



# NUTRITION MANAGEMENT MADE EASY

Deliver the results  
your clients demand,  
get the results  
your business deserves.

*Nutrition Programming in The Digital Age*  
***Better, Faster, Easier***

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# INTRODUCTION

Congratulations on your commitment to delivering the complete health and wellness solution your clients demand. In this book you'll find the tools you need to easily adopt **an effective, state-of-the-art nutrition program** to your overall approach.

We're going to show you how to **help your clients succeed**, with a toolset that enable you to:

- Cut through the confusion.
- Talk to your clients about nutrition.
- Help them understand why it's vital for any approach to greater health.
- Show them why they **HAVE** to be working with you.

Use this book as your guide. In it, you'll find a lot of great information and resources for you and your clients. **This is your book, your program, and your business.** We want to give you everything you need to get the results your clients demand, and the results your business deserves.



UNHEALTHY

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## 1

# How to talk to your clients about nutrition

There is a big difference between the latest fad, or the opinion of the newest blogger, and **a real strategy based on scientific research and proven methods** to get results. This is true in many fields, including nutrition and meal planning.

As you work with your clients, you're sure to get asked a lot of questions. You may even be faced with some theory they've developed on their own, found on the Internet, or heard on late night TV. The truth about actual nutrition, however, is that it's fairly simple.

## REAL, EFFECTIVE NUTRITION FOCUSES ON ONLY FIVE THINGS:



### 1. Balance

You're getting the right amount of the right things and limiting the things that can have a negative effect on your health.

### 2. Calorie Control

This isn't about just reducing calories; it's about making sure you have the right amount of calories throughout the day to keep your system working effectively.

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## Chapter 1: How to talk to your clients about nutrition

### 3. Moderation

You don't take in an excess amount of those things that can have a negative impact on your health.

### 4. Variety

Ensure proper nutrition but also eliminate the monotony of a diet. Variety is the spice of life!

### 5. Adequacy

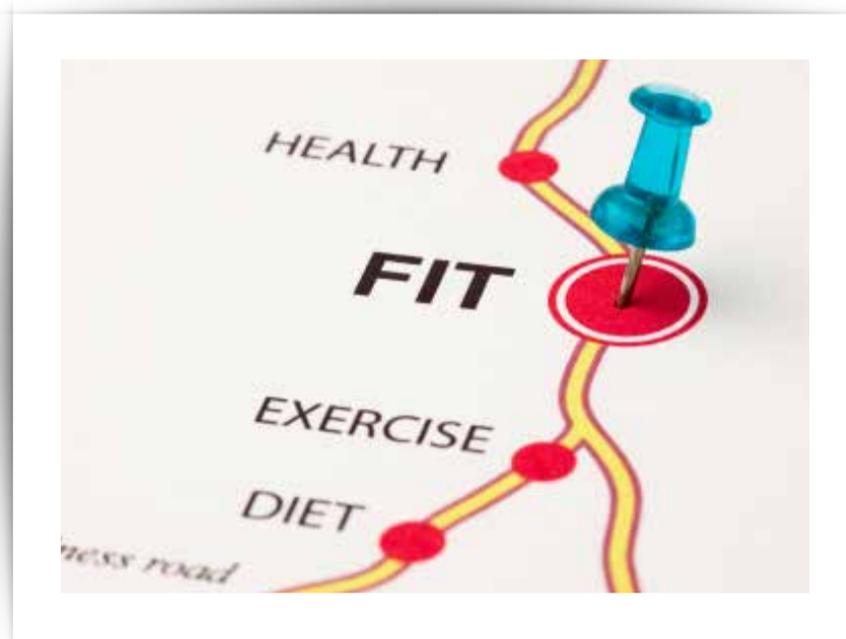
Make sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis.

The meal plan you're placing in your clients' hands will follow these five guidelines – and it's a rock-solid foundation. Even if they stray now and then, just by using this plan as a guide, they will be learning to **eat better**, and creating the behavioral changes needed to develop and **maintain the health changes** they want over the long haul. So no matter what your clients are asking you about their diet, just bring them back to these basics.

Even the best plan will fail if it's not executed properly. To **help your clients succeed**, emphasize that their custom meal plan has been designed to be:

### **A road map, not a rulebook.**

Ask them to give you their best 80% every day, and let them pick a day to cheat (probably a weekend day) to give them some liberties. With a little



## Chapter 1: How to talk to your clients about nutrition



flexibility, they're more likely to follow your plan on the other days, and, more often than not, will start doing better on those "cheat" days over time too.

### **Used throughout a three to four week period, even though it's a seven-day plan.**

Human nature says we like patterns, so you'll find your client will use the plan as a guide day-to-day and week-to-week for a while. It's typical for two

things to happen around week four: they will begin to want a something new; and the results you're creating in their weight/body composition and activity level will produce new calculations that will require a new meal plan. OK, you're going to present your clients with their own meal plan and some tips on execution, but you can boost your credibility and their odds of success by sharing with them the **five key factors about what we're putting in our bodies:**

## FIRST, THE MACRONUTRIENTS

### **1. Carbohydrates**

The main purpose of carbohydrates is to **give us the energy we need to fuel our activities.** This energy comes from the break down of starches and sugars to their simplest forms, which your cells can then easily convert to usable

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## Chapter 1: How to talk to your clients about nutrition

power. Although protein and fat can also supply you with energy, your cells prefer the calories from carbohydrates. Remember: carbs can come from fruits, vegetables, grains — not just the doughnut everyone's afraid of. In fact, some organs — your brain and kidneys, for example — have a specific need for a carbohydrate fuel source.

### 2. Protein

Found in meats, milk, eggs, soy, legumes and whole grains, protein supplies your body with a pool of amino acids, which are the building blocks of all your cells. As part of muscle, bone and skin tissue, **protein supports your body's structure**. It also repairs cells if they become damaged and provides antibodies to cope with inflammation and infection. Your dietary protein helps keep your cellular machinery running smoothly.

### 3. Fat

Fat supplies more than twice the calories per gram as protein or carbohydrates and is a highly concentrated source of energy that your body can store for later. It provides structure to cell membranes and cushions your internal organs to help **prevent damage to tissues**. Fat serves as a vehicle for delivering vitamins, and it can store these nutrients as insurance against a deficiency. Dietary fats can come from both animal and plant sources, with plant-based foods, nuts and fish offering a healthier version.



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## Chapter 1: How to talk to your clients about nutrition

### 4. Vitamins and Minerals

These are small-molecule food components that support your health. Vitamins are involved in **energy production, healing wounds, eye and skin health, bone formation and immunity.**

Minerals provide structure to your skeleton, maintain your **cardiovascular health, and help maintain your nervous system.**

Eating a well-balanced diet with a variety of fruits and vegetables helps ensure you have plenty of these nutrients in your body.



### 5. Water and Fluid

Of all the nutrients in foods, the most important is water or fluid. It assists with maintaining normal body temperature, lubricates and cushions your joints, protects your spinal cord and removes wastes through urination, perspiration, and bowel movements. You need water to replace what your body loses through normal everyday functions.

## Chapter 1: How to talk to your clients about nutrition

All of your meal plans balance these **five factors to** make sure you're delivering **a complete solution**.

NOW FOR A DEEPER DIVE INTO THE SCIENCE BEHIND EVERY MEAL PLAN.

All of your meal plans fall within the Acceptable Macronutrient Distribution Range (AMDR) outlined by The Institute of Medicine of The National Academies, as referenced in the Dietary Reference Intakes (DRIs). This is a fancy way of saying they have the right things in them, in the right amounts. They also subscribe to the accepted approach of **No Bad Foods**.

“Remember, there are no bad foods, just healthier ones to eat regularly. Weight loss requires a commitment to change your lifestyle. Keep up the exercise as it increases your metabolic rate and helps maintain your muscles, which burn more calories than body fat does.”

Jaime Ackerman Foster, MPH, RD, LD  
Extension Nutrition Associate, The Ohio State University

This is the big one. You, and they, shouldn't be worried about the occasional treat, or, barring real health issues, even carbs, gluten, soy, or whatever the latest blog has told us to fear. The real impact of food comes from regular patterns and behaviors. A slice of cake now and then is a great thing to enjoy, but cake for breakfast everyday wouldn't be the way to go.

Nutrition, like exercise, takes effort if you're going to get results. **Your job is to coach them towards change.** Keep it simple, keep them excited, and you'll both get the results you want.

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## 2

## Seven steps to success

You want your clients to succeed, and we, of course, want you to succeed. The good news is you already have an engaged client. The fact that they were willing to commit to working with you to hit their goals means they're going to be looking to you for information, guidance, advice, and, most of all, support and enthusiasm.

WHEN IT COMES TO NUTRITION, WHAT'S THE BEST WAY TO ENSURE THEY'RE GETTING THE SUPPORT AND GUIDANCE THEY NEED?

### 1. Keep it simple

As we've already talked about in our How to talk to your clients about nutrition guide, there is a lot of misinformation and noise out there about nutrition. Virtually everyone who walks through a gym can give you some sort of advice on what to eat, when to eat, how cavemen lived, why fish are never fat.....the list goes on. But, as we outlined, real nutrition is fairly simple. No matter what your clients seem to be focused on week-to-week, just keep bringing them back to the basics. **This is about making a change that can last.** No one is going to want to take that on if it seems too complicated or involved.



### 2. Stay consistent

You can't hand your client a dumbbell and walk away. Likewise, you can't hand them a meal plan and never talk about it again. **Make sure you're**

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## Chapter 2: Seven steps to success

**spending time each session talking about nutrition** and their particular plan.

- A. Ask them what they like and don't like about the plan.
- B. Ask them how well they are following it.
- C. Did the plan include enough food, or was it too much food?
- D. If they know you're going to talk about it, they're going to be much more likely to make sure they're following your plan when they're not sitting in front of you.

### 3. Be the coach

Your client came to you to because of your level of expertise in fitness, and wellness — but they also want you to be their coach. Anyone can join a gym, but it's a lot harder to skip the morning routine when someone you've paid your hard-earned money to is waiting for you when you get there. **Almost everyone needs** (and usually wants) **a push now and then**. Keeping them moving and focused on the right things means you'll be the coach they're looking for.



## Chapter 2: Seven steps to success



### **Don't let them get obsessed with the scale.**

During any change in eating and exercise, there is going to be a shift in weight. In fact, it's not uncommon to actually gain weight during the first few weeks of a new nutrition program. Many people who are used to starving themselves to keep pounds off may be giving their bodies the nutrients and calories they need for the first time in a long time. Once their body

catches up and their metabolism gets going, they'll see the changes they are looking for. Remind them that weight loss should be one of the outcomes of any nutrition program, not the sole goal.

### **Ask them what they like and don't like about the plan.**

Don't be afraid to hear bad news. Most people don't like change right out of the gate. Regardless of what they say ("I don't like this food, I hate having to eat this often,"), whatever it is, it's an opportunity to talk to them about their progress.

### **Ask them how well they are following it.**

When your client knows this question is coming each time they see you, it's one more point of accountability. Again, this is not a chance to grade them on their homework; this is a chance to celebrate any change they are making.

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### Ask them how they're feeling.

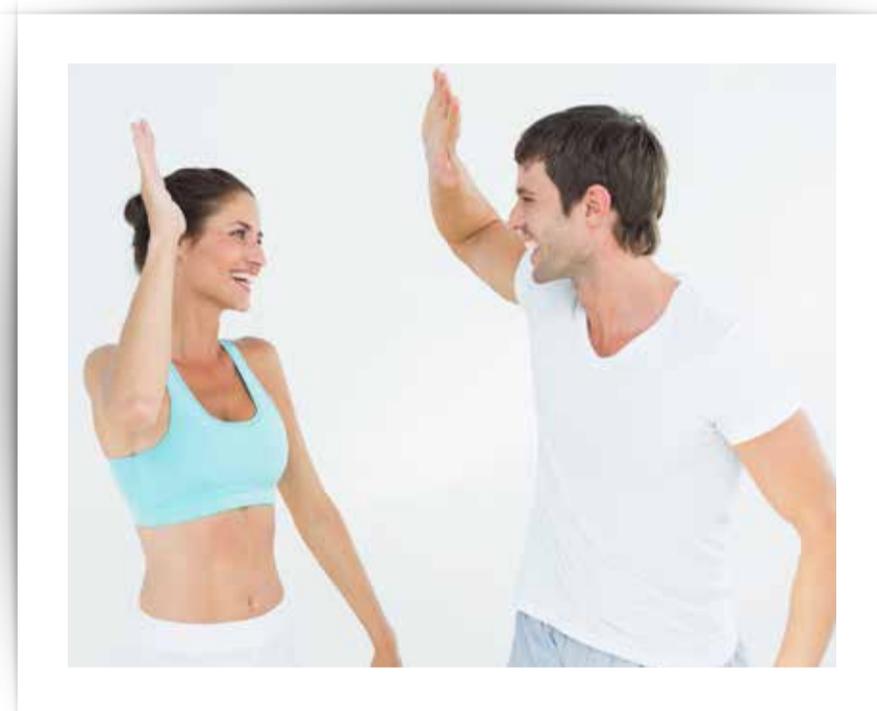
This is your chance to check in with them on all levels: what do they like, not like; ask if they are sleeping better; ask if they have more energy — anything really. You are supporting someone in making a lifestyle shift. There are going to be changes. Acknowledge that, and the work they are doing, but use this time to recognize that they are putting in effort, and **highlight the wins** they are experiencing.

### 4. Be the cheerleader

Sure, you're going to have to do some coaching, but focus your energy on being their cheerleader. Remember: just like working out, **this is not about doing it perfectly; it's about doing it better** than they were doing before.

With each new baby step or behavior change, they will be contributing to the overall goal — **behavior modification that will last forever**. Don't focus on

the days they cheat, or the things they don't like; instead, celebrate the fact that they are doing this. Any change at all makes a difference, and, over time, they'll learn to love the change and be more and more committed to the details.



### 5. Follow the program

You know what exercises you want them to do each week and why. The same goes for your meal planning. Follow the outline we've provided

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## Chapter 2: Seven steps to success

and make it a part of your sessions and programs. **Remember: the combination of exercise and nutrition is more than 400% more effective than exercise alone**, so if they're going to succeed, you need to be addressing nutrition each time you're together. Luckily for you, we've given you the framework. Start every session off with seeing how their week is going and immediately begin to work in those questions about the plan.

### 6. Feed the behavioral changes you are seeing

As you progress through the program, your client will start to **modify their behavior** in line with the goals and programming you have developed. As they do, **make sure each improvement carries over into the following week**. Example: If the client had never eaten breakfast before and they have started to do so now, then coach them through sticking with it, and focus on the next change. This way they won't be focusing on trying to do everything at once, but, over time, they'll be creating some fairly big shifts.

### 7. Keep the momentum going

You've been working with the client for a few weeks and they're seeing success. Now it's time to ensure they stay on the right path, so **encourage them to stick with the program** and **continue setting new goals**. This is not a diet with an end point; this is a new approach to healthy living, and you want to ensure you keep the momentum going. If they're seeing results, the decision should be a simple one.



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## 3

## Definitions

### ASPECTS OF NUTRITION

#### **Balance**

You're getting the right amount of the right things and limiting the things that can have a negative effect on your health.

#### **Calorie Control**

This isn't about just reducing calories; it's about making sure you have the right amount of calories throughout the day to keep your system working effectively.

#### **Moderation**

You don't take in an excess amount of those things that can have a negative impact on your health.

#### **Variety**

Ensure proper nutrition, but also eliminate the monotony of a diet. Variety is the spice of life!

#### **Adequacy**

Make sure you're getting all of the essential nutrients you need to maintain health and replace what is lost on a daily or weekly basis.

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## Chapter 3: Definitions

### NUTRITIONAL MACRONUTRIENTS

Macronutrients are any of the nutritional components of the diet that are required in relatively large amounts: protein, carbohydrate, fat.

#### **Carbohydrates**

The main purpose of carbohydrates is to give us the energy we need to fuel our activities. This energy comes from the breakdown of starches and sugars to their simplest forms, which your cells can then easily convert to usable power. Although protein and fat can also supply you with energy, your cells prefer the calories from carbohydrates.

*Remember:* carbs can come from fruits, vegetables, grains — not just the doughnut everyone's afraid of. In fact, some organs (your brain and kidneys, for example) have a specific need for a carbohydrate fuel source.

#### **Protein**

Found in meats, milk, eggs, soy, legumes and whole grains, protein supplies your body with a pool of amino acids, which are the building blocks of all your cells. As part of muscle, bone and skin tissue, it supports your body's structure. It also repairs cells if they become damaged and provides antibodies to cope with inflammation and infection. Your dietary protein helps keep your cellular machinery running smoothly.

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## Chapter 3: Definitions

### Fat

Fat supplies more than twice the calories per gram as protein or carbohydrates and is a highly concentrated source of energy your body can store for later. It provides structure to cell membranes and cushions your internal organs to help prevent damage to tissues. Fat serves as a vehicle for delivering vitamins, and it can store these nutrients as insurance against a deficiency. Dietary fats can come from both animal and plant sources, with plant-based foods, nuts and fish offering a healthier version.

### VITAMINS

an organic compound essential in minute amounts essential to general growth and health.

### Vitamins and Minerals

These are small-molecule food components you need in order to support your health. Vitamins are involved in energy production, healing wounds, eye and skin health, bone formation and immunity. Minerals provide structure to your skeleton, maintain your cardiovascular health, and help



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## Chapter 3: Definitions

maintain your nervous system. Eating a well-balanced diet with a variety of fruits and vegetables helps ensure you have plenty of these nutrients in your body.

### WATER AND FLUID

Of all the nutrients in foods, the most important is water or fluid. It assists with maintaining normal body temperature, lubricates and cushions your joints, protects your spinal cord and removes wastes through urination, perspiration, and bowel movements. You need water to replace what your body loses through normal everyday functions.



## 4

## Top 10 nutrition myths

**1. Fat is bad.**

The fact is: we all need fats. The trick is to consume fat in mild to moderate amounts, not in excess. Fats aid in nutrient absorption and nerve transmission, and they help to maintain cell membrane integrity. But all fats are not created equal. Fats such as mono- and poly-unsaturated fats help to lower total cholesterol and LDL (bad) cholesterol while increasing HDL cholesterol (the good cholesterol). Foods like nuts, avocado, olive oil, salmon and fish are all great sources of these healthy fats.

**2. Late-night snacking will make you gain weight.**

Late-night snacking can lead to weight gain, but it's not due to the time on the clock. The trouble is that after-dinner snacking can lead you to eat more calories than your body needs in a day, especially if you're having high-calorie snack foods and sweetened beverages. If you usually get hungry for an evening snack, try eating dinner a little later. Still hungry? Sip on water with a squeeze of lemon, or go for small portions of healthy choices, like a piece of fruit or something similar.

**3. Cutting out carbs is the best way to lose weight.**

The key message that most low-carb diets promote is that carbohydrates promote insulin production, which in turn results in weight gain. Cutting carbs therefore means losing weight, right? *WRONG!* You might see short-term

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## Chapter 4: Top 10 nutrition myths

changes, but these are primarily from a change in water balance (water loss) with the loss of glycogen (carbohydrate stores). The truth is that low-carb diets are often calorie-restricted, so it's creating an overall negative energy balance (taking in fewer calories than you are using) and promoting weight loss. The trick is not to totally eliminate carbs, but to choose healthy ones, like fruits, vegetables, and even legumes (dried beans, peas and lentils), to make sure you're getting the healthiest balance of all macronutrients.

### **4. Fruit has too much sugar and should be cut out with other sugars in the diet.**

It's true that fruit has naturally occurring sugars, but it is also chock full of vitamins, minerals and fiber, which are all important for good health. Choosing more vegetables and fruit, naturally sweetened by Mother Nature, can help you maintain your weight and reduce your risk of developing chronic diseases. Enjoy whole, fresh, frozen or canned fruit each day. And aim to limit foods that are high in added sugars but low in nutrients, like candies, cookies, chocolate treats and sweetened soft drinks. Try satisfying your sweet tooth with fruit or yogurt topped with berries.

### **5. Skipping meals is an easy way to lose weight.**

In theory, skipping one meal while keeping everything else in your diet the same will help you lose weight. But, when you skip a meal, your eating pattern changes and you tend to overeat and overcompensate later (like your late-night snack) which will likely lead to weight gain. And if you start skipping meals, your body will start to think you're in starvation mode and will actually slow down your metabolism to compensate. When it comes down to it, it's really about energy balance (calories in vs. calories out) and meal timing for optimal health

## Chapter 4: Top 10 nutrition myths

and fitness. Eating more frequently will actually keep your engine running at its optimal best.

### 6. 'Low-fat' or 'fat-free' means lower calories.

A serving of low-fat or fat-free food may be lower in calories than a serving of the full-fat product, but most processed low-fat or fat-free foods have just as many calories as the full-fat versions of the same foods, and often can have even more. On top of that, many of these foods contain added flour, salt, starch, or sugar to improve flavor and texture after the fat is removed. This can offset energy balance as much as any type of food, so being aware of nutrition labels is critical when grocery shopping.

### 7. The 'eight glasses of water per day' myth.

You should replace water lost through breathing, elimination and sweating each day, but that doesn't necessarily total 64 ounces of water. If you're exercising, this could in fact be much higher. Water intake needs are as individual as calorie and energy needs, so it's best to use your own body's signals, like thirst and urine color, to make sure you're taking in enough fluid from foods and liquids. Remember: a lot of the foods we eat are full of the water we need.

### 8. As long as you're eating healthy foods, calories really don't matter.

The most important factor with regards to calories and weight management is



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## Chapter 4: Top 10 nutrition myths

energy balance (calories in vs. calories out). The overall principle doesn't change all that much depending on the types of foods we eat. Whole-wheat pasta (or bread, pie crust, whatever) has just as many calories as "regular" pasta. Same goes for brown and white rice. Avocados, nuts and olive oil deliver heart-healthy fats — but they are very calorie-dense. Red wine and dark chocolate may be full of antioxidants, but if you indulge every day without accounting for their calories, you're going to gain weight.

### **9. Going on a diet is the best way to lose weight.**

In the short-term, you do lose weight on any plan that results in your eating fewer calories than you need. But temporary results don't lead to long-term results. This is because they are not lifestyle changes; they are a goal on a calendar. Hence the famous 'rebound' weight gain after diets are over. The best way to lose weight is to view it as one of the outcomes of a new approach to eating, and understanding nutrition as a major factor of your total health, not focusing on weight loss as the only goal. No one's been on a diet forever, but a lot of people eat right day after day with great results.

### **10. Healthy food costs more (too much).**

With some planning and wise choices, you can create tasty, healthy and affordable meals. To get the most value, choose foods that are big on nutrients and low on cost. Many healthy staple foods can be lower-cost items, including bulk flours and whole grains, in-season fresh produce, eggs, legumes (dried beans, peas and lentils), powdered milk, and sale-priced frozen or canned vegetables, fruits and fish. Scanning flyers for specials, stocking up on sale items and cooking meals from scratch can all save you money.

5

# Calculations

## Resting Metabolic Rate (RMR):

Resting metabolic rate is the energy required to stay alive with virtually no activity. Therefore, your real metabolic rate is always significantly higher than your RMR due to your daily activity, however minimal it might be.

### RMR within the program is calculated using the average of two formulas

(shown in research to be the most accurate estimation of RMR: Harris-Benedict & Mifflin-St. Jeor)

#### Male RMR (average of two formulas)

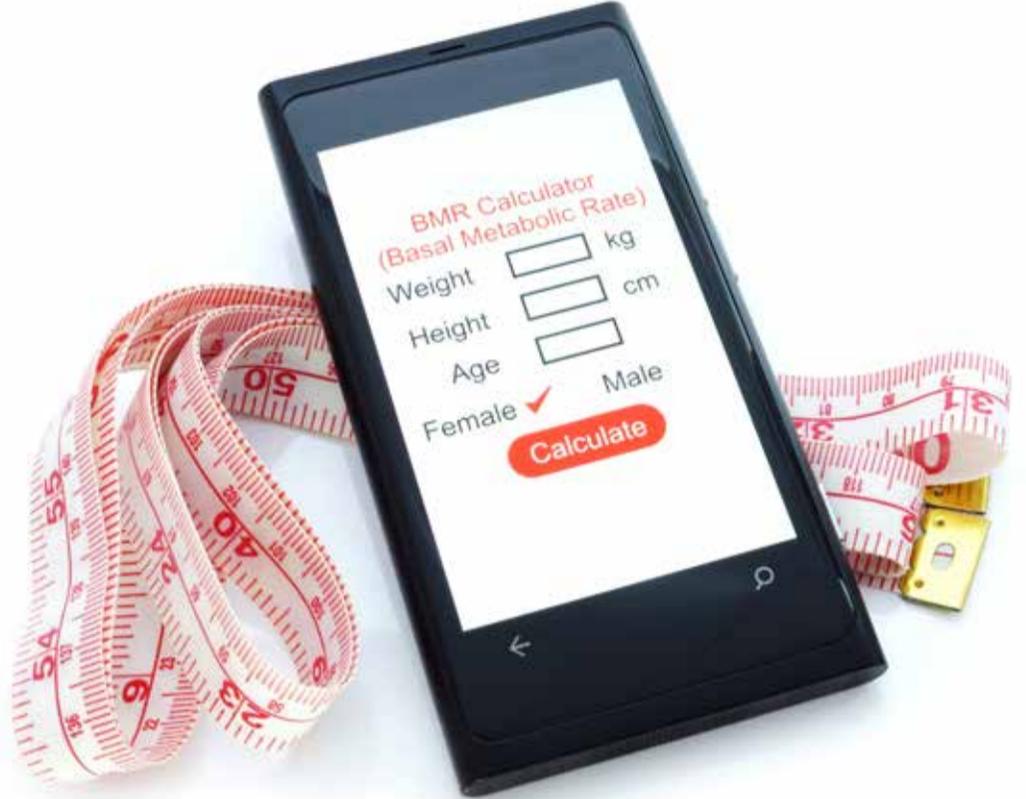
*Mifflin-St Jeor:*  
 $10^* \text{ Weight (kg)}$   
 $+ 6.25^* \text{ Height (cm)}$   
 $- 5^* \text{ age (years)} + 5$

*Harris-Benedict:*  
 $66.47 + 6.23^* \text{ weight (lbs)}$   
 $+ 12.67^* \text{ Height (Inches)}$   
 $- 6.76^* \text{ age (years)}$

#### Female RMR (average of two formulas)

*Mifflin-St Jeor:*  
 $10^* \text{ Weight (kg)}$   
 $+ 6.25^* \text{ Height (cm)}$   
 $- 5^* \text{ age (years)} - 161$

*Harris-Benedict:*  
 $655.1 + 4.34^* \text{ weight (lbs)}$   
 $+ 4.69^* \text{ Height (Inches)}$   
 $- 4.68^* \text{ age (years)}$



## Chapter 5: Calculations

### Energy Expenditure (EE):

EE is used to calculate your total energy requirements for a particular day.

### Option 1 - EE estimated

Overall Energy Expenditure can be estimated by selecting one of five general levels of daily activity. The following are the standards in the Exercise Physiology field for calculating Total Energy Expenditure (TEE), based on the American College of Sports Medicine (ACSM) Guidelines



### Low:

Little to no exercise

Recommended Calories =  $RMR \times 1.2$

### Low-Medium:

Light exercise (1-3 days per week)

Rec. Calories =  $RMR \times 1.375$

### Medium:

Moderate exercise (3-5 days per week)

Rec. Calories =  $RMR \times 1.55$

### Medium-High:

Heavy exercise (6-7 days per week)

Rec. Calories =  $RMR \times 1.725$

### High:

Very heavy exercise

(twice per day, heavy workouts)

Rec. Calories =  $RMR \times 1.9$

### Option 2 - EE detailed

Your overall energy needs are calculated based on specific exercises you log, each with a specifically assigned Metabolic Equivalent (MET) that calculates your particular energy expenditure.