

The Protein is Power Program

Develop healthy, life-long habits that will leave you looking, feeling and performing at your best.

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Hello!

I’m a Fitness & Nutrition Coach. Passionate about helping clients reach their health goals.

With 25+ years of experience, I create fitness and nutrition plans that get results. Dedicated to making healthy living simple and sustainable.

Let's crush those fitness goals together!

Welcome to The Protein is Power Program

This 2-week habit coaching program will show you the benefits of a higher protein diet, and how much you actually need. Your challenge is to eat lean protein with every meal.

Day 0: Introduction Of Habit (Sunday)

For the next two weeks, I challenge you to eat a source of lean protein with every main meal.

The word protein means ‘of prime importance’ – and protein is certainly important to health.

Its high thermic effect helps boost the metabolism, building lean muscle tissue and reducing body fat to make us look better. Despite it being a key nutrient for optimal body composition, many people are drastically under-eating protein.

High protein diets have occasionally grabbed the headlines for being unhealthy, but the research never holds up. This habit will show you the benefits of a higher protein diet, and how much you need.

How Can I Personalize This Habit?

Choose which sources of protein you would like to eat, and in what quantities. If you never eat protein with meals, then start with a small portion per meal.

If you're used to eating a higher protein diet, then focus on increasing your consistency to eating the recommended portion sizes each meal.

How Can I Make This Habit Easy?

The first step is to scale the habit to something you are 90-100% confident you can do for 6 days of the week. Have one day off per week from completing the habit.

What Can I Piggyback Off Of?

Look for an event you can use as a reminder to do the habit: after your morning coffee, getting to work, after your workout, getting home from work, when an alarm goes off on your phone, whatever you want. Just pick a pre-existing habit to use as your reminder.

TO DO: Create your personal version of the habit to commit to this challenge!

Here's a template:

I am 90-100% confident that I will **[insert habit]** for 6 days a week after I **[insert what you're going to piggyback off of]**.

Here's an example:

I am 90-100% confident that I will eat protein with every meal for 6 days a week after I decide to eat/cook.

Day 1: Start of Habit Review (Monday)

How was Day One?

Did you complete a personalized version of the habit?

Today, after completing your habit for the first time, I want you to answer these two questions:

- What did I do well today?
- What did I learn today?

These questions are so important that I want you to reflect on them every day.

The truth is, the most overlooked factor in building new habits is bridging the gap between what you want to do and the behavior that you're trying to make automatic.

You've got to close the loop between your intention and your behavior, and it's as simple as answering these two questions.

So here they are for you again:

1. What did I do well today?
2. What did I learn today?

Day 2: Daily Lesson To Reinforce Habit And Accountability (Tuesday)

Not all protein is created equal. When considering what type of protein to eat, I encourage you to look at food quality by its ‘biological value’ (BV).

The biological value of a protein is based on its quantity of the essential amino acids. So a food with a high BV (also known as a complete protein) contains all nine essential aminos.

This is commonly seen in animal and dairy products.

A food with low to medium BV does not contain all of the essential amino acids.

This is commonly seen in plant-based protein sources. We need to combine these low BV foods to create a higher quality BV in meals.

This explains why animal proteins (meat and dairy) are so important in our diets, and why they top the list for highest protein content.

While following this habit, focus in the quality of the protein you are eating. Buy the highest quality protein sources you can afford. Not only will you get better quality protein, but more protein as a result.

As the saying goes, you get what you pay for!

Day 3: Daily Lesson To Reinforce Habit And Accountability (Wednesday)

Today I want you to pause for a moment to remember your intention for this habit, your deeper reason for doing it.

It’s good to reconnect with this “why” before doing the habit each day.

Think back to the very first week, when you set your vow: what was your intention? Why was this important to you?

If it’s to help yourself, or to help others, consider those people (or that person) now, and keep them in mind as you do the habit today.

Day 4: Weekend Win (Thursday)

It can be difficult to stay consistent with a habit if you have a lot going on in your life, or if you take a break from your normal routine.

The perfect example of this is the weekend. So let's set you up to win this weekend.

How?

By doing an easy version of your habit for the weekend.

This should be so easy that it should require as much energy as brushing your teeth.

Today, I want you to plan how you'll make this habit as easy as possible for the weekend.

Day 5: Daily Lesson To Reinforce Habit And Accountability (Friday)

Protein is incredibly important. Without it our body composition and health suffers.

Proteins are an essential nutrient and can be broken down into 20 building blocks known as ‘amino acids’. Out of these 20 amino acids, nine are considered essential, as the body cannot synthesize its own, meaning we must obtain these from animal and plant sources.

The other 11 aminos are non-essential, as they can be synthesized by the body.

Keep up the great work and enjoy your weekend!

Within the 9 essential amino acids are three branch-chain amino acids (BCAAs): leucine, isoleucine, and valine. These are directly absorbed by the body and crucial for muscle maintenance and repair.

Leucine stands out for its effectiveness in stimulating protein synthesis, although all three BCAAs offer benefits, including increased energy during workouts and reduced muscle soreness.

Supplementing with BCAAs, such as leucine, isoleucine, and valine, can play a significant role in reducing cortisol levels, which are associated with stress, and alleviating muscle soreness after intense exercise.

Protein, a crucial component for tissue growth, including skin, nails, hair, bones, and organs, also plays a vital role in muscle maintenance and growth. It promotes lean muscle growth and aids in recovery from daily activities and workouts. Additionally, protein regulates enzymes, hormones, antibodies, fluid balance, and nutrient transportation.

In times of need, the body can even use protein for energy. Beyond muscle development, protein serves numerous vital functions in the body.

You're on track for impressive results!



Day 6:
No Daily Lesson
(Saturday)

Day 7: Weekly Group Review (Sunday)



When you complete the habit today, take a minute to reflect on the past week or so of doing the habit.

- What was it actually like, as opposed to the fantasy you had about it before you started?
- What have you learned?
- What do you appreciate?
- What obstacles have come up, and are there ways to overcome them for next week?

Consider writing a short journal entry about these reflections, to solidify your learning.

Treat habit formation as a learning process, a way to learn about yourself, your mind, mindfulness, resistance and more.

Day 8: Adjustment Of Habit (Monday)

If all went well last week, and you didn’t struggle or skip the habit for more than a day, I recommend that you lengthen the habit this week. If you’ve struggled, keep it the same as last week or make it even easier.

For example, if you’ve just been eating a very small amount of protein with each meal, then try increasing the amount this week.
Or if you’ve struggled with eating protein at a certain meal, put extra focus this week on getting it right.

Never make too big an adjustment so that it becomes too difficult.
This slow change process of expanding the habit a little at a time helps overcome the resistance of the mind to change and discomfort.

Each step isn’t difficult, so your mind doesn’t rebel much. Gradually the habit becomes your new normal and you can expand a bit more, pushing your comfort zone a little at a time.

Day 9: Daily Lesson To Reinforce Habit And Accountability (Tuesday)

There's a part of our minds where we're always looking for more. This is true of your current habit – you want to eat more protein, because you want a better diet, because you want a better body – and it's true of many other things in your life.

As you do your habit today, notice your mind's tendency to move to what you need to do today, things coming in the future…and pause. Stop and see the energy of the entire current moment, your own energy included.

And practice accepting this moment as already enough.

This is good practice to carry forward through your day, and beyond this week.

Day 10: Daily Lesson To Reinforce Habit And Accountability (Wednesday)

It’s possible you’ve missed a day of doing your habit…if not then you likely will in the next week or two.

When you miss a day or two, you can either feel bad about it, and possibly get derailed completely, or you can flow around it and not make it a big deal.

There will always be disruptions – due to travel, crises, big work projects, exhaustion, forgetting, illness, other priorities – and these disruptions very often lead to people quitting the habit.

A key habit is learning to flow around the disruptions and just keep going.

Put aside the idea of doing things perfectly, and instead embrace the new landscape that you need to adjust to.

Even if you haven’t missed a day yet, start adopting a flow mentality today.

Day 11: Weekend Win (Thursday)

It’s a good idea to take a look at what is going on in your life – do you have a big work project, a lot of stress, travel, illness, family crisis, busy-ness with your family or friends? Are you overwhelmed or stressed out?

Any one or more of these factors can cause you to have low bandwidth for creating new habits, and messing up on habits in this case does not reflect on your discipline levels.

So let’s set you up to win this weekend and achieve your habit with ease.

Today, think about your super easy, almost effortless version of the habit for the weekend.

How and when will you do the habit this weekend?

Day 12: Daily Lesson To Reinforce Habit And Accountability (Friday)

We’re almost at the end of the ‘The Protein is Power Program’ habit challenge.

For the next few days, pay attention to your motivation levels – is it as high now as when you first started?

If it is dipping, this is probably because the reality of doing the habit for this long isn’t something you’re used to.

This is a great opportunity to turn from your expectations for this habit, to learning what other things can motivate you. Other motivations you could explore: the joy of doing, the pride of accomplishment, the feeling of satisfaction when sticking to something, tackling difficulties, the love of learning.

These are all great motivations to explore for any pursuit. Stay focused this weekend and remember to have some fun in the process!



Day 13:
No Daily Lesson (Saturday)

Day 14: End Of Habit Review (Sunday)



Over the last two weeks you've completed the 'The Protein is Power Program' habit challenge – nice work!

Today, take a minute after practicing your habit to reflect again on the past week of doing the habit.

- What has the habit been like and how have you done?
- What have you learned?
- What parts or how much of this habit will you continue to do?

Consider writing a short journal entry about these reflections, to solidify your learning. Treat habit formation as a learning process, as a way to learn about yourself, your mind, mindfulness, resistance and more.