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## *Live Lean*

### **Nutrition Laws**



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# Live Lean Nutrition Law #1

## Set A Measurable & Realistic Goal

Most people come to me and say...

***“Brad, I need to lose 10 lbs before summer in 2 months.”***

That's a great start. You have a set measurable goal... 10 lbs in 8 weeks. But is this realistic (and healthy)?

Typically, a healthy fat loss plan will allow you to **lose 1-2 pounds of fat per week** with exercise and a nutrition plan that puts you in a caloric deficit. A caloric deficit simply means you're burning more calories than you're eating.

However, everyone's calorie requirements are different based on your current body composition and activity levels. Lets take a closer look.

### ***How many calories should I be eating to lose fat?***

Going into a severe calorie deficit through dieting alone IS NOT the most effective approach. Not only is this crash diet unhealthy and unsustainable, your body will also go into starvation mode. This means it'll end up storing fat and burning your muscle for fuel. This loss of muscle slows your metabolism and adds up to a “lighter” but fatter version of your current self. Heard of the term “skinny fat”...well that's what happens on crash diets.

The two healthiest ways to create a calorie deficit is by following a diet that puts you in a modest caloric deficit AND THEN follow that up with an intense exercise program to create an even higher caloric deficit.

But before we can figure out how we can be in a caloric deficit, we first need to calculate how many calories our body actually requires (to maintain current size) based on our specific body type.

Follow the quick steps below to begin your calculations.

#### **Step #1: Calculate your body fat %.**

This can be done using body fat calipers or a simple handheld body fat analyzer. Ask a trainer at your gym for help.

For this example, lets say your body fat analysis = **20%**

**Step #2: Calculate your lean body mass.**

Lean Body Mass = Current weight - (Current body fat % x Current weight)

For this example, lets say your weight = **190 lbs**

Lean Body Mass = 190 – (.20 x 190) = 152 lbs

Lean Body Mass = **152 lbs**

**Step #3: Calculate your maintenance calories.**

This step calculates the amount of calories you need to MAINTAIN your current weight.

For this example:

Your body fat % was 20.

Your lean body mass was 152 lbs.

Based on the chart below, your maintenance calories would be calculated as:

14 calories x 152 lbs = **2,128 calories**

Current Body Fat %	Maintenance Calories Formula
Up to 12%	17 calories x Lean Body Mass (in lbs)
12.1-15%	16 calories x Lean Body Mass (in lbs)
15.1-19%	15 calories x Lean Body Mass (in lbs)
<b>19.1-22%</b>	<b>14 calories x Lean Body Mass (in lbs)</b>
22.1% & above	13 calories x Lean Body Mass (in lbs)

**Step #4: Calculate your calorie requirements to lose fat effectively.**

Rather than trying *force* fat loss by creating a substantial caloric deficit, to live lean it's recommended to *coax* fat loss by focusing on eating REAL WHOLE FOODS and following a modest caloric deficit in the range of 250 calories per day. Based on this, your calorie goal per day would be:

Daily calorie goal = Daily calorie maintenance – Daily modest calorie deficit  
2,128 – 250 = **1,878 calories**

So there you go.

**You just calculated that 1,878 calories is your daily calorie goal to lose fat effectively.**

Does this mean you can eat any food you want just as long as by the end of the day you've consumed a total of 1,878 calories?

No!

The quality of the calories is also very important. Keep reading.

### ***How Many Of Those Calories Should Come From Protein, Carbohydrates, & Fat?***

#### **Step #5: Calculate your protein intake requirements.**

Protein intake = 1.15-1.5 grams per pound of lean body mass. Start on the low side (1.15 grams). If you find yourself very hungry throughout the day, increase this number up to 1.5 grams).

For this example, your lean body mass = 152 lbs.

Starting protein intake =  $1.15 \times 152 = 175$  **grams of protein**

1 gram of protein = 4 calories. Total calories from protein = **700 calories from protein**

#### **Step #6: Calculate your carb intake requirements.**

Do you notice you gain fat easily when you eat carbs? If so, you may be insulin resistant. If this is the case, limit carb intake to .5 grams per pound of lean body mass. However, if carbs don't negatively affect you, you can increase that intake up to .75 grams per pound of lean body mass.

For this example, we'll say you are not insulin resistant, so your carb intake is .75 grams per pound of lean body mass.

Carb intake =  $.75 \times 152 = 114$  **grams of carbohydrates**

1 gram of carbohydrates = 4 calories. Total calories from carbohydrates = **456 calories from carbohydrates**

### **Step #7: Calculate your fat intake requirements.**

The remaining calories will come from healthy sources of dietary fat. You may think this sounds like a lot of fat, but healthy sources of fat are essential to your body's hormonal system. Healthy sources of dietary fat ARE NOT bad.

For this example:

Calories from protein = 700

Calories from carbohydrates = 456

Equals total of = 1,156 calories

Calories requirement = 1,878

1,878 calories – 1,156 calories = **722 calories from fat**

1 gram of fat = 9 calories. Total calories from fat = **722 calories**

$722/9 = 80$  **grams of fat**

### ***That's How You Calculate How Many Calories, Protein, Carbohydrates, & Fat You Need.***

#### **Note:**

If you're NOT looking to lose fat or gain anymore muscle. Use the same steps, but just use your "calorie maintenance" number. Not the "calorie maintenance – daily calorie deficit" number.

If you're looking to ADD more muscle, rather than subtracting 250 calories from your calorie maintenance number, add 250 calories to it.

## Live Lean Nutrition Law #2

# Eat Real Food

When it comes to real food, think Fred Flintstone. Not George Jetson.

Your genetic makeup is 99% the same as your Paleolithic ancestors from thousands of years ago.

These ancestors thrived on a diet comprised of animals and plants. Not cookies and Coca-Cola.

To put it simply, your digestive system and body as a whole was made to assimilate, absorb, and thrive on specific Paleolithic foods.

These foods are natural. These foods are whole. And in most cases, these foods contain ONE INGREDIENT!



This is the difference between FOOD and PRODUCTS. Foods are from the earth. Products are created in a factory using cardboard boxes.

Products are filled with chemicals, artificial sweeteners, preservatives, refined sugar, and man-made hydrogenated or vegetable oils.

Next time you go grocery shopping, take note of what aisles you're spending most of your time in. Typically, whole natural, one-ingredient foods are located on the perimeter of the grocery store. All the unnatural processed foods are usually found in the middle aisles.

## **And please don't fall for the "low calorie" marketing hype.**

If your food is marketed as low calorie, comes in a box, and contains more than 1 ingredient, it's hype...not nutrition.

I know, it sounds confusing.

Fortunately, we have you covered. Just print out the grocery list below, take it to the grocery store, purchase the items, and get ready to live lean.

### ***Your Grocery List To Live Lean***

#### ***Protein***

- ✓ Bison
- ✓ Chicken
- ✓ Clams
- ✓ Cod
- ✓ Crab Meat
- ✓ Eggs (Whole)
- ✓ Egg Whites
- ✓ Extra Lean Ground Beef
- ✓ Ground Lamb
- ✓ Ground Pork
- ✓ Ground Turkey
- ✓ Haddock
- ✓ Halibut
- ✓ Lamb
- ✓ Mahi Mahi
- ✓ Mussels
- ✓ Pork
- ✓ Salmon (Wild, Fresh, Canned, & Smoked)
- ✓ Scallops
- ✓ Shrimp

- ✓ Steak
- ✓ Tilapia
- ✓ Tuna (Fresh & Canned)
- ✓ Whey Protein Powder

### ***Veggies***

- ✓ Argula
- ✓ Artichoke Hearts
- ✓ Asparagus
- ✓ Bell Peppers (Red, Green, Orange, & Roasted Red Pepper)
- ✓ Broccoli
- ✓ Bok Choy
- ✓ Brussels Sprouts
- ✓ Butternut Squash
- ✓ Cabbage
- ✓ Carrots
- ✓ Cauliflower
- ✓ Celery
- ✓ Cherry Tomatoes
- ✓ Cucumber
- ✓ Eggplant
- ✓ Endives
- ✓ Fennel
- ✓ Frisee
- ✓ Green Beans
- ✓ Green Onion
- ✓ Hot Peppers (Jalapeño & Chilies)
- ✓ Kale
- ✓ Leeks
- ✓ Mushrooms (Whole, Portobello, & Shiitake)
- ✓ Onions (Red & Yellow)
- ✓ Peas
- ✓ Radishes
- ✓ Roasted Red Pepper
- ✓ Romaine
- ✓ Rutabagas
- ✓ Sauerkraut
- ✓ Shallot
- ✓ Snow Peas
- ✓ Spaghetti Squash

- ✓ Spinach
- ✓ Strawberries
- ✓ Tomatoes (Fresh, Canned Diced Tomatoes, & Tomato Paste)
- ✓ Turnip
- ✓ Zucchini

### ***Healthy Fats***

- ✓ Almonds (Unsalted)
- ✓ Almond Butter
- ✓ Avocados
- ✓ Cashews (Unsalted)
- ✓ Coconut Oil
- ✓ Coconut (Shredded/Unsweetened)
- ✓ Fish Oil
- ✓ Ground Flax Seed
- ✓ Hazelnuts
- ✓ Hazelnut Oil
- ✓ Macadamia Nuts (Unsalted)
- ✓ Olives
- ✓ Olive Oil
- ✓ Pecans (Unsalted)
- ✓ Pine Nuts
- ✓ Pistachios (Unsalted)
- ✓ Sesame Oil
- ✓ Sesame Seeds
- ✓ Tahini
- ✓ Walnuts (Unsalted)
- ✓ Walnut Oil

### ***Carbohydrates & Fruit***

- ✓ Apples
- ✓ Bananas
- ✓ Blueberries
- ✓ Coconut Flour
- ✓ Cranberries (Dried)
- ✓ Dates
- ✓ Honey (Raw)

- ✓ Jicama
- ✓ Lemon
- ✓ Lime
- ✓ Mango
- ✓ Maple Syrup (Pure)
- ✓ Orange
- ✓ Pineapple
- ✓ Raspberries
- ✓ Sweet Potatoes

### ***Condiments***

- ✓ Apple Cider Vinegar
- ✓ Balsamic Vinegar
- ✓ Beef Broth (low sodium)
- ✓ Chicken Broth (low sodium)
- ✓ Fish Sauce
- ✓ Hot Sauce
- ✓ Mustard
- ✓ Red Wine Vinegar
- ✓ Rice Wine Vinegar
- ✓ Salsa
- ✓ Sherry Vinegar
- ✓ Tamari
- ✓ Vanilla Extract (pure)
- ✓ White Wine Vinegar

### ***Herbs & Spices (just buy a spice rack)***

- ✓ Allspice
- ✓ Basil
- ✓ Bay Leaves
- ✓ Black Pepper
- ✓ Cardamom
- ✓ Cayenne Pepper
- ✓ Chili Powder
- ✓ Chives
- ✓ Cilantro
- ✓ Cinnamon
- ✓ Pure Cocoa Powder

- ✓ Curry Powder
- ✓ Cloves
- ✓ Cumin
- ✓ Dill
- ✓ Garlic
- ✓ Ginger
- ✓ Horseradish
- ✓ Mint
- ✓ Nutmeg
- ✓ Onion Powder
- ✓ Oregano
- ✓ Paprika
- ✓ Parsley
- ✓ Red Pepper Flakes
- ✓ Rosemary
- ✓ Saffron
- ✓ Sage
- ✓ Sea Salt
- ✓ Stevia
- ✓ Tarragon
- ✓ Thyme
- ✓ Turmeric

### ***Liquids***

- ✓ Almond Milk
- ✓ Coconut Milk (Prefer Canned)
- ✓ Coffee
- ✓ Espresso
- ✓ Tea
- ✓ Water

### ***In Moderation***

- ✓ Bacon
- ✓ Butter
- ✓ Chorizo (cured salami)
- ✓ Feta Cheese
- ✓ Goat Cheese
- ✓ Greek Yogurt

- ✓ Dark chocolate (70%+ cocoa)
- ✓ Mozza Cheese
- ✓ Oats
- ✓ Potatoes
- ✓ Quinoa
- ✓ Sausages

## Live Lean Nutrition Law #3

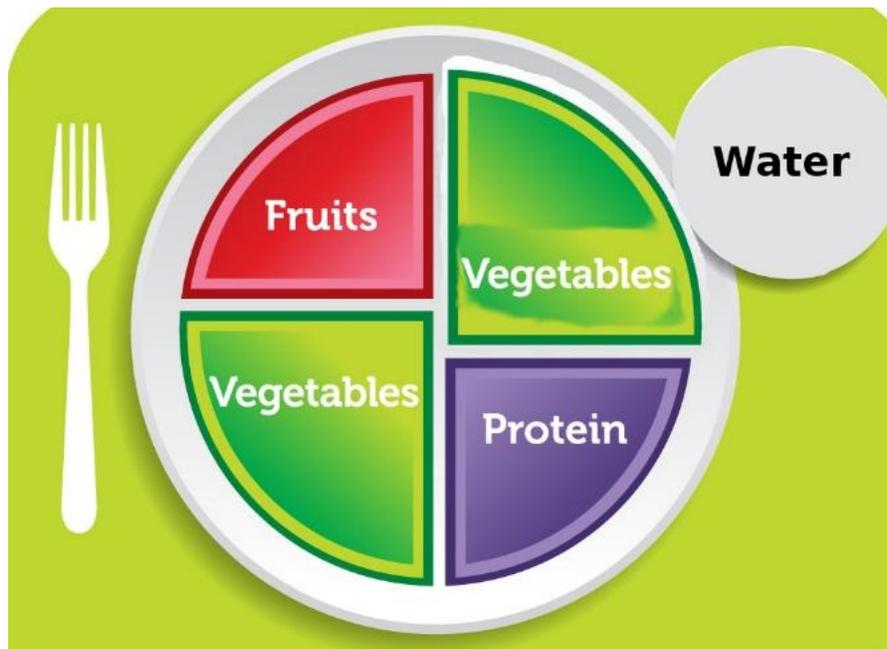
# Portion Sizes

If you follow Live Lean Nutrition #2 you will experience amazing results.

However, at the end of the day (or week), if you're in a caloric surplus (taking in more calories than you're burning), you can still add on the pounds.

**Note:** by following a whole foods diet, you'd have a hard time overeating due to the satiating nature of protein and healthy fats. In other words, you'll won't feel as hungry.

Regardless, I have a very simple method to ensure your portion sizes are not blowing your calorie intake out of proportion.



**#1.** Visualize a dinner plate.

**#2.** Visualize the plate split into 3 sections.

**#3.** Section one is dedicated to your protein source (see grocery list via the previous pages for healthy sources of protein). For every meal or snack, you should have a protein source. A typical serving size of protein per meal is 3-4 oz. Of course, the quantity should be customized to your calorie requirements, but lets use 3-4 oz as an example. 3-4 oz of a chicken breast or steak is essentially the size of a deck of cards, or the palm of your hand. That should take up approximately  $\frac{1}{4}$  of your dinner plate (as seen above).

**#4.** Next, add a whole bunch of non-starchy veggies (think the colors of the rainbow). Veggies like spinach, kale, and bell peppers are considered FREE FOOD. Load up! This should take up pretty much the remaining  $\frac{2}{4}$  of your plate.

**#5.** Top the veggies with a serving of healthy fats (see grocery list for healthy fat sources). You could top your salad with a serving of almonds. When it comes to nuts, a small handful is considered a serving (1 oz). Or top your salad with a tbsp. of extra virgin olive. Healthy fats NEED to be a part of your diet. **DO NOT FEAR HEALTHY FATS!**

This quick and simple method to determine portion sizes will ensure your meals are full of muscle building proteins, vitamin and mineral packed veggies, and of course satiating/hormonal friendly healthy fats.



## ***Typical Day's Meal Plan to Live Lean***

**Breakfast:** 2-4 poached eggs, almonds

**Lunch:** Chicken Fajita Salad

**Snack:** 2oz Chicken (leftover from salad), apple, and avocado slice

**Dinner:** Grilled salmon, roasted green beans, side salad

## **Live Lean Nutrition Law #5 Preparation**

I'm sure you've heard of the 5 P's.

### ***Proper, Preparation, Prevents, Poor, Performance***

This is very relevant when it comes to nutrition. Here are a couple quick and simple tips on how to prepare for success.

#### **#1. Cook in bulk**

When cooking food, always cook in bulk. For example, if you're grilling up a steak for dinner, grill up 4 servings and store the leftovers in Tupperware. You now have 3 other servings to use for snacks, breakfast, lunch, or dinner. This goes for your veggies as well.

#### **#2. Dedicate one day per week for:**

- a) Recipe selection for meals for the coming week
- b) Grocery shopping
- c) Cooking the meals in bulk

By adding this simple habit to your lifestyle, you'll always have access to healthy foods regardless of how busy your schedule is.

## Live Lean Nutrition Law #6

# Drink Lots of Water

Think about it. Your body is made up of approximately 70% water, maybe more. It's NOT made up of 70% Coca-Cola.

Follow this simple calculation to calculate how much water you need to consume a day:

**Drink  $\frac{1}{2}$  your body weight (in lbs) in ounces of water**

So if you weight 150 lbs, your water goal is to drink 75 oz of water a day.

**Here are a few tips to drink more water:**

**#1.** Carry a water bottle around with you. Keep it in your office, your car, and your fridge at home. Every time you see it. Drink.

**#2.** Set a reminder in your smartphone to take a big drink of water every hour.

## Everything In Moderation

You're going to like this one.

Everything we've covered in the previous 6 "Live Lean Nutrition Laws" needs to be used in moderation.

Remember this is a lifestyle NOT a quick weight loss crash diet.

***Perfection is not the goal on your journey to live lean. Sustainable progress is.***

If you miss a meal or binge on junk food DO NOT freak out and beat yourself up. What's in the past is in the past. Your next meal is another new start for you.

Trust me, I have thousands of other Live Leaners following these exact laws and they're living lean AND a social and fun lifestyle.

I know you can do this.

It's now up to you to take action on these 7 "Live Lean Nutrition Laws" and implement them into your everyday lifestyle.

Are you ready to live lean? The choice is yours to make.

***Welcome to the Lean Lifestyle!***

**<http://www.UltimateBodyPress.com>**