

NUTRITION

WHAT TO EAT, AND HOW MUCH

The few things that actually decide how you look, and how to work out your own numbers instead of copying someone else's.

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IF YOU READ ONE PAGE

Read page 8. Everything else in this book is detail. Page 8 has the number, and the number decides whether your body changes.

01

START HERE

Nutrition has been made complicated on purpose. Complicated is easier to sell than true.

You do not need a cleanse, a shake system, a list of foods that are secretly poisoning you, or a supplement stack. You need to know what you are eating, roughly how much of it, and enough protein.

Nothing else in this book is bigger than that. Everything after this page is just filling in the detail.

WHAT THIS BOOK IS

- **What the three macros do** and which foods carry them, so you stop guessing at the shop.
- **How to work out your own numbers** instead of copying someone else's meal plan.
- **Two real days of eating** with the calories and protein counted, so you can see what a day looks like.
- **A plate rule** for when you are away from home and cannot count anything.
- **A grocery list** so the plan survives contact with the supermarket.

A meal plan is not a diet. One example of one day, nothing more. Copy it if you want a starting point. Learn the rule behind it if you want to still be doing this in a year.



02

MACROS AND MICROS

Macronutrients are the three things food is built from, and the only three that carry calories. You eat them in large amounts and you need them every day.

MACRO	CALORIES PER GRAM	WHAT IT MAINLY DOES
Protein	4	**Builds and repairs muscle**
Carbohydrate	4	**Fuels the work**
Fat	9	**Hormones, and absorbing vitamins**

Alcohol carries 7 calories a gram and does none of those jobs. So it does not make the list.

Micronutrients are the vitamins and minerals. They carry no calories, which is exactly why men ignore them. They run your immune system, your blood, your bones and your energy, and you feel their absence long before a blood test names it.

You do not need to track them. Eat a range of whole foods and a good spread of colors in your vegetables and you will cover almost all of it.

FOODS THAT CARRY A LOT OF THEM

Beef, fish, eggs, spinach, potatoes, bananas, cashews. Between them that is iron, zinc, magnesium, potassium and B12, which is most of what a man training hard runs short of.

THE ORDER THAT MATTERS

Calories decide your weight. Protein decides how much of that weight is muscle. Micronutrients decide how you feel while it happens. Get them in that order and you will not need to think about the third one much at all.

03

CARBOHYDRATES

Carbs are your main fuel. Cut them to nothing and you get headaches, no energy, weak sessions and a short temper. Plenty of men have tried it and plenty of men have quit because of it.

They are not the reason you gained weight. Eating more than you burn is the reason. Carbs just happen to be in most of the food that is easy to overeat.

Fiber is a carbohydrate too. It slows digestion, keeps you full, and does your cholesterol a favour. Fiber is the main reason a plate of vegetables beats the same calories in bread.

WHERE TO GET THEM

- Oats
- White rice
- Brown rice
- Potatoes
- Sweet potatoes
- Quinoa
- Kidney beans
- Bananas
- Apples
- Blueberries

> **WHITE RICE IS NOT THE ENEMY**
>
> Brown rice has a little more fiber and a few more minerals. Nothing else separates them. If white rice is the one you will cook and eat, eat white rice. A plan you follow beats a plan that is 4% better on paper and sits in the cupboard.

04

PROTEIN

If you only get one number right, make it this one.

Your muscle is built and repaired from protein. When you are eating less than you burn, it is also what decides where the lost weight comes from. Enough protein and you lose fat. Not enough and you lose fat and muscle together, and end up lighter but softer.

For the calories it costs, protein also tends to be the most filling of the three. It is why a high protein day feels easier than a low protein day at exactly the same calories.

WHERE TO GET IT

- Chicken breast
- Lean beef
- Turkey
- Eggs
- Salmon
- Tuna
- Tilapia
- Shrimp
- Greek yogurt
- Lentils

YOUR NUMBER

One gram for every pound of your goal weight. The weight you want to be, not the weight you are now. A man heading for 190 lb eats 190 grams a day, whether he is cutting or building.

Spread it out. Four or five meals with 35 to 45 grams in each is easier on your appetite and easier to hit than trying to make it up at dinner. Most men who miss their protein miss it before lunch.

05

FATS

For twenty years men were told fat was the problem. It was never that simple, and the men who cut fat to nothing paid for it.

Your body builds testosterone out of cholesterol, and fat is how it absorbs vitamins A, D, E and K. Men who cut fat very low do tend to run slightly lower testosterone. The effect is real but it is modest, so this is not a reason to eat more fat than your calories allow. But it is a reason not to cut fat to nothing.

Keep fat between 20% and 35% of your calories. Twenty is the floor, not the target.

The catch is that fat carries more than twice the calories of protein or carbs, gram for gram. Fat is the easiest thing on the plate to overeat without noticing. Oil, butter, cheese, nuts and dressings are all fine and all worth measuring.

WHERE TO GET IT

- Whole eggs
- Avocado
- Salmon and oily fish
- Almonds
- Walnuts
- Cashews
- Extra virgin olive oil
- Chia seeds
- Flaxseed
- Coconut oil

THE ONE TO ACTUALLY WATCH

A tablespoon of olive oil is 120 calories. Cooking with three or four without thinking is most of a meal, and it is the single most common reason a man eats 400 calories more than he thinks he does. Measure the oil. Not the vegetables.

06

YOUR NUMBERS

DO NOT BUILD YOUR DIET OFF YOUR BMR

Your BMR is the amount you would burn lying in bed all day. Your BMR is not what you burn living your life. Take a deficit off your BMR and you end up eating hundreds of calories below what you need, which is how men lose muscle, stall, and feel terrible doing it. **You build the deficit off your TDEE.**

STEP 1. YOUR BMR

Men: (10 x weight in kg) + (6.25 x height in cm) − (5 x age) + 5

Pounds to kilograms, divide by 2.2. Inches to centimeters, multiply by 2.54.

STEP 2. YOUR TDEE

This is the real number. Multiply your BMR by how often you train.

HOW OFTEN YOU TRAIN	MULTIPLY BMR BY
Not at all	1.2
1 to 2 times a week	1.4
2 to 3 times a week	1.5
4 to 5 times a week	1.6
6 to 7 times a week	1.7

STEP 3. PICK A DIRECTION

To **lose fat**, eat your TDEE x 0.8. To **hold where you are**, eat your TDEE. To **build**, add about 10% to it.

STEP 4. SPLIT IT

Protein: 1 gram per pound of goal weight. **Fat:** calories x 0.2, divided by 9. **Carbs:** whatever is left, divided by 4.

07

WATER

Three liters a day. Start with 500 ml when you wake up, before coffee.

Lose about 2% of your body weight in water and your strength, endurance and concentration all drop in the same session. On a big man that is under two liters. No performance loss is cheaper to fix, and most men carry it without knowing.

WHAT WATER DOES

- **Keeps your training honest.** It shows up as weaker sets and a shorter temper before it ever shows up as thirst.
- **Helps you eat less without trying.** Water fills your stomach for no calories at all. A glass before a meal takes the edge off, and it costs you nothing to drink one before you decide you are hungry.
- **Moves nutrients around.** The protein you paid for gets used properly.

WHAT IT DOES NOT DO

Water does not flush out toxins, burn fat, or tighten your stomach. Your liver and kidneys handle the first one and they were doing it before you bought a bottle. Drinking more water helps you lose weight because it fills you up and because it replaces the calories you were drinking. The effect is real and it is enough. You do not need a bigger claim than the true one.

HOW TO HIT IT

500 ml at wake up. A liter through your training session. 500 ml with each of your three main meals. Three liters, without ever once thinking about it during the day.

08

A FULL DAY OF EATING

About 1,990 calories and 190 grams of protein. This suits a man around 200 lb eating to lose fat. Weights are cooked unless it says otherwise.

MEAL	CALS	PROTEIN	CARBS	FAT
ONE 2 whole eggs, 4 egg whites, 1 cup spinach, 3/4 cup dry oats, 1/2 cup berries	487	36 g	52 g	14 g
TWO 30 g protein powder, 1 cup unsweetened almond milk, half a banana	203	26 g	18 g	4 g
THREE 6 oz chicken breast, 1.5 cups brown rice, 1 cup broccoli	636	63 g	73 g	9 g
FOUR 1 cup nonfat Greek yogurt, 1/2 cup berries	173	24 g	17 g	1 g
FIVE 6 oz salmon, 1 medium sweet potato, 1 cup asparagus	493	44 g	31 g	22 g
Day total	**1,992**	**193 g**	**191 g**	**50 g**

HOW TO USE THIS, AND HOW NOT TO

Do not copy it meal for meal unless your numbers happen to match mine. Look at the shape instead. Protein in every single meal. Vegetables in three of them. The carbs sit around the training. Nothing on that list is exotic and nothing takes more than fifteen minutes.

09

A LEANER DAY

About 1,545 calories and 180 grams of protein. High protein, lower carb, lower fat. The shape of a day deep in a fat loss block, not a way to eat all year.

MEAL	CALS	PROTEIN	CARBS	FAT
ONE 6 egg whites, 1 cup spinach, 2 slices thin sliced whole grain bread, 2 slices turkey bacon, 4 strawberries	324	35 g	32 g	6 g
TWO 25 g protein powder, 1 cup unsweetened almond milk, spinach, half a banana, ice	190	22 g	18 g	4 g
THREE 6 oz salmon, 1 baked sweet potato, 1 cup broccoli	497	43 g	32 g	22 g
FOUR Same shake as meal two	190	22 g	18 g	4 g
FIVE 6 oz chicken breast, 1 cup cauliflower, 1 cup brussels sprouts	344	58 g	13 g	7 g
Day total	**1,545**	**180 g**	**113 g**	**43 g**

READ THE PROTEIN, NOT THE CALORIES

Around 450 fewer calories than the day before it, and almost the same protein. There is the whole trick to cutting without going soft. The carbs and the fat come down. The protein does not move.

10

BUILD YOUR OWN PLATE

You will not weigh your food at a restaurant, at your mother in law's table, or on a job site. You still have to eat. Here is the rule for those meals.

ON THE PLATE	HOW MUCH	USE YOUR
Protein	One or two portions	Palm, not counting fingers
Vegetables	One or two portions	Closed fist
Carbs	One portion	Cupped hand
Fat	One portion	Thumb

Your hand is attached to your body, so it scales with you. A bigger man has a bigger palm and needs a bigger portion. Which is the point of it.

THE ORDER TO BUILD IN

1. **Protein goes down first.** Before anything else touches the plate. Otherwise it gets crowded out.
2. **Fill half the plate with vegetables.** They cost almost nothing in calories and they are what stops you leaving the table still hungry.
3. **Then the carbs.** One cupped hand. Adjust this portion up or down as your goal changes.
4. **Fat last, and watch it.** A thumb of oil, butter or cheese. Fat is the smallest portion on the plate and the easiest one to double by accident.

> **THE EATING OUT VERSION**
>
> Order the protein and the vegetables you want. Ask for the sauce and the dressing on the side, and use half. Skip the bread basket or eat it instead of your carb, not as well as. Ninety percent of it, and ninety percent done every time beats a hundred done twice.

11

SNACKS

Snacking is not the problem. Unplanned snacking is. A snack you decided on this morning is food. A snack you decided on at 9pm standing in front of the fridge is damage.

One rule: it has protein in it, or it is a whole food. Most things that pass that test will not wreck your day. Almost nothing that fails it is worth the calories.

WORTH HAVING IN THE HOUSE

- Greek yogurt and berries
- Hard boiled eggs
- Apple slices and peanut butter
- Cottage cheese
- Canned salmon or sardines
- Cucumber and hummus
- Beef jerky or biltong
- Mixed nuts, measured
- Protein shake
- Oranges, grapes, melon

THE TWO THAT CATCH MEN OUT

Nuts. Genuinely good food, and about 170 calories a handful. Two absent minded handfuls in front of the television is a third of a meal. Put a portion in a bowl and put the bag away.

Peanut butter. Same story, worse. A heaped spoon straight from the jar is around 200 calories and nobody has ever measured it honestly.



12

THE GROCERY LIST

Buy this and the week mostly cooks itself. If it is not in the house on Sunday, you will not eat it on Wednesday.

PROTEIN

- Chicken breast
- Salmon fillets
- Shrimp
- Lean steak
- Ground beef
- Chicken sausage
- Turkey bacon
- Large eggs
- Greek yogurt
- Protein powder

CARBS

- Sweet potatoes
- White potatoes
- Brown rice
- White rice
- Oats
- Bread
- Bananas
- Berries
- Apples

VEGETABLES

- Broccoli
- Brussels sprouts
- Spinach
- Asparagus
- Cauliflower
- Cauliflower rice

FATS AND FLAVOR

- Extra virgin olive oil
- Avocado
- Mixed nuts
- Sea salt
- Black pepper
- Garlic pepper
- Cayenne
- Cinnamon
- Sugar free sauces

COOK ONCE, EAT FOUR TIMES

Sunday. Trays of chicken and salmon, a pot of rice, two trays of vegetables. Ninety minutes buys you most of the week, and it takes the decision out of every weekday evening, which is when the decision usually goes wrong.

13

QUESTIONS

DO I HAVE TO COUNT CALORIES FOREVER?

No. Count properly for two or three weeks and you will have calibrated your eye for good. After that the plate rule on page 12 carries most of it, and you only go back to counting when progress stops.

ARE CARBS AT NIGHT BAD?

No. Your body does not check the clock. What you ate across the whole day is the number that counts. If eating your carbs at dinner helps you sleep and stops you raiding the kitchen at ten, that is the right time for you to eat them.

DO I NEED A PROTEIN POWDER?

No, but it is the one supplement worth owning. Protein powder is food, not magic. It exists because hitting 190 grams from chicken alone is harder than most men will keep up.

WHAT ABOUT A CHEAT MEAL?

One planned meal a week that you enjoy and do not log is fine and it makes the other twenty easier. A cheat day is not the same thing. A day can undo a week, and that arithmetic does not care how disciplined you were on Tuesday.

IS IT WORTH EATING ORGANIC?

Not for your body composition, which is the subject of this book. If you prefer it and it fits the budget, buy it. If the choice is organic chicken you cannot afford or regular chicken you can, buy the one that gets eaten.

WHERE DO I START TOMORROW?

Work out your number on page 8. Hit your protein. Buy the list on page 14. Enough to be going on with, and more than most men ever do.

Remember this

YOU CANNOT TRAIN YOUR WAY OUT OF HOW YOU EAT.

MYRON JACKSON



BACK TO BASICS

WHEN YOU NEED MORE

This book gives you the rules. It cannot see your bloodwork, your schedule, what your job does to your appetite, or the reason you have started and stopped four times already.

Most men who come to me have already tried. Gym memberships. Programs online. Meal plans. Some of it worked for a while. Most of it did not last. That was not a discipline problem. It was built for nobody in particular.

Back To Basics is built for one man at a time. We look at what is going on inside your body before we build anything. We work around the injuries you are carrying. And you are never doing it alone.

1. Apply. It takes about two minutes.
2. We look at it, and you book a call.
3. We decide together whether this is the right fit.

APPLY NOW

apply.joinbacktobasics.com

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