

BURN FAT GROW MUSCLE

THE SIMPLE AND PROVEN WAY
TO BURN FAT, GROW MUSCLE,
AND SUPERCHARGE YOUR RESULTS.



WELCOME

Thank you for downloading.

You're here because you want to learn how to get more out of your training and to achieve the body composition you've always dreamed of. Most people spend too much time focussed on their training but not enough time on their nutrition. Body composition change all starts with what you put in your mouth. This guide is designed to give you the tools & resources you need to lose body fat or grow lean muscle..

We want this to be easy to follow so you can execute and get the results you're so desperately chasing.

My suggestion is start implementing this guide straight away; find yourself a friend who's keen to do it with you and keep you accountable. The more consistent you are, the better your results will be.





NUTRITION

NUTRITION

The biggest thing you need to remember is nutrition is all about consistency. The more consistent you are, the faster you'll get the results you're chasing.

Here are the key things to remember:

- The basics provide 80% of the results.
- As we climb the nutritional pyramid it's important to remember that the higher you climb the smaller the returns you'll see. Spend less time stressing over these things and focus on the base of the pyramid.
- It's important to prioritise the bigger picture and only focus on the things that will provide you with the biggest bang for your buck. That's why we've only focussed on the key things you'll need to do to get the results you're chasing.



PYRAMID OF NUTRITIONAL PRIORITIES

CALORIES

“The first law of thermodynamics, also known as Law of Conservation of Energy, states that energy can neither be created nor destroyed; energy can only be transferred or changed from one form to another.”

You can't mess with this principle. If you eat too much, you'll put on weight. If you eat less, you'll lose body fat and weight.

CALORIE BALANCE MATTERS THE MOST.

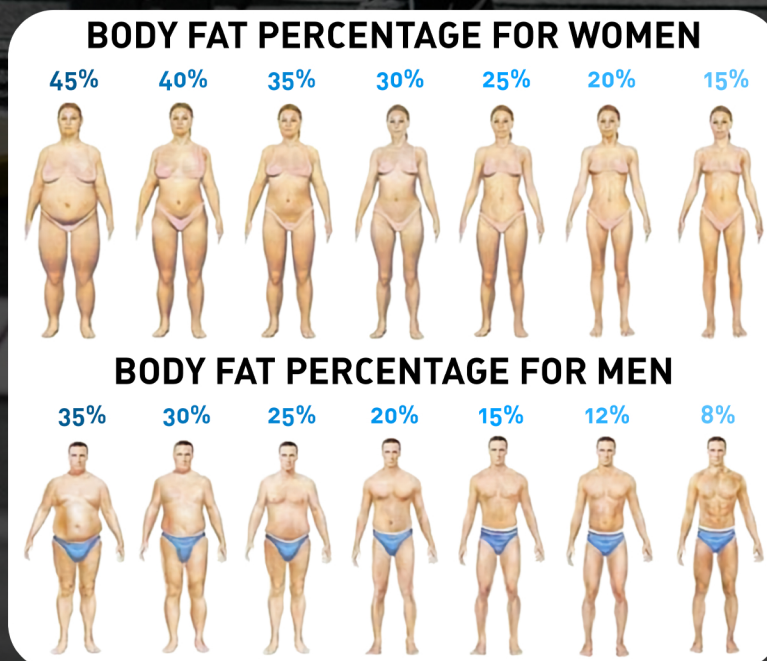
Don't skip this... It's like trying to save without having a budget.. It's doable but your results will be random and subpar...

How many calories should you be eating?

STEP 1:

Use this formula to calculate your **Basic Metabolic Rate**.

Estimate your body fat percentage using the diagram below:



STEP 1 (continuation):

Input your weight and estimated body fat percentage into the formula below:

$$\text{Lean Body Mass} = \frac{\text{Weight (in kgs)} \times [100 - (\text{Estimated Body Fat})]}{100}$$

[Click HERE for an interactive web calculator of the formula.](#)

This number is the amount of calories you burn at rest. Now we need to calculate the calories you burn via movement, daily life and exercise.

STEP 2:

Calculate Physical Activity Level.

INACTIVE: less than 1.4

SEDENTARY: 1.4 - 1.69

MODERATELY ACTIVE: 1.70 - 1.99

VIGOROUSLY ACTIVE: 2 - 2.4

EXTREMELY ACTIVE: greater than 2.4

A simple way to work out how much activity you do is to see what your average daily steps are. 10,000 steps a day equates to 1.6 to 1.7 of physical activity. If your goal is fatloss and you're unsure of where your activity level sits, lean on the side of caution and undershoot your activity level.

$$\text{Total Daily Energy Expenditure (TDEE)} = \text{Lean Body Mass (LBM)} \times \text{Physical Activity Level (PAL)} = \text{Total Calories}$$

This number is your estimated maintenance weight. To lose bodyfat, we would recommend starting with a 20% deficit and to add muscle add a 10% surplus.

MACRONUTRIENTS

Eating the right combination of macronutrients and calories has the ability to alter your body composition, sporting performance, daily function and energy levels.

If trying to lose weight, we want to do everything in our power to prevent you from just dropping muscle. To prevent this, we need to ensure you're eating adequate amounts of protein to maintain muscle mass while dropping body fat. Losing muscle mass will cause a reduction in your metabolic rate which is exact the opposite of what we want.

AIM FOR 2 GRAMS OF PROTEIN PER BODYWEIGHT.

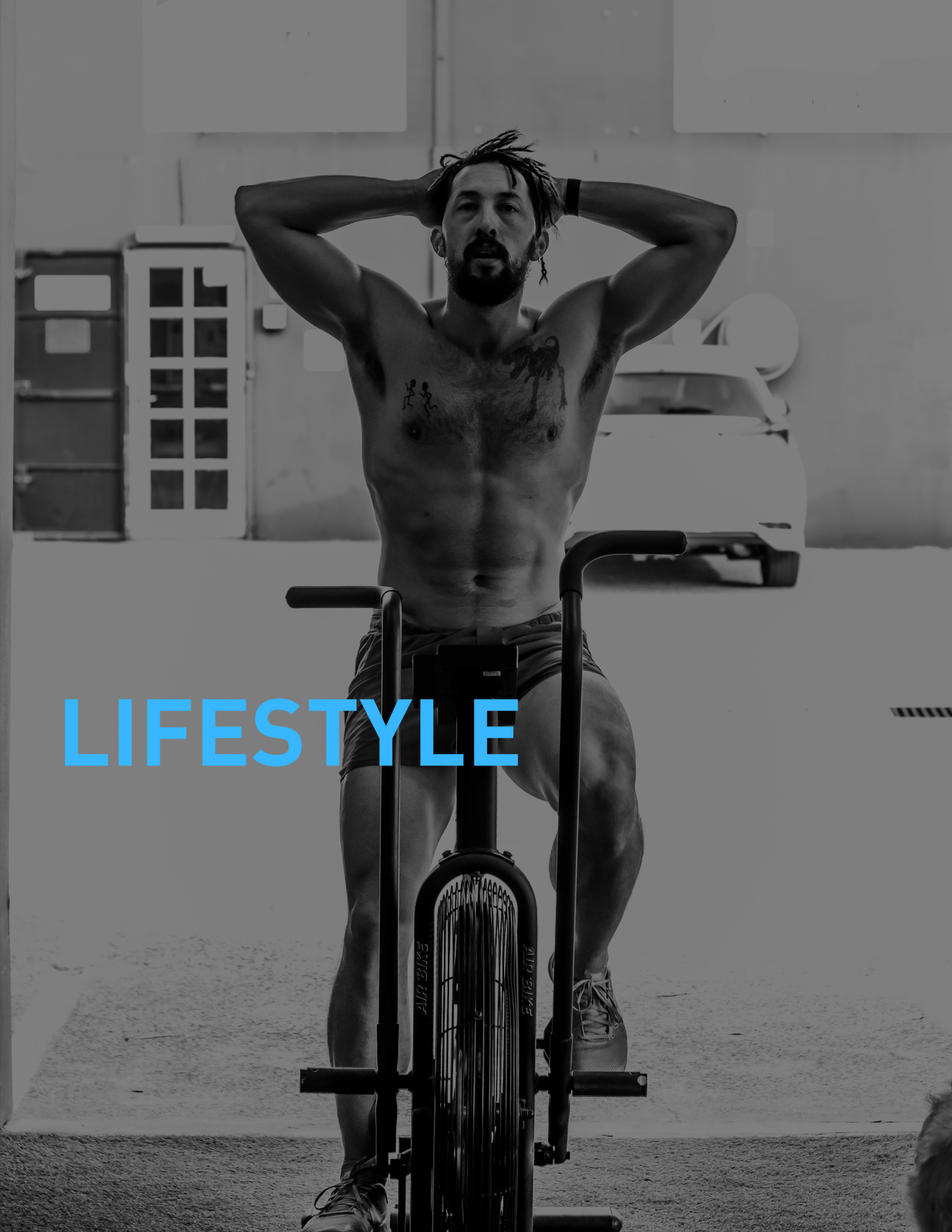
To make things simple we recommend just focussing on hitting your calories & protein target. Once you're able to hit this consistently you can add in carbohydrates & fat goals which will help with sporting performance, energy levels and further body composition refinement.

MICRONUTRIENTS

Micronutrients are not to be missed as the break down of fat is highly reliant on these enzymes and co-factors. It goes without saying that your body runs more efficiently with vegetables, meats & nuts than with highly processed foods like chips, lollies and cereals.

AIM TO GET 2 CUPS OF VEGETABLES WITH EACH MEAL.

This will help ensure you're getting the micronutrients you need to metabolise and break down fat.



LIFESTYLE

SLEEP

SLEEP MATTERS!

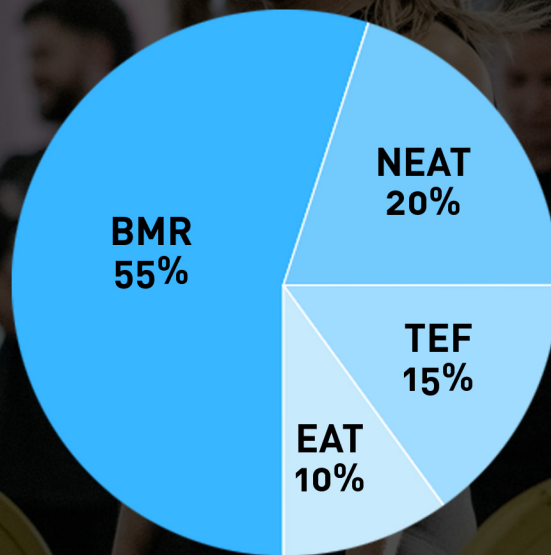
This is by far the most neglected! Here's what you need to optimise your recovery & speed up your results.



- Sleep for 7+ hours a night.
- Create a sleep routine! You should be going to sleep and waking up at the same time every night. Your body thrives on routine.
- Your room should resemble a bat cave, Pitch black with no light!
- Stay away from electronics & artificial light for at least 1 hour before bed time. These lights stop the secretion of your sleep hormones.
- 1pm means no more coffee & stimulants.
- Aim to eat 2 hours before going to bed. This will reduce the stress put on the digestive tract while sleeping which allows you to get a deeper sleep.

NEAT

Non Exercise Activity Thermogenesis – often the missing piece of the puzzle. NEAT makes up everything you do out of the gym. It includes walking, fidgeting & general movement.



Research has found that when we enter into a calorie deficit our NEAT reduces to save energy which reduces our calorie deficit. To prevent this from happening it's important to track your steps and ensure that this doesn't reduce.

HIT 10,000 STEPS DAILY TO KEEP YOUR NEAT UP AND METABOLISM BURNING.



TRAINING

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Your training should be aimed for performance! Your body needs a stimulus to get stronger and leaner. Ensure you're working hard to create a stimulus to maintain muscle mass. This should be done with hypertrophy and strength training.

Use cardio as a tool for performance, and creating aerobic adaptations, avoid it as a tool to create more of a deficit.

LIFT WEIGHTS TO GET STRONGER
RUN FURTHER OR FASTER
MOVE WITH PURPOSE AND INTENT

Training with a performance outcome is the key!

1. Lift with intent and aim to lift heavier than last week this will stimulate increases in lean muscle mass.
2. Use tempos, mechanical tension is a key to muscle hypertrophy.

Muscle hypertrophy = increased lean muscle mass = increase metabolic rate = reduction in bodyfat.

3. Ensure you're doing enough cardio for heart health. Cardio at the right intensities has the ability to increase fat metabolism, develop a stronger heart and increase recovery. Increase your conditioning by adding in 20 to 40 minute of cardio by rowing / running / bike. Aim to go at a pace that 50/60% of your maximal efforts.

A man with tattoos is lifting two large black dumbbells above his head in a gym setting. He is wearing a white tank top. The background shows gym equipment and a wall with a grid pattern.

IT'S TIME TO TAKE ACTION!

Here's the key things to remember

1. Track your calories! This will determine your results.
2. Protein matters. Keep your metabolic rate up by hitting this.
3. Train a minimum of 4 x a week.
4. 8 + hours of sleep to recover and keep your body burning fat.
5. 10 000 Steps to ensure you keep your NEAT up.

A shirtless man with a beard is performing a shoulder press with two large black hexagonal dumbbells. He is looking directly at the camera with a focused expression. The background is dark and out of focus, suggesting a gym setting.

WHAT'S NEXT?

If you are struggling to get the results you're chasing, we're happy to help. If you need a helping hand, some guidance or a place to train, then shoot us a message so we can help you. We hope you've learnt something from this guide and wish you the best of luck for 2021.

