

LANCE CARON

FOOD LOVE & FAT LOSS

*The Most Comprehensive Guide to
Losing Fat and Not Flavor*



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INTRODUCTION

About the Author

Hey there! I'm Lance Caron. Not the gym junkie type or your regular fitness-obsessed dude. Just a normal guy who was once overwhelmed by low self-esteem, never-ending self-doubt, constant awkwardness, and an ever-present sense of social anxiety. But, you know what? I underwent a pretty epic body transformation and it seriously pumped up my confidence. It also stirred this burning desire inside me to lend a hand to others who were stuck in the same rut as I was. So, since 2005, I've been playing the role of a fitness coach, but not just any coach, I specialize in sustainable fat loss.



My mission? To help those diet-warriors who are stuck in this vicious cycle of losing and then gaining back the same weight. I guide them towards food freedom and self-confidence, helping them replace their rigid, joyless habits with some sustainable, fun, and balanced habits that lead to permanent fat loss and, more importantly, joy.

- *Lance Caron*

INTRODUCTION

Not a Jock, Athlete or Gym Junkie

From Self-Doubt to Self-Confidence

Growing up, I was that guy who constantly felt weak, dorky, and perpetually awkward, like I was assembled the wrong way or something. I envied the confident folks, those who strutted around like they had zero worries in the world. They seemed so free, so fearless. It felt like they didn't have any of the self-loathing thoughts that I was dealing with - about a thousand per minute. I mean, it wasn't completely true, but that was my perception and, as they say, perception is reality. I saw myself as 'skinny-fat,' non-athletic, and sort of "invisible". I hated the way I looked, and man, did it mess with my feelings.

But hey, check me out now! I'm not 'fearless,' and I'm not going to be winning any bodybuilding contests or posing for any modeling gigs, but I've traveled a long way, and I sure as heck don't feel the same way I used to.

My transformation kicked off when I decided to face my 'skinny-fat' physique head-on and start making changes -

sort of like rearranging your furniture or sprucing up the guest bathroom to make it feel more like 'you.'

About six months into it, not only was my body morphing, but my anxieties started to fade, and my self-confidence began to climb.

Now, let's keep things real, I still have my off days. I wrestle with anxiety and feelings of inferiority every now and then. But you know what keeps me chugging along? Reminding myself of where I was, how far I've come, and recognizing that there are still improvements to make and progress to be had. I've got fresh goals, always!



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The Mindset Makeover

My journey wasn't just about swapping 'twig' arms for bodybuilding ones or morphing into a spotlight-hog.

Nah, it was about a mental makeover, where I learned to master my thoughts and ignore the harsh stuff people would say and focus on what was in my control to feel better about myself.

Sure, I used to spend way too much time stressing about my skinny arms, my self-perceived too-big-for-my-face nose, and every tiny little thing I thought was making me come up short.

Heck, I even had a collection of zingers ready for when folks would feel the need to comment.

But guess what? All that was just smoke and mirrors. Not a solution in sight. Trying to be perfect was like chasing my tail, a standard I'd set for myself that was always just out of reach.

The real game-changer was figuring out that I wasn't any less worthy because of some people's opinions or even my own self-perceived flaws.

But, I could definitely make some changes to raise my confidence, energy and fulfillment in life!

Chasing My Tail on the Diet Treadmill

While I got a handle on the exercise part of things pretty quickly, I was, quite

frankly, a hot mess when it came to nutrition.

I was that yo-yo dieter, swinging between under eating when I felt bloated, pudgy or under stress, and overeating when that nagging inner critic of mine decided to pipe up or when life got a bit too chaotic.

And that was all because I hadn't the faintest clue about what sustainable fat loss really meant.



I spent years, and I mean years, in a vicious cycle, bouncing back and forth between the extremes. It was like I was chasing my own tail.

But here's the thing, after nearly two decades of coaching and hunting high and low for the secrets of fat loss, I hit the jackpot.

I found the methods that actually make fat loss sustainable, enjoyable, and best of all, permanent.

No more food obsession, no more living life by the numbers on a scale.

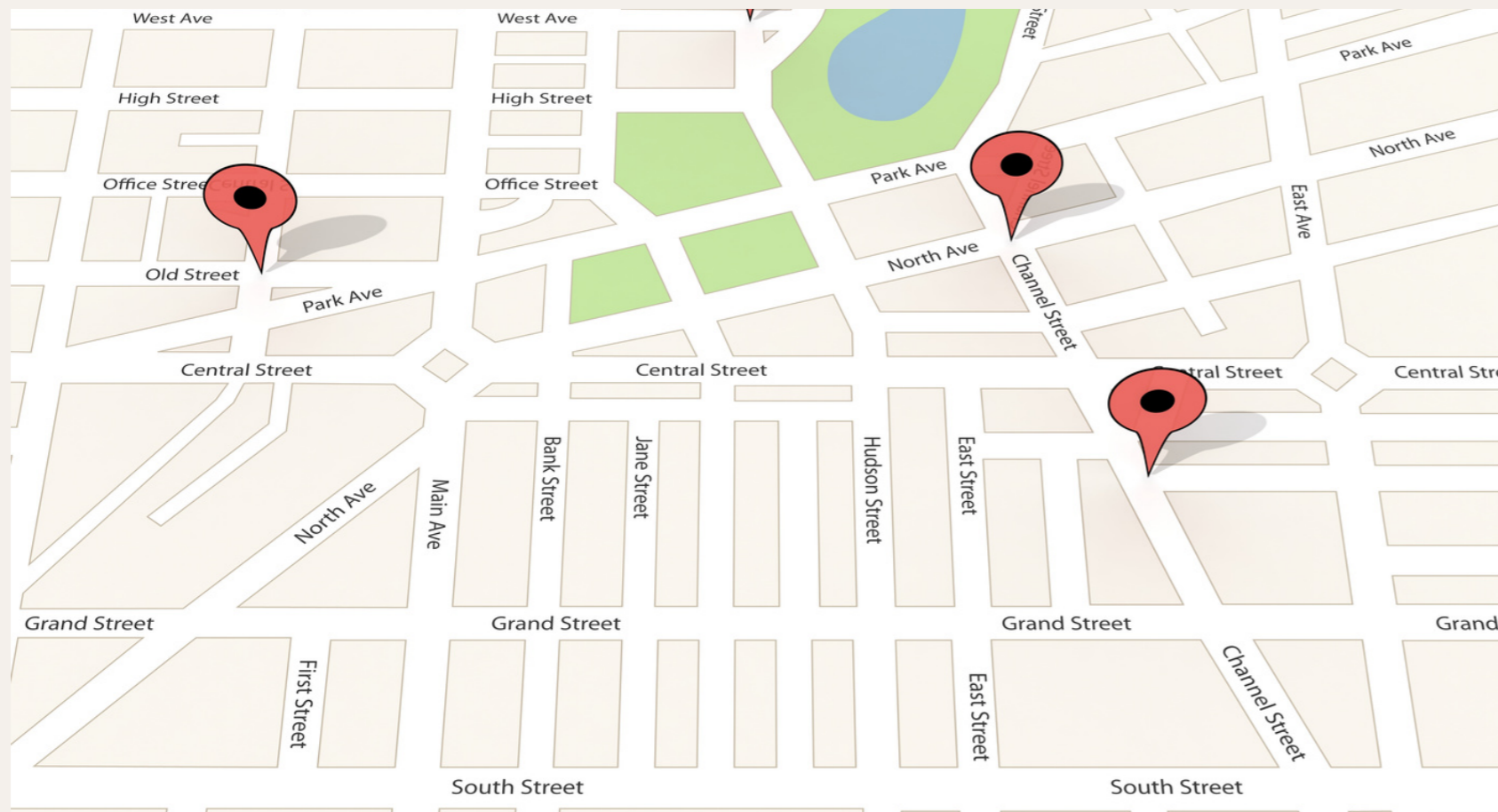
INTRODUCTION

The Mission

Here's what I've figured out: striving for perfection is like trying to catch a bullet train, but seeking scaled, consistent improvement...

Now that's a ride I can get on board with. This hard-earned wisdom sparked my mission: to guide folks like you who might feel trapped in a maze of self-doubt, social butterflies in the stomach, and the need to nail that elusive perfection.

I've walked a mile in those shoes, and trust me, I've found a shortcut out. You don't have to wait till you're at the end of your rope to embrace change.



Let me be your GPS on this journey to not just sustainable fat loss and overall well-being, but more importantly, to embracing who you are, warts and all.

This book isn't just your average fitness manual; it's more of a life journey to reshape your mindset and spruce up the way you see yourself.

My goal is to help you snap that rubber band effect that keeps boinging you back into your old, unhelpful habits.

And this, my friends, isn't about morphing yourself into somebody else's picture of perfection.

It's about becoming the best version of you that you can be. So, are you game to step out of that snug comfort zone and buckle up for this ride? Let's hit the road!

Through this book, I'll be taking you behind the scenes, debunking myths, and demystifying the science of sustainable, joy-filled fat loss.

Let's get you off that diet treadmill and onto a path that leads to real, lasting change.

You ready? Let's do this!

Setting Realistic Goals: The Good, Great, and Awesome Goal System

It's time to get real and talk about the secret weapon that I found on my fitness journey – the Good, Great, and Awesome Goal System.

This system saved me from countless frustration and helped me maintain momentum, even on my not-so-good days.

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Instead of setting up a single, sometimes overwhelming goal, break it up into three stages - Good, Great, and Awesome.

A Good goal is your safety net, a baseline that's achievable even when your week feels like walking against the wind.

A Great goal is akin to a steady jog on a familiar path — it requires more effort than a stroll, but you've built the stamina for it, and it invigorates more than it exhausts.

Your Awesome goal? That's like tackling a challenging trail run. It demands more effort, more determination, and while it may push your limits, the sense of accomplishment is unparalleled.

Let's take workouts as an example. Your Good goal might be hitting the gym 3 times a week. It's doable, even during those crazy weeks when you're juggling a million things.

Your Great goal could be adding another session, making it 4 times a week.

Now, your Awesome goal is 5 gym sessions. This pushes you a little but doesn't feel impossible.

The same approach can be applied to weight loss, or more accurately, body fat loss.

Say you want to lose 50lbs. Your Good goal could be losing that weight in 8 months, the Great goal brings that



down to 7 months, and the Awesome goal is a challenging but achievable 6 months.

You see, it's all about setting realistic expectations and giving yourself some wiggle room to breathe and adjust.

The beauty of this system lies in its flexibility. It doesn't chain you down to an all-or-nothing mindset. Instead, it offers a range of success.

If you hit your Good goal, you've still made progress! The Great and Awesome goals? They're like the cherry on top.

Let's be clear, though: when I talk about losing weight, I'm referring to body fat, not just the number you see on the scale.

Remember, scales can be deceptive; they don't tell you how much of your weight is fat and how much is lean muscle.

Aiming for a healthy body fat percentage (approximately 22-25% for women and 12-16% for men) gives a more accurate picture of your progress and health.

INTRODUCTION

This goal system is not just about shedding pounds or increasing gym visits. It's about redefining success in a way that encourages consistency, sustains motivation, and fosters a sense of accomplishment.

So, gear up, set those Good, Great, and Awesome goals, and watch how this simple shift in perspective can turbocharge your fitness journey.

In the next section, we'll dig into how our habits shape our journeys and why it's important to understand the difference between our daily weather and our overall climate. You ready? Let's roll!

Understanding Your Habits: The Weather and Climate of Your Fitness Journey

When it comes to our fitness journeys, habits are like our personal weather patterns.

They can change from day to day, and just like the weather, sometimes things don't go as planned.

But remember, one stormy day doesn't define your climate, just like one bad day doesn't derail your journey to sustainable fat loss.

Think about it this way: say you've been smashing your workouts consistently, then one day, you miss a session because you couldn't catch some much-needed zzz's the night before.

That's just a brief storm passing through your fitness landscape. You don't cancel your beach plans for the whole summer just because of one rainy day, right?

The same goes for nutrition. Maybe you were in a rush and forgot to pack your protein-rich lunch. That's a sudden gust of wind, not a hurricane. But here's where the line between weather and climate gets critical.

If these little storms – missed workouts, unplanned meals, lack of sleep – start becoming a regular pattern, we're no longer talking about weather. We're dealing with a change in climate. Now, unlike a passing storm, a shifting climate can cause some real damage.

If you're consistently skipping workouts or not planning meals while still expecting to reach your goals, that's akin to your sunny beach town turning into a rainy city. And that's a climate change that needs your attention.



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Habits, like climates, are formed over time and are a result of consistent patterns. They can be tricky to alter, but trust me, they're not set in stone.

You have the power to change your climate, to shift your habits, and set your journey towards the destination you want.

In the next part of our journey, we're going to delve deeper into the way our habits shape our reality, and how you can master your mind, body, and spirit to steer them in a direction that supports your goals.

It's a journey, remember? And we're in it for the long haul. Let's get moving!



CHAPTER 1

The Science of Sustainable Fat Loss

Defying Diet Myths

Hello again, friends! In This chapter, we're going to debunk some diet myths that have had us all tangled up.

Having walked this path and stumbled over the same stones a time or two over the years, I can't wait to help clear the road for you. Let's shine a spotlight on these pesky myths and illuminate the path to truth.

Remember this: I've helped thousands of struggling dieters switch from the struggle bus to the path of sustainable habits and permanent fat loss. Quick fat loss and permanent fat loss often don't require the same habits or practices.

So, I encourage you to keep an open mind. What have you got to lose by trying these mindset shifts before dismissing them?

Myth 1: Eat Less, Weigh Less: It's time we rethink this. Yes, it is indeed about 'calories in, calories out,' but it's not as simple as boarding up the pantry.

Extreme calorie restriction can backfire. Imagine your body is like a car - if you're not fueling it enough, it won't run effectively.

Starvation diets can trigger muscle loss and a sluggish metabolism through a process called "metabolic adaptation".

And when you start eating normally again? Your body will hold onto those calories like a life preserver. A calorie deficit is important, but it should be a sustainable one.

So, let's shift the focus from less to smart - intelligent choices, portion control, and nutrient-rich foods.



Myth 2: Speedy Weight Loss Is Best:

We've all seen those flashy posts about dropping 20 pounds in 20 days. Truth bomb – the faster you lose weight, the quicker it can come back on and the sooner your metabolism may start down-regulating.

Losing more than 2 pounds a week typically just isn't sustainable or healthy. Weight loss is more like a marathon than a sprint, one where pacing is crucial. The weight didn't appear overnight; it won't disappear that quickly either.

Rapid weight loss can result in muscle loss and a slowed metabolism, and nobody wants that, right?

Myth 3: The "Bad" Foods List:

This one's a classic – the idea that some foods are “fat causing” and must be avoided at all cost. The reality? A balance of proteins, fibers, and calories tailored to your unique needs.

It's time to quit labeling foods as 'bad' or 'good' start focusing on what matters most: a calorie deficit and aiming for 80% nutrient-dense foods and 20% calorie-dense foods.

It's not about depriving yourself which leads to weekend binges. It's about the balance. 80% of the time, eat nourishing, whole foods that your body needs. The other 20%? Enjoy the treats you love and crave.

This balance stops you feeling deprived, yet allows you to stay within a calorie deficit.

**Myth 4: The Best Fat Loss Supplement:**

I hate to burst your bubble, but there's no magic pill or potion that will melt the pounds away.

Fat loss only occurs by increasing our energy output (calories burned) or decreasing our energy intake (calories eaten).

Unless a supplement is enhancing your ability to burn calories or reducing your appetite, it's not going to contribute to fat loss.

While some supplements can do just that, they only work effectively when you're already in a calorie deficit, and many come with side effects that can make weight loss more challenging in the future.

Myth 5: Night Eating Leads To Weight

Gain: Let's extinguish this myth. Your body isn't keeping track of time when it comes to calories. The principle of CICO (calories in, calories out) prevails.

Although there are benefits to not eating late at night, such as better digestion, reduced anxiety, and improved sleep, fat loss isn't going to stall because you had a bite past 8 or 9 pm.

**Myth 6: Fasted Cardio For More Fat**

Burning: This concept confuses fat oxidation with body fat reduction.

You can use fats (ketones) or carbs (glucose) to fuel your movement, but this doesn't translate to body fat reduction. Let's make this clear: *fasted cardio isn't necessary for fat loss.*

Myth 7: Eat Every 2–3 Hours, 5–6x A

Day: While this might be an effective strategy for some, it doesn't directly lead to fat loss unless you're in a calorie deficit.

The key here is to eat within your Total Daily Energy Expenditure (TDEE) or deficit. Don't get lost in the weeds on nuanced habits like meal timing, especially if you're not an athlete.

Myth 8: Intermittent Fasting Causes

More Fat Loss: Intermittent fasting only works if you're in a calorie deficit. Plain and simple.

With that being said, while it works for some, it might not fit your lifestyle long-term, which makes it unsustainable for most.

If this method fits seamlessly into your life, then go ahead. But remember, it isn't the only way to achieve sustainable fat loss.

Myth 9: Skipping Meals After A Cheat

Meal: Instead of skipping meals after a cheat meal, which can trigger later binges, just get right back on track with your regular meals that fit into your macronutrient budget and TDEE needs.

Remember, the key is not to dwell on the cheat meal, but to move forward with your balanced eating routine.



Myth 10: Eating “Healthy” Causes Fat Loss: While a healthy diet is paramount for overall health, it doesn't directly translate to fat loss.

You can still overeat or undereat, even with healthy food choices.

Understanding macronutrients and total calorie intake is crucial for sustainable fat loss. *Fat loss only occurs through a calorie deficit.*

Myth 11: Cutting Carbs For Fat Loss: Cutting carbs might lead to fat loss, but only due to the reduction in total calorie intake, as carbs provide 4 calories per gram.

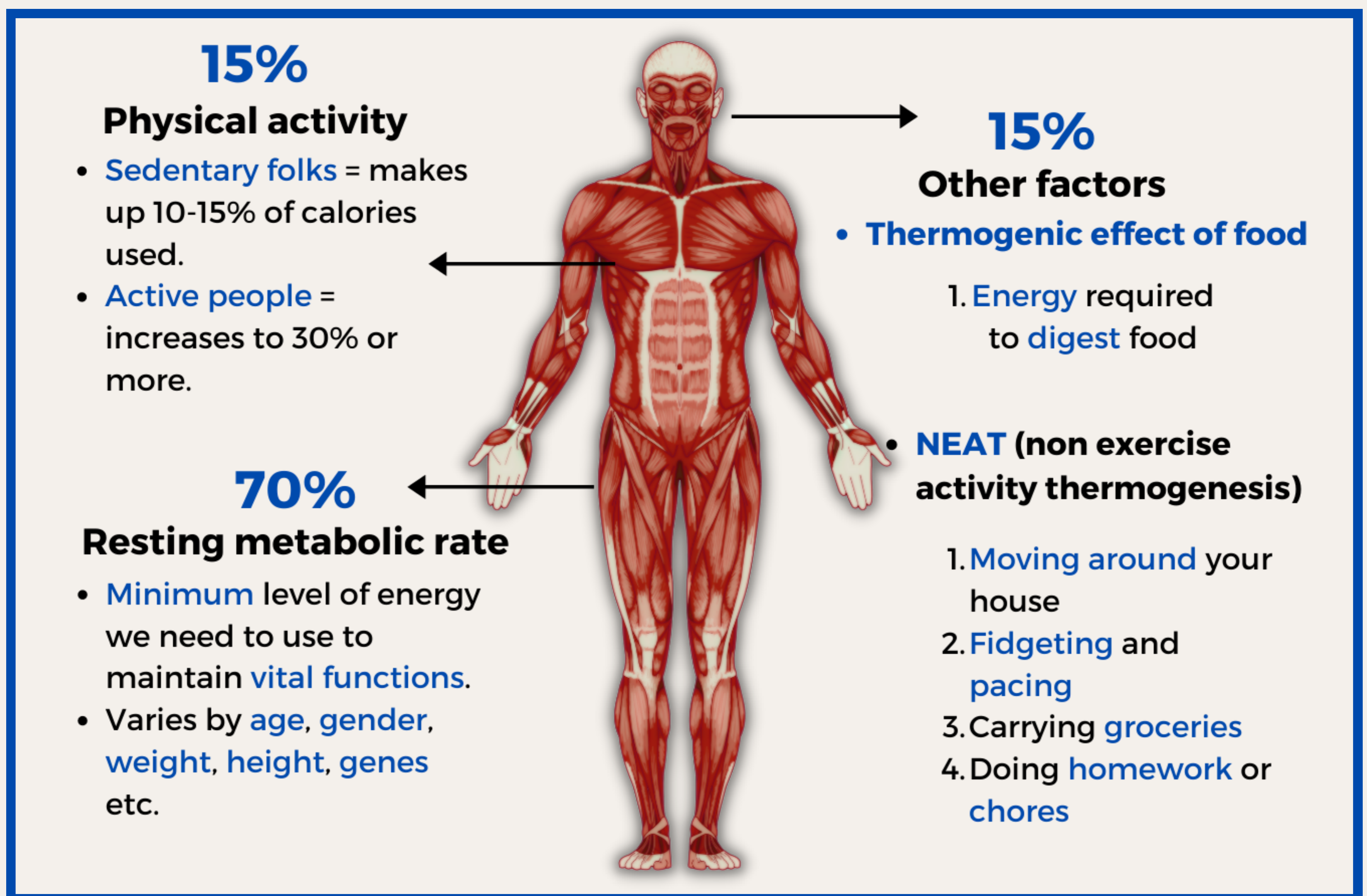
Instead of eliminating an entire food group, aim for a balanced approach with a calorie deficit. Sustainable fat loss isn't going to happen with rigidity.

Myth 12: Cutting Sugars For Fat Loss: Cutting sugars will only promote fat loss due to the associated reduction in total calorie intake.

Rather than completely eliminating these things, it's more practical and *sustainable* to understand total calories and the role of macronutrients, allowing moderate sugar intake within a balanced diet.

Myth 11: Sweat Until You Drop: Beware of adaptive thermogenesis, a metabolic process that down-regulates energy expenditure in response to when you overdo it in the gym.

Rather than exercising to 'punish' or solely burn calories for fat loss, consider creating a sustainable workout routine that aligns with your goals.



The Real Deal

Now that we've confronted these diet myths, it's time to explore the science-backed principles of sustainable fat loss.

But don't worry, I won't be dragging you into the weeds with technical jargon. I'll be offering clear, actionable strategies that you can integrate into your life right now.

Understanding the science behind sustainable fat loss is like having a road map. It helps us navigate our bodies' unique responses to food and exercise, and empowers us to make informed decisions about our health.

In the chapters that follow, we'll delve into how our bodies really function, the right way to fuel ourselves, and the vital role of movement.

Are you ready to take this journey together? I know I am. Let's get started!

CHAPTER 2

The Importance of Mindset & Consistency

Our mindsets, and the manner in which we approach the challenges of our daily lives, significantly impact our ability to sustain fat loss over time.

The way we perceive our abilities and the world around us can either build a resilient foundation for success or erect walls of self-doubt that prevent progress.

The Mind-Body Connection

The journey to sustainable fat loss isn't just about altering your physical habits; it involves a holistic transformation, changing both your body and mind.

Understanding this mind-body connection is crucial in achieving sustainable fat loss.

The idea isn't just to cultivate a robust body, but also to build a resilient mindset, enabling you to navigate the inevitable hurdles of this journey.

Fixed vs Growth Mindset

A fixed mindset is the belief that abilities, intelligence, and talents are set in stone and unchangeable. This mindset can negatively impact



sustainable fat loss because it might lead you to believe that if you're overweight now, you'll always be overweight.

In contrast, a growth mindset is the belief that skills and capabilities can be developed over time through hard work and persistence.

By adopting a growth mindset, you'd believe that even if you're overweight now, with consistent effort and the right strategies, you can achieve sustainable fat loss.



Emotional Intelligence

Emotional intelligence is the capacity to understand and manage your own emotions, as well as empathize with the emotions of others.

It is crucial in sustainable fat loss, as it helps manage stress, handle criticism, and stay motivated.

Without it, your feelings may drive unhealthy eating habits, such as emotional eating or excessive calorie restriction.

Emotional intelligence doesn't just end with understanding and managing our feelings. A pivotal aspect of building this skill is recognizing and addressing mindset traps that might trip us up on our journey.

Ready to identify these common pitfalls? Let's shed some light on the mindset traps you may encounter and equip you with strategies to navigate them.

Here are some mindset traps you may fall into and some tips to avoid them:

Stress Mismanagement

The Trap: When we're stressed, we often seek comfort, and for many, this comfort comes in the form of food, leading to overeating and unhealthy food choices.

The Shift: Instead of turning to food for comfort, find healthier ways to manage stress. Techniques like deep breathing, meditation, and exercise can be great stress-relievers.

The Comparison Trap

The Trap: Avoidance is the tendency to run away from challenges or difficult situations, which hinders growth and progress in your fat loss journey.

The Shift: Embrace challenges as opportunities for growth. Learn to strike a balance between pushing yourself and respecting your limits.



The Focusing Effect

The Trap: The focusing effect is the tendency to place too much emphasis on one detail at the expense of others, like fixating on a single 'bad' meal and ignoring all the 'good' ones.

The Shift: Keep the bigger picture in mind. Instead of dwelling on minor setbacks, focus on your overall progress.

The Spotlight Effect

The Trap: The spotlight effect is the belief that people are paying more attention to you than they actually are, leading to fear of judgment and potential self-sabotage.

The Shift: Remind yourself that people are often too focused on themselves to pay excessive attention to you. Don't let fear of judgment hold you back.

All Or Nothing Trap

The Trap: This trap refers to thinking in extremes – if you're not perfect, then you're a failure. This black-and-white thinking can lead to a cycle of extreme dieting and overeating.

The Shift: Embrace the gray area. Understand that progress is made through a series of small wins and setbacks, not just extremes of success or failure.

In the upcoming sections, we'll get into solutions and practical strategies to sidestep these mindset traps on your journey to sustainable, joy-filled fat loss. Buckle up, it's time for some real, lasting change!

Consistency is Key

You've probably heard the old adage, "Slow and steady wins the race." While it might seem like a cliché, it's a nugget of wisdom that rings true when it comes to sustainable fat loss and overall health improvement.

Consistency, folks, is the secret sauce that makes this whole journey not just doable, but also enjoyable and effective.

Think about it this way: imagine you're at a baseball game. On one team, you've got a player who's all about hitting home runs. He's got the talent, the power, the swing.

But he strikes out half the time because he's so focused on that big, awe-inspiring hit.

On the other team, you have a player who's consistently hitting singles and doubles.

He's not as flashy, and his hits don't make the crowd gasp in surprise, but he's getting on base almost every time he's up to bat.

Now, who do you think will score more runs in the long run? More likely than not, it's going to be Mr. Consistent.

Just like in baseball, the player who consistently hits singles and doubles in life is likely to win the game. This is true for fitness, career, relationships, and pretty much everything else.

The key here is consistency. It's not about making one grand gesture; it's about taking small, measured steps day after day.

Let's consider a story that highlights the power of consistency. We'll dive into the life of Dave, an ordinary guy who decided to get in shape. Dave isn't the most athletic guy around.

He's got a demanding job, a family, and a packed social calendar. But one day, Dave decides he's had enough. He's tired of feeling sluggish, so he decides to commit to getting healthier.

He doesn't set out to become a bodybuilder or run a marathon. He doesn't overhaul his entire diet overnight or spend every spare moment in the gym.

Instead, Dave decides to do something attainable: he commits to walking every day.

He decided to aim for at least 5,000 steps a day as his Good goal, 7,500 steps for his Great goal, and if he felt up to it, he'd aim for 10,000 steps for his Awesome goal. And stick to his plan, he did – rain, sleet, or shine.

And he hasn't done anything drastic – no juice cleanses, no intense workout programs, no starving himself. That's the power of consistency, friends. All he did was consistently strive to meet his daily step goals.



Next, let's apply this principle to nutrition. What if, instead of swinging between binging and strict dieting, Dave starts to consistently track his food intake, focusing first on getting enough protein and staying within his calorie limit?

Once he's got a handle on that, he can gradually add more nutritional goals, one at a time.



Now, imagine applying this principle to your food habits. What if, instead of swinging between under-eating and overeating, focus on consistently track food intake, focusing first on getting enough protein and staying within our calorie limit?

Easy to track with a smart phone app and not much to keep up with, but yet this will keep you in calorie deficit, needed for fat loss.

Following this consistent approach, just like Dave's walking routine, you'll start to see changes in your body and overall health.

This isn't a quick fix but a sustainable, long-term solution for maintaining healthy body fat and body confidence.

When we practice consistency, we're not just changing our bodies; we're reshaping our mindset and habits.

We're creating a healthy, sustainable lifestyle, not just a temporary fix.

And as these new habits take root, we'll notice that our journey to sustainable fat loss becomes a whole lot smoother.

As you move forward with the rest of this book, I encourage you to make consistency your mantra.

Take small, steady steps towards your Good, Great, and Awesome goals. Remember, it's not about hitting home runs; it's about getting on base every time.

It's about showing up for yourself, day after day, and making choices that nourish and strengthen your body and mind.

Embrace consistency, my friends, and watch as it transforms not just your body, but your life.

CHAPTER 3

TDEE & Calories for Sustainable Fat Loss

The Twinkie Paradox and Energy Expenditure

Let's jump into the fascinating world of energy expenditure and metabolism.

Now, I can already hear you saying, "Ugh, this sounds like science class," but bear with me. It's crucial stuff if you want to understand how to lose body fat sustainably.

Have you ever felt like you're trapped in Food Prison, forced to say goodbye to everything you enjoy?

Do carbs, sugars, donuts, and wine feel like distant memories, banished to the land of "can't have"?

Let's talk some liberating truth, then. Imagine this: you could, theoretically, eat nothing but Twinkies all day and still lose weight. It sounds crazy, right?

But if you're in a calorie deficit – that is, you consume fewer calories than your body uses – then yes, even on a Twinkies diet, you'd drop pounds.

Now, let's be clear: we're not endorsing a Twinkies-only diet here.



You'd feel about as good as a worn-out shoe on a hot summer day. But, "eating clean" isn't the whole story when it comes to weight loss, either.

It's just an example to illustrate that when it comes to weight management, a calorie deficit is the star of the show.

Total Daily Energy Expenditure (TDEE)

This is where Total Daily Energy Expenditure (TDEE) enters the stage. TDEE is the number of calories your body needs to function in a day. It consists of four main elements:

- Your Basal Metabolic Rate (BMR), the calories your body burns just keeping you alive;
- The Thermic Effect of Food (TEF), the energy your body uses to digest food;
- Non-Exercise Activity Thermogenesis (NEAT), the calories you burn during everyday activities;
- And Exercise Activity (EA), the calories burned during planned workouts.

Together, these four components form the wonderful ensemble known as your TDEE.

And to help us calculate these values, we'll be using the reliable Harris Benedict formula. Let's get started!

Crunching the Energy Numbers

To calculate your TDEE and BMR, we'll use the *Harris-Benedict formula*. I promise it's not as scary as it sounds.

For men, the BMR is calculated as:

$$\text{BMR} = 88.362 + (13.397 * \text{weight in kg}) + (4.799 * \text{height in cm}) - (5.677 * \text{age in years})$$

And for women:

$$\text{BMR} = 447.593 + (9.247 * \text{weight in kg}) + (3.098 * \text{height in cm}) - (4.330 * \text{age in years})$$



Balancing Your Energy Budget

Once you've calculated your BMR, you then apply the Harris-Benedict principle for physical activity level:

- **Sedentary** (little or no exercise): BMR * 1.2
- **Lightly active** (light exercise/sports 1-3 days/week): BMR * 1.375
- **Moderately active** (moderate exercise/sports 3-5 days/week): BMR * 1.55
- **Very active** (hard exercise/sports 6-7 days a week): BMR * 1.725
- **Super active** (very hard exercise/physical job & exercise 2x/day): BMR * 1.9

Voila! You now have your TDEE. But remember, this is just a guide, and every body is unique.

Now that you know your TDEE, you can think of it as your daily energy budget.

It's the number of calories your body needs to do all its jobs, from breathing and digestion to going for a jog or lifting weights.

To lose weight sustainably, you need to be in a calorie deficit, but it's essential not to deprive your body of the fuel it needs to function.

Creating a Caloric Deficit: The Art of the Subtle Trim

Let's say your TDEE is 2,500 calories. To lose weight, you need to create a calorie deficit.



But we're not talking about a grand canyon-sized hole in your calorie intake here.

Aim for a subtle 15-20% reduction from your TDEE. So, if your TDEE is 2,500, aim for around 2,000-2,125 calories.

This provides a slow and steady rate of fat loss, which is both sustainable and kinder to your body.

This is win-win! Don't allow the temptation of losing "faster" lead to practicing unsustainably low calorie eating.

It never ends well! More on that next!



Metabolic Adaptation and The Perils of Rapid Weight Loss

Remember, sustainable fat loss is our goal, not rapid weight loss. While it may seem appealing to drop weight quickly, it can lead to metabolic adaptation, where your body essentially goes into survival mode and starts burning fewer calories.

Metabolic adaptation refers specifically to the decrease in energy expenditure that occurs in response to a calorie deficit. This can include a reduction in basal metabolic rate, as well as changes in hormone levels that affect appetite and energy expenditure.

And let's face it, most fad diets that promise rapid weight loss are just about reducing calories to as low as possible. But that's not a sustainable solution, and it doesn't help us build lifelong healthy habits.

So, let's opt for a sustainable, slow, and steady approach. It's not as glamorous, but it's effective, maintainable, and ultimately kinder to our bodies.

And with that, we've journeyed through the realm of TDEE and calories for sustainable fat loss. It's time to apply this newfound knowledge and take one more step towards your Good, Great, and Awesome goals.

Best Practices to Prevent Metabolic Adaptation

Gradual calorie changes: Avoid drastic calorie changes, whether it's increasing or decreasing calories. Gradual changes can help the body adjust to the new calorie intake without triggering an extreme response.

Refeeds and diet breaks: Taking regular refeed days or diet breaks can help to boost your metabolic rate and prevent metabolic adaptation. This involves increasing your calorie intake to maintenance or slightly above for a short period of time before returning to your calorie deficit.

CHAPTER 4

The Magic of Macros for Fat Loss



Macro is short for macronutrients, the three primary nutrients your body needs in substantial quantities: proteins, fats, and carbohydrates.

Each plays a distinct role in your body's functioning, and understanding these roles is key to managing your diet effectively.

Tracking macros can seem complex, but I'm here to simplify it.

My aim isn't to turn you into a human calculator, but to provide you with the tools to make informed, conscious decisions about the food you consume.

Understanding Macros

Welcome to the world of macronutrients! "Macros," you might inquire, "Didn't I try counting those once?"

If you've dabbled in macros before and didn't quite see the results you were hoping for, it's crucial to remember that understanding and properly using macros is just one slice of a much larger "sustainable fat loss" pie.

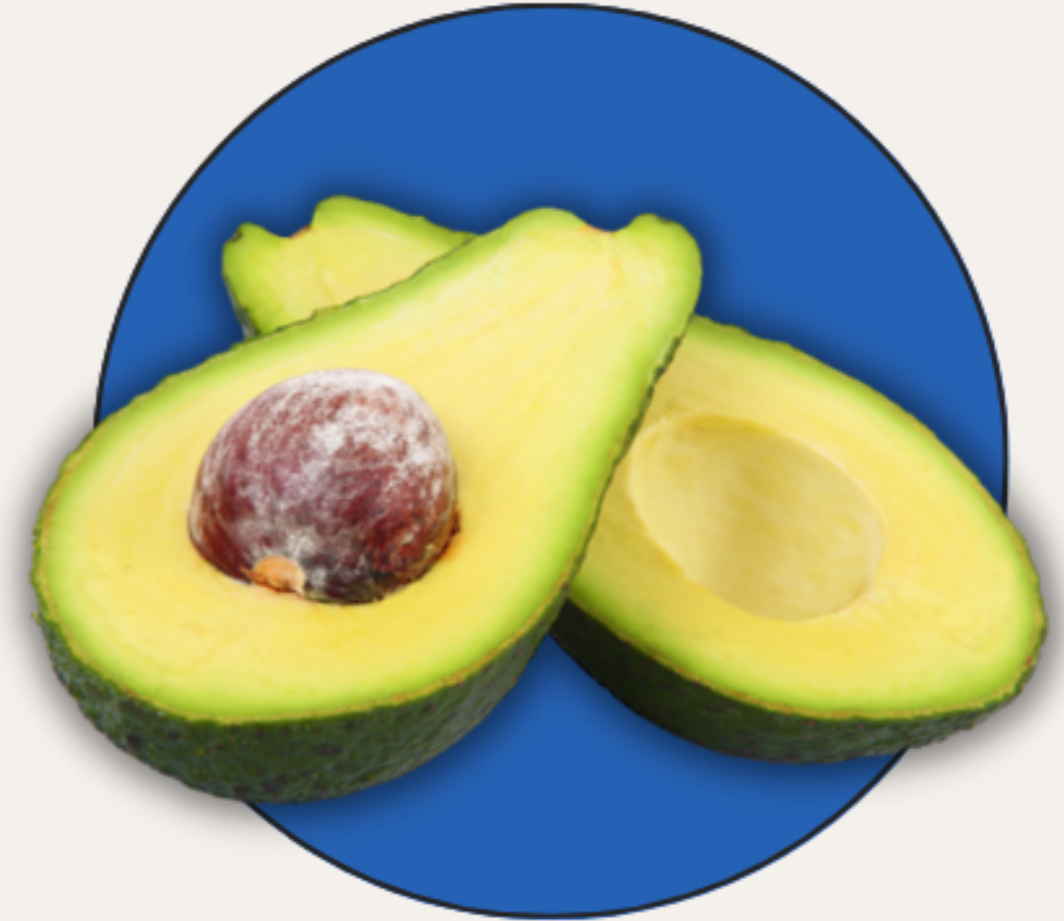


PROTEIN

**Helps
maintain / grow
muscle**

CARBS

**Provides energy
for physical
activity**

FATS

**Absorb nutrients
and regulates
hormones**

Calculating Your Macros

Here comes the part you might need a pen and paper for – calculating your macros.

Here's a step-by-step guide:

- Aim for 0.8–1 gram of protein per pound of your goal body weight or Lean Body Mass (LBM). For example, if your goal weight is 150 lbs, you should aim for 120–150 grams of protein per day.
- Aim for 25–35% of your total calorie intake to come from fats. For example, if your daily calorie target is 2000 calories and you're aiming for 30% of your calories to come from fat, that would be 600 calories.
- Given that each gram of fat is equivalent to 9 calories, you would be consuming approximately 67 grams of fat (600 calories ÷ 9 calories/gram).
- The remainder of your calorie intake should come from carbohydrates.

Yes, you read that right. You can absolutely include carbs in your diet and lose fat!

The key, as always, is maintaining a calorie deficit and finding a balance that is sustainable for you.

Now, for those of you wondering where your favorite chocolate chip cookies fit into this equation, remember: it's all about balance.

Our main priority is creating a sustainable plan that you'll stick to, not banishing your favorite foods to the land of "can't have."

Macro Importance

"Why all this focus on proteins, fats, and carbs?" you may ask. Each macronutrient plays a unique role in our bodies, especially when it comes to fat loss.

Proteins, valued at 4 calories per gram, are essential for building and maintaining muscle mass.

They also have a high Thermic Effect of Food (TEF), meaning they require more energy to digest, thus boosting your metabolism and helping you burn more calories.

Fats, which are valued at 9 calories per gram, play a crucial role in hormone regulation and provide a rich source of energy.

While they have a lower TEF than protein, they're vital for maintaining your body's overall function and shouldn't be neglected.

Carbohydrates, also valued at 4 calories per gram, fuel your workouts and daily activities, keep your brain sharp, and have a moderate TEF.

They can be particularly beneficial if you're following a high-intensity workout routine.

We'll expand more on TEF in the next section, but for now, remember this:

Each macro plays a part in your body's function, and understanding their impact is the first step towards achieving your fat loss goals.

Thermogenic Macros

Not all macros are created equal, especially when it comes to thermogenesis – the process of producing heat in the body.

Thermogenesis is closely tied to metabolism and plays a vital role in fat loss. Two key components in thermogenesis are protein and fiber.

Protein has the highest Thermic Effect of Food (TEF) of all the macros, meaning



your body uses more energy (burns more calories) to digest protein than it does fats or carbs.

This makes protein a powerful tool in your fat loss arsenal. If you're not hitting your protein targets, you might be sabotaging your fat loss efforts.

Fiber, a type of carbohydrate, also plays a significant role in metabolism and digestion.

It's crucial to aim for 25–30 grams of fiber per day to maximize 30 grams of fiber per day to maximize your TEF, aid digestion, and support fat loss.

Fiber slows the digestion process, helping you feel full for longer, which can aid in weight loss by reducing overeating.

Understanding the Thermic Effect of Food (TEF) is like unlocking a hidden superpower for fat loss. Every food item we eat requires energy to break it down, digest, and assimilate.

This energy is expended through thermogenesis. Interestingly, not every macronutrient demands the same energy.

Imagine our digestive system as a factory. Each macronutrient – protein, fats, and carbs – requires a different amount of energy for processing.

When protein comes down the line, the factory workers (or our metabolic processes) have to work overtime. This extra effort boosts our internal energy expenditure.

Beyond just calorie burning, this heightened activity from digesting protein and fiber keeps our metabolic engine humming, making it harder for our body to store excess energy as fat.

For example, when consuming protein, the energy needed to digest and metabolize it is significantly higher than for fats or carbs.

To illustrate: if you eat 100 calories from protein, your body might use 20 to 30 of those calories just in the process of breaking it down and utilizing it.

This in itself is a small metabolic boost. When you amplify this effect over weeks and months, it can significantly impact overall fat loss.



Moreover, the prolonged satiety from protein and fiber intake aids in reducing unnecessary snacking, which can be a game changer.

Over time, these seemingly tiny differences add up, impacting our daily caloric expenditure and influencing our fat loss journey in noticeable ways.

So, when you prioritize protein and fiber in your diet, you're not just leveraging TEF for fat loss. You're setting a foundation for better health, prolonged fullness, and a metabolism better suited for burning fat.

Remember, it's not about just hitting your macro numbers; it's also about choosing the best macros for your goals.

Macro-Friendly Foods

You may think that maintaining a balanced diet means eating nothing but plain, boring health foods. But that's not the case!

In the next sections, we'll show you a list of 20 foods from each macronutrient category.

Each one comes with its nutritional facts, helping you make informed choices for your meals.

There are many more than what's in these lists, but these should give you a solid idea on where to start.

Let's dig in!





Protein:

- Chicken Breast, cooked (100g) - 165 calories, 31g protein
- Turkey Breast, cooked (100g) - 135 calories, 30g protein
- Bison Burger, cooked (85g) - 124 calories, 17g protein
- Tuna, canned in water (165g) - 191 calories, 42g protein
- Lean Ground Beef, cooked (85g) - 213 calories, 22g protein
- Cottage Cheese, low fat (1 cup) - 206 calories, 28g protein
- Salmon, cooked (154g) - 280 calories, 39g protein
- Shrimp, cooked (85g) - 101 calories, 20g protein
- Greek Yogurt, nonfat (170g) - 100 calories, 17g protein
- Lentils, cooked (1 cup) - 230 calories, 18g protein
- Black Beans, cooked (1 cup) - 227 calories, 15g protein
- Tempeh (100g) - 195 calories, 20g protein
- Tofu, firm (100g) - 144 calories, 15g protein
- Quinoa, cooked (1 cup) - 222 calories, 8g protein
- Seitan (100g) - 370 calories, 75g protein
- Egg, large (50g) - 68 calories, 6g protein
- Whey Protein Powder (1 scoop) - 120 calories, 24g protein
- Skyr, nonfat (150g) - 82 calories, 15g protein
- Cod, cooked (85g) - 90 calories, 20g protein
- Lean Ham, cooked (85g) - 123 calories, 17g protein

Note: Exact nutrition facts may vary based on brand and preparation methods.



Carbohydrates:

- Brown Rice, cooked (195g) - 216 calories, 45g carbs
- White Rice, cooked (158g) - 205 calories, 44g carbs
- Sweet Potato, baked (200g) - 180 calories, 41g carbs
- Russet Potato, baked (299g) - 278 calories, 63g carbs
- Quinoa, cooked (185g) - 220 calories, 39g carbs
- Whole Wheat Pasta, cooked (140g) - 174 calories, 37g carbs
- Oatmeal, cooked (234g) - 158 calories, 27g carbs
- Corn, cooked (154g) - 134 calories, 31g carbs
- Banana (118g) - 105 calories, 27g carbs
- Apple (182g) - 95 calories, 25g carbs
- Kidney Beans, cooked (256g) - 225 calories, 40g carbs
- Chickpeas, cooked (1 cup) - 269 calories, 45g carbs
- Lentils, cooked (1 cup) - 230 calories, 40g carbs
- Peas, cooked (160g) - 134 calories, 25g carbs
- Blueberries (148g) - 85 calories, 21g carbs
- Oranges (154g) - 77 calories, 19g carbs
- Buckwheat, cooked (1 cup) - 155 calories, 33g carbs
- Couscous, cooked (157g) - 176 calories, 36g carbs
- Rye Bread (1 slice) - 83 calories, 15g carbs
- Whole Wheat Bread (1 slice) - 69 calories, 12g carbs

Note: Exact nutrition facts may vary based on brand and preparation methods.

Now, take a deep breath. Yes, there's quite a bit of information to digest here (pun intended). The good news is, you don't have to memorize these lists or strictly stick to them.

They're simply here to give you an idea of what macro-friendly foods look like and to help guide you in your meal planning.

Tracking Macros

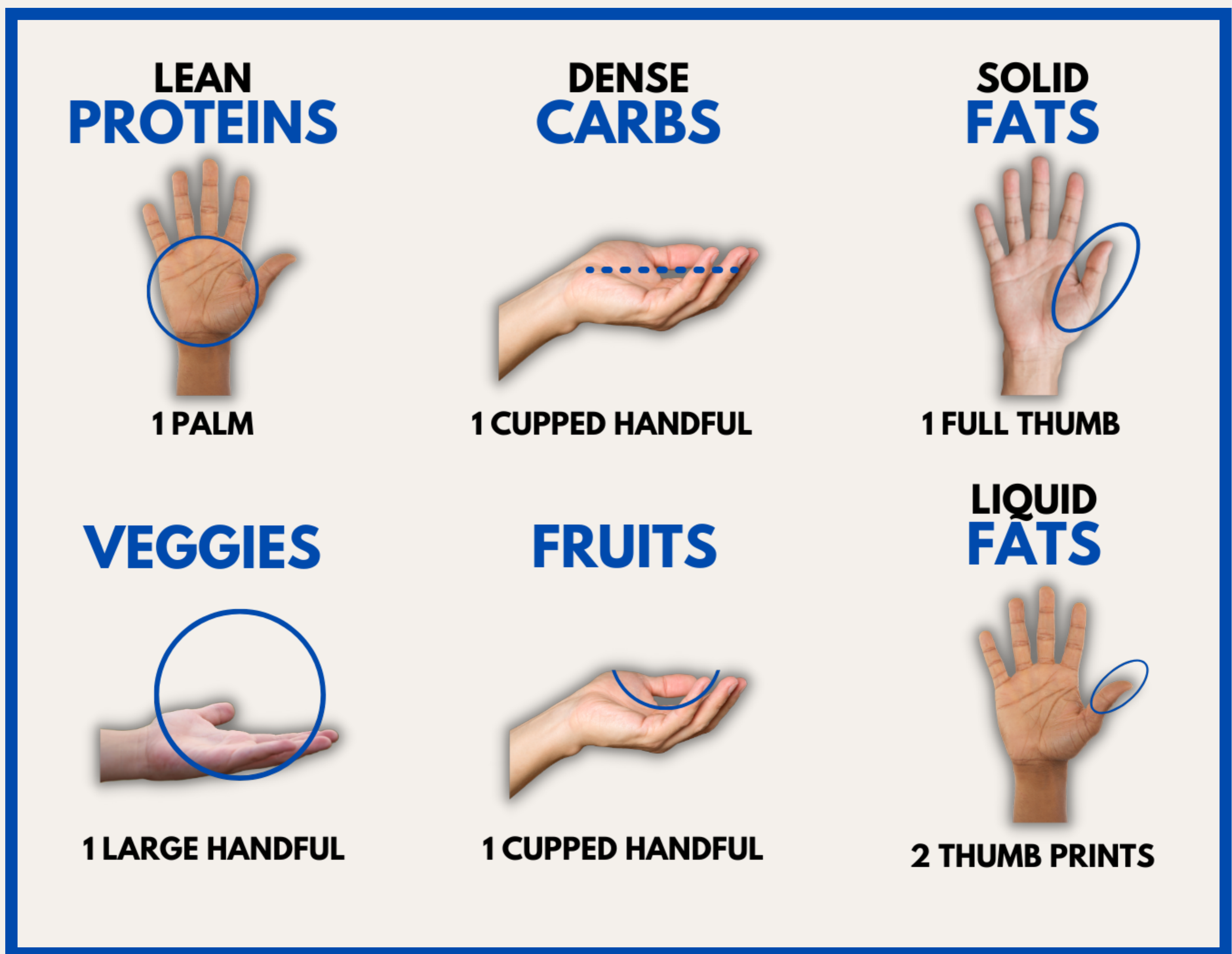
Navigating the world of macros can be like learning a new language. But don't fret, I'm here to provide you with the best practices to make tracking macros easier and more accurate.

- Put your food in the tracking app **BEFORE** you eat anything. This helps ensure you stay within your macro budget and keeps you from overeating.
- Include your fun food first. Following our 20% rule, put the fun food you want to make room for in your tracking app before eating anything else in the day. This way, you can still enjoy your favorite foods while sticking to your macro goals.
- Weigh all foods that can be weighed. And do it in grams. This ensures the highest level of accuracy.
- Create meal plans. Plan 4-5 breakfast meals, lunch meals, dinner meals, and snacks that fit your macro budget. Alternate between these meals until you're ready for something new. Having a routine makes tracking easier and reduces prep time.
- Prepare a variety of flavored meats. Taco-seasoned meat, fajita-seasoned chicken, or BBQ pulled chicken are great to have on hand. They can easily be added to tortillas, rice, potatoes, quinoa, oats, fruits, and more. This allows you to be ready with tasty meals without a full day of meal prep.
- Plan for eating out. Find your meal on the app or restaurant's website before your visit and input it into your tracker. This keeps you prepared and helps avoid impromptu decisions that can compromise your macro goals.
- Track everything. Include all foods, drinks, and condiments, not just the main items. Every bit counts when it comes to reaching your macro goals.



- Pay attention to serving sizes. Check labels and weigh portions when possible to ensure accuracy.
- Estimate when you're unsure. If you're uncertain about what you're eating, make a reasonable guess and input it into your tracking app. It's better to have a placeholder than nothing at all.
- Remember why you're tracking. Much like how a check register helps balance your spending, tracking food helps balance your nutrition. It's not about becoming obsessed with calories; it's about achieving balance, just like those who love being debt-free.
- Be flexible during social events. When at a BBQ or family event, find a similar food in your tracking app and log it. It's not about perfection, but balance.





Portion Control Using Your Hands

- Use your hands for portion control. When you don't have access to weighing tools, your hands can serve as a good portion size guide. **Here's how:**
- **Palm** = portion size for lean protein
- **Cupped handful** = portion size for dense carbs
- **Full thumb** = portion size for solid fats
- **Large handful** = portion size for veggies
- **Cupped handful** = portion size for fruits
- **Two thumb prints** = portion size for liquid fats

Remember, these portion sizes are based on your total daily energy expenditure (TDEE). If you're aiming for fat loss, ensure your portion sizes don't exceed your TDEE.

Tracking macros might seem overwhelming at first, but with these practices, it'll become second nature. So, let's get tracking!

CHAPTER 5

The 80/20 Rule & Flexible Eating

The rigid nature of many diets can make us feel like we're in dietary handcuffs. That's where the 80/20 rule and flexible eating come into play. They allow us to escape the diet prison and embrace a sustainable way of eating.

Embracing Flexibility

The 80/20 rule is straightforward – 80% of your food choices should be nutrient-dense, 'clean' foods, while the remaining 20% can be from foods you love, even if they're not typically categorized as healthy.

The beauty of this approach is that it encourages a balanced and sustainable eating pattern without total restriction.

It allows us to enjoy our favorite foods in moderation, while still getting the essential nutrients our bodies need from the majority of our food intake.

In essence, it's all about achieving dietary balance rather than striving for unattainable perfection.

The Clean Eating Trap

"Clean eating" is a term that has gained popularity over the years. It essentially means eating whole, unprocessed foods most, if not all, of the time.

On the surface, this seems like a virtuous goal. But in practice, it can often lead to unsustainable habits, feelings of deprivation, and even disordered eating patterns.

Most individuals who strive for "clean eating" tend to overlook the most crucial aspect of fat loss: energy balance.

They focus so much on food quality that they neglect food quantity, leading to either overeating or under-eating, both of which are not conducive to sustainable fat loss.



Obsessive behaviors around food can also develop. Clean eaters may find themselves constantly worrying about their food choices, leading to stress and anxiety.

And when they eventually give in to their cravings, they often experience feelings of guilt and failure. This, in turn, can trigger binge-eating episodes, disrupting their progress towards their fat loss goals.

Avoidance can lead to obsession. To illustrate this, try not to think about a shiny blue car with gleaming chrome wheels, a sleek silver trim, and bright LED headlights. I repeat: do NOT think about this blue car.

Were you able to stop picturing it? Probably not. The same principle applies to food. When we're told to avoid certain foods, they inevitably become the "blue car" of our diet.

Clean eating isn't inherently problematic. Choosing nutrient-dense foods is generally a good idea. But when it involves an obsessive avoidance of certain foods that the majority of us enjoy, it becomes a problem.

When 99% of the breathing population is constantly thinking about and craving these foods, and when we're constantly marketed these foods, absolute avoidance is hardly sustainable.

I've been there, trapped in the realm of "clean eating". Believing that the only path to fitness and fat loss was through rigid dietary rules and eliminating any "unhealthy" foods.





What did this lead to? Me, feeling more tired, fatter, and with less confidence.

- The strictness was overwhelming, and I kept falling off the wagon, leaving me feeling defeated.
- The lack of flexibility made me feel deprived all the time, leading to intense cravings.
- The constant restrictions on food made me think about it all the time – it became an obsession.
- Without understanding how many calories I needed for my lifestyle, I was constantly hungry and tired.
- Progress was always two steps forward and one or two steps back. Stagnation became my constant companion.

This rigid approach to nutrition can have counterproductive results. It's essential to have a balanced approach to eating, where there's room for flexibility and enjoyment, hence the 80/20 rule.

Strategies for Flexible Eating

Implementing the 80/20 rule doesn't mean chaos; there are strategies to make it work for you.

- Embrace your usual eating habits. Start with the foods you normally eat and enjoy. Gradually incorporate healthier options into your diet while still including your favorites, gradually moving closer to your macro and calorie goals.
- Plan your meals. Knowing what you're going to eat can help ensure you stick to the 80/20 rule and make healthier food choices.
- Consider portion sizes. Even when indulging in your favorite foods, it's crucial to watch your portion sizes to maintain a calorie balance.
- Stay Hydrated. Drinking enough water is important for overall health, which is obvious, but it can also help with hunger management. Often, we mistake thirst for hunger.

- **Be Mindful.** Slow down and pay attention to what you're eating. Enjoy the taste, texture, and smell of your food. This can help you enjoy your food more and prevent overeating.
- **Remain Flexible.** Understand that some days you might eat more "clean" foods, and other days you might lean more towards the 20%. That's okay. The key is overall balance, not perfection in every meal or every day.

Remember, the goal of the 80/20 rule is to make your diet sustainable and enjoyable.



Turning Your Favorite Meal into a Macro-friendly Meal

Turning a favorite meal into a macro-friendly one doesn't have to mean compromising on taste. Here are some steps:

- **Break down your meal.** Understand what your meal comprises. How much protein, fats, and carbs does it have?
- **Swap out ingredients.** Look for alternatives that can lower the calorie content or balance your macros better. For example, if a recipe calls for full-fat cheese, consider using a reduced-fat version.
- **Adjust portion sizes.** If you love a carb-heavy meal, you might adjust the portion size to fit your macro goals better.

Let's take a popular favorite – Spaghetti Bolognese. Traditional versions can be high in carbs and fats.



Here's how we can make it macro-friendly:

- Swap regular spaghetti for whole grain or legume-based pasta to increase protein and fiber.
- Opt for lean ground beef or even turkey instead of regular ground beef to reduce fats.
- Add more veggies to the sauce for volume and nutrients without many extra calories.

And voila! You have a meal you love, but it fits better into your macro and fat loss goals.

The key is to keep experimenting and find what works best for you and your goals. Remember, it's all about balance, not perfection.

CHAPTER 6

Emotional Eating and How to Overcome It For Good

You've been doing so great—keeping up with your food tracking, staying within your goals, hitting the gym—when bam!

A stressful day knocks you sideways.

Maybe you received bad news or are facing an unexpected challenge, and suddenly, you find yourself reaching for that family-sized bag of chips. Sounds familiar?

This is emotional eating, folks, and it can really throw a wrench in your weight loss journey. It's like a sneaky saboteur waiting in the wings, ready to pounce when you're at your most vulnerable.

But don't worry—we're going to unmask this villain together.

This chapter will shed light on emotional eating, and arm you with the strategies you need to keep it from derailing your progress.

Emotional Hunger vs. Physical Hunger

Let's start with some basic detective work. You see, emotional hunger often disguises itself as its less-destructive twin, physical hunger.

But once you learn their tells, you can spot the imposter.

Physical hunger usually creeps up on you gradually and could be satisfied by a variety of foods. It's polite—it waits its turn and doesn't demand immediate attention. When you're physically hungry, you stop eating once you're full.

But emotional hunger? It's sudden, urgent, and fixated on specific comfort foods. It doesn't respect boundaries—you find yourself eating more than you usually would, and you don't stop when you're full.

Learning to recognize these two forms of hunger is the first step in regaining control over your eating habits.

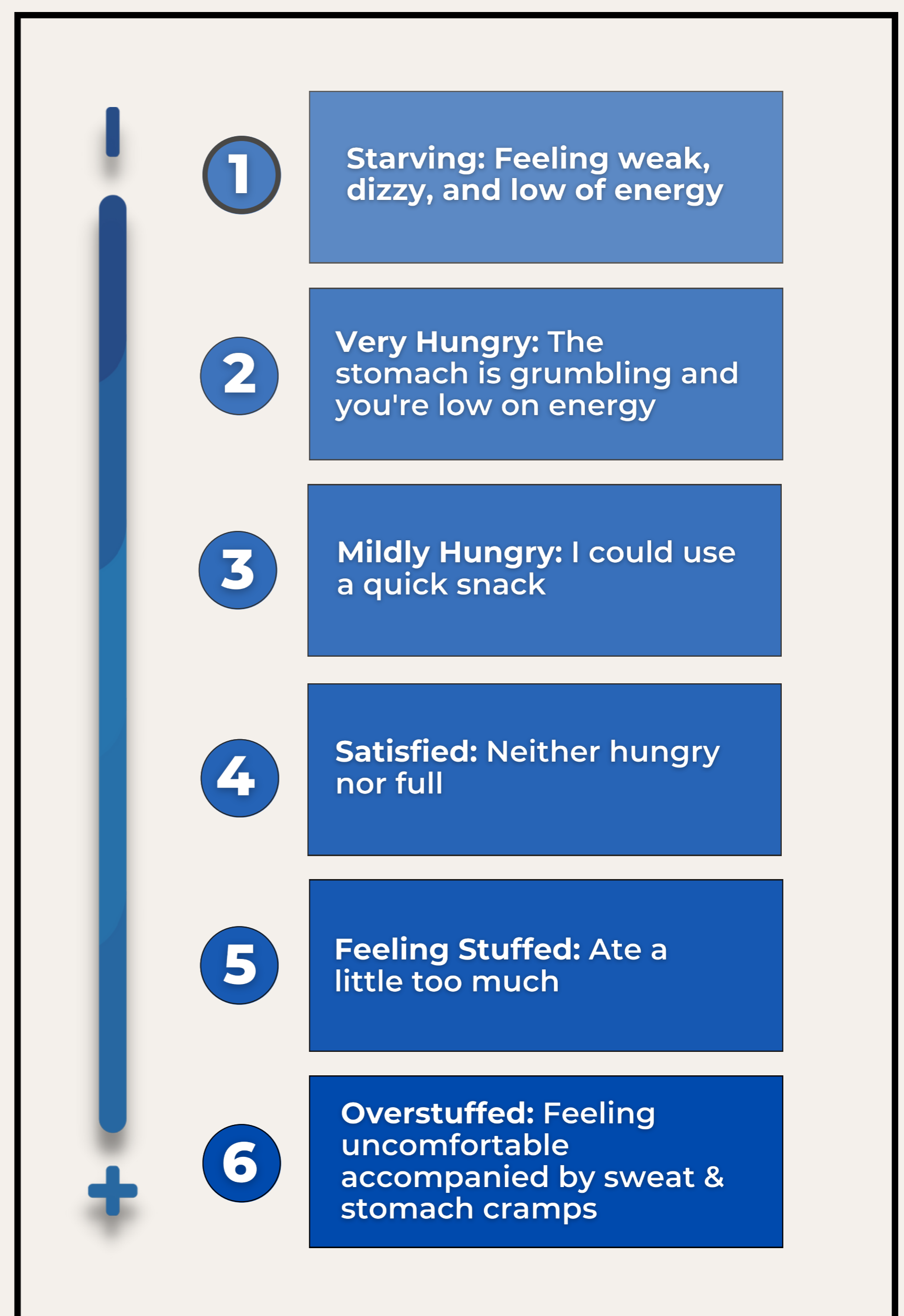


Hunger Signals 101

Let's dig a bit deeper into those hunger signals. Learning to recognize them is like getting a backstage pass to your body's inner workings.

Here's the lowdown:

- **Starving:** If you're starving, you're probably not eating enough, or often enough. Go for more frequent, balanced meals to keep this wolf from the door.
- **Very Hungry:** If you're very hungry, choose meals high in protein and fiber. They're like the bouncers at the nightclub of your stomach—they'll keep you feeling full longer.
- **Mildly Hungry:** A little peckish? Opt for a healthy snack like a piece of fruit or a small handful of nuts.
- **Satisfied:** Ah, satisfaction—a warm, full belly, no more, no less. This is your sweet spot. Enjoy the feeling and wait until you're genuinely hungry again before reaching for another snack.
- **Feeling Stuffed:** If you're stuffed, it's a sign that you've been eating too quickly. Slow down, savor your food, and listen to your body's cues.
- **Overstuffed:** Oops, overstuffed? It happens to the best of us. Use it as a chance to reflect on what led you to overeat. Was it a certain emotion? A stressful situation? Understanding these triggers is key to better managing them in the future.



Mastering these hunger signals is half the battle. They serve as your body's language, guiding you towards wise food choices.

However, sometimes external factors muddy these signals, blurring the line between physical need and emotional desire.

Recognizing these deceptive triggers and traps is your next line of defense.

In the next section, we'll be going over practical strategies to help you on your journey when facing these traps and triggers.



Triggers, Traps, and Strategies to Dodge Them

Emotional eating often likes to play hide-and-seek when we're stressed or overwhelmed. Here are some of the most common triggers and the strategies to face them head-on:

- **Chronic Stress:** You know that over-enthusiastic kid at a party who has had a bit too much sugar? That's a good metaphor for our bodies under chronic stress—they go into overdrive, producing more cortisol, a hormone that increases appetite and promotes fat storage. Combined with poor self-care, it's a one-way ticket to emotional eating town. Persistent stress might also land you with adrenal fatigue, making weight management even trickier.
 - **Strategy:** Time for some self-care! Take a few minutes each day for relaxation—be it meditation, a hot bath, reading a good book, or walking in nature. It'll help reduce your stress levels and, in turn, keep your cortisol levels in check. Taking care of yourself is not a luxury; it's a necessity.
- **Lack of Margin:** You're running from one task to another, spreading yourself too thin, and failing to say 'no' when needed. All these can create a stress tornado, and before you know it, you're knee-deep in a tub of ice cream.
 - **Strategy:** Start by creating some breathing room in your schedule. Practice saying 'no' to commitments that aren't absolutely necessary. Remember, it's okay to put yourself first. Prioritize your tasks and cut out the unnecessary clutter. Having this margin can work wonders in reducing your stress and curbing emotional eating.
- **Poor Preparation:** You're caught off guard, not quite ready, and you can't seem to keep up. Being unprepared can be a stress catalyst and send you diving into the biscuit tin.
 - **Strategy:** Preparation is key. Plan your meals and snacks ahead of time. Not only does this help you make healthier food choices, but it also takes away the stress of making last-minute decisions. Remember the adage, "Failing to prepare is preparing to fail."

- **Overwhelm:** When you're drowning in to-dos and juggling multiple responsibilities, healthy habits often get sidelined. It's like trying to keep multiple balls in the air while balancing on a tightrope. Not fun.
 - **Strategy:** Take a step back and evaluate what's truly necessary. Delegate tasks where you can and don't shy away from asking for help. Also, try breaking down overwhelming tasks into smaller, manageable chunks. One small step is better than no step at all.
- **Hormonal Imbalance:** Our hormones are like the puppeteers of our body's show. They pull the strings, affecting everything from our mood to hunger cues. When they're out of balance, they can wreak havoc on our weight management efforts.
 - **Strategy:** Good nutrition, regular exercise, adequate sleep, and stress management—all these can help keep your hormones in balance. If you're struggling with severe hormonal imbalances, it might be a good idea to consult a hormone specialist for a custom panel to find out which hormones need addressing.

Remember, recognizing these triggers is the first step to managing them. Implementing these strategies won't just happen overnight.

Take it one day at a time, and don't forget to be kind to yourself along the journey. It's not about being perfect; it's about being persistent.



Strategies to Dodge the Emotional Eating Bullet

Emotional eating might be a common response to stress, but it doesn't have to be your go-to solution.

Here are some nifty tricks to help you deal with emotional eating:

- When you feel an emotional eating episode coming on, remember it's just your body trying to distract you from uncomfortable emotions. Those emotions are signals for you to FIX something at the root. Food is a quick fix, a temporary distraction. It might feel good in the moment, but it won't solve the root problem.
- Try the time rules. The 5-minute rule for small stressors, the 1-hour rule for bigger conflicts, and the 24-hour rule for major emotional events or decisions. During these periods, aim to stick to your regular eating patterns and keep tracking your food intake and find healthy ways to change your emotional state.

- Become a master of your emotions. Identify what you're feeling and why. Once you know the "what" and the "why," you can brainstorm healthier ways to deal with these emotions that don't involve food. Remember, food should only be a solution if the problem is physical hunger.
- Finally, tackle your stress at its roots. The more you address the actual cause of your stress, the less likely you'll turn to food for comfort.

So there you have it, your guide to understanding and overcoming emotional eating.

It might be a bumpy ride at times, but remember—every step you take towards managing emotional eating brings you one step closer to your Good, Great, and Awesome goals. Let's do this!



CHAPTER 7

Macro Trading Magic - A Key to Flexibility

Macro-Swapping Strategies

Who says you can't have your cake and eat it too?

Alright, perhaps not literally, but let's dive into a strategy that lets you have a taste of flexibility while keeping you on the path to your Good, Great, and Awesome goals: macro-swapping.

It's like a secret handshake in the world of flexible dieting. It's the switcheroo trick that keeps your diet from becoming monotonous, and guess what? It can actually help you stick to your plan. Intrigued? Let's unpack this!

Macro-swapping is the practice of replacing one macronutrient with another while keeping your total calorie intake consistent.

Think of it as trading stocks, except here, your assets are proteins, carbs, and fats.

Need to save some carbs for that upcoming party? No problem, we'll trade some with fats and keep the calorie balance in check.

Let's imagine a day where you've planned a delicious meal for dinner that's a bit higher in fat than what you're used to.



No problem. You can opt for leaner protein sources and limit fat intake in your meals throughout the day, freeing up some fats for that dinner.

This allows you to enjoy your day without the guilt and without breaking your macros bank.

Note, though, protein is off the table. We always keep protein the same - it's the lifeboat that keeps you afloat when you're sailing the stormy sea of fat loss, supporting muscle retention and satiety.

Before we dive deeper into the strategies, it's crucial to remember that one gram of carbohydrate has 4 calories, while one gram of fat carries 9.

So, if you decide to replace 10 grams of carbs with fat, it doesn't translate to an even trade. You'll only need about 4-5 grams of fat to match the calories.

- **Trading Carbs for Fats (and vice versa):** For every gram of carbs you want to trade, you can replace it with about half a gram of fat. Why half? Because while carbs have 4 calories per gram, fats have 9. This way, we're keeping the calorie exchange fair and square.
- **Trading Fats for Carbs (and vice versa):** This works the other way round too. If you want to trade fats for carbs, you can replace each gram of fat with about 2 grams of carbs. Simple and effective!
- **Trading Macros for Alcohol:** Got a social event coming up and want to enjoy a drink? No problem. You can trade either carbs or fats for alcohol. Remember, alcohol has 7 calories per gram, so the trade will need to be done accordingly.

Effective Macro Trading

Now, while macro trading can be a lifesaver in maintaining lifestyle flexibility, we need to talk about how and when to use it effectively.

After all, with great power comes great responsibility, right?

First off, it's essential to ensure that your calorie intake remains consistent when you're swapping macros. We're aiming for a sustainable calorie deficit here, not a rollercoaster ride.

So, even if you're trading some carbs for fats, or vice versa, the overall calorie count should stay the same.

Second, while macro trading is great for occasional flexibility, we shouldn't make a daily habit out of it.

Our bodies need a balanced intake of all macronutrients—proteins, carbs, and fats—for optimal functioning.

So, save these trades for those days when you want to accommodate a special meal, an event, or a social gathering.





So when should you trade macros? It can be particularly useful for social occasions, planned staycations or vacations where you want to stay within your TDEE, but you also want to feel less restriction for this event.

Let's say you have a party coming up where you know there will be a delicious pasta dish, and you want to indulge a bit. You can plan ahead and save some of your carbohydrate allotment for the party.

Finally, it's important to remember that macro trading is not a ticket to fill your plate with junk food. While it's okay to have your favorite foods in moderation, the bulk of your diet should still come from nutrient-dense sources.

Think of macro trading as a strategy to enjoy the foods you love while staying on track, not an excuse to eat poorly.

With these strategies in your arsenal, you're ready to tackle macro trading. Remember, it's not just about the numbers, but the quality of what you're eating.

Embrace variety, aim for nutrient-dense foods, and use macro trading as a tool for flexibility and sustainability. The road to your Good, Great, and Awesome goals just got a bit smoother!

CHAPTER 8

Alcohol and Fat Loss - Finding the Balance



Alcohol and Metabolism

Alcohol has a mixed reputation. On one hand, it's often seen as a social lubricant, a way to relax and enjoy a night out.

But what does it do to your body, specifically your metabolic processes, and how does it impact fat loss? Let's explore.

Imagine the food you eat is like a well-organized team of workers, each doing their part to keep things running smoothly. Proteins, carbs, and fats all have their specific roles, from muscle repair and energy supply to crucial body functions.

But what happens when alcohol enters the scene? It's the unexpected, demanding houseguest that forces everything else to a halt.

Your body can't store alcohol, so it prioritizes getting rid of it, putting a pause on other metabolic processes, including fat burning.

Suddenly, our well-orchestrated metabolism is thrown out of rhythm. As a result, the fat burning process slows down, which can hinder your fat loss goals if not managed properly.

Alcohol and the 80/20 Rule

At this point, you might be wondering, "Does this mean I have to stop having drinks entirely to lose fat?" The answer is no, but there are some things you might want to consider.

Remember the 80/20 rule? It's all about balance. Having a glass of wine or a beer isn't a crime against fat loss.

But it's essential to keep a few things in mind.

Are you using alcohol to numb, escape, or cope with an area of life that you're possibly not facing directly? If yes, it might be time to pay attention to what's really going on and find a viable solution.

And let's be real, moderation is the secret ingredient here. Consistently overindulging in alcohol like a wild college student and expecting amazing fat loss results is akin to driving with the handbrake on. They just don't go hand in hand.

But if you do enjoy a drink now and then and want to integrate it into your fitness journey, there's a method to do it right."

Incorporating Alcohol into Your Macros

So, how do we incorporate alcohol into your macro equation without derailing your progress? Well, did you know that alcohol is often referred to as the 'fourth macro'?

It packs 7 calories per gram, but unlike proteins, carbs, and fats, it offers zero nutritional benefits, hence it's not usually counted as a primary macro.

However, that doesn't mean we can't account for it in our plan. In fact, we can trade either carbs or fats for alcohol. Remember how we trade macros? Apply the same principle here.



**Here's a way to do it:**

When you're consuming a drink, start by calculating the calories from carbohydrates, proteins, and fats listed on the nutritional information.

Once you've done that, subtract these from the total calorie content of the drink.

The remaining calories are from alcohol.

For example, if you plan to have a glass of wine that contains around 120 calories, and you've calculated that only 20 calories are coming from carbs, then you're left with 100 calories from alcohol.

These need to be taken into account to keep your total calorie intake in check. This way, you can enjoy your drink without sabotaging your fat loss journey.

Keep in mind though, this shouldn't be an excessive occurrence.

While it's completely okay to factor in alcohol to your macros, swapping out nutrient-dense foods for alcohol can lead to nutrient deficiencies and impact your overall health.

So, there you have it. You don't need to eliminate alcohol entirely, but it's important to understand its role and effects.

Enjoy your drink, but remember – balance, moderation, and mindfulness are your best friends on this journey.

CHAPTER 9

Sustainable Strategies for Holidays & Vacations



Holidays and vacations are one of the trickiest times to stick to your diet.

Whether you're celebrating, relaxing, or exploring, it's all too easy to throw caution to the wind and let your good habits slide.

But with some simple strategies, you can enjoy these special times without sabotaging your progress.

This chapter will show you how to handle holidays and vacations in a sustainable, balanced way.

Staying on Track During Celebrations

Mindset is key here. Unlike the usual weekly routine, the goal during vacations and holidays isn't necessarily to lose weight.

Instead, you need to decide whether you're okay with simply not gaining weight, or if you're still wanting to see progress. If it's the latter, you'll need to stay in a calorie deficit.

However, this doesn't mean denying yourself the pleasure of enjoying the food you love.

Old imbalanced thinking might tell you to go all out because you won't get these foods again soon.

But remember, that's based on scarcity thinking, and it's a myth we need to bust.

Instead, plan for some indulgences. Focus on the foods you really want to enjoy, and don't aim for a free-for-all. Prepare by storing macros for the week or just for that day.

This might mean eating leaner during the day, saving more enjoyable foods for the event.

But remember, do not starve yourself or make yourself dizzy. This is about eating lighter, not skipping meals.

One effective strategy is to take yourself out of a calorie deficit for fat loss and allow yourself to enjoy in your "maintenance" calories aka your Total Daily Energy Expenditure (TDEE) without a deficit.

This will give you additional calories for your vacation WITHOUT putting you at a calorie surplus, which is how most people gain weight on vacation.

You might slow progress on vacation for that week by doing this, but as long as you track and stay within your TDEE, you're not going to come back feeling like you made backwards progress.

Mindful Indulgence

What if you're headed somewhere where the local cuisine doesn't quite align with your usual macros?

Embrace the local culture! Maybe the Mediterranean diet is more carb-heavy with its delicious pastas and bread, or the keto-friendly plates in Argentina are

higher in fats with succulent meats.

If you can, do some research ahead of time and plan your trades accordingly. Remember, you're on vacation to enjoy quality time, relaxation, and indulgence – all without overdoing it and sabotaging your progress.

To balance enjoyment with health, plan to include some treats in your diet but do so mindfully.

Put your fun food in your food logging app early on to make room for that food without going over your macro budget. You can also try eating more fibrous and high-protein foods most of the day until it's time to enjoy your fun food meal.

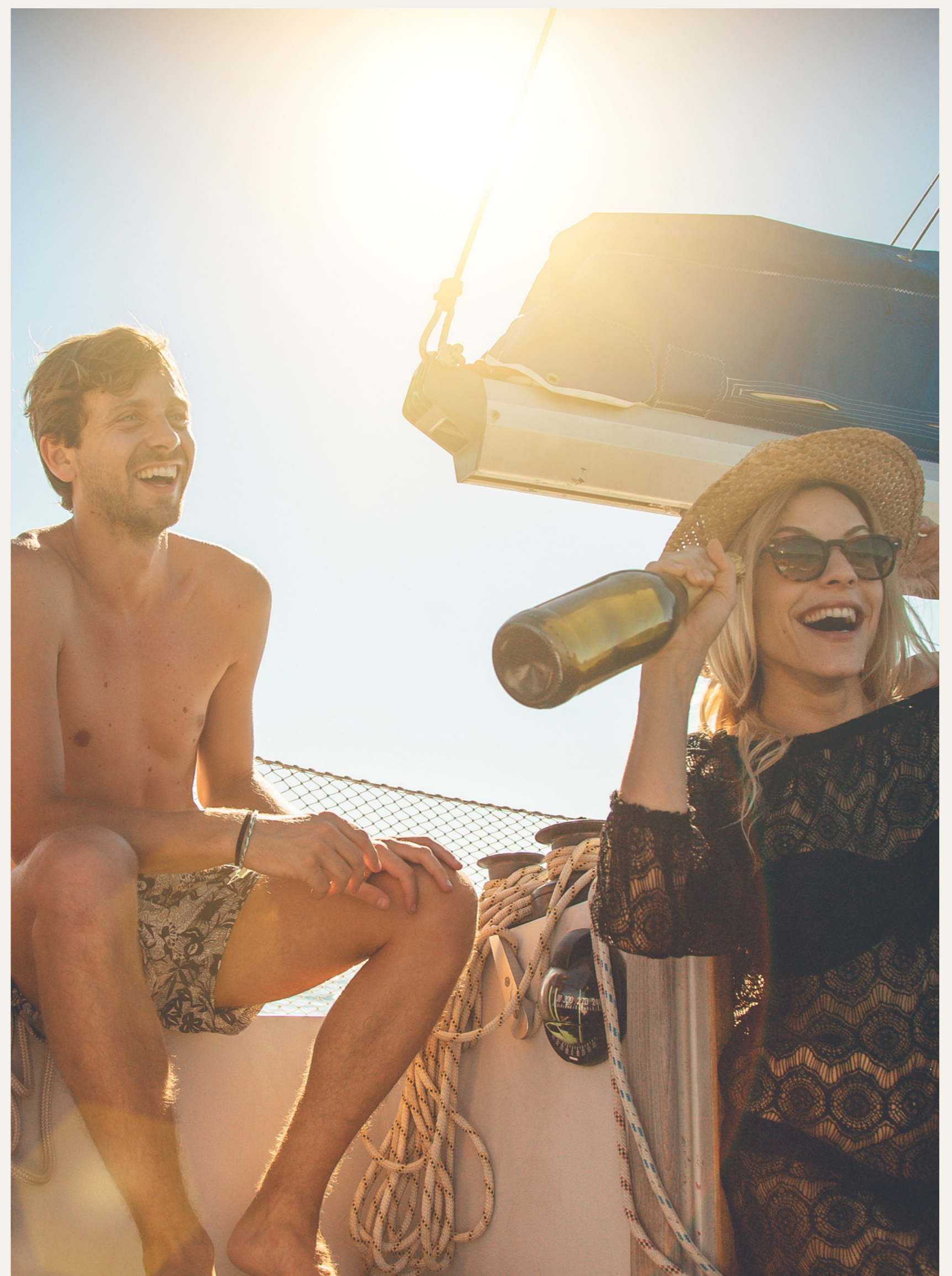


Set a limit for cocktails and drinks. You're on vacation, but that doesn't mean falling into scarcity mindset mode and convincing yourself to overindulge.

As we've learned with the 80/20 rule, you CAN have those drinks anytime within moderation. Avoid the tendency to indulge to the point where it negatively impacts your fitness progress.

Another practical tip is to plan for ONE enjoyable fun meal per day and savor it. Avoid the "if some is good, more must be better" mentality.

This excessive behavior often leads to a cycle of frustration and stalled progress. Aim for balance, not excess.



Holiday survival Guide

First stop: portion control. Remember, you're not facing an all-you-can-eat buffet; this is a holiday, not a holi-daze. You don't need to sample every dish on the spread.

Prioritize what you really love, take modest portions, and savor every bite. Nana's famous green bean casserole? Definitely worth the macros. Some generic store-bought fruitcake? Maybe not so much.

Next, let's remember our old friend: the law of eating light before a feast. The holiday meal isn't a reason to starve yourself all day in anticipation. This approach will likely lead you to arrive ravenous and eat way more than you'd planned.

Instead, opt for light, protein-packed, fiber-rich meals throughout the day to



keep your hunger in check.

Ah, the infamous holiday potluck, an event as unpredictable as a box of assorted chocolates.

But here's a little secret: be the change you wish to see in the potluck spread. Whip up a delicious, macro-friendly dish and bring it to share.

Not only will you have a surefire healthy option, but you might also inspire others to see that nutritious food can be delicious.

Lastly, remember the holiday season isn't just a day, it's a series of events. So, don't throw all your hard work out the window after one indulgent meal. Tomorrow, get back on track.

Keep your macros in check, squeeze in your workouts, and remember your goals.

Remember, the holiday season is about joy, not deprivation. You can enjoy this special time while still maintaining your nutritional progress.

And who knows, with these strategies, you might just start a few healthy holiday traditions of your own! Here's to celebrating a season of joy, love, and balanced macros!

In summary, managing your nutrition during holidays and vacations requires a mindset shift and a bit of strategic planning.

But with these strategies in hand, you can enjoy yourself without derailing your progress. Here's to fun-filled, balanced holidays and vacations!



CHAPTER 10

Caloric Deficits: The Big Picture

When it comes to sustainable fat loss, consistency over time is key. But that doesn't mean you need to micromanage every calorie consumed daily.

Instead, taking a longer-term view and focusing on weekly caloric deficits can offer a more balanced, less stressful approach.

Looking at the whole Picture

The idea is simple: It's your average caloric intake over time that matters most, not the day-to-day fluctuations. For instance, suppose you're under your calorie target one day due to stress or simply being too busy to eat properly.

In that case, you can distribute the shortfall over the next few days, so you're not overeating to make up for it. On the flip side, if you overindulge one day, you can adjust your intake over the following days to balance it out.

Let's take a real-world example: Imagine you went to your cousin's wedding, and you couldn't resist those tempting treats. You end up going over your daily macros.

Instead of feeling guilty and severely cutting back your intake the next day, you can adjust your macros for the next





few days to bring the weekly average back into balance.

Remember, if there's a day where you veer significantly off course, don't panic.

Get back on track with your next meal, not the next day (unless it happened to be your last meal of the night).

Think of your weekly caloric balance like a seesaw. If you've ever spent a sunny afternoon trying to balance on one of those, you know how it feels.

One minute you're soaring in the air, feeling on top of the world, and the next, you've crashed down because your friend decided to hop off without warning.

But it's not the end of the world - or your diet.

This isn't about punishment, but dialing in balance and moderation.

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Mistakes happen, but what's more important is how you recover from them.

You don't need to bolt down your seesaw into a fixed position; just gently adjust until you find your balance again.

Tracking and Adjusting Intake

Keeping track of your progress is essential in achieving sustainable fat loss. Monitoring measurements, weight, photos, and body fat percentages can provide an insightful overview of your progress.

If you're losing less than 0.5 lbs a week, consider reducing your calorie intake slightly.

A conservative reduction could be 30-50 calories, whereas a more aggressive approach might be a cut of 70-100 calories.



However, if you're losing half a pound or more a week, or if you're noticing positive changes like better-fitting clothes, inch loss, or decreased body fat, you're on the right track.

Keep your calories the same and reevaluate after another week.

Losing less than 0.5 lbs a week might feel like watching a sloth run a marathon, but slow and steady wins the race.

In the grand scheme of things, your body isn't interested in performing dramatic weight loss magic tricks; it's playing the long game, like a chess master patiently strategizing to win.

The crucial point to remember is that our bodies are adaptive machines. As you lose body fat and weight, your metabolism down-regulates to accommodate this new 'normal'.

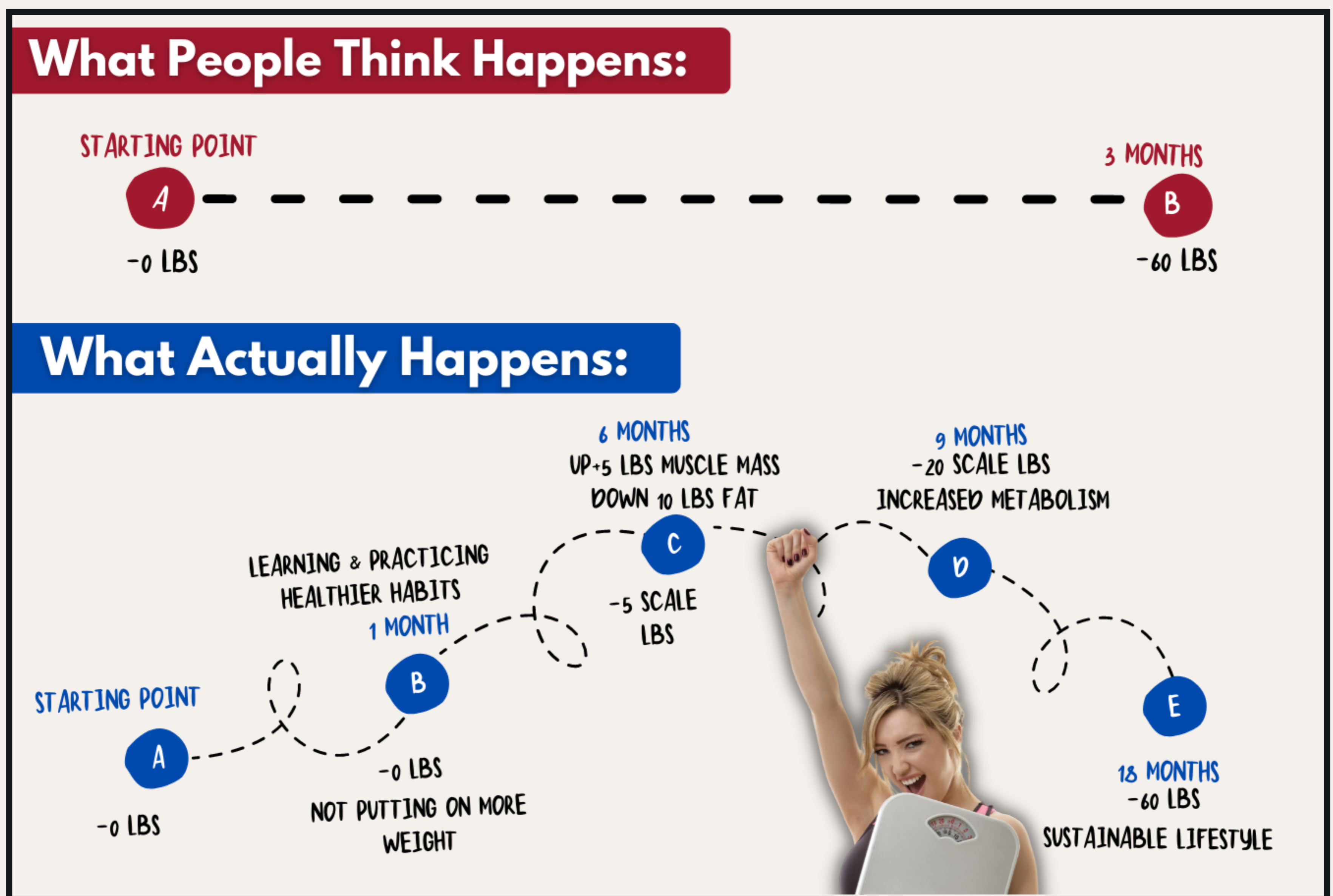
What some may interpret as a dreaded 'plateau' is often just the body adjusting to its new state.

Rather than viewing it as a setback, consider it a signal that it may be time to adjust your calorie intake.

It's essential, however, never to drop your calorie intake below your Basic Metabolic Rate (BMR) for safety and sustainability.

When you reach your fat loss goals or find your calorie intake getting uncomfortably low, it's time to rebound your metabolism.

At this point, you might recalculate your Total Daily Energy Expenditure (TDEE) based on your new weight and jump straight to that calorie intake, which will now be your adjusted TDEE for weight maintenance.



Alternatively, you might choose to reverse diet up to that calorie zone.

Reverse dieting is a conservative method of gradually increasing calories over a set period to safely increase your TDEE and caloric intake.

But, reverse dieting is an entire topic on its own, deserving its own book to do it justice. For now, just know it's another tool available to help your weight loss journey, so we'll talk about that in another book.

Remember, successful weight loss is about understanding your body's unique rhythms and needs, and responding with kindness and patience.

Tracking your daily intake is an important tool to gain this understanding, but it's also key to remember the bigger picture.

The overall balance of your weekly caloric intake is a significant factor in maintaining consistent and sustainable fat loss.

Think of it as being a daily calorie tracker and a weekly balance master.

You're not just focusing on the day-to-day details, but also maintaining an eagle-eye view on your long-term progress.

Even when the seesaw of daily intake tips a little too much in one direction, know that you can adjust and adapt over the course of the week.

As you continue on your weight loss journey, keep these principles in mind.

Stay patient, stay balanced, and keep your eyes on the long-term prize. Happy balancing!

CHAPTER 11

The Power of Persistence



If you've ever tried to keep a New Year's resolution, you know that persistence is often the secret ingredient between a resolution that fizzles out by February and one that sticks.

It's no different in your fat loss journey. We're aiming for a lifestyle change, not a fad diet. So grab your motivational poster, dust off your favorite inspirational quote, and let's do this!

Overcoming Plateaus

Let's be honest, nothing can kill your motivation quite like the dreaded weight loss plateau.

It's like being stuck in traffic on a road trip: You've been cruising along, the scenery is beautiful, the tunes are great, and suddenly you hit a jam.

Now, most people might think, "Great, I've hit a wall. Time to eat a tub of ice cream and call it a day." But not you. You're smarter than that.

When you're not making progress as quickly as before, it's not usually a plateau at all. It's just a traffic light, a pause on your journey.

It means your body has adjusted to the lower calorie intake and is asking for directions.

All you need to do is adjust your calories slightly to nudge your body back into a deficit.

Now, remember, safety first. You never want to reduce your calories lower than your Basic Metabolic Rate (BMR).

It's like never driving so fast that you can't stop safely. Let's keep the journey enjoyable and safe, shall we?



Long-term Success

Now, onto the big leagues: long-term success. This is where the magic really happens. We're not talking about losing a few pounds for a beach vacation.

We're talking about a complete lifestyle transformation.

The biggest secret to long-term success is committing to your goal and understanding your big 'why'.

Now, when I say 'why', I'm not talking about the polite answer you give at family gatherings.

I'm talking about the deep, emotional reason you want to change.

It could be wanting to run around with your kids without getting winded or fitting into your favorite jeans from college again.

When we're unclear about the payoff for reaching our goal, our brain, the ever-efficient machine, tells us to stay put.

Why waste energy on a task that might not yield a fruitful payout, right?

But when we're clear about the pain we're in and the pleasure we'll get by achieving our goal, our brain gets behind us like a personal cheerleader.

So here's your homework:

Get clear about your goal and the emotional reward it will bring.

Write it down, stick it on your fridge, set a reminder on your phone. Make it so clear that even at 3 am, you could explain it to a sleepy toddler.

And just like that, you've armed yourself with the most powerful tool for long-term success:

a clear, compelling, and deeply emotional 'why'.

Remember, the journey to sustainable fat loss isn't a sprint.

It's more like a marathon... in a particularly hilly area... with a couple of hurdles thrown in.

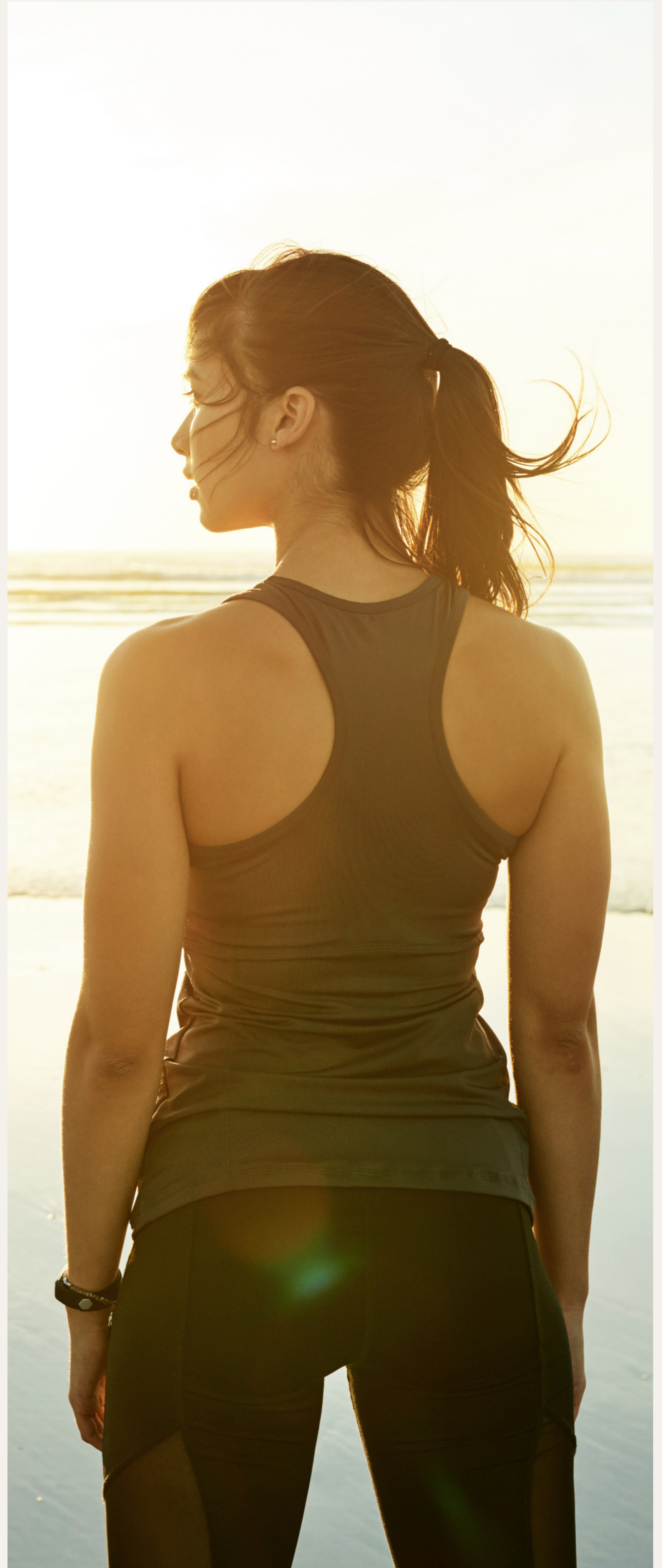
There will be ups and downs, victories and setbacks.

But the key is to keep going, to persist.

After all, the race isn't won by the fastest or the strongest, but by the one who keeps running.

So tie your shoelaces, set your eyes on the finish line, and let's keep going!

You've got this!



CHAPTER 12

The Grand Finale - The Road Ahead



It's been one heck of a ride, hasn't it? Just like the final pages of your favorite novel or the last bite of a really good slice of pizza, we've come to the end of our journey together in this guide. But hey, it's not really 'goodbye.'

It's more of a 'see you in your inbox!' Now, before we wrap things up and leave you with your shiny new fat loss knowledge, let's do a quick recap and provide you with some next steps.

Wrapping Up

Alright, pop quiz time! Just kidding, this isn't school, and I'm slightly cooler than your average textbook.

But let's do a quick rundown of the key points we've covered, just to make sure everything's sticking:

- **Calories:** The energy in food. To lose fat, consume less energy than you burn. But, remember to stay above your Basic Metabolic Rate (BMR).
- **Macros:** Proteins, fats, and carbs. The big three. Aim for a balanced intake for optimal health.
- **The 80/20 Rule:** Eat nutrient-dense foods 80% of the time and treat yourself the remaining 20%. Because balance is key and cake is delicious.

- The Power of Persistence: Commit to your goals. Understand your 'why.' Keep going, even when the going gets tough.
- Macro Trading: The secret handshake of flexible dieting. Trade macros to keep your diet diverse and enjoyable, but maintain a consistent calorie intake.

Got all that? Excellent! You're now armed with everything you need to succeed on your fat loss journey.

Sample Meal Plans

Now, to help you apply everything you've learned, I've prepared some sample meal plans. One's tailored for the average Joe and another for the average Jane.

They show you how to do the 80/20 flexible eating and macro-friendly approach in real life. Because reading about it is one thing, but seeing it in action? That's where the magic happens.

For Women

Meal	Food	Protein (g)	Carbs (g)	Fats (g)	Calories
Breakfast	Greek yogurt (1 cup), Blueberries (1 cup)	20	30	2	190
Snack	Almonds (1 ounce)	6	6	14	164
Lunch	Grilled Chicken Salad with Vinaigrette	30	10	7	237
Snack	Apple (1 medium), Peanut butter (1 tbsp)	4	25	8	167
Dinner	Baked salmon (4 oz), Quinoa (1 cup), Steamed broccoli (1 cup)	38	39	14	422
Snack	Dark Chocolate (1 ounce)	2	13	9	155
Total		100	123	54	1335

For Men

Meal	Food	Protein (g)	Carbs (g)	Fats (g)	Calories
Breakfast	Scrambled eggs (2), Whole grain toast (2 slices), Avocado (half)	19	30	21	383
Snack	Greek yogurt (1 cup), Mixed berries (1 cup)	20	30	2	190
Lunch	Tuna salad sandwich on whole grain bread	40	40	13	407
Snack	Banana (1 medium), Almonds (1 ounce)	7	30	14	246
Dinner	Grilled chicken (6 oz), Sweet potato (1 medium), Steamed asparagus (1 cup)	55	40	6	460
Snack	Protein Shake (1 serving)	25	5	3	150
Total		166	175	59	1836

Becoming a Master of Your Own Meal Plan

Let's be honest, meal plans are great, but nobody wants to eat the same thing every day. That's where you come in, stepping into the role of your personal culinary artist, with macros as your canvas.

Think of these meal plans as stepping stones, guiding lights, or a very healthy breadcrumb trail. They're not the only way to reach your Good, Great, and Awesome goals. They are there to give you an idea of what a balanced, macro-friendly day can look like.

But who's stopping you from creating your very own masterpiece? Take your favorite macro-friendly recipes and start crafting a plan that suits your palate. Remember, the magic lies within your target calorie range and macro range. It's like a puzzle, and when you find the right pieces (the foods you love that also fit your macros), the image starts to take shape.

So, go on, don your chef's hat, and get creative! And remember, mistakes are part of the process.

A cookie that went awry, a salad that was too peppery, or a fish that got a tad too crispy – they're all lessons in your macro-master journey.

Here's to crafting delicious, macro-friendly meals that you love and that love you right back!

The Secret to Your Success

Congratulations! You've stuck with me through the nitty-gritty, the deep dives, the mind shifts, and even the plateaus. Give yourself a hearty pat on the back.

By reaching this point, you've equipped yourself with the knowledge, the tools, and the mindset necessary to succeed in your fat loss journey.

You've essentially gained the VIP access pass to a healthier, leaner you. That's no small feat, my friend.

But remember this: knowledge without action is as useful as a chocolate teapot. Seriously, try making a cup of tea with that, and you'll end up with a sticky mess.

The real power lies in application. Start applying what you've learned, and don't let this book gather dust on your digital shelf.

Whether it's setting clear, emotional goals, figuring out your calorie and macro targets, or embracing the 80/20 principle, you now hold the keys to the kingdom. It's time to unlock that door and step into the castle.



The journey ahead may not be always feel easy, but as the old saying goes, nothing worth having comes easy.

There will be trials and tribulations, triumphs and treats, and perhaps the occasional macro mishap. But that's all part of the journey, and it's what makes the destination all the more rewarding.

So, here's to you. To the road ahead. To the power of persistence, the magic of macros, and the triumph of a lifelong transformation. Your journey has just begun, and I can't wait to see where it takes you.

And remember, you're not alone on this journey. We're here to support you with our elite insights, tips, tricks, and more through our exclusive JFU Insider's Club. So go on, step into our circle of knowledge and let's conquer this fat loss journey together!

Here's to your Good, your Great, and your Awesome goals. Let's get to work!

Further Joyfully Fit University Resources and Support

Alright, folks, this is where we get real. If you've made it this far, you're not just an average reader. You're a bona fide Joyfully Fit University (JFU) insider.

And as an insider, we think you're ready for a little more. More tips, more tricks, more juicy fat loss knowledge, straight from the JFU kitchen. Sound good?

Well, get ready for The JFU Insider's Club! This is our elite access email list, where we share our most treasured thoughts, hacks, and tips. It's like being invited to the cool kids' table at lunch.

No catch, no gimmicks, just solid value delivered straight to your inbox.

So, if you're ready to get more JFU goodness in your life, we'd love to welcome you to The JFU VIP Vault.

I'm looking forward to sharing more laughs, more wisdom, and more of our signature irreverent truth-telling charm with you.

Remember, the road to sustainable fat loss might be long and winding, but you're never alone.

You've got this, and I've got you.

Now, let's go crush those Good, Great, and Awesome goals together!

Get Instant VIP JFU Vault Access with the JFU Insider's Club!



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FAQ's

Alright, you've hung with me through every twist and turn of this fat loss adventure, and I reckon you're brimming with questions.

Let's roll up our sleeves, dig into the trenches, and confront those brain-buggers head-on.

Q1: *Is it true that eating at night will make me gain fat?*

A1: Nope, this is a pesky myth that refuses to die. Your body doesn't wear a wristwatch.

It doesn't care if you're munching on carrots at midnight or chowing down on chicken at dawn.

What matters for fat loss is your overall calorie balance.

So feel free to nosh on a night-time snack, as long as you're staying within your calorie and macro targets.

Q2: *Can I lose fat without tracking calories/macros?*

A2: Technically, yes. But in reality, it's like trying to hit a dartboard blindfolded. You might get lucky and hit a bullseye, or you might poke your best mate in the eye.

Tracking calories/macros gives you a reliable roadmap to your fat loss destination.

It takes the guesswork out of the equation and lets you know exactly what you're working with.



Q3: *Will eating more protein make me bulky?*

A3: Not unless you're also lifting heavy weights and eating at a calorie surplus. Protein is essential for repairing and building muscle tissue, sure.

But it's not a magic potion that'll turn you into the Hulk overnight.

What it will do is help you preserve lean muscle mass while losing fat, which is exactly what we're aiming for.



Q4: Do I need to cut out carbs to lose fat?

A4: Absolutely not! Carbs are not the enemy. I repeat, carbs are NOT the enemy. What's important is maintaining a calorie deficit.

You can do this while still enjoying your favorite carb-rich foods. Remember our mantra: all macros have a place in your diet.

Q5: How quickly should I be losing weight?

A5: Slow and steady wins the race, my friend. Aim for a weight loss of 0.5-1% of your body weight per week.

This is a sustainable rate that allows you to maintain muscle mass and avoid the pitfalls of rapid weight loss like nutrient deficiencies and decreased metabolic rate.

Q6: Do I need to eat clean to lose fat?

A6: The term "clean" is subjective. What's more important is to focus on nutrient-dense foods for the majority of your diet, but also allow room for your favorite treats.

That's the beauty of flexible dieting - it's not about complete restriction, it's about balance.

Q7: Should I be doing cardio or weight training for fat loss?

A7: While this book is all about the dietary aspect of fat loss, let's quickly address this one.

While cardio has its benefits, resistance training can produce more EPOC (excess post-exercise oxygen consumption), leading to more fat burning even after your workout is over.

Weight training helps preserve and build muscle, which can increase your metabolism and burn calories.

Q8: I've hit a weight loss plateau. What should I do?

A8: Don't panic! It's normal for weight loss to slow down or stall after a while. It doesn't mean you've hit a dead end. It's your body's way of saying, "Hey, let's reassess and recalibrate."

You may need to adjust your calorie intake, reassess your macros, or look at other factors like stress and sleep. Remember, persistence is key.

You didn't gain all of the weight in a few weeks and it's gonna take time to get off if you want it stay off for good!