How does one go about organizing a periodization model? Well here are a few case studies so we can see what the deal is!

1) Alana - Goal is to decrease fat mass.
   Lower her body weight by 21 pounds.
   Her RMR is 1516 calories.
   She works out for 80 minutes a day (600 calories)
   If she wants to lose 1 pound a week she has to have a daily deficit of 500 calories a day.
   Daily intake of 1600 calories. Negative balance

2) Tara - Goal is to increase Lean Body Mass.
   Add 6 pounds for a bigger booty!
   Her RMR is 1500 calories.
   She works out for 70 minutes a day (530 calories)
   If she wants to gain .65 pounds a week she has to have a surplus of 232 calories a day.
   Daily intake of 2262 calories. Positive balance

3) Cru - athletic performance.
   Improve her sport performance by 15-25%
   Her RMR is 1723 calories.
   She works out for 90 minutes a day (725 calories)
   She wants to maintain her body weight but increase performance
   Daily intake of 2448 calories. Iso-caloric balance
   *performance improves as the body becomes more efficient in using and storing potential energy.
- Her muscle tone will become more prominent.
- Her recovery will become a more energy demanding process.
- Burn more calories at rest and at sleep.

   As you can see there are some staggering differences in how energy balance must be looked at depending on ones goal.
   Math and science are a thing!