

FIT TO LEAD

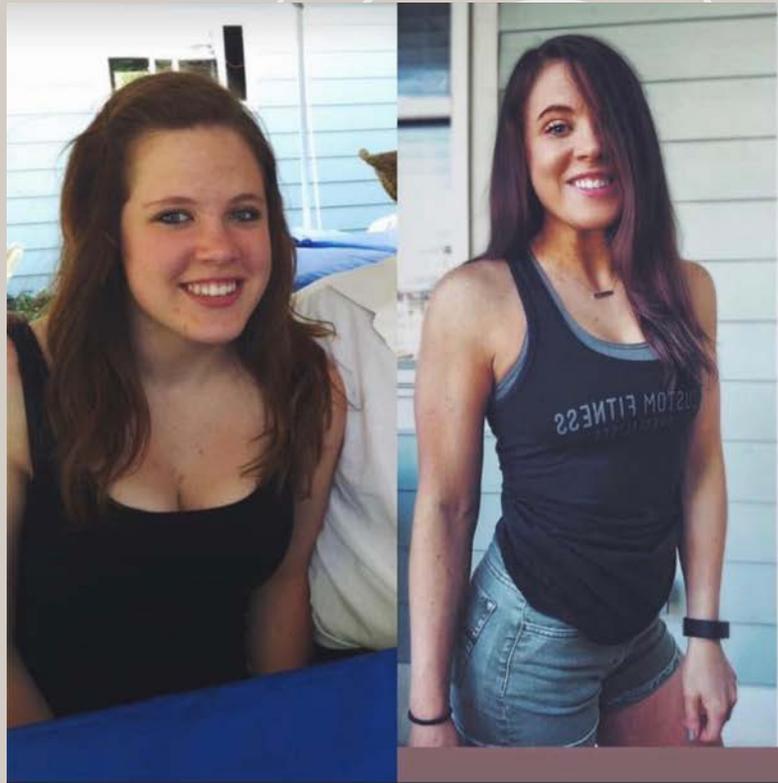
COMPLETE GUIDE

TO LOSING YOUR
FIRST TEN POUNDS
WITH MACROS!



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CONGRATULATIONS, MY FRIEND



Congratulations on taking the first step towards the body and life of your dreams!

Not so long ago I was trapped in a body I hated.

I always thought I must not be working hard enough: not enough cardio, not enough discipline, not enough starvation. Finally, I learned discipline was never the issue. I was simply doing the wrong things and I have a feeling you might be too.

This guide is designed to help you lose your first ten lbs quickly and easily, follow these steps and I know you will have lasting success!

Tip:

If you have any questions during the execution please direct them to my contact box at fittoleadinc.com- I will get back to you ASAP



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THE SECRET OF
GETTING AHEAD IS
GETTING STARTED.

- MARK TWAIN

”

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STEP 01



SPECIFY YOUR GOALS

Don't say, "Ugh, I need to lose weight." Specify what you'd like to accomplish and how bad you want it. Establish your WHY and make it an emotional reason. This is so important so that you think about your WHY every time you don't feel motivated. It's those times when you don't feel motivated but you drag yourself to the gym, complete that home workout or choose a healthy meal anyway that you have breakthroughs!

GOAL:

"I want to lose 4 pounds this month and 30 pounds this year. I want to lose the weight because I want to be able to feel confident in my summer clothes EVERY YEAR, I want to love myself in pictures and I want to love myself on the beach."

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YOU CAN HAVE
EXCUSES
OR YOU CAN HAVE
RESULTS.
NOT BOTH.

-ARNOLD SCHWARZENEGGER

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STEP 02

FIND YOUR CALORIES

Determine your maintenance calories! First we need to determine your basal metabolic rate (BMR) and your total daily energy expenditure (TDEE) to determine how many calories you should be eating per day to lose weight at a sustainable rate!

Basal Metabolic Rate (BMR)- an estimation of how many calories you expend per day at rest

Total Daily Energy Expenditure (TDEE)- an estimation of how many calories you expend per day when exercise is taken into account. It is calculated multiplying your BMR by an activity multiplier.

STEP 02

FIND YOUR CALORIES

First, use this formula to calculate your BMR:

Women:

$$10 \times \text{weight (kg)} + 6.25 \times \text{height (cm)} - 5 \times \text{age (y)} - 161$$

Men:

$$10 \times \text{weight (kg)} + 6.25 \times \text{height (cm)} - 5 \times \text{age (y)} + 5$$

Next, use this formula to calculate your TDEE:

If you are sedentary (little or no exercise) =

$$\text{BMR} \times 1.2$$

If you are lightly active (light exercise/sports 1-3 days/week) =

$$\text{BMR} \times 1.375$$

If you are moderately active (moderate exercise/sports 3-5 days/week) =

$$\text{BMR} \times 1.55$$

If you are very active (hard exercise/sports 6-7 days a week) =

$$\text{BMR} \times 1.725$$

If you are extra active (very hard exercise/sports & physical job or 2x training) =

$$\text{BMR} \times 1.9$$

TDEE





STEP 02



FIND YOUR CALORIES

Determine Your Fat Loss Calories- I recommend a 15-25% calorie deficit, without exceeding 500 calories. A 500 calorie deficit will have you losing 1lb per week.

It is better to error on the side of conservation with a smaller deficit and take things slowly. This will benefit your metabolism, muscle growth and adherence.

Remember, if drastic change and quick wins worked, you'd have figured this out by now. ;)

Use this formula to find your fat loss calories=

$$\text{TDEE} \times (.75-.85)$$

**Total Daily Calories
for Fat Loss**

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STEP 03



FIND YOUR MACROS

Determine your Fat Loss Macros- It is important to specify your not only your calories but your macronutrient breakdown because the three macronutrients (protein, carbs and fats) do different things for our bodies!

	Protein	Carbohydrates	Fat
Calories/ Gram	4	4	9
Purpose	Growth/repair of muscles, tissues and cells, immune function, necessary in making essential hormones & enzymes, and preserving lean muscle mass	Body's primary source of energy, necessary for central nervous system function, intestinal health and waste elimination	Secondary energy source, regulating hormones, absorbing vitamins

PROTEIN

Use this formula to determine your **protein calories and grams per day:**

0.8g x goal body weight (lbs)
=Total Daily Grams of Protein

Total Daily Grams of Protein x 4
=Total Daily Calories From Protein

0.8g

protein per
pound of
goal body
weight

Total Daily
Protein Calories

Total Daily
Grams of Protein



FAT

Use this formula to determine your
fat calories and grams per day:

Daily Calorie Goal x (0.25)
=Total Daily Calories From Fat

Total Daily Calories from Fat / 9
=Total Daily Grams of Fat

25%

of daily
calories go
to fat

Total Daily
Fat Calories

Total Daily
Grams of Fat

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CARBS

Use this formula to determine your **carb calories and grams per day:**

Total Daily Calorie Goal - (Total Daily Calories From Fat + Total Daily Calories from Protein)
=Total Daily Carb Calories

Total Daily Carb Calories / 4
=Total Daily Grams of Carbs

REMAINING CALORIES

...and the rest goes to carbs.

Total Daily Carb Calories

Total Daily Grams of Carbs



MY MACROS FOR FAT LOSS

Total Daily
Calories for Fat Loss

Total Daily
Grams of Carbs

Total Daily
Grams of Fat

Total Daily
Grams of Protein

Yay! All the monkey math is over. Go ahead and plug these numbers into the free app, My Fitness Pal, where you will track your calories daily.

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GO AS FAR AS YOU CAN
SEE. WHEN YOU GET
THERE, YOU'LL BE
ABLE TO SEE FURTHER.

- JP MORGAN

”

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STEP 04



START DAILY TRACKING

This is the fun part! And by fun, I mean eye opening. I was amazed at how I was under-eating protein and over-eating fats. Tracking my food daily gives me freedom to choose what I want to eat based on my body's needs while still meeting my weight loss goals.

TIPS:

- ✓ Keep sugar intake under 50g per day
- ✓ Keep fiber intake between 25g-30g per day
- ✓ Eat at least 30g of protein per meal



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The logo for 'Fit to Lead' is enclosed in a black rectangular border. The text 'FIT' is on the left, 'TO' is in the middle with a small horizontal line above it, and 'LEAD' is on the right. The background of the logo area features faint, light-colored contour lines of a human head and neck.



STEP 04



REMINDER: EVERY DAY WON'T BE PERFECT

And that's ok!

1. It is most important to hit your daily calorie goal within 100 KCAL everyday- if you can only do one thing, do this!
2. The second most important thing is to hit your protein within 10 grams- may take some practice but you will get there!
3. The third thing is to hit your carbs and fats, it's ok if you don't hit these spot on as long as your calories and protein are in check- but aim to be within 5-10g!

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STEP 04

PRO TIPS FOR HITTING YOUR MACORS:

1. Build out your day in MyFitnessPal the night before! This will give you the flexibility to add or take away as needed and not leave you guessing and confused the day of.
2. Save your favorite meals in MyFitnessPal so they are easily trackable from day to day
3. Use the Recipes feature to build out your favorite family recipes and continue to eat normally with your family- just monitor portion size
4. Weight your meat raw- meat dehydrates by about 25% when it's cooked- depending on how well done.

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STEP 04

PRO TIPS FOR HITTING YOUR MACORS:

5. Look up restaurant nutrition facts on the website! MFP entries can often be inaccurate or outdated
6. Aim to get at least 30g of protein with each meal- protein is the most satiating macro and will make you feel full
7. Add veggies to every meal- will help you hit your fiber and get your vitamins and minerals
8. Look for high volume- low calorie dense foods!

STEP 04

START DAILY TRACKING

An example day might look like:

- Breakfast: Oatmeal with scoop of protein, berries and almonds
- Lunch: 4 oz of seitan, 4 oz sweet potatoes, 4 oz baked zucchini
- Snack: Greek yogurt with fruit
- Dinner: 4 oz of lean ground turkey, spaghetti squash with salad and bread



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MY GO-TO PERFECT DAY LOOKS LIKE THIS:

DAY 01

DAY 02

DAY 03

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FOODS SOURCES:

The beautiful thing about counting macros is that there is no food off limits.

However, I still recommend getting 80% of your calories from nutritious food sources.

These are some great options to help you fill your macros with whole, nutrient dense foods.

Animal Protein:

- Chicken
- Lean ground beef
- Lean ground turkey
- Egg whites
- Grilled flank steak
- Greek yogurt
- Boiled eggs
- Whey Protein Powder
- Tuna
- White Fish
- Salmon (also a great fat source)

Plant Based Protein:

- Tofu
- Seitan
- Textured Vegetable Protein
- Tempeh
- Vegan Protein Powder

Tip:

Bare Performance Nutrition was awarded the best tasting protein by GQ in 2020!

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Carbs:

- Sweet potato
- White potato
- Oatmeal
- Tortillas
- Quinoa
- Bread
- Fruit
- Beans
- Hash browns
- Rice
- Hummus
- Edamame (also great for protein and fat)
- Whole wheat or edamame pasta

Tip:

I buy most of my fruits and vegetables frozen... they are just as nutritious and last longer!

Vegetables (frozen or fresh):

- Bagged Lettuce
- Spinach
- Broccoli
- Green Beans
- Literally Any Vegetable

Fruit (frozen or fresh):

- Blueberries
- Strawberries
- Apples
- Banannas
- Literally Any Fruit

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STEP 05

SCHEDULE RE-FEED DAYS

I recommend taking two days a week to eat at maintenance calories
(use the TDEE number we calculated earlier).

This helps your metabolism, motivation, adherence and quality of
training sessions.

You can split these up throughout the week on your heavy
training days or save them for the weekend when you may want
to indulge a little more, up to you!

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STEP 06

TIPS FOR DRINKING ALCOHOL:

Giving up alcohol is not necessary to lose weight! As with everything, the poison is in the dose and moderation is key. If I'm drinking, I always plan how many drinks I'm going to have ahead of time and factor those into my daily calories.

- Chose low calorie drinks (light beer, hard seltzers, etc)
- If drinking liquor, chose zero calorie mixers (soda water or diet soda)
- Steer clear of anything based in juice and other sugary cocktails
- With wine, watch your pours (5oz), it comes out fast 😊

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STEP 06

HOW TO CALCULATE ALCOHOL MACROS

1. Determine how many calories are in your drink
2. Deduct calories from carb or fat allotment using the equation below

Example: Your White Claw is 100 KCAL ?

To deduct from you carb budget divide KCALs by 4:

$$100 \text{ KCAL} / 4 = 25 \text{ g Carbs}$$

- Deduct 25g of carbs from your daily carb budget

To deduct from your fat budget divide KCALs by 9:

$$100 \text{ KCAL} / 9 = 11\text{g Fat}$$

- Deduct 11g of fat from your daily fat budget

A large, faint, light-colored outline of a human head in profile, facing right, serves as a background for the logo. The logo itself is a black-bordered rectangle containing the text "FIT TO LEAD" in a bold, sans-serif font. The word "TO" is smaller and positioned between "FIT" and "LEAD".

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STEP 07



GET A WEIGHT TRAINING PROGRAM

It's absolutely imperative to your fat loss that you follow a weight training program.

Benefits of Weight Training include:

- Boosts Metabolism and Fat Loss
- Keeps Bones Strong and Healthy
- Regulates Insulin and Lowers Inflammation
- Improves posture, sleep, mood and energy levels
- Improves balance and reduces the risk of falls
- Boosts your MFing confidence



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COMPLETE GUIDE TO LEADING YOU FROM 10 LBS

STEP 07



TRAINING

I recommend the following split:

Day 1: Lower (Quads and Calves)

Day 2: Upper (Back and Bis)

Day 3: Upper (Shoulders and Core)

Day 4: Rest

Day 5: Lower (Glutes and Hamstrings)

Day 6: Upper (Chest and Triceps)

Day 7: Rest

Tip:

You can find many complete training sessions on my Instagram page [@fittolead.inc](#)- for more in depth help with training, message me at [fittoleadinc.com](#)- I will be in touch!

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STEP 08

SUPPLEMENT SUGGESTIONS

Supplements are not required for your weight loss however they do a great job of supporting your metabolism, digestive and central nervous system in the process.



1. Creatine Monohydrate- Creapure® has been widely studied and shown to increase muscle mass, strength, power, and performance.

Implementation- Take 3-5g of Creatine Monohydrate per day

Tip:

You can use code **NAT** at check out at **Bare Performance Nutrition** for 10% off your supplements

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SUPPLEMENT SUGGESTIONS

2. Vegan or Whey Protein Powder

High-quality, protein powder will fuel your training, improve your recovery and help build muscle.

Implementation- Take 1-2 scoops per day



3. BCAAs- INTRA-FLIGHT improves recovery and muscle protein synthesis after or during intense training sessions. During training, taurine levels drop and force output decreases, BCAAs promote proper hydration and fluid levels.

Implementation- Mix with water and drink during and after your workouts

4. Pre-Workout-FLIGHT

was developed to effectively prepare you, both mentally and physically, for your workouts. Each scoop contains clinically studied ingredients to deliver strong energy, intense focus, and muscular endurance.

Implementation- Take one scoop before each workout



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SUPPLEMENT SUGGESTIONS



5. The Daily Health Stack consists of 1 bottle of Strong Greens, 1 bottle of Strong Reds and 1 bottle of Strong Multi-Vitamin.

These products were specifically paired together to optimize the way you feel every single day. Increase your natural energy, improve your digestion and boost your immune support today with the Daily Health Stack.

Implementation- Take one serving of each per day

7. INFOCUS-

In Focus was formulated to improve mental focus, increase cognition and boost energy. It is a great product when you need to be dialed in for the day and ready to seize the opportunity to "GO ONE MORE".

Implementation- Take one serving as needed



8. BARE BURN Fat Burner- When it comes to burning fat, diet and exercise are necessary and cannot be ignored, but if you need a boost in energy expenditure, Bare Burn can provide you with just the edge you need.





**YOU HAVE TO BE WILLING TO
GO TO WAR WITH YOURSELF
AND CREATE A WHOLE NEW
IDENTITY.**

- DAVID COGGINS

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STEP 09

GET SUPPORT!

Join our Facebook Group full of like-minded leaders who are pursuing the life and body of their dreams!



[JOIN HERE!](#)

Tip:

Introduce yourself stating, where you're writing from and what your #1 goals are... pet photos are encouraged! 😊

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ARE YOU READY?

Today's Date: / /

Weight:

Measurement in Inches:

Hips:

Waist:

Biceps:

Thigh:



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REMEMBER

SUCCESSFUL PEOPLE ARE NOT EXTREME,
THEY'RE JUST CONSISTENT!

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STEP 10



INTERESTED IN ONE-ON-ONE FITNESS COACHING?

FIT TO LEAD personal training takes a limited number of new clients every quarter. We are only interested in working with leaders who are ready to change their life and their body forever. Please only apply if you are serious about your investment in yourself.



APPLY HERE

PERSONAL TRAINING





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TO LOSING YOUR
FIRST TEN POUNDS
WITH MACROS!



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