



*Body Nova Fitness
Coaching*

**NUTRITION
GUIDE**

Ways to Properly Fuel
Your Transformation

Nutrition is definitely not something that's a one size fits all thing. There are so many different strategies out there, and they all have their strength and weaknesses. The gist of nutrition for fat loss is to try and make the body lose fat while having as high of calorie intake as possible. So that when you need to make adjustments later on in your program, you'll still be able to take in enough calories to give you're your body the nutrients it needs to perform well. Most people believe fat loss, is only about calories. Calories do play a role, but there are other factors that also play a role. The human body is not a bomb calorimeter. There is research that shows that the body doesn't use calories, from carbs, fats, and proteins, in the same way even when you overeat and try to store them as fat. One of the reasons for this is that we all have different tolerances for carbs. And there

Higher Body Fat

Genetics

Bad Sleep/High Stress

Insulin Resistance

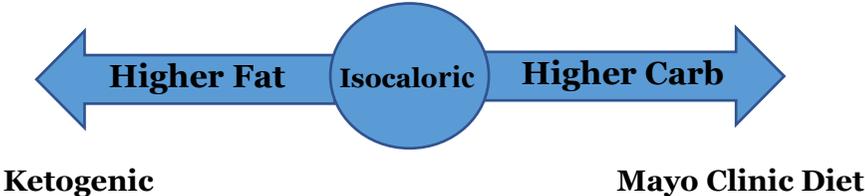
Lower Body Fat

Genetics

High Workout Volume

Ectomorph

Figure 1



Factors That Play a Role in Carbohydrate Tolerance

These are some of the reasons why nutrition can be confusing as well as some of the reasons why some diet programs are good for

certain populations, but may cause others to gain fat, or cause a decrease in their performance. Sleep quality going down, body fat increases, or due to possessing a certain body type are may require you to have a nutrition program that's higher in fat and lower carbs. But as you get leaner, and/or start to perform more/higher intensity work, your tolerance for carbs may improve.

The Goals

When you are creating your nutrition program to reach your fitness goals, keep this in mind. Ketogenic might be the best program. But then again it might also be an Isocaloric diet. Either way I'll give you a few ways that you can use this info to create your own nutrition program, and allow you to reach your goals. With that being said...

With all of these strategies, you'll want to know exactly what you want to achieve, or break it up into phases. Just like people use periodization for their training, they should also use it for their nutrition program. If you plan to periodize your nutrition, one thing that you should know is, that it's much easier for a lean body to gain muscle, than it is for one with a higher level of body fat, unless that person is new to training hard. In this case, you would want to lean out first, then increase the calories or carbs so that you can gain muscle.

Body fat plays a role in how you respond to your nutrition. Higher body fat usually means that a person has a lower tolerance for carbohydrates. The goal is to get as lean as possible, and then slowly introduce carbs back into the diet so that the person that has lost weight can maintain that weight without getting fat. In my experience, this usually came at around 17-20% body fat for a

woman (or when you can see a visible 6-pack), or at about 10-12% body fat for a man. Until this point, most people will make the best progress by eating less calories than they need (creating a calorie deficit), and by following a low carb diet. We'll use a basic formula for finding the number of calories that you'll need to eat daily for fat loss, and muscle gain.

For Fat Loss

You can use calories times 10 if you want to be more aggressive, and calories times 12 if you want to be less aggressive. Usually if I also want some muscle gain with that fat loss, I'll use calories times 12. The average woman in the U.S. weighed about 166 lbs. and the average man weighed 190 lbs. By using this formula, you could use 1660 (body weight x 10) - 1992 (body weight times 12) calories/day for women, and 1900 - 2280 for men, and this will be a good start. I'll show you how to be more precise, which may allow you to be more aggressive when I discuss macros later.

For Muscle Gain

Instead of multiplying your body weight times 10-12, you can multiply by 15-18. You can use 12 instead of 15 if you also want fat loss. But the macros (or Macronutrient profile) will also play a role.

Macronutrient Profile (aka Macros)

Since everyone has different tolerances for carbohydrates, this is where the macros come into play. A food's macronutrients profile aka Macros lets you know how many grams or calories of protein, carbs, and/or fats a food may contain. When creating a nutrition program to lose fat gain muscle, or both, the amounts can also

play a major role in helping you make progress without you needing to raise or lower calories. I tend to give different profile to clients based on their body type and how high their body fat levels are. Even stress levels, and the amount of quality sleep plays a role because if you time the amount and type of carbs you can help people sleep better, or just the fact that people with poor sleeping habits have a lower tolerance for carbohydrates. Which would explain the high incidence of diabetes in people that work night shifts.

Certain macro profiles will benefit some people more than others. People with high body fat levels will do better with a higher fat, moderate protein, and low carb diet, because as body fat increases, insulin sensitivity decreases, or you become more insulin resistant. Now that you have figured out your calorie intake, you can take that intake and use it to figure out your macros. If you weighed 166 lbs., and decided to use 1660 as your starting point for weight loss. Then as you get leaner with you high fat/low carb diet, your macro profile can change to allow more carbs in your diet to provide more energy for exercise, or even gain muscle if necessary. Also, when most people go on a low carb diet, they never pay attention to their fat intake. They lower the carb intake, but don't increase fats, which is a recipe to burn shape-defining muscle along with that unwanted fat. Whatever macro profile you're using, you'll want to track them so that you'll know where you stand. Not tracking calories and macros is like trying to hit a target in the dark without knowing where it's at. If you don't know where you stand, you can't fix the problem with your nutrition program because you don't know what the real problem is. I'd advise figuring out your macros and calories for the day, and getting a food scale so that you can weigh and measure your food. Then get

an app for your phone and enter it in as the day progresses, so that you can adjust your macro intake to make sure taking in the right amount of food. I use MyMacros+ because it allows me to enter in custom foods like protein drinks, or meals from restaurants that aren't typically in their database. Now that you know where you stand you can troubleshoot your nutrition program a lot better.

Here's a basic formula to figure out your macros for fat loss. Let's take that average woman that weighs 166 lbs. and that average man at 190 lbs.

To get the fat intake you can multiply .4 times their body weight

Woman (166 lbs.)

Male

$$166 \times .4 = 66.4$$

$$190 \times .4 = 76$$

So, their fat intakes would be 66 and 76 grams of fat/day.

Those that exercise require a higher protein intake than those that are sedentary. In this case, you can use 1 gram of protein per/lb. of body weight. This would make the protein intake 166 grams/day for the woman, and 190 for the man. So now we would convert the grams to calories and subtract the calories required for the protein and fat intakes from the calorie intake that we figured out earlier.

1 gram of protein, or carbs = 4 calories 1 gram of fat= 9 calories

Woman= 166 grams x 4 = 664 calories Woman= 66 grams x 9 = 594 calories

Man = 190 grams x 4 = 760 calories Man = 76 grams x 9 = 684 calories

The woman would have 1258 of her 1660 calories daily intake used up to meet her carb and protein needs. She'd have 402 calories left for her daily carbohydrate intake. There are 4 calories in each gram of carbohydrate, so if we divide the remaining 402 calories/day by 4 grams. She could have 100 grams of carbs.

Her macros are : Now here's his using the same math:

Protein (in grams)	190 grams
Carbs (in grams)	114 grams
Fats (in grams)	76 grams
Calories	1900/day

Protein (in grams)	166 grams
Carbs (in grams)	100 grams
Fats (in grams)	66 grams
Calories	1660/day

Further Individualization

Knowing your body fat percentage and lean body mass can also be helpful, and it can help you individualize your nutrition program. When you look at some of the research, sometimes it says a gram/lb. of body weight, and other times it's slightly less. This what I believe is the reason why. Lean body mass. If they use test subjects that have higher body fat levels vs. subjects that are more fit, or even more active, this may play a role in the protein intake required to get the job done. If you know your body fat, you can easily find your lean body mass (LBM). You just don't want to use any form of BIA (bioelectrical impedance). They read based on your body water, as opposed to your actual body fat, and based on your daily hydration levels, can give you inconsistent readings. It

may be difficult to get consistent readings unless you use this protocol before you use it:

1. Test yourself in the same settings every time. If you performed the original test before your workout, or on an empty stomach, you should do the same before each test. Don't do the original test before your workout, and the next test after your workout.
2. Drink 20-30 ounces of water before taking the test.
3. Wait until you use the restroom so that you will get rid of the fluids that your body doesn't need.
4. Take the test.

Once you have your LBM you can either raise or lower your protein intake based on your goals. If you only want to drop body fat and you're either a man with more than 15% body fat, or a woman higher than 20% you can base the protein off of your lean body mass, but if you're leaner than these numbers, you can just base your protein intake off of your body weight. I'll give an example of how to use this in the Isocaloric Diet section.

Isocaloric Diet

I was originally introduced to this program via a guide written by Charles Poliquin and Dan Duchaine called the Isocaloric Diet back around 1998. I had years later fine-tuned my experience with this program after attending a seminar given by Canadian Physique Coach extraordinaire, Francine Savard. It's my go to program, and it works almost all the time. With this type of program, you'll use equal caloric amounts of protein, carbs and fats. Now in most cases with this program, the closer you get to clean/paleo type of

eating, the better. Meaning that you'll want foods that are low glycemic index/glycemic load carbs, healthy fats like (fish oil, CLA, olive oil, coconut oil, natural nut butters (Peanut, cashew, and almond), and you'll want to control the fats in your sources of protein, as well as avoiding processed foods of any type as much as possible.

With this program, I would usually balance the goals of my clients as I set the protein/caloric intake for example. If I had a woman that was 5ft. 5 inches tall, and weighed 130 lbs. at 30% body fat, that isn't trying to compete, I'd say well her weight isn't necessarily a problem it's that she's carrying too much fat. I normally use a range of between .6 and 1.5 grams/per lb. of bodyweight to base the protein intake and other macronutrients, as well as the calories off of. In this case, because her body fat is high (Obesity for a woman is 32% body fat), I'd use these numbers but base it off of her lean body mass (LBM), which is in this case, 91 lbs. Since her lean body mass can afford to go up a bit, I'd start between 1-1.25 grams of LBM until she got below 20% body fat, and then I'd switch to using full body weight for the calculations. For a male, I'd use LBM until they're under 12%, then I'd use full bodyweight.

I'd set the carb intake equal to the protein intake, and seeing that fat has 9 calories per gram instead of 4 calories, like protein and carbs, I'd multiply the grams that you calculated for the protein intake by 4 in order to convert the grams of protein to calories, and then divide the protein calories amount by 9 to get the number of grams that you should eat of fat. For example, the

average woman in the as of U.S. weighs 166 lbs. and around 28% body fat (According to the ACSM the healthy range for women is between 14-23%, and 5-15% for men). In most cases, you don't want to be the average, 1/3 of the population in the US is normal, and 1/3 is obese, so the other 1/3, or the average of these two is overweight. Forget about vanity, you don't want to be in average group at all if you care about your health. Now most people want to have low body fat levels like athletes, models, and actresses, to where the not only look great in clothes, they look great naked too! Which in most cases that would fall around 7-10% body fat for men, and at 12-18% for women. Now this woman at 166 lbs. want to get down to as low of a body weight as she can and still be healthy, and want to keep muscle mass gains to a minimum because she thinks she'll look like Arnold Schwarzenegger if she does (I usually fight the urge to choke her at this point, because I feel insulted by the fact that she believes all the torment I and many other drug free lifters, had put ourselves through to gain substantial amounts of muscle, without gaining the large amounts of fat that most people do is easy!) has the following starting profile:

Weight. -	166 lbs.
Body Fat -	28%
Lean Body Mass-	119.52 lbs.
Fat Mass-	46.48 lbs.

Her LBM is about 120 lbs. so I would make this her protein and carb intake in grams. Then I'd take protein amount in grams, and multiply it by 4 in order to convert it into calories, which would be 480 calories. In order to get the grams of fat, I'd divide 480 by 9 to get 53.3 (I'll round it up to 55), which would make the calorie intake just short of 1450. But I've also used the 10x's bodyweight approach for calorie intake (and use the same ratio, which at 1700 calories gives us 141 grams of protein, 141 grams of carbs, and 62 grams of fat) with great success. It's just that in this case it gets harder for people who aren't experienced with eating clean to get in the required amount of protein.

The great thing about going Isocaloric is that if someone wants to lose fat and gain muscle, I can use 1.25, 1.5 times lean body mass (LBM) to determine macros and allow someone that doesn't have the ability to use a macro profile of 50% carbs, 30% protein, and 20% fats without getting fat. You can also use this when you don't know where to start with your macros, and then take photos every 2 weeks to see if you need to raise protein, lower carbs... in order to move forward with your fitness program.

Body Fat by Photos?

Here's another way you can assess your progress on your program. Of course, getting your body fat done is great, and getting circumference measurements done with a tape measure can also provide some great info. I've used photos with a lot of my online clients to help figure out their macros, by using this chart below:



These Body Fat Estimation Charts are a representation of what people at certain body fat percentages look like. Even though this is by no means a definitive guide. If you are honest with yourself about where you are vs. the photos, you can estimate your body fat percentage and use that to set goals that are realistic. You'll need to take your photos, and not attempt to do this with a visual. In addition to estimating body fat, you can also use them

make it easier to see your progress. I like to have my clients take them every 2-4 weeks, and then compare them to previous photos. If you weigh in the same day you take the photos, and you try to take photos, in the same state, at the same time, you might be able to get some feedback that will let you know what moves to make next before you hit a plateau.

These are by no means absolute, but they've become helpful in figuring out someone's body fat percentage and macros. The main issue for you guys is being honest with yourself as to how you stack up with the percentages. And you also have to take pictures in good light, without attempting to use any of those social media tricks to make yourself look leaner. No flattering camera angles, arching your back to make your butt look bigger, getting pumped up before you take the photos... just simple photos with a front, back, and side view, with as little clothing as possible. Unfortunately, you'll have to be exposed for this to work because you can't see through clothes.

The Various Ketogenic Diets

I've also used different types of ketogenic diets with both clients as well as myself. I tend to keep most of the info I used from *Body Opus* by Dan Duchaine, Mauro Di Pasquale's *Anabolic Solution* and *Radical Diet*, and *Carb-Nite Solution* by John Kiefer. I've used them with clients that were obese, and we were in situations when we were under a serious deadline. For example, I worked with a man that needed to lose 28 lbs. in 6 weeks or he'd get kicked out of the Air Force, or the lady that started at 225 lbs. that wanted to try the Atkins diet like her friends that were doing it wrong due to not eating enough. Once again, I would set the calories by multiplying their body weight times 10. I would also set protein at whatever that person's lean body mass is, give them 50 grams of carbs or less (with most of these carbs being non-starchy, fibrous veggies), and fill the rest of the calorie intake with fats. In this type of program, you have to be really particular about the protein intake because if you take in too much, the body will deaminate the

amino acids that make up the protein to create glucose, which may impair your body's ability to get into ketosis, which is the whole point of these type of programs. I've also learned a few tricks years later after reading some research on VLCD's (very low-calorie diets). It appears that you can get into ketosis, by being on a VLCD also. In my experience, this is not a place you'd want to stay for a long period of time, but the good thing about a VLCD is that you do not need as much protein as you do with some of the other types of low carb diets, but you'll still retain your muscle. I've used a version of the VLCD with physique athletes when it was close to contest time, but we would do a refeed with carbs every 5-6 days. This refeed using carbs keeps your metabolism running high because your thyroid runs more efficiently when you have carbs. The higher your body fat is, the more time you'll need before using a higher carb refeed. I just wouldn't make my time in ketosis (real ketosis, using the supplements is a totally different ball game) more than 2 weeks. You can jump in for two weeks, have a refeed, and then attempt to go back in, and repeat this process a few times. If you were having a hard time trying to get in enough calories, it'd be much better to increase the amount of fat you're eating instead of increasing your protein intake, which might impair the effectiveness of your ketogenic diet. And you won't have to worry like you would using other low carb diets about sparring muscle, because the ketones will keep your body from eating up your muscle tissue. Ketosis allows for increased fat burning because it no longer uses carbs as the main energy source, and your body runs off of ketones, which is the byproduct of using fats for energy. For the post-workout drink I'd use either protein with glutamine, protein with glutamine and glycine, essential

amino acids, or a protein drink with 20 grams of carbs, which would lower the amount of additional carbs that you could intake and still be in ketosis. Many people confuse ketosis with ketoacidosis, which is a dangerous situation that would occur in diabetics that tried to use this strategy. Some people try to use keto-sticks to measure when they get into ketosis, but I tend to avoid it, because you can be in ketosis, but not release any ketones in urine because they're being used for energy. I only like using this type of nutrition program in certain situations, because I believe that all of the macronutrients can be used to help people get lean and be healthy, and it's about balancing, and the proper timing not demonizing or eliminating food groups.

Carb/Calorie Cycling

There's many different ways to carb cycle. You can carb cycle to lose fat, or carb cycle gain muscle. The issue I have with most people that talk about carb cycling is that in their effort to simplify how it works, or how to do it, they botch things up. What I mean by this is that they attempt to make their fans or followers believe, that the one formula that they're giving out is magical, and that this magical one size fits all formula is the answer to all their problems. I'll run through a few examples of each plan that I talk about in this book.

Most importantly, whichever strategy that you use for your carb cycling has to match up with your ability to either use them as fuel, or store them as glycogen. If you take in more carbs and/calories than you can handle they will get stored as fat. Now think about this, when do you need the carbs the most? On workout days? Do you need more carbs when you train larger muscles vs. smaller muscles? Do I also need more calories? What about when I

perform cardio. Or when I perform high volume workouts, vs. low volume workouts? These are some of the questions that you'd need to answer when making your own individual carb or calorie cycling program. Let's look at the following scenario. We have an aspiring figure athlete trying to lean out for her first show. She's dropping from 1700 calories down to 1500. She weighs 145 lbs. and she's now at about 17% body fat, so she now has earned a decent amount of carbs. She also does 45 minutes of HIIT training in the morning 5 times/week, with glute specialization (glutes are critical for female physique athletes) 3 times/week. This is the current schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Body Part	B&T	Legs	S & C	Off	C&B	B&T	OFF
Glute Work	√		√	OFF	√		OFF
Cardio	√	√	Off	Off	√	√	OFF
Macros	160 P 160 C 36 F 1600 Cal	160 P 160 C 36 F 1600 Cal	140 P 70 C 62 F 1400 Cal	140 P 70 C 62 F 1400 Cal	160 P 160 C 36 F 1600	150 P 150 C 33 F 1500 Cal	140 P 70 C 62 F 1400 Cal

B&T= Back & Triceps C&B= Chest & Biceps S&C= Shoulders & Calves

Another thing you may have noticed is that on workout days where there are larger body parts (or extra specialization work is performed) being worked, the calories are higher than they are on days where less work is performed, or there is a day off. But over the course of the week, the calorie deficit of 1500 calories/day is maintained. This is an also an example of cycling calories, so that you have more calories available to fuel exercise, and less calories available when you're not exercising, and don't need them.

Here's an example of two days of carb cycling for a man that weighed 170 lbs. and ate 2100 calories/day:

Workout Day	
Meal 1	40 grams of a protein drink, 2 cup frozen berries, 2 tsp. Coconut oil
Meal 2	6 oz. Filet Mignon, 1 cup cooked rice (1/3 cup before cooking), 2 cups Salad, 1 tbsp. Balsamic Vinaigrette
Post Workout	40 grams protein drink, 32 ounce Gatorade,
Meal 3	8 oz. White Fish, 4-oz Sweet Potato, 7 oz. Broccoli, 1/2 tbsp. butter
Meal 4	6 oz. Chicken Thigh (no skin), 3/4 cup of Steel Cut Oats (after cooking), 1/2 tbsp. butter
Totals	210 grams of Protein, 213 Carbs, 48 grams of Fat

Non-Workout Day	
Meal 1	35 grams of a protein drink, 1/2 tbsp. of Coconut oil
Meal 2	4 oz. Chicken Breast, 4 oz. Sweet potato, 1 cup green beans, 1 tbsp. Butter
Meal 3	40 grams of a protein drink, 5 oz. Apple, 2 tbs. Natural Peanut Butter
Meal 4	6 oz. filet mignon, 3/4 cup of rice, 6 oz. asparagus, 1/2 tbsp. butter 1 tbsp. Fish oil (or 13 fish oil caps)
Meal 5	1 Can of Tuna, 2 Slices Ezekiel bread, 1 tbsp. mayonnaise, 3 oz. Avocado
Totals	207 grams of Protein, 106 Carbs, 90 grams of Fat

This person was at about 13% body fat, so when he cycled, he'd have 40% Protein, 40% Carbs, and 20% fat on workout days. On non-workout days, we would flip his macros to give him 40% protein, 20% carbs, and 40% Fat. On workout days, this person's macros would be 210 grams of protein, 210 grams of carbs, and 47 grams of fat. On non-workout days, this person's macros would be 210 grams of protein, 105 grams of carbs, and 87 grams of fat per day.

When you're trying to use strategies that involve macronutrients, or changing calories, you must have some sort of way of measure the quantities of food that you're eating, and you must track them (preferably using an app, that paper and pencil thing got real tedious back in the day) as the day progresses so that you know where you're at in relation to your target macros/calories. The most common mistake I see is people who have never measure food quantities, attempting to eyeball the quantities of food that they need to eat. They also tend to make another large mistake, which is after failing to adequately measure the food amounts, they also fail to honestly keep track of the foods that they've been eating. If your goals require you to be exact, you're going to need a food scale, + measuring cups, and spoons to measure your food amounts. You'll also want to get an app to track food quantities and macros, that also allows you to add foods to their database, that won't change your calorie intake for any reason. I've had a client that used an app that changed her calorie intake when she entered in her activity (not recommended). She failed to make any progress until she followed her recommended macros. These apps tend to use estimations of calorie expenditure during exercise that aren't accurate, one because they can't measure the actual intensity that the person. Even those that take body weight into

account never examine the role body composition. This method is known as indirect calorimetry. To be accurate you need direct calorimetry, which is when you're put into a room while you exercise, and scientists measure how much room temperature changes based on the heat produced by your body when working out. Besides that, I tend to use methods like extended sets, drop sets, and time under tension, which make your body produce more lactic acid and growth hormones. The rate of fat loss would be much more trouble than it's worth to guess at.

If you're someone that wants weight loss, but doesn't want to measure, it may be much more difficult to obtain a physique like those that compete, or look like fitness models. But you can still make good progress. Even though this is basically a different way to track, you can use your hands to measure portions of food. Here's the basics of using this method:

For Women:

- 1 palm sized portion for protein
- 1 fist sized portions for veggies
- 1 cupped hands for starchy carbs
- 1 thumb sized portions for fat

For Men:

- 2 palm sized portions for Protein
- 2 fist sized portions veggies
- 2-cupped hands for starchy carbs
- 2 thumb sized portions of fat

Now if you need to lose more weight, you can cut the servings of starchy carbs in half, but increase the fats:

For Women:

- 1 palm sized portion for protein
- 1 fist sized portions for veggies
- 1/2 cupped hands for starchy carbs
- 2 thumb sized portions for fat

For Men:

- 2 palm sized portions for Protein
- 2 fist sized portions veggies
- 1-cupped hands for starchy carbs
- 3 thumb sized portions of fat

If you needed to gain weight, you can add an extra portion of carbs or protein at each meal.

For Women:

- 1 palm sized portion for protein
- 2 fist sized portions for veggies
- 1 cupped hands for starchy carbs
- 1 thumb sized portions for fat

For Men:

- 2 palm sized portions for Protein
- 2 fist sized portions veggies
- 3-cupped hands for starchy carbs
- 2 thumb sized portions of fat

Intermittent Fasting

There's been a lot of talk about intermittent fasting lately. The two most popular types of intermittent fast are the 16/8 (14/10 for women) or the 24-hour fast. The 16/8 has you fasting for 16 hours after your last meal, and getting all of your food in within an 8-hour window every day. The 24-hour fast is one where people skip eating for a whole 24 hours. Which might not be bad be used on a non-workout day during a carb cycling program if you were trying to lose weight. It could be structured something like this:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
High Cal	√	√			√	√	
Low Cal			√ Smaller Body Part	√ Off			Fast From 10 pm Saturday to 10 pm Sunday

During the day of the fasting some people will drink lots of water and Green tea, or any non-caloric beverage, and add in a greens supplement for nutrients.

When doing a daily 16/8 fast, which is 16 hours fasting, with an 8-hour feeding window, people will start the fast after their last meal, and end it 16 hours later. If I finish dinner at 10 pm, I won't have anything other than non-caloric beverages (some people will take BCAA's to avoid losing muscle) until 2 pm the next day. Then they can eat until 10 pm, even though they'll still need to make smart food choices, or watch their calorie intake so that they'll avoid erasing their calorie deficit.

Making the Most of Your Macros

When people want to build a physique like their favorite fitness model, favorite superhero from the movies, or want to look like a physique athlete, that will more than likely require you to be precise with your nutrition. These are not the type of goals that you can achieve while not knowing where you stand. Like I mentioned earlier, one of the largest mistakes I've found that people make with their nutrition when trying to transform their physique, is that they have no idea how much they are eating. People tend to think they can eyeball the amounts of food, which in most cases they're usually way off. I've never met a person that could accurately guess unless they've had a lot of experience with weighing and measuring their foods. Unfortunately, this will add a little extra work to the process due to the fact that you will need to weigh and measure all your foods, as well as track them so you know where you stand in relation to your macros, and/or your calories as the day progresses. Then you'll know what adjustments to make based on what happens when you weigh in every week, or when you take progress photos. If you're guessing, you really don't know what the real problem is. You'll have no idea if you're not eating enough protein, too many calories, too many carbs... So, once you figured out your macros, you'll want to take the next 3 steps before you get started:

1. Get a food Scale and Measuring Cups:

You'll need these so that you can figure out how much food to eat.

2. An app that Tracks Calories/Macros. This should also have a database that allows you to add foods that aren't in their database, as well as program your own macros. This is much better than the old school, before smart phone methods that

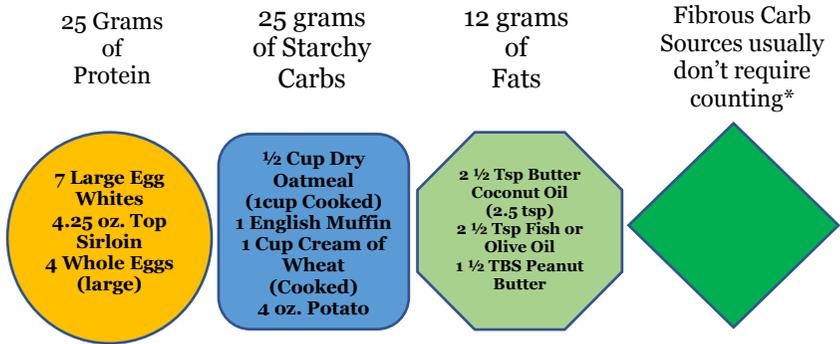
involved a food book, and pencil and paper that we had to carry with us all the time.

3. Plan Ahead. Failing to plan is basically planning to fail. If you go to restaurants ask the server about serving sizes, or look up the calories and macros of your favorite foods online. This gives you the ability to plan your meals to fit your current macros, and avoid most of the common mistakes made when people eat out.

Another way that planning can be helpful when trying to stay within your macros would be to look up portion sizes for the foods that you most commonly eat. I will usually divide the meals into equal portions so that people that are new to counting macros should have some sort of idea of how much they will need to eat to meet their goals. If your macros are 150 grams of protein, 120 grams of carbs, and 60 grams of fat, and you commonly eat 4 times/day, planning to eat 37 grams of protein, 30 grams of carbs, and 15 grams of fat at each meal. Then you can divide your favorite foods into portion sizes that fit your target macros for each meal.

These are the weights of the portions required if your goals for protein were 100 grams/day, and you ate 4 equal sized portions/day. See Appendix A for a larger list of some common foods, as well as portion sizes for those that have larger macronutrient goals, based on eating 4 times/day.

Breakfast



These are equal sized portions that yield around 25 grams of protein, 25 grams of Starchy Carbs, and 12 grams of fat. This is by no means a substitute for tracking your macros because most foods have some combination of macronutrients, and may create a need for you to adjust your meals to account for this in order to be on target. For example, 4 whole eggs may have 24 grams of protein, but they also have 16 grams of fat. *Fibrous carb sources such as tomatoes, broccoli, cauliflower, spinach, cabbage, kale, zucchini, cucumber, squash, celery... mostly consist of insoluble fiber, and is not digested like starchy carb sources are. Since they are excreted from the body in your waste, they do not have a caloric impact in you can eat large amounts of them, and they don't count against your macros. Carrots can also be included in this list only because people normally don't eat enough carrots to have an impact. If you'd like a larger list for portion sizes for of the most common healthy foods in equal sized portions, for different macro target macros, see Appendix A.

Periodization of Nutrition

In the early 1950 the rest of the strength and conditioning world was introduced to a concept called periodization. Novice athletes can improve in multiple areas along the strength endurance spectrum at the same time, but once that athlete crosses a certain threshold of experience, they will be limited in the amount of progress they will be able to make by attempting to improve all of the qualities of strength at once. When using periodization, the athlete can maximize their progress in certain areas, and then tie all the progress made during certain training cycles together at the correct time in order to make sure that the athlete can perform his or her best when they need that athlete to be at his or her best. Periodization is now not only applicable to athletes, it can be useful to normal people that want to look and feel their best, or make the most progress possible with their fitness programming. People that want to look the best they possibly can when it counts, can use this concept to build strength and/or muscle, or even gain weight during the winter months while being covered up in warm clothing, then start their diets, and ramp up their cardio, while attempting to get lean and show off their hard work once warmer weather arrives. If you think about how you change your training habits to allow you to be your best when it counts, the same concept can be applied to your nutrition programs to either make it easier to be your best when it counts, or make it so that it hurts you the least when you go into phases where you'll be performing a lower volume of work in order to gain strength, or a recovery phase.

An example of periodization of your nutrition program would be one that would go with the Superhero Workout Programs. It's originally designed for someone to start after Labor Day Weekend, that's upset about not being in the shape that they wanted to be during the Spring and Summer. You start the program with a lower carbs but closer to maintenance calories, or body weight times 12-15. This would allow you to build muscle without getting fatter, as well as gain the strength that you'll need to be able to perform at a higher level, or improve the ability of the body to do more work, when it's time to lose fat. Then through constantly assessing your progress versus your goals, you can bump your calories up to keep gaining muscle, or gradually lower them if fat loss becomes the higher priority. You could also just slowly lower your carbs or fats, as the volume of work increases if you want more fat loss. When it time to drop fat, you can base your calorie intake around your body weight times 10 to create a large calorie deficit. Or you could keep it close to the same, and increase the intensity or volume of the HIIT workouts while lowering the carbs, which can also create a larger calorie deficit. There isn't one clear cut way to do it, but let's use the following examples that would work with the Super Hero Program:

Super Hero Program Phase 1 Man	
Weight (in lbs.)	190
Protein (in grams)	190
Carbs (in grams)	190
Fat (in grams)	85
Calories	2280
Super Hero Program Phase 1 Woman	
Weight (in lbs.)	166
Protein (in grams)	166
Carbs (in grams)	166
Fat (in grams)	74
Calories	1992

The 1st 2 months of book 1 of both programs are aimed at gaining strength, and building muscle. The nutrition can be catered to support this, or if large amounts of fat loss is needed you can use a different formula to accomplish more fat loss. You'll want to monitor both your weight, and your body fat to gauge your progress, or make sure you're getting what you want, in case there's a need to change your nutrition. This isn't set in stone.

Super Hero Program Phase 2 Man	
Weight (in lbs.)	190
Protein (in grams)	190
Carbs (in grams)	114
Fat (in grams)	76
Calories	2280
Super Hero Program Phase 2 Woman	
Weight (in lbs.)	166
Protein (in grams)	125
Carbs (in grams)	113
Fat (in grams)	56
Calories	1434

Phase 2 of the Female Version of the Super Hero Physique Program starts at Day 76 with high volume work aimed at fat loss. It's based on that example of the average woman that weighs 166 lbs., with 28% body fat. Her nutrition is now based off her lean body mass in this phase (119 lbs. without taking into account any lean body mass changes from phase 1) and it changes to allow this to happen for the next 33 days. Phase 2 for the Male Program is lower volume than the previous phases, so if you wanted to make sure it was more fat loss, you could change the macros to make that happen.

Now after the initial part of Phase 2 depending on your goals vs. your body fat levels, you have options of where you go from here. If you wanted/needed to lose fat, you can drop carbs and calories more. You could also start intermittent fasting with the same macros. Intermittent fasting (IF) with the same macros using a 16/8, that's 16 hours fasting, while getting all your food within an 8-hour window. There's studies out there that show that it may raise metabolism. In the case of someone like me who has their last meal at midnight, I would fast until 4 pm (16 hours later), and then get my required nutrients in between 4 pm- and midnight (12 am).

If you still wanted/needed to lose body fat, you could also go low calorie, or ketogenic for a bit. The issue here is that most people try to either live like this, or try to avoid carbs for life. When I use ultra-low calorie or ketogenic diets, I only use them for a period of 2-3 months, and I still insert refeeds (High carb, cheat meals) based on when they need them. The refeed temporarily boost metabolism because the thyroid requires carbs to function

optimally. When you plan a refeed with a high carb meal at the right time, you keep the body from adjusting to the calorie intake, and at the same time you help the thyroid run optimally again, which causes you to burn more calories. These are versions of what Mauro DiPasquale calls Cyclical Ketogenic Dieting. And just like it does with carb cycling, you can the body to adjusting to a calorie intake, or a macronutrient profile. You can go low calorie on some days, and high calorie on other days. For example, you can go ketogenic and/or low calorie for 5-6 days (provided you're already been low carb dieting for a while, and your body fat isn't extremely high), and then have a refeed meal. After that refeed meal, you can go back to into ketosis, and repeat the cycle. For that same average male and female, the macros could look like the following:

Aggressive Ketogenic Diet Male (Days 1-5)	
Weight (in lbs.)	190
Protein (in grams)	155
Carbs (in grams)	60
Fat (in grams)	76
Calories	1544

Aggressive Ketogenic Diet Male Day 6	
Weight (in lbs.)	190
Protein (in grams)	190
Carbs (in grams)	380
Fat (in grams)	50
Calories	2730

Aggressive Ketogenic Diet Female (Days 1-5)	
Weight (in lbs.)	166
Protein (in grams)	125
Carbs (in grams)	40
Fat (in grams)	66
Calories	1258

Aggressive Ketogenic Diet Female Day 6	
Weight (in lbs.)	166
Protein (in grams)	125
Carbs (in grams)	250
Fat (in grams)	40
Calories	1860

Both male and female ketogenic nutrition programs are based off their perspective lean body masses. You also want to guard against making the protein intake too high, because it may keep you out of ketosis. And as earlier mentioned, getting into ketosis will spare your muscle. As you get leaner, you'll earn back your ability to tolerate carbs.

What you really want to do is get your body fat down, then try to reverse diet, which is when you slowly increase your carbs, and/or calories so that you avoid gaining as much body fat as possible due to your metabolism adjusting to the lower calorie intake. When I use it with clients we increase calorie intake by 100-200 calories every 2 weeks, while checking body fat. If you don't have body fat testing available, you can also use photos. When you eat more carbs than you can handle, the 1st place it's going to show up is on your love handles. The excess carbs will "spill over" due to the inability of your liver and muscles to store them as glycogen. You can use photos before and after the carb up, and determine how many grams of carbs you can tolerate. If you spill over, use less carbs, if you can tolerate that, then either stay for a bit before increasing the intake, so that your body has time to adjust. You will want to be conscious of the intensity and volume of exercise that you're performing. If you perform higher volume exercise at a high intensity, you should be able to handle more carbs, than you would if you had a low volume of exercise, and or exercise at lower intensities. If these changes occur while you're reverse dieting, you'll want to make a note of that, and adjust your intake accordingly.

Here's a 2nd version of the Cyclical Ketogenic dieting for someone that wanted to get aggressive in their pursuit of achieving Superhero status.

- 1-1.5 grams of protein/lb. of body weight every day
- 4 grams of fat/lb. of body weight everyday
- Eat large amounts of fibrous veggies every day 7+ cups. Most of the carbs come from insoluble fiber which can't be digested. So your body will eliminate those carbs instead of using them.

Do this for 10-14 days, then plan refeed of high carbs. Using 6.8 grams of carbs/lb. of body weight divided over the next 2 days. Once you've completed the initial 2-week introductory period. Repeat the low carb phase for 5-6 days, and the carb up for 1-2 days. After 6-8 weeks of this start adding carbs back in around your workouts. 40-50 grams should be great. You can use 1/2 before your workout, and 1/2 after. Limit your carb intake to fibrous veggies, on your non-workout days.

Appendix A

Meet Your Macros

This appendix will show equal portion sizes of foods that should allow you to hit the designated target macros if you eat 4 or 5 meals/day. If you eat less than 4 (which is okay, research shows that there were no additional benefits as far as results are concerned to eating 6 meals as opposed to only 3.) you'll take each one of your target macros, after figuring it out by using pages 2-15 of this guide, and divide each one by the number of meals that you plan to eat for the day. For example, if I had a protein goal of 150 grams of protein/day and you planned to eat only 3 times/day, each meal must have at least 50 grams of protein. If you have 5 meals, each meal would only require 30 grams of protein. Using protein drinks (not necessarily meal replacement powders because they use cheap or low-quality ingredients in most cases) can be fine to help you fill the void, but you want to avoid taking the lazy person route of trying to avoid eating, and just taking protein drinks, or even taking more protein drinks than you eat meals. Protein drinks are supplements, they are not intended to replace real food if you care at about being healthy.

This is by no means a substitute for tracking your macros because most foods have some combination of macronutrients, and may create a need for you to adjust your meals to account for this in order to be on target. For example, 4 whole eggs may have 24 grams of protein, but they also have 16 grams of fat.

Table 1

100 grams of Protein if you ate 4x's/day

Proteins		
Food	Amount (cooked)	Amount (raw)
Ground Beef	3oz	4 oz
Filet Mignon	3oz	
Chicken Breast	6 oz	4 oz
Tuna	1/2 can 3 oz	
Buffalo	3oz	
Pork Tenderloin	3oz	
Shrimp	4 oz	
Lobster	4 oz	
Salmon	4 oz	
White Fish	4 oz	
Venison	4 oz	
Protein Drink	25-30 grams	
Ground Turkey		4 oz
Ground Chicken		4 oz
Scallops		5oz
Eggs		4 eggs
Egg Whites		6 egg whites
Cottage Cheese		6 oz

100 grams of carbs with 4 meals/day
Or 125 grams of carbs with 5 meals/day

Carbs		
Food	amount (cooked)	amount (raw)
Quinoa		1/2 cup
Earnest Eats Cereal		1/2 cup
Oatmeal		1/2 cup
Mashed Cauliflower	2 Cups	
Rice	1/2 cup	
Broccoli	6 oz	
Spaghetti Squash	2 Cups	
Sweet Potato	3oz	
Oranges	8 oz	
Green Beans	1 cup	
Cucumber/Carrots/Pepper		6oz/3.5oz/2.5oz
Raspberries		5oz
Blackberries		7oz
Apple		5oz
Strawberries		5oz
Meatless Spaghetti Sauce		3.5 oz.
Ragu Robusto		2.5 oz
Ragu Old World Style		4.4oz
Asparagus		8 oz
Zucchini		1 cup
Cauliflower		5oz

1/2 serving

Peeled.

1/2 serving

48 grams of fat if you ate 4 meals/day
or 60 grams of fat if 5 meals/day

Fats		
Food	Amount	
Butter	1 TBSP	
Nut Butter	1 1/4 TBSP	
Oil	3/4 TBSP	
Heavy Cream	2 TBSP	
Flaxseeds	3 TBSP	
Chia Seeds	2 TBSP	
Avacado	2.5 oz	
Almonds	1 oz	
Cashews	1 oz	

cashew/almond/organic peanut
 coconut/fish/olive/flaxseed/grapeseed

Table 2

Protein

150 grams at 4 meals/day

or 180 grams at 5 meals/day

Proteins		
Food	Amount (cooked)	Amount (raw)
Ground Beef	6oz	8oz
Filet Mignon	6oz	
Chicken Breast	6oz	
Tuna	1 can/5.8oz	
Buffalo	6oz	
Pork Tenderloin	6oz	
Shrimp	6oz	
Lobster	6oz	
Salmon	6oz	
White Fish	6oz	
Venison	6oz	
Protein Drink	1 1/2 scoops or 35-40 grams	
Ground Turkey		8oz
Ground Chicken		8oz
Scallops		7oz
Eggs		6 eggs
Egg Whites		12 egg whites

Notes

Table 2

Carbs

150 grams at 4 meals/day

or 180 grams at 5 meals/day

Carbs		
Food	amount (cooked)	amount (raw)
Quinoa		3/4 Cup
Earnest Eats Cereal		3/4 Cup
Oatmeal		3/4 cup
Mashed Cauliflower	2 Cups	
Rice	1 Cup	1/2 cup
Broccoli	7 oz	
Spaghetti Squash	2 Cups	
Sweet Potato	3 oz	
Green Beans	1 Cup	
Cucumber/Carrots/Pepper		6oz/3.5oz/2.5oz
Raspberries		5oz
Blackberries		7oz
Apple		5oz
Strawberries		5oz
Meatless Spaghetti Sauce		3.5oz
Cauliflower		6.5 oz
Ragu Robusto		4.6oz
Ragu Old World Style		4.4oz
Grapefruit		9oz

Table 2

Fats

67 grams at 4 meals/day

or 80 grams at 5 meals/day

Fats		
Food	Amount	
Butter	1 TBSP	
Nut Butter	1 1/2 TBSP	cashew/almond/organic peanut
Oil	2tsp	coconut/fish/olive/flaxseed/grapeseed
Heavy Cream	1/6 Cup	
Flaxseeds	3 TBSP	
Chia Seeds	2 TBSP	
Avocado	2.5 oz	
Almonds	1 oz	
Cashews	1 oz	

Table 3

Protein

200 grams at 4 meals/day

or 250 grams at 5 meals/day

Proteins			Notes
Food	Amount (cooked)	Amount (raw)	
Ground Beef	6oz	8oz	
Filet Mignon	6oz		
Chicken Breast	6oz	8oz	
Tuna	1 can/5.8oz		
Buffalo	6oz		
Pork Tenderloin	6oz		
Shrimp	8oz		
Lobster	8oz		
Salmon	8oz		
White Fish	8oz		
Venison	8oz		
Protein Drink	45-50 grams		
Ground Turkey		8oz	
Ground Chicken		8oz	
Scallops		10oz	
Eggs		8 eggs	
Egg Whites		17 egg whites	
Cottage Cheese		12oz	

Table 3

Carbs

200 grams at 4 meals/day
or 250 grams at 5 meals/day

Carbs			
Food	amount (cooked)	amount (raw)	
Quinoa		1 Cup	
Earnest Eats Cereal		1 Cup	
Oatmeal		1 Cup	
Mashed Cauliflower	2 Cups		
Rice	1 Cup		
Broccoli	12 oz		1/2 serving
Spaghetti Squash	4 Cups		
Sweet Potato	6 oz		
Green Beans	2 Cups		1/2 serving
Cucumber/Carrots/Pepper		6oz/3.5oz/2.5oz	1/2 serving
Raspberries		10oz	1/2 serving
Blackberries		7oz	1/4 serving
Apple		5oz	1/4 serving
Strawberries		10 oz	1/2 serving
Meatless Spaghetti Sauce		7oz	1/2 serving

Table 3

Fats

89 grams at 4 meals/day

or 111 grams at 5 meals/day

Fats		
Food	Amount	
Butter	2 TBSP	
Nut Butter	2 1/2 TBSP	cashew/almond/organic peanut
Oil	1 1/2 TBSP	coconut/fish/olive/flaxseed/grapeseed
Heavy Cream	4 TBSP	
Flaxseeds	6 TBSP	
Chia Seeds	4 TBSP	
Avocado	5oz	
Almonds	2 oz	
Cashews	2 oz	