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AS SEEN ON



# Introduction

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Contrary to how the process may feel for many, weight loss is not a complicated science. There is no secret trick you're missing out on or special diet you should be following. Moreover, you don't have to suffer or overhaul your entire life to get results. The overwhelming amount of diet advice and quick-fix solutions on the internet have done you a big disservice. While the journey looks different for everyone, there are only a few things you really need to focus on and master to get results.

That's exactly what you will get from this strategy guide. Straightforward, clear advice from the experts and backed by reputable science. No nonsense, no BS, and no gimmicks.

Use this guide to learn exactly where and how to focus your energy to get results and keep the weight off for good this time!

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### 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 clean your body – not juice!

We are also overloaded with something called anecdotal observations - which is the practice of having individuals try something on themselves or clients, develop assumptions based on their experience and then advertise their newfound knowledge to friends, families and the public. In other words... "this worked for my friend Jenny, so it must work for everyone" type mentality.

But just because something makes sense in theory, or on a few people, doesn't mean it's sound science or erases over a hundred years of research. However, it is fair to argue that most of what we know about nutrition today started out as anecdotal evidence. And diets are inherently difficult to study. So what should you look for?

Good results take time and require repetition. Early-stage research may show promising insight, but it takes more than a few studies to provide meaningful conclusions.

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Evidence-based nutrition is advice backed by a significant amount of well established, unbiased studies that have been reviewed by outside experts. So in other words, if you repeated your theory in a controlled research study numerous times and had unbiased health professionals or researchers review and critique your work, you would now be coaching your friends with evidenced-based nutrition recommendations. Evidenced-based nutrition is the gold-standard when it comes to health advice.

### Takeaway

For the best healthy eating advice, look for evidenced-based nutrition that is provided by or recognized by leading experts and supported by years of trusted studies.



## HOW WEIGHT LOSS WORKS

The thing is, we are all different when it comes to food preferences, lifestyle, and what our body needs to thrive. There is no one size fits all approach to weight loss - what works for one person won't necessarily work for everyone. The key to getting lasting results is to learn what works for you and how to optimize your nutrition accordingly.



## Your Ultimate Weight Loss Strategy Guide

The first step is to understand the basics of nutrition. This includes getting familiar with how food plays a role in your weight management, health, and overall wellbeing by understanding and mastering the following areas:

- ✓ Calories
- ✓ Macronutrients (Macros)
- ✓ Micronutrients (Micros)
- ✓ Nutrient Timing

### Calories

This is the single most important area to understand when it comes to weight loss.

Let's take a moment to let that sink in some more... learn how to master calorie control before anything else! **This is the key to weight loss.**

At the simplest level, your body runs off energy in the form of calories from foods and beverages. Calories = energy. You need this energy to fuel your daily needs and to just plain survive. If you stop eating calories, you will eventually die.

So what does survival have to do with losing weight? Well, because calories are so important for living, your body has a way to store them as muscle and fatty tissue - which is also the exact type of weight you are able to lose, gain or maintain. This storage form acts as a reserve fuel for times you are not getting calories directly from food, and as a safety measure just in case you aren't able to eat again for a while.

The calorie equation is simple:

If the amount of calories you eat is equal to the amount you burn, you will maintain your current weight; if you eat fewer calories than you burn, you will lose weight; and if you eat more than you burn, you will gain weight.

### Figuring Out How Many Calories You Burn Each Day

In order to calculate how many calories you should be eating a day, you need to understand how many calories your body needs - or how many calories your body burns each day.

You can quickly estimate your daily calorie needs using our free online calculator or by signing up for the Trifecta app.

Your total daily energy expenditure (TDEE) or the total amount of calories you burn each day is determined by the following:

- ✓ Resting Metabolic Rate (RMR)
- ✓ Non-Exercise Activity Thermogenesis (NEAT).
- ✓ Thermic Effect of Activity (TEA)
- ✓ Thermic Effect of Food (TEF)

#### RMR

Your daily calorie needs are most strongly associated with your current weight (specifically your muscle mass).

Depending on your existing weight, your body needs a certain number of calories for your heart to beat, your lungs to expand, and your body to thrive; this is commonly referred to as your resting metabolic rate (RMR) and accounts for about 60% of your TDEE.

Getting a body fat composition test, is one of the best ways to determine what your current lean mass and RMR is.

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### NEAT

The next largest portion of your TDEE is determined by your daily output OR non-exercise activity thermogenesis (NEAT). This accounts for regular daily movements, such as walking around and performing normal tasks. Your NEAT makes up roughly 20% of your daily calorie needs.

### TEA

Exercise can also change your calorie output by helping you burn more calories each day. But because most people do not exercise for more than an hour or two a day, your thermic effect of activity (TEA) only makes up 10% of your daily calorie needs.

*In other words, you cannot exercise away a bad diet!*

### TEF

The remaining 10% of your energy expenditure results from digesting and metabolizing your food. This is called the thermic effect of food (TEF).

Together, all of these components comprise your total daily caloric output and directly determine how many calories you need each day to maintain weight, lose weight, or gain weight.

$$\text{BMR} + \text{TEF} + \text{NEAT} + \text{TEA} = \text{TDEE}$$

## How Many Calories Should I Eat to Lose Weight?

I know what you're thinking, cutting as many calories as possible is the best way to quick weight loss. But trust me on this, you are going to be much happier and more successful in the long run if you only cut 15 to 20% of your calories or less. Starving yourself might work temporarily, but it certainly isn't going to be sustainable or even enjoyable for that matter. And you may end up gaining all the weight back and then some.

Start with one of the following for at least three weeks and then reassess your needs:

Sustainable Weight Loss = **TDEE x 0.85**

Fast Weight Loss = **TDEE x 0.80**

If you find that after dieting for some time, you are no longer losing weight, it might just be time to give yourself a break. Take a couple of weeks off your diet and let your calories creep up just a little. If you've lost some weight, you probably have to recalculate a new TDEE to maintain your new normal. And then after a little bit of time adjusting, you can get back to cutting calories if you still need to lose more weight.

Whatever you do, don't rush it or push your body too hard. Remember this is survival fuel we are talking about here. And your personal wellbeing is just as, if not more, important than the number on the scale. You will reach your goals, you will make progress and you will see results, you just need to be consistent and give yourself time.

### **How Many Calories Are in a Pound?**

Wondering how much you need to cut in order to lose one pound? Well, there are roughly 3,500 calories in a pound of fat, so you would need to cut this amount from your diet through food or exercise to lose one pound.

This number will also give you a good gauge of how fast you are able to lose weight since there are only so many calories you can cut or burn each day. If you spread out 3,500 calories throughout the week - 500 calories a day - you can expect to lose about a pound a week. But again this depends on many individual factors and is not a perfect science.

### **How Fast Can You Lose Weight?**

Healthy weight loss can look different for everyone, depending on your metabolism, fitness level and other individual differences. Most can expect to lose around 0.5% to 1% of their body weight per week.

For example, a 200-pound adult can expect to lose 1 to 2 pounds per week to start. And a 150-pound adult can lose 0.75 to 1.5 pounds per week.

### **Can You Lose Fat And Gain Muscle At The Same Time?**

Yes and no.

Not only is simultaneously losing fat and gaining muscle likely the most commonly requested body transformation of all time, but it's also physiologically impossible at first glance. It nearly defies the laws of physics. Fat loss requires weight loss and muscle gain typically requires weight gain - so how exactly can you lose weight and gain weight at the same time?

A lot of times when people are asking this, they are really looking to change their body composition.

**With high protein intake and regular strategic training, you may be able to gain muscle while simultaneously losing body fat.**

However this approach seems to only work well in beginners with a higher body fat percentage to start. And this type of diet requires cutting calories, not increasing them. So realistically, you would need to go on a low-calorie diet, increase your protein and lift weights to achieve these results - not exactly the right approach for seasoned lifters looking to gain some extra mass.

### Macros

Secondary to calorie control, learning how to balance your macronutrients can also help drive significant results.

Weight loss can be achieved by decreasing the quantity of what you eat (aka reducing your daily calorie intake), but also by improving the quality of your diet (aka balancing your macros). Following both principles can support weight loss by:

- ✓ Protecting lean muscle
- ✓ Promoting more fat loss
- ✓ Decreasing hunger
- ✓ Increasing energy
- ✓ Improving your Mood

### What are macros?

Macronutrients or macros are nutrients your body requires in large amounts. They are essentially your calories from food, broken up into three major nutrient groups:

- ✓ Carbohydrates
- ✓ Protein
- ✓ Fat

## Carbohydrates (Carbs)

Carbohydrates are the body's quickest and easiest source of fuel, and the preferred source of energy for your brain. They are especially important for high endurance training and explosive strength (needing to be quick on your feet and pushing heavy objects requires carbs). They are also the source of energy your body uses when your fight or flight mode kicks in!

When you eat carbs they are either used for immediate energy or stored in your muscles or liver as a reserve source of energy. When you eat too many carb calories or aren't using all the carbs you consume, excess carbs can be stored as fat.

1 gram of carbohydrates = **4 calories**

The less active you are, the fewer carbohydrates you need!

### Best Carbs to Eat

Don't worry, avoiding carbs for fat loss is not necessary.

Carbs come from anything that grows out of the ground, including fruits and vegetables. So it is pretty challenging to avoid carbs altogether and maintain good nutrition.

Being too restrictive about your carb intake will cause you to have poor energy, irritability, and increased food cravings. Instead, learn to balance your carb intake and opt for more healthy carbs from whole foods like sweet potatoes, whole grains, and beans.

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- ✓ Peas, Corn, Winter Squash, Plantains, and Potatoes
- ✓ Fruit
- ✓ Beans, Lentils, and Peas
- ✓ Quinoa, Bulgur, Farro, Barley, Spelt, Teff, Oats, Millet, Buckwheat, and Amaranth
- ✓ Black Rice, Red Rice, Brown Rice, Wild Rice and White Rice
- ✓ Breads, Rolls, and Tortillas
- ✓ Noodles, Pasta, and Gnocchi
- ✓ Polenta
- ✓ Cereal
- ✓ Granola Bars
- ✓ Milk, Yogurt
- ✓ Crackers, Pretzels, Popcorn and Chips

Starchy options that provide a good source of fiber are the best choices. Even though fiber is a type of carb, it is not absorbed by the body and can help decrease your overall carb intake, increase feelings of fullness and promote heart health.

As a rule of thumb, get more of your carbohydrates from simple, whole foods and less from added sugar and processed foods.



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While technically a carb, vegetables are unique and can be broken up into two types: starchy and non-starchy. The starchy vegetables would fall under the carb section of the plate, while non-starchy are not significantly high in carbs, protein or fat, and have their own section. Non-starchy veggies are mostly water. They provide few calories and are the highest in nutrient density, meaning you can eat a lot more for a lot fewer calories. Eating more veggies will help make sure your micronutrient intake is up to par!

Not to mention veggies are typically high in fiber that will keep you feeling super satisfied.

Starchy Veggies	Non-Starchy Veggies
Corn	Artichoke
Beets	Asparagus
Brussel Sprouts	Broccoli
Parsnips	Carrots
Plantains	Cauliflower
Potatoes	Celery
Sweet Peas	Cucumber
Yams	Green Beans
Winter Squash	Leafy Greens
-	Mushrooms
-	Radishes
-	Summer Squash
-	Tomatoes
-	All other veggies

### Fats

Fat is your source of long-lasting energy and plays a role in supporting good health through nutrient storage and hormone production.

At rest, and during moderate training, the body prefers to use fat for fuel. This is because fat provides more calories for less work (it has twice as many calories per gram as carbs). You can also store a lot more fat for reserve fuel compared to carbs that are limited by muscle and liver capacity.

Calories from fat can be used for immediate energy but, when calories are in excess, fat is stored as body fat.

1 gram of fat = **9 calories**

Fat adds flavor to food and can make sticking to a low-calorie diet feel easier.

### Best Fats to Eat

Fat does not make you fat, only too many calories can do that. But because fat is calorically dense, cutting out added fats from oils, dressings, and toppings is an easy way to cut calories without decreasing the volume of your food (one tablespoon of oil has 120 calories).

But be careful not to overdo it, including a moderate amount of healthy fats from whole foods like nuts, seeds, and avocados, can help you stay satisfied and stick to your diet better.

The best types of fat to look for in your diet are omega-3s, specifically DHA and EPA omegas, followed by monounsaturated fats and other unsaturated fats that come from plant-based sources.

### Saturated vs. Unsaturated Fats

Saturated fats come primarily from animal-based proteins and dairy, but can also be found in tropical plant sources like palm oil and coconut. Unsaturated fats come primarily from plant-based foods but can also be found in meat, seafood, and dairy options.

Based on the science, we know that unsaturated fats are associated with numerous potential health benefits, like supporting brain health and heart health. On the other hand, saturated fat is more controversial. Some studies suggest that high intakes of saturated fat can raise blood cholesterol levels, while other studies imply saturated fat is neither bad or good.

### What are Trans Fats?

Trans fats can occur naturally in foods (produced in the gut of some animals and found in foods made from these animals), but a majority of the ones we get in our diet are man-made through food processing techniques - specifically through a process called hydrogenation that involves adding an additional hydrogen to unsaturated fats to make them solid and more shelf-stable at room temperature. You can identify trans fats in food by looking for partially hydrogenated oils on the ingredients label.

Trans fats have a unique chemical structure that is thought to help increase blood levels of LDL (bad) cholesterol and reduce levels of HDL (good) cholesterol, increasing your risk of heart disease. In fact, the research on trans fat and health risks is so strong, that the FDA has called for a ban on artificial trans fat ingredients used in the U.S. Because of this, artificial trans fats have decreased in the food supply - although they can still be found in small amounts in some processed foods.

### Protein

Protein is the most unique of all the macros because it is not a preferred source of energy and is the least likely to be stored as body fat. It is broken down into amino acids and used to build, maintain, and repair just about every part of your body, including your muscle mass.

High protein intake is also thought to help control hunger and reduce cravings - making it a great macro to focus on for weight loss.

1 gram of protein = **4 calories**

Eating more protein while cutting calories may help you maintain your lean muscle mass, reduce hunger, calm cravings, and promote more fat loss.

### Best Protein to Eat

Is it just me or does it feel like every health food or superfood is advertised as a source of protein? Protein is in a lot of foods, but that doesn't always mean they are a great source of it. It is worth paying attention to how much protein per calorie you are actually getting from your choices, as well as what other nutrients it's bringing to the table. For anything to be considered an excellent source of protein, it should contain at least 10 grams of protein per serving (per FDA guidelines).

For the most nutrient dense protein choices, look for at least 10 grams of protein for every 100 calories.

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The best sources of protein include lean animal proteins, fatty fish, and nutrient dense plant-based proteins.

Lean proteins are essentially protein options that are lower in fat. This matters because fat is calorically dense and can add a significant amount of calories to your food choices if you aren't paying attention. For example, nuts and nut butter are often considered a source of protein. But they only provide 7 to 8 grams per serving - and each serving is nearly 200 calories and 16 grams of fat. Compared to a lean protein option like nonfat Greek yogurt that offers twice the protein (14 to 20 grams) for half the calories.

When looking at animal proteins in specific, opting for lean is also a way to cut out more saturated fat from your diet with the exception of fatty fish that provide a valuable source of omega-3s.

If you are eating a plant-based diet, it is possible to get all of the protein you need without meat and seafood. However, most vegan proteins are also a source of carbs or fat, and you will need to adjust your portion plate.

### Is Alcohol a Macro?

Alcohol is also technically a macro since it provides calories, but is not considered an essential nutrient for health so it is often left out of macro diet plans. You should still track your calorie intake from alcohol since this will definitely affect your progress and ability to lose weight or gain muscle. Alcohol provides a significant amount of calories - in fact, each gram of alcohol provides seven calories per gram.



**ALCOHOL**  
1 gram of booze  
=  
**7 calories**



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If you are looking to lose body fat or gain muscle you may want to consider drinking less alcohol. Your body will prioritize metabolizing toxins from drinking before other macros, slowing down your metabolism and increasing how much fat you are storing from food. This can prevent you from burning as much fat. Too much alcohol can also do a number on your performance by messing with your energy levels, mental clarity, and overall nutrition.

You can easily track your calories and macros by logging your daily food intake in the [Trifecta App](#).

### Micronutrients

Called “micro” nutrients because they are needed only in very small amounts, these substances do not provide any calories but enable our bodies to produce enzymes, hormones, and other substances vital to the development, disease prevention, and well-being.

Micronutrients are commonly referred to as vitamins and minerals. An adequate intake of these micros that help reduce your risk of chronic disease, promote longer life and improve your overall well being.

Some research even indicates that higher intakes of micros are associated with improved mood, energy levels, and appetite control. Thus, increasing your nutrition intake may support weight loss in these ways.

There are 26 essential vitamins and minerals from food that all contribute to endless bodily functions. This is why correcting even a minor deficiency in a micro can lead to drastic improvements in your health and day to day life.

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For fitness purposes, micros play a role in reducing stress on the body after training, delivering energy and oxygen to your muscles, supporting better recovery, and maintaining good health.

Choose a variety of nutrient dense whole foods, like fruits, vegetables, whole grains, and lean proteins, to increase your overall intake of micros.

### Nutrient Timing

There seems to be a lot of confusion around the number of meals you should be eating each day to optimize weight loss. Is having 2 to 3 big meals better than 5 to 6 small meals or vice versa?

Common arguments around this topic include that eating breakfast kick-starts your metabolism, spreading your meals throughout the day can reduce hunger and cravings, or that eating right before bed causes weight gain. And what about intermittent fasting?

The truth is that the research shows mixed results and as long **as you maintain calorie control**, it likely does not matter how many times you eat per day for weight loss.

And like most things, the ideal meal timing scenario depends on the person. However, research does support we do know that establishing a pattern or eating routine can be key for managing calorie control and hunger. So whatever works best for you, pick a routine and try to stick to it most days.

Eating around the same time each day is a great way to help you stay consistent with your diet.

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Nutrient timing can also be beneficial when it comes to your workouts. Timing food intake around your training, and when you need it most is one way to fuel your body more efficiently.

### Pre-Workout Meals

Unless you are training at intense levels daily or multiple times a day, specific pre-workout meals are not required. Whether you workout fasted or not will not significantly impact your overall nutrition goals or ability to burn fat. And if you eat a meal too soon before training, this could cause stomach issues, since your digestive system is competing for blood flow with your muscles.

It takes two to three hours prior to exercise to fully digest your meals and utilize that energy for training. So if you have eaten a meal one to three hours before the gym, you likely don't need an additional pre-workout fueling option, unless you are feeling low on energy.

If you workout first thing in the morning and don't have time to digest food prior, you can workout fasted or try a quicker source of energy 30 to 60 minutes before training. But this varies by person and how you're feeling during training - feel free to play with different options and find what helps you perform best.

When to consider including a pre-workout option:

- ✓ You are training multiple times a day or for more than a couple of hours at a time
- ✓ You feel low on fuel and energy



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### Post-Workout Meals

Similar to pre-workout foods, recovery and refueling can be accomplished through normal eating for most people, and a large amount of food or carbs for replenishment is not necessary.

Aim to get a macro balanced meal - moderate carb, high protein, and moderate fat within a few hours of training and resume normal eating for the day to replenish lost fuel and repair any muscle damage.

When to consider including a post-workout option:

- ✓ You are training multiple times a day or for more than a couple of hours at a time
- ✓ You were fasted prior to training
- ✓ You will not be able to eat for another three hours or more

**Use your meal planning template to time your meals and snacks according to your daily needs.**

### Snacking

Snacking is one of the easiest ways to make or break your diet. If you are having a hard time waiting until your next meal, you'll want to plan ahead with healthy snacks on hand. But if you're finding snacking is really just becoming a mindless habit, you can skip it altogether and focus solely on your meals.

The best snacks for fat loss are calorie controlled and contain high amounts of protein or healthy fat. Protein and fat can help satisfy your appetite longer and help keep your energy levels up. Whereas carb heavy snacks may leave you feeling hungry again in 30 minutes.

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Aim to keep your snacks around 200 calories or less and look for at least 5g of protein or healthy fat. To boost your nutrition intake, include some fruits and veggies as well.

Use your attached snack list as a guide for healthy snacks to fit your macros.



# THE BEST DIET FOR WEIGHT LOSS

While a calorie deficit is the answer to losing weight, how you get there can differ from one person to the next. There is no one size fits all approach. In fact, what works for some doesn't necessarily work for everyone. You've got to find your own way.

## Your Ultimate Weight Loss Strategy Guide

This is where the endless array of diet programs come into play.

**Many diets claim to have the answer to lasting results, but the truth is, the best diet for you is the one you can stick to the longest.**

Unless you are in this for fast results that disappear as quickly as they came, consistency is the name of the game. If you can create a new habit or behavior change and repeat it enough times for long enough, lasting change is inevitable.

If you hate the food you are eating and can't stick to your diet, there is no way you are going to be consistent and this is going to make getting results that much harder. Remember, your number one goal is calorie control, so find a diet that allows you to cut calories without going crazy. In other words, opt for a diet that includes foods you enjoy eating.

### **What Happens When You Crash Diet?**

Often times, quick weight loss goes hand in hand with crash dieting, but this isn't always the best solution. "Crash diets" are typically extremely low-calorie diets that require drastic measures - like eliminating multiple food groups, drinking only juice or soup for weeks, or fasting for multiple days to cut out as many calories as possible.

But starving yourself only works for a little while. And even if you are successful in sticking to an extreme diet, you may end up gaining it all back once you go off it. This is mainly because short-term diets can promote a lot of water loss (not just fat loss). In addition, depending on how long these diets persist, they can do a number on your hunger-regulating hormones, mental state, and potentially your metabolism. Crash diets can also be dangerous for certain individuals.

Trust the process. All you need is patience and consistency to get results. You do not have to suffer to lose weight!

### Best Weight Loss Foods

All foods, even the highest calorie junk foods, can fit into a healthy weight loss diet. And while you could theoretically lose weight eating unhealthy foods, having a little more balance and good nutrition in your diet is going to do a little more than just help you shed pounds. Nutritious foods support better moods, energy levels, appetite control and when coupled with the right fitness routine can support a better overall body composition - more lean mass and less body fat.

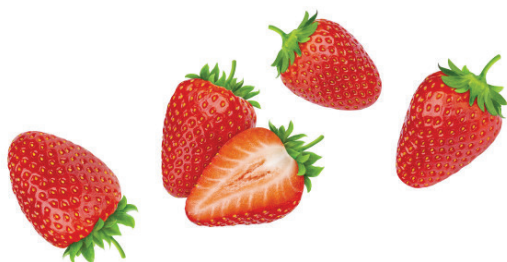
To set yourself up for diet victory, regardless of the type of meal plan you are on, here are some of the top things to look for in your weight loss food choices.

#### Whole Foods

Clean eating stems from the mentality of eating less processed ingredients and more whole foods. Or in other words, eating more real food.

One of the top things that you can do for your health is to eat real food. This is the stuff we have been eating for hundreds of years and are biologically designed to consume. Real food is any natural, whole food with ingredients you recognize. If your Great Great Grandparents were here today, would they be able to readily identify the food you are eating? Can you picture these ingredients in your head and visualize you making it at home? Did it grow like that? How much processing and manipulation took place to get the food to where it is now?

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**Real Food**  
Contains 100%  
Strawberries



**Ultra-Processed Food**  
Contains 0%  
Strawberries

Real foods provide real nutrition that keeps our bodies running like a well-oiled machine. Whereas highly processed foods, high in sugar, sodium and trans fats, might play a role in increased inflammation and counteract weight loss efforts. One study showed your body may even burn twice as many calories digesting less processed foods. And growing research continues to suggest that eating a diet consisting of mostly whole foods is associated with more weight loss.

Look for options with ingredients you can pronounce and recognize, or choose more fresh options that don't even need an ingredients label.

Real Foods Include:

- ✓ Vegetables
- ✓ Fruits
- ✓ Whole Grains
- ✓ Lean meats and Seafood
- ✓ Nuts and Seeds
- ✓ Beans and Lentils

## Your Ultimate Weight Loss Strategy Guide

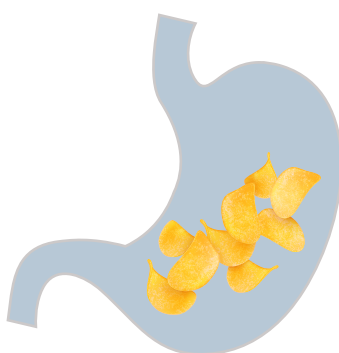
The best real food options include whole foods like fruits, veggies, whole grains and lean proteins.

### Nutrient Dense Foods

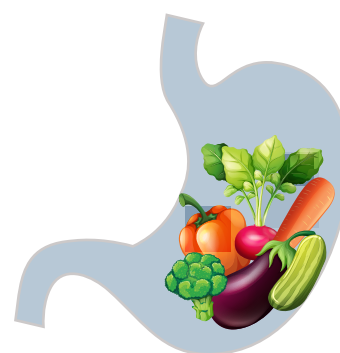
The easiest way to decrease your calories and increase your nutrition intake is by choosing more nutrient dense foods. These are the foods that have the most nutrition per calorie, compared to other options that may be higher in empty calories, added fat and sugar.



**400 calories of  
coconut oil**



**400 calories of  
potato chips**



**400 calories of  
vegetables**

Many of the most nutritious low-calorie foods you can find tend to be non-starchy vegetables. This includes nearly all veggies, except peas, corn, potatoes, and starchy squash - that tend to be a little higher in carbs and calories. While all vegetables are an excellent choice for a healthy diet, choosing non-starchy ones more often is an easy way to cut calories without having to sacrifice portion control. And research suggests that eating more veggies can help control appetite and improve mood, which can definitely make cutting calories a little easier!

## Your Ultimate Weight Loss Strategy Guide

The best nutrient dense foods include:

- ✓ Bright colored fruits and veggies
  - ✓ Dark leafy greens
  - ✓ Red and orange veggies
  - ✓ Dark colored berries
  
- ✓ Lean proteins
  - ✓ Seafood
  - ✓ Non-fat dairy
  - ✓ Poultry
  - ✓ Grass-fed meats
  
- ✓ High Fiber Grains and Starches
  - ✓ Sweet Potatoes
  - ✓ Ancient Grains
  - ✓ Sprouted Grain Breads

Aim to stack half of your plate or meals with non-starchy veggies to maximize your nutrition intake and give your diet a healthy boost.

Other great sources of nutrient-dense foods include whole grains, fruits, and lean proteins. Did you know that melon and strawberries are the lowest calories and carb fruits you can choose?

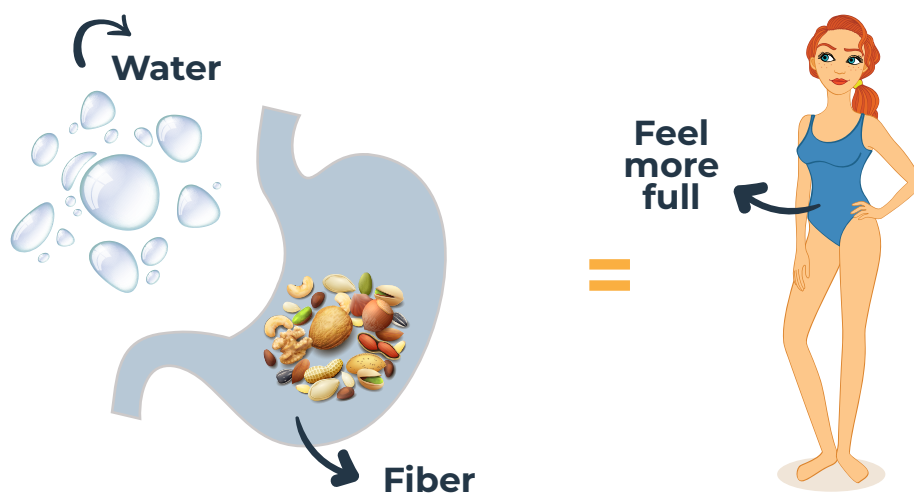


## High Fiber Foods

Fiber is a great, calorie-free way to control appetite and promote health. There are two types of fiber found in plant foods - soluble and insoluble, and both hold unique benefits.

Although technically a carb, insoluble fiber is not easily absorbed by the body. Meaning you don't get calories from insoluble fiber the same way you do other carbohydrates. And because what goes in, must come out, it still needs to be pushed through your system - which is exactly how this type of fiber help keeps things moving along.

Soluble fiber, on the other hand, can be dissolved in water to form a gel-like substance - which is what happens in your stomach when you eat this type of fiber. Water gets drawn into your gut and allows the fiber to expand, helping you feel more full. This process is also thought to help draw out cholesterol from the body providing heart health benefits to you!



It's important to note that added fiber may not provide the same benefits as naturally occurring fiber from whole foods. Not to mention naturally occurring fiber tends to be found in naturally nutritious plant sources that contain other important nutrients, whereas added fiber can be added to anything, even a candy bar!

## Your Ultimate Weight Loss Strategy Guide

Some of the best high fiber foods include:

- ✓ Broccoli
- ✓ Cauliflower
- ✓ Brussels
- ✓ Cabbage
- ✓ Artichoke
- ✓ Dark leafy greens
- ✓ Beans
- ✓ Lentils
- ✓ Pears
- ✓ Apples
- ✓ Peaches and Nectarines
- ✓ Cherries and Plums
- ✓ Berries
- ✓ Whole Grains
- ✓ Sprouted Grains
- ✓ Almonds
- ✓ Avocado

The top sources of fiber in the diet are plant based foods, like fruits, veggies, beans, nuts, seeds and whole grains.

### Lean Protein

Research has linked high protein diets to better appetite control and some research even suggests that high protein diets may help you lose more weight. In addition, you burn slightly more calories digesting protein compared to fat and carbs, because of something called the thermic effect of food (TEF) - essentially you burn calories digesting food to get more calories.

But not all proteins are created equal. When looking at animal sources like meat, dairy, and fish, leaner options tend to provide excellent nutrition for less fat and calories, making them a great choice for an energy-controlled diet. The exception is fatty fish and eggs whose fat content also provides key nutrients like omega-3s and vitamin D.

## Your Ultimate Weight Loss Strategy Guide

Some of the best high fiber foods include:

- ✓ Chicken
- ✓ Turkey
- ✓ White Fish
- ✓ Shrimp
- ✓ Egg Whites
- ✓ Grass-fed beef
- ✓ Non-fat dairy
- ✓ Tofu
- ✓ Edamame

Look to grass-fed meats, pasture raised poultry and eggs, wild caught fish and low fat dairy for some of the best waist friendly protein choices to include.

When it comes to vegan or vegetarian options, stock up on lower fat options like beans, tofu, whole grains and lentils, over large portions of nuts and seeds.



## FOOD TRACKING

One of the easiest ways to ensure you are staying on track and hitting your nutrition goals is by keeping track of everything you eat and drink. You can do this by keeping a food diary or using any food tracking app.

## Your Ultimate Weight Loss Strategy Guide

Using an app is by the easiest and most accurate approach since it does a lot of the hard work for you - calculating your daily totals and providing a food database to search and select from.



The [Trifecta app](#) uses a barcode scanner to easily track packaged foods with a label and hosts a database of over 6 million food items to search from, including fresh and prepared foods without a nutrition label.

Of course logging everything you eat and drink requires you to accurately measure your intake, be detailed, and use portion control to be effective. Just eyeballing it isn't always going to cut it.

### Portion Control

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. **In fact, most people underestimate their calorie intake by as much as 20%!**



**143 CALORIES**



**403 CALORIES**

## Your Ultimate Weight Loss Strategy Guide

This image 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. A lot of times the reason some people struggle to lose weight eating healthy foods, is because they just don't realize how much food they are consuming. Small bites, sips, and toppings can really add up if you aren't paying attention.

Here are some tips to help you get the most out of your daily tracking:

### **Be Precise**

There are millions of foods you can search in the food database, so be sure to select the item that most closely 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.

Scan It - If the food has a barcode, you can scan it directly into the app and ensure you are getting the most accurate selection.

### **Use Measuring Cups or a Food Scale**

Measuring your food and being as accurate as possible is a great way to keep your food log accurate and your diet on track. Select the portion size you are about to eat. This is where a food scale or measuring cups/spoons come in handy. And always input food before you eat it so that you can adjust accordingly if it doesn't fit your nutrition goals.

## Your Ultimate Weight Loss Strategy Guide

### Track Everything

Don't forget to count small bites of food, dressings and toppings, beverages (including alcohol), and cheat meals. Even the little things can add up quickly!

### Track Every Day

Track your food every day of the week, not just weekdays. You may be doing more damage than you thought on weekends or cheat days - undoing all of your hard work during the week.

Tracking everything you put in your mouth can feel like a chore at first, but with enough practice you get really good at learning your portion sizes and controlling your calories naturally!

## How to Count Macros

Counting macros is the process of tracking how many grams of each macronutrient you consume per day. And because protein, fat and carbohydrates each provide a certain amount of calories per gram, you are also tracking your daily calorie intake.

Counting macros is an efficient way to balance your nutrition intake and control calories at the same time!

Use a macro friendly app, like Trifecta to track how well you are hitting your daily calorie and macro goals.



## MEAL PREP

One of the absolute best things you can do for your weight loss goals is learn how to meal prep. You can almost guarantee you will stick to your meal plan and hit your nutrition goals when you take matters into your own hands.



## Your Ultimate Weight Loss Strategy Guide

You just can't trust Jo Shmoe at Chipotle to portion out your food accurately, or be able to account for any additional oil and hidden calories in your food when you aren't prepping it yourself.

Meal prepping is simply the art of planning and preparing some or all of your meals in advance with the intention to control calories and nutrition to meet personal dietary needs. This could be as simple as making your lunch the night before, eating leftovers, or pre-cooking all your food and portioning it out for the week.

The benefits of learning to meal prep range from reduced food cost and time spent, to lower stress levels and more successful dieting. Not to mention having a plan and food on hand will prevent you from making poor, hunger-based decisions when they arise and can cut down on the amount you are eating out—saving you money in the long run.

Meal prep can also help reduce the anxiety that comes with trying to eat healthier. Dieting, especially cutting calories, can cause you to think about food all day long. And not knowing what your next meal will be, or whether or not it's going to help your dietary goals, can get overwhelming day after day. Plus, your willpower gets drained much faster, and you are more likely to go off your plan when you're tired or "not in the mood" to make the healthier decision, especially if it feels more difficult or time-consuming.

Solving all your food decisions in advance really frees up some of your willpower and mental stress, helping you reach your goals faster and with more ease.

## Your Ultimate Weight Loss Strategy Guide

### I've never meal prepped before – where do I start?

- ✓ **Budget:** Set a budget for your food spending. The easiest way to do this is to look at how much you are currently spending on food (takeout included) and aim to spend that amount or perhaps a little less.
- ✓ **Quantity:** Know the number of meals you're looking to prep. Every meal for the week? Only lunches? Lunches and Dinners? Then create a menu or plan for the week detailing all your meals and snacks you're planning ahead for.
- ✓ **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?
- ✓ **Start simple:** Be realistic when it comes to your culinary skills. You don't have to be a chef to learn how to whip up quick, healthy options. Start with small changes. 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.
- ✓ **Calories/Macros:** You've got to know your nutrition needs in advance. Let's say you're doing 1,800 calories a day with 40% carbs, 30% protein and 30% fat. Make sure the amounts of each macro line up with how much you're putting in each container. Use a tracking app to calculate the nutrition for each of your meals/recipes in advance and portion accordingly.
- ✓ **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.

## Your Ultimate Weight Loss Strategy Guide

- ✓ **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 meal prep companies like [Trifecta](#).

**Pro tip:** Use recipes! They exist for a reason and can help even the most culinary challenged individuals create delicious dishes they'll enjoy!



# MINDSET

One of the most crucial components to any successful diet is the right mindset. Most diets fail because we get this part wrong, causing us to give up too soon.

## Your Ultimate Weight Loss Strategy Guide

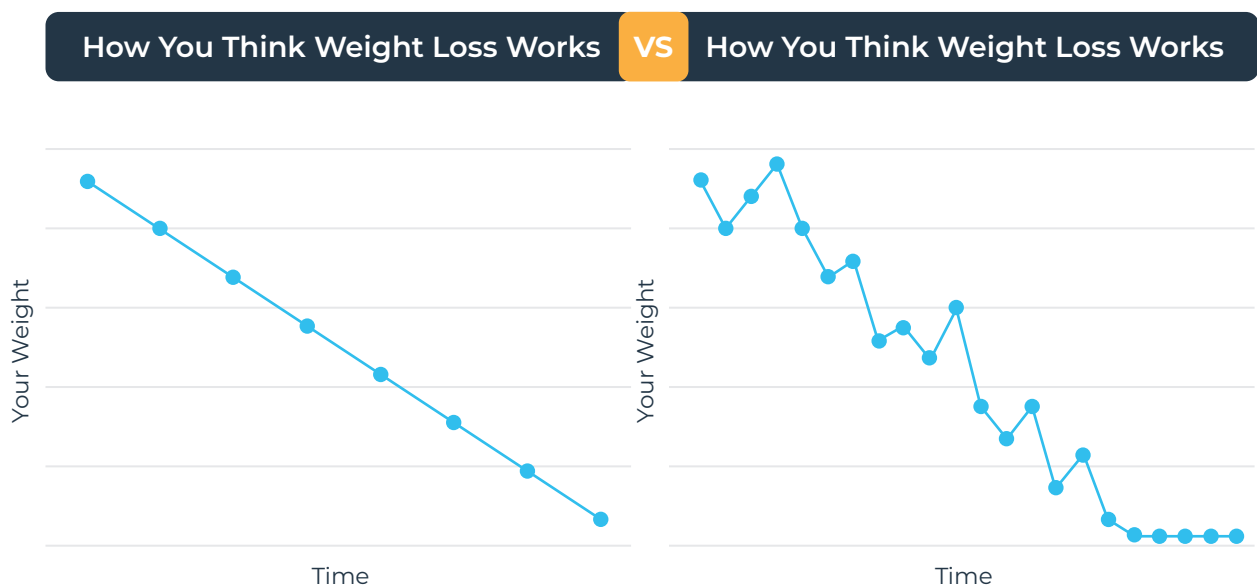
How many times have you gone into a diet with an all-or-nothing mentality? And how many times did that work long-term?

The thing is, weight loss diets may feel temporary, but the only way they are truly successful is if you are creating real change and building new habits that will help you maintain your results. Eliminating everything all at once does not set you up for a sustainable approach. It is small changes that can create the biggest impact.

If you're tired of failing at dieting, changing your mindset is key.

### What to Expect

As perfect as the calorie model appears on paper, it doesn't always work perfectly in practice. There are many things that can interfere with this basic principle - like changes in water weight, hormones, stress, sleep, and human error. We like to imagine our weight loss path as a straight line, but in actuality it looks more like a series of wins and fails that trend towards a desired outcome.



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When the results don't come right away, it can be super discouraging. Knowing what to expect and how to tell if your hard work is paying off (regardless of what the scale says) is a huge part of keeping you moving towards your end goal.

Weight fluctuation is 100% normal and not completely in your control. As long as you consistently aim to hit your calorie goals, you will be moving the needle in the right direction. So focus on consistency, not perfection. Keep your eye on the prize and work on your goals. Remember any progress is progress... no matter how small.

### Why Am I Gaining Weight?

There are three main reasons why your weight may stay the same or you are potentially gaining weight while on a diet.

1. You're gaining something other than body fat
2. You aren't being consistent
3. You aren't tracking your calories accurately

This is a very complicated question with a lot of different answers. No one answer is going to necessarily explain why you happen to be experiencing this. However, there are general ways that make it very possible to gain weight in the short-term while sticking to your diet.

It's also very important to realize that this is a short-term circumstance, gaining weight long term while at a caloric deficit means that something just isn't adding up. Calorie intake versus expenditure is the very basic formula to follow with any diet, if you are continuously burning more calories than you are eating or drinking, you will put your body into a caloric deficit which will result in some type of weight loss in the long-run.

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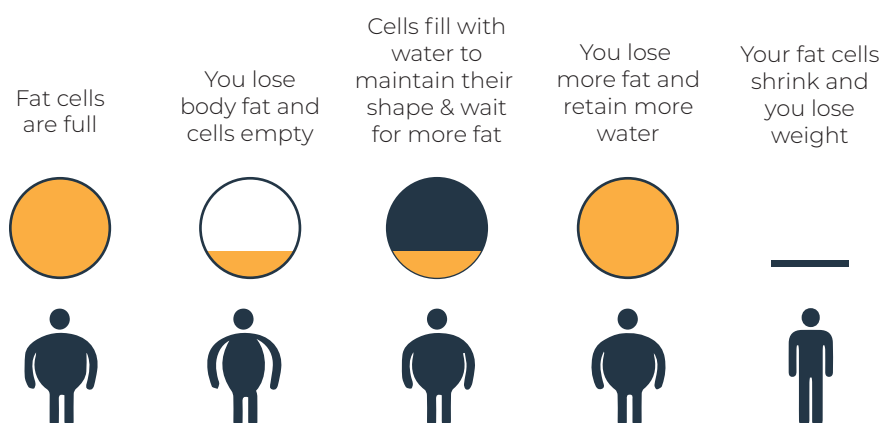
However, there are some circumstances that may throw you off for a little bit and leave you puzzled as to why you seemingly aren't losing weight - like water weight fluctuations.

### Water Weight

Water weight is actually a very normal part of fat loss and more than likely the reason why you're not losing more pounds. You see, the thing is, your fat cells are pretty stubborn. Because fat is such an abundant source of energy for survival - if you're ever stranded without food for long periods of time, you will eat away at your fat stores. Fat is a much more desired source of fuel for this over carbs and protein which have limited storage and are needed for other bodily functions, which is why your body wants to hang on to this precious form of energy reserves.

As you lose fat, your fat cells often will fill with water to maintain their shape and in the hopes of acquiring fat to fill it again. But have no fear, if you continue to cut calories and lose fat, they eventually give up and shrink.

## HOW TO LOSE BODY FAT



Additional changes in fluid storage can be caused by electrolyte imbalances, dehydration, increased carb or food intake, hormones, stress, sleep, increased activity, poor digestion, and cutting calories too low.



## **BARRIERS TO SUCCESS**

As you start to set goals and make changes in your nutrition, you'll want to plan ahead for inevitable roadblocks that can throw you off track. Slip-ups and "cheats" are not a reason to throw in the towel. Remember, failure is a part of the process, and every time you fail, you learn how to get better.

Here's how to tackle some common barriers to weight loss success.



### Hunger

When it comes to hunger, it is an inevitable part of decreasing your calories. But there is a difference between feeling starved and just a little hungry. If you're feeling extra hungry on your diet it could be that you aren't eating enough, you're not sleeping enough, you're stressed out, or you're not getting good nutrition.

Cutting calories too low is a sure fire way to make your appetite spike, but many people don't realize your nutrition also plays a role.

Do you ever feel like you're immediately hungry right after you've eaten? That's because your body is hungry for specific nutrients, not just any food you decide to throw down the hatch. 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.

Food Volume also plays a major part and 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 are very small 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.

## Your Ultimate Weight Loss Strategy Guide

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.

	Volume	Carbs	Protein	Fat	Calories	Raw weight for 10g of carbs	Calories per 10 grams
Bastami 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
Banana	High	23	1.2	0.3	103	43	44
Sweet potato	High	20	1.5	0	86	50	43
New & Jersey Royal 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
Courgette	Higher	3	1.2	0.3	17	322	54
Cucumber	Highest	1.5	0.7	0.1	10	666	66

Some easy ways to help curb hunger include:

- ✓ Not cutting calories too low
- ✓ Making sure you aren't cutting your fat too low
- ✓ Eating a healthy breakfast
- ✓ Increasing your protein intake
- ✓ Increasing your fiber intake
- ✓ Eating more foods with high water content
- ✓ Drinking more water
- ✓ Chewing gum
- ✓ Sipping on carbonated beverages, hot coffee, and tea
- ✓ Eating more slowly and mindfully
- ✓ Keeping busy
- ✓ Snacking on a small amount of dark chocolate or cheese

### Cravings

Cravings tend to be one of the hardest aspects of dieting or changing your lifestyle, especially when you're used to eating the same 'comfort foods' every single day. When you crave a certain food – nothing else seems to matter. The number one thing on your priority list is finding and devouring that burrito... cake...cookie...pickle (who knows what you're craving hah!). Clearly, it's different from normal hunger, and is very difficult to ignore.

There is evidence that drug and food cravings activate some of the same areas of the brain, albeit in different ways. Sugar for example can act on some of the same areas of the brain as cocaine. Foods like corn syrup, MSG, and oils tend to induce cravings and overconsumption. They light up pleasure and reward centers in the brain on an Magnetic Resonance Imaging Scan (MRI). Studies have even shown that our capacity to visualize what a food tastes like and see ourselves eating it results in us being more likely to eat it. You tend to feel less stressed after you eat highly palatable (delicious) foods and then next time the cravings hit, you subconsciously remember how it helped you feel less stressed. Next thing you know, you automatically reach for the cookie or burger when you're stressed. So how do we stop the monster that comes out in us when a craving takes hold?

#### Craving Management Tactics:

- ✓ 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 it's 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.

## Your Ultimate Weight Loss Strategy Guide

- ✔ 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 might 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 cholecystokinin which is released by your intestines, and Leptin. They inform your brain that you're full, and oftentimes when you become full, cravings pass and you no longer crave specific items.

### 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.

Ask your server to box up half your meal to go before you even start eating. Or if you're grabbing a family-sized bag of snacks, bring zip-lock bags or meal prep containers to divide it up into healthy servings before you even dig in. Skip the Added Sauces, and Toppings. Added toppings and dipping sauces can also mean added calories you don't need. Keep your options lean by avoiding fried foods and meals covered in heavy sauces. Just skipping the cheese and mayo on a grilled chicken sandwich can shave off 200 calories or more. Then, swapping the fries for a side salad saves you an additional 300 or so!

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!

## Cheat Meals

Temptations will also be inevitable and it is impossible to avoid them entirely. Even though avoiding temptation is key, you don't have to make yourself miserable by following your diet perfectly, 100% of the time. As long as you are staying close to your weekly calorie goals (using weekly averages not just day by day), you might find that you have a little room to splurge every now and again. This is why we recommend you learn how your favorite treat foods fit into your diet to make it approachable and sustainable.

Start by planning ahead for cheat meals. Find the foods that are truly worth the calories and set aside time to enjoy these meals on occasion. It's best to try and stick to your new healthy habits for at least two to three weeks before adding in cheats to help you start off on the right foot. Then consider adding in cheat meals once a week.

Keep in mind a cheat meal can be a healthy addition, whereas a cheat day can undo a lot of your hard work, so try to leave it at just one meal or treat. And whatever you do, track your cheats too! This will really help you figure out how these moments fit into your new lifestyle.

**It is consistency that will get you to results, not perfection!**

### Sticking to Your Diet

A lot of people will credit willpower or a strong motivation to their success, but that's really only part of the story. Your underlying determination and resolve are definitely important and will help keep you going when you're getting results, but what happens when you inevitably fail? Or things just aren't working out the way you'd hoped?

Getting comfortable with the uncomfortable is a huge part of your weight loss journey. This involves being able to stare failure in the face and look at it from a different perspective. To take these moments and make them an opportunity for growth. This is what is going to help create real change and push you past your obstacles that have been holding you back all this time.

Understanding this part up front is crucial. It's not about perfection, as much as it is just staying consistent. So when things go astray, don't throw out all of your hard work and abandon ship. Instead, stay focused and know that you can start over at any time.

Here are six ways, backed by science, to help you get into the right mindset and stay on track no matter what:

#### 1. Have a Plan

Studies suggest that having a pre-planned strategy could help double your chance of success. The more routine and systematized you can make your diet, the easier it is going to be to stay on track - especially since you are eliminating a lot of extra thinking and planning as you go. This means creating goals to work on and planning or prepping your meals for each week.

This also means thinking about how you will deal with temptations before they are in front of you. If you know there is a food related event coming up, make sure there are options on hand that fit your diet - check the menu in advance, pack a healthy option, or eat beforehand. Or if you are planning on indulging, still consider what you are going to have and set limits for yourself in advance.

### 2. Embrace Failure

Failure is not all bad. It's an opportunity to learn a little bit about yourself and grow stronger for next time. Imagine what you would say to a friend or co-worker who has recently failed. I bet you are thinking about kind and supportive words of encouragement you could offer. Now think about the things that you would tell yourself. Does it sound different? And if so, why? Try to treat yourself with the same kindness and support you would someone else.

When you fail, dust yourself off and get back to it. Something that really helps me, is even though I've failed a lot, I remind myself that as long as you're trying, there's a chance to succeed. If you give up, there's no chance.

### 3. Reward Yourself

Celebrate little victories in non-food ways. Pick a milestone to strive for and treat yourself when you reach it. Whether it's getting a massage, taking a day off work, posting a personal win on social media, buying a new outfit, etc. Find a few golden carrots you can dangle to incentivize yourself to just keep going.

### 4. Use Your Support Network

Surround yourself with friends and family who support your goals. We are the sum of the people we surround ourselves with, and studies show hanging out with others who make healthy decisions can influence you to make healthier decisions as well, and vice versa.

Cutting calories can also have you constantly thinking about food, and the fear of temptation can make you want to cut yourself off from social engagements. But studies suggest keeping your mind active, especially while dieting, can strengthen your willpower. Whatever you do, don't make dieting an excuse to stop living your life, you're going to need to learn how to balance these things if you have any chance of maintaining your results.



### 5. Remember Your "Why"

What is motivating you to want to lose weight in the first place? Starting with your why is key to keeping you on track and inspiring you to keep going when things get tough. Think about what drives you or inspires you to make a change. Some of us are motivated by family and friends, and others may get more encouragement through rewards and recognition - or maybe it just takes imagining what you will feel like once you reach your goal. Motivation is powerful. And once you find it, keep it close by. Somewhere you can remind yourself when needed.

### 6. Be Patient

The bottom line is, change takes time. You didn't gain all of the weight overnight and you can't expect to lose it that quickly either. Take the time to work on your goals and build new habits - the results will.



## SETTING PRIORITIES

In a nutshell, weight loss requires a consistent calorie deficit.

Keep things simple by focusing a majority of your time on keeping your calorie intake below your daily needs. **This is the single most important factor for fat loss, and if you don't master this, you won't get results.**

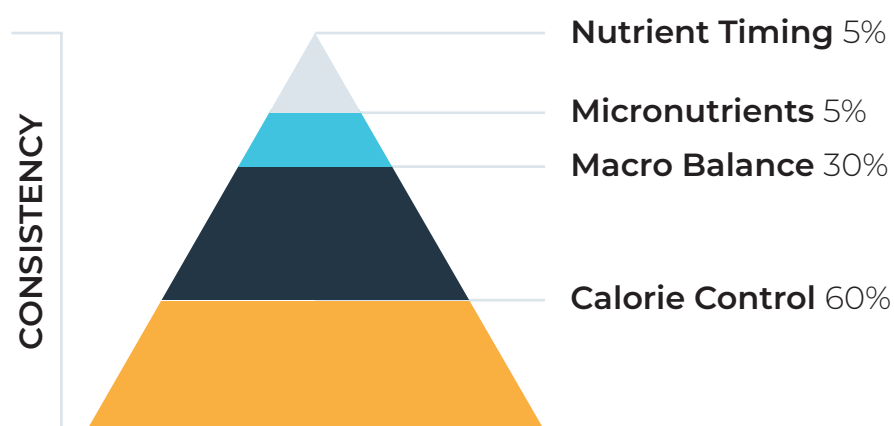
## Your Ultimate Weight Loss Strategy Guide

The second area to pay attention to is protein intake. Getting enough protein will support your fat loss efforts by helping to control hunger, curb cravings, and maintain muscle mass.

**Aim to hit your calorie and protein goals before anything else.**

Lastly, to help set yourself up for success, choose more nutritious foods you enjoy eating and put yourself on an eating schedule you can stick to.

### Where to focus your energy





## EXERCISE

Calorie intake from food is just one side of the weight loss equation, you can also impact your calorie output through exercise.

## Your Ultimate Weight Loss Strategy Guide

Any form of movement, including just fidgeting more throughout the day, can increase your calorie burn and support weight loss. So, depending where you are in terms of fitness, just getting started by walking or body weight exercises can be just what you need. In other words, all types of exercise are best for weight loss - the key is to find something that meets your fitness level and something you will keep up with. This typically means finding a form of physical activity that you enjoy!

If you want to increase your daily calorie burn, find a way to get moving more. Even light workouts like walking, gardening, and housework can really add up.

### Best Workouts to Burn Fat

All movement burns calories, but are some workouts better than others for fat loss?

The level of intensity, amount of resistance, and duration of your workout all impact your total burn, fat burn and overall results - sometimes helping you burn more calories with a shorter workout. Cardio workouts like jogging, swimming and cycling are great ways to burn a good amount of calories, but there are two types of exercise in specific that may get you results even faster:

- ✓ High Intensity Training (HIIT)
- ✓ Weight Training

#### High Intensity Training

While it may seem like moderate intensity, commonly referred to as your "fat burning zone", is the optimal level of intensity for fat burn, total calorie burn skyrockets at high intensity and you may actually end up burning more fat overall. Some research suggests that short duration workouts at high intensity can burn as many calories as a much longer moderate training. Part of this is due to the after burn effects from increased metabolism that continues well after high intensity training.

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If the thought of high intensity interval training (HIIT) scares you, it shouldn't. The intensity can easily be adapted to your individual fitness level - you can go at your own pace!

### **Weight Training Benefits**

Strength training is beneficial for weight loss because it can help you protect your existing muscle mass and potential build more muscle, even while cutting calories. And more muscle may assist you in burning more fat all day long. Having more lean mass slightly increases your energy expenditure, tipping the energy balance equation in the favor of weight loss.

Additionally, muscle takes up less space than fatty tissue, helping you look leaner more toned overall.



## **BUILDING YOUR WEIGHT LOSS STRATEGY**

Time for the fun part! Now that you've got a good grasp on how weight loss works, what to focus on throughout your journey, and what you can expect, it's time to start putting these things into action. Here's your complete starter guide to map out your goals and weight loss plan.

### Making a Plan

Most people fail at losing weight because they aren't consistent. And they aren't consistent because they make their goals too big, too broad, or don't have a solid plan, to begin with. That's right there's nothing wrong with you, it's your plan that's failing you.

The trick is setting goals that you are more likely to achieve. Keep your big goal, but use small, incremental goals to break it up into a more realistic road map.

Think Smaller. Small changes are easier to make and can lead to big results if you stick with it. Steps become miles and miles become marathons. Smaller, incremental goals can also help keep you motivated because you are more likely to achieve them. And crushing your goals feels pretty damn good - releasing dopamine, establishing positive reinforcement and helping you feel unstoppable. Dopamine is strongly linked to motivation and creating bursts of dopamine in your brain can not only improve your mood but might also make you more determined if harnessed correctly.

**Instead of focusing on how much weight you want to lose, focus on what habits you need to build to get you there.**

Visualize your step one. Where can you start? What change can you stick to today, that will help get you closer to your end result? What area do you need to work on the most? Or what small change would create the biggest impact today?

This is where you start.

Write it down and be specific. I will (do what), (when), (how often).

Then once you've stuck to this goal for at least two weeks, make another goal and go for it, or increase the difficulty of your first goal. Each small action will build on each other, eventually leading to monumental health changes and significant weight loss.



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Some goal suggestions to start with:

- ✓ I will track my calories, for every meal and drink, every day
- ✓ I will swap my daily soda and candy bar for water and an apple, every day
- ✓ I will meal prep healthy lunches for the week every Sunday afternoon
- ✓ I will go to the gym for 30 minutes, three days a week on my lunch break

### If, Then Systems

Everyone knows that it's literally 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 types 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?

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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'll end up focusing on executing the plan vs. hating yourself because you fell off track (which happens to literally everyone).

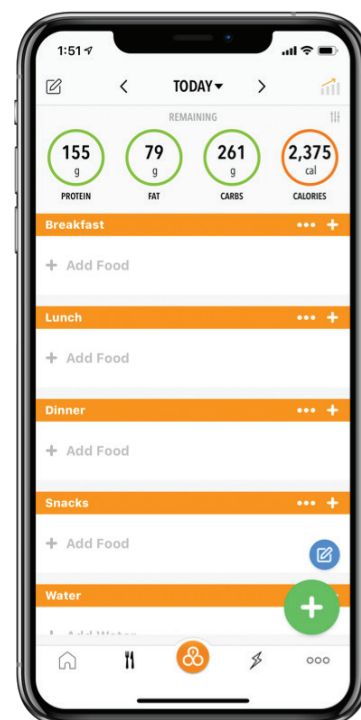
### Tracking Your Progress

Once you have a solid plan in place - including your if, then systems - you'll want to keep track of how well you are doing. Yes, tracking your food intake is one way to do this, but you'll also want to account for your results.

#### Track Your Weight Appropriately

A very important thing to recognize is timing. If you weigh yourself at the end of the day after 3-5 meals and at least 8 cups of water, you might notice a larger difference in your weight than if you were to weigh yourself first thing in the morning. Also if you are weighing yourself right after you workout, you may notice a slight increase in weight due to the "swelling" of your muscles.

Fluctuations are normal and just because your weight changes from one day to the next, doesn't mean the scale isn't creeping down overall. Consider plotting your weight each day and using averages each week to measure your progress.



### Other Ways to Measure Weight Loss

Regardless of whether or not the scale is moving in the right direction, there are a few other things to consider when trying to lose weight.

#### Pay Attention to How You Feel

Most importantly, how do you feel? Do you feel deprived? Do you feel like you have more energy? Is the food enough for you? Is it not enough? Really ask yourself these things because it will give you a good starting point and how you feel physically and mentally is usually a good indicator of how your diet is going.

Take the time to reflect on how you feel through the process. You shouldn't be feeling excessively deprived. You also probably shouldn't feel excessively bloated regularly. A little bloat every now and then is very normal, however if you are noticing excessive bloat it may be due to something else.

If you find that the diet you're on doesn't make you feel that great, consider changing things up and finding a new approach or meal plan, one that you feel you can stick to.

#### Track Your Inches and Body Fat Percentage

We recommend getting a body fat analysis done before you begin your weight loss plan or measure your waistline and other areas of your frame with a measuring tape to get a good baseline.

Tracking your inches and how your clothes are fitting is a great way to measure how successful your dieting is going. And if tracking body fat percentage, you can get an accurate gauge of how many pounds of fat you've lost. After all, most reasons for dieting are to lose body fat. So pay more attention to these details versus your weight overall.

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### Take Progress Photos

You can keep yourself extremely motivated and show your progress using photos. Take a daily or weekly progress photo to visually show how well your hard work is paying off. Even when you feel like the scale is lying to you, you will see your physical transformation before your eyes - and this is incredibly motivating!

The [Trifecta app](#) allows you to upload daily progress photos as you log your weight!

### Trust The Process

Most importantly, trust the process. When dieting, it can be very difficult to feel empowered. You may feel so irritated to not see progress. However, results do not come instantaneously, they take time. The best thing you can do for yourself is stick to your diet, put in the work at the gym, and ask for help! If something doesn't quite seem right to you, reach out to personal trainers or nutritionists to get advice. More than likely they will adjust a few things here and there that may make big differences for you. However, like all great things, results take time! Trust the process, trust the professionals, and relax.



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