



PERSONALIZED NUTRITION REPORT FOR

Ahmed

CALORIE, MACRO, AND PORTION GUIDE

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INTRODUCTION

Congratulations

You've taken an important first step toward achieving your goals. Now this Calorie, Macro, and Portion Guide—created just for you—will help get you started.

How to use your guide

In this guide, you'll learn how to:

- ✓ Get started TODAY (and what to expect)
- ✓ Eat the right amount of food at each meal
- ✓ Easily judge the portion sizes that are right for your body and goals
- ✓ Choose foods based on your eating preferences
- ✓ Track your food intake and stay consistent
- ✓ Build your daily menu using the sample meal ideas
- ✓ Make adjustments for continual results

Go at your own pace. You don't have to jump in head-first to start experiencing benefits. Feel free to skim this guide and pull out some helpful first steps. You can always come back to it as needed.

Don't overthink it. The best way to start making progress... is to start making progress. That can be as simple as choosing just one concept in this guide and putting it to use. For example, you might begin by using hand portions at one meal a day. As you practice and get used to it, you can use it for other meals.

Keep this guide handy. There are a lot of helpful elements here, but it can also be a lot to remember. Refer back whenever you need a refresher.

Have fun!

CALCULATIONS

Determining your unique personal needs

How much you should eat depends on many factors. To come up with your personalized needs, these factors were taken into consideration:

ABOUT YOU

AGE

18

SEX

Male

WEIGHT

70

HEIGHT

66

ACTIVITY LEVEL

Moderately Active

YOUR DIET

PREFERRED EATING STYLE

Anything

MEALS/DAY

4

MACRO RATIOS

~ 30% PROTEIN

~ 35% CARBS

~ 35% FAT

YOUR GOAL

OBJECTIVE

Build Muscle

GOAL WEIGHT

90

TARGET DATE

2020-08-26

For your needs and goals, Ahmed, you might start by eating:



**3 palm-sized portions (or 184 g)
of protein per day**

That's 0 or 1 palms or 46 g of protein per meal.

FOR EXAMPLE:

- Chicken
- Tofu
- Fish
- Greek yogurt



**6 - 8 fist-sized portions
of veggies per day**

That's 1 or 2 fists per meal.

FOR EXAMPLE:

- Spinach
- Carrots
- Cauliflower
- Tomatoes



**18 cupped handfuls (or 538 g)
of carbohydrates per day**

That's 4 or 5 handfuls or 135 g of carbs per meal.

FOR EXAMPLE:

- Beans
- Blueberries
- Sweet potatoes
- Oats



**23 thumb-sized portions (or 239 g)
of healthy fats per day**

That's 5 or 6 thumbs or 60 g of fats per meal.

FOR EXAMPLE:

- Olive oil
- Walnuts
- Guacamole
- Flax seeds

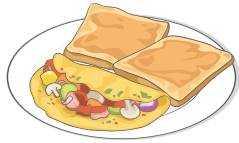
Eating like this will provide the 5038 calories you are estimated to need to reach your goals.

Start planning your meals and daily intake with these personalized calories, macros and portions. You can (and likely should) modify them further as you go along. Check out some Anything meal ideas on the next page to get inspired.

MEAL IDEAS

MEALS/DAY

4

**Vegetable Omelet and Nut Butter Toast**

palms of eggs	0 or 1
fists of onions, peppers, and mushrooms	1 or 2
slices of toast	4 or 5
thumbs of nut butter	5 or 6

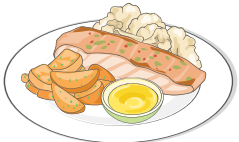
**Strawberry Banana Super Shake**

scoops of vanilla or strawberry protein powder	0 or 1
fists of spinach	1 or 2
handfuls of frozen strawberries and banana	4 or 5
thumbs of chia seeds	5 or 6

Plus 4-12 oz water, plain dairy milk, or unsweetened plant milk

**Grilled Pesto Chicken Wrap**

palms of chopped chicken	0 or 1
fists of baby carrots and cucumber slices	1 or 2
handfuls whole grain wrap and black beans	4 or 5
thumbs of olive oil pesto	5 or 6

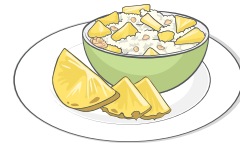
**Roasted Salmon, Sweet Potatoes and Cauliflower with Olive Oil Drizzle**

palms of salmon	0 or 1
fists of roasted cauliflower	1 or 2
handfuls of sweet potato slices	4 or 5
thumbs of olive oil drizzled on top	5 or 6

**Seared Tofu with Quinoa and Mixed Greens Salad**

palms of seared tofu	0 or 1
fists of leafy green salad	1 or 2
handfuls of quinoa	4 or 5
thumbs of dressing drizzled on top	5 or 6

Season as desired. Plus 1 glass wine (counts as 1 handful or 1 thumb)

**Tropical Cottage Cheese Bowl**

cups of cottage cheese	0 or 1
handfuls of chopped pineapple	4 or 5
thumbs of chopped walnuts	5 or 6

MEAL PLANNING

How to eat the right amount for your goals

There are multiple ways to help you track your intake and consistently eat right for your goals and needs.

You can track your calories, count your macronutrients, or use your hands to measure your portions (which will track and count your calories and macronutrients for you).

The basics of macronutrients and portion sizing

To track your calories and/or count your macros you can:

- Read nutrition labels.
- Use a food scale and measuring cups.
- Log your intake into a food tracking app.



Or all of the above.

This can help you better understand how many calories are in foods, create awareness of macronutrients, and track your intake as accurately as is reasonably possible.

This calorie and macro counting approach tends to work best for the mathematically inclined, or folks with advanced goals looking to push their physiques to the limit.

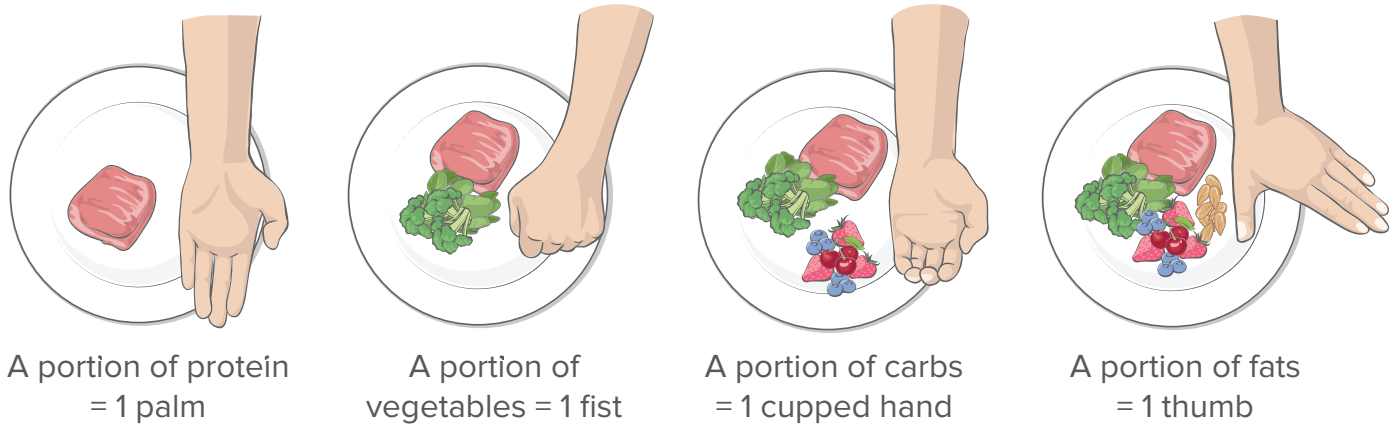
But it's not for everyone.

You don't need to count calories or macros to get the right portions for your goals. Instead, just use your hand to measure.

This approach will dramatically simplify the eating and tracking process, and it's nearly as accurate as the calorie and macro approaches.

Some folks even like to start with the calories and macros, and then switch to hand portions as they feel more comfortable.

Here's the general idea.



This handy portion-measuring system works well for many reasons.

- 1. Hands are portable.** They come with you to work lunches, restaurants, social gatherings, and even Grandma's house.
- 2. Hands are a consistent size.** This provides a consistent portion reference.
- 3. Hands are proportional to the individual.** Bigger people generally need more food, and tend to have bigger hands, so therefore get larger portions. Smaller people generally need less food, and tend to have smaller hands, so therefore get smaller portions.

Plus, the hand portion-measuring system provides appropriate amounts of nutrient-dense foods and their specific macronutrients.

	Hand Portion	Macronutrient	Conventional Measurement
Protein	1 palm	~20-30 g	~3-4 oz cooked meat/tofu, 2 whole eggs, 1 cup Greek yogurt
Carbs	1 cupped hand	~20-30 g	~1/2-2/3 cup cooked grains/legumes, 1 medium fruit/tuber
Fats	1 thumb	~7-12 g	~1 tbsp

This approach helps most folks meet their protein, vegetable, carb, fat, and calorie needs without having to count a gram or weigh an ounce of food.

TRACKING CONSISTENCY

How to meet your targets

How consistent do I need to be?

Research shows that any effort— no matter how imperfect—can result in real, measurable progress. It's about learning and accepting that better is better and that even a little effort can translate into real progress and health benefits.

For more moderate goals, a target of 75-80% consistency is often the sweet spot to make continual progress while still living an enjoyable and sustainable lifestyle.

For more advanced goals, a target of 90%+ consistency is often needed to push boundaries and reach more extreme levels of human physiology.

If you're using your hand to measure and track your portions:

Using a hand portion tracker sheet—like the personalized one provided on the next page—will help you meet your targets. Your goal is to be as consistent as you can, but not obsessive. There are several ways to use your personalized tracker:

- You can check off each portion box as you eat the portion.
- You can place numbers in each portion box to indicate which meal you ate the portions. (So you can see which meals you are—or aren't—hitting your portion target.)
- You can use letters in each portion box to indicate what foods you ate that fulfilled that portion. (Example: “C” for chicken under protein, or “F” for fruit under carbs.)
- You can do all of the above. (Example: “C3” for chicken eaten at your third meal.)
- You can create your own process for tracking your consistency.

Ultimately, it's all about finding the approach that works best for you.

If you're counting your calories and macros...

The best step here is to bust out the food scales and measuring cups, and log your food intake into a calorie and macro tracking app (such as MyFitnessPal or Cronometer).

It often helps to measure, weigh, and track daily in the beginning, to become comfortable with the process. But after two or three weeks—when you've got the hang of it— you can simply use these tools to perform occasional spot-checks on your accuracy.

Daily Portion Tracking Sheet



PROTEIN



VEGETABLES



CARBS



FATS

PER MEAL	0 or 1	1 or 2	4 or 5	5 or 6
PER DAY	3	6 - 8	18	23
MONDAY				
TUESDAY				
WEDNESDAY				
THURS				
FRIDAY				
SATURDAY				
SUNDAY				

WHAT TO EAT

How to choose foods to meet your macro and portion goals

Learn to make better choices without giving up the foods you love.

It's common for people to want to categorize foods as “good” or “bad.” This type of approach can make the “right” choices seem clearer. Unfortunately, it also leads to feelings of deprivation, frequently followed by guilt (once you “cheat”). Because who can be perfect all the time?

There's both a more effective and more enjoyable way. Instead of “good” and “bad,” think of foods on a continuum from “Eat Less” to “Eat Some” to “Eat More.” This better allows for sustainable long-term change and progress.

Think about it: With this approach, you can occasionally indulge in some of those “Eat Less” foods without guilt, knowing that—in reasonable amounts—they're not going to set you back or ruin the progress you've worked so hard to make.

Your goal is simple: Aim to progress up the continuum choosing more of the “Eat More” and “Eat Some” options, and fewer of the “Eat Less” options. Make better choices strategically and systematically, over time.

On the next few pages, you'll see a list of options for each type of food. Every food category has been included, even ones you might not eat. So you can use this resource if you're ever preparing meals for people with different food preferences or restrictions.

Here's what to do.

1. Look through the food lists and refer back to the Meal Ideas page
2. Pick options from each category that you like or want to try
3. Make a grocery list from those options
4. Plan meals based on your macros or portions, knowing you'll have all you need.

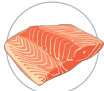
Protein

Prioritize fresh, lean, minimally processed sources of protein, and consider limiting red meat to ~18 oz (or 4 palms) per week or less.

EAT MORE



Eggs and egg whites



Fish



Shellfish



Chicken



Duck breast and thighs



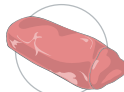
Turkey



Lean beef



Bison



Lean pork



Wild game



Other meats
goat, camel, horse
kangaroo, crocodile



Plain Greek yogurt



Tempeh



Tofu



Edamame



Cultured cottage cheese



Insects



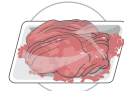
Lentils and beans

These only count as your protein source if a more protein-rich option (such as above) is not in the meal. Otherwise, they count as a carbohydrate source (as they contain more carbohydrates than protein).

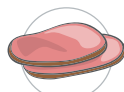
EAT SOME



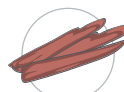
Uncultured cottage cheese



Medium-lean meats



Canadian bacon



Meat jerky



Lamb



Minimally processed lean deli meat



Poultry sausage



Protein powders



Seitan



Tempeh bacon



Textured vegetable protein



Black bean burgers



Traditional veggie burgers

These only count as your protein source if a more protein-rich option (such as above) is not in the meal. Otherwise, they count as a carbohydrate source (as they contain more carbohydrates than protein).

EAT LESS



Fried meats



Chicken fingers, nuggets, and wings



High-fat meat



High-fat sausages



Processed deli meats



Protein bars



Pepperoni sticks



High-mercury fish



Plant-based meats

Burgers, sausage, hot dogs, tofurky, etc.

This includes items such as Impossible, Beyond, Gardein, Boca, etc. Most of these are made from a highly-processed plant protein, along with added oils, salts, sugars, flavors and colors.

Carbohydrates

Focus on whole, minimally processed sources of carbohydrates that pack lots of nutrition and fiber, and include a mix of starches and colorful fruits.

EAT MORE



Beans and lentils



Steel-cut, rolled, and old-fashioned oats



Buckwheat



Quinoa



Whole-grain, black, and wild rice



Sorghum



Farro



Millet



Potatoes



Amaranth



Plain non-Greek yogurt



Plain kefir



Fresh and frozen fruit



Corn



Sweet potatoes



Barley



Taro



Yuca



Whole or sprouted grain bagels, breads, English muffins, pastas, and wraps

EAT SOME



Couscous



White rice



Granola



Instant or flavored oats



Milk



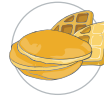
Vegetable juices



Flavored yogurt



Flavored kefir



Pancakes and waffles



Whole-grain crackers



Oat-based granola bars



Canned, dried, and pureed unsweetened fruit



Bean and pulse pasta



White bagels, breads, English muffins, pastas, and wraps

EAT LESS



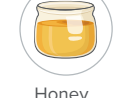
Cereal bars



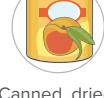
Fruit juices



Flavored milk



Honey, molasses, syrups & jellies



Canned, dried, and pureed fruit w/added sugar



Sweetened sports drinks



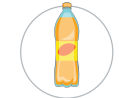
Juice drinks



Sweetened energy drinks



Plant milks, sweetened



Soda



Crackers



Sugar



Pretzels



Foods with 10+g added sugar

These foods are also rich sources of fats, so be mindful of both their carbohydrate and fat content



Chips



Fries



Ice cream and frozen yogurt



Candy bars



Donuts



Cookies



Pastries



Muffins



Cakes

Fats

Aim for a mix of whole-food fats (like nuts and seeds), blended whole foods (like nut butters), and pressed oils (like olive and avocado).

EAT MORE



Extra virgin olive oil



Walnut oil



Marinades and dressings with oils in this category



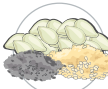
Avocado and avocado oil



Cheese, aged > 6 months



Egg yolks



Seeds: chia, flax, hemp, pumpkin and sesame



Cashews



Pistachios



Almonds



Brazil nuts



Pecans



Peanuts & natural peanut butter



Walnuts



Olives



Pesto made w/ extra virgin olive oil



Nut butters from other nuts in this category



Fresh unprocessed coconut

EAT SOME



Virgin and light olive oil



Expeller pressed canola oil



Sesame oil



Flaxseed oil



Coconut oil / milk



Peanut oil and regular peanut butter



Dark chocolate



Marinades and dressings with oils in this category



Fish and algae oil



Cream



Cheese aged <6 months



Flavored nuts and nut butters



Trail mix



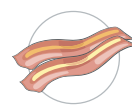
High oleic safflower oil



High oleic sunflower oil

These naturally-bred oils are high in heart-healthy monounsaturated fats and contain little saturated fats and no trans fats.

EAT LESS



Bacon



Sausage

Also sources of protein, though usually higher in less desirable fats.



Butter



Margarine



Processed cheese



Corn oil



Cottonseed oil



Sunflower oil



Canola oil



Soybean oil



Safflower oil



Marinades and dressings with oils in this category



Vegetable oil



Fat-rich foods with 10+ g added sugar



Hydrogenated oils and trans fats



Shortening

Vegetables

When eating vegetables (and fruits), try to “eat the rainbow.” Different colors imply different nutrients and health benefits.



MAKING ADJUSTMENTS

How to adjust calories, macros and hand portions to further progress

Important point: The suggested calorie, macronutrient, and hand-portion numbers in your guide are a *starting point*, not an *ending point*. Even with all of the information you provided, no calculator or coach can determine YOUR exact needs.

With that in mind, you will likely have to make a few adjustments. But first, it's important to know what kind of progress is possible... and probable.

Realistic rates of body fat loss per week

Progress	% Body weight	Men	Women
Extreme	1-1.5% body weight	(~2-3 lb)	(~1.65-2.5 lb)
Reasonable	0.5-1% body weight	(~1-2 lb)	(~0.8-1.65 lb)
Comfortable	<0.5% body weight	(~<1 lb)	(~<0.8lb)

How fast you can lose body fat depends on how consistently you can, or want to, follow the given guidelines. Fat loss is often faster when first starting out and when you have more body fat to lose. The leaner one becomes, the slower the rate of loss becomes, with more frequent plateaus.

Realistic rates of muscle gain per month

Fitness level	Men		Women	
Beginner	1-1.5% bodyweight	(~1.5-2.5 lbs)	0.5-0.75% bodyweight	(~0.65-1 lb)
Intermediate	0.5-0.75% bodyweight	(~0.75-1.25 lbs)	0.25-0.375% bodyweight	(~0.325-0.5 lbs)
Advanced	0.25-0.375% bodyweight	(~0.375-0.625 lb)	0.125-0.1875% bodyweight	(~0.1625-0.25 lbs)

The ability to gain muscle is dependent upon age, training experience, biological sex, consistency with food intake, and more.

Not losing fat within realistic parameters?

Decrease your intake by about 250 calories a day, by cutting out some carbs and/or fats. Or simply remove 1-2 cupped handfuls of carbs and/or 1-2 thumbs of fats from your daily intake. (That's 2-3 total portions of carbs and fats, combined.)

Not gaining muscle within realistic parameters?

Increase your intake by about 250 calories a day, by adding some carbs and/or fats. Or simply add 1-2 cupped handfuls of carbs and/or 1-2 thumbs of fats to your daily intake. (That's 2-3 total portions of carbs and fats, combined.)

Losing too much lean mass when losing weight?

Increase your daily protein intake by about 25 grams. Or simply add 1 extra palm of protein to your daily intake.

Gaining too much fat when adding muscle?

Increase your daily protein intake by about 25 grams, and decrease your daily carb and/or fat intake by about 250 calories. Or simply add 1 extra palm of protein to your daily intake, and remove 1-2 cupped handfuls of carbs and/or 1-2 thumbs of fats from your daily intake. (That's 2-3 total portions of carbs and fats, combined.)

How long should I wait before making adjustments?

In general, you should monitor your results about every two weeks before making further adjustments to your intake. And as you become more advanced, or progress closer to your final goal, it may take a full four weeks to see if your intake is working. Give it an appropriate amount of time before considering further adjustments.

Want to substitute some carb or fat portions?

You can substitute carb or fat portions for each other to suit your preferences. Pay attention to your response (e.g. appetite, energy levels, body change progress, etc.) and make further adjustments as desired.

What about snacks?

Your daily macro and portion totals can be divvied up as you prefer, so feel free to replace any meals with smaller snacks. Be sure to adjust by adding appropriate portions to other meals throughout the day, as your main goal is to reach your target daily intakes.

FINAL THOUGHTS

Move toward your goals

A healthy, fit body isn't just about food and exercise (though that's important).

It's also about how you think and feel, and what's important to you.

Imagine your Perfect Day.

Imagine you've succeeded, and you've gotten everything you wanted. What's happening? What are you doing? What's around you? What's better?

Now, see if you can do a tiny piece of your Perfect Day, today.

This could be as simple as spending 30 seconds doing a little extra to work towards your goals. Or tacking up a picture of what your Perfect Day might look like.

Or pretending, if only for a moment, that you've already become that person you want to be. That you already live the way you want to live, and feel how you want to feel.

The more you can imagine yourself living your goals, the more real they get.

Don't worry about being stuck with what you don't want. You've already started taking steps towards change.

Focus on moving toward what you do want.

Reward yourself for every small victory. Everything counts, no matter how little.