

TRANSFORMATION GUIDE



**LOSE YOUR FIRST
10LB OF FAT**





"Empower someone to fish,
and they'll nourish
themselves for a lifetime;
inspire them to teach others,
and they'll feed generations."

MEET YOUR COACH



About me

Hello, I'm Ouba, a dedicated personal trainer with over a decade of experience, specializing in helping clients achieve their fitness goals through tailored muscle gain and fat loss programs.

About E-book

WELCOME TO THE ULTIMATE GUIDE ON EFFECTIVE FAT LOSS AND MUSCLE GAIN. THIS EBOOK IS YOUR GO-TO RESOURCE WHETHER YOU'RE STARTING YOUR FITNESS JOURNEY OR REFINING YOUR APPROACH. IN TODAY'S FAST-PACED WORLD, THE DESIRE FOR A LEANER, STRONGER PHYSIQUE IS PREVALENT. BUT NAVIGATING THE PATH TO SUSTAINABLE RESULTS CAN BE DAUNTING. FAD DIETS AND CONFLICTING ADVICE OFTEN LEAD TO FRUSTRATION. FEAR NOT, FOR THIS EBOOK IS YOUR ROADMAP TO SUCCESS. DRAWING ON EVIDENCE-BASED PRINCIPLES AND YEARS OF EXPERIENCE, WE'LL DEBUNK MYTHS AND EQUIP YOU WITH THE TOOLS TO TRANSFORM YOUR BODY. FROM NUTRITION FUNDAMENTALS TO TRAINING OPTIMIZATION, EACH CHAPTER EMPOWERS YOU TO MAKE INFORMED DECISIONS. LET'S EMBARK ON THIS JOURNEY TOGETHER, TURNING ASPIRATIONS INTO ACCOMPLISHMENTS AND UNLOCKING YOUR FULL POTENTIAL. IT'S TIME TO UNLEASH THE BEST VERSION OF YOURSELF. LET'S GET STARTED.

OUBAFITT



LOREM IPSUM DOLOR SIT AMET,



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HOW I CAN HELP YOU...

As a personal trainer and online coach, I can help individuals achieve their fitness and wellness goals by providing personalized guidance, motivation, and support. Here are some ways I can help my clients:

Tailored Exercise Programs: I design customized workout plans based on my clients' fitness levels, goals, and any specific needs or limitations they may have.

Nutritional Guidance: I offer advice on healthy eating habits, meal planning, and nutritional choices that align with my clients' goals, whether it's weight loss, muscle gain, or overall health improvement.

Accountability and Support: I provide ongoing encouragement and accountability to help my clients stay on track with their fitness journey. Regular check-ins and progress assessments can help keep them motivated.

Education: I educate my clients about proper exercise techniques, the importance of recovery and rest, and how different factors like sleep, stress, and hydration can impact their fitness progress.

Goal Setting: I assist my clients in setting realistic and achievable goals, and help them track their progress over time. I celebrate their successes and adjust their plans as needed to keep them moving forward.

Communication: I maintain open and effective communication with my clients, both during scheduled sessions and through online platforms or messaging apps. I address any questions, concerns, or challenges they may encounter promptly.

Empowerment: I empower my clients to take ownership of their health and fitness journey by providing them with the knowledge, tools, and support they need to make sustainable lifestyle changes.

By offering personalized guidance, motivation, and support, I can make a significant impact on my clients' lives and help them achieve lasting results in their fitness and wellness endeavors.



Nutrition **HIERARCHY OF NUTRITION**

SUPPLEMENTS



MEAL TIMING



MICRO NUTRIENTS



MACRO NUTRIENTS



ENERGY BALANCE



METABOLISM ISN'T A "THING":

Metabolism refers to the complex biochemical processes that occur within an organism to sustain life. It involves converting food and nutrients into energy and building blocks for cells and tissues. In simpler terms, metabolism is the body's engine that converts what we eat and drink into energy. It plays a crucial role in functions like breathing, digestion, and circulation. A person's metabolism rate can vary based on factors such as age, gender, genetics, and activity level.

WHAT ARE CALORIES?:

Calories, or kilocalories (kcal), measure the energy in food and drinks. When we eat, we take in calories, providing energy for functions like breathing and moving. Foods vary in calorie content based on their carbs, proteins, and fats. For every gram, carbs and proteins provide about 4 calories, while fats offer around 9 calories. High-fat foods are more calorie-dense. Maintaining a balanced diet and monitoring calorie intake supports overall health.

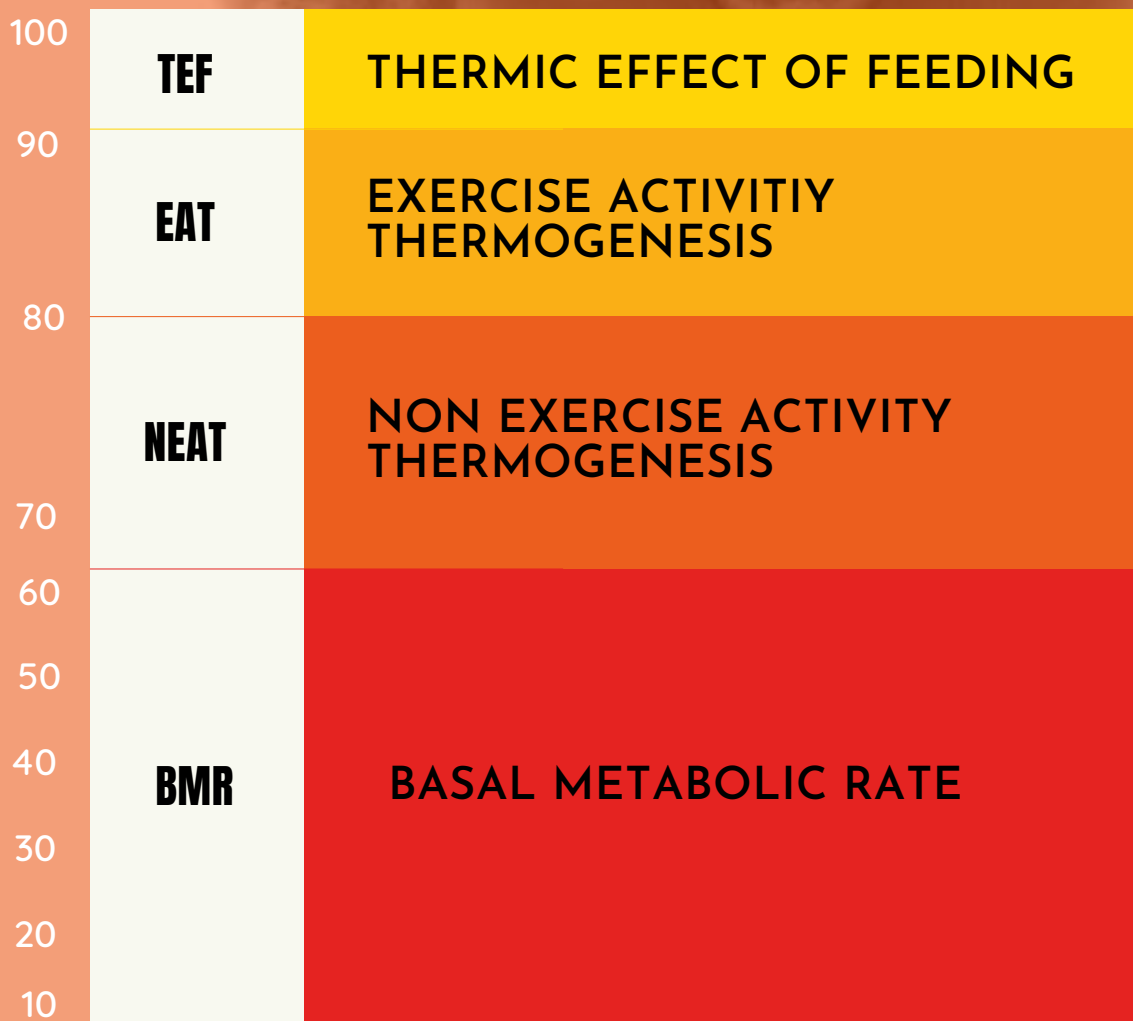
WHAT MAKES UP METABOLISM?:

Metabolism comprises the chemical processes in your body that convert food into energy. It includes your basal metabolic rate (BMR), which is the energy used for basic bodily functions at rest, physical activity, the energy expended during movement and exercise, the thermic effect of food, which is the energy used to digest, absorb, and store food, body composition, influenced by muscle mass and fat, hormonal factors such as thyroid hormones and insulin, age, with metabolism typically slowing down with age, and genetic factors, which can impact how efficiently your body processes and stores energy.

TOTAL DAILY ENERGY EXPENDITURE



% OF DAILY ENERGY EXPENDITURE



HOW TO INCREASE YOUR METABOLISM

Boost your metabolism by incorporating strength training to build muscle, as muscle burns more calories at rest. Stay active throughout the day with regular exercise and movements. Include protein-rich foods in your diet to take advantage of the thermic effect of food. Stay hydrated to maintain optimal metabolic function. Eat regular, balanced meals to prevent slowing down your metabolism. Incorporate spicy foods into your diet to temporarily increase metabolism.

Prioritize quality sleep and manage stress levels to support a healthy metabolism. Remember that individual metabolism varies, so find what works best for you through consistency and experimentation.

CALCULATING YOUR CALORIES

To calculate calories, start by determining the energy content of each macronutrient: carbohydrates, proteins, and fats, which provide approximately 4, 4, and 9 calories per gram, respectively. Next, identify the serving size of the food item and the amount of each macronutrient it contains by referring to the nutrition label or a reliable source.

Multiply the grams of carbohydrates, proteins, and fats by their respective calorie values, then sum the results to find the total calorie content of the food item. Alternatively, use online calorie calculators or mobile apps for convenience. Remember to adjust for serving size and account for any additional ingredients or condiments added to the food. Keep in mind that individual calorie needs may vary based on factors such as age, gender, weight, activity level, and metabolic rate.

HOW TO DO IT

STEP 1

Identify the macronutrients:
Determine the grams of carbohydrates, proteins, and fats in the food item.

STEP 3

Sum the results: Add the calorie values obtained from step 2 to find the total calorie content of the food item.

STEP 2

Assign calorie values: Multiply the grams of carbohydrates by 4, proteins by 4, and fats by 9 to find the calorie content contributed by each macronutrient.

STEP 4

Adjust for serving size: If necessary, adjust the total calorie count based on the serving size consumed, ensuring accuracy in calculating calorie intake.

MACROS

Macros, short for macronutrients, are the three primary nutrients our bodies need in large quantities: carbohydrates, proteins, and fats. They provide energy and play essential roles in various bodily functions. Monitoring and balancing macros is a common approach in nutrition to support specific health and fitness goals. Macronutrient intake is crucial for overall health and well-being.

Macro Types

- Protein
- Carbs
- Fats

PROTEIN SOURCES

- LARGE WHOLE EGG
- MEDIUM WHOLE EGG
- LIQUID EGG WHITE (CARTON)
- CHICKEN BREAST
- CHICKEN THIGHS
- TURKEY BREAST
- TURKEY MINCE <3%

- MACKEREL
- WHEY PROTEIN
- WHEY ISOLATE
- CASEIN PROTEIN
- FULFILL SALTED CARAMEL PROTEIN BAR
- FULFILL CHOCOLATE PEANUT PROTEIN BAR

- LAMB <20%
- RUMP STEAK
- BEEF MINCE <5%
- VENISON
- WHITE FISH
- PRAWNS
- SALMON (SKIN NOT EATEN)
- SMOKED SALMON

- MYPROTEIN PANCAKE MIX
- SKYR YOGHURT
- ARLA HIGH PROTEIN YOGHURT
- LINDAHL'S KVARG YOGHURT
- HECK CHICKEN BURGERS
- HECK CHICKEN SAUSAGES
- BERNARD MATTHEWS TURKEY SLICES

- SEA BASS
- TINNED TUNA (SPRINGWATER)
- TOTAL 0% GREEK YOGHURT
- TOTAL FULL FAT GREEK YOGHURT
- 0% COTTAGE CHEESE
- FULL FAT COTTAGE CHEESE
- LAMB LIVER
- SIRLOIN STEAK
- FILLET STEAK
- RICHMOND MEAT FREE SAUSAGES
- QUORN SMOKY HAM FREE SLICES
- VEGGIE KEBAB SPICED

- BERNARD MATTHEWS TURKEY PIECES
- TURKEY BACON
- PRECOOKED CHICKEN SLICES
- TINNED TUNA IN BRINE
- PLAICE
- HEINZ BAKED BEANS
- TOFU
- MOUSSAKA
- VEGETARIAN CHICKEN BUCKET
- LINDA MCCARTNEY VEG SAUSAGES

CARBOHYDRATE SOURCES

- COUSCOUS
- BROWN BASMATI RICE
- RICE (COOKED WEIGHT)
- MICROWAVE RICE (250G POUCH)
- WHITE POTATO
- SWEET POTATO
- SWEET POTATO WRAPS

- MCCAIN HASH BROWN
- PIZZA EXPRESS VEGAN ARTICHOKE PIZZA
- WARBURTONS BAGEL THINS PROTEIN
- ENGLISH MUFFIN
- TILDA PURE STEAMED BASMATI RICE

- TORTILLA WRAPS
- OATS
- GLUTEN FREE OATS
- QUINOA
- GENIUS GLUTEN FREE WHITE BREAD
- BAGEL GLUTEN FREE (GENIUS)
- JACOBS NATURAL RICE CAKES
- JACOBS SEA SALT RICE CAKES

- MISSION DELI WRAP
- CRUMPET
- AMOY MEDIUM NOODLES
- PASTA OR SPAGHETTI
- TILDA WHOLEGRAIN BASMATI & WILD RICE
- GRANOLA
- FAJITAS
- BOLOGNESE SAUCE
- BUN
- RYVITA CHIA AND BUCKSEED

- JACOBS DARK CHOCOLATE RICE CAKES
- JACOBS YOGHURT RICE CAKES
- RICE KRISPIES
- COCO POPS
- LENTILS
- EDAMAME SOYA BEANS
- KIDNEY BEANS
- WARBURTON'S BAGEL THINS
- FLATBREAD
- WEIGHT WATCHERS WRAP
- WARBURTON'S WHOLEMEAL MEDIUM BREAD

- ACTIVIA LOW FAT YOGURT VANILLA & GRANOLA
- OATCAKES
- APPLE
- BANANA
- BLACKBERRIES
- BLUEBERRIES
- CRANBERRIES
- GRAPEFRUIT
- KIWIFRUIT
- ORANGE
- PINEAPPLE
- RASPBERRIES

FATS SOURCES

- PEANUT BUTTER (WEIGHED)
- ALMOND BUTTER (WEIGHED)
- WALNUTS
- CASHEWS
- ALMONDS
- PECANS
- OLIVE OIL
- COCONUT OIL
- AVOCADO
- BUTTER
- LINDT 70% DARK CHOCOLATE
- CHEDDAR CHEESE
- REDUCED FAT CHEDDAR CHEESE



SETTING YOURSELF UP FOR SUCCESS

1 TRACK YOUR CALORIES:

Now you know how many calories you need to consume each day to achieve your fat loss goals initially, you need to monitor your intake.

Step 1 - Download “MyFitnessPal” onto your phone.

Step 2 - Go to “Settings”, then “Goals” and input your calorie target from above.

Step 3 - Whenever you eat, weigh your food and log it into MyFitnessPal and try to hit your targets each day. If you stick to the target, you will lose weight.

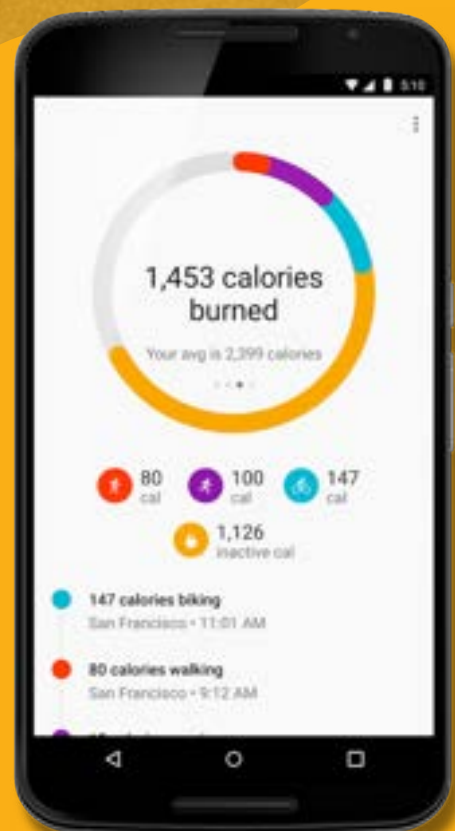


2 GIVE YOURSELF A “BUFFER”:

If your calorie target is 1600 from the above equations, transform this into a range.

Try to hit 1400-1700 a day. If you aim for just 1600 each day, you are walking on a tightrope, if you go under you did good, if you went over you did bad.

Take away that added stress by giving yourself a range to hit, that way you won't feel guilty if you don't hit the exact number and you will still hit your goals



3 FACTOR IN WEEKENDS:

Work out a weekly calorie target to allow yourself social events out without derailing progress or feeling guilty about what you've eaten so you get to enjoy life. If your target is 1600 a day, work out 7 days worth $1600 \times 7 = 11,200$ calories per week.

Now, if you know at weekends you like to socialise and enjoy things a little bit more, plan ahead and reduce your weekday calories so you can enjoy the weekends whilst staying in your calorie deficit. This means your bank account calories for the week is 11,200.

You can split this up however you like. You may decide Monday-Friday you eat 1300 calories a day which means over 5 days you have eaten 6,500 calories out of your 11,200 allowed. This means on Saturday and Sunday you have 4,700 calories left.

So days you are socializing more (Saturday and Sunday) you can have 2,350 calories instead of 1600 which allows greater flexibility to enjoy the foods you love and have some drinks whilst still making progress and not feeling guilty!

SUMMARY

- Times your daily calorie target by 7 to work out a weekly target
- Plan ahead for your weekly events and borrow/lend calories according to your Calorie Bank account you have just worked out
- Look at the bigger picture by looking at things over a weekly and monthly
- schedule rather than daily

4 SIP SIP

- Drink 1 litre of water per 25kg of bodyweight as a minimum each day.

5 HIGH PROTEIN DIET

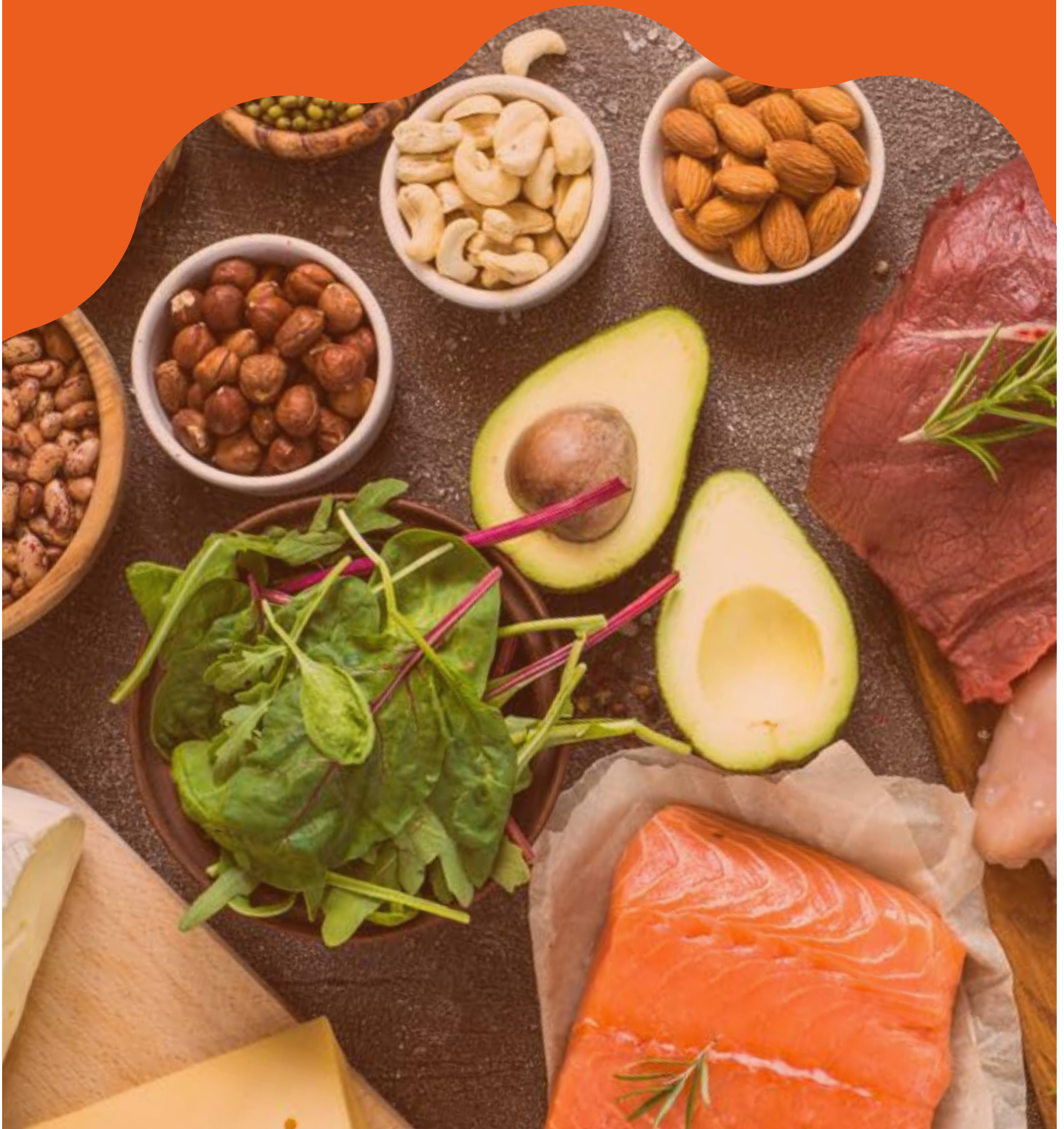
- Protein – Protein should amount to around 30% of your total calorie intake each day.

6 MOVE MORE

- Try and move around and walk more throughout the day.
- Simple things like walking 10,000 steps per day can add an extra 500 calories burnt to your day in under an hour.

7 RESISTANCE TRAIN

- Try to workout 3-4 times per week for around 40 minutes to focus on building muscle.
- The more muscle you have, the more calories you will burn with each movement and at rest, which will ultimately make fat loss far easier for you in the long run.





**START YOUR
JOURNEY TODAY!**

CLICK HERE