per gram = 86 grams of carbs.

- The remaining calories go toward fat.

Example #1: Low-carb days: 1,725 calories - 588 (protein) - 345 calories (carbs) = 792 calories / 9 cal per gram = 88 grams of fat.

My macros would be: P-147g; C-86g; F-88g.

Example #2: High-carb days: 2,070 - 588 (protein) - 1,035 (carbs) = 447 calories / 9 calories per gram = 50 grams of fat.

My macros would be: P-147g; C-259g; F-50g.

Once the macros are calculated, I then create a meal plan for both days and stick to them, rotating with a 3:1 pattern.

In a way, carb cycling is like intermittent fasting (explained later in this e-book). Both strategies work, but should be recognized as "dietary strategies" working by placing yourself in a caloric deficit.

If you happen to feel sensitive to carbs and want to give this strategy a try, go for it. If after experimenting with the strategy you don't like it or are not seeing any benefits (as compared to keeping the same number of macros every day), ditch carbohydrate cycling.

At the end of the day, it is about finding the "best diet" you can sustain.

I am more comfortable keeping my macro numbers the same every day without manipulating carbs and fat to maximize my results.

C. "Refeeds" For Body Fat Loss

Refeeding is known as a planned increase in caloric intake. This is important to know, especially if you've been in a caloric deficit for a long period of time. Having planned refeeds can come with psychological and physiological benefits including:

- Decreasing the chance of experiencing binges due to hunger regulation.
- Boosting motivation and levels of satisfaction due to increased testosterone and dopamine (hormones responsible for reward/pleasure) and leptin (a hormone that helps regulate metabolism and satiety).

Leptin may be an unfamiliar hormone to you, but leptin regulates hunger, your metabolic rate, motivation, appetite and libido, as well as other functions in your body.

How does a decrease in leptin happen?

When you decide to go into a caloric deficit to lose body fat for a long period of time, your leptin level (known as the "mother" of all fat burning hormones) decreases. In turn, it'll slow your metabolism rate, increase appetite, and mess with motivation and mood.

Why does low leptin mess with motivation and mood?

When leptin decreases, its messages are sent to the brain. Our brains realizes that leptin levels are low, “assuming” we are not properly fueled, and then creates necessary signals (hunger and cravings) to get us to eat more.

What happens if we refeed our bodies?

When we give our body more energy (calories) than it needs, the additional energy boosts our leptin levels, placing positive effects on thyroid activity, fat oxidation, mood, and testosterone levels.

When done correctly, we feel better physically and psychologically, as well as being less likely to fall off the bandwagon for the sake of having one more “cheat” day. The best part about a refeed is this: once a refeed meal is planned into our diet, a nice acceleration of fat loss over the next few (3-5) days results.

However, we must remind you that this requires self-control!

As stated earlier in this e-book, if you are having a hard time being consistent with your current set of macros, please refrain from implementing rest days and refeed days until you’re able to stay consistent for several weeks first. Juggling between two or three different sets of macros, especially when it comes to meal planning, is never fun!

Our Recommendations For Refeeds:

Body Fat Loss Phase

To determine if you need to do a refeed or not – a few things you want to take into consideration:

- Body Fat Percentage (%): Men (<10%) and Women (<15%) – needs at least one

refeed each week.

- Dieting Length: If you've been dieting for more than 12-16 weeks, you may want to try two refeeds each week.

** Important Note: If you have only been in a caloric deficit for a few weeks, you do not need a refeed meal yet – especially if you're seeing results. We recommend applying this strategy after 4-6 weeks of being in a caloric deficit.*

If you are already confused by a refeed day, you may want to spend more time researching it, or you are welcome to email us for added clarification and skipping refeed meals until you are more comfortable. It is better to keep macro counting simple!

Reverse Diet Phase

There are not enough studies confirming the effectiveness/necessity of refeeds for individuals in reverse diet phase. If you're working to get out of a caloric deficit, this strategy breaks the consistency of slowly building your macros back up to maintenance levels.

Maintenance Phase

If you are currently in a maintenance phase, you most likely do not need to set up a refeed day as your body is adequately fed. However, you could look more into carbohydrate cycling if you want to add more fuel to some of your higher intensity-level workouts.

Muscle Building Phase

If you currently in a muscle building phase, especially in a caloric surplus – there is no need for you to worry about implementing a refeed day, as you are already implementing this strategy to some degree!

How do we set up a refeed?

When you decide to incorporate a refeed meal, start by increasing your caloric intake that day(s) by 30%. This will give you enough of a surplus to get the benefits of refeeding without adding too much body fat.

Next, break the calories down into the following macro ratios:

- For protein intake, you'll want to keep it the same based on your eating preferences (our recommendation is 0.8 grams of protein per pound of bodyweight).
- As little dietary fat as possible (most recommendations are at or under 40 grams – however, for keto-diets, aim for half of your current fat intake).
- The remaining calories towards carbohydrates intake.

Keep this in mind when eating carbs: carbs are the most effective way to increase your leptin levels and glycogen storage. (When dieting, our glycogen stores slowly decrease, negatively impacting our workouts). Glycogen is responsible for fueling your workouts.

Also, eating enough protein (especially a high-protein meal), is shown to raise your metabolic rate. However, dietary fats are not effective at increasing leptin levels, and if you decide to drink alcohol, it actually inhibits it!

When should we apply refeed meals?

Refrain from a refeed meal falling on your rest day.

D. When To Take A Break From A Body Fat Loss Phase

When you're in a caloric deficit, you're signaling your body to burn fat. Depending on the length of time and the amount of body fat you'd like to burn, eventually,

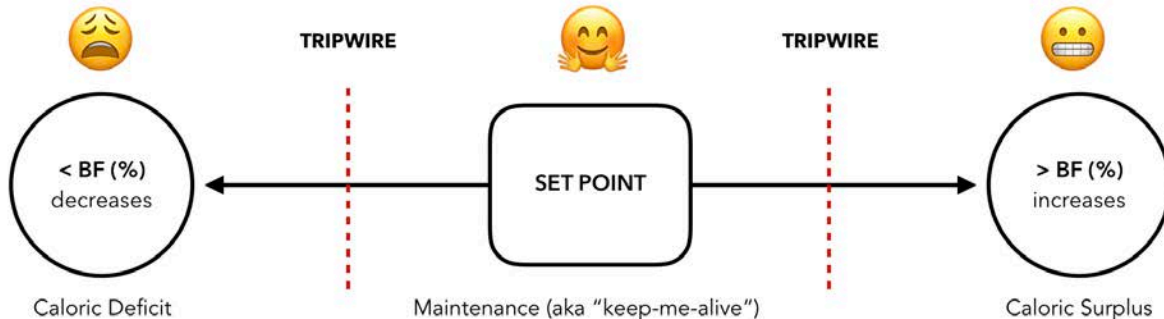
you will hit a plateau where metabolism adapts to current caloric intake and starts doing everything it can to stop you from losing more body fat.

Don't worry, we got you covered!

A common mistake when people continue pushing their bodies further into a body fat loss phase resulting in their bodies pushing back against their efforts by not responding to the current caloric intake (aka their metabolism has adapted to it!).

When they continue pushing harder and dropping their caloric intake, it slows progress and decreases their metabolism's ability to handle calories.

This happens because of what we call a "set point." Similar to a thermostat system, our bodies use this set point when it comes to the amount of body weight versus body fat levels. Whatever numbers each individual body is set to, that is what the body strives to maintain.



A "set point" is like a tripwire for your body to monitor. If it is tripped – the alarm signals, triggering a few physiological events such as:



- Leptin: A hormone made in fat cells to regulate metabolic rates, appetites, moods, libidos, etc. It is important in regulating body fat. The leaner we get, the lower our leptin levels become. The lower our leptin levels become, the more we become hungry.
- Thyroid Down-Regulation: Known as thyroid hormones, "T3" and "T4," which help regulate our metabolism systems. The longer we continue to be in a caloric deficit – where our leptin levels are lowered, with the levels of "T3" and "T4" going down – the more difficult it is for us to continue to get leaner due to the metabolism slowing down.
- Cortisol: Cortisol levels increase (also known as stress hormones). If this hormone is not managed well, it can hinder our progress with body fat loss and can start causing muscle loss, too.

When you have reached your maximum caloric deficit, and are no longer experiencing positive progress in your journey for more than 4 to 6 weeks, you'll want to consider taking a break from the body fat loss phase.

When this happens, a diet break will help you improve and restore these physiological events mentioned above.

But, how do we take a break from a body fat loss phase?

By going back to our maintenance calories for a week or two! (It normally takes anywhere between 7 to 14 days for hormones to "reset" after being in a caloric deficit for a period of time). A break gives individuals an opportunity to take a mental break from being in a caloric deficit, enjoying foods in moderation.

To calculate and find the calories/macros for your maintenance phase, please read page 75 of this e-book. Make sure to update your weight to get the appropriate amount, and do not include a caloric deficit or a caloric surplus!

Make sure to check these guidelines below for additional details.

Men (BF%)	Women (BF%)	Details
> 25%	> 30%	In a caloric deficit for more than 10-12 weeks; take 1 to 2 weeks break at maintenance calories/macros.
20% +	25% +	In a caloric deficit for more than 10-12 weeks; take 1 to 2 weeks break at maintenance calories/macros.
12% – 15% +	15% – 20% +	In a caloric deficit for more than 6-8 weeks; take 1 to 2 weeks break at maintenance calories/macros.
< 10% – 12% +	< 13% – 15% +	In a caloric deficit for more than 4-6 weeks; take 1 to 2 weeks break at maintenance calories/macros.

We recommend taking a break from a body fat loss if you have experienced any of the following: Increased hunger signals; increased irritation, annoyance, impatience and/or anger; decreased libido, strength, energy, performance; and/or increased insomnia and stress levels.

WHEN TO END PHASE

You should stop a body fat loss phase when you're at 25% - 30% caloric deficit and have exhausted all of your options.

The first step is to update your BMR and TDEE calculations to find where you're at exactly.

- $655 + (9.6 \times \text{kg}) + (1.8 \times \text{cm}) - (4.7 \times \text{age}) = \text{baseline calories.}$

The second step is to use the same activity level you used previously to calculate your macros.

- $\text{TDEE} \times \text{baseline calories} = \text{maintenance calories.}$

Then calculate your current macros back into total calories.

- Protein: $\text{total grams} \times 4 \text{ calories per gram} = \text{total calories.}$
- Carbs: $\text{total grams} \times 4 \text{ calories per gram} = \text{total calories.}$
- Fat: $\text{total grams} \times 9 \text{ calories per gram} = \text{total calories.}$

All of the calories together to find total calories you're currently consuming.

- $\text{(total calories from protein)} + \text{(total calories from carbs)} + \text{(total calories from fat)} = \text{total (current) calories.}$

Now, it's time to find your caloric deficit!

- (Maintenance Calories - Total Current Calories) divided by Maintenance Calories.

$$\left(\frac{\text{maintenance calories}}{\text{calories}} - \frac{\text{current calories}}{\text{caloric deficit}} \right) / \frac{\text{calories}}{\text{caloric deficit}}$$

HOW TO CHANGE PHASE

Once you decide to end your body fat loss phase to switch to a reverse diet, make sure to take a couple of steps that you'd want to follow before starting your new phase.

Using your total current calorie calculation from above, you'll need to increase your new total caloric intake by 10-15%

- Total calories: x .10 (%) = additional calories.
- Total calories: + (additional calories) = (new) total calories.

Next, break the new caloric total back into macros based on your eating preferences, marking the start of your reverse diet phase.

REVERSE DIET PHASE

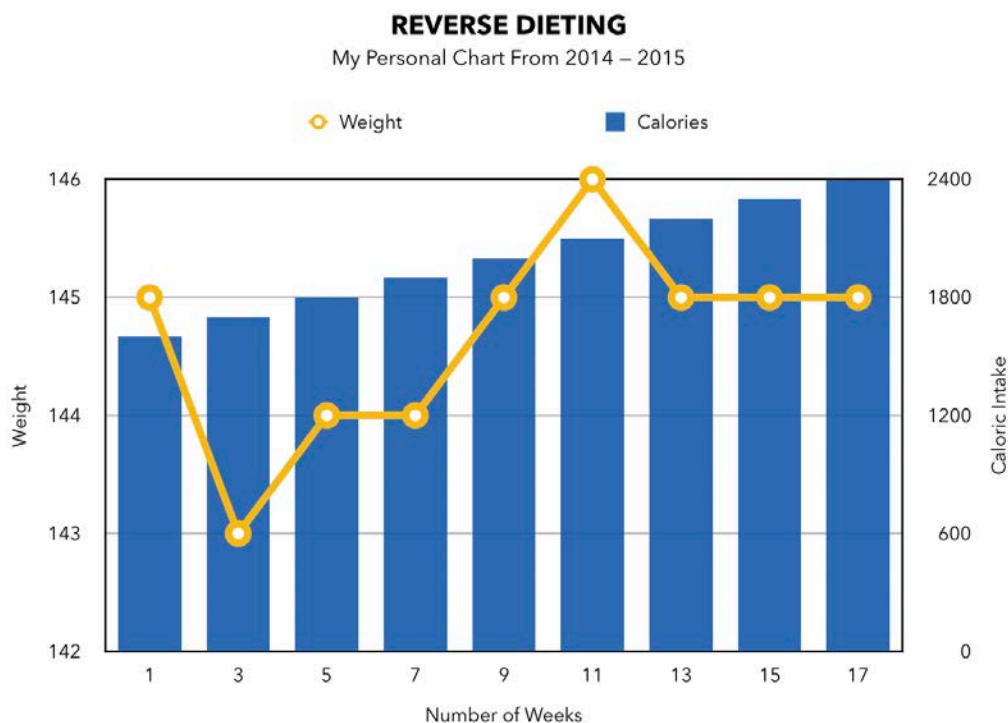
WHAT IT LOOKS LIKE

What if we said you are not cursed with a “slow” metabolism?... That by going on a nutritional plan allowing you to eat more (instead of less!) you are able to repair your metabolism and achieve your goals...? Would you believe us?

Most often, blame is placed on genetics. When in reality, it is our culture’s obsession with fad diets and restricting foods and/or calories, leading to metabolic damage (adaptation). It is time to get educated with a (not-so) secret weapon for rebuilding and maintaining strong, healthy metabolism: reverse dieting.

What does a reverse diet look like?

Reverse dieting is a slow, methodical approach taking around three to six months (depending on how well your body responds to it). The idea behind reverse dieting is gradually strengthening your metabolism’s efficiency, so you can consume a higher caloric intake without drastic changes to body composition (i.e. unwanted weight gain). This means you will be able to eat more food *without* gaining body fat.



Wait, we're able to eat *more* without gaining fat?

It might sound counterintuitive, but your body is designed to be highly adaptable. With small and controlled increases to your caloric intake, your metabolism will adapt and speed up. This concept drives the success of a reverse diet.

Your resting metabolic rate (the number of calories you burn daily to sustain yourself) decreases when you dramatically reduce the calories your body is used to using.

Many people have experienced this problem in a dieting past (or present). In an effort to conserve your limited supply of energy, your metabolism slows down and adapts, burning fewer calories to sustain essential life functions.

What happens when you stop dieting and start eating “normal” again?

When you resume “normal” eating, your body will hold any “surplus” calories, and store it as fat in anticipation of the next starvation period. This is why those who lose a large amount of weight often quickly gain the weight loss (and more) back.

Chronic dieting and/or extreme caloric restrictions cause permanent damage (adaptation) to your metabolism. This makes the continuation of losing weight difficult and, unfortunately, gaining weight becomes much easier.

However, because the metabolism is adaptable, the opposite effect can be achieved as well – your metabolism can be trained to be more efficient at burning more calories.

The trick is moving *slow*. You cannot simply eat an entire pizza and expect your metabolism to adapt to such a giant caloric surplus overnight. Your body needs ample time to adjust.

Following a reverse diet requires patience, discipline, and consistency. A slow and

gradual reverse diet process will ensure that the fat you worked so hard to lose will not come back.

What's the benefit of reverse dieting?

One of the best benefits? Eating more! But not as much as you want right away. Instead, a small, gradual increase in caloric intake begins restoring metabolic function.

As you gradually increase your intake, daily life continues getting better as well. You'll begin appreciating small things again. Like going to social events... you get to fit many of those yummy foods into your meal plan instead of getting distracted by hunger cues and/or cravings.

As you continue increasing caloric intake, you'll be provided with more energy. That leads to improved mood (no more being hangry!) and mental health, freeing you from the "dieting" mindset.

Reverse dieting gives you a structured "break" from being in a caloric deficit due to limited food choices. Thus, a reverse diet helps you relax, decreasing cortisol levels (stress hormones), enabling you to focus on what you enjoy doing with loved ones – without worrying about gaining fat.

It means having the best of both worlds: eating more and maintaining your body composition.

Not to mention how much enjoyment you get back with training sessions – no more mental and physical fatigue. Having more glycogen in your muscles and liver, means higher energy level amounts to spend!

Your ability to build muscle increases, along with building strength, endurance, agility, and stamina!

Convinced yet? Good!

OVERCOMING FEAR WITH **REVERSE DIETING**

The concept of reverse dieting – eating more now to improve subsequent weight loss efforts later – seems to defy logic.

This doubt allows a host of insecurities and fears to creep in. It is completely normal to fear gaining weight, becoming impatient with the process, or feeling uncomfortable with the amount of food you're eating each day.

The number one fear associated with this phase is weight gain. It is important to remember this: the purpose of a reverse diet is not reaching your goal weight or losing body fat – the goal is increasing metabolic efficiency and capacity.

With a proper reverse diet, the hope is improving your overall metabolic health while keeping additional body fat gain to a minimum.

Remember that weight gain does not necessarily equal body fat gain. Some of the weight gain during a reverse diet may be due to an increase in lean muscle mass – it is necessary to eat in order to gain muscle.

Body composition is a more important factor to consider than scale weight. We have never experienced a client gaining more than an inch or two on their waist and/or hips during a properly executed reverse diet.

That is not to say it's not possible to gain more. Depending on the length of time reverse diet, some individuals may gain five to ten pounds; others maintain or even lose weight. When it comes to the body, it is an error to speak in terms of absolutes.

Results will differ between individuals, but the overall goal of a reverse diet – an improved metabolism – should remain.

The fear of not progressing fast enough goes hand-in-hand with the fear of weight gain. Reverse dieting is a test of patience and consistency. Your body needs time to adapt to new changes you make, therefore rushing the process does no good.

If you feel stuck, waiting for your body to catch up, be patient and show yourself grace. It's normal to experience lulls in progress.

The scale will likely fluctuate throughout a reverse diet. When your weight goes up one pound or more, we recommend holding off any macro increases that week and waiting for the body to adapt (maintain or lose) before moving to your next macro set.

The last obstacle people face is the difficulty of hitting your ever-increasing macros. You may experience days when the amount of food you are supposed to eat exceeds your appetite.

A trick to combat this feeling is finding foods more caloric dense from non-nutrient-dense food groups. It's harder to eat 50 grams worth of carbs from broccoli than bread. Use your discretion to decide when to sacrifice more nutrient-dense foods for higher macronutrient foods.

Going through a reverse diet is a learning experience for many people. It teaches diligence and patience, and, equally as important – balance. Don't begin with a mindset of wanting to look a certain way; instead, focus on how you feel, on increasing your strength in the gym, and the overall goal of a healthy metabolism long-term.

Remember: you are making an *investment* in your long-term metabolic health. Those who successfully complete a reverse diet often end with a greater awareness of their bodies and a greater sense of how to eat according to what their body needs.

What's our take on reverse dieting?

Unfortunately, in the health and fitness industry, there are millions of people who truly want to lose weight, but they have no idea where to begin.

They also don't know the actual goals of a *successful* weight-loss plan... which means focusing on losing fat (not water and/or muscle) and maintaining their improved body composition for the rest of their lives – all while adhering long-term to a healthy, sustainable lifestyle.

If you want to separate yourself from others, be willing to learn and break away from the mainstream of fad diets and eating restrictions!

Especially with the nonsense (un-researched and/or un-tested) in the industry preached daily. Instead, learn and understand how to work with your metabolism in its current state, developing a game plan *without* the need to fight against your metabolism.

"Instead of seeking a 'quick fix,' invest in your long-term sustainability and, ultimately, freedom."

Reverse dieting is a strategy many competitive athletes (including bodybuilders and bikini competitors) use that you can implement into your lifestyle. We hope to see reverse dieting continue to grow in the mainstream and help people overcome their current diets building a healthy, sustainable lifestyle for the first time in their lives.

CALCULATING YOUR MACROS

FOR INDIVIDUALS WHO KNOW THEIR CALORIC OR MACRO INTAKE

First Week:

This is the starting point for you if you have already been eating in a severe caloric deficit (25% or higher). This is intended to help you kickstart your reverse diet phase.

- Protein: Maintain the same protein intake, although we recommend 0.8g – 1.0g/lb. as a general rule of thumb.
- Fat: Increase your fat intake by 10%

 (current grams) x .10 (%) = (new) total grams for your fat intake.

- Carbs: Increase your carb intake by 10%

 (current grams) x .10 (%) = (new) total grams for your carbs intake.

Each (Subsequent) Week:

Start here if you have already been eating in a caloric deficit (20% or lower).

- Eat plenty of protein with at least 0.8g – 1.0g/lb. based on your eating preferences.
- Fat intake should be increased 2% – 5% (from conservative to aggressive approach).
- Carbs intake should be increased 2% – 5% (from conservative to aggressive approach).

CALCULATING YOUR MACROS

FOR INDIVIDUALS WHO DON'T KNOW THEIR CALORIC OR MACRO INTAKE

Now that we have talked about what a reverse diet phase looks like, we will show you how to calculate and start your reverse diet phase.

Step 1: Calculate Your Basal Metabolic Rate (BMR)

As stated previously, your basal metabolic rate (BMR) is the amount of energy (or calories) your body needs in order to perform involuntary functions. This equation calculates the calories your body needs if you were to do nothing but lie on the couch all day.

Insert your age here: (years)

To convert your height into centimeters, do this equation:

- Height (inches): x 2.54 (cm) = cm.

To convert your weight into kilograms (kg), do this equation:

- Weight (pounds) / 2.2 (kg) = kg.

Calculate your BMR by plugging in your numbers in the highlighted fields of the equation:

Equation: $655 + (9.6 \times \text{ kg}) + (1.8 \times \text{ cm}) - (4.7 \times \text{ yrs}) =$
 calories for basal metabolic rate (BMR).

* Important Note: This equation is for women only. Men's equation is $66 + (13.7 \times \text{ kg}) + (5 \times \text{ cm}) - (6.8 \times \text{ age}) = \text{ calories for BMR}.$

Once again, after calculating your BMR, you'll need to calculate your total daily energy expenditure (TDEE) based on your activity level throughout the day.

Step 2: Choosing Your Activity Level

In order to maintain calories as high as possible during the body fat loss phase, calculate your TDEE before selecting an appropriate (and safe) caloric deficit percentage.

Choose a number below that fits best with your *current* lifestyle.

Activity Level	Number to Use
Little to no exercise – Sedentary [1 hour or less exercise per week]	BMR x 1.1
Light exercise and/or sport 1-3 days per week – Light Activity [1 to 3 hours of exercise per week]	BMR x 1.2
Moderate exercise and/or sports 3-5 days per week – Moderate Activity [4 to 6 hours of exercise per week]	BMR x 1.35
Hard exercise and/or sports 6-7 days per week – Very Active [6 to 8 hours of exercise per week]	BMR x 1.45
Very hard exercise and/or sports 6-7 days per week + physical job – Extra Active [8+ hours of exercise per week + physical labor]	BMR x 1.6

Calculate your activity level (TDEE):

- (BMR) x (TDEE) = maintenance calories.

Reminder: Maintenance calories refer to the number of calories you'd want to consume in order to maintain your current body composition.

Step 3: Creating A Caloric Deficit

When starting a reverse diet, since your body has adapted to a caloric deficit, selecting a deficit percentage to begin your reverse diet allows the body to slowly adapt to the new energy intake.

Decide what percentage you'd like to start with; however, we encourage starting with a moderate approach, like a 20% caloric deficit, to start your reverse diet phase.

If you're eating between 600 to 1,300 calories per day, we recommend using an aggressive approach instead.

Slow (Recommended)	Moderate	Aggressive/Maximum
15%	20%	25%

Calculate your TDEE with the caloric deficit of your choice.

- (TDEE) x (%) = total calories in a deficit.
- (TDEE) - (Caloric Deficit) = total calories to start with.

Step 4: Finding Your Macros

Step 1: Protein

Use this table chart to find your protein intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
0.8g – 1.2g	0.64g – 0.7g	0.7g – 0.8g	0.9g – 1.2g	0.9g – 1.2g

Calculate your protein intake requirements.

- (weight in lbs) x (grams) = total grams of protein.
- Find the total calories from protein: (total grams of protein) x 4 calories per gram = total calories from protein.

Step 2: Fat

Use this table to find your fat intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
15% – 30%	15% – 30%	15% – 30%	30% – 40%	35% – 50%

Calculate your fat intake requirements.

- (total calories) x (%) = total calories for fat intake.
- (total calories from fat) / 9 calories per gram = total grams of fat.

Step 3: Carbs

Find the remaining calories and convert to your carb intake.

- (total calories) - (calories from protein) - (calories from fat) = total calories for carbs.
- (total calories from carbs) / 4 calories per gram = total grams of carbs.

** Important Note: Carbohydrates do not make you fat; it's the overconsumption of calories that increases weight. Carbohydrate intake is designed to give you opportunities to fit meals/foods you enjoy into your macros, not only satisfying cravings but improving energy and training performance as well.*

*** If you have a relevant medical condition (low blood glucose and/or type I or II diabetes),*

please consult with your doctor or physician to find your carbohydrate ceiling, as there are a lot of variations to consider if this amount of carbohydrates is manageable for you.

Congratulations! You have now determined your daily macro requirements to begin reverse diet.

- Your macros are P – g; C – g; and F – g.

It is important to adhere to these macros for the next 2 to 3 weeks (in many cases, individuals like to follow them for 4 to 6 weeks) before adjusting your macros. Your body needs *time* to make adaptations to your new set of macros.

ADJUSTING YOUR MACROS

You will slowly increase your carbs and fat depending on your body's biofeedback according to the instructions below. There is no need to rush and increase your calories, and we recommend following each set of macros for at least 2 to 3 weeks at a time.

If your weight and/or body measurements are not maintaining, you'll want to wait on increasing your calories for another week until you perform a self check-in.

Use the following guidelines every 2 to 3 weeks to help decide if you need to increase your macros or stay with the same set of macros for another week.

Weight	Body Measurements	Actions With Macros?
Loss	Loss	Increase
Loss	Maintain	Increase
Loss	Gain	Maintain
Maintain	Loss	Increase
Maintain	Maintain	Increase
Maintain	Gain	Maintain
Gain	Loss	Increase
Gain	Maintain	Maintain
Gain	Gain	Maintain

** Important Note: If you gain 1(+) pound(s) and/or 0.5(+) inches for 3 or more consecutive weeks while consistently training and adhering within 1g to 5g of each macronutrient goal (+/-), it is likely you have reached your metabolic capacity.*

When this happens, you can do one of five things:

1. Recalculate your calories/macros to maintain your new body.
2. Use your most recent week of macros in which you were maintaining weight and/or body measurements – before you experience an increase in weight and body measurements.
3. Enter into a body fat loss phase, if desired.
4. Continue slowly building your calories into a caloric surplus in order to build more lean muscle tissue while minimizing body fat gains.
5. Recalculate your maintenance calories, and start intuitive eating methods, starting with one meal a week. From there, you can continue building up to a few days of intuitive eating a week.

How do I increase my carbohydrate and fat intake?

Decide which approach you want to take based on how your body responds to macros. We highly recommend utilizing a moderate to standard approach.

Approach	Protein	Carbohydrates	Fat	Increase Calories By
Slow	No changes	+3g to +5g	+1g to +2g	21 calories – 38 calories
Moderate	No changes	+5g to +8g	+2g to +4g	24 calories – 68 calories
Standard	No changes	+8g to +11g	+4g to +6g	68 calories – 98 calories
Aggressive	No changes	+11g to +14g	+6g to +8g	98 calories – 128 calories

Do I need to include rest day macros?

No. You'll want to be as consistent as possible to help your body adapt to your current macros. There is no need to apply rest day macros.

What about carbohydrate cycling and/or refeed meals?

As stated in the carb cycling section previously, a reverse diet does not benefit from carb cycling.

There are not enough studies confirming the effectiveness/necessity of refeeds and/or carb cycling for individuals in reverse diet phase. If you're working to get out of a caloric deficit, this strategy breaks the consistency of slowly building your macros back up to maintenance levels.

WHEN TO END PHASE

Determining when to end a reverse diet phase is based on personal preferences and goals, but, however, we encourage you to finish a reverse diet phase when you are at least completely out of your caloric deficit. Waiting until this time helps you know you have a fully functioning metabolism.

Another thing to consider: if you have been gaining 1.0(+) pound(s) and/or 0.5(+) inches for 3 or more consecutive weeks while consistently adhering within 1g to 5g of each macronutrient goal (+/-) AND your current training regimen – it is likely you have reached your metabolic capacity.

When you get out of your caloric deficit, you have three options for next steps:

1. Recalculate your calories/macros to start a maintenance phase.
2. Continue to reverse diet, bringing your body into a caloric surplus, giving you the opportunity to build lean muscle tissue while minimizing body fat gains.
3. Recalculate your calories/macros to start a body fat loss phase.

HOW TO CHANGE PHASE

When you decide to end your reverse diet phase and switch to a body fat loss phase, make sure to complete the following steps before starting your new phase.

Use your current macros to find the current calories you have been consuming (if you don't already know).

- Protein: total grams x 4 calories per gram = total calories.
- Carbs: total grams x 4 calories per gram = total calories.
- Fat: total grams x 9 calories per gram = total calories.
- Total Calories: total calories from protein + total calories from carbs + total calories from fat = .

Decrease your total calories by 50 – 100 calories.

- Total calories: - (50 – 100 calories in a deficit) = (new) total calories.

Next, break the new calorie total back into macros based on your eating preferences and follow your new body fat loss phase.

MAINTENANCE PHASE

When you decide to finish either a body fat loss or a reverse diet phase, and you want to maintain your current body composition, here's how to set up your new calories for a maintenance phase.

During this phase, make sure to update your calculations every 4 to 6 weeks.

Step 1: Calculate Your Basal Metabolic Rate (BMR)

As stated previously, your basal metabolic rate (BMR) is amount of energy (or calories) your body needs in order to perform involuntary functions. This equation calculate the calories your body needs if you were to do nothing but lie on the couch all day.

Insert your age here: (years)

To convert your height into centimeters, do this equation:

- Height (inches): x 2.54 (cm) = cm.

To convert your weight into kilograms (kg), do this equation:

- Weight (pounds) / 2.2 (kg) = kg.

Calculate your BMR by plugging in your numbers in the highlighted fields of the equation:

Equation: $655 + (9.6 \times \text{ kg}) + (1.8 \times \text{ cm}) - (4.7 \times \text{ yrs}) = \text{ calories for basal metabolic rate (BMR)}.$

* Important Note: This equation is for women only. Men's equation is $66 + (13.7 \times \text{ kg}) + (5 \times \text{ cm}) - (6.8 \times \text{ age}) = \text{ calories for BMR}.$

The next step is calculating your total daily energy expenditure (TDEE). To do this, take your BMR and multiply it by a number representing your activity level in the next step.

Step 2: Choosing Your Activity Level

Choose a number below that fits best with your *current* lifestyle.

Activity Level	Number to Use
Little to no exercise – Sedentary [1 hour or less exercise per week]	BMR x 1.1
Light exercise and/or sport 1-3 days per week – Light Activity [1 to 3 hours of exercise per week]	BMR x 1.2
Moderate exercise and/or sports 3-5 days per week – Moderate Activity [4 to 6 hours of exercise per week]	BMR x 1.35
Hard exercise and/or sports 6-7 days per week – Very Active [6 to 8 hours of exercise per week]	BMR x 1.45
Very hard exercise and/or sports 6-7 days per week + physical job – Extra Active [8+ hours of exercise per week + physical labor]	BMR x 1.6

Calculate your activity level (TDEE):

- (BMR) x (TDEE) = maintenance calories.

Reminder: Maintenance calories refers to the number of calories you need to consume in order to maintain your current body composition.

Step 3: Finding Your Macros

Step 1: Protein

Use this table chart to find your protein intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
0.8g – 1.2g	0.64g – 0.7g	0.7g – 0.8g	0.9g – 1.2g	0.9g – 1.2g

Calculate your protein intake requirements.

- (weight in lbs) x (grams) = total grams of protein.
- Find the total calories from protein: (total grams of protein) x 4 calories per gram = total calories from protein.

Step 2: Fat

Use this table to find your fat intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
15% – 30%	15% – 30%	15% – 30%	30% – 40%	35% – 50%

Calculate your fat intake requirements.

- (total calories) x (%) = total calories for fat intake.
- (total calories from fat) / 9 calories per gram = total grams of fat.

Step 3: Carbs

Find the remaining calories and convert to your carb intake.

- $\frac{\text{ }}{\text{ }} \text{ (total calories)} - \frac{\text{ }}{\text{ }} \text{ (calories from protein)} - \frac{\text{ }}{\text{ }} \text{ (calories from fat)} = \frac{\text{ }}{\text{ }} \text{ total calories for carbs.}$
- $\frac{\text{ }}{\text{ }} \text{ (total calories from carbs)} / 4 \text{ calories per gram} = \frac{\text{ }}{\text{ }} \text{ total grams of carbs.}$

** Important Note: Carbohydrates do not make you fat; it's the overconsumption of calories that increases weight. Carbohydrate intake is designed to give you opportunities to fit meals/foods you enjoy into your macros, not only satisfying cravings but improving energy and training performance as well.*

*** If you have a relevant medical condition (low blood glucose and/or type I or II diabetes), please consult with your doctor or physician to find your carbohydrate ceiling, as there are a lot of variations to consider if this amount of carbohydrates is manageable for you.*

Congratulations! You have now determined your daily macro requirements to follow a maintenance phase.

- Your macros are P – $\frac{\text{ }}{\text{ }}$ g; C – $\frac{\text{ }}{\text{ }}$ g; and F – $\frac{\text{ }}{\text{ }}$ g.

It is important to adhere to these macros for the next 4 to 6 weeks before adjusting and/or updating your macros if your weight changes more than 3 to 5 pounds.

MUSCLE BUILDING PHASE

When you want to lose fat, you eat less than you burn. When you want to build muscle, you eat more than you burn. With this muscle building phase, you need to get your body placed in a caloric surplus.

Step 1: Calculate Your Basal Metabolic Rate (BMR)

As stated previously, your basal metabolic rate (BMR) is amount of energy (or calories) your body needs in order to perform involuntary functions. This equation calculate the calories your body needs if you were to do nothing but lie on the couch all day.

Insert your age here: (years)

To convert your height into centimeters, do this equation:

- Height (inches): x 2.54 (cm) = cm.

To convert your weight into kilograms (kg), do this equation:

- Weight (pounds) / 2.2 (kg) = kg.

Calculate your BMR by plugging in your numbers in the highlighted fields of the equation:

Equation: $655 + (9.6 \times \text{ kg}) + (1.8 \times \text{ cm}) - (4.7 \times \text{ yrs}) = \text{ calories for basal metabolic rate (BMR)}.$

* Important Note: This equation is for women only. Men's equation is $66 + (13.7 \times \text{ kg}) + (5 \times \text{ cm}) - (6.8 \times \text{ age}) = \text{ calories for BMR}.$

Once again, after calculating your BMR, you'll need to calculate your total daily energy expenditure (TDEE) based on your activity level throughout the day.

Step 2: Choosing Your Activity Level

Calculate your TDEE before selecting an appropriate caloric surplus percentage.

Choose a number below that fits best with your *current* lifestyle.

Activity Level	Number to Use
Little to no exercise – Sedentary [1 hour or less exercise per week]	BMR x 1.1
Light exercise and/or sport 1-3 days per week – Light Activity [1 to 3 hours of exercise per week]	BMR x 1.2
Moderate exercise and/or sports 3-5 days per week – Moderate Activity [4 to 6 hours of exercise per week]	BMR x 1.35
Hard exercise and/or sports 6-7 days per week – Very Active [6 to 8 hours of exercise per week]	BMR x 1.45
Very hard exercise and/or sports 6-7 days per week + physical job – Extra Active [8+ hours of exercise per week + physical labor]	BMR x 1.6

Calculate your activity level (TDEE):

- (BMR) x (TDEE) = maintenance calories.

Reminder: Maintenance calories refer to the number of calories you'd want to consume in order to maintain your current body composition.

Step 3: Creating A Caloric Surplus

Decide what percentage you'd like to start with; however, we encourage you to start with a moderate approach, starting with 10% caloric surplus to start your muscle building phase.

If you don't mind being aggressive with your muscle building phase, use a 15% caloric surplus.

Slow (Recommended)	Moderate	Aggressive/Maximum
5%	10%	15%

Calculate your TDEE with the caloric surplus of your choice.

- (TDEE) x (%) = total calories in a surplus.
- (TDEE) + (Caloric Surplus) = total calories to start with.

Step 4: Finding Your Macros

Step 1: Protein

Use this table chart to find your protein intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
0.8g – 1.2g	0.64g – 0.7g	0.7g – 0.8g	0.9g – 1.2g	0.9g – 1.2g

Calculate your protein intake requirements.

- (weight) x (grams) = total grams of protein.
- Find the total calories from protein: (total grams of protein) x 4 calories per gram = total calories from protein.

Step 2: Fat

Use this table to find your fat intake recommendations based on your eating preferences.

Non-Specified	Vegan	Vegetarian	Paleo	Keto
15% – 30%	15% – 30%	15% – 30%	30% – 40%	35% – 50%

Calculate your fat intake requirements.

- (total calories) x (%) = total calories for fat intake.
- (total calories from fat) / 9 calories per gram = total grams of fat.

Step 3: Carbs

Find the remaining calories and convert to your carb intake.

- (total calories) - (calories from protein) - (calories from fat) = total calories for carbs.
- (total calories from carbs) / 4 calories per gram = total grams of carbs.

* *Important Note: Carbohydrates do not make you fat; it's the overconsumption of calories that increases weight. Carbohydrate intake is designed to give you opportunities to fit meals/foods you enjoy into your macros, not only satisfying cravings but improving energy and training performance as well.*

** *If you have a relevant medical condition (low blood glucose and/or type I or II diabetes), please consult with your doctor or physician to find your carbohydrate ceiling, as there are a lot of variations to consider if this amount of carbohydrates is manageable for you.*

Congratulations! You have now determined your daily macro requirements to follow to begin your body fat loss phase.

- Your macros are P – g; C – g; and F – g.

Next, it is important to adhere to these macros for the next 3 to 6 weeks before increasing your macros further (same as a reverse diet).

MONITORING YOUR PROGRESS

We continue seeing many individuals who a.) don't know how to monitor their progress (or weren't taught how), or b.) focus heavily on the number directly from the weight scale without thinking about additional tools.

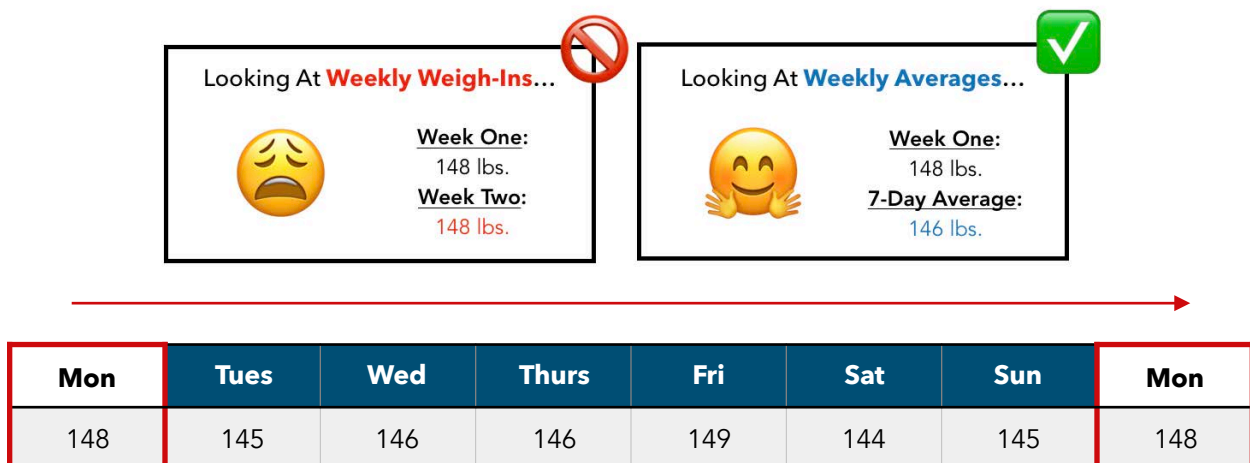
1. Weight: Often times, you hear/see society tell us the number on the weight scale should define whether we're healthy or not. In fact, stressing about a number on a scale will only lead to an unhealthy obsession with weight.

It is normal for you to see your weight going up/down (known as weight fluctuations) because it is directly impacted by the level of stress and/or anxiety we experience, the changes with our hormone levels, the amount of sleep we're able to get from each night, increased/decreased sodium/potassium, water intake amount, the impact from the level of intensity with workouts, and tons more!

We recommend recording your weigh-ins daily to find the weekly average.

To take your weekly average, we recommend weighing first thing in the morning after you go to bathroom, before you drink or eat anything, and wearing the same clothing each weigh-in to be as consistent as possible.

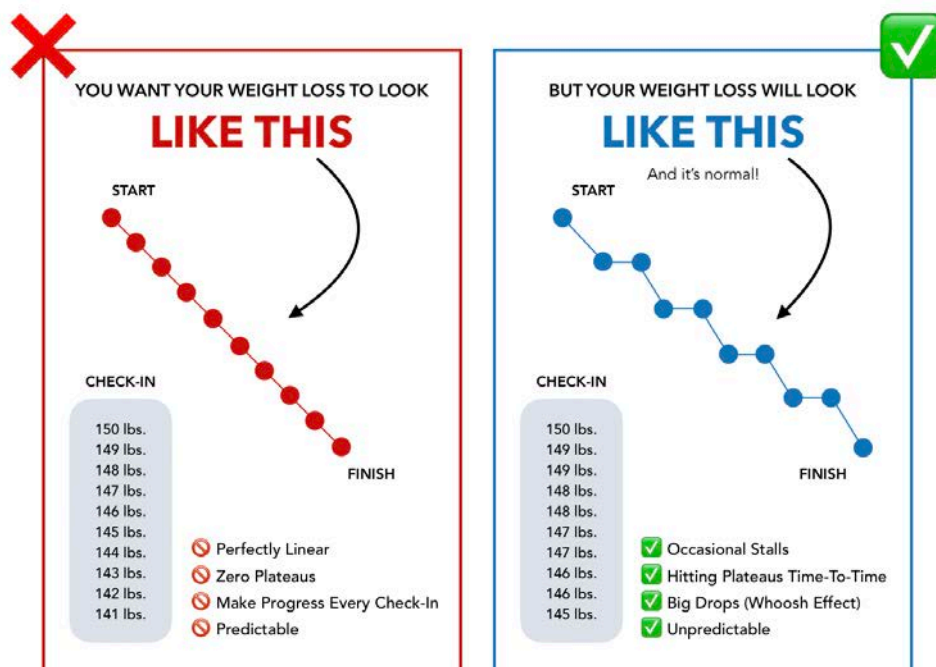
Here's an example of weekly weigh-ins:



Weekly weigh-in average: 1,171 lbs. divided by 8 days = 146.37 = 146 lbs.

With this example, if deciding to weigh-in once a week on Monday, you are more likely to become discouraged – the number doesn't seem to move the needle down. The weekly weigh-in average gives you a much clearer picture of what goes on with your weight because it shows the results come with a loss of two pounds!

* *Insider Tip:* Weighing yourself is only one form of monitoring your progress. If this happens to trigger an unhealthy relationship with the weight scale, please do not use this method. It is more important for you take care of your mental health than what the number says on the weight scale!



Most people don't understand how to "read" their weight scales. They see a small jump and freak out with a rise in number or they get overly excited when they lose a certain amount of weight all of a sudden (known as the "whoosh" effect). But, then, a week or two of no change and they assume they are plateaued.

In reality, your weight will not go down in a linear format, day-to-day, week-to-week. For most people, it'll look like the second column.

Our advice is to use the scale to track your “progress”, but understand how it really works using it to your advantage!

2. Body Measurements: Use a measuring tape to measure your body parts – chest/bust, arms, waist, hips, and thighs.

You'll want to measure your body measurements once a week, upon waking up and after using the bathroom, and before eating and drinking anything.

Measurements may seem like a hassle, but it is one of the most effective ways to monitor your progress. Body composition can change without any direct changes in weight!

Use this chart to help you keep a record of your measurements:

Body Parts	Week #1	Week #2	Week #3	Week #4	Average
Chest/Bust					(+/-)
Right Arm					(+/-)
Left Arm					(+/-)
Waist					(+/-)
Hips					(+/-)
Right Thighs					(+/-)
Left Thighs					(+/-)

3. Progress Photos / Videos: Use your camera to take photos (or record a video) with your front, back, and sides. We recommend using the same clothes every time you take progress photos or videos, allowing you to see differences. When you wear different clothes or colors, it will make it more difficult for you to see

the differences.

We recommend taking progress photos every four weeks instead of weekly. It's much easier to see differences in body composition from a four week difference versus just one week's difference.

** Insider Tip: Remember that this is a life-long journey; it is normal to see little to no progress – even when you're comparing your photos every four weeks. Most clients we work with start seeing differences when they're twelve to twenty-four weeks in their journey!*

4. Body Fat Percentage: We'll break down three different phrases – body composition, body mass index, and body fat percentage – helping you understand the differences.

Body composition is a summary of information based on your body's overall structure – muscle, fat, bones, organs, blood, water, etc.

Body Mass Index (BMI) is a relationship based on numbers calculated using a formula comparing weight and height. It may be useful to analyze large populations; however, it is far out-dated (does not account for lean muscle mass) and should not be the tool you'll want to use to compare data.

Body Fat Percentage (BF%) focuses on the total percentage of your body weight that is actual body fat.

There are many tools that can measure your body percentage; however, they are still just numbers and do not give an accurate indication regards to making progress toward your goals or not.

We highly recommend using the combined data between:

- Weigh-ins (daily and look at 7-14 day or monthly averages),

- Body measurements (every 2-3 weeks),
- Progress photos (every 4-6 weeks),
- How clothes fit (daily),
- How you actually feel (daily),
- And how you perform through your workouts (daily).

These data sets will give you a much better idea of where you are in your journey toward your goals rather than relying on weight scale alone.

* Insider Tip: We created a weekly check-in progress checklist on the next page just for you.

WEEKLY PROGRESS CHECKLIST

Weight

- Are you wearing the clothing as your first check-in?
- Did you weigh yourself at the same time in the morning/afternoon?
- Did you weigh yourself after going to restroom and before your first meal and/or drink?

Body Measurements

- Did you measure your body with or without clothing on?
- Did you measure the same parts of your body?
- Is it taken at the same time in the morning/afternoon?
- Did you measure them after going to restroom and before your first meal and/or drink?

Progress Photos

- Are you wearing the same clothes for all of your progress photos?
- Did you use the same mirror (or placement) to take your progress photos?
- What about the lighting? Is it bright or dark?
- Did you take it after going to restroom and before your first meal and/or drink?

Did you happen to gain weight and/or body measurements?

- Did you use a different weight scale and/or measuring tape?
- Did you eat and/or drink more than usual yesterday?
- Did you consume more salty foods than normal yesterday?
- Have you gone to bathroom (you know... poo-poo)?
- Is it that time of the month (menstrual cycle)?
- Did you perform a high-intensity training session or activity yesterday?
- Did you get the same amount of sleep?
- Did you adhere to your macros within 1g-5g (+/-) of each macro with consistency for the last seven days?

MyMacros+

Description: Complete diet-tracking mobile application developed by a bodybuilder, Jason Loewy.

Available in iTunes and Google Play

Website: [Click Here](#)

Tutorials: [Click Here](#)

MyFitnessPal

Description: Fastest, easiest-to-use calorie/macro tracking app – owned by Under Armour.

Available in iTunes and Google Play

Website: [Click Here](#)

Tutorials: [Click Here](#)

If you're wondering which macro-tracking app we use, we prefer MyMacros+ over MyFitnessPal due to its simplicity and ease of use!

ACCURACY WHEN TRACKING

When you do something new, it will take you a bit of time to adjust. Remember that this is part of the learning process. When you first start out, your goal is to not become obsessed about hitting your macros “spot-on;” instead learn how to get close as possible within your macro goals.

There are four different approaches you can use with macro counting.

1. Flexible Approach: Great for individuals brand new to macro counting; focus on hitting macros within 10g to 15g of each macro (or getting within 170 to 255 calories under/over their caloric intake goal).
2. Mildly Flexible Approach: Most common approach by many individuals who have been counting macros for several weeks; focus on hitting macros within 5g to 10g each macro (or getting within 85 to 170 calories).
3. Non-Flexible Approach: For individuals experienced with macro tracking and hitting their macros within 1g to 5g of each macro (or getting within 17 to 85 calories under/over the caloric intake goal).
4. Strict Approach: This approach can become unhealthy and/or trigger some certain obsessive behaviors; More common for individuals who are athletes at professional levels and/or competing on stage through bodybuilding and/or bikini shows; this approach requires a high-level of focus and planning.

If macro counting is new to you – we encourage you to focus on the flexible approach (#1) because we have been in your shoes. Keep in mind that macro counting is considered to be a tool to help you achieve results, showing you how to fit foods you love into your daily macro allotment while reaching your goals. As you get more comfortable and confident, you can move onto approaches #2 and then #3 (if necessary to keep reaching goals).

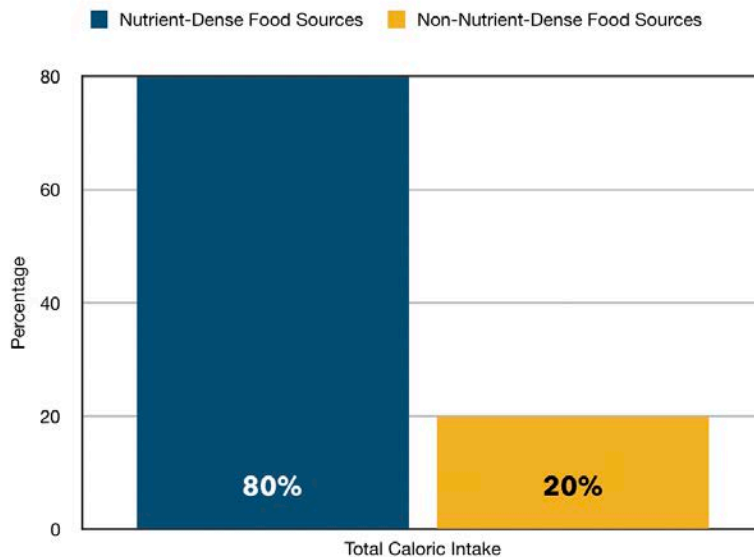
NUTRIENT-DENSE VS. NON-NUTRIENT-DENSE FOODS

Take a minute to compare macro counting to a financial budget. In order for you to reach your macro goals, you must be intentional with your macro planning.

The 80/20 approach is a great rule of thumb not only for helping you reach your macro and micro goals for optimal body functioning but also giving you the freedom and flexibility to fit something in to satisfy cravings.

If you choose to spend your macros on non-nutrient-dense foods (calorically dense), you will typically get less amounts of food. Often times, non-nutrient-dense foods have higher carbs and fat making it difficult for you to reach your protein intake goals without eating 100% pasteurized egg whites, vegan protein powder, etc.

Let's consider wise budgeting in various macro phases.



Caloric Deficit Budgeting

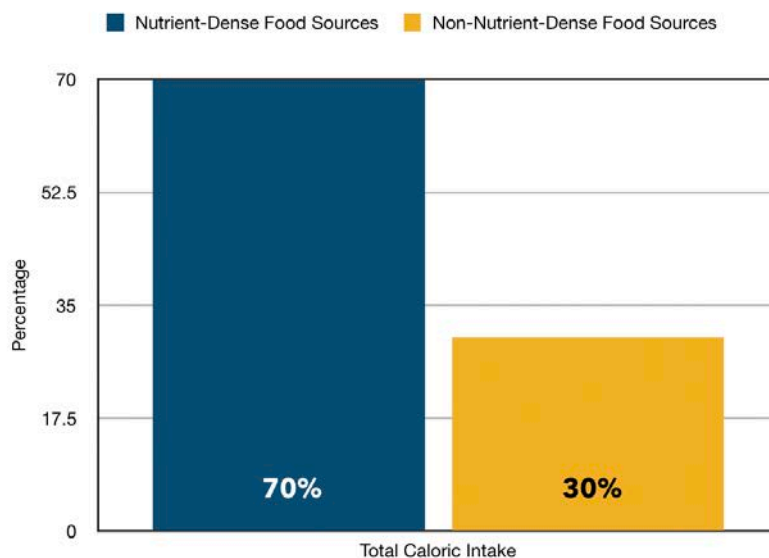
When you are either in a body fat loss or reverse diet phase, we encourage you to avoid drinking calories as much as possible. There are hidden calories/macros that are in your coffee, soda and/or smoothies. This will help you avoid getting hungry again

sooner.

Instead, try aiming for solid, nutrient-dense food groups that you're able to eat and fill up your stomach. It will keep you satisfied for a longer period of time until your next meal or snack.

Look for ingredients high in fiber content, like vegetables, (be mindful of fiber intake!) and lean protein with dietary fat sources helping you meet your macro goals.

As your calories/macros continue decreasing by going further into a caloric deficit, it is normal to become hungry more frequently (known as one of our favorite words, "hangry;" an awful combination of two words: angry and hungry).



Maintenance / Caloric Surplus Budgeting

When you are in a maintenance and/or caloric surplus, it is rare for to see a person who can fill their entire's day worth of macros directly from nutrient-dense food sources (we're not saying that it's impossible... but it's rare).

Doing this may make you feel uncomfortable, due to being full and bloated at all times because of how the foods are digested. We encourage you to take a 70/30 approach

during this phase by balancing your nutrient-dense food options with non-nutrient-dense foods to meet your macro goals.

If you are still having a hard time meeting your macro goals – try finishing your macros off with a high-calorie drink (i.e. a protein shake or a smoothie).

READING NUTRITION LABELS

Nutrition labels are easy to read, but you'll want to familiarize yourself with a few things first. Let's use an example with one of our favorite foods: Kodiak Cakes – Dark Chocolate.

Nutrition Facts	
Servings per container about 10	
Serving Size 1/2 Cup (53g)	
Makes About Three, 4" Flapjacks	
Amount Per Serving	
Calories 190	Calories from Fat 35
% Daily Value *	
Total Fat 4g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 280mg	12%
Total Carbohydrates 28g	9%
Dietary Fiber 5g	
Sugars 8g	
Protein 14g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 7%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram	
Fat 9	Carbohydrate 4 Protein 4

DARK CHOCOLATE POWER CAKES
FLAPJACK AND WAFFLE MIX

- **Serving Size:** Found at the top of the nutrition label, serving size tells you the quantity or portion of food that will account for the given macronutrients.

For example – One serving of Kodiak Cakes is ½ cup or 53 grams.

- **Calories:** The total amount of energy the serving size provides.

For example – 190 calories for one serving of Kodiak Cake mix (but you'll be in for a surprise!).

- **Total Fat:** The total amount of fat is listed as well as sub-categories of other fats found in the food. Count the total fats only.

For example – 4 grams of fat for one serving of Kodiak Cake mix.

- **Total Carbs:** The total amount of carbs is listed, as well as sub-categories of fiber and sugar grams. Count the total carbs only.

For example – 28 grams for one serving of Kodiak Cake mix.

- **Total Protein:** Even though it is listed last, don't forget that protein is the most important!

For example – 14 grams for one serving of Kodiak Cake mix.

Remember: when counting macros, macronutrients align with the caloric intake recommendations for the macro numbers - not necessarily the total calories listed on the package.

Nutrition Facts	
Servings per container about 10	
Serving Size 1/2 Cup (53g)	
Makes About Three, 4" Flapjacks	
Amount Per Serving	
Calories 190	Calories from Fat
% Daily Value *	
Total Fat 4g	6%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 280mg	12%
Total Carbohydrates 28g	9%
Dietary Fiber 5g	
Sugars 8g	
Protein 14g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 7%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram:	
Fat 9	Carbohydrate 4 Protein 4

DARK CHOCOLATE POWER CAKES
FLAPJACK AND WAFFLE MIX

Fat

4 grams x 9 calories = 36 calories

+

Carbohydrates

28 grams x 4 calories = 112 calories

+

Protein

14 grams x 4 calories = 56 calories

↓

Total Calories

36 calories (Fat) + 112 Calories (C) + 56 Calories (P) = 204 calories.

For example, if a 1/2 serving of Kodiak Cake provides:

- **Fat:** 4 grams x 9 calories per gram = 36 calories.

- Carbs: 28 grams x 4 calories per gram = 112 calories.
- Protein: 14 grams x 4 calories per gram = 56 calories.
- Total Calories: 36 + 112 + 56 = 204.

For this ½ serving of Kodiak Cakes, it will give you 204 calories – not 190 calories!

Unfortunately, many nutrition labels can be off by several calories or more because the FDA allows companies to round to an even number. This is exactly why we encourage counting macros instead of calories alone.

Serving Size

Food bought in containers lists the package as a single serving size or if the package contains multiple servings. With the Kodiak Cakes example, a serving size is a ½ cup (or 53 grams). This container of Kodiak Cakes contains about 10 servings (labeled in parenthesis beside the individual serving amount). Depending on your goals and needs, you might consume anywhere from 1 to 10 servings at a meal.

Again, it comes down to *your* needs, preferences, and macro goals. If you are planning to consume more than one serving size, simply multiply the nutrition label facts for the amount you plan to consume.

For example, if I wanted two servings of Kodiak Cakes, I would be eating 28 grams of protein, 56 grams of carbs, and 8 grams of fat.

- Fat: 4 grams x 2 servings = 8 grams.
- Carbs: 28 grams x 2 servings = 56 grams.
- Protein: 14 grams x 2 servings = 28 grams.

We want to show you another example from one of our favorite dinners - sushi from King Soopers.

Nutrition Facts	
2 servings per container	
Serving Size	5.5oz (156g)
Amount Per Container	
Calories	270
%DV*	
14%	Total Fat 9g
14%	Saturated Fat 3g
	Trans Fat 0g
7%	Cholesterol 20mg
24%	Sodium 570mg
13%	Total Carbohydrates 38g
13%	Dietary Fiber 3g
	Sugars 3g
	Protein 11g

You don't need to multiply your macros by the number of servings because it already comes with total macros based on **amount per container**.

This is why it is important to read carefully because some nutrition labels can be tricky to understand!

You see... you don't need to multiply your macros by the number of servings because it already comes with the total macros based on an amount per container.

This shows the importance of *reading carefully* because some nutrition labels can be tricky to understand!

However, some foods are not labeled with nutritional information. What then?

Foods without nutrition labels

If you happen to get a food that doesn't come with a nutrition label, what should you do? Most fresh fruits, vegetables, and meats from butcher shops do not come with nutrition labels.

Our recommendation is using a macronutrient database (such as MyFitnessPal and MyMacros+) to find a similar food or find a general macronutrient breakdown of the food.

When first beginning, simmer recipes/meals with fewer ingredients helps ease you in to finding foods/meals that meet your macro goals.

Think “Simple meals first, variety second!”

Beginning with one meal, find the macros for the meal using your macro tracking app as described above. This helps you see how the meal fits your day's allotment. The app will automatically subtract the macros spent on that one meal, allowing you to fill the remaining meals/macros.

BUILDING YOUR FIRST MEAL

How does it work?

Creating meals that fit your macros may be difficult at first... but rest assured – it will get easier as you become more experienced with macro tracking and build collections of foods and meals you enjoy eating.

Let's start with an example for lunch:

You decide you'd like to have 50 grams of protein, 20 grams of carbs, and 10 grams of fat out of your daily allowance for lunch.

You're craving something wrapped and with ground turkey. To build and track this meal, we need to look at the nutrition facts for each ingredient's serving size.

Using a macro tracking app (like MyFitnessPal or MyMacros+) will expedite the process of logging this information. Simply search for each food item in the app's database or scan the barcode on the package (if available).

If you use the scanner feature, be sure to compare the information in your tracking app with the label on the package as they can be off sometimes. If this happens, try searching for another option or simply enter the numbers manually. (Once you enter the macros manually, the food item will be stored in the database for future use!)

Sample Lunch Meal

With the ingredients in your refrigerator, you only have lean ground turkey, shredded mozzarella cheese, light sour cream, lavash bread, and shredded iceberg lettuce.

Let's put it to work:

- 98% Lean Ground Turkey (79.5 grams cooked): P-26g; C-0g; F-1.5g.

- Shredded Mozzarella Cheese (28 grams): P-8g; C-0g; F-5g.
- Light Sour Cream, Pure & Natural (30 grams): P-2g; C-2g; F-2.5g.
- Joseph's Flatbread – Honey Wheat (1 Tortilla): P-8g; C-14g; F-3g.
- Cabela's Seasoning (Parmesan & Garlic French Fry): P-0g; C-0g; F-0g.

Total macros: P-44g; C-16g; F-12g.

- Protein: $26 + 8 + 2 + 8 + 0 = 44$ total grams.
- Carbs: $0 + 0 + 2 + 14 + 0 = 16$ total grams.
- Fat: $1.5 + 5 + 2.5 + 3 + 0 = 12$ total grams.

Compare Goal (G) Macros vs. Actual (A) Macros

- Protein: (G) 50g vs. (A) 44g = -6g (under).
- Carbs: (G) 20g vs. (A) 16g = -4g (under).
- Fat: (G) 10g vs. (A) 12g = +2g (over).

You will see that this meal went under with protein and carbs while going over fat by two grams. However, the focus is to hit your “total daily macros” as closely as possible; how you split up your macros meal-to-meal is based on personal preference.

Try to use per-meal macro goals as a *guideline* rather than an absolute rule to stay on track.

Try your best to meet your allowed daily grams of protein, carbs, and fat – but don't stress if you're not spot on every single day. Consistency will always triumph over perfection!

The longer you prep, the easier hitting those goals becomes. The beauty of planning ahead is seeing the number of macros before consuming them. This allows you to play with serving sizes and foods in your day to meet your goals.

** Important Note: You do not need to write out the macronutrients for each item like we showed above; your macro tracking app will do this for you! The above example was showing you how to break down the macro content of each item in order to track a full meal.*

PLANNING MEALS

Now that you know how to track a meal, some individuals utilize meal planning to help meet their goals throughout the week. Meal planning is intended to help you prepare meals ahead of time. It involves preparing and packing cooked foods in airtight containers (and/or reusable bags) in the fridge. Many successful fitness enthusiasts prepare their meals ahead of time because it saves them time, money, and helps them hit their macro goals on the go.

Why is it important to meal prep?

- **Saves Time:** You may spend an hour (or two) in the kitchen on the day of your choice (although we recommend Thursdays and/or Sundays).

This helps save hours being spent in the kitchen throughout the week, enabling you to spend quality time with someone or doing something else! It also saves clean-ups through the week!

- **Saves Money:** Know what you're eating ahead of time eases financial budgeting, helping you purchase ingredients accordingly.

For example, you can purchase meat, fruits, and veggies (as well as rice and oats) in bulk, dividing them into multiple meals and placing them in airtight containers or reusable bags in the fridge for the week.

This strategy ensures you are mindful of (and stretching!) each dollar, eating at home and preventing frequent trips to the grocery.

- **Manage Macros:** When you plan your meals, you simplify tracking because you know each meal's macros ahead of time. This enables you to know the remaining amount of macros you'll need to consume that day in order to meet your macro totals and stay on track with your goals!

- **Done With Less Efforts:** We are all busy people doing countless hours of tasks every day... the last thing we want to do is to meal prep every day.

Getting most of our meals cooked and prepped ahead allows us to juggle less and focus more attention towards careers, workouts, and being with loved ones. It also helps us enjoy life and manage stress.

- **Eats Better:** When we meal prep, we have a higher rate of success to consume food from nutrient-dense food sources; and thus, we can achieve an 80/20 balance with treats we'd like to have in the afternoons or evenings.

Nutrient-dense food sources also help us obtain vitamins and minerals we need to live healthy, sustainable lifestyles. With meals prepped ahead of time, we have the flexibility to adjust our macros to weather through day-to-day activities.

- **Improve Multi-tasking Skills:** Meal planning and prepping helps improve multi-tasking abilities by managing 2-3 different ingredients as we cook and/or bake them, including packing and storing them away, *and* cleaning our kitchen.

We also learn ways to save time and money in other areas of life at the end of each meal prep.

- **Achieve Goals:** All of these benefits will help bring you closer to your goals through body, mind, and soul at a much quicker rate compared to individuals who are unprepared. Preparation enables you to manage your stress with ease, and get your quality of life back.

When people say you cannot have a balanced lifestyle... let us be the first to tell you – you can! It comes down to planning and prepping.

Ok, I'm feeling overwhelmed and don't know where to start!

1. Calculate Your Macros.

If you don't know your macros, take a few minutes to calculate your macros by selecting a phase of your choice as mentioned earlier in the e-book.

2. Divide your macros into meals and/or snacks.

Once you know your total macros, you can divide your macros by the number of meals or snacks you prefer (or what works with your day's schedule). As a guideline, aim for 70% of your macros toward meals and 30% toward snacks.

Here's an example below:

A. Using an outdated set of macros: P-145g; C-200g; F-48g – I'll multiply it by 70% to get the macros for my meals.

Finding macros for meals:

- Protein: $145\text{g} \times .70 (\%) = 101.5$ (rounded up to) 102 grams.
- Carbs: $200\text{g} \times .70 (\%) = 140$ grams.
- Fats: $48\text{g} \times .70 (\%) = 33.6$ (rounded up to) 34 grams.

Divide these grams into 3 meals:

- Protein: $102\text{g} / 3 \text{ meals} = 34$ grams each meal.
- Carbs: $140\text{g} / 3 \text{ meals} = 47$ grams each meal.
- Fats: $34\text{g} / 3 \text{ meals} = 11$ grams each meal.

B. Then I'll find 30% of remaining macros by subtracting total macros from macros I calculated to find for my snacks.

Finding macros for snacks:

- Protein: $145\text{g (total)} - 102\text{g (for meals)} = 43$ grams for snacks.
- Carbs: $200\text{g (total)} - 140\text{g (for meals)} = 60$ grams for snacks.
- Fats: $48\text{g (total)} - 34\text{g (for meals)} = 14$ grams for snacks.

Divide these grams into 2 snacks:

- Protein: $43\text{g} / 2 \text{ snacks} = 22 \text{ grams each snack}$.
- Carbs: $60\text{g} / 2 \text{ snacks} = 30 \text{ grams each snack}$.
- Fats: $14\text{g} / 2 \text{ snacks} = 7 \text{ grams each snack}$.

3. Create your meal plan.

Now that you know how many meals in which to divide your macros, you can create a meal plan. Using your total grams of protein, carbs, and fat, create a list of meals you'd like to have for the coming week.

Look at your schedule. Determine how many meals for which you can realistically cook and plan. Is it one, two, or three meals? As you determine which recipes to make, consider, "Will I mind eating this more than once?" If you answer yes, try finding a recipe/meal that you love enough to eat again.

After creating your list of 1-2 breakfasts, 1-2 lunches, and 1-2 dinners (including 1-2 snacks in between these meals), it's time to make sure the meals are meeting your macro requirements.

This will help assure that the meals you're planning to eat will fulfill your intake requirements and be satisfying to your taste buds.

4. Build your grocery list.

Look through your week's meal plan and recipes. Write down ingredients needed for your meals.

Make substitutions whenever possible for ingredients you already have (i.e. tomatoes in lieu of cherry tomatoes still providing similar flavor) helping you buy less and save more during this process.

Then, browse your kitchen inventory (pantry, refrigerator, etc.) and check off any ingredients you already have in your kitchen. It doesn't hurt to double check your grocery list to make sure you're not missing any ingredients you need.

Organize ingredients you need to purchase by stores you are planning to visit. For example, we buy groceries from three different stores: Costco, King Soopers, and Walmart. We decide which is the closest destination first, this way we finish our grocery shopping and drive home with everything in our car.

We also use our list of perishable and non-perishable items to determine which stores to visit first (non-perishable items) and last (perishables).

5. Go grocery shopping.

This could be obvious... but do *not* go grocery shopping when you're hungry. This leads to impulse purchases and more money spent. Plan to eat a small meal or snack (or drink a protein shake!) before leaving the house.

Also, it doesn't hurt to make sure you'll have plenty of time to shop without being rushed (wrong purchases, more money spent, etc.). This way you are able to explore your options.

While shopping, take time to read nutritional labels, compare prices, and make informed choices about purchases.

6. Food prep.

When you get home, determine which ingredients or meals you can prepare in advance. The advantage to preparing parts of your meals ahead lies in the simplicity it creates to meeting your macro goals. You've done the work to plan your meals, fitting your allotments; so now, put in the work to make it happen.

You may lack motivation to cook because you're not hungry or would rather watch television. Think of it this way: by the time you're finished preparing your meals, you'll

be hungry and one of your meals is ready to go – and fits your macros!

There are lots of ways to prepare foods to help make meals simpler and easier throughout the week. What will help you be successful and less stressed and/or what is realistically possible for you and your lifestyle?

Will it be beneficial to cook your lunch meals, so you can just grab them from the fridge before work in the morning?

Will making a large batch of ground meat used in two different recipes be more helpful?

Choose a method that will work for you that week. There is no “right or wrong” when it comes to meal prep. It boils down to your life, your schedule, and what creates simplicity for your journey.

DINING OUT

It can be more difficult staying within your macro allowance when you dine out, but it's not impossible.

Macro counting is a lifestyle you can maintain for life; therefore, it is critical to long-term success that you practice the habit of dining out and tracking macros. You don't want to say "no" to invitations to eat out for the rest of your life!

Most fast food and sit-down chain restaurants provide nutritional information online for items on their menu (e.g., Chipotle, Red Robin, Sonic, etc.). Sometimes the information is more "hidden" on the website. Another option is to Google search for the restaurant's nutritional information.

If you know you're eating out for dinner, you can plan to stay full earlier in the day on higher volume, lower carb and fat foods, this way you can splurge on remaining macros at the restaurant.

It is important to recognize that some local businesses do not provide nutritional information. This is where the flexibility of macro counting comes into play.

Realize this: you may not be 100% spot on with your macros, but don't stress; be mindful when ordering and do your best to eyeball portions and/or find foods similar to what you're eating in your macro tracking app's database.

One meal off from macro counting will not ruin your progress and you will be okay!

Here are some helpful tips for dining out:

A. Build your meal around a protein source.

Start with a protein source and order it grilled, baked, or steamed.

Substitute greasy or fried sides for healthier options such as steamed veggies, rice, or a baked potato (ask for no/light butter).

If the restaurant does not have those options, try substituting a bun for a lettuce wrap/bed of greens or eat a burger open-faced to save carbs.

B. Steer away from fried, buttery, and/or oily dishes.

Restaurant food tends to be high in fats and oils as it is. We suggest avoiding ordering fried, buttery, or oily dishes if possible.

Most places have at least a few lower-calorie options on their menu. If the restaurant has very limited options, remove the batter/fried portion and/or soak off excessive oil with a napkin.

C. Ask for condiments on the side.

Many sauces, dressings, and dips can easily add an additional 200 to 500 calories to the plate! Be sure to ask for these on the side, allowing you to use them in moderation.

D. Use your eyeballs for portion sizes (see next page).

USE THIS METHOD TO BUILD YOUR PLATE

1 Palm



A Serving Of Protein

STEP #1

Protein

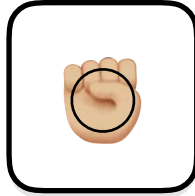
Men:

Two palm-sized portions (~40-60g)

Women:

One palm-sized portion (~20-30g)

1 Fist



A Serving Of Vegetables

STEP #2

Vegetables

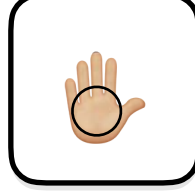
Men:

Two fist-sized portions

Women:

One fist-sized portion

1 Cupped Hand



A Serving Of Carbs

STEP #3

Carbohydrates

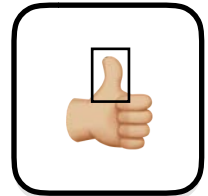
Men:

Two cupped-hand portions (~40-60g)

Women:

One cupped-hand portion (~20-30g)

1 Thumb



A Serving Of Fats

STEP #4

Fats

Men:

Two thumb-sized portions (~15-25g)

Women:

One thumb-sized portion (~7-12g)

TRACKING ALCOHOL

If you choose to drink alcohol from time-to-time, you need to know how to account for it in your daily macro allowance. As you will remember from earlier in the e-book, there are 4 calories per gram for protein and carbohydrates, and 9 calories per gram for fat.

Alcohol has 7 calories per gram.

When it comes to tracking alcohol, focus on the *calories* written on the nutrition label.

For example, if the nutrition label on a beer states one serving (12 oz.) is 144 calories, convert these calories into an equivalent number of carbs and fat to take from your daily carb and fat allotment.

Whether you choose to take from both carbs and fat or just one of the two macros depends on your macro budget and the amount you have left of each. Below are a few examples of ways to fit this beer into your macros:

Carbohydrates + Fat Conversion

Step #1: $144 \text{ calories} / 2 \text{ (macros)} = 72 \text{ calories for each macro (C + F)}$.

Step #2: $72 \text{ calories} / 4 \text{ (calories per C gram)} = 18 \text{ grams of carbs}$.

Step #3: $72 \text{ calories} / 9 \text{ (calories per F gram)} = 8 \text{ grams of fat}$.

You would then log your drink as C-18g and F-8g.

Carbohydrate Conversion

If you have carbs left in your daily “budget,” account for the alcohol as carbs only: $144 \text{ calories} / 4 \text{ (calories per C gram)} = 36 \text{ grams of carbs}$.

You would then log your drink as C-36g.

Fat Conversion

If you have fats left in your daily “budget,” account for the alcohol as fats only:
 $144 \text{ calories} / 9 \text{ (calories per F gram)} = 16 \text{ grams of carbs.}$

You would then log your drink as F-16g.

Calculate & Find Calories In Alcoholic Drinks

Sometimes you’ll come across drinks that don’t come with the number of calories on the bottle’s nutrition labels. This section will help you calculate how many calories each drink provides.

The first rule of thumb is to remember that each gram of alcohol equals .0325 fluid ounces.

Wine (6 Fl. Oz.)

Assuming the wine ordered weighs about *6 fluid ounces*, and its alcohol content is 12%. Use this equation to find the calories for wine.

Step #1: $1 \text{ gram} / 0.0352 \text{ oz.} = 28.409$

Step #2: $28.409 \times 6 \text{ oz.} = 170.45 \text{ grams.}$

Step #3: $X = 170.45 \text{ grams} \times 7 \text{ calories per gram} = 1,193.15 \text{ calories.}$

Step #4: $0.12 (\%) \times 1,193.15 = 143.18 = 143 \text{ calories per } 6 \text{ fluid ounces of wine}$

* Insider Tip: *Wine is about 12% pure ethanol unless otherwise noted.*

Vodka (1 Shot = 30 ml. = 1 Fl. Oz.)

Assuming the vodka ordered weighs about 1 fluid ounce and its alcohol content is 4%. Use this equation to find the calories for vodka.

Step #1: $1 \text{ gram} / 0.0352 \text{ oz.} = 28.409$

Step #2: $28.409 \times 1 \text{ oz.} = 28.41 \text{ grams}$

Step #3: $X = 28.41 \times 7 \text{ calories per gram} = 198.87 \text{ calories}$

Step #4: $0.4 \times 198.87 \text{ calories} = 79.548 = 80 \text{ calories per 1 fluid ounce (shot)}$

* Insider Tip: Vodka is about 80-proof (40% pure ethanol) unless otherwise noted.

Beer (12 Fl. Oz.)

Assuming the beer ordered weighs about 12 fluid ounces and its alcohol content is 4.5%. Use this equation to find the calories for beer.

Step #1: $1 \text{ gram} / 0.0352 \text{ oz.} = 28.409$

Step #2: $28.409 \times 12 \text{ oz.} = 340.908 \text{ grams}$

Step #3: $X = 340.908 \text{ grams} \times 7 \text{ calories per gram} = 2,386.356 \text{ calories.}$

Step #4: $0.045 \times 2,386.356 \text{ calories} = 107.386 = 107 \text{ calories per 12 fluid ounces}$

Whiskey (1.2 Fl. Oz.)

Assuming the whiskey ordered weighs about 1.2 fluid ounces and its alcohol content is 40%. Use this equation to find the calories for whiskey.

Step #1: 1 gram / 0.0352 oz. = 28.409

Step #2: 28.409 x 1.2 oz. = 34.091 grams

Step #3: X = 34.091 grams x 7 calories per gram = 238.637 calories

Step #4: 0.4 x 238.637 calories = 95.455 = 95 calories per 1.2 fluid ounces
(shot)

What should I do if I am sick?

It happens. Everyone gets sick from time-to-time – we are human beings.

This section helps you know what to eat for a quicker recovery and explains how to reduce your chances of getting sick again.

The beauty of macro counting is that it'll teach you to consume balanced, whole foods more frequently because it is your best "insurance" against all kinds of viruses and infections.

Take a minute to think about this: if you don't get most of your food from nutrient-dense sources, you'll get sick more often than someone eating a balanced intake.

Good nutrition helps the body quickly and efficiently respond to viruses and bacterial infections. In order for the body to function properly, cells within our immune system needs vitamins, minerals, amino acids, and essential fatty acids.

Let's tackle on probiotics and prebiotics.

Pro and Prebiotics help prevent illness because they are essential to gut health (aka digestive health). Healthy guts are essential to immunity.

- **Prebiotics:** A form of semi-digestible fiber our digestive/gut bacteria can eat and/or move food through our GI tract. Prebiotics are the "food" for these bacteria, nourishing them to function more efficiently.

Found Naturally In: Asparagus, garlic, Jerusalem artichokes, leeks, and onions; barley, beans, oats, quinoa, rye, wheat, potatoes, and yams; apples, bananas, berries, citrus, and kiwi; flax seeds and chia seeds.

- **Probiotics:** The healthy bacteria, shown to help us recover faster when we get sick.

Found Naturally In: Dairy: Yogurt, cheese, and kefir (live and active culture); fermented foods: pickles, wine, sauerkraut, and kimchi; Soy-based foods: miso, tempeh (soy) and soy sauce.

You can get probiotic supplements (aim for 3-5 billion live organisms, as that is a great starting dose, but can be increased to 10 billion live organisms if you are hoping to alleviate a specific health concern). Choose a reputable brand, taking it with food and water. You can find probiotic supplements at natural groceries such as Whole Foods or Sprout's.

** You may feel worse before you feel better because bacteria release toxins. Our recommendation is to ride it out for a few days and see what happens.*

*** Consult with your doctor and/or physician before starting a probiotic supplement. If you are immunocompromised, it's possible to develop some kind of infection. Also, be cautious if you have AIDS, are taking immunosuppressive drugs, are receiving radiation or chemotherapy, and/or are in the hospital. If in doubt, consult your healthcare provider first!*

What you can do right now to prevent sickness:

- Avoid over- or under-exercising
- Avoid over- or under-eating
- Maintain a healthy body weight
- Wash your hands
- Get consistent, adequate sleep
- Manage stress daily
- Eat plenty of nutrient-dense foods
- Feed your healthy bacteria (Probiotics and Prebiotics)

** Insider Tip: You may want to supplement Vitamin D, probiotics, and food-based vitamin/mineral supplements... but remember to address your nutritional intake first. If you're not eating well - supplements won't do you any good.*

What you can do right now if you are feeling sick:

- Drink lots of fluids (especially water and green tea)
- Rest and recover
- Focus on immune-boosting foods (listed earlier above)
- Supplement with pre- and probiotics
- Use immune-boosting supplements

Listen to your body cues. If you're hungry, eat. If not, don't. Hitting all your macro goals while sick falls beneath the priority of getting well!

No matter how well we manage our nutrition, exercise, sleep, and stress – we will get sick sometimes (we all do). Do not pretend you're not sick. Take the steps outlined above to get back on your feet as quickly as possible.

What should I do if I am injured?

We are happy you're asking this question! Nutrient-dense food sources and supplements help with injury recovery. Unfortunately, not many individuals realize how important it is but we're here to help you learn.

Injuries happen. The most common question that comes up – how can we help our bodies heal?

For most individuals (especially athletes), nutrition can play an important role in injury recovery – but not many know how to use nutrition to improve healing.

When an injury happens, the three-stage recovery process will look something like this: Inflammation > Proliferation > Remodeling.

Nutrition is important in all three stages.

We will happily teach you a few things about nutrition for inflammation, but beyond that, we will refer you to ask your doctor and/or physician to recommend a Registered Dietitian for further help. This is outside our area of knowledge.

For inflammation, you'll want to consume anti-inflammatory fats like olive oil, avocado, fish oil, flax oil, as well as foods like fish (mackerel, salmon, sardines, etc.), and mixed nuts/seeds.

Eat lesser amount of inflammatory-causing foods like processed foods (high in saturated fats and/or trans fats) and vegetable oils (corn, sunflower, safflower, soybean).

When an injury occurs, our metabolism increases anywhere from between 15% – 50%; however we still need fewer calories/macros than when you are active, but it'll be more than sedentary diet.

- At first, keep your macros the same, monitoring your progress for 2-4 weeks before adjusting your macros up/down (if necessary) based on your body's biofeedback.
- Eat plenty of protein, especially minimally processed meats, legumes, eggs, plant-based protein, and/or protein supplements.
- Eat "the rainbow." That includes a variety mixed fruits and vegetables – as long as they fit within your macro allotments.
- Your carb needs may lower while you're less active. Obtaining carbs from whole oats, whole grain rice, sprouted breads, and quinoa will prevent further inflammatory response.

Useful herbs, spices and/or supplements

- Inflammation:
 - Curcumin from turmeric/curry powder (7 teaspoons per day with powder, or

400-600mg in supplement form);

- Garlic (2-4 cloves a day or 600-1,200mg of aged garlic extract);
- Bromelain (2 cups of pineapple a day or 500-1,000mg in supplement form);
- Cocoa, tea, or berries (eat daily or supplement with blueberry and/or grape extracts, green tea extracts, citrus extracts and bioflavonoid supplements).

- Post-Injury:

- Vitamin A (10,000IU per day);
- Vitamin C (1g-2g per day);
- Copper (2-4mg per day);
- Zinc (15-30mg per day);
- Additional supplements like Arginine, HMB, Glutamine, and/or Proteolytic Enzymes.

** Always consult with your doctor/physician for supplementation recommendations before starting your supplement regimen because he/she knows what is the best for your injury based on your body composition, health, and well-being!*

*** If you're an athlete, only use supplements certified "free of banned substances" through testing process like NSF and/or HFL.*

What if I need to travel or take a vacation?

We get it; traveling can be overwhelming, stressful, and frustrating. Through our experience, we learned that better macro management means creating a game-plan. Remember – nutrition is one of the few choices within our control in our environment!

Step One

First, determine how you're planning to travel – by vehicle or airplane. Keep in mind that deciding to travel by car (if possible), gives you additional freedoms with what you're able to bring compared to airline restrictions.

Vehicle: Carry any foods you want by packing them in Zip-loc bags, Tupperware containers, coolers, and/or other travel food bags. You can also bring gallons of water (if needed).

Domestic Flights: Most likely limited to Zip-loc bags, plastic (BPA-free) Tupperware, and a travel food bag. Bringing a refillable (BPA-free) water bottle helps keep you hydrated. Most airports have water foundations to use for filling up (some even have special bottle-filling stations now!).

You may get pulled aside for agents to check your food; however, every airport's regulations vary slightly. In some cases, be prepared to throw out food if asked (i.e. peanut butter, protein powders, jerky, etc.).

** Insider Tip: Airport websites typically include a list of restaurant/shops available with a map of the terminal. If you know at which gate you'll be, the map shows you which food options are available nearest you. This will be especially useful if you have layovers planned between flights.*

International Flights: You'll want to check on Customs' website to see what food you're able to bring when flying in and out of the country.

Step Two

Short Trip: For a trip lasting 2-5 days, we recommend finding a hotel room that includes a kitchen/kitchenette or includes a coffee maker, refrigerator and/or a microwave.

** Insider Tip: If you are unsure of what is available, call and request kitchen staples upon arrival. Typically, most hotels will either bring a microwave to your room or have one available for use in the lobby or dining area.*

Long Trip: For a trip lasting more than 3 days, we recommend booking accommodations through Airbnb because it is affordable, convenient, and typically includes a kitchen with full-size appliances.

Step Three

Check your surroundings before deciding accommodations.

Restaurants: What restaurants are near-by? Check websites for menu/nutritional information so you can plan ahead!

Grocery Stores: Are any grocers nearby? If so, check and see if they have delivery service through apps such as Instacart – it'll save time from making an additional trip to the store if they can deliver it to your place upon arrival.

** Insider Tip: Looking into meal-prep service companies (some of our favorites are Bite or Icon Meals) can be another great option for pre-cooked, healthy options delivered directly to your destination.*

Now, let's talk traveling strategies!

Protein: Of the three macronutrients, protein is essential to the growth of lean muscles; however, it can be difficult to meet your intake while traveling. Most of the foods we tend to eat contain high carb and fat content, especially alcoholic drinks.

Here are some protein source suggestions to consider bringing and/or purchasing upon arrival:

- Protein Powers (don't forget to bring a shaker or two!)
- Protein Bars
- Tuna or Chicken Packets
- Lean Beef, Chicken, or Turkey Jerky
- Boiled Eggs (pre-packaged prevents smell)
- Deli Meat (opt for low-sodium)
- Fat-free Greek Yogurt
- Light String Cheese

When you're traveling, try eating more protein-dominant meals in the morning and early afternoon. This helps you allocate more carbs and fats for late afternoons and evenings.

We aim to leave about 30g-60g (women) or 50g-70g (men) of protein for meals in the late afternoon and/or evening.

Fiber: It is important to consume whole, high-volume food sources when traveling because it'll help you stay "fuller" for longer periods of time.

Opt for less-processed, colorful meals, such as salads, wraps, fajitas, or any meal that comes with a large variety of vegetables.

** Insider Tip: If you decide to order a salad or wrap, make sure to ask for dressing or sauce on the side – this can save hundreds of calories!*

Water: When you are better hydrated, you are more likely to make wiser food choices and combat food cravings. Water keeps hunger signals in check, prevents fatigue, and keeps energy-levels stable.

** Insider Tip: We recommend taking a BPA-free water bottle, aiming to refill it 3-4 times (women) or 5-6 times (men) a day to ensure you're drinking plenty of water to keep your body running optimally.*

Vitamins & Minerals: Think of this like house or car insurance; vitamins and minerals are designed to fulfill your nutrient deficiencies. Oftentimes when you travel, you'll be faced with more temptations to eat less nutritious food sources than more nutritious food sources.

** Insider Tip: We recommend getting a pill organizer keeping you accountable to take your vitamins and minerals first thing in the morning.*

Eating Out While Traveling

- Large/Chain Restaurants: Take a few minutes to find nutritional information online by visiting the restaurant's website and/or a quick Google search of "Restaurant Name + Nutritional Information" to find options you'd like to fit in your macros.
- Local Restaurants: After looking at the menu, find similar foods/dishes available at larger (chain) restaurants in your macro tracking database/online and use those macros to approximate the meal.

Intermittent Fasting

Intermittent fasting is one of our favorite traveling strategies. By skipping the first few meals early in the morning, (like breakfast and/or snacks) we are able to use more macros towards lunches and dinners.

It is easy to use when traveling because we like exploring cities, mountains, and/or beaches. When we get busy, we don't recognize our hunger cues as readily as compared to when we are working from home. Whenever we feel hungry, we drink water to ensure our minds are not mistaking hunger signals for thirst signals.

If our bodies continue prompting us with hunger signals, we snack on high-volume foods such as rice cakes, veggies (bell peppers, celery, broccoli, etc.), and/or beef jerky. These foods are low in macros, yet "fill" our stomach to keep us satisfied.

Here's an example of our daily vacation schedule might look like:

- 6:15 AM: Wake up
- 6:45 AM: Cup of coffee
- 7:30 AM: Go explore
- 1:00 PM: Have our first meal of the day (higher in protein)
- 3:00 PM: Continue exploring (snack if needed)
- 7:00 PM: Dinner (enjoy higher carb and fat meals)
- 10:00 PM: Back to our place
- 11:00 PM: Sleep

Intuitive Eating

This doesn't mean completely disregarding hunger and/or full signals; nor does it mean eating whatever you want, whenever you want. Instead, intuitive eating is a strategy used to help connect you with your body by listening to your body's cues, whether you're thirsty or hungry.

When intuitively eating, try this when ordering food:

1. Drink a glass or two of water while reading through the menu.
2. Remind yourself that it's okay to order appetizers as long as you're able to split it with your peers.
3. Decide if you're going to have dessert or not.

If Yes – Choose a light entrée of your choice.

** Insider Tip: We suggest choosing a small entrée from either the appetizer section, salads (dressing/sauce on the side), wraps, lettuce-wrap hamburgers, naked sandwiches (no bread), or soup.*

If No – Choose a medium to heavy entrée of your choice.

** Insider Tip: We suggest asking the waiter/waitress to split the meal in half prior to bringing it to your table and placing one half in a to-go box. (At least, ask for a box to be brought with the entrées for you to immediately split the meal yourself.)*

*** Most restaurant entrées provide more than 2 servings!*

4. When an entrée is placed on your table, take a few deep breaths and remind yourself you're there to socialize. If you eat slowly, chewing each bite, and drinking plenty of water throughout the meal, you'll do great!
5. When you're finished, place your fork and knife with handles on the plate, aiming to drink 1-2 additional glasses of water to help you stay hydrated. This is especially important if you plan to drink an alcoholic beverage or two.

Remember: At the end of the day, it is better to have a positive attitude and understand you will make mistakes rather than beating yourself up. Learn to give yourself grace – you're human and we mess up. It's part of the learning process.

The "secret sauce" to success in health and wellness is consistency, making sure you're able to get back on your feet as quickly as possible with macro counting and trying again after a "mistake."

What do you recommend for lunches?

We try to take advantage of lunches, aiming for high-volume food that focused on filling our macronutrient and micronutrient requirements through fruits and veggies.

We get a large amount of salad, and double the serving of protein (chicken or steak) and place dressings on the side. Placing the dressing on the side allows us to save hundreds of calories by dipping our fork in the dressing cup before dipping it into the bowl of salad.

What about dinners?

We like saving our macros for dinners, so we're able to have one alcoholic drink (along with a few cups of water) with the meal. We each have an entrée (i.e. chicken fajitas) and then we share a dessert (usually chocolate and ice cream).

It is important to recognize that it is about spending quality time with each other and not about the food.

** Insider Tip: Drink a cup of water or two before, during, and after your meal. It is also a great idea to eat slow, allowing your brain to tell you when you're getting full.*

What if I want to have a dessert, but I don't have enough macros?

Save your entrée by splitting it in half and taking it home in a box or sharing it with your loved one, peer and/or a friend. This way, you're able to balance it with a dessert of your choice (or split dessert, too!).

What if I went over my macros? What should I do?

This is when you need to make a decision. If you decide you want to splurge a bit by getting an alcohol drink or a dessert, do it to create memories (#memoriesovermacros) and get right back on track within the next meal.

There is absolutely no need to feel guilty about giving ourselves a treat from time-to-time.

What is meal frequency?

You may have heard that eating 6 to 8 meals a day will stoke the fire of your metabolism. This is not true. The metabolism itself cannot be manipulated by the number of meals through the day. Instead, focus on the number of meals that fits the best with your preferences/life.

The fact is, the number of meals you eat is much less important than your daily total macro/caloric intake. When going through a specific phase, body fat loss (caloric deficit) for an example... you could have 1, 2, 3, 4, 5, 6, or even 10+ meals and still get the exact same results!

Here's an example with someone in a caloric deficit, eating 1,800 calories per day.

2 MEALS PER DAY	900 calories		900 calories		1,800 CALORIES TOTAL	
4 MEALS PER DAY	450 calories	450 calories	450 calories	450 calories	1,800 CALORIES TOTAL	
6 MEALS PER DAY	300 calories	300 calories	300 calories	300 calories	300 calories	1,800 CALORIES TOTAL

Some individuals, who want to feel full after eating their meals, tend to have more success with larger, less frequent meals; some individuals, who tend to get hungry between meals, find more success eating smaller, more frequent meals and/or snacks.

The most important thing to understand about meal frequency is meeting your macronutrient requirements within 24-hour period (or before bedtime) or based on your weekly average (see the section titled "calorie cycling" on page 130) when tracking your macro/caloric intake!

We encourage choosing a number of meals and/or snacks based on your preference, asking yourself this question: "Will this amount prevent me from getting hungry, allow me to be consistent, and help me reach my goals every day?"

What is nutrient timing?

This is a popular topic surrounding fitness and nutrition. Though this approach to macro counting is not necessary to meet goals, we wanted to educate you on this ideology. Nutrient-timing is geared towards individuals who have multiple training sessions each day, have a physical competition coming up (i.e. marathons,

bodybuilding show), and/or those who train for more than two hours per session.

After becoming consistent in hitting your macros within 1g to 5g (+/-) of each macronutrient goal for more than four to six weeks, you can begin manipulating your macros through nutrient timing.

Remember: this is not intended to accelerate your results, but rather help increase and/or improve performance and/or recovery!

An example of a four-meal plan focusing on nutrient-timing below:

When	Meal #1	Meal #2	Meal #3	Meal #4
Morning	Protein & Carbs	Protein & Carbs	Protein & Fat	Protein & Fat
Afternoon	Protein & Fat	Protein & Carbs	Protein & Carbs	Protein & Fat
Evening	Protein & Fat	Protein & Fat	Protein & Carbs	Protein & Carbs

Pre- and Post-Workout Recommendations:

- Protein: Aim for 20g to 30g of protein. If you eat 4, 5, or 6 meals – you'll want to split the total grams of protein by the number of meals distributing them evenly throughout the day.
- Carbs: Aim for 20% to 30% of total daily carbohydrates intake. You can increase/decrease the percentage of carb intake requirements to fit your preferences. Carbohydrate timing will be based on more on how you feel and perform before, during, and after your workouts making this nutrient timing highly individualized.
- Fat: Aim for 15% of total fat intake – if possible. If you feel that it is not enough, increase the percentage until you find your "sweet" spot.

Eat before or after workouts?

You'll want to eat meals an hour or two before starting a workout. You can do the same with a post-workout meal – one or two hours after a workout!

What is macro or calorie cycling?

Calorie (or macro) cycling is a concept approaching macro/caloric intake on a weekly basis, rather than focusing on a consistent daily intake number. Instead of reaching a consistent amount of calories/macros each day, the cycle approach means eating more calories/macros on one day (or in a pattern of days) and less on other days (or in a pattern of days). It is very similar in concept to carb cycling but with a much easier design.

When it comes to macro/calorie cycling, the first question we are asked is how we keep the same meals everyday. They are surprised when we say, "We don't and we do not need to eat the same number of macros/calories every day."

The idea is also similar to what we're teach about weigh-ins – it is better to look at an average on a weekly basis rather than monitoring weight day-to-day due to fluctuations.

We are going to show you three different approaches to calorie/macro cycling giving you the tools to create your own flexibility according to preferences, scheduling, and/or time constraints.

If you want to incorporate carbohydrate cycling *instead* of macro/calorie cycling – feel free to do so!

Manipulating weekly macros/calories is one of most common tools we use with our clients.

It is much easier for me to track the same number of macros/calories each day because I like simplicity and not overcomplicating everything.

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Weekly Average
Same	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800 Calories
Cycle 1	2,200	1,500	2,200	1,500	2,200	1,500	1,500	1,800 Calories
Cycle 2	1,350	1,350	1,350	1,350	2,500	3,200	1,500	1,800 Calories

- **Same:** Individuals preferring to eat the same number of calories each day.

Calculation: $1,800 \times 7 \text{ days} = 12,600 \text{ calories}$.

- **Cycle 1:** Individuals preferring to eat more macros/calories on their workout days (aka carbohydrate cycling).

Calculation: $2,200 \times 3 \text{ days} = 6,600 \text{ calories}$; $12,600 - 6,600 \text{ calories} = 6,000 / 4 \text{ days} = 1,500 \text{ calories}$.

- **Cycle 2:** Individuals wanting to save macros/calories towards weekend activities (i.e. going out for lunch and/or dinner with loved ones).

Calculation: $12,600 \text{ calories} - 2,500 - 3,200 - 1,500 = 5,400 / 4 \text{ days} = 1,350 \text{ calories}$.

This is why when you start nutrition tracking or journaling, it is one of the best ways to make sure you'll be consistent with the right amount of food consumed on a weekly average while meeting your health and fitness goals!

How much water should I drink?

To calculate water intake, use two-thirds (2/3) or about ~67% of your body weight to find the amount of water you'll need to drink daily.

This does not include the water intake required to replenish your body after activities and/or training sessions (we'll get to that). It means the calculation for minimum amount of water, and if you want to drink more – you can!

Your Body Weight: x .67 (%) = total ounces of water per day (minimum).

What liquids should we include when it comes to measuring our fluid intake?

All fluids, like coffee, diet soda, milk, juice, tea, flavored waters, and any other drink (besides alcohol), can be counted in your total fluid intake. Coffee contributes more to our fluid intake than taking away from our bodies. However, alcohol is the fluid you do not want to count because it is a diuretic, forcing body to urinate more fluid than fluid taken in.

What if I am pregnant or breastfeeding?

For pregnant women, the best phase to begin with is maintenance phase, adding calories from between (sedentary) 300+ to (active) 500+ calories on top of your totals before breaking them into preferred macro ratios. **You do not want to use body fat loss or reverse diet phases as it is important for you to nurture your baby throughout all three trimesters!**

For breastfeeding women – start any phase after second month of breastfeeding your child. Be sure to add from between 300+ (sedentary) to 500+ (active) calories after creating a caloric deficit or surplus to support milk supply.

Always check with your doctor or physician to ensure you're eating enough to support your pregnancy and/or breastfeeding needs.

Which one should I focus on – macros or calories?

Focus on counting macros because macros come from calories. If you are struggling with meeting your macros – try completing your protein intake requirement via grams, and then get as close as you can to your carbs and fat with the remaining calories (since they're interchangeable macros).

Why do I get different numbers (calories ≠ macros) when using my macro tracking app?

Macro tracking app tends to have additional factors that may alter numbers (i.e. counting “net carbs” instead of “total carbs”, etc.) Be sure the app’s nutritional information coincides with the label on the package when possible.

Is a calorie really a calorie?

Yes, a calorie is really a calorie. It is a unit of energy, determining your goals. If you are looking to lose body fat, you’ll need to eat less than you burn. If you are looking to maintain your body, you need to eat and burn the same amount of calories. If you are looking to build muscle, you’ll need to eat more than you burn.

When person says that all calories are not created equal, they are likely referencing the concept of nutritional density. A calorie is a unit of heat used to measure how much energy a food provides the body. All food has “calories” and the amount of calories in a given food is dictated by its “macronutrient” components.

A calorie is a unit of energy, but calories do not nourish your body – nutrients (vitamins and minerals) do! This is why we encourage eating nutrient-dense foods – to feel fuller, longer; to meet micro *and* macro needs; and to fuel your body optimally.

How do I balance my meals using the 80/20 rule?

We encourage you to eat 80% of your daily foods from nutrient-dense sources and 20% of your foods from non-nutrient-dense sources.

Here’s an example: If you typically eat four meals per day, three meals would be filled with nutrient-dense sources, and one meal would be filled with non-nutrient-dense sources to help you eat the foods you love in moderation.

Number of Meals	Nutrient-Dense Sources	Non-Nutrient-Dense Sources
3	2	1
4	3	1
5	4	1
6	5	1

If you happen to have two meals (or snacks) from non-nutrient-dense sources, do not feel bad or guilty. The best to do is take action and get back on track doing what you can to continue your journey with macro counting.

Remember this: macro counting is similar to a financial budget – you get to pick and choose how you spend your daily allotment of protein, carbohydrates, and fat. The “wiser” you are with your “spending”, the easier it’ll be for you!

What if I am under (or over) my macros?

If you happen to go over or under your macros, the first step is to acknowledge that it is *normal* and has happened to all of us. Tomorrow is a new day! Start fresh and try again. Remember: this journey requires time, patience, trust, and consistency!

If went over one of the three macros earlier in the day and have remaining amounts of macros left, first, make sure you have completed your protein intake (within 1g to 5g) before taking away grams from either carbs or fat. This will help you finish your macro goals for the day.

Example: If you complete your protein by (+1g), went over your fat intake by +2g, but have 35g remaining fro carbs, recalculate your totals to rebalance your macro goals through the following equation:

- Protein: $1\text{g} \times 4 \text{ calories per gram} = 4 \text{ calories}$.
- Fat: $2\text{g} \times 9 \text{ calories per gram} = 18 \text{ calories}$.

- Total Calories: 22 calories.
- Carbs: $35\text{g} \times 4 \text{ calories per gram} = 140 \text{ calories}$.

$140 \text{ (calories from carbs remaining)} - 22 \text{ (calories over from protein and fat)} = 118 \text{ calories remaining}$.

Once you calculate this, you'll have two options to convert 118 calories – converting the total amount into carbs, or splitting the amount in half by sharing it with one of two macros (protein or fat) based on your food choices.

Carbs only:

$\text{Carbs} = 118 \text{ calories divided by } 4 \text{ calories per gram} = 29.5 \text{ grams remaining}$.

Split:

$\text{Carbs \& Fat} = 118 \text{ calories divided by } 2 \text{ macros} = 59 \text{ calories}$.

$\text{Carbs} = 59 \text{ calories divided by } 4 \text{ calories per gram} = 15\text{g remaining for carbs}$.

$\text{Fat} = 59 \text{ calories divided by } 9 \text{ calories per gram} = 7\text{g remaining for fat}$.

With this quick strategy, you'll be able to get closer to your macro goals while being flexible with food choices!

Are there any foods I should avoid?

No, there are no foods you need to avoid. We want you to focus on *your* eating preferences, remembering that it is better to have things in moderation over deprivation! Unless you have an allergy or intolerance to a food(s), no foods are off-limits when it comes to macro counting!

What is the lowest caloric intake I can stop at?

About 100 to 200 calories from your basal metabolic rate (BMR). This is why it is important for you to re-evaluate your numbers to ensure you're not in a caloric deficit greater than 25%.

How do I combat hunger?

- A.** Spread out meals: Spread your macros evenly throughout the day, planning a meal or snack every 2 to 4 hours. This way you can look forward to eating the next meal while keeping hunger pangs at bay.
- B.** Snack on high volume, low-calorie food: If you are running low on macros and are hungry, try munching on high volume, low-calorie food. We recommend cucumbers, celery, squash, or zucchini and oats).
- C.** Staying hydrated with water: Often times, we misread thirst signals for hunger cues. This is one of many reasons why staying properly hydrated is so important. The National Academy of Sports Medicine (NASM) recommends a minimum of 16 cups (128 ounces) of water per day for men and a minimum of 12 cups (96 ounces) of water per day for women.

What is intermittent fasting?

Martin Berkhan introduced the concept of intermittent fasting (IF) to the mainstream. It focuses on a fasting window (not eating for a certain number of hours) followed by a feeding window (eating all calories/macros within that window).

The fasting window itself can be anywhere from 12 to 20 hours, depending on the protocol, but we recommend 12 to 16 hours. We also recommend fasting with water, tea, seltzer, and/or coffee with no additional calories (i.e. sugar, milk, cream, etc.).

The feeding window is the time-frame in which you eat, but it is still important for to understand that calories/macros count.

Regardless of your preference, make sure to hit your caloric/macro requirements within a 24-hour period or before your bedtime.

Should I do intermittent fasting?

We personally do not follow an intermittent fasting protocol unless we travel or decide to take a vacation. If you happen to be busy due to your schedule and/or profession, intermittent fasting may be useful strategy for you, but it is still important to count your calories/macros and completing them within 24-hour periods.

If you have a history of binge eating – we do not recommend this strategy!

When should I transition from macro counting to intuitive eating?

There is no right or wrong answer to this question, as it is completely up to *you*.

We look at macro counting as a tool to learn the fundamentals of what the body needs to function optimally, not a way of life.

We have found what works best in our experience is that once a person becomes more comfortable, confident, and at peace with his/her relationship with food... he/she can start incorporating intuitive eating methods into his/her lifestyle.

Our recommendation is slowly easing into the approach rather than diving in head first. Start with one meal a week and slowly build more “untracked” meals into your plan.

As you continue practicing with consistency – you have the possibility of building a full week of intuitive eating naturally leading into a full month and so on and so forth.

We recommend a slow approach because we want you to still reach your health and fitness goals, and we know it can be overwhelming if you take the dive into exclusive intuitive eating too soon.

Useful tips for Intuitive Eating:

- Make sure your meals revolve around protein to help reach your protein requirement.
- Similar to what we teach when guesstimating macros at places where nutritional information is not provided, use your hands as guides to portion out protein, carbs, and fat.
- It is important to keep track of water intake because it will help you stay hydrated, stay full, and curb hunger that may arise from boredom, mindless eating, and/or stress eating.
- Try to eat with no external distractions such as televisions, computers, or phones. It will help you listen to your body for cues to let you know when you're full.
- Prepare as many meals as possible – not eating from bags or packages but whole foods, helping you get vitamins and minerals from nutrient-dense food groups on the plate.
- That said, remember this approach is similar to macro counting as it is important for you to practice consistency over perfection. There will be some days where you'll eat more or less than others. Focus on the idea of eating foods in moderation instead of deprivation.

What should my workouts look like?

We usually recommend the structure of a weight training program with 3 to 5 sessions a week and a cardiovascular program between 1 to 3 times a week.

We also encourage taking one full rest day and one active day outside of the training/ cardiovascular program.

The best question to ask yourself: "What is the most realistic number of sessions I can adhere to on a weekly basis?"

GLOSSARY

We want to define any unfamiliar words to help your understanding of all concepts covered in this e-book.

- **Calorie**: A unit of energy in reference to energy in and out of the body.
- **Basal Metabolic Rate (BMR)**: The amount of energy that the body requires to maintain homeostasis and keep all organs functioning optimally. BMR differs for each individual based on gender, age, height, weight, and lean body mass (LBM).
- **Macronutrients**: Three main components the body uses to function optimally: protein, carbohydrates, and fat.
- **Micronutrients**: Nutrients the body needs in smaller amounts, known as vitamins and minerals, important for various functions in the body and maintaining health and well-being.
- **Total Daily Energy Expenditure (TDEE)**: Basal Metabolic Rate (BMR) and daily activities and/or training sessions combined to calculate the total energy usage of the body.
- **Non-Exercise Activity Thermogenesis (NEAT)**: Energy expenditure not associated with sleep, eating, and/or training. Used to measure calories burned through the following: walking to work, taking stairs instead of elevators, gardening, etc.
- **Caloric Deficit**: Eating less calories than the TDEE amount; losing weight.
- **Caloric Surplus**: Eating more calories than the TDEE amount; gaining weight.
- **Maintenance**: Eating the same amount of calories as the TDEE amount; maintain current weight.