

*Fusing science and
soul for lifelong
transformation.*



NUTRITION

M A D E S I M P L E R

by Emily Duncan



FENIXATHLETICA.COM

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LIABILITY

BASIC LIABILITY INFORMATION

Please consult your physician before beginning this or any other exercise program. By purchasing this program, you acknowledge that Emily Duncan and affiliates are not responsible for injury, illness, allergic reaction, or lack of results while engaged in a diet or fitness program or at any time in the future. You acknowledge that Emily Duncan is NOT a physician, licensed dietician, certified personal trainer, or any other licensed/certified professional. You completely acknowledge that you are simply receiving advice and that it is your choice to adhere to the provided advice. Your participation in this program is voluntary, and you accept responsibility for any harm, injury, illness or death that may result from your participation.

DISCLAIMER

I am NOT a registered dietitian (RD) or doctor (MD, DO).

I hold my L1 nutrition certification from Precision Nutrition, hold a Bachelor's of Science in Exercise Science, and have over 8 years of coaching experience in fitness and nutrition.

I have a thorough knowledge of training and nutrition, along with years of working with nutrition and training clients.

You are participating in this program at your own risk and by your own choice.

Em Duncan xoxo



A woman with long dark hair, wearing a black tank top and grey trousers, is sitting at a white table. She is holding a bowl of fruit (raspberries, blueberries, blackberries, and sliced figs) and is eating a slice of fig. The background is a blurred indoor setting with a potted plant. The word "NUTRITION" is overlaid in large white letters across the center of the image.

FENIX ATHLETICA

NUTRITION

FENIX ATHLETICA

NUTRITION -MACRONUTRIENTS

Time to talk macronutrients. **Macronutrients** are nutrients that you need in macro, or large, quantities: protein, fat, carbohydrates, and fiber. If you're new to tracking calories/food intake in any way, it would probably be best to simply start small/more broad and track total calories, protein, and fiber, and letting carb/fat distribution fall where it may. If you feel comfortable being more specific with your tracking, you can track Calories, fat, carbs, protein, and fiber.

PROTEIN

PROTEIN FACTS AND FUNCTIONS:

- "Building Blocks," i.e. tissue repair/maintenance
- Enzymes
- Immunity (antibodies)
- Transportation and storage
- Energy, although the body would much rather use carbs and fats for energy –you don't want to be in a state where your body is forced to break down protein (gluconeogenesis).
- 4 calories per gram

SOME OF MY FAVE PROTEIN SOURCES:

- | | |
|---|--------------------|
| • Poultry (chicken, turkey) | • Beans |
| • Pork | • Lentils |
| • Beef | • Tofu |
| • Seafood (salmon, cod, mahi mahi, shrimp, scallops, etc) | • Tempeh |
| • Yogurt | • Meat substitutes |
| • -Eggs/egg whites | Protein powder |



NUTRITION - MACRONUTRIENTS

FAT

Dietary fat, lipids, fats

FAT FACTS AND FUNCTIONS:

- Energy (most energy dense nutrient) Carrying fat soluble vitamins Hormonal regulation
- Doesn't make you fat
- 9 calories per gram

SOME OF MY FAVE FAT SOURCES:

- Nuts (peanuts, walnuts, cashews, almonds, etc)
- Seeds (pumpkin, chia, flax, hemp, etc)
- Nut butters
- Avocado
- Fish (omega-3 fatty acids are CRUCIAL)
- Oils (olive, coconut, flax, fish, macadamia nut, etc.)
- Full-fat dairy products
- Grass-fed butter
- Ghee



NUTRITION - MACRONUTRIENTS

CARBOHYDRATES

Carbs, sugars, starches

CARB FACTS AND FUNCTIONS:

- Energy (glucose is the body's primary energy source)
- Blood sugar regulation
- Sparing of protein
- 4 calories per gram

SOME OF MY FAVE CARB SOURCES:

- Fruit (berries tend to be lower in carbs than things like apples, bananas, and mangos) Potatoes (red, sweet, russet.... All potatoes are good potatoes)
- Rice, cream of rice, rice cakes (rice products are great for those with sensitive tummies as it's a highly hypoallergenic food) Legumes (beans, lentils, etc)
- Veggies (very low carb)
- Bread, pasta, tortillas
- Honey, agave, table sugar, maple syrup English muffins, bagels

HOW MANY CALORIES

We want to make this quick note before we even get into calculations, especially for fat loss, because we see this as a HUGE issue with inquiring clients (especially females).

People, and again, women in particular, have spent YEARS yo-yo dieting and eating way too little to support their health, much less muscle growth/maintenance.



We would say 90+% of our inquiries come to us eating 10 Calories per pound of bodyweight or less per day (i.e. a 150lb female eating 1500 Calories or less each day). That's a range for fat loss calories, not maintenance or muscle growth calories. If you're maintaining or gaining weight on 10-12 calories per pound of bodyweight or less, we strongly advise against entering a cutting phase as your metabolism has likely adapted, hence why you aren't losing weight on so few Calories.

The last thing your body needs is to keep cutting –what you most likely need is a structured reverse diet and to get your calories up to at least a healthy maintenance level, even if it means gaining a little weight in the process. It's absolutely worth it to get your metabolism and hormones in an optimal state for health, function, performance, and overall quality of life. If you come to us in week one eating less than 10 calories/lb of bodyweight for maintenance, I will not put you into a fat loss phase. That's not to be a stickler, that's to protect your long-term health and wellness.

DETERMINING CALORIES

01

TRACK YOUR NATURAL FOOD INTAKE FOR ABOUT 3-7 DAYS.

Use an app like MyFitnessPal or LifeSum to log your daily food choices. The goal here is to eat naturally and just see what you do when left to your own devices.

02

TAKE THE AVERAGE OF THOSE 3-7 DAYS

In terms of average Calories, protein, fat, fiber, and carbs. If you're completely new to any kind of tracking, we would recommend just focusing on Calories, protein, and fiber for now.

03

USE THIS AS YOUR STARTING POINT.

It's really important to know where your maintenance calories are before you try to cut or enter a slight surplus. If you don't know where you maintain, you'll have a hard time making the right call when it comes to what your dieting/growing calories should be.

CALORIC STATES EXPLAINED

CALORIE MAINTENANCE = *energy consumed = energy expended*

This results in no change in weight (outside of normal daily fluctuations).

CALORIC SURPLUS = *energy consumed > energy expended*

This results in an increase in weight (which isn't always a bad thing! This is how you grow muscle).

CALORIC DEFICIT = *energy consumed < energy expended*

This results in weight loss (not always a good thing – it's very difficult to build muscle while in a deficit, and you will eat into muscle tissue to a degree when in a calorie deficit)

DETERMINING CALORIES

3-DAY SAMPLE FOOD LOG

	CALORIES
DAY 1	2100
DAY 2	1800
DAY 3	2300
AVERAGE	~2067 CALORIES

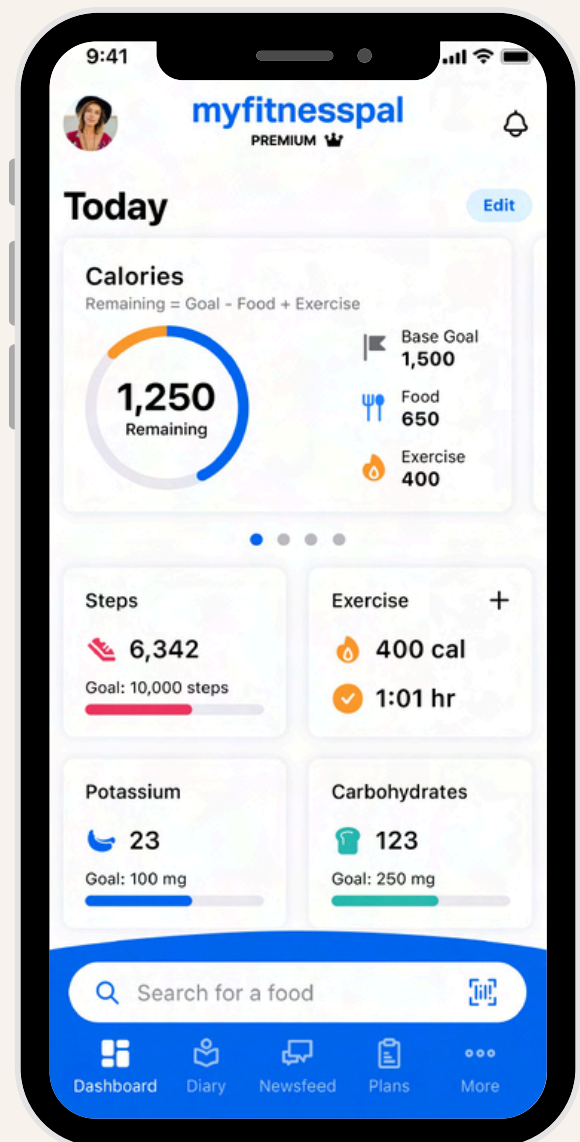
The average is found by taking the SUM of all three days (2100 + 1800 + 2300) and dividing that by the total number of days (3), so that would look like this:

$$\frac{(2100 + 1800 + 2300)}{3} = 2066.67 \text{ Calories (rounded to 2067)}$$

WHY WE DISLIKE CALORIE CALCULATORS

A quick Google search of “How many calories should I eat?” will populate dozens of different calorie calculators.

These calculators are based on metabolic equations, taking into account things like your height, age, weight, gender, body fat percentage, and activity level. That’s all well and good, but one thing that a calculator can’t take into account is your personal diet history – and that’s one of the most important variables there is. Not to mention, many a time these calculators over-estimate your average caloric needs, or there’s user error (i.e. the user largely overestimates their daily energy expenditure, which results in a predicted calorie intake that, in reality, is too high for their goals).



ION –DETERMINING CALORIES NUTRITION –DETERMINING CALORIES NUT
TERMINING CALORIES NUTRITION –DETERMINING

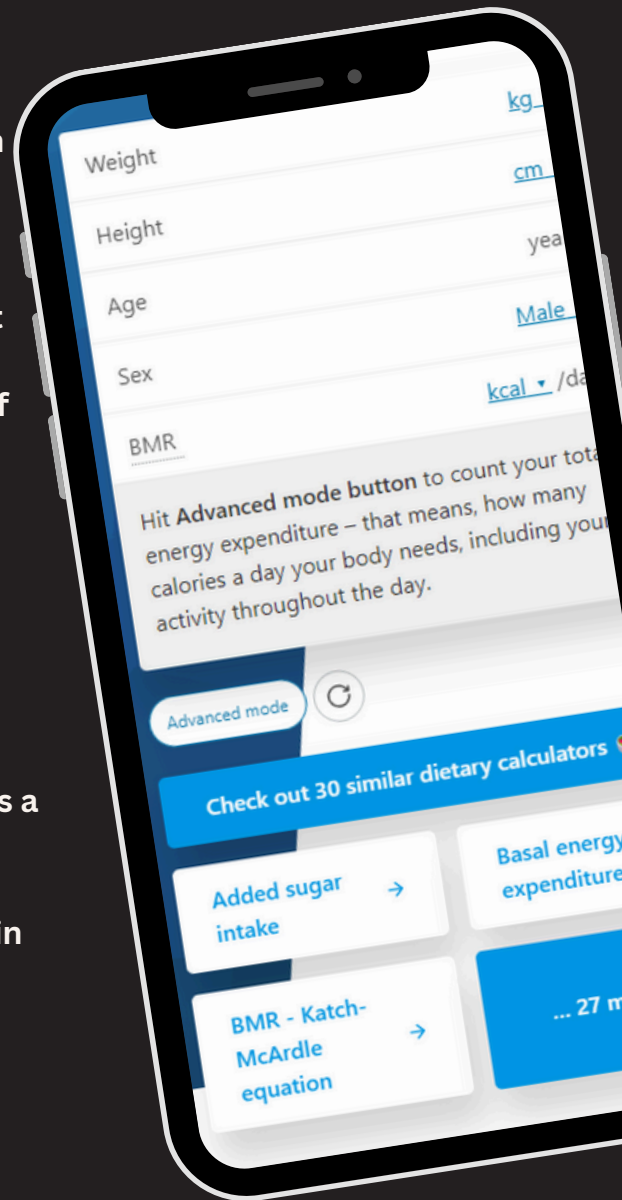
WHY WE DISLIKE CALORIE CALCULATORS

If you want to try using a calorie calculator, we're not totally against it. We would recommend using a Catch McArdle equation calculator like [this one](#).

****Be sure to scroll all the way down to the lifestyle multiplier factors. That said, always keep in mind that your dietary history and what you're currently doing calorie-wise are going to be much better predictors of where your calories should be.**

Think about it this way. If a calorie counter tells you your maintenance is 2500 calories, but you've been maintaining on 2000 calories, if you jump right up to 2500, you're most likely going to experience some unwanted weight gain.

The human body is not a one-size-fits-all equation, it's a remarkably adaptive piece of machinery. That's why customized nutrition and calculations based on your current standings and your past history will always win over a calculator.



ION -DETERMINING CALORIES NUTRITION -DETERMINING CALORIES NUT
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NUTRITION –MACRONUTRIENT DISTRIBUTION

HOW MUCH PROTEIN?

Protein:4 calories per gram

Recommendation:

0.8-1g/lb bodyweight

Bodyweight: 150lbs

Low end: 120g protein/day

High end:150g protein/day

CALCULATIONS:

Start: 2000

Calories/day

PROTEIN

To calculate protein intake, simply multiply your bodyweight by 0.8-1 to get your daily grams of protein. Then, multiply that number by 4 to determine your total daily calories from protein.

Low end: $(0.8\text{g/lb} \times 150\text{lbs}) = 120\text{g protein/day}$
(480 Calories from protein)

High end: $(1\text{g/lb} \times 150\text{lbs}) = 150\text{g protein/day}$
(600 Calories from protein)

HOW MUCH FAT?

Fat:9 calories per gram

Recommendation:20-30% of your daily caloric intake

Caloric intake:2000 Calories/day

Low end: 44g fat/day

High end: 67g fat/day

FAT

Dietary fats generally comprise 20-30% of your total daily calories. To determine daily fat intake, multiply your total daily calories by 0.2-0.3. Then, take the resulting numbers and divide by 9 as fats have 9 calories per gram. This will give you your total daily grams of fat.

Low end: $(2000\text{ Calories/day} \times 0.2) = 400\text{ calories from fat}$
 $400\text{ Calories} / 9\text{ Calories/gram} =$
~44g fat/day

High end: $(2000\text{ Calories/day} \times 0.3) = 600\text{ calories from fat}$
 $600\text{ Calories} / 9\text{ Calories/gram} =$
~67g fat/day

NUTRITION –MACRONUTRIENT DISTRIBUTION

HOW MUCH CARBOHYDRATE?

Carbs: 4 calories per gram

Recommendation:

Remaining calories**

Remaining calories:

800 -1,120 Calories

LF/LP/HC: 280g carbs/day

LF/HP/HC: 250g carbs/day

HF/LP/HC: 230g carbs/day

HF/HP/LC: 200g carbs/day

Abbreviations Explained

LF= lower fat

HF= higher fat

LP= lower protein

HP= higher protein (or Harry Potter)

LC= lower carb

HC= higher carb

So, **LF/LP/HC** would stand for a macronutrient distribution that's lower fat, lower protein, and higher carb.

**When protein is kept constant within the 0.8-1g/lb range and fiber is sufficient, % calories from carbs and fats doesn't have much impact on body composition, so go based on preference (fats vs. carbs) and how you perform best in training.

LF/LP/HC: 2000 Calories
-400 Calories from fat
-480 Calories from protein

1,120 Calories remaining for
carbs / 4 Calories/gram

280g carbohydrates/day

LF/HP/HC: 2000 Calories
-400 Calories from fat
-600 Calories from protein

1,120 Calories remaining for
carbs / 4 Calories/gram

250g carbohydrates/day

HF/LP/HC: 2000 Calories
-600 Calories from fat
-480 Calories from protein

920 Calories remaining for
carbs / 4 Calories/gram

230g carbohydrates/day

HF/HP/LC: 2000 Calories
-600 Calories from fat
-600 Calories from protein

800 Calories remaining for
carbs / 4 Calories/gram

200g carbohydrates/day



SOME THINGS TO KEEP IN MIND WHEN DETERMINING CALORIES AND MACROS:

CALORIE BALANCE IS KING.

Tracking macros is a more efficient and specific way of tracking calories, but when it comes to weight maintenance or change (loss/gain), calorie balance is going to be the main driver in a healthy individual. It's hard to find a "perfect" fit of macros within a certain calorie range, but you should be able to hit within 10-20 calories fairly easily.

FAT AND CARBOHYDRATE DISTRIBUTION IS UP TO YOU.

Research has shown that when calories and protein are matched, the ratio of fat and carbs is fairly negligible in terms of body composition. What this means is, favor what you like. The best diet is the most sustainable one that gets you closer to your goals. If you love love love peanut butter, go a little higher fat. If you live, breathe, die for sweet potatoes, go a little higher carb. If you love both equally, split equally between carbs and fats.

FIBER MATTERS!

Fiber is nature's broom –it helps keep you full and also helps keep things movin' and groovin' through your GI tract. Aim for a baseline of 14g per 1,000 calories consumed. If you're eating 2000 calories per day, that means aim for a baseline of 28g of fiber per day. For simplicity's sake, we advise that most clients aim for at least 30g per day.

NUTRITION –WHY MACROS?



THERE ARE HUNDREDS OF DIFFERENT DIETARY STRATEGIES OUT THERE.

We refer to them as “dietary strategies” because the word “diet” has a poor connotation/is usually only associated with weight loss. In reality, we all eat, so we’re all “on a diet.”

The term “dietary strategy” is much broader, less loaded, and can apply to a multitude of people and a multitude of situations. We also love the verbiage of “strategy” –to me, having a dietary strategy as opposed to just “being on a diet” means a few things:

1

There’s a goal in mind (sports teams have strategies, and their goal is winning their game/match).

2

It’s purposeful.

3

It’s thought-out.

4

It’s intentional.

5

It implies room for change and adjustment. When you’re strategic about something, you go in with a plan, but if that plan doesn’t work, you course-correct instead of pigeon-holing yourself into something that doesn’t work out of guilt/shame/bullheadedness.

NUTRITION – WHY MACROS?



OUR FAVORITE DIETARY STRATEGY IS TRACKING MACRONUTRIENTS, WHICH YOU MAY HAVE HEARD REFERRED TO AS:

"macros," "flexible dieting," "tracking macros," "IIFYM," or a similar term.

In short, "tracking macros" simply means you have an allotment of each macronutrient (protein, fat, and carbs) per day that comprises your daily calorie intake.

After over 10 years of tracking macros myself, 17+ bodybuilding competitions, watching others try and fail with many other dietary strategies, and over 8 years of nutrition coaching, we can say with a good bit of confidence that flexible dieting is one of the most effective ways to diet for physical goals.

WHY? WE THOUGHT YOU'D NEVER ASK

NUTRITION – WHY MACROS?

FAVOR FLEXIBLE DIETING AS A DIET STRATEGY FOR MANY REASONS, INCLUDING:

01

It's flexible. You aren't locked into a list of "good" and "bad" foods and you have the freedom to do things like go out to eat, go on vacation, etc without ruining your progress.

02

It allows you to eat what you enjoy. Since you get to select your food choices, you're likely going to choose things that not only help you reach your goals, but that also please your personal palette.

03

It teaches you. Learning how to track macros teaches you SO much about portion sizes, what servings actually looklike on your plate/dish, and what foods are actually comprised of energy-wise. One of the biggest problems with American culture is the out-of-this-world portion sizes coupled with added sugars/fats at virtually every turn.

04

You can tailor it to your dietary preferences/needs. Since no foods are "off limits" or "required," you can fit it to your dietary preferences (vegan, vegetarian, pescatarian, Whole 30, Paleo, gluten free, dairy free, etc).

05

It's easy. Once you get the hang of it, you'll be a pro at "macro Tetris" in no time.

NUTRITION –HOW TO TRACK MACROS?

Tracking protein, fat, and carbs can seem super daunting at first, but once you get the hang of it, it becomes second nature!

You'll be using food labels and/or looking up nutrition information on your food tracking app. Each time you enter a new food, the macronutrient makeup of that food is subtracted from your daily intake. For example, if your total daily macros are 60F/200C/150P and you have protein oatmeal with strawberries for breakfast, here's how you would

TRACK IT:

- 40g oats (2.5g fat/27g carbs/5g protein)
- 1 scoop (32g) Select snickerdoodle protein (1.5g fat/1g carbs/24g protein)
- 100g strawberries (0.3g fat/8g carbs/1g protein)
- Total: 4.3g fat/36g carbs/30g protein

This would leave you with 56g fat/164g carbs/120g protein for the rest of your day. Follow this same protocol for each meal.

***If this seems confusing, don't worry, I'm here to help during your check-ins!*

SOME THINGS YOU'LL WANT TO HAVE ON HAND:

- A food tracking app like MyFitnessPal or Lifesum to enter your daily intake.
- A food scale
- Measuring cups
- Time to plan out your daily meals
- We suggest planning out your week in advance so that you aren't scrambling with weird numbers at the end of the night. Having a structure/meal plan set up with your macros makes life a billion times easier.

NUTRITION – MAINTENANCE, FAT LOSS, OR MUSCLE GROWTH

MAINTENANCE

This is your starting point. As outlined previously, this is the calorie intake where your weight will remain relatively stable. Your energy and performance should be **high** in this state.

FAT LOSS

If your goal is fat loss, take your maintenance calories and reduce them by around 10% to start for ~1lb weight loss/week. For example:

Maintenance calories: 2000 Calories/day **Fat loss calories:** $2000 - (2000 \times 0.1) = 1800$ Calories per day

You'll still want to follow a similar calorie distribution as outlined in the previous slides: 0.8-1g protein per pound of bodyweight, 20-30% calories from fat, and the remaining calories distributed to carbs.

Give a particular calorie intake 2-3 weeks of solid adherence to take place – don't go trying to slash your calories every week/day/etc. If you aren't seeing progress on a particular calorie intake, adjust downward in small increments of 50-100 calories from fats and carbs (keep protein constant) until you see some movement.

Also note that you don't want to dig yourself too far below 10-12 calories/lb of bodyweight – going low calorie for prolonged periods of time can result in hormonal and metabolic problems.

NUTRITION – MAINTENANCE, FAT LOSS, OR MUSCLE GROWTH

MAINTENANCE

This is your starting point. As outlined previously, this is the calorie intake where your weight will remain relatively stable. Your energy and performance should be **high** in this state.

MUSCLE GROWTH

If your goal is muscle growth, you'll want to be in a slight calorie surplus so that you have energy available to build new muscle tissue. Surpluses can be started with increases of 5-10% above maintenance calories. For example:

Maintenance calories: 2000 Calories/day
Muscle growth calories: $2000 + (2000 \times 0.05-0.1) =$
2100-2200 Calories per day

The weight you gain while increasing Calories is going to be a combination of muscle and fat. Quick note: your training + training intensity play a *huge* role in how much muscle you gain while in a surplus, so make sure you're training hard!

You'll want to increase your calories primarily from carbs and fats. As weight shifts upward, you can adjust protein intake up, but having more carbs and fats in your diet will be more protein sparing. These are also your primary energy sources, so it's wise to increase calories primarily from fats and carbs. If you feel you're not progressing at the rate you'd like, keeping in mind that muscle growth takes time and is *much slower* than fat loss!

OTHER CONSIDERATIONS

If you're completely new to nutrition and the sound of all those calculations sounds daunting, don't worry – we know it's a little overwhelming.

Don't get us wrong, calorie balance is what's going to rule body composition changes. That said, you can go a long way simply by making healthier nutritional choices and having just a liiiittle bit more structure in your day.

You'll also want to keep in mind your activity level outside of your workouts.

What kind of job do you have? Obviously, someone who works a more manual labor type job such as construction, or even retail where you're on your feet all day, will burn more calories by nature of their job than your standard desk worker.

So many factors contribute to your energy expenditure, how you lose fat, and how you gain money.



OTHER CONSIDERATIONS

If you're extremely active, as in you train, you have a high-activity job, and you have kids to run after all day long, you're likely going to have a slightly higher maintenance level of calories than someone with the exact same genetic profile as you (even though that's not possible) who works at a desk and goes home and watches Netflix all night.

Standing or walking burns more Calories than sitting, so even a simple shift from a sitting desk to a standing desk or walking pad can increase your energy expenditure by up to a few hundred Calories per day. That just goes to show how much small, seemingly negligible movement makes a bigger difference than you'd think.

This is something that is kind of a trial-and-error process –if you find you set your calories to what you think your maintenance is, but you end up losing weight, you'll want to increase them slightly in order to balance out your expenditure and your intake. The opposite applies for weight gain –if you find you're gaining consistently, you aren't eating at your maintenance level calories, and so you may want to adjust down slightly to get to your true maintenance.





NUTRITION –UNTRACKED MEALS

WHAT EXACTLY IS AN “UNTRACKED MEAL?”

You’ve probably heard the term “cheat meal” or “treat meal” thrown around a lot in fitness media. We haaaate this terminology, particularly “cheat meal.” Our words have power. When you label something as cheating, you immediately think bad. You think you’re doing something (or are going to do something) you should be guilty about, like cheating on your partner.

FOOD ISN’T DICHOTOMOUS

it’s not inherently “good” or “bad,” “cheating” or “unfaithful.” we don’t want you building that sort of dialogue in your brain. That’s how poor relationships with food and bingeing habits can start to develop.

An untracked meal is essentially just a meal where you either go out or stay home and cook a meal that you don’t track.

The primary function of an untracked meal is to serve as a psychological break from tracking and/or dieting, which can become mentally cumbersome.



NUTRITION –UNTRACKED MEALS

WHAT IT'S NOT

"Free"/untracked meals are just that –a meal. Not an entire day. One meal usually won't set you off course, but if you spend an entire day indulging in foods you normally wouldn't eat, you're much more likely to eat way over your calorie goals, end up super bloated, and throw off your digestion. They also aren't an excuse to binge or ignore your hunger and satiety signals for the sake of eating.

HOW DO I EAT THE REST OF THE DAY?

Simply eat the way you would normally eat throughout the rest of your day. Stick to your usual meals/foods/food sources. The less you build your untracked meal up in your mind as this big, psychological, emotional event, the more likely you are to actually enjoy it instead of tossing back thousands of extra calories without so much as blinking.

HOW MANY UNTRACKED MEALS DO I EAT PER WEEK?

1-2 untracked meals per week, as long as we're keeping them reasonable, shouldn't negatively interfere with your progress. If you're going out to eat more frequently than that, trying to get an estimation of Calories and protein for those meals will be really helpful to keep Calories in your desired range.



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NUTRITION TRACKING HILL/BELL CURVE

FENIX ATHLETICA

EARLIER STAGES

01

STARTING FRESH

No experience tracking, haven't tracked in a long time, etc. Eating is completely auto-regulated. For individuals who have never tracked in any capacity and weren't taught much about nutrition science, nutrients (macro + micro) can be pretty out of whack here.

02

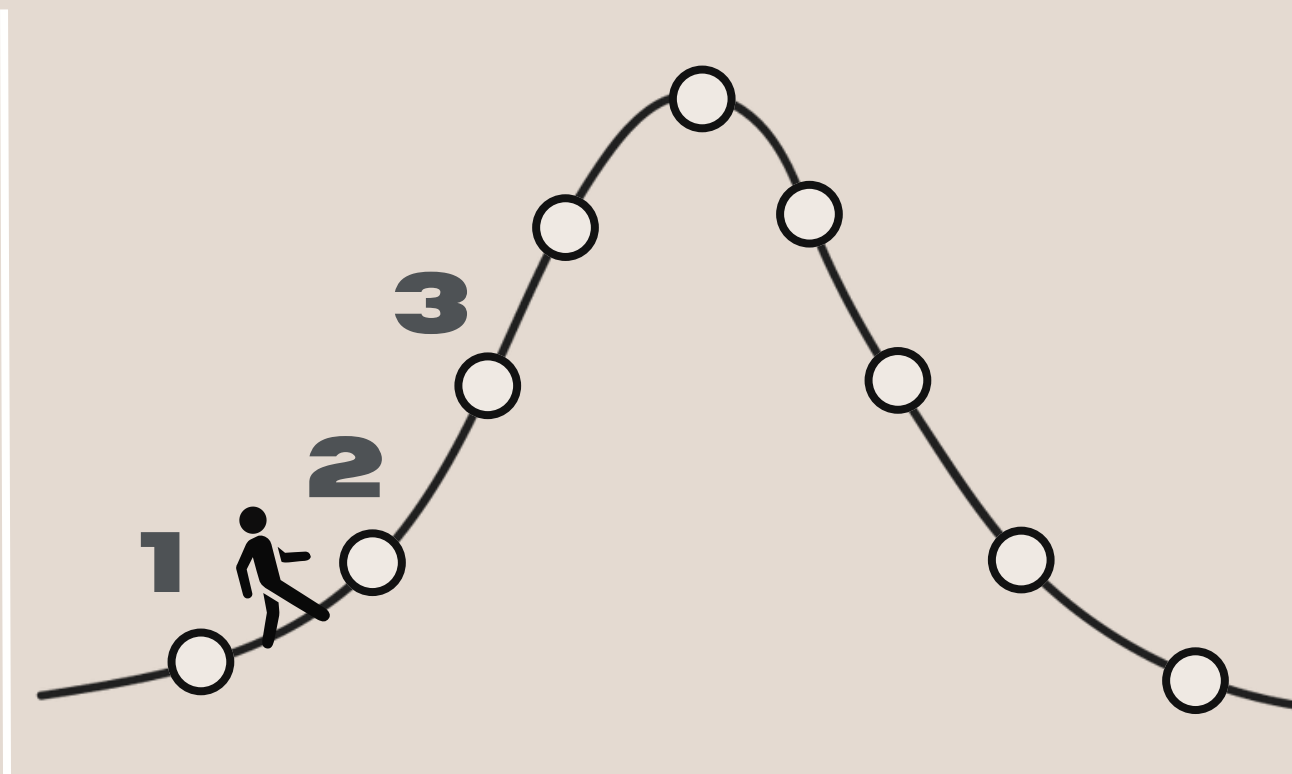
AWARENESS

Start creating awareness around food habits/behaviors, meal composition, and overall nutrient balance by keeping a written daily food log.

03

BASELINE TRACKING

Building on the food log, start tracking total daily caloric intake to get an idea of total energy consumption. Caloric intake is one of the main drivers of body composition change for those who are interested in that, and awareness around caloric intake helps you see if you're consuming SUFFICIENT calories for your needs + goals.



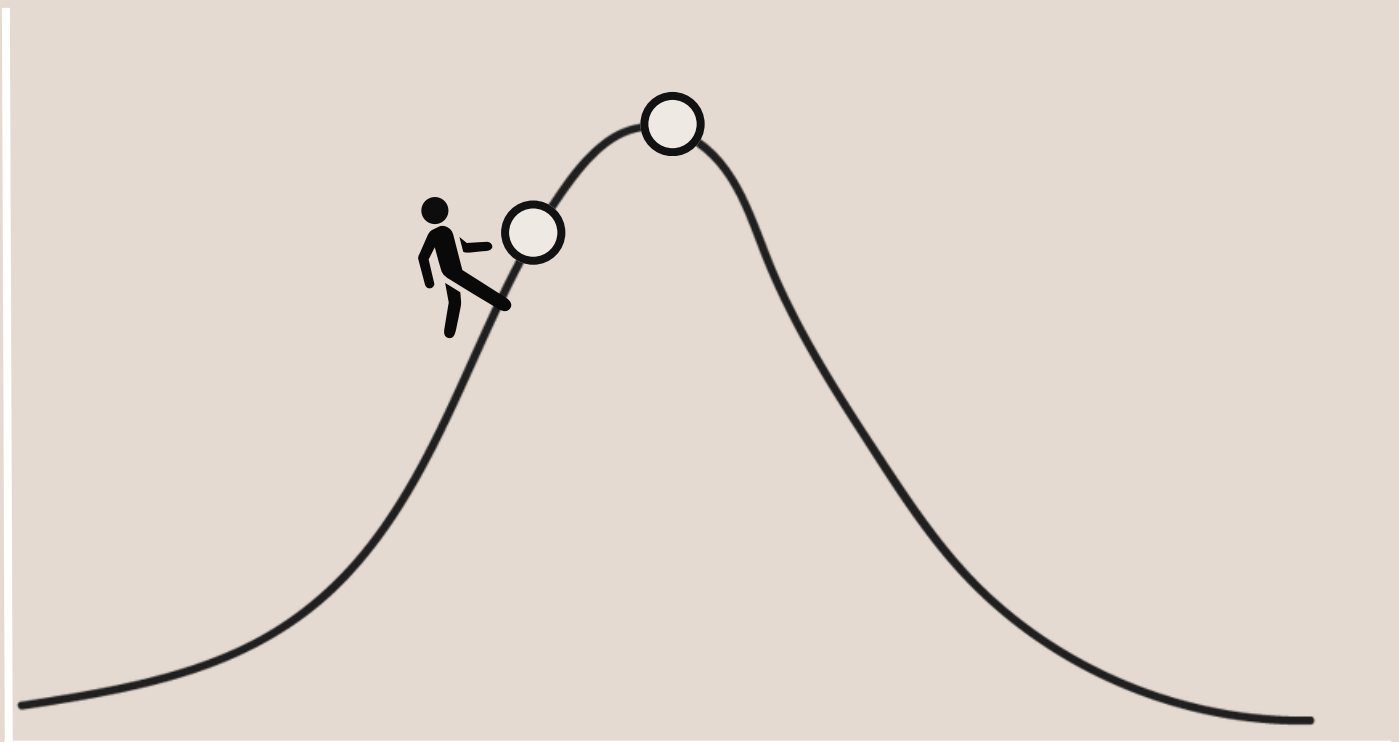
MORE EXPERIENCE + SPECIFICITY

The more specific the goal, the more specific the methods (typically) should be.

So, if you have more specific goals, having a more specific method for tracking + manipulating data can make for a more streamlined process.

(vs. doing what we call "shooting darts in the dark")

***We do want to note that plenty of people have reached "specific" goals without ever tracking a thing, but it *may* be harder to do so since you have less data to work with. If tracking meticulously doesn't suit you and/or you have no curiosity about it, feel free to skip this.*



MORE EXPERIENCE + SPECIFICITY

04

FLEXIBLE DIETING

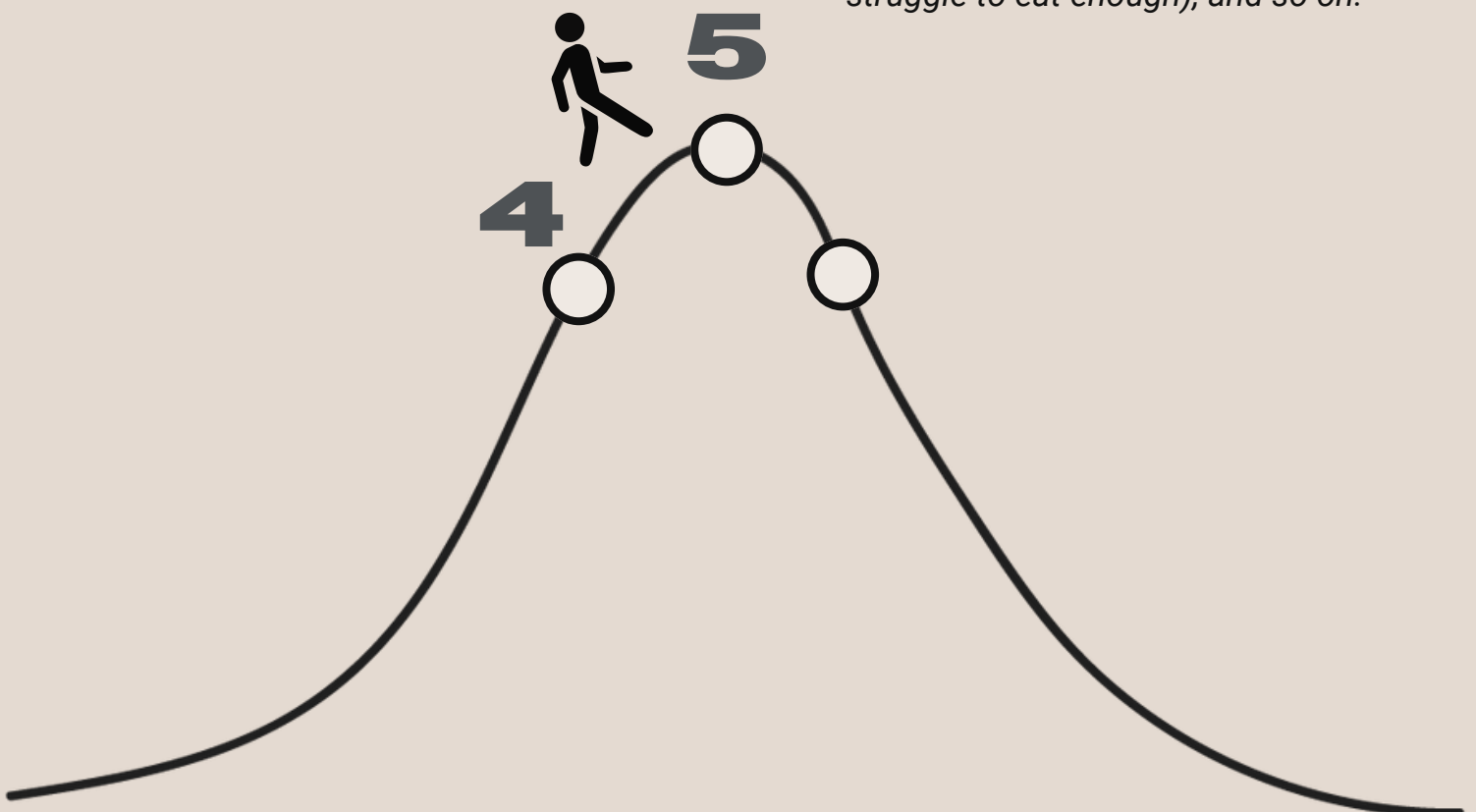
Here we progress from tracking total calories to tracking total calories, total protein, and total daily fiber intake, allowing for more daily fluctuation with carbs and fats. this is an excellent approach for many lifestyle fitness folks, whether you're trying to lose body fat, maintain, etc. You're covering some very important bases while leaving room for flexibility.

05

THE GANG'S ALL HERE

This is the most advanced and/or specific approach, where you're tracking all 3 macronutrients, aka protein, fat, and carbs (and therefore total calories), and fiber. this approach is well suited for those seeking significant changes to body composition or performance.

Ex: competitive bodybuilding, significant muscle growth, performance athletes preparing for competition (especially those who struggle to eat enough), and so on.

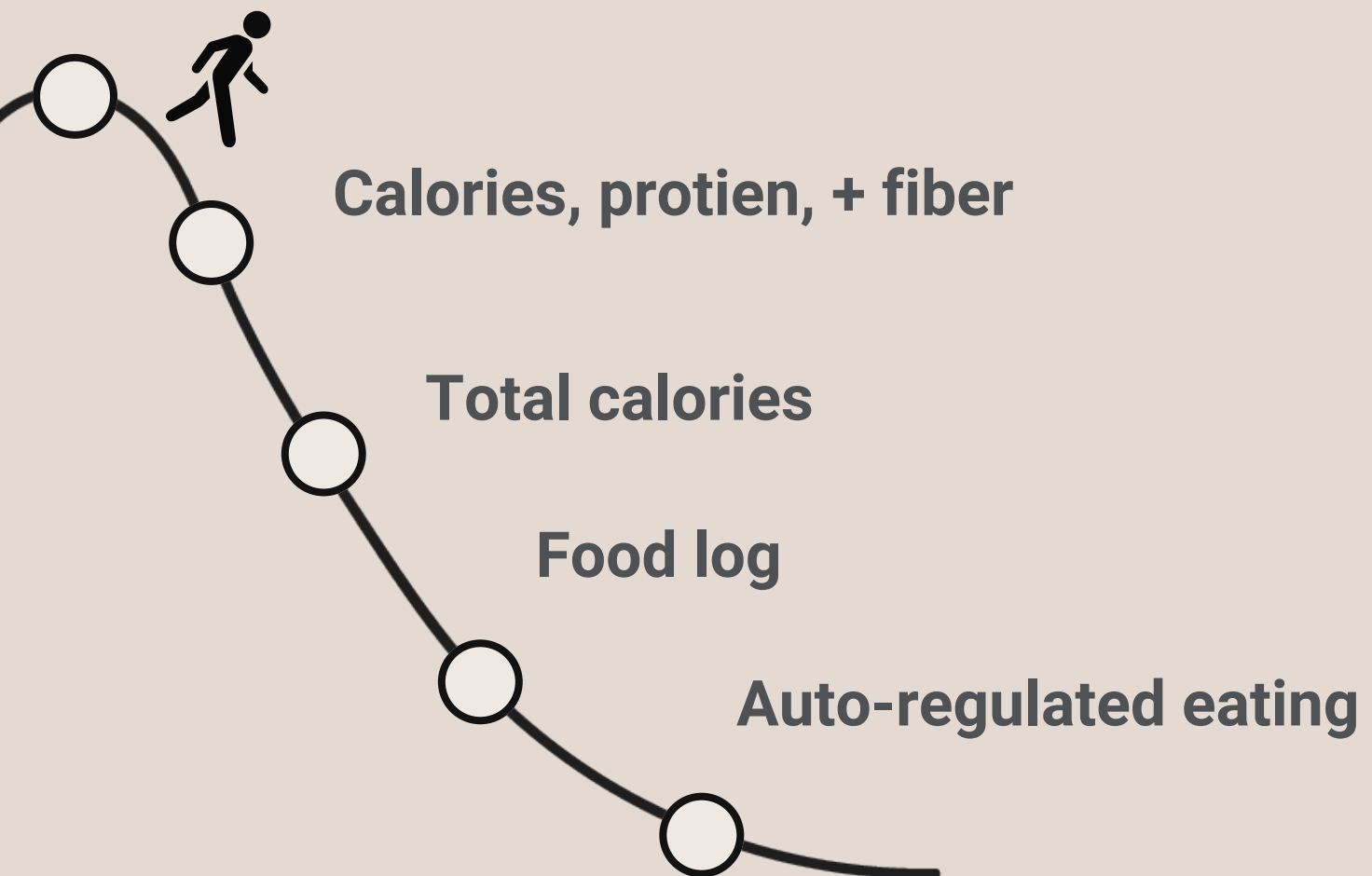


...THEN WHAT?

Say you've reached your goal, you want to enter a maintenance phase, or you simply want to go back into more auto-regulated eating (aka eating without tracking).

Walk down the hill.

The goal here is to arrive at a place where you no longer "need" to track your intake, but you're eating in a more empowered + informed way than when you were initially not tracking anything at all. One of the main goals of tracking your intake for a period of time is so that one day, you don't need to.



A NOTE ON PERIODIZATION

Whether you reach a goal and simply decide to maintain, or maybe life happens and you need to put more of your effort + attention elsewhere (school, work, etc.), none of this has to be "fixed" or static.

You can phase in and out of tracking/not tracking as the seasons of your life necessitate or allow.

The goal is to enter auto-regulated stages of eating in a more conscious, informed way than you did before you ever learned anything.

LIFE TIMELINE

*Learning how
to track*

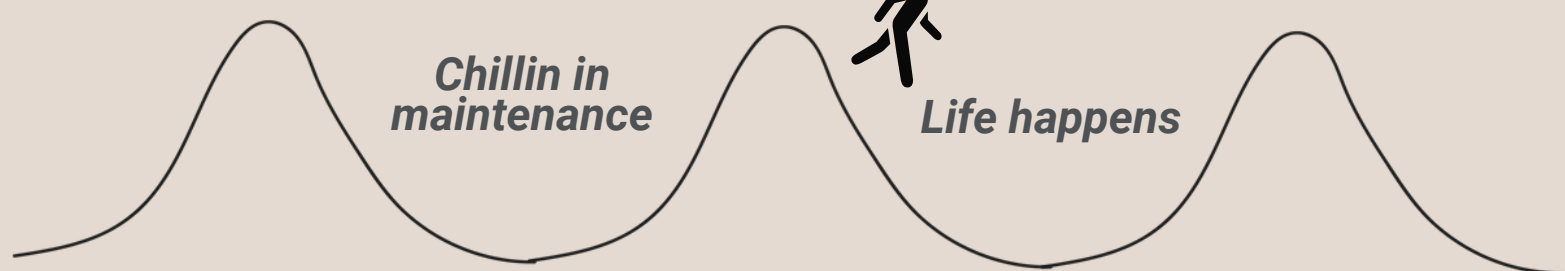
*Chillin in
maintenance*

Big goal



Life happens

*More big
goals*

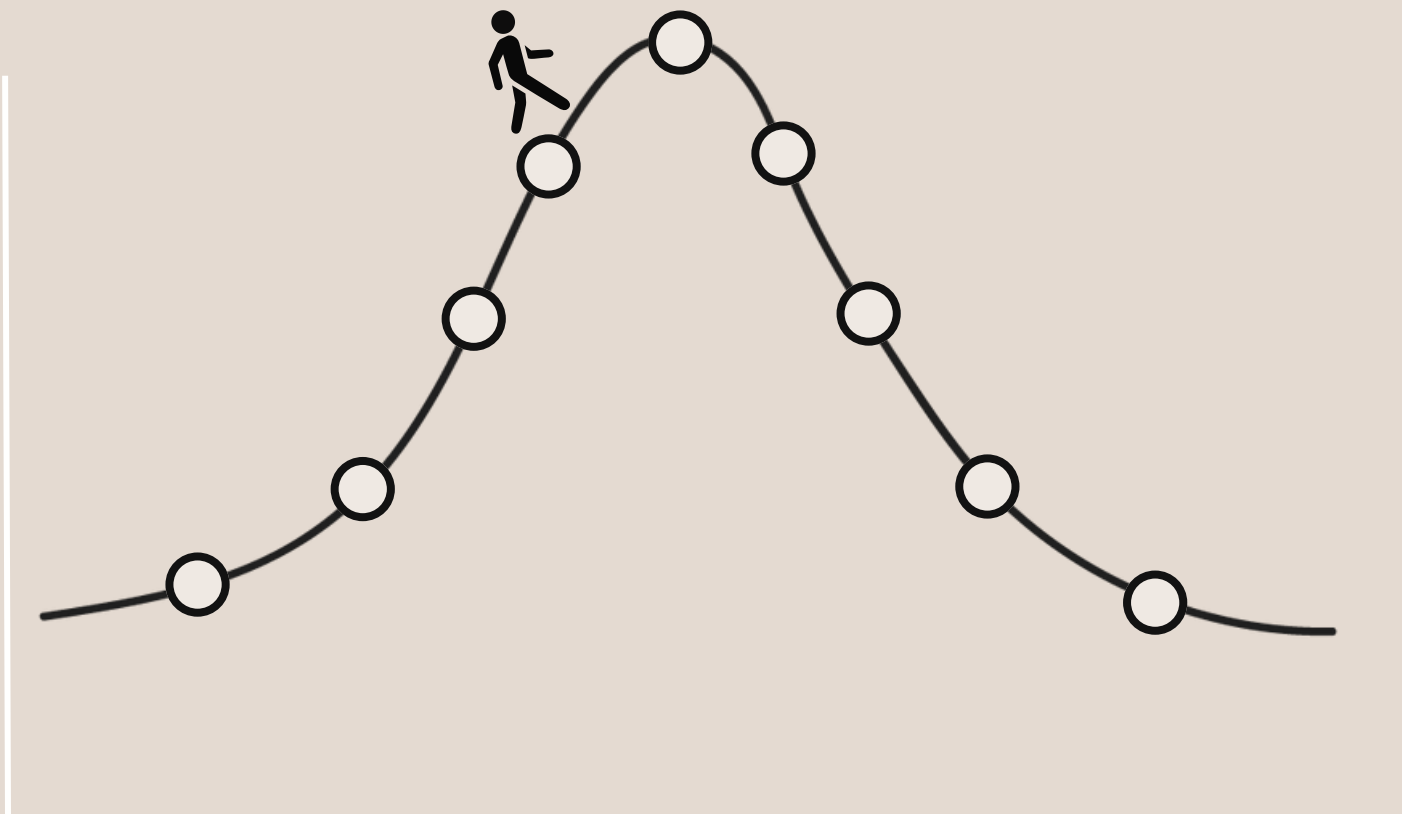


IN SUMMARY...

Tracking gets a bad rep these days, but in truth, it can be a valuable tool in your fitness/nutrition/health toolbox.

It's there to not only help you achieve a goal in the short-term, but develop awarenesses, habits, and insights to help you in the long-term.

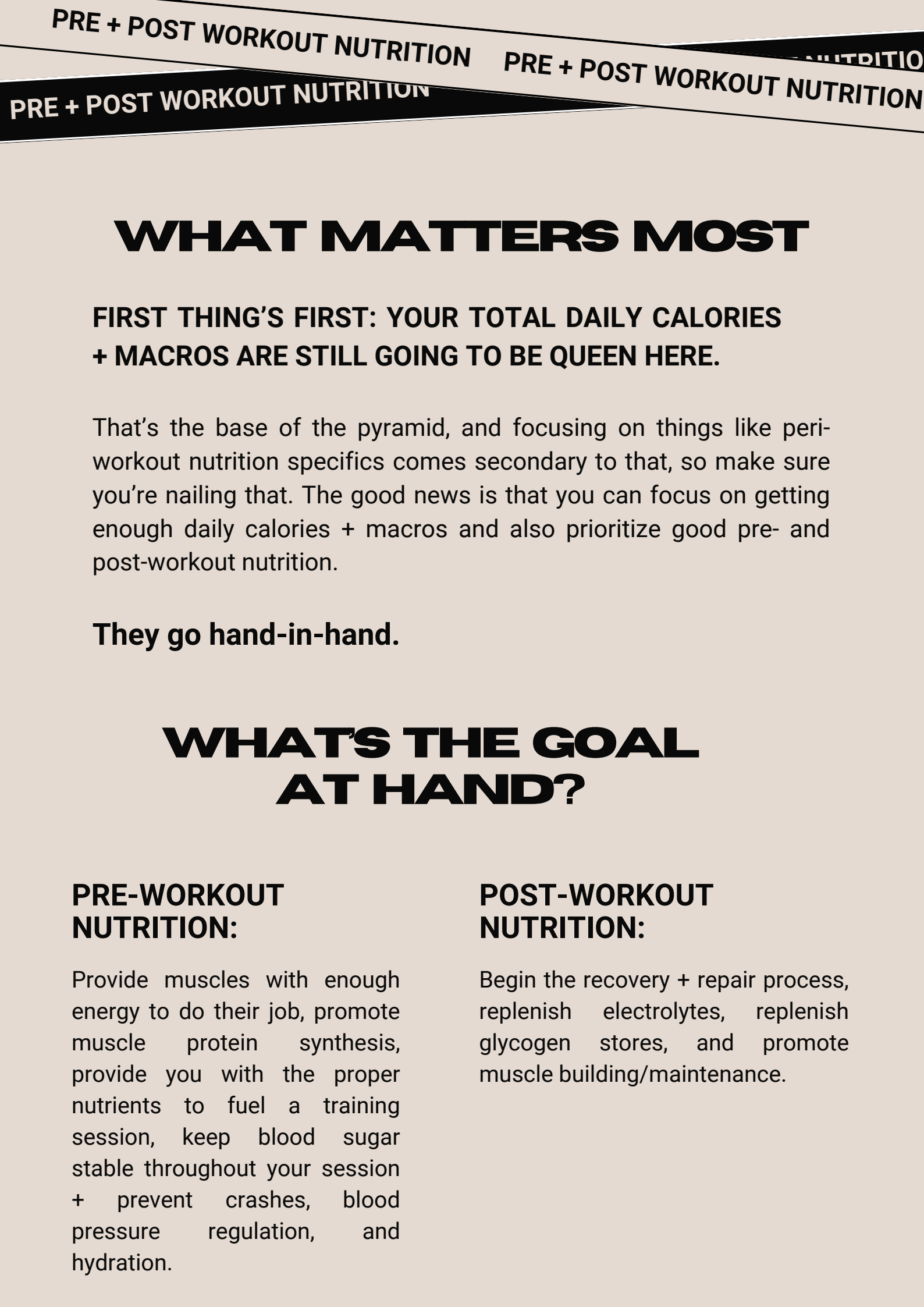
... and it could perhaps be a better strategy to work your way "up and down the hill" than to completely slingshot yourself from one end to the other. Just a thought ;).



FENIX ATHLETICA

PRE + POST WORKOUT NUTRITION

FENIX ATHLETICA



WHAT MATTERS MOST

FIRST THING'S FIRST: YOUR TOTAL DAILY CALORIES + MACROS ARE STILL GOING TO BE QUEEN HERE.

That's the base of the pyramid, and focusing on things like peri-workout nutrition specifics comes secondary to that, so make sure you're nailing that. The good news is that you can focus on getting enough daily calories + macros and also prioritize good pre- and post-workout nutrition.

They go hand-in-hand.

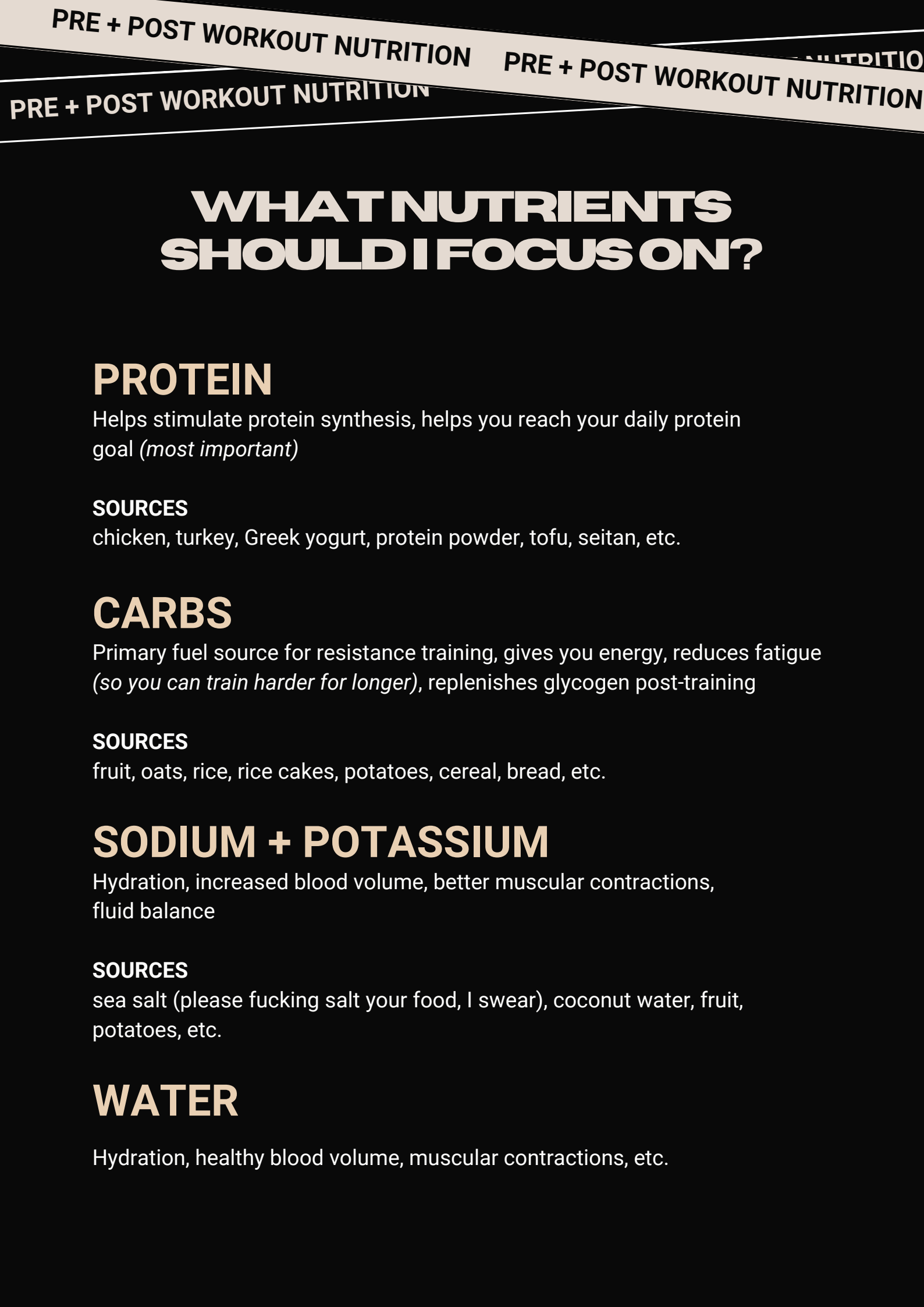
WHAT'S THE GOAL AT HAND?

PRE-WORKOUT NUTRITION:

Provide muscles with enough energy to do their job, promote muscle protein synthesis, provide you with the proper nutrients to fuel a training session, keep blood sugar stable throughout your session + prevent crashes, blood pressure regulation, and hydration.

POST-WORKOUT NUTRITION:

Begin the recovery + repair process, replenish electrolytes, replenish glycogen stores, and promote muscle building/maintenance.



WHAT NUTRIENTS SHOULD I FOCUS ON?

PROTEIN

Helps stimulate protein synthesis, helps you reach your daily protein goal (*most important*)

SOURCES

chicken, turkey, Greek yogurt, protein powder, tofu, seitan, etc.

CARBS

Primary fuel source for resistance training, gives you energy, reduces fatigue (*so you can train harder for longer*), replenishes glycogen post-training

SOURCES

fruit, oats, rice, rice cakes, potatoes, cereal, bread, etc.

SODIUM + POTASSIUM

Hydration, increased blood volume, better muscular contractions, fluid balance

SOURCES

sea salt (please fucking salt your food, I swear), coconut water, fruit, potatoes, etc.

WATER

Hydration, healthy blood volume, muscular contractions, etc.

WHAT NUTRIENTS SHOULD I SAVE FOR OTHER MEALS?

FAT AND FIBER - Both fat and fiber slow down the digestive process. The closer to your training session you eat, the quicker you want your nutrients to digest, so slowing digestion down works against you.

When we train, we're also diverting blood away from our digestive tract so that we can send more blood towards working muscles, so if we have a lot of food left to digest while we're working out, we can get cramps, a stomach ache, etc.

Saving the majority of your fat + fiber for meals outside of your training window also gives you more calories (from fat) and overall nutrients to help promote satiety in those meals.

WHEN SHOULD I EAT PRE- AND POST-WORKOUT?

PRE-WORKOUT - aim to eat a pre-workout meal 1-2 hours before your session. If you're eating closer to that 2-hour mark, you may be able to have some more fats in that meal since they'll have a little longer to digest. If your schedule only allows for a meal 3+ hours before your session, consider having a lower-calorie buffer snack, like some fruit + Greek yogurt, an hour or so before.

POST-WORKOUT - the "anabolic window," aka the idea that you have to eat 30 minutes after you train or all hope for muscle building is lost, isn't something you need to worry about.

It is a good idea to get in a meal as soon as you can post-training (especially if your blood sugar starts to dip), so it's "generally good practice" to get a meal in an hour or so post-training.

HOW MUCH SHOULD I EAT PRE- AND POST-WORKOUT?

We like to focus on getting the majority of our daily nutrients at the time when we most need them, i.e., when we're the most active. A lot of this is also going to be dependent on personal preference and schedule, so there's a lot of room for nuance.

The invitation: play and find what works best for you.

WITH CLIENTS (AND OURSELVES), WE GENERALLY ADVISE:

- aiming to split your protein evenly across your meals (for sake of ease)
- getting ~60% of your total daily carbs around your training window (since that's when you likely need them most)

EXAMPLE:

TOTAL DAILY MACROS: 60F/300C/140P

MEALS EATEN PER DAY: 4

GRAMS OF PROTEIN PER MEAL: $140/4 = 35$ g protein per meal

GRAMS OF PROTEIN IN PRE- AND POST-WORKOUT MEALS: 35 g

60% OF TOTAL DAILY CARBS: $300 \times 0.6 = 180$ g carbs You can take this number and split it evenly (90 g carbs per meal), OR, if you prefer a smaller pre-workout meal, you could do 40 g carbs preworkout and 120 g carbs post-workout.

WHAT ABOUT FATS? We've found a lot of people do well with ~20% daily fats between their pre- and post-workout meals. In this case, that's ~6 g/meal. This is pretty individual, so play with it and see what feels best!



EASY NUTRITION CHEAT SHEET:

PRE- AND POST- WORKOUT:

- Standard serving of protein
- Carb heavy (“heavy” is relative)
- Try and use potassium-rich carbs like fruit, potatoes, coconut water, etc.
- Salt your meals a bit more liberally 20-30oz of water

MEALS OUTSIDE OF TRAINING:

- Standard serving of protein
- Moderate carb (“moderate” is relative)
- Focus on getting potassium (and other micronutrients) from things like veggies
- Salt meals normally ... also drink water (water is v good)

FENIX ATHLETICA

GROCERY LIST AND SAMPLE MEALS

FENIX ATHLETICA

GROCERY LIST AND SAMPLE MEALS

BEFORE WE DIVE IN, A COUPLE OF THINGS.

01

This list is organized based on our "PFCF" meal strategy, aka assembling meals around a protein, fat, carb, and fiber source.

02

This list is non-exhaustive. If you have other foods that you enjoy eating but aren't on this list, please feel free to incorporate those foods as long as they don't cause digestive distress/you aren't allergic to them! This is just to help you with ideas.

03

This list and the accompanying meal ideas are non-prescriptive, and are once again, just to help with ideas. Feel free to use these ideas, but do not "copy/paste" this into your day without making it fit YOUR personal dietary needs and preferences.



EXAMPLE GROCERY LIST OF FRUITS + VEG



1	CAULIFLOWER
2	BROCCOLI
3	CARROTS
4	BRUSSELS SPROUTS
5	MIXED GREENS (FOR SALADS)
6	CUCUMBERS
7	SPAGHETTI SQUASH
8	GREEN GRAPES
9	GOLDEN KIWI (<i>SRSLY THESE ARE AMAZING</i>)
10	BLUEBERRIES
11	STRAWBERRIES

EXAMPLE GROCERY LIST OF PROTEIN + CARBS



1

CHICKEN BREAST

2

LEAN GROUND BEEF OR TURKEY

3

SALMON

4

EGGS + EGG WHITES

5

GREEK YOGURT/SKYR

6

SWEET OR RED POTATOES

7

SPROUTED OR EZEKIEL BREAD

8

OATS

9

TORTILLA CHIPS OR VEGGIE CRISPS

10

WHOLE WHEAT OR LENTIL PASTA

11

HIGH FIBER WRAPS/TORTILLAS

EXAMPLE GROCERY LIST OF FATS+ MISCELLANEOUS



1

OLIVE OIL

2

COCONUT OIL/COCONUT MANNA

3

SALTED MIXED NUTS

4

NUT BUTTER (ALMOND, PEANUT, CASHEW)

5

GRASS-FED BUTTER OR GHEE

6

FULL-FAT HUMMUS

7

PARTIAL OR FULL FAT CHEESE

8

COCONUT/ALMOND/CASHEW MILK

9

COFFEE + COFFEE CREAMER

10

SPICES (SALT, PEPPER, SMOKED PAPRIKA, GARLIC POWDER, CAYENNE, CUMIN, CINNAMON, ETC.)

11

SOMETHING FOR ENJOYMENT (SOME DARK CHOCOLATE, ICE CREAM, ETC.)

MEAL EXAMPLES

BREAKFAST

01

- COFFEE + CREAMER
- 1/2 CUP (DRY) OATS
- 1-2 SERVINGS GREEK YOGURT/SKYR
- 1 CUP STRAWBERRIES
- 1 TBSP NUT BUTTER

02

- COFFEE + CREAMER
- 1 WHOLE EGG + 3 EGG WHITES
SCRAMBLED
- SAUTEED PEPPERS/ONIONS/SPINACH
- SPROUTED/EZEKIEL TOAST OR AN
ENGLISH MUFFIN

03

- COFFEE + CREAMER
- SMOOTHIE:
 - 1 SCOOP PLANT-BASED PROTEIN, 1
SERVING FROZEN SPINACH, 1 SERVING
FROZEN BERRIES, 1TBSP NUT BUTTER,
ALMOND/CASHEW/COCONUT MILK, ICE

04

- COFFEE + CREAMER
- 1 SLICE SPROUTED/EZEKIEL TOAST
- 1 TBSP NUT BUTTER
- 1 SCOOP PLANT BASED PROTEIN
- 1 GOLDEN KIWI

MEAL EXAMPLES

LUNCH

01

- 2 CUPS MIXED GREENS
- 1 CUP CHOPPED TOMATOES + CUCUMBERS
- 4-5 OZ ROASTED SALMON
- 1/2 CUP ROASTED SWEET POTATOES
- 1-2 TBSP VINAIGRETTE

02

HIGH-FIBER WRAP:

- LETTUCE
- 1/2 AVOCADO
- 4 OZ SHREDDED CHICKEN
- CARROTS + HUMMUS ON THE SIDE

03

BENTO STYLE BOX:

- 4-5 OZ GRILLED CHICKEN
- 1 SERVING MIXED NUTS
- 1 CUP CHOPPED VEGGIES (CARROTS, CUCUMBERS, CELERY) + 1/2 CUP BLACK BEANS

04

POWER BOWL:

- 1/2 CUP (COOKED) RICE
- 4-5 OZ GRILLED CHICKEN
- 1 CUP ROASTED PEPPERS + BROCCOLI
- 1/2 AVOCADO

MEAL EXAMPLES

DINNER

01

- 1 SERVING WHOLE WHEAT OR LENTIL/CHICKPEA PASTA
- 1/3 CUP LIGHT PASTA SAUCE
- 1 CUP ROASTED VEG MIXED IN
- 4 OZ LEAN GROUND BEEF
- GLASS OF RED WINE (BC #FANCY)

02

LETTUCE WRAP "BOATS":

- 4 OZ LEAN GROUND TURKEY
- 1 SERVING SHREDDED CHEESE
- 1 CUP MIXED BLACK BEANS/TOMATO/RED ONIONS/BELL PEPPER

03

- 4-5 OZ BAKED SALMON
- 1/2 CUP ROASTED SWEET POTATO WEDGES (SALT, CINNAMON, PAPRIKA, CHILI POWDER) W/COCONUT OIL
- 1 CUP ROASTED BROCCOLI + CAULIFLOWER

04

- 1 CUP ROASTED SPAGHETTI SQUASH
- 1/2 CUP SAUTEED SPINACH
- 4 OZ SHRIMP OR CHICKEN BREAST
- 1 SERVING ICE CREAM FOR DESSERT

MEAL EXAMPLES

NIGHTTIME OR MIDDAY SNACKS

01

DIY NACHOS:

- BLUE CORN TORTILLA CHIPS
- 3-4 OZ SHREDDED CHICKEN
- 1 SERVING SHREDDED CHEESE
- 1 CUP MIXED BLACK BEANS, CORN, RED ONION
- 2 TBSP SALSA

02

- 1 SERVING GREEK YOGURT/SKYR
- 1 TBSP NUT BUTTER
- 1/2 CUP BLUEBERRIES
- 1/2 SERVING GRANOLA

03

DIY "CHARCUTERIE":

- 1-2 SERVINGS DELI TURKEY
- 1 SERVING ALMONDS
- 1-2 CHOPPED DATES
- 1 SERVING CHEESE CUBES
- 1 SERVING BABY CARROTS

04

DIY TUNA SALAD:

- 1/2 SERVING GREEK YOGURT/SKYR
- 1 TUNA PACKET
- 1-2 CHOPPED PICKLES + CHOPPED RED ONION
- 1/4 CUP CHOPPED GRAPES
- 1/2 PITA POCKET



FENIX ATHLETICA

BUSY BITCH GUIDE

FENIX ATHLETICA

PUT IT ON AUTOPILOT

Bad bitches are often busy bitches. Which means we want to figure out how we can remove friction from your fueling and save you two very precious resources: **time AND effort.**

If you're low on time, keep your meals (especially ones before and during the work day, like breakfast and lunch) the same Monday-Friday to save you not only time but the energy of planning + potential decision fatigue*.

**"Decision fatigue" = being less likely to make a good decision not because you lack discipline or motivation, but because you've already had to make 8 jillion decisions that day, and you're tired of making fucking decisions (it's a real thing).*



EXAMPLE QUICK LIST

PROTEIN

- Shrimp
 - Tuna
 - Salmon (P + F)
 - Protein powder
 - Tofu
 - Eggs (P + F)
 - Chicken
 - Egg whites
 - Greek yogurt
 - Ground beef (P + F)
 - Turkey
-

FAT

- Avocado/avocado oil
 - Cashews
 - Almonds
 - Nut butters
 - Guac
 - Pumpkin seeds
 - Coconut oil
 - Olives/olive oil
 - Butter/ghee
-

CARBS

- Potatoes (sweet, red, etc.)
 - Oats
 - Oat bran (slightly higher fiber)
 - Rice/rice cakes/cream of rice
 - Legumes
 - Higher carb fruits like banana, pineapple, mango, etc
 - Bread, wraps, etc.
 - Beans
-

FIBER

- Broccoli
- Cauliflower
- Squash
- Asparagus
- Green beans
- Carrots
- Leafy greens
- Blackberries
- Strawberries
- Raspberries
- Blueberries

SIMPLIFY

See if there are any other areas where you can simplify and/or save time.

For example, can you pack all your stuff up and go to work from the gym instead of driving there, driving back home, then driving again?

Depending on how long your commute is, you could save yourself 30-60 minutes (or more) by only going from
A > B > C instead of going
A > B > A > C.





TIME BLOCK IT.

This goes right along with prepping your way, but a couple layers deeper.

When I started college, I became a time blocking SLUT. Time blocking gives me a sick high. And more practically, it shows me right in front of my face that I... actually DO have time for all the things that I both need and WANT to do.

And if you're anything like me, having something on your Google Cal makes sure you'll do it, and not having it on there, well... we don't need to talk about that.

GET IN THE HABIT OF SITTING DOWN WITH YOUR SCHEDULE EACH WEEK AND BLOCKING OUT THE FOLLOWING:

- when you're grocery shopping (or save even more time with a delivery service like Instacart)
- when you're planning out your meals based on your macros/goals
- when you're prepping foods/meals
- a general frame of when you're eating your meals each day so you don't "forget" to eat (keeping meal times fairly consistent is also great for digestive health and for more consistent hunger + satiety. Soooo yeah. BONUS POINTS)

Sketching things out helps you actually show up and do them!

EXAMPLE SCHEDULE

SUNDAY

9AM	check the pantry/fridge and make the grocery list
9:15AM	sketch out meal ideas for the week
9:45AM	leave for brunch
10-11AM	bad bitch brunch with the squad
12-1PM	grocery shopping
1:30-3:00PM	prep food sources (roast potatoes, cook meat, boil rice, etc). Knock multiple items out at once!
3:00PM	chill the rest of the day and do whatever tf you want/need

DAILY MEAL + MEAL PLANNING SCHEDULE

8-8:30AM	breakfast
12-12:30 PM	lunch
3:30-4 PM	mid-day meal
7-7:30 PM	dinner
8-8:10PM	plan macros/meals for the next day
8:20-8:30PM	put meals together for the next day (or if you assemble everything as you go, forget this step)

^^Your schedule obviously may not look like this (shoot, mine doesn't). I'm just giving some general ideas since this is, yanno, a general guide.



POMODORO TECHNIQUE

THE POMODORO TECHNIQUE IS A PRODUCTIVITY + EFFICIENCY TECHNIQUE THAT LETS YOUR BRAIN DO DEEP, FOCUSED WORK AND THEN TAKE A BREAK.

For Pomodoro, you're going to set a timer for 25 minutes. Zero in on ONE task for 25 minutes. Put your phone across the room/somewhere else entirely so you can't get distracted AND have to get up to turn the timer off when it goes off.

AFTER THE 25 MINUTES IS UP, TAKE A 5 MINUTE BREAK.

Stretch, walk around, breathe, drink some water, etc.

Repeat this 3 more times (total of 90 minutes) and then take a longer, 30-minute break.



HABIT STACKING AND PRODUCTIVE MULTITASKING

HABIT STACKING

Add new habits that you're trying to encourage with habits/routines you already have vs. trying to create an entirely new routine.

EX: adding 5 minutes of breathwork to your pre-existing morning routine.

PRODUCTIVE MULTITASKING

The human brain can't actually multitask — it's constantly shifting back and forth between tasks.

But "productive multitasking" is the idea of using an activity or task that's more passive and pairing it with something with more depth.

EX: cleaning while listening to an audiobook, listening to podcasts while you're on a walk, etc.

"DANGLING THE CARROT"

Similar to habit stacking + productive multitasking, we like to find ways to pair a healthy/more goal-oriented behavior with something that may otherwise be a static time suck.

EXAMPLE: We love going down a TikTok scroll hole sometimes. BUT that's not a great use of our time just sitting around.



So, how can we pair this activity with something that's good for us in a way that encourages/motivates us to do something that helps move us forward?

Maybe we "dangle the carrot" and say, "I can ONLY scroll on TikTok when I'm doing my LISS cardio," or "I ONLY listen to my favorite podcast when I'm going for a walk."

We get the reward of doing or listening to something we love, and we also get the reward + benefits of doing something that's more aligned with our goals.

We're also combining tasks and "doing two things with the same hour" vs. doing 2 hours of 2 different things.

TIME MANAGEMENT QUICK LIST

01

AUTOMATE IT

02

SIMPLIFY

03

TIME BLOCKING +
POMODORO

04

HABIT STACKING/PRODUCTIVE
MULTITASKING

05

DANGLE THE CARROT

MANAGEMENT

TIME MANAGEMENT

TIME MANAGEMENT

TIME MAN

AGEMENT TIME MANAGEMENT TIME MANAGE



CHECKLIST

HERE'S A SIMPLE CHECKLIST TO GET STARTED
TRACKING YOUR NUTRITION AND MAKING STRIDES
FORWARD IN YOUR FITNESS JOURNEY:

01 TRACK YOUR NORMAL EATING + FOOD INTAKE FOR
3-7 DAYS TO FIND YOUR AVERAGE CALORIES. ☐

02 SET YOUR PROTEIN, FATS, AND CARBS. ☐

03 FIND YOUR MAINTENANCE INTAKE, HANG OUT THERE FOR
4-8 WEEKS AT MINIMUM (THEN GO INTO FAT LOSS OR A
SURPLUS FROM THERE IF/WHEN IT'S RIGHT FOR YOU). ☐

04 FIGURE OUT WHERE ALONG THE NUTRITION
TRACKING BELL CURVE YOU ARE/WANT TO BE
FOR YOUR GOALS. ☐

05 PLAN YOUR GROCERY LIST, PREP SOME FOOD
SOURCES, AND PLAN OUT YOUR MEALS FOR
THE WEEK. ☐

06 **GET STARTED!** IT'S OKAY IF THINGS ARE IMPERFECT
AT THE BEGINNING. GETTING STARTED IS THE MOST
IMPORTANT PART. ☐

ARE YOU READY?

We're so pumped to see how you transform from the inside out. Play an active role in your own transformation, in your own evolution, and in your own becoming. We're so glad you're here.

Fenix Athletica xoxo

**FUSING SCIENCE AND SOUL FOR
LIFELONG TRANSFORMATION.**