



The

ELITE PERFORMANCE

project

The ultimate 5 step protocol to
achieve a high performing body
that fits around a busy lifestyle.



About the Author

James Cooper is a qualified Clinical Nutritionist, graduating from King's College London. He has a deep understanding of nutrition and supplementation for maximum performance.

At the time of receiving his black belt he was the youngest ever British born Brazilian Jiu Jitsu Black Belt. His intrinsic understanding of strength and conditioning has allowed James to specialise in training both high-level athletes, as well as top investment bankers, Lawyers and CEOs. James has them performing at the highest level inside and outside the gym.

He is referred to as the "model trainer", in Muscle and Fitness magazine and has become the go-to person for celebrities in need of shaping up for special events or photoshoots.

His long list of clients include TV personality Calum Best, Busted band member Matt Willis, models Rick Hall and Chris Percival. An athlete himself, James has competed in European and British Powerlifting finals and has a 3rd dan black belt in Brazilian Jiu Jitsu, receiving this rank from 10x world champion Roger Gracie.

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Nutrition Myths



1. Carbs will make you fat

Eating too many calories will make you fat. Carbohydrates are the primary energy source for humans. Eating carbs will help you train harder and perform better therefore improving body composition.



2. Egg yolks will give me high cholesterol

Dietary cholesterol has little effect on our own cholesterol. Being overweight and not exercising increases our cholesterol.



3. High Protein Diets will damage my kidneys

High protein may only be harmful if you have a pre-existing medical condition. Eating high quality protein will help maintain, build muscle and is essential for cellular repair.



4. Bread is bad for you

There is no reason to avoid bread, unless if you have celiac disease you should avoid it otherwise it can be part of a healthy nutrition plan. Eating too many calories of any food will make you fat it is not just bread.



5. Eating late at night will make me fat

Eating late will not make you fat. Eating more calories than you're burning will make you fat. Eating carbohydrates later in the day can help sleep by releasing serotonin and it can also stop late night binge eating.



6. Red meat is bad for me

Red meat is an incredibly nutrient dense protein source. It has a very high biological value which means it's easily absorbed. It also contains heme iron that is more easily absorbed rather than vegetarian sources that contain non heme iron.

Red meat is also a rich source of zinc and B vitamins. Processed red meat increases your risk of cancer and heart disease. High quality red meat does not.



7. Brown rice is healthier than white rice

Brown rice has a lower glycemic index than white rice which means brown rice per unit amount will not make your blood glucose rise as quickly. This is because brown rice contains more fibre due to the germ and bran being intact which slows gastric emptying time (the time taken for food to leave your stomach to your small intestine).

If you eat white rice with vegetables, which you will on our meal plan, it will slow digestion and give you the same blood glucose rise as brown rice. The fibre in the vegetables will act the same as the bran and germ on brown rice.



James has helped educate me on how to eat properly and dispel all the nonsense you read online. All his methods are backed up by science.

Tom - Financial Consultant

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How to build your nutrition plan

The number one thing when it comes to your body composition is how many calories you are eating. Body composition refers to the percentage of fat and muscle in your body. There are a lot of health benefits associated with maintaining a healthy body composition such as it reduces the risk of heart disease, cancer and diabetes and increases longevity and energy levels.

Firstly to lose weight you need to be eating less calories than what you are burning (calorie deficit) and to gain weight you need to be eating more calories than what you are burning (calorie surplus). This will target losing or gaining both fat and muscle together. If we are losing muscle and fat at the same rate we'll end up the same body fat percentage just lighter.

In order to improve your body composition (fat to muscle ratio), it will be dependant on the following factors (these are in order of priority);

1. Calories
2. Macronutrients
3. Meal Timing
4. Correct weight training
5. Micronutrients
6. Rest and recovery
7. Supplements (Chapter 4)

Calories

1

As mentioned above when changing your weight, you need to be in either a calorie deficit to lose weight or surplus to gain weight.

A good starting point is the following:

- 27 calories per kilo of bodyweight for weight loss
- 32 calories per kilo of bodyweight for maintenance
- 36 calories per kilo of bodyweight for weight gain
- On rest days reduce your calories by 300 calories from carbohydrates

If you haven't gained weight after 2 weeks when trying to put on weight increase calories from carbohydrates by 200.

If you haven't lost weight after 2 weeks when trying to lose weight decrease calories from carbohydrates by 200.

At BTX we measure our clients body fat percentage on an Inbody scanner which measures our clients' muscle mass and body fat mass. So if you are one of our clients' we can make sure the weight being lost is just body fat and not muscle or the weight gain is muscle not fat. This helps us to track data and keep you performing at your best.

To book in your free scan click this link

Macronutrients

2

Protein (4 calories per gram)

To optimally build muscle and maintain muscle while dieting you should aim for 2-2.2g per kilo of bodyweight. If you are very overweight use your target weight to work out your protein. For example, if you weigh 120kg and aiming to get to 90kg eat 180g of protein per day. $90 \times 2 = 180$

Fats (9 calories per gram)

Fats are essential for building cell membranes / signalling and for absorption of fat soluble vitamins but carbohydrates are a far superior fuel for building and maintaining muscle, athletic performance and cognitive function. This is why once we have consumed enough fat, eating any more is just a waste of calories.

To make sure we're getting the highest quality fats, we recommend adding these 3 foods to your nutrition plan:

- 2 egg yolks for saturated fats
- 1 tablespoon of extra virgin olive oil for monounsaturated fats
- Fish oils 2.5-3g EPA/DHA total for polyunsaturated fats

These 3 foods equates to approximately 30g of fats plus any extras you'll get from your protein sources

such as lean meats around 20g. Therefore this will total 50g.

Carbohydrates (4 calories per gram)

The rest of your calories should come from carbohydrates. For example, lets work out the calories for an 80kg person looking to lose weight.

Total Calories = $80\text{kg} \times 27 = 2170$ calories

Grams of protein $80\text{kg} \times 2.2 = 176$ g of protein

Grams of fats = 2 egg yolks (10g) + 1 tbs olive oil (13g) + fish oils (7g) + fats from other foods (20g) = 50g fats

calories from carbohydrates = total calories - protein calories - fat calories

Calories from carbohydrates = $2170 - 176 \times 4 - 50 \times 9 = 1016$ Calories

Grams of carbohydrates = $1016 \div 4 = 254$ grams of carbohydrates

Summary for 80kg fat loss diet

- 2170 calories
- 176g Protein
- 50g Fats
- 254g carbohydrates



Meal Timing

3

The most important part of your diet is the number of calories consumed and the macronutrient ratios but meal timing is also very important.

When you eat a protein meal containing 20-30g of high quality protein you will stimulate mTOR pathway "The mechanistic target of Rapamycin". In layman terms, this switches on Protein synthesis. I.e. muscle building.


Protein synthesis is either on or off. Eating your protein meal will turn on Protein synthesis. When Protein synthesis is on, you are in an anabolic state which means you are building and repairing muscle faster than you are breaking down muscle tissue. This will last for around 3 hours before you go into a catabolic state "breaking down muscle tissue" (Protein synthesis is off). Therefore, by having all your protein in one or two meals like you do when intermittent fasting, it will mean you will have a large portion of

your day in a catabolic state. "Breaking down muscle tissue." It is therefore best to divide your protein between 4-6 meals allowing protein synthesis to drop to baseline (approx 3 hours) and then switching it back on again and limiting the time spent in a catabolic state.

Most of our clients we suggest 3 solid meals and 1 shake after you train. On days off still have the shake as a meal replacement. Carbohydrates should also be split evenly among these 4-6 meals too.

Your pre workout meal eat around an hour to two hours before you train and include a high quality protein source, carbohydrates and some vegetables.

Your post workout shake have straight after finishing training with some branched cyclic dextrin powder or cream of rice and 5g creatine (explained in the supplement section).



Correct Weight Training

4

Although this is a nutrition guide we can't ignore how vital weight training is to health and longevity. When in fat loss phase you need to be lifting weights. If you're in a calorie deficit and just doing cardio you will lose weight but you'll lose fat and muscle at the same rate and just end up lighter at the same body fat percentage.

Lifting weights will send signals to your body to

maintain the muscle (as it's needed) and therefore your body will preferentially take from fat stores rather than muscle. In turn, giving you that desired lean athletic body.

A structured weight training programme must be tailored to you as this will make sure you stay injury free and build the body you want.

Contact us for your own bespoke routine





Micronutrients

5

The term micronutrients is used to describe vitamins and minerals in general. The human body cannot produce vitamins and minerals so this is why they're referred to as essential nutrients and why it is vital to have a wide variety of food.

Refer to the next section of this guide titled Top 5 foods which lists the foods to eat packed full of these

essential nutrients covering all your micronutrient needs.

We suggest having at least a 100g of cruciferous vegetables from our list as they are incredibly powerful at reducing your risk of cancer. One to two portions of fruit per day is brilliant for you too. An easy way is to include 100g of blueberries with your breakfast.



Rest and Recovery

6

When training and working hard it is vital that you allow your body to rest and recover.

These are a list of tools that will help massively;

- 7-8 hours of sleep per night
- Sauna 3-4 times a week for at least 20 minutes
- Cold therapy/ice baths 3-4 times a week for 3 to 5 minutes
- Regular deep tissue massage
- Stretching and mobility

All of these will help you recover optimally and keep you in shape year round rather than having stints of hard training followed by injury or burn out.

Remember our goal at BTX is to have you in shape 365 days a year!!!





BTX helped design a bespoke nutritional protocol that I could stick to year round. I've stopped binge eating and now have changed my habits long term.

Kieran - Lawyer

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Food List

Food quality is vital so eating the highest quality nutrients ensures feeling good on the inside as well as looking good.

Below is a list of foods to choose from to keep your body performing at its best.

Protein Choices				
100g Raw Weight	Calories (Kcal) per 100g	Protein (g) per 100g	Carbs (g) per 100g	Fat (g) per 100g
5% Greek Yoghurt	93 kcal	9.0 g	3.0 g	5.0 g
5% lean beef mince	137 kcal	21.4 g	0 g	5.0 g
Canned Tuna	144 kcal	22.0 g	0 g	1.0 g
Chicken Breast	110 Kcal	22.3 g	0 g	1.6 g
Duck Breast	132 kcal	23.7 g	0 g	3.3g
Egg white (raw)	52 kcal	10.9 g	0.7 g	0.2 g
Whole egg (raw 1 egg = 56.7g)	143 kcal	12.6 g	0.7 g	9.5 g
Fillet Steak	155 kcal	20.9 g	0 g	7.9 g
Firm tofu	82 kcal	8.2 g	2.4 g	4.7 g
Kidney Beans	112 kcal	7.7 g	13.5 g	0.8 g
Lamb Fillet	292 Kcal	24.3 g	0 g	20.7g
Mackarel	167 kcal	19.3 g	0 g	9.4 g
Prawns	105 Kcal	20.1 g	0.8 g	1.7g
Pork Steak	242 kcal	23.0 g	0 g	12.7g
Quorn Mince	92 kcal	13.2 g	2.3 g	1.6 g
Quorn Chunks	110 kcal	14.0 g	8.0 g	2.0 g
Salmon (raw)	208 kcal	20.0 g	#REF!	13.0 g
Smoked salmon	179 kcal	25.0 g	0 g	8.5 g
Scallops	217 Kcal	23.0 g	3.2 g	10.9g
Seitan	139 kcal	20.0 g	4 g	2.0 g
Tuna steak	144 kcal	23.0 g	0.7 g	5.0 g
Turkey Breast	104 kcal	17.1 g	0.1 g	1.6g
Vivera Shwama	160 kcal	15.0 g	15.0 g	7.2 g
White Fish (Cod)	211 kcal	19.2 g	0 g	0.7 g
scoop				
Iso 100 Hydrolyzed Whey (Dymatize)	132 kcal	26.2 g	1.3 g	2.4 g
Impact Whey (My Protein)	91 kcal	20.8 g	0.7 g	0.4 g

Carbohydrates Choices				
100g Raw Weight	Calories (Kcal) per 100g	Protein (g) per 100g	Carbs (g) per 100g	Fat (g) per 100g
Bagel (cooked) 1 bagel	223 Kcals	7.9g	45.5 g	0.8g
Banana	80 kcal	1 g	21 g	0.3 g
Blueberries	57 Kcals	0.7g	14.5 g	0 g
Brown Pasta	344 Kcals	10g	72 g	2 g
Brown Rice	357 Kcals	7.1g	76.2 g	2.4g
Carb Powder	392 kcal	0 g	98 g	0 g
Cream of Rice	333 Kcals	4.4g	78 g	0g
Gnocchi	180 Kcals	4.7g	39 g	0.4g
Oatmeal	371 Kcals	6g	68 g	7g
Sweet Potato	86 Kcals	1.6g	20 g	0.1g
Sourdough Bread (cooked)	194 Kcals	2g	43.2 g	0.6g
White Potato	86 Kcals	1.7g	20 g	0.1g
White Rice	365 Kcals	7g	80 g	0g
White Pasta	356 Kcals	12g	72 g	1.5g
Wholemeal Bread (cooked)	222 Kcals	10g	37.8 g	1.9g

Fat Choices				
100g Raw Weight	Calories (Kcal) per 100g	Protein (g) per 100g	Carbs (g) per 100g	Fat (g) per 100g
5% Greek Yoghurt	93 kcal	9.0 g	3.0 g	5.0 g
90% Dark Chocolate Lindt	600 Kcals	10 g	30 g	55 g
Almonds	579 Kcals	21.1g	21.5g	49.9g
Avocado	160 Kcals	2 g	8.5g	14.7g
Cashew Nuts	552 Kcals	18.2g	30.1g	43.8g
Coconut Oil (1 Tbsp = 13.63g)	892 kcal	0 g	0 g	99.1 g
Macadamia Nuts	757 Kcals	7.7g	5.2g	76.9g
Olive Oil (1 Tbsp = 13.63g)	812 kcal	0 g	0 g	94.7 g
Unsweetened Coconut milk	14 Kcals	0.1 g	0 g	1.2 g

Vegetable choices

Spinach
Broccoli
Tomatoes
Peppers
Green Beans
Cauliflower
Mushrooms
Asparagus
Cabbage
Aubergine
Pak Choi
Okra

Eating foods that are more (I hate to say it but) natural will fill you up for longer as they are less calorie dense. For example, 200 calories from a chicken breast is a lot of food vs 200 calories from a drink of coke.

It's also important to state that we at BTX never ban foods as this is a plan for a lifetime. We create the nutrition plans to include the foods listed below but we also like to make sure our food tastes good and to also include some foods we love.

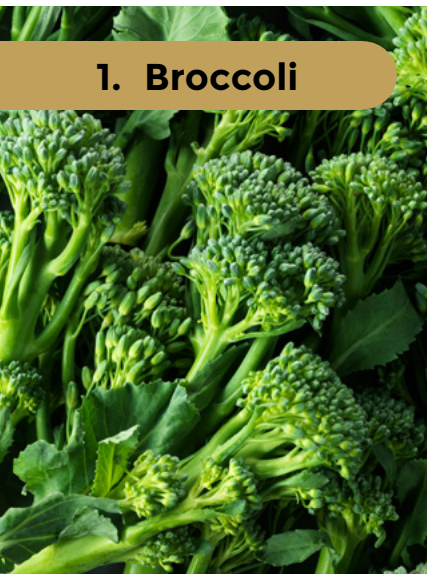
The eating out section will explain how to do this.



Top 3 Foods

Below is a list of foods that everyone should be eating to drastically reduce their risk of heart disease and cancer.

1. Broccoli



Broccoli and other cruciferous vegetables such as kale and brussel sprouts contain a compound sulforaphane, which has strong anti cancer properties. The food that actually contains the most sulforaphane is broccoli sprouts.

Many studies have shown a reduction in breast cancer, lung cancer and prostate cancer. Consuming high amounts of cruciferous vegetables reduces your risk of lung cancer by 22%

I suggest you have between 80-100g of cruciferous vegetables with each meal.

It's important you don't overcook them at high heat as this stops you getting as much sulfurophane. The best way is to steam your vegetables for around 5 minutes.

The link below shows a systematic review of lung cancer risk vs cruciferous vegetable consumption

<https://pubmed.ncbi.nlm.nih.gov/19124497/>

Matcha is a type of powdered green tea grown in a traditional way. They are grown in the shade which stresses them to produce a special plant molecule called xenohormetins. When we eat them they turn up their survival defences that fight against disease and aging.

Green tea also contains a molecule called epigallocatechin gallate (EGCG) which is a powerful at burning fat and reducing risk of cancer. The concentration of EGCG is 137 times higher in matcha than Chinese green tea.

I suggest 1 teaspoon a day of organic matcha green tea.

The study below shows the effect that green tea has on the reduction in prostate cancer risk

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5380255/>

2. Green Tea



3. Chocolate



Chocolate is a super food but can also contain lots of calories. I would suggest having a tablespoon of raw cacao on some berries so you're not getting all the added sugar or a couple of squares of 90 % dark chocolate a day.

Dark chocolate is loaded with nutrients that can help your health. Chocolate is loaded with minerals. A 100g bar contains;

- 67% of the DV for value
- 58% of the DV for magnesium
- 89% of the DV for copper
- 98% of the DV for manganese

It's full of antioxidants. One of the highest foods ever tested. Cocoa and dark chocolate have more anti oxidant activity than blueberries contrary to what most people believe.

Consuming dark chocolate can reduce blood pressure and cardiovascular events as shown in this study: <https://heart.bmj.com/content/105/1/49.long>

One of the mechanisms is by a compound called flavanols in chocolate that stimulate the endothelium, the lining of the arteries to produce nitric oxide. Nitric oxide sends signals to the arteries to relax which lowers the resistance to blood flow therefore reduces blood pressure. Cocoa was found in many studies to reduce LDL (bad cholesterol) in increases HDL (good cholesterol)



Supplements

I have designed a supplement protocol to make you perform at your best. The supplements I have listed are all the highest quality pharmaceutical grade.



Name

Life Extension

Type

Multi Vitamin

Dosage

1 tab in the morning and 1 tab at night with food

Description

Two per day is a broad spectrum multi vitamin that helps cover all bases, especially important when training hard.

Even if your diet is perfect, it's always important to make sure you're getting every single micronutrient to optimise health and well being.



Name

Symprove

Type

Probiotic

Dosage

Take on an empty stomach first thing in the morning 10 minutes before food or drink

Description

Symprove is a medical grade probiotic and is the only one recommended by Gastroenterologists.

Digestive health is imperative. If you can't digest your food. It doesn't matter how high the quality is if you can't absorb it.

Probiotics are gut friendly bacteria that help improve digestion. Most people have taken antibiotics. This kills good bacteria and bad bacteria in our gut. Most of the time our gut will end up with a disproportionate amount of bad bacteria in our gut which leads to poor digestion.

The probiotics increase the ratio of good bacteria to bad bacteria leading to better digestion.



Name

Life Extension Neuro-Mag

Type

Magnesium L-Threonate

Dosage

3 tabs 300mg total 30 minutes before bed without food

Description

Magnesium threonate is the most bioavailable form of magnesium for the brain.

It has a calming effect on the central nervous system. This will help you fall asleep and stay asleep.

Decreases inflammation which leads to better heart health and improved blood sugar control

**Name**

Nordic Naturals

Type

Omega 3 Fish Oils

Dosage

2 soft gels Morning and night with food i.e. 4 tabs total

Description

Nordic naturals is a pharmaceutical quality grade fish oil. This means it is highly purified and does not contain heavy metals like many other lower quality fish oils.

It is very highly concentrated and contains a high do These are not in Flax seed oil. They contain ALA instead which does not have the same health benefits. EPH/DHA have been shown to increase good cholesterol HDL and reduce bad cholesterol LDL.

It reduces systemic inflammation which reduces risk of heart disease and all types of cancer. Insulin sensitivity is also increased which means you will have more stable blood sugar levels and increased storage of glycogen. Leading to more fat burning and better recovery from training sessions.

**Name**

Iso 100

Type

Protein Powder

Dosage

Take [one or two] scoops mixed in 300ml of water [After Training or as a meal]

Description

Dymatize Iso100 is hydrolysed whey which is the fastest absorbing form of protein

This allows for better recovery after your training session

It also contains no lactose which makes it easy on digestion for those who can't tolerate dairy.

**Name**

Performance Fuel

Type

Highly Branched Cyclic Dextrin

Dosage

[40g] mixed in water in your post workout shake.
Buy from <https://tb-jp.com/>

Description

Highly Branched Cyclic Dextrin (HBCD) powder is a rapidly absorbing carbohydrate powder that rapidly replenishes glycogen stores after training.

This leads to rapid recovery after training. HBCD has a fast gastric emptying time which means you have rapid absorption and less bloating.

**Name**

JP Creatine

Type

Creatine Monohydrate

Dosage

Take 5g of creatine mixed in your protein shake everyday. Including non training days.
Buy from <https://tb-jp.com/>

Description

Creatine helps give you more energy by increasing your body stores of phosphocreatine.

The additional stores help you produce more ATP which is the key energy system used in sprinting and weight lifting.

This allows you to lift more reps and if you lift more reps, you will build more muscle and maintain more muscle while dieting.



How to eat out and stay on plan!

There is nothing wrong with eating out and eating the foods we love.

The most important thing when planning a nutrition plan is doing something you can stick to long term because part of being healthy is enjoying your life and spending time with loved ones. There is absolutely no point in doing something that is unrealistic and results in binge eating. At BTX we want our clients to feel comfortable to be eating foods they love with people they love.

Below is a list of things we do at BTX with clients to make sure we can still eat out guilt free

1



Eat your protein first. When looking at menu pick an option that has plenty of high quality protein such as steak or fish. This will make sure you're less likely to binge on other food plus you'll be still building muscle too ;)

2



When picking carbs pick bread. I know this is the opposite of what most people think to do but most carbohydrates in restaurants such as pasta, rice etc have lots of added butter and oil but bread for the most part is just starch so is a much better option.

3

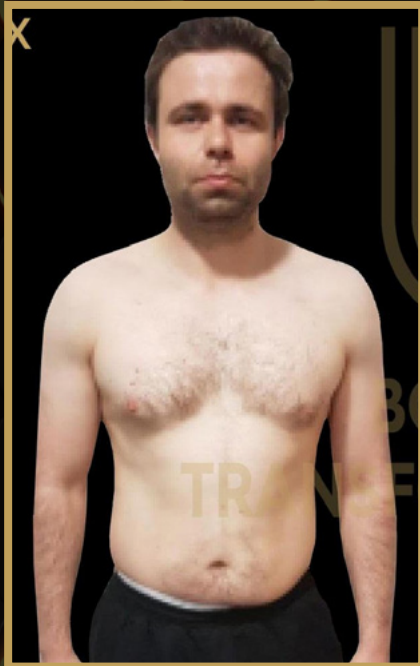


Drink champagne. Yes you heard me champagne has only 95 calories per glass. This or dry red wine such as Pinot Noir are great options plus all the added heart healthy benefits. Just take calories away from carbs earlier in the day to make up for it. Stick to 2 glasses max because any more can wreck havoc on recovery and sleep.

4



If you're planning on having a high calorie meal out that you've been craving such as a burger and chips then take out one of your meals in the day. This way you can still stay on plan and enjoy your meal guilt free. Most menus have calories on them now so just adjust accordingly and enjoy that burger.



Being a banker we are expected to eat out and drink. Especially to entertain clients. James helped me plan so I could still have a 'normal life' socialise, eat out and still reach my goals of being athletic and strong.

Matt - Investment Banker

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We've helped 1000s of people achieve transformations at our BTX gym and with our online training.

If you would like to fine tune your nutrition and training to perform at the highest level.

Book in a free call so we can help design a bespoke programme to reach your goal and provide accountability every step of the way.

Please click [this link](#) to apply.

You can also visit our [website here](#).

