

FAT LOSS

THE COMPLETE GUIDE

Four numbers, a speed to hold, what to do the week the scale stops, and how to stop without giving it all back.

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BACK TO BASICS

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THE FOUR NUMBERS

Calories, protein, steps, sleep. Everything in this book is one of those four, or it is what to do when one of them stops working. There is nothing else to buy and nothing else to learn.

01

START HERE

You have lost weight before. That was never the problem.

The problem is what happened after. Twelve pounds came off, life got busy, and eleven of them came back with a friend. So you started again in January, and again in June, and each time it got a little harder to believe.

Here is the honest picture. Across the big follow up studies, most men give back most of what they lose within five years. But somewhere between one in five and one in three keep a real amount off for good, and when you look at what those men do differently, it is not willpower and it is not genetics. It is four numbers and a speed.

WHAT THIS BOOK DOES

- **Gives you four numbers** to hit every day. Calories, protein, steps, sleep.
- **Sets a speed** slow enough to keep your muscle and fast enough to see it.
- **Tells you what to do** the week the scale stops, which it will.
- **Shows you how to stop** without giving it all back.

Nothing here is new and nothing here is clever. It is the short list of things that have held up in real studies on real people, with the rest thrown out.



02

HOW FAT COMES OFF

Body fat is stored food. Your body put it there because you ate more than you used, and it takes it back out when you use more than you eat. That is the whole thing.

Every diet that has ever worked, for anyone, worked because it made you eat less than you burn. Keto, fasting, no carbs after seven, cabbage soup. Different doors, same room.

> **WHY THAT MATTERS TO YOU**
>
> It means you do not have to pick the right diet. You have to pick one you can hold. A plan that takes off half a pound a week for a year beats a plan that takes off three pounds a week for eleven days.

TWO THINGS THAT ARE NOT TRUE

No food burns fat. Not celery, not green tea, not cider vinegar. Some foods keep you full longer, which helps you eat less, which is a real thing. That is different from burning fat.

Nothing on the shelf does it either. Fat burners raise your heart rate and empty your wallet. If they worked, coaching would not exist.

WHY DIETS SEEM TO STOP WORKING

They almost never stop working. What happens is the gap closes without you noticing. A bigger scoop of rice. Two beers on Friday instead of one. The handful off your kid's plate. None of it feels like eating, and together it is four hundred calories a day.

> **THE ONLY LEVER**
>
> There is one lever in this whole book and it is the gap between what you eat and what you burn. Everything else, protein and steps and sleep, is there to protect your muscle and make the gap easier to hold. Learn that and you will never need another diet book.

03

WHAT TO EAT IN A DAY

Find your number, eat it, and let the scale correct you. No calculator is right for every man, so treat this as a starting line and not a verdict.

YOUR STARTING NUMBER

Take your body weight in pounds and multiply it. Use **10** if you train three days a week or less. Use **12** if you train four days or more.

YOU WEIGH	3 DAYS OR LESS	4 DAYS OR MORE	STEPS
180 lb	1,800	2,160	8,000
200 lb	2,000	2,400	8,000
220 lb	2,200	2,640	8,000
240 lb	2,400	2,880	9,000
260 lb	2,600	3,120	9,000
280 lb	2,800	3,360	10,000

Protein is the third number and it has its own page, because it is set on your goal weight rather than this one. Page 7.

THEN LET THE SCALE DO THE REST

1. Eat that number for two full weeks. Weigh yourself every morning.
2. Take your average for week 2 and compare it to week 1.
3. Losing at the right speed? Change nothing. Page 6 has the speed.
4. Nothing moved? Take 200 off and give it another two weeks.

> **YOU DO NOT HAVE TO COUNT FOREVER**
>
> Count for four to six weeks so you learn what your food costs. Most men are shocked by three or four things and fine on everything else. After that you can eat the same handful of meals and check in with the scale.

04

HOW FAST TO LOSE IT

Half a percent to one percent of your body weight a week. That is the window.

YOU WEIGH	PER WEEK	PER MONTH
180 lb	0.9 to 1.8 lb	4 to 8 lb
200 lb	1.0 to 2.0 lb	4 to 9 lb
220 lb	1.1 to 2.2 lb	5 to 10 lb
250 lb	1.3 to 2.5 lb	5 to 11 lb
280 lb	1.4 to 2.8 lb	6 to 12 lb

Carrying a lot of fat? Use the top of your range. Already fairly lean? Use the bottom.

WHY NOT FASTER

Athletes were split into two groups and dieted down. The slower group, losing about 0.7 percent a week, **gained two pounds of muscle and lost more fat.** The faster group lost a little muscle and less fat, on the same training. Same effort, worse result, just because of speed.

THE REASON IS MUSCLE, NOT REBOUND

You have been told that losing fast means gaining it back fast. Two hundred people were followed for three years to test exactly that, and both groups had given back about the same by year three. So go slower to keep the muscle you have, not because fast loss is cursed.

WHAT TOO FAST LOOKS LIKE

- **The gym gets worse every week.** Weights that moved in week 2 will not move in week 5.
- **You are cold, flat and short tempered** past the first ten days.
- **The scale drops but the mirror does not change.** That is muscle leaving.

Losing faster than this is not discipline. It is spending muscle you will want back, on a number that comes off anyway.

05

PROTEIN

One gram for every pound of your goal weight. Every day, not most days.

When you eat less than you burn, your body takes the difference from two places. Fat, which you want, and muscle, which you do not. Protein is most of what decides the split.

WHAT THE DIFFERENCE LOOKS LIKE

Twenty trained men were put in the same deficit for two weeks. Half ate a low protein diet, half ate a high one. The low group lost **three and a half pounds of muscle.** The high group lost **under a pound.** Same calories, same training, same two weeks.

LEANER MEN NEED MORE, NOT LESS

This one surprises people. The less fat you carry, the more protein you need per pound, because there is less fat for your body to reach for and more muscle at risk. A heavy man starting out can sit at the bottom of the range. A man already close to seeing his abs should sit at the top.

WHERE TO GET IT

FOOD	SERVING	PROTEIN
Chicken breast	6 oz	52 g
Lean ground beef, 93%	6 oz	46 g
Whole eggs	3 large	19 g
Greek yogurt, plain	1 cup	23 g
Whey powder	1 scoop	24 g
Canned tuna	1 can	27 g
Cottage cheese	1 cup	25 g

THREE OR FOUR MEALS, NOT SIX

Spread it across three or four feedings so no meal is doing all the work. You do not need to eat every three hours and you do not need a shake the second you rack the bar. The daily total is the part that matters.

06

STEPS AND LIFTING

Two jobs, and they are not the same job. Steps make the gap bigger without making you hungry. Lifting tells your body to keep the muscle while the fat goes.

STEPS

Eight thousand a day, written down as a floor, not a hope. When researchers pooled the trials, the programs that worked landed around eight thousand a day, and the people who kept the weight off were still walking that much a year later.

> **WHY A FLOOR AND NOT A TARGET**
>
> Some men quietly move less when they diet. Not on purpose. You take the elevator, you sit through the phone call, you drive to the shop at the end of the road. It is small every time and it adds up. A number in writing is what catches it.

LIFTING

Three or four sessions a week, hitting your whole body, with the weights staying roughly where they were. You are not setting records in a deficit. You are giving your body a reason to hold on to what it has.

- **Keep the weight on the bar.** If your numbers are falling every week, you are losing too fast or sleeping too little.
- **Do not swap lifting for cardio.** Cardio burns calories. Lifting keeps the shape underneath.
- **Six to eight hard sets per muscle a week** is enough to hold what you have.

WHAT A WEEK LOOKS LIKE

MON	TUE	WED	THU	FRI	SAT	SUN
LIFT	WALK	LIFT	WALK	LIFT	WALK	REST

If you only do one of the two, lift. A man who lifts and walks loses fat and keeps his shape. A man who runs himself into the ground with no weights gets smaller and softer at once, which is the outcome nobody wants.

07

SLEEP

Seven hours. This is a fat loss number, not a lifestyle tip.

People were put on identical diets and split by how much they slept. Both groups lost about the same weight. But of everything the short sleepers lost, a much smaller share of it was fat. The rest came off their frame.

In one eight week study the group sleeping normally lost about **80 percent of it as fat.** The group cut short lost **under 60 percent.** Nobody ate differently. The only thing that changed was the hours.

IT ALSO DECIDES HOW MUCH YOU EAT

Eighty people who normally slept under six and a half hours were coached to sleep longer. No diet was given. They ate about **270 calories a day less** without trying, and started losing weight while the other group gained.

THE SHORT LIST

- **Same time to bed, same time up,** including weekends. Your body cares more about the pattern than the hour.
- **Dark and cool.** Blackout blinds, and drop the temperature.
- **No caffeine after two in the afternoon.** It is still working at bedtime whether you feel it or not.
- **Phone out of the room.** Not face down. Out.



08

YOUR FIRST FOUR WEEKS

Knowing what is coming is most of what stops men quitting in week three.

WHEN	WHAT HAPPENS
Week 1	Big drop, four to eight pounds. Most of it is water and food weight. Enjoy it, do not believe it.
Week 2	It slows hard and feels like failure. This is the first honest number you have seen.
Week 3	Often flat or up. Nothing is wrong. Salt, sleep and stress all hold water.
Week 4	The trend shows up. Now you can judge it.

HOW TO WEIGH YOURSELF

1. Every morning. After the bathroom, before food or drink, no clothes.
2. Write down every number, including the bad ones.
3. **Only ever compare weekly averages.** Add the seven days, divide by seven.
4. Judge nothing on a single morning. Judge nothing before four weeks.

WHY THE AVERAGE AND NOT THE NUMBER

Your weight swings three or four pounds in a day on food, salt and water. Reacting to one morning is how men cut their calories twice in a fortnight and end up starving for no reason. The average cuts through the noise. The daily number is just what feeds it.

TAKE THE PHOTOS

Front, side and back, same spot, same light, first thing Monday. You will not see the change day to day because you live in that body. In eight weeks the photos will show you something the scale never will.

09

WHEN THE SCALE STOPS

Three weeks of flat averages is a stall. Anything less is a week.

When it happens, the first move is not to cut food. Run these four checks in order, because one of them is almost always the answer.

1. **Weigh your food again for four days.** Portions grow on their own. This finds the problem about seven times out of ten.
2. **Add up the weekend.** Saturday and Sunday count. Page 12 does that math.
3. **Check your steps.** Not your intention. The number in your phone, averaged over the week.
4. **Check your sleep.** Three bad nights will flatten a scale on their own.

Fixed one of those? Give it two weeks before you touch anything else.

IF ALL FOUR ARE CLEAN

Then it is a real stall, and you have two moves. **Take 10 percent off your calories,** or **add 1,500 steps a day.** One or the other, never both, and then wait two weeks before judging it.

THREE THINGS THAT ARE NOT A STALL

- **One bad morning on the scale.** A salty dinner can put three pounds on you overnight and take it off again by Thursday.
- **A week away.** Travel, restaurant food and short sleep all hold water. Get home, give it four days, then look.

YOUR METABOLISM IS NOT BROKEN

It does slow down. That part is true. Measured carefully in ordinary men losing ordinary amounts, the drop is around **50 to 150 calories a day** beyond what a smaller body explains, and it lifts once you stop dieting. The horror stories come from a television show where people lost forty percent of their body weight training four hours a day. None of that describes you.

10

WEEKENDS AND EATING OUT

More diets die on Saturday than on any Tuesday. Here is the arithmetic nobody does.

YOUR WEEK	CALORIES
Five days on plan, 500 under	2,500 under
Saturday, meal out and drinks	1,200 over
Sunday, leftovers and a big breakfast	800 over
The week you really had	**500 under**

Five hard days undone to about a tenth of a pound. This is the single most common reason a man who is "doing everything right" is not losing.

EATING OUT WITHOUT WRECKING IT

- **Decide before you walk in.** Look at the menu in the car. Ordering hungry is how you end up with the appetizer.
- **Protein and vegetables first, then whatever is left.** Steak and a side beats pasta every time.
- **Save your calories, do not skip your meals.** Eat lighter earlier in the day, not nothing.
- **One plate.** No starter, no bread basket, no finishing your wife's.

DRINKS

Alcohol carries seven calories a gram, not far off fat, and it brings nothing with it. Worse, it turns off the part of you that was going to say no to the nachos. Two drinks is usually five hundred calories by the time the night ends.

> **THE RULE THAT FIXES THE WEEKEND**
>
> Eat the same way on Saturday as you do on Wednesday. Not perfectly. The same. When researchers looked at men who kept the weight off for years, keeping weekdays and weekends alike was one of the few things most of them had in common.

11

SIX THINGS THAT ARE NOT TRUE

All six of these get repeated by people who should know better. Each one has kept somebody from starting.

1. NINETY FIVE PERCENT OF PEOPLE FAIL

That number comes from a look at a hundred patients at one clinic in 1959, where four in ten were never heard from again. The honest version is that most men regain most of it, and one in five to one in three keep off a real amount for years. Those are beatable odds, and this book is about which side you land on.

2. LOSE IT FAST AND IT COMES BACK FAST

Two hundred people were split into a fast group and a slow group and followed for three years. Both had given back about the same amount by the end. Speed is worth managing for your muscle. It is not a curse.

3. DIETING WRECKS YOUR METABOLISM

Measured properly in normal men, the slowdown is around 50 to 150 calories a day, and it goes away when the diet does. Nothing gets permanently broken by eating less for twelve weeks.

4. CARBS AT NIGHT MAKE YOU FAT

Your body does not read a clock. Total calories across the day decide it. Eat your carbs whenever they help you sleep, train and stick to it.

5. REVERSE DIETING REPAIRS YOU

The idea that slowly adding calories back raises the amount you can eat has never once been tested in a controlled trial. Not a weak study. None. Ease off gently if it keeps your head straight, but do not expect it to buy you anything.

6. DIET BREAKS SAVE YOUR MUSCLE

One study in untrained men suggested it. Every study since in men who lift has found no difference in fat or muscle. Breaks are worth taking because they make you less hungry and easier to live with, which is a good enough reason on its own.

HOW TO SPOT THE NEXT ONE

Ask who benefits. If the claim ends with something to buy, a program to join or a food group to fear, be slow to believe it. The things that work are boring, free and have been the same for thirty years.

12

COMING OFF THE DIET

Everything before this only counts if you get this part right.

Most men have no plan for this part. They hit the number, feel finished, and go back to eating the way that made them fat in the first place. The diet worked. The ending is what failed.

HOW TO STOP

1. **Add about 150 calories a week,** mostly carbs, until the scale holds steady for two weeks running.
2. **Expect two or three pounds back in the first week.** More food means more water and more food in your gut. It is not fat and it will not keep climbing.
3. **Keep every other number.** Protein, steps, lifting, weighing. Those do not end when the diet does.
4. **Pick your line.** The weight where you take action. Three pounds over it and you go back to your losing number for two weeks. That is the whole maintenance plan.

> **WHAT THE MEN WHO KEPT IT OFF DO**
>
> Thousands of people who lost thirty pounds or more and held it for years were tracked and asked. Nine in ten move about an hour a day, mostly walking. Three quarters step on a scale at least once a week. Six in ten eat the same on weekends as on weekdays. Not one of those is complicated, and not one of them is optional.

> **DO NOT GO STRAIGHT INTO ANOTHER CUT**
>
> Spend at least as long at maintenance as you spent losing. Your training gets better, your appetite settles, and you find out whether this is a body you can keep. A man who does that once has finished. A man who bounces from cut to cut is just doing the same year again.

13

QUESTIONS

HOW LONG WILL THIS TAKE?

Take the pounds you want gone and divide by your weekly rate from page 6. Thirty pounds at a pound and a half a week is about twenty weeks. Write that date down. It is closer than you think and it will pass whether you start or not.

DO I HAVE TO COUNT CALORIES?

For the first month or so, yes. Not forever. You are learning what your food costs, and there is no way to learn it without looking. After that most men run on the same eight or ten meals and check in with the scale.

CARDIO OR WEIGHTS?

Weights, plus walking. Hard cardio burns more per session and makes you hungrier, which often cancels it out. Walking barely registers as effort and barely touches your appetite, which is exactly why it works.

CAN I STILL DRINK?

Yes, and it will slow you down. Count it honestly, keep it to one night, and eat lighter that day rather than skipping meals and drinking on empty.

WHAT ABOUT FAT BURNERS?

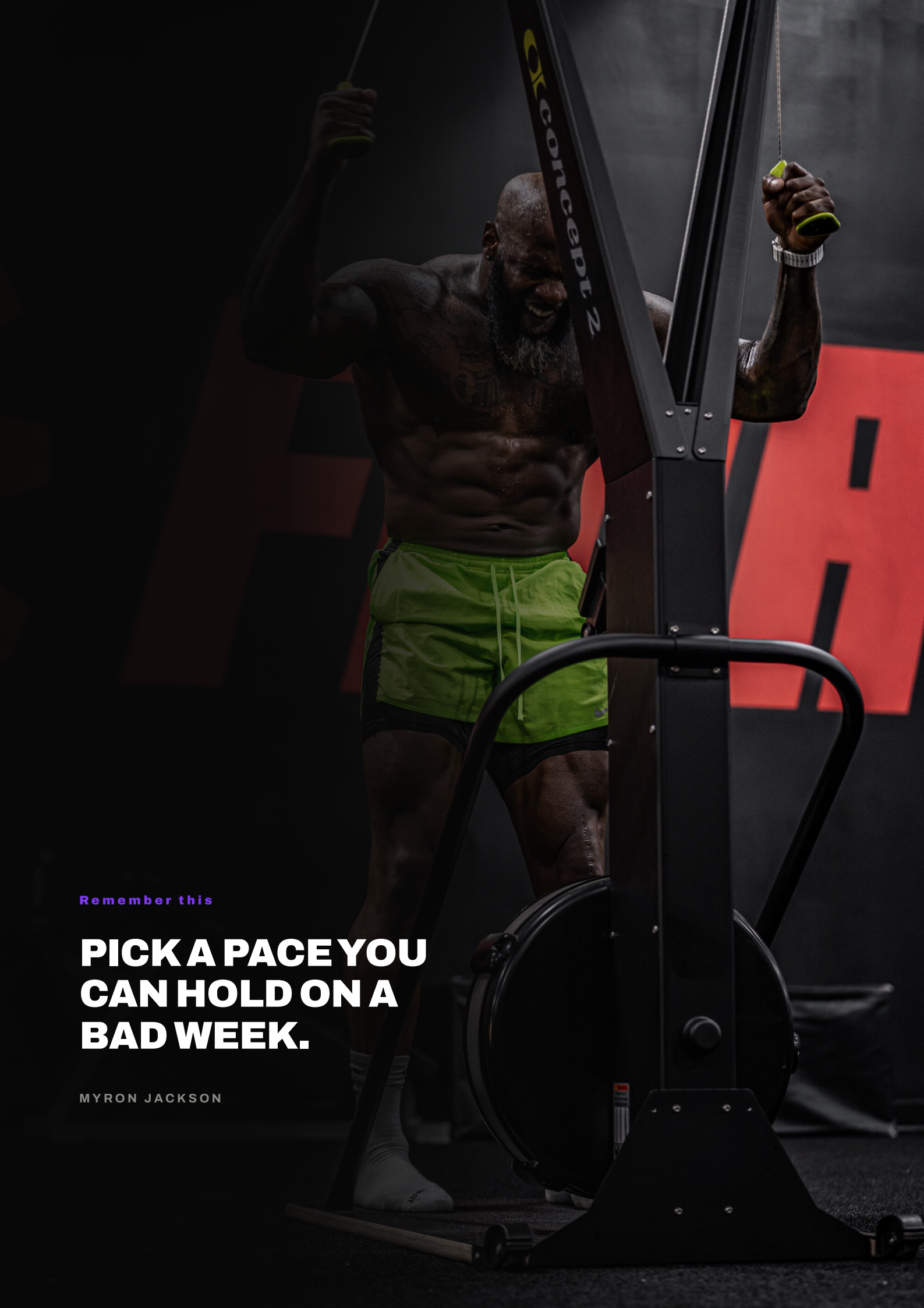
Caffeine works a little. Everything else on that shelf is selling hope. Spend the money on food that fills you up.

I FELL OFF FOR A WEEK. NOW WHAT?

Go back to your number tomorrow morning. Not Monday, not the first of the month. A bad week costs you a week. Waiting for a clean start is what costs men years.

SHOULD I DO THIS AND TRY TO BUILD MUSCLE?

Pick one. You can hold your muscle while losing fat, and if you are new or coming back after years off you may even gain a little. Chasing both hard at once usually gets you neither.



Remember this

PICK A PACE YOU CAN HOLD ON A BAD WEEK.

MYRON JACKSON

BACK TO BASICS

WHEN YOU NEED MORE

This book gives you four numbers. It cannot see your bloodwork, your shift pattern, the medication you take, or what your appetite does at ten at night.

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

This guide is general fitness and nutrition information, not medical advice. It is not a substitute for assessment or treatment by a qualified professional. Speak to your doctor before changing how you eat or starting any training program, particularly if you take medication of any kind, especially for diabetes, blood pressure or heart conditions, or if you have a history of disordered eating or any existing medical condition. Do not eat below the calorie targets in this book without medical supervision. Stop and seek medical attention if you experience dizziness, chest pain, shortness of breath, fainting or persistent weakness. You train and eat at your own risk. Copyright 2026 Back To Basics LLC. All rights reserved.