

Create Your Own Nutrition Program

If you would like additional help with creating a personalized nutrition program, you can sign up for our **One-on-One Online Nutrition Coaching service**.

With that service Rob will work with you to create a nutrition program that matches your goals, needs, schedule, and preferences. The service includes unlimited Q&A to answer all of your questions and increase your nutrition knowledge.

To learn more about that service click on the “One-on-One Services” link on our website.

Supporting Podcast

- <https://www.podbean.com/ew/pb-g8tgy-11ab473>

*****PLEASE LISTEN TO THE PODCAST ABOVE BEFORE READING / USING THE NEXT SECTION*****

As explained in the podcast above the information below represents general guidelines, aka starting places. You must track your nutrition habits for accuracy, track the related responsive data (body weight, energy levels, progression in training, etc.), and then adjust as needed to better pinpoint your habits specifically to your body's responses in reference to your desired outcome.

Calories = Ideal Body Weight x 11-15

- 11-13 = if you want to lose body weight; lose fat while maintaining muscle mass
- 12-14 = if you want to maintain weight while building muscle and losing body fat simultaneously
- 13-15 = if you want to gain body weight aim to gain mostly muscle mass with minimal body fat

Protein = Ideal Body Weight x 0.6-1.25g

- 0.6-0.8 = if you're training 2-3 times per week and muscle growth isn't a high priority
- 0.7-0.9 = if you're training 2-3 times per week and muscle growth is a high priority
- 0.8-1.0 = if you're training 3-4 times per week and muscle growth is a high priority
- 1.0-1.25 = if you're training 4+ times per week and want to maximize muscle growth

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Distribution / Meal Timing

- Any Time = If your goal is purely weight loss meaning you're not concerned with maximizing body composition or daily energy balance, or minimizing cravings, then when you eat doesn't matter. Studies have shown that meal timing doesn't impact fat loss, but that is independent of all other factors (body composition, muscle growth, daily energy, digestion, craving control, etc.)
- "Thirds" = (most recommended) = If you want to achieve a balance of all factors stated above divide the waking part of your day into 3 "time blocks" of ~5-6 hours. The first time block would start when you wake up. Divide your calorie and protein intake targets into thirds and aim to consume each third in each of the three ~5-6 hour time blocks throughout the day
- "Half-Quarter-Quarter" = (challenging, but best) = This option builds from the "Thirds" approach. In the time block that you workout aim to consume half of your daily calorie and protein intake, then in the other two time blocks consume a quarter of your daily calorie and protein intake. Even if you achieve the full half goal, emphasizing that time block is beneficial

Additional Helpful Podcasts

- 1021 – Nutrition – How Much Carbs & Fats Do I Need?
 - <https://www.podbean.com/ew/pb-jvgpw-108c4d2>
- 1368 – Nutrition – How to Choose the Right Foods
 - <https://www.podbean.com/ew/pb-sn52v-1271af9>
- 678 – Nutrition – Quick Meals & Easy Food Prep
 - <https://www.podbean.com/ew/pb-b932b-e3e52e>
- 1384 – Nutrition – My Most Recommended Supplements
 - <https://www.podbean.com/ew/pb-bj548-1285f76>