

IRON  
INTELLIGENCE  
SYSTEMS

# High-End Fitness Coaching Blueprint & Professional Athlete Branding

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High Level Professional  
Fitness Coaching by me

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Join us at  
[cityfitnesssarasota.com](http://cityfitnesssarasota.com)

8010 25th Court East #106,  
Sarasota, Florida 34243,  
United States  
(941) 746-4443  
[ryan@cityfitnessbradenton.com](mailto:ryan@cityfitnessbradenton.com)

# Coaching Blueprint

## DIET & CALORIE DEFICIT – UNDERSTAND IT CORRECTLY, IMPLEMENT IT CORRECTLY

### 1. WHAT IS A DIET REALLY?

A diet is not starvation, short-term deprivation, or punishment. A diet is a controlled period of time during which you deliberately consume less energy than your body expends in order to reduce body fat while maintaining maximum muscle mass. The goal is fat loss, not weight loss at any cost.

#### ADDITIONAL IMPORTANT INFORMATION:

- A diet has a start and an end.
- A diet is not a permanent state.
- A diet needs structure, control, and adjustment.
- A diet must not cause psychological damage.
- A diet must fit into your everyday life, otherwise it will fail.

### 2. THE CALORIE DEFICIT – THE BASIC PRINCIPLE

Without a calorie deficit, there is no fat loss. This is not a belief, but biology.

#### IMPORTANT TO UNDERSTAND:

- The body always reacts to energy intake.
- “Clean eating” is no substitute for a deficit.
- Fat loss is not a trick, but a process.
- Supplements are no substitute for a deficit.

#### Ryan’s BASIC PRINCIPLE:

A deficit should be plannable and reproducible.

Don't eat as little as possible – eat as much as necessary and as little as reasonable.

Extreme deficits often lead to rebounds.

A good deficit feels challenging but achievable.

If everything suffers (sleep, training, mood) = deficit too high.

### **3. PROTEIN – NON-NEGOTIABLE**

Protein is the most important macronutrient in the diet.

WHY?

- Muscle maintenance
- Satiety
- Better regeneration
- Protection of basal metabolic rate
- Lower risk of muscle loss

GUIDELINE: Approx. 1.8–2.5 g protein per kg body weight

ADDITIONS:

- Protein should be spread throughout the day
- Protein helps reduce cravings
- Every meal should contain a source of protein
- Without protein, any diet becomes unnecessary

### **4. CARBOHYDRATES & FATS – USE THEM INTELLIGENTLY**

Both macronutrients have their role to play.

CARBOHYDRATES:

- provide energy for training
- stabilize performance
- support muscle tension
- help mentally through the diet

ADDITIONS:

- In the diet, both are reduced, not eliminated
- Training days ≠ rest days (Differences are useful)
- Distribution is more important than prohibitions
- Don't panic about individual meals

### **5. TRAINING – MUSCLES ARE YOUR CAPITAL**

Training is not a tool for losing weight in a diet, but for maintaining muscle.

GOALS OF TRAINING IN A DIET:

- Maintain muscle signal
- Technique, tension, and focus are decisive
- Training quality is more important than training quantity
- Muscle loss is not caused by less volume, but by the wrong signal
- Maintain strength for as long as possible
- Less energy = less ability to regenerate
- Quality instead of blind volume

## 6. CARDIO – A TOOL, NOT A COMPULSION

Both macronutrients have their role to play.

Ryan's APPROACH:

- Everyday movement as a basis
- Use cardio in a targeted manner
- Cardio is not punishment training
- Cardio is adapted, not increased inflationarily
- More cardio ≠ better diet
- Keep your step count constant
- Too much cardio increases stress

## 7. REGENERATION & SLEEP – OFTEN UNDERESTIMATED

Regeneration is not a luxury, but a necessity.

Ryan's APPROACH:

- Increased hunger
- Poorer fat loss
- Sleep directly affects hormones
- Higher stress levels
- Poorer training
- Persistent poor sleep sabotages any diet
- Recovery is part of the plan, not optional

## 8. PATIENCE & REALITY

Fat loss is not linear.

Ryan's APPROACH:

NORMAL ARE:

- Weight fluctuations
- Water retention
- Plateaus
- Days without visible progress

ADDITIONS:

- The scale doesn't just show fat
- A single day doesn't mean anything
- Salt, carbohydrates, and stress cause water retention
- Trends count, not snapshots

## 9.COMMON DIET MISTAKES



- Starting too quickly
- Eating not enough
- Underestimating protein
- Overdoing cardio
- Ignoring sleep
- Reacting emotionally
- Constantly comparing

### ADDITIONAL:

- No plan = no progress
- Impatience is the biggest diet killer
- Social media is not a benchmark

## 10.Ryan's COACHING PRINCIPLE

A good Diet:

- is controllable
- is measurable
- is suitable for everyday use

- protects muscles
- respect your body

***A diet works not because you suffer, but because you understand what you are doing***

# IMPORTANT RYAN COACHING NOTES

- No single food makes you fat – the quantity decides.
- Interchangeable foods are allowed.
- A plan must be livable.
- Consistency beats perfection.

A good nutrition plan doesn't force you – it guides you.

## **WHEN SHOULD YOU REALLY REDUCE CALORIES? FIRST – THE BIGGEST MISTAKE**

Most people reduce calories too early.

Not because it's necessary, but because they are impatient.

Calories are your strongest tool.

If you lower them too early, you leave yourself no room to adjust later.

### **1. NOT BY FEELING – BUT BY DATA**

Calories are never reduced out of panic or emotion.

DO NOT REDUCE BECAUSE:

- you “feel soft”
- the scale stalls for 2 days
- someone else loses weight faster
- social media creates pressure

Reductions must always be data-driven.

### **2. THE SCALE ALONE IS NOT ENOUGH**

A diet is not judged by a single weigh-in.

CONSIDER:

- weekly average body weight
- mirror image
- body measurements
- training performance
- hunger & energy levels
- sleep & stress

One single day means nothing.

### 3. WHEN CALORIES SHOULD NOT BE REDUCED

- When the diet has only been running for 1–2 weeks
- When training & performance are still stable
- When progress exists, even if slow
- When weight fluctuations are water-related
- When sleep, hunger and mood are okay

RYAN PRINCIPLE:

As long as something works, nothing gets tightened.

### 4. THE CLEAR SIGNAL FOR A CALORIE REDUCTION

Calories are only reduced when:

FOR AT LEAST 10–14 DAYS

- No downward weight trend is visible **AND**
- Measurements & mirror do not change **AND**

Honesty is mandatory.

### 5. BEFORE REDUCING CALORIES: CHECKLIST

- Before lowering calories, check:
- Were calories truly followed?
- Are portion sizes accurate?
- Was tracking precise or estimated?
- Are steps/cardio consistent?
- Has daily activity changed?
- Is sleep & stress under control?

90% of plateaus are not real plateaus.

## 6. HOW MUCH SHOULD YOU REDUCE?

Never drastic.

RYAN STANDARD:

- -100 to -200 kcal
- preferably from carbohydrates or fats
- never from protein

WHY?

- small adjustment = new stimulus
- the body reacts sensitively
- the deficit stays sustainable

## 7. WHAT TO ADJUST FIRST (ORDER)

1. Stabilize daily movement
2. Clean up tracking accuracy
3. Slightly lower calories
4. Slightly increase cardio (optional)

Not everything at once.

## 8. WHY PATIENCE IS YOUR GREATEST ALLY

FAT LOSS HAPPENS:

- slowly
- quietly
- without daily confirmation

IF YOU CUT BACK TOO SOON:

- you lose muscle
- you destroy performance
- you increase stress
- you risk cravings and rebound

## 9. SIGNS YOU REDUCED TOO EARLY

- constant hunger
- sleep problems
- performance drop
- irritability
- lack of training motivation
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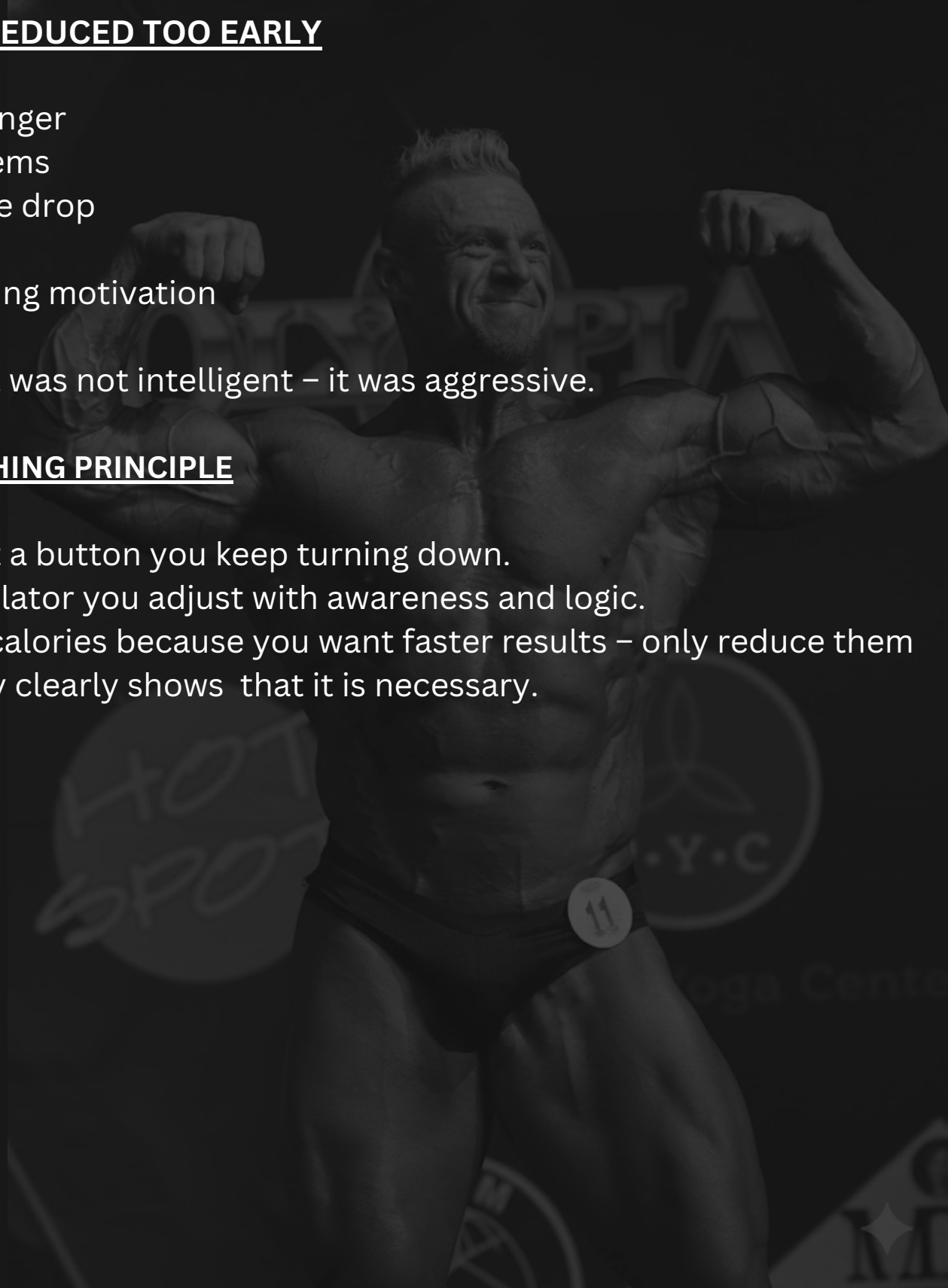
Then the deficit was not intelligent – it was aggressive.

## 10. RYAN COACHING PRINCIPLE

Calories are not a button you keep turning down.

They are a regulator you adjust with awareness and logic.

Do not reduce calories because you want faster results – only reduce them when your body clearly shows that it is necessary.



# WHEN SHOULD YOU INCLUDE CHEATS AND WHEN ABSOLUTELY NOT?

## FIRST – WHAT A CHEAT REALLY IS

- A cheat is not a binge meal.
- A cheat is not a loss of control.
- A cheat is not a reward system.
- A cheat is a conscious, planned deviation from the nutrition plan.

## 1. NOT AT THE BEGINNING OF THE DIET

Cheats do not belong in the first 2–3 weeks.

WHY?

- The body is not adapted yet
- Structure is not established
- Hunger & appetite are still unstable
- Progress is still fresh

RYAN PRINCIPLE:  
First control – then flexibility.

## 2. ONLY WHEN THE FOUNDATION IS SOLID

Cheats only make sense if:

- calories are consistently met
- protein intake is always covered
- training is stable
- weight & measurements are decreasing
- there is no daily intense craving

If the foundation is shaky, cheats will worsen the problem.

## 3. CHEATS ARE NOT A SOLUTION FOR A PLATEAU

- Cheating because the scale stalls,
- cheating out of frustration,
- cheating as “motivation”

That is emotional eating, not a tool.

## 4. WHEN CHEATS CAN BE USEFUL

Cheats can be useful when:

- the diet has been running for several weeks
- mental fatigue increases
- social events are coming up
- the plan is otherwise very strict
- long-term adherence becomes important

The goal is mental relief, not calorie compensation.

## 5. HOW OFTEN SHOULD YOU INCLUDE CHEATS?

### RYAN RULE OF THUMB:

- every 7–14 days at most
- not more frequently
- not spontaneous

The lower the body fat percentage, the rarer and more controlled cheats should be.

## 6. CHEAT MEAL OR CHEAT DAY?

CLEAR ANSWER: -->CHEAT MEAL  
WHY?

- One meal – not a whole day
- Cheat meals are controllable
- Control remains intact

Cheat Days destroy weeks of work.

## 7. WHAT A PERFECT CHEAT LOOKS LIKE

A good cheat:

- is planned
- is time-limited
- still includes protein
- ends without guilt
- leads back to the plan the next day

EXAMPLES:

- Restaurant visit
- Favorite meal
- Family dinner

NOT:

- “All or nothing” mindset
- “It doesn’t matter anyway” attitude
- binge eating

## 8. WHAT NOT TO DO ON A CHEAT DAY

- save calories beforehand
- starve before it
- use cardio as punishment
- eat less the next day

A cheat is not a mistake that needs compensation.

## 9. WHEN CHEATS ARE COUNTERPRODUCTIVE

NO CHEATS IF:

- eating behavior is disordered
- control is quickly lost
- strong cravings are present
- progress has just started
- the goal is highly time-sensitive (competition, photoshoot)

## 10. RYAN COACHING PRINCIPLE

Cheats only work for people with structure. Without structure, they become setbacks. Cheats are not a sign of weakness, but they require maturity, control, and timing. Success in a diet is not created through extremes, but through understanding, structure, and consistency.