



How I coach Nutrition and Lifestyle

The brief below explains my philosophy and approach to coaching nutrition and lifestyle change. Please take a moment to read through and decide whether my service is right for you.

Fact:

- Nutrition is not one size fits all.
- What your spouse, partner, or friends consume for nutrition does not apply to you.
- Nutrition change is a process of trial and error, it is slow, it can take weeks to figure out.
- There is no sustainable quick weight loss program.
- Weight loss, mass gain, and maintenance is not linear. There are ups and downs every day. We watch the average over time.

My nutrition program *promotes*:

- Lifestyle change.
- Clean, whole food consumption; better food choices over not so great choices.
- Food journaling and/or intake tracking.
- Slow progress over time. 1lb per week is sustainable and achievable for most.
- A predetermined compliance plan you can uphold.
- Cheat days - do not deprive yourself of the simple joy of your favorite vice.

My nutrition program *DOES NOT* promote:

- “Going on a diet”.
- 100% compliance (to your plan) unless you are paid to look a certain way (models, physique competitors) and you have the experience to maintain 100% compliance (this is a very small fraction of the general population).
- Writing meal plans for you. Part of “better” nutrition is learning and applying practices. If I do it for you, you learn nothing.



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I will coach you on the following:

- Establishing a daily caloric requirement.
- Nutrition tracking and journaling.
- Hydration guidelines.
- Setting realistic goal(s).
- Establishing how much of your macro nutrients (protein, fat, carbohydrate) you should be consuming per meal per day.
- Planning and preparing for the market and meal preparation.
- Mindful eating habits.
- Portion control via scale use (not for all) versus visual measuring.
- Better food choices over not so good food choices.

If the above brief sparks your interest and you feel the program may be right for you and you are ready, willing, and able to tackle the beast of better nutrition then now is the time to act!