



PERSONAL TRAINER

MACRO TRACKING GUIDE





MACRO TRACKING GUIDE

What is a calorie? Well, a calorie is a unit of measurement and to be more specific it is a unit of energy. When you are reading the label on a package of food and it states that the food has 300 calories, what it is actually telling you is how much energy your body can get from eating it. In order to live, breath, move, sing, work out or do pretty much anything, we need energy to fuel that movement. Every cell in our body requires energy in order to fulfill its job but the tricky part is ensuring you get enough energy to maintain optimal health and body composition while not getting too much that will cause you to gain excess body fat.

Every person has a specific amount of calories they need in order to stay the exact same weight. In order to gain weight, you must eat more calories (surplus) and in order to lose weight, you must eat less calories (deficit). This is what we refer to as calorie math and on paper it's extremely exact and accurate... in real life, not so much.

In order to make calorie math the most effective, we need to take it one step further. We need to begin focusing on macronutrients. A macronutrient can be described as protein, fat and carbohydrates. Macronutrients are nutrients that we use to survive and we get them from food.

1 gram of protein = 4 calories
1 gram of carbohydrates = 4 calories
1 gram of fat = 9 calories

Let's go back to basic calorie math. When we put ourselves in a deficit, we are guaranteeing weight loss. When we put ourselves in a surplus, we are guaranteeing weight gain. The caveat to this is that we cannot decide what weight loss or what weight gain we achieve when we focus on calories alone.

When we put ourselves in a deficit of calories but are not consuming an adequate amount of protein, we are ensuring that we will begin losing muscle. This means that the majority of our weight loss is due to muscle loss instead of fat loss. On the contrary, if we put ourselves in a surplus and are predominantly eating high carb and high fat but low protein then we are ensuring that we gain weight in fat instead of gaining weight in lean muscle mass.

So how do we dictate what our weight loss or weight gain is? How can I ensure that if I am trying to lose weight, I lose it in fat and if I am trying to gain weight, I gain it in muscle? The answer is your macro profile and as specific as your set calories are so is your macro profile. Everyone has their own specific macro profile and it is all dependent on their current age, height, weight, body composition, activity/fitness level and their current goals. Once you have your macro profile, the real fun begins and your results will inevitably be unstoppable.

Now if it was just that easy everyone would do it right? Well, that is true BUT the kicker is that the people who fall off their macros typically struggle with the beginning phase which is the hardest part. This is because most people don't know how to hit their numbers and they don't know where to get their protein, carbs and fat from.

In the next section, I will explain where you can find each macronutrient and how to ensure you hit your numbers to achieve your optimal weight loss or weight gain.

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MACRO TRACKING GUIDE CONTINUED

Hitting your numbers is extremely important for achieving your goal and getting the results you are working so hard to achieve. This can be daunting at the beginning so let's take it slow and work through it together!

For this example we are going to assume that your caloric intake is 2,000 calories and you require 200 g of protein, 150 g of carbs and 67 g of fat per day. That might be extremely daunting at the beginning to hit especially if you are just focusing on the big scary 200 g of protein number which most people have minor heart attacks over. How do we simplify this and make it easier to hit? Well, that is very easy.

Step 1: Decide how many meals you are planning on having each day. There is no magic answer to this. Ideally, the more the better but you need to do what is right for you. I personally always recommend 3 main meals and at least 1-2 snacks in between. I recommend this for three reasons:

- 1) The more consistently you eat throughout the day ensures that your metabolism stays active and heightened.
- 2) The more consistently you eat ensures that you will be able to preemptively eat which means you will be eating before you are hungry. This allows you to make better decisions and choose your food based on what you should be having versus what you are craving.
- 3) The more meals you have throughout the day makes it easier to hit your macro goals daily. Instead of trying to get 200 g of protein in 1 or 2 meals, it will be spread out over 4,5 or 6.

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NOVUS FIT MEAL TRACKER



Welcome to the state of the art, all in one meal tracker by Novus fit! Here you will be able to track all of your meals, take photos of your meals, add custom entries and recipes and track your calories and macros! The best part about this is... It is all in one place!

Step 1: Click on the blue circle with a + sign in the middle.

Step 2: Click on meal.

Step 3: You will then be prompted to take a picture of your meal. If your food isn't ready yet, you can skip this process and do it at the end by selecting, skip photo.

Step 4: You will then reach a screen giving you the option to manually enter a food or scan the barcode on the label. There are thousands of options uploaded into the app so don't worry, you will find exactly what you are looking for.

Step 5: If you do need to add a custom entry, click on the "custom" tab. Then click "ADD CUSTOM". Here you will be prompted to enter the name of the food and add all of the nutrition facts associated to that food.

Step 6: Once you have entered each item in your meal you will then click on review at the top right hand corner. Take a few seconds to make sure your serving sizes are correct and then select log at the top right hand corner.

Step 7: You will then be able to track all of your daily calories and macros directly from your dash board!

If you have any questions or concerns feel free to message your coach directly in the Novus Fit App or you can email us directly at info@novusfit.ca

Now we can move on to the fun stuff.... TRACKING!!!!. Your custom macronutrient profile will be automatically created for you and will be uploaded directly to your app. On your dashboard in Novus Fit, you will notice your daily nutrition goal at the top of your screen. This will state your daily recommended caloric intake as well as your daily recommended protein, fat and carbohydrate intake. Novus Fit will be able to read all of your entries and it will enable your coach to see how close you are to your daily nutritional goals.

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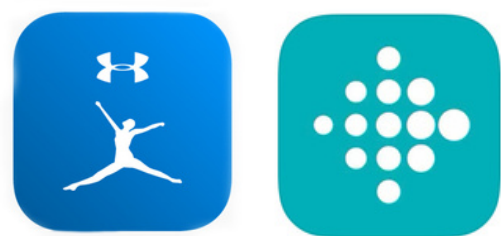
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MY FITNESS PAL & FITBIT



Have you been already using My Fitness Pal or Fitbit? No problem at all! Novus fit is all about being accomadating and our goal is to make your life easier NOT harder.

My Fitness Pal and Fit Bit are both incredible tools that will help you track all of your food and ensure that you are hitting your caloric and macro goals! The even better news is that they integrate with Novus Fit directly! When you enter a meal into either MFP or Fit Bit, we will be able to see it immediately on your profile!

Now you may be asking, "which one do I choose?" Well the answer is that it is completely up to you! You can choose to use either or and the choice is completely up to you and your preference. Some people prefer The Novus Fit Meal Tracker and others prefer MFP or Fit Bit. I can whole heartedly tell you that the method of tracking is less important than the tracking itself.

Before we start to delve into each app, let's begin by syncing them with Novus Fit. Once you decide which app you want to use for your macro tracking, then you can follow the instructions below to sync seamlessly.

My Fitness Pal

Step 1: If you have not yet downloaded My Fitness Pal, go to the Apple App Store or Google Play Store and download it there.

Step 2: Set up your account in MFP.

Step 3: Once your account is set up and you are signed in, return to Novus Fit. You will see 3 dots at the bottom right hand corner. Click on the dots and scroll down and click on MyFitnessPal.

Step 4: Connect your account.

Step 5: Make your MFP diary public. In order to do so, return to the MFP app and at the bottom right hand corner, click on more. Scroll down and select Settings. Click on Diary Settings and scroll down and select Diary Sharing. Make your account public and then click on the check mark at the top right hand corner.

Step 6: Return to Novus Fit and turn on Diary Syncing. If you don't see the option to turn on diary syncing then return to Step 3 and you will "turn on diary syncing" at the bottom of the screen.

You are now fully connected!! Should you have any issues connecting your apps together, feel free to message your coach directly in the Novus Fit App or your can email us directly at info@novusfit.ca.

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CALORIE MATH

Ughhhhhh, I hate math! Don't worry we are not testing you BUT this is VERY important so please pay very close attention! While creating your macro profile, your coach has to take a lot of time and consideration on many different factors including your current weight, age, goal, activity level, current fitness level, current health status and lifestyle. Most importantly, your coach has to keep your health at the forefront of their mind. This means that trying to tweak your caloric intake or your macro profile to "speed up" your results is an ABSOLUTE NO-NO.

How do you lose 1 lb of fat? Let's simplify this into a very easy math equation. 1 lb of fat = approx. 3,500 cal. Therefore, if you burn 3,500 calories, you will burn 1 lb of fat. Now as a coach, I am always slightly worried when I teach someone this because I'm always worried that, that is all the client hears.... "if I burn 3,500 calories every day, I can lose 7 lbs a week!" NOOOOO! This is not the point of this. Fitness and nutrition professionals all over the world can agree that healthy and controlled fat loss is 1-2 lbs per week, tops. So, how do we do this and ensure we don't go overboard? Well, the answer is to create a controlled deficit.

A caloric deficit implies that you are intaking less calories than your maintenance calories. This means you are eating less than the amount of calories you would need to, to stay the exact same weight. How do we determine the appropriate deficit? Your coach is specially trained in this but the most simplified answer can be 500 calories below your maintenance. This is a very generic number but if you break it down further you will understand why. If you are in a deficit of 500 calories each day for 1 week, you will be in a total deficit of 3,500 calories which again equates to 1 lb of fat. Now again that is extremely generic and your coach's job is to customize this specifically for you. However, this will give you some insight into how weight loss works. It is also very important to take into consideration all of the calories you will be burning during the day and during your workouts.

It is extremely important to abide by these numbers and not try to push the envelope by increasing the deficit for the sake of your results. Although on paper it may seem that the lower calories you eat, the faster your results will be. BUT, in actuality this couldn't be further from the truth. When you begin to under eat, you will begin to significantly slow down your metabolism which means you will actually start to burn fewer calories at rest. You will also begin to feel very fatigued, lethargic and moody which will directly impact your drive to continue on your path to success. This will make it extremely hard to stay dedicated to your workouts.

A lack of nutrition will also cause your body to start using it's own muscle as fuel which will begin to directly impact your lean muscle mass. The more muscle someone has directly impacts their metabolic rate and speeds it up. The faster your metabolism is, the more calories you burn.

Finally, any time you are restricting yourself or even starving yourself, you are making it extremely hard to stay committed. You will begin to resent the process and you will begin to fixate on all the food you are depriving yourself from.

The purpose of this program is to get you results and make sure you enjoy your life throughout the entire process. The faster you get results the healthy and safe way, the happier you will be. By doing it this way, it will ensure that you will keep those pounds off!

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HOW TO WEIGH YOUR FOOD

Weighing your food is extremely important in this process. Without weighing your food, you will never truly know how much you are eating. Let's take an apple for example. 1 medium apple is approximately 95 calories, 25 g of carbohydrates, 0.3 g of fat and 0.5 g of protein. Let's take a few steps back. Notice how I said approximately? That is because all of those numbers are arbitrary and are based on the weight of said apple.

100 grams of apple is 52 calories, 13.8 g of carbohydrate, 0.2 g of fat and 0.3 g of protein

200 grams of apple is 104 calories, 27.6 g of carbohydrates, 0.4 g of fat and 0.6 g of protein.

You are still eating an apple but without knowing how much apple you are eating, you won't be able to know how many calories or macros you are eating.

The same can be said for every single food item. When you look at a jar of peanut butter and it says 1 serving size is 1 tbsp., you would be safe to assume that as long as you use a tablespoon, and not a ladle, then you are in fact having one serving. However, the reality is that is very wrong and is why so many people unwittingly overeat. On the label of peanut butter under the nutrition facts, 1 serving is in fact 1 tbsp., which has 80 calories. But in fact, 1 tbsp. doesn't have 80 calories. 15 grams of peanut butter has 80 calories. Now if you take a heaping tablespoon of peanut butter, you are still using that spoon but it is very likely you are not having 15 grams of peanut butter. It is very likely that you can be having 30 grams of peanut butter in one serving which is double the serving and double the calories but same spoon.

Now to the fun part...let's get to weighing!

Step 1: You are going to need to purchase a food scale. I suggest buying a digital scale as they are a lot more accurate and precise. Don't worry, they are very affordable and a good one shouldn't cost more than \$30.00.

Step 2: Before putting any food on your plate or in your bowl, you want to make sure you zero out your scale. Most scales are the same but for the ones that may be different, they will have an instruction manual in the package. To zero out your scale, you need to put your plate or bowl directly on the scale before turning your scale on. Once the plate or bowl is on your scale, you may turn the scale on and the screen should read 0.

Step 3: Select the unit of measurement you want to weigh your food in and make sure your scale is adjusted accordingly.

Step 4: Read the label. Some products' nutrition facts are based on the food being cooked and some are based on the food being raw. It is important to make sure you can identify the difference in order to ensure that you are recording the most accurate information. An example of this is rice. If you look on the label of a rice package, it will give you the nutrition facts based on its raw serving size. Once you begin to cook your rice it will begin to absorb water and expand. If you weigh your rice after it expands than it will look like you are eating more than you actually are. The caveat to this is that some labels list the foods nutrition facts as cooked and uncooked so you will be able to measure the food each way. Another example of this is protein. As soon as you begin to cook your protein like chicken breast or steak, then it immediately starts to shrink. All of the sodium and water that was pumped into the meat will be expelled and the meat will weigh a lot less after it is cooked.

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ORDER OF OPERATIONS

Where do I even start?!?!

Great question. I know this all might seem a little daunting BUT trust me when I say that with practice and consistency, this will all seem EXTREMELY easy very shortly. Following this set of instructions, you should have a really clear understanding on where to begin.

Step 1: Decide what you want to eat. This is not a trick nor am I assuming that you are only going to eat boiled chicken and lettuce. This is exactly what it seems. Pick your food and let's get started.

Step 2: Let's begin to search. This can be very simple or it can be a little more tedious but you are going to be a master in no time so don't stress.

You may want to choose a food like an apple or a Twinkie. As long as you know what type of apple it is that you are eating, then all you have to do is search for it in the nutrition tracker you chose to use, weigh it and enter it in. If you choose a Twinkie, all you have to do is either search for it or scan the barcode and enter it in. These are examples of the easier options.

You may decide that you want to make lasagna. Now how are you supposed to track that?!? There are like 50 ingredients! Don't worry. There may be a few more steps to this but it is still pretty easy. If you are making the lasagna from scratch then you will want to enter each ingredient separately. Take out the ingredient and portion out the serving that you need, weigh it and enter it in. Once you have entered each ingredient into either nutrition tracker, then you will have the total for the entire tray. Once your dish is cooked, you can serve yourself a piece, weigh it and have the exact nutritional information.

Step 3: Once you enter your meal into either nutrition tracker, it is imperative to review the calories and macros that you have left. This is where many people go wrong. If you enter your food blindly without reviewing how many calories and macros you have left, then you run the risk of going over your caloric requirements which can inevitably lead to weight gain. It is also really important to review your numbers before eating because this gives you the chance to add or remove any food group that you may be too low in or too high in. Calories are very important but your macros directly impact your physical results and dictate the form and structure your body takes during your transformation. It is vital that you are hitting your exact protein, carbohydrates and fat requirements in order to achieve your desired results.

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FOOD BUDGETING

One of the main concepts that we want to instill in you is that there is no such thing as bad food. Food is food and food is good! Having said that, it is extremely important to acknowledge that all food has a different impact on us. Some food is very high in protein like chicken breast and steak, while other food is very high in carbs like pasta. Each one of us has a specific macro profile that dictates how many grams of protein, fat and carbohydrates we need in order to achieve our goal and as long as we meet those requirements then we are going to be extremely successful!

As mentioned earlier, as long as we hit our required macro requirements we are going to be successful and as long as we don't go over then we can pretty much eat whatever we want... within reason, of course.

Let's say you are really craving a big plate of spaghetti, yum! You are really looking forward to it but you also don't want to have 3 noodles and call it a night. You want your plate of pasta and you want to enjoy it. You may have a total carbohydrate requirement of 150 grams and you are worried that by the time you get to dinner, you won't have enough carbs left to enjoy that delicious plate of pasta. This is where food budgeting comes into place. Remember when I said there is no such thing as bad food? Well, that is true but too much of anything including a good thing becomes a bad thing. It is vital that we adjust our daily intake in order to allow for the foods we want and enjoy in order to keep us happy, fulfilled and motivated. You want that pasta and you are going to have it BUT we need to first make a couple of concessions.

First, we need to decide how much pasta we are going to have. Remember to make sure you are not overeating though. Indulging on food you love is perfectly acceptable but overeating is not. So, making sure you are eating the proper serving size is key. Enter the serving into MFP or Fit Bit under the meal you are planning to have it in. You want to do this before you eat anything else. You don't want to wait until the last minute because you may get to the point where you are about to eat your pasta and realize that you have already had too many carbs for the day so you won't be able to have any anymore. Once you enter your pasta in, you will now be able to see how many carbs you have left. Now you can plan your day around your pasta meal and you won't run the risk of going over your carbs for the day. You may need to have 1 slice of toast for breakfast instead of two. You may need to cut your serving of rice at lunch down to 1/2 a serving but by the time you get to dinner you will be so satisfied with a delicious plate of pasta!

Food budgeting is key to your success. Living a life of restriction is a sure fire way to fail. Allow yourself to enjoy your food, just do it responsibly.

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PREEMPTIVE EATING

Preemptive eating is a magical tool that can literally do wonders for you. It may seem extremely simple but it is one way to almost guarantee that you will not overeat or over-indulge. In order to properly begin to preemptively eat, you need to pay close attention to when you begin to feel hungry. It is pretty safe to say that once you reach a state of hunger or "starvation", to be a little extreme here, you would much rather eat a delicious Big Mac combo rather than a grilled chicken salad, right? Again there is no such thing as bad food but there is definitely a time and a place. It is also safe to say that certain foods should be eaten much more sparingly than others.

Preemptive eating implies eating before you begin to feel hungry. This means that if you normally begin feeling really hungry at 3:00 p.m. every day, then it would be a really good idea to eat around 2:00 pm in order to avoid that ravenous hunger you are used to feeling. This enables you to make a better decision that will lead you to hitting your macros and it will allow you to avoid overeating or binging.

The best way to begin this is to take note of the next couple of days. Record when you normally feel the most hunger and try and schedule your meals between 45 minutes to an hour before that time.

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PERSONAL TRAINER



INDULGING VS CHEATING

The concept of cheating is one that can be a little damaging when trying to develop a healthy relationship with food. At the end of the day, that is one of the biggest priorities we have here at Novus Fit and it is something we take very seriously. You may have heard of the concept of a cheat meal. This is when you "behave" really well throughout the week and only eat "good" food until that one special meal in which you have dedicated to be your cheat meal. The problem with this is that it is implying that you are doing something naughty or wrong when in fact there is nothing wrong with enjoying some tasty and delicious food. Whether its dessert or fried food, we deserve to have some in moderation and as long as it is in conjunction with a healthy balanced lifestyle. I really don't mind if you are using the term "cheat meal" but if you decide to use it, I want you to do so knowing full well that you are not doing anything wrong. As long as you follow these steps, you are going to be able to have your cake and eat it too.

Before we learn how to "cheat" or how to indulge, we first need to be able to differentiate between the two. A cheat meal is a special meal that we would usually have once a week where we can let loose and enjoy some delicious food that we have been craving. It might be sushi or pizza or it could be a really delicious dessert like funnel cake. Either way, it is implied that it is going to be a lot of calories and it is probably going to put us over by quite a bit. An indulgence on the other hand is usually not planned. This can come in many different situations but commonly it occurs once you have already hit your calories and macros for the day and you are still a bit hungry and you want to eat something else. It can also occur when you are eating something very delicious that you have already accounted for in your tracking and now you want a little bit more that will surely put you over on your numbers.

There is a very specific way to deal with both of these situations and once you get the hang of it you will begin to realize that you control food, food does not control you.

Let me preface this by saying that this does take some practice and it is important not to over do it each week. Try and follow these methods sparingly so that you can really enjoy yourself in the moment without impacting your results.

How to "Cheat":

Step 1: Determine what you want your cheat meal to be. Is it cake, cookies, doughnuts or chicken wings? Whatever it is, it is fair game. You are going to have it and you are going to enjoy it guilt free!

Step 2: Select the day that you are planning on having this cheat meal and enter it into MyFitnessPal or Fit Bit on the day that you are planning on eating it. It is best to try and plan your cheat meals about 7 days in advance so you can have the entire week to balance your numbers. Take a close look at the calories, protein, carbohydrates, fat and sugar and write them down. You may not find the exact food you are going to eat, so it's best to try and find an entry that is as close as possible when tracking. It's always better to record something that is higher in calories than something that is lower in calories so you don't accidentally overeat without realizing.

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INDULGING VS CHEATING

Step 3: Math time! Take the total calories, carbohydrates, fat, protein and sugar and divide it by the amount of days you have leading up to your cheat meal. For example if your cheat meal is in 7 days from now, you will divide each number by 7.

To simplify this a little bit lets use an example of a glazed chocolate doughnut. 1 doughnut has 270 calories, 31 g of carbs, 15 g of fat, 3 g of protein and 13 g of sugar.

270 calories / 7 = 39 calories
31 g of carbs / 7 = 4 g of carbs
15 g of fat / 7 = 2 g of fat
3 g of protein / 7 = 0.4 g of protein
13 g of sugar / 7 = 2 g of sugar

Now that we have done this very simple math, we now know how much we need to subtract each day in order to maintain our caloric deficit. The goal is to subtract this number from each category for 7 days straight leading up to your cheat meal in order to preemptively cut those calories and macros before eating indulging. This allows you to maintain a calorie deficit leading up to your cheat meal and won't put you over after eating your cheat meal. It is important to realize that mathematically, this is a clean wash BUT the reality of this is that there is still a physiological effect of cheat meal on your body. An abundance of sugar can cause a spike in your blood sugar levels which in turn can cause your insulin levels to spike. This can lead to an imbalance in your blood sugar and inevitably lead to a blood sugar crash that can leave you feeling lethargic, moody and can also lead you craving more sugar. It is important to practice cheating in moderation and make sure that over-indulgences like this happen at most once a week.

How to indulge:

Now that we have learned the art of cheating, it is time to learn how to indulge. An indulgence is categorized as an unplanned cheat and because it is unplanned, we did not have the foresight to subtract the surplus of calories and macros from our daily intake to make up for it. In cases like this, we want to follow the same procedure as we did with cheating but we now want to subtract from the days that follow the indulgence.

Using the same example as above, we will take that doughnut and begin to divide it. You want to take extra caution here and really take into consideration the size of the indulgence. You don't want to just take the total of the doughnut and subtract it from just the next day. It is best to subtract it over the next 3-4 days. You want to do this because if you try and reduce your calories all together in one single day, you may be left significantly undereating which can lead you to either binge eat or at the very least not being able to subtract your overages from your intake all together. Now, it is important to cut those overages from your daily intake and you want to try and do it as soon as possible without it being too difficult for you to maintain. If you are trying to balance out a mild overage, like an extra scoop of rice or an extra slice of bread, you may be able to divide it over 1 or two days. But, if you are dealing with a unplanned dessert like cheesecake or a doughnut, you may want to spread it out over the next 4 or 5 days to make it a bit easier for you and so you wont feel so restricted.

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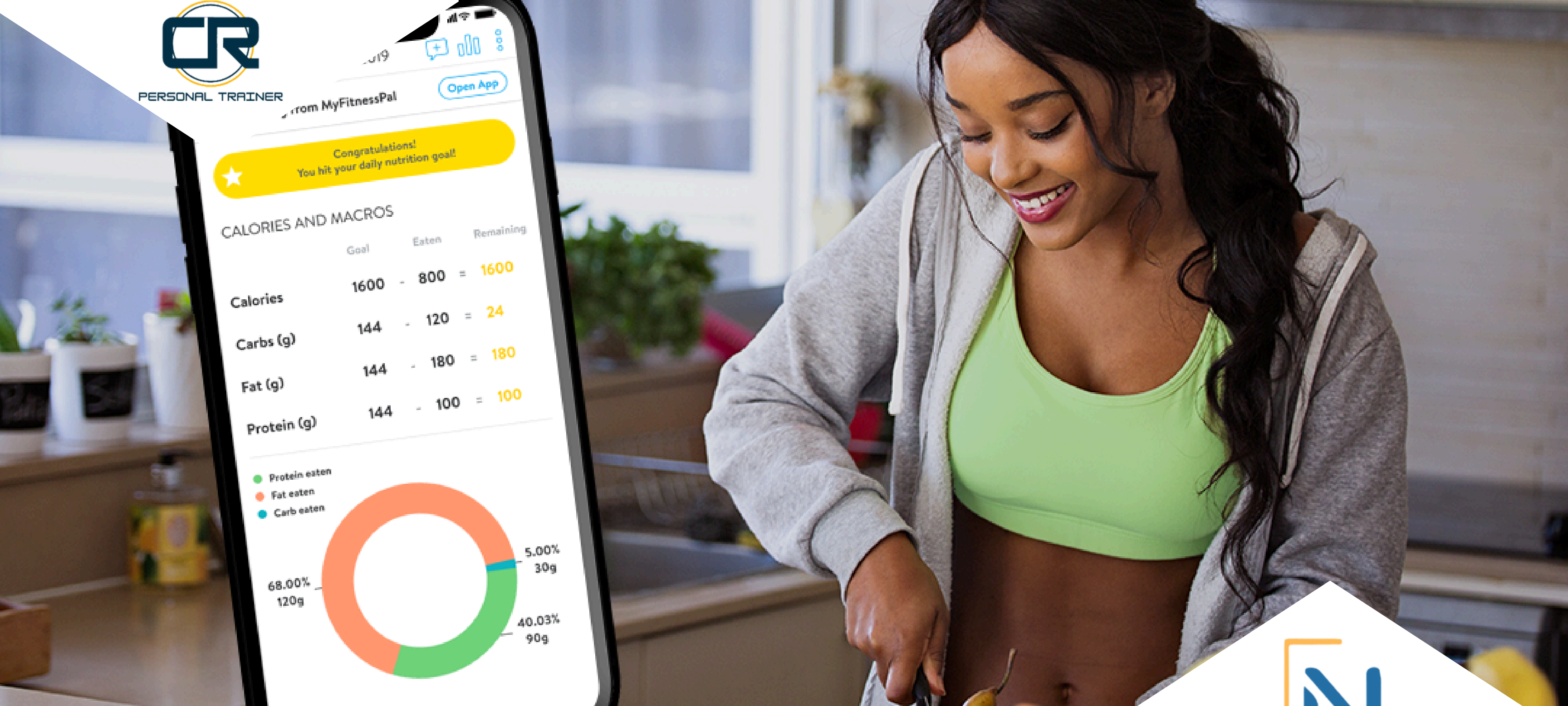
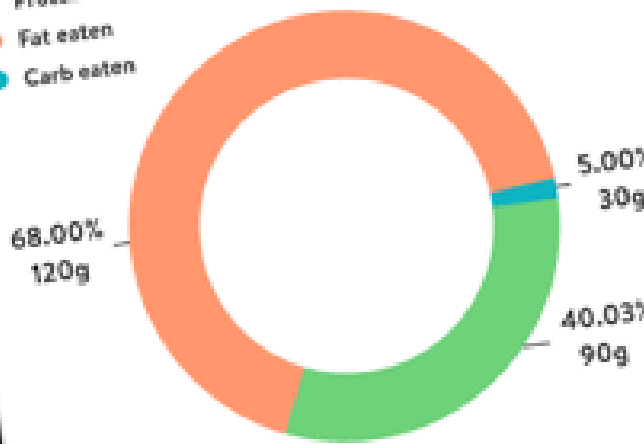
PERSONAL TRAINER

Congratulations!
You hit your daily nutrition goal!

CALORIES AND MACROS

	Goal	Eaten	Remaining
Calories	1600	- 800	= 1600
Carbs (g)	144	- 120	= 24
Fat (g)	144	- 180	= 180
Protein (g)	144	- 100	= 100

- Protein eaten
- Fat eaten
- Carb eaten



PUTTING IT ALL TOGETHER

Let me wrap this up by saying that I am so excited for you to completely take back your life and your body and master food, once and for all.

Use this guide to walk you through all of the steps and procedures and refer to it as many times as you need.

Practice makes perfect and eventually this will all seem extremely easy. At any point if you find yourself confused at all, please do not hesitate to direct message your coach in the Novus Fit App. They will respond as soon as possible and they will be able to help you out directly.

You have chosen to take back your body and your life and I am so confident that that is EXACTLY what you are going to do!

To your health, success and freedom,

Coach Ron

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