



## FITNESS & NUTRITION EXPERT PROGRAM

**FITNESS SESSION 3:**  
Creating healthy habit coaching programs



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### Before we get ready to rock, just a few things:

- 1. Please make sure all phones are muted.**
- 2. In case of tech probs, this is what to do:**
  - If you get kicked out or power out, just log back in
  - If we get kicked out or power out, we will email you a back up link to log in to asap to continue on class.
- 3. Access to live class recordings:**
  1. Each class is taped
  2. Links to access the recordings will be sent a max of 48hrs post class
- 4. We heart questions!**
  - Please type all questions in the chat box. If you want your question to be anonymous, please just send to "HOST"



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## Nutrition Session 3: What we are going to cover

**NUTRITION MYTHS, CLEAN EATING & INTUITIVE EATING**

**INTRODUCTION TO FLEXIBLE EATING / DIETING**

- What is IIFYM and why it works

**HOW TO COACH YOUR CLIENTS IN HEALTHY EATING HABITS**

- Learn how to help your clients eat better and why
- What you can and can not coach in

**NUTRIENT DEFICIENCIES, TIMING AND LABELS**

**PORTION CONTROL, MEAL PREP & KITCHEN MAKEOVER**

- Easy tools for clients to set up for success

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**Nutrition Session 3: What we are going to cover** 

**GLORIOUS GREEN SMOOTHIES**


- The ultimate fast food and how to create them perfectly balanced

**PROTEIN POWDERS**

- What they are and how to select

**HOW TO BUILD HEALTHY HABIT PLANS FOR YOUR CLIENTS**

- Now it's time to put it all together!



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SUCCESS COMES WHEN YOU ACT WITH:

**COMMITMENT**  
**CONSISTENCY**  
**& COURAGE**



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**What you need before we start:** 

1. Water
2. Put your finger tips together
3. Take 3 deep breaths



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## WHEN IT COMES TO EATING FOR GOALS, WHAT HAVE YOU HEARD?

- "Don't eat more than 1500 calories"
- Don't eat after 7pm or you will gain weight
  - Only eat small meals / day
  - Don't eat foods that are "unclean"




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## What is clean eating?

*Definition from Clean Eating Magazine*


"The soul of clean eating is consuming food in its most natural state, or as close to it as possible. It is not a diet; it's a lifestyle approach to food and its preparation, leading to an improved life - one meal at a time."


**PROS**

- Focuses on whole food in its natural state

**CONS**

- Can lead to the idea of being PERFECT which leads to bingeing or orthorexia
- There are no standards to measure (Is an apple aka a whole food clean eating that has been sprayed with pesticides?)
- You will still not reach your goals if eating unbalanced macros but "clean" foods






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## What is intuitive eating?

*Definition from Intuitiveeating.com*

Intuitive eating is an approach that teaches you how to create a healthy relationship with your food, mind, and body--where you ultimately become the expert of your own body. It's knowing that your health and your worth as a person do not change, because you ate a food that you had labeled as "bad" or "fattening". The underlying premise of Intuitive Eating is that you will learn to respond to your inner body cues, because you were born with all the wisdom you need for eating intuitively. On the surface, this may sound simplistic, but it is rather complex

**PROS**

- Focuses on the emotional relationship with food and your body

**CONS**

- Doesn't take into account the quality or nutrition
- No way to track what you are eating for reaching goals






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### What is flexible dieting?

*Definition of Flexible Dieting*

According to Evidence Magazine, Flexible dieting has several different interpretations, but their definition is:

1. Modifying your diet based on your preferences, goals, and tolerances.
2. Letting yourself enjoy your favorite foods in moderation without feeling guilty or deprived (You should never feel guilt!)
3. Staying calm and sticking to your diet if you do overeat, or have something
4. Focusing just as much on maintaining fat loss as on achieving it.



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### Flexible dieting is also known as IIFYM

**“IF IT FITS YOUR MACROS”**


The idea of IIFYM is that you can eat whatever you want as long as it fits in the macronutrients you have calculated for your goals

**PROS**

- It is calculated to YOUR specific needs, activity level & body
- It is maintainable for the long haul
- You still get your nutrients but with balance! (It is hard to fit your macros with all junk)

**CONS**

- Many peeps eat too much junk (remember all calories / macros are NOT created equal)
- Requires a lot of time and diligence



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### There are 2 ways of coaching we are going to learn in this program:

1. How to coach for healthy eating, healthy habits & lifestyle recommendations
2. How to coach using macro based, individualized plans



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### What can you NOT coach on?

If you are not a registered dietitian or doctor, you CANNOT:

- prescribe diets or nutritional supplements to treat medical and clinical conditions;
- prescribe diets to treat symptoms of medical and clinical conditions; nor diagnose medical conditions.



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### What CAN you coach on?

- encourage clients to eat real, whole foods
- educate clients about the **benefits of protein, healthy fats, and other macronutrients**;
- offer clients recipes or **demonstrate food prep skills**;
- let clients know about **evidence-based nutritional supplements that might augment their healthy lifestyle**;
- educate them about the **pillars of good nutrition and provide them with strategies to improve their eating habits**;
- help them choose the right **foods to eat before and after workouts**;
- suggest that clients drink **water to stay hydrated**;
- share **resources from recognized nutrition organizations** such as The Academy of Nutrition and Dietetics;
- present **nutritional information in an accessible, down-to-earth way** that makes sense to clients – that engages them rather than makes their eyes glaze over.



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### How can we get our clients to a place of healthy eating?

1. **Review their current eating habits**
  - Clients to fill out a 3 – 7 day food diary to give you a true picture of their eating and drinking habits
2. **Educate them...knowledge is power!**
  - Explain blood sugar and how each macro works in the body (send resources & links!)
  - Green Smoothies, protein powders
  - How to read labels
3. **Create a Healthy Habit Guide for to incorporate the following:**
  - Real, whole foods
  - Complete in 3 Rule – focusing on healthy fats, lean protein & low impact fibrous carbs
  - Portion Control
  - Sample Meal Plan and grocery guide of what are GOOD meal choices
  - Incorporate green smoothies for nutrition
  - Nutrient timing, fibre goals and hydration goals



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## Nutritional deficiencies, timing, and other strategies for fat loss

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### Nutritional deficiencies

When your body doesn't have the right nutrients (macro & micro), it suffers

*Dietary deficient:* not getting the right nutrients, in the right amounts, to get the best results.

**Common deficiencies include:**

- water (low-level dehydration)
- vitamins and minerals
- protein (particularly in women and in men with low appetites)
- essential fatty acids (95% of the population is deficient here)

Percentage of U.S. Population NOT meeting the RDA

Protein	15%
Iron	21%
Meat	24%
Omega	28%
Water B12	30%
Calcium	31%
Fiber	34%
Vitamin B6	35%
Zinc	42%
Vitamin C	48%
Vitamin A	55%
Magnesium	68%
Copper	72%
Folate	75%
Vitamin E	80%

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## Nutrient timing: It doesn't have to be confusing!

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### What is nutrient timing?

It is a concept of when / what time you should eat certain macro nutrients (ie protein, carbs & fat) to maximize goals and performance

To the average person who is not exercising, the principles of nutrient timing are not very important.

For some who is looking to lose weight, build muscle or an athlete, it can help to reach their goals quicker.



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### What's The Difference? TIMING!

Is Sugar Toxic?



"Sugar is not just an empty calorie. It's a poison by itself."

Robert Lustig, M.D.

New York Times 4/2011

THE FUTURE OF SPORTS NUTRITION

### NUTRIENT TIMING



"Sugar is more effective than protein in preventing protein degradation in the muscle if properly timed"

John Ivy, Ph.D. & Robert Portman, Ph.D.

Foreword by William Kraemer, Ph.D.

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### Nutrient timing tips for carbs

1. Do not eat a huge meal before working out
2. Eat your carbohydrates within 1 – 2 hours AFTER exercise. This will make sure they are used effectively instead of stored.
3. Limit refined carbs and focus on lots of low impact veggies (think leafy greens, cucumbers, zucchini, cauliflower, broccoli...low starch...with every meal)
4. Both carbs and fats are sources of energy.
  - If eating a higher healthy carb meal, go lower on fats.
  - If eating a higher healthy fat meal, go lower on the carbs



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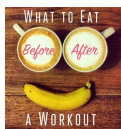
### How to eat pre-workout



*Note: You do not have to eat pre workout especially depending on type.*

#### BEFORE YOUR WORKOUT

- Eat a meal of carbs prior to a workout within 1 hour
- Both carbs and fats are energy sources to FUEL your workout
- Example: banana



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### How to eat post-workout



Eat the "right" foods within 1 hour of training to restore energy in the muscles

#### Eat a snack that contains protein & carbs

Carbs replenish lost glycogen stores (energy stored in muscles)  
Protein aids in muscle repair & recovery  
The snack should be 2:1 ratio of carbs to protein (ex 40g carbs to 20g protein)

Aim for 200 -300 calories for every hour of exercise post workout for amazing results

Example: Whey protein green smoothie with lots of fruit!

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**Hydration station!**

- Aim for 3 L of water everyday
- Drink an extra 750ml to 1.5 L extra on workout days
- **No plastic bottles!** Look for BPA free and use filtered water when possible...its better for you and saves the environment ☺



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**Water tips for your clients**

- Follow the FIT CHICKS water bottle trick
- Helps with constipation (as we up fibre we need more water!)
- Sometime thirst is confused with hunger, so if drinking enough we do not overeat
- Can also help curb appetite
- If bloated, drink more water



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**Food labels:**  
How to read them and what is coming



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Hand Symbol	Equivalent	Foods	Calories
	Fist 1 cup	Rice, pasta Fruit Veggies	200 75 40
	Palm 3 ounces	Meat Fish Poultry	360 360 360
	Handful 1 ounce	Nuts Raisins	170 85
	2 Handfuls 1 ounce	Chips Popcorn Pretzels	150 120 100
	Thumb 1 ounce	Peanut butter Hard cheese	170 100
	Thumb tip 1 teaspoon	Cooking oil Mayonaisse, butter Sugar	40 35 15

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### Serving Sizes Based on Your Hand:

**1 fist = 1 cup**  
The size of your fist also = 1 medium-sized whole fruit

**Palm = 3 oz. of meat, fish or poultry**  
\*For also heard this measurement equated to the size of a deck of cards.

**Index finger (1st joint to 2nd joint) = 1 inch**  
2 teaspoons = 1 tablespoon

**Thumb (tip to base) = 1 oz. of cheese**

**Thumb tip = 1 teaspoon**

**Handful = 1-2 oz. of snack food**  
I think this is a great one!  
How often do we have a snack like this and not handful after handful?  
Now we know that ONE handful is enough!

**1 tennis ball = 1/2 cup**  
1/2 your fist also = 1/2 cup

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### SIZE IT RIGHT

A guide (based on standards that most nutritionists follow) to what one serving should look like.

steak	iPod Classic	cheese	matchbox	pancake	DVD
pasta	ice cream scoop	potato	mouse	fish	checkbook

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### Tips to help with portion control

1. Eat at home (restaurant portions are HUGE!)
2. Use smaller plates, bowls and mugs as they will be fuller quicker
3. Use the "hand" measuring method
4. Buy smaller fruits
5. Pre portion out groceries, snack food (like nuts!), salad dressing or left overs into servings
6. Follow a macros based eating approach (IIFYM)



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### Meal prep.....Chick style!

"If you fail to plan, you plan to fail!" Other than cooking, this is the most IMPORTANT thing to do to set you good nutrition!

1. Pick 1 day of the week (I like Sunday aka Meal Prep Funday)
2. Bring home your veggies, wash and chop right away
3. Portion out proteins to freeze or cook
4. Cook your grains (brown rice, quinoa, etc)
5. Cook large batches of food (Slow cooker is a must!) or make baggies of ingredients to cook
6. Make your breakfast cereals
7. Plan what you will eat for the next few days or week



**BE INVOLVED WITH YOUR FOOD...YOU CHOOSE YOUR HEALTH!**

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### How to make your kitchen "Chick Approved"!

To set yourself up for healthy eating success, you have to have the right tools! Do you have the following:

1. A good blender
2. Mason jars & containers
3. Slow cooker
4. Kitchen Scales
5. Proper Storage for your oils, nuts & fats



EXTRAS: Nut milk bags, glass straws & spiralizer

Plus check out below for some of "chick approved" extras!

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**How to create glorious green smoothies & juices, and why we love them!**



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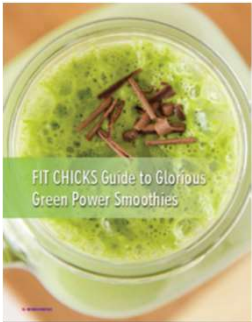
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FIT CHICKS Guide to Glorious Green Power Smoothies



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**Why are greens so fierce & fab for you?**

**Green foods contain the magic chlorophyll.**

- Oxygen comes from chlorophyll (no chlorophyll = no life!)
- Identical to human blood (creepy we know!)
- When we eat, it rejuvenates the cells in your body (ie less wrinkles, less sickness, less weight!)

**Keeps your body alkaline - acidic environment is bad news ☹**

**Gives you SUPER DUPER energy to start the day!**

- Ramp up your smoothies even more with super foods



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### Types of protein powders

**Whey Protein**

- Most popular
- Constitutes 20% of milk protein
- Rich in BCAAs and shown to increase protein synthesis (muscle growth)
- excellent to consume around workout time due to its fast absorption rate.
- Consume it pre-, during, or immediately post-workout.
- **Whey protein isolate** is the most pure and concentrated form of whey protein available. It contains 90 percent or more protein and very little (if any) fat and lactose.
- **Whey protein concentrate** has anywhere between 29-89 percent protein depending upon the product.
- New Zealand whey: from grass fed cows



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### Types of protein powders

**Casein**

- constitutes 80 percent of milk protein.
- Thicker and creamier than whey
- It is recognized for its excellent **amino acid** content, slow digestion, and anti-catabolic effect.
- Slow digestion can be a negative before or after training when you are trying to get amino acids into the system quickly
- Typically recommend before bedtime



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### Types of protein powders

**VEGETARIAN OR VEGAN PROTEINS**

- Pea (great for baking for bready texture)
- Hemp (High in fibre and omega 3's but has a grassy taste)
- Brown Rice
- Spirulina

**NON DAIRY OPTIONS**

- Beef
- Egg white
- Grass Fed Gelatin



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### Recommendations: picking a protein powder

- Determine what you are using it for**
  - Is it for pre / post workout
  - Is it to gain muscle
  - Is it for baking or cooking
- Review the label**
  - Make sure the macros works for you (not all have the same!)
  - Look for naturally sweetened - no artificial sweeteners!
  - GMO Free
  - Grass fed cows if whey protein
- Talk to the health food store or supplement store and ask questions**
- Buy a test pack before committing**
  - See how the protein powder reacts with your digestion (ie bloating, gassy, etc)



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### Branched chain amino acid (BCAA) supplements



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### Now let's put it all together to help your clients build healthy eating habits for their goals....

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**Nutrition Session 3: Recap** 

**NUTRITION MYTHS, CLEAN EATING & INTUITIVE EATING**

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**Any questions or inquiries, please email:**

[fne@fitchicks.ca](mailto:fne@fitchicks.ca)

**Let's have an amazing journey ahead!**

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**Want to watch this class again?**

The link will be posted within 48 hours for you to access.

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