

# MACROS 101



The **Metabolic Macro Coaching** program is truly a one of kind service that will provide you with direction and guidance that you need in order to hit your physique goals. It is by far and away the **most effective program** that you will ever use to reach your goals!

# MACROS 101

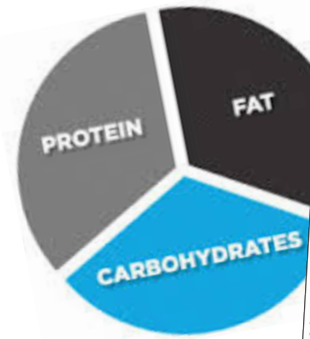
WHAT YOU NEED TO KNOW

## WHAT ARE MACROS?

Essentially “Macros” stands for “macronutrients”:

- Protein
- Carbohydrates
- Fat

When tracking Macros we are trying to hit assigned “targets” for each of those different macronutrients on a daily basis.



Nutrition Facts	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
Amount Per Serving	
<b>Calories</b> 230	Calories from Fat 40
<b>Total Fat</b> 8g	<b>% Daily Value*</b>
Saturated Fat 1g	<b>12%</b>
Trans Fat 0g	<b>5%</b>
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>12%</b>
Dietary Fiber 4g	<b>16%</b>
Sugars 1g	
<b>Protein</b> 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	65g 80g
Sat Fat	20g 25g
Cholesterol	300mg 300mg
Sodium	2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g



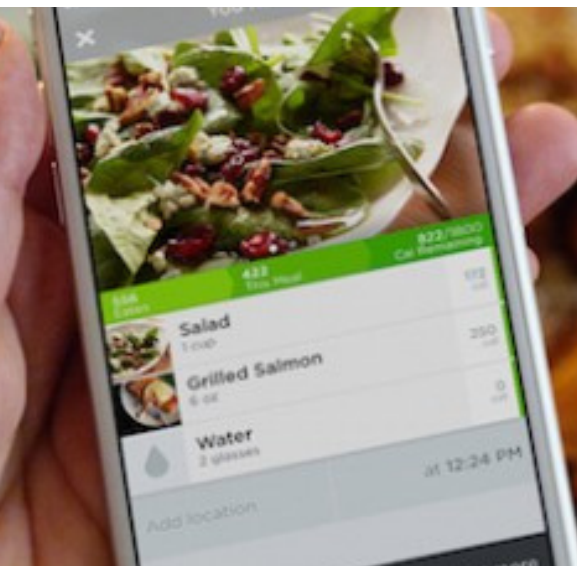
Your coach will develop a Macro plan for you to follow each week. It will tell you how many grams of proteins, carbohydrates, and fats to eat each day.

## DID YOU KNOW?

Carbs and protein each provide 4 calories per gram, while fat contains 9 calories per gram.

# THAT SOUNDS COMPLICATED. IS IT WORTH IT?

Tracking Macros is not “easy” but when executed properly, it is **extremely effective**. When you keep precise records of the foods that you eat, it becomes very easy to make changes and adjust accordingly.



We use a style of dieting called “**flexible dieting**”. What this means is that we do not dictate meal frequency, nor will we tell you what to eat; that is completely up to you, because ultimately this has to fit you and your lifestyle.

When it comes to a carbohydrate, a carb is a carb, whether it comes from a sweet potato or Swedish Fish. The scientific research is very, very clear on this.

**HOWEVER**, choosing whole, one ingredient food sources will always give you more “*bang for your buck*” when it comes to feeling full, satisfied, and compliant with the diet.



*We should also mention that choosing whole, one ingredient foods will have a much better micronutrient profile (vitamins, minerals) which will have a greater impact on your energy, and overall health.*

# CARBS



While we want you to shoot for **90% "Clean" foods**, on higher carb days there is room to fit in small amounts of treats you enjoy, such as breakfast cereals, low fat pop tarts, etc., so long as they don't cause you to go over on your fat intake for the day.

*Eating carbs high in fiber will help you feel full, aid in digestion and assist weight loss!*

It is imperative that you weigh and measure foods for a **WHILE** before you try to "eyeball" portion sizes. Eventually, you will be able to "eyeball" but you should have several months of "Macroing" under your belt before you decide to do this. Online nutritional apps such as "My Fitness Pal" make logging your food easier than ever and it truly isn't that difficult.



## SO WAIT, I CAN EAT WHATEVER CARBS I WANT?

**NOT SO FAST!** You **MIGHT** have room to incorporate some of the carbs of your choice but you need to hit your **FIBER** requirement first. Your fiber requirement is roughly 15% of your current bodyweight. So if you are only getting 8g of fiber per day and you weigh 160 pounds, you need to reassess your carb choices, and opt for "cleaner", higher fiber selections (oats, sweet potatoes, rice, veggies, etc.).



$$\text{Bodyweight} \times .15 = \text{Fiber in grams}$$

## WHEN CAN I GET FREE MEALS?



### Ahh, the old cheat meal question!

It all comes down to moderation, planning and making healthy choices. Instead of pizza, try cauliflower pizza. Even though any item can "fit", we try to encourage healthier options.

**HOWEVER**, if you are **NAILING** your numbers *6 days a week*, we are okay with a high carb day that ends with a "free meal," where you don't have to worry about logging that food.

Some clients can get away with a full cheat day, others really need to limit it to one meal...as you will find when running macros, everyone is so different, so work with your coach to see what best fits your lifestyle and personal goals!

**In addition**, free meals/days only make sense *IF* you are **NAILING** your macros consistently. If your macros are all over the place, it hardly makes sense to include a free meal, because we will not know if our current plan is working or needs to be adjusted.

## DO I NEED TO LOG EVERYTHING?

You need to log anything that has calories, with the exception of chewing gum, provided the intake isn't excessive. This **INCLUDES** green veggies.

*Eat 2-3 servings of greens each day. It will add volume to your meals and keep you feeling full!*



## HOW MUCH WATER SHOULD I BE DRINKING?

You do not need to measure water precisely, but we want to drink a **MINIMUM** of one gallon of water per day. Water will help facilitate fat loss, increase satiety, and aid in your performance in the gym.



## SHOULD I TAKE ANY SUPPLEMENTS WHILE DOING MACRO COACHING?

**Absolutely!** Proper supplementation can be a **"difference maker"** in terms of the results that you get. Often times we grossly over estimate the nutritional quality of our meals, and supplements help to ensure that we are receiving the appropriate amount of vitamins, minerals, healthy fats, and amino acids... all of which have a profound impact on your results.

Ask your Macro Coach for suggestions on supplements but know that our program does not require the use of additional products!

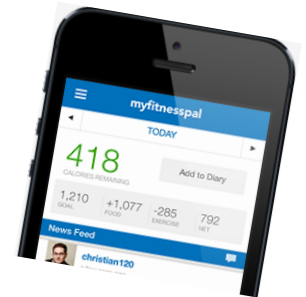
### NEED MORE INFO?

Please contact your **physician or doctor** before using any additional supplements

# OKAY, I AM READY TO START! WHAT DO I NEED?

In order to start, you will need...

1. A digital food scale
2. A digital weight scale
3. "MyFitnessPal" downloaded on your phone
4. Grocery shop ahead of time



## THE RESULTS SPEAK FOR THEMSELVES



# HOW DOES THE PROCESS WORK?

## HOW IT ALL WORKS:

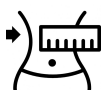
- Every Saturday or Sunday, you will receive your “macros” for the following week.
- It is **ASSUMED** that you will hit these macros, within 3g of fats (more or less), and 5g of protein and carbs (more or less).

! If you do not achieve this, then you cannot expect to get optimal results on this program.

- On each morning, via the **Macro Website**, you will submit...



1. Your **bodyweight** from THAT MORNING



2. Your **waist measurement** from THAT MORNING

(this is mandatory, and we take this relaxed, around the WIDEST point of the belly, to the nearest 1/8")



3. Your **macros consumed** from THE DAY BEFORE



We prefer a **daily interaction** because it holds you accountable, and allows us to have the daily positive interaction with our clients that leads to results.

Please keep in mind, that there is a **DIRECT** correlation between those that **talk to their coach daily**, and those that do not, when it comes to getting amazing results.

As coaches, it is not our job to hunt you down and ask you for your macros...**you need to want to make these changes more than we want it for you!**

We are here to serve as resources, mentors, and motivators, but **you** will need to take the initiative to send us your info.





## WHAT IF I MESS UP?

What if? No, you **WILL** mess up from time to time, we are all only human.

As coaches, the only thing that we ask of you is that you are **HONEST**. If you are sneaking in food but not reporting it, then we cannot help you. If you are not telling the truth with your weigh ins or waist measurements, then we cannot help you.

Remember, at the end of the day this is to help **YOU** reach your goals. There will be highs and lows along the way, **but you can do it!**

## WON'T I LOSE WEIGHT FASTER IF I UNDER EAT ALL OF THE MACROS MY COACH GIVES ME? IS THIS A BAD IDEA?

No, this isn't a bad idea...it's a **TERRIBLE** idea. Sure, you will lose some weight in the short term, mostly muscle, along with some water and fat.

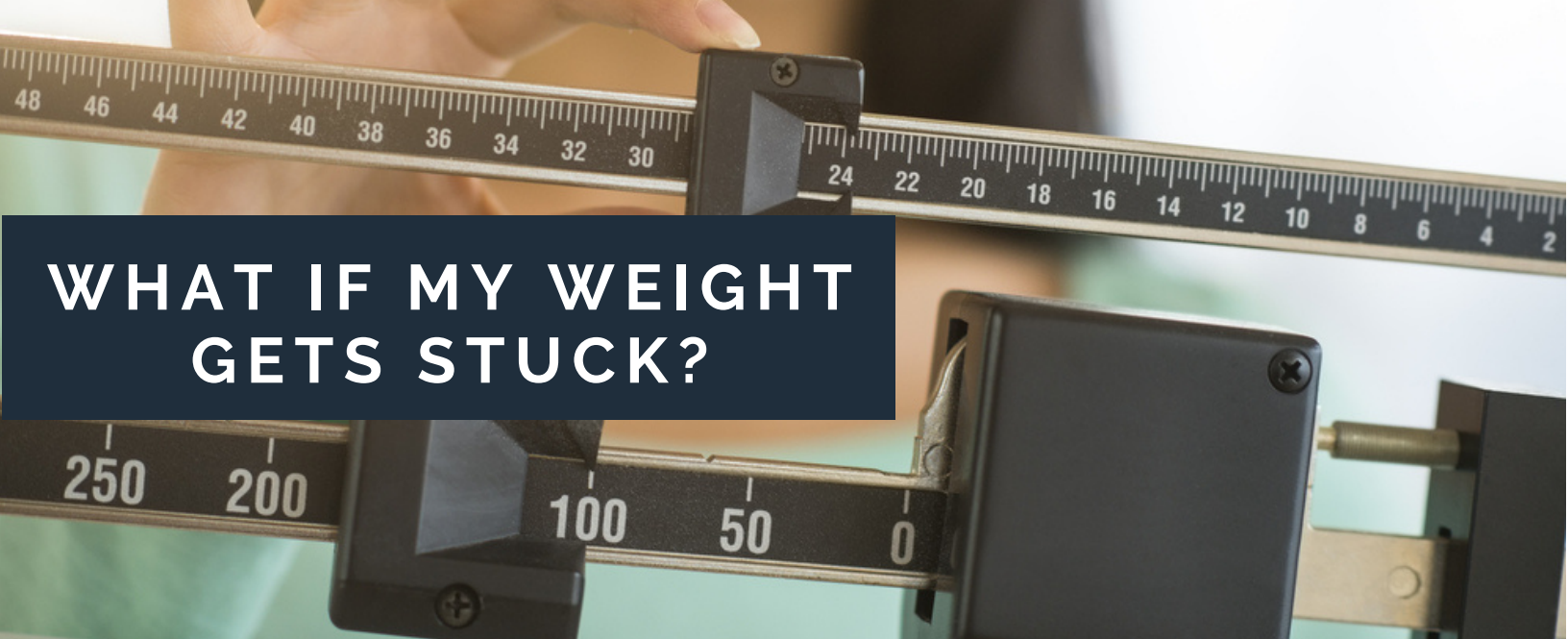
**BUT**, by crash dieting, you will sacrifice precious lean muscle tissue, the most metabolically active tissue in your body.

When your calories go back up, you will put on fat, and you will put it on in a hurry!



## CRASH DIETING

...will slow down your metabolism, deprive your body of nutrients, cause dehydration and cause you to lose muscle!



# WHAT IF MY WEIGHT GETS STUCK?

Your weight **WILL** get stuck from time to time. Sometimes it will get stuck for a week, sometimes 2-3 weeks...the key is that we need to remain calm, be patient, and **ask yourself the following questions:**



1. "Am I drinking enough water and getting enough fiber?"
2. "Am I hitting my macros every day?"
3. "Am I being honest with my macro coach?"

**AS YOU GET LEANER**

...it will get tougher and tougher, but that is okay, it **WILL** happen for you in time. Try to look for areas you can improve upon, and you are well on your way to getting "unstuck."



This is also why we rely more on waist measurements and weekly progress pictures (front and side shots taken on the same day, at the same time, from the same angle).



Many of you are doing Metabolic Training, and are adding some lean muscle tissue, so the scale will not ALWAYS tell the full story.



Please learn to rely on the mirror and the way your clothes fit as well. This is where the results will show!

# ONCE I HIT MY TARGET BODYWEIGHT, WHAT DO I DO?



Once we reach your goal, we need to slowly raise your macros, and therefore your calories, through a process called **“Reverse Dieting”**.

By properly reverse dieting, we will raise your metabolic rate, allowing you to eat more food and yet maintain your current bodyweight. *If you do not take the time to Reverse Diet, sadly you may end up putting a good amount of weight right back on.*

When your macros continue to drop, so does your metabolic rate, so by reintroducing macros slowly, we will elevate your metabolic rate, and allow you to stay lean.

## REVERSE DIETING

... is a method used to slowly walk dieting calories back up to maintenance while repairing your metabolism while making you leaner.



**Your macro coach is here to help you!** Use them as a resource to make sure you get the most during and after your 8 weeks of macro coaching!

# FAQ'S

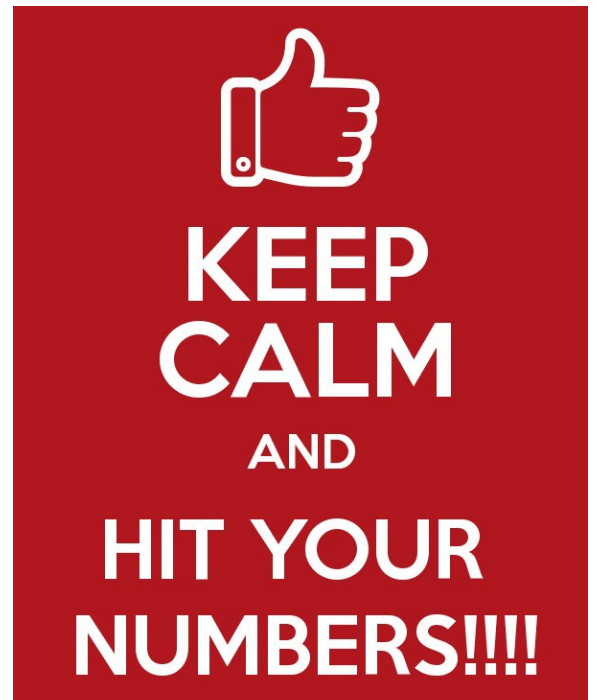
## I AM HAVING A LOT OF ISSUES HITTING MY NUMBERS ACCURATELY... WHAT SHOULD I DO?

We always recommend that new clients stick to their meal plan templates, and **weigh and measure EVERYTHING**. This way, they will learn EXACTLY what 4 oz of chicken looks like, etc.

Also, by following the meal plan, it takes a lot of the skill work out of trying to figure out the macros. We still like clients to log their food into My Fitness Pal so that they can become comfortable with the app. After a couple of months, clients can apply their own food selections as long as their **macros and fiber** are being met accurately.

### BE PREPARED!

It is imperative that you plan and **log your day in advance**, so you can make the necessary changes to your macros in order to "nail it".



Nutrition Facts	
Serving Size 1/2 cup (114g)	
Servings Per Container 4	
Amount Per Serving	
	% Daily Value*
<b>Calories</b> 90	Calories from Fat 30
<b>Total Fat</b> 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	0%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 300mg	13%
<b>Total Carbohydrate</b> 13g	4%
Dietary Fiber 3g	12%
Sugars 3g	
<b>Protein</b> 3g	
Vitamin A 80%	Vitamin C 60%
Calcium 4%	Iron 4%

Know your serving sizes! Make sure you read the labels and measure out your food. This will make logging much more efficient!