

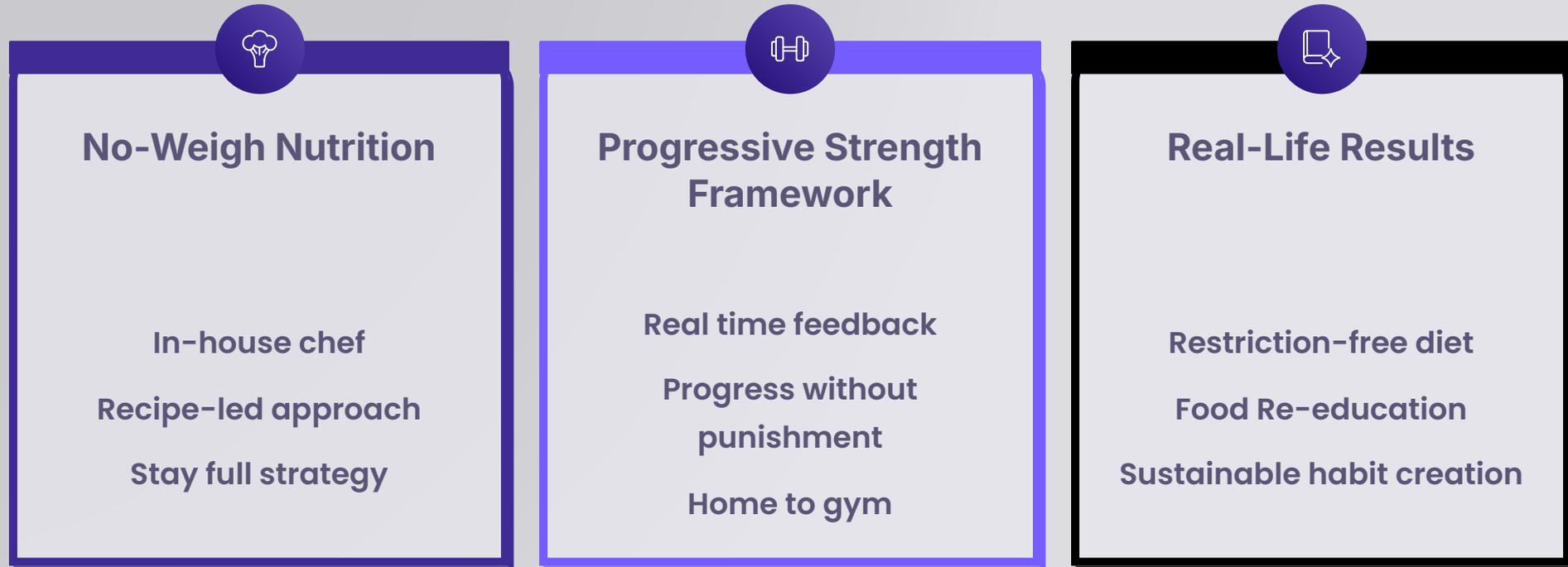


Lose weight like ECC Clients

Our weight loss approach is designed specifically for women who are tired of restrictive diets, constant hunger, and obsessive measuring. This guide introduces a sustainable method that focuses on nourishment, satisfaction, and balance rather than deprivation. Learn how to achieve your goals whilst enjoying your food, maintaining your energy, and living your life freely.



So What's the Secret ECC Method?!



Obsessive calorie counting doesn't work; it's not a long-term solution. Led by our in-house chef, we prioritise a flexible recipe-based approach and protein tracking, to help reduce hunger and food noise.

As competitive strength athletes, the coaching team will help you build and maintain muscle tissue while becoming the strongest version of yourself! Whether you prefer to workout at home or in the gym, your training plan is bespoke, with detailed form feedback support and built around your real life availability to train.

We pride ourselves on long-term results. While working together we put a huge emphasis on educating you for life and building the habits to maintain your results long-term. This is not just a 'diet plan' and 'workouts'.

The Three Pillars of Success

Without Restriction

Plan in your treats and recognise there's no "bad" food - just choices that may take longer to reach your goal. Enjoy what you love whilst staying on track. Purposefully choose your treats then make your next meal good quality.

Without Hunger

Prioritise protein, high-volume foods, and proper water intake to stay satisfied throughout the day. Never feel deprived or constantly thinking about your next meal. Aim for 1.4-1.8g protein/kg bodyweight.

Without Weighing

Use simple plate planning and visual portion guides instead of scales. Cook using whole, half, and quarter measurements for effortless meal preparation. Or eat on repeat: have 2-3 options you can eat on repeat most of the time.



These three principles work together to create a sustainable approach that fits into your real life, not a perfect Instagram version of it!

Aimee lost 7kg in three months without restriction, hunger or weighing everything out to the calorie.

We focused on building routine and predictability for most of her eating, with hundreds of high protein recipes for family teas, which reduced the frequency of family takeaways. We combined this with focusing on strength training and family activity time to increase movement.

It meant her plan fit seamlessly into her life and without feeling like she was "on a diet".

Rethinking Food Relationships

No "Bad" Foods Exist

The traditional diet mentality labels foods as "good" or "bad", creating guilt and shame around eating. This approach is fundamentally flawed and unsustainable.

Instead, recognise that all foods have a place in your life. Some foods are more nutrient-dense and will help you reach your goals faster, whilst others are for enjoyment and satisfaction. Both are valid choices.

When you plan treats into your week, you remove the forbidden fruit effect. You're in control, making conscious choices rather than feeling like you've "fallen off the wagon" when you enjoy something indulgent.

Planning Your Treats

01

Identify Your Favourites

Write down the treats you genuinely enjoy and would miss if you couldn't have them. Be honest with yourself.

03

Enjoy Without Guilt

When the time comes, savour every bite. You've planned for this, so there's absolutely no reason for guilt or shame.

This structured flexibility is the key to long-term success. You're not waiting for a "cheat day" because you're never really restricting in the first place.

02

Schedule Them In

Decide when during the week you'll enjoy these treats. Perhaps Friday night pizza or Sunday afternoon cake with friends.

04

Return to Your Plan

After enjoying your treat, simply continue with your regular eating pattern. No need to "make up for it" or restrict the next day.



This is how Sophie dropped 7kg for her holidays while increasing her strength every single week!

Sophie's preferred approach was to focus on high protein options and routine. We kept her food intake consistent and predictable for breakfasts, lunches and snacks, giving her freedom for teas with her family.

Knowing her energy intake was steady and consistent, we utilised step count to see body fat drop easily over time.

She still kept a daily chocolate treat in too!

Sophie didn't track her food using calorie counters - you don't need to either.

Staying Satisfied: The Hunger Solution

Prioritise Protein

Protein is the most satiating macronutrient, keeping you fuller for longer and supporting muscle maintenance during weight loss.

- Aim for a palm-sized portion at each meal
- Include sources like chicken, fish, eggs, Greek yoghurt, and legumes
- Protein helps stabilise blood sugar and reduces cravings

Choose High-Volume Foods

Foods with high water and fibre content fill your stomach without excessive calories, helping you feel physically satisfied.

- Load up on vegetables, salads, and soups
- Choose whole fruits over juices
- These foods provide essential nutrients whilst keeping portions generous

Drink Adequate Water

Proper hydration is often overlooked but crucial for managing hunger and supporting your body's natural processes.

- Aim for 2-3 litres daily
- Sometimes thirst masquerades as hunger
- Water supports digestion and helps you feel energised

Bonus Addition:

Make sure you enjoy all the foods you choose! Stop telling yourself you need to diet on salad if you hate it. Ramp up the flavour where you can with spices and seasoning, spring onions, or a squeeze of lime!

The Power of Protein

Why Protein Matters

When you're losing weight, your body needs protein to preserve lean muscle mass. Without adequate protein, you'll lose muscle along with fat, which slows your metabolism and leaves you looking "soft" rather than toned.

Protein also has the highest thermic effect of food, meaning your body burns more calories digesting it compared to carbohydrates or fats – woohoo!!

Easy Protein Sources

- Chicken breast and turkey
- Fish and seafood
- Eggs and egg whites
- Greek yoghurt, quark and cottage cheese
- Lean beef and pork
- Tofu and tempeh
- Lentils and beans
- Protein powder when convenient



Brittany wanted to build muscle and she had a weight loss goal too.

Over 4 months Brittany went from 150lbs to 150lbs while dropping a dress size, getting seriously strong and building muscle tone.

She didn't lose 'weight' because she built muscle and dropped body fat at the same time.

We focused on protein intake and strength training and her entire body shape changed with body confidence at an all time high!

Brittany is proof the scale weight doesn't tell you the full story of your fitness journey.

Coaching can help keep you on track when the scales don't move.

Plate Planning: Your Visual Guide

Forget weighing and measuring every morsel. Instead, use this simple visual method to build balanced, satisfying meals that support your goals.

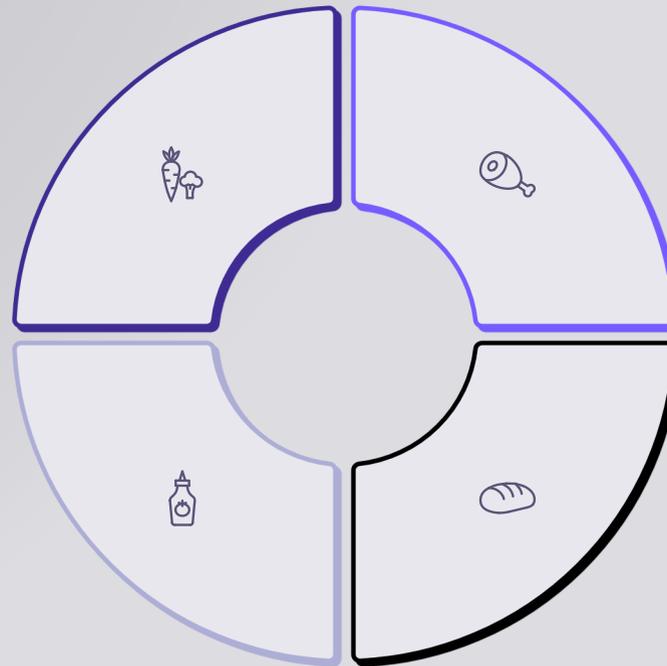
35% Veggies & Goodness

Fill the largest portion of your plate with vegetables, salads, or other nutrient-dense foods.

This provides volume, fibre, and essential nutrients.

5% Extras

Sauces, dressings, and condiments that make your food delicious. Don't stress about these—they're part of enjoying your meals.



30% Protein

A generous palm-sized portion of your chosen protein source. This keeps you satisfied and supports your body composition goals.

30% Fun Foods

Carbohydrates, fats, and foods you enjoy. This might be rice, pasta, potatoes, bread, or even a small dessert. Flexibility is key.

The no-weigh meal prep method

Have 2-3 breakfast, lunch and snack options you know sit within the same calorie bracket. Leave a good proportion for your tea. Break your daily calories down across your usual meal structure and identify the meals you can prep on repeat. Follow your plan for most of your week (you don't have to only eat these foods forever!).

Calorie counting is extremely difficult to do with high accuracy and consistency. Besides, no one is getting to age 70 and still weighing their foods!



Jayne hates calorie counting and being a busy mum, she struggled with capacity for logging and tracking.

We focused on pushing protein HIGH. Every meal had at least 1/3 protein content meaning she felt constantly full and food noise totally disappeared. We added in a focus on water intake and her cravings for fizzy juice plummeted.

This was Jayne's results after one month and she is currently 14kg down and counting.

You don't need to calorie count to achieve your weight loss goals.

Energy Output Matters

Movement Beyond Exercise

Weight loss isn't just about what you eat- it's also about how you move. But this doesn't mean you need to spend hours in the gym or follow punishing workout routines.

Focus on increasing your overall daily movement. Take the stairs, park further away, play with your children, dance whilst cooking, or go for evening walks. These activities add up significantly over time.

Structured exercise is beneficial, but don't underestimate the power of simply being more active throughout your day. Consistency in small movements often beats sporadic intense workouts.

8-10K

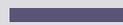
Daily Steps

A realistic target for most women

3x

Weekly Strength

Resistance training sessions



Become your new habits!

When you reach your weight goal, these are exactly the same actions you'll take to remain there!



Your Sustainable Path Forward



Set Realistic Goals

Aim for steady, sustainable progress rather than rapid transformation. This is a lifestyle, not a sprint.



Plan Your Week

Schedule your meals, treats, and movement. Planning removes decision fatigue and keeps you consistent.



Practice Self-Compassion

Some days won't go to plan, and that's perfectly normal. Progress isn't linear—be kind to yourself.



Celebrate Wins

Acknowledge non-scale victories like increased energy, better sleep, and improved confidence. These matter just as much.

This approach works because it's built on flexibility, satisfaction, and simplicity. You're not following a diet—you're developing habits that will serve you for life. No hunger, no restriction, no scales. Just sustainable progress towards becoming the healthiest, happiest version of yourself.

This is exactly how we get our client results, and know this is possible for you too. With the right education and support, you won't just achieve your results, but maintain them for life too.

FEMALE FITNESS THAT FITS

EMPOWER
Coaching Collective