

P U R S U I T



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FLEXIBLE EATING

FOR BODY COMPOSITION & WEIGHT LOSS

At the end of the day, weight management and/or weight loss is a matter of eating less calories than you burn on a daily basis. However, you probably don't know how many calories you burn or eat on a daily basis. But if you knew, with fairly close accuracy, how many calories you burned and ate on a daily basis, losing or maintaining your weight would not be so hard.

Odds are if you are reading this you have struggled with your physique or weight at some point in time, you have tried diets and they have worked temporarily; but now you are frustrated and confused. This guide will simplify the process for you to easily understand how to lose weight and show you the tools needed to eat what you want want, enjoy meals with family and friends, while still achieving your weightloss goals.



THE FIRST PRINCIPLE OF FLEXIBLE EATING: CALORIES IN VERSE CALORIES OUT

A calorie is a unit of heat that the body uses to burn as energy. The total number of calories you ingest controls your ability to gain muscle or store as fat, depending on what and how you are eating. Calories are in food and they are used by our body to give us energy. Therefore if calories are the energy your body uses The first thing you must know is that with flexible eating, you can eat anything you want as long as the food fits into your calorie plan. How? It's just a simple math equation. At the end of the day, the difference between building muscle or losing fat all depends on the calories you ingest versus the calories you burn. Therefore, as long as you keep track what you eat, you are golden.

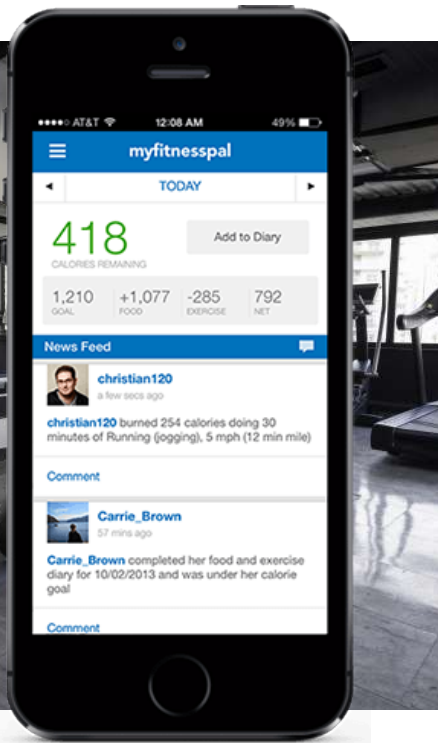
What we mean is that if you would like to have a donut, you can! As long as you adjust your calories for the rest of your day to compensate for the calories the donut holds. It should go without saying that you cannot only eat junk; you will never achieve your fitness goals in doing this. But it does mean that you do not have to feel guilty at a party, a birthday celebration, or when you go out. With flexible eating, you can have your guilty pleasures now and then, as long as you are aware of your macronutrient plan.

This leads to our next point. Why do a lot of people who consume junk, tend to get fat and perform less adequately? Because of the math! More than likely, these people are eating more "junk" than they are burning calories. Junk foods by nature are less satisfying and filling than nutrient-rich foods; therefore, we tend to consume more of them which increases our caloric intake.



If you eat 500 calories in rice and 500 calories in potato chips, obviously they both contain the same amount of calories. But here is the trick. The rice is going to be more filling and has more carbohydrates, whereas the potato chips have the same amount of calories, but will leave you feeling hungry. Since you do not get full off the same calories worth of chips as your do rice, you eat more increasing the total number of calories you ingest.

BUT HOW DO I KEEP TRACK OF THE CALORIES IN EVERYTHING THAT I AM EATING?



Log everything you eat using a food tracking phone application, like my fitness pal.

If you measure/track everything that you eat, everything is fair game. This means that if you would like to eat a piece of candy etc, you able to do so as long as you adjust your calories and macronutrients for the rest of the day to compensate and stay within your macros. The purpose of this is not to tell you to eat unhealthy food or lead you to believe that you'll achieve your fitness and athletic performance goals by doing so; but to say that food, life, birthdays celebrations and breaking bread with friends doesn't have to throw you into a downward spiral.



But What Can I Eat?

Eat quality whole foods 85% of the time and the other 15% can be the fun stuff. Nothing is off limits. Moderation and tracking is the key to building a flexible healthy eating lifestyle. You shouldn't feel horrible for eating a cheeseburger. Simply, enjoy the meal, keep it in your macronutrients, don't do it every day and get back on your regular eating schedule the next day. It is obvious that certain foods are less "filling" or satisfying and whole foods will always be the best choice; but the problem with nutrition, fat gain, dieting and general health/nutrition is that we chastise certain foods as if they are the cause of the problem. Moderation and balance is the key to creating sustainable change.

THE SECOND PRINCIPLE OF FLEXIBLE EATING

The second thing to understand for successful flexible eating is how many calories you should be eating daily based on: your basal metabolic rate, your weight, percentage of body fat, activity level, gender, and your age to determine your total daily energy expenditure.



But how do you figure this out?

Determine your Total Daily Energy Expenditure

Simply enter your height, weight, age, gender, estimate body fat and exercise level at www.tdeecalculator.com to determine your total daily calories requirements.

You can then use this same calculator to choose from three different macronutrient balances - high carbohydrate, moderate carbohydrate, low carbohydrate.

What are Macronutrients (protein, carbohydrates & fats)?

Macronutrients are the components of the food we eat. The term refers to protein, carbohydrates and fats. These macronutrient are where calories are derived. Eating a balanced diet of protein, carbohydrates and fats is important to maintaining a healthy body composition and feeding your body the proper nutrients every day.

How do calories and Macronutrients work together?

1 gram of protein = 4 calories

1 gram of carbohydrates = 4 calories

1 gram of fats = 9 calories



THE THIRD PRINCIPLE OF FLEXIBLE EATING

The third principle of flexible eating is the most complex of the three, which is why it is the most common problem that we see in society – under-eating and metabolic adaptation (the slowing down of your metabolism).



But how do you figure this out?

Determine your Total Daily Energy Expenditure

Those who are at risk of these problems are those who yo-yo between a variety of diets. By following strict programs, they begin to see results, stop, and then go back to their old habits, gaining all their weight back. Just try again right? Wrong! When these people try to lose the weight they put back on, they can't, often chalking the problem up to genetics, age, or some other rationalization that simply is just not true. So what's the answer? Your body is designed to survive; and by going back and forth with diets, you are messing with your natural metabolic process, slowing down the time it takes to burn energy which makes your body store calories as fat. Both undereating and overeating can lead to this problem leaving many frustrated and at a loss. You must first understand how much you should be eating based on your Total Daily Energy Expenditure, then compare that to what you are eating now. If you are undereating you must start eating more food and if you are over eating you must start eating less food.

THE THIRD PRINCIPLE OF FLEXIBLE EATING



TRACK YOUR FOOD INTAKE USING MYFITNESSPAL.

There is a lot of power in tracking your food because you are forced to stop and look at the calories and macronutrients in your food. Tracking your food alone will prove invaluable.



EAT MORE PROTEIN FOR EVERY MEAL.

Protein requires more energy to digest and helps you recover and build muscle. You should eat some sort of protein every two to four hours, as well as fill your diet with whole foods instead of processed types. Protein is the most neglected macronutrient in most people's diet.



EXERCISE! JUST MOVE MORE.

Whether you enjoy lifting weights or doing HIIT cardio, moving is moving, and it's essential to your health. If you just plan on 30 mins of activity 3-5 days per week along with tracking your food and eating more protein, you are moving in the right direction and you will see positive changes in your body composition.



UNDERSTAND YOUR BASAL METABOLIC RATE.

This rate is the amount of energy you expend while in a natural resting state and it makes up over 70 percent of your metabolism. You can increase your basal metabolic rate by building muscle which comes from proper nutrition. Once you know how many calories you need to eat per day, you can build your metabolism; but you have no chance if you don't stop to learn.



ADJUST YOUR CALORIC INTAKE.

Extreme dieting is never the answer, because it kills your metabolism. Focus on consistency. With the proper calorie increases or decreases, you will be able to change your body's composition,