



The
ultimate
fat
loss
guide

The complete guide for
men & women to achieve
sustainable fat loss



Disclaimer

Please note that the contents of this eBook is solely for educational purposes.

I strongly recommend you consult your doctor if you have any health concerns before carrying out any exercise and/or nutrition programme.





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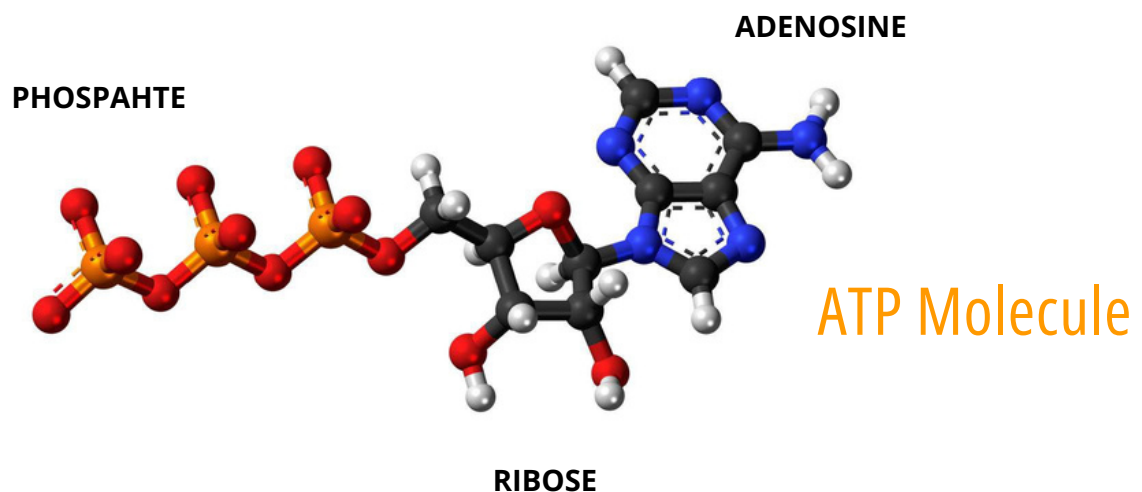


What are calories

"THE ENERGY NEEDED TO RAISE THE TEMPERATURE OF 1 GRAM OF WATER THROUGH 1 °C"

Calories are found in everything and aren't just a unit used to measure energy in food. In fact, **1 CALORIE** in food is actually **1000 CALORIES** of energy. Because of this we refer to calories in a nutritional sense as **KCALs**.

Calories are converted into ATP (**ADENOSINE TRIPHOSPHATE**) inside the cells, which are then used as energy.



Understanding Energy Balance

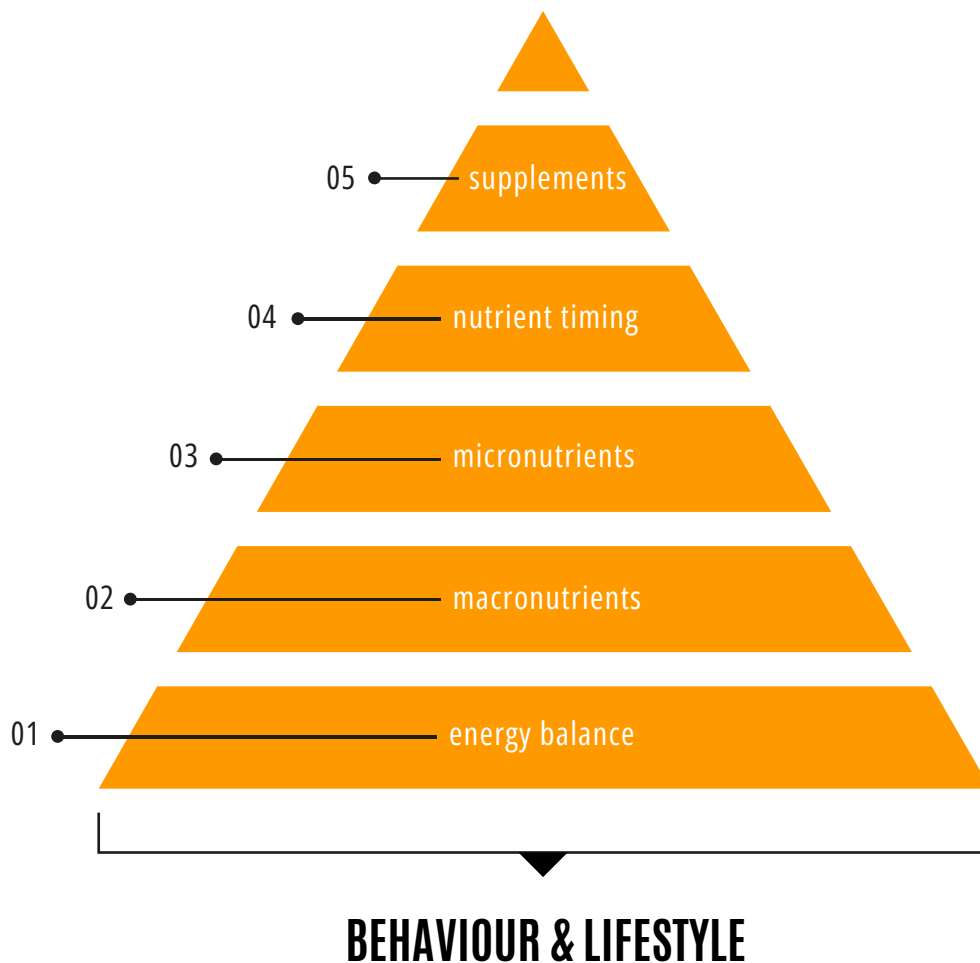
THE PRINCIPAL OF FAT LOSS IS REALLY VERY SIMPLE.

If you consume fewer calories than your body requires, you will lose body fat. This is called a calorie or energy deficit. If you stay consistently **IN A CALORIE DEFICIT YOU LOSE WEIGHT**. If you stay

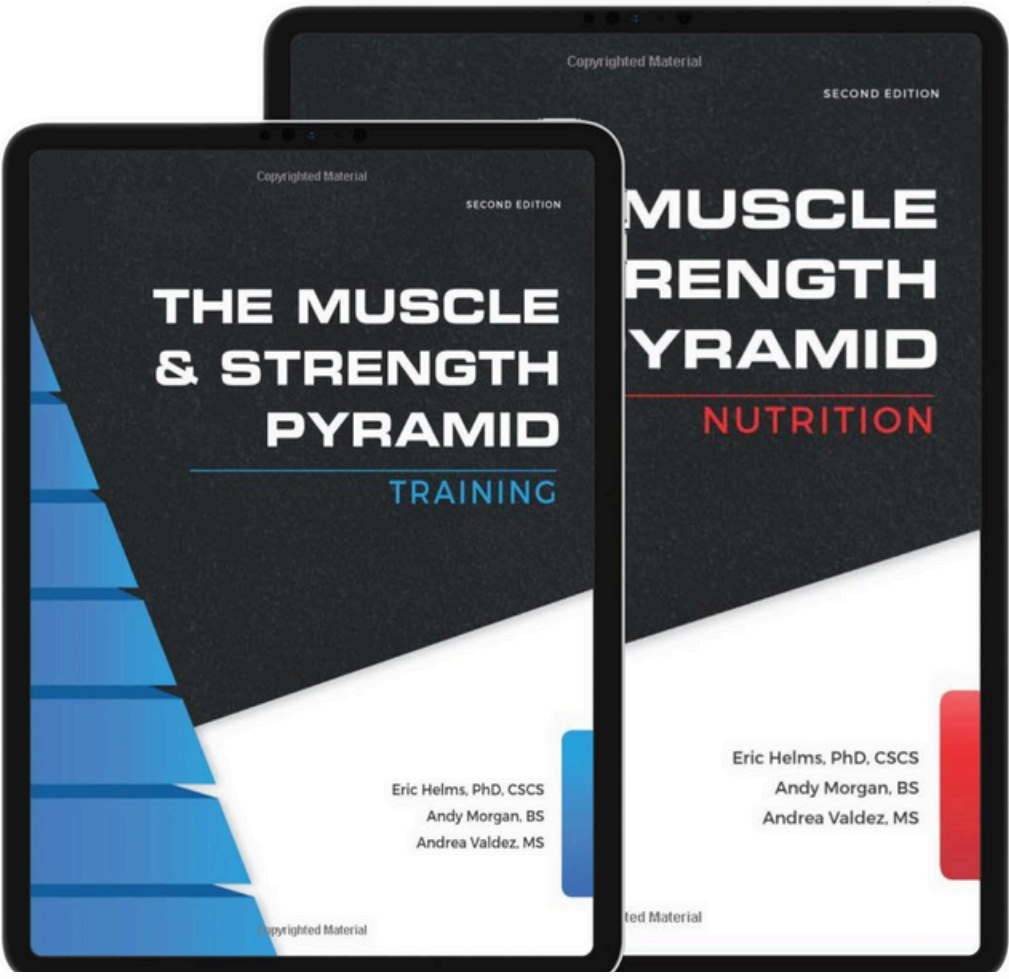
consistently in a calorie surplus (more calories/energy than you require) you will gain weight.

Understanding that **THIS PRINCIPAL CANNOT CHANGE**, but **THE METHOD YOU APPLY** to achieve it can, is vital to successfully dieting and **LOSING FAT**.

The Muscle & Strength Pyramid



THE PYRAMID, DESIGNED BY DR ERIC HELMS, shows a nutritional hierarchy of importance. None are irrelevant, but the larger blocks have more impact.



**IF YOU WANT TO LEARN MORE ABOUT THIS IN DEPTH,
YOU CAN PICK UP THE BOOK.**

Calculate Your Calories



Calculate Your Calories: Part 1

"But how many calories do I need to eat?"

This is one of the most asked questions I get as a coach, and its a valid one. It's something we need to know if we want to get great results. I'll show you how.



First you need to calculate your BMR. Basal Metabolic Rate (BMR) is the number of calories your body needs when at complete rest.

BMR = BODY WEIGHT IN KG X 24 (MALE) OR 22 (FEMALE)

There is a more complex version of this if you'd prefer, but I recommend the above.

Women: $BMR = 655 + (9.6 \times \text{weight in kg}) + (1.8 \times \text{height in cm}) - (4.7 \times \text{age in years})$

Men: $BMR = 66 + (13.7 \times \text{weight in kg}) + (5 \times \text{height in cm}) - (6.8 \times \text{age in years})$

Calculate Your Calories: Part 2

Now we use our estimated Physical Activity Level (**PAL**) to calculate our Total Daily Energy Expenditure (**TDEE**)

PAL has a scale between 1.1 to 1.9, each number represents a different activity level. For example, 1.1 = sedentary or very little activity, like a desk worker. 1.9 is extremely active, like a tradesman or an athlete.

The equation is...

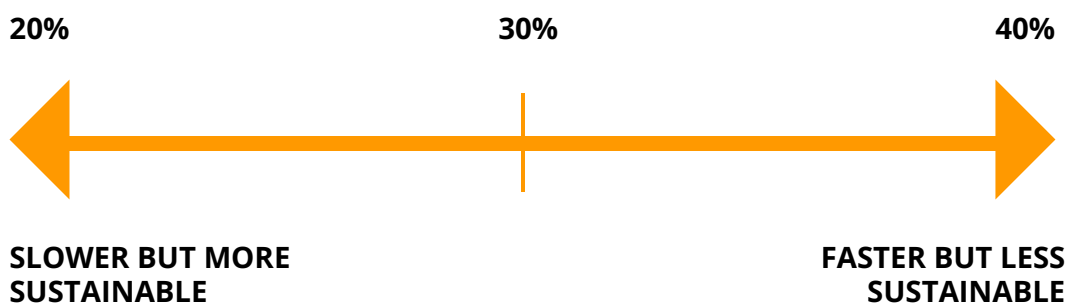
$$\text{BMR} \times \text{PAL} = \text{TDEE}$$

**BASAL METABOLIC RATE X PHYSICAL ACTIVITY LEVEL =
TOTAL DAILY ENERGY EXPENDITURE**

This will give us our daily calories to maintain weight. If your'e feeling lazy, you could use an online calculator, But I'd try it yourself first.

Calculate Your Calories: Part 3

Now you need to reduce those calories by between 20-40% depending on how fast you want to lose weight and your goals.



The equation is...

$$\text{BMR} \times \text{PAL} = \text{TDEE}$$

**BASAL METABOLIC RATE X PHYSICAL ACTIVITY LEVEL =
TOTAL DAILY ENERGY EXPENDITURE**

This will give us our daily calories to **MAINTAIN WEIGHT.**

This is still only an educated guess/estimate. there may still need to be adjustments made.

Calculate Your Calories: Part 4

Now you need to deduct calories to create a deficit. You should be looking to lose between 1-2lbs per week, or around 0.5-1% of your total body weight.

HERE'S AN EXAMPLE:

65kg female who works in an office part time, but has 2 children and exercises 3-5 days per week

$65 \times 22 = 1430$ Kcals > this is her BMR
 1430×1.4 (PAL estimate) =
 2002 > maintenance calories

She wants to lose weight for holiday, and doesn't have much time so she can use a higher % deficit.

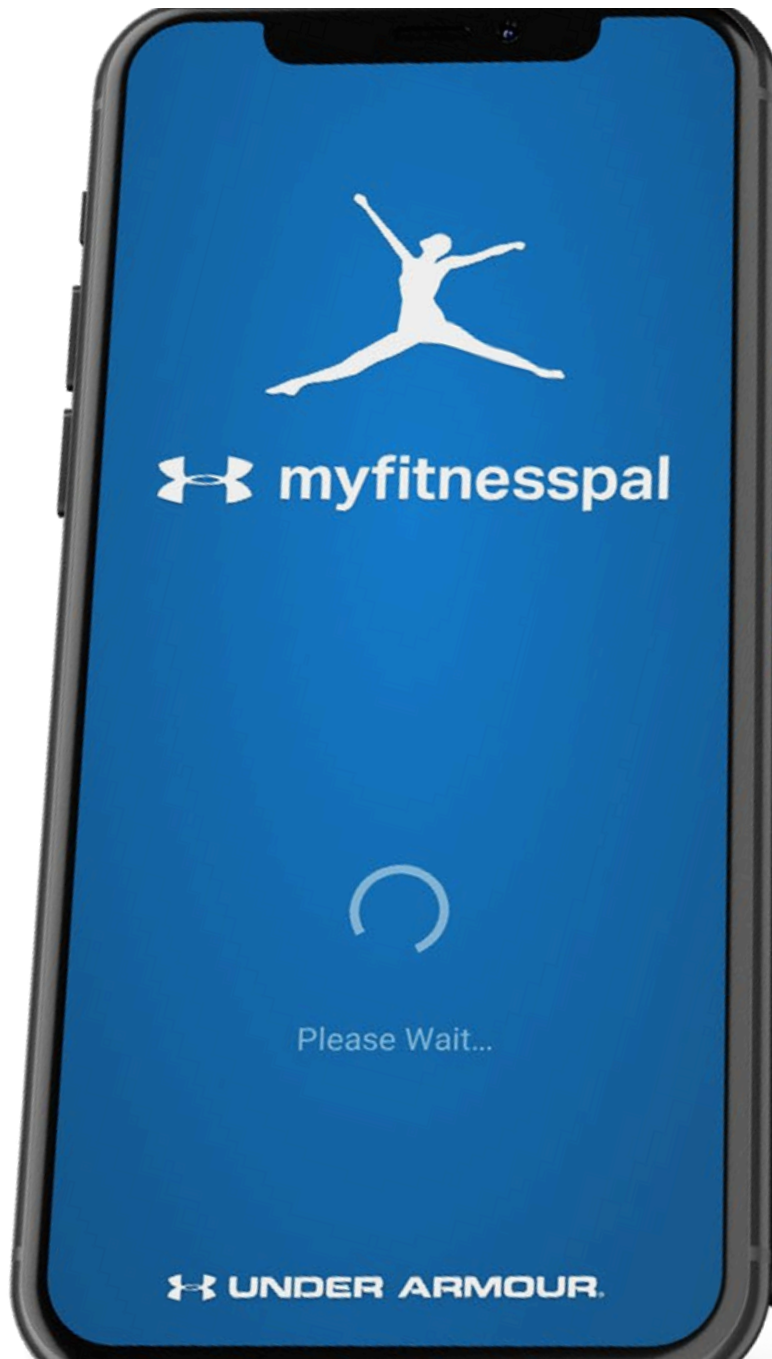
2002×0.7 (30%) = 1401 kcal per day to lose weight



Tracking Calories

Tracking Calories

In my opinion, tracking calories will nearly always yield the best results. It's a fantastic tool to teach us portion control and helps us understand the types of food that we need to eat in order to meet daily requirements.



Tracking Calories

To track food you're going to need a decent set of digital kitchen scales. You might be surprised at how many calories are in foods you eat.

TRACKING TIPS:

- Weigh and track food either cooked or raw (ideally raw) and stick to one or the other

- Track EVERYTHING that passes your lips. Even liquids (except water)

- Pre input foods you eat daily to save time

- Batch cook meals and create them in your MFP to quickly add

- Cross reference everything on MFP with the food packets



Food Selection



Food Selection

Calories are king. You need to stay within your calorie limit to lose weight.

Food quality and selection however still play a huge roll in our diet.

YOUR DIET SHOULD MOSTLY CONSIST OF NUTRIENT DENSE, WHOLE FOODS BUT MAKE SURE YOU SAVE SOME ROOM FOR FOOD YOU ENJOY TOO!

297 KCALS



444 KCALS



**LESS NUTRIENT
DENSE**

**MORE NUTRIENT
DENSE**

In terms of calories, a lot of "clean" foods are actually quite high, but they also carry high nutrient quantities too. A good rule is **80% WHOLE**

FOODS, 20% FUN FOODS. Try not to think of foods as "**GOOD**" or "**BAD**".

Instead think nutrient dense or not. There's room in your diet for both.

Food Selection

Most people have issues meeting their protein targets, at first. Prioritise getting protein on your plate before anything else. Then lots of veggies to give you more food volume.

GOOD SOURCES OF PROTEIN INCLUDE:

- Chicken Breast • 95%
- Beef Mince
- Turkey Mince
- White Fish
- Cottage Cheese • Low Fat Cheese
- tofu
- whey protein powder
- eggs
- turkey breast
- beef steak
- greek yoghurt

AIM TO EAT 1G OF PROTEIN PER LB OF BODYWEIGHT

Protein has the highest thermogenic effect from all of the macronutrients.
It also increases satiety levels
(the feeling of being full)

example day of eating

Based on our example clients daily calories from page 11 (1401).

Your calories and macro's don't need to be perfect and this shows exactly how you can fit a treat into your day whilst dieting.

Total kcals = 1417
 protein = 113g (32%)
 carbs = 149g (42%)
 fat = 41g (26%)

Meal 1	353
Banana 1 medium	105
Impact Whey Myprotein, 25 g	98
Semi-Skimmed Milk Semi-Skimmed Milk, 300 ml	150
Meal 2	419
Canned Tuna Tuna, 1 can	120
Wholemeal Bread Wonder Wholemeal, 2 slices	172
Lighter than Light Mayo bramwells, 30 g	20
Quavers 20g Quavers, 1 bag	107
Meal 3	469
Chicken Breast mesquite grilled chicken breast, 140 gram	181
Noodles Raman noodles, 1 pack	190
Spring Onion Spring Onion, 2 sliced	5
Bean Bean Sprouts, 0.5 cup	53
Soy sauce 1 tbsp	10
Broccoli 1 cup, chopped	31
Meal 4	175
Ripple Galaxy, 1 bar (33 g)	175



Training For Fat Loss

training for fat loss

Let me start by emphasising that **EXERCISE IS A POOR METHOD OF FAT LOSS**. The effort to return ratio is very poor and trying to burn off calories you've eaten is laborious as well as creating poor relationships with both food and exercise. Prioritise resistance (**WEIGHTS**) training, and aim to train between 2-5 times per week.

Example Training Splits

2 days per week

Full Body x 2 (1-2 days rest between each session)

3 days per week

Full Body x 3 (1-2 days rest between each session)

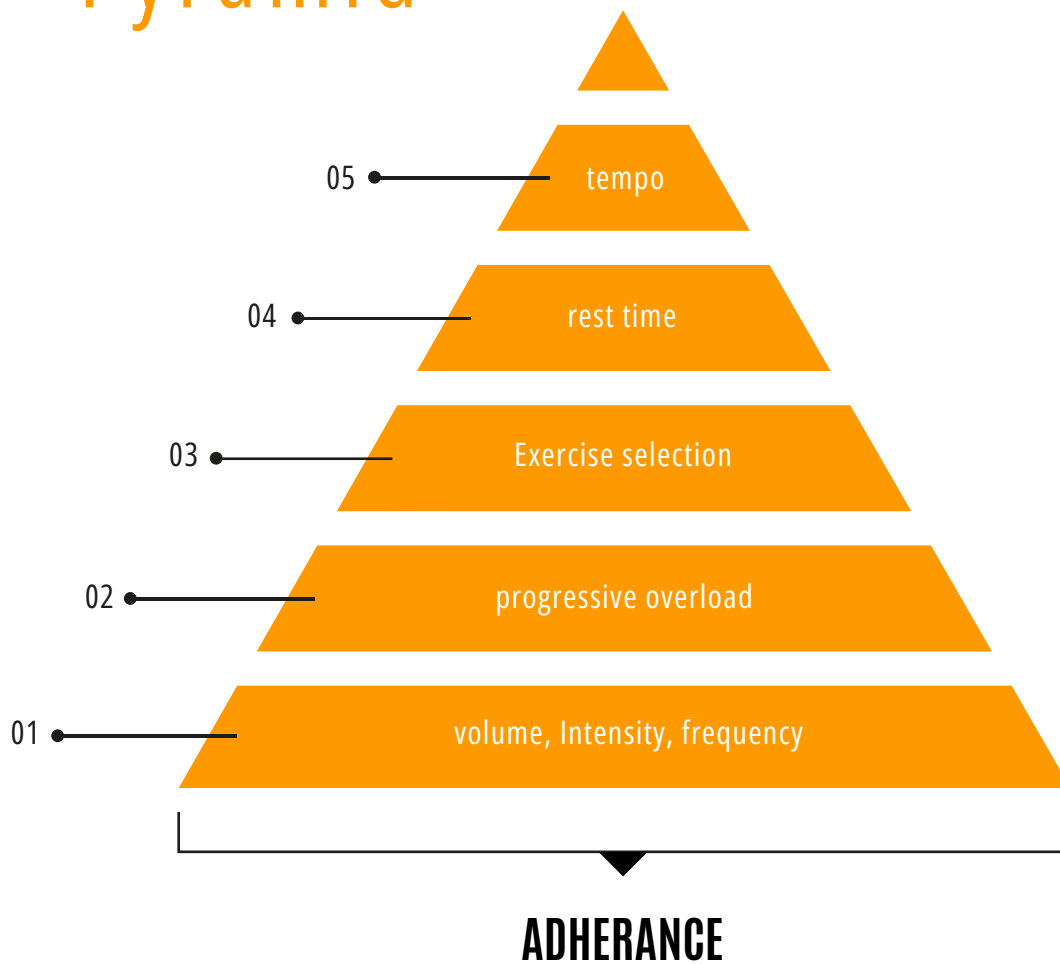
4 days per week

upper/lower/rest/upper/lower/rest/rest

5 days per week

upper/lower/rest/push/pull/lower/rest

The Muscle & Strength Pyramid



The training equivalent of the Helms Pyramid. This time it shows us the hierarchy of importance for training. Again, none of these are irrelevant but tiers 1 and 2 are the big rocks to get in place first and focus on.

Training for fat loss

TRAINING TIPS

- Focus on keeping reps between the ranges of 6-15
- train to within 3-4 reps of failure on all working sets
- Train each muscle group a minimum of 2 x per week (refer to the training splits on page 20)
- Aim to complete between 10-12 working sets on each muscle group per week
- Use a log book to track your workouts and aim to increase your work done each week by either adding more reps, weight or sets
- Don't compromise your technique on any exercise for more weight. Be patient and progressively work your way up to prevent injury

cardio

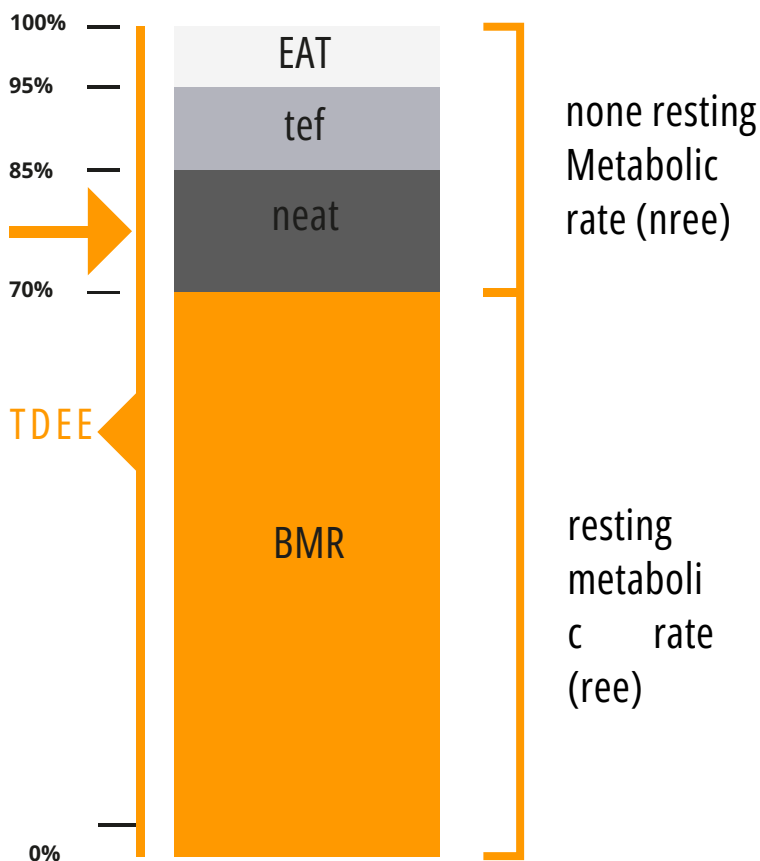
I just want to reiterate that exercise isn't a good approach for fat loss. That being said, cardio still has a role to play and can certainly help us create a bigger calorie deficit. It's a common myth that cardio is required for fat loss. It isn't. However, if you enjoy it then it can provide that extra helping hand as well as being beneficial for overall health.

CARDIO TIPS

- I recommend using LISS (low Intensity Steady State) or MISS (Medium Intensity Steady State). However, HIIT (High Intensity Interval Training) is great if you're really short on time
- Pick a form of cardio you enjoy doing as you are more likely to do it and be consistent
- Do cardio after your weight training if you're doing both within the same session
- Do cardio when it suits you best. AM or PM, it doesn't really matter
- Track calories burned rather than time when doing cardio. Use either a fitness tracker or the machine itself and be consistent with this approach

neat

NEAT (Non-Exercise Activity Thermogenesis) plays a huge role in how many calories you burn throughout the day. It is the energy expenditure we have walking, standing, climbing stairs, fidgeting and maintaining and changing posture. Anything outside of formally planned or structured exercise falls under this category.



- TDEE** Total Daily Energy Expenditure
- EAT** Exercise Activity Thermogenesis
- TEF** Thermic Effect of Food
- NEAT** None Exercise Activity Thermogenesis
- BMR** Basal Metabolic Rate

Why 10,000 Steps?

You've probably heard of the 10,000 steps per day rule, but do you know why it's that number?

10,000 steps per day has been shown to burn approximately 500 kcals

It requires approximately 3,500 Kcals of energy burned to lose 1lb of body fat

10,000 SPD (Steps Per Day) x 7 = 3,500 Kcals

Walking is low impact and easily accessible to nearly all of us making it an extremely useful tool for fat loss. 10,000 steps might not be enough for everyone though. If you naturally walk a lot for your job, you might still need to actively walk before or after work to make it viable for fat loss. Equally if you sit down all day, meeting 10,000 steps might not be realistic for you and you could require less to see progress.



Supplements

"A thing added to something else in order to complete or enhance it"

By very definition supplements are only there to make up a shortfall in areas you don't or cannot obtain through your diet.

Once your diet is on point, there are a few supplements I'd recommend (but not many).

Fish Oil Most people don't get enough from their diet.

Opt for a good quality fish oil with EPA and DHA.

Creatine Monohydrate It must be monohydrate not any other form. Take 5g daily. No need for a loading phase.

Vitamin D Most people in the UK will struggle for enough sunlight. I prefer a spray version. Take daily up to 5000 IU.

Whey/Whey Isolate protein Powder Don't rely on it, but it can be very useful for boosting protein intake. Also very cost effective.