



FP COACHING

STRENGTH, SELF-CONFIDENCE, LIFESTYLE

THE FAT LOSS GUIDE FOR BUSY PROFESSIONALS

*How to successfully lose fat and keep it off
once for all even if you don't have time.*

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INTRODUCTION

I created this Mini-Guide with the goal of making a quick and easily accessible guide for trainees and fitness professionals. I won't dig into complicated principles of Biochemistry neither will give a calories and macros calculator.

Any diet can “work” so long as you can do it.

To lose fat we need to create an energy imbalance between the calories you eat and the calories your organism need to stay alive.

What will determine overall weight loss is something we call calorie deficit.

So what is a calorie?

A calorie is a unit of measurement of heat. The food we eat contains **potential energy** which can be converted into **kinetic energy**, the kind energy that allows us to move.

We can't make energy, we can only transform it.

This is a fundamental concept in nutrition Science.

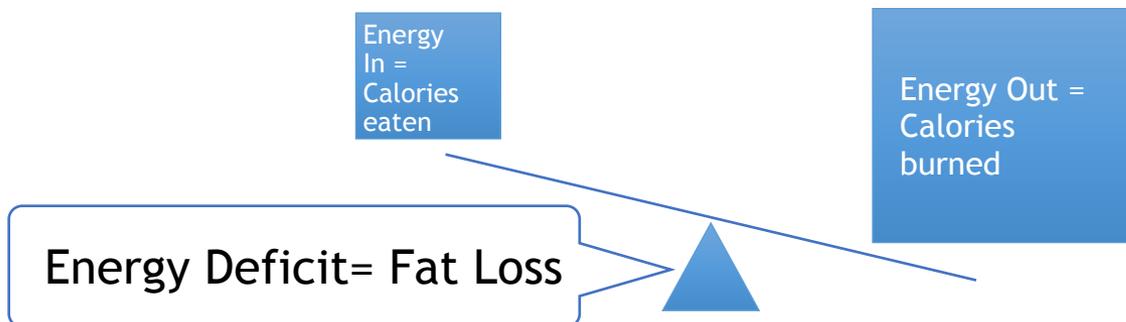
INTRO

So when we say fat has 9 calories per gram, we are referring to how much energy can be produced from a gram of fat.

It doesn't matter the ratio of Carbohydrates, Fat, or Protein if you eat more than you expend, you're going to store energy (you fat is going to increase).

During a period of calorie deficit is really difficult to build muscle although this might happen if you are totally new to training and nutrition or your are just coming back from a long break or an injury (3+ months).

We could say that during this moment your focus won't be *on building as much as possible* but more **training and eating in a way that allow you to lose fat whilst maintaining as many muscles as possible and do it in a socially accepted way,**



How are you different?

If you're reading this guide is because you probably don't have time to take a nutrition course or University degree and you want to finally understand how to improve your look and health whilst being a busy partner or parent, working long hours and can't spend 3 hours preparing your meals like a professional bodybuilder.

I selected the point in this guide carefully after a University degree, a lifetime as a professional elite athlete and years coaching real busy people like you.

To find out more about how I help people go on www.fpcoaching.net and discover all the success stories or join the private Facebook community [The Lean Muscle Warriors](#) where people like you are sharing the wins and struggles every day.



Why is Nutritional Science so confusing?

If you google "How to lose fat" you will see a lot of interesting articles which might give you a lot of ideas without really solving your problem.

You will find confusing results. Most of the time governments are more interested in "How do we stop a pandemic" than "How do we get abs?" (And that's great).

Running a big study cost a lot of money and it's not strange to see big companies funding studies which might mine the validity of the whole experiment.

Also, have you ever thought that sometimes when taking part to a study it's hard to isolate the impact of nutrition only from all the other factor that impact your health? When taking part to a study some subjects might go through long period of stress or they might change at the same time other variables which impact the results.



Why is Nutritional Science so confusing?

Even when a study resembles ideal conditions and it's run over thousands of thousands of people, they are usually done over particular subjects (young male who lift weights regularly, young and overweight females, male in general are easier to study due to their more consistent hormonal profile, etc) the results are an average and you and me are rare human beings, not certainly average.

Not to consider that most of the studies are **observational**, measurement tools always have some sort of limitations and that what you eat doesn't effect your health straight away. It might take years and years of isolation and in an unrealistic environment no one would sign up for.

On top of that add that most journalist don't have a PhD in nutrition science, leading to contrasting information.

Does this mean you shouldn't believe in science? Absolutely not. This guide is **Evidence-based**. This means a mixture of scientific evidence, practical evidence after have helped hundreds of client looking and feeling great and you personal needs.

Few things before we start:

1. **Keep a beginner mind.** Imagine it's the first time you bump into the concepts you will read and ask yourself whether or not they would be helpful for your particular circumstances;
2. **There are people who study Nutrition Science for a life-time.** This is a small guide which contains only some of the most important concept you will need to know;
3. **You might think this guide is too easy and that since you've tried so hard in the past there must be something else wrong with you.** Remember that where beginners complicate, experts simplify;

Also, so that you know, this guide is already at the third edition and is constantly evolving because I keep adding points that I think are helpful for busy people like you and me.

Let's find out how to successfully lose fat and keep it off even if you don't have time!



1. Practice Movement

1. Practice Movement

Our Body is made to move.

Believe it or not, we're not designed to spend hours sitting on a chair or in a standing static position.

The way our bones, muscles and other tissues are connected have created a perfect machine to **sprint, lift, walk long distance, squat, lunge, rotate, carry, push and pull in a symphony of coordination.**

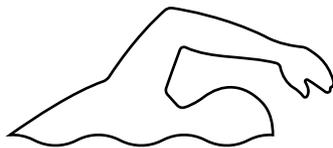
And yet, more than ever we spend a very big chunk of our lives completely disconnected from our body in a random unhealthy posture.

We can revert this trend.

Being aware of the importance of movement is the first step in losing fat, building muscle and have more energy to live a happy life.

Why?

Because movement create a metabolic effect. **The more intensely you move, the more your muscles contract and the more they need energy to sustain the activity.**



1. Practice Movement

Are every activities equal?

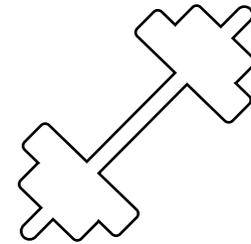
Well, it seems high intensity activities (such as resistance training) work better to prevent. Muscle loss and to preserve our metabolic health.

Specifically, the benefits of resistance training are:

- 1) Improved Bone density;**
- 2) Improved self-confidence;**
- 3) Reduced risk of injuries;**
- 4) Improved mental health;**
- 5) Reduced risks of cardiovascular diseases and cancer;**

But not only this...

- 6) Improved communication and memory;**
- 7) Improved relationship with the partner and the family;**
- 8) Reduced risk of falling and functional independence;**
- 9) Improved insulin sensitivity and management of type 2 diabetes;**
- 10) Slow down aging;**



1. Practice Movement

So, what should you do?

Start by paying attention about how your body moves now.

Do you have any pain? Are there movement that creates pain? What's your favourite activity? What do you hate doing?

You might want to start joining a gym or to have a look at YouTube for some videos, when was the last time you learned a new movement?

The best exercise routine you can choose is the one you like the most and fit best into your lifestyle.

Once you have a bit more clarity on how you like to train include in your plan movement which challenge you to master your bodyweight first and an external load after.

1. Practice Movement

The Human basic movements

It's a Smart decision to include in your training routine variations of the following human basic movements:

- 1) Squat;**
- 2) Hip hinges;**
- 3) Push;**
- 4) Pull;**
- 5) Lunges;**
- 6) Rotational;**
- 7) Core**

Don't overthink it and master the quality of each movement.

Keep in mind that intensity is relative to the individual. For a professional athlete 30 push ups, 50 crunches and 10 pull-ups might make a good warm-up, for a couch-potato person this might be an advance, super intense workout.

1. Practice Movement

Don't overthink it

You can choose from a mix of free weights, bodyweight, fixed weight machines, TRX and other pieces of equipment because they are just a tool to **enhance gravity**.

Yep you read that right.

You see, that's the first thing you need at the beginning isto practice some movement regularly, then you can have a look at things like progressive overload and how to keep things interestingly to make sure your training is always effective.

There are plenty of coaches who are happy to help.

There's nothing bad in reaching out to them and ask them for an advice.

1. FOLLOW A RESISTANCE TRAINING PROGRAM



There are 168 hours in a week. If you train 3 hours /week that represents only the 1.7% of the time in your life.

WHAT TO KNOW

A combination of strength training and cardiovascular training is the best combination to successfully lose fat and have a happy life.

With resistance training I don't only mean weights, but a combination of free weights, fixed weights, bodyweight, elastic band or anything that would allow you to apply a mechanical tension to your muscles and joints.

WHAT TO DO

Write down your weekly recurrent task and make training one of them.

Aim for the minimum training frequency.

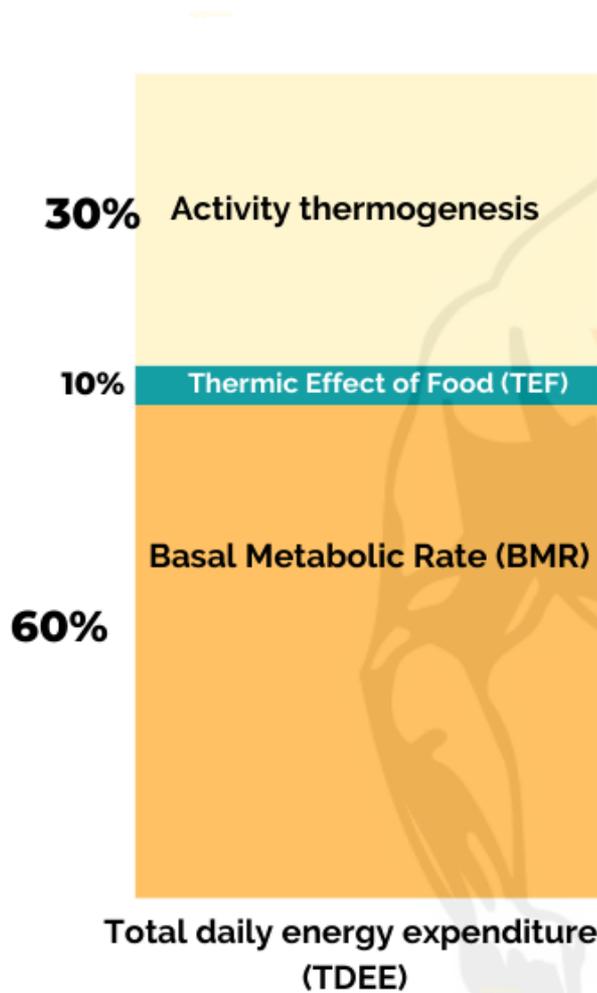
If you can only train 3 times, it's better following a 3xdays training program than a 6xdays training program done 3 times / week.

Start with bodyweight exercises



2. Stay active during the day

2. Stay active during the day



@ptpavons

Exercise
Activity
thermogenesis

Non- Exercise
Activity
thermogenesis
NEAT



@ptpavons

2. Stay active during the day

Know the NEAT

The Non Exercise Activity Thermogenesis is the energy your body burns for the all the non exercise related activities, conscious and unconscious.

If you look at the leanest people on the planet it's not a case they never stop moving.

They wake up early, walk a lot, stand up frequently, they don't use the car unless strictly necessary.

Now, your NEAT is determined also by you genetics but staying active during the day is fundamental to lose fat.

If we take a look at the research we can see that our energy expenditure (conscious and unconscious) reduces with weight loss.

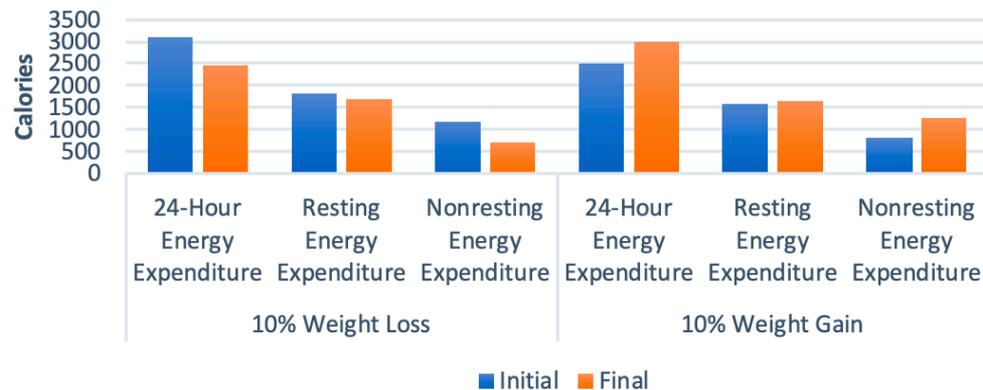
This is because our body wants to preserve a natural biochemical balanced called Homeostasis.

2. Stay active during the day

Know the NEAT

This study showed that your body resists changes in body weight by changing its energy expenditure and efficiency. Weight loss is accompanied by a decrease in energy expenditure and increase in efficiency, while weight gain is accompanied by an increase in energy expenditure and decrease in efficiency. This is because your body's signals to resist weight loss are much stronger than the signals to resist weight gain.

Figure 1: Impact of 10% Weight Loss or 10% Weight Gain on Energy Expenditure



From Goldsmith et al. (2010)

2. Stay active during the day

Know the NEAT

One of the mechanisms behind how your body reduces its energy expenditure with weight loss is by increasing the efficiency at which your muscles work. You burn less calories for the same workload and movement. These reductions are sustained even if you've kept the weight off for a year.

That's why it's so easy to lose weight and regain it back.

Your body is "primed" for weight gain by a reduction in the number of calories burned per day. This was shown during light activity but not moderate activity. **Since the majority of your day is spent engaged in light activity or non-exercise activity thermogenesis (NEAT), this means the increase in efficiency will impact you during most of your day.**

How can you counteract this increase in efficiency?

One way is through a deliberate increase in your total physical activity levels (like increased step counts). Another way is with resistance training.

2. Stay active during the day



[In this study](#), James Levine and co. discovered the NEAT by giving participants to the study 1000calories over their maintenance needs and found out that over a period of 8 weeks how people gained weight was with very different magnitudes. The NEAT ranges are very different between individuals.

WHAT TO KNOW

Your energy expenditure is not predetermined but will vary a lot in your life depending by a lot of factors.

If you're trying to lose weight and you will follow an energy restriction period (also called calorie deficit) you will experience a reduction in energy expenditure. Therefore it's important to keep activity levels high from the beginning.

7000 steps/days on average or 30min/day of V

WHAT TO DO

Observe your average daily steps count for 3 days, if it's lower than 7000 aim to bring the number up by staying more active during the day.

If you're following a long-term calorie deficit you will probably need to bring that number progressively up to 10.000.

You can do this by standing up more frequently, use the car less frequently, use a bathroom at work located on a different floor, etc.

Remember that it's important to look at the **average** steps count at the end of the week.



**3. Know how much you
want to lose**

3. Know how much you want to lose

You don't want to diet forever

Every year millions of people will start a diet and very few of them will complete it successfully. This is also because most people will not decide how long they will diet for.

You see, dieting is hard and you shouldn't spend more than 20% of your life in a calorie deficit.

But let's look at some numbers so you have an idea of what I am talking about.

You will need **a deficit** of 7000 calorie to lose 1 Kg of fat.

If you are eating enough protein (more on this later) and do your best to follow a resistance training program which progressively challenge your muscle, chance are you will lose 70-80% of your bodyweight from fat and 20-30% from muscles.

That being said estimate how much you want to lose (e.g. 10kg) and times that per 7000.

Now divide the result per the number of days you plan to stay on a diet (let's use 16 weeks as an example. Now you know you need to create a deficit of 70.000 calories in 120 days.

583 calorie is the daily deficit you will have to create during the length of the diet to lose 10 kg.

3. Know how much you want to lose

How do I know if this is right FOR ME?

Nailing the exact number for you isn't relevant for improving the quality of your life.

Let me explain why: you will have to adjust the number of calories you eat and burn as you go through the process of dieting. This is because, as we just learned in the Chapter 2 your metabolism adapt to a lower (or higher) food intake.

Just keep this in mind, depending on your starting body-fat and other factors you might be able to drop fat at a different rate. Generally speaking you are looking at a rate of bodyweight loss of **0.5-1.5 % of your current bodyweight / week (more on that later)**.

Subjects with a higher initial body-fat can easily lose 1.5% every week wether a Bodybuilder close to a contest whose body-fat is 7% and would be happy to lose 0.4%/week.

Track your food intake, activity and bodyweight to know if you're losing weight at the right pace is the best way to adjust your calorie/activity levels accordingly to your goals.

Ultimately at the end of the next chapter you will have a **time frame** fro you diet, a very important point.

3. Know how much you want to lose

Will I lose all my muscles?

No.

You will certainly lose some muscle. It will happen as a natural process. We can directly influence "Fat-loss" as a process. How much you're going to lose, in which body-part you will see fat reducing, How many muscles you will lose.

Studies on competitive natural bodybuilders shows that on average athletes lose 28.7% of LBM from every kg of bodyweight lost during a diet.

That's a lot!

That means that if you're 100 kg and are roughly 20% Body-fat you have 20kg of fat to lose. But you can consider you're going to lose some muscle along the way, exactly 28.7% of 20.

But who cares? You are not here to trying to avoid the inevitable.

You are here to drop body-fat and live a better quality of life.

Knowing this will allow you to anticipate obstacles and overcome challenges.

3. Know how much you want to lose

WHAT TO KNOW

- You can only lose fat when you're on a calorie deficit.
- Cutting calories shouldn't be forever.
- Knowing how many kg you want to lose will allow you to be more consistent in your efforts;
- Every kg of bodyweight you will lose mainly fat and some muscle;

WHAT TO DO

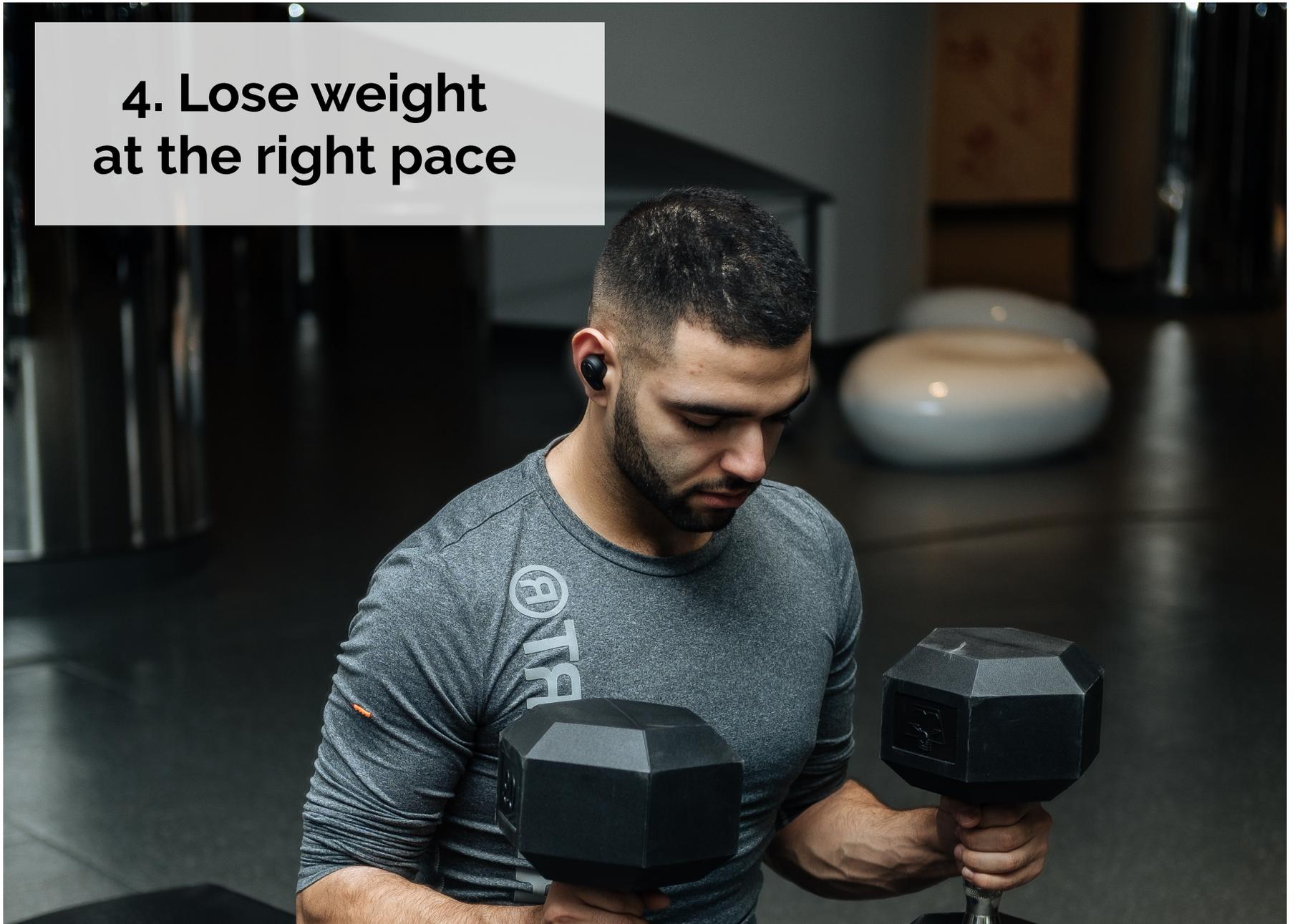
Have a look at yourself in the mirror and observe how much you want to lose.

Write it down and move on to the next chapter to reverse-engineering and check that the time frame you chose for your diet is realistic.

Calculate:

**Calories to burn to reach the goal =
Kg you want to lose x 7000**

4. Lose weight at the right pace



4. Lose weight at the right pace

How fast should you lose weight?

Goals hold you accountable to the programme and when you hit them, they motivate you to keep pushing on. Your goal has to be measurable, specific and with a time frame. Simply saying : "*I want to look shredded!*" Is not very helpful because you don't have tangible way to say when you're going to be lean enough to be surprised, also this will not happen overnight. You better say : "*I want to lose 3% of body fat and 2 Kg in a month!*".

Also, I don't want you to set unrealistic expectation so I provided some important value here below.

Losing scale weight at a weekly average rate of loss of between 0.5-1.5% seems to maximise fat-loss while minimising negative outcomes from both theoretical and practical standpoints.

Losing weight at this pace will likely reveal noticeable visual progress on a weekly to fortnightly basis while allowing a moderately high calories and thus flexibility with food, minimal cardio and negligible risk of muscle loss (albeit all those factors are subject to individual variance).

4. Lose weight at the right pace

How fast should you lose weight?

Leaner subjects can (and should) lose weight at a slower rate whether subject with a higher initial Body-fat will be able to drop fat considerably faster, at least at the beginning of the deficit.

Although this is relevant this rate will change with the length of the diet.

As we saw in chapter 2 your energy expenditure will reduce with a lower calorie intake and therefore you should adjust your activity and calories accordingly.

But for now you want to know that most people will lose fat between 0.8-1.2 % of their bodyweight/week.

The slower you will diet, the longer the time you will have to diet for and the more likely you will end the diet successfully.

The faster the diet, the faster you will drop weight and the harder will be to complete the diet.

Know this and don't get hurt.

4. Lose weight at the right pace

Outcome goals and Behaviour goals

All this number might be very interesting for you.

And that's why I want you to know the difference between **Outcome Goals and Behaviour Goals**.

Outcome goals are based on a tangible and measurable outcome. Put simply : "I have to lose 450g of bodyweight / week".

Behaviour goals are actions that you'd do or practice to move toward that outcome, such as putting down your fork between bites, or practicing your lifts two o three times per week.

While there's nothing wrong with having a specific goal in my mind the truth is you can't really control that number because they are affected by so many factors.

Behaviour goals on the other hand allow us to focus on the things we can control - actions, not results.

4. Lose weight at the right pace

Adjusting your intake

After 2 weeks of eating with a certain calorie intake you will be able to assess your results.

You might have already drop the desired weight or not.

In case you lost between 0.5-1.5% of your bodyweight per week you can continue without changing anything and work on other aspects of your diet which we'll discuss in the following chapters.

In case you didn't lose much weight I recommend you control your level of activity and check you're consistently doing 10000 steps/day or more. Only then I would check that your calorie intake is appropriate for your current circumstances. Start by lowering carbs+fat intake and increase your vegetable portions.

Try to lower the calories by 100-200/ day (25-50g of carbs/day or 11-22g of fat/day)

4. Lose weight at the right pace

WHAT TO KNOW

- Losing 0.5-1.5% of your current bodyweight / week is a realistic and sustainable rate of fat-loss;
- Outcome goals are ok;
- Behaviour goals are better.

WHAT TO DO

Calculate:

*-Number of week needed to reach the goal =
N° of kg you want to lose : rate of loss in Kg
(0.5-1.5% of you current bodyweight);*

*-Daily calorie deficit you will need to create =
N° of calories you need to burn (from previous
chapter) : Number of week needed to reach the
goal*

*-Follow the diet for 2 weeks and reassess your
progress adjusting the calorie intake accordingly;*



FP Coaching TIP: Sometimes it's easier to say what we don't want to be rather than choosing what we want to be. It's easier to say: "*I don't want to be sick*", than: "*I want to drop 5 kg and live a healthier life*".

Same as for outcome and behaviour goals an "avoid" (first example) goal could be counterproductive for your progress. "Approach" goals (second example) will help you feeling inspired, motivated and successful.



5. Eat Enough Protein

5. Eat enough protein

During and after a meal our body breaks down the food we eat in smaller components. When you eat fried chicken nuggets from the closest take away or when you eat a roasted organic chicken breast the end product will be similar, protein and other substances. The protein in the example will look exactly the same.

Bonus Question: after which of the two meals do you think you perform and feel at your best?

Protein are the building blocks of our body. When ingested from food sources they are broken down into smaller components, peptides first and amino acids after.

The protein in our body are constantly broken down and rebuilt in a constant process called **protein turnover**.

5. Eat enough protein

When trying to lose fat there are mainly 3 reasons why you want to increase your protein consumption:

- 1) Satiety.** Protein-rich foods help you feel more full after a meal. This means that even without counting calories you will eat fewer calories even simply by increasing the protein content of your diet.
- 2) TEF (Thermogenic Effect of Food).** Put it simply, protein is more difficult to be digested for your body. This means that in our example on the previous page your body will actually burn more calories to digest chicken than you will automatically eat less calories by eating more protein-rich foods.
- 3) Muscle retention.** As discussed in the introduction you're not going to build muscles during a diet for fat loss. This doesn't mean you can't retain all the muscles you already have.

Check the list in the next page for Lean Protein sources options.

5. Eat enough protein

Food source	Calories 100g	Protein	Carbohydrates	Fat
Animal Sources				
Chicken	165	31	0	3,6
Turkey	135	30,1	0	0,7
COD	105	22,08	0	0,9
Prawns	99	20,9	0	1,1
Egg whites	52	11	0,7	0,2
Eggs	143	12.6	0.7	9.5
Greek Yoghurt	53,5	8,9	4	0,7
Salmon	206	22,1	0	12,3
Beef	155	21,22	0	7,17
Canned Tuna (in spring water)	103	25,1	0	0,3
Canned Tuna (with sunflower oil)	192	25,2	0	10,1

Food source	Calories 100g	Protein	Carbohydrates	Fat
Plant-based Sources				
Soy milk	54	3,3	6	1,8
Garden Peas	81	5	14	0,4
Tofu	76	8	1,9	4,8
Kidney Beans	335	23	60	1,2
Chickpeas	364	19	61	6
Seitan	370	75	14	1,9
Tempeh	193	18.5	9.4	10.8
Supplements				
Whey Protein	375	72	8,5	4,2
Vegan protein Blend (pea isolate, soy isolate, brown rice isolate)	414	72	5.9	8.8

5. Eat enough protein

WHAT TO KNOW

- Protein are the building blocks of our body;
- Eating more protein make you feel fuller and eating less;
- More protein in a diet helps retaining more muscles;

WHAT TO DO

- Aim for 1.2-2.6 g of protein / kg of bodyweight;
- Have protein at each meal;
- Big people will need more protein than small people;



Bonus TIP: A lot of people struggle to meet their protein needs. It's important to remember that we're not aiming for perfection. If you normally eat 0.8 g of protein / kg of Bodyweight and you want to aim for 1.2 g, don't freak out if for one day you end up eating 0.6 g / kg of Bodyweight. You're not going to lose any muscles on that day. Simply go back to your plan. If you consistently struggle to meet you protein target revise your meals and adjust them slightly to make each meal more high in protein.

6. Improve your environment



6. Improve your environment

One of the most simple and effective tool you have is to reduce your exposure to junk or tempting food you shouldn't eat.

The objective is to create a personal living environment where the conscious and unconscious brain are aligned, both working to support yourself for an optimal calorie intake.

Tempting food cues in our environment are powerful drivers of overeating due to their impact on brain areas that govern motivation and economic choice.

Put simply, if something you “die” for is around, you're very likely going to eat that.

In the next page I will share some practical advices to make sure your environment is supporting your goals.

6. Improve your environment

Try these **5 steps** to fix your environment now:

- 1) **Get rid of foods that are easy to grab in your personal environment** like cookies and chips but also salted nuts. Just don't buy them, you will have occasion to eat them in various social occasions;
- 2) **Limit the amount of visible food in your personal environment**, get rid of those sweets on your living room table and substitute them with some fresh fruit;
- 3) **Create effort barriers to eating.** These barriers can also be relatively small, you can buy nuts in a shell rather than nuts already peeled or to try to avoid cooked and easy to re-heat food. The idea is that if you have to cook something you won't eat it if you don't really need that;
- 4) **Clean the kitchen and buy new cooking tools** to make cooking an enjoyable experience.
- 5) **Have a conversation with other household members** to see if the cooking could be improved.

6. Improve your environment

WHAT TO KNOW

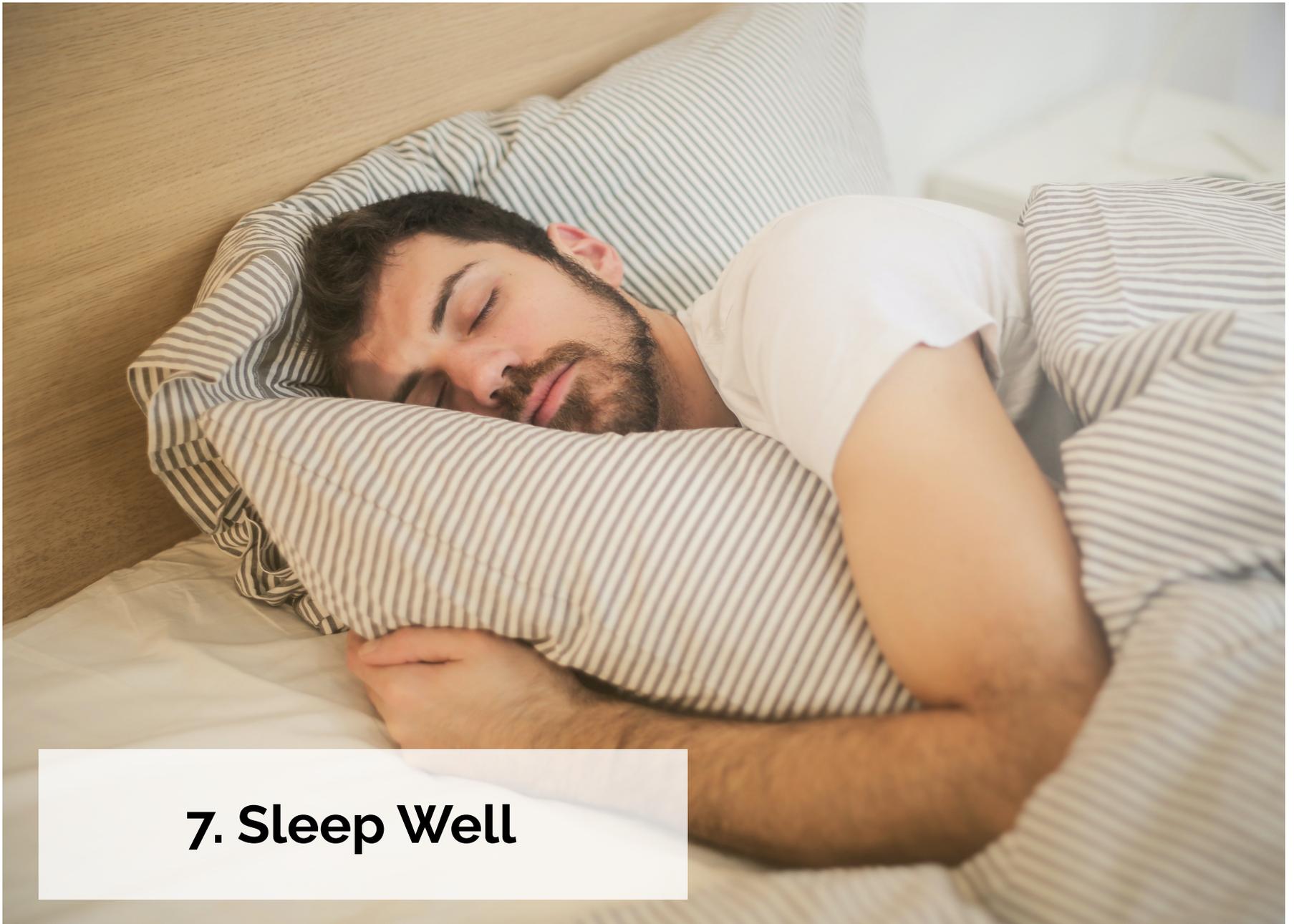
- Your personal environment dramatically lower your adherence to the diet;
- Having calorie-dense, highly processed food readily available in your personal environment will challenge your willpower which is limited;

WHAT TO DO

- Swap cookies, chocolate, fries, salted nuts, candies in your personal environment for fresh fruit;
- Keep the kitchen tidy and have good cooking tools;
- Have a chat with your household member to see if cooking could be improved.



There is nothing bad in eating a cookie or a doughnut every now and then. Just keep in mind that you can't solely rely on your willpower. Sooner or later you will give up and if you don't you will constantly have a battle between saying yes or no. Not having those food around the house and knowing that there are more nutritious and healthy food options is a choice. This doesn't mean you can't enjoy those food on particular occasions such as Sundays or Birthdays. In those occasion choose something you love and enjoy it fully.



7. Sleep Well

7. Sleep Well

Why is it important to sleep?

You might be already nailing your diet and workouts, you might be already losing weight but you still don't feel great.

If:

- Your mind is foggy;**
- Workouts often feels like a burden;**
- You're getting sick often;**
- You're unhappy;**

You probably want to check your sleep pattern.

In the next page I will share some practical advices to improve your sleep.

7. Sleep Well

Getting enough good-quality sleep is very important to:

- Lose Fat;**
- Gain Muscle;**
- Recover and repair;**
- Regulate blood sugars and blood lipids;**
- Regulate hormones;**
- Regulate hunger and satiety;**
- Get rid of waste products;**

The following tips are to improve your sleep hygiene.

It might sounds weird but your new sleep routine starts early in the day.

7. Sleep Well

- 1) Start by waking up at the right time.** Ever wonder why sometimes you make up well rested at 05:00 am and other times you go back to sleep and wake up again at 07:00 am super tired? It's because our sleep time is organised in sleep cycles. Waking up in a light sleep phase make your feel more rested. Consider a device that monitor your sleep and wake you up at the right time;
- 2) Be awakened by light.** The slow rise make you feel more alerted and awake. This happened by an increase of the stress-related hormones, the cortisol. This is a good thing in the morning;
- 3) Get moving right away.** Practice some air squats, push-ups or mobility moves will speed up your awakening process;
- 4) Get exposure to sun early in the day.** Light exposure sets your daily melatonin (a sleep hormone) rhythm. This increases wakefulness during the day and helps your body gear down at bedtime..
- 5) Watch coffee and drinks.** Drinking coffee after 2pm and having more than 1-2 drinks int the evening might disturb your sleep.

7. Sleep Well

- 6) Exercise.** The holy grail of fat loss and wellbeing, exercise help improving your sleep although be careful in high intensity session close to bedtime as they might leave you energised and disrupt your sleep.
- 7) Limit the exposure to Blue spectrum lights In the evening.** Lights coming from electronic devices can impact melatonin regulation. Use an app (check f.lux) to lower the blue light from phone and laptop and blue light blocker glasses 1-2 hours before bedtime.
- 8) Keep a cold, dark, clean bed room.** You want to make sure where your sleep is like a temple. Don't eat in your bed. Keep your bed for sleep and sex. Air the room 30 minutes before you go to bed and change your bedsheets often.

7. Sleep Well

- 9) Eat a small-medium dinner, with carbs.** Consider shifting part of your daily carbs toward dinner, having some slow digesting carbs can make you feel asleep. Steer away from big, highly processed, high in fat, high in protein meal before bedtime. They will make your digestive system work hard overnight disturbing your sleep.
- 10) Aim for 7-9 hours good quality sleep.** Most people need 7-9 hours of good quality sleep. If you're getting way less than that now that's ok. Just work to improve your sleep even if it's for an extra 30 minutes.
- 11) Try Magnesium spray.** A small dose of magnesium (200-400mg) might improve your sleep. Apparently when applied as topical lotion magnesium is easily absorbed. Make sure to check with your health care provider first.
- 12) Have a Pre-bed routine.** Have set of things you do before bed. Personalise this to your own preferences. I recommend you try journalling, some stretching or yoga, a warm shower, some nice soft music, deep breathing, cuddling a pet or using aromatherapy.

6. Fix your environment

WHAT TO KNOW

- Sleep dramatically impact your recovery, your hormones, your ability to lose fat and build muscle, your brain function and your emotions;
- most people need 7-9 hours of good quality sleep;

WHAT TO DO

- Work on your sleep right now;
- Start from waking up early, introducing exercise and keeping a dark, fresh and clean bedroom;

8. The 80-10-10 rule



8. The 80-10-10 rule

Since we learned that every diet works great as long as you can do it, the benefits of each diet should be the same.

A great diet is sustainable and should therefore allow food you love.

A simple way to make sure your diet includes your favourite food without ruining your progress is to eat:

- **80% of your daily calories from whole and minimally processed food you like;**
- **10% of your daily calories from whole and minimally processed food you don't necessarily like but don't hate;**
- **10% of your daily calories from whatever the heck you want.**

Before you start wondering which food are minimally processed and which aren't just know that cooking is a form of processing as it makes the food more bioavailable.

The problem of processing is when food is substantially altered to a point where is impossible to look at it and tell what it was before.

8. The 80-10-10 rule

Here below you find a list of food for all the three categories.

The 80% - Whole and minimally processed food

Flesh from sea and land animals

Milk

Eggs

Nuts and seeds

Fruits

Vegetables

Potatoes and other tubers

Legumes (Peas, beans, lentils and peanuts)

Food that have undergone some processing but are still important

Foods that have undergone some processing but are still important

Dairy

Whole grain products like cereals and bread

Refined grain product like rice or pasta

The 10% - Whole and minimally processed food you don't like but don't hate

Fruit

Vegetables

The 10% - Food you love

Sugar-sweetened beverages

Ice-cream and frozen desserts

Baked goods

Anything you'd serve with syrup

Candy

French fries and anything else breaded and deep fried

8. The 80-10-10 rule

We have substantial evidence that food in the second group when eaten regularly protects us against heart disease and cancer. If you're already normally eating fruit and vegetables don't worry about it.

In regards to the last group I want to state that the perfect diet doesn't exist.

You will struggle and fail if you try to be imperfect.

Allowing yourself to enjoy the food you love is of paramount importance in having a sustainable and successful diet.

What about protein and supplements? Is it better to exercise 20 times / week or laying on the couch all-day? In both questions the answer is in between.

Protein powder offer a cheap, quick to prepare and broadly researched add-on. Protein powder from milk (whey) or Plant-based solutions can help with Fat-loss, Muscle building, blood sugar management and disease prevention.

Eating your protein from whole and minimally processed sources is probably a better option, but if you are busy as hell, they can be a valid implementation to your diet.

Same for supplements, we know that vitamins and pills are a poor substitutes for the real thing.

6. Fix your environment

WHAT TO KNOW

- Adherence to your diet is the most important thing in a diet;
- To be sustainable a diet have to flexible;
- Whole and minimally processed food should cover 90% of a person's diet;

WHAT TO DO

- Eat 80% of your food from whole and minimally processed food;
- Eat 10% of your food from whole and minimally processed food you don't like but don't hate (fruit and vegetables);
- Eat 10% of your diet from whatever you like;

9. No Cheat Meals



9. No Cheat Meals

Why would you need to cheat on your plan?

If your diet is flexible enough you shouldn't need a periodic episode of mindlessly overeating. Periodically shifting from deficit (low days) to maintenance / surplus (high days) will mean that despite the inevitable adaptations in response to dieting and getting lean, sustaining the deficit becomes somewhat more manageable (even if it is just psychologically easier).

Although higher calories days provide a number of benefits, it is necessary to keep in mind that every time you rest, you are not losing. This means that time at maintenance will temporarily negate fat loss. However, giving up fat loss for a short period of time to

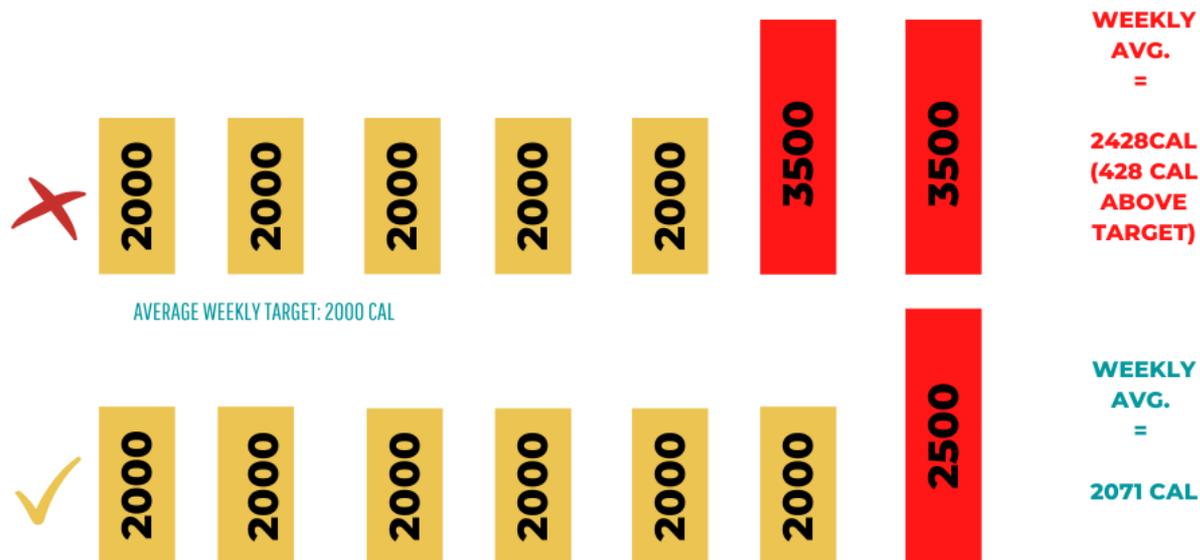
9. No Cheat Meals

A simple example of how a cheat weekend can can impact your weekly progress.

A more balanced approach allow some extra calories without vanishing all your efforts.

HOW YOUR WEEKEND CHEAT MEAL CAN SABOTAGE ALL YOUR PROGRESS

@ptalvons



6. Fix your environment

WHAT TO KNOW

- Cheat Meals are uncontrolled episodes of binge eating junk food;
- Allowing a person's favourite foods in a diet is key to improve adherence of the person to a diet;

WHAT TO DO

- Follow the 80-10-10 rule to allow enough of the food you love in your diet;
- Thinking about your health and how the food you eat impact your mood, energy and recovery;



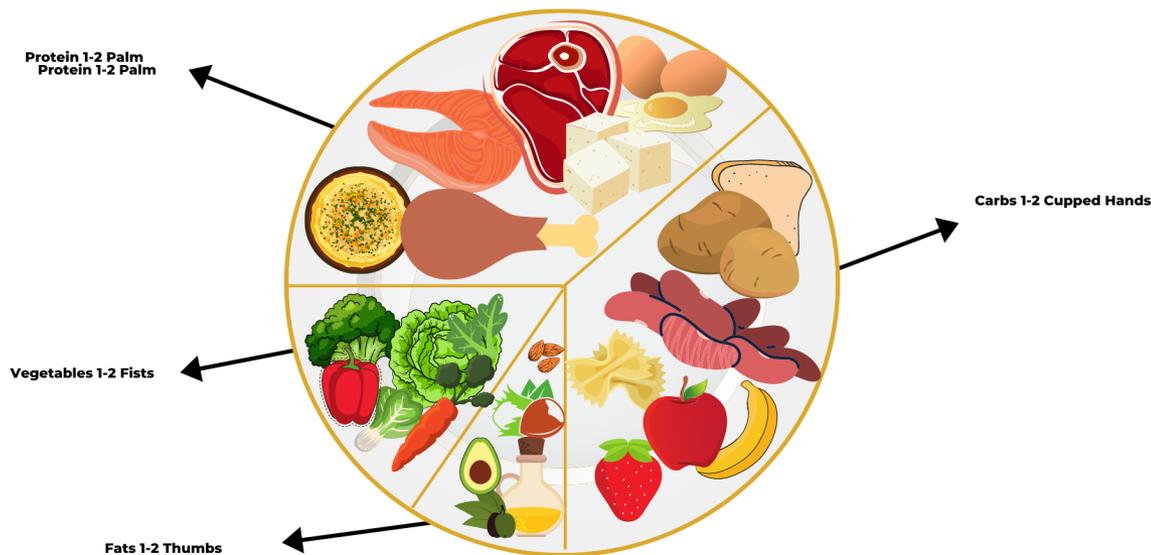
10. Meal Prep Mastery

10. Meal prep mastery

Even if in theory you could lose fat even with a meal delivery service or with fast-food based meals in our practical experience the people who take ownership of their diet are the one who succeed the most.

Also if you never develop awareness and knowledge about the food you eat, you will always be wondering what you need to eat to lose fat.

Before you read this chapter you want to know how much you need to eat from chapters 3 and 4.



How a healthy meal looks like

10. Meal prep mastery

During weekends

- 1) **Plan ahead (5min).** During weekends check you calendar and see in which days you will be busy and will need a Meal prep;
- 2) **Make a Menu (15min).** Keep this simple and add recipes as you try them. Start by selecting the protein source, continue with vegetables and top up with carbs and a healthy fat option.
- 3) **Grocery Shopping (45 min).** Buy all the ingredients you will need for your meal prep. Keep a grocery list close to the fridge so you will not have to think about what to buy every week.
- 4) **Cook for the week. (60-90 min).** Cook time consuming ingredients such as vegetables, potatoes and protein.
- 5) **Pack your food and make it accessible in the fridge (15min).**



Bonus tip: Do you love vegetables but find cooking them time consuming? Put on some music and prepare them in bulk, make this fun! Wash, peel, chop them and keep them in the freezer, they will be ready in no time when it's time to eat

10. Meal prep mastery

The Night Before

Evenings are the perfect times to spend an extra 15-20 minutes and frees up time the day after. The truth is in the evening we often like to chill and we think it's too difficult to prep your meals but it's not.

- 1) **Soak up grains like spelt, barley or wheat berries.** Cover them in a couple of inches of water. The day after discard soaking water and cook them for 15-60 minutes in a pot with boiling water.
- 2) **Prepare in a bowl rolled oat, your favourite milk, nuts, seeds, spices, protein powder and fruit.** The day after enjoy it for breakfast warm or cold.
- 3) **Soak beans in cold water.** The day after remove the soaked water and boil until tender for 45-60 minutes.

10. Meal prep mastery

In the morning

Do quicker steps like washing, chopping, boiling and toasting.

- 1) **Make it part of your routine.** Some tasks don't require your full attention and can be done whilst you drink your coffee or read the news;
- 2) **Block 15 minutes in your calendar.** You should be able to complete this even if something comes up.
- 3) **Prep in bulk.** Once the chopping board and knife are dirty it's worth it to chop some more vegetables as they will be perfect for a snack later. Same with toasting nuts or chopping herbs such as parsley.

10. Meal prep mastery

2 for 1

The following recipes are great because you can eat them for 1 or 2 days (not more).

1) Any kind omelettes. Instead of scrambling 2 eggs only on Monday whisk 6 eggs and keep the other 4 for Wednesday dinner.

2) Slice cucumber for today's wrap and tomorrow's salad.

3) Wash and chop kale for tonight's couscous and extra for tomorrow's salad.

4) Salad. Keep extra salad in a jar, you can bring it with you at work or have it ready for another meal.

5) Stew and soups. Make a big pot on Sunday and keep the rest in a fridge. You can put that in different jars and bring them at work for two Monday and Tuesday lunches.

10. Meal prep mastery

WHAT TO KNOW

- Meal prep doesn't have to be difficult;
- A great meal has 1-2 "palm" of protein, 1-2 "thumbs" of fat, 1-2 "hand-cupped" carbohydrates and 1-2 "fists" of vegetables;

WHAT TO DO

- Make meal prep a priority booking time to do it in your calendar;
- Look ahead and be prepared for the next meal rather than thinking about what to eat in the moment;
- Prepare food in bulk and store it in the fridge to have it readily available on any occasion;



11. Eat well on the go

11. Eat well on the go

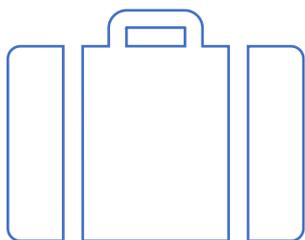
You health never pause

As a busy person you might need to travel. Being away from your kitchen and normal routines doesn't mean eating totally crap food.

There are some guidelines to follow to keep following your plan during your trips.

I've listed them here below:

- 1) **Put the right food in your luggage.** You can use food box or plastic bags.



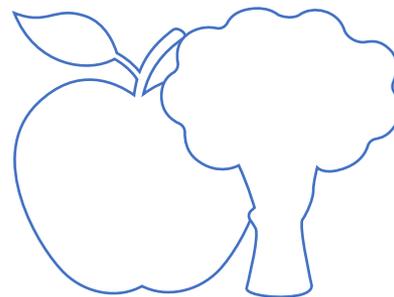
Luggage friendly foods	
Canned tuna, sardines or salmon	Mixed nuts and seeds
Cut fresh fruit	Edamame beans
Grilled Chicken or Turkey breast	Hard boiled eggs
Quality high protein bars (high protein, low sugar)	A few scoops of protein powder (add water later)
Napkins and plastic cutlery	Raw veggies and hummus
Plain greek yogurt or cottage cheese	Quality meat jerky (low sodium, low sugar)

11. Eat well on the go

An healthy salad option

2) **Prepare you salad beforehand in the morning of the trip or the night before.** In a food box throw in some leafy greens, some leftover protein (chicken, tuna, tofu, seitan, quinoa, salmon or eggs), sprinkle a few nuts top with salt and half lemon.

When it's lunch time squeeze the lemon juice and taste it. Works well for oyur wallet too!



11. Eat well on the go

Make use of your carry ons

3) **Know which food will pass the airport security in advance.** Some foods will be ok such as Firm cheese, meat, sandwiches, whole cut fruit or veggies, nuts. Other food will not pass the security such as soups, beef stews, yogurt and anything gel-like.

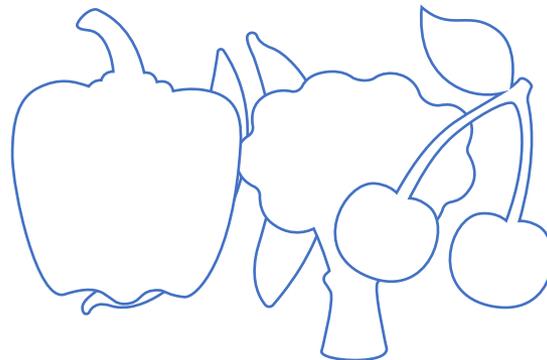


11. Eat well on the go

When at the hotel

4) **Consider booking a place where you can cook.** If you are in a hotel you can call the hotel before your arrival and ask them to free your fridge so you can stock it up with your items.

5) **Head over you nearest grocery store to buy boxed salads, baby veggies, hummus, deli meat and fruit.**



11. Eat well on the go

When at conferences / restaurants

6) **Aim for a bit better, not perfection.** Don't stress out, order what's best for you. (There's always a higher protein item in the menu).

7) **Ask them to double up the protein in your meal.**

8) **Order veggies as sides and ask them to double up garnish.**

9) **Look for build-your-own restaurants.** Chipotle, subway, Pret a manger, etc allow more control on what in your plate.

11. Eat well on the go

What's in your head?

10) **Decide if you will stick to your habits or try to "limit the damages"**. Nobody can do this for you. Your plan will determine your actions. Think about it.

11) **Hunger is not a problem**. Being hungry it's ok. You're losing fat, therefore a calorie deficit is in place, being hungry is a normal feeling during a diet. Practice a bit of delayed gratification. Instead of eating as soon as you're hungry have a coffee, drink some water and wait 30 minutes. If you're still hungry eat a protein snack or your meal.

12) **Know your "Bare minimums"**. Have a minimum amount of actions you will tick off every day. You might aim for 10.000 steps/day, 2 serving of veggies/ day or 2 workouts / week, whatever it is, stick to it.

13) **Stick to the basics**. All the tips listed in this guide will help you in a travel situation. Wether you are cooking or not you can always be present, aware and make mindful and mature choices. (E.g.: Eating until 80% full)

11. Eat well on the go

WHAT TO KNOW

- Being away from home doesn't put a stop on your health neither on your goals;
- Being prepared for your trip will make sure you continue making progress whilst travelling;

WHAT TO DO

- Don't overcomplicate it and make the best out of each situation;
- Prepare some healthy options to put in your luggage (check if they would pass the airport control);
- Make the best out of your circumstances and make sure you check all the options available;
- Have an internal chat about how you're going to eat during your travel

12. Eat less without trying



12. Eat less without trying

Unless you're extremely active you will have to control your calorie intake.

There are ways to make sure you reduce the food you eat and being more satisfied from your meal without actually trying to eat less. This will require some daily actions such as:

- 1) **Eat more slowly and mindfully.** This will help you be more aware of your intake, which usually help you eating less. It give you GI tract time to produce the hormones necessary to "feel full";
- 2) **Use the water trick.** Drinking 1 glass of water before, during and after a meal will not only help you staying hydrated but will also make you feel more full;
- 3) **Put down the cutlery between bites.** Will increase the duration of each meal giving your body enough time to release the "satiety" hormones;
- 4) **Eat until 80% full or "satisfied" rather than "full" or "stuffed".** Slow eating is a crucial part for this as well.

12. Eat less without trying

5) **Use environmental manipulation.** This might be using smaller plates or cutlery, eating only when seated at a dinner table or leaving the kitchen straight after you finish a meal;

6) **Practice some mindfulness during the day.** Try this: for 5 minutes a day try a body-scan. Breathe deeply into the different part of your body. This will help lower the cortisol and allowing to make more mindful and mature choices when it's time to eat you meal.

12. Eat less without trying

WHAT TO KNOW

- There are indirect ways to start losing fat without counting calories;
- Being more present and aware is a great way to eat less and feeling more satisfied after a certain meal;

WHAT TO DO

- Practice mindfulness techniques;
- Play the water trick;
- Put down the fork between meals;
- Practice some environmental manipulation strategies.



13. Should you count calories?

13. Should you count calories?

It's very common amongst physique focused trainees to count calories using calories tracking app such as MyFitnessPal or Cronometer.

Although this seem to be the most precise way to control what you eat it's not 100% accurate.

Food nutritional labels can be very different from the calories the food actually contains, even up to 25% of what the food label claims. Research shows as well how frozen food might contain 8% more calories than the package lists and restaurants meals can have up to 18% more calories than they claim.

Cooking style alter a lot calories contained in the food you eat, not to mention that most of those apps are basically database updated from the users.

Is not uncommon to find food which might have roughly the right amount of calorie but very different macronutrients content.

So given the inaccuracy is it still worth to count your calories?

Let's find out!

13. Should you count calories?

It really comes down to your goals, nutritional knowledges, current circumstances and ability to be consistent with it.

The data suggest: It doesn't matter how precise you are with calorie tracking, as long as you do it consistently.

If the goal is to develop awareness in what you should eat to recover from your workouts, feel great and ultimately achieve your current goals then calorie counting is a great tool in your arsenal.

Research shows that some people can lose up to 5% of their bodyweight just by writing down what they eat and without any nutritional guidance.

If, instead, the goal is winning the MyFitnessPal Mastery Championship then you're preparing for a future disaster.

The reality is, with your busy life, you won't be able to track all the time.

13. Should you count calories?

So here is what I suggest to do:

1) **High-Effort option:** Use a food scale to weigh everything you eat at least 80% of the time and log it into MyFitnessPal. During days where you're chilled and have time to cook aim for 100% monitoring. In those days is when you develop food awareness of what you should eat look like in your plate. Don't stress over if you can't log the Vegetable lasagne you order at that lunch meeting with a client and try to practice your "guesstimation" skills. Like all the other skills in your life it requires repetition to be mastered;

2) **Medium-Effort option:** Use hand-size portioning such as a palm of protein, fist of vegetables, thumbs of fat and cupped handful of carbohydrates. Write down in a journal how hungry you felt before you started and after you finished a meal;

3) **Low-Effort Option:** Take a picture of your meals and or write down on a journal general informations about your meals (such as a bowl of porridge, a handful of nuts and some honey);

13. Should you count calories?

Like in many other cases you will see that the more you practice your calibrating and monitoring skills the more you will be aware of what you eat and the more you will be able to manipulate what you eat based on the outcome.

Remember, it's not a matter of being precise, but more an adjusting your current diet to your goal.

If your goal is lose 0.5kg of bodyweight every week and you're not you surely need to modify something in your activity (increase daily steps? Increase number of workouts/week? Introduce cardio) or diet (increase vegetable portions? decrease carbs or fat slightly?).

In most cases the choice will be dictated from your current availability.

WHAT TO KNOW

- Calorie counting is a viable tool to lose fat, but not the only one;
- Calorie counting is not sustainable and should be used to increase food awareness;
- Being consistent with the way you monitor calories is the most important thing;

WHAT TO DO

- Choose the way you're going to increase your food awareness;
- Be consistent with it for at least 2 weeks;
- Assess how much weight you lost and adjust your current diet based on the results;



**14. A personal word
from me**

14. A personal word from me

Ultimately adherence to your plan is what will determine the size of your results.

If you all this feels like a burden you won't continue it for a long time.

Relax, control what's in your control and have fun while you see you body fat going down week by week.

Wherever you can make it fun, challenge yourself to be a little bit better week by week.

I want to know more about you!

Every week I share polls, questions and informations about training, nutrition and lifestyle. Let me know your struggles, win or anything you'd like more guidance about and I'll be very happy to help you.

14. A personal word from me

Diet doesn't have to be forever.

Adherence is surely the most important thing in any diet so make sure you honour your choice or getting leaner and stick to the plan as much as you can. If you can't don't blame yourself, it might be that your plan is too aggressive.

Dieting is hard for most of us so make sure you has a timeframe to don't end up jumping from program to program seeking for the workout that will get you shredded or binging after the diet is finished.

I'd be glad to help you with your diet and particular situation, fill this form and I will get in touch with you : [Fill this form](#)

You can also ask me questions on my Social Media Channels

Facebook

Instagram

Youtube

14. A personal word from me

Thanks for downloading this guide, feel free to share it with friends and family in the hope that it will be helpful for as many people as possible.

I wish you a great fitness journey.



Coach Francesco