


What you need before we start:

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



How are you going to be an amazing flexible eating coach and different from the rest?

1. **Be a heart centred fitness professional**
 - Always start with compassion to meet people where they are at!
 - Listen to needs, learn how they live & discover their needs / goals
2. **Build very CLEAR and structured programs!**
 - Including check ins, guidelines, resources the "why....your client should understand why they are doing this!
 - The KISS principle! Keep it simple stupid...too complicated
3. **Always observe & refine.** No matter how awesome the plan, every diet will stop working at some point and we need to refine.
4. **Be a cheerleading rockstar!** You are going to be an awesome motivator , therapist, and understand what each clients needs
5. **Lead by example!**
 - Don't do something that is not authentic to you!

Creating amazing macros programs:
Overview

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.

WHAT EVERYONE THINKS IIFYM IS...



WHAT IIFYM ACTUALLY IS



To achieve a flexible dieting / eating and still reach your goals, we are going to build client plans based on personal macronutrient calculations AKA

"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 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




Why do I prefer the IIFYM approach?

Because like the 7 principles of exercises, it takes into account all of these areas when it comes to nutrition


1. Individuality
2. Specificity
3. Adaptation
4. Overload
5. Progression
6. Recovery
7. Reversibility

We need to understand these to create balanced specialized nutrition plans...there is no one size fits all!



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How to calculate your macros



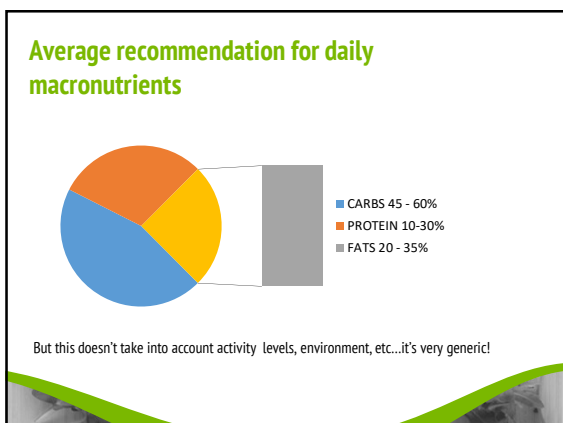
IMPORTANT: There are many different ways to calculate macros

You will see multiple ways to calculate macros in different books and online including:

- Lean Body Mass = per lb or kg of lean body mass
- By Body Weight = per lbs or kg current body weight / total mass (not recommended for obese)
- Percentage break = example 40% carbs / 30% fat / 30% protein
- By Body Type



It is NOT an exact science! Some people respond better to higher carbs or higher fats but it will give you a great starting point and ensure balanced meals.



Step 1: Calculate Your Body Fat Percentage

What is your body fat percentage?

Body composition is the proportion of fat and non-fat mass in your body.

Body fat percentage is your percentage of body fat vs non fat mass which includes muscle, bones, and organs

Body Fat Percentage is very challenging to determine. We are using the US Navy Formula with ~3% Standard error of estimate. This is the same standard of error estimate as body calipers, BodyPod and higher than Tanita.

Step 1: Calculate Your Body Fat Percentage

To calculate Body Fat Percentage you will need the following data:

1. Height in inches
2. Waist at belly button in inches
3. Hip in inches
4. Neck in Inches

(Hip measurements are only required for women)

Here are the full calculations. Please use the electronic calculator...these are just for reference!

- Men: $\text{Body-fat \%} = 86.010 \times \log_{10}(\text{abdomen} - \text{neck}) - 70.041 \times \log_{10}(\text{height}) + 36.76$
- Women: $\text{Body-fat \%} = 163.205 \times \log_{10}(\text{waist} + \text{hip} - \text{neck}) - 97.684 \times \log_{10}(\text{height}) - 78.387$

Step 1: Calculate Your Body Fat Percentage

Let's use an example of a woman who is:

1. Height in inches : 68 (approx. 5' 6")
2. Waist at belly button in inches: 34
3. Hip in inches: 44
4. Neck in inches: 14

HER BODY FAT PERCENTAGE IS : 35

Here are the full calculations. Please use the electronic calculator...these are just for reference!

Women: Body-fat % = $163.205 \times \log_{10}(\text{waist} + \text{hip} - \text{neck}) - 97.684 \times \log_{10}(\text{height}) - 78.387$

Step 2: Calculate Your Lean Body Mass

What is Lean Body Mass?

Lean body mass is also known as your fat free mass. It is calculated by subtracting body fat weight from total body weight

Here are the full calculations. Please use the electronic calculator...these are just for reference!

Lean Body Mass (LBM) = $\text{weight} - (\text{weight} \times (\text{body-fat \%}/100))$

Step 2: Calculate Your Lean Body Mass

Why LBM?

Because the more lean body mass you have, the more calories you will burn!

Example:

A person that is 180 pounds with a lean mass of 170 will have a different TDEE than someone who is 180 pounds with a lean mass of just 120 pounds.

The 170 pounds of lean mass person requires more energy because they have more lean muscle mass.

The person with 60 pounds of excess fat requires less energy.

Step 2: Calculate Your Lean Body Mass

Here are the full calculations. Please use the electronic calculator...these are just for reference!

For our example:

Lean Body Mass (LBM) = weight - (weight * (body-fat %/100))

LBM = 70KG - (70kg*35/100)

LBM = 45.41 (we are going to round down to 45)

Step 3: Calculate your REE/BMR & TDEE

What is your REE & TDEE?

- REE /BMR= "Resting Energy Expenditure". This is the energy it takes to run your body without any movement
- TDEE = Total Daily Energy Expenditure. This is the amount of calories you will burn in a day.

Why are these important? If you eat more than your TDEE, you will gain weight. Eat less than your TDEE, you will lose weight.

Note: Your BMR & REE are the same thing!

Step 3 cont'd: Calculate your REE & TDEE

To find your REE / BMR:

Here are the full calculations. Please use the electronic calculator...these are just for reference!

Katch-McArdle Formula (BMR based on lean body weight)

BMR = $370 + 21.6 \times \text{Lean Body Mass (in kg)}$

Step 3 cont'd: Calculate your REE & TDEE

OUR EXAMPLE OF BMR based on lean body weight)

$$\text{BMR} = 370 + 21.6 * \text{Lean Body Mass (in kg)}$$

$$\text{BMR} = 370 + 21.6 * 45\text{KG}$$

BMR / REE OF 1351 CALORIES

Step 3 cont'd: Calculate your REE & TDEE

To find your TDEE, first determine your level of activity

Choose which activity level your client fits into (easier when you plan their workouts!)

- **Sedentary = (REE X 1.2)**
Just normal everyday activity like a little walking, a couple flights of stairs, eating, talking etc.
- **Light activity = (REE X 1.375)**
Any activity that burns an additional 200-400 calories for females or 250-500 calories for a males more than your sedentary amount.
- **Moderate activity = (REE X 1.55)**
Any activity that burns an additional 400-650 calories for females or 500-800 calories for males more than your sedentary amount.
- **Very Active = (REE X 1.725)**
Any activity that burns more than about 650 calories for females or more than 800 calories for males in addition to your sedentary amount.

Step 3 cont'd: Calculate your REE & TDEE

To find your TDEE, you must do the following:

3. Calculate your TDEE

Take your REE/BMR and multiply by activity number

Our example is moderately active.....

$$1351 \times 1.55 = 2094 \text{ calories (Moderately Active TDEE)}$$

Now we know how many calories for maintenance we need to figure out for goals to find out the personal macros!

Typically there are three goals people have:



1. **FAT LOSS**
 - Calorie deficit
2. **MAINTENANCE**
 - Maintenance Calories
3. **BUILDING MUSCLE / WEIGHT GAIN**
 - Calorie Surplus

Remember, 1lb = 3500 calories. To lose a pound, we must burn or eat 3500 calories less. To gain a pound, we must eat 3500 calories more.

How to cut/fat loss

To lose weight you must be in a calorie deficit (ie you need to be eating less and / or burning more)

- Start by cutting a small amount of calories each day (approx. 10 - 20%). If she is losing too fast, add more.
- Decrease your carbs and fats slightly (depending on how you react). Do not decrease your protein as we need it to maintain muscle!
- Think volume foods with fibre to fill you up! (ie lots of veggies!)

IMPORTANT: Be careful and go slow. Drastic cuts will do more harm than good. You want to make sure you are losing fat and NOT lean muscle



Calculating fat loss

Our goals is to lose 1lb / week

For weight loss, let's start by reducing her calories / day by 20% (our client is very active so we will see how she reacts)

- Her TDEE Calories are 2094
- **Here Goal Calories for Weight Loss at 20% reduction would be 1675.**

2094- 1675 = 419 calories reduced per day (approx. 2933 per week)



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How to build muscle/bulk

To build muscle you must NOT be in a calorie deficit (ie you need to make sure you are eating enough!)

- Start by adding a small amount of calories each day (approx No more than 10% to start. Up to 20%). If not gaining, add more.
- Focus on calories from whole foods with lots of nutrients

IMPORTANT: Be careful and go slow. Add to much to fast and we will store as fat. You want to make sure you are adding lean muscle NOT fat



Calculating a bulk

For weight gain, let's start by adding your clients calories by 10%

- Her TDEE Calories are 2094
- **Here Goal Calories for Bulking at 10% reduction would be 2303**

2303-2094 = 209 calories reduced per day (approx. 1463 per week)



Calculate your macros for weight loss

Now we know our TDEE for our weight loss goal, we need to figure out the macronutrient ratios.

We will calculate each one in the following order:

1. Calculate protein amounts
2. Calculate fat amounts
3. Calculate carb amounts

Reminder:

1g Protein = 4 Calories
1g Carbohydrate = 4 Calories
1g Fat = 9 Calories

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Calculate your macros: protein

Why do we calculate protein first?

- It is for the growth of new tissue as well as fixing broken tissue (like what happens when you work out.)
- It is the most important macronutrient if you want to gain or maintain muscle (and we don't want to lose it!)

To determine protein intake, we want to multiply lean body mass by 1.1-1.4g per pound or 2.3-3.1g per kg)

EXAMPLE: Our client weights 154lbs (70kg)

Her body fat is 35%. Her LBM is 45kg

Protein (low end)= 45kg * 2.3g per kg = 104 grams
Protein (high end) = 45kg * 3.1 per kg = 141 grams



Calculate your macros: fats

Why do we calculate fat next?

- Fats can be incredibly beneficial for hitting your body composition goals
- Very important to hormonal health which is key to losing weight & gaining muscle

To determine fat intake, to determine fat intake, we want to multiply lean body mass by 0.4-0.6g per pound or 0.9 - 1.3g per kg)

Fat (low end)= 50kg * 0.9g per kg = 41 grams
Fat (high end) = 50kg * 1.3 per kg = 59 gram

EXAMPLE: Our client weights 154lbs (70kg)

Her body fat is 35%. Her LBM is 45kg



Calculate your macros: carbs

Why do we calculate carbs last?

- Carbs are our bodies preferred fuel source
- We always want to make sure we are getting adequate protein and fats first

To determine carb intake, we want to do the following:

TDEE - Protein calories - fat calories = Carb calories / 4 = Carb grams



EXAMPLE:

- Our client has a weight loss goal of 1675 calories.
- 1675 TDEE - 141 (g) 563 to protein - 541 (59g) to fat = 581 calories to carbs
- 823 / 4 calories per gram = 145g Carbohydrates

IMPORTANT: We want to allocate 25 - 40 grams at least to FIBRE!

So what are our clients weight loss macros?

1675 CALORIES

141G PROTEIN

145 G CARBS

59 G FAT

Don't worry about doing all the calculations!

Download the FIT CHICKS Academy
Macro Calculator

How to track macros

1. Get a Fitness Tracking App

- Can get on your smartphone or computer
- MyFitnessPal.com, mymacros.com, FitBit
- Make sure you can customize – not use their defaults!

2. Buy a food scale

- Labels can be inaccurate
- Always measure by weight
- Need for food with no labels (like apples, chicken, etc)

3. Meal Prep!

- Macro counting (like calorie counting can become obsessive). If you meal prep and measure in advance, it is WAY easier to track and hit your macros



Pros and cons of macro tracking

PROS

- Individuality - It is very exact to YOUR goals and needs
- Easy to tweak - It is easier to make small tweaks in the macros balance if not seeing results instead of cutting huge calories
- Gives you balance! You can factor in "unclean" foods if you are craving without binging and feeling guilty
- You can build up your metabolism (reverse dieting)

CONS

- Tracking leads can lead to obsession. Be careful!
- You need to go slow and steady. Macros may need to be adjusted as you go so don't throw in the towel
- There is no "right answer". It is a lot of trial and error



Things to note with macros

1. You want to hit your calories and macros + or - 5 grams (you do not want to under eat!)
2. Hit your fibre target everyday (25g - 40g)
3. For people who are extremely overweight, it is best to formulate their macros based of first goal weight (ex if 300lbs, try 200lbs to start)
4. You need to recalculate approx every 6 weeks as your body composition changes (ie lose weight, build muscle, etc)






Let's look at Laura's macros program again!
















Flexible dieting plans: Macros



How to build awesome macros based nutrition programs for your clients:

1. Identify your goals
2. Collect their info to determine macros
3. Calculate their Body Fat Percentage & Lean Body Mass
4. Calculate their REE & maintenance TDEE
5. Calculate their goal TDEE (fat loss, maintenance, weight gain / muscle gain)
6. Calculate protein intake
7. Calculate fat intake
8. Calculate carb intake
9. Set up a tracking app (ie myFitnessPal) & purchase food scale (client to do)
10. Provide a recommended foods list and sample meal plan based on their meal plan.

Flexible dieting plans: Macros



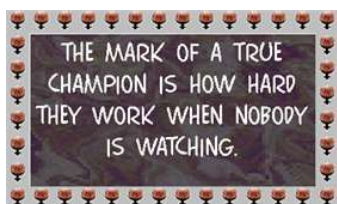
How to build awesome macros based nutrition programs for your clients:

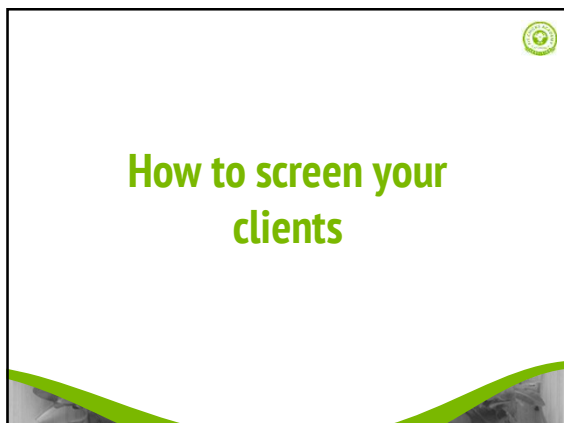
10. Check in during first week in case of tweak (ie may need to change ratio of fats and carbs)
11. Revisit the plan after approx 6 weeks to recalculate as body composition changes
12. Celebrate your clients success



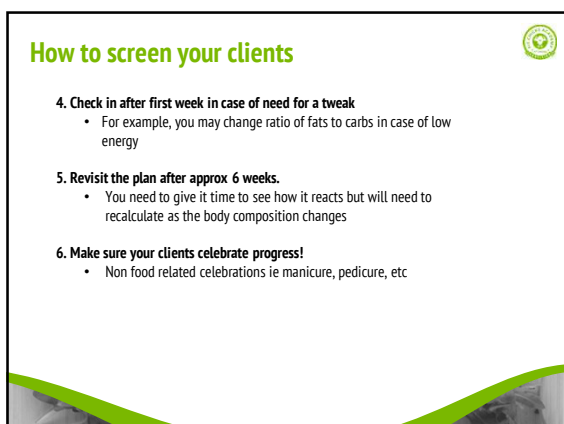
ABOVE ALL PRINCIPLES, WHAT IS THE MOST IMPORTANT ELEMENTS WHEN IT COMES TO NUTRITION?

COMPLIANCE!









**THE COST OF GETTING LEAN:
IS IT REALLY WORTH THE TRADE-OFF?**

SIX-PACK ABS. TIGHT BUTTS.
LEAN, VIBRANT, FLAWLESS HEALTH.
THAT'S THE IMAGE THE FITNESS INDUSTRY IS SELLING.

But have you ever wondered what it really costs to achieve that cover model look?
What you have to do more of? What you have to give up?
Make no mistake, there are real trade-offs. Let's talk about what they are.

UNHEALTHY

Activities at this level of body fat show more

DO MORE

Get personal! Finally.

GREAT TOOL TO SEND TO YOUR CLIENTS:


<http://www.precisionnutrition.com/cost-of-getting-lean-infographic>

What you should know before building a flexible eating program

- Determine the duration based on client commitment**
 - Ideally 8 to 12 weeks
 - Determine how often you will have facetime or skype with them (where will that be?)
 - Get an idea of their current eating habits (have them track for a week and send you in MyFitnessPAL)
 - Get payment in advance!
- Determine the goals**
 - Make sure these are SMART goals and share be honest
 - Slow and steady. Remember metabolic adaptation!
- Calculate maintenance macros and goal macros**
 - Remember you may need to tweak - this is just your starting point!
 - Set them up with a MyFitnessPal account and get them to add you as a friend. This is how you can monitor
 - Include water goals and fibre targets as well. Hydration is key!
 - Multivitamins, fish oil supplements, BCAA's is nutrient deficient

What you should know before building a flexible eating program

- Decide if you taking care of their fitness program**
 - Super helpful as you go to tweak the plans (so you may not need to drop calories but just alter the amount of exercise!)
 - If you are not, make sure they are sending you what their workouts are, how often, how intense, etc - the more info, the better!
- Set up an "Honest space"**
 - When it comes to what we eat, peeps tend to not tell the truth. Remind your client you are a team and you need their honesty to reach goals.
 - Emotional eating is a huge factor. Include a wellness plan to express emotions (more to come in wellness module)
- Take into consideration upcoming events**
 - Set your client up for success on the road, at parties or events
 - Discuss their upcoming engagements and set a plan of attack!




PROGRESSION IS NOT LINEAR!

For example, just because you are building muscle, doesn't mean you are losing weight


Other factors may come into play during check ins:

- Stress
- Hormones
- Lack of sleep
- Menstrual Cycle

If you suspected a stress or hormonal imbalance, recommend a doctor or naturopath...build your network!



Carb cycling



Carb cycling

- An advanced nutrition strategy used to help with weight loss plateaus & maximize performance (usually by athletes looking to cut fat)
- Designed for short-term use. It is not a long-term solution for body fat management.
- It is a combination of low carb days with high carb days or "refeeds". Length of days in between depends on goals.
- Carb cycling typically involves calorie cycling (ie carbs have 4 cal per gram. Adjusting carbs when keeping fat & protein same can alter calorie intake)
- Plan your "refeed" days on harder exercise days or leg days to make sure to optimize your calories.
- An example of a re-feed is following a strict diet of 1500kcal 5 days per week and consuming 2500kcal of clean bodybuilding foods (the additional kcal coming mostly from carbohydrates) on the other 2 days.

fats	fats	
Day 4 Lower carb day <ul style="list-style-type: none"> Small portion of starchy veggies and/or whole grains only after workout No workout drink today No fruit today Fill the rest of your day with lean proteins, green/fibrous veggies, and healthy fats 	Day 5 Lower carb day <ul style="list-style-type: none"> Small portion of starchy veggies and/or whole grains only after workout No workout drink today No fruit today Fill the rest of your day with lean proteins, green/fibrous veggies, and healthy fats 	Day 6 Higher carb day <ul style="list-style-type: none"> Small portion of starchy veggies and/or whole grains with every meal Have a workout drink today Can have 2-3 pieces of fruit today Fill the rest of your day with lean proteins, green/fibrous veggies, and healthy fats
Day 7 Back to Day 1		

Sample of a carb cycle days 4 -6

How to carb cycle

- Use carb cycling only if you are nutritionally advanced and have exhausted basic methods.
- Use only for a short duration. (approx 2 - 8 weeks)
- Pick a carb cycling strategy depending on how you feel with lower carb intake days, how much muscle mass you carry, your physique goals and length of time you anticipate on the carb cycle.
- After a carb cycling strategy has been selected, you need to:
 - establish your calorie intake goal.
 - establish a protein intake goal (which remains relatively constant).
 - establish a fat intake goal (again, relatively constant).
 - pick a carbohydrate intake goal for the different days.
 - divide your total intake of all the nutrients up into regular feeding intervals with appropriate spacing due to workouts.
- Schedule the re-feeding times. You are ready to go!

Nutrition Session 4: Recap

INTRODUCTION TO FLEXIBLE EATING / DIETING

- What is IIFYM and why it works

HOW TO CALCULATE MACROS FOR YOUR CLIENTS

- Learn how to calculate your clients specific macros


HOW TO BUILD MACRO BASED PROGRAMS FOR SPECIFIC GOALS

- Fat loss, muscle building, etc
- Case studies

HOW TO GET YOUR CLIENTS TO BE COMPLIANT

- You NEED to understand this to get your clients results!


REVIEW ASSIGNMENT 1



Any questions or inquiries, please email:

fne@fitchicks.ca

Let's have an amazing journey ahead!



Want to watch this class again?

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