



# NUTRITION

## FOR BEGINNERS

BILLY GLOWACKI



Before you pay me please take this e-book as a gift. In the following pages there is enough information, guidance and practical application to change anyone's life. This is the evolution of half a dozen of my e-books. Over the last 10 years I have been sharpening and progressing what I understand about evidence based science and application to over 500 clients. I simply don't have another key to the castle. This is everything I know, everything I do and everything I set out to equip clients with.

If you are reading this I want to welcome you to the Unchained Potential family. I began pursuing the perfect diet 10 years ago. Like some of you, I was putting in the effort but unhappy with the results. Was I broken? Did I need some special diet? Did I need to work out harder or be more disciplined? I was frustrated to say the least. The kicker is that I was going to school for this! If I can't seem to figure it out, how the heck can people with only a basic understanding (often misinformed) have any chance.

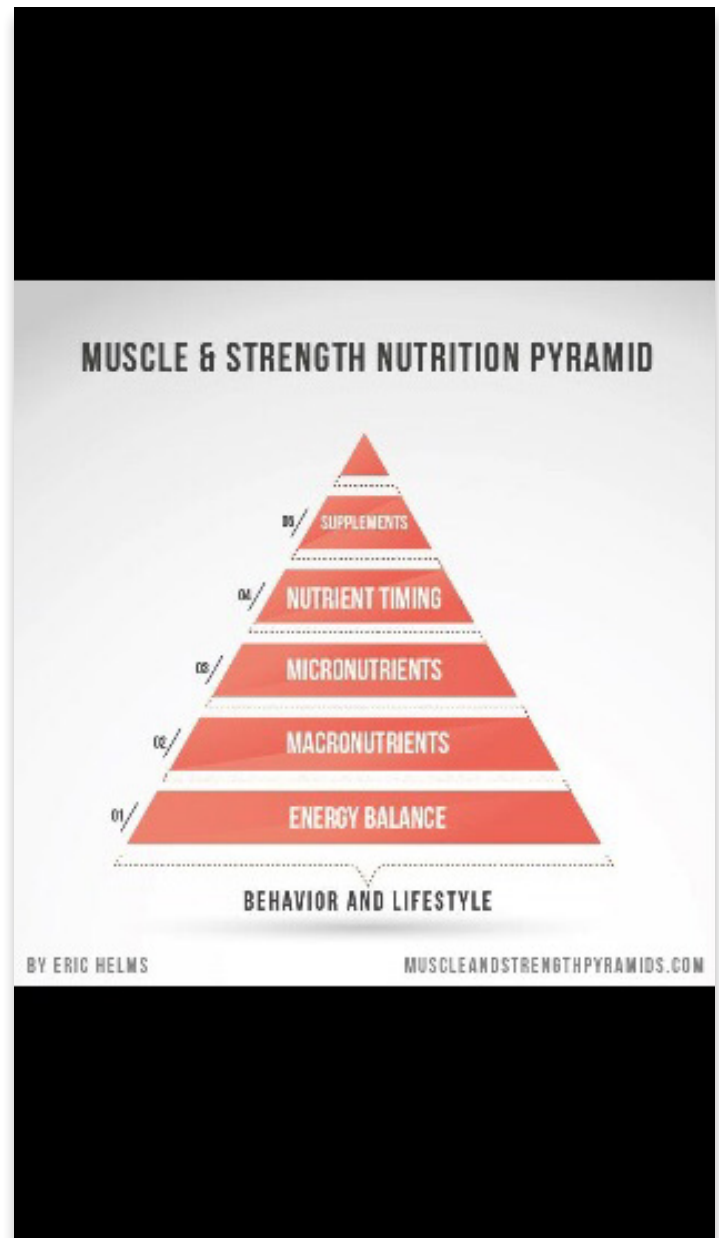
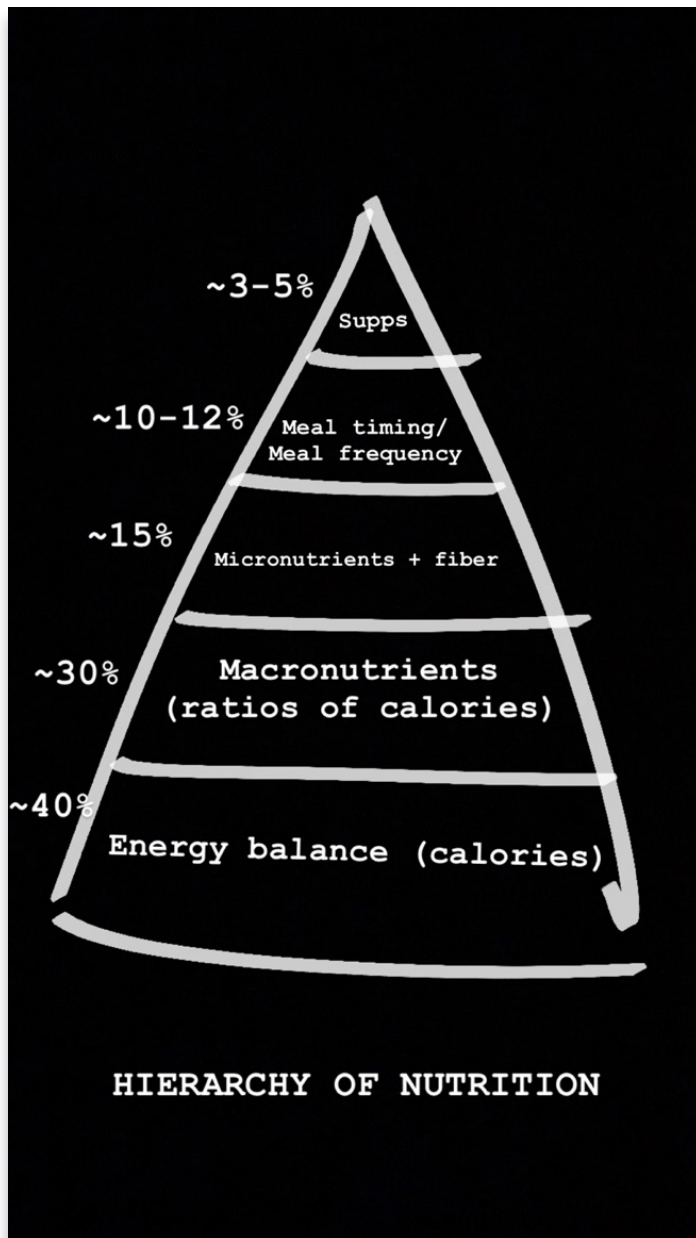
What's detailed in these pages is not a diet; not by today's standards. This is the philosophy, fundamentals and application of the Unchained Diet. The Unchained Diet is a holistic approach to your health and fitness. We believe in building a system that allows you to look good, feel good, perform good and live a life you love. It's almost accepted that we have to sacrifice how we feel, how we perform and our lifestyle in order to look good. We believe that you should never have to give up any 1 of the 4 in order to get the other. It's not quick. It's not easy. But it works, if you do.



My name is Billy Glowacki, I have been pursuing optimal human performance, fitness & lifestyle for over 10 years. I am a nutritionist by trade but my passion and expertise is as a holistic health coach. My focus has been creating customized programs to guide individuals on how to gain muscle, lose weight, get stronger, perform better, recover faster, enhance energy, gain confidence & create the best version of themselves. I believe in a synergistic approach of evidence based practices (science) paired with real world application (apply what you think, evolve the approach as you see what happens with real humans). I like to think of the science as the compass. It shows us which direction to explore (for sure go north). But taking someone from their starting position and guiding them to their own personal destination requires specific GPS coordinates. This specificity only comes from being in the trenches. It's vital to use science as a guide for the decisions but ultimately finding the custom route for each individual lies in understanding the trade off for decisions you can make along the way. I see the end of your journey from the beginning and I know the best route. I have written this book as a guide to show you where to start, help you understand what matters and what matters most. By applying these concepts you can significantly enhance the return on all of the hard work you are putting in.



# HIERARCHY OF NUTRITION



When it comes to our nutrition and the choices we make not all things matter the same. This is an unpopular idea because it's easier to polarize details into yes or no, good or bad, all or nothing. Admitting "it depends", thinking critically and considering the contexts requires deeper understanding, more experience and more knowledge. The truth is most people are investing into areas that give back terrible return. I have found that nearly every client I've ever worked with has been misinformed on where to best invest their time, energy and money. It's always the first thing I have to begin breaking down and reconstructing. That is why I am starting here. There are certainly other things that matter, but if we can begin to understand the hierarchy of what matters and what matters most, our decisions become much clearer & our progress comes faster.



1. **Energy balance (40%):** Calories are the fuel for our bodies to perform. The bottom (or the foundation) of the pyramid is your caloric intake. What this means is that you can eat great food choices, but if you ingest too many or too few calories, regardless of how “good” of foods you choose, you will not achieve the results you want. “Energy input” (calories) is the most important factor when altering body composition.
2. **Macronutrients (35%):** Macronutrients are simply the breakdown of where those calories are coming from. We could think of macronutrients as the ratios of how we get our calories in. There are 3 macronutrients: protein, fat & carbohydrates. These are the 3 nutrients that provide us with calories. For example, if you are supposed to be ingesting 2,000 calories per day and all of those Calories come from carbohydrates; you achieved reaching the right amount of energy input, but you failed to ingest the appropriate breakdown or ratio of those calories.
3. **Micronutrients, fiber & water (15%):** When you think of “micronutrients” think of vitamins and minerals. This is where the “type” of foods you choose becomes important. There is no such thing as good or bad foods. There are only optimal and suboptimal choices at optimal and suboptimal times. In general all foods fall on a spectrum. On one end of the spectrum is nutrient dense foods and on the other end are calorie dense foods. Foods that are processed, fortified, man-made or stray from their most natural state will have less of the micronutrients we need. Micronutrients allow our body and all of its systems to function properly.
4. **Meal frequency & meal timing (7-8%):** How often you eat and when you eat do matter, but they don't matter much. It's also worth mentioning that the commonly accepted reason behind meal frequency is not what's actually important. There is a common myth with regards to meal timing and frequency. The analogy involves a wood-stove (which is your body), the fire (metabolism) & wood (food). The myth or some version of it is that the more frequently you put wood (food) into the wood-stove (body), the hotter the fire (metabolism) burns & the more weight you lose. There is absolutely no research to support this
5. **Supplements (2-3%):** Supplements play a role in your success; however this role is very small. The most important thing to understand is that doing 2-3% really will never trump or cover up the 97-98% that you are neglecting. So when can supplements be useful? Supplements may be beneficial to ‘supplement’ your nutrition and exercise. If you do everything else in this hierarchy very well supplementing your health and fitness may give you a small aid.





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**Suzie starts with** 💰 💰

**Suzie earns** 💰

**Suzie now has** 💰 💰 💰

**Suzie spends** 💰 💰

**Suzie ends with** 💰

**Suzie can** ⬆️ 💰 **or** ⬇️ 💰

**but earning and  
spending are different**

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## ENERGY BALANCE



# ENERGY BALANCE

1. Energy maintenance
2. Energy surplus
3. Energy deficit

There are two people at a bar. One person is buying drinks & the other is serving drinks. One person is spending money (money deficit) the other is making money (money surplus). You can earn money and spend money at the bar but they are different. This concept has application in our fitness. We can either be in an energy surplus or an energy deficit.



- Energy Surplus mean we are consuming more energy than we are burning.
- Energy Deficit means we are burning more energy than we are consuming.

Being in an energy surplus is important for gaining muscle tissue, getting stronger, recovering faster & having higher energy.

Being in an energy deficit is important for losing body-fat. Losing body-fat positively impacts bodyweight exercises, aerobic capacity, gymnastics, internal health & confidence.

An individual can do both phases, but not at the same time.

When done properly an energy surplus will create an environment for the individual to gain lean muscle tissue (while adding minimal body fat), improve energy levels, strength, power & also position the individual for a successful fat-loss phase (energy deficit).

When done properly an energy deficit will create an environment for the individual to lose body fat & maintain lean muscle tissue, strength, power & energy.

After doing both phases the ultimate goal is an individual with more muscle, less body-fat, increased energy, improved performance & higher confidence.

Remember spending (deficit) and earning (surplus) are different. They can both be done just not simultaneously. When done optimally it should positively impact everything related to your health & fitness.





# EXCEPTION TO THE RULE!

For most people, especially intermediate or experienced exercisers/dieters it's vital to find the correct energy balance that supports the goal at hand. However we do see some exceptions to the fundamental basis surrounding energy balance. There are some cases where individuals can begin to lose body fat while gaining muscle tissue. This is reserved only for individuals who are inexperienced with a sound nutritional approach as well as inexperienced with working out. It's also important to note that this magical period of losing fat and gaining muscle only occurs for the first 1-2 years for small percentages of newbies.

	A	B	C	D	E	F	G		M	N	O	P	Q	R	S	T
2	WEIGHT	225.4	226.1	224.4	225.1	226	222.4		224.8	225.2	222.4	225.1	225.1	226.3	229.2	
3	WAIST	41.5	41.25	41	40.5	40.5	40.25		40	40	40	40	40.25	40.25	40.25	
4	BF1	25	24	24	23	22	21		19.5	19.5	18.5	19	19.5	19	19	
5	BF2	45.5	44	42	41	40	39		34.5	34.5	33.5	32.5	33	33	34	
6	BF3	37	36	35	34	33	32		28	28	28	28	28	29	28	
7	BF AVG.	36	35	34	33	32	31		27	27	27	27	27	27	27	
8	FAT MASS (FM)	80.76833333	78.38133333	75.548	73.53266667	71.56666667	68.20266667		61.44533333	61.55466667	59.30666667	58.6515	60.40183333	61.101	61.884	58.1108
9	FAT FREE MASS (FFM)	144.6316667	147.7186667	148.852	151.5673333	154.4333333	154.1973333		163.3546667	163.6453333	163.0933333	165.4485	164.8981667	165.199	167.316	166.789
10	STRESS (1-10)	10	10	8	8	8	8		6	6	10	9	7	8	7	
11	SLEEP (1-10)	6	5	5	6	7	6		7.5	8.5	8.5	8.5	9	8	9	
12	ENERGY (1-10)	8	8	8	5	8	8		8	8	8	8	7	8	7	
13	STRENGTH (1-10)	5	6	6.5	6.5	7	7		9	9	9	9	9	9	8	
14	RECOVERY/SORENESS (1-10)	6.5	7	7.5	8	8	8		9	10	10	9	9	9	9	
15	ALCOHOL (1-10)	7	7	8.5	6.5	6	8		9	8.5	9	5	7.5	9	7.5	
16	HYDRATION (1-10)	8	8	8	7	7	7		7	8.5	9	9	9	7	6	
17	ATP (1-10)	5	8	10	8	10	10		10	10	10	10	7	10	10	
18	UNCHAINED FITNESS SCORE	55.5	59	61.5	55	61	62		65.5	68.5	73.5	67.5	64.5	68	63.5	68.5
19	PROTEIN	150	150	150	150	150	150		190	190	190	190	190	190	190	
20	FAT	70	80	80	80	80	80		95	95	120	120	135	135	135	
21	CARBOHYDRATES	150	150	150	150	150	150		295	295	270	270	270	270	270	
22	CALORIES	1830	1820	1820	1820	1820	1820		2795	2795	2920	2920	3055	3055	3055	3160
23	METABOLIC VARIABLE (MV)	8.118896734	8.49181778	8.558148733	8.529542426	8.495575221	8.633003525		12.43327402	12.41119005	13.1294964	12.97201244	13.57174589	13.49877905	13.32897933	13.988496

Here is an example of a client who started out eating about 1,800 Calories, weighing 225 lbs, a 41.5 inch waist and 36% body fat. This individual had 80.7 lbs of fat and 144.6 lbs of muscle. As you can see Calories slowly climbed to 3,160 (increasing by almost 1,400 Calories). Body weight stayed almost the same (225.9) but waist and body fat percentage changed dramatically. This individual lost over an inch in the waist and body fat dropped by 10% (from 36% to 26%) which meant around 20 lbs of fat-loss and around 20 lbs of muscle gain.



# DAILY DISCIPLINES

1. Fuel
2. Exercise
3. Sleep
4. Mindset
5. Recovery

The idea behind establishing daily disciplines is not only simplify what needs to be done each day, but also to identify the 5 areas where we stand to gain the greatest return on our investment.





## FUELING

track your daily food intake. This is our checks and balances system. This is how we begin to understand how to budget movement and fuel.

- All 3 macros are needed
- Protein source at every meal
- More vegetables
- Carbs = #1 energy source -> more movement  
= more energy
- Healthy fats: animal fats (eggs, fish, red meat),  
nuts, seeds & oils



## EXERCISE

work out and move consistently. Find things you enjoy that are active & create a standard (3 workouts + 2 nights of basketball).

- be more active during your day
- Step challenges
- Squat, lunges or burpee when getting water
- Get up from desk
- Walk on lunch break
- Movement is medicine



## SLEEP

stop treating your sleep as a side chick. She's more important than that. Prioritize your sleep & develop a plan that helps you shut down. What you do leading up to bed time drives the quality of sleep & furthermore your recovery the following day.

- 7-9 hours per night
- Cool temperature
- Dark room
- Develop pre-sleep routine
- Off electronics 60 minutes prior
- Read
- Stretch
- Hot bath/shower
- Candles / incense





## RECOVERY

come up with a system no matter how short or long that helps your body to recover. This can include physical therapy, massage, stretching, foam rolling, epsom salt bath, yoga, ice baths & deep breathing to name a few.

- Stretch
- Take care of minor aches (don't let them turn into an injury)
- Physical therapy
- Massage
- Soft tissue
- Hydrate
- Dry needling
- Ice bath
- Yoga
- Deep breathing



## MINDFULNESS

We will rise and fall to the level that people say about us especially what we say to ourselves (self-talk). Make sure you speak life into yourself. A simple example for someone who doesn't feel like working out and may be looking for excuses, "Even when I don't feel like working out, I do it anyways & give me best effort." Another strategy to improve mindfulness is detailed later in the book regarding expectations and developing behavior based goals.

- positive self-talk
- Rid negative people
- Encourage yourself
- Try new things
- Growth mindset be fixed mindset (I've always been this way/always done it this way)

Get a handle on these 5 areas of your life & progress will be unreal. If you decide you'd like to take it further, then think about hiring a coach.

I think it's incredibly powerful to spend 2 minutes or less giving yourself a check or no check for each of these 5 categories. You can use a whiteboard, sticky note or your phone. Create a calendar or basic weekly outline. Tally the number of checks and record your score next to each day, then for the week out of 35.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Week out of 35: \_\_\_\_\_



# ***BEHAVIOR BASED GOALS VS. OUTCOME BASED GOALS***

## **Develop BEHAVIOR Based Goals**



**YOU** control

### **BEHAVIOR** goals

- 4 workouts per week
- less than 2 alcoholic drinks
- 7+ hours of sleep per night
- reach my protein goal every day



**CAN'T** control

### **OUTCOME** goals

- lose 25 lbs.
- fit into my jeans from college
- deadlift 300 lbs.
- have a 6 pack

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# BEHAVIOR BASED GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Come up with 5 behavior based goals on your own. Remember the outcome you desire comes to fruition through consistent adherence to realistic behavior based goals. Use the goals to create expectations for yourself.

## PRACTICAL APPLICATION

I do not like to set rules for an individual approach to how they eat. Rules are always broken. Instead of rules, below I have outlined a cumulative list of the 6 characteristics that every successful client I've worked with shares in common.

1. Eat 3-5 meals per day
  - a. NO snacking
2. Every meal must have a protein source
  - a. Goal of 25 grams of protein per meal
3. Add a serving of green vegetables to at least 2 of your meals (progress to every meal)
4. Reduce alcohol consumption
  - a. Avoid having more than 2 drinks per occasion
5. Lift weights or workout at least 3 times per week
  - a. Walk, move & be as active as possible.
  - b. Never turn down an opportunity to pit your body in motion
6. Sleep at least 7 hours per night.

This is where almost everyone can [and should] start & is probably sufficient in taking you to 80% of your human potential.





## PROTEIN IDEAS:

- Bacon
- Beef
- Bison
- Chicken breast
- Chicken thighs
- Egg whites
- Duck
- Lamb
- Pork
- Turkey
- Fish
- Scallops
- Shrimp
- Whole eggs

## CARB IDEAS:

- Acorn squash
- Beans
- Black bean pasta
- Beets
- Brown rice
- Butternut squash
- Carrots
- Chickpeas
- Delicata squash
- Fruit
- GF oats
- GF pancakes
- High-quality bread
- Jicama
- Kabocha
- Squash
- Lentils
- Lentil pasta
- Parsnips
- Plantains
- Potatoes
- Pumpkin
- Quinoa
- Spaghetti squash
- Rutabaga
- Turnips
- White rice
- Yuca

## FRUIT IDEAS:

- Apples
- Apricots
- Bananas
- Blackberries
- Blueberries
- Cherries
- Figs
- Grapefruit
- Grapes
- Jicama
- Kiwi
- Lemon
- Lime
- Mango
- Melon
- Nectarines
- Oranges
- Papaya
- Peaches
- Pears
- Pineapple
- Plantains
- Plum
- Pomegranate
- Raspberries
- Strawberries

## FAT IDEAS:

- Almonds
- Almond butter
- Avocado
- Avocado oil
- Bacon
- Beef
- Bison
- Brazil nuts
- Cashews
- Clarified Butter
- Coconut
- Coconut butter
- EVOO
- Hazelnuts
- Lard
- Macademia nuts
- Olives
- Pecans
- Pine nuts
- Pistachios
- Pumpkin seeds
- Salmon
- Sesame seeds
- Sunflower seeds
- Sunflower seed butter
- Walnuts
- Whole eggs

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## VEGGIE IDEAS:

- Acorn squash
- Artichoke
- Arugula
- Asparagus
- Beets
- Bell peppers
- Bok choy
- Broccoli
- Broccolini
- Brussel sprouts
- Butternut squash
- Cabbage
- Carrots
- Cauliflower
- Celery
- Collard greens
- Cucumber
- Delicata squash
- Eggplant
- Endive
- Fennel
- Garlic
- Green beans
- Kale
- Leeks
- Lettuce
- Mushroom
- Okra
- Onion
- Parsnip
- Potatoes
- Pumpkin
- Radish
- Rutabaga
- Rhubarb
- Romaine
- Shallots
- Snow peas
- Spaghetti squash
- Sprouts
- Summer squash
- Swiss chard
- Tomato
- Turnip



# ***SAMPLE MEAL PLANS***

(1,500 Calories, 2,000 Calories, 2,500 Calories)



# SAMPLE MEAL PLAN 1

~1,500 Calories; ~125 grams of Protein,  
~110 grams of Carbs, ~65 grams of Fat

## Meal 1 Scrambled egg skillet

Protein

- i. 3 eggs or 6 egg whites + 2 slices of turkey bacon

Vegetable

- i. Pepper
- ii. Handful of spinach

Fat

- i. If 3 eggs, they will serve as both your protein & fat source
- ii. If egg whites - add 1/2 avocado
- iii. Light sprinkle of shredded cheese (1/8 tbsp)

## Meal 2 chicken & sweet potato + veggie

*(pre workout ~90-120 minutes before working out)*

Protein

- i. ~4 oz. chicken breast

Vegetable

- i. 1-2 cups of Broccoli

Carb

- i. ~8 ounces of sweet potato

## Meal 3 Chicken & Rice + veggie

*(post-workout; within ~90 minutes of working out)*

Protein

- i. ~4 ounces of chicken breast

Vegetable

- i. Asparagus (~8 Spears)

Carb

- i. 1 cup of rice

## Meal 4 taco bowl

Protein

- i. ~5 oz. ground beef (85/15 or leaner)

Vegetable

- i. ~2 cups of lettuce

Fat

- i. cup of Mexican cheese
- ii. 2 oz of Guacamole





# ***SAMPLE MEAL PLAN 2***

~2,000 Calories; ~150 grams of Protein,  
~145 grams of Carbs, ~95 grams of Fat

## **Meal 1 Scrambled egg skillet**

### Protein

- i. 4 eggs or 6 egg whites + 2 slices of turkey bacon

### Vegetable

- i. 1/2 Pepper
- ii. Handful of spinach

### Fat

- i. If 3 eggs, they will serve as both your protein & fat source
- ii. If egg whites - add 1/2 avocado
- iii. Light sprinkle of shredded cheese (1/8 tbsp)

## **Meal 2 chicken & sweet potato + veggie**

*(pre workout ~90-120 minutes before working out)*

### Protein

- i. ~5 oz. chicken breast

### Vegetable

- i. 1-2 cups of Broccoli

### Carb

- i. ~10 ounces of sweet potato

### Fat

- i. 1 tbsp. olive oil or coconut oil (add to broccoli or sweet potato)



### **Meal 3 Chicken & Rice + veggie**

*(post-workout; within ~90 minutes of working out)*

#### Protein

- i. ~5 ounces of chicken breast

#### Vegetable

- i. Asparagus (~8 Spears)

#### Carb

- i. 1.5 cup of rice

#### Fat

- i. ~1/2 tbsp olive oil or coconut oil (add to asparagus)

### **Meal 4 Taco bowl**

#### Protein

- i. ~6 oz. ground beef (85/15 or leaner)

#### Vegetable

- i. ~2 cups of lettuce

#### Carb

- i. 1 cup of Spanish rice

#### Fat

- i. 1/4 cup of Mexican cheese
- ii. 2 oz of Guacamole





# ***SAMPLE MEAL PLAN 3***

~2,500 Calories; ~175 grams of Protein,  
~210 grams of Carbs, ~110 grams of Fat

## **Meal 1 Scrambled egg skillet**

### Protein

- i. 4 eggs or 6 egg whites + 3 slices of turkey bacon

### Vegetable

- i. 1/2 Pepper
- ii. Handful of spinach

### Fat

- i. If 3 eggs, they will serve as both your protein & fat source
- ii. If egg whites - add 1/2 avocado
- iii. Light sprinkle of shredded cheese (1/8 tbsp)

### Carb

- i. Banana

## **Meal 2 Chicken & sweet potato + veggie**

*(pre workout ~90-120 minutes before working out)*

### Protein

- i. ~6 oz. chicken breast

### Vegetable

- i. 1-2 cups of Broccoli

### Carb

- i. ~10 ounces of sweet potato

### Fat

- i. 1 tbsp. olive oil or coconut oil





### **Meal 3 Chicken & Rice + veggie**

*(post-workout; within ~90 minutes of working out)*

#### Protein

- i. ~6 ounces of chicken breast

#### Vegetable

- i. Asparagus (~8 Spears)

#### Carb

- i. 1.5 cup of rice

#### Fat

- i. ~1 tbsp olive oil or coconut oil

### **Meal 4 Taco & rice bowl**

#### Protein

- i. ~5 oz. ground beef (85/15 or leaner)

#### Vegetable

- i. ~2 cups of lettuce

#### Fat

- i. 1/4 cup of Mexican cheese
- ii. 2 oz of Guacamole



# GENERAL PRINCIPLES

First let's try to define what good nutrition is. Let's outline a list of the main characteristics of good nutrition:

Good nutrition uses outcomes to inform future decisions.

- Outcomes prompt us to ask the question: "How is that working for you?"

Although you may have several factors that make it easier to become obese, you get to choose what you eat for dinner as well as choose to put on your workout shoes.

Good nutrition helps clients move from knowing information to taking action.

"Almost no diet plan asks you to eat more processed, nutrient-depleted pseudo-food (Food-Like edible substances). Instead, pretty much every camp recommends eating whole, minimally processed, nutrient-rich foods - foods with which our body has a longstanding relationship. Regardless of the macronutrient breakdown or specific choices, just eating better quality food will improve most people's health significantly."

- Precision Nutrition

## GOOD NUTRITION:

- Asks people to care about their food and eating
- Focuses on food quality
- Helps eliminate nutrient deficiencies
- Helps control appetite and food intake
- Promotes regular exercise







What we tend to think about before we buy food:

- What's convenient
- What it costs
- What's healthy (or not)
- What we've done before (and in that case, we don't really "think" about it)
- What's available
- What might taste good
- What might feel good, distract us or change our emotional state
- What is better for the environment or more sustainable

Food & eating is information (physiologically, socially & environmentally). It's a way of telling a story:

- I can offer new info & perspective & revise that story.
- Change your body
- Change your mindset about who you are & what you can do.
- Change your ability to make choices and try new things to fully experience the world around you.



**Macronutrients:** Macronutrients are nutrients that are needed for growth, metabolism and other body functions. There are three broad classes of macronutrients: proteins, carbohydrates, and fats. The main function of macronutrients to provide energy which is counted as calories.

For the most part three macronutrients (protein, fat & carbohydrates) make up our food & how we get energy. Energy balance is very important when it comes to reaching our goals. However, oversimplifying a complex system [metabolism] tends to leave our health/performance vulnerable. If we take a closer look macronutrients affect a ton of processes in our body. Here's a few besides energy balance:

1. Our ability to digest food & absorb nutrients
2. Hormone production
3. Immune system health
4. Cell structure & function
5. Body composition
6. Metabolic function

Understanding the impact these 3 fuel sources have on our body ensures our approach is well rounded & allows us to pursue “optimal”. Different macronutrients can significantly affect our energy levels, ability to do work, recovery from exercise, chronic disease risk & body composition.



**Micronutrients:** Micronutrients include various types of chemicals that are found in trace amounts in the foods that we eat. They work behind the scenes to help foster growth and development, synthesize DNA, hormones and enzymes, maintain metabolism, prevent oxidative damage to cells and more. Most people recognize micronutrients by common names like “vitamins”, “minerals” and “antioxidants”. Micronutrients are essential because they protect our bodies from disease, slow the aging process and help every system in our bodies work properly.

**Calories:** A calorie is a unit of energy. In nutrition calories refers to the energy people get from the food and drink they consume, and the energy they use in physical activity. Calories are essential for human health. The key is consuming the correct amount. Everyone requires different amounts of energy each day, depending on age, sex, size, and activity level.

### **Nutrient density vs calorie density (examples)**

**Nutrient dense:** food choices that have an abundance of micronutrients with comparatively low levels of Calories (vegetables, fruit, whole food sources etc.).

**Calorie density:** food choices that have an abundance of Calories with comparatively low levels of micronutrients (candy, refined carbohydrates, processed foods etc.).

It's important to understand from a fundamental level that foods are not inherently “good” or “bad”. By understanding there is no such thing as a good or bad food, we can cultivate a better relationship with food and make better decisions with our choices. Instead of good/bad or clean/dirty which are highly subjective and arbitrary - it's important that we first define them and refer to them as “calorie dense” or “nutrient dense” food choices. These choices can be optimal or sub-optimal at optimal and sub-optimal times. There are scenarios where a calorie dense food choice may be the most optimal choice. There are certainly times where nutrient dense food choices may be sub-optimal or make it difficult for an individual to meet their daily need.

Balance; the single best approach for each individual varies by the level at which they can consistently adhere to their program

- 0/10 adherence to the 10/10 “perfect diet”/ approach (if there was such thing) = 0/10 progress
- 10/10 adherence to a 7/10 diet/approach = 7/10 progress

**10/10 diet (“perfect plan”)  
with 2/10 adherence  
gets you 2/10 progress**

**7/10 diet (flexible system)  
with 10/10 adherence  
gets you 7/10 progress**

**7/10 > 2/10**

**#UnchainedDiet**



BW X 8-9 (low end of calories where some-  
one would want to be)

BW X 13-14 (higher end of calories where  
someone would want to be and also at this  
level would be capable of a longer deficit/fat  
loss phase.)

#### 1. Protein

- Every 1 gram of Protein is worth 4 Calories
- An individual who ingests 100 grams of protein in a day consumes 400 Calories from Protein
- If 1 gram of protein = 4 Calories
- 100 grams x 4 Calories per gram = 400 Calories

#### 2. Carbohydrates

- Every 1 gram of Carbohydrates is worth 4 Calories
- An individual who ingests 200 grams of carbohydrates in a day consumes 800 Calories from Carbohydrates
- If 1 gram of carbohydrates = 4 calories
- 200 grams of carbohydrates X 4 Calories per gram = 800 Calories

#### 3. Fat

- Every 1 gram of Fat is worth 9 Calories
- An individual who ingests 100 grams of Fat in a day consumes 900 Calories from Fat
- If 1 gram of Fat = 9 calories
- 100 grams of Fat X 9 Calories per gram = 900 Calories

#### 4. Alcohol

- Every 1 gram of Alcohol is worth 7 Calories
- An individual who ingests 100 grams of Alcohol in a day consumes 700 Calories from Alcohol
- If 1 gram of carbohydrates = 4 calories
- 200 grams of carbohydrates X 4 Calories per gram = 800 Calories





### **MACRONUTRIENT**

Protein	4 Cals/gram
Carbohydrate	4 Cals/gram
Fat	9 Cals/gram
Alcohol	7 Cals/gram

### **CALORIES**

### **SUZY'S MACROS**

125 grams of Protein  
200 grams of Carbs  
100 grams of Fat

### **SUZY'S CALORIES**

125g P X 4 Cals/g = 600 Cals  
200g C X 4 Cals/g = 800 Cals  
100g F X 9 Cals/g = 900 Cals  
600 + 800 + 900 = 2,300 Cals

# *GENERAL GUIDELINES FOR ESTABLISHING DAILY MACRONUTRIENT NEEDS*

Protein intake = 0.7-1.2 grams/lb. of body weight

the leaner you are the higher you may need to be (1.0-1.2)

the higher your body fat the lower you may need to be (0.7-0.9)

CHO intake should be around 0.9-2.0 grams/lb.

25-40% of total CHO should be consumed during pre workout as well as post workout (50-80% total)

Important to note: The amount of carbohydrates will depend primarily upon your goals as well as your metabolic function (how many calories per day you eat).

Fat intake should not go below 0.4 grams/lb. for long periods of time.

At the end of an aggressive fat loss phase, it may be okay to go as low as 0.3 grams/lb. (for up to 4-6 weeks)

For active individuals, cut calories from fat first (in general) when seeking fat loss; reserving carbohydrates for performance.

Increase training volume during fat loss phases in order to burn more calories.

Aim to lose about 1% of body weight per 7-14 days. Anything more than this and 2 negative results may be more prone to happening:

1. increased risk for metabolizing muscle tissue.
2. longevity of deficit/cut is reduced





# OVEREATING

By tracking your weekly intake it will give us insight into your tendencies. One area I like to take a look at is the fluctuation between weekdays and weekends & impact this has on the average weekly energy balance. Remember the body does not operate on our 24 hour day. For best understanding we want to see what the weekly and monthly average of energy (Calories ingested) coming into the system and the average amount of energy (calories burned) leaving hr system. With a closer look we may see that the weekdays are spot on and represent what seems to be an energy deficit. However when we track all of the little snacks and treats, the alcohol and pair that with lazy days on the couch we are not in a deficit. In fact, we are in a net surplus based on the dramatic lifestyle change on the weekends. Below is an info graphic to help illustrate this idea.



As much as overeating and inconsistent eating tendencies plague dieting enthusiasts there's another area that has very strong research to help us make sense of the obesity epidemic we have. I want to reference a meta-analysis (very reliable study) looking at individuals who are overweight. What the study found is that people who are overweight tend to overestimate how much energy they expend or how active they are by 51%. That alone is enough to put a wrench in anyone's progress. To make things worse these individuals also underestimated their food intake (Calories) by 47%.

I think it's helpful to paint a picture of what this would look like in a day to day setting. It should be clear as to why so many struggle with losing weight and also should drive the importance of understanding energy balance and tendencies. Using the percentages found in the study below is an example of how this would look:

Sally reports that she is very active and expends 2,000 Calories per day. She also reports that she ingests 1,500 Calories per day. She is having trouble losing weight and believes she's broken. What the research shows us is that Sally is in fact not broken, she's just never been educated on how many calories are in certain foods and what servings or portions look like. She also has a false sense of what it means to be very active. Even though she does work out 3-4 times per week she has a desk job during the week and is so exhausted from chasing her kids the majority of her time outside of work and the gym is lounging on the couch and weekends are always dedicated to "lazy days".



By the numbers Sally actually burns closer to 1,000 Calories per day and consumes close to 3,000 Calories per day.

Sally thinks: 1,500 Calories (Energy IN) - 2,000 Calories (Energy OUT) = -500 Calories.

This is a significant energy deficit and should produce fat-loss

Reality says: 3,000 Calories (Energy IN) - 1,000 Calories (Energy OUT) = +2,000 Calories. This is not an energy deficit. In fact, it's a significant energy surplus which would create an environment for fat gain.

There are certainly individuals with thyroid issues, but they are around 1% of the population. So although "I have a slow metabolism" has become commonly accepted it's almost entirely not true. What's more accurate is that most people think they are more active than they are while simultaneously believe they eat less than what they do.

There isn't anything magical about a food tracking app (like myfitnesspal), but it serves as a check and balances system. If we think of our calories as money. If you're trying to budget for a vacation, it's not good enough to just "try to save more". You'll need to know what the cost of the trip is, how much money is coming in each week/month and how much is being spent each week/month. By laying this all out it takes the guessing out of it. We can understand how much to save each week/month and where to cut spending in order to reach our goal and take the vacation.

Whenever starting a fat-loss phase the beginning can be sunshine and roses. But eventually, the mind and body will push back. It's hard work & costs the body a lot of energy to use fat as a fuel source. It would rather kick you out of a deficit by any means necessary. This is where "resistance" comes in. The mind and body will work against you with a goal to pull you out of an energy deficit.



# THE 3 MAIN FORMS OF RESISTANCE:

1. eat more
2. work out less
3. work out less intense

Most people do all of the hard work positioning themselves to break through a body fat barrier. But as soon as they feel the resistance, they give in; they eat more, work out less or less intense. If you give in to the resistance, the body doesn't need to use fat for fuel. It has accomplished its goal & body composition will remain the same.

My challenge is that you begin to seek out resistance. If you're feeling any one of these things, get excited!! If you can persevere & push through, you're on the verge of a new all-time low!

For a closer and deeper look into the different phases of dieting (fat-loss, muscle gain, performance, reverse diet & maintenance) check out my "Body Composition & Performance"





# MYTHS

1. Carbs are bad
2. Fats make you fat
3. Too much protein bad for kidneys
4. Fasted cardio burns more fat
5. Eating after 7 (infographic)
6. Slow metabolism  
(reference overeating under exercise study)
7. Intermittent fasting = weight loss
8. Eating frequently “stokes” metabolism
9. Certain alcohols are “better”  
/ less carb



Here are a list of just a few of the hundreds of myths that are circulating the health and fitness misinformation pool. If you've recently believed these to be true or are uncertain about other possible myths please use the subscription group platform to ask questions or learn more about the ones I've listed.

## Medical Disclaimer

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