



EXCEED
NUTRITION

**Instant
Fat Loss
Guide**

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10 Fat Loss Rules

No matter how much exercise or training you conduct, solid nutrition is paramount to successful and long-term fat loss. There is no magic pill or supplement, but what I am certain of is that when you improve nutrition, you improve life.

Below I have incorporated the most important rules to achieving your fat loss goals. But truth be told, I apply these guidelines to everyone who works with myself at Exceed Nutrition, a company created to provide the most effective nutritional programming to match your unique body type and goals. That's how important they are.

1. Never Starve

Ensure you are eating good nutrition frequently enough to provide your body with the nutrients and energy it requires. Fat loss is not about starving the body; it is about diet optimization matched to you.

2. Eat solid protein at every meal

Everybody should be eating a higher protein diet, it is healthy and will aid your fat loss efforts.

3. Eat vegetables with every meal

Green vegetables in particular are incredible sources of energy for the body along with providing huge amounts of vitamins and minerals. These will keep you healthy and lean.

4. Eat whole foods

Base all your meals on solid food choices to provide you with higher quality nutrients and to keep you fuller for longer. Avoid meal replacement shakes and drinks containing calories.

5. Eat 1 ingredient foods

Create high quality meals from foods that consist of one ingredient. The more ingredients they contain, the more they have been processed.

6. Learn to Carb-Cycle

With fat loss you must pay attention to not only how much but also when you eat starchy carbohydrates. If you exercise, restrict your carbs to post workout meal only, or save them to the last meal of the day.

7. Drink plenty of fresh water

Staying optimally hydrated is key to fat loss. Sip on water continually throughout the day and take a bottle with you everywhere.

8. Remove intolerances from the diet

Many people have intolerances/allergies to certain food groups such as gluten and dairy. These can suppress good hormones and disrupt the digestive system

9. Eat healthy fats

It's been proven, eat fat to lose fat. Add high quality fats to your meals and you will lose weight much quicker and healthier.

10. Get loads of sleep while reducing stress

Adequate sleep is essential to optimizing the body. Lack of sleep results in lack of results.

10 Fat Loss Strategies

So the previous fat loss rules seem simple enough yet so many people still struggle to lose body fat. The reason for this is that they don't have the correct strategies to apply in order to successfully adhere to the previous rules. Here's my methods to successfully apply them;

1. Prepare your meals

Pre cook your daily meals in advance so you can be positive that you can eat the correct food choices to match your fat loss goals.

2. Follow a nutrition plan

Having a set nutrition master plan that you can hold yourself accountable to is essential. This takes away the stress of knowing what you can eat and how much of it. It can help track your progress and you can adjust it to ensure you get continued results. It is the quickest method to learning your body.

3. Buy a recipe book

Purchase a healthy eating recipe book that adheres to your nutrition plan to ensure you eat a wide variety of foods and stops you getting bored of the typical meals.

4. Have a set grocery list

When you know exactly what you need from the food shop you will waste no time browsing the food choices that will slow your progress. Get in and get out of the shop, your body will thank you.

5. Follow the 90% rule

You don't need to eat to your nutrition plan 100%, that could be detrimental in the long run, particularly if it is a strict fat loss plan. Instead, for every 10 meals, have one that doesn't match your plan.

6. Have a support network

Having like-minded and motivated people around you makes sticking to your nutrition plan so much easier. Ideally these people are doing the same thing as you and can aid you in the process.

7. Learn to use nutrition protocols

Adding in some fat loss principles such as intermittent fasting and carb back loading can make the process much quicker than the typical traditional diet.

8. Set yourself a goal

Write down exactly what you want to achieve, how you will achieve it, how you can measure it and when you must complete it by. Be realistic but challenge yourself.

9. Have a mentor

Have somebody who you know can bring you to your goals, has done what you want to do and can provide all the guidance you need.

10. Make it a lifestyle

A fat loss goal is great, but you should aim to incorporate all of the above rules and strategies to your nutrition every single day of the year, no matter what your goals. Then you will never need to 'diet' again.

5 Essential Fat Loss Supplements

1. Fish Oil

Contains all the essential omega 3 fatty acids EPA and DHA, which are proven to prevent muscle breakdown, enhance joint healing, improve brain function and aid greater fat loss.

2. Green tea

Not only a great anti oxidant but an excellent natural fat burner.

3. Caffeine

Caffeine is an effective fat burner due to its ability to increase the release of fat from fat cells. Research shows this is a powerful performance enhancing supplement.

4. Vitamin D

Has been shown to improve mood, aid immune function, fight off cancers, keep fat off and improve bone health. We are all lacking this vitamin in the UK, and 3-4k IU per day is ideal during the winter months.

5. Multi-vitamin

Research shows that intense training programs along with reduced calorie intake can lead to depleted essential vitamins and minerals. This will eliminate the possibility of deficiencies.

Example Training Day Nutrition Plan

Serving sizes will vary depending on the individual with starchy carbs only being consumed post workout/training.

Wake

Scrambled eggs cooked in real butter, topped with pan-fried baby tomatoes, red onions and mushrooms. Salt, pepper and cayenne powder to finish.

Snack (if hungry)

Handful of mixed nuts, fresh berries and a cup of green tea.

Lunch

Tinned mackerel fillets in tomato sauce with side serving of finely chopped mixed veggies (onions, peppers, kale).

Pre Training

4 pieces of 90% dark chocolate, and a cup of green tea.

Post training

Blended shake containing protein powder, mixed frozen berries and 1 tablespoon almond butter

Dinner

Oven cooked chicken breast in garlic and fresh lemon juice. Served with fresh roasted vegetables, serving of rice with real butter in top.

About the Author



Ru Anderson BSc – Performance Nutritionist, Competitive Athlete, Owner of Exceed Nutrition

Ru works with a wide range of people to achieve their fat loss and ideal body composition goals after being overweight himself. To ensure he provides the ultimate service to his members he created his online nutrition coaching portal; Exceed Nutrition which provides every aspect required to reach your ideal body and health.

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