

NO NONSENSE FAT LOSS



A Practical Guide to Simplifying
Your Fitness for the Real World

SLYVON BLANCO

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As such, the information should be used in conjunction with the guidance and care of your physician. You must consult your physician before beginning this program as you would with any exercise and nutrition program. If you choose not to obtain the consent of your physician and/or work with your physician throughout the duration of your time using No Nonsense Fat Loss, you are agreeing to accept full responsibility for your actions. By utilizing the exercise and nutritional strategies contained herein, you recognize that despite all precautions on the part of Slyvon Blanco and Sly Blanco Consulting, LLC, there are risks of injury or illness which can occur because of your use of the aforementioned information and you expressly assume such risks and waive, relinquish and release any claim which you may have against Slyvon Blanco and Sly Blanco Consulting, LLC, or its affiliates as a result of any future physical injury or illness incurred in connection with, or as a result of, the use or misuse of the exercise and nutritional strategies contained in, associated with, or performed in conjunction with No Nonsense Fat Loss.

Table of Contents

Intro

A Letter From a Recovering Fitness Junkie	6
We're Worried About All the Wrong Things	9
The 80/20 Rule, Minimum Effective Dose, and How to Get More with Less	12
How to Use This Manual	18

Part 1: Nutrition Made Simple 20

All Diets Work (And Why They Also Fail)	21
The 3 Foods You Should NEVER Eat	26
The Simple Science	28
The Stuff That Doesn't Matter	38
A Minimalist Approach to Nutrition: 6 SIMPLE Guidelines to Follow	40
It's Time To Make Your Own Rules	48

Part 2: Put Your Diet On Auto-Pilot 50

The 3-Step Method to Putting Your Diet on Auto-Pilot	51
Create Your Eating Schedule (When to Eat)	52
Personalize Your Meals (What to Eat)	54
Apply the 80/20 Rule to Everything (How to Eat)	65

Part 3: Nutritional Strategies for the Real World	69
On Pre/Post-workout Nutrition	70
How to Simplify Food Tracking	73
How to Minimize the Damage When Drinking Alcohol	75
Eating On-the-go	82
How to Simplify Meal Prep	89
What Popcorn, Almonds, and Nutella Have In Common	92
Ice Cream, Alcohol, or Pizza?	97
Take Minimal Supplements	100
Part 4: Training Made Simple	104
Stronger, Faster, Better	105
On Cardio	109
How to Never Miss a Workout Session Ever Again	111
Part 5: The Other Important Stuff	116
How to Achieve Anything: Do One Thing at a Time	117
On Mindset	121

*“I have just three things to teach:
simplicity, patience, compassion.*

These three are your greatest treasures.”

Lao Tzu

A Letter From A Recovering Fitness Junkie

I used to obsess about fitness.

I slaved away in the gym, 7 days a week. I've tried all sorts of workout programs.

I used to ditch every single food outside of the 6 that were on the list of "clean foods". Counted calories. Ate every 2-3 hours. Ate 6 meals a day. Ate only the meals I prepared in tupperware. Ate only things that were organic. Took all sorts of supplements. Weighed my foods with a food scale. Balanced my macros perfectly.

I stopped eating past 7PM. Stopped eating at restaurants. Stopped going to family gatherings.

Gave up carbs. Gave up sugar. Gave up alcohol. Heck, I even gave up my social life so I couldn't sabotage myself.

To put it simply, I've tried almost every nutrition and training protocol that exists. All because there always seemed to be something new every week.

I would read up on Protocol X, do it for a few days, only to learn later from a doctor on TV that Protocol Y was infinitely better.

Then there was Protocol Z that I learned about from fitness magazine. So I'd try that next.

Oh, and let's not forget about Protocol Lose-weight-by-putting-butter-in-your-coffee. I did this for a good 6 months until I started to put on weight out of nowhere.

Apparently, buttered coffee is no magic fat loss recipe.

This pattern of obsessively trying one thing to another went on for years. I suffered from Shiny Object Syndrome, always searching for "the next best thing" even when I was already headed in the right direction.

It caused me to regress as I was constantly feeling lost, stressed out, and hopeless.

That's not to say though that it was all a bad thing.

Eventually, the obsession resulted in a positive physical change. It also taught me (the hard way) the process of what it really takes to build a healthy body inside and out. That it's truly possible to achieve your fitness goals without stressing over every detail, big or small.

Most importantly, my experiences taught me that you can live a meaningful life enhanced by fitness — not consumed by it.

Which brings us to this manual.

I can't say that I've figured everything out. I also can't promise that this will solve all your problems.

What I *can* tell you is this: if you read this with an open mind, it might just help you to regain your sanity, reduce your stress, and get your life back.

A handwritten signature in black ink that reads "SkyBlane". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

*Credit goes out to Nate Green for coining the term “Recovering Fitness Junkie”.

We're Worried About All The Wrong Things

Fitness is simple. It just ain't easy.

It's not that we *choose* to make it hard. It's just that there's so much information out there, we don't know what to do with all of it.

That, and most of the "advice" we see on the internet and in the media is simply narrow, misleading, and downright deceptive.

They told us carbs were evil. That we had to eat every 2-3 hours in order to stoke our metabolism. That calories didn't matter. That eating past 8PM was bad for you. And apparently, breakfast was the most important meal of the day, and if you skipped it, you'd get fat.

All these years, we've been told by experts, gurus, doctors, dietitians, fitness professionals, and nutritionists to do *this* and do *that*.

We have more information than we ever need, yet obesity rates continue to rise.

Part of the problem is there's too much information drilled into our brains that it's causing us to feel lost. Confused. Overwhelmed.

Most importantly, it's causing us to worry about all the wrong things.

Not knowing how to differentiate BS from the truth is essentially the underlying cause of most people's lack of success with their fitness. Time and time again, I've come to notice that this is what separates those who get results from those who don't.

If you can simply develop the (minimal) skills it takes to understand what truly matters with your fitness, you can win this game.

This manual is here to guide you.

It won't give you a specific workout plan or a specific diet regimen, but it will show you how to simplify your fitness so that you can finally get *sustainable* results physically, mentally, and emotionally.

Because at the end of the day, having a quality life *enhanced* by fitness is what matters.

Always Ask Yourself...

Can I do this with confidence for the next
2 weeks? Next 6 months?

Next 5 years?

For the rest of my life?

The 80/20 Rule, Minimum Effective Dose, And How To Get More With Less

The things I talk about in this guide are nothing new or revolutionary.

In fact, you might be familiar with much of what's inside.

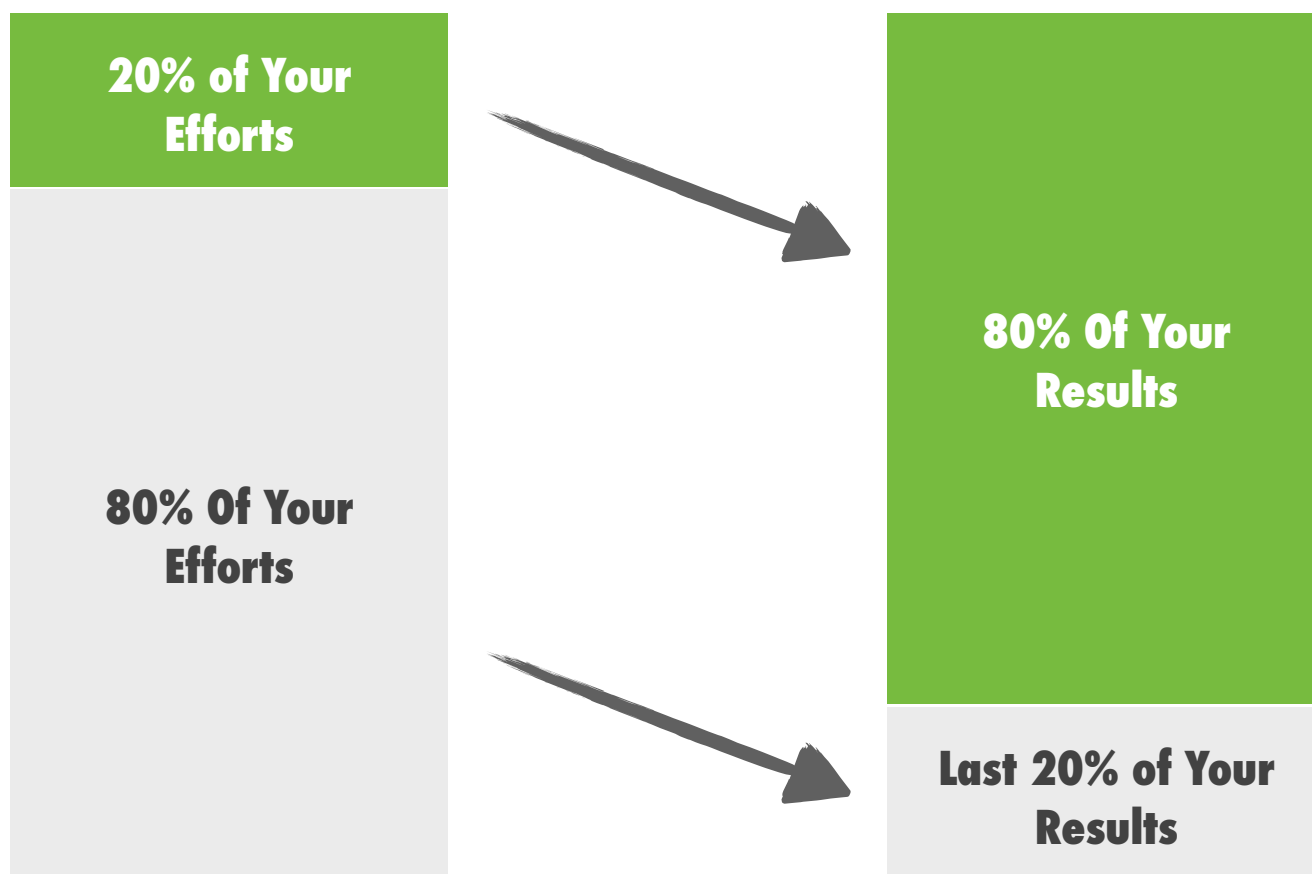
The main idea is to give you the fundamental principles that actually work in the real world. The basics. The essentials. The things that actually matter that most people forget about.

Because at the end of the day...

80% of Your Results Come From 20% of Your Efforts

You might know this as the 80/20 Rule, or otherwise known as Pareto's Principle. It states that 80% of effects come from 20% of the causes.

The 80/20 Rule is a concept that can be applied to almost everything in life.



From a business perspective:

- 80% of profits come from 20% of customers
- 80% of sales come from 20% of products
- 80% of sales are made from 20% of the sales staff

In every day life:

- 20% of the things you do bring you 80% of your happiness
- 20% of the clothes you own you wear 80% of the time
- 20% of the people you know make up 80% of your interactions

This principle also applies to fitness.

There are only a few things you you need to do to get the results you want. These are the things that I'll be covering.

Sure there are hundreds of other minor details that you could be worrying about like comparing the glycemic index of one food versus another, or whether supplement X is better than supplement Y, or trying to figure out whether performing the incline chest press is better at a 30° or 45° angle.

All that complex information? That's the extra 80% off your efforts that give you the last 20% of your results (Pareto's Principle works inversely, too).

You simply don't need to worry about those things.

Instead, we'll focus on the Minimum Effective Dose that will lead to the majority of your results.

Less Is More: The Power of the Minimum Effective Dose

13 hours and 30 minutes.

That's how much time I used to spend in the gym on a weekly basis. That's about 2 hours and 15 minutes per workout, for six workouts a week.

I also spent countless hours in the kitchen weighing, cooking, and packing my tupperware containers of food.

Oh, and let's not forget the 30+ hours of "research" I did every week trying to figure out the best fitness program.

When I say that fitness took over my life, I wasn't exaggerating. It literally became a full-time job.

All because I was striving for perfection.

Every time I went to the gym, I was always looking to do more because I wanted each and every workout to be perfect. Every time I ate, I wanted each meal to have the perfect ratio of protein, carbs, and fats. I wouldn't touch anyone else's food because I was scared that they weren't perfectly made.

And when those perfect workouts and perfect meals didn't go as planned, I'd feel guilty. Disappointed. Upset.

The feeling of failure made me want to start all over, so I'd do more research (which of course led to the distraction of different and new shiny objects).

This cycle of doing everything and anything went on for a very long time.

Things are different now.

I finally learned to focus on the **Minimum Effective Dose** (or MED).

Author and entrepreneur Tim Ferris describes MED as such:

"The smallest dose that will produce a desired outcome.... Anything beyond the MED is wasteful. To boil water, the MED is 212°F (100°C) at standard air pressure. Boiled is boiled. Higher temperatures will not make it 'more boiled'. Higher temperatures just consume more resources that could be used for something else more productive."

Luckily for us, the MED for achieving fantastic results with our fitness doesn't require any extreme dieting or training. It requires very little time, effort, and most importantly, will-power. And the less of those you need, the easier it is to stay consistent.

Nowadays, I work out roughly 2 hours and 15 minutes PER WEEK (about 45 minutes per workout for three workouts a week) and spend only a few minutes every other day “meal planning” (I’ll show you later how to do it effortlessly).

I put most of my focus on the MED, figured out my 20%, and stopped doing all the little things that didn’t really matter.

Simplifying my fitness, in turn, helped simplify my life.

Every day, I know what it is I need to do. At the same time, I know what it is I DO NOT need to do — which is just as powerful. This allows me to free up time and energy for the things that really matter in my life like reading books, writing, traveling, eating good food, serving my clients, and spending time with loved ones.

And that, my friend, is what I implore you to do.

We have only so much time in the day to commit to our fitness, so ideally we should do the things that make the biggest difference.

MORE ≠ BETTER

How To Use This Manual

This was written with you in mind.

No fluff. No nonsense. No jargon that will accomplish nothing but confuse the crap out of you.

This is my attempt at simplifying everything so you can spend less time reading, and start taking action *today*.

Also, the information is laid out so you can easily go from one section to another without ruining the flow of the book. It doesn't have to be read from the first page to the last. Feel free to jump around. Find what is most beneficial for you. Just make sure to take notes, make highlights, or do whatever you need to digest as much of it as possible (pun intended).

If you're at all interested in learning any of the science and research behind everything, visit <http://vonblancofitness.com/n nfl-references> for further references.

One More Thing

As I mentioned previously, this isn't a diet nor is it a workout program.

The premise of this manual is to show you how you can simplify fitness for your current lifestyle.

The goal here isn't to convince you to eat or train in a completely different way. If you like eating Paleo style, don't eat meat, or enjoy eating six times a day, by all means keep doing what you're doing. You can still implement the strategies I talk about. There is nothing here that requires you to do anything you don't want to — because that wouldn't be very effective, right?

And if you're completely lost, want to break through a plateau, or are just plain overwhelmed with everything that's being thrown at you, then you're reading this at just the right time.

So let's get to it.

Part 1

Nutrition Made Simple

All Diets Work (And Why They Fail)

I'm not here to bash diets.

Why? Because all diets actually work.

On the surface, most diets look like they're all different. One dieting camp says Food A isn't allowed, while another says that Food A *is* allowed, but Food B isn't.

Surprisingly, all diets have two commonalities:

1. They cut back on calories (quantity).

Diets do this by taking away our options. Whether it's carbs, fats, grains, legumes, fruits, processed foods, dairy, or even lean protein. When a diet calls for instantly removing a certain food or food group, it automatically helps to shave off extra calories.

2. They help to improve food choices in some way (quality).

Although they *take away* options, almost all diets *include* some sort of whole, minimally-processed, nutrient-rich foods. For those trying a new diet, the new added foods are often much “better” than the

	“Good”	“Bad”
Paleo	Meat, eggs, veggies, tubers, fruits, nuts, and other healthy fats	Dairy, legumes, grains, sugar, and other processed foods
Vegetarian	Tofu, grains, and anything that’s not meat	Any types of meat (beef, pork, poultry, fish, etc.)
Vegan	Fruits, veggies, nuts, seeds, legumes, grains, and soy-based products	Any animal product or byproduct
“Bodybuilding” Diet	Chicken breast, broccoli, tilapia, egg whites, sweet potatoes	Fast-digesting carbs, milk, and most processed foods
Atkins	Anything that doesn’t have carbs	Carbs

crap they’re already eating. There’s not really a diet camp that tells you to eat more processed crap — well at least I hope not.

Now you’re probably asking yourself, “If these diets work, then why didn’t the last one I tried work for me?”.

It’s because you were doomed since Day 1.

Diets have a vicious cycle that look something like this...

Fad Dieting Phase #1 — At the start of each diet, calories are restricted. No matter what the diet’s “demon” foods are, restricting

cheese, or restricting all carbs in general, you're still reducing calories and eating less than you normally would.

Fad Dieting Phase #2 — In turn, weight loss occurs because (as you'll learn later) calories are the primary determining factor of body composition.

Fad Dieting Phase #3 — After weight loss comes temptation. Remember all those delicious foods you deprived yourself from because your diet said they were evil? Well, your body started calling their names again. It's not so easy to pass up those cookies at your work party. Or avoiding all carbs. Or giving up alcohol for the rest of your life.

Fad Dieting Phase #4 — Next thing you know, your deprivation leads to bingeing. And then guess what? The weight you lost slowly starts creeping back.

Sound familiar?

You see, the problem isn't that diets fail people — the problem is that people fail diets.

In reality, there are thousands of people out there who are successfully adhering to a Paleo, Mediterranean, low-carb, or even raw-food diet.

Diets fail when we pick one that we cannot adhere to.

Most diets are too restrictive and rigid, and therefore, unsustainable. On top of all that, they don't factor in things such as your:

- Body type
- Budget
- Cultural beliefs
- Current lifestyle
- Current fitness level
- Food preferences
- Food tolerances
- Food availability
- Time availability
- Nutritional knowledge
- And a bunch of other stuff

Not taking the above into consideration causes the lack of sustainability, which in turn leads to giving up.

It's why people who've been eating pasta their whole lives can only go on a low-carb diet for 2 days.

Or why Asian people (like myself) would never do well on a diet that didn't include white rice. I've been eating rice since the day I

was born. If someone ever told me to ditch it, I think I might just go crazy.

Imagine going Paleo, even though you love your dairy and sweets. Or if someone told you to eat nothing but hormone-free, non-GMO foods. As far as I'm concerned, these foods can be double the price of their "regular" counterparts. If high-priced foods are not a problem for your wallet, fantastic. For those whose wallets aren't as thick, it's not a viable option.

Creating a diet that is personal to you and that serves you is the one you can succeed with. We'll go over that in Part 2 of the book.

The 3 Foods You Should NEVER Eat

As you read through this manual, I'll show you the foods that you should eat on a regular basis.

But first, let's look at the foods you should *never* eat.

Like, ever.

1. Foods You Dislike

Don't ever force-feed yourself things you don't like. You're not a kid anymore.

Hate spinach? No problem, there are dozens of other green veggies that you can add to your diet.

Don't like fish? Lucky for you, there are other ways to consume healthy fats.

Eating foods that you don't like is the fastest way to fall off the wagon.

2. Foods You're Allergic or Sensitive To (Or if You Have a Medical Condition)

For obvious reasons, you shouldn't eat what your body cannot handle.

Peanuts, eggs, milk, shellfish wheat, and dairy are some of the most common sources of food allergies and sensitivities.

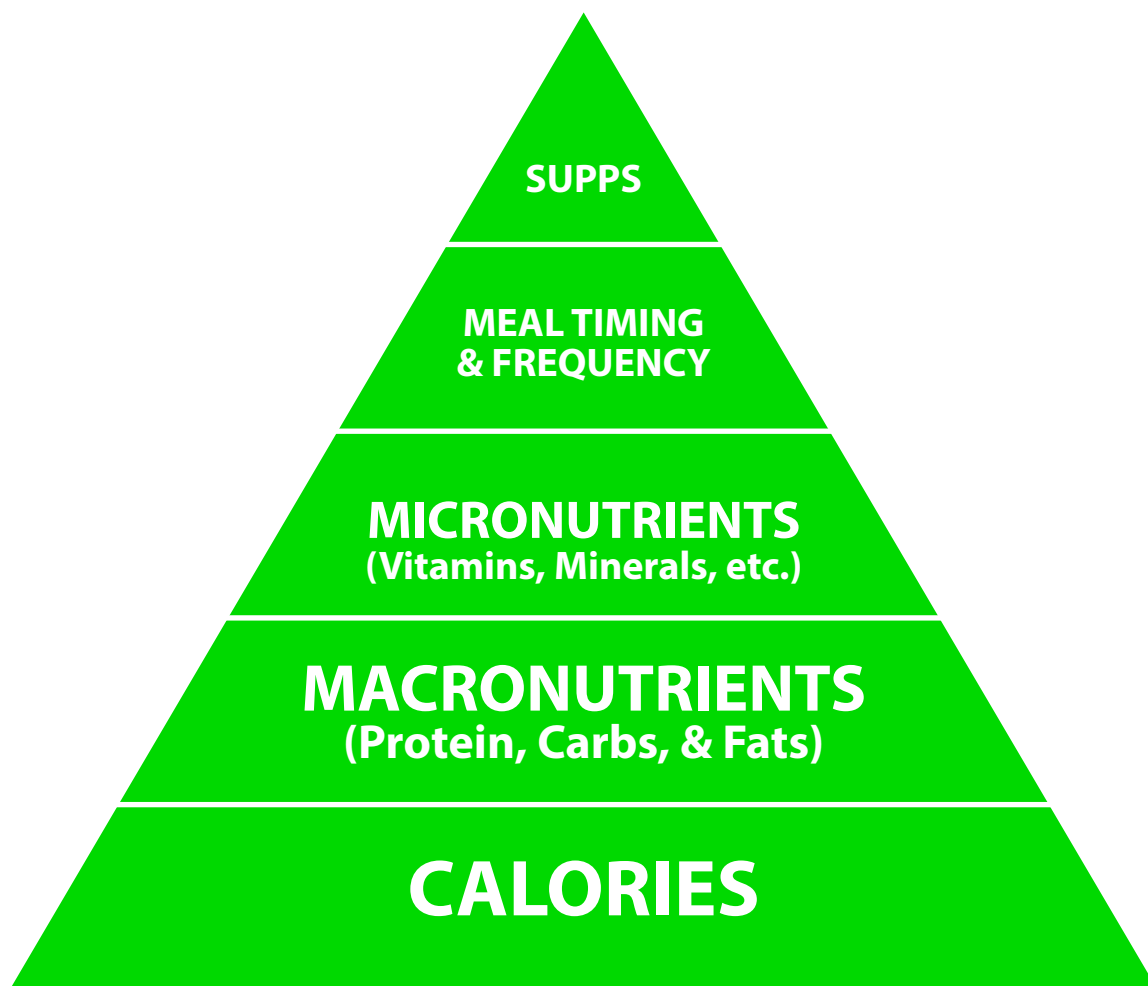
Oh, and don't self diagnose. Unless you're actually gluten-sensitive, there's no need to go gluten-free just because it's the popular thing to do. See a doctor if your body is acting up.

3. Foods That Don't Align With Your Beliefs

If you're actively trying to avoid certain foods because they don't align with your religious/ethical/other beliefs — cool, no big deal.

You should never have to force any specific foods down your throat — or to do anything for that matter. You have options.

The Simple Science



Credit: Eric Helms, 3DMJ

The most important things when it comes to nutrition for both fat loss and muscle gain are (and yes, this is in order of importance):

1. Your **calorie** intake.
2. The **macronutrient** composition of your diet: protein, fats, and carbs.
3. Your **micronutrient** intake: vitamins, minerals, etc.
4. The **timing and frequency of your meals**
5. **Supplements** that help cover your deficiencies

These are the biggies — these are the things that will yield the results you've been striving for.

Looking at this list, it comes to no surprise that a lot of people aren't getting the results they want.

There's the misconception that fat loss is all about eating more fruits and veggies (#3 on the list), or about eating every 2-3 hours to "stoke your body's metabolism" (#4). Don't forget how much attention is paid to fat-burning supplements (#5).

The truth of the matter is what *should* be prioritized is usually what is overlooked.

Priority #1: Calories

This is *the* most important variable when it comes to nutrition. Whatever your goal is, whether you're trying to shed some fat or pack on some muscle, your energy balance is the main determining factor of body composition.

It's the First Law of Thermodynamics:

$$\text{Energy Consumed} - \text{Energy Expended} = \text{Change In Fat Mass}$$

Basically, calories matter.

For the past few years, many gurus and experts have tried to tell us that calories don't matter, that it's all about food quality and eating more vegetables and blah blah blah blah.

Yes, food quality sure does matter, but how many calories you're consuming of that quality food matters just as much. This is why "clean eating" isn't the solution to fat loss.

At the end of the day, you'll either gain, lose, or maintain weight depending on the amount of calories you've consumed. This based off of your body's **caloric maintenance**.

Your caloric maintenance is simply the amount of calories you need to eat in order to maintain your current weight.

To Maintain Your Weight



If your goal is to lose fat, you'll figure out your caloric maintenance, you'll then go on a **caloric deficit**.

This can be done in three different ways.

INCREASE ACTIVITY LEVEL



DECREASE CALORIE INTAKE



OR...

DO BOTH (THE MOST OPTIMAL)



Yes, there's more to it than just eating less and moving more, but the gist of it is this: the change in your body composition is largely dependent on your energy balance (calories in vs. calories out).

If someone ever tells you that calories don't matter and that your results will come from eating "clean", take it with a grain of salt.

Priority #2: **Macronutrients**



In simplest terms, macronutrients — or *macros* — make up the calories in the foods you consume. These three things play an important role when it comes to the fat loss/muscle gain formula.

The amount that you consume for each macro is based on numerous factors such as physiological need, activity level, personal preference, etc.

Just like calories, you want to make sure that there's some sort of balance when it comes to their consumption.

Out of the three, **protein** is the most important macronutrient; it requires the most attention. If there's one thing mainstream media has gotten right about nutrition, it's that you want to make sure you're consuming enough protein, as its benefits are numerous:

- Reduction of appetite and hunger
- Can boost metabolism and increase fat burning
- Helps with increase of muscle mass and strength
- Improve bone density
- Can reduce late-night cravings

Fats, meanwhile, get both love and hate. The truth is that fats are actually a necessary component of your diet, and not just for body composition, but for overall health. You need enough healthy fats to maintain optimal body function as well as performance.

Lastly, **carbs** provide energy for your body. The amount of carbs your body needs depends mainly on your goals, training volume, activity level and tolerance.

Priority #3: Micronutrients

What is commonly thought of as the most important factor of fat loss actually falls into 3rd place in the nutritional hierarchy. Yes, your parents were right, eating your fruits and vegetables *is* important.

Consuming fruits and veggies provides crucial micronutrients — vitamins — that help keep you and your immune system healthy.

If you're already eating plenty of these, chances are you're covering micronutrient deficiencies. If fruits and veggies aren't your thing, you might consider a supplement (covered further in Part 3). Just like fats, fruits and veggies are necessary for optimal functioning.

Getting enough nutrient-dense foods supports better health overall. Think about this — what's the point of having six-pack abs if you're always sick, tired, and feeling sluggish?

Priority #4: Meal Frequency and Timing

At the fourth level of the pyramid, meal timing and frequency make up only a small fraction of the pyramid.

Here's what you really need to know....

There's no need to eat every 2-3 hours for a total of 6, 7, or even 8 meals a day to “speed up the metabolism”. Meal frequency for fat loss isn't as important as we once thought it was.

Eating 3 full meals a day might be enough. You just want to make sure you're not overeating — you don't *have* to get all 3 meals in.

Some might eat 1 to 2 giant meals, while others would find themselves totally hangry (hungry + angry) in between.

You want to find a balance that works for you and your body. Eat enough, but not too much that you're forcing yourself. You'll do this based on your lifestyle, schedule, and preferences.

Priority #5: Supplements

They're useful, but they aren't the answer to everything. This is why they're the last part of the pyramid, and why they should be the last thing you should worry about.

A good fat loss starting supplement stack that I recommend would include the following:

- Whey protein powder
- Multivitamin/greens supplement
- EPA/DHA (fish oil)
- Caffeine

Of course, your need for supplements will vary on your body and any possible deficiencies or limitations in your diet.

The Stuff That Doesn't Matter

Eating every 2-3 hours to have 5, 6, or 7 meals a day... eating organic foods instead of non-organic foods... weighing your foods to the ounce... tracking them every day... giving up sugar, alcohol, fried foods, and pasta...

None of those things matter.

If you were to do any of those things, it should be because you choose to. Not because they are the rigid requirements of Diet X. These things cause unnecessary stress, can be unhealthy, and are ultimately unsustainable.

More importantly, they're time-consuming things that won't make much of a difference. You've got to take care of the fundamentals first.

You've got to simplify your nutrition.

■ What we THINK we should do

■ What we should ACTUALLY do

Avoid all carbs

Avoid dairy

Avoid fats

Avoid GMO foods

Avoid grains

Avoid meat

Avoid processed foods

Don't eat after 7PM

Don't eat egg yolks

Don't eat fats

Don't eat fried foods

Don't eat sugar

Drink diet soda

Drink lemon water

Eat "clean"

Eat every 2-3 hours

Eat like a caveman

Eat mainly whole foods

Eat organic

Eat small meals

Eat sufficient protein

Eat veggies all the time

Give up alcohol

Go gluten-free

Go on a calorie deficit

Limit fruits

Limit sodium

Never skip breakfast

Take Garcinia Cambogia

Weigh all your foods

A Minimalist Approach To Nutrition: 6 SIMPLE Guidelines To Follow

The Simple Science of Nutrition doesn't mean anything unless we can apply it in the real world.

Knowing the theory behind all this stuff won't help us at all if we aren't *actually applying* anything.

This is where the 6 SIMPLE Nutrition Guidelines come into play.

Schedule meals

Include your favorite treats

Mostly minimally-processed foods

Protein-focused

Live your life

Eat only when hungry

1. Schedule Your Meals

The Problem: Your meals and food choices are inconsistent

The Solution: Have a regular eating schedule

One of the biggest mistakes I've come across is the absence of an eating schedule. I need a schedule to eat? Of course you don't have to have one, but not knowing when you'll eat tends to lead to mindless snacking and over-eating.

When following a certain schedule (one that's based on *your* lifestyle) it becomes much easier to keep your intake and hunger in check, as expectations are set ahead of time.

2. Include Your Favorite Treats

The Problem: Your diet is unsustainable

The Solution: Don't forbid yourself from pizza, ice cream, etc.

The thing with fad diets is that they restrict certain foods, even entire food groups. When this happens, it's virtually impossible to stay consistent because we'll always crave our favorite stuff.

It's okay to have ice cream. And french fries. And your mother's home-made brownies.

Eating your favorite treats, whether they're "healthy" or "unhealthy" are perfectly fine if you do it in moderation. As long as you're staying within your calories, you won't gain a single ounce of fat.

In fact, it's vital to you include your favorite foods in your diet. Why? Because it will help keep you sane. And staying sane while cutting calories will contribute to your success.

3. Mostly Whole, Minimally-Processed Foods

The Problem: You're eating too much crap

The Solution: Eat more real food

Remember that 80/20 Rule? About 80% of the foods you're eating should be whole, minimally processed foods. The other 20%? This is where the treats, cravings, and your must-haves come in.

Although calories are the #1 priority and the main determining factor of fat loss, it's still important to keep your health in check. Sure, you can lose weight eating nothing but McDonald's while in a calorie deficit, but is your body going to like it?

I doubt it.

So, keep in mind 80% for health and nutrition and 20% for fun.

Heck, go for 90/10 if you're feeling ambitious.

What exactly *are* whole, minimally-processed foods, you ask? Without getting too technical or scientific, they're basically foods that have walked, flown, swam, or been picked out of the Earth.

In other words: real food.

Some examples of “minimally-processed” foods include, but are not limited to:

- 1 **Meat and Other Protein-Rich Foods**
- 2 **Fruits**
- 3 **Fibrous Veggies**
- 4 **Oats**
- 5 **Starches**
- 6 **Nuts**
- 7 **Beans and Legumes**
- 8 **Milk and Other Dairy Products**

4. Protein-focused

The Problem: You're always hungry and tend to over-eat

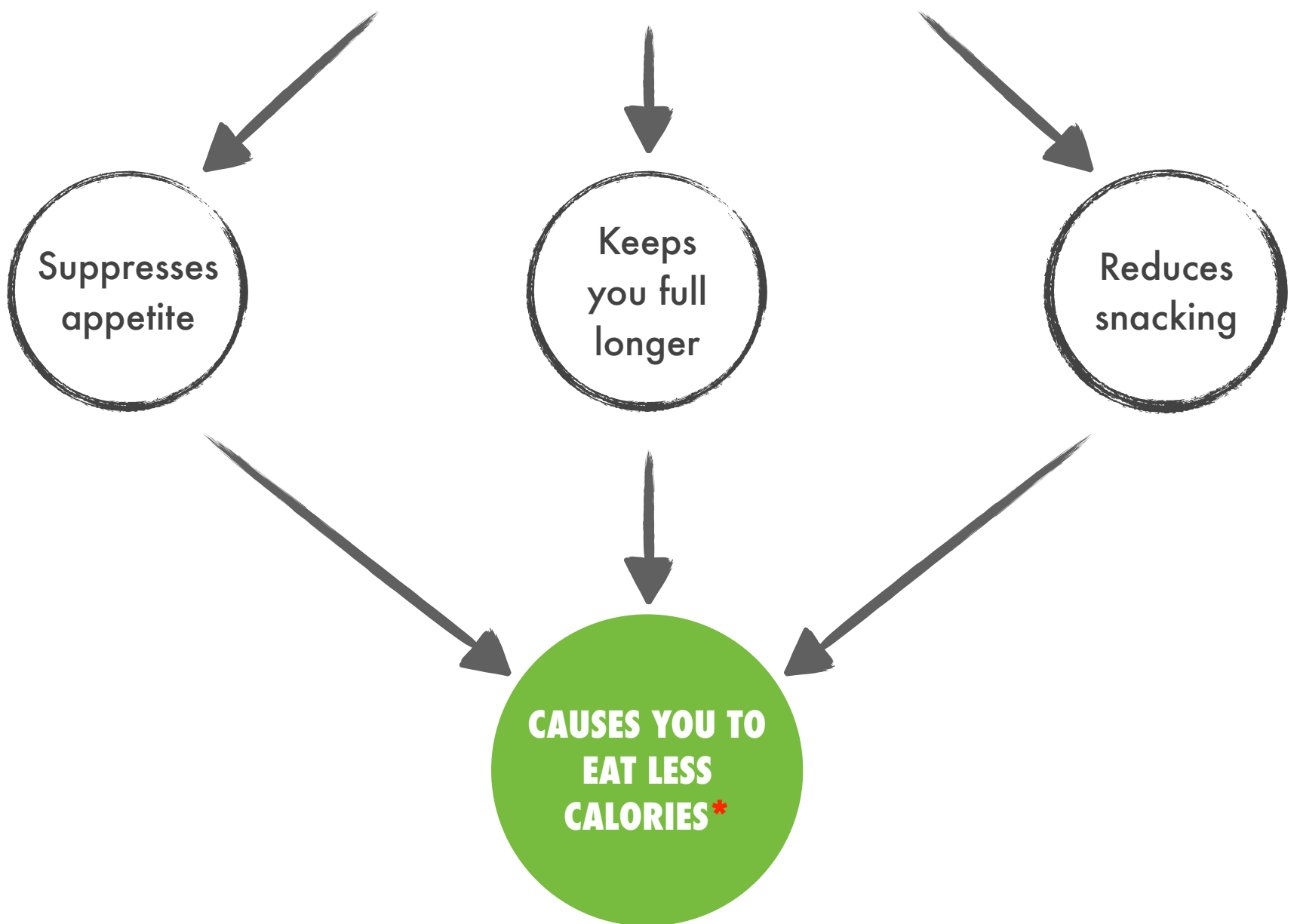
The Solution: Eat more protein-dense foods

By now, you know how important protein is in your diet, and that it's the most crucial macronutrient out of the three (fats & carbs being the other two).

Carbs and fats will vary more depending on an individual's activity levels and preferences. For example, those who have more active lifestyles will eat more carbs, and vice versa.

Protein, however, should always be included in each meal.

EATING ENOUGH PROTEIN



**Nutritional Priority #1*

5. Live Your Life

The Problem: We want to give up because we “messed up”

The Solution: Cut yourself some slack and play the long game

Food is just that — food.

It should be enjoyed with good company, without guilt.

Yes, it's also fuel and yes, you want to ensure that you're eating in a way that supports your goals; but believe me, this world won't end if you eat a cookie or two.

Strive to develop better eating habits, but don't stress about minor setbacks.

You *will* make mistakes. You will, at some point in the next 7 days, overindulge in something that you'll eventually regret. We're human. It's okay when this happens — as long as it's not all of the time.

Instead of beating yourself up about the 4 cookies or the extra glass of wine you had, remember to look at the big picture. One “mistake” out of the day, week, or month isn't going to ruin your progress.

Put the slip-ups behind you, move on, and continue living your life.

6. Eat Only When Hungry

The Problem: You overeat and you don't even know it

The Solution: Minimize the number of times you eat

No matter how many times you prefer to eat in a day, practice the habit of eating only when you're hungry.

Don't snack on foods just because they're in front of you. One of the fastest and easiest ways to cut calories is by minimizing snacking.

In Part 2 and 3, we'll go over strategies that will help you stay fuller longer.

These are the things that matter. The Minimal Effective Dose. The only things you have to really worry about for the rest of your life.

None of them are complicated, but they all make the biggest difference. Even better, they are all a part of the Nutritional Hierarchy of Importance.

That's it. It's really that SIMPLE.

It's Time To Make Your Own Rules

The biggest reason why people fail with their nutrition is because of lack of consistency. When diets have a rigid set of rules that aren't sustainable, it's hard to stick to them for the long term.

That's why you'll make your own diet rules, while covering the fundamentals of nutrition at the same.

When there are no rigid rules that you have to follow and no food groups to give up, eating for fat loss becomes almost effortless.

Whether you're a vegan, a meat-loving omnivore, an advocate of Paleo, or an intermittent faster, what matters most is that you eat in a way that works best for you.

Because physiologically, the human body can adapt pretty well under different dietary conditions. It's why there are people from all over the world that are fit and healthy whether they eat mostly carbs or mostly fats; meat or no meat; veggies or no veggies; and even processed or no processed foods.

In the next section, we'll go over the specifics of how to personalize your diet so you can have...

MORE

Freedom

Flexibility

Direction

Happiness

Consistency

Time

Results

LESS

Anxiousness

Overwhelm

Stress

Hassle

Guilt

Uncertainty

Worry

Part 2

Put Your Diet On Auto-Pilot

The 3-Step Method To Putting Your Diet On Auto-Pilot

1

Create Your Eating Schedule

Design an eating schedule by planning your meals around your lifestyle and preferences. Take into consideration your schedule (workouts, work, school, etc), and how often you'd like to eat. Try to eat (mostly) at the same time everyday, as this sets an expectation and increases your overall control.

2

Personalize Your Meal Plan

With the six SIMPLE nutritional guidelines in mind, you'll create your own meal plan — one that includes what you like so you'll actually look forward to meals.

3

Apply the 80/20 Rule to Everything

Some call it “flexible dieting” while others call it “intuitive eating”. I call it “being human”.

Create Your Eating Schedule (When To Eat)

Planning and preparation is key to almost everything. We all know that.

When it comes to fitness, knowing when you'll eat is just as important as WHAT and HOW you should be eating.

It's essential you know exactly how many meals a day you should be having (again, this is based off your schedule and preferences), and when you'll be eating them. If you don't have a structured eating schedule yet, here's how to figure that out.

How to Figure Out How Many Meals You'll Eat

By planning out when you'll eat, it becomes much easier to regulate *what* you're eating and *how much*. In other words, you are taking control of the calories you are consuming.

These pre-planned meals will be the only times you eat going forward. No more snacking.

Your eating schedule will be completely up to you, and will be dependent on two things:

1. Your current lifestyle and
2. Your meal size preference

If you have a busy lifestyle that makes it difficult finding time to eat, then you'll have less frequent meals:

Two Meals — Skip breakfast, eat lunch and dinner

Three Meals — Breakfast, lunch, and dinner

If your schedule is flexible and meal frequency isn't a problem, aim for 3 or 4 meals.

And if you really enjoy smaller, more frequent feeding, then go for 5-6.

Also, keep in mind the number of meals might vary on training/workout days.

Decide on a number of meals that you can stick to on a regular basis, and write it down on a piece of paper (or the accompanying worksheet if you bought the Premium version of this manual).

Personalize Your Meals (What To Eat)

Consistency is the name of the game. The best way to stay consistent is by eating the foods you like while covering the fundamentals of nutrition at the same time.

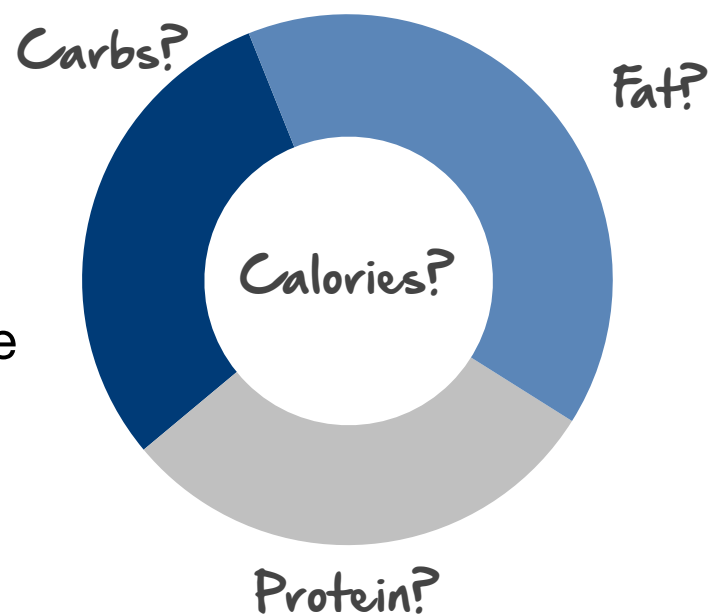
This is the part where we'll create some staple meals based on the foods YOU like to eat.

Step #1: Know Your Numbers

So how do you know what to eat?

The first step is to figure out your dieting numbers, more specifically your calories and macros. As you learned earlier, these are the two most important things about nutrition.

The last thing you want to do is go about your nutrition blindly. At the bare minimum, you'll at least need an idea of how many calories you're consuming and burning. You wouldn't drive across the country without knowing your car's gas mileage (or maybe you would). You get the point.



There are dozens of ways to figure your numbers, but you're here to simplify, so instead of doing a bunch of math, here is a calculator that my team put together to do the work for you.

→ [Click here to figure out your calorie and macro numbers](#)

Some things to note:

- **If you know your body fat percentage, enter it.** This will produce more accurate results as it takes your current percentage into account. If you don't know it, no problem. The calculator will simply use a different formula to figure out your numbers.
- **All calorie calculating formulas (and there's many of them) are not perfect.** All of them. There's no need to try and find the perfect set of numbers using the perfect calculator.
- **Going back to the point above, keep in mind that the resulting numbers are just guidelines.** As long as you come within $\pm 10\%$ of your daily calorie or macro numbers, you'll still make progress

Step #2: Understand Macronutrient Combinations

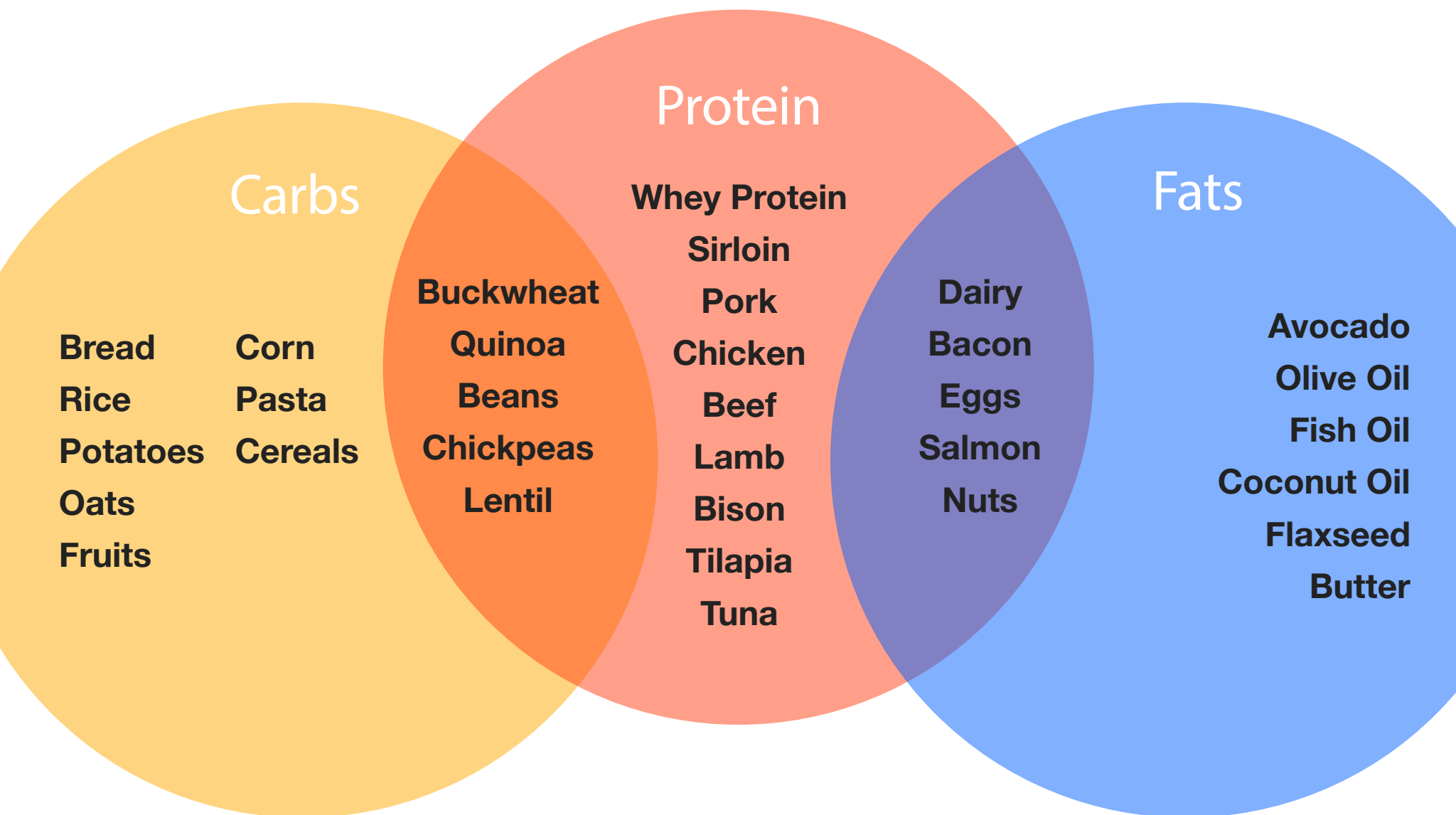
Here's a trick that will change the way you think about food for the rest of your life: think of each individual food as either protein-dominant, fat-dominant, or carb-dominant.

Forget about labeling food as “good” or “bad”, or “healthy” or “unhealthy”. Going forward, you'll label of each food with their (main) macronutrient component.

Chicken breast, for instance, is a protein-dominant food; olive oil is fat-dominant; and potatoes are carbs.

New to this whole method of macro-labeling?

Here's a useful diagram of more examples that might help you out.



Step #3: Write Up a List of Your Favorite Protein, Carb, and Fat-dominant Food Sources

Try to have at least 5 foods for each category. Write them down on a piece of paper (or the accompanying “My Personal Meal Plan” worksheet if you bought the Premium Package).

Step #4: Make Some Meals

Now that you’ve got a list of your favorite foods, it’s time to create meal templates that you can use over and over again.

Each meal will be made up of a combination of two different macronutrient components. The result is a meal that gets classified in one of three categories: P+C, P+F, or P+F+C.

Macro Combo #1: Protein + Carb Meals (P+C)

These meals consist primarily of protein and carbohydrates.

Fats will be kept minimal. There will likely be a few grams of naturally occurring fats, but don't sweat it.

You'll have most of these meals on TRAINING days.

P+C Example Meals		
Protein		Carbs
Grilled chicken	+	White Rice
Beef	+	Diced Potatoes
Pork Chops	+	Quinoa

Macro Combo #2: Protein + Fat Meals (P+F)

These meals consist primarily of protein and fats.

For these meals, carbs will be kept minimal. There will likely be a few grams of naturally occurring carbs but again, don't sweat it.

P+F Example Meals		
Protein		Fats
Ground Beef	+	Almonds
Greek Yogurt	+	Peanut Butter
Egg Whites	+	Bacon

Macro Combo #3: Protein + Fat Meals (P+F+C)

Last — but certainly not least — the third combination that consists of, well, everything.

These are your “all other” meals that you'll have on both training and non-training days.

Some examples include ice cream, pizza, steak with a side of mashed potatoes, etc.

Sample Meal Plans

To help put things into perspective, here are a couple sample meal plans.

Note that these sample meals only show food choices and not portion sizes. Assume that they are within Cal O'Reilly's allotted calories.

Cal O'Reilly's Sample Non-Training Day Meal Plan	
Breakfast (P+C)	Leftover Chicken Breast + White Rice
Lunch (P+F)	Grilled Salmon + Veggies + Almonds
Late Dinner (P+C+F)	Burgers + Fries + Beer

Cal O'Reilly's Sample Training Day Meal Plan	
Pre-Workout (P+C)	Banana + Protein Powder
Post-Workout (P+C)	Protein Powder + Egg + Toast
Lunch (P+F)	Chicken Breast + Almonds + Veggies
Dinner (P+C+F)	Ribeye Steak + Mashed Potatoes + Ice Cream

Some Guidelines for Your Meals

Divide up your calorie protein targets according to the number of meals you'll have per day

Let's look at a real life example of Ashley, one of my coaching clients.

Calorie Target: ~ 1,900 calories

Protein Target: ~ 118g

Fats: ~ 53g

Carbs: ~ 239g

Ashley prefers to eat 3x a day, so we're left with the following meal template after doing some basic math (fats and carbs are greyed out because remember, they are dependent on the individual's preferences):

Calories: ~ 633 calories/meal

Protein Target: ~ 39g/meal

Fats: ~ 18g/meal

Carbs: ~ 80g/meal

With these numbers, she can then put together a number of meals based on the foods she chose in Step 3.

One thing to keep in mind about this is that it will take some time and self-experimentation to “get things right”. I recommend tracking your foods using an app like **MyFitnessPal**, **On the Regimen**, or **My Macros+**.

Tracking your food for at least a few weeks not only gives you a better idea of what you’re consuming, but also increases overall awareness of choice when consuming.

A protein source will be the core of each meal

Oh look, one of the SIMPLE guidelines.

By having protein with every meal, you’re ensuring that 1) you’re hitting your protein target to help maintain (or even build) muscle mass and, 2) you’re getting its satiety and metabolism-boosting benefits.

The carbs and fat content of your meals will vary

Ultimately, the ratio between these two macronutrients isn’t that important. A good rule of thumb to keep in mind: eat more carbs on your workout days (especially pre and post-workout), and less on non-workout days.

For other meals, keep your preferences in mind. If you're a carb lover, eat more carbs and less fat. If you prefer foods high in fats like nuts, eggs, etc., then simply eat less carbs.



Have veggies whenever possible

This kills two birds with one stone as it ensures that you have both fiber and micronutrients in your diet.

Notice that I use the words “whenever possible”. It’s important to eat your veggies, but it’s not something you should stress out about. If you’re not feeling it, then don’t force it.

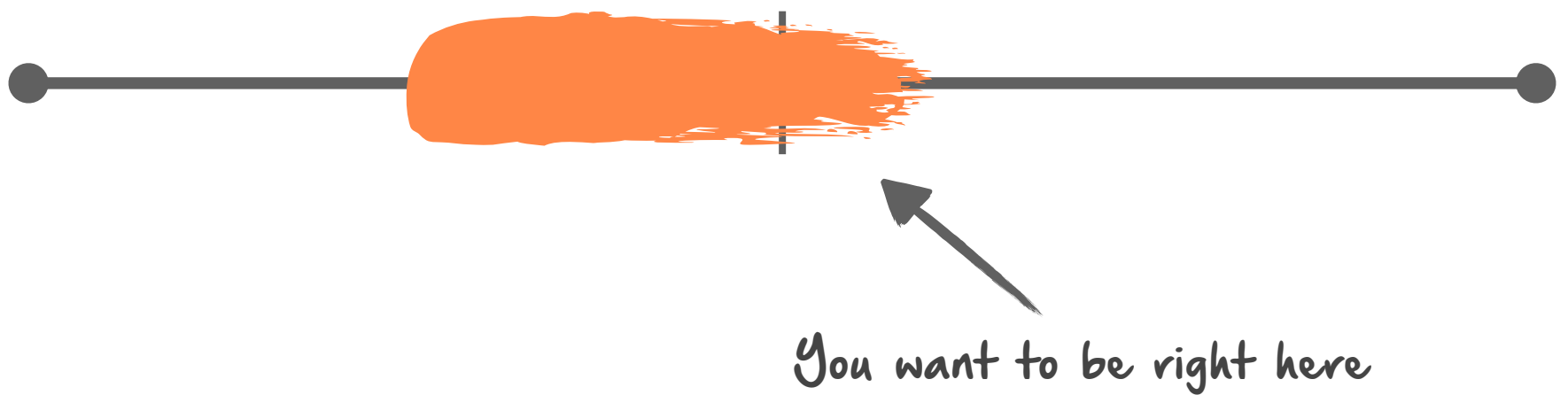
Wrapping Up

That’s pretty much it. You’ll want to track, test, and modify your meal templates depending on how your numbers add up at the end of the day. After a little self-experimentation (and a lot of patience), you should be able to figure out what works for you in a matter of 1-2 weeks.

Apply The 80/20 Rule To Everything (How To Eat)

Unsustainable Super Clean Eating

Crappy Eating



Ah, here it is again — that 80/20 thing.

By now, you know that you should mainly eat minimally-processed foods a majority of the time.

Now let's talk about how to actually apply that in the real world.

Here are some suggestions...

Know when you'll have your favorite foods/treats ahead of time

Have a work outing coming up this weekend? A friend's birthday party, perhaps? Or maybe just your weekly Sunday night dinner with your significant other?

If you know when you'll indulge in your 20% ahead of time, you can plan for it. Let's say you have a friend's birthday party coming up this Friday and you're pretty sure it will involve some late night pizza — because really, late night pizza is awesome. Knowing this, you'll make sure to minimize the calories throughout the day by mostly eating minimally-processed foods.

Have your treats when you're really craving them

While it's good to know that no foods are off-limits, you still want to make sure that you're in control of your diet.

Just because you can doesn't mean you (always) should. Have your Ben & Jerry's ice cream, and your Pringles, and your hot dogs. But don't make a habit of eating them every day just because you can.

Let's say your manager at work brings in doughnuts. Before reaching for one, ask your stomach first if it really wants the

doughnut (9 times out of 10 it probably doesn't care). Don't eat it just for the sake of eating it.

On the other hand, if you do decide to have the doughnut, no problem. But just know that by having it, you might have to say "no" to something else later.

Everything in moderation — including moderation.

Enjoy your foods guilt-free

All of it.

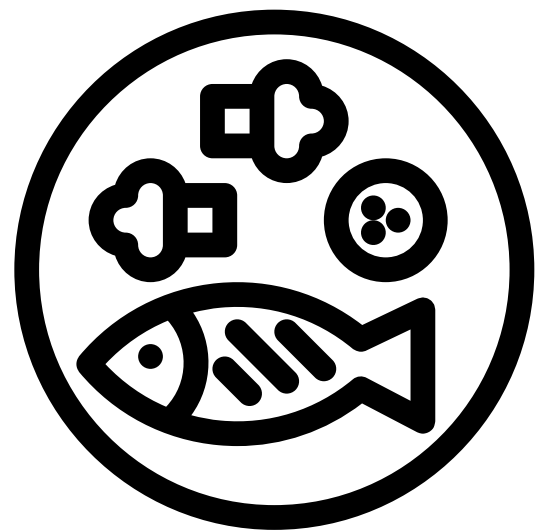
Whether it's the whole, minimally-processed foods or the not-so-healthy 20%, always make sure that you're enjoying what you eat. You should never have to feel guilty about the foods you put in your mouth.

If you do feel guilty about the foods you eat, then it might be time to do some re-evaluation of your diet as a whole.

JUST AS ONE
"BAD" MEAL
WON'T GET
YOU FAT...



ONE "GOOD"
MEAL WON'T
GET YOU IN
SHAPE



Part 3

**Nutritional
Strategies for the
Real World**

On Pre/Post-workout Nutrition

During training, you will likely experience times when you're pushing your body past its limits, so it's important to understand the importance of your pre and post-workout nutrition. Since the foods you eat before and after your workouts are the most crucial meals of the day, it's time to start being more mindful about them.

Here are some guidelines to follow:

Morning PRE-workout

If you work out early in the morning in a fasted state, take 10g+ BCAAs (either from a supplement or one serving of protein powder) 15-20 min. before your workout to help preserve muscle.

Afternoon PRE-workout (if you work out during the day)

- Consumed 1-3 hours before a workout.
- Protein + Carbs combination (P+C).

About 20-50g of carbs (from fruit, rice, oats, etc.)

About 20-50g of protein (from protein powder, meat, eggs, etc.)

Can include some "trace fats" depending on the food choices above.

POST-workout

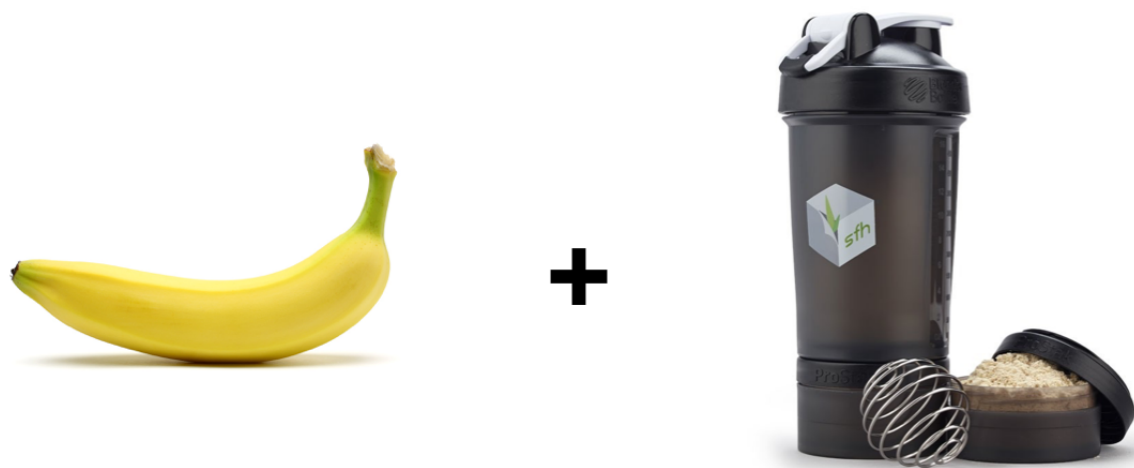
- Consumed within 1-1.5 hours of finishing a workout. Try to develop the habit of consuming your post-workout meal as soon as you can though so that you don't forget.
- Protein + Carbs combination (P+C).
- About 40-100g of carbs, depending on your total numbers for the day
- About 30-50g of protein, depending on your total numbers for the day
- About 10-15g of fat, depending on your total numbers for the day

Note that the post-workout meal is the bigger meal between the two. For pre-workout, the amount of time in between the meal and the workout depends on the amount of food you're having; the bigger the meal, the longer you can wait to workout.

Notice how the amount of macros are listed in ranges? That's because your consumption will be dependent on your macronutrient and calorie goals.

Keep in mind also that these are just guidelines so don't stress too much about the figures.

Remember, your total calorie and macronutrient intake at the end of the day are the most important factors.



Quick tip: if you're short on time for either pre- or post- workout meals, a good P+C go-to is a banana (or two) with a protein drink.

How To Simplify Food Tracking

Consider these tips when tracking your food using an app.

Track Your Foods the Day Before...

This should make things a lot easier since you'll know ahead of time that you'll hit your numbers even before the day starts. This also allows you to eliminate any worry from trying to hit your targets as you go through your day.

...Or Track As You Go

You basically just don't want to wait until the end of the day to track your foods. It's a waste of your brain power trying to remember what foods you ate for the day. Trust me on this.

Don't Try and Hit Your Numbers Perfectly

The goal isn't to hit your numbers exactly as you see them on your app, but to get to them as close as possible. Remember, they're called guidelines for a reason. Stay within 10% of your calories (i.e. if your caloric target is 2,200 calories, then you're "allowed" to go over or under by 220 calories), and +/- 10g or so for your macros .

Track Calories & Protein Only

These are the two most important aspects of your nutrition. As mentioned before, carbs and fat will vary based on a variety of factors.

Track 3-4 Days of the Week, Not Every Day

We're looking to develop the habit of being more mindful about what and how much you're eating. The goal is to see a baseline, and then make any necessary adjustments along the way.

No Need to Track Fibrous Veggies

This is what we call “free foods” that contain very minimal calories. A cup of broccoli for instance contains about 30 calories. Unless you're having a ton of veggies throughout your day, there's really no need to track them.

How To Minimize The Damage When Drinking Alcohol

The great thing about this method of flexible dieting is that it works wonders at any given time of the year, especially for those days that require you to eat outside of your normal routine. On a strict diet, times like this would set you up for failure, because they require perfection. It's easy to forget sometimes that life happens — that there will always be unexpected variables that affect our lifestyle.

A good example of that is when we go out with friends, family, and co-workers for social events. It's practically impossible to try and avoid certain foods and drinks when everyone else around you is enjoying life and having a good time.

The good news is, you can still make progress with your fitness (or at least maintain it) while having a social life. It is still possible to get out of your routine for a bit and not put on fat.

There are two different approaches you can take:

- 1. Track everything you eat and drink before the festivities**
- 2. Don't track anything**

If you were to do the former, you'd go crazy. You can definitely try to do it, but it's no fun tracking foods while everyone's socializing and having a good time.

Let me show you the latter approach instead.

How to Prevent Fat Gain When Drinking

First, figure out the days that you'll be drinking.

Let's say you have friends in town this week and plan on going to the bars on Friday night. You'll mark that day in your calendar as either a "casual" drinking day or a "free" drinking day.

Casual drinking days are days when you won't have more than a few drinks. Having a glass or two of wine for dinner with your spouse, for example, would fit in this category. Again, all in moderation.

On these days, you'll log the drinks on your food tracking app and call it a day. That's it. As long as you hit your macros for that day and stay within your calorie limit even after the alcoholic drinks, you have nothing else to worry about.

Just like how you should plan the days you eat out, doing the same with your casual drinking days can make a substantial

difference in your progress. This allows us to plan accordingly and prepare for what's to come.

Often, failure comes from lack of planning. Here, we're making alcohol consumption a part of the plan.

You see, the problem isn't alcohol. Alcohol has calories, yes, but alcohol itself doesn't make you fat. The culprit is the overconsumption of calories, hence, planning your casual and free drinking days ahead of time.

Free drinking days are the ones when you're basically going all-out. These are days when you won't be tracking anything because, well, you're too busy living life.

Free drinking days include things such as:

- Bachelor parties
- Weddings
- Las Vegas
- "My-favorite-sports-team-just-won-the-championship-let's-celebrate!" type of days

Get the picture?

On free drinking days, you'll keep your fat and carb intake low throughout your drinking day.

If possible, keep your consumption of carbs/fats to almost nothing. This will keep your numbers down throughout the day, which will then help prevent fat storage.

Focus on eating mainly protein-dense, such as red meat, chicken, turkey, fish, low-fat cottage cheese, protein powder, foods and lots of green veggies.

Here's why:

1. Protein is the most satiating macronutrient, meaning that it keeps you more full for a longer period of time.

Eating mostly protein-dense foods will help to keep your cravings in check throughout the day.

2. Eating protein throughout the day will make you less likely to blow your diet when you drink. In other words, it should alleviate the munchies.

3. Veggies, meanwhile, are high in fiber and low in caloric content. Again, this helps to keep you full throughout the day while keeping your calories down.

By the time your social event comes, you'll simply have some guilt-free discretionary calories left over to use up on food and alcohol.

Again, just because you can, doesn't mean you should. If possible, you'll still try to eat and drink in moderation.

Other random (but useful) tips you can implement on drinking days:

- **Good choices of alcohol, calorie-wise, that are better than others:** dry wine, vodka, tequila, rum, scotch, and whiskey.
- **Drink the above alcohol straight or with zero-calorie mixers like diet soda.**
- **Limit your alcohol consumption to one or two nights a week because let's be honest, the more you drink, the more empty calories you're consuming.** This won't help with your progress.

Here's the best part about all this — if you apply the above protocol every time you drink, and your diet is on-point for the rest of the week, you won't gain any fat whatsoever. In fact, if you manage to stay on a calorie deficit throughout the week even with one night of heavy drinking, you'll actually end up losing fat.

Pretty awesome, huh?

Oh, and one last thing. Obviously I'm not advocating that you drink on a regular basis. This is merely a quick how-to guide on how to drink alcohol without letting it ruin your a) social life and b) fitness progress.

What About Those Hard-To-Control Events Like Holidays, Bachelor(ette) Parties, and Birthday Celebrations?

Like I said earlier, unless you're a bodybuilder getting ready to compete for a show tracking every single thing you eat isn't necessary. Therefore, I don't advocate that you track foods for events such Thanksgiving, New Years, your birthday celebration, etc.

For these types of "uncontrolled" events, you'd prepare the same way you would in the previous section: minimize your calories during the day by filling up on lean protein and veggies that will keep you full for hours.

At the time of the event (which usually happens in the afternoon and/or night time), don't track anything. Enjoy the laughter and the time you're spending with the people you care about. Nobody should be on their phones tracking foods on MyFitnessPal during Thanksgiving dinner.

Remember, you're in this for the long haul. A day or two of extra fun from time to time won't hurt your progress as long as you pick right back up on Monday. It's when you allow a weekend to turn into a week, a month, or a whole year that you start regressing back to where you initially began.

Splurge when the time calls for it, but be ready to get back to work as soon as that hangover is over.

What We're Looking For...

Food + **Alcohol** = **Within Your
Maintenance
Calories**

Eating On-the-go

This is for people who:

- Travel often and/or
- Spend a lot of time eating out

Most people would automatically just tell you to eat out less frequently and start cooking more.

We both know that's not the best solution.

I have clients, for example, that travel for work and rarely have the time to cook a single meal.

Also, if you're a foodie like me, your taste buds simply just enjoy the variety of foods they get from eating at different places from time to time.

With some simple strategies, it's possible to stay in shape with this type of lifestyle.

How to Eat At Restaurants or Fast Food Chains Without Putting On the Weight

Luckily for you, most restaurant and fast food chains nowadays have their nutritional info readily available.

Step #1: Look up the nutrition facts and log your food before going out to eat

This will allow you to see the numbers of what you are about to consume as well as your “remaining balance” in terms of your calorie requirements. If you don’t have access to the nutritional info, skip to the next section.

An example: Fred is a consultant that travels on a regular basis for work. He has a daily allotment of 1,800 calories to maintain his weight. Fred has a long, busy day of meetings ahead and knowing that McDonald’s is the only place near his hotel for dinner he tracks this ahead of time.

Meal 1		Calories	Carbs	Fat	Protein	Sodium	Sugar
Add Food Quick Tools							
Meal 2							
Add Food Quick Tools							
Meal 3							
Mcdonalds - Bacon Mcdouble, 1 sandwich		460	34	24	28	1,120	7
Mcdonalds - French Fries, Medium, 1 portion		380	48	19	4	270	0
Add Food Quick Tools		840	82	43	32	1,390	7
Meal 4							
Add Food Quick Tools							
Totals		840	82	43	32	1,390	7
Your Daily Goal		1,800	180	60	135	2,500	39
Remaining		960	98	17	103	1,110	32
		Calories	Carbs	Fat	Protein	Sodium	Sugar



After figuring out what he wants to eat, he enters it in his MyFitnessPal. Boom. Fred instantly sees that the meal is roughly 840 calories, leaving him with 960 more for the day.

Step #2: "Budget" your calories throughout the day and prioritize protein and fibrous veggies.

Now the next step is to make sure that you save your calories.

This means two things:

1. **Reduce your calorie intake for the day**
2. **Eat mainly protein-dense foods + fibrous veggies**

The reduction in your calorie intake is pretty self-explanatory. The high protein meal and fibrous veggie combo is to keep you full for most of the day, and for appetite suppression. Aim for a lean protein such as chicken, steak, beef, pork, cottage cheese, etc.

Meal 1	Calories	Carbs	Fat	Protein	Sodium	Sugar	
Protein - Grilled Sirloin Steak, 7 ounces	340	0	10	62	110	0	⊖
Add Food Quick Tools	340	0	10	62	110	0	
Meal 2							
Protein - Grilled Sirloin Steak, 3.5 ounces	170	0	5	31	55	0	⊖
Breakstone - 2% Milkfat Cottage Cheese, 117 g, 4 oz., 1/2 cup	90	5	3	10	340	5	⊖
Add Food Quick Tools	260	5	8	41	395	5	
Meal 3							
Mcdonalds - Bacon Mcdouble, 1 sandwich	460	34	24	28	1,120	7	⊖
Mcdonalds - French Fries, Medium, 1 portion	380	48	19	4	270	0	⊖
Add Food Quick Tools	840	82	43	32	1,390	7	
Meal 4							
Add Food Quick Tools							
Totals	1,440	87	61	135	1,895	12	
Your Daily Goal	1,800	180	60	135	2,500	39	
Remaining	360	93	-1	0	605	27	
	Calories	Carbs	Fat	Protein	Sodium	Sugar	

Another reason for the high protein meals is simply because we are trying to limit carb and fat intake. There will be plenty of that later as most foods from restaurants and fast foods chains are already high in carbs and fat.

Step #3: Enjoy your food (and maybe even drinks), guilt-free

Yep, that's the third step. That's all there is to it really.

In the example we have, Fred can see ahead of time that he'll be left with 360 discretionary calories after his meals were accounted for. That's a drink or two, or dessert he can have, totally guilt-free.

As long as he doesn't go over his limit of 1,800 calories, Fred won't even come close to gaining an ounce of fat. In fact, if he manages to stay in a caloric deficit for the day, he'll actually be keeping his body in fat-burning mode.

What If There's No Nutritional Information Available?

So now the question is, what do you do when there's no nutritional value available? You know, when you travel somewhere and go to a mom-and-pop type of restaurant.

For these types of situations, you actually won't track your food. At all. Unless you're doing a bodybuilding competition, there is no need for you to track every single thing you eat while on vacation.

Follow these guidelines instead:

Bring on-the-go protein snacks with you. Protein bars and beef jerky are my favorites. They don't take up much space in your luggage, and they're very convenient to eat while traveling. (But do keep an eye on nuts. They're high in protein, but they're also high in fat, meaning that the calories add up a lot faster with every bite).

When going out to eat, pick out a meal that's *relatively* high in protein. As usual, you'll want to eat something that's centered around a protein source. If you're at a Mexican restaurant, you'd get tacos instead of a quesadilla. If you're at an Italian Restaurant, you'd get chicken beef lasagna instead of spaghetti. If you're at a Mediterranean restaurant, get a shish kebab instead of a falafel plate.

Lastly, if possible, double up on the protein by asking for extra meat.

For meals that come with a side, ask for veggies.

Restaurants usually give you multiple choices for sides. When in doubt, ask for veggies. If you recall, these are “free” calories that don’t get added up to your daily limit.

Eat until you’re full. Most restaurants serve pretty decent-sized meals. If you find yourself getting full after eating 80% of your plate, then ask for a carry-out box and finish the left-over food later. You’ll save yourself some calories just by doing this.

If you’re on vacation, eat whatever you want; just be mindful of what and *how* you’re eating. Just because you’re on vacation doesn’t mean that you should start bingeing and going on a “see-food” diet. Apply the six SIMPLE guidelines as well as the ones in this section.

How To Simplify Meal Prep

You've got to set yourself up for success.

In case you haven't noticed, everything you've read up to this point is all about preparation. That's because it's imperative to your success.

I know that meal planning can become a chore and that it sucks sometimes, but I've got good news for you: there's a way to simplify this too.

Here's how.

When Grocery Shopping, Stock Up on Protein-Dominant Foods

This way you'll never have an excuse of "running out" of protein filled foods.

Stock up on lean protein, but also on ready-to-eat foods like greek yogurt, cottage cheese, high-quality protein bars, beef jerky, and whey protein powder.

Cook Big Batches

Why? So that you have leftovers for the next day. You'll have food readily-available without having to stress out about cooking again.

[**Side note:** this is where the staple meals that we talked about in Part 2 come in handy. If you eat the same things over and over again, just cook extra that will last you a few days.]

Keep Your Fridge Stocked With Ready-to-heat Food

There will be days when you'll simply be too lazy or tired to cook.

Having some pre-made chicken breast, beef burgers, frozen veggies, etc. can be a dinner-saver.

Don't Eat Home-cooked Meals All the Time

You'll get sick of cooking, and you'll get sick of your own food.

Obviously that doesn't apply to everyone. But if you can relate, then this is for you. Have a combination of everything: just-cooked meals, leftovers, ready-to-heat meals, and eating out.

Trying to cook every meal is unsustainable and boring. Spice things up a bit.

Don't Like Cooking? Outsource.

No, not overseas. Just have someone else cook for you.

If you can't get your significant other to cook, there are services nowadays that deliver pre-made meals to your doorstep. These are usually more expensive than the typical meal, but if you have the financial resources, give it a try.

Also: use restaurants as your meal prep. Ok, it's not really meal prep if you're not doing it yourself, but you get the idea. Just make sure to use the restaurant-eating guidelines from the previous chapter.

Remember, set yourself up for success.

What Popcorn, Almonds, And Nutella Have In Common

We can't stop eating them.

Nutella we eat straight out of the jar until it's all gone.

Almonds we eat mindlessly because nobody really ever eats just a few pieces.

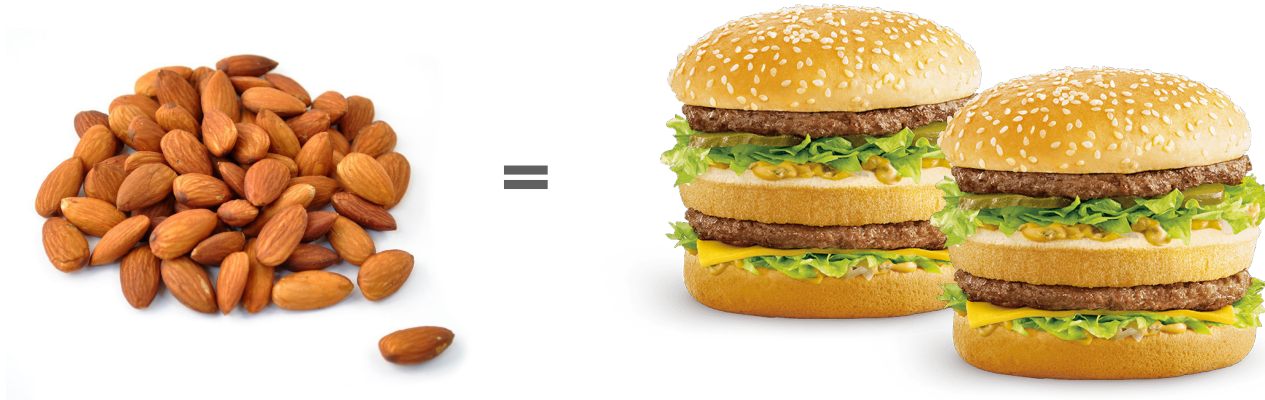
And popcorn... well, we all know how that goes.

These are the type of foods that we call “domino foods” — once you start eating them, it's almost impossible to stop.

From “unhealthy” processed chips and cookies to “healthy” raw almonds and peanuts, they were made to be snacked on frivolously.

Domino foods can be a bit dangerous because of how easy it can be to over eat them. A cup of whole almonds, for example, contains over 800 calories. Imagine watching your favorite TV show while snacking on some almonds. Next thing you know, you've eaten two cups worth.

That's more calories than TWO Big Macs from McDonald's!



Not in scale.

By simply knowing how to control your consumption of domino foods, you'll most likely lower your overall calorie intake.

Here's how to better manage them.

How to Effortlessly Manage Your Domino Foods

Step 1: Know YOUR Domino Foods

Everyone's got their own list of domino foods.

Mine are:

- Pringles (Sour Cream & Onion kind, duhh)
- Popcorn
- Ice cream
- French fries

- Peanuts
- Cashews

Put those foods in front of me and you can bet that I'll finish them before you can spell "Pringles".

The first step to managing them is knowing what YOUR domino foods are in the first place. Note the keyword "your". Although it might be hard for me to stop eating Pringles, it might not be for you.

What foods do you usually lose control over? Think about it for a minute and then jot them down.

Step 2: Get Them Out of Your Face

This sounds stupidly simple, but the best way to combat your consumption of domino foods is to get them out of your sight. You know that one saying, "out of sight out of mind"? Well, there's something magical about it.

Let's take a real-life example with ice cream. Usually, some of us would take the tub of ice cream with us to the couch, and say to ourselves "Oh, I'll just eat a few scoops."

Bad, bad, bad idea. That never works.

So here's what you'll do instead:

Buy smaller servings. Nowadays, many food companies are making smaller versions of their products. Buy those instead of the regular size ones. As soon as you finish eating the mini tub of ice cream, that's it. No más. You've got no other choice.

Don't eat directly from the packaging. Using the same ice cream example, take out a bowl, put a few scoops of ice cream in it, and then put the ice cream tub back in the freezer.

Don't have them in your home. If you find yourself really sucking at portion control, then this might be the best route to take. The goal here is NOT to forbid anything completely, but to keep them out of the house where they're easily accessible.

If you'll keep them around the house, have your kids or significant other hide them. Seriously. After you take your serving or two or three, have them hide your domino foods. (They just have to be good at hiding things, or else this won't work).

I know these all sound really simple, but hey, if they work that's what matters, right?

Consuming too many calorie-dense foods is one of the biggest reasons why people go over their calorie intake.

Trying to fool yourself that you can eat just a handful of almonds or just one piece of cookie never works. Our willpower is limited. If you know that you're the type of person that tend to eat mindlessly, prevention is key.

Ice Cream, Alcohol, Or Pizza?

It's great and all that we can have all our favorite foods guilt-free just by keeping some nutritional guidelines in mind.

It doesn't mean, though that we can have everything.

There will (and should) always be tradeoffs. For every choice you make comes a compromise.

Here's the best way to think about it:

If you say “yes” to one thing, you have to say “no” to another.

What you're willing to trade off is completely up to you.

Real Life Examples

- If you have that extra slice of pizza, that might mean saying “no” to ice cream.
- If you end up eating the whole bag of chips, that might mean saying “no” to the rest of the day's domino foods.

- If you have 4 glasses of wine today, that might mean saying “no” to tomorrow’s glass of wine for dinner.
- If you drink that 510-calorie Caramel Frappuccino from Starbucks, that might mean saying no to the cheeseburger you were thinking about getting later.
- If you want to lose the next couple pounds, that might mean saying “no” (temporarily) to your Saturday outings with friends.

Observe your habits, weigh your options, and make some minor adjustments if necessary.

Remember, you make the rules now.

You just have to make sure that you keep yourself accountable even when nobody’s watching.

Take Minimal Supplements

First things first: supplements are just that — supplements.

They're intended to fill the gaps in your diet.

The supplement industry is huge because there's a lot of people out there who believe anything they read on a product label. Like fad diets, supplement companies promise you results that are *never* typical.

You should never waste your money on supplements based solely on the marketing. Only buy the ones that are backed by research and provide a good return on your investment.

Save your hard-earned money for buying good food instead.

When in doubt, use [Examine.com](https://www.examine.com) — an unbiased, independently-owned, online encyclopedia on supplementation and nutrition — to do research.

That being said, here's a good “starting stack” that anybody trying to lose fat (men AND women) could benefit from...

(High Quality) Whey Protein Powder



The Why:

- They're a very affordable way of getting protein
- They last a long time
- They're convenient
- They help repair your muscles

The What:

- [EXOS Whey Isolate](#)
- [Optimum Nutrition 100% Whey](#)
- [IsoPure Zero Carb](#)

The How:

One or two servings post-workout, pre-workout with a meal with a banana, or any other time you need to catch up with your daily protein target.

All-in-one Greens Supplement



The Why:

- It's an all-in-one insurance policy that covers all your nutritional bases
- Perfect for anyone who doesn't eat enough vegetables
- More cost effective: this pretty much replaces all the other supplements that you usually get, including those crappy multi-vitamins

The What:

- [Athletic Greens](#) (recommended)
- [Macro Greens](#)
- [Amazing Grass Green Superfood](#)

The How:

One serving every morning

Fish Oil/Omega 3



The Why:

- Contains omega-3 acids beneficial for the heart and brain
- Perfect for anyone who doesn't eat enough fish
- Helps reduce inflammation and rate of heart disease
- Helps increase fat loss support through insulin resistance

The What:

- [EXOS Omega 3](#)
- [Kirkland Fish Oil](#)
- [NOW Foods Fish Oil](#)

The How:

Depends on each brand, but usually a few capsules taken 2-3x a day

Caffeine

The Why:

- Has a thermogenic (fat-burning) effect
- Gives you a little boost for your workouts

The What:

- Coffee
- Caffeine Pills

The How:

100-200mg as a pre-workout boost, or as an anytime pick-me-up

Part 4

Training Made Simple

Stronger, Faster, Better

Your nutrition makes up for most of your results. If I was to put a ratio to it, 60-80% of your results come from your diet while 20-40% comes from your workouts.

Second, the only true rule of training is this: **do what works best for you and your lifestyle.**

Sound familiar, huh?

Just like with your diet, you want your workouts to fit your preferences. If you enjoy the Powerlifting concept of lifting super-heavy things, get on a Powerlifting program. If you prefer Bodybuilding-style workouts, then do that. If Crossfit intrigues you, then by all means, join a Crossfit gym.

That being said, science has proven time and time again that strength training is the most efficient and effective mode of exercise. Essentially, it gives the most return on your investment and has endless benefits.

Whatever strength training program you decide to do, just make sure it incorporates the following guidelines.

Progressive Overload

Simply put, strive to be better week in and week out. The specifics and science doesn't matter just as long as you're getting stronger and better.

Add more weight to your squats over time. Aim to do 1 more chin-up next month than you do this month. Shave a few seconds off of your 1-mile personal record.

Whatever workout program you're doing, just do better.

Focus on Compound Movements

These are the exercises that work more than one muscle group at a time (otherwise known as isolation exercises).

Any variation of the following movements will do wonders for your body:

1. Squats
2. Deadlifts
3. Bench Press
4. Overhead Presses
5. Rows
6. Chin-ups

Have Fun

As stupid and cliché as it sounds, you have to make sure that you're having fun.

Think of the last time you did a workout program that wasn't. How long did that last?

Like with your diet, you have to enjoy working out.

Because if you don't, you'll eventually drop off, give up, and go back to square one.

Maintain Proper Form

I'm sure you've heard this before, but I can't stress enough how important it is for you to do your exercises with proper form.

The way you do your exercises can significantly affect their efficiency and effectiveness.

More importantly, maintaining proper form with *everything* that you do ensures that your body stays healthy. Getting hurt is the last thing you want, for obvious reasons that I don't need to get into.

Which brings me to the last training guideline...

Work With a Professional That Specializes In What You Want to Do

The key word here is “professional”.

If you want to get into weight lifting, this can be a personal trainer.

If you want to run a marathon, this can be a running coach.

If you’re trying to learn a specific martial art, this can mean taking classes.

Whatever it is you want to do, take time to work with a professional at some point in your life.

The return on your investment will be exponentially greater than the money you put in: **you’ll save time and money, attain skills faster, and most importantly, keep you accountable.**

On Cardio

So here's the thing about cardio (based on science, of course): it's not necessary.

A lot of people think that you need to run in order to reach your aesthetic and performance goals. That's simply not the case.

Cardio for fat loss is never necessary.

BUT... it does help if you use it to supplement your training regimen.

Doing any sort of cardio activity helps to:

- 1. Burn extra calories**
- 2. Keep your cardiovascular health in check**

Now here's my take on what you should be doing for cardio.

Ready?

Do Any Cardio Activity That You ACTUALLY Enjoy

For me, it's playing basketball. For you, it might be running outside or on a treadmill. For others, it might be the rower... or elliptical... or simply just going on hikes.

Do anything that gets you moving and gets your heart rate up.

Don't like doing cardio? No problem. That just means that you have to keep your calorie intake in check.

A Couple Tips If You Enjoy Doing Cardio

Like HIIT (High Intensity Interval Training)?

Separate these workouts from your lifting sessions. Doing them before or after a lifting session will leave you prone to injury. If you don't have the time to do them on a separate day, perform HIIT after your workout. But make sure to take a few good minutes to rest up before you start.

Prefer cardio like long-distance running, the elliptical, rower, or biking? Then you can do these before or after your lifting sessions. Another option is to do them on a separate day if that's your thing. Nothing wrong with both.



How To Never Miss A Workout Session Ever Again

One of the biggest fitness obstacles that I notice SO MANY people go through is finding a way to be consistent with their workouts on a week-to-week basis.

If you're the type of person that doesn't have a problem getting to the gym, skip this chapter.

On the other hand, if you find yourself having a hard time being consistent with your training for whatever reason (whether it's a busy schedule or making excuses, etc.), keep reading.

This little “trick” has helped dozens and dozens of clients in minimizing missed workouts. Obviously, life happens and things will get in the way, but the steps outlined below will always be applicable on any given time of the year.

Step 1: Before the week starts, look at your calendar for the coming week and mark all the days that you can for sure (as in 95% sure) get your workouts in

We are essentially setting your workout days in stone.

By planning your workouts BEFORE the week starts, you are literally prioritizing your workout sessions just as you would with your work days.

You'll go through what you have in your schedule, and find a way to fit your three workouts in. Think of it as a self-written contract. That way when those days come, you have to take complete responsibility if you can't make it to the gym.

Here's an example: Bob works as a corporate manager on Mondays through Fridays from 9am to 5PM. Knowing that he's pretty much free every day after work before dinner time, he will then mark Monday, Wednesday, and Friday as his workout days (leaving a day in between those days for recovery).

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Step 2: After figuring out your workout days, you'll then figure out the exact time of your workouts

Again, just like Step 1, you're simply locking in your workout by writing down the exact time you'll be working out. It can either be before work, after work, etc. The time you select will be completely dependent on your lifestyle. Some of my clients prefer to work out before they head to work, while some prefer to work out after. It's your job to figure out what works best for you to set yourself up with a sustainable schedule that will last not just a week, but for months (and even years) to come.

Now in order to do this properly, though, you have to LITERALLY mark it in your calendar. That's where the magic happens. Don't just make note of it in your brain.

If you use your smartphone or computer's calendar, add your workouts as new "events".

If you have a real-life calendar you prefer to use, then you'd circle those days in and write down the workout times.

And if you don't own a calendar, download and print out the workout calendar all the way at the bottom of this page.

Let's go back to the example above in Step 1. After setting Monday, Wednesday, and Friday as his workout days, Bob now needs to figure out the best time for him to work out. Since he

usually has dinner with his family at 7PM, going straight to the gym after work is his best bet. Doing so will give him just enough time to work out from 530PM-630PM before going home to his family for dinner, and he is 99% confident that this is something he can do on a consistent basis.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:30PM		5:30PM		5:30PM		

Boom. Done. Easy peasy.

Step 3a: If you have a sporadic schedule, repeat this next week, and the next, and the next

If you travel for work, or have a very sporadic schedule, you will have to look at your calendar every week to plan things out ahead of time.

Remember, no matter how busy we think we are, there will always be 3-4 hours of the 168 we have every week to work out. Putting your workout sessions on your calendar is the most fool-proof way of never missing a workout.

Step 3b. If you have a fixed schedule, one sitting with your calendar should be all it takes to figure out a consistent workout schedule

Once you figure out a workout schedule that works well for your lifestyle, that's the one you'll stick with.

What To Do When Life Gets In the Way

I understand that life can get in the way sometimes, so here's what you do if you have to miss a workout day for whatever reason.

It's quite simple, really — do the workout the next day.

Yep, that's it. That's all there is to it. And if you have to, you'll just shift over the rest of your workout week.

So if Bob's schedule was MWF and had to miss Wednesday because of a late work meeting, he'll just do Thursday and Saturday instead.

The main lesson here is this: **plan your workouts ahead of time.**

Just as you would plan every other event in your life ahead of time, you'll do the same with your workouts. It's all about priorities, my friends, and if you prioritize your health and fitness, you shouldn't be missing workouts again.

Part 5

**The Other
Important Stuff**

How To Achieve Anything: Do One Thing At A Time

They say that in order for you to be successful at anything, you have to set goals.

If you want to lose weight, set a goal. If you want to make more money, set a goal. If you want to live longer, set a goal.

But then they said that in order for you to achieve those goals, they have to be SMART (specific, measurable, achievable, relevant, and time-bound) goals.

So if you want to lose weight, you would set a goal to “lose 15 pounds in 2 months”. If you want to make more money, you would set a goal to “start a side business that will make me an extra \$1,000 a month”. If you want to live longer, you would set a goal to “drink nothing but water and eat more whole foods everyday, and to get at least 7-8 hours of sleep every night”.

You get the idea.

Other things you might have heard about goal-setting:

- Writing it on a piece of paper and looking at it every day
- Sharing it with everyone you know
- Review your progress regularly
- Break down your goals into pieces
- Be positive
- Motivate yourself every day
- Visualize yourself reaching the goal
- and blah blah blah

Ever notice how sometimes all of this still isn't enough?

That's because it isn't.

We've all been there. We wanted to accomplish something, but for whatever reason it falls right through our hands.

Here's why:

Goals are all about the end result. They never break down the process. Whether a goal is short-term or long-term, there's usually never any mention of action steps.

Goals can be discouraging. When we fail to get what we want, we have the tendency to give up.

Goals never have a linear path. Life happens, obstacles get in the way, and goals that we thought were achievable in a certain time frame might not happen.

Setting Goals Don't Work (and What to Do Instead)

It's a simple 3-step process.

1. Identify the necessary actions you must take to get to your goal

Take your goal, and add an achievable action step. Want to lose weight? Change your SMART goal of “lose 15 pounds in 2 months” to “lose 15 pounds in 2 months *by eliminating soda from my diet and by eating at least x amount of protein every day*”.

2. Do one thing at a time

Let's go back to the above example. Now that you plan on eliminating soda from your diet and eating x amount of protein every day, act on it every day. See, the problem isn't that we don't know what to do. Because 99% of the time, we already do. We just don't act on what we already know.

3. Forget about the goal

Focus on building new habits daily.

So now we're taking "my goal is to lose 15 pounds in 2 months by eliminating soda from my diet and by eating at least x amount of protein every day" and turning it to "~~my goal is to lose 15 pounds in 2 months~~ I'm going to eliminate soda from my diet and eat at least x amount of protein every day". With a little patience and a lot of hard work, you'll find that your goal has been achieved.

The key thing to achieving any goal is to focus on the process, not the end result. By doing this, your goals simply become a byproduct of the habits you've formed.

On Mindset

I save this chapter for last, and for good reason: your mindset dictates how everything else goes with your fitness and life.

Always Have an Open Mind (Just Not Too Open)

Never get stuck with one way of doing things.

You have to figure out what works best for you. The only way to do that is by trying other things and experiencing them for yourself.

On the contrary, take things with a grain of salt. Nowadays, there's always something new: a revolutionary pill, a game-changing fitness program, or a fat loss diet that promises to give you your dream body in 12 weeks. Don't let this deter you from what you've learned about the basics. Keep it SIMPLE.

Use Your Willpower Wisely

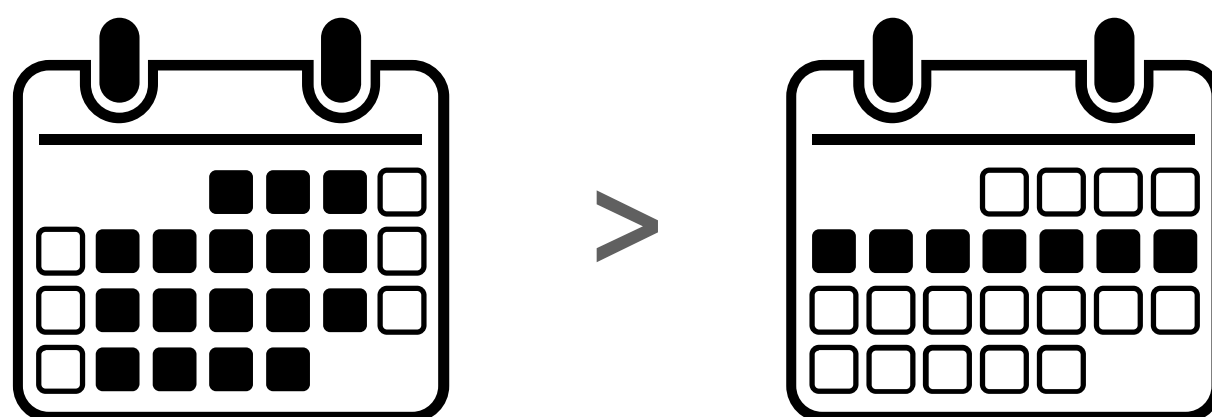
The amount we have is very limited. Use it to take care of the fundamentals before worrying about the trivial things that don't really matter.

If you still have some willpower and gas left in the tank, that's when you can start experimenting with other things.

Strive for "Better". Not Perfection.

Having five "good" days out of the seven and doing it every week will always outweigh 7 straight days of perfection that happens once in a while.

Do better than you did yesterday. Rinse & repeat.



Do It Over, and Over, and Over, and Over...

What's the #1 rule of fitness? **Consistency.**

There are a ton of other factors and variables that exist, but none of them matter without consistency.

You can do the "best" training program in the world, but if you don't do the workouts you won't get anywhere.

You can try Paleo, low-carb, Weight Watchers, Atkins, intermittent fasting, whatever. You'll lose fat in the first few weeks, but you'll gain it all back if you go back to your old ways of eating like crap.

You can hire a highly qualified trainer, but if you're looking for results with only 4 sessions it's not going to happen.

Think about this for a second — when was the last time you stuck to ONE program for more than 3 months? What about 6 months? A year?

Too many people are trying too many different training programs and diets without giving them enough time to reap the benefits they are looking for.

Consistency (and patience) is key. Set training & nutrition goals, build small but sustainable habits that you'll do for the rest of your life, and then crush your goals.

Until then, don't try anything new.

Stick to one training program, one “diet”, and don't overanalyze.

The more you spin your wheels, the less you'll progress.

Do You

With anything that you do, there will always be an infinite number of ways to do things.

Focus on doing 1) what works, and 2) what works best *for you*.

Your friends, family, and colleagues will all have their opinions on what's right and what's wrong.

Stay focused and just keep on going.

*“That's been one of my mantras —
focus and simplicity.*

*Simple can be harder than complex: you have
to work hard to get your thinking clean to make
it simple.*

*But it's worth it in the end because once you
get there, you can move mountains.”*

Steve Jobs