

# THE EDGE FLEXIBLE NUTRITION PROTOCOL

## INTRODUCTION & YOUR 1st TASK





## INTRODUCTION

- Nutrition is a key driver of general health, energy levels, and weight management.
- It influences how you feel day to day, how well you train and recover, how you sleep, and how consistently you can show up... not just the number on the scales.
- That said, when it comes to weight management, one principle is non-negotiable...

### ENERGY BALANCE (calories in v calories out)

- We know that energy cannot be created or destroyed... since this is first law of thermodynamics.
- This means that the energy you consume must either be:
  - **Used** (for movement, basic functions, heat) ...or...
  - **Stored** (as fat, muscle, tissue)
- So...
  - If you consume more energy than you use, weight increases.
  - If you use more energy than you consume, weight decreases.
- This is pretty simple to understand. ... applying it successfully is not.
- Real life complicates things... Stress, poor sleep, fatigue, busy schedules, emotions, habits, and social pressures all influence your decisions... what you eat, how much you move, and how consistent you are.

- At the same time, they also influence your biology... appetite, hunger signals, recovery, hormones, and how your body responds to food and training.
- This is where most people run into trouble.

## RIGID DIETS DON'T WORK LONG-TERM

- In an attempt to regain control, people often turn to extremes or fads...:
  - Severe calorie restriction
  - Cutting out entire food groups
  - Rigid rules that don't fit real life
- While these approaches can produce short-term weight loss, they usually come at a cost.
- Extreme dieting:
  - Increases hunger and fatigue
  - Disrupts hormones and recovery
  - Reduces training quality and daily movement
  - Increases the likelihood of overeating later
- Mentally, it often leads to guilt, all-or-nothing thinking, and burnout.
- So while the maths still applies, the strategy fails... not because energy balance is wrong, but because the approach isn't sustainable.
- **That's exactly what we're avoiding in The Edge.**



## YOUR FIRST TASK...

### FLEXIBILITY

- When it comes to nutrition, one of the keys to long-term success is taking a flexible approach.
- This means you can still enjoy the foods you love... as long as your overall diet sticks to the core principles.
- Research and real-world experience consistently show this leads to better long-term results than rigid, restrictive diets.
- It's sustainable. It works. It feels good.

### PLANNING & CONTROL

- Flexibility isn't an excuse to eat junk whenever you feel like it. To make it work, you'll need a bit of structure and self-control.
- So when you do enjoy those "treats" — it's not going off-plan. It's actually part of the plan.
- This is a powerful mindset shift. It allows you to stay in control and enjoy yourself without guilt or panic.
- 🎯 You're still on track — no "starting again on Monday."
- We'll go deeper into this as we move through the program. For now, let's get on with 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 the JBC app on your phone
- 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.
- 🥤 Include anything you drink also.
  - So... when you have a coffee, 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.**