

Why Clean Eating Isn't Working (And What To Do Instead)

A sustainable guide to fuelling your body without burnout, tracking, or crash diets



TPPT 

Contents

3 : Welcome

5 : Why I Created This Guide

7 : Why Clean Eating Isn't Enough

8 : Energy First Framework

10 : The Daily Energy-Builder Checklist



Welcome

If you're reading this, you've probably tried to eat "clean."

You've cut out sugar, skipped snacks, avoided carbs, and done everything the fitness world tells you to do.

But despite your best efforts, you're still feeling tired, foggy, and inconsistent.

You wonder why the energy crashes keep happening, why you're not making progress, and why you feel like you're spinning your wheels.

It's not your fault.




Most nutrition advice overcomplicates the process or leaves out the crucial parts.

The good news?

There's a smarter, simpler way to fuel your body for energy, clarity, and progress and you don't need to track every calorie or follow restrictive diets to get there.

I shifted from restrictive eating to structured fuelling. I built a system that prioritises energy, performance, and long-term consistency, not obsessive tracking or short-term deprivation.

Now, I coach people to break free from the same unsustainable cycles:

-  No yo-yo dieting
-  No crash plans
-  No starving for results

I teach a simple, sustainable way to fuel your body that works for real life, whether you're a busy professional, a parent, or someone just trying to feel better day to day.

When your nutrition is built to support your life, everything else clicks: energy, training, mood, and consistency.

If you're stuck in the endless loop of diets that drain you, I can help you get out for good.

Why I Created This Guide

If you've been stuck in the cycle of eating "clean" but still feeling tired, foggy, and inconsistent, this guide is for you.

I created The Energy Reset because too many people are trying to eat well but are still getting it wrong.

- ✗ Not because they're lazy.
- ✗ Not because they don't care.

But because the fitness and diet industries have misled them.

This guide exists because I want to save you from the years of trial and error I went through.

And the blowouts.



My Key Values

(As a Nutrition-Informed PT)

1. Structure Over Starvation

I don't believe in skipping meals, cutting out entire food groups, or under-eating to get results.

My focus is on building consistent, structured meals that fuel your body with the right balance of protein, carbs, and fats. When your nutrition has structure, you feel energised, satisfied, and in control. There's no need for calorie obsession or endless grazing throughout the day.

3. Fuel for Energy, Not Just Fat Loss

My approach prioritises energy, focus, and sustainable performance, not just aesthetics.

Many people are stuck in low-energy cycles because they under-eat or fear carbs.

I help my clients move beyond that mindset to focus on meals that genuinely support their day-to-day energy, workouts, and recovery. When you eat enough to support your body, you stop chasing energy through caffeine and cravings.

2. Sustainability Over Perfection

I teach my clients to build a system they can actually stick to even on their busiest days.

There are no restrictive rules, crash diets, or unrealistic expectations. Whether you prepare your meals or use a meal prep service, the key is to keep it practical and achievable for real life.

The goal is long-term consistency.



Why “Clean Eating” Isn’t Enough

Most people fall into the same traps:

- Skipping meals, especially breakfast
- Under-eating and not giving the body enough fuel to support daily demands
- Random, inconsistent eating patterns with no meal structure
- Avoiding carbs or fearing sugar, believing myths that these automatically lead to weight gain

When you’re constantly under-eating or grazing without structure, your energy plummets, cravings spike, and you never feel fully in control. This leads to inconsistent performance, brain fog, and hitting the dreaded afternoon crash.

Clean eating isn’t the problem.
The lack of structure, consistency, and proper fuelling is.

The Energy First Framework

Here's how we get your energy back without overcomplicating it.

My Core Nutrition Principles:



Whole Foods First

Prioritise unprocessed, nutrient-dense foods without banning anything.



Meal Consistency

Three to four structured meals a day. No more skipping breakfast.



Balanced Plates

Each meal should include protein, healthy fats, and carbs to keep you full and energised.



Energy Over Obsession

Forget calorie counting. Focus on how your meals make you feel and perform.



Smart Snacking

Plan for the times you know you'll need fuel.

Busy? Here's Your Solution:

If you don't have time to meal prep, outsource it. Use a reliable meal prep service so you can stick to your structure without stress.

Tracking calories isn't essential, but eating with structure is.



The Daily Energy-Builder Checklist

- ☐ Eat protein at every meal.
- ☐ Drink water consistently throughout the day.
- ☐ Never skip breakfast.
- ☐ Eat three to four structured meals per day.
- ☐ Prioritise whole, unprocessed foods.
- ☐ Plan your dinners in advance.
- ☐ Avoid liquid calories (soft drinks, excess juice).
- ☐ Eat without distractions. Sit, slow down, and chew.
- ☐ Ensure each meal leaves you satiated until the next.
- ☐ Consider meal prep services if your schedule is tight.

What's Next

You don't have to figure this out alone.

If you're ready to take your energy, your nutrition, and your progress to the next level, I'd love to help.

Book a free clarity call to chat about your goals and see how we can work together to build a sustainable, energised lifestyle.

Let's get your energy back, sustainably.



