

Intro | What You'll Learn

This Module 3 companion guide was produced to ensure that no assumptions have been made about your current familiarity with dietary terminology. This guide will clarify anything that may be misleading and provide a step-by-step sample of the dietary transition.

Useful terminology

All foods are comprised of three macro-nutrients (and many micro-nutrients). Macro-nutrient content describes the ratio of carbohydrate, fat, and protein content in a food. All calories are accounted for by a food's macro-nutrient ratios. For example, one large egg, which has 72 calories, is comprised of roughly 5 grams of fat, 6 grams of protein and 0 grams of carbohydrate. In percentage terms, that's a bit more than 60% fat, 40% protein, and 0% carb because fat has double the caloric content of protein and carbohydrate. This is important to understand because you can only reduce the macro-nutrient percentage of one category by increasing either or both of the others.

Protein

Common sources of protein include all varieties of meat, eggs, nuts, and cheeses.

With the exception of chicken breast and egg whites, protein is usually not found without fat, and in some cases - like nuts - carbs.

While legumes - beans, lentils, peanuts, etc - do contain protein, they are mostly carbohydrate.

Fat

Common sources of fatty cuts of meat, some fish, eggs, nuts, dairy products, oils, and some select fruits (olives and avocados)

With the exception of oils and egg yolks, fat - like protein - is rarely found all by itself and is often coupled with protein, or in the case of nuts, with both protein and carbohydrate.

It is worth pointing out that fat got an undeserved bad wrap for a few decades. Please don't fear fat. It is essential for well-being AND for losing weight.

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Carbohydrate

Carbohydrate rich foods are the most common in the American diet, which is - in large part - why so many Americans suffer with what are known as "diseases of lifestyle."

All fruits, vegetables, and grains are almost exclusively carbohydrate. While grains and legumes include some protein, the ratio is minor in comparison to the carb-content.

Some veggies are low in carbohydrate because they are low in total calories. These include green leafy veggies, "above ground veggies" like asparagus, peppers, broccoli, and most of the other things you would consider vegetables.

Other veggies are quite high in calories, and therefore carbs, because they contain negligible amounts of protein and fat.

These include "below ground veggies" like carrots, potatoes, sweet potatoes, and other tubers. They also include winter squash such as butternut, acorn, pumpkin, etc.

As a rule, if it's not a protein or fat, it's a carb.

Step by Step

Over the next few pages, I will lay out one possible approach to making the dietary modification that support weight loss and improved health.

Depending on you're current diet, you're starting point may be step 2 or 3, rather than what is laid out here as step 1.

Beyond that, depending on your goal, your final step may be reached before the end of this example.

This is meant to serve as a useful guide. It is not a rule book.

I still firmly believe that you will find more long term success if you are willing to sit with some uncertainty now and do the challenging work of figuring out your path.

**** Please take advantage of the live support calls to get what you need during this process. ****

All in all, if you're reducing intake of the foods that undermine health and vitality while increasing intake of the foods that improve them, you're making progress.

Step 1 | Fake Food

The simplest place to take a high-value first step is by reducing/eliminating fake foods and food substitutes.

These include artificial... um, anything!

Artificial and non-caloric sweeteners: sweet-n-low, splenda, stevia, and fake sugar by any other name. This includes diet sodas in their many shapes and sizes.

Non-dairy creamer and vegan substitutes for meats and cheeses. Even milk substitutes, such as soy milk and nut milk, often contain vegetable oil. Yuck.

If your body doesn't like the real thing, take a pass rather than find a substitute.

Step 2 | Sugar

As a second step, reduce/eliminate all the added and concentrated sugar from your diet.

Here's your cheat sheet on sugar, but this is hardly a comprehensive list:

Soda, granulated and powdered sugar, syrup additives (commonly found at your coffee bar), honey, agave nectar, anything else that includes the word nectar, fruit juice, dried fruit, fruit on the bottom yogurt, jellies and jams and fruit spreads and preserves, candy, cookies, cakes, pastries, and all things generally categorized as dessert.

Sneaky places to look include "health" bars such as the many varieties of fruit and nut bars, "paleo" desserts that are sweetened with dates and raisins, and kombuchas of all kinds.

Step 3 | Grain

From here, you'll get the most bang for your buck by reducing/eliminating grains. Yep - the bottom of the old-school pyramid!

By grains, of course I mean wheat. But I also mean corn, rice, quinoa, buckwheat, oats and others. I also mean all of the things made from grains, such as cereals, pasta, pizza crust, bread, crackers, cookies, cakes, granola, corn chips... and beer.

** Gluten free is not grain free.

Gluten free can be a great first step, especially for those who are sensitive, but a gluten free diet can be loaded with refined grains if you're not careful, and this will catch up with you!

Step 4 | Oils

Do NOT reduce/eliminate ALL oils. Only the industrial ones.

To keep this simple, think of oils found in nature and those that require manufacturing.

An olive can produce olive oil with little to no effort. Just squeeze. The same goes for an avocado, coconut, most nuts, and fats rendered from animals.

Corn, on the other hand, requires industrial effort to produce corn oil. The same goes for canola, soybean, sunflower, safflower, and cottonseed.

Hint: if a label says, "may contain" followed by a list of oils, know they are substituting the most cheaply available oil at the time of production. This is a clue to avoid.

Watch your salad dressings! Primal Kitchen makes great options.

Step 5 | Dairy

We're really starting to fine tune the diet at this point, and this is where some of you may stop. But I'd love to encourage you to at least try this step for a week or two before calling end-game.

At this point, you're reducing/eliminating all milk, yogurt, cream, half-n-half, cheese, and cream sauce.

If you use whey protein, you could try collagen instead.

** Ghee, or clarified butter, has had all milk-protein removed, so there's no need to take a break from this golden elixir! It is my preferred coffee additive (blending required).

Step 6 | Legumes

I put reduction/elimination of legumes - peanuts, lentils, beans - pretty far down the list because I don't often find them to be prominent in the diet unless I'm working with a vegetarian or vegan.

If you eat a lot of these foods and are stuck at a weight that's higher than what you desire, you might want to look at this earlier in your journey.

Legumes can be very difficult to digest, which leads to irritation of the digestive tract. This in turn leads to inflammation and immune stimulation, which can leave us with generalized puffiness (and, for some, pain).

Step 7 | Mastering Metabolism

If you've made it this far, you're well into the Paleo/Primal world. The question now is whether or not you want to turn your body into a fat burning machine.

Ironically, this requires consumption of fat. Ok, maybe that's not ironic. After all, you give your car gasoline so that it can burn... gasoline!

To master metabolism, begin reducing/eliminating concentrated carbohydrates. These include the potatoes, sweet potatoes, cooked carrots, and winter squash in addition to all those sugars, grains and fruits you've already eliminated.

Then add natural fats to your delight, adding oils, avocados, and olives to meals, while enjoying fattier cuts of [quality] meats.

Your body will appreciate if you make this change slowly. Otherwise, you put yourself at risk for what some call "keto-flu," which is the fatigue and achiness that comes from denying your body carbs when it doesn't yet know how to burn fat.

While I rarely like tracking food, it can be helpful during this transition to use an app like Carb Manager for a few days. This will help you to learn the average macro-nutrient content of what you currently eat. Once you know, you can figure out how quickly to cut back.

If over 250g/day, cut back to 100g and let your body adapt. Once you feel comfortable at 100g/day, cut back to 70g, or even 50.

Some say ketosis requires <30 g of carbs daily, but I think it's most important to listen to your body and do what works. Stop counting when you learn what feels right!

Step 8 | Fine Tuning

You can fine tune your diet with either the Low-FODMAP or Fasting approaches.

If you have gas and bloating quickly after meals, you may find great relief from avoiding the fermentable high-fiber fruits, nuts, and veggies known as FODMAPS. Wherever you are in the process, you could simply select your fruits and veggies from the low-FODMAP selection (there's a link in the resources).

If you want to kickstart your energy, mental clarity and weight loss, try fasting.

To begin fasting, first make sure that you stop eating between meals. If you're eating balanced meals, you just don't need snacks between breakfast and lunch or between lunch and dinner.

When eating meals without snacks between feels easy, tune in and notice if you're actually hungry for breakfast. Many people aren't, which can make substituting coffee blended with ghee (or butter) + coconut oil for breakfast a natural first step.

If you can have this "bulletproof" coffee and comfortably make it til 10 or noon before eating, you're already doing what's known as Intermittent Fasting!

With practice, you can gradually extend the time between one day's last meal and the next day's first meal.

Make sure you stay hydrated when exploring this option.

The Insider's Club

As I mentioned in the Program material, I personally combine the Keto, low-FODMAP and Fasting protocols.

For me, this combination allows foods - and all thoughts of food - to simply slip away into the background while I get on with living my life.

Without going into lots of details, I can promise you the ability to just live life without having constant and obsessive thoughts of food is not a magic trick I was born with! I used to think about food continuously, and Holidays were particularly stressful.

Through the tools taught in this course, I now possess what feels to me like complete Freedom in my relationship with food. That's what I hope you will find, too!