fitness • focus • **f o o d**



WELCOME TO FITNESS FOCUS FOOD

10 weeks to implement change & good habits.

The goal of the challenge is simple: Stick to the plan, work with Paul to find the most productive & efficient diet and exercise methods that suit you.

Weight loss, lifestyle adjustments & good habits are simple in theory but challenging to keep, We need you to be consistent with 3 things, Exercise, Nutrition & Ownership.

Unfortunately there is not a miracle pill or magic formula to take you from where you are now to where you envision yourself in a years time.

You are in control of all actions you take & each action will take you closer or further from the goals set.

***** Please note this is a challenge programmed and intended for a 10 week period under the guidance of your F3 coach, although you can and may want to use these methods again in the future, With the information used or aim is to give you a long-term strategy.**
Please do not share this with anyone as it may be misunderstood without the guidance of a qualified coach.***

Fat Loss

The foundation of fat loss is consuming less calories than what your body needs, that is, being in a calorie deficit. If you consumed maintenance calories you would stay the same body weight and a caloric surplus would elicit weight gain. Therefore, on this challenge of course we are going for a calorie deficit.

For maximal fat loss we are going to decrease energy intake (calories) and also increase energy expenditure with exercise, this will force your body to utilize stored body fat as fuel, it's that simple.

The macronutrient split (ratio of carbs, fats and protein) that you consume will also play a role in fat loss so I want you to dial in those numbers too.

On this challenge you are going to calculate your own calories and macros to understand how this all works, learn the process and get stuck in.

Studies show that humans are very bad at estimating calorie intake, the majority of people log way less than what they actually consume. That's why on the challenge you will be tracking your food intake on the app MyFitnessPal. This way you will know for sure you are in a calorie deficit and consistently shedding body fat throughout the 10 weeks.

Fat Loss

We've all been there, life commitments can cause you to neglect your health and fitness, this is your chance to get back into shape and focus on your body and mind for the 10 weeks.

Over the 10 weeks of the Challenge you can expect to lose between 4-12kg. Your results will all depend on your starting point, what you have been doing previous to the challenge and the effort you put into your nutrition and training for the next 10 weeks.

We want you to get great results over the period of the challenge but also start thinking about how you're going to implement sound nutritional strategies long-term so you can be in shape 365 days a year. Sound impossible? It's not.

Remember, it's easier to stay in shape than to get in shape, make this a lifestyle.

Fat Loss

As you know throughout this challenge you will be in a calorie deficit. I'm going to program in some higher calorie days (refeed days) during the challenge in order to keep you on track mentally, minimise muscle loss, keep metabolism running fast and replenish any depleted muscle glycogen so your energy for training stays high. Enjoy these days and don't skip them, also don't go overboard with it, you can easily wipe out a week's worth of hard work in a few bad decisions.

Read this guide fully and then go back and calculate your calories and macros using the link and examples in the guide.

Your priorities for the challenge are this:

1) Hit your daily calorie target *
2) Hit your protein target *
3) Stay hydrated *
4) Train hard and don't skip training sessions*
5) Sleep optimally each night *
6) Hit your fat target
7) Hit your carbohydrate target

***In our experience 90% of the work is numbers 1-5. Get these right and you're good to go.**

Step 1: Get the tools



Myfitness Pal app



Digital food scales



Measuring tape



Digital body weight scales

On the next page you will workout how many calories and macros to consume. Once you know these numbers you can start hitting your daily goals. This is done by weighing all the food you're going to eat on the food scales and logging the items into the app MyFitnessPal.

It may sound complicated, it's not once you do it for a few days, there is more guidance for this later in this guide.
The only way to know for sure you are in a calorie deficit is tracking your food. It's a learning experience and the benefits will stay with you forever, knowing which foods are high/low in calories, knowing your macros and managing your daily calorie intake is absolutely essential to maintaining a leaner body.

Though your goal may not be one of body composition change, with the right adaptations we should see some physical changes.

If we have discussed the body composition goal, it would be great to use a body fat analysis machine, it is important to be in a similar state across all tests, no food for 4 hours before & no liquids 2 hours before.
I use the Dr Nutrition Machine in the Dubai Mall, if this is not convenient to you please ask.

Step 2: Calories and Macros

Now you've got the tools to get started, you need to know what calories and macros to consume.
First let's figure out your TDEE 'Total Daily Energy Expenditure' this is an estimate to the amount of calories you burn each day, click on this link:
https://tdeecalculator.net/

Input your gender, age, weight, height and activity level.
Please use the moderate option for activity level.

I'll use an example to help: A 34 year old male, weight 176 lb (80 kg), 175 cm tall and in the moderate activity category.

By inputting that data into the TDEE calculator I know that my TDEE (maintenance calories) is 2680.

Once you've done this you know what your maintenance calories are, the next step is calculating your deficit, this is the fundamental step to achieving fat loss.

Carbohydrates have 4 calories per gram
Protein has 4 calories per gram
Fats have 9 calories per gram

Once this is done please share the input details and results with me so we can double check and workout your best macronutrient divide.

Step 3: Calorie Deficit

1: On the deficit days your calories will have a 25% deficit from your TDEE

2: Protein is always set at 1 gram per lb of body weight

3: Carbs will be 25% of daily calories

4: Fats will take up what calories are left over
2680 - 25% = 2010 calories

Protein intake is 1g per 1 lb of body weight 176 lb = 176 g of protein
Protein has 4 calories per gram
176 x 4 = 704 calories

Carbs are 25% of calories
2010 x 0.25 = 502 calories alloted for carbs
Carbs have 4 calories per gram
502 ÷ 4 = 125 g of carbs

Fats have the remaining calories
2010 (calories) - 704 (protein) - 502 (carbs) = 804
Fats have 9 calories per gram
804 ÷ 9 = 89g fats

So here's the deficit calories and macros:
2010 Calories
176g Protein
125g Carbs
82g Fats

You can setup your calorie and macro goals in MyFitnessPal by following the steps below: (It's easier to adjust in the paid version of the app)

Refeed Days

1: On the refeed days you will be consuming maintenance calories, that is your TDEE
2: Protein is always set at 1 gram per lb of body weight 3: 40% of the calories will be from carbs
4: Fats will take up what calories are left over

2680 calories is our example TDEE worked out from the online calculator.

Protein is set at 176g (704 calories)
Carbs are 40% of calories
2680 x 0.40 = 1072 calories for carbs
1072 ÷ 4 = 268g of carbs

Next up is fat and we'll use the remaining amount of calories
2680 calories - 704 (protein) - 1072 (carbs) = 904 calories ÷ 9 = 100g of fat

Here's the refeed days calories and macros:

2680 Calories
176g Protein
268g Carbs
100g Fats

Deficit Day Calories and Macros

2010 Calories
176g Protein
125g Carbs
82g Fats

Refeed Day Calories and Macros

2680 Calories
176g Protein
268g Carbs
100g Fats

These are the example calories and macros, now you will have your own numbers. On the next page I've laid out on which days to eat the deficit day calories and when to have a refeed day.

Deficit & Refeed

On the 14th day we will have our first refeed, then every 14th day we will implement the refeed.
It's important to hit your goals EVERY DAY on this challenge, it's only 43 days and to get the results you're looking for you will need to be diligent and disciplined.
Your refeed days need to be controlled, look forward to them and enjoy the extra calories.

Tracking

1) Diligence with the app MyFItnessPal is key, make sure all the food items you use within the app have been verified or check yourself on google. Green tick = verified

2) 10-15% variance between google and the app is ok.

3) Food items only need to be checked once.

4) Use the food scales at every opportunity to stay accurate

5) Create meals and recipes in the app to save time.

7) If you pay for the upgraded version of the app it will make your life slightly easier due to the functions.

Adjustments

As you lose body fat (weight) you will have to redo your TDEE calculations and as you do that the deficit will also change.
Less body weight = less energy to sustain life (TDEE).

During the 10 week challenge if you lose 2.5kg of body weight redo your calculations form the steps above.
This will ensure consistent fat loss.

Only do this when you lose 2.5kg or more.

Water intake

Staying hydrated is going to be key during the 10 weeks, water is such a key component of performance both mentally and physically.
Without going into all the lengthy reasons why, here are the water intake guidelines:

Drink 3 liters minimum on a non-training day
Add an additional 1.5 - 2 litres on training days.
If you want to be more precise
body weight in kg x 0.035 = Liters of water per day (minimum)

Don't just drink when you are thirsty, keep a bottle with you all day and sip from it. If you become thirsty it means you are already dehydrated.
Measure your water intake, don't guess.

Sleep

Sleep is massively underrated for fat loss. Studies show that sleep deprivation is associated with weight gain and cravings. Sleep is individual with 6-10 hours per night being the optimal range. Ideally on the challenge you should aim for at least 8 hours.

Supplements

98% of the results you get from this program will come from proper nutrition intake, hard training, staying hydrated and sleep.

However here's a small list of supplements to give you a slight edge:
1) Green Tea extract (EGCG): Benefit for fat loss 1000 to 2500 mg catechins, taken in single or 2 divided doses daily.
2) Multivitamin and mineral: Helps to stop you from getting sick during a low calorie fat loss phase. Usually one tablet per day (brand dependant).
3) Omega 3: 2500 - 3500 mg combined daily dose of EPA and DHA. Taken for general health and brain function.
Supplements
4) 300-400 mg of Magnesium taken 30 minutes before sleeping. Magnesium helps recovery and sleep. (ZMA's)
5) Whey protein or a plant based protein. Helps reach your protein target.

During the 10 weeks focus on eating whole natural foods. Healthy choices should make up no less than 90% of your days calories. 10% of your daily calorie intake can come from non healthy foods, just be sure to track your intake accurately.

If you are taking any supplements please be sure to share them with me... not literally!

Tracking Progress and Photos

Tracking your progress is a key part of fat loss, you need to know what your doing is working for you. It's difficult notice the small daily changes that take place on a diet, only when comparing photos and data can you see the differences in body composition.

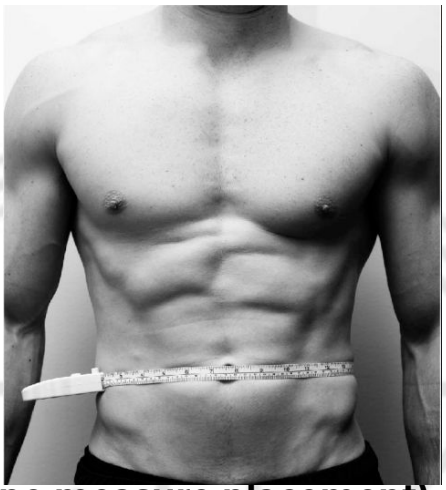




The 3 photos that need to be taken before starting the 10 weeks and at the end of the of the challenge. Make sure there is good lighting and a clear background.

Tracking Progress and Photos Next up is your body weight and navel measurements. These are best done first thing in the morning.

Please send measurements and photos to us,



Navel Measurement in CM (just an example of tape measure placement)

Final Notes

Please go through this guide one more time.

It will take a few days to get used to tracking your food intake if you have never done it before, I promise it will be worth the time invested, be patient.

I'm available to answer questions through Whatsapp so please don't be shy, no question is off limits.

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