

First Call Prep Video

This is a FOLLOW ALONG AND DO video which will prepare you for the first call.

I expect to REVIEW this information on our first call together!

So Pay Attention!

Take Notes!!

Be Ready To Discuss On The Call!!!



Rules of the Game

- The relationship you have with your Coach is a Partnership.
 - Your Coach is an Outstanding professional, whose sole focus is to empower you to attain the results you desire.
 - In order to achieve the results you deserve, YOU Must Do Your Part by following through on the commitments you make.
 - These commitments include showing up for every scheduled coaching session and completing any action items that you have such as continued text engagement throughout the week.
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Rules of the Game

- There is a 24 hour cancellation policy.
 - Much like a doctor's or dentist's office, if you reschedule more than 24 hours in advance, everything proceeds as normal.
 - If you need to reschedule less than 24 hours in advance, or worse case, you completely forget a call, the call will be considered a completed session and will be forfeited.
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Rules of the Game

- Your coaching sessions are up to 60 minutes in length.
 - To utilize your coaching to the fullest extent, be ready to show up to call your coaching call promptly at the designated session time.
 - Please DON'T be late to your call. It's important to both of us that you are successful.
 - The website has 4 different pages for you to review tons of relevant information for you to get amazing results!
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Rules of the Game

-When conducting a coaching call, ensure you are doing it from an environment in which you will be able to totally concentrate and focus (free from interruptions).

- It is also important you will have privacy (so you don't have to worry about anyone overhearing your conversation). It is imperative you say whatever you need to say.

-You agree to follow through on the things you say you are going to do! This is imperative to being successful throughout our journey together,

Playing the Game

- It will take about 2-3 weeks for you to get the hang of what you are doing.
 - Take it one step at a time!
 - Take every opportunity to grow & learn throughout this process!
 - Stay in a positive mindset! (Visit the Mindset Webpage)
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Playing the Game

Three Important Variables...

-> Movement

-> Food Choice

-> Portion Control

Playing the Game

Here's the formula I want you to figure out..

"I MOVE This Much"

+

"I EAT This Much"

=

Measurements in the Body

Playing the Game

Power Of Choice!

Order Of The Video

- **Calories**
- **Timing of Food**
- **Portion Control**
- **Meal Design**
- **Any Other Relevant Info**

Calories

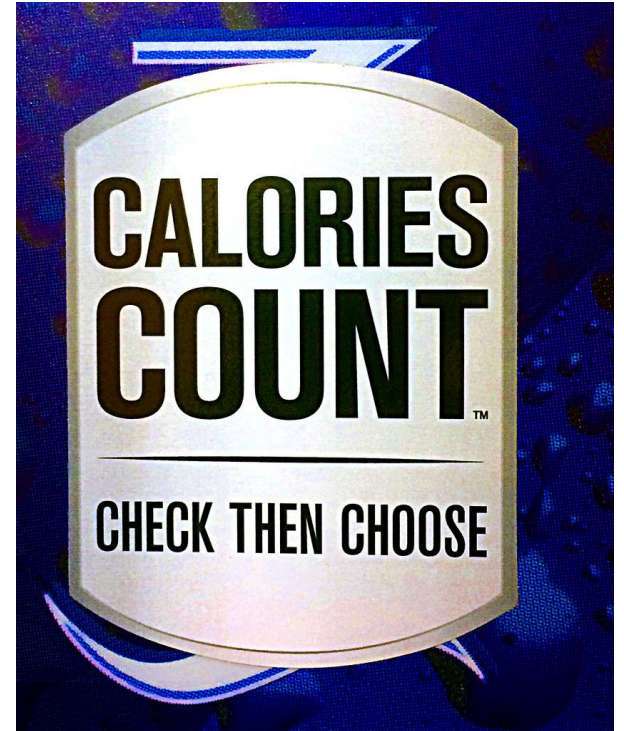
(How Much Should You Eat?)

The Basics

-> Fat has 9 calories per 1 gram

-> Protein & Carbs have 4 calories per 1 gram

**ALWAYS EAT AS MANY CALORIES AS YOU CAN TO LOSE WEIGHT*



General Macro Ranges

Women

-Calories **1300-1500** (depending on daily activity)

-Protein 100-130g

-Fat 30-50g

-Carbs 80-140g (depending on activity in daily)

-Fiber 20g or more

-Sugar 30-50g

(this should allow for 1-2 servings of fruit in a day)

(Note: Calorie range listed from macros 990-1530)

Men

-Calories **1600-1800** (depending on daily activity)

-Protein 150-170g

-Fat 50-70g

-Carbs 150-200g (depending on activity in daily)

-Fiber 30g more

-Sugar 50-75g or less

(this should allow for 1-2 servings of fruit in a day)

(Note: Calorie range listed from macros 1610-2110)

**True to what I've seen and experienced for years helping people lose weight. **ALWAYS EAT AS MANY CALORIES AS YOU CAN TO LOSE WEIGHT*

Timing Of Food

(When Should You Eat?)

1.- When In The Day Does It Make The Most Sense To Eat?

**2. - Eat Enough Food
To Get You To The Next
Time You'll Eat Again!**

**3. - Most People Eat
3-4x's/Day Most Days**

4. - Most Typical Meal Sizes
W ~ 300-400 cal
M ~ 400-500 cal



-> I Typically Eat

10-11

3

6

9-10p

-> Most Clients Typically Eat

7:30-9

12

3-4

6-7:30

-> If you overeat too many calories at one meal, you simply eat 1 less meal to manage calories better

Portion Control

(How Much Should You Eat?)

Basic Portion Control



General Portion Sizes

Women

3-4 oz **Protein** ~100-150 calories

2-4c **Fibrous Carbs** ~100-150 calories

1/4-1/2c **Starchy Carbs** ~100 calories

Men

5-6 oz **Protein** ~150-200 calories

3-5c **Fibrous Carbs** ~150-200 calories

3/4-1c **Starchy Carbs** ~100-150 calories



General Portion Sizes

Women

- Protein ~1 palm or fist
- Fibrous Carbs ~2-3 fists
- Starchy Carbs ~1 palm or fist

Men

- Protein ~1.5-2 palm or fists
- Fibrous Carbs ~3-4 fists
- Starchy Carbs ~1-1.5 palm or fists



RECAP

Meal Design

(How To Build Your Meals?)

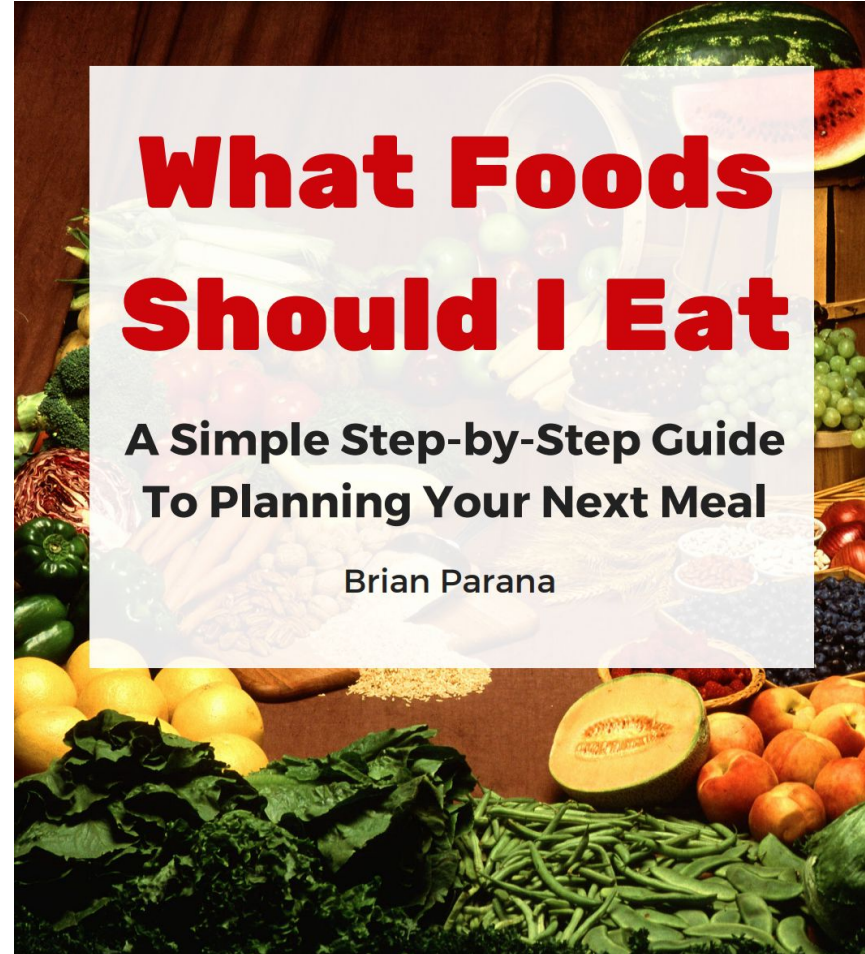
Go Here...

<http://brianparana.com/nutritionvip/>

Open This...

“What Foods Should I Eat PDF”

(There is a video for this PDF too)



Meal Design Options...

$\frac{1}{2}$
vegetables

-> **Less Active**

Lean Protein
Fibrous Carbs

-> **More Active**

Lean Protein
Fibrous Carbs
Starchy Carbs

$\frac{1}{4}$
protein foods

$\frac{1}{4}$
carbohydrates

Meal Building Made Simple

Consider these 2 VERY IMPORTANT Questions...

1. Where's My Protein?
2. Where's My Fiber?

$\frac{1}{2}$
vegetables

$\frac{1}{4}$
protein foods

$\frac{1}{4}$
carbohydrates

1/2
vegetables



1/4
protein foods



1/4
carbohydrates



Defining Foods

→ **Lean Proteins**

Low fat servings - 3 to 5x protein to fat

→ **Fibrous Carbs**

Generally 50 calories or LESS per cup

→ **Starchy Carbs**

Generally 125 calories or MORE per cup

→ **Fruit**

Generally 70-120 calories per cup

A vibrant collage of various fresh foods including meats, vegetables, fruits, and dairy products. The background is a dense arrangement of items like red bell peppers, raw meat, avocados, tomatoes, carrots, green peppers, onions, and a bowl of rice. Overlaid on this is a semi-transparent white box containing text.

First

Pick A Protein

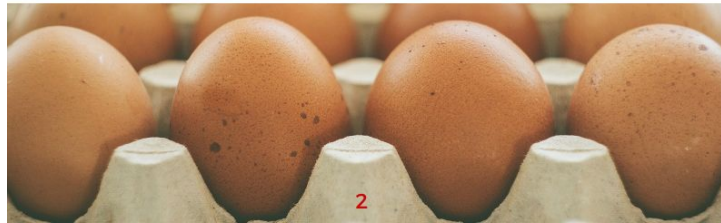
→ **Lean Proteins**

Low fat servings - 3 to 5x protein to fat

Step 2: Pick A Protein

Lean Beef
EGGS
mahhi mahi
Scallops
CHICKEN BREAST
Tilapa
SALMON
WHEY PROTEIN
SOYBEANS
trout

PORK LOIN
TUNA
beef jerky
sea bass
Plain Greek Yogurt
ham
cottage cheese
Buffalo
Lobster
nitrate-free deli meat
TOFU
HALIBUT
cod
venison
Shrimp
Turkey Breast



Second

Pick A Fibrous Carb

- **Fibrous Carbs**
Generally 50 calories or LESS per cup
- **Fruit**
Generally 70-120 calories per cup

Low Calories
Low Carbs
High Fiber

Generally 1c is
under 50 cals

Step 3: Pick A Fibrous Carb

grapes **MANGOS**
Butternut Squash TOMATO
TANGERINES Cantaloupe
GRAPEFRUIT eggplant brussel sprouts
pomegranate Blackberries TOMATO
Arugula **BROCCOLI** Melon
plum Romaine Nectarine
onion Asparagus Acorn Squash
strawberries Zucchini
Banana cucumber
Mushrooms **APPLES** Cherries
Celery Bok Choy Watermelon PEAR
orange Cauliflower Carrots **KIWI**
Honey Dew raspberries
SPINACH KALE pineapple
Green Beans Peppers
Blueberries Radishes



A vibrant collage of various fresh foods including meats, vegetables, fruits, and grains. The background features a variety of items such as red bell peppers, green zucchini, red onions, corn cobs, avocados, tomatoes, carrots, and bowls of rice and pasta. The text is overlaid on a semi-transparent white box in the center.

Third

Pick A Starchy Carb

→ **Starchy Carbs**

Generally 125 calories or MORE per cup

High Calories
High Carbs
High Fiber

Generally 1c is
over 125 cals

Step 4: Pick A Starchy Carb

Oatmeal
Potatoes
Bulgur Wheat
CORN
Quinoa
Pinto Beans
Barley
Black Beans
Ezekiel Bread
Brown Rice
Navy Beans
PEAS
Kidney Beans
Wild Rice
YAMS
Garbanzo Beans
Lentils
Spelt
PUMPKIN
Whole Grain Cereal
whole grain pasta
BLACK EYED PEAS
Couscous
WHITE RICE
Buckwheat
Whole Grain Breads
Great Northern Beans
Split Peas
Grits
SWEET POTATO



Fourth

Limit Fat

→ **Fats**

High Calorie Dense Foods 9 Calories/Gram

Step 5: Limit Healthy Fats

Olives
Coconut
Pumpkin Seeds PEANUTS
Almonds Flax Seed
grass fed butter Chia Seeds Safflower Oil
Sesame Oil
Olive Oil Macadamia Nuts
Sesame Seeds hemp seeds
AVOCADO Soybean Oil
WALNUTS
Pecans Sunflower Seeds
Coconut Oil Brazil Nuts
Canola Oil hazelnuts
PEANUT OIL
Cashews PISTACHIOS
Nut Butters



Print Off These 3 Pages

Put Them On Your Fridge

Write The Appropriate Portion & Calories For You On Each Page

Sample Meals

Women

- 30g High Protein Greek Yogurt
- 1c Berries
- 1/2 c Higher Fiber Cereal

- 3 to 4 oz Chicken Breast
- 3c Broccoli
- 1/2 c Rice

- 3 to 4 oz Fish
- 3c Brussel Sprouts
- 1/2 c Beans

- 3 to 4 oz Lean Beef (90% or leaner)
- 3c Tomatoes/Peppers/Onions
- 1 to 2 Tortilla Wraps

- 1c Beans/Lentil/Tofu
- 4c Veggies

Cook/Season/Flavor To Taste!

Men

- 40g High Protein Greek Yogurt
- 2c Berries
- 3/4 c Higher Fiber Cereal

- 5 to 6 oz Chicken Breast
- 4c Broccoli
- 1 c Rice

- 5 to 6 oz Fish
- 4c Brussel Sprouts
- 1 c Beans

- 5 to 6 oz Lean Beef (90% or leaner)
- 5c Tomatoes/Peppers/Onions
- 2 Tortilla Wraps

- 2c Beans/Lentil/Tofu
- 5c Veggies

Sample “Snack” Meals

Cook/Season/Flavor To Taste!

Women

- 30g Protein Shake
- 1 Banana

- 3 to 4 Slices Deli Meat
- ½ Bag Baby Carrots

- 3 to 4 oz Beef Jerky
- 1 Pepper
- 2 to 3 tbsp Hummus

- 3 Hard Boiled Eggs
- 1 Tomato & Cucumber
- 1 to 2 Tortilla Wraps

Men

- 40g Protein Shake
- 1 Banana
- 100 Calorie Granola Bar

- 6 Slices Deli Meat
- 1 Bag Baby Carrots

- 5 to 6 oz Beef Jerky
- 2 Pepper
- 3 to 4 tbsp Hummus

- 4 Hard Boiled Eggs
- 1 Tomato & Cucumber
- 2 Tortilla Wraps

- > PPA Methodology - Plan Prepare Act
- > Properly schedule grocery shopping.
- > Buy in bulk when possible.
- > Buy food Fresh or Frozen or Canned for a level of convenience.
- > When raw meat comes into the house plan on prepping it.
- > Store protein in fridge and freezer in 3 to 4/ 5 to 6 oz servings (Female/Male)
- > Have quality containers to store food in.
- > Use variety of spices and herbs.
- > Use Air fryer, Instant Pot to bulk prep.

Prepping Your Food 🥦🍊



Cooking Method

- > **Cooking Spray**
- > **Water Saute**
- > **If using oil, MUST Measure!**



Nutrition Label Hacks

Portion Sizes

Ingredients

Rule on Sugar

-> Sugar should be 50% or less of the total carbs

Fat to Protein Ratio

-> Protein should be 3-5x the amount of fat in a food product

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

←.... Start here

←.... Limit these

←.... Get enough of these

**Eat As Much Food As You
Can For The Meals You Eat**

Cheat Meals

Water

Women - 80 oz or more

Men - 100oz or more

(Low to No Calorie Beverages can count)





Movement

-> 10k A Day!

-> "Muscle Building Activities"

-> Progressive Overload

-> "Can I Workout Tomorrow?"

Bringing It All Together

Practice Balance, Moderation, Flexibility

Drink Plenty of Water

Eat The Right Amount of Calories

PPA

Learn What's In The Food You Normally Eat

Move Enough

Don't Go Too Long Without Eating

Create Go-To Meals

Practice Portion Control

Next Steps

Watch...

“6 Must Know
Food Rules”

Video

Watch...

“The Ins and Outs
Of Flexible
Dieting”

Video

Take a
SIGNIFICANT
Amount of notes!

Review The Website!

www.brianparana.com/nutritionvip