



*Simple guidance.
Real results.*



HOW TO STOP **GUESSING** YOUR **CALORIES**

CALORIES MADE SIMPLE



Understand your calories –
without restriction or confusion.



FOR MEN

Simple calculations
that work.



FOR WOMEN

Personalised guidance
made easy.



BETTER HABITS

Build habits that
actually last.



REAL RESULTS

Sustainable fat loss
without extremes.

Simple.

Sustainable.

For Busy People.

**MAKE IT
HAPPEN.**

THE HEA SIMPLE TDEE GUIDE™

SIMPLE CALORIES FOR BUSY PEOPLE.

EVER FEEL LIKE YOU'RE TRYING HARD... BUT STILL NOT GETTING RESULTS?

Most people don't struggle because they're lazy.

They struggle because they're confused.

- ✓ Too much advice.
- ✓ Too many diets.
- ✓ Too much overthinking.



This guide is here to *simplify* things.

WHAT IS TDEE?

TDEE = TOTAL DAILY ENERGY EXPENDITURE

Sounds complicated... but it simply means:
The total calories your body burns each day.



BREATHING



MOVING



TRAINING



WORKING



DAILY LIFE



Think of calories like **fuel** for your body.

The right amount = progress.

Too much or too little = problems.

STEP 1 – CALCULATE YOUR BMR



FOR MEN:

$$\begin{aligned} &10 \times \text{weight (kg)} \\ &+ 6.25 \times \text{height (cm)} \\ &- 5 \times \text{age} + 5 \end{aligned}$$



FOR WOMEN:

$$\begin{aligned} &10 \times \text{weight (kg)} \\ &+ 6.25 \times \text{height (cm)} \\ &- 5 \times \text{age} - 161 \end{aligned}$$

EXAMPLE (MALE)

Weight: 90kg
Height: 180cm
Age: 40



$$\begin{aligned} 10 \times 90 &= 900 \\ 6.25 \times 180 &= 1,125 \\ 5 \times 40 &= 200 \\ 900 + 1,125 - 200 + 5 &= \underline{\underline{1,830}} \end{aligned}$$

This is roughly what your body burns at **complete rest.**

STEP 2 – MULTIPLY BY ACTIVITY LEVEL

ACTIVITY LEVEL	MULTIPLY BY
 Little activity (desk job, minimal exercise)	× 1.2
 Light exercise (1–3 days per week)	× 1.375
 Moderate exercise (3–5 days per week)	× 1.55
 Very active (6–7 days per week)	× 1.725



EXAMPLE:

1,800 (BMR) × 1.55 (Moderate) = 2,790 CALORIES

This is your estimated maintenance calories.

YOUR GOAL DETERMINES YOUR CALORIES



FAT LOSS

Eat slightly below maintenance.



MAINTAIN WEIGHT

Eat around maintenance.



BUILD MUSCLE

Eat slightly above maintenance.

SIMPLE FAT LOSS RECOMMENDATION

Start by reducing calories slightly.
Usually **300–500 calories** below maintenance.

Example:

Maintenance Calories → Fat Loss Calories
2,500 → **2,000–2,200**

YOU DO NOT NEED:

- ✗ Extreme diets
- ✗ Endless cardio
- ✗ Perfect eating
- ✗ To cut out foods you enjoy

YOU DO NEED:

- ✓ Consistency
- ✓ Simple structure
- ✓ Better habits
- ✓ Realistic routines

HEA SIMPLE STARTING POINTS

 **FOR MEN:**
1,700–2,000
CALORIES

 **FOR WOMEN:**
1,400–1,700
CALORIES

These are simple starting ranges for many busy people trying to lose fat without overcomplicating things.



REMEMBER...

Your TDEE is a guide — not perfection.

Focus on:

- ✓ Consistency
- ✓ Habits
- ✓ Progress over time

Not being perfect every day.

WANT THE DONE-FOR-YOU VERSION?

THE 30-DAY FAT LOSS BLUEPRINT™

- ✓ Simple workouts
- ✓ Easy meal planners
- ✓ Done-for-you structure
- ✓ Designed for busy people

MAKE IT HAPPEN.



NEED A BIT MORE HELP & STRUCTURE?

You've already taken the first step.

Now imagine how much easier things become when the planning, structure, and guesswork are already **done for you**.



Here are a few ways I can help you continue **building momentum**:



FOR MEN

THE 30-DAY FAT LOSS BLUEPRINT™ FOR MEN

Need more structure, accountability, and a step-by-step plan to follow and get *real results*?



- ✓ Follow-along workouts
- ✓ Meal plans already worked out
- ✓ Recipes with calories included
- ✓ Shopping lists done for you
- ✓ Accountability check-ins
- ✓ Progress trackers & planners



VIEW MEN'S BLUEPRINT



FOR WOMEN

THE 30-DAY FAT LOSS BLUEPRINT™ FOR WOMEN

Need more structure, accountability, and a step-by-step plan to follow and get *real results*?



- ✓ Follow-along workouts
- ✓ Meal plans already worked out
- ✓ Recipes with calories included
- ✓ Shopping lists done for you
- ✓ Accountability check-ins
- ✓ Progress trackers & planners



VIEW WOMAN'S BLUEPRINT



SIMPLE PLANS.
No confusion.
Just clarity.



REAL RESULTS.
Proven strategies
that work.



BUILT FOR YOU.
Designed for busy
people like you.



**YOU DON'T HAVE TO
FIGURE IT OUT ALONE.**
**LET'S MAKE IT
HAPPEN TOGETHER.**

