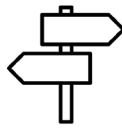




# **Iron Tribe Nutrition Program**

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# Welcome to Iron Tribe!



Chances are you are opening this manual shortly after leaving a consultation with your Iron Tribe Fitness Director. You likely just signed up for our program and you are willing and ready to put in the effort to becoming the BEST version of yourself! If so...

**CONGRATULATIONS!** You've taken the first step in an incredible process. As you start your brand new program with us, we want to jump right in and prime your nutrition "engine." Use this manual as a dietary road map – it will guide you through all the twists, turns, ups and downs of the dietary adjustments we will be implementing during your time here at Iron Tribe. We have designed this manual to help you make small dietary changes that will progress you towards a clean and supportive way of eating.

Unfortunately, obesity in America is at epidemic proportions. More than 66 million American adults are obese. How did it get this bad? The main causes for this epidemic of obesity are two fold. First, a lack of exercise combined with an increasing rate of sedentary behavior. Second, dietary model that encourages Americans to consume excess refined, highly-processed and nutritionally void foods.

How do you avoid or reverse obesity? By joining Iron Tribe, you just took the first step. Becoming active will help give you more energy, boost your metabolism, and begin to build new toned muscle.

The next choice to tackle... is this manual. The food you eat (or don't eat...) will largely determine your body composition. Body composition is simply

how much of you is fat and how much is muscle. The truth is that muscles don't make you bulky. Fat does. The "toned" look that people want is created by TWO things: strong muscle and little fat covering those muscles!

To get you there requires effort on your part, but it also requires assistance, encouragement and guidance...that's where we come in, and more specifically, that's where this manual comes in.

Beginning a new exercise program and making dietary changes can be painful, hard to follow and scary.

Sometimes, they may make you feel worse before you start to feel better. We understand. Really, we do. That's why we'll be with you every step of the way. By being armed with this manual, you will gain the knowledge and power toward being free from fad diets forever and on the path to becoming the healthiest version of yourself! This manual will give you the most advanced, simple and tangible tools and information available to help you along this journey towards increased health and fitness.

Welcome to Iron Tribe! Let's get started.

“

**We will be  
with you  
every step  
of the way.**

## Forrest Walden

Iron Tribe Fitness Founder, CEO  
forrestwalden.com  
[@forrestwalden](#)



# How should you eat?

Every person's Iron Tribe Nutrition roadmap will look slightly different. You and your coach will determine your journey and outline the best course of action to propel you toward achieving your goals.

This program has been strategically created to be flexible based on how you progress. This will not only get you results, but will get you results that last!

However, this roadmap is up to you. While failure is by no means frowned upon (if you fail, then it shows you tried!), half-way doing it will not benefit anyone. Your coaches are here to help you, but you have to ensure you are prepared to give yourself the effort you deserve. Use your coaches as a resource; you are not alone. They are the experts for a reason, so lean in and trust them to help you!

Our program will not equate to a magic pill or secret sauce, and it will be hard work with intentional choices. Nevertheless, We strive to empower you to be proud of yourself every single day!

We've outlined the guidelines for your success below, with each Focus is in your hands. Your coach will teach and encourage you, but you must put in the work before moving onto the next phase.

We take this seriously, and we want you to take it seriously. You would not have joined Iron Tribe if you were not ready to make changes. We have removed the guesswork and have laid out the path for your success one step at a time, and we can tweak them along the way. We just need YOU to give it your all!

Are you ready?

## Iron Tribe Nutrition Overview:

### **Focus 1: Habits and Nutritional Awareness** (Your first 2-4 weeks)..... Pg. 1-12

Focus 1 simply and elegantly removes the issues of conventional dieting, allowing you to understand the importance of nutrition and begin the process of working towards Clean Eating. "Real food" is what our bodies are designed to eat. When you feed your body in a manner consistent with its design, your body becomes lean and healthy, and you become happy.

Suggested Duration: \_\_\_\_\_ weeks.

### **Focus 2: Portion Control..... Pg. 10 - 13**

How much should I put on my plate? What amount of food should I be eating?

Suggested Duration: \_\_\_\_\_ weeks.

### **Focus 3: Macros 101..... Pg. 14 - 17**

A guide to navigating calorie balance, protein, carbs and fat! The remaining Focuses are up to you, your progress, and your commitment - there is no 'one' Focus greater than the other. You may get to Focus 3, reach your goals, and want to stay there, and that is totally fine. This is about you! No pressure. These are simply resources, processes, and tools to fine tune your nutrition as your goals progress.

Suggested Duration: \_\_\_\_\_ weeks.

### **Focus 4: How and When to Prepare and Eat Your Meals**

(Make a Progress Appointment!)

Let's put all of this together and talk about when to eat to give you an extra boost in reaching your goals. Here, we'll learn how to weigh, time and measure our healthful foods through meal prepping to achieve new goals!

Suggested Duration: \_\_\_\_\_ weeks.

### **Focus 5: Supplementation**

(Make a Progress Appointment!)

Types, timing, quantity and quality. Here, we discuss supplementation to take your results to the next level.

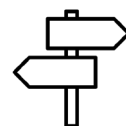
Suggested Duration: \_\_\_\_\_ weeks.

### **Focus 6: Optimal Nutrition and Performance Phasing**

(Make a Progress Appointment!)

You're now a nutrition rock star! What and when to eat down to an exact science for supreme results.

Suggested Duration: \_\_\_\_\_ weeks.



# What to Expect When You're Trying to Losing Weight!

This is a new journey for you, and we're certain you'll have some questions along the way. Let's get started tackling some FAQ's one at a time!

## "What's your why?"

We're extremely proud of you for taking this step in wanting to improve your physical health. Wanting to be healthy is a great thing. But we're all adults here. We know that if we do good things for the wrong reasons, there can be serious consequences. So let's dissect your reasons for wanting to lose weight before we dive into how to lose weight.

Bad reasons to alter what you eat generally flow from negative emotions and expectations for unrealistically drastic and dramatic life change and newfound happiness. Bad reasons include because you: want the approval of someone else, hate yourself and your body as is, think you'll be MUCH happier with a new body, and a million other reasons. Even if you reach your goal, you will not be satisfied if the motivation flowed from negative emotion.

Good reasons to change your eating habits are only good if they're good for you! Not all of the following examples may apply to you, but try to pick out a couple or come up with your own. Your why will keep you working hard long after your brain and your heart have tempted you to give up. Some good reasons include because you: want to improve your health, want to have more energy for your kids, enjoy fitness and leading a healthful lifestyle, take pleasure in accomplishing goals, want to see what your body is capable of doing, etc. Again, not all of these may apply to you, and this list is not exhaustive.

Create your own list and find your why, make sure you're doing this for the right reasons for you, and set goals that are challenging yet possible to accomplish.

## My Reasons to Lose Weight:

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## Tribe Story



**"I have spent so many years thinking that I could not ever do anything athletic, but all it took was a few very special coaches to convince me and show me otherwise.."**  
**—Gena Mueller, age 40, lost 80 pounds**



## “What kind of weight am I losing?”

Hopefully, the answer is “FAT!” But, there are other things that can shed right off you. If you’ve been less than active recently, the first few pounds could drop very quickly with some simple changes to your diet and exercise regimen. This may be due to a number of things, including improved digestive regulation and the infamous “water weight.” However, after these first few pounds drop, if your food choices are less than ideal (especially when it comes to not getting enough protein) it’s possible that you’re burning away your muscle! It’s tough to get toned arms and chiseled abs without muscle.

Through proper diet and hydration, we will work hard to ensure that you lose the fat you want to lose and keep the muscles you earn in the gym.



## “How quickly should I be losing this weight?”

It should all fall off overnight! Just kidding, that would be silly, right? Well, maybe we don’t expect drastic results overnight, but maybe we expect them within a week or a month. But is that realistic?

A recent *Biggest Loser* (remember that TV show?) study showed that nearly ALL of the contestants gained the weight back over time. Some gained EVEN MORE than they had before.

How? Why?

Aside from their habits not being sustainable, our bodies naturally fight change, so without taking the correct steps our weight loss will never be for good.

**So, how quickly are we talking here?** We can’t go too slowly because then we’ll lose motivation.

(Though we wish we could), we can’t go too fast here either because rapid speed exhausts our will and ability to lose weight.

A simple yet proven rule is that if you are losing 0.75 - 1.50 lbs per week and weigh 200 lbs or less, you’re achieving safe, lasting, and sustainable weight loss. If you weigh over 200 lbs, shoot for between 1.0 - 2.0 lbs per week. Weigh yourself twice per week as soon as you wake up on an empty stomach, and average the two weights. We suggest Mondays and Thursdays.

A pound a week may not sound like much, but what if we told you that you could lose 25 pounds in 6 months? How about 50 pounds by one year from today? These are real, achievable goals that take no shortcuts and set you up for lifelong success. Nothing worth having is easy, and we will help you strike the balance between the tortoise and the hare.



## Fat-Loss Flow Chart

For all plans, we recommend weighing yourself two to three times a week and taking the average of that weight per week. All weigh-ins should be done FIRST THING in the morning on an empty stomach.

### UNDER 200lbs:

Loss between 0.75lbs - 1.5lbs per week

- Stay on current Focus

Loss slower than 0.75lbs per week

- Move to the next Focus

Loss faster than 1.5lbs on Focus 3 per week

- Stay on Focus 3 and review your food journal  
with your coach

### OVER 200lbs:

Loss between 1.0lbs - 2.0lbs per week

- Stay on current Focus

Loss slower than 1.0lbs per week

- Move to the next Focus

Loss faster than 2.0lbs on Focus 3 per week

- Stay on Focus 3 and review your food journal  
with your coach

## “How can I keep the weight off?”

Have you ever felt like your body is working against you? You are not alone and you are not mistaken. Our bodies naturally revert back to what it considers normal. The key to weight loss is consistently striving to create a new normal. The key to keeping the weight off is consistently striving to maintain the new normal.

It's called Set Point Theory. Your body has a memory, and a pretty good one at that. When you drop 12 pounds over 12 weeks, you feel great. But your body remembers your former physique as “normal you.” So it starts to tempt you (just as it likely has been during your transformation) with high calorie foods so that you can get back to being your old self.

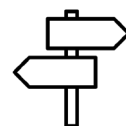
“

**Don't just diet to reach a goal. Choose clean eating so you can transform your life..”**

Fortunately, your body's memory isn't perfect! If you eat and train to maintain your new weight, your body will start to equate the new with “normal.” Then your body will work with you to keep the weight off!

Moral of the story, once you reach your goal, don't stop working hard to hold on to what you've achieved.

Don't diet just to reach a goal. Choose clean eating so you can transform your life, and remember that transformation is an ongoing and never ending process.





# FOCUS 1

## HABITS & NUTRITIONAL AWARENESS

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If you've ever tried to get a grasp on your diet, or if you've never given it much thought, beginning a new nutrition program can seem a little scary at first. Because of this, up front we want to make some guarantees that will help set your mind at ease.

First, we will be with you every single step of the way. We won't ask you to do something you cannot do, and we won't ask you to do something that we ourselves have not done. We're in this together.

Second, we will help you maintain a pace that's both comfortable and challenging. If you stick with us, this process will not be overwhelming or confusing, but we will come alongside of you to push you to be your very best.



Third, slow and steady wins the race. We're starting with the fundamentals, the basics that you need to know that will help you start seeing a difference.

For Focus 1, the goals are simple: read and understand this material, practice awareness of your food habits, and track what you eat. That's it! So let's get started!

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### The fastest way to lose fat is through proper diet.

That is not an overstatement or any kind of fluffy hype. Many trainers and infomercials try to sell people on instant fat loss workouts and products, but they don't back it up with supportive nutrition.

In reality, how you fuel your body accounts for more than half – up to 80% – of your fat loss success.

But there is one major problem most people have: knowing what to eat.

We're here to let you in on a little secret...

**HEALTHY EATING IS SIMPLE.** And we're here to show you how.

“

**How you fuel your body accounts for more than half – up to 80% – of your fat loss success.**

It's simple, but just because it's simple doesn't mean it's easy or that everyone can do it. It takes sincere effort and a will to change your behaviors for good.

It will not require an overly restrictive diet. It does not require loyalty to a specific brand of weight loss supplement. There are no pills or magic potions (sorry).



## FOCUS 1: Habits and Nutritional Awareness

In all honesty, fat loss and clean eating both start with common sense. People too often want to be fed a quick fix, but you likely already know what it takes to eat right.

You need protein and you need fruits and vegetables. Just add water, and you're almost there!

Of course, we realize that getting yourself to the point where you can take diet recommendations and incorporate them into your everyday life is a little harder than that... but we have you covered!

We have strategically created 6 NUTRITIONAL FOCUSES that will layer in small changes over time, tailored to your personal goals.

There is no perfect time frame to get through all 6 Focuses. Your coach will help you navigate when it is best to layer in a new Focus based on your monthly progress. In this manual lies the first 3 focuses.

We suggest going through each focus intentionally and with commitment.

Knowledge (when applied) is power, and you are holding a packet full of it! No matter your level of nutrition expertise or how many diets, pills, or potions you have tried, we want you to reset your mind and body with a clean slate by utilizing the basics in this guide to first establish consistency. What you will find here is supportive information and useful tips.

This guide will teach you about what foods you should eat, which ones you should avoid, and how to take steps to reach your goals and change your lifestyle.

Just by virtue of the fact that you're reading this sentence, we can promise you that you are on the right path. You are seeking out information that will help you change your life. So, congratulations to you... but keep in mind there are more Focuses layered perfectly to get you the results you desire. This is only the beginning!

## General Diets vs. Specific Diets: The Case for Being a Generalist

Healthy eating starts with supportive nutrition. This means clean eating: choosing foods that provide you with essential nutrients, including healthy fats (like Omega-3), antioxidants, vitamins, minerals, and especially protein.

Most diets want you to commit to eating only specific, allowable foods right off the bat.

This is not the route we will be taking. These diets do not work because they ask you to turn 180 degrees on a dime. It is easy to give into temptation when you don't really know why you're eating certain foods and instead just have a list of "allowed" foods.

### Tribe Story



**"When you surround yourself with people who believe in you and cheer for you every step of the way, that critical voice quiets and confidence slowly increases."**

**—Laurie Ray, age 55, lost 15 pounds**





## FOCUS 1: Habits and Nutritional Awareness

### The route we will be taking is called Clean Eating.

Every time you eat, you make a choice. Healthy eating is about consistently trying to make the right choice. It's not about cutting out certain things, only drinking a liquid diet, or anything of that nature.

### Keep it simple. Adjust accordingly.

With this in mind, you are now ready to embark upon a lifestyle change that is more than just a diet. Clean Eating is something you can do for life, not just for a couple weeks until you get burned out.

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## Top 10 Habits of Highly Effective Eaters

Clean Eating is all about forming lifelong habits that will get you to LOSE FAT and KEEP IT OFF.

Here are 10 of the most significant habits you will need to develop in order to be a healthy eater.

### 1. Breakfast: Every Morning!

Breakfast sets the tone for the rest of your day. If you're not eating breakfast, start making it a point to do so every day. You will be less hungry throughout the rest of the day and less likely to binge on snacks or overeat at other meals.

### 2. Eat Throughout the Day

You shouldn't eat based solely on hunger. If you eat small meals throughout the day and have healthy snacks (Greek yogurt, nuts, etc.), you will be less likely to give into the temptation of splurging on pizza, fries, and other junk food.

### 3. All Calories are NOT the Same

While it is true that Calorie Balance (which we will cover in Focus 2) determines a lot about weight loss, the type of calories you take in matters a lot. Eating 500 calories of grass-fed beef or wild caught salmon is not the same as eating 500 calories of potato chips. The former is rich in essential nutrients and protein; the latter has no nutritional benefit and will leave you still hungry an hour later.

### 4. Real, Whole Foods vs. Processed Foods

We will talk throughout this guide about what foods to eat. For now, just know that it's typically better to eat something that was once a living, breathing animal or plant rather than something you will find sealed in a bag or can.

### 5. Protein, Produce, Protein, Produce...

We're going to help you trim the inessential carbs. Protein is a major muscle-building source, and foods that are high in

protein leave you satisfied for longer than high-carb foods.

Eating protein will help boost your metabolism.

As for produce, you've always been told to eat fruits and vegetables, and that hasn't changed. Produce is essential for feeling full, meeting your daily requirements of vitamins and nutrients, and burning fat for good.

### 6. Cutting Out the Sugar!

Sugar is the biggest source of weight gain for most people. Whether it's in your breakfast cereal, candy, soft drinks, or added to your coffee, sugar will mess with your insulin levels, slow your metabolism, and cause you to pack on the pounds.

### 7. Omega-3

Omega-3 is a fatty acid, but it has a host of benefits for fat LOSS! You can find it in grass-fed beef and poultry, wild caught seafood, walnuts, flax, and other foods. You can also take fish oil supplements, but only in addition to healthy food sources, not as a replacement.

### 8. Eat or Drink after Workouts

When you do any type of training or workout, you need to eat and/or drink soon after. Getting your body the fuel it needs is essential to having a good metabolism and building lean muscle mass. While we will talk about this more in Focus 6, for now remember that Protein and Carbs are great for you post-workout. Ask your coach for some recommendations for shake recovery options!



## FOCUS 1: Habits and Nutritional Awareness

### 9. Write it Down

This one is CRUCIAL. Log your food in your Food Journal. Know what you eat. If you can chart your progress, we can know where you're going wrong, where you're doing well, and how we can make adjustments for you to be more successful. We'll review your journal together at your next assessment!

### 10. Consistency is Key

Don't sweat the details at the expense of putting forth the effort. Too many restrictive diets suck all the joy out of eating. They only leave you craving more, and you wind up binge eating. Make a consistent effort to incorporate clean eating into your lifestyle, but don't get bogged down counting calories, watching points, or any of the other fluff diet nonsense that can sidetrack you.



## PRACTICE FOOD AWARENESS

Being aware of what you are putting in your body is imperative to understanding areas of your diet that need to improve. Upon your food journal review, your coach will be able to specifically give you tips on things to change while still allowing you the flexibility to eat foods you love. We will continually fine-tune this over the course of your Iron Tribe membership. There is no need for drastic changes during Focus 1. We simply want you to be aware of foods that are "not as favorable." With this knowledge, you can begin to make better choices over the next few weeks.

### 1. Processed Foods

Processed foods are loaded with preservatives, sodium, and other harmful ingredients. Sodium, for one, has been linked to hypertension. It is best to "buy fresh."

### 2. Sugar and Sweeteners

Sugars and artificial sweeteners are added to lots of drinks and foods. See a so-called "healthy" yogurt in a 100 calorie pack? Read the label! Chances are it is so loaded with added sugar that it's like eating a 100 calorie candy bar. TOTALLY EMPTY! As for artificial sweeteners, studies show that people who drink diet sodas with artificial sweeteners simply crave sugar more often and end up eating more sugar as well.

### 3. Bread, Cereal, Pasta

These are hard foods to stop eating for most people. While we will not ask you cut them out completely, you should focus on getting carbs from fruits and vegetables,

especially in the form of fiber. Fiber is harder for the body to break down and it requires more energy expenditure to digest. Simple carbs like those found in bread, cereal, and pasta do not have much fiber and actually cause insulin spikes. An added note: most children's cereals are basically like eating candy for breakfast.

### 4. Simple Starches

Simple starches include potato chips, corn, French fries, and other foods that are loaded with empty calories. These foods are doubly worse because they are not very satisfying and will leave you hungry shortly after eating them.

### 5. Alcohol

Alcohol, like soft drinks, is an example of a high carb, low nutrient drink. You want to get most of your calories from healthy foods, not from unhealthy drinks. The "beer belly" has its name for a reason. Alcohol consumption will seriously undermine your goals if you let it... so don't let it!



## FOCUS 1: Habits and Nutritional Awareness

### WHY AM I STILL HUNGRY?

Cravings. You know the word, and worse yet, you know the feeling. Maybe you just ate a full meal, but now it's a half hour later and you're hungry again.

Or maybe you went downstairs for a midnight snack... but then you found yourself unexpectedly polishing off a box of Oreos because you had no idea how hungry you actually were. The truth is you might be so hungry because of the types of foods you're eating (or not eating) at other times of the day.

The real culprit behind these phenomena is one of your body's most important hormones: insulin. When you eat infrequently or have a diet heavy in sugar, your body will experience drastic spikes in insulin. This is bad.

Insulin spikes are not desirable because fluctuations in blood sugar are not conducive to fat loss or to putting on muscle mass. In the long term, insulin spikes are going to increase insulin resistance.

So how can you stay satisfied throughout the day without having to give into cravings?

.... Eat frequently.

Bet you didn't see that coming! Now, eating often might seem like a bad thing if you are trying to lose weight. The logic, though, is quite simple: Eat more often, but eat less at each meal! Eating frequently normalizes blood sugar levels and controls those pesky insulin spikes.

In addition, frequent eating typically results in an overall decrease in caloric intake. Rather than eating 1, 2, or 3 very big meals each day, you can monitor your hunger level throughout the day. Eating more often decreases the likelihood of overeating.

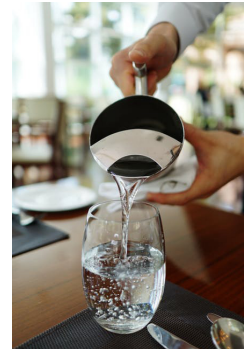
By eating small meals and snacks throughout the day, you will accomplish the highly desirable feat of never being hungry while also never being full.

**“Frequent eating typically results in an overall decrease in caloric intake.”**

#### Drink Water

Have you ever found yourself eating and eating and still never being satisfied? Have you ever come home from a long day of work and chugged a soda or sports drink, and you weren't sure why?

Well, the answer is that you were probably dehydrated and didn't even realize it! It is crucially important to drink enough water throughout the day.



The body often mistakes thirst for hunger, so if you find yourself eating a full meal and still craving more, try reaching for a glass of water before refilling your plate.

#### Eat More Fruits and Veggies

Fruits and vegetables, though low in calories, are much more filling than (for example) a bag of potato chips, which can have hundreds more calories. Green, leafy vegetables are also rich in Vitamin K, which helps regulate insulin.

Eating salads before meals will help you eat less during the meal, while still ensuring that you are satisfied and get all of the nutrients you need.

#### Focus on the Real Problem: Boredom

Nearly everyone knows what it feels like to start eating simply because there is nothing else to do. Perhaps you are enjoying a lazy Sunday without having to go to work or carry out any other of your usual responsibilities. Out of sheer boredom, you probably start to snack... just because you don't have anything else to do.

While this type of eating can be hard to stop, the best way to deal with it is to think before you eat. Before you eat anything, you should always take a moment and think to yourself about **a) what** you're eating and **b) why** you're eating. If you realize that you're not actually hungry, try doing something active instead.



FOCUS 1: Habits and Nutritional Awareness

Changing Your Lifestyle: The Importance of Performance and Habit-Based Goals

With all this diet and healthy eating talk, it can be easy to overlook something very important. You aren't just making simple decisions about what to eat; you are changing your lifestyle. In order to change your lifestyle in any way, you must set out your goals beforehand.

Any person who has ever gone on a diet, started an exercise regimen, or otherwise tried to lose fat knows what it is like to set goals. The problem, though, starts with what type of goals you are setting for yourself.

Yes, indeed, there are multiple different types of goals out there. You have to know how to set the right ones for you so you can be as successful as possible in achieving your ultimate goal, which is to burn fat. But let's backtrack. "Losing fat" might be your general goal, but it is far too ambiguous. The kinds of goals you need to set for yourself are far more narrow than that.

The three different kinds of fat loss goals.

**1. Outcome-based goals.** This is a goal such as "losing fat." You will want one outcome-based goal as your guide, but it should be specific. Rather than "I want to lose fat," you should say, "I want to lose 10 pounds of fat." This is a measurable and specific marker. If you have not already, you will need to write down your goal!

Outcome-based goal: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2. Performance-based goals.** These goals are numbers based and help answer how to reach the outcome-based goal. For example, "I will eat 5 small meals throughout the day, rather than 2 large ones." These goals work on a day-to-day basis.

Performance-based goal: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3. Habit-based goals.** These goals are the most important when it comes to defining your eating patterns. You want clean eating to become the norm, not the exception. The only way to do this is to repeatedly set out goals that will turn actions into habits. For example, "I will substitute blueberries and Greek yogurt for pancakes," is a definable habit-forming goal.

Habit-based goal: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

By setting out these types of simple goals on a daily and weekly basis, over time clean eating ought to become second nature to you.



## FOCUS 1: Habits and Nutritional Awareness

### MINDSET

We work very hard on “coaching mindset.”

Here is why...

Mindset is a simple idea explored by world-renowned Stanford University psychologist Carol Dweck in decades of research on achievement and success — a simple idea that makes all the difference.

In a fixed mindset, people believe their basic qualities, like their intelligence or talent, are simply fixed traits. They spend their time documenting their intelligence or talent instead of developing them. They also believe that talent alone creates success— without effort. They’re wrong.

In a growth mindset, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment.



As you face challenges:

**THE FIXED-MINDSET** says “Are you sure you can do it? Maybe you don’t have the talent.”

**THE GROWTH-MINDSET** answers, “I’m not sure I can do it now, but can learn to with time and effort.”

**FIXED MINDSET** “What if you fail—you’ll be a failure.”

**GROWTH MINDSET** “Most successful people had failures along the way.”

**FIXED MINDSET** “If you don’t try, you can protect yourself and keep your dignity.”

**GROWTH MINDSET** “If I don’t try, I automatically fail. Where’s the dignity in that?”

As you hit a setback:

**FIXED MINDSET** “This would have been a snap if you really had talent.”

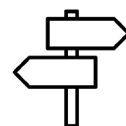
**GROWTH MINDSET** “That is so wrong. Basketball wasn’t easy for Michael Jordan, and science wasn’t easy for Thomas Edison. They had a passion and put in tons of effort.”

As you face criticism:

**FIXED MINDSET** “It’s not my fault. It was something or someone else’s fault.”

**GROWTH MINDSET** “If I don’t take responsibility, I can’t fix it. Let me listen — however painful it is, and learn whatever I can.”

*(Sourced from [mindsetonline.com](http://mindsetonline.com))*





## BONUS : TRIBE TIP

### A GUIDE TO DINING OUT

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By choosing to have a healthy diet and engaging in clean eating, you are making a serious effort to take control over the foods you put into your body. We have made a point throughout Focus 1 to remember the importance of consistency. Consistency is the single most important factor in maintaining a healthy diet and achieving lasting fat loss. Ultimately, every meal and/or snack comes down to a choice. At any given point, you are forced to choose what to eat.

However, no one can completely avoid being in certain circumstances in which it is difficult to know how to decide what to eat. When you are dining out of the home, you are faced with a menu of foods with which you may not be familiar.

While it might seem like this is a bad thing, it doesn't have to be. As a matter of fact, your decision to enjoy clean eating is not just a restrictive diet, but rather a lifestyle change. For it to really work, you have to learn how to eat in any environment, be it at home, at work, during the holidays or at a restaurant.

Nevertheless, you may have some questions about how to ensure that you make the right food choices when you are not the one preparing your own meals. As such, here are some helpful guidelines for eating out:

#### **"No Bread for Me, Thank You."**

Most restaurants offer some kind of empty-calorie filler for the table before they bring you the actual main course. At pizza joints, waiters often suggest some sort of fried appetizer for the group before the pizza. In other types of restaurants (especially Italian), there is an even greater temptation to indulge because they provide you with free bread. Mexican restaurants are usually no better, as they make chips and salsa plentifully available.

Just as bad as this, though, is the fact that many fine dining establishments incorporate bread, tortillas, and other empty carbohydrates into their main courses. How do you handle the situation?

The answer is simple: politely ask that they not bring you bread. If you order a hamburger, try getting it wrapped in lettuce rather than on a bun. Going to Chipotle? Try the burrito bowl instead of the regular burrito.

#### **Do Your Homework**

Most restaurants have an online presence. A simple search will help you find the restaurant's menu online. If you cannot find the nutrition facts on the company's website, try searching "[Restaurant Name] Nutrition Facts" and see what you can find on a third-party website.

#### **"What's on that?"**

Do not be afraid to ask your waiter what comes with a meal or what kinds of ingredients are used to prepare it. If you are ordering seafood, ask if the fish is farm-raised or wild-caught. There is a HUGE difference.

Wild salmon, tuna, and other fish are rich in

Omega-3, whereas farm raised animals are often fed with low-quality foods. The animal's diet fundamentally changes their nutritional content.

Make sure you find out what sides come with the entrée. Instead of French fries, try to substitute vegetables, salad, or another healthy option if available.

#### **Cook Most of Your Meals**

While you cannot avoid eating out every once in awhile, it is in your best interest to still cook most of your meals yourself. By preparing your own meals, you are in control of what goes into the cooking process. You control the ingredients and the types of meat or fish. Meal prepping is the gold standard for sustained dietary success, and we'll discuss this at length in Focus 4.

#### **Be Proud**

If you are eating out with friends or co-workers, don't be embarrassed to ask the waiter questions about your meal choice. Be proud of yourself for taking control of your life and making good eating decisions.

“

**For it to really work, you have to learn how to eat in any environment, be it at home, at work, during the holidays or at a restaurant.**







## FOCUS 1 ACTION PLAN



You now have the foundation upon which we can build a lean, healthy body and a newly energized life. All you have to do is keep up the great work. If you stay committed to yourself, to us, and to this program, our 6 Nutrition Focuses can help you change your life forever. Welcome to Iron Tribe!

### CHECK IT OFF

We know this is a lot to take in, but you've successfully finished the reading! Remember, here are your goals for the next 2 weeks of Focus 1:

- ☐ Read and understand this material (feel free to check this one off if you're ready!)
- ☐ Practice awareness of your food habits
- ☐ Track what you eat in your Food Journal
- ☐ Make an appointment to check in with your coach
- ☐ Weigh yourself twice a week first thing in the morning

### RECAP: Goals

Outcome-based goal: \_\_\_\_\_

\_\_\_\_\_

Performance-based goal: \_\_\_\_\_

\_\_\_\_\_

Habit-based goal: \_\_\_\_\_

\_\_\_\_\_

### MINDSET

"I struggle with" (check all that apply)

- ☐ I don't have time.
- ☐ I have too many other priorities (work, kids, housework, etc).
- ☐ Nobody wants to help me.
- ☐ I don't get any support at home.
- ☐ I'm injured.
- ☐ I don't feel good.
- ☐ I'm too out of shape.
- ☐ I'm too upset.
- ☐ I'm too busy taking care of the kids.
- ☐ I do enough exercise at work.
- ☐ I'm too tired.
- ☐ My problem is hormonal.
- ☐ It's too hot, too cold, or it's raining outside.
- ☐ Exercise is boring.
- ☐ I'm too heavy.
- ☐ I can't afford to eat healthy.
- ☐ Exercise is really hard.
- ☐ I don't know where to start.
- ☐ I don't know anything about nutrition.
- ☐ I'm too old.
- ☐ I might fail.
- ☐ I'll start tomorrow.
- ☐ I hate exercise.
- ☐ I can't get motivated.

### GROWTH MINDSET

What statements can you make to fight any negative thoughts that may creep in?



# FOCUS 2

## EAT. DRINK. SLEEP.

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Congratulations! You've MASTERED the art of Awareness. We cannot overstate how vital this is to your success moving forward. You've made the first move toward achieving your goals, and we're going to keep that inertia going.

Now that you've taken a step back and are aware of what you're eating, we're going to examine how much you eat. This is where nearly everyone needs to begin in altering their diet.

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### CALORIES

We all know the term. And we all have a pretty general idea of what's called 'calorie balance.' In short, if you eat more calories than you burn, you gain weight. If you eat less calories than you burn, you lose weight. If you eat the same amount of calories you burn, you stay the same weight.

Simple enough, right? Yes, yes it is. Calorie balance is a foundational principle for you in your journey, and we cannot emphasize that enough. It is the most powerful weapon we have for both fat loss and muscle gain. Most of our clients initially join Iron Tribe with the goal of losing weight. However, only focusing on weight loss and not tracking how much of the loss is fat versus muscle can set you up for discouraging yo-yo dieting trends.

“  
**Calorie balance is a foundational principle for you in your journey...**

However, in practice, calorie balance can become very complicated if we're not careful. We doubt you want to carry a calculator around all day and add up your calories every time you take a bite, and many foods don't come with a label and a calorie count (how many calories does this carrot have in it?!).

Additionally, all calories are not created equal. Eating 1,500 calories from a variety of sources, including meat, veggies, fruit, etc., every day compared to eating 1,500 calories of ice cream will have a dramatically different effect on your overall health and body composition.

To avoid the headaches and inaccuracies that result from "Calorie Counting," we instead are going to focus on eating Portions of food that contain the right amounts of calories! We want to get you eating the right amounts of the right types of things as soon as possible, and this is the perfect way to begin.

Focus 2 is an exercise in Portion Education, broken down into 3 sections. All you need to remember is Eat + Drink + Sleep.



## FOCUS 2: Eat. Drink. Sleep.

### PORTION SIZES

Here's the lowdown on the problem of just trying to "eat less calories" in order to lose weight.

- Super easy to rebound and binge on junk food
- Never feeling full, which makes life miserable
- Nutrient intake can be staggeringly low, leading to long-term risks
- Loss of lean muscle mass (makes it really hard to achieve that six-pack or those toned arms)
- Low energy levels that even coffee can't fix
- Not losing weight...you read that right! When we go into "starvation mode," our bodies get scared because they don't know when they'll get another meal. So they store the fat we're trying to lose!

So, if we know that eating less won't cut it, what will? Our goal should be to eat the right amounts of the right things! In Focus 1, we briefly talked about the right things, but for now let's focus on the right amounts.

Whether you've consciously considered it or not, every food on every plate at every meal you've ever eaten was a portion. Some portions are too big, some are too small, and some are just right.

Here's the secret: When it comes to determining the right portion sizes, all you need is your hands!

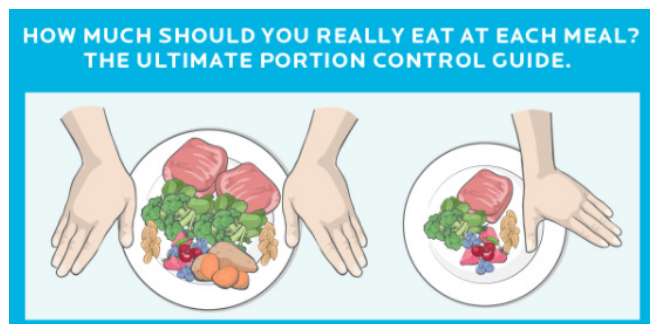


image credit: Precision Nutrition

We're going to get into all of this in much more detail in Focuses 3 and 4, but for now, here's what you need to know.

1. There are THREE macronutrients—protein, carbs, and fat. A food is labeled a "macro" based on which macronutrient is most present in the food. Example: chicken breast has more protein than carbs and fat, so we label it a protein. While there are only 3 categories of macronutrients, there are FOUR categories of food we want you to focus on.

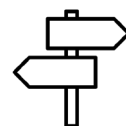
- **Protein:** Protein is CRITICAL for your success in building and maintaining muscle. Eat up!
- **Vegetables:** Vegetables are technically a carb, but they have so few macronutrients that we give them their own space on our plate. They're very rich in vitamins and fiber, though, and will keep you healthy!
- **Carbs:** Carbs will keep your energy levels stable and productive. Healthy carbs are comprised from mostly grains, starches, and fruit.
- **Fats:** An absolute MUST in a well-rounded diet. Healthy fats include nut butter, avocado, almonds, and coconut oil.

2. On average, men need 6-8 servings of each category per day, and women need 4-6 servings of each category per day.

- 1 serving of protein = size of your palm
- 1 serving of vegetables = size of your fist
- 1 serving of carbs = size of your cupped hand



3. When starting off and in general, it's best to distribute servings of these evenly across 3-4 meals per day. (It's not very easy or fun to eat 6 servings of veggies at dinner!)



## FOCUS 2: Eat. Drink. Sleep.

### WATER

Water is literally vital to your success and your life. After all, 50-75% of the human body is made up of water, so it makes sense that we need to drink plenty of it every day to keep our organs, cells, and muscles running!

Good ole H<sub>2</sub>O is also an incredibly valuable agent in the weight loss process. Here's a sample of what all water can do for you:

- Raise your metabolism! Heck yeah!
- Flush out the byproducts of fat breakdown
- Help your digestive system process smoothly
- Reduce your hunger and make you feel fuller, reducing temptation toward donuts
- Alleviate aches, sprains, and cramps, keeping you on your feet and in the gym!
- Hydrate your skin and make you look younger, a perfect complement to your weight loss!
- Reduce exhaustion by making your heart's job a little easier

So, how much do we drink? A great rule of thumb is to drink half of your body weight in ounces each day. For instance, if you weigh 160 lbs, drink 80 oz per day. Check out the **TRIBE TIPS** at the end of this Focus for some helpful strategies to stay hydrated!

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### REST

Getting a proper amount of sleep is considerably important to body composition outcomes! Not only does a lack of sleep lead to a reduction in the energy you can put into training hard, but it also has an independently negative effect on body composition.

Even if you can still train well, chronic lack of sufficient sleep promotes an environment of high levels of stress hormones and low levels of anabolic hormones. Thus, lack of sleep has actually been shown to increase fat stores and risk muscle loss. The average amount of sleep needed seems to be about 7-9 hours per night, but within that range it can vary substantially from person to person.

Preparing for a good night's sleep starts when you wake up:

- Wake up at the same time consistently. You'll feel better and be more alert if you wake from a light sleep. You may want to consider a device or app that can assist you in ensuring you are waking at an optimal time for your body.
- Be awakened by light. Natural light raises cortisol, which helps you feel more alert and refreshed.
- Get moving right away. Movement seems to speed the waking process, whereas hitting snooze increases sleep inertia. When it's time to wake, sit up and put your feet on the floor.
- Get some sun during the day. Light exposure sets your daily melatonin rhythm. This increases wakefulness and helps your body gear down at night.
- Be careful of Alcohol and Caffeine. Consuming caffeine after 2pm or having more than 1-2 drinks in the evening can interfere with deep sleep.
- Exercise. Regular exercise helps normalize your body's clock, and can help normalize your hormones.
- Eat dinner 3-4 hours before bed, and/or a small to medium dinner or snack if closer to your bed time. Too much food close to bedtime can make it harder to fall asleep.
- Limit fluids at night. Drinking too much liquid shortly before bed can result in frequent waking for bathroom breaks.
- Clear your mind. Whatever thoughts are in your head, get them out and onto paper. Doing this before sleep will prep you for relaxation.
- Go to bed! Sticking to a reasonable bedtime teaches your body when to release calming hormones to help you fall asleep. Tip: Don't wait until midnight. Every hour of sleep before 12am is worth 2 hours after.



## FOCUS 2: Eat. Drink. Sleep.

Life is crazy, and with craziness comes stress. High stress levels are okay so long as they are periodically brought back down to normal. For example, it's not really going to interfere with your progress if you have a high-impact job, SO LONG AS you take the time to rest, relax, and bring the stress levels back down at the end of the day and on the weekends.

Conversely, a constant level of cumulative stress that goes unchecked for weeks will almost certainly have a negative impact on your physique. Chronic high levels of stress lead to higher body fat percentages and lower muscle growth retention rates. As with sleep, make sure to bring stress down as often as needed so that you feel calm and in control at least some of the time!

### THE PLAN

Focus 2 = Eat + Drink + Sleep

Easy enough, right? Remember, this is NOT a commandment to change every aspect of your diet, water intake, and sleep schedule by tomorrow. This is a simple suggestion to begin paying attention. Since you mastered Awareness in Focus 1, let's keep that ball rolling!

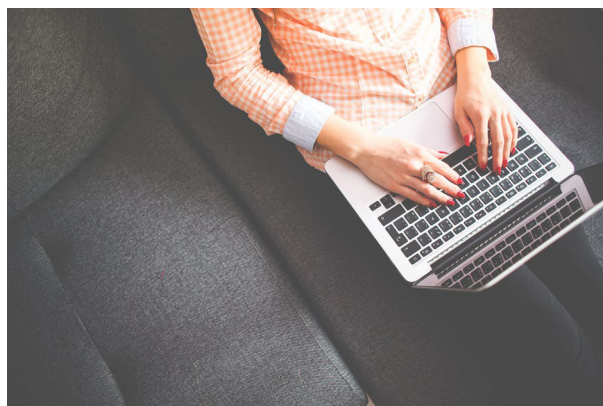
Take this next week or two and track everything. How many servings of protein, veggies, carbs, and fat are you eating at each meal? How much water are you drinking every day? How many hours of sleep are you getting every night? Are you losing weight (assuming that's your goal)?

At the end of your week, look at your Tracking Sheet. How did you do? Start with your strengths. What did you crush this week? What went well? If you averaged 7.5 hours of sleep, well done! Pat yourself on the back. If you're a male and had 6-8 servings of protein 5/7 days, bravo! Keep it up. If you crushed your water intake, celebrate by having a drink (of water, of course)!

Next, look at what might could have been better. Maybe you fell behind on your protein intake. Maybe you had a few soft drinks this week. Maybe it was a crazy week at work or your newborn child had a cold, so you didn't catch many zzz's.

Don't be too hard on yourself. Simply see what you might could adjust for next week to put yourself in a better position to succeed.

Remember, right now we're not worried too much about quality of food. We're trying to eat the right quantity of food, and add in water and sleep as we go. If you want your protein to be a juicy hamburger one night, go for it. Want a small scoop of ice cream instead of avocado? No judgment here. Just remember that beer doesn't substitute for water, and coffee doesn't substitute for sleep quite as well as fries for a sweet potato!



## BONUS : TRIBE TIPS

### FOCUS 2

- Carry a big ole water bottle or tumbler! Less refills = less excuses. Plus, if it looks semi-full your brain will automatically want to keep drinking.
- Pick a time to try to be in bed every single night, no matter what. When you lay down, don't stare at your phone or computer as this can keep your mind spinning, and "just one more minute" of Instagram or email quickly turns into half an hour before you know it!
- Drink a nice, cool glass of water as soon as you wake up! Great way to start the morning and keep you awake, plus it jumpstarts your hydration for the rest of the day. Keep one on your nightstand ready to go!
- Tired of drinking water? We understand. It'll get better. Try throwing in lemon or lime, or grab some sparkling water at the supermarket to change up the pace and add some flavor! Green tea and coffee are also your friends.

Remember, all you have to do is begin making small changes. Track what you Eat + Drink + Sleep. These simple steps, combined with your hard work in the gym, will help you take the next step in achieving your goals!

We're proud of you. As always, we're here to answer any and all of your questions! Go crush it.

### Tribe Story



**"...my cholesterol and blood pressure levels have all returned to respectable levels! This really occurred in the first 6 months at ITF, but have since been even better!"**  
—Bryan McNamara, age 39

### Tribe Story



**"I am now stronger than I ever was in high school when I played sports, have cleaned up my diet, and have made my health and fitness a priority."**  
—Melissa Huynh, college student







## FOCUS 2 ACTION PLAN

### FUEL NUMBERS



Eat \_\_\_\_\_ servings per day.



Drink \_\_\_\_\_ oz. per day.



Sleep \_\_\_\_\_ hours per night.



Exercise \_\_\_\_\_ times per week.

### EAT

- ☐ Track your food.
- ☐ Check out the meal and snack suggestions to begin making more healthful choices.
- ☐ Practice portion control and awareness.
- ☐ Eat smaller meals more often.
- ☐ Make an appointment to check in with your coach for additional tips and accountability.
- ☐ Compare your past weigh-ins to determine if you should move to Focus 3.

### SLEEP

- ☐ Determine a realistic sleep goal.  
Bedtime: \_\_\_\_\_ PM      Awake: \_\_\_\_\_ AM
- ☐ Track your sleep time and energy levels.

### DRINK

- ☐ Drink \_\_\_\_\_ ounces of water per day.  
(your body weight divided in half)
- ☐ Cut back on or avoid alcohol and other sugary drinks.



# FOCUS 3

## MACROS

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You are awesome. Not only have you conquered the skill of Awareness, but now you've mastered Portion Control (along with drinking enough water and sleeping properly). Well done! And not only that, but you're back for more!

Now that we know the quantity of food we should be eating, it's time to talk about quality. Remember, last time we talked about the Four Categories of Food: Proteins, Veggies, Carbs, and Fats. Focus 3 will hone in on this study of the types of foods we eat, specifically through the study of macronutrients (or macros).

As a brief refresher and addendum to Focus 2's discussion on macros, there are 3 macronutrients present in all foods: Protein, Carbohydrates, and Fat. The Four Categories of Food we are using depict which macronutrient is most prevalent in that food. For instance, we call a grilled chicken breast a Protein because there is more Protein in the chicken breast than Carbs or Fat. There are more Carbs in pasta than Protein or Fat, so we call it a Carb. Avocado has more Fat than Protein or Carbs, so we call it a Fat.

The exception here is Veggies, which are technically a Carb, but are fairly low in all 3 macronutrients. Veggies serve as an excellent source of fiber, vitamins, and minerals. They also help to fill you up and keep you energized.

So, without further adieu, let's talk macros.

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## MACRO EDUCATION

### PROTEINS

For body composition purposes, the most important dietary macronutrient is protein, given that muscle is literally made out of it. Protein not only provides the building blocks for muscle growth, it also supplies the amino acids needed to reduce muscle breakdown. In essence, protein both builds new muscle and saves existing muscle from being lost. Both functions are crucial in maximizing muscle and minimizing fat.

Proteins are an essential part of the human diet because they help us grow and repair tissues, such as hair, skin, nails and organs in addition to muscles. Proteins are found in meat, fish, eggs, dairy and legumes. Of the 22 different amino acids, 9 of them are essential in the diet of humans. Eight proteins are also beneficial to your waistline because they slow the absorption of carbs into your bloodstream when eaten together. They also improve insulin sensitivity, increase satiety (feeling full) and repair muscles that are torn down from exercise or everyday use. So, you know you need them, but which ones?

Lean meats are simply protein sources that contain more grams of protein than grams of fat. A good example of



a lean meat would be chicken breasts. Nuts are a good example of a non-lean, or fatty, protein source because they have more grams of fat than they do protein. Great sources of lean meats include chicken, turkey, eggs, fish, seafood, beef sirloin and round cuts, pork chops and tenderloin, and wild game (ostrich, buffalo, deer, elk, etc.).

### CARBOHYDRATES.

Carbs are the second most important macronutrient after protein regarding body composition goals. For our purposes, we're breaking carbohydrates into two categories: Vegetables and Healthy Carbs. The primary role of all carbs is to provide energy, specifically for your hard workouts that build muscle. During your Iron Tribe workouts, the



### FOCUS 3: Macros.

primary fuel used is a stored form of carbohydrate called glycogen. If glycogen levels are low, hard workouts become almost impossible to complete with at a high level. Carb intake should be paired with your goals. If fat loss is the main goal, then carb intake will be lower than if muscle gain or performance is the main goal.

In general, carbs cause a faster spike in blood glucose rise than other macronutrients. Think of carbs like the fuel you put in your car. All car owners know that the QUALITY of the gasoline is essential to their vehicle functioning effectively and efficiently. The same is true with our bodies. If we put the wrong kind of fuel in them, we can't expect high-performance or even for them to function properly. Everything you put in your mouth has an effect on your body—beneficial, harmful, or neutral. One of the first systems to respond to the introduction of food is our blood sugar levels.

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**Carbohydrates create the spikes and peaks in your blood sugar while fats and proteins have a more gentle effect.**

Each piece of food or drink you put in your body creates peaks, valleys, twists and turns in your blood sugar levels. Carbohydrates create the spikes and peaks in your blood sugar while fats and proteins have a more gentle effect. Both high peaks and dark valleys cause stress on your body. Specifically, the valleys cause a hypoglycemic stress on our bodies and the subsequent release of the hormone cortisol. Cortisol is our stress hormone, and it responds to things like low blood sugar levels and someone cutting you off during rush hour traffic – same hormonal response! Along with releasing cortisol, valleys signal food cravings, fatigue, and brain fog.

At this point, your body aggressively searches for the quickest food to bring your blood sugar levels back to even ground. So you crave and eat foods that bring those levels back up the fastest—doughnuts, candy, soda, cake. Excellent, you begin climbing up and out of the valley. Unfortunately, that doughnut provided too many sugars. So instead of just coming back up to level ground, the doughnut shot your blood sugar 1,000 feet in the air! Now you have blood sugar levels that are too high, and your body is in another state of stress. To get you down from

the height, you release the hormone insulin to bring you out of the clouds and back to level ground. This pattern continues throughout the day as you consume foods high in carbohydrates. The end results of keeping our bodies in this way of living could be diabetes, heart disease, obesity, or a combination of the three. Not good.

The alternative is not to stop eating all together, but to leave damaging foods in the past! By consuming foods in accordance with this Clean Eating Guide included later in this Focus, you eliminate the foods high in bad carbs that cause the unnecessary peaks and valleys. You no longer have brain fog, crazy sugar cravings, or increased levels of cortisol. Your insulin levels remain more constant, and your need for fat storage decreases. Your body is happy!

### FATS.

Other than being delicious, dietary fats have several important functions in the body. Essential fats, or fats that cannot be made from converting consumed proteins and carbs, are required for survival. In addition, fats serve as the basis of many hormones and intracellular chemical messengers. If dietary fats drop too low for too long, some unfortunate hormonal alterations may result (decreases in testosterone, for example).

Many people regard fat as an adversary to achieving good health. While it is true that excessive intake of certain fats can result in serious medical problems, not all fats are the same. Your body actually requires fat to maintain health and prevent diseases. Why else would you store excess energy in fat cells if you couldn't burn them!

People have been at war with fat for decades, but a balanced consumption of healthy dietary fats won't make you fat. This is in direct opposition to the low-fat diet guidelines that were prevalent during the 1990's. It makes good sense to think that eating fat makes you fat; however, it is simply untrue. When you consume the correct TYPE and AMOUNT of dietary fats you are more likely to lose weight than to gain it! This is what we will teach you in the Clean Eating Guide.



## FOCUS 3: Macros.

### CLEAN EATING WITH MACROS

Now that we have a little bit more clarity regarding macros, let's talk about making them clean!

So far, you've done a fantastic job with Clean Eating. To recap, this means that you're eating your proper portions of Protein, Vegetables, Carbohydrates, and Fats each and every day.

However, in theory, your breakfast one day could have looked like this:

- 4 eggs on 2 pieces of wheat bread toast with 2 servings of mayo
- 2 servings of corn

While technically this could have fit within your servings for each macro for the day, these choices ultimately may not be as helpful as they could be. Whole eggs have a much higher fat content than egg whites, corn does not provide the nutrients that green veggies provide, wheat bread is not a whole grain, and mayonnaise is not a beneficial fat.

Instead, with just a little bit of altering, here's what a more beneficial breakfast could look like:

- 4 egg whites with 2 servings of spinach cooked together
- 1 banana with 1 serving of natural peanut butter

Both of these breakfasts will both fill you up, get you through the day, and technically meet the requirements of your macros. But "technically" won't get us where we want to go!

It's time to make our Clean Eating a little more clean through small and simple choices! This means, in short, that we need all of our Protein to be lean (10% fat or less). All of our Veggies need to be natural. All our Carbs need to be natural fruit, whole grains, sweet potatoes, or other beneficial carbs. All of our Fats need to be healthful and helpful.

On the next page is a very useful list of food suggestions that will aid you in your journey! If you stick with this, you will see furthered results. We don't want to box you in. We want to tell you what works.

#### Lean Protein

- ☐ Tuna
- ☐ Salmon (and all fish)
- ☐ Chicken Breast
- ☐ Turkey Breast
- ☐ Lean Ground Beef
- ☐ Lean Steak
- ☐ Shrimp, Carb, Scallops
- ☐ Ground Turkey
- ☐ Egg Whites
- ☐ Fat Free Greek Yogurt or Cottage Cheese
- ☐ Tofu
- ☐ Mycoprotein
- ☐ Soy Milk
- ☐ Other lean protein choices

#### Greens

- ☐ Broccoli
- ☐ Spinach
- ☐ Lettuce
- ☐ Onions
- ☐ Tomatoes
- ☐ Green Peppers
- ☐ Red Peppers
- ☐ Yellow Peppers
- ☐ Asparagus
- ☐ Zucchini
- ☐ Cauliflower
- ☐ Celery
- ☐ Cucumbers
- ☐ Other veggie choices

#### Carbs (fruits)

- ☐ Apple
- ☐ Pear
- ☐ Peach
- ☐ Cantaloupe
- ☐ Watermelon
- ☐ Banana
- ☐ Grapes
- ☐ Blueberries
- ☐ Cherries
- ☐ Strawberries
- ☐ Raspberries
- ☐ Honeydew Melon
- ☐ Oranges
- ☐ Other fruit choices

#### Carbs (grains)

- ☐ Whole Grain Bread
- ☐ White Rice
- ☐ Brown Rice
- ☐ Wild Rice
- ☐ Oatmeal (steel cut)
- ☐ Sweet Potatoes
- ☐ Quinoa
- ☐ Regular Pasta
- ☐ Whole Wheat Pasta
- ☐ Buckwheat
- ☐ Whole Grain Crackers
- ☐ Whole Grain Wraps
- ☐ Other whole grain

#### Healthy Fats

- ☐ Cashews
- ☐ Pistachios
- ☐ Walnuts
- ☐ Sunflower Seeds
- ☐ Peanuts
- ☐ Almonds
- ☐ Macadamia Nuts
- ☐ Pecans
- ☐ Canola Oil
- ☐ Flaxseed Oil
- ☐ Avocado
- ☐ Olive Oil
- ☐ All Nut Butters (natural)
- ☐ Other healthy fat choices



## FOCUS 3: Macros.

### WHAT TO AVOID

#### DRINKS.

Funny that the first thing we're talking about not eating isn't food at all, right? Gotta keep you on your toes! This is a great place to begin the conversation because if we eat all of the right things but drink all of the wrong things, we will not succeed in achieving our goals.

##### Here are some silent goal killers:

- **Alcohol.** We know. We hate it too. But when we drink alcohol, our body treats it like a toxin, and digestion of any and all food in our system before or after we drink stops completely. This is how beer bellies form. You have to ask yourself, "What's more important? My goals, or having a couple glasses of wine with dinner?" Make your choice, and stand firm.
- **Diet Soda.** Just because there's a zero next to "calories" does not mean it is harmless! Artificial sweeteners can mess with your body's regulatory system and hinder our fight against storing excess fat.
- **Juice.** It's very tempting to think that this could be an easy and efficient way to incorporate your fruit portions into your day. But unless you yourself have squeezed the grapes, oranges, or apples into a cup, chances are you're ingesting a ton of added sugar.

#### DAIRY.

Unless it's skim milk, whey protein, or casein protein, we don't recommend drinking or eating many dairy products. This includes a splash of cream in your coffee, a glass of whole milk with your peanut butter, a pumpkin spice latte, cheese on your pasta, or butter on your toast. Don't give in; the unhealthy fat found here isn't worth it.

#### SOY.

Though not often reported as a diet-inhibitor, soy can increase the risk of hypothyroidism, block the digestion of certain proteins, and skyrocket estrogen levels in both men and women. This can lead to lower levels of digestion, decrease in muscle mass, and greater risk for fat increase. Not good.

By honing in on the right types of the right food and avoiding some common roadblocks of dietary success, you'll be better equipped to reach your goals than ever! Here are some ideas that we've learned along the way that should help you immediately!

#### TRIBE TIPS

- Olive oil is the perfect fat to drizzle over salad or pasta!
- Looking for simple? Combine foods into a single dish! For instance, 1 serving of lean ground beef, natural tomato sauce, whole wheat pasta, and olive oil = a perfectly balanced spaghetti meal!
- At the end of your day and still STARVING after following your portion consumption for the day? Veggies are a great snack! Throw down some broccoli, cooked spinach, or squash.
- Use spices freely and aggressively. Just because it's healthy doesn't mean it shouldn't be delicious!
- A little behind on your protein or carb servings for the day? They are an excellent pick-me-up after a workout!
- Plan ahead. Sometimes it's helpful to cook a lot one night and eat it over several days in order to maximize time.
- Protein is king. If anything is going to fall by the wayside, don't let it be your lean meats or fish!

Focus 3 is yours for the taking. We're here to cheer you on and help you every step of the way. You got this!





### FOCUS 3 ACTION PLAN

#### FUEL NUMBERS



Eat \_\_\_\_\_ servings per day.



Drink \_\_\_\_\_ oz. per day.



Sleep \_\_\_\_\_ hours per night.



Exercise \_\_\_\_\_ times per week.

- ☐ Use the grocery list to fulfill your daily food choices
- ☐ Ready for your next steps? To get your suggested Fuel Numbers, schedule an appointment today!

#### BUT WAIT!

Things to note before getting your suggested Fuel Numbers:

- You're probably about to be eating more lean Protein than you have been. This is great news! More protein = more muscle retention and addition.
- There's a pretty big range available for Carb intake, and there's a pretty big tradeoff present here. The more carbs you eat in your range, the more energy you'll have in life and in your workouts. The less carbs you eat, the faster you may be able to drop fat.
- You'll notice the allowance of a Snack measured in calories. Now, typically when we think the phrase, "How many calories does it have?" we're rarely referring to organic kale, wild-caught salmon, or avocado. Normally, counting calories = eating processed foods. If you're going to eat a brownie or down a Mountain Dew for your snack, hey, no judgment here. Just remember that calorie intake isn't everything, and don't let the one slice of pie turn into seven.

#### SCHEDULE YOUR ASSESSMENT NOW!

Now is the time to get together with your coach and go over your progress. We are here to help you through this journey! By tracking your food intake and monitoring your weight loss, we want to make sure your experience is as fruitful as possible. Thank you for choosing us to help you become the best version of YOU! You're doing a great job.

