



THE SCOOP ON MACROS



So you have a macro plan - now what?

The thought of logging and tracking your food may seem daunting and overwhelming, but rest assured this is the key to your fitness success. With practice and patience you will learn macro counting is pretty darn easy!

First, let's start off with a little background on macronutrients. This will allow you to better understand the science behind this type of nutrition plan. Macronutrients are made up of Fats, Carbohydrates, and Protein. Fats, Carbs, and Protein do contain calories (see breakdown below):

- Protein: 4 calories per gram; EX: if a food contained 20 grams of protein, 80 calories of that food would be derived of protein
- Carbohydrates: 4 calories per gram; EX: if a food contained 25 grams of carb, 100 calories of that food would derive from carbs.
- Fats: 9 calories per gram; Ex: if a food contained 5 grams of fat, 45 calories of that food would be derived from fats. Since fats contain a little more calories than protein/carbs, they tend to be a little slower digesting and help keep your full and satiated.

A proper balance of macros will help individuals gain muscle and lose fat in all the right places. Some bodies are more carb sensitive and do better with manipulating their carbs/having a lower intake, and instead taking in a higher fat/protein percentage. Others do fabulous on carbs, but may need to manipulate and lessen their fat intake to tighten up and change their composition. Tracking macros drives SO much more change than strictly counting calories, because you are able to get your desired composition changes and learn how your body responds to certain foods, as well as macros.

FATS? DO WE NEED EM?



Let's start off with this first..FATS DO NOT MAKE YOU FAT! Any Macronutrient in excess will cause fat gain - just because its called a fat does not mean it makes you fat!

Fats are essential in balancing hormones, protecting our organs and keeping the brain functioning. When hormones are balanced it makes it easier to lose fat and build muscle. It is very important that healthy fats (Unsaturated) are included in an everyday diet. Fats come from meats, fish, nuts, oils, avocados etc. We want the healthy fats, not the fried Trans Fats you find at McDonalds..... those fats clog the liver and arteries. Good fats keep a healthy heart and happy mind.

PROTEIN? WHAT DOES IT DO AND WILL I GET BULKY?

No - you will not get bulky from consuming protein. Protein is vital for building and maintaining lean muscle mass. When building muscle, we develop a better metabolism. It is important to have substantial protein in your diet. When trying to lose fat we may put our body in a calorie deficit, but we do not want to lose the vital muscle that has been built. During a caloric deficit our body will use protein and/or fat for energy when glycogen stores (Carbs) are depleted. Just remember, Protein = lean muscle mass and a healthy metabolism. The more muscle we build the more efficient our metabolism will be and the more calories we will burn! Typically, protein is found in meats, fish, eggs, beans, or whey/casein.





CARBS! GIVE ME CARBS!

Pretty much everyone can agree - we love the carbs! Carbs sometimes get a bad reputation, and we are here to reverse that! Carbs are essential to the body and are the main energy source used - especially when you are lifting, training hard, thinking hard/problem solving, and doing cardiovascular exercise.

Think of carbs as our fuel, the body needs this to continue running - especially when you are pushing hard in the gym! Carbohydrates are also very important for brain function. We can find carbs in grains, breads, processed foods, fruits, vegetable...essentially everything. Many people may ask about net carbs when counting macros, which would be the fiber content of a food subtracted from the carb content. Please do not track net carbs unless your coach says otherwise. You are still absorbing the same amount of calories. Net carbs refers to a lower glycemic index due to increased fiber in the product.

Yes, you can get carbs from donuts, sugar, and bagels - but the body does do best with nutrient rich carb sources and whole foods. As much as we would LOVE to tell you that you can eat cookies and sugar all day to hit your carb goal and get results, your body will perform better, look better, and you will most likely be able to handle eating more carbohydrates if you stick to nutrient dense carbs filled with micronutrients. Micronutrients are essential vitamins and minerals that your body needs, and it is much better to get this through your food sources rather than popping a multi vitamin. Eating nutrient dense foods that your stomach can digest and break down better helps with the absorption of your carbs and micronutrients, and ensures your carbohydrates are getting shuttled to the right places!

We recommend getting your carb sources from nutrient dense carbohydrates like rices, whole grains, fruit, potatoes, squashes, beans, and adhering to the 90/10 rule. 90% nutrient dense carbohydrates that have micronutrients and 10% 'fun' carbs/foods that may be more processed (think Oreos, sweets, an occasional donut, etc.) Balance is KEY!

Tips For Navigating Your Custom Macro Plan

The last thing we want is for you to feel overwhelmed, so that's why we have provided you with a sample meal plan to give you an idea of how to space out meals and hit your macros. Take a look at that, and follow these simple tips - and you will be an expert macro counter in no time!



01

Do you find yourself spending time scrolling Facebook or Instagram? If you answer 'Yes', then this means you absolutely have time to play around in a macro-tracking app, watch short YouTube videos/tutorials on how to log macros, and learn something new!

You HAVE to be willing to take the time, play around in a macro app, and learn. The only way we learn is spending time, making mistakes, and growing from it! Set aside 15 mins a day to learn your macro tracking app, the ins and outs, and do some research on how to effectively track!

02

Fail to prepare-then plan to fail. You HAVE to plan ahead, have some healthy proteins, carbs, and fats on hand or premade meals, and we recommend logging a few days ahead. Even the most advanced macro-counters don't wing it and log as they go throughout the day. If you do this, you can end up with too many macros left in the macro bank at the end of the day and force feeding, or opposite, nothing left in the macro bank! Logging ahead prevents this and ensures you are spacing out your meals throughout the day and not 'macro-hoarding'.

03

There is something to be said about repeating meals, especially breakfasts, lunches, and dinners. You can mix up your mid day snacks and play around with that, but with repetition you can ensure you are staying in your macro range, and it's easier for your coach to manipulate your diet because you are eating similar foods each day, therefore it's easier to see how you respond to certain foods.

04

If you are feeling overwhelmed in the beginning, try to find a reputable meal prep company that knows macros and can list them on your meals! This saves time in the kitchen, helps you know exactly what you are consuming, and takes the stress off of you having to plan and prepare as much!