COACHING SOCIETY

FAT LOSS GUIDE

EVERYTHING YOU NEED TO KNOW TO START YOUR JOURNEY

BY @COACHINGSOCIETY

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GET STARTED

INTRODUCTION

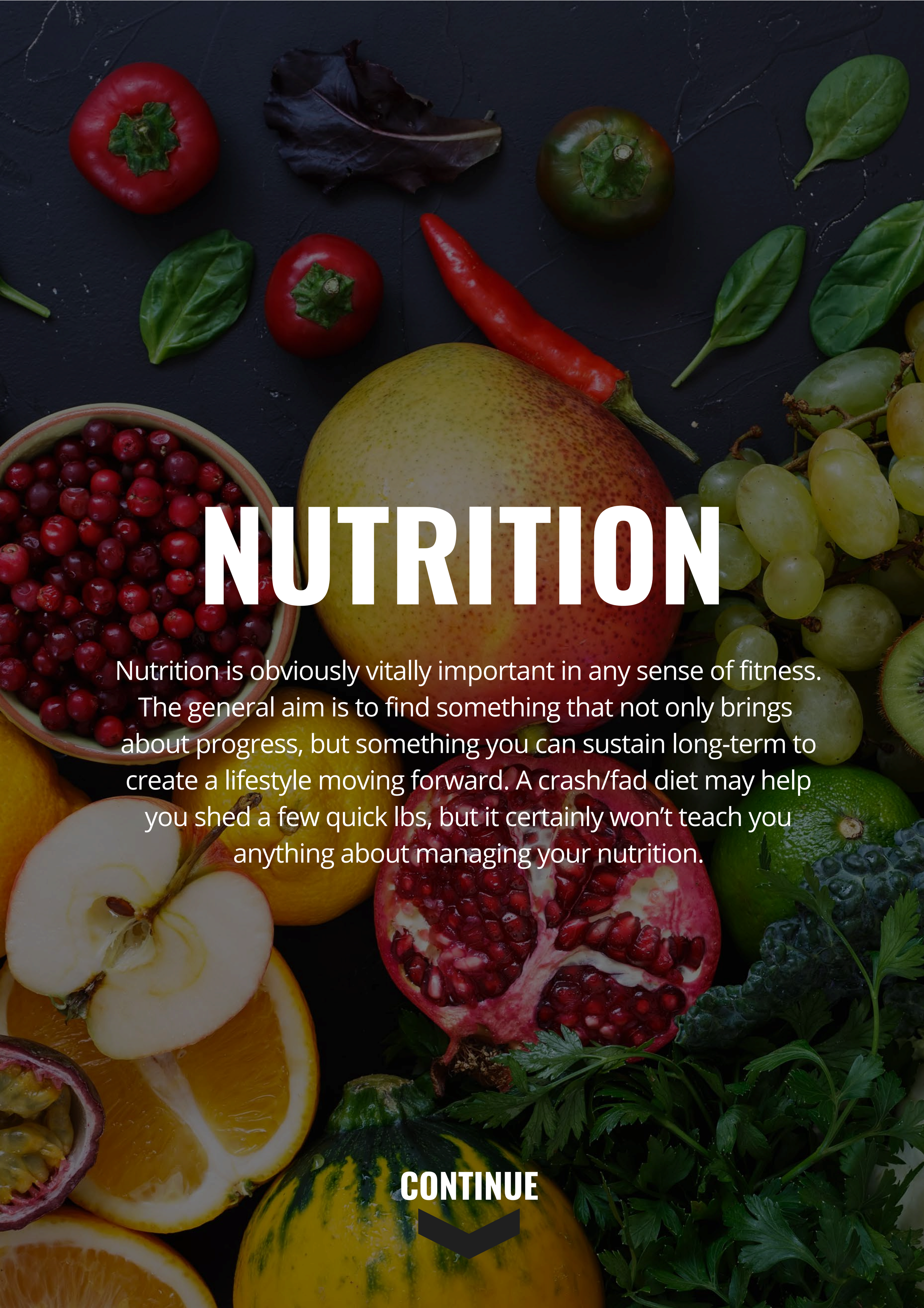
HEY!

Welcome to the Foundations of Fat Loss - your ultimate guide to not only improving body composition but learning how to sustain it.

Throughout this guide, I'll be offering my knowledge on three key aspects of fat loss - **Nutrition, Training** and **Lifestyle Factors.** These all go hand-in-hand to determining if and how you'll progress.

This guide is based on the knowledge I've accrued through working with clients just like you. It nails the basic principles of fat loss and elaborates on those aspects of your journey which will be vitally important over the coming weeks and months.

GET STARTED



NUTRITION

Nutrition is obviously vitally important in any sense of fitness. The general aim is to find something that not only brings about progress, but something you can sustain long-term to create a lifestyle moving forward. A crash/fad diet may help you shed a few quick lbs, but it certainly won't teach you anything about managing your nutrition.

CONTINUE

CALORIES AND ENERGY BALANCE

Fat loss is simple (not easy) - you must burn more calories than you consume. It's the basic principle behind losing fat. You'll hear most people refer to this as a calorie deficit.

There is no 'one-size-fits-all' when it comes to how much of a calorie deficit you should be in. Plunging yourself into a deficit of >500cals per day will of course illicit progress, but if you can only sustain it for a week before falling back into old habits, maybe it isn't the approach for you. There are many methods for working out how many calories per day you should consume.

A general rule-of-thumb is to start off consuming 10-15 calories per lb of bodyweight. Where you land on that scale will initially depend upon how active you generally are each day (job role, steps, general movement etc).

It's crucial to stick to these calories, as doing so will allow you to gauge whether the calorie goal you've set is helping you to achieve your goal. If your target is 1800cals, and you're eating that Monday-Thursday but then consuming 2500+ Friday-Sunday, you'll struggle to gauge if your initial set-up is working for you. From here, making adjustments based on adherence, progress and performance will occur when required.

MACRONUTRIENTS

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Macronutrients constitute the general make-up of the calories you're consuming. The calories within a food/drink will be dictated by the presence of each macronutrient within said item. The four macronutrients, and their energy make-up, are as follows;

- **PROTEIN - 4KCAL/G**
- **FATS - 9KCAL/G**
- **CARBS - 4KCAL/G**
- **ALCOHOL -7KCAL/G**

Each macronutrient plays its own role within the body, and obviously within fat loss. Let's look into each macronutrient individually, and how you'd generally structure these within your diet.

PROTEIN

PROTEIN

Protein is essential for growth, repair, and retention of muscle. It's arguably the most important macronutrient where body composition improvements are concerned. General sources of protein are:

1. FISH
2. EGGS
3. DAIRY
4. TOFU
5. MEAT (RED & WHITE)

As a general rule of thumb, anywhere between 0.6-1.2g per lb of bodyweight is recommended, with the magic number of 1g/lb often utilised.

I'd recommend the lower end of the scale for those who are newer to tracking, or are carrying more body fat. 0.6-1g would be suitable. If you're leaner, are more experienced tracking, and are carrying more muscle tissue, 1-1.2g would be fine.

The foods that make up your protein intake should be mainly whole protein sources such as those listed above. You could also supplement where appropriate to top up towards your intake. You'll notice that some of your carbohydrate and fat sources do contribute towards your protein intake. These are of course contributory, but you should aim to consume >70% of your daily protein hit through actual protein sources where possible.

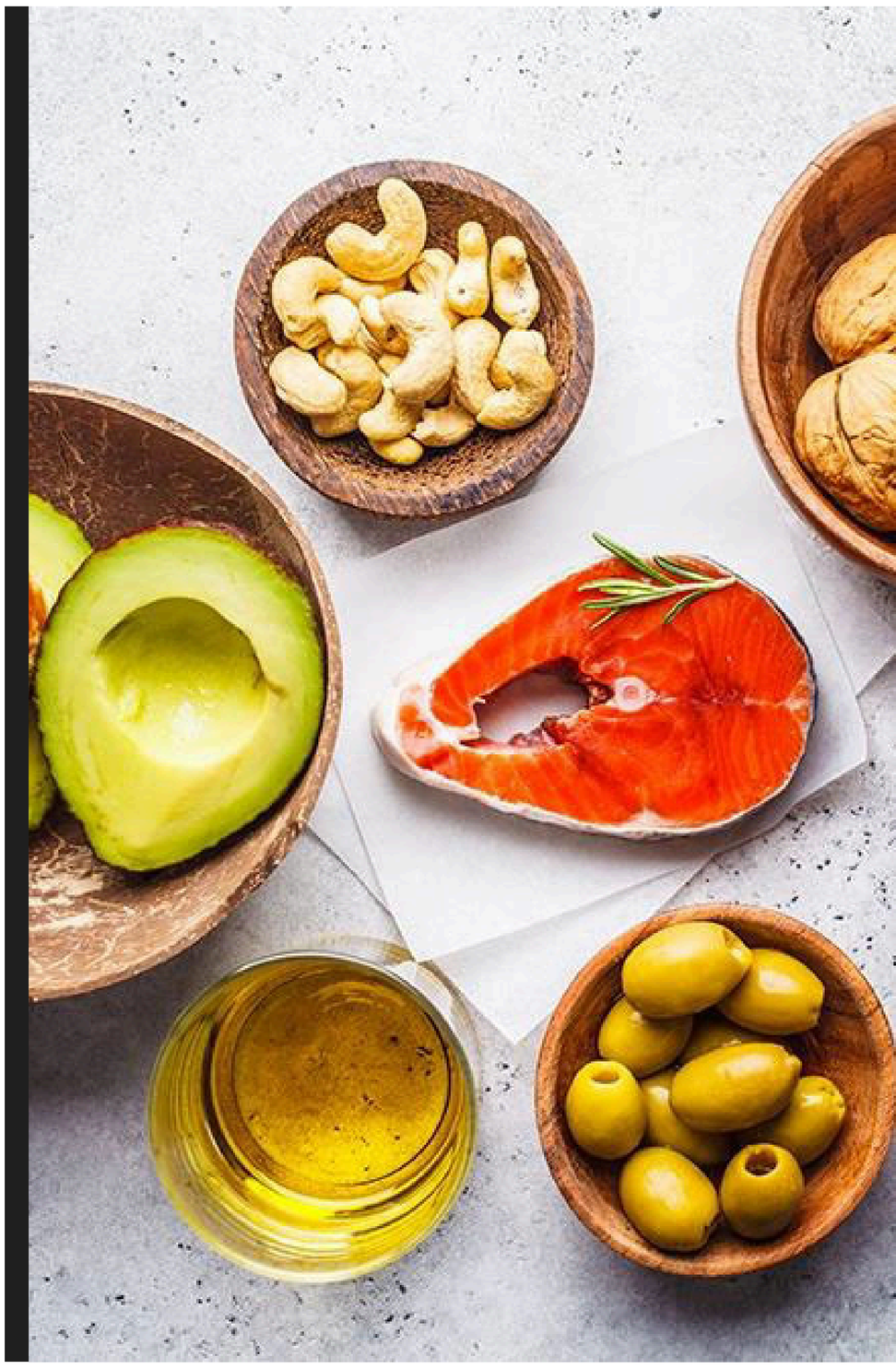
FATS

FATS

Dietary fats are essential for regulating hormonal function, as well as providing the body with energy to operate day-to-day. They are the most energy dense macronutrient, weighing in at 9 calories per gram.

Dietary fats can be sourced through...

1. DAIRY
2. EGGS
3. NUTS
4. SEEDS
5. OILS
6. MEATS (MOSTLY RED)



Requirements for fat intake is generally person dependent, but to maintain regular hormonal and cognitive function, I'd recommend a minimum of 0.2-0.3g of fat per lb of bodyweight. For example, if you weigh 150lbs, a minimum daily fat intake of 30- 45g is recommended.

CARBS

CARBOHYDRATES

Carbohydrates often get a bad rap when it comes to fat loss. You've probably heard all the horror stories about carbs being the enemy, and what happens if you eat them past 7pm. These are all false. No one macronutrient is at fault for gaining body fat - it's purely overconsumption of calories.

Carbohydrates are your body's main source of fuel and will also aid in your body's ability to recover after exercise. They can be found within...

With carbohydrates being the most interchangeable of the three dietary macronutrients, there's no real set amount that's right to consume. The general rule-of-thumb is that carbohydrates will account for the calories left over once you've set out your protein and fat goals.

That being said, you may opt for a more carbohydrate-dense diet at the expense of some dietary fats, provided calories are kept the same, and you don't drop below the minimum threshold of dietary fats mentioned earlier in the guide.

ALCOHOL

Alcohol is classed as a macronutrient. Unlike the other three macronutrients, it doesn't provide any real nutritional benefit. Alcohol isn't particularly 'off-limits' when it comes to losing fat, but it is important to be conscious of the calories you're consuming when drinking it.

I'll elaborate further on tools you can use to accommodate alcohol later in the guide.

SUPPLEMENTS

Supplements are just that - something to contribute towards something else. You shouldn't rely fully on supplements to hit your nutritional targets, but they can be a handy tool when used correctly.

Below are some supplements you may find useful during your fat-loss;

They can generally be split into numerous categories;

- Nutritional
- Performance
- Health
- Lifestyle

01 **WHEY PROTEIN**
Useful for increasing protein intake where whole food doesn't suffice.

02 **CREATINE MONOHYDRATE**
Can improve strength and endurance when resistance training.

03 **MULTIVITAMIN**
Handy tool for helping to satisfy micronutrient requirements.

04 **VITAMIN D3**
Useful where sunlight exposure is limited and can help increase energy levels.

05 **OMEGA 3 FISH OILS**
Can improve cognitive function and reduce inflammation on joints.

06 **VITAMIN B12**
Can ensure the body's blood and nerve cells remain healthy.

This isn't me telling you to go out and spend $$$ on supplements, but these can definitely be useful additions to your dietary approach.

MAXIMISING YOUR CALORIES

As discussed earlier in the guide, there isn't a 'one-size-fits-all' approach when it comes to losing fat. We all have different mindsets and tolerances when it comes to adherence and sustainability.

Making the most of your calories and finding an approach to suit you and your lifestyle is essential to the longevity of your approach. A deficit isn't forever but being wary of the following tools can help you achieve your goal.

FOOD VOLUME

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Of course, a calorie is a calorie, but two food diaries of (let's say) 1500 calories could look completely different. Let's say you've got a standard serving of 100g for certain foods. 100g of one food may contain more calories than 100g of another food. You're getting the same amount of food, but one's going to cost you more calories.

The best analogy of this is to look at strawberries versus peanut butter...

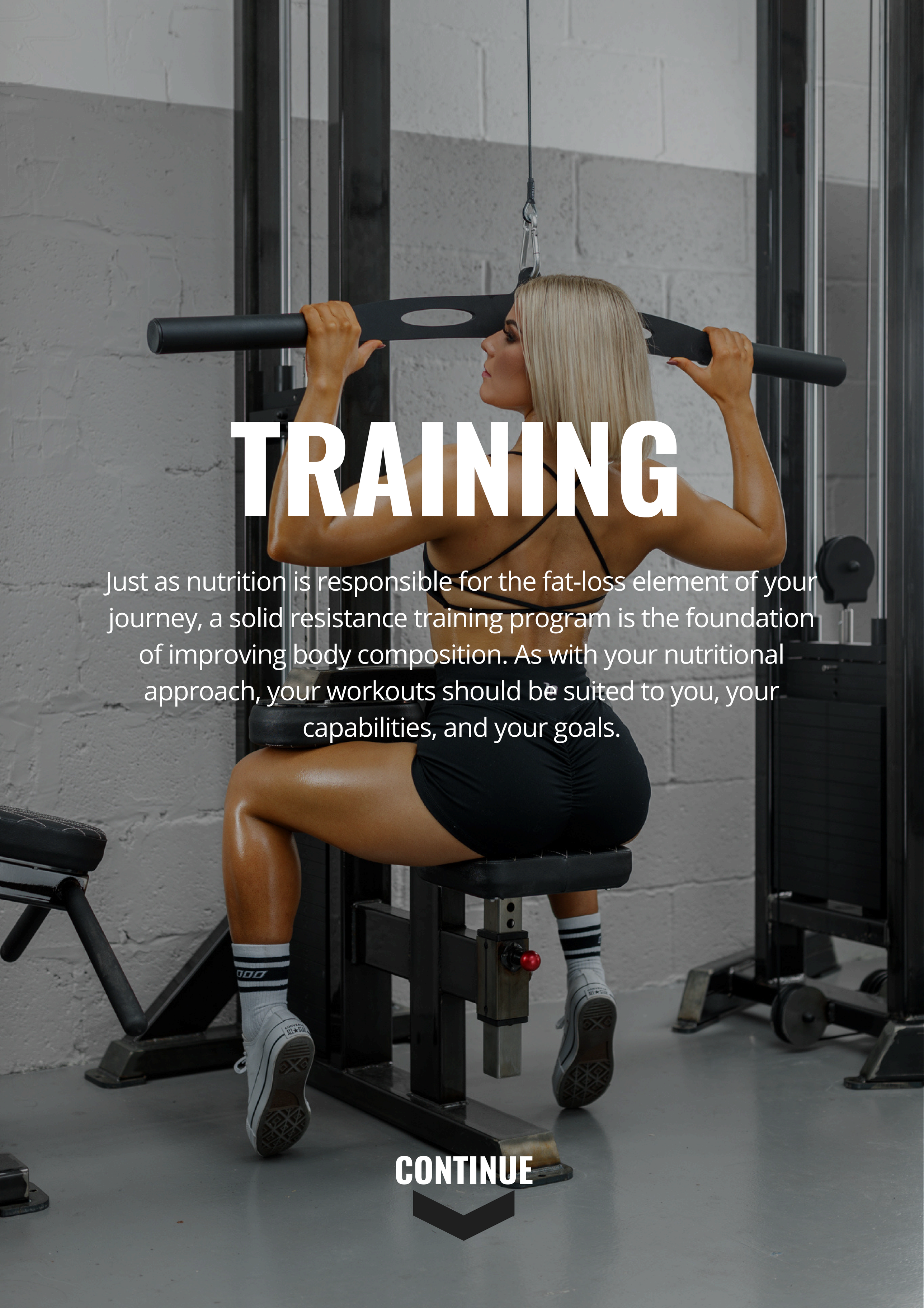
100G OF STRAWBERRIES		100G OF PEANUT BUTTER
= 30 Kcal	⇄	= 600+ Kcal

That isn't to say that peanut butter is bad, it's just a lot more calorie-dense than strawberries. You should be aiming to consume as much food as possible within your calories, so opting for lower density foods like fruits and vegetables, and leaner protein sources will give you the most bang-for-your-buck. Be wary of portion control when it comes to more dense options like nuts, seeds, nut butters, oils and fattier meats.

BANKING YOUR CALORIES

An approach often utilised when flexibly dieting. You can manipulate your calories during the week to allow for a more indulgent weekend. If you can save 150-200 calories Monday-Friday, you'd have an extra 750-1000 calories to play with come Saturday. This should help to cushion the blow.

It's important to ensure you don't sacrifice protein to save calories, and this isn't particularly a tool you should use every single week.



TRAINING

Just as nutrition is responsible for the fat-loss element of your journey, a solid resistance training program is the foundation of improving body composition. As with your nutritional approach, your workouts should be suited to you, your capabilities, and your goals.

CONTINUE

STRUCTURING TRAINING

The nature of your resistance training will be dictated by a few variables;

1. **TRAINING EXPERIENCE**
2. **GOAL**
3. **LIFESTYLE**
4. **RECOVERY**

If you're brand new to resistance training, it would be very short-sighted to program 6 sessions per week to complete. On the flip-side, an advanced trainer will probably have the capabilities to train more than 2/3 times per week. Similarly, your goal may dictate training frequency. If you're a female looking to grow some glutes, tickling them once per week isn't going to cut it.

The volume of training you complete within a given week will be dictated by your **MRV (Maximal Recoverable Volume)**. To define this - the maximum amount of training you can successfully complete and recover from in order to replicate next time out.

Let's say you're new to the gym and have a busy lifestyle. You may want to condense your sessions into 3 Full Body sessions. That way, you're frequently training each muscle group an adequate amount, without having to train more times than you have to, or can recover from.

If you were to train 4 times per week, you may look into an Upper-Lower-Upper-Lower split. You could also look into biasing certain muscle groups dependent upon goal;

- Upper-Lower-Push-Pull - upper-body bias
- Upper-Lower-Delts/Glutes-Lower - lower body bias

These are just a few examples of how structuring training around your capabilities is important. It's more than just throwing some exercises together and hoping for the best.

PROGRESSIVE OVERLOAD

A bit of a 'buzz-term' when it comes to resistance training. Progressive Overload is the method of advancing your training in order to replicate intensity on a frequent enough basis to warrant progress.

Progressive Overload can be defined in a number of ways, both numerical and otherwise. Forms of overload can be any individual, or combination of the variables below;

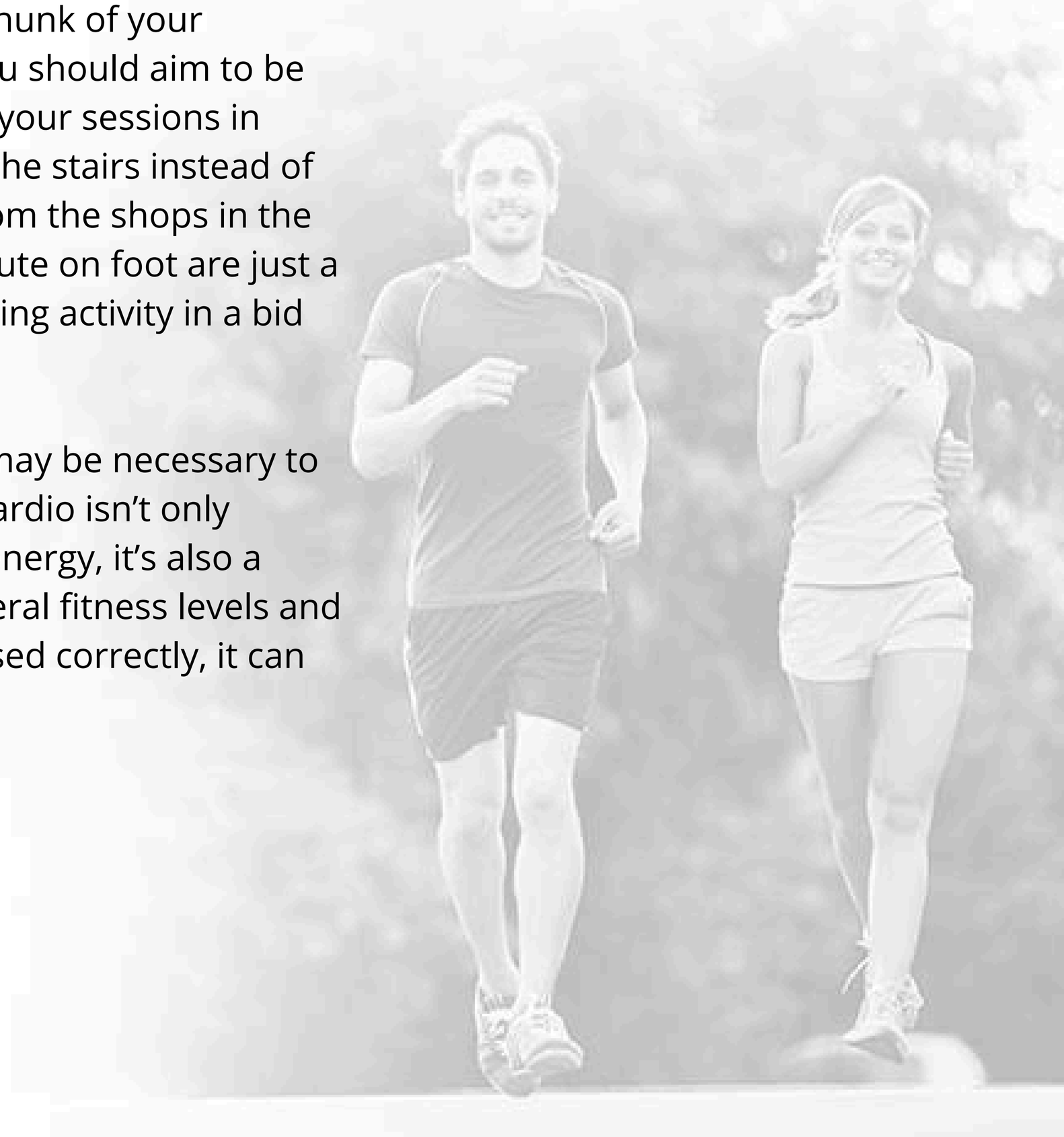
1. **INCREASE IN LOAD**
2. **INCREASE IN REPS**
3. **INCREASE IN SETS**
4. **IMPROVED EXECUTION**
5. **INCREASED TIME-UNDER-TENSION**

It is important to aim to progressively overload as frequently as possible. That doesn't mean piling an extra 2.5kg onto the bar each week. It could simply be an extra rep from the week before, or simply improved form.

NEAT & CARDIO

NEAT (Non-Exercise Activity Thermogenesis) are the calories you burn from general day-to-day activity, like walking, fidgeting, movement in your job etc. It accounts for a large chunk of your expended calories each day. You should aim to be as active as possible outside of your sessions in order to maximise this. Taking the stairs instead of the lift, parking further away from the shops in the car park and taking your commute on foot are just a few ways of consciously increasing activity in a bid to burn more calories.

Where NEAT doesn't suffice, it may be necessary to implement a cardio protocol. Cardio isn't only beneficial for expending extra energy, it's also a useful tool for maintaining general fitness levels and improving resting heart rate. Used correctly, it can be a useful tool to implement.



TRAINING TIPS

Here are my tips and tricks for making the most of your training;

TIP 1

Stick to the plan - program hopping because you're 'bored', or getting 'shiny object syndrome' because your favourite influencer has launched a new workout plan is a sure-fire way to stall progress. It's impossible to know whether you're progressing if you're chopping and changing exercises every other week. Execute your program week-by-week, and gauge progress from there.

TIP 2

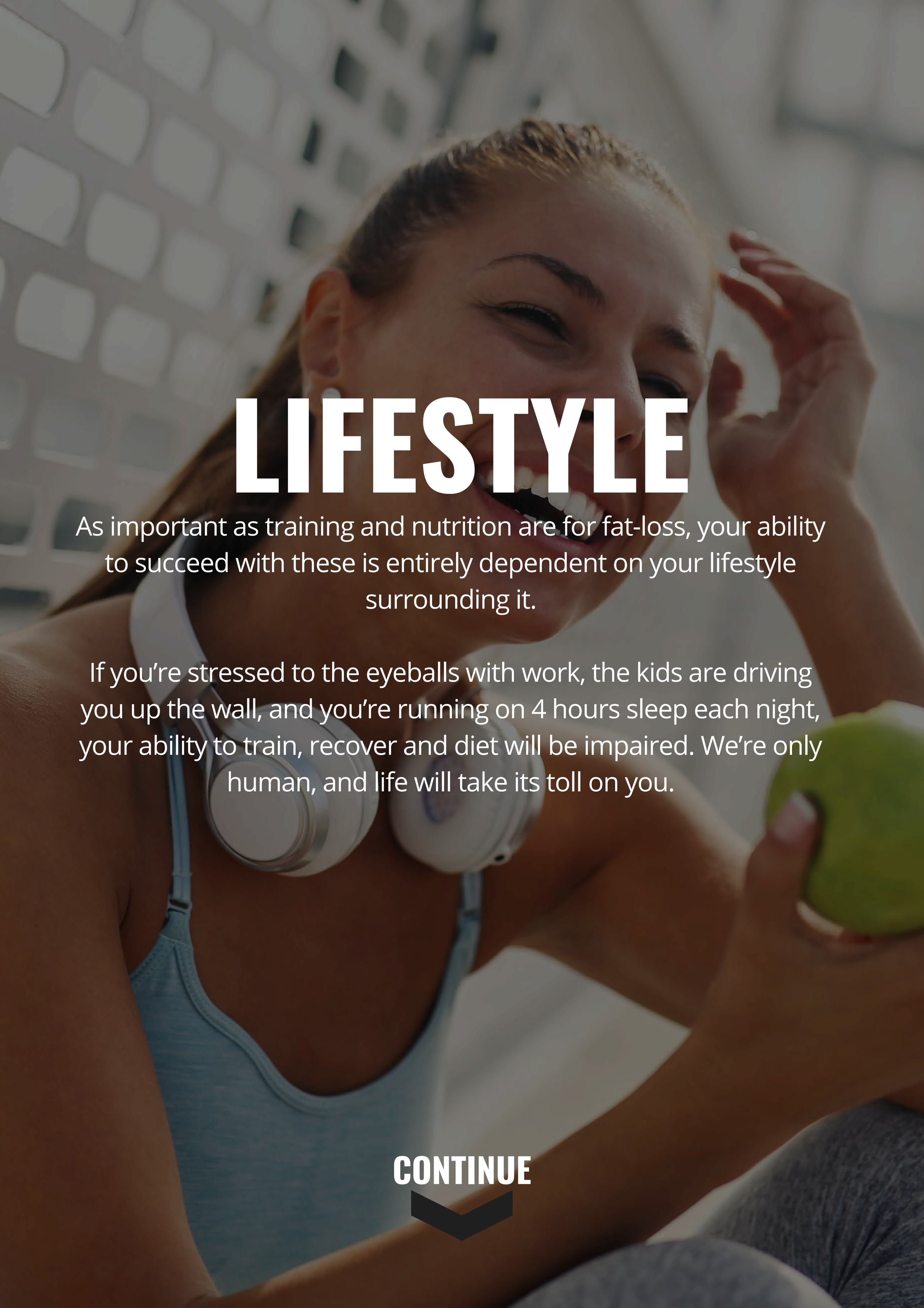
Form > weight - leave your ego at the door and prioritise execution ahead of weight. You should aim to standardise your reps at each weight. If you're sacrificing range of movement, or general form just to eke out a few extra kilos, you're missing the point of training. Earn your right to progress.

TIP 3

Log your weights - whether it's your phone, or good old pen and paper, keep track of the weight, sets and reps you're doing. Don't play the guessing game each week in the gym as to whether you're improving or not. Be accountable to your logbook, and aim to beat it as frequently as you can.

TIP 4

Put your weights away - this doesn't have anything to do with progress, just don't be a d*ck. It's a few extra steps anyway!



LIFESTYLE

As important as training and nutrition are for fat-loss, your ability to succeed with these is entirely dependent on your lifestyle surrounding it.

If you're stressed to the eyeballs with work, the kids are driving you up the wall, and you're running on 4 hours sleep each night, your ability to train, recover and diet will be impaired. We're only human, and life will take its toll on you.

CONTINUE

SLEEP

Sleep plays a huge role in your ability to adhere to the plan. If you're fatigued, you're much more likely to rely upon caffeine, succumb to cravings, skip your sessions, and opt for the couch over your evening walk. These will all have a negative impact on your progress, so get your house in order when it comes to your sleep.

You should be aiming for a minimum of 7 hours of quality sleep each night. That's not 7 hours in bed - it's 7 hours of sleep. Ensuring this is a priority makes everything else associated with your journey much easier.

First off, have a set bedtime each night - a non-negotiable that you adhere to each day. From here set a pre-bed routine. This could be 'phone down at...', 'no TV after...' - anything. Just something that gets you into the mindset of heading to bed.

We all know the role caffeine can play in keeping you alert and awake, so aim to have a caffeine cut-off at some point in the day. Caffeine has a half-life of 6 hours, meaning consuming a 200mg energy drink at 6pm would still leave 100mg of caffeine in your system at midnight. This isn't ideal when you're trying to rest and will impair sleep quality. Cutting caffeine off around 2pm is advised.

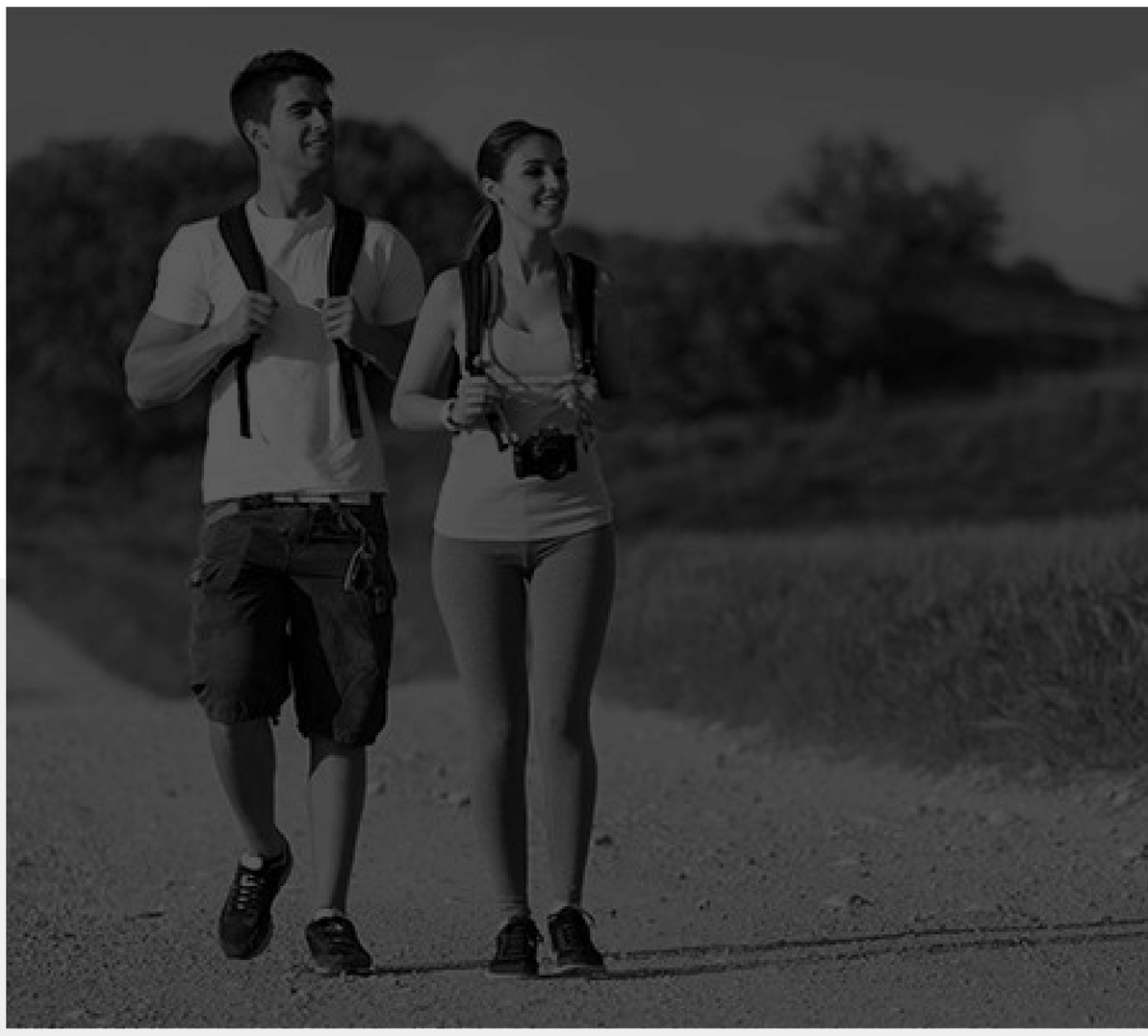
Over-exposure to blue light can also impact sleep negatively. Using your phone in bed, browsing through your laptop, or watching television are all methods of exposing yourself to blue light. Aim to limit this where possible, and like caffeine, set a cut-off point an hour or two before bed where you limit this. You can also purchase blue-light blockers, which can take some of the brunt from your eyes.

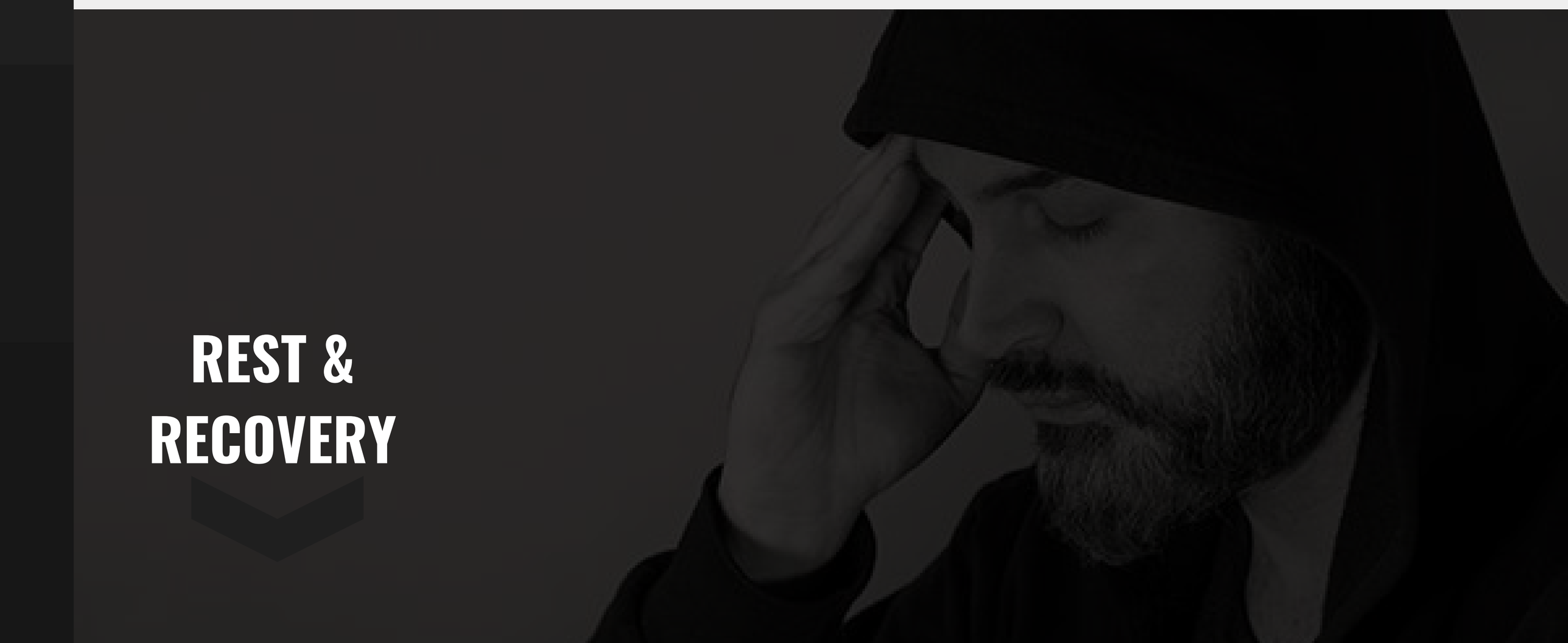
STRESS

External stressors aren't generally something we can control. Whether it's work, relationships, parenting, or just life in general, stressors are all around us. What you can control is how you respond to said stressors, and how you can mitigate it.

Allocate time for yourself each day where you can de-stress and enjoy some downtime. This could come in the form of strength training, a walk with your headphones in, a relaxing bath - anything. The benefit of these tools mentioned prior, is that they'll all positively contribute towards your fat-loss efforts, both directly and indirectly.

FOCUS ON WHAT YOU CAN CONTROL.





REST & RECOVERY

REST & RECOVERY

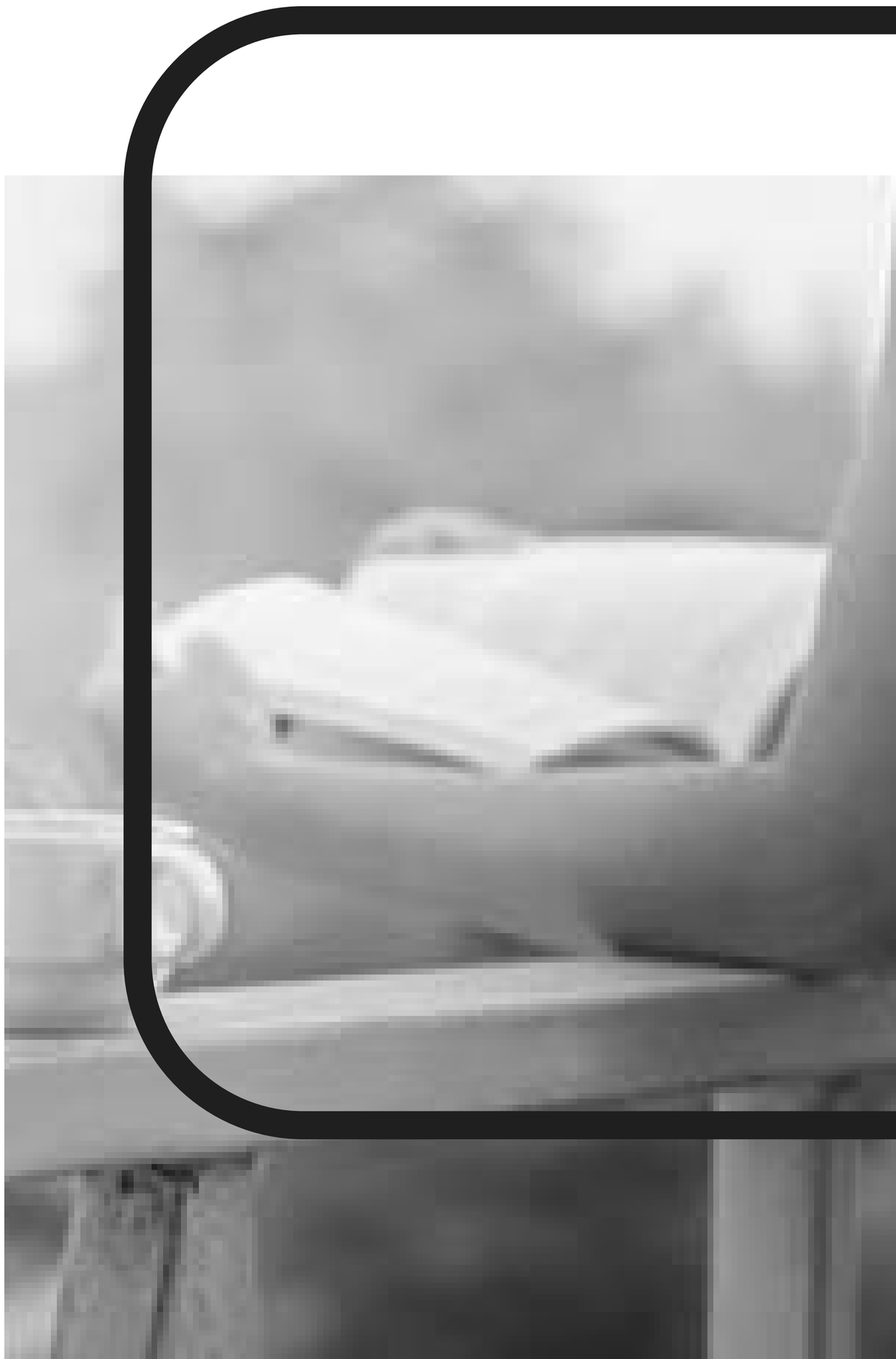
The ability to rest and recover allows you to replicate intensity and execution week-onweek. Knowing when to pull-back and listening to your body is essential to long-term results. You wouldn't run your car on fumes, so don't treat your body in the same vein.

Ensuring your nutrition is complimenting your recovery is important. Opting for nutrient-dense foods as readily and often as possible will ensure that your body has the nutrients it needs to repair and recover. Prioritise protein intake and ensure you're consuming enough calories to warrant recovery.

As mentioned above, sleep is essential for allowing you to frequently execute your approach. This paired with frequent enough 'rest days' will allow your body to recover to a point where it can not only replicate the intensity of your last session, but essentially build upon it.

Your recovery is essentially the foundation for which your progress will be built on. Progress will be short-lived if you can only manage a couple of weeks before your body gives up. Treat it with respect!

The three areas mentioned within this guide are hugely important to whether you'll progress or not. They're the cornerstones of your fat loss journey, and hopefully this guide can educate you to be able to manage your nutrition, training and lifestyle factors adequately enough to not only make progress, but to improve your overall lifestyle and help you to adopt healthier habits throughout all aspects.



FIND BALANCE

IN LIFE...

COACHING
SOCIETY