



FITNESS & NUTRITION EXPERT PROGRAM

NUTRITION SESSION 4:

Creating macro based nutrition
programs

www.fitchicks.com



Nutrition Session 4: What we are going to cover



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!



"THE SECRET OF
CHANGE IS TO FOCUS
ALL OF YOUR ENERGY,
NOT ON FIGHTING THE
OLD, BUT ON BUILDING
THE NEW."

— SOCRATES

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.

<http://evidencemag.com/flexible-dieting-basics/>

The 4 Essential Elements of Flexible Dieting

Flexible dieting has several different interpretations, but we're going to define it with the following four criteria:

Modifying your diet based on your preferences, goals, and tolerances.

Letting yourself enjoy your favorite foods in moderation without feeling guilty or deprived.

Staying calm and sticking to your diet [if you do overeat](#), or have something that's not "on" your diet.

Please make sure to read the article to take a closer look at each of these principles broken down: <http://evidencemag.com/flexible-dieting-basics/>

WHAT EVERYONE THINKS IIFYM IS...



WHAT IIFYM ACTUALLY IS ^{@vmfitness}



*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

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More on IIFYM: <http://iifym.com/category/faq/>

Optional online macros calculator: <http://www.macrofit.com/macro-calculator/> or <http://iifym.com>

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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In the study of exercise science, there are several universally accepted scientific exercise training principles that must be followed in order to get the most from exercise programs and improve both physical fitness and sports performance. To design an optimal exercise program, workout or training schedule, a coach or athlete needs to adhere to the follow six principles of exercise science

The best **training** programmes are built on **principles** of specificity, overload, progression and reversibility. You can also use the FITT acronym to help remember the key things to consider when tailoring programmes for individual sporting goals. It stands for; Frequency, Intensity, Time and Type.



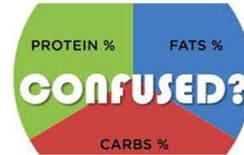
How to calculate your macros



IMPORTANT: There are many different ways to calculate macros

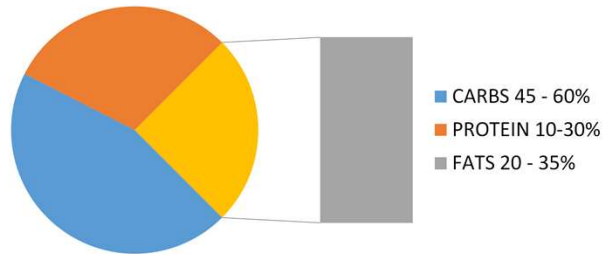
You will see multiple ways to calculate macros in different books and online including:

- 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.

Average recommendation for daily macronutrients



But this doesn't take into account activity levels, environment, etc...it's very generic!

http://www.nationalacademies.org/hmd/~media/Files/Activity%20Files/Nutrition/DRI-Tables/8_Macronutrient%20Summary.pdf

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.

Source: <http://healthyeater.com/flexible-dieting-calculator>

When getting started with Flexible Dieting the most important thing to calculate is your TDEE (Total Daily Energy Expenditure).

Basic Formula

The Mifflin, M. D., St Jeor formula is one of the most popular and one of the most respected methods used to calculate your TDEE. Here is the formula used to calculate your Resting Energy Expenditure (REE), which is the energy it takes to run your body without any movement.

Here's what the formula looks like.

For males:

$$10 \times \text{weight (kg)} + 6.25 \times \text{height (cm)} - 5 \times \text{age (y)} + 5 = \text{REE}$$

For females:

$$10 \times \text{weight (kg)} + 6.25 \times \text{height (cm)} - 5 \times \text{age (y)} - 161 = \text{REE}$$

Tip: Remember your high school math lesson about Order of Operations: (PEMDAS from left to right) when solving the equation for yourself.

REE is also referenced as Basal Metabolic Rate or BMR.

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

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

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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) = weight - (weight * (body-fat %/100))

Source: <http://healthyeater.com/flexible-dieting-calculator>

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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.

Source: <http://healthyeater.com/flexible-dieting-calculator>

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REE is also referenced as Basal Metabolic Rate or BMR.

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)

Source: <http://healthyeater.com/flexible-dieting-calculator>

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REE is also referenced as Basal Metabolic Rate or BMR.

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!

Source: <http://healthyeater.com/flexible-dieting-calculator>

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Tip: Remember your high school math lesson about Order of Operations: (PEMDAS from left to right) when solving the equation for yourself.

REE is also referenced as Basal Metabolic Rate or BMR.

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

Since most people don't lie in bed all day doing absolutely nothing, we next have to figure out movement expenditure or TDEE

Sedentary

Just normal everyday activity like a little walking, a couple flights of stairs, eating, talking etc. (REE X 1.2)

Light activity

Any activity that burns an additional 200-400 calories for females or 250-500 calories for a males more than your sedentary amount. (REE x 1.375)

Moderate activity

Any activity that burns an additional 400-650 calories for females or 500-800 calories for males more than your sedentary amount. (REE x 1.55)

Very Active

Any activity that burns more than about 650 calories for females or more than 800 calories for males in addition to your sedentary amount. (REE x 1.725)

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

Since most people don't lie in bed all day doing absolutely nothing, we next have to figure out movement expenditure or TDEE

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Just normal everyday activity like a little walking, a couple flights of stairs, eating, talking etc. (REE X 1.2)

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Very Active

Any activity that burns more than about 650 calories for females or more than 800 calories for males in addition to your sedentary amount. (REE x 1.725)

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.

Since most people don't lie in bed all day doing absolutely nothing, we next have to figure out movement expenditure or TDEE

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Very Active

Any activity that burns more than about 650 calories for females or more than 800 calories for males in addition to your sedentary amount. (REE x 1.725)

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.....

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

Since most people don't lie in bed all day doing absolutely nothing, we next have to figure out movement expenditure or TDEE

Sedentary

Just normal everyday activity like a little walking, a couple flights of stairs, eating, talking etc. (REE X 1.2)

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Any activity that burns an additional 200-400 calories for females or 250-500 calories for a males more than your sedentary amount. (REE x 1.375)

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**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

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Calculating fat loss

Our goal 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 too much too fast and we will store as fat. You want to make sure you are adding lean muscle NOT fat



Use the online calculator: <http://iifym.com/iifym-calculator/>

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)*



Use the online calculator: <http://iifym.com/iifym-calculator/>

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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Now Calculate Macros: Protein, Fat, & Carbs

So you've got your TDEE sorted. Hi Five! Now let's figure out the macronutrient ratios that will make up your diet.

Here are the calorie values for each macronutrient:

1g Protein = 4 Calories

1g Carbohydrate = 4 Calories

1g Fat = 9 Calories

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)= $45\text{kg} * 2.3\text{g per kg} = 104\text{ grams}$

Protein (high end) = $45\text{kg} * 3.1\text{ per kg} = 141\text{ grams}$



Protein

First let's start with protein. Protein is essential for the growth of new tissue as well as fixing broken tissue – like what happens when you work out. Protein should be your new best friend if you want to gain or maintain muscle.

<https://www.ncbi.nlm.nih.gov/pubmed/24864135>

<https://www.ncbi.nlm.nih.gov/pubmed/28630601>

<https://examine.com/nutrition/how-much-protein-do-you-need/#summary5>

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



Fat

Next, let's calculate fat. Fat has been demonized as the reason most of us are, well, fat. But that's simply not true.

Fats can be incredibly beneficial for hitting your body composition goals, but they also affect our hormones – too little fat in our diet can be very harmful.

There are lots of opinions out there when it comes to how much fat. Let's start by designate 25% of overall TDEE calories to fat. This may be adjusted, but this is the starting point.

To figure out 25% of Overall TDEE:

2548Calories x 0.25 (= 637 Calories) divided by 9 (9 calories per gram of fat) = 71 Fat

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
- 581 / 4 calories per gram = 145g Carbohydrates

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

Fat

Next, let's calculate fat. Fat has been demonized as the reason most of us are, well, fat. But that's simply not true.

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To figure out 25% of Overall TDEE:

$2548 \text{ Calories} \times 0.25 (= 637 \text{ Calories}) \text{ divided by } 9 (9 \text{ calories per gram of fat}) = 71 \text{ Fat}$

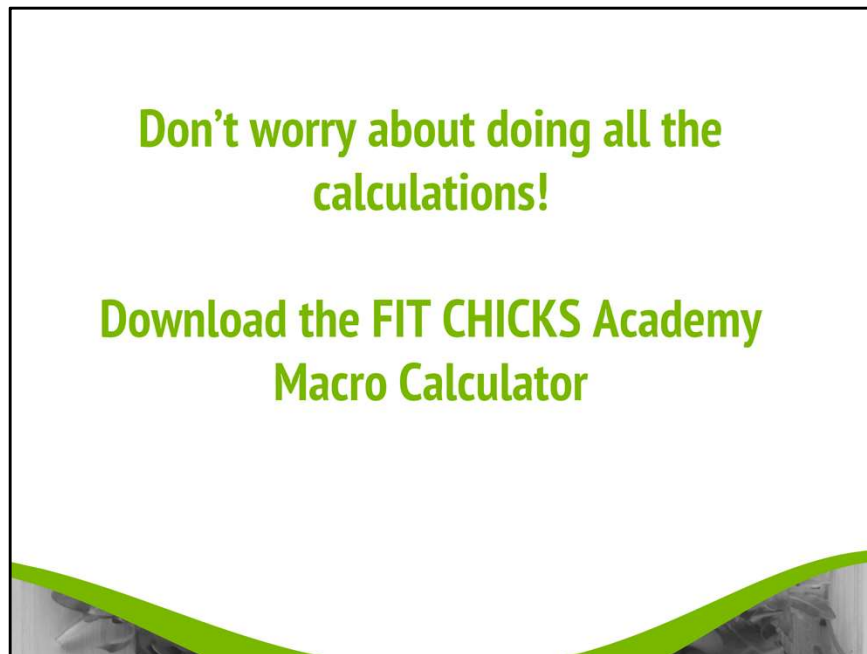
So what are our clients weight loss macros?

1675 CALORIES

141G PROTEIN

145 G CARBS

59 G FAT



Final Macros: 123 g Protein, Fat 71 g and 354 g Carbohydrates for this girl to maintain his current weight.

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

MY FITNESS PAL: How to customize your goals-
<https://myfitnesspal.desk.com/customer/portal/articles/12035-can-i-customize-my-nutritional-goals->

TOP 10 IIFYM FOR FLEXIBLE DIETING: <http://healthyeater.com/iifym-tools>

Pros and cons of macro tracking

PROS

- Individuality - It is very exact to YOUR goals and needs
- East 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



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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)

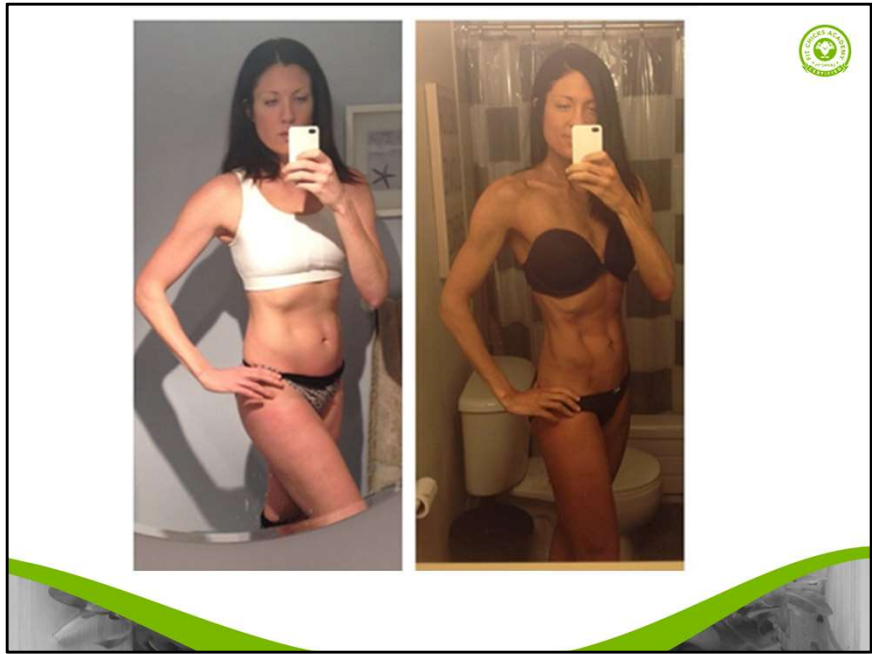


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**Let's look at Laura's
macros program again!**





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.

HOW TO SCREEN YOUR CLIENTS

- 1. Set up an initial meeting, phone call or create questionnaire**
 - Get background
 - Set Goals (ie weight loss, weight gain, maintenance)
 - Get waiver
- 2. Gather their information for macros**
 - Age, weight, activity level, height
- 3. Create their macro plan & present to client**
 - Explain the macros and how you came to that number
 - Set your progress check in (I recommend measurements and weekly progress pics!)
 - Provide a recommended list of foods (like the FC Grocery guide!) and sample meal plan based on their specific macros. This will give them a great idea of how to do it themselves
 - Provide workout plan (recommended to do both!)

for

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



Check in after first week in case of need for a tweak

- For example, you may change ratio of fats to carbs in case of low energy

4. Revisit the plan after approx 6 weeks.

- You need to give it time to see how it reacts but will need to recalculate as the body composition changes

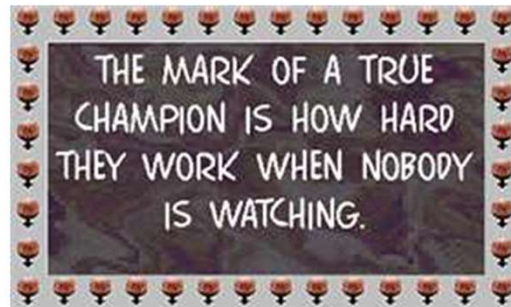
5. Make sure your clients celebrate progress!

- Non food related celebrations ie manicure, pedicure, etc

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



COMPLIANCE!





How to screen your clients



How to screen your clients



- 1. Set up an initial meeting, phone call or create questionnaire**
 - Get background
 - Set Goals (ie weight loss, weight gain, maintenance)
 - Get waiver
- 2. Gather their information for macros**
 - Age, weight, activity level, height, measurements
- 3. Create their macro plan & present to client**
 - Explain the macros and how you came to that number
 - Set your progress check in (I recommend measurements and weekly progress pics!)
 - Provide a recommended list of foods (like the FC Grocery guide!) and sample meal plan based on their specific macros. This will give them a great idea of how to do it themselves
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How to screen your clients



4. Check in after first week in case of need for a tweak

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- You need to give it time to see how it reacts but will need to recalculate as the body composition changes

6. Make sure your clients celebrate progress!

- Non food related celebrations ie manicure, pedicure, etc

**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

Athletes at this level of body fat: Almost none.

DO MORE

Eat processed foods.

PRECISION NUTRITION

GREAT TOOL TO SEND TO YOUR CLIENTS:

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

GREAT TOOL TO SEND TO YOUR CLIENTS:

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What you should know before building a flexible eating program



1. 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!

2. Determine the goals

- Make sure these are SMART goals and share be honest
- Slow and steady. Remember metabolic adaptation!

3. 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



4. **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!
5. **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)
6. **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:

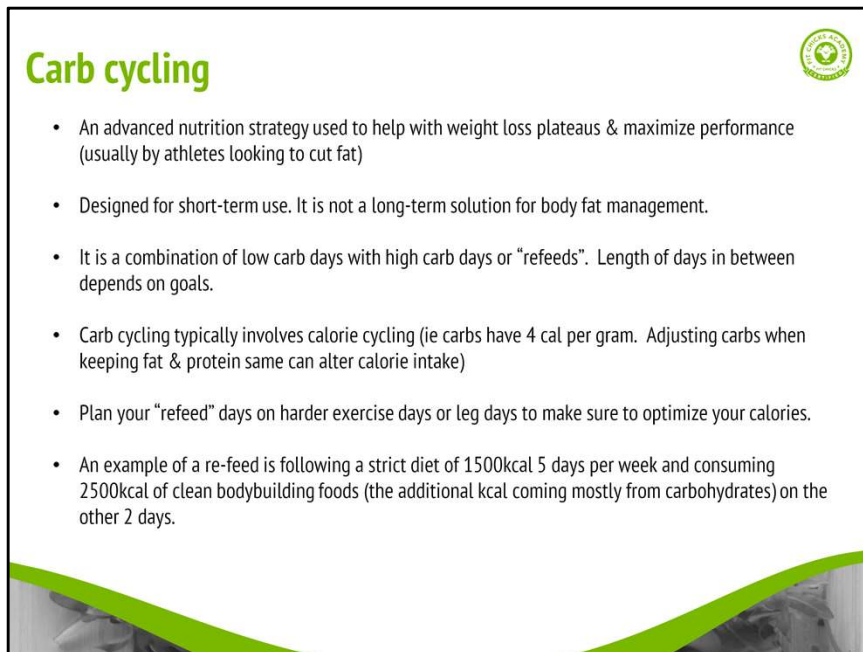
Stress
Hormones
Lack of sleep
Menstrual Cycle

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.

Source: <http://www.precisionnutrition.com/all-about-carb-cycling>

There are different methods of carb cycling. However, the common theme behind them is that protein and fat intake stay relatively constant while carbohydrate intake is manipulated.

Carb cycling also typically involves calorie cycling. Since carbohydrates have 4 calories per gram, adjusting carbohydrate intake while keeping fat and protein more or less the same can greatly alter calorie intake.

Days where carbohydrates (and usually calories) are increased are often known as "re-feed" days.

Dr. Berardi gives a nice definition of re-feed as a *planned* increase in calorie intake that lasts 8 – 12 hours and usually consists of a large increase in carbohydrates. Re-feeds usually occur when dieting and are scheduled in order to provide a brief day of psychological relief as well as a number of physiological benefits. 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.

Since carbohydrate intake will be increased on the re-feed days, it is important to scale back the fat and protein intake slightly. Carbohydrates have a protein sparing effect so less dietary protein is required. This will allow for one's calorie count to remain in check.

The same principles of good nutrition apply equally to "everyday" eating and carb cycling phases, including proper meal frequency, omega-3 fat intake, adequate protein and fiber intake, plenty of vegetables, etc.

Summary and recommendations

- Use carb cycling only if you are nutritionally advanced and have exhausted basic methods.
- Use only for a short duration.
- 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.
- Second, establish a protein intake goal (which remains relatively constant).
- Third, establish a fat intake goal (again, relatively constant).
- Finally, pick a carbohydrate intake goal for the different days. Then 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!


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

To see full carb cycle plan, please visit: <http://www.precisionnutrition.com/all-about-carb-cycling>

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.
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Calorie and carb cycling

Whether your goal is to lose weight, build muscle, see your abs, or get back in shape, carb and calorie cycling can make a real difference.

While it may have a fancy name, carb cycling is simply eating more carbohydrates on some days – usually on high volume or high intensity days – and eating fewer carbohydrates on other days – usually low volume, low intensity, or off days. We focus on carbohydrates (and not protein or fats) because carbs seem to influence body composition, how you look, and how you feel the most. By changing carbohydrate and therefore calorie intake on particular days, we can keep fat loss going and metabolic rate humming along, without the ill effects of stringent calorie or

carb restriction.

The carb and calorie cycling approach is pretty simple, and based on your activity.

On the days you're not lifting weights – or days you're just doing low intensity or short duration exercise – eat a baseline diet of mostly protein, vegetables and healthy fats with minimal carbs.

On the days you are lifting weights – or you're doing longer duration high intensity exercise – add starchy carbs to your baseline diet.

And that's pretty much it. No need to measure grams or count calories. Just follow a baseline diet on lower carb days. And add carbs on higher carb days.

More info:

<http://www.bodybuilding.com/fun/top-5-facts-you-should-know-about-carb-cycling-and-fat-loss.htm>

<http://www.bodybuilding.com/fun/carb-cycling-for-six-pack-abs.htm>

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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.