

The Fit Clinic

Welcome E-Book

Everything You Need to Know About
The Exciting Journey to Come!

Introduction

It is our pleasure to welcome you to The Fit Clinic team! We sincerely hope that you are excited about getting started with us. Our relationship together will be paramount to your success during this journey. We intend on **helping and supporting you in every way that we can** throughout your journey, and in doing so, we need you to be dedicated and trust our plan and advice.

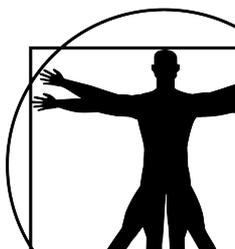
Below, we have outlined important points and guidelines that will help you get yourself prepared for the program and know what to expect over the coming months.

What to Expect from this Program

This program is not a quick fix approach or a drastic diet in any way. On a physiological level, our bodies simply will not allow us to gain muscle quickly or maintain drastic fat loss. This program is designed to get you into the shape you want, and most importantly, **keep you there with a sustainable plan.** Together, you and your coach are going to find a system that works for you. Be patient, trust and enjoy the process!

Monitoring Your Progress

It's really important to understand that individuals can experience significant weight fluctuations from day-to-day. This means that it's hard to know what your actual weight is, as you can fluctuate up to several kg above on some

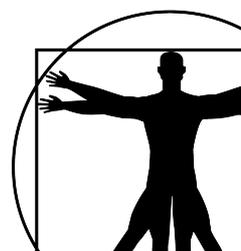


days and several kg below your true weight on other days. It's very easy to get hung up on the number you see one day if it's not moving in the right direction!

Weight on the scales can be influenced by several factors: Hydration status, nutrition status, time of day, time of the month for women, digestion, glycogen status, etc. To alleviate this confusion and to track your weight as accurately as possible, **you will be weighing yourself every morning on a digital scales**, before you've eaten or drank, in the same and as little clothes as possible, and making a note of the figure you see.* **Once a week, you will be sending your coach the bodyweight figures that you have recorded over the last 7 days.** This will give us a far greater insight into what weight you're fluctuating around and we will begin to see a downward or upward trend. This way we can track your progress accurately and make changes to your nutrition plan accordingly.

*Please note, that weighing yourself is not a necessity with this plan. If you feel like weighing yourself everyday may make you obsessive about your weight, chat with your coach. We never want you to do something that will make you feel uncomfortable and your coach will find an alternative.

You will also be taking three progress pictures (front, side and back) at the beginning of the program, and sending them onto your coach every week.



These photos should be taken;

- in the morning
- in the same clothes
- in the same place with the same lighting

We would never post photos on social media without asking permission and unless you are 100% comfortable with us doing so.

Finally, you will also be taking **circumference measurements** once per week on the morning of your check-in day.

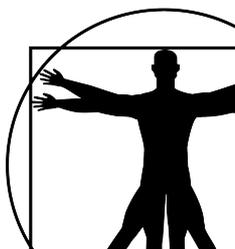
Calories and Macronutrients

You are going to hearing a lot about calories and macronutrients over to coming months! So let's get accustomed to these terms.

Calories are simply energy from food. These calories in food can be made up of carbs, fats, proteins or a combination of these macronutrients. (We have included a "cheat sheet" on the last page, which depicts examples of which foods are made of which macronutrients).

And in case you're interested:

- ❖ Each gram of protein contains **4** calories
- ❖ Each gram of carbohydrates contains **4** calories
- ❖ Each gram of fat contains **9** calories



So, for example, a 40g serving of oats contains:

- ❖ 155 kcals
- ❖ 4g protein
- ❖ 29g carbs
- ❖ 2g fat

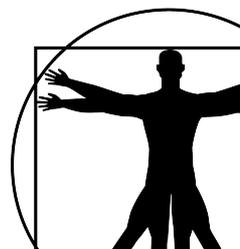
So this would be an example of a carbohydrate food.

NUTRITION		
TYPICAL COMPOSITION	Per 100g	Per 40g Serving
Energy	1613Kj	645Kj
	386.6kcal	154.6kcal
Protein	11.1 g	4.4g
Carbohydrate	73g	29.2g
of which sugars	1.3g	0.5g
Fat	5.5g	2.2g
of which saturates	1.1g	0.4g

Fortunately for you, you don't need to get bogged down with these figures, as there is an app to do all of the work for you!

Tracking Your Nutrition

You will be using an app called MyFitnessPal (MFP) to track your calories and macronutrients every day. You will be working off the calorie and macronutrient targets that your coach will design for you. Please note, that once your coach has fully assessed your screening form, he/she will prescribe these targets for you. This is a mathematical algorithm, and after all, the physiology of the human body doesn't always work like this! Hence, it is vital that you are patient with the process, and give plenty of feedback to your coach each week to ensure he/she can determine the absolute best targets for you and your body. It may



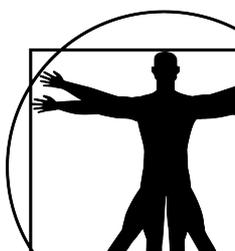
take a little tweaking, but trust the process! **Once per week, you will be sending your average calorie and macronutrient intake to your coach for review.**

At The Fit Clinic we also recognise that food is by no means all about calories and macronutrients. Your coach is also interested in the types of foods you're eating. Equipped with the Shopping List below and the Recipe E-Book we will be sending you shortly, we want to see you add in as much high quality and nutrient-dense foods as possible.

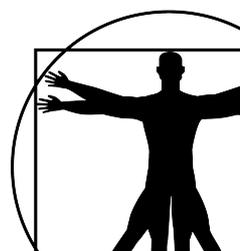
We will also be sending you a food diary, which you can use to log your food, if you feel that using My Fitness Pal is not suiting you. **Remember, the goal with The Fit Clinic is for you and your coach to work together in order to find a system that suits you!** So chat with your coach if feel you would prefer an alternative way of tracking your food intake.

Using MyFitnessPal (MFP)

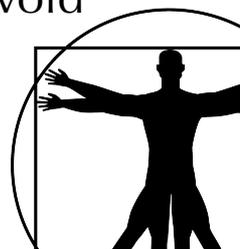
- ❖ Download for the MyFitnessPal app for free in the app store and create an account.
- ❖ You need to set your individual macronutrient goals that your coach has set for you manually, otherwise the app will set default nutrition goals for you (More>Goals>Calorie and Macronutrient Goals).



- ❖ You will be using the **grams** of carbs, fats and proteins that your coach has set you as your target each day. **Aim to be no more than 10g below/above protein and carbohydrate intake, and 5g below/above fat intake, at the end of each day.**
- ❖ There is always a slight mismatch between kcal's and macronutrients, so use grams as your target each day - As oppose to kcals or percentages. In the app, enter your calorie goal, and set your percentages of protein, carbs and fat to reflected the gram goals your coach has set you, or as close to those figures as possible, as My Fitness Pal only works in 5% increments. No need to upgrade to premium, just remember what your coach has set you in terms of **grams** of carbs, fats and proteins and us this as your target each day.
- ❖ Never record your exercise into MFP, and ensure that your account is not synced to your step counter on your phone, as this will throw your calorie and macronutrient goals off (More>Steps>Don't track steps).
- ❖ It's really important to hit the fibre target each day. This is 30g for females and 40g for males. Please bare in mind that fibre is recorded as a carbohydrate, so don't count them separately.
- ❖ Weigh everything raw/dry/uncooked and record it as raw/dry/uncooked on MFP (Rice, quinoa, meat, fish, etc). The weight of food changes when it's cooked, so making this a habit avoids massively misreporting.



- ❖ Where possible, look for the green tick beside food you're logging in, as this means that these foods are verified as being accurate.
- ❖ Log your food continuously throughout the day. This avoids running out with calories by the end of the day.
- ❖ You can scan the barcodes of almost all foods which have a barcode, making logging very simple.
- ❖ **We will never cap your vegetable intake! Foods which do not need to be tracked include;** Non starchy vegetables and herbs/spices, such as; Kale, broccoli, spinach, mangetout, courgette, cucumber, celery, cauliflower, peppers, onions, mushrooms, chilli and garlic. **These foods are packed full of nutrients so fill up your plate! If you're unsure, just ask your coach.**
- ❖ A great tip - If you're prepped and know what you're having for dinner later, log it in the morning. This means you know exactly what you have to work with for breakfast, lunch and snacks earlier in the day!
- ❖ Another great tip - MFP has a recipe function, in which you can log the individual ingredients of a frequently used recipe, and simply log the entire meal any time you prepare it in the future.
- ❖ If you're eating out, tracking is slightly tougher, but is still achievable. In this case it's always best to opt for lean meats/protein foods (for example steak, grilled chicken, grilled fish, eggs) with a side of vegetables. It's best to avoid



fried foods and sauces, as these can be heavily laden with calories. “Eyeball” the foods and the portion you will be eating. If you feel you cannot track this meal in the app. This is also a great opportunity to use your food diary!

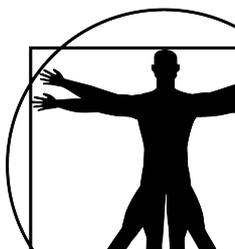
Sharing Your MFP Diary With Your Coach

You can share your diary with your coach, meaning they can see when you log your food in MFP how your day’s food is split up between meals, exactly what foods you’re eating and of course, your day’s calories, carbohydrates, fats and proteins! As well as daily notes on how you’re feeling that day/anything you want to flag with your coach. Below I have included an example of what your coach can see when you share your diary with them.

Of course, if you would prefer not to share your diary, you’re under no obligation to do so - You can simply stick to filling in your macronutrient intake on your weekly check-in. But the more your coach knows, the more they can help you in achieving your goals.

Once you have heard from your coach (within 48 hours of receiving this welcome pack), your coach will give you his/her username, which will enable you to add them as a friend on MFP.

1. Open MyFitnessPal > More > Settings > Sharing and Privacy > Diary Sharing > Friends Only > Tick
2. More > Friends > Add > Username > To: your coach’s username (see usernames below) > Your full name: Enter your full name here > Tick



My Fitness Pal Diary - 21st Jan 2020

Breakfast

	Calories kcal	Carbs g	Fat g	Protein g	Sodium mg	Sugar g
Strawberries - Strawberry, 320 grams	106	26	1	2	3	16
Koko - Coconut Milk, 100 ml	27	2	2	0	0	2
Flahavan's - 100% Wholegrain Organic Porridge Oats, 40 g	148	26	2	5	0	0
Glenisk - High Protein Strained Greek Style Yogurt, 180 g	101	7	0	18	72	7
Quick Tools	382	61	5	25	75	25

Lunch

Eggs - Poached (whole egg), 3 large	221	1	15	19	441	1
Tesco - Sliced Smoked Salmon, 35 g	56	1	2	8	945	0
Ryvita - Dark Rye Crispbread - 1slice Updated 2015, 2 slice (10g)	70	13	1	2	59	0
Quick Tools	347	15	18	29	1,445	1

Dinner

Tesco - British Turkey Mince Raw, 260 g	338	0	15	52	260	0
Cooked - Sweet Potato, 340 g	306	70	1	7	122	22
Beetroot - Beetroot, 75 grams	65	15	0	2	117	11
Avocado Flesh - Avocado, 130 g	208	12	20	3	9	1
Quick Tools	917	97	36	64	508	34

Snacks

Naked - Cocoa Delight Bar, 35 g bar	135	17	5	3	0	15
Manhattan - Popcorn (MI), 1 bag	132	20	6	3	680	0
Quick Tools	267	37	11	6	680	15

Totals	1,913	210	70	124	2,708	75
Daily Goal	2,115	264	71	106	2,300	86
Remaining	202	54	1	-18	-408	11
	Calories kcal	Carbs g	Fat g	Protein g	Sodium mg	Sugar g

To add notes to each day's diary: Main diary entry page > Add **food notes** (Refrain from adding anything into training notes, as this is not visible on the coach's desktop) > Tick > In the top right hand corner you'll see an icon, click on this to 'complete diary' (This is an important step to ensure your diary is synced and your coach can see it).

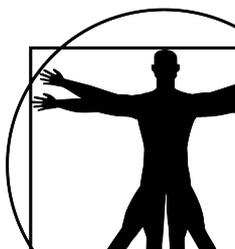
Structuring Your Meals

We recommend eating 4-6 meals/snacks per day. For the most part, aim to get the balance of protein, carbs and fats at each meal. This avoids being left with lots of one or two macronutrients at the end of the day.

Before and after training however, place a heavier emphasis on protein and carbohydrate foods. We will be sending you a peri-training nutrition plan, as well as your own nutrient-timing plan shortly. This will outline when, how much and what to eat before and after training.

Meal Preparation

Planning your meals in advance is paramount to maintaining consistency with this program. Stock up your kitchen with the foods on the shopping list. Set aside 1-2 hours once/twice a week which is dedicated to preparing meals in batch for the week to come. Don't worry about eating similar foods for the week, you can easily switch it up for your next batch of meals. On weekends, you may have more time, meaning there is not the same necessity to have your meal pre-prepared. On this weekend, ensure



that your kitchen is still stocked and you know roughly what you will be eating for your meals for those days.

Invest in a Food Scales

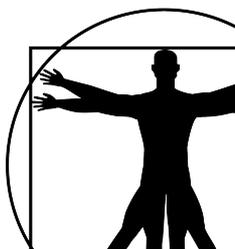
It's really important to get familiar with portion sizes. You will need to pick up a digital food scales. This will make using MFP a lot easier and it will make your calorie and macronutrient reports a lot more accurate and avoid misreporting.

Adopt the 80:20 Rule

Here at The Fit Clinic, we wholeheartedly advocate that your calories and macronutrients are coming from wholesome, nutritious foods. However, what we do not support is any form of deprivation when following a nutrition plan. Instead, we advocate the 80:20 approach to nutrition - 80% of your calories will be from wholesome, nutritious foods (like on the shopping list), and 20% of your calories will be made up of whatever you fancy.

Tracking Alcohol

While alcohol should be consumed in moderation, there is no reason that it can't be enjoyed as part of a healthy, nutritious diet. Like food, alcohol must be tracked. However, alcohol can be somewhat tricky to track, especially when the kcal's and macros are not provided with the beverage. If the kcal's are given, you can decide



to track alcohol as either fats, or carbohydrates (whichever you have left over at the time).

Track as carbohydrate: $\text{Kcals}/4 = \text{Grams of carbohydrate}$ in the beverage

Track as fats: $\text{Kcals}/9 = \text{Grams of fat}$ in the beverage

Supplementation

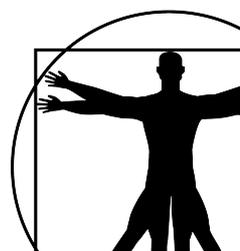
Your coach will be giving you individual recommendations for supplements shortly, however here are our most often used and recommended supplements.

Vitamin D - A necessity in non-Spring/Summer months, depending on country of residence - [Available here](#)

Probiotic - A necessity for anyone who has recently finished a course of antibiotics (as these kill off all of the good bacteria in your gut), anyone who is low in energy, or low mood, has bloating or indigestion after foods - [Available here](#)

Vitamin B - Fantastic supplement for anyone who is stressed, anxious or run down and great for energy - [Available here](#)

Calmeze Magnesium (Also contains B Vitamins) - A fantastic supplement for anyone who suffers from poor sleep, a racing mind and anxiety. With many more of us



living very busy lives, this supplement can help to support that sense of calm and harmony - [Available here](#)

Whey protein isolate - Great for reaching your protein targets - [Good quality brand](#)

Omega 3 fish oil - Great for overall health and wellbeing - [Good quality brand](#)

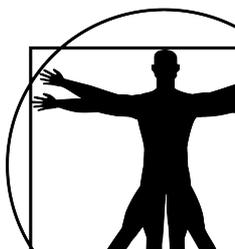
Creatine monohydrate - Ideal for strength/power athletes, or sports which involve intermittent sprinting - [Good quality brand here](#)

Checking-In with Your Coach

You will check-in with your coach once a week, **before noon on your designated check-in day** (which you will be given along with your plan). **Shortly, your coach will provide with you a portal** where you can log your check-in each week.

You will be asked to report your average calorie, carbohydrate, protein and fat intake each week. To obtain this go to your MFP app - Diary > Scroll down to Nutrition > Select 'Week View' in the top toggle.

You will also be asked to estimate your average daily vegetable portion intake. You don't need to get too caught up in what exactly counts as a portion but here are the definitions: **1 portion = 1 fistful of cooked vegetables / A small bowl of mixed salad leaves / A bowl of soup**



This portal will ask you other questions about your week - However, none of these questions are an absolute requirement and you certainly won't be scolded if you don't answer them all! But it's important to remember - The more you put in during this journey, the more you will get out.

It's important that we keep in touch, so we can make sure we are on the right track and making progress in the right direction! We want to help you in every way we can, so please let us know if you're unsure of anything, and remember, there's no such thing as a silly question.

All of our coaches are understanding, compassionate and patient. We understand that this may be the first time you have ever done anything like this before. Please don't feel pressure to get everything right in the first few weeks - We'll get there together!

Looking forward to working with you!

The Fit Clinic Team



Shopping List - Please note that this is merely an indicative shopping list, and we are not limiting you to specific foods. If you're unsure of any food, please just ask your coach!

Vegetables

Asparagus
Aubergine
Bean sprouts
Beetroot
Broccoli
Brussel Sprouts
Butternut Squash
Cabbage
Carrots
Cauliflower
Celery
Courgettes
Cucumber
Kale
Lettuce
Leeks
Mangetout
Mushrooms
Parsnips
Peas
Peppers
Rocket
Spinach
Spring Onions
Sweet potatoes
Tomatoes
Turnips
White potatoes

Fruits

Avocado
Apples
Bananas
Blood oranges

Blueberries
Cherries
Clementines
Cranberries
Gooseberries
Kiwis
Lemons
Melons
Oranges
Passion fruit
Peaches
Pineapple
Plums
Pomegranate
Red currants
Rhubarb
Strawberries
Satsumas
Tangerines

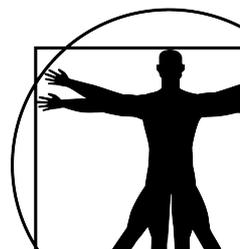
**Meat/Fish/Dairy/
Eggs**

0% fat Greek
yoghurt
Bacon
medallions
Chicken breasts
Cottage cheese
High quality ham
Lean beef steak
Lean minced beef
Mackerel fillets
Natural yoghurt
Smoked Salmon

Turkey fillets
Turkey mince
Turkey rashers
Turkey sausages
Tuna in brine (no
more than x2 per
week)
Whey protein
White fish
Wild salmon
fillets
Duck eggs
Free-range eggs
Real butter
Feta & Goat's
cheese
Milk
Quark cheese

**Grains &
Legumes**

Amaranth
Brown/white
basmati rice
Buckwheat
Oatbran
Oatcakes
Oatabix
Porridge oats
Millet
Quinoa
Rice cakes
Ryebread
Ryvita
Spelt flakes



Butter beans
 Chickpeas
 Haricot beans
 Kidney beans
 Lentils
 Nuts & Seeds
 Almond butter
 Chia seeds
 Mixed raw nuts
 Mixed seeds

Whole linseed

Condiments
 All herbs and
 spices
 Apple cider
 vinegar
 Balsamic vinegar
 Dijon mustard
 Frank's Hot Sauce

Honey & Maple
 Syrup
 Salt & Pepper
 Soy sauce
 Tinned tomatoes
 Tomato purée
 Olive & Coconut
 oil

Macro Cheat Sheet

