

14 DAY FITNESS AND NUTRITION JUMP START

**HOW TO IGNITE YOUR
METABOLISM AND
BEGIN YOUR FITNESS JOURNEY**



14-Day Nutrition Jump Start Guide

In order to get the most out of the 14-day Jump Start training program it is important to follow a proper meal plan. You cannot out train a bad diet. This goes for both losing fat and building muscle. This guide includes a basic nutrition plan to optimize fat loss, separate nutritional strategies to optimize building muscle, and how to setup a plan that you can follow long-term.

Fat Loss Nutrition

The amount you will be eating is dependent on your current bodyweight. Most days you will be severely limiting carbohydrates. On days 7 and 14 there will be added carbohydrates to your final meal of the day.

This is an important part of the diet, because it will stimulate your metabolism to maintain an optimal hormonal environment for fat loss.

Most foods in the diet are whole and unprocessed. For people used to eating processed and calorie dense foods, you might feel as if you are overeating during this diet.

If you want variety or don't like a particular food listed, alternatives have been provided. You will be able to alter the meal plan only if you use the food alternatives given and maintain the allotted protein, carbohydrate, and fat totals for the day.



Space the meals and snacks at your convenience. Water intake should be at a minimum of half your bodyweight in ounces. The only drinks allowed during this meal

plan are water, coffee, and tea.

It's important that you understand that this nutritional plan isn't sustainable and should only be followed short-term. Nutritional strategies for a more sustainable diet will be covered later.

Days 1-6 and 8-13

| Meal 1 | Weight: 120 | 150 | 180 | 210 | 240+ |
|------------------------------------|-------------|------------|------------|------------|------------|
| Whole Eggs | 3 | 4 | 5 | 6 | 6 |
| Extra Virgin Unrefined Coconut Oil | ½ tbsp | ½ tbsp | 1 Tbsp | 1 Tbsp | 1 Tbsp |
| Low carb Vegetable of Choice | 1 Cup | 1 Cup | 1 Cup | 1 Cup | 1 Cup |
| Pro/Fat/Carb in Grams | 18g/22g/4g | 24g/24g/4g | 30g/32g/4g | 36g/37g/4g | 36g/37g/4g |

High Protein Snack - CHOOSE ONE

| Snack 1 | Weight: 120 | 150 | 180 | 210 | 240+ |
|------------------------|-------------|-------------|-----------------|-----------------|-----------------|
| Whey Protein | 1 Scoop | 1 Scoop | 1 ½ Scoops | 2 Scoops | 2 ¼ Scoops |
| Low Fat Cottage Cheese | 1 Cup | 1 Cup | 1 ¼ Cups | 1 ¾ Cups | 2 Cups |
| PLAIN Greek Yogurt | 1 Cup | 1 Cup | 1 ¼ Cups | 1 ¾ Cups | 2 Cups |
| Pro/Fat/Carb in Grams | 23g/0g/2-9g | 23g/0g/2-9g | 28-32g/0g/3-11g | 40-44g/0g/4-15g | 46-50g/0g/6-18g |

| Meal 2 | Weight: 120 | 150 | 180 | 210 | 240+ |
|----------------------------------|-------------|------------|------------|------------|------------|
| Chicken Breast | 6 Ounces | 8 ounces | 8 Ounces | 8 Ounces | 10 Ounces |
| Spinach, Mixed Greens or Romaine | 1-2 Cups | 1-2 Cups | 1-2 Cups | 1-2 Cups | 1-2 Cups |
| EVOO | 1 Tbsp | 1 Tbsp | 1 ½ Tbsp | 1 ½ Tbsp | 1 ½ Tbsp |
| Vinegar of Choice | 1-2 Tbsp | 1-2 Tbsp | 1-2 Tbsp | 1-2 Tbsp | 1-2 Tbsp |
| Pro/Fat/Carb in Grams | 30g/17g/4g | 40g/19g/4g | 40g/25g/4g | 40g/25g/4g | 50g/26g/4g |

High Protein Snack - **CHOOSE ONE**

| Snack 2 | Weight: 120 | 150 | 180 | 210 | 240+ |
|------------------------|-------------|-------------|-----------------|-----------------|-----------------|
| Whey Protein | 1 Scoop | 1 Scoop | 1 ½ Scoops | 2 Scoops | 2 ¼ Scoops |
| Low fat Cottage Cheese | 1 Cup | 1 Cup | 1 ¼ Cups | 1 ¾ Cups | 2 Cups |
| PLAIN Greek Yogurt | 1 Cup | 1 Cup | 1 ¼ Cups | 1 ¾ Cups | 2 Cups |
| Pro/Fat/Carb in Grams | 23g/0g/2-9g | 23g/0g/2-9g | 28-32g/0g/3-11g | 40-44g/0g/4-15g | 46-50g/0g/6-18g |

| Meal 3 | Weight: 120 | 150 | 180 | 210 | 240+ |
|---------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| Beef (Top Round/93% lean ground beef) | 8 Ounces | 10 Ounces | 10 Ounces | 10 Ounces | 10 Ounces |
| Green Vegetables | At least 1 cup but unlimited | At least 1 cup but unlimited | At least 1 cup but unlimited | At least 1 cup but unlimited | At least 1 cup but unlimited |
| Pro/Fat/Carb in Grams | 56g/16g/4g | 70g/20g/4g | 70g/20g/4g | 70g/20g/4g | 70g/20g/4g |

Day 7&14 - Every meal the same except Meal 3

| Meal 3 | Weight: 120 | 150 | 180 | 210 | 240+ |
|---------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| Beef (Top Round/93% lean ground beef) | 4 Ounces | 5 Ounces | 6 Ounces | 6 Ounces | 6 Ounces |
| Green Vegetables | At least 1 cup but unlimited | At least 1 cup but unlimited | At least 1 cup but unlimited | At least 1 cup but unlimited | At least 1 cup but unlimited |
| White Rice | 1 Cup Cooked | 1 Cup Cooked | 1 Cup Cooked | 1 Cup Cooked | 1 Cup Cooked |
| Pro/Fat/Carb in Grams | 33g/8g/45g | 40g/10g/45g | 47g/12g/45g | 47g/12g/45g | 47g/12g/45g |

Goal Calories and Macronutrients (except days 7&14)

| 120 | 150 | 180 | 210 | 240+ |
|---|---|---|---|---|
| Protein- 150g Fat- 55g Carbs- ~30g Calories- 1200 kcal | Protein- 180g Fat- 63g Carbs- ~30g Calories- 1400 kcal | Protein- 200g Fat- 77g Carbs- ~30g Calories- 1600 kcal | Protein- 230g Fat- 82g Carbs- ~30g Calories- 1800 kcal | Protein- 250g Fat- 83g Carbs- ~30g Calories- 1900 kcal |

The following are some alternatives to each food on the meal plan

| Lean Protein | Fatty Protein | Vegetables | Fats |
|---|--|--|--|
| Chicken Breast Turkey Breast Pork Tenderloin Tilapia Flounder Halibut Whey Protein Soy Protein Tofu | Whole Eggs 93% Ground Beef 93% Ground Turkey Salmon | Spinach Romaine Mixed Greens Asparagus Brussels Sprouts Broccoli Kale Cauliflower Peppers Cucumber Onion | Extra Virgin Coconut Oil Extra Virgin Olive Oil Macadamia Nut Oil Red Palm Oil Avocado Oil Nuts Avocados *EVOO only for salads or as a topping, don't cook with it. |

Muscle and Strength Gain Nutrition

To maximize your ability to build muscle and gain strength you will follow the fat loss plan above with a few minor changes. The plan above is very low carbohydrate. Low carbohydrate is great for fat loss, but isn't optimal for performance. The table below lists the amount of carbohydrate you should be adding each day based on your current bodyweight.

Carbs:

| | | | | |
|------------|------------|------------|------------|------------|
| 120 | 150 | 180 | 210 | 240+ |
| +150 grams | +160 grams | +170 grams | +180 grams | +190 grams |

On workout days it is best to eat these carbohydrates before and after your workout. On non-workout days they can be spread out however you like. The table below lists the best choices to add to your daily nutrition.

| Fruit | Starch |
|--|---|
| Banana Blueberry Blackberry Raspberry Peaches Nectarines Prunes Melon | White Potato Sweet Potato White Rice Brown Rice Oatmeal Quinoa Beans Lentils |

Be sure to choose from both sides of the table and try and keep a good variety throughout the week.

Long-Term Nutritional Habits - Fat Loss

After the 14-day jump start for fat loss, you are going to have to transition into a more sustainable nutrition plan. Eating this way isn't a lifestyle, nor is it something most people can or should maintain long term. The key to a successful fat loss program is eventually finding a nutrition plan that allows you to reach your goals while being able to enjoy the process.

You should still follow the principles of this diet. These include eating whole foods, staying mostly low carb, eat fresh vegetables, get plenty of healthy fats and maintain a high protein intake.

All you will have to do is increase your caloric intake. This can be done by either adding more to each eating occasion or by adding an extra meal or snack. A good example would be adding a serving of nuts (about the size of your thumb) to each snack. Some good choices would be almonds, walnuts, macadamia, or brazil nuts. If you are very physically active most of the week (INTENSE exercise 3+ days a week) you should think about adding some fruit to your snacks (berries, peaches, nectarines, or melon).

Even adding a reasonable cheat meal (not a cheat day) once a week is a fine choice. You will continue to lose fat provided you maintain the appropriate amount of strength training, metabolic conditioning, and consistently adhere to these dietary principles.

If you are not making slow steady progress toward your goal, then make small changes. This could be done by slightly dropping your daily caloric intake by 100 for two weeks and then remeasure your weight. If there is no change then add an extra 30 minutes of exercise to your week.

Keep repeating these steps until you begin to lose weight again. It is important that you are patient in this process. If you change too much in a small amount of time you will set yourself up for failure by either plateauing or making it too hard and falling off your plan. Find the minimum effective dose, and follow it until it stops working. Don't expect to lose more than 1-2 pounds a week. However, losing more is very possible if you are consistent and strict.

Long-Term Nutritional Habits - Muscle and Strength Gain

Your nutrition plan is already much more sustainable than the fat loss plan since you are eating a surplus of calories. However, it's much easier to lose fat than it is to build muscle. Building muscle takes time. Most people are impatient in this process and

start eating too many calories too soon and just start building excess fat instead of muscle.

Evaluate your progress from the 14-day jump start program. Did you gain weight? If you so, how much? Are you stronger? If you saw progress then continue the plan until progress stops. If you didn't see progress, you need to eat more. Start by adding 250 calories to your daily intake for 2 weeks then remeasure your weight. If you gained weight follow that caloric intake, continue until you stop gaining weight. If you didn't gain weight, repeat the process.

Try to keep the weight gain .5 to 1 pound a week if you want to keep fat gain to a minimum. It is important to note that you should see some fat gain. This is just something that will happen when gaining weight. Don't let it discourage you, just be sure you aren't gaining more weight each week than what we recommend. It's also okay to allow yourself to have a cheat meal (not cheat day) every now and then. Just try and keep your macronutrients close to the plan.

What if I have reached my goal?

If you are now satisfied with your body composition, it's time to find a nutrition plan that maintains it. Continue following the nutritional habits provided in this e-book, try new recipes, experiment with different types of healthy foods, and enjoy the occasional cheat meal. Monitor your body composition and weight to be sure that you are maintaining. You should now think about creating new goals.

Having a goal is extremely important to keep you accountable to your exercise routine and nutrition plan. Just because you are happy with your body composition doesn't mean your fitness goals should end there. These goals can be exercise based (get stronger, get more flexible, run a 5k, run an obstacle course race, etc...) or even health based (get your cholesterol in a specific range or improving other health markers). Once you have decided what your new goal is, start by telling your coach about it. We will help guide you to be sure you are headed in the right direction.

Strategies for portion size

Once you are no longer following the specific nutrition plan laid out above, you will need to apply some strategies to be sure you are staying on track with the amount of food and the total protein, fat and carbohydrate you are consuming. This can be done a couple different ways. You could measure your food directly with weight scales, measuring cups/spoons, ounces of liquid, etc..., and place that information into a calorie counting app on your computer or smartphone. You can find a general number you should be shooting for by using the following calculations

1. Fat Loss- 10-12 calories per pound of bodyweight
2. Maintenance - 12-15 calories per pound of bodyweight
3. Muscle Gain - 16-18 calories per pound of bodyweight

These numbers can vary depending on your current metabolic rate. Monitor your weight and make changes based off of your results.

The second strategy is to use your own hand as a tool to measure portion sizes for protein, fat, carbohydrate and vegetables. You will compare the size your palm, fist, cupped hand and thumb to each of these foods. The foods should be of the same thickness and diameter of your fist and palm. When using a cupped hand to measure, be sure you are not taking a handful.

FEMALE:

- 1 palm of good quality, high protein food with each meal
- 1 fist of veggies every meal
- 1 cupped hand of carbohydrate dense foods (optional)
- 1 thumb of healthy fats (optional)



MEN:

- 2 palm sizes of good quality, high protein food with each meal
- 2 fists of veggies every meal
- 2 cupped hand of carbohydrate dense foods (optional)
- 2 thumbs of healthy fats (optional)



Get to Work!

You now have the tools you need to make your body composition goals come true!

It doesn't matter if your goal is building muscle, losing fat, or maintaining weight, making the right nutritional choices can be HARD. It's okay to slip up every once in awhile, but if you truly want to reach your goal, you must put the consistent effort. If you do slip up, it's important you get right back on track. Don't beat yourself up about it. Your slip up is behind you, move on and keep your eyes on what the future has to offer.

Instead of getting ready to get ready, GET STARTED. Don't wait for next Monday or the new year, get started NOW. Successful people don't procrastinate, they take action. Get to work!