



The **12-WEEK** WEIGHT LOSS CHALLENGE

Deliver the results
your clients demand,
get the results
your business deserves.

Nutrition Programming in The Digital Age
Better, Faster, Easier

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INTRODUCTION

Congratulations on your commitment to delivering the complete health and wellness solution your clients demand. In this book you'll find the tools you need to easily adopt **an effective, state-of-the-art nutrition program** to your overall approach.

We're going to show you how to **help your clients succeed**, with a toolset that enable you to:

- Cut through the confusion.
- Talk to your clients about nutrition.
- Help them understand why it's vital for any approach to greater health.
- Show them why they HAVE to be working with you.

Use this book as your guide. In it, you'll find a lot of great information and resources for you and your clients. **This is your book, your program, and your business.** We want to give you everything you need to get the results your clients demand, and the results your business deserves.

A hand holding a red marker is shown crossing out the word "UNHEALTHY" written in black, hand-drawn capital letters. The red line starts from the top left, goes diagonally down to the right, and then continues horizontally to the right, crossing through the letters "UN".

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1

How to talk to your clients about nutrition

There is a big difference between the latest fad, or the opinion of the newest blogger, and **a real strategy based on scientific research and proven methods** to get results. This is true in many fields, including nutrition and meal planning.

As you work with your clients, you're sure to get asked a lot of questions. You may even be faced with some theory they've developed on their own, found on the Internet, or heard on late night TV. The truth about actual nutrition, however, is that it's fairly simple.

REAL, EFFECTIVE NUTRITION FOCUSES ON ONLY FIVE THINGS:



1. Balance

You're getting the right amount of the right things and limiting the things that can have a negative effect on your health.

2. Calorie Control

This isn't about just reducing calories; it's about making sure you have the right amount of calories throughout the day to keep your system working effectively.

Chapter 1: How to talk to your clients about nutrition

3. Moderation

You don't take in an excess amount of those things that can have a negative impact on your health.

4. Variety

Ensure proper nutrition but also eliminate the monotony of a diet. Variety is the spice of life!



5. Adequacy

Make sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis.

The meal plan you're placing in your clients' hands will follow these five guidelines – and it's a rock-solid foundation. Even if they stray now and then, just by using this plan as a guide, they will be learning to **eat better**, and creating the behavioral changes needed to develop and **maintain the health changes** they want over the long haul. So no matter what your clients are asking you about their diet, just bring them back to these basics.

Even the best plan will fail if it's not executed properly. To **help your clients succeed**, emphasize that their custom meal plan has been designed to be:

A road map, not a rulebook.

Ask them to give you their best 80% every day, and let them pick a day to cheat (probably a weekend day) to give them some liberties. With a little

Chapter 1: How to talk to your clients about nutrition



flexibility, they're more likely to follow your plan on the other days, and, more often than not, will start doing better on those "cheat" days over time too.

Used throughout a three to four week period, even though it's a seven-day plan.

Human nature says we like patterns, so you'll find your client will use the plan as a guide day-to-day and week-to-week for a while. It's typical for two

things to happen around week four: they will begin to want a something new; and the results you're creating in their weight/body composition and activity level will produce new calculations that will require a new meal plan. OK, you're going to present your clients with their own meal plan and some tips on execution, but you can boost your credibility and their odds of success by sharing with them the **five key factors about what we're putting in our bodies:**

FIRST, THE MACRONUTRIENTS

1. Carbohydrates

The main purpose of carbohydrates is to **give us the energy we need to fuel our activities**. This energy comes from the break down of starches and sugars to their simplest forms, which your cells can then easily convert to usable

Chapter 1: How to talk to your clients about nutrition

power. Although protein and fat can also supply you with energy, your cells prefer the calories from carbohydrates. Remember: carbs can come from fruits, vegetables, grains — not just the doughnut everyone's afraid of. In fact, some organs — your brain and kidneys, for example — have a specific need for a carbohydrate fuel source.

2. Protein

Found in meats, milk, eggs, soy, legumes and whole grains, protein supplies your body with a pool of amino acids, which are the building blocks of all your cells. As part of muscle, bone and skin tissue, **protein supports your body's structure**. It also repairs cells if they become damaged and provides antibodies to cope with inflammation and infection. Your dietary protein helps keep your cellular machinery running smoothly.

3. Fat

Fat supplies more than twice the calories per gram as protein or carbohydrates and is a highly concentrated source of energy that your body can store for later. It provides structure to cell membranes and cushions your internal organs to help **prevent damage to tissues**. Fat serves as a vehicle for delivering vitamins, and it can store these nutrients as insurance against a deficiency. Dietary fats can come from both animal and plant sources, with plant-based foods, nuts and fish offering a healthier version.



Chapter 1: How to talk to your clients about nutrition

4. Vitamins and Minerals

These are small-molecule food components that support your health. Vitamins are involved in **energy production, healing wounds, eye and skin health, bone formation and immunity.**

Minerals provide structure to your skeleton, maintain your **cardiovascular health, and help maintain your nervous system.**

Eating a well-balanced diet with a variety of fruits and vegetables helps ensure you have plenty of these nutrients in your body.



5. Water and Fluid

Of all the nutrients in foods, the most important is water or fluid. It assists with maintaining normal body temperature, lubricates and cushions your joints, protects your spinal cord and removes wastes through urination, perspiration, and bowel movements. You need water to replace what your body loses through normal everyday functions.



Chapter 1: How to talk to your clients about nutrition

All of your meal plans balance these **five factors to** make sure you're delivering **a complete solution**.

NOW FOR A DEEPER DIVE INTO THE SCIENCE BEHIND EVERY MEAL PLAN.

All of your meal plans fall within the Acceptable Macronutrient Distribution Range (AMDR) outlined by The Institute of Medicine of The National Academies, as referenced in the Dietary Reference Intakes (DRIs). This is a fancy way of saying they have the right things in them, in the right amounts. They also subscribe to the accepted approach of **No Bad Foods**.

“Remember, there are no bad foods, just healthier ones to eat regularly. Weight loss requires a commitment to change your lifestyle. Keep up the exercise as it increases your metabolic rate and helps maintain your muscles, which burn more calories than body fat does.”

Jaime Ackerman Foster, MPH, RD, LD
Extension Nutrition Associate, The Ohio State University

This is the big one. You, and they, shouldn't be worried about the occasional treat, or, barring real health issues, even carbs, gluten, soy, or whatever the latest blog has told us to fear. The real impact of food comes from regular patterns and behaviors. A slice of cake now and then is a great thing to enjoy, but cake for breakfast everyday wouldn't be the way to go.

Nutrition, like exercise, takes effort if you're going to get results. **Your job is to coach them towards change.** Keep it simple, keep them excited, and you'll both get the results you want.

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2

Seven steps to success

You want your clients to succeed, and we, of course, want you to succeed. The good news is you already have an engaged client. The fact that they were willing to commit to working with you to hit their goals means they're going to be looking to you for information, guidance, advice, and, most of all, support and enthusiasm.

WHEN IT COMES TO NUTRITION, WHAT'S THE BEST WAY TO ENSURE THEY'RE GETTING THE SUPPORT AND GUIDANCE THEY NEED?

1. Keep it simple

As we've already talked about in our How to talk to your clients about nutrition guide, there is a lot of misinformation and noise out there about nutrition. Virtually everyone who walks through a gym can give you some sort of advice on what to eat, when to eat, how cavemen lived, why fish are never fat.....the list goes on. But, as we outlined, real nutrition is fairly simple. No matter what your clients seem to be focused on week-to-week, just keep bringing them back to the basics. **This is about making a change that can last.** No one is going to want to take that on if it seems too complicated or involved.



2. Stay consistent

You can't hand your client a dumbbell and walk away. Likewise, you can't hand them a meal plan and never talk about it again. **Make sure you're**

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Chapter 2: Seven steps to success

spending time each session talking about nutrition and their particular plan.

- A. Ask them what they like and don't like about the plan.
- B. Ask them how well they are following it.
- C. Did the plan include enough food, or was it too much food?
- D. If they know you're going to talk about it, they're going to be much more likely to make sure they're following your plan when they're not sitting in front of you.

3. Be the coach

Your client came to you to because of your level of expertise in fitness, and wellness — but they also want you to be their coach. Anyone can join a gym, but it's a lot harder to skip the morning routine when someone you've paid your hard-earned money to is waiting for you when you get there. **Almost everyone needs** (and usually wants) **a push now and then**. Keeping them moving and focused on the right things means you'll be the coach they're looking for.



Chapter 2: Seven steps to success



Don't let them get obsessed with the scale.

During any change in eating and exercise, there is going to be a shift in weight. In fact, it's not uncommon to actually gain weight during the first few weeks of a new nutrition program. Many people who are used to starving themselves to keep pounds off may be giving their bodies the nutrients and calories they need for the first time in a long time. Once their body

catches up and their metabolism gets going, they'll see the changes they are looking for. Remind them that weight loss should be one of the outcomes of any nutrition program, not the sole goal.

Ask them what they like and don't like about the plan.

Don't be afraid to hear bad news. Most people don't like change right out of the gate. Regardless of what they say ("I don't like this food, I hate having to eat this often,"), whatever it is, it's an opportunity to talk to them about their progress.

Ask them how well they are following it.

When your client knows this question is coming each time they see you, it's one more point of accountability. Again, this is not a chance to grade them on their homework; this is a chance to celebrate any change they are making.

Chapter 2: Seven steps to success

Ask them how they're feeling.

This is your chance to check in with them on all levels: what do they like, not like; ask if they are sleeping better; ask if they have more energy — anything really. You are supporting someone in making a lifestyle shift. There are going to be changes. Acknowledge that, and the work they are doing, but use this time to recognize that they are putting in effort, and **highlight the wins** they are experiencing.

4. Be the cheerleader

Sure, you're going to have to do some coaching, but focus your energy on being their cheerleader. Remember: just like working out, **this is not about doing it perfectly; it's about doing it better** than they were doing before.

With each new baby step or behavior change, they will be contributing to the overall goal — **behavior modification that will last forever**. Don't focus on

the days they cheat, or the things they don't like; instead, celebrate the fact that they are doing this. Any change at all makes a difference, and, over time, they'll learn to love the change and be more and more committed to the details.



5. Follow the program

You know what exercises you want them to do each week and why. The same goes for your meal planning. Follow the outline we've provided

Chapter 2: Seven steps to success

and make it a part of your sessions and programs. **Remember: the combination of exercise and nutrition is more than 400% more effective than exercise alone**, so if they're going to succeed, you need to be addressing nutrition each time you're together. Luckily for you, we've given you the framework. Start every session off with seeing how their week is going and immediately begin to work in those questions about the plan.

6. Feed the behavioral changes you are seeing

As you progress through the program, your client will start to **modify their behavior** in line with the goals and programming you have developed. As they do, **make sure each improvement carries over into the following week**. Example: If the client had never eaten breakfast before and they have started to do so now, then coach them through sticking with it, and focus on the next change. This way they won't be focusing on trying to do everything at once, but, over time, they'll be creating some fairly big shifts.

7. Keep the momentum going

You've been working with the client for a few weeks and they're seeing success. Now it's time to ensure they stay on the right path, so **encourage them to stick with the program** and **continue setting new goals**. This is not a diet with an end point; this is a new approach to healthy living, and you want to ensure you keep the momentum going. If they're seeing results, the decision should be a simple one.



3

Weight loss challenge programming

INTAKE

Build Value

Each person goes through a one-on-one interview. Build value in nutrition by explaining that this is a lifestyle road map of how to eat. **Most meals require very little prep time**, and they are going to make their life easier, not harder. “It is six less decisions you have to make each day.” Meal planning is built into the cost of the program.



PROGRAMMING

Weigh / Measure

Do weigh-ins and check body fat every four weeks. Take your standard measurements and input the data into the system. This will help fine-tune the calculations to **meet the current needs of the client** and increase the likelihood of achieving their goals safely and effectively. This information will also drive the changes in calculations for each additional meal plan.

Meal Plan

Each participant gets **a new meal plan every four weeks**. You don't need to require logging, but ask them to keep a journal for workouts, thoughts and

Chapter 3: Weight loss challenge programming

anything else on their mind — both positive and negative. Use this information to guide the next meal plan. Are there things they want to include now? Are there things they may want to avoid?

Counseling

Use chitchat time during your sessions and cool-downs to check in with your clients about their progress. Remember that with meal plans it is about having a road-map, not a rule-book. **Celebrate any success they have, and encourage them to do their best.**

You want them to experience the success of making changes, not worrying about “getting it right.” Following the plan perfectly would be great, but even skipping a soda at lunch is a win to be applauded. Some people will make baby steps while others will run. **Take note of their feedback, and make adjustments as needed.**



Exit Process

Give every client the option to get a copy of his or her chart. Many will say no because the results are obvious, but give them the option to at least have a chart of their weight change.

Re-sign

Offer re-sign discounts to keep them on the fast track to reaching their goals. Referral programs are a great option as well. With a “three for free” referral

Chapter 3: Weight loss challenge programming

program, you give your clients the opportunity to refer three people to sign up for the Weight Loss Challenge, and then the client gets the next one free!

Guidelines for following the meal plan

“I’m looking for your best 80%. I need you to follow 80% percent of the time.” A great guideline is to get them focused on Monday through Saturday. They get three cheat meals a week to use any time, and Sunday is a free day.

Exercise

Participants should exercise at least three days per week, but frequency is up to them. The more they exercise and follow the meal plan, however, the better the results.

Program Calender

Week													
Activity		1	2	3	4	5	6	7	8	9	10	11	12
	Intake	✓											
	Weigh	✓			✓				✓				✓
	Measure	✓			✓				✓				✓
	Meal Plan	✓			✓				✓				✓
	Counsel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Resign			✓	✓			✓	✓			✓	✓

4

Week 1-12 Articles: Week 1

The difference between diet and actual nutrition

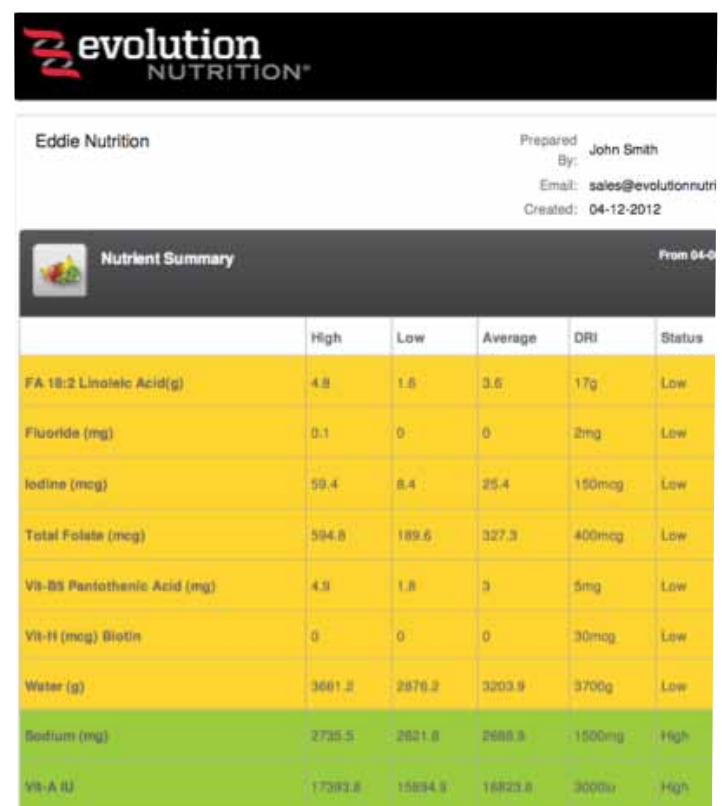
Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

Nutrition planning accounts for 85-90% of the results of any fitness program.

Therefore, when you start any new meal plan, it's critical you understand what is actually being provided. Should it be viewed as simply a temporary diet, focused on the premise of 'restriction' to help you reach a short-term goal, or is it a way to better understand actual, true nutrition that can help you make better choices for the rest of your life?

The answer, of course, is the latter.

The origin of the word 'diet' is as a noun that is purely a description of the food one eats. Out of 11 definitions of the word in a dictionary, the first six are as nouns, four are as verbs, and one as an adjective. The verb and adjective definitions are from more modern uses of the word, to 'diet' or 'dieting'. As a noun, the original word is purely a description of the food that you eat, and among nutrition professionals it's the most typical use of the word. However a more modern use of the word 'diet' includes 'a selection or limitation in what someone eats.'



evolution NUTRITION

Eddie Nutrition
Prepared By: John Smith
Email: sales@evolutionnutri
Created: 04-12-2012

Nutrient Summary From 04-0

	High	Low	Average	DRI	Status
FA 18:2 Linoleic Acid(g)	4.8	1.8	3.6	17g	Low
Fluoride (mg)	0.1	0	0	2mg	Low
Iodine (mcg)	59.4	8.4	25.4	150mcg	Low
Total Folate (mcg)	594.8	189.6	327.3	400mcg	Low
Vit-B5 Pantothenic Acid (mg)	4.9	1.8	3	5mg	Low
Vit-H (mcg) Biotin	0	0	0	30mcg	Low
Water (g)	3661.2	2876.2	3203.9	3700g	Low
Sodium (mg)	2725.5	2821.8	2688.3	1500mg	High
Vit-A IU	17393.8	15894.3	16823.8	3000iu	High

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Chapter 4: Week 1 - The difference between diet and actual nutrition

In our society, the word ‘diet’ in common public usage often means restriction. When thinking about actual nutrition, you need to know it doesn’t necessarily mean restricting what you eat. **This is about creating a food plan to help support your physical goals**, which may include health, strength, independence, physical and mental performance, or weight management. The Evolution Nutrition (EN) meal plan component of this challenge provides the cornerstone for helping you understand what actual nutrition is, versus just a diet.

REAL, EFFECTIVE NUTRITION FOCUSES ON FIVE ESSENTIAL COMPONENTS:

1. Balance

You’re getting the right amount of the right things, and limiting the things that can have a negative effect on your health.

2. Calorie Control

This isn’t about just reducing calories, it’s about making sure you have the right amount of calories throughout the day to keep your system working effectively.

3. Moderation

This ensures you don’t take in an excess amounts of things that can have a negative impact on your health.



Chapter 4: Week 1 - The difference between diet and actual nutrition

4.Variety

This helps to ensure proper nutrition, but also helps eliminate the monotony of a diet. Variety is the spice of life!

5. Adequacy

This makes sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis.

All of the meal plans you will see were built on the foundation of these five principles. More importantly they are the only things you should be focused on from Day 1, and throughout **your journey towards better health**, however you define it.



4

Week 1-12 Articles: Week 2

Creating the right mindset

Author: Tom Stacey, Marketig Consultant. Tom is a marketing consultant who specializes in developing the unique story you need to communicate with your perfect customer. He has worked with Hewlett-Packard, Robbins Research International, Qualcomm, *Nutrition Business Journal*, OneCoach and many others, in helping them clearly communicate their value in a cluttered world.

*“We are what we repeatedly do.
Excellence, then, is not an act, but a habit.”*

-Aristotle

Do you ever hear that inner voice that says things like:



This is the quitter inside. Everyone has a quitter inside. It's a self-critical doubter, and when you listen to it, it gets louder until it drags you down like an anchor and keeps you pinned in place for years, as it does with most people. Have you decided that you are not going to listen to that voice anymore?

Good, here's how this works: First, you over-rule the quitter in your head. You shout it down and win the battle day by day, until eventually that voice goes so silent that you can't even hear its echo anymore. Because now,

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Chapter 4: Week 2 - Creating the right mindset

instead of being stuck (or worse, in a downward spiral), you're in an upward cycle: You feel, look and perform better, and excuses don't even cross your mind anymore, because **you're completely committed to the daily habits that are changing your life for the better.**

How do you get there? It's no secret. **Developing the mindset to change your life starts with creating your own compelling vision of the future.** Is it easy? No. It takes guts to imagine life as you really want it. Because let's face it, there's comfort in having excuses.

Embracing the quitter within is easy and comfortable. You just park yourself in your familiar spot on the couch and keep eating and flipping channels.

Change, on the other hand, is uncertain. And uncertainty is scary. Getting up and doing something is hard; you don't know if you're going to reach your goal. For most people, doing nothing is easier than risking failure, so they don't even try to change.



Chapter 4: Week 2 - Creating the right mindset

That's not you, or you wouldn't even be reading this. Congrats on making it this far. You've decided to make positive changes, and you're sick of doing nothing. Your vision of the future is what is going to get you off the couch – so that vision has to be good. Make it sharp and focused on the specific outcomes you want, and **see yourself taking the daily actions** that will get you to those outcomes. Presumably **it's a future in which you:**

- **Have more energy**
- **Enjoy better relationships**
- **Feel, look and perform better**
- **Get more of what you really want**

What are the sounds, smells, sights and tastes of your life when all of these are lined up? Can you picture it?



This is your vision of the future. It's the raw material of motivation, and while that gets you started, it's not enough. **You must make new habits.** This is where your fitness professional will help you by holding you accountable, sharing expertise, and showing you how to take the right steps, in the right order, and helping you **sustain the day-to-to-day effort** required to get you there.

In addition to that support and reinforcement, you must also bring your own unshakeable belief that you were born for this, that you are the kind of person

Chapter 4: Week 2 - Creating the right mindset

who can **silence the quitter inside**, take action and beat the odds. Your natural state is the opposite of fragile; nothing knocks you sideways, you overcome obstacles and achieve things that used to be impossible.

This is who you really are; you just had to be reminded, right? Listen to the guidance and expertise of your fitness professional. **Change your daily habits around food, exercise and your thought processes.** Stop listening to the quitter inside and identify with the champion you really are. This is how you **turn your vision into reality.**



Better
Way

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4

Week 1-12 Articles: Week 3

How to ensure success

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

Here's where the rubber meets the road. The right mindset, the vision and the belief are a must to get started, but to [ensure success](#) you need some tangible nuts and bolts to hold it all together and keep you headed in the right direction.

This is where honesty is a must -- honesty with yourself and honesty with your personal trainer about what specifically you want to achieve and how you're going to get there.

HERE'S HOW TO TAKE YOUR VISION AND MAKE IT REALITY:

Be honest about your time.

Succeeding at your health goals depends on realistic time commitments. This is real life and real life is busy. Set yourself up for success by answering these questions:

- How much time can I commit to my workouts?
- How much time can I commit to meal prep and cooking?
- Am I committing time to other activities that aren't a priority or working against my goals?
- Am I overcommitting?

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Chapter 4: Week 3 - How to ensure success

Having these answers will help you align your priorities and your trainer to develop the best fitness and nutrition program for your goals.

Set realistic goals.

It's tempting in the intense glow of a motivated moment to set BIG and unrealistic goals. Resist the temptation! Instead, work with your personal trainer to set SMART goals that are achievable and realistic based on your unique situation and time commitment:

- It's not realistic to lose 10 pounds in one week. *It is realistic to aim for 10 pounds in one month.*
- It's not realistic to spend two hours in the gym every day when you work full time and have a family. *It is realistic to aim for one hour most days of the week.*
- It's not realistic to drop your body fat by 5% without changing your diet. *It is realistic to lose 5% of your body fat by following an expertly designed nutrition program in conjunction with a consistent fitness program.*



Chapter 4: Week 3 - How to ensure success

Goals are designed to motivate not frustrate. Making yours realistic is key to sustained motivation and ultimate success.

Schedule your priorities.

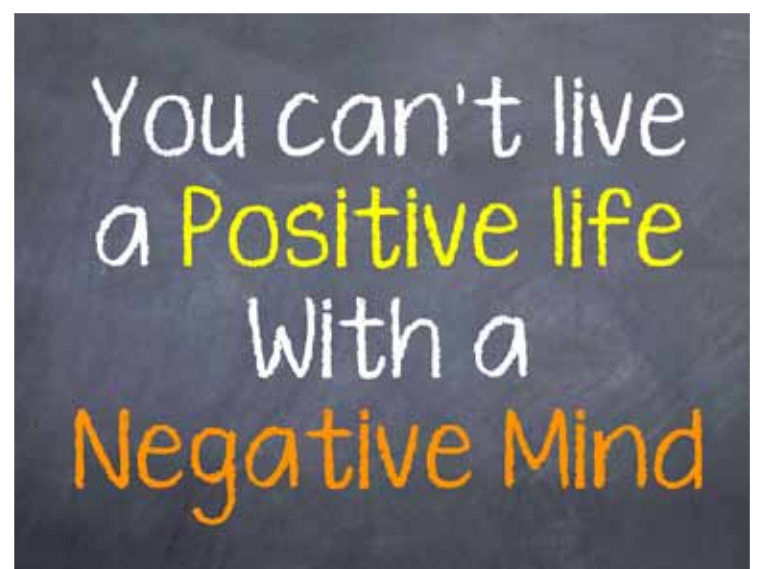
Based on your goals and program, identify the tasks you need to complete each week to stay on track towards achieving your goals. Now start treating them like appointments. Make them a priority by giving them a place in your calendar and don't even think about skipping or cancelling. These new appointments on your calendar may include:

- Meal prep for the next day or week
- Workouts at home or at the gym
- Training sessions with your personal trainer
- Meal and fitness tracking
- Check ins with your support network

Shifting your mindset about these routine tasks to **a solid and scheduled commitment** can significantly reduce the chance that they'll be pushed off derailing your progress.

Practice positive thinking.

This goes back to having the right mindset, not just when you're getting started on your journey, but throughout



You can't live
a Positive life
With a
Negative Mind

Chapter 4: Week 3 - How to ensure success

your program. It takes practice and it takes a conscious effort every day. Spend some time each day reaffirming your vision for success, what it looks and feels like. Tune in to your belief that you'll succeed at this goal you've set for yourself. The more you think it, the more you believe it. The more you believe it, the more likely you are to succeed. Schedule the time in your calendar if you have to.

Don't leave your success to a dream and chance. Use these strategies to make **a solid and sustainable plan that will ensure your success!**



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4

Week 1-12 Articles: Week 4

Understanding calories

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

The term **'calories'** has many levels and applications, from the calories we eat, to the calories we burn through exercise. In order to get a real understanding of the term, a good place to start is with how it's defined.

The official definition of a calorie is "...the amount of heat needed to raise the temperature of a liter of water 1 degree." But in simplest

terms **it's the energy to perform work**. Energy in this case is not simply the subjective feelings one experiences (lack of energy meaning 'tired'), but literally **the fuel that every cell in your body needs** at any given time throughout the day. Yes, every cell! With fitness and exercise, a frequent misconception is that calories are only needed to fuel muscles and recovery. In reality, recovery and re-achieving energy balance pertains to your body as a whole, including muscular, immune, digestive and cardiovascular systems. Achieving energy balance then relates to your body as a whole, and it is the true meaning of optimal health. This is one of the most important messages your clients can learn during this program.



Chapter 4: Week 4 - Understanding calories

Calories are essentially the fuel that your body needs to function optimally. Half of the equation for your body's energy balance (calories in vs calories out) is the cornerstone of Evolution Nutrition. 'Calories-in' relates solely to the calories obtained from food throughout the day, and 'calories out' refers to your body's total energy expenditure. There are **three primary components** that make up your body's energy expenditure:

- basal metabolic rate (BMR)
- energy expended during exercise
- the thermic effect of food
(energy required to digest food)

Adding these three components together is the most accurate way of determining how many calories your body requires each day. When energy consumed and energy expended are close ON AVERAGE from day to day, then one is in energy balance. To remain in balance and maintain your

body weight, the calories consumed (from foods) must be balanced by the calories used (in normal body functions, daily activities, and exercise). Then for any desired change to body composition (weight loss/gain for example), a change in this balance is necessary, such as creating a positive (more energy in) or a negative balance (more energy out). The optimal way to approach this is from both sides, with fitness AND nutrition. So the new balance is achieved by adjusting both how many calories you are consuming, as well as how many calories you are expending.

Studies have shown that **including nutrition interventions with fitness training for weight loss is 400% more effective than with fitness training alone!** This combo is the cornerstone of the EN weight loss challenge and is best combo to help anyone achieve their health or fitness goal.

4

Week 1-12 Articles: Week 5

Macronutrients and water

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

Carbohydrates

- The main purpose of carbohydrates is to give us the energy we need to fuel our activities. This energy comes from the breakdown of starches and sugars to their simplest forms, which your cells can then easily convert to usable power. Although protein and fat can also supply you with energy, your cells prefer the calories from carbohydrates.
- Remember, carbs can come from fruits, vegetables, grains, not just the doughnut everyone's afraid of, and, in fact, some organs – your brain and kidneys, for example – have a specific need for a carbohydrate fuel source.

[Carbohydrates 101](#)


Protein

- Found in meats, milk, eggs, soy, legumes and whole grains, proteins supply your body with a pool of amino acids; the building blocks of all your cells. As part of muscle, bone and skin tissue, protein supports your body's structure.
- It also repairs cells if they become damaged and provides antibodies to cope with inflammation and infection. Your dietary protein helps keep your cellular machinery running smoothly.

[Protein 101](#)

Chapter 4: Week 5 - Macronutrients and water

Fat

- Fat supplies more than twice the calories per gram as protein or carbohydrate and is a highly concentrated source of energy your body can store for later. It provides structure to cell membranes and cushions your internal organs to help prevent damage to tissues.
- 
- Fat serves as a vehicle for delivering vitamins, and it can store these nutrients as insurance against a deficiency. Dietary fats can come from both animal and plant sources, with plant-based foods, nuts and fish offering a healthier version.

[Fats 101](#)

Water and Fluid (Hydration)

- Of the all nutrients in foods, the most important is water or fluid.
- It assists with maintaining normal body temperature, lubricates and cushions your joints, protects your spinal cord and removes wastes through urination, perspiration, and bowel movements. You need water to replace what your body loses through normal everyday functions.
- The easiest way (and pretty accurate) to assess water needs is simply to monitor thirst.

Chapter 4: Week 5 - Macronutrients and water

Thirst is the subjective experience that you feel when your hydration levels begin to drop. **However, thirst always lags behind actual hydration status**, so in many instances by the time you feel moderate thirst, it's too late to catch up. Especially if you're exercising in a warm environment.

THERE ARE SOME HELPFUL HYDRATION HINTS THAT ARE GOOD TO HELP PREVENT DEHYDRATION:

- Drink 17-20 ounces of water two hours before the start of exercise.
- Drink 7-10 ounces of fluid every 10-20 minutes during exercise.
- Drink 16-24 ounces of fluid for every pound of body weight lost after exercise.



4

Week 1-12 Articles: Week 6

Eliminate the hurdles

Author: **Tom Stacey** is a marketing consultant who specializes in developing the unique story you need to communicate with your perfect customer. Tom has worked with Hewlett-Packard, Robbins Research International, Qualcomm, *Nutrition Business Journal*, OneCoach and many others, in helping them clearly communicate their value in a cluttered world.

“Obstacles are those frightful things you see when you take your eyes off your goal.”

-Henry Ford

Many people resist making any effort to change their lives. Why? They believe it will take years of difficult work. Lose weight, get in shape? It's going to be hard, so why even try?

In reality, **it takes just a moment to change your life.** That moment when you decide to commit and follow through on your vision of a more compelling future. Your vision and commitment are the foundation that will lead to a better quality of life. But like any foundation, this is not enough. **You need structures in place that will enable you to change your behavior day to day.** What kind of structures? **The right resources, the right people, and the right attitude.** And here's a great start: Customized exercise and meal planning from a certified personal trainer; and your own persistence and determination.

Changing your life is not about wish fulfillment, and it requires more than positive thinking. Motivation might get you started, but you must keep yourself on track, which is a lot easier when you have your personal trainer in your corner. It also helps to be a realist who recognizes that anything worthwhile

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Chapter 4: Week 6 - Eliminate the hurdles

is not easy. Despite all your determination and perseverance, you are going to have setbacks. You're going to make mistakes, and have failures. There will be days when you just don't feel like it. What, besides the force of your willpower, is going to help you push through? The structures you put in place. Here are some things you can do to clear the hurdles you are bound to face on your way to better fitness:

Define your goals

Lose five pounds? Please. Make it a little harder than you think you can attain, and then go for it. Develop strength? Let's get a little more detailed. Talk to your trainer about your goals and how to measure your progress going forward.

Develop a detailed plan and stick to it

Are you going to do push muscles on Monday, pull muscles Tuesday, cardio on Wednesday? What are you going to eat and when are you going to eat it? How hard is hard enough? How much rest do you need? Consult your trainer and develop plans of attack for exercise, eating, rest and so on.

Manage your time

Align your day to get your most important things done. Eat, sleep, work, exercise, family time, down time. Obsessive-compulsive? You bet. The way to achieve your goals is to get obsessed and stay obsessed.

Take control

Are Doritos a trigger? Banish them from the house. Be just as scrupulous about what you tolerate in your mental environment: Pay attention to the self-talk that guides your focus. Are you labeling yourself unfairly?

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Chapter 4: Week 6 - Eliminate the hurdles

Ignoring the positives and dwelling on the negatives? Being aware of your mental habits is the first step to changing them.

Celebrate your wins

Develop a ritual celebration for when you reach an important milestone. A trip to Starbucks? A dessert cheat? Your favorite craft beer? In the meantime you have daily milestones to celebrate along the way. The feeling you get after a hard workout is its own reward. Get in the habit of giving yourself a well-earned pat on the back.



Commit to constant improvement As you get stronger and more fit, you become more capable, and your progress accelerates. Now you are taking control of your destiny and living the life you want. Trust your trainer to get you on the right track, and then follow the daily habits that are going to reward you with the outcomes you want. This is about developing new life habits, which is not always easy. If it was, everyone would do it, right? The fact is, everyone has a quitter inside, and a bad-ass inside too. Which one are you going to identify with?

Create a vision, and put structures in place to achieve it.

Be ready to adjust, adapt and overcome. As trite as it sounds, you must seize the day, every day. Starting today!

4

Week 1-12 Articles: Week 7

Take control of your environment

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

When we look at your daily schedule and routine it's safe to assume you can list three environments that comprise most of the places where you will be eating; eating at home, eating at work, or eating out. There are specific ways to manage these three spots that will help you gain control, not only of your environment, but more importantly gain control of your results.



General mealtime environment

A good starting point is controlling any mealtime environment. Here are some great ways to start.

- Fill half of your plate with vegetables, a quarter with lean protein, and a quarter with starch.
- Use smaller plates, bowls and glasses.
A smaller portion will look large when it is in a little dish.
- Politely refuse second helpings.
- When fixing your plate, limit portions of food to one scoop/serving or less.

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Chapter 4: Week 7 - Take control of your environment

During the week, the majority of time (for most people) is spent at home or at work. Both of these environments provide opportunities to stray a bit from your eating plan, but **there are proven techniques that will help you stay on track.**

Home environment

- Serve your plate of food at the stove or kitchen counter. Do not put the serving dishes on the table. If you do put dishes on the table, remove them immediately when finished eating.
- Eat only while sitting down at the kitchen or dining room table. Do not eat while watching television, reading, cooking, talking on the phone, standing at the refrigerator or working on the computer.
- Keep tempting foods out of the house — don't buy them.
- Keep tempting foods out of sight. Have low-calorie foods ready to eat.
- Have healthy snacks at your disposal, such as small pieces of fruit, vegetables, canned fruit, pretzels, low-fat string cheese and nonfat cottage cheese.



Chapter 4: Week 7 - Take control of your environment

Work environment

- Do not eat at your desk or keep tempting snacks at your desk.
- If you get hungry between meals, plan healthy snacks and bring them with you to work.
- During your breaks, go for a walk instead of eating.
- If you work around food, plan in advance the one item you will eat at mealtime.
- Make it inconvenient to nibble on food by chewing gum, sugarless candy or drink water or another low-calorie beverage.
- Do not work through meals. Skipping meals slows down metabolism and may result in overeating at the next meal.

Eating out and social eating

The last environment is social eating or eating out, and is many peoples downfall. Recent statistics have shown that the average frequency of dining out has continuously risen over the last decade, and many Americans and families choose to eat out upwards of three to five times per week. Temptations may be even greater than any other time during the day, and with the influence of company this can sometimes lead to some pretty bad choices for nutrition.



Chapter 4: Week 7 - Take control of your environment

WITH THE FOLLOWING TIPS, YOU CAN GREATLY IMPROVE YOUR EATING HABITS, ANYWHERE!

- Do not arrive hungry. Eat something light before the meal.
- Try to fill up on low-calorie foods, such as vegetables and fruit, and eat smaller portions of the high-calorie foods.
- Eat foods that you like, but choose small portions.
- If you want seconds, wait at least 20 minutes after you have eaten to see if you are actually hungry or if your eyes are bigger than your stomach.
- Limit alcoholic beverages. Try a soda water with a twist of lime.
- Do not skip other meals in the day to save room for the special event.



4

Week 1-12 Articles: Week 8

Eating out and on the go

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

Let's face it, you don't live in a bubble.

In a perfect world you'd be able to blink and have your nutritionally perfect meal appear, whenever and wherever, but that's not real life. Success in the real world requires concrete strategies to not only keep you on track in achieving your health, fitness and nutrition goals, but also to support you in maintaining those achievements for the long term.

Navigating the world away from home is a big piece of the nutrition success puzzle. Away from the safety of your well-stocked fridge, it can be an often-confusing test of willpower to eat on plan.

It doesn't have to be. **These strategies for healthy eating away from home can set you up for success** wherever you may find yourself.

On the go

Life can be pretty hectic and that isn't going to change to accommodate your health goals. Whether it's an appointment that runs long, a last-minute meeting, rush-hour



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Chapter 4: Week 8 - Eating out and on the go

traffic or an unexpected wave of hunger, life is going to throw it all at you. Be prepared for those curve balls with healthy, ready-to-eat snacks that fit within your meal plan. **Nuts, fruit and protein bars** are all an easy fit into any bag and satisfy hunger when you need to eat RIGHT NOW.

Travelling

Don't fall into the common travel trap of throwing your nutrition plan goes out the window. This mindset can sabotage your best efforts and who wants to start from square one after vacation? It's easier now than ever to make your nutrition program a priority when travelling, thanks to the availability of health-conscious hotel amenities, healthy food choices on the road and nutrition information just about everywhere.



Here's how

- Take advantage of hotel refrigerators to store healthy snacks such as low-fat yogurts and fruit. The hotel staff is usually happy to point you towards the nearest market to stock up.
- Make meal plan-friendly choices at the breakfast buffet such as whole-grain cereals, hard-boiled eggs, skim milk and fruit.
- Choose [restaurants](#) near your hotel and on the road that offer nutrition information and healthful meals that are calorically equivalent to the meals within your plan.
- From airports to hotels to restaurants, stick to healthful ingredients like lean proteins, whole grains and vegetables.

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Chapter 4: Week 8 - Eating out and on the go

Restaurants

Restaurants may be the first thing you're tempted to forgo to stay on your plan, but giving up [eating out](#) entirely is going to be a pretty tough strategy to maintain in the long run.

INSTEAD, FOLLOW THESE TIPS TO ENJOY EATING OUT WITH YOUR HEALTH GOALS IN MIND:

- Make special requests – Ask for high calorie sauces, dressings, condiments and toppings on the side.
- Choose meals with lean protein, vegetables, fruit, low-fat dairy, and/or whole grains.
- Stick to water and tea that refresh with far fewer calories than soda, juice and alcoholic beverages.
- Split meals with a friend or ask for a to-go box to keep large restaurant portions in check.
- Avoid fried foods that are often high-calorie choices providing little nutritional value.
- Ask about preparations: Is it baked, broiled, fried? Is it cooked in oil or butter?
- Ask to see the nutrition information now available at many restaurants.



Forget the deprivation. When it comes to living healthy and making day-to-day choices in the real world, it's all about preparation and concrete strategies to achieve your health and fitness goals.

4

Week 1-12 Articles: Week 9

Shop for success

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

Errands, errands, and more errands! Grocery store shopping doesn't have to be yet another dreaded errand. Think of it instead as a place that can help you meet your goals when you choose some of the healthy foods your store has to offer. Enjoy exploring new foods as you learn about nutrition along the way. Follow these simple tips for successful grocery store shopping:

Never arrive on an empty stomach

If you do, everything the store has to offer will be tempting. If you arrive to the store without being famished you will be less likely to give into temptation and much more likely to make healthful choices and stick to your shopping list instead. That brings us to tip #2...

Bring a shopping list

Whether it is typed into the notes on your smartphone or on a sticky note, having a list will help you stay on track with what it is you plan on eating for the week. Your Evolution Nutrition meal plan makes grocery shopping even easier by including the shopping list at the end of your plan. Not only will bringing a list help you stick with



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Chapter 4: Week 9 - Shop for success

your meal plan, it will also help to keep your budget in check since you won't be buying food items you don't need.

Shop the perimeter of the store

Most of the items in your meal plan will be located around the perimeter of the store. That's usually where you will find the fresh fruits and vegetables, low fat dairy products, and meat, fish and poultry. You will still need to stop by the center aisles to find other items from your list, such as whole grains and almond or peanut butter.

Add it to your calendar

Along with your next training session, go ahead and add the next planned grocery store trip to your calendar. This way, instead of making an excuse for not going to the store, you are more likely to go. Choose a day and time that works well with your schedule, maybe your day off so that you don't talk yourself out of going after a long day at work. Try to be consistent with your grocery store shopping and before you know it, it will be part of your weekly routine.

Waste not, want not

Now that you have spent time doing your grocery shopping, don't just throw everything in the fridge. Instead, wash the fresh produce so it is ready to use. Chop or dice produce like carrots and celery ahead of time.



Chapter 4: Week 9 - Shop for success

If you purchase extra chicken or meat, portion the excess into freezer bags and freeze for future use. Taking these extra steps when you arrive home from the store will make it less likely to have expired meat and wilted produce in your fridge at the end of the week.

Look at the nutrition facts

Don't blindly put items into your cart even if they sound healthy or make healthful claims on the packaging. Use the nutrition facts panel to help you make informed choices. Keeping nutrients like trans fat, for example, out of your cart and diet is always a good idea. Generally speaking, avoiding items with long ingredient lists is also a good plan. Choose wholesome, less-processed ingredients as your nutritional foundation.



Nutrition	
Typical Values	per
Energy Value	180
(Calories)	40
Protein	0.5 g
Carbohydrate	9.0 g
(of which Sugars*)	9.0 g
Fat	0.1 g
(of which	
Fibre	
Sodium	
Salt	
Vitamin C	
(% of the R.D.A.)	

4

Week 1-12 Articles: Week 10 Plan

Author: Lauren Rezende, M.P.H., RD. Lauren is a registered dietitian with a master's degree in public health from the University of California, Los Angeles and a bachelor's degree in foods and nutrition from San Diego State University. Prior to joining Evolution Nutrition, Lauren worked in restaurant nutrition, clinical dietetics and held college-level teaching positions at San Diego State University and community colleges, teaching sports nutrition, advanced nutrition and food science courses.

Planning ahead will help yield positive results! Gone are the days of waiting until the last minute to decide what you are going to eat. By then, you are ravenous and the next stop will be the drive-thru or the microwave to heat up a frozen TV dinner. As the name implies, **your meal plan, will take the guess work out of your next meal** by providing you with a road map of how to eat.

FOLLOW THESE TIPS TO HELP YOU STICK TO THE PLAN:

Shopping

This is the foundation for being able to plan ahead for your meals. Follow the tips in Week 9 and go grocery shopping on your day off. Purchase and prep all of the foods you will need for the week.

Pack your lunch the night before

work. Avoid adding one more thing to do during the morning rush. Measuring, weighing, or preparing the items for your lunch the night before will save you time in the mornings and ensure you don't walk out the door without that brown bag.



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Chapter 4: Week 10 - Plan

Prepare recipes in advance

If your meal plan has recipes, make the recipes in advance during your day off and keep them in the fridge until you are ready to eat them. On a busy weeknight, only having to heat up these dishes in the microwave will save you a lot of time.

Cook more than you are going to eat.

Since the BBQ is already on, you might as well grill a few extra chicken breasts to use later on during the week. Having these precooked ingredients available will come in handy later when you are throwing together a stir-fry or needing a topping for a salad.

Buy in bulk

Purchasing items in bulk is a good way to save money in the long run. Freeze fillets of fish or chicken tenders to avoid a last-minute trip to the store in the middle of the week.

Stock your freezer

Frozen fruits and vegetables are a great alternative to fresh produce. They are inexpensive and last a long time in the freezer! Make sure you choose the frozen fruits that have no added sugar and the frozen vegetables that don't have any added sodium or fats.



Chapter 4: Week 10 - Plan

Stock your pantry

Keep your pantry fully stocked with non-perishable items. Basic ingredients like canned tomatoes, oats, brown rice, and dried herbs and spices are always good to have on hand. Also, do not forget condiments such as olive oil and vinegar.

Purchase produce that is in season

No need to go from store to store trying to find a particular fruit or vegetable. Instead, select produce that is in season and easy to find. Not only does this save you money in the end, but produce that is in season tends to taste better too.

Pre-packaged fruits and vegetables

On weeks when you know you will be short on time, you may want to spend a little extra money and purchase the prewashed and prepped vegetables and fruit. Using the lettuce in a bag will save time when you go to make that salad for dinner.



4

Week 1-12 Articles: Week 11

Create lasting change

Author: **Tom Stacey** is a marketing consultant who specializes in developing the unique story you need to communicate with your perfect customer. Tom has worked with Hewlett-Packard, Robbins Research International, Qualcomm, *Nutrition Business Journal*, OneCoach and many others, in helping them clearly communicate their value in a cluttered world.

“All meaningful and lasting change starts first in your imagination and then works its way out. Imagination is more important than knowledge.”

-Albert Einstein

What is your vision? Get clear on what you want your outcome to be.

Why are you doing it? Sure, you may want to make a change, but if you're not clear why, you're going to lose enthusiasm fast, and some new task is going to take its place.

Get focused. Strip away everything you can that doesn't support your vision.

Get honest with yourself. The easiest way for us to do this is by objective measures. Make them clear yes or nos. Did I eat breakfast? Did I workout today? Whatever you believe supports your vision. Get honest, and you'll find commitment easier to come by.

Take some notes. How is it going, how are you feeling, what support do you want or need?

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Chapter 4: Week 11 - Create lasting change

When you want to bring about lasting change in your life, you [start with a compelling vision](#) and then add a sense of mission. We all know what it means to be on a mission: It means you move forward with unrelenting focus and determination to reach your goal.

Does that sound intense, hard-core? It might be. But how else are you going to keep your eye on the ball? We live in the age of distraction. Shiny objects are everywhere, stealing our focus and leading us into alleys of irrelevance and temptation. Fitness fads and miracle weight-loss formulas are the tip of the iceberg. Scratch the surface and you'll discover that unless you **determine your own priorities**, there's a long line of people who will determine them for you.

So you must decide what you really want. Then, whether you're saying 'no' to the distractions, or 'yes' to the goal, having a sense of mission is a powerful way to **make your new habits stick and create the lasting change you want in your life**. When you have a sense of mission, you have a commitment to something bigger than yourself, and bigger than the distraction in front of you. Your sense of mission is a promise to yourself.

PRIORITIES



1.

2.

3.

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Chapter 4: Week 11 - Create lasting change

You keep that promise, because you believe in your vision of the future. How do you develop your sense of mission? A mission exists in support of a purpose. You can get deep and spiritual about this, or if that's uncomfortable for you, you can try to keep it superficial. But to **uncover your purpose** you must explore and get clear on the question of 'why?'

- Why do you want to be fit and healthy? Why is it important to you to look good, feel good and have more energy? (Presumably because you want to do things and you will be more capable of doing them well. What are those things you really want to achieve in life – what's on your bucket list?)
- Why do you want to achieve the things that you want to achieve? (Is it to distinguish yourself? To advance a particular cause? To leave a legacy for your family?)

See? It can get deep and spiritual. Or it can simply be practical and straightforward. But when thinking about the purpose that's going to drive your sense of mission, don't be modest. For your mission to be powerful, it has to have some juice. Whatever you uncover as your calling, elevate it. Determine that you are going to be the best you can possibly be, then go for it.

Now you can get down to brass tacks. You can decide **what's really important in your life**, and strip away the rest. When you're in pursuit of a goal and a vision, less is more. **Be ruthless, be selfish and be disciplined.** Put in place the resources that will enable you to succeed: Your trainer, your diet and training schedule, your training partners, gym, etc.

Chapter 4: Week 11 - Create lasting change

Have the awareness to step back now and then and ask: “Do I really want to be doing this? Is it helping me achieve the goals I’ve identified as most important to me?”

You are going to have to make tradeoffs, we all do. But when you are aware of those tradeoffs you can start to minimize them, and **optimize your progress toward your goals.**

We measure our lives by the calendar, day by day. Get in the habit of asking yourself at the end of the day: What did I do today? Did I make progress towards my most important goals? **Be mindful** that the days add up to months and years, and before you even realize it, decades.

You are improving your health, your relationships, your capabilities. You are starting to **take charge of your life.** You have a vision, a mission, a purpose and a plan. Years from now you will look back and say: “That’s when it all started.”



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4

Week 1-12 Articles: Week 12

Keeping momentum

Author: **Tom Stacey** is a marketing consultant who specializes in developing the unique story you need to communicate with your perfect customer. Tom has worked with Hewlett-Packard, Robbins Research International, Qualcomm, *Nutrition Business Journal*, OneCoach and many others, in helping them clearly communicate their value in a cluttered world.

*“I can accept failure; everyone fails at something.
But I can’t accept not trying.”*

-Michael Jordan

You’re on your way to better physical fitness: You’ve know where you’re going, and you’ve got the resources you need to get from here to there: your vision, mission and purpose as you’ve defined them; a detailed diet and workout plan; and your trainer to help you implement all of it.

Yet you stall. It happens, right? You work hard, get everything going in the right direction, generate dramatic results... and eventually your performance levels off and you hit a plateau.

Or you sustain a small injury, or just get bored with your routine. Progress becomes more difficult, and maybe you get frustrated and your commitment wanes a bit.

This is just one of the reasons you have a personal trainer. Someone you trust, who can remind you



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Chapter 4: Week 12 - Keeping momentum

why you're doing this and can help reinvigorate your workout, refocus you and keep it fresh and fun. While this is an important part of what your fitness professional delivers, remember that you're working together; it wouldn't be fair to ask your trainer to shoulder the entire burden of keeping you motivated and on track.



For your part, **you must bring your best effort every day**, and maintain your commitment to constant improvement – even when you hit the plateaus.

This is a matter of your attitude, and that's on you and no one else. So how do you keep it positive, and keep yourself moving forward? A common strategy is to recite or **put up posters of inspirational quotes** like:

“QUITTERS NEVER WIN
AND WINNERS NEVER QUIT.”

“FALL DOWN FIVE TIMES;
GET UP SIX.”

And so on – you know, the stuff your high school coaches plastered on the locker room walls. If these speak to you and you can adopt one (or your

Chapter 4: Week 12 - Keeping momentum

own inspirational insight) as a mantra that works for you, fantastic. But if your mantra gets tired, or overly simplistic statements just don't work for you, here are some things you can do to **take control of your mindset and keep the momentum going.**

Remind yourself why you're doing this.

You committed to better fitness for a good reason – or a lot of them. Maybe it was to lose weight, or to fight a specific condition. Whether it's heart disease, diabetes, arthritis, cancer, depression or a multitude of other culprits, better fitness will help you fend off disease and live a happier, healthier, longer life. That alone makes it a habit worth keeping.

Change it up

Maybe you like the predictability of the same workout. Even so, your body wants you to do something different. If you run for cardio, get on the bike or try the rowing machine. Is it time to throw in some yoga or TRX? If you exercise by yourself, try a boot camp or other class. Consult your trainer for the smartest way to add some variety to your routine.



Chapter 4: Week 12 - Keeping momentum

Bring your curiosity

Achieving better fitness is a journey, and every journey has unknown twists and turns ahead. As you become more fit and capable, your world changes. When you are committed to constant improvement, you **start looking**, even at a subconscious level, **for opportunities to improve** – and as improve physically, you may find impetus to improve in other realms, including financial, emotional, social, spiritual, etc. Doors that were closed start to open. Have a sense of wonder, and you'll start to notice wonderful things.

Express your gratitude.

When you work hard to reach optimal fitness, you don't take it for granted. You've earned it for sure, but it's also a gift that not everyone has the time and resources to pursue. Be thankful, and think about how you can pay it forward.

Your fitness ultimately makes you more capable of making your mark on the world. **What will you do with that?**



5

Definitions

ASPECTS OF NUTRITION

Balance

You're getting the right amount of the right things and limiting the things that can have a negative effect on your health.

Calorie Control

This isn't about just reducing calories; it's about making sure you have the right amount of calories throughout the day to keep your system working effectively.

Moderation

You don't take in an excess amount of those things that can have a negative impact on your health.

Variety

Ensure proper nutrition, but also eliminate the monotony of a diet. Variety is the spice of life!

Adequacy

Make sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis.

Chapter 5: Definitions

NUTRITIONAL MACRONUTRIENTS

Macronutrients are any of the nutritional components of the diet that are required in relatively large amounts: protein, carbohydrate, fat.

Carbohydrates

The main purpose of carbohydrates is to give us the energy we need to fuel our activities. This energy comes from the breakdown of starches and sugars to their simplest forms, which your cells can then easily convert to usable power. Although protein and fat can also supply you with energy, your cells prefer the calories from carbohydrates.

Remember: carbs can come from fruits, vegetables, grains — not just the doughnut everyone's afraid of. In fact, some organs (your brain and kidneys, for example) have a specific need for a carbohydrate fuel source.

Protein

Found in meats, milk, eggs, soy, legumes and whole grains, protein supplies your body with a pool of amino acids, which are the building blocks of all your cells. As part of muscle, bone and skin tissue, it supports your body's structure. It also repairs cells if they become damaged and provides antibodies to cope with inflammation and infection. Your dietary protein helps keep your cellular machinery running smoothly.

Chapter 5: Definitions

Fat

Fat supplies more than twice the calories per gram as protein or carbohydrates and is a highly concentrated source of energy your body can store for later. It provides structure to cell membranes and cushions your internal organs to help prevent damage to tissues. Fat serves as a vehicle for delivering vitamins, and it can store these nutrients as insurance against a deficiency. Dietary fats can come from both animal and plant sources, with plant-based foods, nuts and fish offering a healthier version.

VITAMINS

an organic compound essential in minute amounts essential to general growth and health.

Vitamins and Minerals

These are small-molecule food components you need in order to support your health. Vitamins are involved in energy production, healing wounds, eye and skin health, bone formation and immunity. Minerals provide structure to your skeleton, maintain your cardiovascular health, and help



Chapter 5: Definitions

maintain your nervous system. Eating a well-balanced diet with a variety of fruits and vegetables helps ensure you have plenty of these nutrients in your body.

WATER AND FLUID

Of all the nutrients in foods, the most important is water or fluid. It assists with maintaining normal body temperature, lubricates and cushions your joints, protects your spinal cord and removes wastes through urination, perspiration, and bowel movements. You need water to replace what your body loses through normal everyday functions.



6

Top 10 nutrition myths

1. Fat is bad.

The fact is: we all need fats. The trick is to consume fat in mild to moderate amounts, not in excess. Fats aid in nutrient absorption and nerve transmission, and they help to maintain cell membrane integrity. But all fats are not created equal. Fats such as mono- and poly-unsaturated fats help to lower total cholesterol and LDL (bad) cholesterol while increasing HDL cholesterol (the good cholesterol). Foods like nuts, avocado, olive oil, salmon and fish are all great sources of these healthy fats.

**2. Late-night snacking will make you gain weight.**

Late-night snacking can lead to weight gain, but it's not due to the time on the clock. The trouble is that after-dinner snacking can lead you to eat more calories than your body needs in a day, especially if you're having high-calorie snack foods and sweetened beverages. If you usually get hungry for an evening snack, try eating dinner a little later. Still hungry? Sip on water with a squeeze of lemon, or go for small portions of healthy choices, like a piece of fruit or something similar.

3. Cutting out carbs is the best way to lose weight.

The key message that most low-carb diets promote is that carbohydrates promote insulin production, which in turn results in weight gain. Cutting carbs therefore means losing weight, right? *WRONG!* You might see short-term

Chapter 6: Top 10 nutrition myths

changes, but these are primarily from a change in water balance (water loss) with the loss of glycogen (carbohydrate stores). The truth is that low-carb diets are often calorie-restricted, so it's creating an overall negative energy balance (taking in fewer calories than you are using) and promoting weight loss. The trick is not to totally eliminate carbs, but to choose healthy ones, like fruits, vegetables, and even legumes (dried beans, peas and lentils), to make sure you're getting the healthiest balance of all macronutrients.

4. Fruit has too much sugar and should be cut out with other sugars in the diet.

It's true that fruit has naturally occurring sugars, but it is also chock full of vitamins, minerals and fiber, which are all important for good health. Choosing more vegetables and fruit, naturally sweetened by Mother Nature, can help you maintain your weight and reduce your risk of developing chronic diseases. Enjoy whole, fresh, frozen or canned fruit each day. And aim to limit foods that are high in added sugars but low in nutrients, like candies, cookies, chocolate treats and sweetened soft drinks. Try satisfying your sweet tooth with fruit or yogurt topped with berries.

5. Skipping meals is an easy way to lose weight.

In theory, skipping one meal while keeping everything else in your diet the same will help you lose weight. But, when you skip a meal, you're eating pattern changes and you tend to overeat and overcompensate later (like your late-night snack) which will likely lead to weight gain. And if you start skipping meals, your body will start to think you're in starvation mode and will actually slow down your metabolism to compensate. When it comes down to it, it's really about energy balance (calories in vs. calories out) and meal timing for optimal health

Chapter 6: Top 10 nutrition myths

and fitness. Eating more frequently will actually keep your engine running at its optimal best.

6. 'Low-fat' or 'fat-free' means lower calories.

A serving of low-fat or fat-free food may be lower in calories than a serving of the full-fat product, but most processed low-fat or fat-free foods have just as many calories as the full-fat versions of the same foods, and often can have even more. On top of that, many of these foods contain added flour, salt, starch, or sugar to improve flavor and texture after the fat is removed. This can offset energy balance as much as any type of food, so being aware of nutrition labels is critical when grocery shopping.

7. The 'eight glasses of water per day' myth.

You should replace water lost through breathing, elimination and sweating each day, but that doesn't necessarily total 64 ounces of water. If you're exercising, this could in fact be much higher. Water intake needs are as individual as calorie and energy needs, so it's best to use your own body's signals, like thirst and urine color, to make sure you're taking in enough fluid from foods and liquids. Remember: a lot of the foods we eat are full of the water we need.

8. As long as you're eating healthy foods, calories really don't matter.

The most important factor with regards to calories and weight management is



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Chapter 6: Top 10 nutrition myths

energy balance (calories in vs. calories out). The overall principle doesn't change all that much depending on the types of foods we eat. Whole-wheat pasta (or bread, pie crust, whatever) has just as many calories as “regular” pasta. Same goes for brown and white rice. Avocados, nuts and olive oil deliver heart-healthy fats — but they are very calorie-dense. Red wine and dark chocolate may be full of antioxidants, but if you indulge every day without accounting for their calories, you're going to gain weight.

9. Going on a diet is the best way to lose weight.

In the short-term, you do lose weight on any plan that results in your eating fewer calories than you need. But temporary results don't lead to long-term results. This is because they are not lifestyle changes; they are a goal on a calendar. Hence the famous ‘rebound’ weight gain after diets are over. The best way to lose weight is to view it as one of the outcomes of a new approach to eating, and understanding nutrition as a major factor of your total health, not focusing on weight loss as the only goal. No one's been on a diet forever, but a lot of people eat right day after day with great results.

10. Healthy food costs more (too much).

With some planning and wise choices, you can create tasty, healthy and affordable meals. To get the most value, choose foods that are big on nutrients and low on cost. Many healthy staple foods can be lower-cost items, including bulk flours and whole grains, in-season fresh produce, eggs, legumes (dried beans, peas and lentils), powdered milk, and sale-priced frozen or canned vegetables, fruits and fish. Scanning flyers for specials, stocking up on sale items and cooking meals from scratch can all save you money.

7

Calculations

Resting Metabolic Rate (RMR):

Resting metabolic rate is the energy required to stay alive with virtually no activity. Therefore, your real metabolic rate is always significantly higher than your RMR due to your daily activity, however minimal it might be.

RMR within the program is calculated using the average of two formulas

(shown in research to be the most accurate estimation of RMR:
Harris-Benedict & Mifflin-St. Jeor)

**Male RMR
(average of two formulas)**

Mifflin-St Jeor:

$$10 \times \text{Weight (kg)} + 6.25 \times \text{Height (cm)} - 5 \times \text{age (years)} + 5$$

Harris-Benedict:

$$66.47 + 6.23 \times \text{weight (lbs)} + 12.67 \times \text{Height (Inches)} - 6.76 \times \text{age (years)}$$

**Female RMR
(average of two formulas)**

Mifflin-St Jeor:

$$10 \times \text{Weight (kg)} + 6.25 \times \text{Height (cm)} - 5 \times \text{age (years)} - 161$$

Harris-Benedict:

$$655.1 + 4.34 \times \text{weight (lbs)} + 4.69 \times \text{Height (Inches)} - 4.68 \times \text{age (years)}$$



Chapter 7: Calculations

Energy Expenditure (EE):

EE is used to calculate your total energy requirements for a particular day.

Option 1 - EE estimated

Overall Energy Expenditure can be estimated by selecting one of five general levels of daily activity. The following are the standards in the Exercise Physiology field for calculating Total Energy Expenditure (TEE), based on the American College of Sports Medicine (ACSM) Guidelines



Low:

Little to no exercise

Recommended Calories = $\text{RMR} \times 1.2$

Low-Medium:

Light exercise (1-3 days per week)

Rec. Calories = $\text{RMR} \times 1.375$

Medium:

Moderate exercise (3-5 days per week)

Rec. Calories = $\text{RMR} \times 1.55$

Medium-High:

Heavy exercise (6-7 days per week)

Rec. Calories = $\text{RMR} \times 1.725$

High:

Very heavy exercise

(twice per day, heavy workouts)

Rec. Calories = $\text{RMR} \times 1.9$

Option 2 - EE detailed

Your overall energy needs are calculated based on specific exercises you log, each with a specifically assigned Metabolic Equivalent (MET) that calculates your particular energy expenditure.