

"The last Nutrition Guide You'll ever need!"



BLOCK NUTRITION METHOD

EAT FOOD YOU LOVE,
WATCH THE WEIGHT FALL OFF,
AND NEVER GAIN IT BACK

JOSEPH HAWTHORNE

BLOCK FITNESS COLLECTIVE

Disclaimer

This manual is not intended for the treatment or prevention of disease, nor is it a replacement for seeking medical treatment or professional fitness advice. Do not start any nutrition or physical activity program without first consulting your physician. I am not and do not claim to be a licensed Doctor or Therapist. For food addictions consult a medical professional. For psychiatric assistance, see out a certified therapist. The use of this program is at the sole risk of the reader. The author is neither responsible nor liable for any harm or injury resulting from the use of the program.

No portion of this manual may be used, reproduced or transmitted in any form or by any means, electronic or mechanical, including fax, photocopy, recording or any information storage and retrieval system by anyone but the purchaser for their own personal use. This manual may not be reproduced in any form without the express written permission of Block Fitness Collective except in the case of a reviewer who wishes to quote brief passages for the sake of a review written for inclusion in a magazine, newspaper, or journal – and these cases require written approval from Truth of Transformation prior to publication. For more information, please contact:

Joseph Hawthorne, ACSM-CPT, RBT, AKC
Owner: Block Fitness Collective
Founder: Truth of Transformation Podcast
520.275.7529
joseph@blockfitco.com



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

TABLE OF CONTENTS

Welcome	□	□	Page 4
Who Am I Learning From?	□	□	Page 5
Where Are You Starting From	□	□	Page 7
Program Overview - Nutrition Method	□	□	Page 8
4-Reasons for Creation	□	□	Page 12
Does it Work?	□	□	Page 17
3-Core Principles	□	□	Page 19
Step 1: Food Portions	□	□	Page 23
Step 2: Plate Overview	□	□	Page 30
Step 3: Fullness Chart	□	□	Page 32
Step 4: Building Your Meals	□	□	Page 33
Bonus Charts	□	□	Page 41

WELCOME!

Hey! Congrats and welcome to a new way of looking at nutrition. By downloading this guide, it shows you want to have a better relationship with food, learn the right habits for sustainability, and lose weight forever.

The two most common frustrations I see people experiencing with nutrition are 1) **confusing** and 2) **complex**.

When it's either of those, it brings any progress to a halt. Actually, you tend to not start until one day when you're overly motivated and a juice cleanse goes on sale. It's my intent that this guide serves as a way to help eliminate confusion, simplify, and build a system that won't rely on motivation alone.

I want to assure you, that no matter where you're at in your weight loss and health journey, no matter what your current knowledge of nutrition, and regardless of how many up and downs you have had in the past, you're going to be okay. You're in the right place and if you're willing to go slow, follow the simple guidelines, do the work that's required up front, you will succeed.

More importantly, you'll build tools, systems, and habits that will ensure you succeed for life.

If you just read all of that, I think you can tell that this isn't a starve yourself to lose 20-pounds in 2-weeks scheme, 5-day body detox, or 72-hour juice cleanse. This is a legit, learn how to eat like a healthy adult and build a better relationship with food program.

Yes, you'll lose weight, but more importantly you'll lose fat, excuses, and the stories you've been telling yourself for why you don't have enough time, energy, or money to eat healthy.



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529



WHO AM I LEARNING FROM?

JOSEPH HAWTHORNE

joseph@blockfitco.com
Owner & Founder

HI! I'M JOSEPH HAWTHORNE.

About The Author

A quick backstory of how I ended up a personal trainer after injury and went on to build the highest ranked training studio in Pasadena, CA (now I'd doing that here in Oro Valley!).

Flash back almost 10-years ago to where I owned a landscape business in Phoenix. The money was great, but the manual labor wrecked my body. Huge gut, lost all muscle mass on my body, chronic back pain, and my shoulder was so messed up that *I couldn't raise it above my head.*

The doctor told me, *"You've got to change. You've got the body of a 50 year old."*

That's not something you want to hear at the age of 25 (this was 10 years ago). You see...

I've had to take a very different approach to fitness, training, and health since that day that it started for me. I couldn't jump into a program like CrossFit (*designed for 20 year old somethings*) and I couldn't just do a cardio program (*Orange Theory, Bootcamp, etc.*). No, I had to get stronger, improve mobility, and do the right cardio that was good for heart health.



My family. We relocated to Tucson, to raise our son near grandparents.

After 8-weeks of physical therapy (it's all my insurance gave me) to fix my shoulder. I was in love with the human body. I searched endlessly for a place where I could continue the process, get in better shape, and have community and couldn't find anything.

So...I sold the landscape business and went back to school and decided to continue my own health journey as a newly reborn 25-year old in a 50-year old work-in-progress' body and eventually start my own fitness studio.

I felt a calling to create a fitness studio for people in their 40's, 50's, 60's, and even 70's, that was safe, energetic, and got amazing results. My parents even worked out there to rehab after hip replacements and rotator cuff surgery.



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

WHERE ARE YOU STARTING FROM?

Where are you starting from?

Truth talk...it doesn't matter. The fact that you're starting is what matters. Starting is the win. The only reason I ask "where" is to help gauge the process. It's like plugging in your starting point on GPS before heading towards your destination.

Has it just been awhile since you focused on nutrition?
Or perhaps you've had an on-an-off relationship with food and it's time to build some consistent habits?

Maybe stress eating or emotions drive the ship?

Maybe it was your recent doctor visit that gave you a wake up call. Blood pressure is too high. Cholesterol isn't where it should be.

Maybe it's just the truth the scale and your tighter fitting clothing is telling you. It's the wake up call that it's time to get control of this before it's too late.

Maybe you looked in the mirror at yourself, completely naked (like I did after that doctor visit), and said, *"Who is this? What happened?"*

If you're frustrated with your weight, lack confidence, feel confused about what to do or where to go, then you're in the right place.

You've been so focused on taking care of the family, advancing your career, juggling everyone's schedules, and putting everyone else first...

...that you lost a part of yourself.

Your body isn't all of who you are, but it is a barometer of truth for how you show yourself love.

It's powerful to recognize that you're not getting any younger and now is the time. The last thing any of us want, is to have to be dependent on someone else to take care of us. To be a burden on someone we love, would feel miserable.

I've helped thousands of people just like you get in the best shape of their lives and completely transform. Plus, I'll make sure you have fun doing it. Keep reading and let's get right to it.



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529



PROGRAM OVERVIEW
NUTRITION
METHOD

WHAT IS IT?

If we were to sum it all up in as few of words as possible, it's...

Your personalized meal plan.

You're going to make sure you keep the 1 food item in your week that you wouldn't want to live without, 2 reset meals that bring your taste buds joy, and then up to 3 breakfast, 4 snack, 5 lunch, and 6 dinner options that you can choose from and rotate as needed.

THE PROGRAM

- WEEKLY** **1** **MUST have** - aka can't live without it
- 1 weekly indulgence
- WEEKLY** **2** **RESET meals** - mental break
- 2 freedom meals, monitor portions and enjoy
- DAILY** **3** **BREAKFAST options**
- 3 go-to choices you enjoy
- DAILY** **4** **SNACK options**
- 4 go-to choices you enjoy
- DAILY** **5** **LUNCH options**
- 5 go-to choices you enjoy
- DAILY** **6** **DINNER options**
- 6 go-to choices you enjoy

BE HONEST...

I'm willing to bet you already know what you would have when you pull in to Eege's, In N Out, or Starbucks. Maybe you have a few options at each, but for the most part you have your go-to items.

We are going to do the same thing with your daily Breakfast, Lunch, Snack, and Dinner options. You'll have flexibility, but healthy go-to options that we know you already like will be there and ready for you.

Disclaimer: Some people really don't like the word "diet." Maybe it reminds you of many other things you've tried or has you feeling like it's a short period of time where you're starving. People will shout from the mountain tops, "It's not a diet, it's a lifestyle."

First off, I've actually spent a lot of time on the top of some major mountain tops and people up there eat a lot of candy. Just sayin.

But if you're triggered by the word, then ditch the word. To me it's just a word to sum up our nutrition. We all have a diet. It's not something you're on or off, it's just your diet. I agree we can ditch the phrase, "I'm on a diet," but it doesn't make sense to say, "I'm on a lifestyle." This is a method to improve your current nutrition...your current diet. Same difference my friend.

You will use the building blocks of good nutrition to construct each meal. Don't worry, I'll teach you. Each block will build upon the next block just like all successful systems have worked for centuries.

When it comes to weight loss, it's the compound affect from eating in a caloric deficit that we need. Our goal is to do a little up front work, build your Block, and be able to take all guess work, calorie tracking, and emotional sabotage out of the equation to ensure it's permanent, simple, and you're successful.

You are going to build a nutrition plan based on the foods you already like and eat.

PROVEN

Here are three great examples of why it works so well.



John H. (Age 51)
Vice President, Dad of 2

"I appreciate the expert level guidance, coaching, community and attention. Great atmosphere and results came easy."

Dr. Stephanie W. (Age 43)
DPT-Physical Therapy

"I was given tools that radically transformed my life. I've lost 60 pounds and made friendships that will last a lifetime."

Marva B. (Age 61)
Pharmacist

"I found a place that was able to guide me through injuries and support my journey every step of the way. I've lost 75 pounds."



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529



4-REASONS

THE BLOCK METHOD WAS CREATED

#1: WE ARE FAILING

The current state of health in America is failing. The fitness and nutrition industry is failing you. The healthcare system is failing you. I created the Block Diet Method because we can do better and together you can succeed.

As of 2016, the CDC reported 71.6% of adults were overweight and 39.8% of adults in the U.S. are obese. That's nearly 94 million people in the U.S. alone that report as obese.

The even scarier statistic is that over 20% of kids age 12-19 are reported as obese. I believe the only way we break the cycle, help our kids, and generations to follow is to start with us. When we adopt a new lifestyle, learn proper nutrition, prioritize health and fitness, then we can teach it to our kids. As humans, we imitate the actions that are demonstrated in front of us more than we follow the words and instruction we are given. We must lead ourselves, before we can lead our youth.

“The estimated annual medical cost of obesity in the United States was \$147 billion in 2008 US dollars; the medical cost for people who have obesity was \$1,429 higher than those of normal weight.” – cdc.gov/

The cost of a fitness program and nutritional changes may feel unaffordable, but the financial cost of being obese far outweighs the short term investment in getting help to lose the weight.



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

#2: CURRENT METHODS DON'T WORK

The current nutrition programs that are out there are NOT working. If Weight Watchers, Jenny Craig, and all these other programs created sustainable weight loss, then we would know. They wouldn't be focused on marketing the short term 5, 10, and 20 pounds in just weeks, but instead highlighting clients who have lost 50 and 60 pounds over 3-years ago and still kept it off.

If there was a magic pill, cream, treatment, or whatever you want to insert here, that actually replaced doing the work in a sustainable manner, then the entire world would know about it.

It's reported that only 1 in 20 people who lose weight will keep it off longer than 3 years.

The statistics:

- 85% of U.S. American's report losing a substantial amount of weight (over 20 pounds) at one point in their life
- 95% of them put it all back on in less than 3-years
- 35% of them put back on more weight then they originally lost

Only 5% of people have figured out how to lose the weight and keep it off. Only 1 in 20 succeed for life.

The Block Diet Method was built on the power of the 5%. The methods in this guide are the same that the 1 in 20 use to lose the weight and keep it off for life.



#3: ELIMINATE CONFUSION

The world of nutrition is really confusing and everyone has an opinion. I'm not even talking about the opinions of dietitians, coaches, nutritionist, doctors, and bloggers. I'm talking about the moment you say you're focusing on eating better and losing weight, you get bombarded with comments from every one of your co-workers, suggestions from your friends, guilt from your mom, "I told you so" from your sister, and even your check out clerk, Frank, at the grocery store shares about how Keto worked for a friend of a guy he once knew in high school 25 years ago because he saw his picture on social media the other day and he's lost weight. Frank finishes scanning your groceries and then asks, "Are you going to do Keto because I saw you bought some carbs?"

...shut up Frank.

So yeah, we need to clear up some confusion. We will cover counting calories, points, carbs, fats, proteins, intermittent fasting, and more.

#4: MAKE IT COMFORTABLE

The final reason I created the Block Diet Method was to make dieting comfortable.

Yup, I want this process to be as comfortable as possible. Will it be 100% comfortable?

Absolutely not. Change never is, but the key with making something stick is that it doesn't feel so overly difficult, complex, or challenging that you quit. The key is traction and that it's just outside your comfort zone. Aka...comfortable enough to keep going.



#4: CONTINUED

After helping 400+ people transform their bodies and lives by developing healthy nutrition habits, I can assure you we don't have a knowledge gap problem. We have an adherence problem. We know that eating vegetables and grilled chicken is going to be a better choice than French fries a fast food burger, but more often than not the later is the choice.

I asked myself why? Why do people fail to do what's best for them when they know what to do?

The main reason: it's comfortable.

It's more comfortable to eat palatable food. It's more comfortable to sit in your car through a drive through, then to spend the time and energy planning and cooking a meal. It's more comfortable to sedate emotions with food. It's more comfortable to go along with the social norms of everyone else. It's more comfortable to run on auto pilot of what you've always done.

Again, we need to make it "feel" comfortable enough that you keep going.

5 Major Categories for Why People Choose Unhealthy Food Options:

- Environmental cues
- Habits & routines
- Stress response
- Emotional eating
- Social conditioning

The Block Diet Method was created to give you a series of guidelines that help you recreate the foods you already eat into healthier and more sustainable options. This means you get to "feel" that comfort and still eat within your social conditions, have your go-to stress food, and develop new habits.





DOES IT WORK?



YES...AND THE 3-PRINCIPLES WHY

Duh...it's perfect and awesome.

Okay, I couldn't resist. Nothing is perfect, but I am hoping it's perfect for you. Is it awesome? I think so, but I'll let you decide when you're looking in the mirror while wearing an amazing new outfit in a smaller size.

It works well for three main reasons.

1. It's built on 3-Core Principles that are needed to create lasting weight loss results (no gimmicks, fads, or non-science based techniques)
2. Keep the food you love – you'll see this as we build your Diet Block
3. Understand your emotional behaviors – this is our last section of the eBook

The 3-Core Principles (Aka Building Blocks)

Flexibility, Sustainability, and Measurability. Time tested with hundreds of clients, we've seen that when there is flexibility we feel in control and not trapped, when there is a system for sustainability we enjoy the process and plan better, and when there is measurability we don't fall off and adherence increases.

1. Flexible

– *options, eating out, life settings, restaurants, social engagements*

2. Sustainable

– *life events (children, grandchildren), vacation, work travel, moving, social life*

3. Measurable

– *daily and weekly measured progress. Adherence and consistency lead to results*

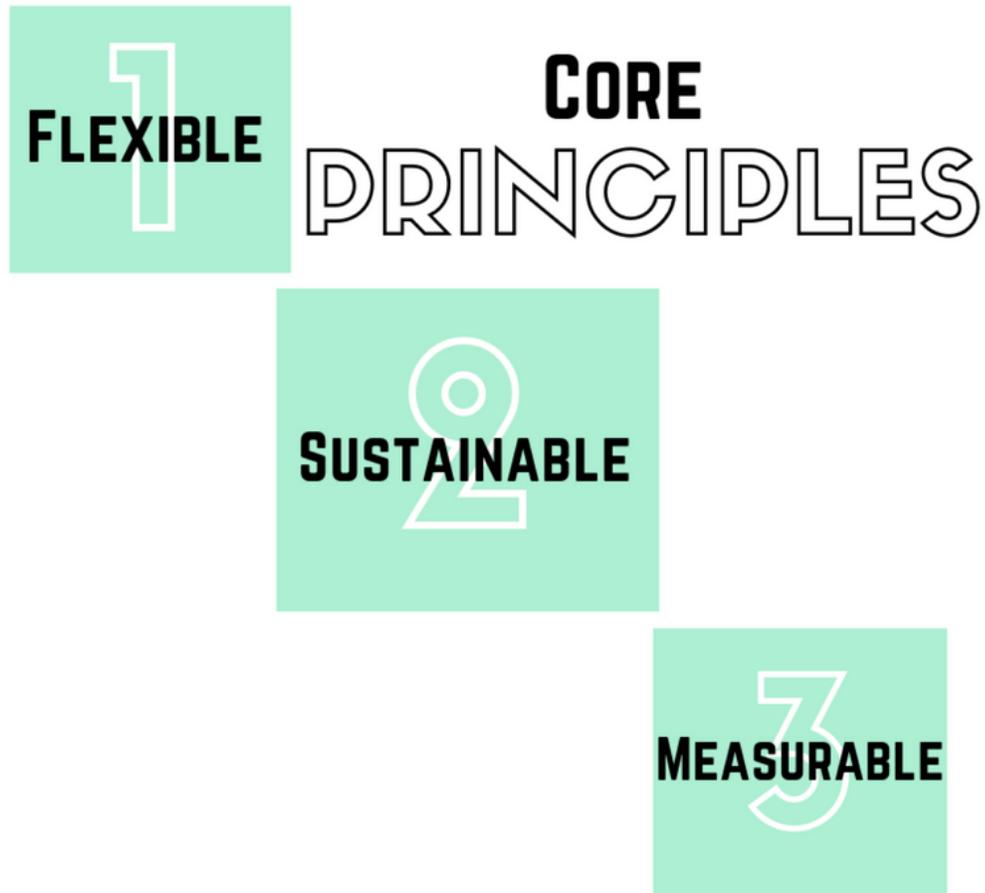


BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

3-CORE PRINCIPLES



Answer the following for your own awareness:

1. What will having flexibility with your diet mean to your mental well being?
2. How will creating a sustainable nutrition plan benefit your life?
3. What upcoming life events do you foresee that you will be able to prepare for?
4. What's your purpose for taking control over your nutrition?



TWO ELEMENTS = RESULTS

Our three core principles allow us to have the two most important elements for permanent results.

Structure ensures Freedom – structure is the reason we are able to make progress. It takes away the confusion and allows us to focus in a direction. That direction, is the path that we want for ourselves. The path of growth, success, and results.

Autonomy ensures choice - Without the ability to have choice, we quickly and unconsciously build resentment towards a program. The moment we encounter a challenge and are met with resistance, we have the thought, *“I’m an adult. I don’t need to be told what to do.”*

Having the power of autonomy, gives us a sense of control over our own destiny and ultimately, our own results.

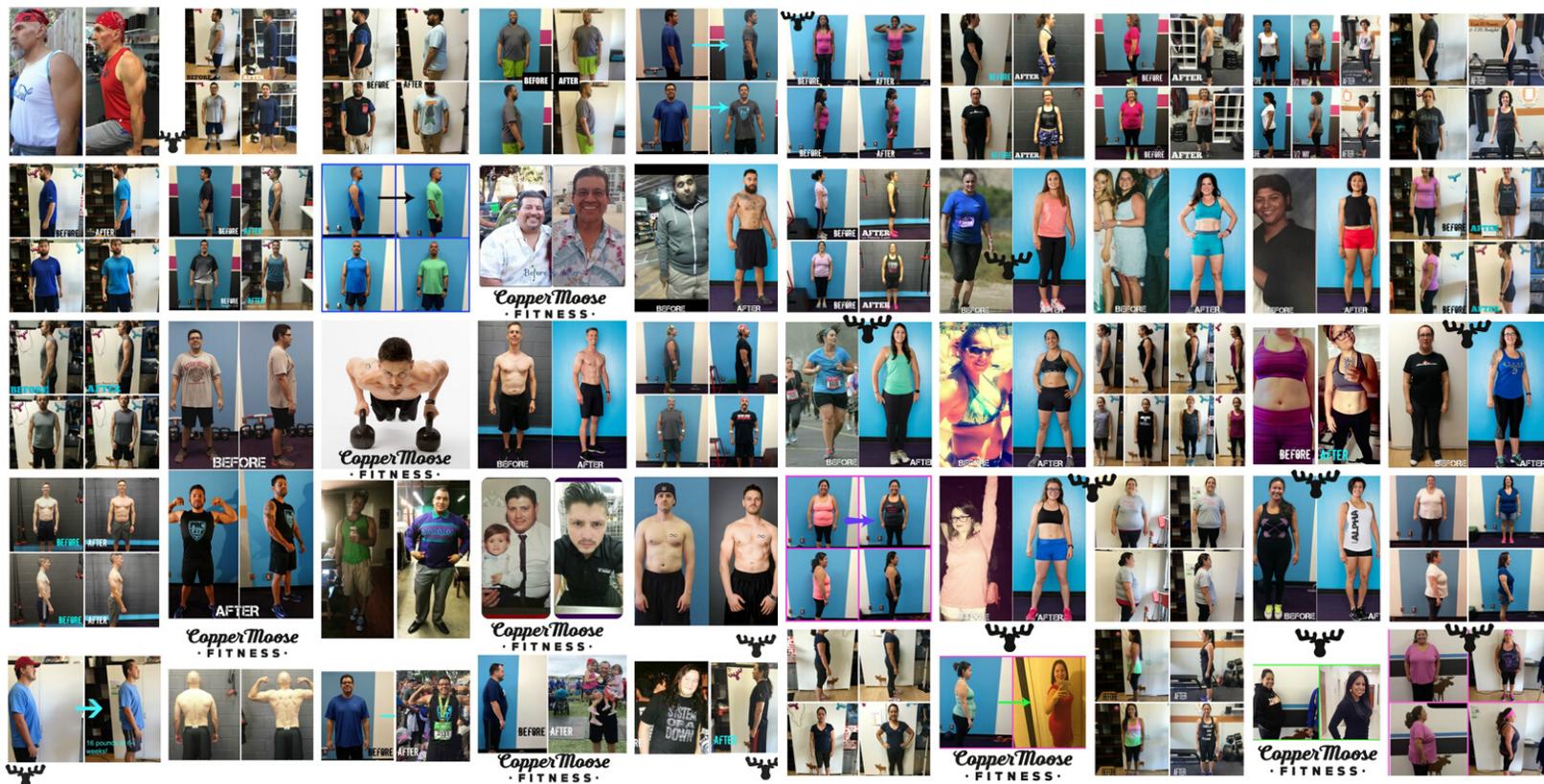
When you combine the two, you simply get...*permanent badass results.*

Following the program is going to build structure into your way of eating and living, while still giving you autonomy over your choices.



MORE PROOF JUST... ...BECAUSE

We could go on-and-on, but here are 40+ transformations from clients of mine. And yes, we prioritized strength training. *Note: The Copper Moose Fitness Logo was the previous name I had for my personal training business.*



YOUR HEALTH,

REIMAGINED



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

HOW DOES IT WORK?

Now we can finally dive into the program and start getting you results! Here is an overview of each of the steps. I encourage you to go through the process as outlined to ensure success.

Step 1: Food Portion

- Learn how to estimate portion sizes without counting calories or weight your food
- Understand how much you're eating and how much you need to be eating
- Macros Chart: Understanding proteins, carbs, and fats

Step 2: Plate Overview

- Learn how to create a nutritiously balanced plate

Step 3: Fullness Chart

- Identify how you should feel after eating
- Learn how to navigate if you're eating too little or too much

Step 4: Current Diet

- Track what you're currently eating on a daily basis

Step 6: Set Your 1 & 2

- Determine your meals that you want to have in your life that will keep this process enjoyable (aka Livable)

Step 7: Create your Meal Blocks

- Apply the guidelines to make your meal plan





STEP 1: FOOD PORTIONS

UNDERSTANDING FOOD PORTIONS

Weight loss requires a caloric deficit.

Meaning, in order to lose weight you must be consuming fewer calories and/or burning more calories than what your body has adapted too. Since it is really hard to out work a poor diet, our intent is to reduce our calories in a safe and easy manner, to create our deficit.

Side Note: If you think you're not eating enough calories, your metabolism is broken, and therefore your body is in starvation mood...You're wrong.

Sorry to break it to you, but you're unconsciously eating more calories than you realize. It may only be that you're over indulging one day on the weekend, but either that's pushing you over or you're miscalculating your food.

Yes, it is true that your metabolism slows down when you reduce calories. Yes, it is true that your metabolism slows with lower muscle retention and also with age. No, slow does not mean "broken." No, slow does not mean that you stop losing weight. No, starvation mode is not a real thing. The reality is that you're going to have to restrict calories and put in some work. Our goal is to make that process as easy as possible, sustainable, and with as little discomfort as possible.

Portions are the key foundation to this. We want to reduce our overall calories, which starts by understanding proper portion control.

Carbs don't make you fat. Eating after 8pm doesn't make you fat. Cardio doesn't make you fat. Strength training doesn't make you fat. Your Grandma's delicious home made brownies don't make you fat. Over consumption of calories makes you fat.

Are all calories created equal? No. We will get into that in a bit, but to lose weight we must be in a caloric deficit. Plain and simple.

Let's start by understanding proper portions.



FOOD PORTIONS

"Handy" measurement guide for real humans

PROTEIN



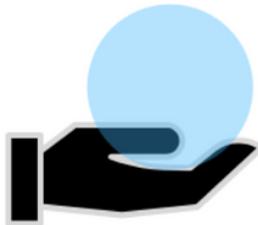
Palm size (1-women, 2-men) per meal
~ 20-30 grams per serving
4-6 servings per day

VEGGIES/FRUIT



Fist size per meal (80% veg, 20% fruit)
~ 1 cup
4-8 veggie & 1-2 fruit servings per day

OTHER CARBS



Cupped hand full (1-women, 2-men)
~1/2-1 cup per serving
1-3 servings per day

FATS



Thumb Size (1-women, 2-men)
~ 1 tablespoon per serving
2-4 servings per day

Your hand serves as a perfect measurement tool for tracking your food intake. You can have each of the four elements in every one of your main meals, or you have the autonomy to mix and match. The key to your success comes from ensuring the right portion sizes.

"You don't have a hand the size of Shaq's, so don't eat like you've got his height and size."

Why do we use a hand guided method? Your hand goes everywhere with you unlike a food scale. Plus, who wants to be pulling out their phone at a nice restaurant to open an app and figure out if they can enjoy life or need to go home and avoid all temptation.



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

Remembering Core Principle #3, Measurability is key to ensure that a caloric deficit is actually being created. There are many methods to tracking calories, but often they are tedious, time consuming, and are not very sustainable (Core Principle #2).

Joseph's Fat Loss Rule: Calories are King, Protein is Queen, Carbs and Fats are adjustable in between.

We learned that we must be in a caloric deficit to lose weight. Ironically, I've yet to meet someone who can't reach a healthy and optimal weight using the hand as a portion guide when eating 4-5 meals per day.

If you're willing to create proper portions using your bodies build in measuring guide, then you'll guaranteed be in a safe caloric deficit.

MACRONUTRIENTS

"...Protein is Queen, Carbs and Fats are adjustable in between."

Our three main macronutrients are Protein, Carbs, and Fats. I won't write 100 pages in depth on this and instead spare you to say that all are important. Yes, you can live without carbs, but they are a great energy source that fuels your muscles. There is no need to remove them completely or severely restrict them unless it's for a medical reason.

The basics:

- Protein has 4 calories per gram, TEF 20-35%
- Carbs have 4 calories per gram, TEF 5-15%
- Fat has 9 calories per gram, TEF at most 5-15%



All things consider, protein is queen. Why? Beside the point that it keeps you satiated better than carbs and fats, helps maintain muscle mass, important for tissue and bones, is the basis of all things we are made up of, it also has the highest Thermic Effect of food (TEF). Simply put, protein is harder for your body to break down and therefore it takes more energy to do so. It's burning calories to break down protein, where as it's relatively easy for your body to break down fats and in excess it will be easily store as fat.

With all that said, Protein, she is our Queen. We don't want to cut her out or reduce her at all. More often than not, 75-85% of all clients I've ever worked with, are under eating protein when we start working together.

There is a good chance you're under eating protein as well.

This is where it can get confusing to some, but I want to shed some light. The National Health and Nutrition Examination Survey found that the average American male consumes 102 grams of protein per day, while the average female eats about 70 grams.

That's almost twice the daily recommended intake established by the Food and Nutrition Board.

The confusion comes from how all this information is presented. The Food and Nutrition Boards recommended amounts are based on your Basal Metabolic Rate. It's not considering your level of activity, age, and purpose for being aware of your protein levels (weight loss).

If your goal was to remain exactly as you are, then by all means continue with the amount of protein you're eating. If I'm not mistaken, you're reading this because your goal is weight loss. Therefore, we need your protein levels to be between 0.8-1.2 grams per pound of your target weight.

The concerns that you'll be overeating animal products and therefore too much Saturated fat can be overcome easily because we will be choosing lean meats and finding balance in our fats. We are over consuming saturated fat through butter, cream, and cheese more than from meats. It's the drive through and eating at unhealthy restaurants that is our bigger problem.



No, you will not damage your kidneys or liver. All of those claims have been disproven. You'll be fine. Actually, you'll improve your physique, remain full, and be happy with the results. Can we move on now? Okay, great!

Carbs and fats have flex. If you look at every diet that has been around for the last 30-years since the diet explosion in the 80's, there have been two things that have remained constant: **1) Eat your veggies, 2) eat your protein.** We've covered #2 enough and #1 I'm hoping is self explanatory. Veggies give you vitamins, nutrients, and much needed fiber. Your grandma was right when she said, *"When you're green inside you're clean inside! Eat your veggies!"*

That brings us to the pendulum that swings with diets between carbs and fats. Some cut the carbs and others cut fats. If you're like myself and 97% of clients I work with, you probably like BOTH.

Especially when they are combined.

Bread is good, but WAY better with butter on it. Or...dipped in some fresh Olive Oil. (insert drool, right?).

Why is Ice Cream little bites of frozen heaven? Because it's a combo of carbs and fat.

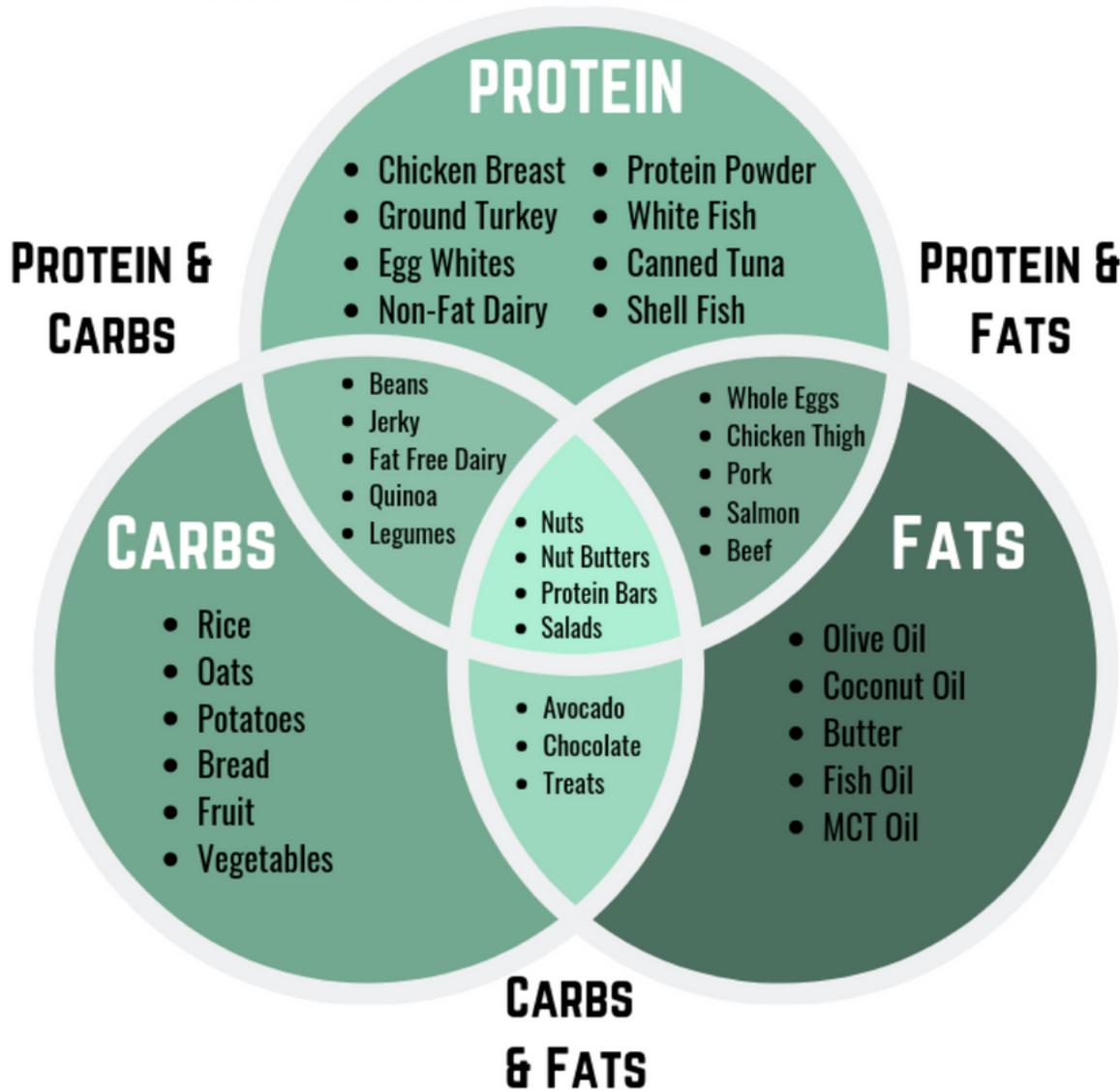
If our goal is overall calorie reduction (portions) while still enjoying food (aka life), then lets not cut all of one or all of the other. Lets moderately restrict both and therefore, moderately enjoy both.

They say you can't have your cake and eat it too. Wait, what? Whoever said that can be shipped to the middle of nowhere.

Here's a short list to help differentiate the macros of some of the most common foods. **Other helpful charts with a bigger list at the end of the eBook.*



MACRO FOOD LIST





STEP 2: PLATE OVERVIEW

PLATE OVERVIEW - HOW TO BREAK DOWN YOUR PLATE

Let's look at how this would break down with your main meals.

Main Meals: Breakdown of 1 of the 4 ways you should design your meal

- 1 Palm Lean Protein, 1-2 Fist Veggies, 1 Cupped Hand Other Carbs, 1 Thumb Fats
- 1 Palm Lean Protein, 1-2 Fist Veggies, 1 Fist Fruit, 1 Thumb Fats
- 1 Palm Protein (higher fat), 1-2 Fist Veggies, 1 Fist Fruit
- 1 Palm Protein (higher fat), 1-2 Fist Veggies, 1 Cupped Hand Other Carbs

A simple way to ensure a consistent caloric deficit is to abide by our guiding phrase, *"Calories are king, protein is queen, fats and carbs are adjustable in between."*

First, notice for each of your meals, we will be creating a caloric deficit by using the appropriate portions (hand guided). If you go over, you'll still over eat, and weight loss may not occur.

Second, we will keep our Queen happy by consuming protein with every meal. Third, we are creating a balance by adjusting our servings of Fats and Carbs.

To quote Black Sheep, *"You can get with this or you can get with that."* If I were to rewrite their song, my next line would be, *"You can have the carbs or you can have the fat."*

I know, I know...but you get the picture.



Taking a closer look, you'll see that we will have:

- fruit *or* other carbs
- higher fat protein *or* additional fat source

Let's go through some example that use very similar ingredients, but that follow our guidelines (structure) and gives you flexibility (autonomy). In the following examples, the letters P, C, and F are used to describe what the item is. Although vegetables are a carb, there isn't anything next to Veggies since we have established you can have as many servings of veggies as you'd like each day, while aiming for a minimum of 1 per meal **(8-10 total each day)**.

P (Protein), C (Carbs), F (Fats), + (combination of two)

Breakfast Options: 5 different ways to get the same affect from the same ingredients

- 3-4 Egg Whites (P), Spinach, ½ Piece Whole Wheat Toast (C), ¼ Avocado (F)
- 3-4 Egg Whites (P), Spinach, Blueberries (C), ¼ Avocado (F)
- 3-4 Egg Whites (P), Spinach, Blueberries (C), 1 Piece Bacon (P+F)
- 2 Whole Eggs (P+F), Spinach, Blueberries (C)
- 2 Whole Eggs (P+F), Spinach, ½ Piece Whole Wheat Toast (C)



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529



STEP 3: FULLNESS CHART



RECOVERY - FEEL BETTER FASTER

Now that you've got an idea of portions, you're understanding what each macro looks like, and how to best prepare it to create a balanced meal, let's talk about fullness.

Fullness is a tricky thing. When I tell most people to stop at 80% full to ensure they are in a slight caloric deficit and to avoid overeating, I get a blank stare. You might be giving me a blank stare just reading the phrase "80% full."

Most people say, "how do I know if I'm eating to 80% full?"

Here's my rule.



If you can workout fairly vigorously an hour after you ate and feel okay, then you hit the sweet spot. If you'd feel like crap, throw up, or not be able to move, you way over ate. If you could go all out at 100% max effort, then there is a good chance you didn't eat enough and will be hungry in the next 30-minutes.

Here is a helpful chart from my friends at Precision Nutrition.

The "How You Should Feel Timeline"

Eat what you feel is a "typical" meal and then observe how you feel immediately after finishing and every hour afterward. If you've eaten the right amount for fat loss, you might feel like this:

HOUR	Immediately After
0	You're probably still a little hungry. It will take roughly 15-20 minutes to get a sense of satisfaction from a meal. If you're a fast eater, wait it out before you go for more.
HOUR	One Hour After Finishing
1	You should still feel satisfied with no desire to eat another meal.
HOUR	Two Hours After Finishing
2	You may start to feel a little hungry, like you could eat something, but the feeling isn't overwhelming.
HOUR	Three to Four Hours After Finishing
3	You should feel like it's time for the next meal . Your hunger should be around a 7 or 8 out of 10 (where 10 is the hungriest you've ever been), but may be more or less depending on when you exercised and what your daily physical activity level is. *Not really hungry yet? You had too much food at your previous meal.
HOUR	Four or More Hours After Finishing
4	You're quite hungry, like nothing is getting between you and the kitchen. You're at 8 or 9 out of 10. This is when the "I'm so hungry I could eat anything" feeling appears. *Obviously if your hunger gets this far you may make poor choices.

THE PROGRAM

- WEEKLY** **1** **MUST have** - aka can't live without it
- 1 weekly indulgence
- WEEKLY** **2** **RESET meals** - mental break
- 2 freedom meals, monitor portions and enjoy
- DAILY** **3** **BREAKFAST options**
- 3 go-to choices you enjoy
- DAILY** **4** **SNACK options**
- 4 go-to choices you enjoy
- DAILY** **5** **LUNCH options**
- 5 go-to choices you enjoy
- DAILY** **6** **DINNER options**
- 6 go-to choices you enjoy

BUILDING YOUR BLOCK

Create a list of all the meals you consistently eat before you try to build your Stack. This lets you see what you already enjoy and we can tweak it instead of trying to follow someone else's choices.

Start from where you're at. It doesn't matter where you're starting from. Be honest with yourself and we will work from there. You maybe skipping breakfast and starting with a Starbucks pastry and Caramel Macchiato during your midmorning work break. Just put that down. 

If you're really stuck, pull up your bank account and look at past transactions of where you've purchased food. We often think we pack and bring more food to work than we really do. We think we eat at home more often than reality.

Write down EVERYTHING. The more you can be truthful with yourself, the more you'll be able to take ownership, power, and transform permanently. If you have pizza and ice cream for dinner weekly, like I do, then own it and write it down.

Current Meals – jot down everything that comes to mind

Breakfast:

Snacks:

Lunch:

Dinner:

You may even find it helpful to do this with a food journal for several days. A food journal doesn't need to be anything fancy. Just a pen and pad of paper where you can jot down what you had. You can even use the notes app on your phone. The key is to track immediately after you eat. You'll find you are more accurate with portions.

Another option would be to track in MyFitnessPal. You'll get a true understanding of what you're eating and where your calories are at, which will come into play later. This is a free app that works on computer or any phone.

1. Must Have

From that list, does your One Must Have stick out? What is the one splurge that you absolutely love that you know you don't want to live without? This is something that you know without restriction, you run into trouble, but you know without having it at all, you'll sabotage.

For me...it's either Ice Cream or Brownies. Or...Ice Cream on top of a brownie. #heaven

Your goal is to be able to have your One Must Have as a once a week treat. You won't try to modify it or restrict it. You'll just enjoy it.

What is your One Must Have? _____

2. Reset Meals

Are there any meals on that list that stick out for you as pretty consistent because you just love having them? A not so pretty way to think about this, but it works well, is to think, "*what would be my final prison meal?*" Then, what would my second choice be?

For me...it's Pizza for meal one and Mexican Food for meal two. Yes, I know...Mexican Food is a broad genre of food, but that's how much I love those flavors. Typically is going to be enchiladas.

Now that you've got that narrowed down somewhat, our key to success is to identify if 1) we can create a lighter calorie version or option that we still thoroughly enough, or 2) determine our portion that creates a level of satiety without over indulgence and guilt.



CONTINUED

What are your Reset Meals? Will you make it lighter calorie or work to limit portions?

- Meal One: _____
- Meal Two: _____

If you said, "*lighter calorie*," how will you make it lighter calorie?

Suggestions: substitute a veggie for a starchy carb, dressings and sauces on the side or lighter version, reduce quantity of toppings, etc.

If you said, "*limit portions*," what does your smaller portion look like?

Pro Tip: if you can workout within an hour after your reset meal and not feel sick, we are doing good.

Suggestion: set a clear intention with the portion of that reset meal. If you're planning to have pizza and don't want to make it "lighter calorie" so you can fully enjoy the flavors, would 2 slices suffice? I have a 3 slice goal and a 4 slice max. I'll consume salad for the rest of my reset meal, which fills me up quickly. Working toward 2 slices, but for now this is where I'm at...guilt free! Use the Pro Tip above and you'll be all set.

Building Your Stack

If the thought of having 3 Breakfast options, 4 Snack Options, 5 Lunch Options, and 6 Dinner Options feels daunting and like too many options, then start with what you can repeat without getting board from the repetition for the next few weeks. You can have 3 dinner options that you rotate through twice during the week, have a reset dinner meal for your 7th meal, and repeat weekly. Once you're ready to star adding more meal options, you'll use the same system to expand your list. Use the following chart to help build out your meals. This isn't an exhaustive list, but meant to be a quick reference.





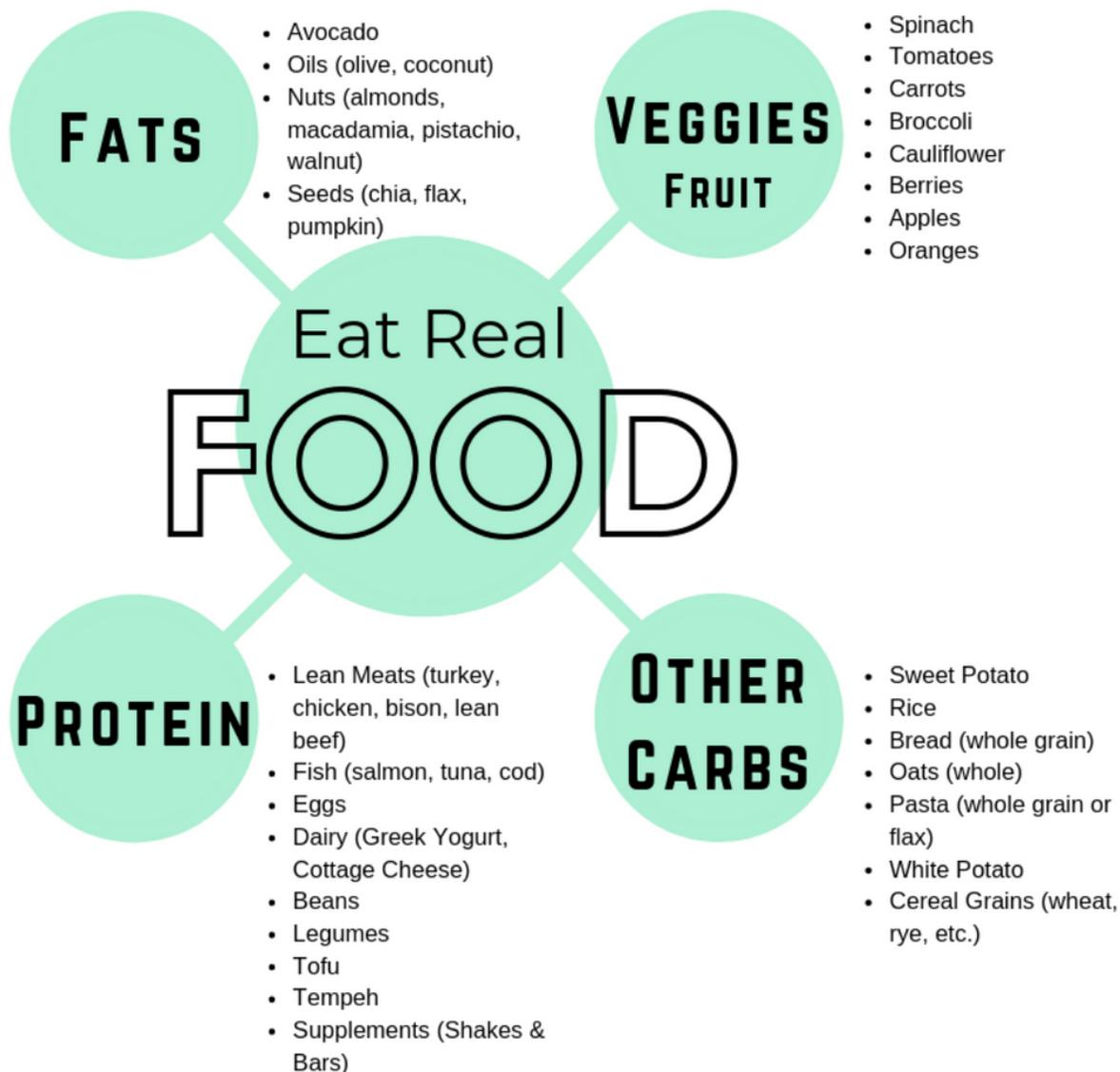
BUILDING YOUR MEALS

MEALS

The Key to Success: get the win and get started.

Start by looking at your list of current breakfast meals. Do some of the breakfast options you already enjoy meet the guidelines? If not, what tweaks could you make to have them become compliant with our guidelines? Autonomy of choice, flexibility of multiple options, and sustainability because we already know you like it!

Your meal or dish may or may not have a name. You can enter or leave blank as needed.



PLAN YOUR MEALS

Breakfast	Protein	Veggie	Fruit	Other Carh	Fat	Dish Name
Option 1						
Option 2						
Option 3						
Snacks	Protein	Veggie	Fruit	Other Carh	Fat	Dish Name
Option 1						
Option 2						
Option 3						
Option 4						
Lunch	Protein	Veggie	Fruit	Other Carh	Fat	Dish Name
Option 1						
Option 2						
Option 3						
Option 4						
Option 5						
Dinner	Protein	Veggie	Fruit	Other Carh	Fat	Dish Name
Option 1						
Option 2						
Option 3						
Option 4						
Option 5						
Option 6						



CONGRATS!

Congrats! You've built an entire Meal Block!

Alright my friend. It's time to make a grocery list from all the food you've just written out and head to the store. If you're feeling a little overwhelmed, then start with 1-2 items from each (breakfast, snack, lunch and dinner). The following week, try to add a few more. Within 30-days you'll be rotating through everything with ease. If you find you don't like one of the items you put down, pull it off the list, and add in something new. Perhaps you can do one new recipe each week to keep it fresh or even do a new batch of Block meals every month. It's very common for people to have a few staples in each category that they never got bored with and then rotated several others.

In time you'll have a hundred recipes that you can rotate at a drop of a hat without having to think if it meets your guidelines.

If you're an over achiever and worried that you're meals are not enough calories or too many calories, then I recommend plugging everything into MyFitnessPal. I like to do this every so often. My breakfast options are always between 250-350 calories, snacks are 150-250, lunch is usually 450-650, and dinner is usually 600-800. For a male my height and age, even on the high side, I'm at 2000-2100 calories per day. This is still a deficit of about 500 calories per day, which would help me lose weight relatively easily at about 1 pound per week.

When I'm focused on maintaining my weight, I still eat exactly the same way, but I don't restrict the calories on my two reset meals. Instead of taking a 1200-1500 calorie reset meal and reducing it to 600-700 calories to ensure I still enjoy but my progress, I just eat the entire thing and enjoy. This balances my restricted calories with my splurges and I maintain weight. I don't lose, but I don't gain. The challenge most have is they return some of their meals during the week to higher calorie meals, which means you'll gain weight back.

You will need to factor in just how many calories your 1 Must Have and your 2 Reset Meals come in at. This is where you can have so many calories that it pushes you way over for the week and then you won't lose any weight.



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

BONUS CHARTS

Protein Chart

Food type	Protein dense food
Food timing	Eaten with each meal
Food amount	1 serving for women (size of palm) 2 servings for men (size of two palms)
Examples	<ul style="list-style-type: none"> • Lean meats such as ground beef, chicken, turkey, bison, venison • Fish such as salmon, tuna, cod, roughy • Eggs • Dairy such as cottage cheese, Greek yogurt, cheese, etc. • Beans, peas, legumes, tofu, tempeh, etc. • Protein supplements <ul style="list-style-type: none"> • Milk-based: whey, casein, milk protein blends • Plant-based: pea, hemp, rice, soy, etc.

Plant-Based Protein Chart

VEGETABLES		LEGUMES	
Broccoli	27%	Lentils	30%
Spinach	39%	Tofu	40%
Cucumber	14%	Kidney beans	25%
Celery	17%	Edamame	30%
Squash	24%	Tempeh	34%
Asparagus	34%	Veggie/Soy burgers	50%
Seaweed (most varieties)	20%	Soy sausage/bacon	53%
GRAINS		Hummus	18%
Amaranth	16%	Peas	26%
Quinoa	14%	Refried beans	24%
Oats	17%	MISCELLANEOUS	
Sprouted grain bread	20%	Seitan (wheat gluten)	77%
Hemp bread	30%	Rice protein powder	77%
NUTS AND SEEDS		Hemp protein powder	45%
Almonds	14%	Soy protein powder	84%
Walnuts	14%	Pea protein powder	80%
Flaxseeds (flax meal)	17%	BEVERAGES	
Hemp seeds (and hemp seed butter)	27%	Hemp beverage (milk)	18%
Peanut butter	15%	Soy beverage (milk)	30%
Pumpkin seeds	23%		
Pistachios	14%		

Carbohydrate Chart

FOOD TYPE	EXERCISE RECOVERY DRINK	SIMPLE SUGARS AND HIGHLY PROCESSED STARCHES	WHOLE-FOOD, MINIMALLY PROCESSED STARCHY CARBOHYDRATES	FRUITS AND VEGETABLES
FOOD TIMING For fat loss	During exercise only ¹	Minimize intake	Eat soon (within 1-2 hours) after exercise	Eaten with each meal (with an emphasis on veggies)
FOOD TIMING For muscle gain	During and after exercise	Immediately after exercise (if at all) ²	Eat soon (within 3 hours) after exercise ³	Eaten with each meal
Examples	Sugary, protein-rich recovery drinks such as Biotest Surge, Endurox R4	Sugary sports drinks Breakfast cereals Soda Fruit juice Table sugar Sugary desserts Ice cream Muffins Bagels Other carbohydrate-rich snacks	Bread (preferably whole grain) Pasta (preferably whole grain or flax) Rice (preferably whole grain, unprocessed) Potatoes Oats (preferably whole oats) Cereal grains (wheat, rye, etc.)	Spinach Carrots Tomatoes Broccoli Cauliflower Apples Oranges Berries

Notes:

1. If you tolerate carbohydrates well, you can include such a drink during exercise if you like. Otherwise, stick with water.
2. These food choices should be minimized, yet are permissible after exercise for those with good carbohydrate tolerance and the goal of weight gain.
3. If you have good carbohydrate tolerance and a hard time gaining weight, you can include these foods throughout the rest of the day as well.

Fat Chart

FOOD TYPE	SATURATED FAT	MONOUNSATURATED FAT	POLYUNSATURATED FAT
Food timing	No specific timing	No specific timing	No specific timing
Food amount	1/3 of intake	1/3 of intake	1/3 of intake
Examples	Animal fats (in eggs, dairy, meats, butter, cheeses, etc.), coconut oil, palm oil	Macadamias, pecans, almonds, cashews, pistachios, tahini, pumpkin seeds, hazelnuts, olives, olive oil, avocado	Fish oil, hemp seeds, algae oils, safflower oil, sunflower seeds, peanuts, canola oil, soy nuts, walnuts, flax seeds, flax oil, chia seeds, Brazil nuts

The 21 Superfoods Reference Guide

<p>PROTEINS</p> <ol style="list-style-type: none"> Lean red meat (grass-fed preferred) Salmon (wild caught preferred) Eggs (omega-3 and cage free preferred) Plain Greek yogurt, cottage cheese, or coconut milk yogurt 	<ol style="list-style-type: none"> Protein supplements (whey, milk or plant protein sources) <p>VEGGIES/FRUITS</p> <ol style="list-style-type: none"> Spinach Tomatoes Cruciferous vegetables (broccoli, cabbage, cauliflower) 	<ol style="list-style-type: none"> Mixed berries Oranges <p>OTHER CARBS</p> <ol style="list-style-type: none"> Mixed beans Quinoa Whole Oats <p>GOOD FATS</p> <ol style="list-style-type: none"> Raw, unsalted mixed nuts Avocados Extra virgin olive oil 	<ol style="list-style-type: none"> Fish oil (or algae oil) Flax seeds (ground) <p>DRINKS/OTHER</p> <ol style="list-style-type: none"> Green tea Exercise drinks (quickly digested carbohydrate and protein) greens+ (vegetable concentrate supplement)
--	---	---	--

The 21 Superfoods for Plant-Based Eating Reference Guide

<p>PROTEINS</p> <ol style="list-style-type: none"> Black beans Tempeh Pinto beans Kidney beans Rice, Hemp, Pea, Artichoke Protein Powder 	<p>VEGGIES/FRUITS</p> <ol style="list-style-type: none"> Kale Collards Lettuce Broccoli Berries Bananas 	<ol style="list-style-type: none"> Oranges Grapefruits <p>WHOLE GRAINS</p> <ol style="list-style-type: none"> Amaranth Quinoa <p>HEALTHY FATS</p> <ol style="list-style-type: none"> Flax seeds 	<ol style="list-style-type: none"> Hemp seeds Walnuts Almonds Avocado <p>DRINKS</p> <ol style="list-style-type: none"> Green tea
--	--	--	--

TRY THESE 5

BREAKFAST OPTIONS

PROTEIN | CARBOHYDRATES | FATS



1

YOGURT PARFAIT
PROTEIN: Greek Yogurt
CARB: Blueberries and Strawberries

EGG SCRAMBLE

PROTEIN: 1-2 eggs + egg whites
CARB: Spinach and Peppers

2



AVOCADO TOAST

PROTEIN: Egg(s)
CARB: Bread
FAT: 1/2 Avocado
Note: Use a high protein bread

3



EGG BURRITO

PROTEIN: Egg whites + Turkey Bacon
Carb: Tortilla & assorted veggies

4



EGG BITES

PROTEIN: Egg(s)
CARB: Tomato, Zucchini
FAT: Cheese

5



BLOCK FITNESS COLLECTIVE

TRY THESE 5

SNACK OPTIONS

PROTEIN | CARBOHYDRATES | FATS



1

CHEESE PLATE
PROTEIN: Light String Cheese (rec 2)
CARB: Apple

JERKY & VEGGIES

PROTEIN: 1 serving turkey or beef jerky
CARB: Cucumber & Carrots

2



ROLL-UPS

PROTEIN: Turkey & Ham slices
CARB: Veggies
FAT: Cheese

3



PROTEIN PLATE

PROTEIN: Hard boiled eggs
Carb: Veggies & Hummus
FAT: Egg Yoke & Hummus

4



FRESH TRAIL MIX

PROTEIN: Almonds
CARB: Blueberries

5



BLOCK FITNESS COLLECTIVE



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

TRY THESE 5
LUNCH
OPTIONS

PROTIEN | CARBOHYDRATES | FATS



AVOCADO TURKEY WRAP

1

PROTEIN: Turkey
CARB: Wrap, Veggies
FAT: Avocado

FALAFEL PLATE

PROTEIN: Falafel
CARB: Hummus & Veggie
FAT: Greek Dressing

2



CHINESE CHICKEN SALAD

3

PROTEIN: Chicken & Edamame
CARB: Veggies/Fruit
FAT: Dressing

TUNA PLATE

PROTEIN: Tuna
CARB: Veggies/Fruit
FAT: Light Mayo (mix with greek yogurt for protein boost)

4



5

SANDWICH
PROTEIN: Lean Deli Meat
CARB: Bread/veggies (use high protein bread under 100 cal per slice)
FAT: Light Mayo

BLOCK FITNESS COLLECTIVE

TRY THESE 5
DINNER
OPTIONS

PROTIEN | CARBOHYDRATES | FATS



1

LEAN PASTA
PROTEIN: Ground Beef (96% Lean)
CARB: Zucchini & Marinara

TACOS

PROTEIN: Ground Turkey & Greek Yogurt
CARB: Beans & Corn
FAT: Cheese

2



3

STIR-FRY
PROTEIN: Chicken
CARB: Quinoa
FAT: Soyaki Sauce

NO-BUN BURGER

PROTEIN: Lean Ground Beef
CARB: Baked French Fries
FAT: Cheese

4



5

SALMON BOWL
PROTEIN: Salmon & Edamame
CARB: Rice
FAT: Teriyaki Glaze

BLOCK FITNESS COLLECTIVE



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529

CONGRATS!

Well congratulations!

You've made it to the end. You have a solid understanding of where to start and what to do. The hardest part...*is doing it.*

That's where I'd be happy to help. Whether we do a 30-day nutrition jump start or a complete 12-week nutrition reset program, we can get you on the right track.

It doesn't get much simpler than that.

Schedule now and let start getting you leaner, healthier, and more confident than ever before.

Time is of the essence my friend!

Email with the subject line "NUTRITION HELP" to get started.

info@blockfitco.com



BLOCK FITNESS COLLECTIVE

info@blockfitco.com

520.275.7529



www.blockfitco.com

520.275.7529

info@blockfitco.com