



EZ Eating Out Equation

Introduction

THE E-Z EATING OUT EQUATION



YOUR 3 STEP FORMULA FOR AVOIDING "DINING OUT DESTRU~~X~~ION"

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OK stop me if you've been down this road before...

You eagerly start a new workout program, determined to either recapture the shape you once had years ago (before life got in the way!) or to improve upon your already improving physique. You get yourself locked in on the meal plans and responsibly make sure that everything you're going to need to get through that first week is in place, in the house, and ready to be eaten when it's supposed to be to ensure nothing but success on your new program. You hit the gym hard and with an intensity that you haven't known you were capable of...as you rip through the first week of workouts. THEN....the weekend comes!! The lure of bad habits cries out louder than ever. Buddies want you to hit the bar to catch the game, the family wants to head out for a nice dinner at their favorite chain restaurant, or it's date night and you know you'll be eating out somewhere. All of these things actually scare you a little bit! OK, a lot! And no it's not because your team is in the playoffs and it's a do or die game, the fact that your kids missed their naps and are cranky and acting up, or that the girl you're meeting is a blind date!

No, the fact of the matter is that you're scared of trying to negotiate that meal away from the home without totally screwing up everything that you worked so diligently to make sure was done right during this first week of your transformation into your new body! And you should be! Why? Because as my grandfather used to say "Jeff...it ain't pretty out there." How was I supposed to know that he was talking about the quality of food when dining out...especially as it relates to keeping on track with your fitness goals and managing a way to still eat out!?

What makes this situation even worse is that sadly, in many the lives of an on- the-go businessman or executive...dinner out are not just relegated to the weekends. Dinner meetings with prospective clients throughout the week are common...and just another challenge to navigating the potential minefield of mind numbing meal choices.

You might be asking how do I know that this feeling might be lurking in the back of your head just a little bit? Because I used to have it too. As a matter of fact, I used to be terrified of eating out...thinking that no matter where I went, or what I chose to eat I was basically undoing a week's worth of gut busting workouts (only to produce a belly busting and abs-disappearing aftermath!).

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Cover

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The Equation

Step 1: Lean Protein (LP)

Step 2: How Its Prepared (HIP)

Step 3: Swap Out Sides (SOS)

Step 4: Divide Your Portions (/ 2)

Step 5: Putting It All Together (SUCCESS)

Sample Menu:
Applebee's Neighborhood Grill and Bar

Applebee's Menu Wrap-Up

Restaurant 'Quick Hitters'

AthLEAN 'To-Go' Please

BUT...that was until I learned HOW to eat out!

It was probably about 8 years ago now that it finally clicked in for me. Lucky for me it did or I would have been wallowing for too long in social anxiety and missing out on some great dinners with friends, family and eventual business partners that ultimately would have changed my life dramatically. Had I never gotten over the “Eating Out Edginess” I would probably be single, the Black Sheep of the family, and definitely NOT the owner of one of the fastest growing fitness companies online (Oh yes Beach Body....AthLEAN-X and TEAM ATHLEAN are coming!).

So what was it that finally flipped the switch and made eating out easy? It was actually a simple 3 step process (with an occasional 4th) that literally made me bulletproof to dining out destruXion! And because I think this strategy is so powerful...and potentially life changing to you reading this....and because I know that the great majority of you have the same valid hesitations about eating out...I wanted to share this with you right away.

[return to top of page](#)