

ViabLeFIT is For Busy Individuals Looking to Change Their Nutrition & Fitness Habits

To Live a Happier, Healthier Life!

VIABLEFIT



The Most Important 319 Words You'll Read This Year...

Answer this for me...

If I gave you a magic pill that INSTANTLY put you into the best shape of your life, would you be able to sustain it???

OF COURSE NOT!

Why? Because you don't have the foundations in place.

You haven't changed your way of thinking when it comes to food (fuel)

You haven't learnt the basics of nutrition to empower yourself to make a long term change.

You haven't built the habits, routines, and rituals.

You constantly talk negatively about yourself and what you're capable of.

You wanted instant gratification, you got it...where does that leave you?

The truth is that this is what most are sub-consciously searching for.

BUT THERE IS A 100% LONG TERM FAILURE RATE WITH SHORT TERM QUICK FIXES!

Have you ever wondered WHY there are so many diets, programs, shakes, pills, supplements, gyms, and personal trainers out there right now?

Yet we have an EPIDEMIC of obesity, depression, type 2 diabetes and disease!

This is why there are new products every single month.

IF ANY OF THIS BS WORKED WOULD THERE BE ANY NEED FOR NEW PRODUCTS??

This Is Not Easy.

You have been painted this picture by the fitness industry, social media and society in general that there are easy ways to get the results you want.

That there are shortcuts you can take.

That you can just throw your money at something and it will fix your problems.

Then as soon as you encounter a problem, lack motivation, or fall off the wagon, you STOP.

Because apparently that's not supposed to happen, right?

Guess what? It happens to all of us (myself included).

And this is why so many are failing - the expectation versus the reality of what it takes to succeed is misaligned.

Why does no-one talk about the emotional triggers that arise along your journey?

Or the stories you tell yourself which create beliefs and determine different actions?

Or the labels you place upon yourself and how that is unconsciously shaping your current reality?

BECAUSE IT'S NOT SEXY, IT DOESN'T SELL, IT'S NOT WHAT PEOPLE WANT TO HEAR, BUT IT'S THE TRUTH...

...and the truth has no agenda.

So without further ado, time to learn a healthy, sustainable, family friendly way to achieve your body and health goals LONG TERM.

The 7 Topics This Blueprint Will Cover...

To Empower You To Start Taking
Back Control Of Your Nutrition,
Body And Health Right Now.

- ✓ Understanding Macros & Calories

- ✓ Stop Dieting - Start Fuelling

- ✓ Why 'Eating Healthy' Doesn't Work

- ✓ The 80/20 Flexible Eating Principle

- ✓ How To 'Cheat' Without Cheating

- ✓ The Meal Timing Myths

- ✓ The Truth About Supplements

What Are Macros & What Do They Do

When you hear the word macro, it's an abbreviation of macro-nutrients, which is something your body needs loads of, hence where the word MACRO comes into play.

Don't get confused between macro and micro nutrients, because they're both different in their own way. Micros are vitamins and minerals contained in everything, but mostly within nutrient rich foods like fruits, vegetables, and legumes. Your body needs them in small quantities hence the word MICRO.

PROTEIN is the king of all your macros because it is responsible for the repair and growth of muscles, along with playing a big role in catalysing bio-mechanical reactions/DNA repair, and is what keeps you feeling full. Most people under eat in protein due to western diet and how easy food is to obtain.



CARBS are the devil (that's what the internet says, right? LOL). How much have you seen this plastered all over social media these days? It's actually your body's main energy source, and allows your brain to function at full capacity too.

There are two types of carbs you'll find being good and bad (wrong). There's no such thing as good and bad carbs, but there is such a thing as complex and refined carbs.

Complex carbs take the body longer to break down = more sustained energy, and simple carbs you'll find in junk foods because they contain few nutrients and the body can break it down easily - hence why you get a spike of energy then a crash not long after.



FAT is what creates healthy cell function within your body, along with cushioning your joints and vital organs. This is the macro that's often easiest to hit or that people go over because they love things like peanut butter, nuts, and coconut oil etc, and fats are more than double the amount in calories per gram compared to protein and carbs.

Different Macros Contain Different Quantities Of Calories

Here's what's found in
each of the 3 Macros.



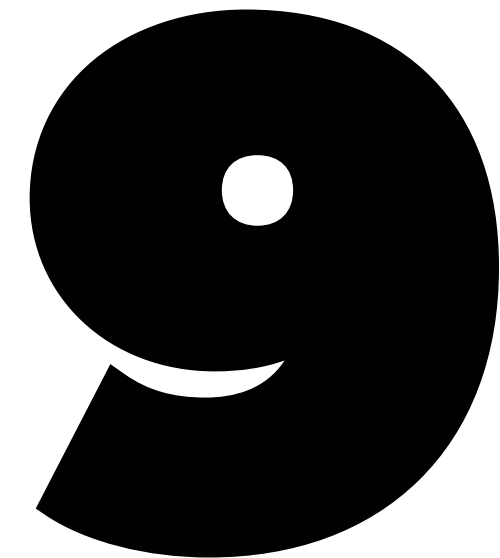
PROTEIN = 4 CALORIES
PER GRAM

Given that it's loaded with amino acids, it is protein that's the king of all macros because of its role in muscle building & repair.



CARBS = 4 CALORIES
PER GRAM

This is the stuff you want for energy to perform and dominate your day! There are simple and complex carbs - complex for long lasting energy



FATS = 9 CALORIES
PER GRAM

Fat provides the body with essential fatty acids and helps protect your organs as well as your brain. It's also your bodies main energy source when you are at rest.

What Are Calories & How Do They Work

A calorie is the amount of energy required to raise the temperature of one kilo of water by one degree. So when we measure the number of calories in certain foods, we're trying to find the amount of energy it has in it.

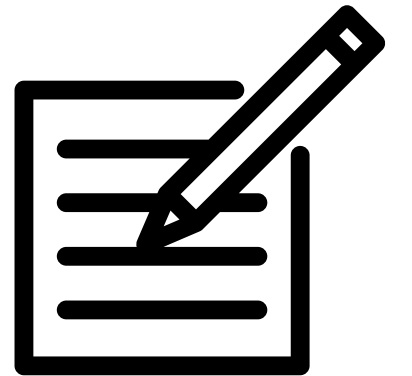
Each of the 3 macros you learned about so far contains a certain amount of energy per gram as discussed. Protein contains 4 calories per gram, Carbs also contain 4 calories per gram, Fats contain 9 calories per gram (more than double).

As an example, if you chowed down on 60g Fat, 120g Protein, 192g Carbs = 1800 calories

When people track and count the amount of protein, carbs, and fats they eat on a daily basis, this is what's referred to as "tracking your macros".

If done the right way, this can be an incredibly effective way to ensure you see consistent and predictable fat loss results while building a Strong, Toned body that provides you with endless energy.

All Clients will receive access to the ViableFIT app to help track macros, which integrates with MyFitness Pal. Your coach will walk you through your baseline daily calories or total daily expenditure and game plan your daily macro needs based on your goals. From there you will begin to learn how to track your food, knowing just how much or little you are actually eating.



Fuelling And How It Differs From 'Dieting'

The BIG difference between 'fuelling' and the diets and plans you may have tried before is that we are playing the long game.

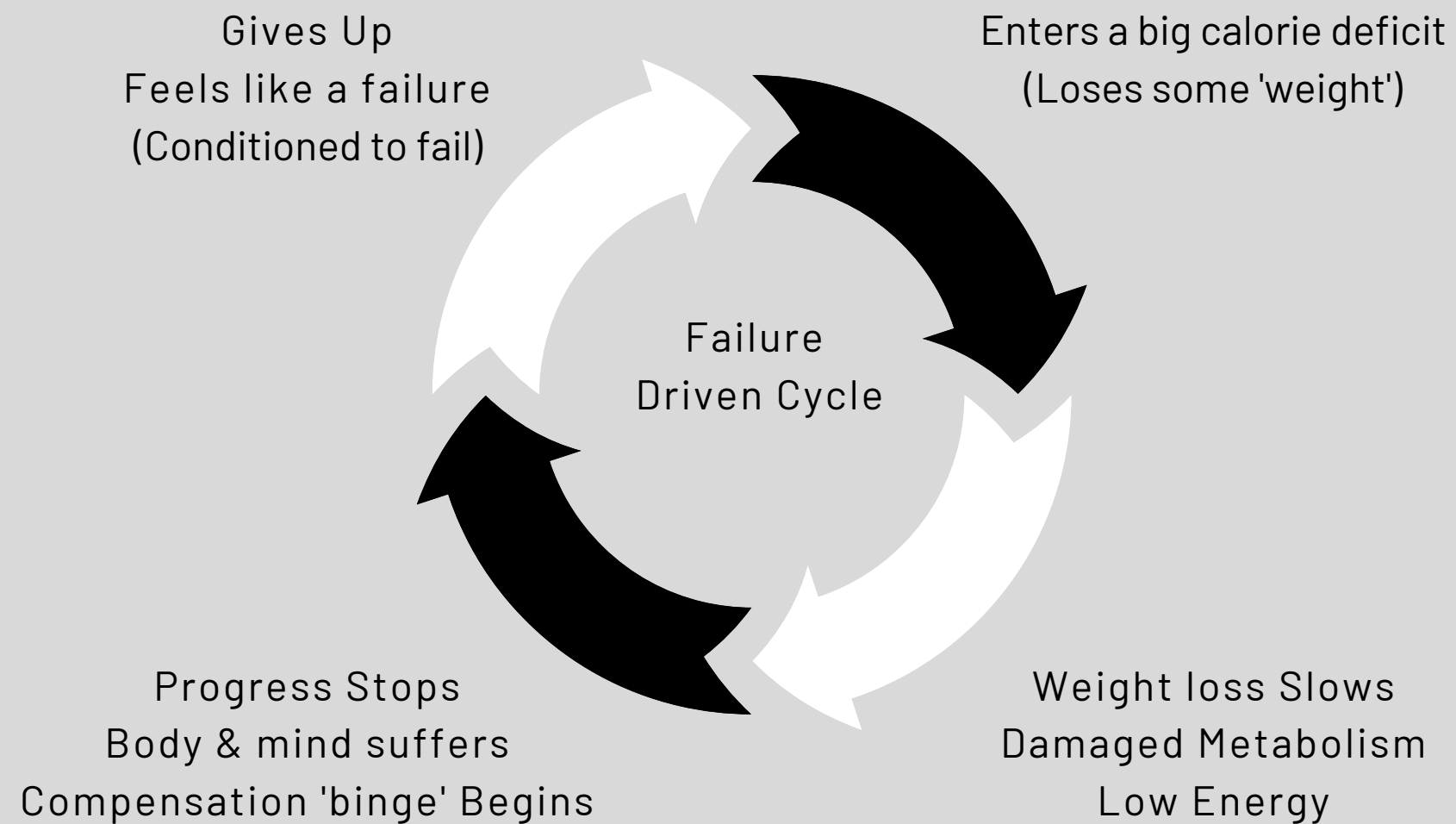
We are 'fuelling' you to build a machine that will burn the calories and fat for you long term, once we have built a foundation and a strong metabolism. Instead of going straight into a big calorie deficit and losing weight (including muscle!) without building anything to sustain the result down the road.

With this approach you will be energized and enjoy the process, making it sustainable long term. What's insane is that you can still get quick results using this strategy - It's just that they actually last!

Any diet that reduces calories massively or removes key macro nutrients (such as low carb!) WILL leave you with a weakened metabolism, potentially damaged hormones and LESS energy. The exact opposite of what we are after!



DIETS



FUELING



Higher base metabolism means you can eat more food while still seeing consistent and predicable fat loss. Results are finally truly sustainable.



Your body becomes a fat and calorie burning machine (even when at rest) due to the machine you have built. Base metabolism has now increased.



Focus on getting strong while continuing to fuel your body so your metabolism increases and your body starts working for you instead of against you.



Consume enough calories and the right balance of macros to fuel your training, lifestyle and goals. Focus on habits and consistency. Build a happy diet.

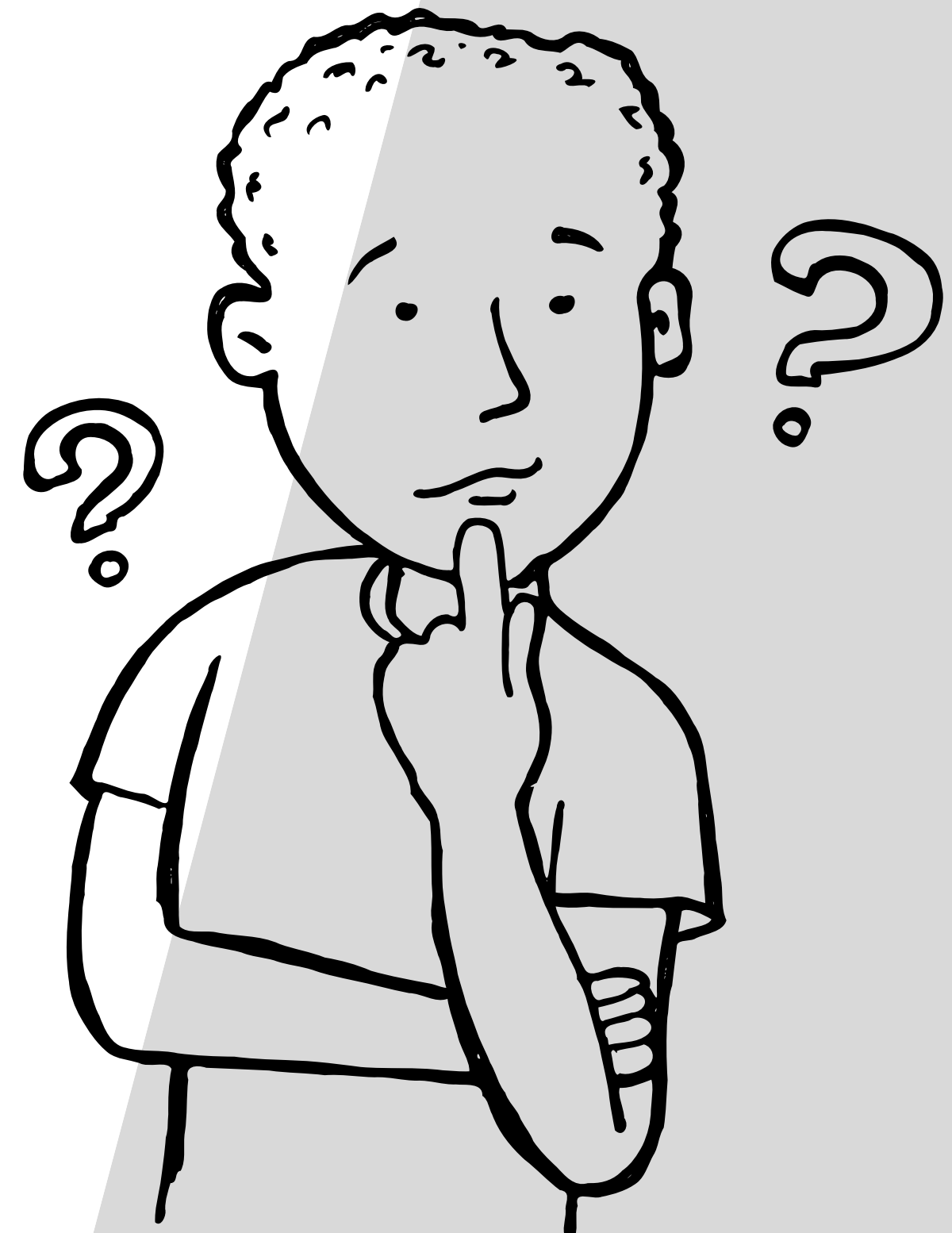
Can't I Just Focus On 'Eating Healthy'

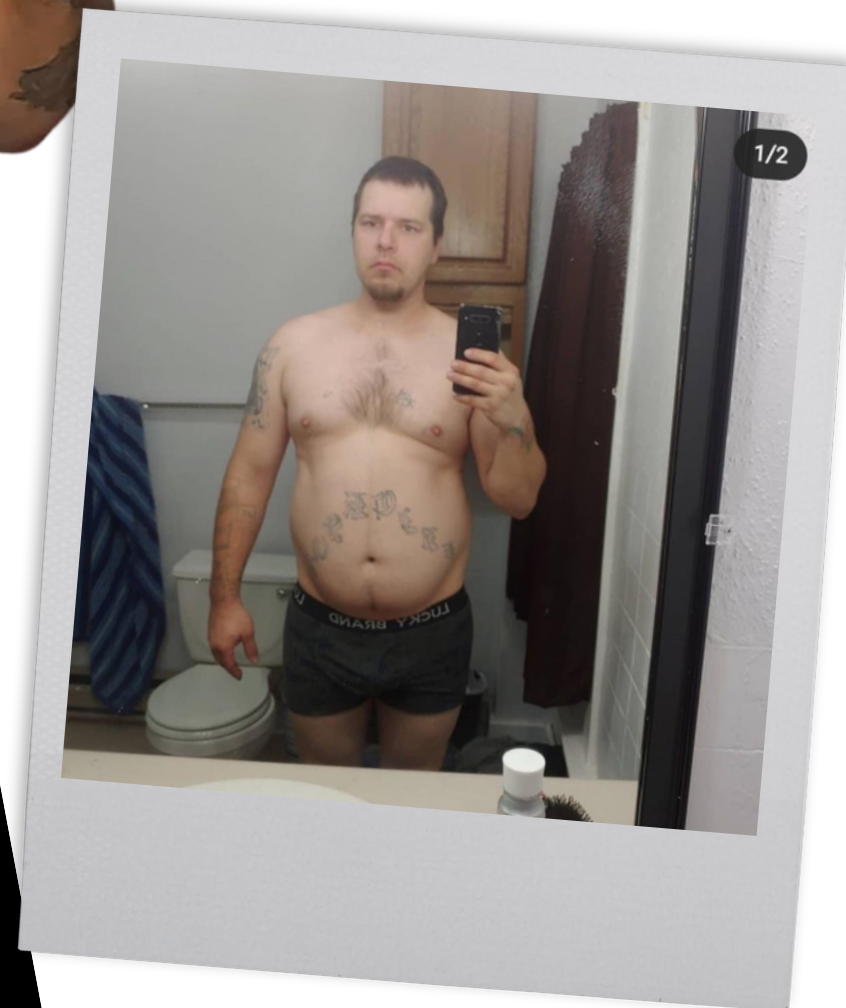
What causes weight gain is eating in a surplus of calories. Conversely what causes weight loss is eating in a calorie deficit (not always quite as simple as that but for the purposes of this point).

Even if you're eating solely grass-fed, low-carb, high-fat, free-range, washing your food with soap healthy, you will gain weight if you are taking in more calories than you are burning. So is eating 'clean' important?

Totally, in order to make sure you are getting all the nutrients you need, most of your food should be whole food sources packed with goodness. BUT, you can easily put on fat JUST eating 'clean'. So you can solely focus on eating clean, but if you try to keep this approach up forever, you likely won't get anywhere because you'll still struggle with the same shit - restricting and bingeing.

This is about understanding how calories work, and getting used to what it's like to eat enough to fuel your body for fat loss.





EXAMPLE DAY OF "I EAT CLEAN, WHY AREN'T I LOSING WEIGHT"

- Breakfast – 2 free-range eggs cooked in extra virgin coconut oil, 60g of organic muesli, 200g of fat-free yoghurt
- Snack – 30g of some raw unsalted almonds
- Lunch – Small garden salad with 1 medium avocado, 1 small chicken breast, a tablespoon of olive oil and 10g pine nuts.
- Snack – 3 wholegrain crackers with a small pot of hummus
- Dinner – 1 standard salmon fillet with skin on, 1 medium sweet potato with a tablespoon of grass-fed butter, green beans and asparagus
- Snack – 3 brown rice cakes with 1 Tbsp of natural peanut butter

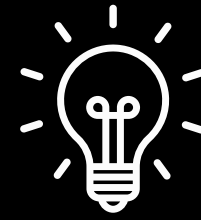
2870 Calories, 150g fat, 250g carbs, 130g protein

EXAMPLE DAY OF "FLEXIBLE EATING 80/20"

- Breakfast – French toast made with 1 cinnamon and raisin bagel, 2 egg whites and 1/2 a scoop of vanilla protein powder. - Snack – 1 bag of caramel rice cakes
- Lunch – 1 low-carb, high-fiber wrap with 2 slices of turkey bacon, 30g reduced-fat cheddar, lettuce, tomato and light mayo, with an apple
- Snack – 2 kiwi fruit and 1 pack of Bilton beef jerky
- Dinner – 200-gram rump steak with 1 small baked potato with butter spray, 1/2 tin of Heinz baked beans and green peas.
- Snack – 250g Greek yoghurt, 2 tablespoons of natural almond butter, and a serving of mixed berries.

1970 Calories, 50g fat, 190g carbs, 190g protein

You can still get fat by eating healthy - I see it happen all the time, many people say that they eat healthy but have no idea why they're not seeing progress.



Remember, it's not the Weight Watchers or the Keto or the Atkins or the fasting that caused you to lose weight. It was the amount of calories you were consuming WHILST you were on that diet.

Let's face it, diets in general suck.

Take Keto for example - You are cutting out carbs almost entirely, the idea being that in doing so you force your body to use fat as fuel by putting it into ketosis blah blah...

All good for maybe a very short period (I've done it...i know), but you're kidding yourself if you think you can build a lifestyle around that because carbs are too important. Your long term success or failure when it comes to nutrition comes down to one thing only, ADHERANCE!

Flexible eating can sometimes get a bad rap because people think it's a pass to fit in as much junk food into your intake as you possibly can. And yeah you could do that, but you won't get in enough protein, your fiber intake will be shit, and as a result you will feel lethargic and tired all the time because of the lack of nutrients coming into your system. The actual idea of flexible eating is to use its principles as a measuring system to make all foods work for you to meet your targets.

Flexible Eating

- LIFESTYLE BASED SYSTEM
- SUSTAINABLE IN THE LONG RUN
- NO FOODS OFF LIMITS (in moderation)
- CATERS FOR YOUR SOCIAL LIFE, FAMILY & TRAVEL

Keto Diet

- VERY DIFFICULT TO MAINTAIN LONG TERM
- HAVE TO AVOID ESSENTIAL FOODS LIKE CARBS OR STARCHY FRUIT/VEG
- NOT SUSTAINABLE IF YOU ENJOY FOOD (OR LIFE!)
- HARD TO MANAGE SOCIALLY/EATING OUT
- ALMOST IMPOSSIBLE TO WORK AROUND FAMILIES AND KIDS EFFECTIVELY

Installing The 80/20 Principle Into Your Life

Simple, 80% of your intake devoted to standard typical 'clean' foods so that you'll get enough protein and micros/fiber in easy-peasy.

Then 20% of your intake devoted to 'whatever you want' type foods based on taste and preference.

So for me, that gets devoted to a glorious pizza on a Friday night, the odd burger here and there and a 6 pack of beers spread across the weekend. For a lot of our clients it's the odd class of wine or chocolate a couple of nights a week!

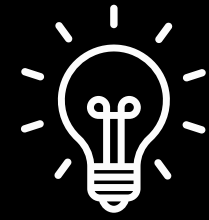
The point of this rule and approach is to make it simple and enjoyable to adhere, so that you don't have to "stop and start" all the time and start from square one every couple of months. Which is what we see happening for MOST people outside of our program.

As a result of doing so, you will create an amazing lifestyle and relationship with food that puts everything else you see in terms of trends and fads to shame.

It truly will become something that you can live by forever, and never feel like you're deprived or missing out on anything ever again.



Food should be something you look forward to eating and that brings you joy and pleasure with every meal that you eat.



I know I for one used to see food as what foods will help me lose fat and get lean and now I see all food as fuel, as a tool for performance, results, energy, happiness, lifestyle, and vitality.

We crave what we tell ourselves we cannot have!

Too much conflicting info + restrictive eating = putting it all into the 'too hard basket'

The frustration and pain never goes away - you just throw it into the back of your mind and do your best to avoid that space.

Without understanding balance and moderation, the cravings become worse over time, you will keep breaking whatever diet you are on, and spiral down thinking 'what's the point?'

Get rid of trigger foods by isolating 20% of your calories to them until you no longer have an emotional attachment.

Some Macro 'Staples'

PROTEIN

All meat, fish and seafood is loaded with protein so get creative and vary it from day to day so you don't get bored. You can also get protein from Greek yogurt, eggs, jerky, protein powder, milk, and then there's a heap of vegetarian protein sources you can get amongst too like tofu, peanut butter, oats, lentils, buckwheat, quinoa, chia seeds, kale, and broccoli.

CARBS

Fruits, vegetables, berries, sweet potato, oats, seeded or sourdough bread, pasta, rice. I know what you're thinking. You probably still think that there are some foods that you'll feel guilty over eating like carbs or anything processed. You shouldn't. The more restrictions you place on yourself, the harder this game becomes.

FATS

Avocados, nuts, coconut oil, olive oil, seeds, salmon, bacon, chocolate, granola, and butter are all sources of fats that can be used in moderation (remember these are high in calories)

What Might Happen



You might gain some water weight (which will terrify you) especially if you come from a background of under eating/keto/conventional dieting when starting flexible eating.



You'll think your intake of calories is way too high and potentially want to revert back to eating something ridiculous like 1000 calories per day (less than my toddler does)



You will realize that the restrictive path sucks and you will come back to flexible eating



You'll go about trying to meet your intake eating solely nutrient rich foods & realize it's too tough



You'll finally begin to truly embrace moderation, not deprivation, to meet your food goals, stop seeing food as good/bad and no longer associate guilt to eating carbs any more.

Fat loss/muscle gain occurs because you are consistent with meeting your intake + getting balanced macro-nutrients.

COACHES NOTE: This is a LOT to take in right?!!

Do not worry, just get a top level understanding of what we are doing here and leave the rest to us, we'll be here to guide you the whole way so speak up ANYTIME in your private chat support, or within our community where there is a wealth of knowledge and shared wisdom.



We know you are on this program to step AWAY from overwhelm so all this info might seem contradictory to that!

Rest assured we're going to take as much off your hands as we can so that you can focus on just getting your workouts done, tracking your food and eating a healthy, balanced and enjoyable 'diet', but we also want to ensure we are educating you through this journey to empower you to do this for yourself longer term!

Remember this is for LIFE this time so a little groundwork now is well worth it.

How To 'Cheat' Without Really Cheating

Now that we've got food choices covered, let's run through a means to allow you as much control & variety as possible.

The biggest reason why people 'cheat' or bail on their diet is because consistency is challenging due to restriction or lack of variety. Did you know variety is one of our emotional human needs? Fact.

So if you're eating the same stuff every day for days on end, then you will become a ticking time bomb. You will end up bingeing and throwing your hard work out the window, be filled with guilt and disappointment. For most of us, without variety we will crash and burn.

Welcome to the holy grail of becoming an absolute nutrition bad-ass; judge your calories on a macro view (no pun intended) not a micro one, don't focus on day to day, look at your overall week and be flexible with it. This allows you to plan higher calorie days and enjoy the luxuries you deserve, guilt free.



How 'Cheat Days' Can Backfire

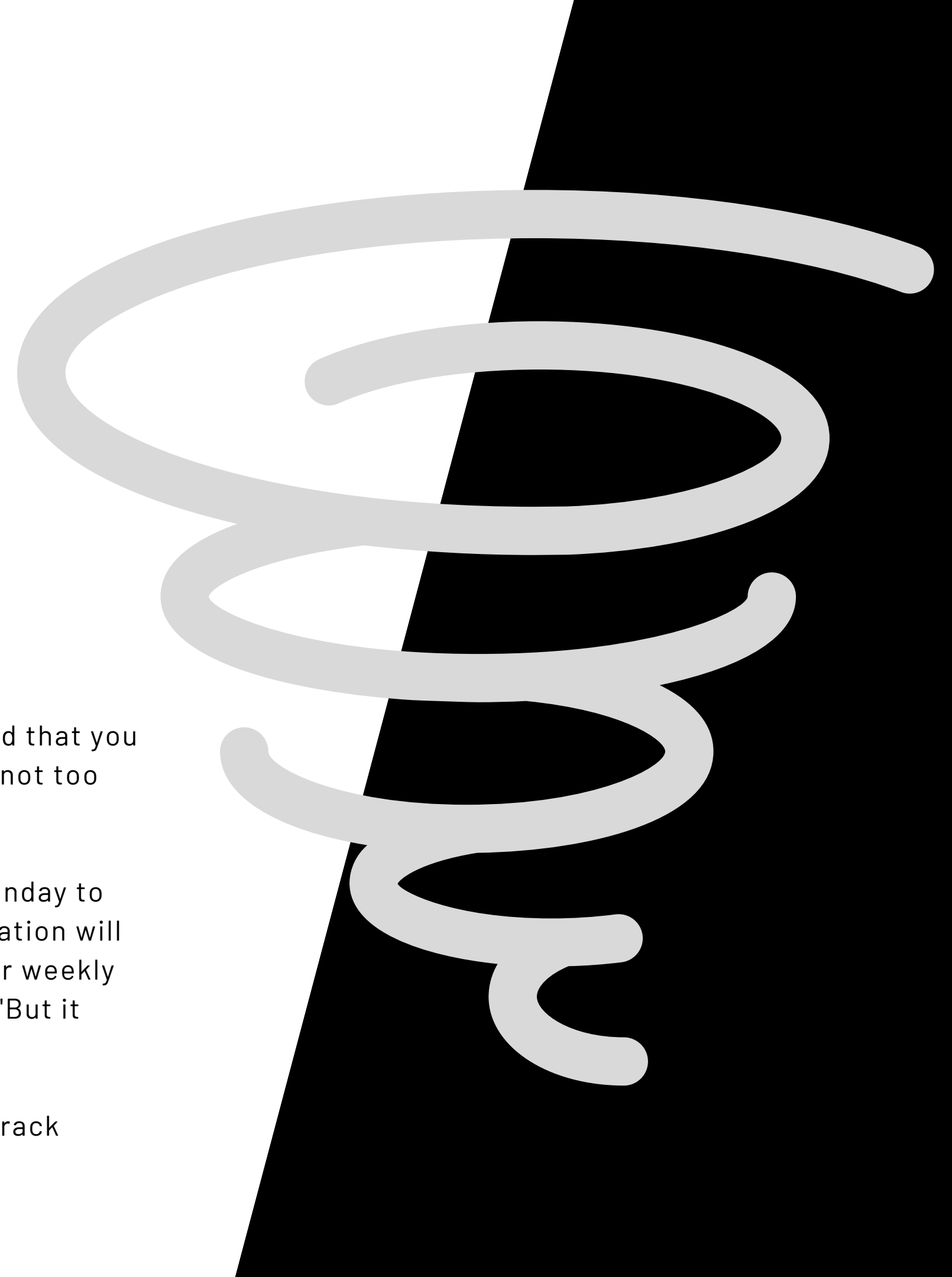
So here's how having a cheat day can really mess things up if done wrong.

Monday to Friday you're in your routine and absolutely kicking ass...

Weekend vibes are in, you tell yourself you've earned yourself a cheat day and that you deserve it. You have a big brunch, and the rest of the day follows suit, so it's not too hard to put away 4000-6000 calories when you're in cheat day mode.

Of course you feel like shit so drop your intake heaps on the Saturday and Sunday to make up for it (making for a miserable weekend). But no amount of compensation will make up for 4-6k calories that you put away on Friday. You'll still be over your weekly goal. Once you realize this you'll no doubt give up on that week, write it off - 'But it started off so strong'.

You'll spend the next Monday to Thursday being 'Super Good' to get back on track until...yessss it's Friday!



Are Meal Timings Really Important?

People seem to think that if you eat 6 small meals a day that it will boost your metabolism significantly, or if you fast all day and eat only one or two big meals then you'll get toned and lose fat quicker.

Complete nonsense.

As long as you do not over restrict and send your body into starvation mode the timing of your meals throughout the day makes little difference. What matters most of course is you meeting your overall numbers and getting the nutrients you need (macros and micros).

The only reason some people get 'results' with intermittent fasting or eating 6 meals a day as if they are prepping for a bikini contest is because they end up lowering their overall calories and more than likely, they are in a phase of eating healthier while they run with the current fad they have jumped on.



Do Supplements Actually Do Anything?

We know plenty of people who spend \$100-\$200 per month on various supplements. The vast majority of supplements out there are just expensive pixie dust. Don't pour your money into supplements.

Instead build your results off of learning to make food work for you, and that way you've got no nutritional gaps and aren't relying on something external to get results.

In our opinion (not medical or nutritional advice) the only supplements really worth using are a protein supplement (for some), creatine, magnesium and fish oil. Unless of course you have specific deficiencies to are using other supplements for, such as Iron in a lot of pre/post natal women.

You do not need anything anything with the words like shred/blast/skinny/torch/ any other buzz words which of course are used by marketers to get you to buy their rubbish.

Protein Shakes

Protein powder/shakes are a convenient way to hit your required protein and calorie targets. They SHOULD NOT however be used to replace real food, instead use them alongside your flexible eating plan to boost your intake of protein.

One of the best ways to use protein shakes is to have one directly after training (if you are not eating a meal soon after). This doesn't need to be within 30 seconds of finishing! But if it's going to be over 1.5 hours before you get any real food it's worth having a shake to get your body started on the rebuilding process and restore glycogen levels.

Another effective use can be in the morning for people who do not have a big appetite first thing (like me!). This is an easy way to get some calories and protein in to start the day off in the right way.

There are several different types of protein powder:

- Whey: This water-soluble milk protein is by far the most popular. It is a complete protein, meaning that it contains all of the amino acids that the human body requires from food. The body absorbs whey protein quickly and easily.
- Casein: This type of protein is rich in glutamine, an amino acid that may speed up muscle recovery after exercise. Casein comes from dairy, making it unsuitable for vegans and people with milk allergies. The body digests this protein more slowly, so it may be best to take it at night.
- Soy: Soy protein is an excellent alternative to whey or casein for people who do not consume dairy. It also contains all the essential amino acids.
- Pea: Many plant-based protein powders contain pea protein, which is a high-quality alternative to soy- and dairy-based proteins. Pea protein is a good source of the amino acid arginine.
- Hemp: Hemp seeds are complete proteins that also contain essential fatty acids. This makes hemp an excellent choice for vegans or those with dairy or soy allergies.

Magnesium

Magnesium is the fourth most abundant mineral in the human body. It plays several important roles for your body and brain. However, you may not be getting enough of it, even if you follow a healthy nutrition plan.

It's a mineral found in the earth, plants, animals, humans and the sea. An adult body contains approximately 25 grams. The majority of it (around 60%) is found in bone, the remainder is in muscles, soft tissues and fluids. Every cell in your body needs it to function... so, it's a pretty big deal!

It's one of seven essential macro-minerals. Which are minerals that need to be consumed in relatively large amounts (at least 100 milligrams per day). Getting enough can help prevent problems with bones, diabetes and the cardiovascular system. The health benefits associated with magnesium include the following:

- Bone Health. It's important for bone formation. It helps assimilate calcium into the bone and plays a role in activating vitamin D in the kidneys (Vitamin D is essential for healthy bones). Calcium and magnesium are important for maintaining bone health and preventing osteoporosis. Anyone who is taking calcium supplements should also take magnesium to ensure their calcium intake is properly metabolized.
- Anti-Inflammatory. Low levels are linked to chronic inflammation, which is one of the drivers of aging, obesity and chronic disease. It can help reduce inflammation in athletes which in turn can lead to a faster recovery and improved performance.
- Fights Depression. It plays a critical role in brain function and mood, and low levels are linked to an increased risk of depression. This appears to be related to activity in the HPA (hypothalamic-pituitary-adrenal) axis, a set of three glands that control a person's reaction to stress.
- Diabetes. It plays an important role in carbohydrate and glucose metabolism. It's believed that up to 50% of people with type 2 diabetes have low levels of magnesium in their blood. This can impair insulin's ability to keep blood sugar levels under control

- Heart Health. Studies show that taking magnesium can lower blood pressure (if it's high). It is necessary to maintain the health of muscles (including the heart) and for the transmission of electrical signals in the body.
- Migraines. Some researchers believe that people who suffer from migraines are more likely to be magnesium deficient. Small studies have suggested that magnesium therapy may help prevent or relieve these migraines.
- PMS. Premenstrual syndrome is one of the most common disorders among women of child-bearing age. Symptoms include abdominal cramps, bloating, insomnia and weight gain. Ensuring an adequate intake of magnesium, especially combined with vitamin B6, may help relieve these symptoms.
- Better Sleep. It activates the parasympathetic nervous system, the system responsible for getting you calm and relaxed. Magnesium regulates neurotransmitters, which send signals throughout the nervous system and brain. It also regulates the hormone melatonin, which guides sleep-wake cycles in your body. This improved sleep has a variety of knock on effects including faster muscle recovery.

Fish Oil

I take magnesium because I believe it to be the closest thing to magic, but I can't say that I have noticed it making a change, because it's so difficult to tell.

Aside from Protein power, Fish Oil is the ONLY supplement I can say with certainty has helped me and given me quantifiable results.

Fish oil (through both my diet and supplementing) helped bring me back from crippling tendinitis in both elbows which not only put me out of any upper body training for a long time, but severely hampered my work and as a result my life (being a full-time Personal trainer at that time)



EPA and DHA are omega-3 fatty acids that are found in fish oil.

Consuming these regularly supports heart and cardiovascular health, maintains healthy eye function and reduces joint inflammation as well as the symptoms of mild arthritis.

It also helps to maintain healthy blood fats, supports brain health, and cognitive function. Plus, ensuring an adequate intake of omega-3 DHA during pregnancy is important for the normal development of baby's brain, nervous system and eyesight.

The body does not produce omega-3, we get them from the foods we eat, mainly fish. If you don't eat fish 2-3 times a week, fish oil supplements are another rich source of omega-3.

Omega-3s are also found in plant-based fats and oils, such as canola and soybean oil, linseeds, chia seeds and walnuts, but they're slightly different to the variety that fish oil contains.

These plant-sourced omega-3s are known as ALA, and while they should also be included as part of a healthy well-balanced diet, it's the EPA and DHA that fish oil contains that provides the most health benefits. Our bodies can convert some of the ALA, or plant-sourced omega-3s into the more beneficial form found in marine sources, but the conversion rate is low.

Embracing Moderation

Adapting the 80/20 approach to your specific calorie requirement will serve you well, you'll feel awesome, will have heaps of energy and no matter what situation you find yourself in or where you are, you'll still be able to crush it because every day you have the power of CHOICE.

Please don't be the person who tries to fill your intake with solely 100% nutrient dense food. If you do that you'll feel bloated, will feel weird with way too much fiber, and will probably develop binge eating tendencies too.

True healthy eating is knowing how to make all foods work FOR YOU, your body and health goals AND your family.



I'm not preaching anything in this blueprint that we don't practice ourselves. We are also giving you the principles that we have used with countless clients to success.

At the same time, we understand more than most just how subjective sustainable weight loss is, there is no one size fits all, so we will be working closely with you to dial in your nutrition, fitness and habits personally. Just know that it does not have to be a miserable experience to get the results that you want, you CAN enjoy this process and we are here to show you how.

We will be by your side the entire time.

Here's to your success!!

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