



ULTIMATE WEIGHT LOSS STRATEGY GUIDE

By Elizabeth Connolly | President of Trifecta

AS SEEN ON **Forbes** **MUSCLE & FITNESS** **MEN'S JOURNAL** oxygen **CrossFit** **UFC**

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For information about Trifecta Meal Delivery, the Trifecta App, or questions about this ebook:

Website: www.trifectanutrition.com

Phone: (530) 564-8388

Email: info@trifectanutrition.com



ALSO BY TRIFECTA:

[How to Live the Paleo Lifestyle](#)

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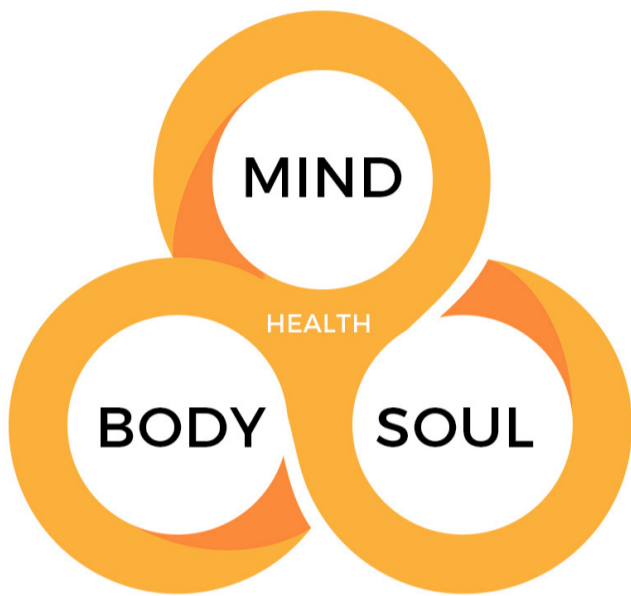
TRIFECTA

THE ULTIMATE WEIGHT LOSS STRATEGY GUIDE

by Elizabeth Connolly, President of Trifecta

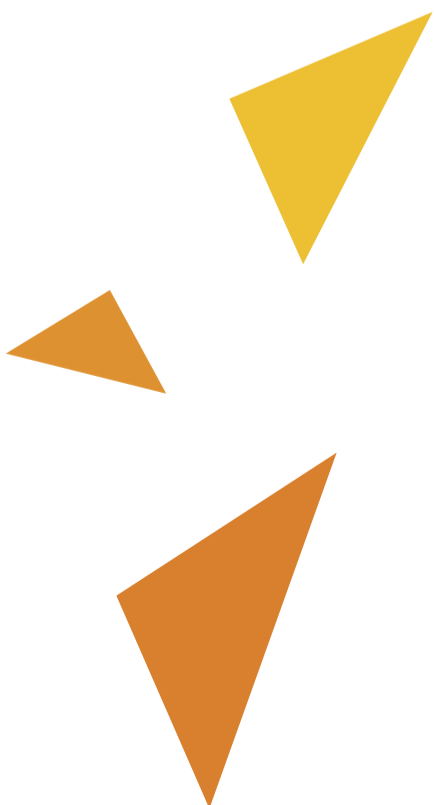
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INTRODUCTION



Over the years, our team here at Trifecta has learned a number of skills, strategies, foods, mindsets, and day to day tactics, that have allowed us to help over a million customers lose weight from all over the world.

In this guide I wanted to break down the skills and knowledge that we have learned from working with all of these people to help simplify the mindset, and understand people need to fundamentally change their lives. We hope it can have the same effect on your life that it has had on so many others.





EVIDENCE BASED NUTRITION

One of the core elements to understanding any scientific subject, especially nutrition, is understanding what it means when someone says something is ‘evidence based’. I am sure many of you have tried diets from so called ‘experts’ in nutrition, and have often been left wondering if they have any credentials at all, or if their diet methodology is backed up by anything other than their personal experience.

Unfortunately, in a vast majority of cases, the latter is true. Most ‘nutrition’ experts do not have a nutrition degree, and are just personal trainers, or other fitness industry celebrities who have amazing physiques themselves, and believe because of that they have an understanding of what will work for other people. They do not. Their juice cleanses or fancy

supplements are not backed up by any research or facts, and in most cases do not work, or if they do work, it’s for reasons other than they specify. For example, in the case of juice cleanses they cause you to be at a calorie deficit so you may lose weight for that reason, but it has nothing to do with the juice. Your liver, kidneys and other organs cleans your body – not juice!

Evidence based nutrition, is nutrition that is backed up by repeatable, peer reviewed studies that are published in reputable medical, nutrition or fitness journals. Peer reviewed essentially means that other Registered Dietitians, MD’s, PhD’s, etc. have been able to replicate the study. This is critically important, because what works for one person, may not work for anyone else on the planet.

Trifecta has made a major effort to only partner with diet partners that promote evidence based nutrition, like Renaissance Periodization (The RP Diet) and Precision Nutrition. These diet partners have enough resources, researchers and RD's and PhD's on staff to review the body of scientific literature and to give us all general guidelines to follow based on the current evidence we do have.

Nutrition itself is what we call a 'grey science' meaning, while we do know some things with a high level of certainty, a lot of nutrition is still unknown. Does that mean that a juice cleans can be as useful for managing or losing your weight as proper calorie and macro balance? No, just because we aren't 100% certain on some topics, doesn't mean we don't have a lot of evidence to support some (i.e. calorie balance), and minimal or no evidence to support others (i.e. juice cleanses).

We've attempted to sort through the overall body of data and the state of the nutrition science industry to bring you all the most up to date evidence based nutrition guide on the market today.

 Precision Nutrition





UNDERSTANDING NUTRITION'S CORE ELEMENTS



In our first section we're going to go through the core elements of nutrition. Most people know that calories are important, but maybe they weren't aware that alcohol has 7 calories per gram and is technically the 4th most commonly consumed macronutrient. Understanding these core elements of nutrition is the baseline level of knowledge one needs to properly manage their weight up or down for the rest of their lives.



CALORIES

Calories are a base unit of measure we use to determine how much energy we get from food. They are the most widely used unit of measurement, so rather than creating a point system like some companies, or a macro only system like others, we believe knowing what calories are and how they affect your body is critical.

Calories can also be a great unit of measure to keep track of how much energy you're burning throughout the day. Your body transforms food or drink energy (calories) into heat or movement energy for use by your body. If the calories you eat in a day aren't used that day, they're often stored as fat overnight. It's pretty simple, and the easiest way to measure what is known as the 'energy equation' which is also referred to by those in the medical profession as 'calories in calories out'. For example, if you eat 2500 calories in a day, but only burn 2000, you had a 500 calorie surplus, which is stored as 1/7th lbs. of fat (1lb of fat is 3500 calories).

- ◆ An easy way to keep track of your calories in our modern digital world is via a smartphone app. Trifecta has built one of the most popular fitness and nutrition tracking apps on earth, and you can download it for [iPhone](#) or [Android](#) via the app store.

BAGELS

Calories 2000
Amount 7



Calories measure energy in two important ways:

1) How much energy your body gets from eating or drinking a food or beverage. Regardless of your weight, the food you eat will have the same calories for you as they would for anyone else. We've included some examples below:

1 Banana = 100 calories

1 Egg = 75 calories

1 Celery Stalk = 6 calories

4oz Chicken Breast = 231 calories

1 Avocado = 234 calories

½ cup Oatmeal = 150 calories

2) How much energy (calories) your body burns doing a given activity (resting or exercise). On the opposite end of the spectrum, the number of calories your body uses during different activities varies widely based on your weight and body composition.

Chandler (weighs 185lbs)

Run 10-minute mile = 145 calories

10 minutes of weight training = 43 calories

10 minutes of sleeping = 15 calories

Janice (weighs 130lbs)

Run 10-minute mile = 90 calories

10 minutes of weight training = 31 calories

10 minutes of sleeping = 10 calories



Calories in, Calories out – Weight Loss Focus

A common turn of phrase we've heard over the years is, "you can't out exercise a bad diet!" This is true for a number of reasons, but the basic calorie equation should make it clear.

Example

If you're eating 3000 calories per day, and you're a woman who is 5'2" and has a baseline calorie burn (scientifically known as a Basal Metabolic Rate) of 1400, you're facing some difficult math detailed below.

Non-Exercise Activity, works an office job = 820 calories burned per day

Daily Exercise, 1-mile run = 90 calories per day

Calorie intake = 3000 calories per day

$3000 - (1400 + (90+820)) = 690$ calorie surplus per day!

In this scenario, Janice is going to gain 1510 calories per day of fat when she sleeps because she has such a high calorie surplus. If a pound of fat is 3500 calories as we mentioned above, Janice is going to be at a calorie surplus of 10,570 calories per week! That means every week she is going to gain roughly 3lbs of fat, which is going to lead to her weight quickly getting out of control.

This is obviously an extreme example to demonstrate the point of how important calories are to the overall picture of weight gain and weight loss. For most people they are at a calorie surplus of around 100 – 300 calories per day. This leads them to gradually gain weight over time.



Example

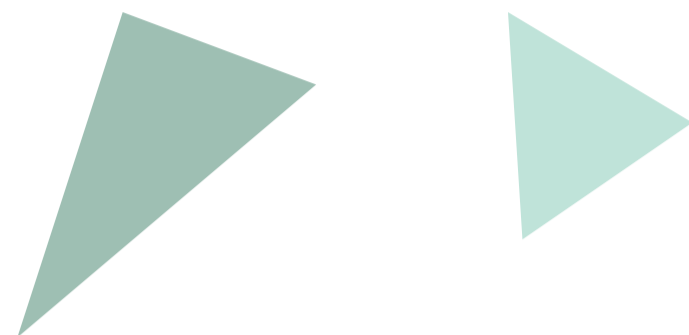
Chandler is at a 100-calorie surplus per day. He goes to the gym every morning, but still eats a burrito every day for lunch with his friends at work. His total calorie equation is detailed below.

Basal Metabolic Rate for Chandler = 2000 calories per day

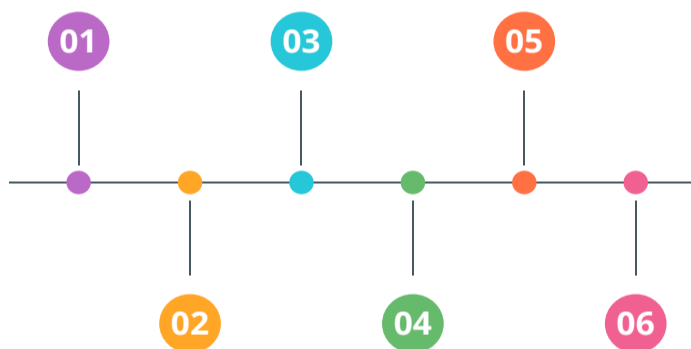
Daily Exercise, 1 hour at the gym = 300 calories per day

Calorie intake = 2400 calories per day

$2400 - (2000 + 300) = 100$ calorie surplus per day



In Chandler's case, his weight seems to stay pretty static when he looks in the mirror from day to day, but after a year has gone by he has somehow managed to gain 10lbs of fat!



How did this happen?

Well if you do the math on a 100-calorie surplus per day, and multiply that by 365 days per year, Chandler will have eaten a surplus of 36,500 calories over the course of the year! If we take that calorie surplus, and divide it by 1lb of fat, the story makes sense.

100 Calorie surplus per day x 365 days per year = 36,500 calorie surplus

36,500 calories / 3500 calories per lb of fat = 10.43 lbs of fat

For most of us, calculating our year totals aren't as easy as taking a single day and extrapolating it over a 1-year period. We eat different foods on different days, exercise at different levels on different days, and on weekends and vacations we often enjoy some alcohol, which is another high energy source of calories. For this reason, we again recommend tracking your calories daily using the [Trifecta – Fitness, Nutrition and Tracking App](#).

Diet's that dont focus on Calories

Most of us have either done a diet that works, or had someone close to us do a diet that works. “Holy cow, Monica lost 40lbs since I’d last seen her! What has she been doing?” we ask. A popular diet gets named. No details. No helpful tips. Whether the diet claims to or not, in one way or another, it’s controlling your calorie intake. If you take a look at the world’s most prevalent diets and break them down, it starts to become obvious.

Fasting

Fasting forces, you to eat in a restricted amount of time during the day, or only once per day, which in turn restricts your total calories. Even an enormous single meal is unlikely to go over 1500 calories, no matter how unhealthy it is.

Juice Cleanses

Juice Cleanses fall into the same category as fasting. There are literally zero studies that show juice cleanses actually ‘cleanse’ or ‘detox’ anything. Your liver, kidneys and other organs are detoxing your body around the clock, forever. Juice cleanses instead can show short term weight loss with some people because they put you on an extreme calorie restriction. Imagine going an entire day only consuming 300 calories worth of juice? You’re going to be at an extreme calorie deficit and may drop several pounds within a few days, but you’re likely to feel miserable and also likely to splurge afterwards putting the weight right back on after the juice cleanse is over. They are also usually extremely expensive and prey on unknowing consumers.



Paleo

Paleo has you curb all processed food to eat like our ‘paleolithic’ ancestors ate. This results in higher consumption of meats and vegetables, resulting in a much lower calorie diet. Paleo has grown in popularity because it made it very simple to understand what foods you should eat or not. In the grocery store you could just ask yourself “could a caveman get access to this food?” If you were looking at some chicken breasts, the answer was probably “yes”. If you were looking at a box of donuts, the answer was probably “no”.

Vegan & Vegetarian

Vegan and Vegetarian diets call for little or no animal products which subsequently lowers your calorie intake. It’s hard to eat more than 100 calories of broccoli in a single meal because the volume of food is just so high. This is often why people lose so much weight so quickly when switching to Vegan or Vegetarian diets.

“Clean” Eating

You’ve probably heard someone refer to a concept of a “Clean Eating” diet at some point over the years. This is a vaguer term, but the general concept came from the bodybuilding community years ago, and essentially meant a diet composed of high quality lean proteins, and simple and complex carbohydrates, with minimal fat. This is arguably one of the most popular forms of dieting, and can be easier to transition to than other diets like Paleo or Vegan because it is less restrictive.

Calories in, Calories out – Muscle Gain Focus

We've talked quite a bit about calories in terms of weight loss, but it is also important to mention calories when it comes to weight gain. At any given moment there are literally millions of men and women toiling away in the gym lifting weights, who cannot understand why they can't seem to build muscle mass. There may be many reasons like poor technique, lack of focused exercise on a muscle group, etc. but the main culprit is usually their calorie consumption.

Just like we demonstrated with Janice and Chandler on our weight loss examples, for this example we are going to look at Joey, who wants to build muscle. Joey is 6' tall and weighs 200lbs and has a Basal Metabolic Rate of 2400 calories per day. Joey weight trains hard in the gym 6 days a week for an hour a day, rotating through muscle groups. Joey can't seem to put on muscle as fast as his peers though, because he is only eating 2600 calories in a day. Let's look at the math for Joey.

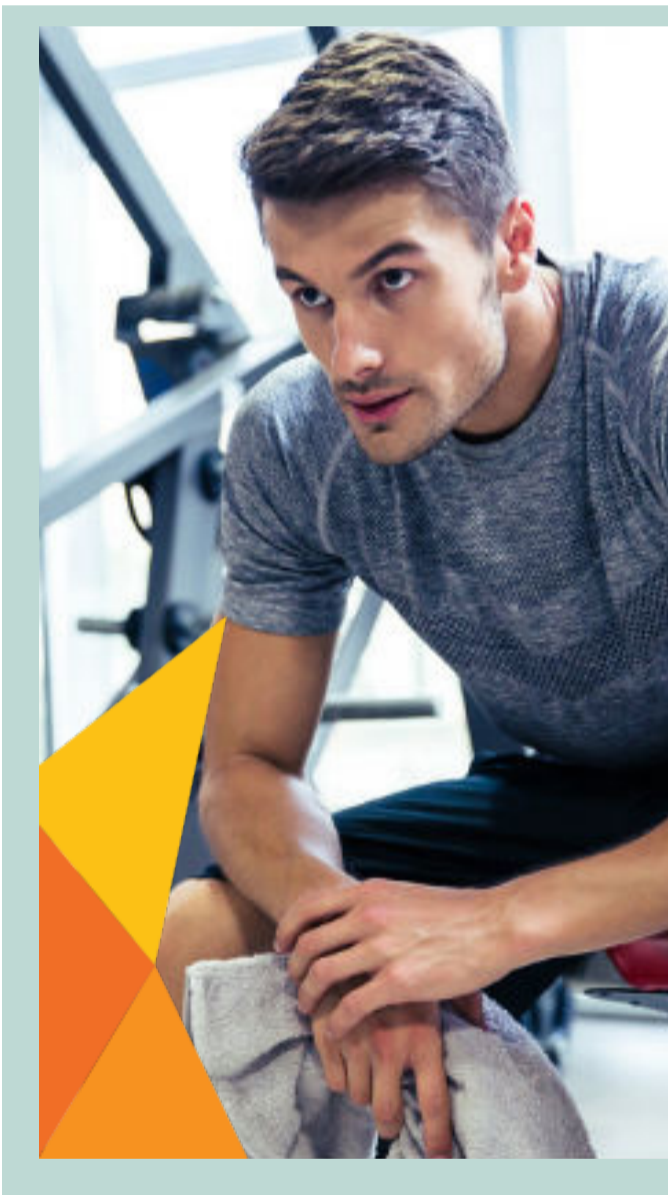
Example

Basal Metabolic Rate for Chandler = 2400 calories per day

Daily Exercise, 1 hour at the gym = 200 calories per day

Calorie intake = 2600 calories per day

$2600 - (2400 + 200) = 0$ calorie surplus per day!



Joey is trying to gain weight, but because he is in perfect calorie balance with a 0 calorie surplus per day, his body does not have the calories available to build that extra muscle. Joey can work as hard as he wants, but he is unlikely to gain any substantial amount of muscle.

“He should likely be at a 500-calorie surplus per day, and preferably using high quality foods like chicken breasts, broccoli and rice so his body has all of the macro and micro nutrients it needs to build that muscle.”



WARNING: CALORIE NERD STUDY AHEAD

The Institute for Medical Research in Oakland did a study on weight loss in obese patients based on calories per day. The study involved obese patients residing in a hospital metabolic ward. The patients were fed a liquid formula diet containing the same number of calories per day for 10 weeks: either 800, 850, or 1200 depending on the patient.

Every 3-4 weeks the research team varied the calorie breakdown of protein, fat, and carbs. Regardless of changes in the macro composition of the diet - all of the obese patients lost weight at a constant rate.

High fat, low carb – lost weight

Low fat, high carb – lost weight

What mattered was the total calorie deficit. So, as far as weight loss is concerned, it's been shown that calorie deficit is the single most important factor.

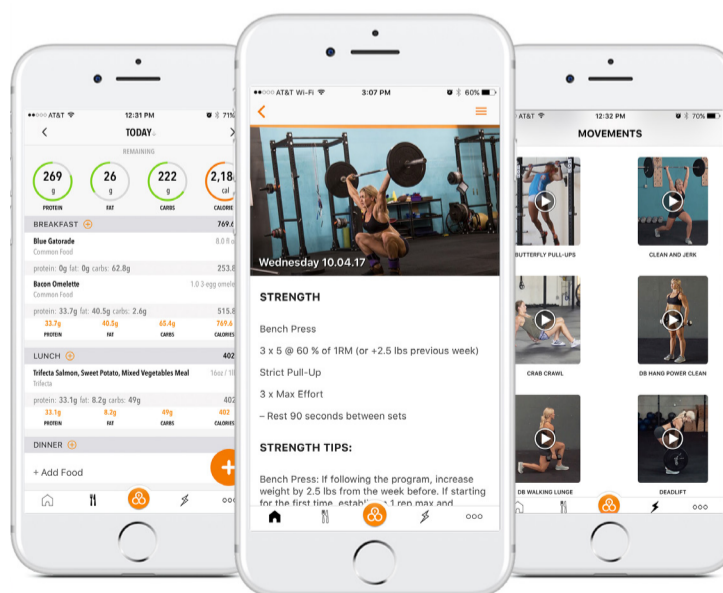


What's the Takeaway?

Does this mean that macronutrients (Protein, Fat, Carbs) aren't important in terms of your body composition, or other factors like the micronutrient fiber? Of course, macros and micros matter. The point here is that in terms of weight loss or gain -- calories are the single most important factor.

These are just examples of common weights, to take a look at how much you personally need on a daily basis, plug in your height, weight, gender, and age, here: [Trifecta App](#)

Now that you have your calorie target and understand how calories work for weight loss or weight gain, it's time to understand the role macros play in your diet.



MACROS

Macros is an abbreviation for ‘macronutrients’ which are the core components of your food: Protein, Fat, and Carbs. There is a 4th major macro – alcohol, that we will get into later in this section.

Each macro is important in your diet for different reasons, detailed below. Understanding how much of each macro you need and each macros relationship to your overall calorie intake is a critical step towards getting your diet in line with your goals.

All macros are not created equally. You need different amounts of different macros to fuel your body properly. Even beyond that, your body gets more calories from 1 gram of fat than it does from 2 grams of protein or carbs. Say what? So, you can eat the exact same amount of fat, protein, or carbs, in this example 1g, and your body will get 9 calories from the fat, 4 calories from protein and 4 calories from carbs. Our old friend Alcohol comes in the middle with 7 calories per gram.

CARBOHYDRATES

4 Calories per gram
 $5g \times 4 \text{ cal} = 20\text{calories}$

fruit, grains, potatoes, vegetables,
legumes, and table sugar

PROTEINS

4 Calories per gram
 $5g \times 4 \text{ cal} = 20\text{calories}$

meat, seafood, eggs, dairy, beans,
nuts, and protein powders

FATS

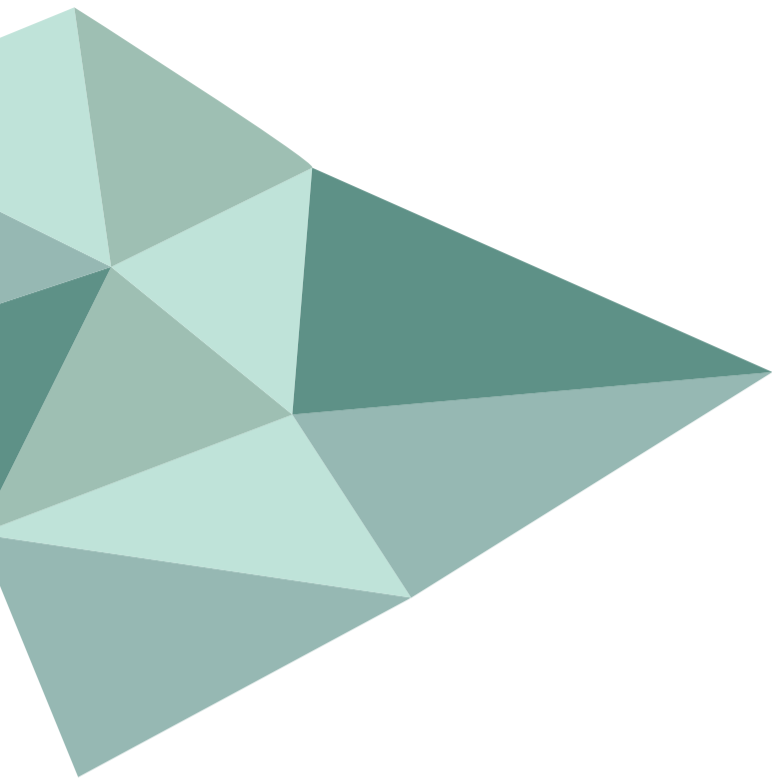
9 Calories per gram
 $5g \times 9 \text{ cal} = 45\text{calories}$

fruit, grains, potatoes, vegetables,
legumes, and table sugar

ALCOHOL

7 Calories per gram
 $5g \times 7 \text{ cal} = 35\text{calories}$

fruit, grains, potatoes, vegetables,
legumes, and table sugar



Complete Proteins

The above animal proteins are similar to the proteins found in your body and are what nutritionists call complete proteins. They contain all of the essential Branch Chain Amino Acids (BCAA's) that your body needs. They're called 'essential amino acids' because your body cannot make them by itself.

Incomplete Proteins

Plants that contain substantial amounts of protein like beans, lentils and nuts are what nutritionists refer to as 'incomplete proteins'. They lack one or more of the essential amino acids. Furthermore, many have either more fat or carbs than they do protein. If you are a vegan or vegetarian, see the corresponding eBooks for more details on this.

PROTEIN

Proteins do most of the work in your cells and are required for the structure, function, and regulation of the body's tissues and organs.

It's what we think of when it comes to building muscle, but it's also equally important for maintaining muscle mass and losing fat when cutting calories. The typical gym "bro" diet is as much protein as possible, in reality, research suggests a range .8g – 1.5g per kg of body weight for adults. That means anywhere from 25-50% of your total calories would come from protein every day. Most experts recommend eating protein every 3-4 hours.

Joey weighs 200 lbs and is hoping to gain some muscle. He eats 40% of his daily calories from protein. He's never been a chicken and broccoli kind of guy, so he eats a lot of salmon fillets and beef. Every few hours with his meals, he eats at least 200 calories from a lean protein source. Here's the list he uses to make sure his protein sources are high quality:

- Chicken, 90% lean ground beef, 90% lean ground turkey, steak
- Fish and shellfish
- Eggs whites



CARBS

Carbohydrates or carbs for short, provide the body with glucose, which is converted to energy used to support bodily functions and physical activity. Your body stores any extra sugar for when it is needed. The recommended daily amount of carbs for most people is 40-65% of total calories according to the National Institutes of Health (NIH).

Gunther weighs 190 lbs. and is hoping to shed some fat. He eats 40% of his daily calories from carbs. He loves French fries but has started substituting them for sweet potatoes. He tends to overeat on carbs, so he tries to eat less than 200 calories of carbs with each meal.

Example Healthy Carbs:

Vegetables
Brown rice
Quinoa
Fruit
Oatmeal
Sweet potatoes

This list covers a lot of carb sources, and trust us when we say, not all carbs are created equal.

SIMPLE CARBS

Simple carbs and complex carbs simply differ on how quickly the sugar is absorbed and digested and enters our blood stream. Simple carbohydrates include sugars that are naturally in foods like fruit, pastries, dairy and any sugars added during food processing.

COMPLEX CARBS

Complex carbs include whole grain breads and cereals, vegetables and legumes and tend to be a good source of fiber. Our rule of thumb is: if it's a whole food, you don't need to worry about whether or not it's a complex carb or simple carb unless you are a professional dieter like a bodybuilder.

FATS

Ah fat: arguably the tastiest macro—and the one that’s also the most widely and historically demonized. While fat shouldn’t be demonized, after all, it’s essential for your body to function, the reason it’s been demonized is because most people eat too much of it, and it packs a lot of bang for its buck. The Mayo Clinic recommends 20-35% of your daily calories come from fat.

Pheobe weighs 130lbs and is working on losing fat. She eats 20% of her daily calories from fat. She eats her fats mostly in the form of a few nuts with each meal but sometimes uses healthy oils to cook instead. She keeps her fat intake from all sources around 100 calories with each meal.

Example Healthy Carbs:

- Vegetables Fruit
- Brown rice Quinoa
- Oatmeal Sweet potatoes

This list covers a lot of carb sources, and trust us when we say, not all carbs are created equal.

UNSATURATED FAT

The healthiest of all the fats, unsaturated fat is dominant in plant fats like soybean oil, corn oil, olive oil and avocados. It is required for proper brain and joint function and should be consumed in moderation.

SATURATED FAT

Saturated fat is the other most common fat and is less healthy than unsaturated fat, so you’ll want to minimize the amount of saturated fat you eat. Saturated fat is commonly found in animal products like beef and milk, but can be found in high quantities in other sources like coconuts.

TRANS FAT

Also known around our offices as ‘The Devils nectar,’ trans-fat, arguably the most demonized of all fats, is particularly difficult for your body to break down. It can be found in things like the cooking oil used to make French fries. At the molecular level it is a very long chain fat, and is by far the most damaging to the human body. Based on our love of French fries, it is also arguably one of the most delicious and because of that is very common in many overweight or obese American’s diets..



TRACKING

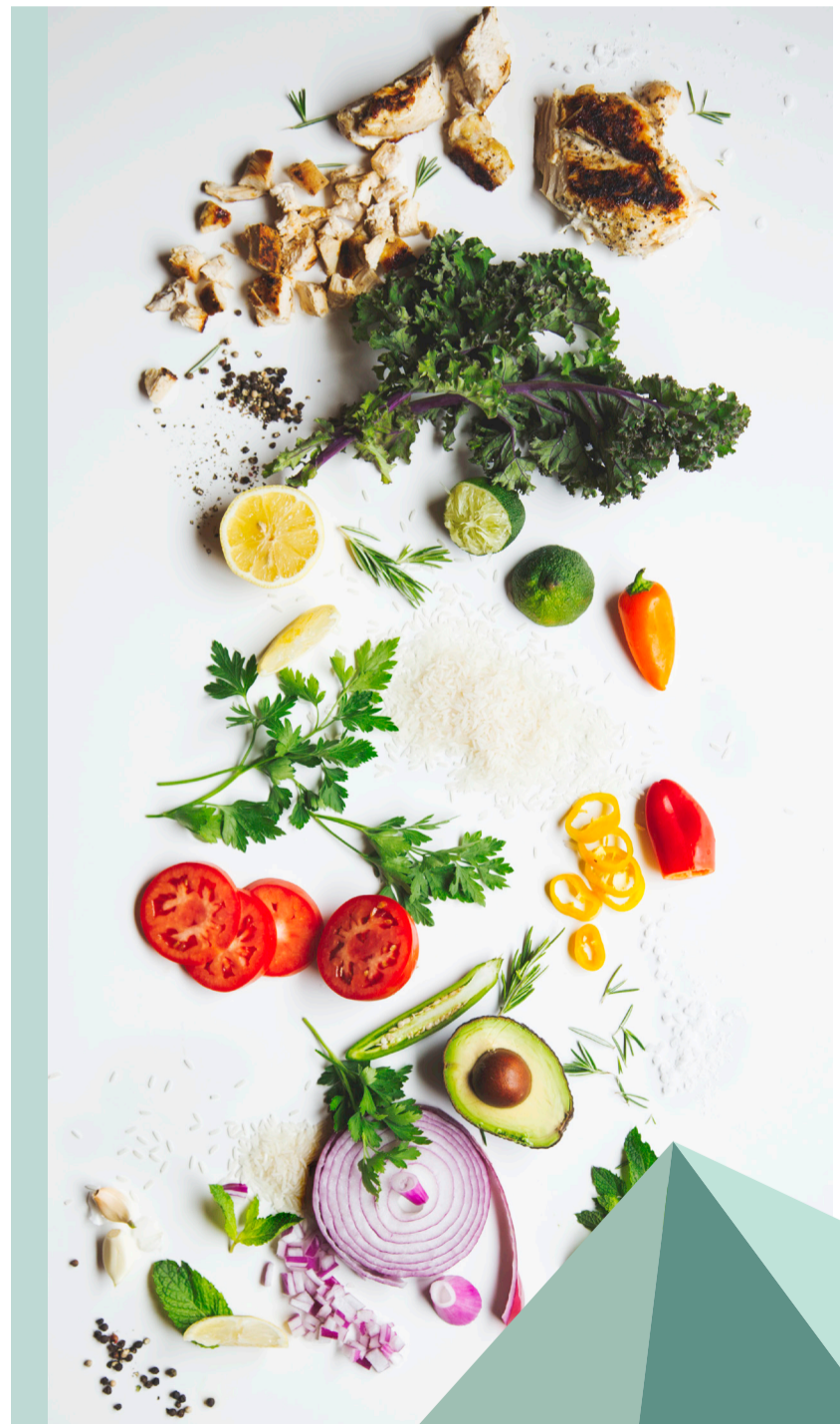
Now that you're up to speed on how calories and macros are important to your health – it's time to start tracking your food. The [Trifecta App](#) will automatically calculate both your calories and macros based on the information you input when you first log in. That being said, if you're already a diet and nutrition veteran, with the premium version of the app you can change these numbers at any time. Based on your exercise level and goals, you may want to dial your calories up or down or re-position your macros to optimize your weight loss or weight gain.

FOOD COMPOSITION

You've started out with your calorie and macro goal. These are your guidelines for what you'll eat each day, but what about the actual food that you use to make up those calories and macros? I mean, you could eat your allotted calories with loads of Twinkies, but you'd be way off on your macros. If you're overweight you will likely still lose weight eating the Twinkies if you're at a calorie deficit (a gentleman tried this once as an experiment and succeeded).

The best way to hit your calorie goals and macro goals simultaneously is to simply eat whole foods that are nutrient dense and carry a variety of nutrients.

How nutrient dense are the calories you're consuming? If you're left feeling hungry after eating, the Twinkie probably didn't have the nutrients you needed. Focus on getting your protein, fat, and carbs from foods that have your essential vitamins, minerals, and fiber. Eating whole, nutrient-rich foods will help you consume adequate amounts of these and keep you healthy and your body functioning optimally.





SATIATION

Do you ever feel like you're immediately hungry right after you've eaten? It's very hard to ignore the desire to satiate your hunger. We have four core needs: food, water, shelter, and reproduction. While we can't help you with the 4th one, we're here to tell you that some foods fill you up more than others and can really help you quench that physiological need for food.

“Many foods leave you feeling hungry because they don't have a lot of volume and/or are nutrient poor.”

When you eat a lot of volume of food (triple quarter pounder with cheese, fries and a coke anyone?) your body feels full. Your stomach registers that there is a lot of volume of food or drink in it, and it sends signals to your brain that you no longer need food. Your body is also hungry for specific nutrients, not just any food you decide to throw down the hatch. Sweet and salty foods are designed to tell us which foods are nutritious. Instead, in modern America, I bet most of you reading this have a sweet or salty processed snack in the same room as you right now. It's damn near impossible to avoid these kinds of foods because they slap you in the face wherever you go. Gas stations, office supply stores, clothing stores, virtually every retail location in America and now globally has processed food snacks available to eat. When you make the switch to consuming mostly whole foods over mostly processed foods, you'll immediately notice a change in how full you feel and how long you stay full after eating.

VOLUME

Volume is one of the single most often overlooked elements of dieting and nutrition. The physical size of the food you're eating has virtually nothing to do with the amount of calories you're consuming. For example, 15 almonds barely fill your palm but contain a whopping 105 calories while $\frac{3}{4}$ cup of egg whites will take up the whole plate (once cooked) and contains 100 calories. This goes back to our discussion about the macros within a food and the composition of the foods themselves.

That stomach of yours can hold up to 17 cups! That's a lot of food and drink, and it can make you feel very hungry after eating, especially when you're on a calorie deficit. Don't get too depressed though, the feeling of satiety is not actually caused by your stomach being full. You feel full when your brain reacts to the chemicals that are released when you eat. Your brain takes around 20 minutes to report this to you. Even after you're done eating, the chemical levels released continue to rise over the next 10-30 minutes.

If you're trying to lose weight and are turning into a hangry bear because of it – try eating higher volume foods that provide you the macros you need. For example, Carol finds herself ready to eat an entire pizza by 3PM at work every day so she starts swapping out her Basmati Rice for some fresh Cucumber. The significantly increased volume of the cucumber that she gets to eat for the same amount of calories as the rice medley leaves her feeling fuller longer. And when she is full she doesn't feel the need to argue with Ben in accounting so it's a win-win for everyone haha!

“That stomach of yours can hold up to 17 cups of water!”

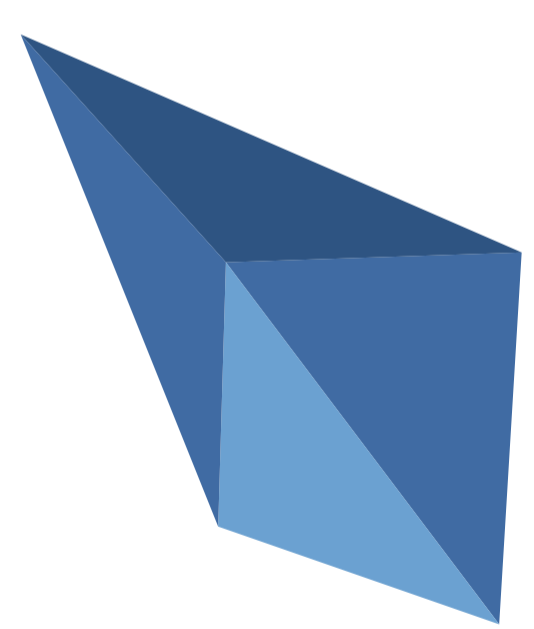
What type of carbs will fill me up the most?

Here are some examples.



	Volume	Carbs	Protein	Fats	Calories	Raw weight for 10g of carbs	Calories 10g of carbs
Basmati Rice	Lowest	78	8.5	0.9	360	12	43
Polenta/ Cornmeal	Lowest	79	7.4	1.4	357	12	42
Pasta	Lowest	75	13	3.4	371	13	48
Buckwheat	Lowest	72	13.2	5.8	343	13	44
Quinoa	Lowest	69	13.1	8.1	347	14	48
Oats	Lowest	60	11	0.3	360	16	57
Bananas	High	23	1.2	0.3	103	43	44
Sweet Potato	High	20	1.5	0	86	50	43
Potatoes	High	16	1.7	0.3	76	62	47
Apple	Higher	12	0.4	0.1	47	84	39
Butternut Squash	Higher	12	1	0.1	45	83	35
Zucchini	Higher	3	1.2	0.3	17	322	54
Cucumber	Highest	1.5	0.7	0.1	10	666	66

Eating higher volume carbs will fill you up more and result in easier weight loss.



PORTION SIZES

The most accurate way to determine the amount of food that you need for each meal is to measure it out.

This may seem laborious at first, but you'll quickly pick up how to eyeball measurements of food. If you really don't want to deal with it (like most people) that is why we built our entire company at Trifecta. We do the planning, shopping, cooking, cleaning, measuring and portioning for you with our meal plans. You can use everyday objects to compare your portion size to – one serving of meat is about the size of your palm. There are a lot of tricks available.

Here's some examples of what team Trifecta does:

“Using smaller plates really can help you avoid piling on food.”

– *Breanne Rodriguez, Head of Customer Support*



“Another trick to keep portion sizes in check is to take out only the food you're going to eat and put the rest away. Any time dinner has ready to eat “extras” (like a second helping of turkey), you're significantly more likely to eat them.”

– *Jasson Pierre, Media Director*

“Measure your food. Seriously, a food scale is only \$10. If you're committed to getting your portion sizes under control, it's a must have.”

– *Shannon Slabaugh, Social Media Manager*



“Re-portion bulk quantities of your favorite foods like rice, nuts, or grapes into individual portions in zipper bags or Tupperware's.”

– *Tyler Thomas, CTO*

“Get unhealthy foods out of your house or office so you aren't tempted by them.

Humans are instinctively lazy hunter gatherers, you eat what is around you.”

– *Greg Connolly, CEO*



CRAVING MANAGEMENT

First of all, avoid getting extremely hungry in the first place. Most cravings take place when we're already way down the road of being very hungry.

Swap it for its less evil twin. Rachel is Honey Badger crazy over literally anything chocolate, when her cravings hit, she opts for chocolate in the best form: a chocolate protein bar or chocolate protein pancakes. The bar/pancakes are high in protein, so it satiates her hunger and she gets her bit of chocolate flavor she was dying for.

Wait it out. I know you're thinking, "there's no possible way, once it strikes, the intensity keeps mounting until I give in!" If we look at the evidence though, experts believe food cravings only last about 3-5 minutes. Take a walk, make a call, watch a funny video on YouTube, get distracted for a few minutes and you should be in the clear.

Chew gum. Chewing gum keeps your chewing sensation at bay and may help reduce both sweet and salty cravings at the same time.

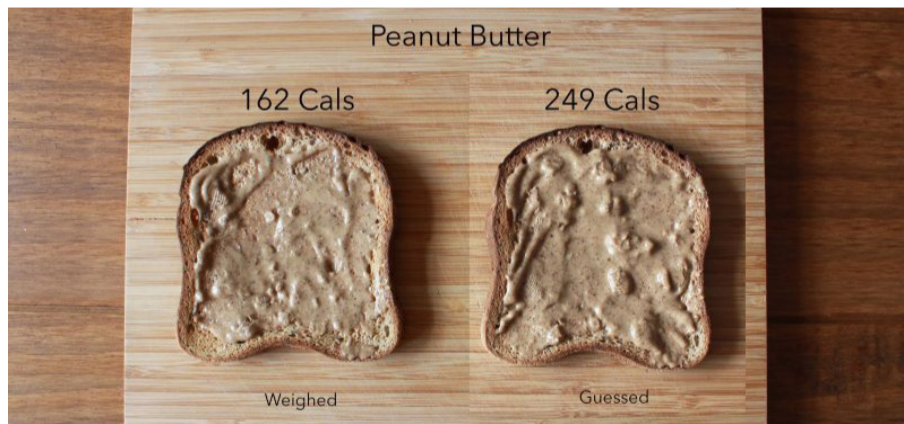
Eat something else that is healthy and wait 20 minutes. Your brain and stomach register feelings of fullness after about 20 minutes. During this time receptors inform the brain that your body is receiving nutrients via hormone signals. The two key hormones are cholecystikinin which is released by your intestines, and Leptin. They inform your brain that you're full, and often times when you become full, cravings pass and you no longer crave specific items.

MEASURING

When Americans don't measure their food, they tend to underestimate just how many calories they're consuming. This disconnect is one of the biggest reasons for the obesity epidemic.

The image below went viral on social media because it so clearly demonstrates the importance of measuring. Those two slices of peanut butter toast look virtually identical, but one is almost triple the calories and fat as the other.

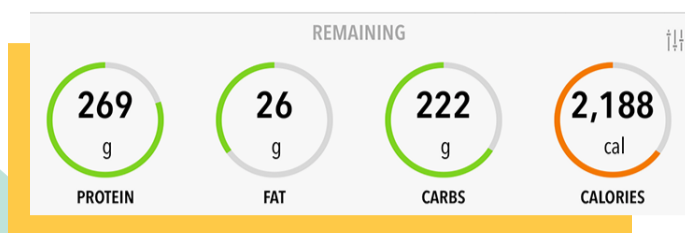
We've all heard the famous Peter Drucker management saying of "what gets measured, gets managed." Well it could not be more true than when it comes to food. Ever had a very overweight friend say, "the thing I don't understand is, I just don't eat very much"? You look them up and



*substitutue yogurt

down and think silently to yourself, "No, I don't think that's the issue here." They aren't trying to deceive you though, they just don't realize how much food they are consuming. Like everyone Neo left behind in the Matrix, they are blissfully ignorant. They don't realize how many calories they are actually consuming between the snacking, cocktails, and extra portion sizes. They are eating the peanut butter toast on the right, while their friends eat the toast on the left, and they can't understand why the outcome is different for them than it is for other people. Most people also aren't aware of how many calories they need in total each day, so how can they possibly know if they are anywhere near hitting that target?

DETERMINING YOUR BASELINE



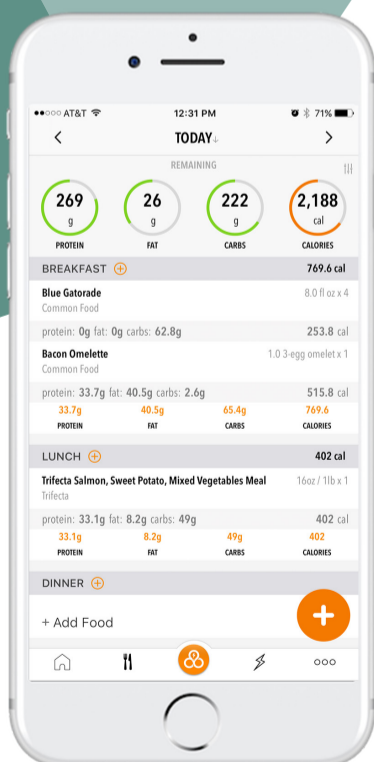
If you haven't already calculated your daily calories with the Trifecta app, we urge you to at least do some quick and dirty math.

PERSONAL EXAMPLE

[Calculate your BMR](#) using Bodybuilding.com's calculator.

[Determine your daily](#) exercise using our calculator. Add the two together.

Now you have a solid estimate of your total calories to consume each day. Next, you'll want to break that down into the specific macros you plan on eating. Trifecta recommends 40% carbs, 40% protein, and 20% fat for most individuals. You can also put in your own macros to get to the same calorie total. Once you've input the total calories and macro breakdown, you're ready to start measuring and tracking your food. This is one of the most important steps of getting healthy and here's why:



- You'll receive immediate gratification and immediate progress on your journey. You know immediately how your choices will contribute to, or undermine, your efforts. Your goal of weight loss becomes tiny bite size portions throughout the day, and you can watch your advancement bit by bit.
- We cannot emphasize the value of that first point enough. It is hard to look in the mirror in the morning and tell you've lost 1 lb. of fat, or even 5 lbs. of fat.

- Usually you have to loose 10 or more lbs. and even then your mind watches you change day by day so it's hard to see the difference. Knowing that you finished the week with a 3500 calorie deficit is a win, and let's you know that you've lost weight.
- Treat the scale as a frenemy. Over the years we have heard many people say they look different in the mirror after 3 months of diet and exercise, but the scale reads the same weight. This can be frustrating for many people, but if you're losing fat and gaining muscle at roughly the same pace, the scale is just a measure of weight, not body composition. Consider pairing your weight measurement with a once a month Dexa Scan (a very accurate body fat scan).
- Tracking becomes a game! Once you feel like it's a competition, you're in the right frame of mind. How many days in a row can I stick to the plan perfectly?

How close to my exact macros can I get?

TIPS ON TRACKING YOUR FOOD:

- If the food has a barcode, you can scan it in. Obviously some whole foods that we recommend eating don't have barcodes (although many do), so the other option is to type in the name of the food item into our 5M+ food database.
- Select the item that matches what you're looking for. Watch for subtle differences like restaurant scrambled eggs that will have milk and butter in them vs scrambled eggs cooked at home that just contain eggs.
- Select the portion size you are about to eat. This is where a food scale or measure cups/spoons come in handy.

*Tip: always input food before you eat it so that you can adjust accordingly if it doesn't fit your macros.

FAT LOSS

The whole reason you're reading this eBook is probably because you want to lose fat - 93.7% of the people who use our app and meal delivery service are looking for help with this. Let's get into what you need to know now that you have an understanding of calories, macros, and the importance of tracking.

We've mentioned several times that a pound of fat contains 3500 calories. Studies have shown that for most people the optimal amount of fat loss is .5-1% of your bodyweight per week. Chandler wants to lose a pound of fat a week, so he tracks his food and makes sure he is at a 500-calorie deficit a day (3500 per week). This gives him round numbers and is a common example we see with our clients, but you may feel more comfortable at 300 calories a day and be able to stick to that more consistently. Does it matter if you're losing a pound a week if you quit after 2 weeks? No, it doesn't, so it's important to choose to cut a number of calories you can stick with.

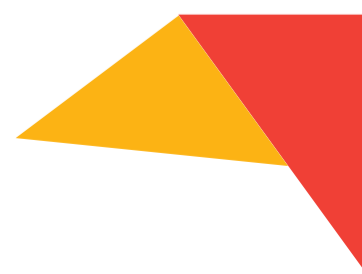
By far and away, the most successful method we have seen people use over the years is to develop a plan (or buy a customized one from us [here](#)), utilize as many tools as they can to help them stick to that plan (a smartphone tracking app, a food scale, a DEXA scan, a [social media diet community](#)), and high volume whole foods to keep them full without going over their calories or macros.

BARRIERS TO SUCCESS

As you start to lose weight, you'll want to keep the following barriers in mind. They can be the log on the ground that trips you up on your way to your goal.

BMR CHANGES

Let's say you've lost 10lbs over the last 2 months. You cut 500 calories a day from your total 2100 calorie allotment so you're eating 1600 calories per day. First off that's fantastic, you're doing great! Now you may want to take a break for a while and maintain your new weight, so you don't get psychologically fatigued. Then when you're ready to go into a calorie deficit again, you'll have a new (slightly lower) total calorie allotment: 2000. In order to cut 500 calories per day, you'll now need to eat 1500 calories instead of 1600. So now your new smaller body burns fewer calories and you have to exercise more or eat less for same result you were getting before. This can be confusing and frustrating for many people, and is the most common reason people lose weight for several months and then plateau.



PATIENCE AND EXPECTATIONS

Phoebe starts dieting and is off to a great start – she meal prepped at the beginning of the week and is tracking her calories and macros with the Trifecta App. She takes a look in the mirror on day 4. She doesn't notice any change. That's disheartening and demoralizing, especially in the beginning. Two more days go by and the scale hasn't budged yet either. Phoebe gives up because this dieting thing doesn't seem to be working, and goes back to her old eating habits.

We've all done it; we expect results overnight and when they don't come, we're discouraged and quickly give up. Part of this is patience, which in the era of everything on demand is incredibly difficult for most of us to



cultivate. The other piece is managing your expectations of how much of a change is going to happen and how quickly. It's likely going to take you 10 lbs. and thus 10 weeks to visually start seeing a change in the mirror.

Ah the mirror, our best friend and our worst enemy. Looking back at us is our biggest fan, and more importantly – *our harshest critic*. Most of us are way too hard on ourselves. We say things about ourselves in our minds and internal dialog that we would never say about anyone else.

“You're a fat piece of sh*t!” “Who would love you?” “Can't even put down the burger and fries for 3 months... pathetic!”

Realistically, you'll be losing .5 – 1lb a week if you are sticking to your diet exactly. Don't forget that a half-assed diet is going to produce half-assed results. If you are truly eating less calories than you're burning – you will be hungry. It's uncomfortable and difficult but if you stick to it, the scale will reflect it and so will the mirror and your internal dialog.

MUSCLE GAIN

Want to get *jacked* bro?

In order to start putting on muscle mass, a good rule of thumb is to eat a calorie surplus of 3500 calories per week. You'll want to stick to your macro percentages as accurately as possible as you scale up your calories and exercise using predominately weight training to ensure that the weight gain is muscle and not fat. Studies have shown that for most people the optimal amount of muscle gain is 0.5 - 2lbs per week.

Joey wants to gain a pound of muscle a week, so he makes sure to eat an extra 500 calories a day (3500 extra per week). He often has trouble eating enough food to hit his new higher macros, so he adds in low volume, high fat foods like peanut butter, dried fruit, or cook's meats in olive oil. This is a mistake! Stick to your macros. Research suggests your body can't metabolize much more than 20-25g of protein every 2 hours so that's a good feeding schedule to start with. Even when you're not hungry, try to eat every few hours to keep a steady flow of protein and thus BCAA's in your blood stream to help you reach your macro goals. Many bodybuilders add in a Casein protein bar or shake at night because it's a slow digesting protein and will provide your body with a steady stream of BCAA's throughout the night.





Sleep can't be emphasized enough during a muscle building phase because of its importance in building muscle! When you're working out in the gym, you're causing tiny micro tears in your muscles. Sleeping helps replace, repair, and rebuild muscle, all of which are needed for optimal progress. Depending on the individual and how much you're working out, up to 10 hours of sleep may be necessary for recovery.

Be patient and realize, trying to look like your celebrity role models is setting unrealistic expectations. You can't turn into Arnold in 3 months because building muscle takes time. Natural bodybuilding has its limits and "how big" you can get will vary person to person.

***See Patience and Expectations section.**

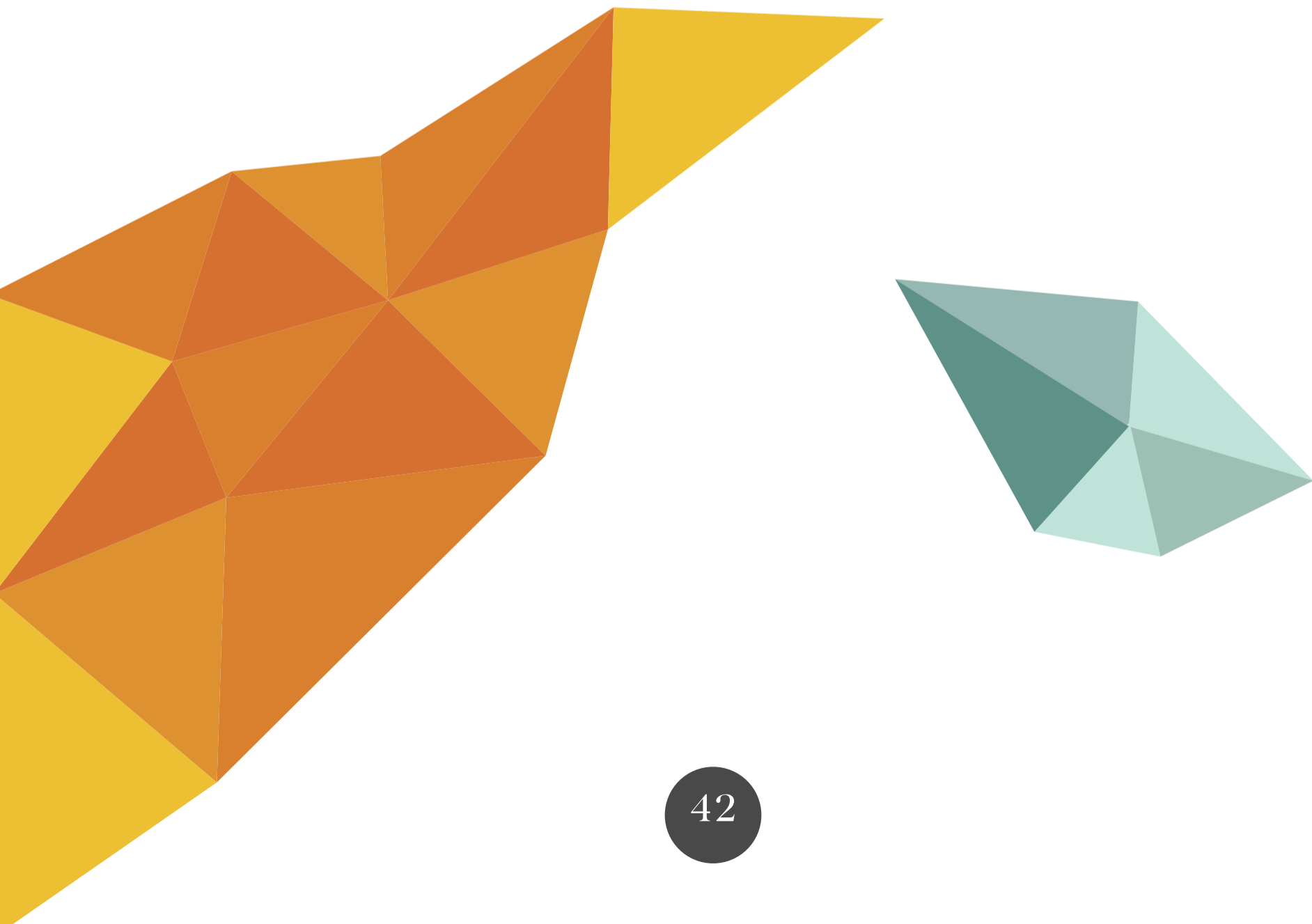
CONSISTENCY & MOTIVATION

Consistency is arguably the most difficult part of losing weight.

This comes down to the core concept of motivation.

EXTRINSIC MOTIVATION

Most people think of motivation backwards. They read an inspirational quote on Instagram, watch a motivational YouTube video, or simply just aren't happy with what they look like in the mirror in the morning and they get a burst of energy to go out and exercise and diet to lose weight. This is called Extrinsic Motivation and is geared towards external rewards and reinforcers. They include rewards like money, praise, awards, etc. They are short lived and can even de-motivate you if they are removed.



INTRINSIC MOTIVATION

This is the good stuff that will actually get you to the goal line. Intrinsic motivation is geared towards internal reinforcers and rewards. They include things like achievement, enjoyment, and a sense of accomplishment or competence.

BACKWARDS MOTIVATION

Most people motivate themselves backwards! They try and get pumped up to go out and do something, when in actuality, going out and doing something is what will get them pumped up! Sticking to your diet consistently is going to motivate you significantly more than watching a motivational video on YouTube. Going to the gym every day for 90 days is going to motivate you significantly more than being disappointed in what you see in the mirror.

The sense of accomplishment is the key component to keeping you motivated, and you cannot get that by not going out there and doing it first. That is why Nike's hit slogan "Just Do It[®]" was so phenomenally successful. Getting yourself to just go out there and try to stick to a diet is going to be exponentially more motivational than giving yourself any other extrinsic reward.

Example: If you want to work out for 60 days the key to it is putting together a plan and then working out for 10 days straight. That is going to motivate you to keep going on the 60 days more than anything else. Momentum builds momentum.

CONSISTENCY

Building on the motivation concept, anyone can go to the gym and train or have a few good days of watching their calories or tracking macros. Consistently tracking calories and macros every single day will keep you on the fat loss or muscle gain train. It takes at least 21 days to form a habit so remember that those first 21 will be harder than the rest. Once you're consistently eating healthier and tracking your food, you'll be more on "auto-pilot" rather than having to make such a conscious effort at every meal. It will become your new normal.

Set real, everyday goals like exercise 7 times a week first thing in the morning and cut 500 calories a day. Not "lose 10lbs in 10 weeks". That is an abstract goal that is focused on the Extrinsic Motivation Reward, not an actionable goal that you can focus on day in and day out.

SYSTEMS

A goal without a system becomes a target with a distant deadline that is too abstract and easily abandoned. Would you build a house without putting together a blueprint first?

We wouldn't be able to brush our teeth without a toothbrush and toothpaste, so the first step is to get the toothbrush and toothpaste and knowledge of the brushing process from a dentist. This was an easy example because most of us brush our teeth regularly and know what it takes. But sometimes it's hard to see what steps need to be taken to reach our goals and that's where we get stumped. So why do we try to lose weight without tools like healthy food, a food scale, nutrition and fitness tracking apps, knowledge of nutrition from a subject matter expert. To get started systematizing your diet, write out these extremely specific steps and then as your progress towards your goals, celebrate your progress.



Steps to lose 5lbs in 5 weeks

1. Begin tracking food in Trifecta App
2. Meal Prep on Sundays and Wednesdays
3. Cut 500 calories per day
4. Eat a serving of vegetables with each meal to control hunger

STEP ①

MEASURE PROGRESS TO CELEBRATE

- First 3500 calorie deficit tracked – buy new workout shirt
- Second 3500 calorie deficit tracked – try a fitness class you’ve been wanting to try like Spin, Yoga, CrossFit, or your current gyms boot camp
- Third 3500 calorie deficit tracked – buy the fitness gear that you’ve been wanted to try like a Fitbit, Apple Watch, lifting shoes, or Trifecta App Premium
- Fourth 3500 calorie deficit tracked – get a massage (chances are you need it after 4 weeks of working out and dieting)
- Fifth 3500 calorie deficit tracked – tell your best friend, spouse or someone close to you about your 5lb weight loss

Checking the scale religiously for these first 5lbs is not a great plan. You may lose some weight as water weight and regain it which can be discouraging. Just stick to the calorie deficits in your calorie counter app and stick to the plan. The other thing that might throw you off is now that you’re exercising again you may gain muscle at the same pace as you lose fat. If you lose 5lbs of fat and gain 5lbs of muscle in the first 5 weeks, the scale is going to give you the same weight. That can be very discouraging.

“ You may not need baby steps so close together once you’ve been eating right and exercising regularly for a while but small goals like these will get you off on the right foot if you’re a first timer or having trouble finding motivation. ”



IF THEN SYSTEMS

Everyone knows that it's impossible to stick to hard and fast rules. There are birthdays, work lunches, really rough days, parties, and occasionally we just slip up. So, what should someone who is trying to follow a diet do in those type of scenarios? For that we recommend deploying an "IF / THEN" system to get yourself back in line with your goals.

IF / THEN systems are designed to give you fall back strategies for your diet before you even get started so you know what to do when you fall off track. They will help you disengage from the slippery slope of "just one more" or "I already messed up today, what does it matter".

They works like this:

If I know I am going to have an office happy hour tonight and I am probably going to have an appetizer that does not fit my macros, then I am going to do an extra 15 minute run in the morning to compensate for those calories.

If I miss my morning workout, then I'm going to skip out on going out to lunch with my co-workers at Chile's and eat some Trifecta food instead.

So now it's time to look yourself in the mirror real seriously. What can you already see yourself cheating on? Is it snacks at work? Drinks on Friday? Snoozing the alarm and skipping your workout? Pick your top 3-5 and decide on if-then systems to make sure you don't

start the inevitable chain of events that occur once you get started on your first cookie, skip your first workout, or whatever it is you fall prey to. These systems are invaluable when it comes to building towards success because they prevent you from beating yourself up psychologically because you made a mistake, because you know you have a plan for what to do when the mistakes happen to get you back on track. You end up focusing on executing the plan vs. hating on yourself because you fell off track (which happens to literally everyone).



“What you eat in private,
you wear in public”

MEAL PREPPING

“What you eat in private, you wear in public”

There has never been a truer sentence spoken. It is extremely painful for a huge percentage of the population to look at themselves in the mirror. They see frustration and disappointment in themselves, living a life they never thought they would live. They see it as a failure of willpower, when in actuality – it is a failure of planning.

Attempting to change your body composition without a solid plan is just an absolute recipe for disaster. Most of us think of our body idols as professional athletes; we need to start thinking of them also as professional eaters. They eat for function while the rest of us eat for pleasure. They know what their daily calorie and macro intake should be and what it actually is every day. They spend hours meal prepping 1-3 times a week, or use a service like Trifecta to make sure they have food on hand at all times. They eat similar foods over and over because, they are eating as fuel for their body and goals rather than eating for pleasure. Do they eat for pleasure sometimes? Sure, but most of the time they are eating professional for work, to maintain that incredible physique we all aspire towards.

Obviously,

you don't have to go that far but we do want you to realize how much work fitness celebrities put in. If you think you're going to get the results they get by going to the gym 5 times a week and not getting your food dialed in down to the calorie and macro, think again.

Meal prepping as a concept consists of getting some or all of your food ready for the week ahead of time. It's much easier to stick to the plan of "eating healthier" when the food is readily available and portioned out for you to follow through. In order to follow through and stop listening to your pre-historic animal brain that has desires not based in today's reality, you need to stop making choices based on emotion and convenience.



Why is meal prepping so important?

Time: It saves you time because you aren't worried about each meal as it comes: cooking last minute or running to a restaurant or ordering takeout.

Accountability: It will hold you accountable because if you don't eat the meals you made, then they go bad and you throw them out! The guilt of spending time and money on something is motivation enough for most of us to eat your meal prep.

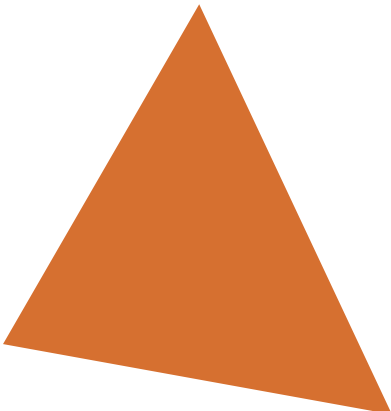

Convenience: You won't get to the point of being famished because you have your food ready to eat when you're on a tight schedule. No more skipping your afternoon snack and then binging on dinner.


Energy: Feel good after you eat. Not lethargic. Not overly full. Not bloated. Not hungry. You'll be eating your tried and true basics so you'll know their effects on your body and you can count on it.

Portion control: Nothing does a better job of getting your portions under control than not giving yourself the option of "a little more" at mealtimes.


Source control: Where does McDonalds get their meat? Where are Denny's eggs from? Don't have a damn clue? When you make your own food, you can get away from unknown question mark of factory farming foods and move on to Organic, Animal Welfare Level 5 foods.

“I’ve never meal prepped before—where do I start?”


- 
- ▶ **Quantity:** Know the number of meals you’re looking to prep. Every meal for the week? Only lunches? Lunches and Dinners?
 - ▶ **Variety:** Decide on how much variety you need between meals. Can you choke down nothing but cold chicken and broccoli? Or do you want at least 4 different kinds of meats and a variety of sides?
 - ▶ **Macros:** You have to know your macros in advance. Let’s say you’re doing 40% carbs, 40% protein and 20% fat. Make sure the amounts of each macro line up with how much you’re putting in each container. If you have no idea what this should be, the free version of our app will tell you when you create an account.
- 



Start simple: As much as you may want to be the next Ratatouille, we recommend against it, at least to start. Keep your grocery list to staple items that you like: chicken, beef, or turkey. Broccoli, asparagus or salad. Brown rice, quinoa or sweet potatoes. Walnuts, almonds, or pecans. Especially if you're in a calorie deficit, it will taste good because, for once, you'll be seriously hungry.



Tools: Go onto Amazon and make sure to at minimum have Tupperware, snack bags on hand to pack everything in, and a kitchen scale. All of this stuff combined will cost you like \$30 out the door. Pre-portioning takes all the effort out of your day to day dieting.



Measure: While you can measure a lot of the food like rice or veggies with a measuring cup or similar, you may want a food scale for meat/fish. You can also buy meat/fish/veggies/carbs in pre-portioned sizes to save you time from companies like Trifecta.

EATING OUT

Eating out is one of the more daunting activities when you're trying to get healthy. It's important to ask for what you want and be assertive. Don't worry if you're going to cause extra work for the waiter and the cooks, it's their job to cater to you, that's why you're paying them.

If you want to swap the fried chicken for grilled chicken, don't hesitate to ask. That is the only way restaurants understand what their customer base wants anyways. Joey always gets a salad instead of fries and that change alone reduces his calories by 300 each time he eats out. It's also not a bad idea to look at the menu ahead of time so that you have a plan as you head to the restaurant and aren't tempted by the fries. Impulsive decisions tend to be the reason we don't eat healthy at restaurants so beat your impulses and read the menu online. Always be mindful of your drinks as well – opt for water, non-alcoholic drinks, or unsweetened tea. Sugary, high calorie drinks can just as easily sabotage your diet as sugary high calorie foods!



PAY ATTENTION TO THESE WORDS

WORDS to choose

- Baked
- Broiled
- Boiled
- Fat-Free
- Fresh
- Garden Fresh
- Grilled
- Light
- Marinated
- Poached
- Red Sauce
- Reduced
- Roasted
- Seasoned
- Steamed
- Vegetarian
- Vinaigrette

HEALTHY protein choice

- Cuts on meat with "loin" in the name
- Roast - chuck, rib or rump
- Steak - cubed, flank, porterhouse, skirt, sirloin, tenderloin, T-bone
- Pork - tenderloin, chops, ham, Canadian bacon
- Poultry - skinless, white meat
- Fish - any, just not fried
- Egg white or egg substitute

HEALTHY carb choices

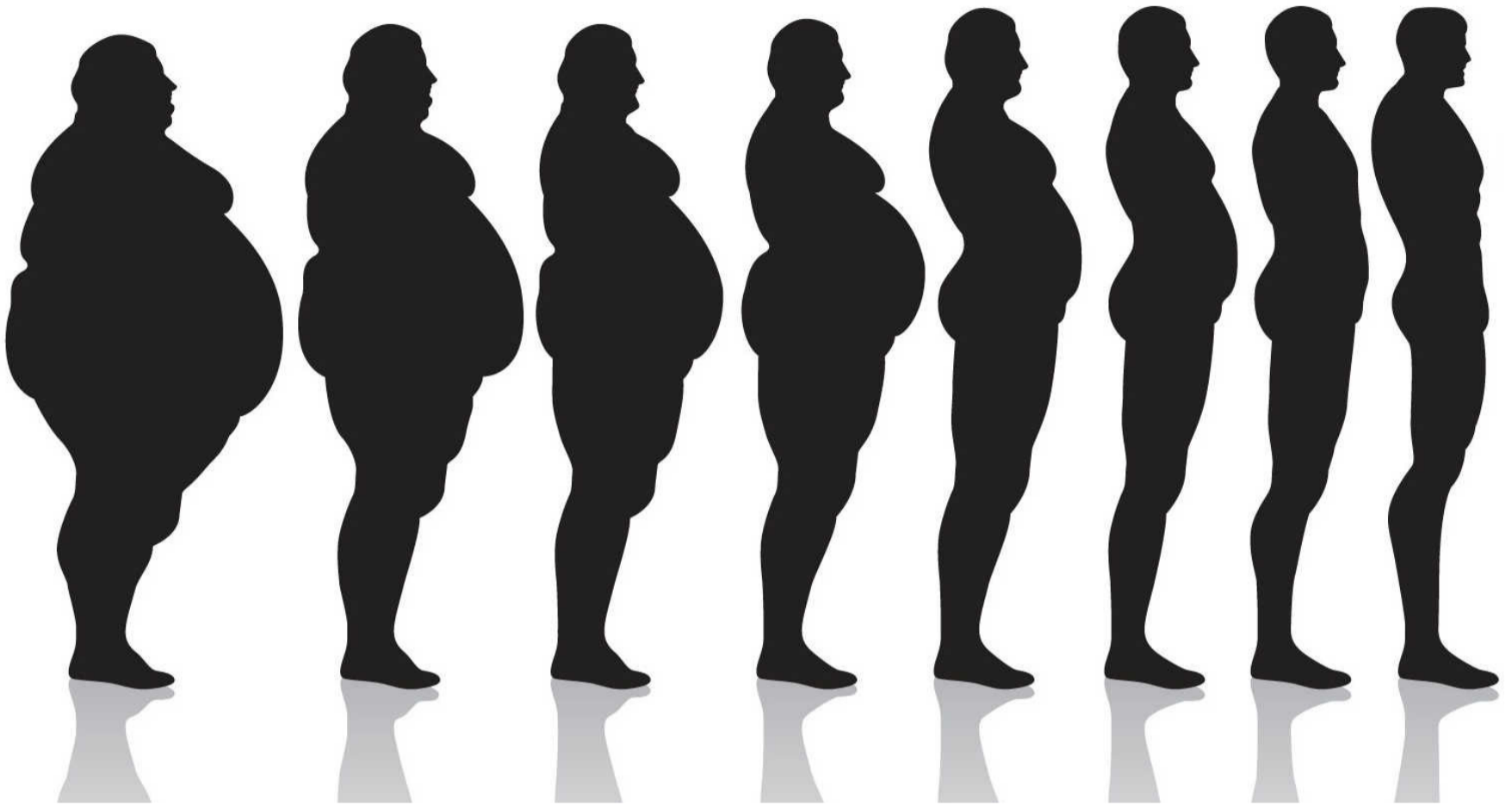
- Baked potato
- Baked sweet potato
- Rice
- Green beans
- Cooked carrots
- Asparagus

HEALTHY fat choices

- Avocado
- Olive Oil
- Cottage Cheese
- Tree Nuts (almonds, walnuts, pecans, etc.)
- Coconut Oil
- Greek Yogurt
- Soybeans

WORDS to avoid

- | | | | |
|------------|------------------|-------------|-------------|
| A La Crème | Carbonara | Golden | Sautéed |
| Alfredo | Casserole | Goosey | Smothered |
| Aioli | Cheesy | Gravy | Stewed |
| Au Gratin | Country Style | Hash | Stroganoff |
| Basted | Covered | Hollandaise | Stuffed |
| Battered | Creamed/Creamy | Loaded | Tempura |
| Béarnaise | Crispy | Platter | Volcano |
| Bottomless | Crunchy | Pot-Pie | Whipped |
| Breaded | Fried/Deep Fried | Prime | White Sauce |
| Buttered | Giant | | |



NUTRIENT TIMING

Let's start by saying, to the average American who doesn't exercise, the concepts behind nutrient timing are not critical. If you are significantly over weight (30+ lbs) then please skip this section entirely because it will not make an impact for you at this phase of your journey.

Many athletes, however, could use to take a closer look here. When you train regularly and eat the wrong foods at the wrong times, you slow your efforts in the gym. Putting in all that hard work on the weights and then not eating for 4 hours can reduce your gains over time. Add the right foods at the right times and your efforts are given a huge boost. The top priority segments for nutrient timing are detailed below: pre-workout, during workout, and after workout.

PRE-WORKOUT

Carbs and stored energy can be converted to usable energy faster than all other macros. Since we use them first, it's important to fill up your energy stores pre-workout so that you will have more energy to perform at your best! At the same time, the building block of new muscle growth, protein and carbohydrates, are critical in this stage. Studies have shown that eating some carbs and protein can be beneficial 1-2 hours prior to working out. This isn't a free ticket to devour an overabundance of carbs or eat a steak right before you hit a CrossFit workout. Doing that will cause your body to still be digesting heavily when you start your workout.



“During your workout, you’ll want to consume both carbs and protein”

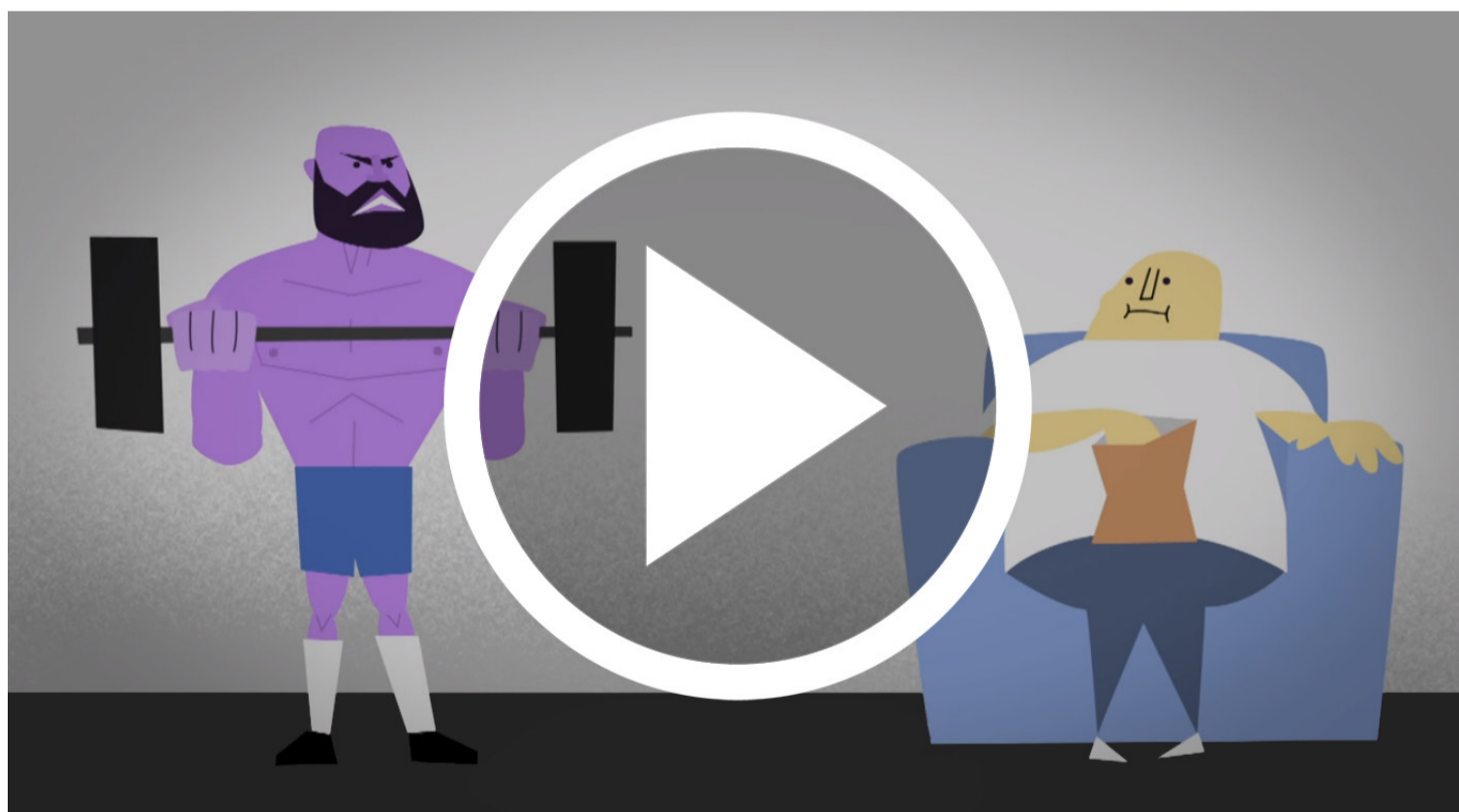
DURING WORKOUT

During your workout is when your energy demands are highest. These demands are met by ingested nutrients and stored nutrients. Your nutrition here is critical because the ratio of ingested nutrients vs stored nutrients depends on the quality of intake during workout. You have the ability to enhance some of the constructive metabolism effects and minimize some of the destructive metabolism effects.

During your workout, you’ll want to consume both carbs and protein. Ideally, you’ll drink them in the form of an intra workout shake, rather than bringing a steak and sweet potato to the gym ha! More than just convenience, drinking your carbs and protein during a workout will expedite and ease digestion. Whey protein powder is ideal since it’s fast digesting and a drink like Gatorade has a good amount of carbs and sugar to create an optimal anabolic environment. Your body is then able to increase muscle growth. For those of you who are significantly overweight (30+lbs) that decided to read this section anyways, we advise skipping the sugar in this shake.

POST WORKOUT

Muscles are primed for muscle building immediately after your workout as well as about 1-2 hours after. There was a great video explaining this on YouTube here. Your muscles are ready to soak up nutrients and require a post workout meal. Experts recommend drinking the remaining 1/3rd of your Intra workout shake immediately after finishing the workout. Fat is slow digesting, so it's not recommended to have much of it at this time. Easily absorbed carbs and lean protein make a great post workout meal.



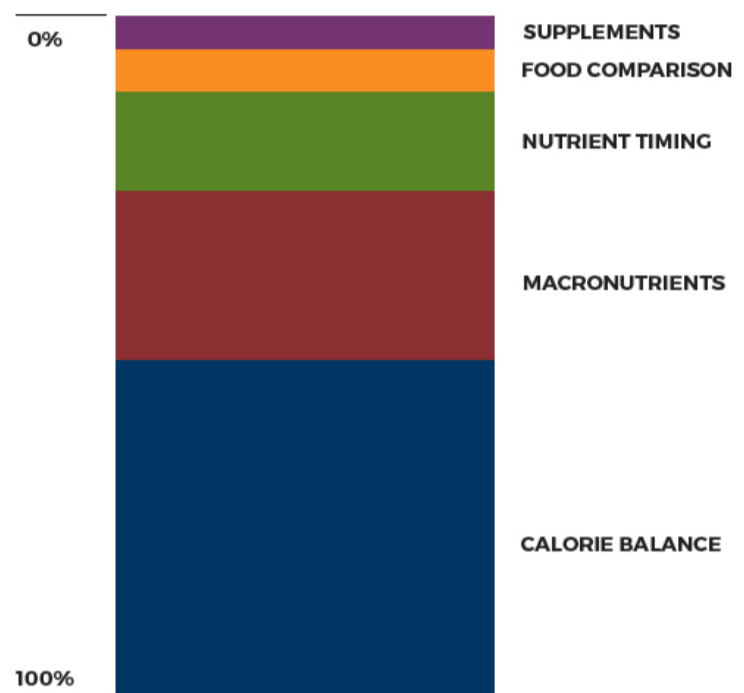
**Must have internet connection to view video.*

PRIORITIES

If all of this seems like a lot, we have worked with our partners to create diet templates to help you either shed body fat while keeping muscle (the cutting diet) or gain muscle (the massing diet). The automatic diet template is tailored to you based on your goals, training days, weight and gender. Further, we have tried to do a great job laying out the priorities of dieting so that you don't put too much focus on things with little influence like supplements or completely ignore something as important as your calorie intake.

The nutritional priorities breakdown clarifies that calorie balance and your macro breakdown are the most important aspects of your diet (80%!!!) and the main reason why we spent so much time covering them in this eBook. Once you have both of those under control, you're off to the races. If you have goals beyond where macro and calorie

Diet Priorities



counting can take you, then it may be time to start dabbling in meal timing, food composition and eventually supplements. The main thing to remember, is that you can take all of the best supplements in the world but if you're not eating the right number of calories, it probably isn't going to have the effect you're hoping for!

Each of these systems is one step closer to getting your diet under control. Here's a prioritized cheat sheet you can print to make each step simple and easy:

Consistency – The first 20 habit-forming days will be hard and then you'll turn on auto-pilot and you'll only need to "force" yourself to eat healthy occasionally.

Calories – This determines your weight. Excess calories equal weight gain, calorie deficit equals weight loss

Macros – 40% protein, 40% carbs, 20% fat for active individuals. Helps keep muscle on when cutting and gain muscle while massing.

Tracking – Start moving towards your goals by tracking your calories, macros, and workouts with the [Trifecta App](#)

Systems - Write out these extremely specific steps and then as your progress towards your goals, celebrate!

Portion Sizes – Measure your food to ensure you're tracking your calories and macros correctly

Meal Prepping – Make sure you have ready to eat food on hand so that you can make the right decisions

Cravings - Avoid getting really hungry in the first place. When craving hit, get distracted on social media or chew gum

I've "Change doesn't happen where do I start? overnight, be patient"

Proper Expectations– Change doesn't happen overnight, be patient

Food composition and Satiation- Eating whole, nutrient-rich foods and focusing on your macros will keep you healthy and your body functioning optimally

Volume – Eat higher volume foods if you're looking to lose fat and lower volume foods if you're looking to gain muscle

Eating out – Keep it to a minimum. When you do eat out, read the menu ahead of time and choose the healthiest option for you.

Nutrient Timing – Protein and carbs before and after a workout are vital. Add in protein/carbs in the form of a shake during your workout for even better performance.

You're not dieting for taste – *you're dieting for the results that dieting is going to give you.*

Print or [download](#) the cheat sheet on the next page and put on your refrigerator to help keep you accountable.



CHEAT SHEET

CONSISTENCY - THE FIRST **20** HABIT-FORMING DAYS WILL BE HARD AND THEN YOU'LL TURN ON AUTO-PILOT AND YOU'LL ONLY NEED TO "FORCE" YOURSELF TO EAT HEALTHY OCCASIONALLY.

CALORIES - THIS DETERMINES YOUR WEIGHT. EXCESS CALORIES EQUAL WEIGHT GAIN, CALORIE DEFICIT EQUALS WEIGHT LOSS

MACROS - **40% PROTEIN, 40% CARBS, 20% FAT** FOR ACTIVE INDIVIDUALS. HELPS KEEP MUSCLE ON WHEN CUTTING AND GAIN MUSCLE WHILE MASSING.

TRACKING - START MOVING TOWARDS YOUR GOALS BY TRACKING YOUR CALORIES, MACROS, AND WORKOUTS WITH THE TRIFECTA APP

SYSTEMS - WRITE OUT THESE EXTREMELY SPECIFIC STEPS AND THEN AS YOUR PROGRESS TOWARDS YOUR GOALS, CELEBRATE!

PORTION SIZES - MEASURE YOUR FOOD TO ENSURE YOU'RE TRACKING YOUR CALORIES AND MACROS CORRECTLY

MEAL PREPPING - MAKE SURE YOU HAVE READY TO EAT FOOD ON HAND SO THAT YOU CAN MAKE THE RIGHT DECISIONS

CRAVINGS - AVOID GETTING REALLY HUNGRY IN THE FIRST PLACE. WHEN CRAVING HIT, GET DISTRACTED ON SOCIAL MEDIA OR CHEW GUM

PROPER EXPECTATIONS- CHANGE DOESN'T HAPPEN OVERNIGHT, BE PATIENT

FOOD COMPOSITION AND SATIATION- EATING WHOLE, NUTRIENT-RICH FOODS AND FOCUSING ON YOUR MACROS WILL KEEP YOU HEALTHY AND YOUR BODY FUNCTIONING OPTIMALLY

VOLUME - EAT HIGHER VOLUME FOODS IF YOU'RE LOOKING TO LOSE FAT AND LOWER VOLUME FOODS IF YOU'RE LOOKING TO GAIN MUSCLE

EATING OUT - KEEP IT TO A MINIMUM. WHEN YOU DO EAT OUT, READ THE MENU AHEAD OF TIME AND CHOOSE THE HEALTHIEST OPTION FOR YOU.

NUTRIENT TIMING - PROTEIN AND CARBS BEFORE AND AFTER A WORKOUT ARE VITAL. ADD IN PROTEIN/CARBS IN THE FORM OF A SHAKE DURING YOUR WORKOUT FOR EVEN BETTER PERFORMANCE.

**YOU'RE NOT DIETING FOR TASTE
- YOU'RE DIETING FOR THE RESULTS THAT DIETING IS GOING TO GIVE YOU.**

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