

Eric & Chris Martinez

Flexible Nutrition

Macro Counting + Made Easy



Table of Contents

- Ch. 1 What Is IIFYM & How It Works?
- Ch. 2 The New IIFYM
- Ch. 3 Different Levels of IIFYM
- Ch. 4 Proteins, Carbs, Fats & Micronutrient Sources
- Ch. 5 How to Track Your Macros
- Ch. 6 Law of Thermodynamics
- Ch. 7 Calories & Micronutrients
- Ch. 8 Myths Dispelled
- Ch. 9 How to Calculate Your Macros
- Ch. 10 Traveling, Weekends & Vacation Tips
- Ch. 11 Step-by-Step Videos
- Ch. 12 DDT Alumni Transformation Pics

Introduction

The fitness industry is full of diets, full of training methods, full of extremists, full of bad information, you get the picture right?

Here you will find absolutely none of that. You will find research based information that has science to back up its theories and claims on what we're presenting to you, allow us to introduce to you "flexible dieting."

Let's face it, there is no such thing as the perfect diet or the perfect nutrition program. The important question you should ask yourself is "what's the best diet or nutrition program that's going to:

- A) *Fit my lifestyle*
- B) *Be able to adhere to on a consistent basis and long term*
- C) *Get me my desired results without having to go to extreme measures*

These are the questions you should be asking when looking for the perfect diet or nutrition program.

A 2002 study out of the Journal of Appetite showed

an all or nothing, rigid approach to dieting has actually been associated with overeating, increased bodyweight, and eating disorder symptoms, while flexible dieting has shown a stronger association with lower bodyweight and the absence of depression and anxiety.(1)

Luckily, you've come to the right place to learn about flexible dieting. Flexible dieting is not a short term diet like Dr. Oz suggests, it's a lifestyle, therefore adherence isn't a problem due to the simple fact of not having to exclude food groups or refrain from foods you enjoy, and most importantly your able to attain results. We will talk more about the details of flexible dieting in the latter part of this book.

This guide will walk you through step by step, in the simplest, straight forward terms on how to incorporate flexible dieting into your lifestyle and then some. We're going to prove to you and outline in this book how flexible dieting is different from all the other diet or nutrition programs you've ever tried and you're going to succeed at it.

Dieting shouldn't be that complicated. Your body sees protein, carbs, fats, and short chain fatty acid fermentation through fiber (2). Anyone who can tolerate a given food, and truly enjoys the food, should not force the avoidance of it. This strict, all-or-nothing approach to dieting is a recipe for disordered eating in susceptible individuals. We are big believers in respecting your own personal taste preference, and letting that override the rules and formalities of any given fad diet.

With flexible dieting, you won't be eating zero carbs, you won't have to restrict yourself from dairy or grains, you won't have to fast for 8 hours, and you won't have to spray your dirty foods with Windex to make them clean.

It matters much less what you eat than the number of protein, carbs, fats, and fiber you take in. This doesn't mean that you can get away with eating nothing but junk food and highly palatable food sources (processed foods), we will always advocate whole and minimally refined foods to fulfil the majority of your daily macros.

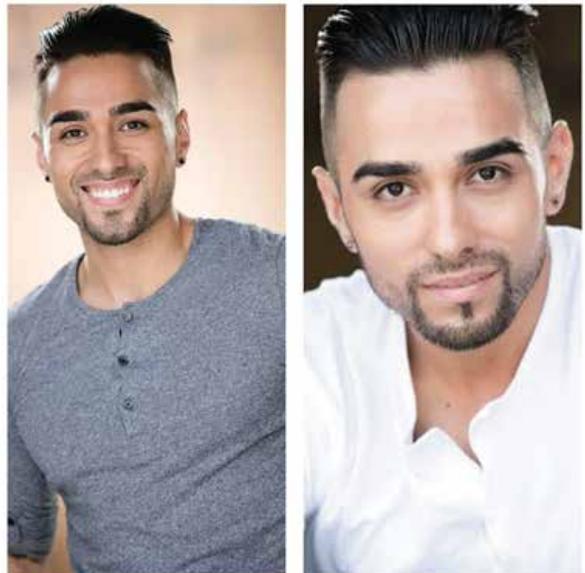


What flexible dieting should look like

It is important to get as close to your numbers as possible. This will vary from individual to individual and depending on goals. Those that are dieting, will have a finer line to walk and will need to hit their daily macros within a +/- 5g range and those that are not dieting can have more flexibility and come within a +/- 10g range of their daily macros.

You will be eating foods that you enjoy while hitting your protein, carbohydrate, fat, and fiber targeted numbers for the day, more on this in the latter part of the book.

Get ready...Fasten your seat belts...Take out a pen and paper...and get ready to learn how to incorporate flexible dieting into your daily lives.



Chapter 1

Banana Protein Pancakes

Recipe Available
inside:

Flexible & Macro
Friendly Recipe
Guide



What is IIFYM & How It Works?

We often hear the term “IIFYM” floating around the fitness industry. Usually on websites, bodybuilding forums, blogs, ect. For those who aren’t familiar with this term, it simply is an acronym for “If It Fits Your Macronutrients.”

Dieting shouldn’t be that complicated. Your body sees protein, carbs, fats, and short chain fatty acid fermentation through fiber (2). Anyone who can

How IIFYM Can Be Misleading

Well, you see many people misinterpret the whole concept of IIFYM by simply taking advantage of

exactly what the acronym stands for. Granted it is very easy to get things twisted when you hear and see “as long as it fits your macros.”

What this eventually leads to is people abusing this dietary strategy by eating a bunch of processed, non-traditional, and high sugar foods. When in reality your first instinct should be the opposite and to choose whole and minimally refined foods that are going to be more optimal for performance and better serve you towards your body compositional goals. It would be wiser to choose low GI carb

sources also known as complex carb sources that will keep your satiety levels higher throughout the day and keep your blood sugar levels stable as opposed to Higher GI Carb sources that will breakdown faster and leaving you more hungry and vulnerable to snack or pick at foods.

How Does IIFYM Work?

We will give you an example of how we would utilize our carb intake with IIFYM. Let's say for example our macronutrient targets for the day are 200g of protein, 150g of carbs, and 50g of fat. Now, let's say we are spreading these macros out through 4 meals. We absolutely want to get a balance of each macronutrient with each meal.

We recommend making some good decisions on carbs sources such as complex carbs. Why complex carbs? Because they have more fiber in them which will be harder for the GI Tract to breakdown, Blood Sugar levels will be elevated, and you will get more of a Thermic Effect (Burning calories while digesting foods) by choosing these whole and minimally refined carb sources as opposed to eating pop-tarts and Jelly Belly's all day.

Now, once we have met our fiber goals (more on this in the next chapter) and have come close to our macros, and want to indulge in a treat such as a Skinny Cow or Pop-Tart. We will not hesitate to eat it because we're fitting it into our macros with the conception of meeting all of our macronutrient goals.

Journal of Appetite showed an all or nothing, rigid approach to dieting has actually been associated with overeating, increased bodyweight, and eating disorder symptoms, while flexible dieting has shown a stronger association with lower bodyweight and the absence of depression and anxiety.(1)

Luckily, you've come to the right place to learn about flexible dieting. Flexible dieting is not a short term diet like Dr. Oz suggests, it's a lifestyle, therefore adherence isn't a problem due to the simple fact of not having to exclude food groups or refrain from foods you enjoy, and most importantly your able to attain results. We will talk more about the details of flexible dieting in the latter part of this book.

This guide will walk you through step by step, in the simplest, straight forward terms on how to incorporate flexible dieting into your lifestyle and then some. We're going to prove to you and outline in this book how flexible dieting is different from all the other diet or nutrition programs you've ever tried and you're going to succeed at it.

Common IIFYM Problems

A common problem we see is when someone with no regard to food quality and little common sense of nutritional knowledge starts IIFYM and takes it literally. Someone already eating a ton of junk food keeps eating the same amount of junk food, but in a more structured manner.

IIFYM is based on the idea that you maintain an overall nutritious diet. Unfortunately, this part is sometimes lost in translation.

Another problem is that people sometimes become obsessed with exactly hitting their macronutrient targets to the exact number. They eat another ounce of chicken to make sure they get exactly 150 grams of protein. They also assume that they don't need to change their calorie and macronutrient numbers over time which they should, depending on their goals. Then they get frustrated when they don't see progress despite hitting their macros and calories.

(2) At the end of the day you should be striving for progress long term and what diet is going to be sustainable to your lifestyle, not a quick short term fix.

Chapter 2

The New IIFYM

A common misleading assumption with IIFYM is to just hit your protein, carbohydrates, and fats throughout the day. Which in some sense is true, but what if you ate pop tarts and ice cream all day for your carbohydrates and fats sources? This sounds like an awesome diet, but do you really think this would be ideal and healthy? As we mentioned in the introduction, the body only sees protein, carbs, fats, and short chain fatty acid fermentation through fiber (3).

Importance of Fiber



Fiber is found in mainly Carbohydrates. Usual complex carbs are all high in fiber & these are what we recommend.

Here are some reasons to why fiber is so important:

- *Fiber makes you feel fuller*
- *It increases thermogenesis and thus helps with fat loss*
- *It is important for gut health and digestive health. If you don't have a healthy digestive system then you aren't going to get good assimilation of nutrients*

So it would be very foolish to sit there and eat ice cream and pop tarts day in and day out because you wouldn't get any fiber for the day. Not to mention you'd probably be constipated

Moreover, what about vitamins and minerals? You can certainly take a multi vitamin and still eat pop tarts and ice cream all day right? Wrong! This is another misleading assumption with IIFYM and it's a sloppy and irresponsible way of dieting.

Let us explain why.

There are 20 essential vitamins and minerals in the human body (4). These micronutrients are essential for everyday living and athletic performance. The best way to get these nutrients is through whole and

minimally refined foods. Do you think eating pop tarts and ice cream all day is an optimal way to ensure you get these essential nutrients?

So let us prove our point a little more, whenever you think of IIFYM, just add an “M” for micronutrients (vitamins/minerals) and an “F” for fiber. So think of it as If It Fits Your Macros Micros and Fiber (IIFYMMF)

For example, say your macros are:

Protein- 200g
Carbs- 300g
Fats 60g

This is a total calorie intake of 2,540. A good rule of thumb is to eat 10g of fiber every 1,000 calories, so in this case you'd have approximately 25g of fiber for the day.

Now this rule of thumb is a good starting point, but you also have to take other variables into consideration such as body type, weight, goals, activity level etc.

Another good fiber range, suggested by the ISSN is (4):

Men- 25-40g per day

Women- 25-35g per day

Our main point with all of this is to hit your targeted macros, get your micronutrients in through a multi vitamin supplementation and whole and minimally refined foods, hit your fiber goals through whole and

minimally refined foods, and then have your pop tarts and ice cream if you have macros left over. Or you can find a strategic way to incorporate these yummy foods with each meal balanced out throughout the day



The beautiful part of flexible dieting is the fact that you can eat traditional and non-traditional foods and still get results so long as you hit your protein, carbs, fats, and fiber goals :)

Different Levels of IIFYM

When we mention different levels of IIFYM, what we mean is there are different ways to hit your daily macros and micronutrients. For instance, hitting them with all “Dirty Foods” or by hitting your macros with all “Clean Foods” or maybe you can use a little bit of both, right? The main thing to think about is what is going to be more sustainable and realistic for long term progress and overall health.

Hitting Your Macros with All “Dirty Foods”

Let’s say you wanted to hit your daily carbs and fat numbers by using “Dirty Foods” such as Pop-Tarts, Skinny Cows, and Sugary Cereals. Can you do this? Sure you could but is it the most optimal thing to do, absolutely not. There is no nutritional value in any of those foods and most likely no fiber which we mentioned earlier is so important.

Hitting Your Macros with All “Clean Foods”

Let’s say you wanted to hit your carb numbers with all good healthy and yummy complex carbs that are loaded with fiber which are considered “Clean Foods.” This is definitely a smarter way to hit your daily

macros but is it the best way for a long period of time? Probably not because too much fiber in a day can be counterproductive to the GI Tract and for psychological reasons it’s going to be tough to eat all these wholesome foods for a long period of time without craving a treat. This could also lead to a day of binge eating because you are so deprived from eliminating your favorite foods. (5) When in reality you could have them in moderation so long as you hit your macros and fiber goals and not worry about any consequences.

What Level Is Best?

The best way to approach the IIFYM method is to utilize both by hitting your daily macros with the majority of “Clean Foods” that are nutrient dense and whole and minimally refined that have more nutritional value. But still fit in some “dirty foods” in moderation if you have met your macros, micronutrients, and fiber goals. There is no need to eliminate foods on a daily basis as long as you plan them out appropriately. This is easily ideal, and sustainable for everyday life. Why not get the best of both worlds if you can?

We recommend experimenting with the different levels of IIFYM and see what realistically fits your life style and what is more suitable long-term for you. Modifying your diet based on your preferences, goals, schedule, activity level, tolerances and letting yourself enjoy your favorite foods in moderation without feeling guilty or deprived. Staying calm and sticking to your diet if you do overeat, or have something that's not "on" your diet. This is the luxury of "Flexible Dieting" and the future of a sustainable lifestyle.

Chapter 4

Proteins, Carbs, Fats and Micros Sources

Protein

Proteins are essential nutritionally because of their basic amino acids, which the body must have to synthesize its own variety of proteins & nitrogen-containing molecules that make life possible. Amino acids are the building blocks of proteins, there are 20 amino acids in the body (9 essential & 11 non-essential) we produce the 9 essential amino acids through food and supplementation and as for the 11 non-essential amino acids, we produce in our bodies by ourselves. Proteins are the building blocks for muscle tissue. When you work out a muscle group, the muscle tissue is being broken down by the load (weights) and in order to grow and recover, the muscles must be fed amino acids and protein. Protein should be consumed at each of your meals throughout the day. (4)



Carbohydrates

When carbs have been ingested, they are absorbed into the mouth, stomach & intestines to the smaller unit which is usually glucose (blood sugar). The main purpose of carbohydrates is to provide energy and fuel for the body, speed up the body's metabolism to prevent unwanted fat storage & spare muscle protein. Everybody metabolizes Carbs differently. Some people can consume a lot of carbs and stay lean and some just simply can't eat a lot because after their metabolism utilizes a certain amount, the rest will be stored into fat cells. There are 2 different types of carbs: Complex & simple, and it is important to find out which types tailoryour body best and how much. Hence macro-nutrient counting! (4)

Fats

Fats are the most energy-dense macronutrient & they provide many of the body's tissues & organs with most of their energy. Fats are also essential for building muscle, reducing cortisol levels, providing energy, helps with hunger pains, and assisting the body in functioning properly. Fats also have the most calories per gram out of the macronutrients. (4)



Carb Sources

- *Beans*
- *Brown Rice*
- *Whole Grain Cereal*
- *Oatmeal*
- *Whole Wheat Bread*
- *Whole Wheat Pasta*
- *Whole Wheat Tortillas*
- *Baked Chips*
- *Low-Fat Popcorn*
- *Potatoes*
- *Sweet Potatoes*
- *Fruit*
- *Vegetables*

Fat Sources

- *Cheese*
- *Peanut Butter*
- *Nuts*
- *Seeds*
- *Flax Seed Oil*
- *Olive Oil*
- *Canola Oil*
- *Coconut Oil*
- *Almond Butter*
- *Avocados*
- *Egg Yolks*
- *Fish Oil Caplets*
- *Fats from meat sources*

Protein Sources

- *Chicken*
- *Fish*
- *Low-Fat Milk*
- *Eggs*
- *Low-Fat Cheese*
- *Low-Fat Cottage Cheese*
- *Yogurts*
- *Ground Turkey*
- *Turkey Slices*
- *Ham*
- *Lean Pork*
- *Lean Beef*
- *Protein Shakes*

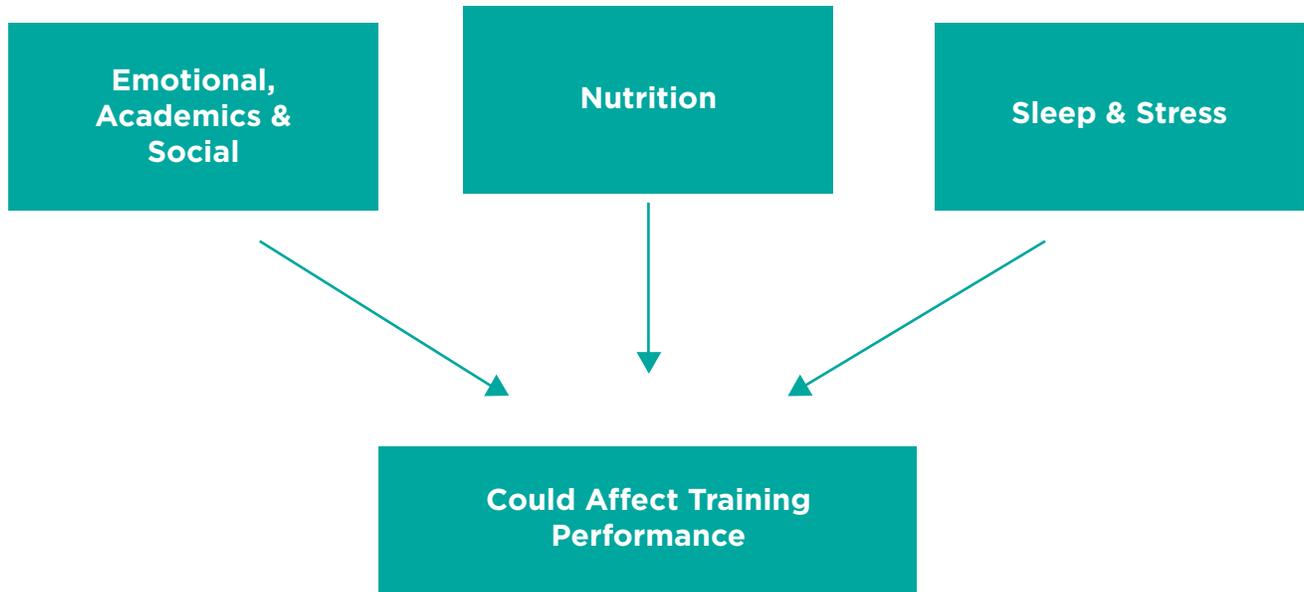
Fruits, Veggies, & Micronutrients

We recommend starting off by having at least 2 servings of fruits and veggies within your daily diet and from there if your GI tract (stomach digestion) can tolerate it, you can consider adding more servings. You also need to keep in mind to try and stay within your targeted fiber goals. More fiber can actually be counter-productive.

Fats are the most energy-dense macronutrient & they provide many of the body's tissues & organs with most of their energy. Fats are also essential for building muscle, reducing cortisol levels, providing energy, helps with hunger pains, and assisting the body in functioning properly. Fats also have the most calories per gram out of the macronutrients. (4)



Environmental & Lifestyle Factors on Biological Responses



Chapter 5

How to Track Your Macros

So you have your macros set and you're ready to put them to use... How though?

Well, once you have your macros, it's time to learn how to track them. One thing we must add is to be ready to weigh out all your foods, use measuring cups, do a little math, plan ahead, prep your meals, and be consistent. *We recommend purchasing a digital gram scale so you can weigh out all your foods accurately.*

So now that you have your macros, your digital scale, and your measuring cups you need a platform to track your food and macros. Here are some great macro tracking platforms:

- *My Fitness Pal*
- *Fit Day*
- *My Macros +*
- *Macrotracker.com*
- *Calorie King.com*

These are all great platforms that have a huge food data base and they're user friendly.

So now you have your macros, digital scale/measuring cups, and preferred macro tracking platform, you now need to know how to plan your meals responsibly according to your macros.

Let's say your macros are:

200g protein

300g carbs

60g fat

The simplest and most sane way of tracking your macros on a consistent basis is to divide your macro-nutrients by however many meals you want to eat per day. For example, let's say you wanted to eat 4 meals per day, so you would divide each macro-nutrient value by 4 and that would give you:

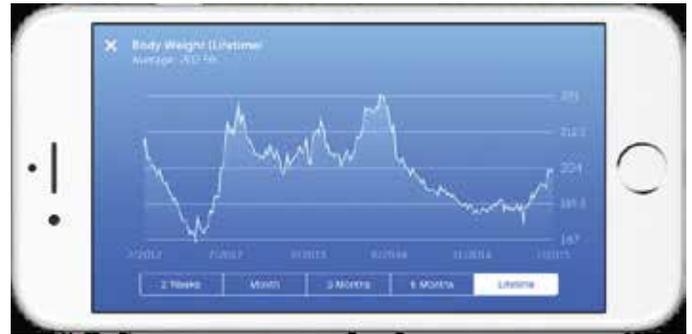
50g of protein per meal

75g of carbs per meal

15g of fat per meal

After you have divided your macros up into however many meals you're eating for the day, you simply just eat a meal at breakfast, pre and post workout meal, and then another meal throughout the day depending on what your training, work, or life schedule is.

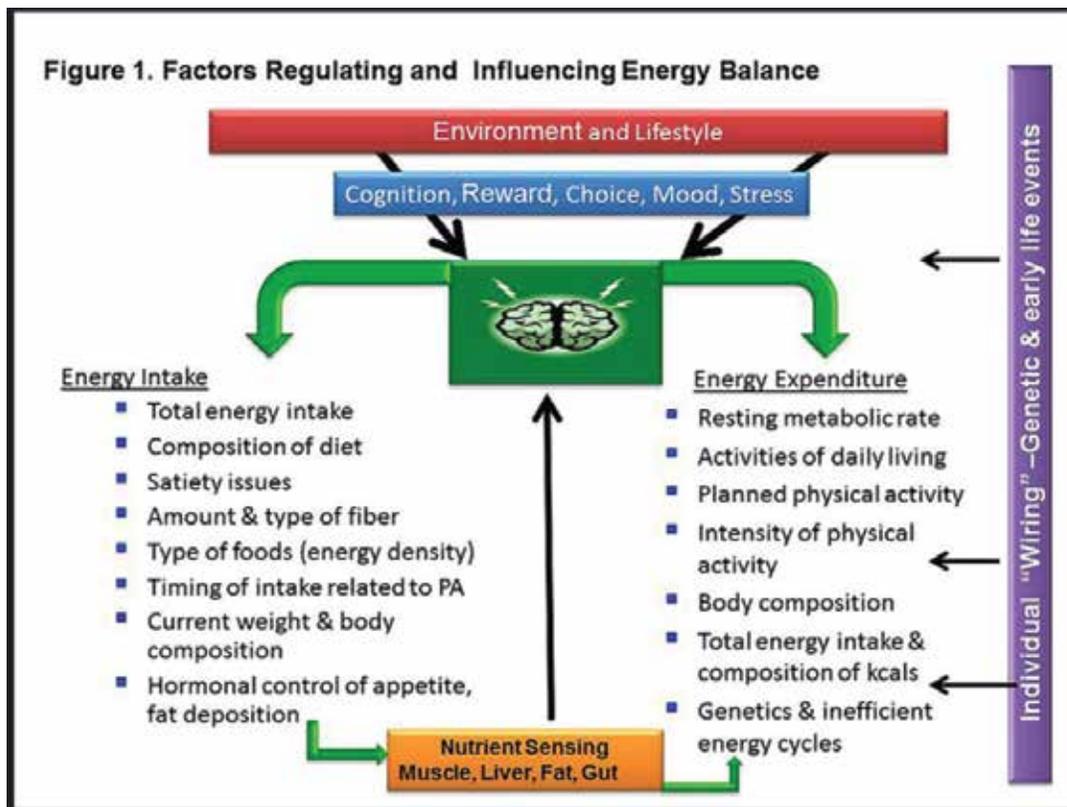
There's a lot of mumbo jumbo out there about tapering carbs off towards the end of the night or not having carbs at breakfast and saving them for afternoon meals, but it's all just theory with no long term data to back it up. Don't make things complicated for yourselves; follow the suggestions we have for you.



So now that you know how to track your macros, get out there and practice, practice, and practice some more so that macro counting becomes automatic.



Chapter 6



Laws of Thermodynamics

Before we get into the Laws of Thermodynamics we want to make it a point that there is not a single diet that is above the laws of Thermodynamics.

The **First Law** of Thermodynamics establishes a notion of internal energy for a thermodynamic system. Heat and work are forms of energy transfer. The internal energy of a thermodynamic system may change as heat or matter are transferred into or out of the system or work is done on or by the system. All the energy transfers must be accounted for to see that there is strict conservation of the total energy of a thermodynamic system and its surroundings. The

law implies that perpetual motion machines of the first kind, which would do work without using the energy resources of a system, are impossible.

The **Second Law** of Thermodynamics is an isolated physical system, if not already in its own internal state of thermodynamic equilibrium, spontaneously evolves towards it. In an isolated physical system, there is a tendency towards spatial homogeneity. In particular, when an isolated physical system reaches its own internal state of thermodynamic equilibrium, its temperature is spatially uniform. When work is done on or by a thermodynamic system, a certain

amount of that energy is lost to inefficiency, related to the difference between the energy level of the input and the output. This loss is described by the notion of entropy, which is often used to express the law. Some of the loss is due to friction when work is done, and some of it may be due to the relaxation of the system towards spatial homogeneity.

So what is Energy transfer? Energy has been traditionally viewed as the capacity to do work or the ability to cause change. We obtain energy from the environment in the form of food, where it is transferred in our body and converted. If that doesn't make sense "energy comes from food" should sound a bit more familiar.

Another analogy that could be used for Thermodynamics is how life changes the environment. These changes can be measured to allow us to interpret the "cost of living" or, in the case of athletes, to determine the costs of training, competing, and recovering from such events.

The human body must use the "**Laws of Thermodynamics**" in order to prevail and run successfully on fuel. You can think of a car trying to run without gas, same concept, our bodies will not run without food. If "Energy" is not transferred and converted in our bodies, well then we are going to feel like crap, look like crap, and perform like crap. As we mentioned before, energy comes from food and that is why it is imperative to hit your daily micronutrients and macronutrients all while making good decisions with your food sources.

We must take into account that our metabolisms are the biological equivalent of combustion. As Electrons and Hydrogen Ions are constantly transferring along with heat production, these exchanges are controlled, occurring at a much slower rate than combustion. Energy conversion and transfer never operate with efficiency, the exchange is never perfect.

In summary with "Thermodynamics" the first law describes the conservation of energy, while the second law deals with the dissipation of energy. The human body strives to protect itself against changes, which it tends to perceive as threats to survival. It attempts at all times to preserve the physiological status quo. (4) The main thing to keep in mind is that our energy comes from food along with the fact that there is not a single diet that is above the laws of Thermodynamics.





Calories and Macronutrients

What you need to know is total calorie intake at the end of the day, depending if you're in a deficit or surplus (losing weight or gaining weight), will determine if you stay lean or gain weight. But, that's not to say that calories are the end all, be all, in a nutrition program. In fact, Evans et al. Proved macro-nutrient (protein, carbohydrates, fats) ratios were very important during a calorie deficit (6).

In this chapter we will discuss calories, thermic effect of food, and the importance of macronutrients.

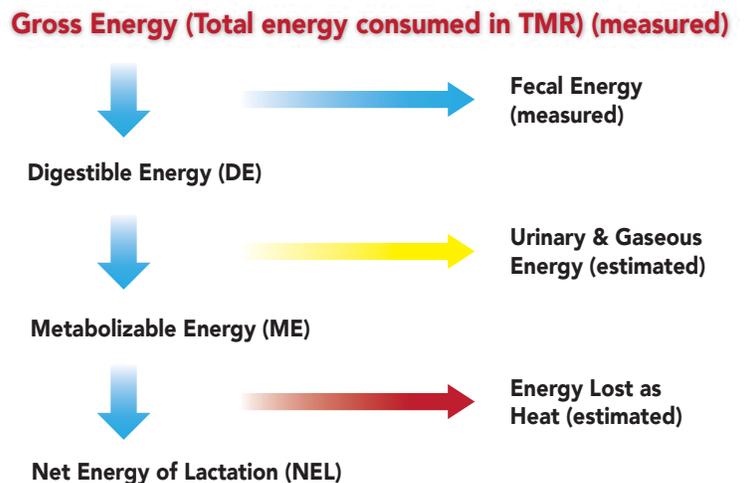
What is a calorie?

A calorie is the amount of heat required to raise the temperature of 1 kilogram of water by 1 degrees C. The term calorie is synonymous with kilocalorie (abbreviated as kcal). Less commonly, it's referred to as a kilogram-calorie, or large calorie (7). When the term is not capitalized, it technically represents one-thousandth of the value of a kcal. In other words, it's the amount of heat required to raise the temperature of 1 gram of water by 1 degree C. The non-capitalized term is less commonly called a gram-calorie (8).

Calories are Where We Get Our Energy

The calories we take in from food are where we get our energy, therefore we need calories for energy and to stay alive.

We know this may seem odd, but a helpful model for understanding types of energy has been used in cattle production, which relies upon the tracking of energy in order to maintain health, growth, and reproduction (8). It's pretty obvious that humans differ from cows in certain aspects of digestion, but the general framework of food-derived energy use is surprisingly similar. Here's a graphic of the various fates of energy as it flows from the food source through the body of the animal (8).



Starting from the top of the chart above, gross energy is the starting point before ingestion; it's the energy that the food contains. What's left after the fecal energy loss is considered digestible energy. What remains after energy losses through feces, urine, and gas is metabolizable energy. Finally, net energy is what's available for use (storage) after losses through feces, urine, gas and heat increment.

Thermic Effect of Food

Thermic Effect of Food often known as (TEF) is the energy required to digest, transport, and deposit nutrients. Macronutrients vary in their thermic effect, which ultimately influences the net yield of energy available to the body. For instance, Jequier et al. suggested the thermic effect of protein (expressed as a percentage of energy content) is 25-30%, Carbohydrate is 6-8%, and fat is 2-3% (9). Groff et al. Suggested Protein is 20-25%, Fat is 3%, and Carbs 20-30% (3). Moreover, Flat et al. suggested the energy cost of digesting, absorbing, and metabolizing proteins (23%) is greater than that of either carbohydrates (6%) or fat (3%) (10).

As you can see macronutrients vary in thermic effect and they play an important role when trying to make body compositional changes.

Thermic Effect of Food

As you can see, from above in this chapter why it's not wise to solely depend on just counting calories. Macronutrients are important due to what we discussed above regarding the thermic effect of food. If you still aren't buying it, we will reference an elegant study, where they did an isocaloric (meaning same calories) comparison of four diets:

- 1.) *Normal protein, normal carbohydrate*
- 2.) *Normal protein, low carbohydrate*
- 3.) *High protein, normal carbohydrate*
- 4.) *High protein, low carbohydrate*

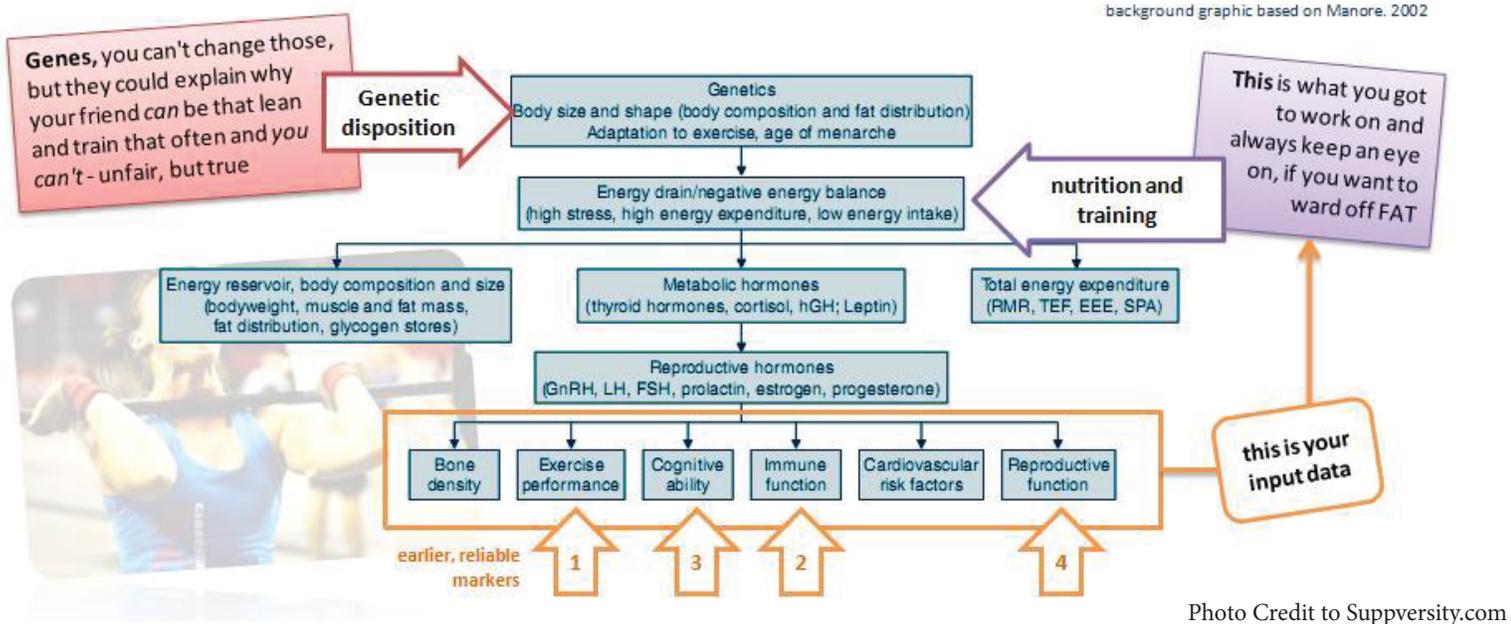
The two higher protein conditions caused the greatest decreases in body fat (11). Remember the TEF's we talked about earlier?

So clearly macronutrients play a vital role in your nutrition program and should be programmed towards your goals, body type, metabolism, activity, etc.

As we stated in the beginning of this chapter, the amount of total daily calories also known as "Energy Balance" you take in at the end of the day will determine if you gain or lose weight, but it's just one piece of the very large puzzle and you must not count out the importance and role that macronutrients play in body compositional changes.



Chapter 8



Myths Dispelled

Myth 1: “Clean Eating” means to eat healthy.

The biggest problem with the idea of “clean eating” is that “clean” has no objective definition. Everyone believes different foods are quote on quote “unclean.”

- *Vegetarians: Animal meat.*
- *Vegans: All animal products.*
- *Bodybuilders: Milk, fruit, and white bread.*
- *Paleo: Grains, legumes, dairy, refined oils, added salt, sugar, alcohol, and some vegetables.*
- *USDA/United States Government: Saturated fat, cholesterol, red meat, eggs, and trans-fats.*
- *Low-carb: Sugar and other carbs.*
- *Hippies: Artificial sweeteners, processed foods, cooked foods, packaged foods, BPA.*

It’s safe to say that for every food, there’s someone saying it’s dangerous. There’s no way to define clean eating, which means there’s no way to measure or quantify what effect this concept might have on your health. There’s also no way to objectively compare a “clean diet” to other diets. (12)

Myth 2: There are magic “Clean Foods” that will make you look and feel great.

We definitely think it is safe to say that there is no validity to this. Now that being said, in order to eat a high protein, high fiber diet you will need to eat a lot of quote on quote “clean foods” by default. But, the point is you can still achieve great body composition by eating foods that are “outside the box” if they fit

your macronutrient and fiber goals. Simply eating the same foods day in and day out in an effort to “eat clean” can cause people to become very disordered with their eating especially when they eat any amount of quote on quote “unclean food” which typically can trigger a binge or bad food relationships overall.

Myth 3: The belief that there is one way of perfect eating, and that perfect way is to “Eat Clean” foods only.

The notion that there is one universal way to eat is absurd. There are also social differences that play big roles in many people’s daily lives such as: daily schedules, family situations, occupations, even simple food preferences – all influence a person’s ability to thrive in a long term sustainable diet. The myth is that everyone can fit into a particular mold with “Clean Eating”. Diet X, Y, or Z is the best for everyone.

Myth 4: Starchy carbohydrates, which are considered “Dirty Foods” somehow magically create body fat.

While insulin levels are certainly higher when more carbs are consumed, the fact remains that you cannot create fat out of air. If you’re in a calorie deficit, you aren’t suddenly going to sprout love handles because you decide to enjoy a bagel after your workout.

Of course, getting adequate protein is important for body composition change, veggies are important for vitamins/nutrients, and healthy fats are critical for

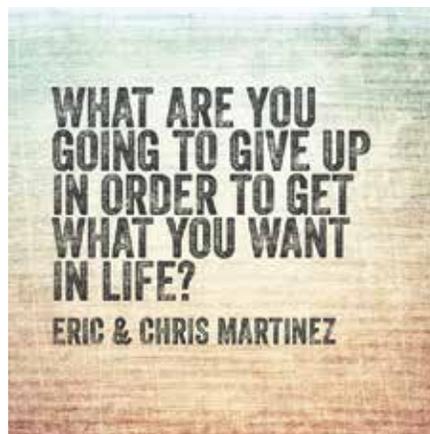
hormonal optimization. But fearing carbs is basically locking yourself in a dietary prison of deprivation for no good reason.

Myth 5: Quote on quote “Dirty Foods” directly damages your health.

This is the most ridiculous and harmful misconception of “clean eating,” largely because it’s promoted by doctors and other health officials who people trust more. Quote on quote “Dirty Foods” do their damage in different ways:

- *Interfering with your body’s functions.*
- *Increasing your risk of certain diseases making you gain fat.*
- *Making you age faster and other bad stuff.*

The idea is that regardless of a food’s nutrient density or calorie content, it is still bad for you. Every group has a different idea of what this means. All of these claims are either untrue or out of context. Any food can be damaging in large enough amounts. The real question is whether or not these foods damage your health in the amounts they are normally consumed, in the context of a mixed diet. (13)



Chapter 9



How To Calculate Macros

Onto the magic ladies and gents! There are times we get random emails from people just simply asking “How Do I Calculate My Daily Macros or My Daily Calorie Intake?” People think there is some magic formula we use, but in reality there isn’t, there are many different ways to determine your total calorie intake and macros, there is not one universal way! In this chapter we will be giving you three examples of how this can be done and then we will tell you which method we feel is the most accurate in our opinions.

Keep in mind when you do determine your calories and macros you have to include your TDEE (Total Daily Energy Expenditure). Everyone’s should and will be completely different so really take these all into

consideration as we all have different body types, genetics, and live different lifestyles. There are 4 main variables here that our bodies use on a day to day basis to expend calories. The following are:

- BMR (Basal Metabolic rate)*
- Amount of energy your body expends while at rest*
- EAT (Exercise Activity Thermogenesis)*
- Amount of daily/weekly exercise you do*
- TEF (Thermic Effect of Food)*
- Our bodies can utilize 10% of total calories per day through digestion/absorption of food*
- NEAT (Non-Exercise Activity Thermogenesis)*

-Everything we do that is non-exercise related such as walking, getting up, sitting down, typing on a computer, ECT.

Harris Benedict Formula:

1. Calculate your BMR (basal metabolic rate):

- Women: $BMR = 655 + (4.35 \times \text{weight in pounds}) + (4.7 \times \text{height in inches}) - (4.7 \times \text{age in years})$

- Men: $BMR = 66 + (6.23 \times \text{weight in pounds}) + (12.7 \times \text{height in inches}) - (6.8 \times \text{age in years})$

2. Multiply your BMR by the appropriate activity factor, as follows:

- Sedentary (little or no exercise): $BMR \times 1.2$

- Lightly active (light exercise/sports 1-3 days/week): $BMR \times 1.375$

- Moderately active (moderate exercise/sports 3-5 days/week): $BMR \times 1.55$

- Very active (hard exercise/sports 6-7 days a week): $BMR \times 1.725$

- Extra active (very hard exercise/sports & physical job or 2x training): $BMR \times 1.9$

3. Your final number is the approximate number of calories you need each day to maintain your weight.

IIFYM.com Calculator:

Here is another great resource and way to calculate your daily macros. We have known the owner of this website for quite some time now and he always puts out great info.

Check out the link and there are some simple steps on how to do this <http://iifym.com/iifym-calculator/>

Tracking Food Intake for 7-14 Days:

This is the method we find is most accurate when it comes to determining ones macros and daily calorie intake. By tracking your current food intake for 7-14 days and weighing yourself daily you get a very accurate indication of where your metabolic rate, current calories, and weight are all at. It's a very simple process and give it a try below:

1. Track your entire food intake daily on my fitness pal, my macros plus or any other tracking application you desire for 7-14 days.

2. Weigh yourself daily first thing when you wake up. This will give you the most accurate weight by doing it in a fasted state and a weekly average is always much more accurate than day to day fluctuations.

3. Add all the macros (protein, carbs, fats) from however many days you decide to track for and divide them by the amount of days tracked. Same goes for daily weigh-ins, add them up and divide them by however many days you weighed in.

4. From here you can determine your calories by adding up each macro.

$\text{Protein} = 4\text{kcal/g}$

$\text{Carbs} = 4\text{kcal/g}$

$\text{Fats} = 9\text{kcal/g}$

5. Once you have determined where your calories are you need to decide what your goals are and if

you want to put yourself in a calorie deficit or a calorie surplus or simply just maintain. You can start anywhere from 10-20% of total calories and also remember to keep in mind your TDEE.

6. Once you know your goal start setting your macros and determine how many meals you want to eat per day.

Protein: RDA is anywhere from .8-1.2g/LB

Fats: Anywhere from 20-30% of total calories is best for hormonal optimization

Carbs: Use the remaining calories for carbs

7. Start counting your daily macros and making subtle changes according to your goals, environment, and biology. Also keep in mind if you are a fan of more carbs, than set your carbs a bit higher. Vice versa if you perform better off more fats than start with more fats and less carbs. At the end of the day it is personal preference.

8. Continue using awesome habits such as tracking daily macros on a tracking application and weighing in daily to get your overall energy balance (total calories) for the week and your weekly average weight to see how your body is responding.

9. Enjoy the ride and nail your goals!

*Here is an Example we will use to show you how to do it.

-Jasmine

-Age: 25

-Weight: 145

-Activity Level: Sedentary (desk job 8hrs/day)

-Goal: Lose 15 pounds

Food tracked for 7 days:

-Protein=910

-Carbs= 1,400

-Fats= 350

Divide macros by 7 days:

Protein: $910/7=130g$

Carbs: $1,470/7=210g$

Fats: $350/7=50g$

Multiply each macro and add the totals:

Protein: $130g \times 4= 520$

Carbs: $210g \times 4= 840$

Fats: $50g \times 9= 450$

$840+520+450=1,810$ calories

- Set macros according to Goals and TDEE:

- In this particular example Jasmine wanted to drop 15 pounds so we will put her in a calorie deficit and start with a 310 calorie reduction which is equivalent to 17% of calories and gives her roughly 1,500 calories to start with.

- **Protein:** Current weight is 145 lbs x .8g/LB=116
and we will round it to 120g of protein per/day.
This equals 480 calories

- **Fats:** 20% of total calories which is 1,500 x .20=300
then we divide this by 9 because there is 9 kcals/g in
fats so now we get 35g of fat per day. So 35 x 9= 315
calories from fats

- **Carbs:** We are now left with 705 calories for the day
and these will go towards carbs. So 705/4=175 because
there is 4kcals/g in carbs.175x4=700

- **Total Calories and Macros:** 120g Protein, 175g Carbs,
35g Fat. Total Calories for the day are at 1,495.

***Keep in mind you are allowed to round calories and
macros off to the nearest number, there are no rules
saying you have to be exact.**

Now you see, we told you there wasn't much magic to
it! But keep in mind it can get very tricky at times when
adding or subtracting macros along the way whether
you are in a calories deficit or surplus. There are so
many variables that come into play when it comes to
physiology, environment, behavioral habits, and
biology.

This is a very good foundation to start with and we
hope you have found this helpful :)

Chapter 10



Traveling, Weekends, and Vacation Tip Sheet

We understand that Traveling, Weekends, and going on Vacations are part of life, luxurious, fun, and a great way to build memories with friends and family. In no way would we ever say it is an excuse to go on a binging spree or not adhere to your current training and nutrition plan and say “Oh well I am on vacation.” Or “Hey, it’s the weekend, those are my CHEAT days.” Indulging some, here and there on Vacations, Weekends, and Traveling, that is definitely more like it. Preparing yourself is key to adhering to your current plan. Here is a tip sheet to use before going on a vacation, traveling, or heading into the weekend. No Excuses, Only Solutions!

Essential Tools to Bring when Traveling:

- *Food Scale*
- *Scale to weigh yourself daily on*
- *Mini Blenders*
- *Mini Skillet to cook on*
- *Tupperware*
- *Protein Shakes and Protein Bars*
- *Easy/convenient foods (oats, cereals, cottage cheese, nut butters, beef jerky, etc)*
- *Cooking Utensils*
- *Resistance Bands*
- *TRX*

Hotel Accommodations when Traveling:

- Ask for a Refrigerator
- Ask for a Microwave
- Ask if there is a Kitchenette
- Ask if there is a gym or research one within your radius and ask for a trial/guest pass

Tips for Weekends and long planned days:

- Plan a day ahead and research places to eat where you are going
- Bring a few meals in a cooler if you do not want to eat out
- If you plan on having alcoholic beverages, reduce some carbs and fats on each meal that way you can use more of those calories for alcohol
- Hit your daily Protein intake and get the rest of your daily calorie intake through more carbs or fats if needed
- Give yourself a +/- range on all macros on weekends, this doesn't mean an additional 100g per macro, keep it modest like 20-30 of protein and carbs and 10-15g of fats
- Eat intuitively, if you do not feel like tracking macros on the weekend then just eye ball portion sizes and make smart decision on each protein, carb, and fat source.
- Do not freak out if you overdo it on the weekend, the best thing you can do is just get back on track and learn from your previous mistakes and plan ahead better next time

Tips and Tricks When Eating Out

Let's face it, we all enjoy indulging a bit here and there and enjoy having a meal out with friends, family, or loved ones, especially while traveling or on the weekends. Why sit there and isolate yourself and worry about a one-time eating out occasion? The key is to just plan ahead, enjoy yourself, and get back on your plan the following meal or day. Here are some great tips to prepare when eating out. Enjoy!

1. When you sit down, think about what you NEED. What have you already had and what do you have left to play with?
2. Look for key words like grilled or baked, sauteed, etc. They tell you whether something will have a lot of fat (oil, butter, or margarine).
3. Regardless of the method of cooking, ask for it to be cooked without oil, butter, or margarine.
4. If you're ordering eggs, ask for egg whites or egg beaters.
5. Look for toppings, sauces, etc. and ask for them to either be left off or altered or put on the side. For example, if something comes with a cream sauce, ask for marinara instead.
6. Ask for buns or breads to be "dry"- they will not butter them or grill them with butter or oil.
7. Ask for croutons, cheese, fatty toppings, or nuts to be left off.

8. Even if it's not on the menu, you can ask for it. Ask for a plain grilled chicken breast on a bed of greens. Most places are accommodating!

9. Split a meal with someone. Don't be afraid to ask them to remove half of your plate and put it in a box to take home before it comes to you.

10. Limit alcohol (mixed drinks are full of simple sugars and empty calories); go for one glass of wine instead or plain water (adding splenda and lemon makes for a no calorie lemonade!)

11. Order broth-based soups rather than creamy soups (i.e. minestrone, vegetable instead of broccoli -cheese, chowders)

12. Limit the amount of chips or bread you eat prior to meals or ask the wait staff not to bring any at all and order a small salad to nosh on prior to your meal if you're really hungry

13. Plan ahead: ask your favorite places to fax you their menus so you can choose your meal before you go and/or know what you're going to order ahead of time.

14. Ask for a to-go box to be brought out with your meal, so you can divide it in half and save the other half for another meal.

15. Remember that it takes 20 minutes for your body to register fullness/satiety; eat slowly so you don't overdo it.

Planning, Preparing, Moderating Intake

You do not have to cut out your favorite foods, but you do have to moderate how you are eating them.

When you eat, think about the following:

1. *What do I need?*
2. *How can I fit in what I like?*
3. *I won't eat that now because I want to be able to eat that other thing later.*
4. *Is that food worth it to me?*
5. *How is this going to satisfy me? Will I end up hungrier if I eat this?*
6. *When am I training, I need to make sure I've got a good meal lined up prior to my workout (pre/post).*

Food Substitutions:

Instead of:	Try:
Whole Milk If Lactose Intolerant	Skim Milk/Low Fat Milk Light Soy Milk/Almond Milk
Cheddar, Jack, Swiss	Part-Skim Mozzarella, string cheese, low fat or fat free cottage cheese, cheese that contains less than 5g fat per ounce*
Ice Cream	Ice milk, low-fat/nonfat frozen yogurt, Artice zero
Butter or Margarine	Low sugar jam, ricotta cheese, light/nonfat cream cheese, low-fat yogurt, light/non-fat sour cream
Bacon or Sausage	Low-fat turkey bacon, Canadian bacon, soy sausage
Ground Beef	Extra lean ground beef/turkey
Fried Chicken	Baked/grilled/broiled chicken without skin
Doughnuts and pastries	Whole wheat bagels, breads, muffins
Apple pie	Baked or raw apples
Chocolate candy or bars	Hard candies, jelly beans, licorice
Cookies, cakes, brownies	Fig newtons, gingersnaps, graham crackers
French fries	Sweet potato fries (baked), baked potato
Meat Lovers pizza (usually has pepperoni, sausage, hamburger...)	Whole wheat (if available) or thin crust with light or no cheese, lots of veggies, and lean meat like chicken, ham or Canadian bacon

*Cabot makes 75% fat free cheddar and 50% fat free cheddar and pepper jack

FAQ's

Q: What if there is no hotel gym or no gym within my radius?

A: Bring some resistance bands and do a full body circuit with them. You will want to use higher reps within the ranges of 20-30 reps and rest periods of 30 seconds or less to keep your heart rate elevated. We certainly can't max out with bands ;) Worst case scenario you can always do a bunch of body weight exercises to failure (squats, lunges, push-ups, dips, etc)

Protocol:

- *Arm Curls followed by Tricep Kickbacks*
- *Push-Ups*
- *Overhead Presses followed by Lateral raises*
- *Banded Squats followed by Reverse Lunges*
- *Lunges followed by Glute Bridges*
- *Total of 3 Rounds and rest 30 seconds*

Q: What if I miss a Work out one day?

A: Double up your workout the next day. For example, say Monday was Lower body and you missed it. Come Tuesday, just double up the session with Upper Body and do either a circuit-like workout or a bunch of Drop-Sets going back and forth from different muscle groups.

Q: Where do I do my HIIT and what Modality and Protocol?

A: If you don't have gym access then you will have to get creative. HIIT can be performed in many ways such as: Sprints at the beach or on a street or on hills, Jump rope, Jumping on and off a rock or platform, etc.

Protocol: 5 minute warm-up, 5 intervals for 15-30 seconds, active rest 1-2 minutes, and 5 minute cool down. Or just do some LISS Cardio for 20-30 minutes.

Q: How do I stay on my Macros?

A: If you bring a food scale, cook your own food, and pretend like it's an average day then you will be just fine. If you go out to eat, simply bring your food scale or eyeball your portions or use the tips above and call it a day

*Macro Recommendations: Instead of partitioning macros around pre/post workout meals, simply just divide your total macro numbers by the number of meals you will have that day and just space them out evenly 4-5 hours throughout the day like a "Rest Day" OR save a little extra carbs and fats in case you eat out.

Q: What if I don't Work out any days?

A: Try and base it on your activity level. For example when traveling most people tend to sight see a lot and walk around everywhere or even go on hikes. In this case just reduce 10% of your total carbs and fats, protein stays the same. If you are not going to be active at all and just sit around all day and lounge, then reduce carbs and fats by 20%.

Example: Total carbs for the day are 200g, so $200 \times .10 = 20$, $200 - 20 = 180g$ carbs. Same goes for fat intake.

Q: What if I am out all day long?

A: Pack a few meals the night before in some Tupperware and put them in a cooler or bring meal replacement shakes, protein bars, yogurts, beef jerky, nuts, etc.

Q: What about consuming Alcohol?

A: If you know you are going to partake in some adult water then plan ahead. For example, if you know you are going out to dinner and will have a few drinks, try and save some extra macros from your carbs and fats, say 5-10g of each per meal so that later when you drink you don't feel guilty over consuming empty calories and going over your macros. Vice versa if you decide to drink during the day, cut macros from carbs and fats off your meals later on.

Video's to watch:

How To Count Macros on Vacation



<https://www.youtube.com/watch?v=HiqYliWKy8k>



Macro Counting while Eating out at a Restaurant



<https://www.youtube.com/watch?v=EGVweMX7MnI>

Enjoy Your Vacations, Weekends & Traveling

≡ Chapter 11



Step-By-Step Videos

Kitchen Essentials:



Link: <https://vimeo.com/140202024>

Password: kitchen

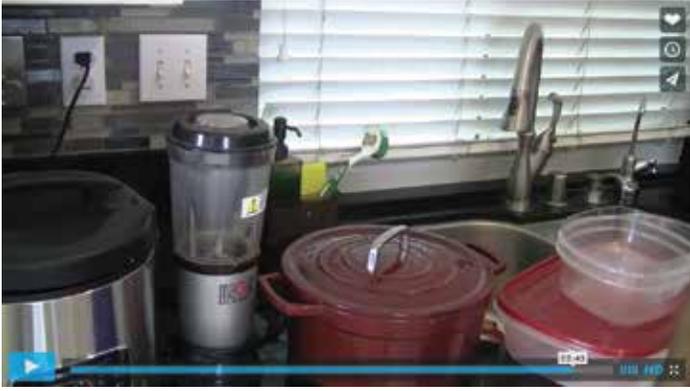
Weighing Foods:



Link: <https://vimeo.com/140209472>

Password: foods

Meal Prepping:



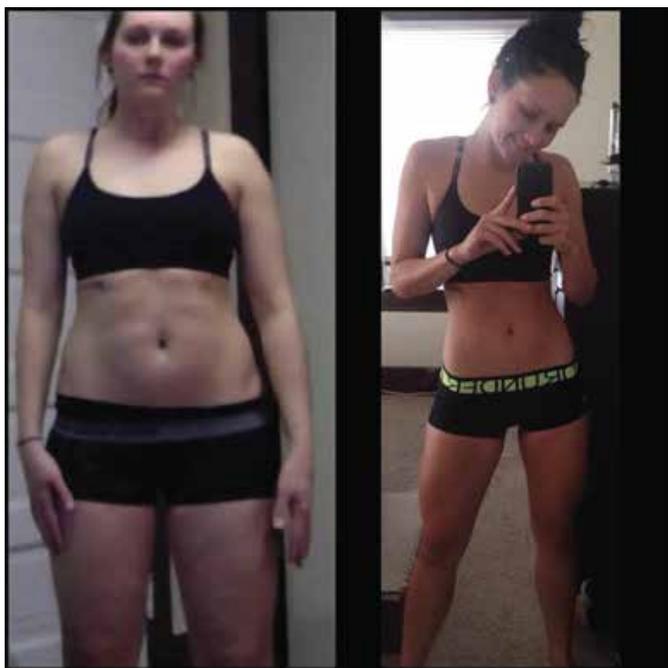
Link: <https://vimeo.com/140205220>

Password: meal

DDT Alumni Transformation Pics

Each transformation picture you see here is either a current or past client of Dynamic Duo Training. All clients in these pics used FLEXIBLE DIETING to attain their goals. The reason why we are sharing these with you is we want you to see that FLEXIBLE DIETING does work and can help you change your body composition when done correctly. We are huge advocates in showing other's living proof and real world transformation pics, stats, and stories.

Kelsey's Transformation



Weight Lost: 12

Total Inches Lost: 3

Lauren's Transformation



Weight Lost: 24

Total Inches Lost: 5

Morgan's Transformation



Weight Lost: 24

Total Inches Lost: 5

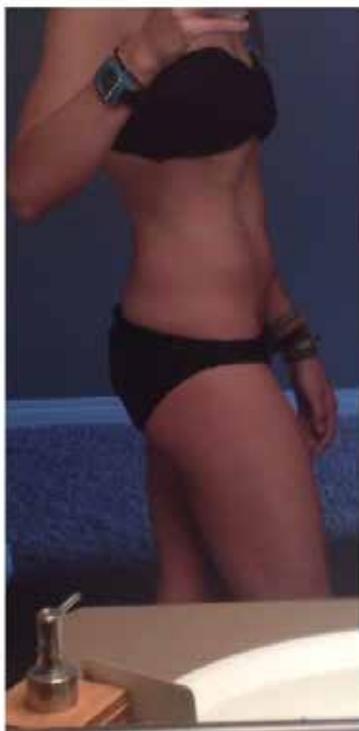
Alex's Transformation



Weight Lost: 12

Total Inches Lost: 6

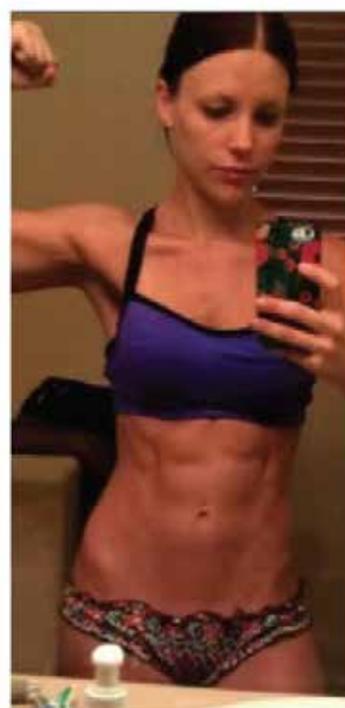
Sammy's Transformation



Weight Lost: 17

Total Inches Lost: 6

Sadie's Transformation



Weight Lost: Maintained

Total Inches Lost: Maintained

Ali's Transformation



Weight Lost: 25

Total Inches Lost: 6

Andrew's Transformation



Weight Lost: 33

Total Inches Lost: 7

Tamara's Transformation



Weight Lost: 15

Total Inches Lost: 5

Melissa's Transformation



Weight Lost: 26

Total Inches Lost: 6

THANK YOU ALL FOR YOUR SUPPORT!



Our mission here at Dynamic Duo Training, we pride ourselves on customer service along with building a great client and coach relationship where we provide safe, ethical, scientific, and healthy approaches in our training and nutrition programs. We are natural educators and one of our main goals as coaches is to educate and teach our clients the correct tools to have success in their fitness journey and to make this into a lifestyle. With all of the resources and education we provide our clients, it's not a matter of IF they will succeed but WHEN. We hope you all enjoy our Flexible Nutritional Guide and we look forward to hearing about your success stories!

IF YOU WOULD LIKE TO LEARN MORE ABOUT OUR SERVICES AND HOW WE CAN DESIGN YOU A INDIVIDUALIZED PERIODIZED TRAINING PROGRAM ALONG WITH A FLEXIBLE DIETING NUTRITION PROGRAM AROUND YOUR GOALS, SCHEDULE, PREFERENCES, ETC. PLEASE VISIT US [HERE](#) OR CONTACT US [HERE](#) FOR A FREE PHONE CONSULTATION.

This information is the intellectual property of Eric and Chris Martinez. Any copying, posting, or distribution of this information in print or electronic format including posting in an online public forum or download website is forbidden. Please contact us for written approval if you would like to post highlights from the information provided, but posting the information in its entirety is strictly forbidden.

References

- 1) Alan Aragon's Research Review. "Clearing up common misunderstandings that plague the calorie debate". July 2013.
- 2) Ello-Martin JA, Ledikwe JH, Rolls BJ. The influence of food portion size and energy density on energy intake: implications for weight management. *Am J Clin Nutr.* 2005;82(1
- 3) Gropper SS. *Advanced Nutrition and Human Metabolism.* Sixth edition. 2013
- 4) Antonio J. *Essentials of sports nutrition and supplements.* 2008
- 5) Freedman MR, King J, Kennedy E. Popular diets: a scientific review. *Obes Res.* 2001;9 Suppl 1:1S–40S. doi:10.1038/oby.2001.113.
- 6) Evans EM. Effects of protein intake and gender on body composition changes. *J of Nutr and Met.* 2012
- 7) Hargrove JL. History of the calorie in nutrition. *J nutr.* 2003
- 8) AARR. Clearing up common misunderstandings that plague the calorie debate. July 2013
- 9) Jequier E. Pathways to obesity. *Int J of Obese.* 2002
- 10) Flat. 1993
- 11) Soenan S. Relatively high protein or low carb energy restricted diets for body weight loss and body weight maintenance. 2012
- 12) Freedman MR, King J, Kennedy E. Popular diets: a scientific review. *Obes Res.* 2001;9 Suppl 1:1S–40S. doi:10.1038/oby.2001.113.
- 13) Ello-Martin JA, Ledikwe JH, Rolls BJ. The influence of food portion size and energy density on energy intake: implications for weight management. *Am J Clin Nutr.* 2005;82(1 Suppl):236S–241S.

Reference Page

Chris and Eric Martinez



Eric & Chris Martinez - BA, CSCS, CISSN

Dip.ISSN,CISSN

Founders of *Dynamic Duo Training*

Layne Norton



www.biolayne.com

My Macros + for iphone and also my line is:

www.bodybuilding.com/store/carbon-by-layne-norton.html

Katie Anne



Instagram: <https://instagram.com/katieanne100/>

Facebook: <https://www.facebook.com/KatieAnneRutherford>

YouTube: <https://www.youtube.com/channel/UC1SUzQui0z4IBw21dENIpvg>

I offer both training and nutritional coaching services for powerlifting, physique sports, as well as those who want a healthy and sustainable diet or training program.

My Contact Email: KatieAnneFit@Gmail.com

Cait Robertson



<http://www.TheMacroExperiment.com>

<http://www.youtube.com/TheMacroExperiment>

<http://instagram.com/themacroexperiment>

<http://facebook.com/themacroexperiment>

<http://twitter.com/macroexperiment>

Also, I have these 2 really cool MASSIVE lists I made that are of the best "macro-friendly" items at chain and fast-food restaurants. These are the most popular pages on my blog

<http://www.themacroexperiment.com/blog/the-iiifm-fast-food-restaurant-master-list>

<http://www.themacroexperiment.com/blog/the-iiifm-chain-restaurant-master-list>