

THE EDGE

NUTRITION PROTOCOL

JAMESBROWNCOACHING.COM

INTRODUCTION

& YOUR 1st TASK



HOW & WHY THIS WILL WORK



INTRODUCTION

- As you know, our objective over the next 12 weeks is to help you create a flexible, sustainable lifestyle that will help you lose fat, get strong and feel great.
- Obviously, one of the biggest drivers of this process is going to be the food that you eat.
- Now, I'm not going to tell you exactly what you should or shouldn't eat. Prescriptive diet plans almost always fail to create long-term change because they are too rigid, boring and unsustainable.
- Instead, I'm going to help you to learn how to create healthy balanced meals based on your personal preference so you can keep progressing long-term and still enjoy your food.
- By the end of the program you should have a good feel for the calorie and macronutrient content of different foods, understand how they affect you, and be able to consistently prepare meals that suit your personal needs.
- Next, I just want to explain a bit about how & why this is going to work.
- Then, at the end of this document, I will explain your first task.

ENERGY BALANCE

- When it comes to losing weight (or gaining weight) - it all comes down to one thing - ENERGY BALANCE.
- There's no debate about this.
- You can blame it on the first law of thermodynamics. This is a fundamental law of the universe which states that...

Energy Cannot be Created or Destroyed

- It means that the energy you consume (as food) won't just disappear - it has to go somewhere.
- It must either be..
 - Used for body functions, movement, produce heat *etc.*
 - Or stored as part of your body (fat, muscle, bone *etc.*)
- When we talk about CALORIES IN *versus* CALORIES OUT - this is what we're talking about (a calorie is a unit of energy)
- If you take in more calories than you use up - you will gain weight.
- If you use up more calories than you take in - you will lose weight.

NOT SO FAST LAD...

- Right now you may be thinking "OK then, I'm just gonna slash 1000 calories from my diet, and I'm sorted!"
- Before you do that - just remember..
- Yes, crash diets can lead to significant weight loss in the short term... BUT...

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- But, due to the long-term physiological effect it has on the body, it also makes it much easier to put weight on again once you come off the diet.
- And believe me you WILL come off the diet - a very low calorie intake is a shitty way to live your life.
- So, that sort of all-or-nothing approach is really what we're trying to avoid - it's part of the problem, not the solution.

SUSTAINABILITY

- For long-term weight loss, we need a long-term solution - a sustainable lifestyle, where fitness, nutrition & mindset work in synergy.
- Over the next few weeks you're going to take the first steps towards creating that lifestyle.
- You're going to start making manageable changes, building healthy habits and creating a diet that you can stick to without punishing yourself or giving up your favourite foods.
- As you do so, your body will respond to this new lifestyle with physical, physiological and metabolic adaptations that will help you to feel better and function better.

FLEXIBILITY

- One of the keys to creating a sustainable lifestyle is taking a flexible approach.
- Flexible eating allows you to eat the foods that you love as long as overall your diet follows some basic principals. This sort of approach has been found to have better long-term results than following a rigid, restrictive diet.

PLANNING & CONTROL

- Flexible dieting is not an excuse to go off-plan and eat crap whenever you feel like it. To be successful it actually requires a bit of planning and control.
- So, when you eat those things that you really enjoy but you know are not so healthy if you overeat them - it's not a break from the diet - it's actually a part of your plan.
- This is an important mental shift that helps you to stay in control, and allows you to enjoy yourself without feeling like you've fallen off your diet - because you haven't!
- More about this as we progress through the program - for now, let me give you a quick overview of how this process is gonna work, and then give you your first task.

3 PHASES OF THE EDGE NUTRITION PROTOCOL

- **PHASE 1 - ASSESS & ADJUST**
 - Learn to assess your current diet & adjust it to create healthy balanced meals that will help you to lose weight.
- **PHASE 2 - FINE TUNING**
 - Time to step it up a level, get a more accurate picture of the foods that you're eating & make further adjustments depending on the results you're seeing.
- **PHASE 3 - PERSONALISE**
 - Keep progressing in your own way using the knowledge that you've gained and the tools that you've picked up in the first 2 phases.

YOUR 1st TASK - **3-DAY DIET DIARY**



YOUR FIRST TASK...

3-DAY DIET DIARY

- Phase 1 starts now - with assessing your current diet.
- Before your first coaching call - you'll need to record everything you eat or drink for 3 days.

HOW?

- By simply taking photos using your phone - and the JBC app.
- Whenever you eat or drink something - just pick up your phone...
 - Open the JBC app
 - go to... LOGBOOK > FOOD DIARY > ADD MEAL
 - Then take the photo. Simple.
- Don't worry about taking individual snaps of different things on your plate. Just take a photo of the whole meal.
- Aim to do breakfast, lunch, dinner, and snacks.
- It's also really important to include anything you drink too.
- So... when you have a coffee, take a snap.
- When you're eating your dinner, take a snap.
- For now, don't worry about the calories, macronutrients or anything else.
- All we need are the pictures of everything you eat and drink for 3 days so we can go over it together on the call.