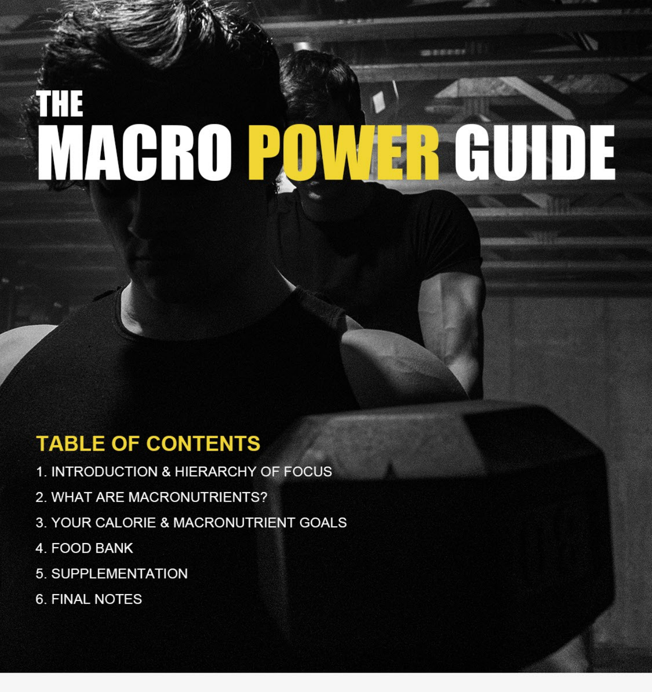

THE MACRO POWER GUIDE

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1. INTRODUCTION & HIERARCHY OF FOCUS

INTRODUCTION

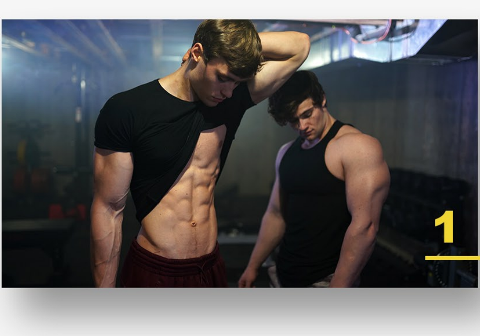
We're covering the best and most practical form of dieting, whether you want to gain mass, cut fat, or completely transform your body. The form of dieting we follow is called IIFYM, or "If It Fits Your Macros".
Contrary to popular belief, IIFYM is about much more than just hitting your fat, carbohydrate, and protein intake daily. The quality of food plays a huge role in any diet. IIFYM, at its core, is just a tool to track your calorie intake perfectly every day, so there is no guessing.

• We highly recommend using a calorie tracking app to track your food.

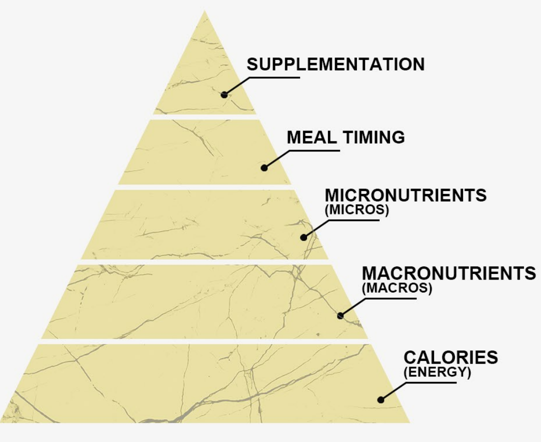
• We personally have used MyFitnessPal for years and can speak to its accuracy, breadth of foods in its database, and the ease of app use. This app makes eating out much easier, as it houses many popular foods from restaurants you know. After calculating your calories and macronutrients, you can set goals in MyFitnessPal to target these numbers.

• It's best to revisit your macronutrients once per month, so it's important to track this diet and your weight consistently (same time of day, same clothes, etc.) The Food Bank (below) gives you alternative protein, carb, and fat sources which you may substitute into your diet (not an exhaustive list). Please pay attention to the serving sizes. You can think of any one of these as interchangeable (protein for protein, carb for carb, fat for fat) as you will see that for each of the listed serving sizes the nutrition facts are generally very close.

• There are not necessarily "good" versus "bad" foods, but some foods have a better nutrition profile, more micronutrients and you get more volume per calorie with non-processed foods. On occasion, you can also substitute in alternative foods (something you may be craving) just make sure you reach your macronutrient (carb, protein, fat) targets for the day!
Diets only work if they are sustainable.



1. HIERARCHY OF FOCUS



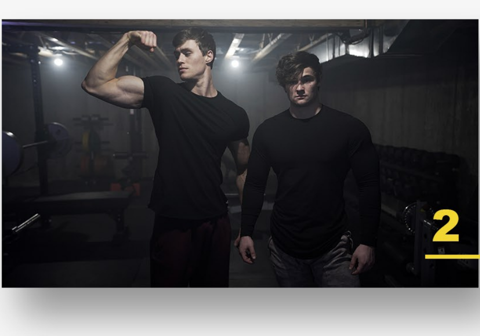
1. ***Calories (Energy)*** – Your success first and foremost depends on your adherence to your caloric goal. If you consume more calories per day than your body requires to survive, you will gain weight. This is called eating in a caloric surplus. If you consume less calories per day than your body requires, you will lose weight. This is called eating in a caloric deficit. Eating the same amount of calories your body needs to survive is called eating at caloric maintenance and means you will stay at the exact same weight. To conclude – if there is ONE THING you should focus on during the day, it is ensuring you're hitting your caloric goal.

2. ***Macronutrients*** – Calories are made up of three macronutrients – protein, carbohydrates, and fats. These are covered in more detail below. Second only to your calorie goal, it is very important to ensure you're hitting your macronutrients numbers for the day. Each macronutrient plays a different but equally as vital role in fueling your body the proper way for progress.

3. ***Micronutrients*** – Vitamins and minerals. While very important, we will not be focusing heavily on micronutrient intake. Through eating a proper diet (fruits, vegetables, lean sources of meat) and taking a daily multivitamin, your micronutrients will be covered.

4. ***Meal Timing*** – While taking in certain macronutrients at specific times may be beneficial (ex. carbs before and after a workout), there is no extensive research that shows having 3 meals per day versus 6 meals per day drastically impacts or changes your progress. We will discuss briefly what to pay attention to.

5. ***Supplementation*** – This ranks as least important for a reason. It is drastically more important to hit your calorie goal and macronutrients goals than to worry about what supplements you are taking. If your "ducks are in a row" and you're eating at the proper levels, there are supplements out there designed to give you an edge. We will cover these.



2. WHAT ARE MACRONUTRIENTS?

Macronutrients are a category of nutrients that provide calories or energy. These nutrients are required in large amounts (i.e. macro) to maintain growth, metabolism, and other body functions. Here, we will briefly cover the three macronutrients we will be tracking:

Protein

• There are 4 calories in 1 gram of protein.

• Aim for 1 – 1.2g of protein per pound of lean body mass.
(This equates roughly to 0.8 – 1.0g of protein per pound of body weight.)

• The leaner you are / more muscle mass you have, the more important protein becomes.

• Used for the growth and repair of muscles, tissues and cells, immune function, making essential hormones & enzymes, energy, and preserving lean muscle mass.

• Consume protein evenly throughout the day (or as even as you can). Example, if you are consuming 5 meals per day and your target is 200g of protein, try to hit 40g of protein per meal. If you have snacks in between meals, these snacks do not have to hit 40g of protein. Ensure your main meals at least contain a quality protein source
(meat, eggs, whey protein, casein protein, etc.)

Carbohydrates

• There are 4 calories in 1 gram of carbohydrates.

• Amount of carbohydrates varies based on your caloric goal. Based on whether you are trying to gain weight or lose weight, carbohydrates are often what we manipulate first.

• Uses: the body's main and preferred source of energy / fuel. All bodily tissues use glucose for energy, necessary for the central nervous system, kidneys, brain, and muscles to function properly, important in intestinal health and waste elimination.

• Consume carbohydrates before AND after your workout.

Dietary Fat

• There are 9 calories in 1 gram of fat.

• Aim for 0.35 – 0.45g of fat per pound of body weight.

• Used for growth and development, energy, absorbing certain vitamins, providing cushioning for organs, maintaining cell members, providing taste, consistency, and stability of foods.

• Consume fats at times other than right before and after your workout. Fats do not do much to improve the quality of your workout, your energy level during your workout, or your recovery post-workout. Because of that, we prioritize carbohydrate and protein consumption around workouts. Healthy fats are ideal to consume during times you are sedentary (ex. Sitting at desk, in class, studying, not moving around much.)

• Based on your macronutrient goals, sometimes your last meal of the day can become a "whatever is left" meal. Example: If it is the end of the day and you've already hit your protein goal, but have 100g left of carbs to eat, then so be it! A little meal anticipation can prevent occurrences like this, however we all still run into this from time to time. The most important thing to do is to hit your calorie goal, then your macronutrient goals.

3. YOUR CALORIE & MACRONUTRIENT GOALS

How many calories do you need to eat to gain muscle? Lose fat? Begin by estimating the calories you burn in an average day based on your age, sex, height, current weight and activity level.

RECOMMENDED: To calculate your calorie and macronutrient goals, go to: ***http://bit.ly/MacroPowerGuide***

NOT RECOMMENDED: If you'd prefer to calculate your calories and macronutrients manually, you can do so following the three steps below.

1 First

You calculate your basal metabolic rate (BMR), which tells how many calories you burn per day at complete rest.

To calculate BMR for men, use this formula:
066 + (6.23 x weight in pounds) + (12.7 x height in inches) - (6.8 x age).

For women, use this formula:
655 + (4.35 x weight in pounds) + (4.7 x height in inches) - (4.7 x age).

2 Second

Factor in your daily activity level, using this formula:

Sedentary: BMR x 1.2
Lightly active (light exercise one to three days a week): BMR x 1.375
Moderately active (moderate exercise three to five days per week): BMR x 1.55
Very active (vigorous exercise six to seven days a week): BMR x 1.725
Extremely active (intense exercise or sports training six to seven days per week): BMR x 1.9

3 Third

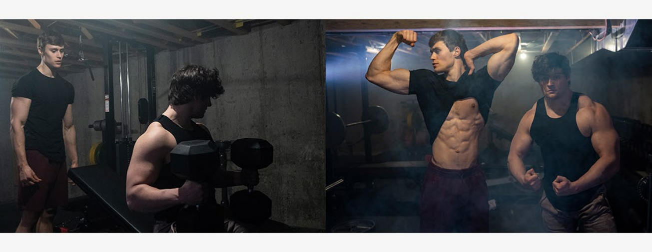
We calculate your macronutrients (proteins, carbohydrates, and fats). For example...

PROTEIN: Calculating protein is simple. You consume 0.8-1.2 grams per pound of lean body mass. For purposes of this example, let's say a 150 pound man consumes 150 grams of protein. This is 600 calories from protein (150g x 4cal = 600cal).

CARBOHYDRATES: 40% of your total calorie goal will come from carbohydrates. If your goal is 2,000 calories, 800 of those calories will come from carbohydrates. 800 calories equates to 200g of carbohydrates (800cal/4cal = 200g).

FATS: The remainder of your calories will come from fats. 2000cal - 600p - 800c = 600 calories from fat. 600 calories from fat equates to 67g of fat (600cal / 9cal = 67g).

FINAL GOAL: 2000 calories, 150g protein, 200g carbohydrates, 67g fat.



Now, what the equation doesn't take into consideration is lean muscle mass. Someone with a lot of muscle and little body fat will need more calories, and those with higher body fat will need less. As fitness levels increase, so does BMR.

Nevertheless, this equation gives a good idea of how many calories you should consume to stay at your current weight. Because a pound of fat equals about 3,500 calories, adding 500 calories a day will mean one pound gained in a week.

Cutting 500 calories a day will mean one pound lost in a week, a reasonable amount.

While eating more is the only way to gain muscle, eating less isn't the only way to slim down. To lose 500 calories a day, you also can cut calories by 250 and add a workout that burns 250 calories.

Some tweaking with the formula might be necessary. If weight doesn't drop after a few weeks, cut the calories, increase the exercise, or both. Always hungry? Add calories or back off on the workouts.

How Accurate Should I Be?

Now, you may be thinking, "Calorie and macro counting is SO DETAIL ORIENTED. I don't have the time to or patience to be this accurate day in and day out." If this is you, we understand where you're coming from. If you are new to calorie and macro counting, there is a 1-2 week learning curve you must go through. Trust me when we say, it truly becomes second nature. Just like anything, the more you do it, the better at it you get.

That being said, you don't have to hit your calories and macros exactly every day. We call + or – 5 macronutrients from your goal 100% accurate. (Ex. If your goal is 250 carb, the range of 245 – 255 carb is 100% accurate). Consistency over perfection. Being consistent with tracking day after day is much more important than hitting your numbers exactly. Pay attention to the numbers, but don't obsess over them.

4. FOOD BANK

A little context on the food list below: There is no such thing as "good foods" and "bad foods". That being said, there are foods that are "more ideal" for muscle gain while keeping body fat in check. Foods that keep you satisfied longer, foods that are more micronutrient dense, etc. I will list your staple go-to foods below. These are foods you should be consuming daily. By no means are these the only foods you can consume!

PROTEIN	CARBOHYDRATES	FATS
Egg Whites	Brown Rice (C)	Almonds
Chicken Breast	Spanish Rice (S)	Peanuts
Lean Ground Beef (93% or higher)	White Rice (S)	Walnuts
Lean Ground Turkey (93% or higher)	Barillo Pasta Plus (C)	Peanut Butter
Bison	Sweet Potato (C)	Almond Butter
Steak	Mashed Potatoes (S)	Avocado
Tilapia	Old Fashion Oats (C)	Whole Eggs
Cod	Ezekiel Bread (C)	Cheese
Salmon	Quinoa (Flavored is fine) (C)	Candy / Junk Food
Tuna	Couscous (S)	
Fat-free Cottage Cheese	Barley (C)	
Greek Yogurt	Low-Sugar Oatmeal (Quaker) (S)	
Protein Bars	Vegetables (C)	
	Fruits (S)	
	Candy / Junk Food (S)	
	Bagels	

S: Simple carbohydrate. Digests and available for energy expenditure in the body fast. Ideal for consuming before and after a workout
C: Complex carbohydrate. Digests and available for energy expenditure in the body slower. Ideal for consuming at times other than surrounding a workout.

5. SUPPLEMENTATION

Supplements are encouraged, not required. To be clear, 97% of your success will be determined by how well you adhere to your nutrition plan (i.e. calories and macros) and training plan! Having said that - If you want to go above the call of duty and take every measure possible to maximize your potential for success, please consider supplementing with the below-listed supplements (listed in order of importance).

1. Creatine.
Of all listed, creatine is the most essential. The proper dosage of Creatine is 3-5g per day, every day. Regardless of what the container says, creatine can be taken any time during the day. Benefits include:
A. Increased muscle strength and seize
B. Enhances recovery
C. Improves sprint performance
D. Enhances brain function

2. Multivitamin.
We highly recommend taking a daily multivitamin (even if you are not on a training program). Multivitamins help maintain cellular efficiency, activate enzyme systems that are essential to cellular function, prevent diseases, make up for nutrient deficiencies in food, and much more. A multivitamin a day is a very easy way to ensure you are covering the essentials.

3. Whey Protein.
Whey protein is considered a complete protein and contains all 9 essential amino acids and is low in lactose content. Whey protein is ideal to consume post-workout, as it digests quickly and is available for muscle repair faster than whole foods. Whey can also be consumed at any other point during the day to help you hit your protein grams for the day.

4. Preworkout.
If you are a person that benefits from a stimulant before and during a workout, consider taking a preworkout. I personally use preworkout sparingly. Of my 6-7 weekly workouts, I will use it for 2 or 3, depending on if I'm tired or not. Preworkouts contain compounds that can help with energy, focus, and pump. Coffee or a low-calorie energy drink (Sugar-free Redbull, 0-calorie Monster, 0-calorie, Rockstar) are also a suitable preworkouts.

5. Pump Product.
Pump products (Main ingredient: Nitric Oxide) do just as the name says: provide a pump. These products help increase blood flow and expand the veins during workouts to help deliver nutrients faster to the muscle and reduce fatigue levels during higher repetition protocols.

6. Branch-Chain Amino Acids (BCAAs).
BCAAs (Leucine, Isoleucine, Valine, etc.) are helpful for maintaining muscle mass / reducing the rate of protein breakdown, stimulating protein synthesis, and reducing fatigue while in a caloric-deficit diet. BCAAs also help reduce the chances of catabolism, which is when your body uses your muscle for fuel. BCAAs are best taken halfway to two-thirds of the way through your workout.

6. FINAL NOTES

At the end of the day, we believe in sticking to the time-tested principle of sticking to your calorie consumption and hitting your macronutrient numbers as closely as you can.

As a plan gets more complex and strict, compliance and adherence drops very quickly. You can have the most intricate, accurate, and science-based diet plan of all time, but if it is not being followed, it is no good.

Liquid Consumption & Drinking Calories
Your goal is two-thirds (67%) of bodyweight (in lbs.), in ounces. For example, if you weigh 210lbs, your goal is 140oz of liquid per day (210 x (2/3) = 140). Prioritize water consumption over any other drink. Our goal is to have you consume little-to-no calories during the day from liquids (Unless it is a protein shake)! If you are to drink soda, ensure it is diet soda (0 calories).

Free meals or "cheat" meals.
We believe free meals are 100% necessary not only for mental sanity, but also for stroking your metabolism. Shoot for 1 meal a week where you eat whatever you want, no strings attached. For preventative measure, please reduce calorie intake during other times during the day to ensure you do not exceed your daily caloric budget by too much (exceeding 500 cals over daily budget) Also, please still track these free meals (i.e. enter them into your calorie tracker), but do not stress over the numbers.

No Magic.
There is no one special food, one special pill that is going to get you towards your goals. It is EVERYTHING, TOGETHER, working in sync. Progress is what happens when you are adhering to your diet and training 90% of the time and remaining true to the reason you started your journey. Your progress will come through your strong will and consistency throughout the weeks.