



DIET GUIDE PT. 1:

BEGINNER

NUTRITION

NUTRITION



PROPER PLAN OF ATTACK



If you want to lose weight, you have to eat accordingly. But that doesn't mean limiting yourself to only one of two meals and having only salads on a daily basis. It means you have to eat smart. A proper diet to lose weight must include protein, healthy fats, the right kind of carbs, vitamins, minerals, amino acids and antioxidants. And you need them all in the proper amounts and in the right ratios.

On this fat loss program, we will step you through exactly what you need to eat in order to drop the pounds. We'll provide you with a sample daily eating plan that takes all the pain out of trying to figure out what type of food to eat and when, then it is your job to take your macros from our macro calculator and implement those foods in the right portions.

Even though our food template is highly scientific and has been honed by years of in the trenches experience, only you know your unique body and how it reacts to training and nutrition. For that reason, you should be constantly analyzing how your body is reacting to the program. If you need to make tweaks, then make them. That's the name of the game.

One thing you need to be constantly on guard against when going on a fat loss/ carb-cycling program is not to burn muscle or lose weight toooooo fast. If you notice that you are shedding off your muscle mass, or dropping more than 1-2% of your total body weight a week then you need to slightly increase your caloric intake for

a short period of time (start at 2 days) to encourage muscle growth and do not drop your calcs that low moving forward.

Introducing a carb cycling plan will force your body to use stored body fat for energy. This is your go to remedy when you have fat depositing itself around your body. We have included a low carb sample menu at the end of this chapter for you to check out.

Remember that the templates provided are to be customized so that they work for you. You should try to adhere to the times suggested for meals, but a half hour's differences here and there will not be a problem. Just try to space your meals 3 hours apart.

HOW MANY CALORIES



When you are working out in the gym, you are not building your body up; you're breaking it down while increasing your metabolic rate. Your training will rob your body of glycogen and glutamine, putting it into a catabolic state (muscle breakdown).

The food you put into your body will either switch on a muscle building mechanism or it will allow the further breakdown of muscle tissue. You need the right amounts of the right types of nutrients to feed your depleted muscle cells to ensure you're losing the right kind of weight.

In order to lose weight you also need to create a caloric deficit. That means that your daily calorie intake needs to decrease

and must be lower than what your body burns. So, how many calories should you be consuming each day?

To figure out your weight loss caloric requirement is to eat 20% less calories than your body burns (this can be a higher percentage depending on how much weight you have to lose). First step is to figure out your BMR.

WOMEN: BMR: $655 + (4.35 \times \text{WEIGHT IN POUNDS}) + (4.7 \times \text{HEIGHT IN INCHES}) - (4.7 \times \text{AGE IN YEARS})$

MEN: BMR: $66 + (6.23 \times \text{WEIGHT IN POUNDS}) + (12.7 \times \text{HEIGHT IN INCHES}) - (6.8 \times \text{AGE IN YEARS})$

Then multiply your BMR by your activity level. If you are following the training regimen in this program, your activity level will be "very active". Meaning you will multiply your BMR by 1.725, which will give you your total daily energy expenditure (TDEE).

$\text{BMR} \times 1.725 = \text{TDEE}$

Now we know how many calories our bodies will be burning everyday while following this regimen, but we want to lose weight so we are going to decrease our calorie intake by 20%.

$\text{TDEE} \times 0.8 = \text{YOUR CALORIC GOAL}$

Hit this number of calories every single day and it is impossible not to lose weight. But don't just stop reading now. Lets learn how to make those lean gains. If none of this makes sense, I will explain it in more detail below. Keep reading.

Cutting Through the Confusion

Eating for optimum health and weight loss is a confusing topic. So much has been written about it, so many experts have propounded on it and so many conflicting studies have been done on it that most people simply don't know what to eat. Should they go zero fat, low carb or reduced protein? Does the traditional food pyramid still apply? What about mixing carbs and protein at the same meal?

The average person has become so frustrated with the plethora of contradictory advice that they simply throw up their hands in frustration –and go back to eating the way they always have.

Yet, eating the way that they always have has led many people to a body and a state of health that they are far from happy with. In this chapter, we will provide you with the pared down, raw truth about eating for optimum fat loss. We'll cut through the white noise and give you the facts to use food as your ally to become fitter, leaner, stronger and more ripped with every mouthful.

IT ALL STARTS WITH THE CALORIE



A calorie is simply a measure of heat energy. Because food releases energy as it burns inside the body, the more calories a food contains, the more energy it will release. Body-fat is stored energy, much like a reserve gas tank for your car. Each pound of fat in your body contains roughly 3,500 calories.

Think of your body's calorie balance much like your bank account. When the number of calories you take in a day

is equal to the number of calories you consume as energy, nothing changes - the account stays the same. When your caloric expenditure exceeds your calorie intake, however, your body-fat balance decreases.

Conversely, when calorie intake exceeds your expenditure you will add calories in the form of fat. And this leads to a fundamental truth . . .

Calories Count

You cannot outsmart this fact by cutting carbs to lose weight or increasing protein to build muscle. Regardless of what else you do, you simply must get the calorie balance right in order to maintain a healthy level of body-fat.

Defining Terms: BMR and TDEE

BMR = Basal Metabolic Rate is the number of calories that you need each day to stay alive at your current weight.

If you were lying in bed all day, it would be the number of calories you needed to function. To work out your BMR use the following formula . . .

WOMEN: BMR: $655 + (4.35 \times \text{WEIGHT IN POUNDS}) + (4.7 \times \text{HEIGHT IN INCHES}) - (4.7 \times \text{AGE IN YEARS})$

MEN: BMR: $66 + (6.23 \times \text{WEIGHT IN POUNDS}) + (12.7 \times \text{HEIGHT IN INCHES}) - (6.8 \times \text{AGE IN YEARS})$

TDEE = Total Daily Energy Expenditure is your BMR plus the extra calories that you use up throughout your daily activities. TDEE allocates calories in accordance with the following activity groupings:

- Sedentary - desk job, very little exercise
- Lightly Active - workout 1-3 days per week
- Moderately Active - workout 3-4 days per week
- Very Active - workout 5-7 days per week
- Extremely Active - workout everyday in addition to a physically demanding job (construction worker, mail man, etc)

To calculate your TDEE, you multiply your BMR by a factor based upon activity grouping. The factors are:

SEDENTARY - 1.2
LIGHTLY ACTIVE - 1.325
MODERATELY ACTIVE - 1.55
VERY ACTIVE - 1.725
EXTREMELY ACTIVE - 1.9

IN ORDER TO BURN FAT OFF YOUR PHYSIQUE, YOU NEED TO CONSUME LESS CALORIES THAN YOU BURN AND, OF COURSE, TRAIN HARD.

Let's take a look at an example . . .

One pound contains roughly 3,500 calories. So, if your goal is to lose a pound of muscle per week, you need to create a 3,500 caloric surplus over the course of the week.

3,500 DIVIDED BY 7 DAYS = 500 CALORIES PER DAY.

Let's assume that your TDEE is 2,750 calories. We want to subtract that figure by 500 calories.

2750 - 500 = 2250

So, in order to lose one pound in a week, you would set your daily caloric total at 2250 calories.

Of course, eating less food is not the only way that you'll be losing the weight. You'll also be working out. In Chapters 8 and 9, you'll discover how you can limit your losses to be pure fat from training. That will take off one pound of pure fat from your body every week - 12 pounds in 12 weeks. Can you imagine how much thinner and happier you'll be looking in 3 months? Now, this is just an arbitrary number. Some will lose more, some will lose less. It all depends on your goals and how committed you are.

Total calories consumed are more important than the actual types of food that you eat. This is a concept that, though fundamental, most people lose sight of. They are so concerned about the type of food they are eating that they fail to take into account the number of calories it contains and how that relates to the number of calories they need, just don't be an idiot and think donuts for breakfast are going to make you look the same as oatmeal.

ALWAYS BE AWARE OF YOUR CALORIC REQUIREMENTS.

DISCLAIMER:

- Once again, the information provided is not structured around your personal conditions. This is based off of what has worked for me, for my clients, and from current online research. If you have any allergies or health conditions, please consult a doctor before following these recommendations. Please be responsible.

FLEXIBLE DIETING (IIFYM)



IIFYM stands for “If It Fits Your Macros”. It’s all based around macros, which is an abbreviation of the word ‘macronutrient.’. The basic premise is that you can eat whatever you want, so long as you get the right numbers of macronutrients over the course of your day. There are three categories of macronutrients:

- Carbohydrates
- Fats
- Proteins

With IIFYM, you have your protein, carbohydrate and fat levels set in terms of the number of grams per day. So as long as you hit those macronutrient numbers, it doesn’t matter what foods you eat. This is based on the idea that “a calorie is a calorie”. As long as you eat fewer calories than your body requires for energy, while getting the right number of macronutrients, you will lose body fat. In fact, as long as you follow the basic guideline, you will be guaranteed a continual, steady rate of fat loss.

IIFYM was started by competitive bodybuilders who got fed up with having to eat skinless chicken breast and brown rice five times a day for 12 weeks when shredding down for a contest. Of course, while they were suffering with this diet of bland, tasteless excuse for food, these athletes were no doubt dreaming of ice cream, pizza and cheesecake. Wouldn't it be great, they thought, if we could get shredded and still eat these forbidden 'dirty' foods?

Of course, they knew that they couldn't. After all, to lose weight you've got to eat clean, right? To get ripped you've got to deny yourself of the foods that you crave.

Or do you?

The originators of IIFYM dared to challenge the basic notion of healthy food = fat loss, by placing the emphasis on calories rather than type of food. Eat whatever you want, they claimed, and you will lose fat so long as your total calories are below your expenditure level.

When we start eating 'clean', we automatically reduce our number of calories. That's because we are cutting out fatty, sugary high caloric foods that are unhealthy for our bodies. As a result of that, we will lose weight. But we are losing the weight not because we are eating healthier food, but because those healthier foods contain fewer calories.

The bodybuilders who started IIFYM decided to try eating so called bad foods like ice cream and donuts, but doing so within their total caloric totals to lose weight. They found that, not only did they get just as shredded as when they were chowing down on those boring 'clean' foods, but their motivation and energy levels were way better, allowing them to keep it up for longer and get into even better shape.

From these experiences, flexible dieting was born. It's rise in popularity is hardly surprising when we consider just what it promises:

- You can eat the foods that you crave and love, as long as you keep within your total daily calorie and macronutrient guidelines.
- It is a successfully tested dieting strategy
- It guarantees weight loss or weight gain

GETTING STARTED ON IIFYM



The first thing you need to do when beginning on IIFYM is to work out how many calories you need per day to sustain you. This is referred to as your Total Daily Energy Expenditure (TDEE) and it can be calculated using a combination of formulas.

Having armed yourself with the knowledge of how many calories you need to consume each day to sustain yourself, you can now work with that figure in order to burn calories and lose body fat. You do that by reducing your TDEE by 20%. This will leave you with your total calories per day to lose weight.

In order to work out your macronutrient levels, apply the 40 / 30 / 30 rule, which states that 40% of your daily calories will come from carbs, 30% from proteins, and the final 30% from fats (there are many, many different macro splits, this is just somewhere to start).

From the above, you can see why IIFYM is also known as flexible dieting. It doesn't constrict you to a list of do or don't foods. Rather, it allows you the flexibility to select the foods you love, to enjoy the odd trip to Subway and to enjoy a beer on a Friday night to welcome the weekend. But it ensures that you do those things strategically, fitting them into your caloric and macronutrient allowances.

ZOOMING IN ON MACROS

PROTEIN



Protein is the building material of the body. Everything is made from it, from your hair to your muscles, all the way down to your toe nails. Protein is made up of amino acids, which join together like the carriages of a train to build different parts of you.

The supplement industry has made an absolute killing off convincing every person out there intent on getting in shape that they need more and more protein in their system. As a result, many people are “over dosing” on the stuff. The good news is that the body can’t store protein, so too much of it won’t lead to fat gain. The bad news is that a lot of their protein investment is literally going down the toilet.

An ideal protein intake of .825-1.2g per pound of bodyweight will allow you to flush your muscles with muscle building protein without flushing it down the drain.

When it comes to carb cycling, which we’ll dive into in the next chapter, you should cut your protein level back to the lower spectrum of my ideal recommendation.

Even though you don’t want to fall victim to the more protein the better mentality, recent research into the amino acid leucine strongly suggests that, in order to achieve ideal anabolic conditions, you need to take in a steady flow of protein over the course of the day. In order to achieve this, you need to eat 5-6 meals over the course of the day, with an even amount of protein at each meal.

So, rather than eating all your protein at night, you should consume between three and six meals per day (every 2-3 hours, and have 20-25% of that meal as protein. The exact number of meals you choose is entirely dependent on what works best for your lifestyle. Just make sure that you spread the protein across the day.

Best Protein Sources

- Egg Whites
- Chicken Breast
- Lean Beef
- White Fish
- Whey Protein Powder
- Soy Protein

FAT



There are three different types of fat in our food:

- Triglycerides – Adipose tissue (fat tissue) is created from triglycerides. They are also consumed as energy.
- Phospholipids – Phospholipids transport hormones and vitamins in the blood and across cell membranes.
- Sterols – Calorie free fat and alcohol compounds. Testosterone and cholesterol are both sterols.

If we don't get enough fat, we won't be able to absorb fat soluble vitamins that smooth the skin, protect our vision, bolster the immune system and keep our reproductive organs functioning.

An essential fatty acid is one that your body needs but can't assemble from other fats. You have to get it while, from foods. The two key essential fatty acids (EFA's) are . . .

- Omega -3 (alpha linoleic – LNA)
- Omega-6 (linoleic – LA)

The typical diet is rich in omega-6 fatty acids, but not in omega-3s. In fact, the average person takes in 20 times more omega-6s than they do omega-3s.

One reason for this huge disparity is the huge amount of refined grains compared with the miniscule amount of fatty fish and other omega-3 rich foods that we tend to consume.

Here are some benefits of increasing your intake of Omega-3 Fatty Acids:

- Improved insulin sensitivity
- Better absorption of fat soluble vitamins
- Improved joint health
- Enhanced energy
- Better oxygen transfer
- Enhanced cell membrane integrity
- Better suppression of cortisol
- Improved skin texture
- Promotes muscle growth
- Increases your metabolism
- Helps burn fat

Add these foods to your diet to boost your intake of healthy fats:

- Fatty Fish (salmon, trout, mackerel, cod)
- Flax-seed Oil
- Chia Seeds
- Coconut Oil
- Canola Oil
- Nuts and Seeds
- Avocado

CARBOHYDRATE



Carbohydrates have been getting some pretty bad press over recent times. They're regularly being portrayed as the bad guys in the battle against fat. That's why there are so many diet plans out there that encourage participants to permanently severely restrict their carb intake in order to lose fat. It's time the poor old carb found a new press agent. Let's start by getting to grips with five carb facts that you need to know now;

1. Carbs are your body's primary fuel source: The body can use fat, and even protein, for fuel, but it will work at its best when it is able to convert glucose in carbohydrate into energy. Cutting carbs too low for an extended period of time will give you less energy and less mental sharpness.
2. There are 2 types of carbs: Simple and Complex. Simple carbs are monosaccharides (single molecule) compounds including fructose and glucose. Simple carbs are digested quickly and cause a rapid rise in blood sugar followed by a quick crash. Complex carbs provide consistent, sustained energy to fuel your day.

Complex carbs are either starchy or fibrous. Starch is the storage form of energy in plants. Fiber is the part of the plant that we don't digest. Still, it is important to get on fibrous carbs as the fiber acts as an internal cleanser of the body. Avoid simple carbs but get plenty of fibrous and starchy carbs.
3. Fibrous Carbs can help burn fat: because fibrous carbs take more time to chew and swallow, fill up your stomach by adding bulk to your meal, slow down gastric emptying and decrease appetite stimulating hormones, they are a smart choice for those wishing to lose body fat. Another great positive is that fibrous carbs are very low in calories. That means that you can eat as many green vegetables as you want, without overdosing on calories. Aim for 30 grams of fiber per day.
4. Natural vs. Refined Carbs: If a food came out of the ground or off the tree in the form that you see it on your plate, then it's safe bet that it's natural. Whole grains and unprocessed starches are natural carbs which should be a part of your eating plan. The more humans interfere with natural foods, the less healthy they are. Refined grains and starches such as white bread, pasta, pretzels, crackers and bagels should be avoided.
5. Refined carbs are high in calories: They are also very tasty which means that they're easy to over-eat. A serving of pasta, for example, will provide 810 calories - and that's before you put any dressing on it. When natural grains are milled, processed and bleached, they lose quality and increase the calorie count. The end result is a product with enhanced shelf life but far less nutritional value.

NATURAL CARBS

Put simply, a natural carb is one that has come out of the ground or off the plant or tree in the form that you are about to eat it. Whole grains come into this category. Even though they are processed to an extent, they retain some of their nutrients and fibers. Processed complex carbs such as pasta, bread and bagels go through an intensive milling, refining and bleaching process that strips away their nutritional value while bulking up the calorie count. You should always opt for wholegrain varieties over processed refined grains.

SO, WHAT TYPE OF CARBS SHOULD YOU BE EATING?

That's easy – ones that are packed with **fiber**.

Here's how fiber is going to help you to obliterate the fat:

- Fiber helps you to maintain low blood sugar levels, which, in turn, keep your insulin level down.
- Fiber fills you up on low calorie foods
- Fiber is nature's internal cleanser, promoting healthy digestion and the efficient elimination of waste.
- Fiber has been shown to dampen the release of the hunger and satiation hormones leptin and ghrelin.
- Fibrous carbs are not calorie dense.
- Fiber lowers LDL (bad) cholesterol.

THE BEST FIBROUS CARB SOURCES

- Vegetables – go for bright colorful vegetables that are full of micronutrients
- Fruit – choose such high fiber fruits as berries (raspberries have 8 grams per cup), apples, peaches, oranges and strawberries
- Beans, Lentils and Legumes

In addition to the above, you should include the following starchy carbs in your diet ...

- Sweet potatoes
- Oatmeal
- Brown Rice
- Whole Wheat Pasta

Your carbohydrate macronutrient level needs to be set at 30-40% of your total calories per day. On high carb days, it will increase to 50%+.