



WELLNESS
WITH CLAIRE

The Nutrition Manual

By Claire Bays

Firstly, thank you for your interest in my Nutrition Manual and trust in the process of continuing to learn how to align your nutritional habits with your goals and ultimately your core values. My hope with this ebook is to provide you with helpful insights and data that creates a new sense of awareness around nutrition as well as instill in you the belief that YOU are beyond capable of creating a peaceful and joyful experience in your relationship with food. This is not an overnight overhaul endeavor. As with all behavior changes there are three key components to implementing successful and lasting change: environmental design, social support and accountability. We will come back to those with some tips at the end of this ebook. Alright, time to dive in to the details! Please remember to have an open mind and know that you do not have to digest and understand all of this in one go. Expect to have more questions about how to practically apply what you learn here – and then just reach back out if you'd like to talk more about how to bring this to life in your life. Let's go!

Diet Fundamentals:

Energy balance refers to the relationship between the amount of energy (calories) consumed through food and beverages and the amount of energy expended by the body for various functions and physical activities. It's a fundamental principle that plays a crucial role in determining changes in body weight, whether that's gaining, losing, or maintaining weight.

Energy balance is often described using the following equation:

Energy In (Calories Consumed) - Energy Out (Calories Expended) = Energy Balance There are two main scenarios within energy balance:

Positive Energy Balance: This occurs when the calories consumed exceed the calories expended. In other words, you're taking in more energy than your body is using. The excess energy is stored as body fat, leading to weight gain over time. This can happen when individuals consistently eat more calories than their body requires for daily functioning and physical activities.

Negative Energy Balance: This occurs when the calories consumed are fewer than the calories expended. In this case, the body taps into its energy reserves (primarily stored body fat) to meet its energy needs, resulting in weight loss. This situation typically arises when individuals consume fewer calories than their body needs, whether through reduced food intake, increased physical activity, or a combination of both.

Neutral Energy Balance: When the calories consumed are roughly equal to the calories expended, there is no significant change in body weight. This is often referred to as weight maintenance.

Managing energy balance is fundamental for achieving and maintaining a healthy body weight. It's important to note that energy balance is influenced by several factors that collectively are called your “TDEE” aka Total Daily Energy Expenditure:

Basal Metabolic Rate (BMR): The number of calories the body needs to maintain basic physiological functions while at rest. This includes functions like breathing, circulating blood, and regulating body temperature.

Physical Activity: The calories expended through exercise, daily activities, and movement. More active individuals burn more calories.

Thermic Effect of Food: The energy required to digest, absorb, and process the nutrients from the foods you eat. Different macronutrients (carbohydrates, proteins, and fats) have varying thermic effects.

Non-Exercise Activity Thermogenesis (NEAT): The calories burned through activities like fidgeting, standing, and other non-exercise movements.

Hormonal and Genetic Factors: Individual variations in hormones, metabolism, and genetics can influence how the body regulates energy balance.



Tracking Calories & Macros

Tracking Calories and Macros:

This is the tool that we use at Wellness with Claire — with primary focus on caloric intake and protein intake. Many will begin with tracking to understand what is happening, and then wean off of tracking and become more “intuitive”. Think of this like a business keeping inventory... any business that does not regularly perform this inventory process suffers as a result. We will apply this principle here.

I personally learned through macro tracking just how much freedom I actually do have with food, how much more food I do require to be sufficiently fueled each day and have great energy levels and so much more.

That being said — tracking is going to feel laborious at first. It isn't easy when you start because it's new and we haven't established a baseline... be prepared for the first couple of weeks to feel like work. You may need to set reminders in your phone to go off a couple of times per day to remind you to track. This is a new habit and so assuming that you will organically remember to do it all the time is not so realistic. Once you get a few weeks in, this will begin to feel a lot less like friction and become a part of your routine. It will require less time and energy. REMEMBER: You came here because you want to learn habits that you can carry through life. The next section will explain WHAT macro's are.

Macros:

Now that we understand the principle of energy balance & why we track — let's get in to the basics of calories and macros!

Macronutrients, often referred to as "macros," are the three main categories of nutrients that provide the energy required by the human body for its various functions and activities. Each macronutrient plays a distinct role in maintaining health and supporting bodily functions. The three primary macronutrients are carbohydrates, proteins, and fats.

Carbohydrates:

Carbohydrates are the body's primary source of energy. They are broken down into glucose (sugar), which is used by cells for fuel. Carbs can be categorized into two main types:

Simple Carbohydrates: These are composed of one or two sugar units and are quickly digested and absorbed, leading to rapid spikes in blood sugar. Examples include sugars found in fruits, honey, and processed sweets.

Complex Carbohydrates: These are composed of multiple sugar units and take longer to break down. They provide sustained energy and a more gradual increase in blood sugar. Examples include whole grains, legumes, vegetables, and starchy foods like potatoes.

Carbohydrates also play a role in maintaining proper brain function and supporting physical activity. It's important to focus on consuming whole, unprocessed sources of carbohydrates to ensure a steady supply of energy and promote overall health.

Proteins:

Proteins are essential for building and repairing tissues in the body. They are composed of amino acids, which are the building blocks of protein. Proteins have various roles, including:

Muscle Maintenance and Growth: Amino acids are crucial for repairing and building muscle tissue, making them particularly important for those of us looking to build muscle.

Enzyme and Hormone Production: Many enzymes and hormones are made from proteins, and these substances play key roles in various physiological processes.

Immune Function: Antibodies, which are critical components of the immune system, are made from proteins.

Transport and Storage: Proteins help transport molecules throughout the body and store essential molecules like oxygen in muscles and tissues.

Consuming a variety of protein sources, including lean meats, poultry, fish, dairy products, legumes, nuts, and seeds, is important to ensure you're getting a complete range of amino acids.

Fats:

Fats are a concentrated source of energy and are necessary for several bodily functions. They can be categorized into different types:

Saturated Fats: Found in animal products and some plant oils.

Monounsaturated and Polyunsaturated Fats: These are considered healthier fats and are found in foods like olive oil, avocados, and fatty fish. They can support heart health and provide essential fatty acids like omega-3 and omega-6.

Trans Fats: These are artificially created fats often found in processed and fried foods. They should be avoided, as they are linked to heart health issues.

Fats also play roles in insulation, protecting organs, hormone production, and absorption of fat-soluble vitamins (A, D, E, and K). Including a balance of different types of fats in your diet is important for overall health.

A well-rounded and balanced diet includes all three macronutrients in appropriate proportions, based on individual needs, activity levels, and health goals. It's also important to consider other nutrients, such as vitamins, minerals, and fiber, to support overall health and well-being.

Alcohol

Alcohol contains 7 calories per gram – but provides zero nutritional value. It is worth knowing the calories in your drinks, because if you enjoy a drink but still want to make progress you need to factor these calories into your daily intake.

Sleep:

Sleep plays a crucial role in optimizing health. It impacts various aspects of physical, mental, and emotional well-being, including metabolism, appetite regulation, cognitive function, and overall vitality. After only a single night of insufficient sleep, a person is likely to consume 20+% greater calories the following day.

This is a significant impact on your caloric intake for the day and for those of us seeking fat loss... this detail is very worth being aware of.

Importance of Sleep

Metabolism and Weight Management: Sleep influences hormones like leptin and ghrelin, which regulate appetite and hunger. Lack of sleep can disrupt these hormones, leading to increased appetite and cravings for unhealthy foods, potentially contributing to weight gain.

Energy Balance: Adequate sleep helps maintain a healthy energy balance. When you're well-rested, you're more likely to engage in physical activity and make healthier food choices, supporting overall diet management.

Cognitive Function: Sleep is vital for cognitive functions such as memory, concentration, and problem-solving.

Getting enough sleep enhances your ability to make informed dietary decisions and resist impulse eating.

Stress Management: Sleep is essential for managing stress and emotional well-being. Poor sleep can lead to increased stress levels, which might prompt emotional eating and hinder diet management efforts.

Recovery and Muscle Growth: During deep sleep stages, the body undergoes repair and growth processes. This is particularly important if you're engaged in physical activities, as adequate sleep supports muscle recovery and growth.

Sleep Tips

Establish a Consistent Sleep Schedule: Aim to go to bed and wake up at the same times every day, even on weekends. This promotes more restful sleep.

Create a Relaxing Bedtime Routine: Engage in calming activities before bed to signal to your body that it's time to wind down. This could include reading, practicing relaxation techniques, or taking a warm bath.

Create a Sleep-Friendly Environment: Make sure your bedroom is conducive to sleep. Keep the room cool, dark, and quiet. Consider using blackout curtains, white noise machines, or earplugs if necessary.

Limit Screen Time Before Bed: The blue light emitted by screens (phones, tablets, computers, TVs) can interfere with the production of melatonin, a hormone that regulates sleep. Try to avoid screens at least an hour before bedtime.

Watch Your Diet and Hydration: Avoid heavy meals, caffeine, and excessive liquids close to bedtime. These can disrupt your sleep by causing discomfort or frequent trips to the bathroom.

Remember, improving sleep habits takes time and consistency. Prioritizing sleep as part of your overall health strategy has significant positive impacts on your well-being.

Meal Frequency & Timing

Meal Frequency & Meal Timing:

Optimal meal timing and frequency can play a role in increasing lean mass (muscle) and decreasing fat mass. Here are some general guidelines to consider:

Meal Timing for Muscle Gain:

Pre-Workout Nutrition: Consuming a balanced meal or snack containing carbohydrates and protein about 1 to 2 hours before your workout can provide energy and support muscle protein synthesis during exercise.

Post-Workout Nutrition: Consuming a “postie” shake or meal rich in protein and carbohydrates within a couple of hours after your workout helps replenish glycogen stores, repair muscle tissue, and promote muscle growth.

Protein Distribution: Strive to distribute your protein intake throughout the day. Prioritize a source of protein in each meal to provide your body with a steady supply of amino acids, which are essential for muscle repair and growth.

Meal Timing for Fat Loss:

Balanced Meals: Opt for balanced meals that include protein, healthy fats, and fiber-rich carbohydrates. This combination helps stabilize blood sugar levels and keeps you feeling full, reducing the likelihood of overeating later.

Frequent Meals: Eating smaller, frequent meals or snacks throughout the day can help control hunger and prevent overeating at larger meals.

Protein Intake: Prioritize protein intake to maintain muscle mass while losing fat. Protein has a higher thermic effect, meaning it requires more energy to digest and can help preserve muscle during calorie restriction.

Limit Late-Night Eating: Try to avoid heavy meals close to bedtime, as your body's metabolism tends to slow down in the evening.

Meal Frequency:

The frequency of meals can vary based on individual preferences and schedules. Some people find success with three larger meals per day, while others prefer smaller, more frequent meals to control hunger and energy levels. Ultimately, the key is to find an eating pattern that you can stick to consistently and that aligns with your goals.

Important Considerations:

Caloric Intake: Regardless of meal timing and frequency, achieving a caloric balance that aligns with your goals (surplus for muscle gain, deficit for fat loss) is crucial.

Total Macronutrient Intake: The total amount of protein, carbohydrates, and fats you consume throughout the day matters more than the exact timing of each meal.

Individual Variation: What works for one person may not work for another. Listen to your body, track your progress, and adjust your approach as needed.

Hydration: Stay hydrated throughout the day, as proper hydration is essential for both muscle gain and fat loss.

Sleep and Stress: Prioritize sleep and manage stress, as these factors also significantly impact muscle gain and fat loss.

Remember that consistency, quality and a balanced approach are key. It is important to focus on long-term sustainable habits rather than quick fixes.

Pre/Post Workout Nutrition:

Optimal pre and post-workout nutrition is essential to fuel your body, enhance your performance, and support recovery. Here are some tips for both pre and post-workout nutrition:

Pre-Workout Nutrition:

Timing: Aim to have a balanced meal or snack containing carbohydrates and protein about 1 to 2 hours before your workout. This allows time for digestion and absorption, providing you with the energy you need during exercise.

***My personal favorite thing to grab and run if I haven't had much in the way of carbs in the hours before training is the ole "slam a banana" trick. I'll grab at least a banana and perhaps some coconut yogurt or nut butter to have with it and I'm off to the races!

Carbohydrates: Carbs are the body's primary source of energy, and they help maintain blood glucose levels during your workout. Carbs shortly before a workout can often provide energy to fuel you and ideally come from sources such as fruit prior to exercise. The ole "slam a banana" always does the trick for me.

Protein: Including a source of protein in your pre-workout meal or snack can help support muscle protein synthesis during exercise.

Hydration: Start your workout well-hydrated. Note that electrolytes are an important part of hydration (which are minerals including sodium (salt), potassium and magnesium). My favorite hydration supplement is LMNT. Here's a link for a free bonus pack with order if you want to try them (Raspberry is SO good): <http://elementallabs.refr.cc/clairebays>

Moderate Fat: While fat is a slower source of energy, a small amount of healthy fat (e.g., nuts, avocados, coconut yogurt) in your pre-workout meal can help provide sustained energy.

Avoid Heavy Meals: Avoid large, heavy meals close to your workout, as they might lead to discomfort during exercise. Opt for lighter, easily digestible options.

Caffeine: If you're accustomed to caffeine and it doesn't negatively affect your workout, a small amount can provide an energy boost.

Post-Workout Nutrition:

Timing: Consume a meal or snack rich in protein and carbohydrates within about 30 minutes to 2 hours after your workout. This window is often referred to as the "anabolic window," when your body is more receptive to nutrients that aid in recovery and muscle growth.

Protein: Prioritize protein intake after your workout to support muscle repair and growth. I typically consume a post workout protein powder within 30mins post resistance training.

Carbohydrates: Replenish glycogen stores by including carbohydrate-rich foods or a post workout carb powder in your post workout shake such as this one: https://1stphorm.com/products/ignition/?a_aid=clairebays (I use 1/2 scoop post workout). Carbs also help prevent muscle protein breakdown.

Hydration: Drink water to rehydrate after your workout. If you've had an intense or prolonged session, consider a sports drink to replace electrolytes lost through sweat.

Balanced Meal: Aim for a balanced meal that provides essential nutrients. Include vegetables, lean proteins, healthy fats, and complex carbohydrates

Experiment with different options to find what works best for your body and supports your fitness goals.

FRINGE SPORT

Building Muscle & Toning Up

Building Muscle or “Toning Up”:

The concept of "toning up" often refers to improving muscle definition and creating a lean and sculpted appearance. While the term itself is somewhat colloquial, it generally involves reducing body fat and increasing muscle mass to achieve a more defined and athletic look. Building muscle plays a significant role in achieving this toned appearance, and hypertrophy focused resistance training is the ideal method to promote muscle growth and definition.

I offer customized programming with this exact structure in my app. Go to clairebayscoach.com to see how it works & sign up!

Here's how the process works:

Muscle Hypertrophy: When you engage in resistance training (also known as strength training or weightlifting), your muscles experience micro-tears in their fibers due to the stress placed on them by the resistance. In response to this stress, the body repairs and rebuilds these muscle fibers, causing them to become thicker and larger. This process is called muscle hypertrophy.

There are ideal rep ranges and sets per week per muscle group for this training which we can talk more about if this is of interest to you.

Increased Muscle Mass: As you continue with regular resistance training and provide your body with sufficient nutrients and rest, your muscles gradually increase in size and strength. This increase in muscle mass contributes to a more defined appearance by filling out and shaping your body.

Reduced Body Fat: Alongside building muscle, achieving a toned look also involves reducing body fat. Resistance training can indirectly assist with fat loss. Muscle tissue is metabolically active, meaning it burns calories even when you're at rest. As you gain more muscle, your resting metabolic rate increases, leading to greater calorie expenditure and potentially aiding in fat loss.

Enhanced Muscle Definition: As your muscle mass increases and body fat decreases, your muscles become more visible beneath the skin. This enhanced muscle definition is what's commonly referred to as "toning up." Well-developed muscles can create the appearance of tighter, more sculpted contours.

Improved Body Composition: Achieving a toned look is essentially about optimizing your body composition, which is the ratio of lean body mass (muscles, bones, organs) to body fat.

Resistance training is an effective way to influence this ratio positively by increasing lean body mass and decreasing body fat. Why

Why Resistance Training Is Ideal for Toning Up:

Targeted Muscle Development: Resistance training allows you to focus on specific muscle groups, helping you shape and define those areas you want to emphasize.

Progressive Overload: To continue building muscle and strength, you need to progressively challenge your muscles by increasing the resistance or intensity over time. This ensures consistent improvement in muscle tone and size.

Flexibility in Approach: Resistance training offers a wide range of options, including bodyweight exercises, free weights, machines, and resistance bands. This allows you to tailor your workouts to your preferences, goals, and fitness level.

Metabolic Benefits: Building muscle through resistance training boosts your metabolism, supporting both fat loss and overall health.

Long-Term Health: Beyond aesthetic benefits, resistance training is linked to improved bone density, joint health, functional fitness, and overall well-being.

Remember that achieving a toned appearance involves a combination of factors: resistance training, non-exercise activity (such as walking), diet, hydration, sufficient sleep and relaxation (de-stress). It's important to approach your goals with patience and consistency, as visible results take time. It is important to know that you CAN build lean muscle and reduce fat mass simultaneously. You do not need to choose one or the other in a “phase” unless that is your goal and what you desire.

My Top Protein Sources

Chicken Breast: Lean, high-quality protein source.

Venison: Low in fat and high in protein, often considered a lean game meat.

Fish (Salmon, Tuna, Cod, etc.): Excellent source of protein and heart-healthy omega-3 fatty acids.

Lean Beef: Rich in protein, iron, and zinc.

Bison: Lean and nutrient-rich alternative to beef.

Turkey: Similar to chicken, it's low in fat and rich in protein.

Eggs/Egg Whites: Complete protein with essential amino acids.

Greek Yogurt: High in protein and probiotics.

Quinoa: Complete protein with a good amino acid profile.

Whey Protein: Fast digesting protein powder that can be added to food or mixed with liquids or added to smoothies.

Fasted Training

Fasted Training *why I don't recommend*

Training in a fasted state, also known as fasted exercise, involves working out without consuming any food or calories beforehand. It is generally considered less ideal for fat loss and muscle gain for several reasons:

Fasted Exercise and Fat Loss:

Energy Availability: When you exercise in a fasted state, your body's glycogen stores (carbohydrate energy reserves) are lower, which may lead to decreased workout performance and intensity. This can impact the overall calorie burn during the session.

Muscle Loss Concerns: During fasted exercise, your body might start breaking down amino acids from muscle tissue for energy, potentially leading to muscle loss. Preserving muscle is important for both fat loss and overall metabolic rate.

Metabolic Rate: While fasted exercise might lead to a slightly higher proportion of fat utilization during the workout, the overall calorie burn and fat loss may not be significantly different compared to exercising after a meal.

Fasted Exercise and Muscle Gain:

Insufficient Fuel for Performance: Intense weightlifting or resistance training requires energy, often derived from carbohydrates. Exercising without adequate energy can reduce workout intensity, which may limit muscle stimulation and growth.

Protein Synthesis: Consuming protein before or after a workout is crucial for maximizing muscle protein synthesis, the process by which muscles repair and grow. Fasted exercise might hinder this process due to the lack of nutrients.

Muscle Recovery: Post-workout nutrition, including protein and carbohydrates, supports muscle recovery and growth. Fasted exercise might delay nutrient delivery to muscles, potentially slowing recovery.

At WWC, we are working hard to build lean mass and reduce fat mass... I want you to go in to your workouts being well fueled so that you can get the most out of the session.

Micronutrients

Micros:

I'm including this section for my nerds out there. These are wonderful things to become more educated on and I'm all for it! Know that if you're new — we've already got plenty to focus on with the simpler things (literally calories and protein intake exclusively are a GREAT place to start!)... but I am including this section so that you have the opportunity to learn more and can always come back here for refreshers and more info. That all being said, let's get nerdy:

Micronutrients are essential nutrients required by the human body in relatively small quantities, but they play a crucial role in maintaining good health and supporting various physiological functions. Unlike macronutrients (carbohydrates, proteins, and fats), which provide energy, micronutrients are vitamins and minerals that don't provide energy themselves but are necessary for the proper functioning of the body's processes. Here are some key micronutrients and their roles:

Vitamins:

Vitamins are organic compounds that are essential for various biochemical reactions and functions within the body. They are often grouped into two categories: fat-soluble vitamins and water-soluble vitamins.

Fat-Soluble Vitamins: These vitamins are stored in the body's fatty tissues and the liver.

Vitamin A: Essential for vision, immune function, and cell growth. It also supports skin health and mucous membranes.

Vitamin D: Important for bone health, as it helps the body absorb calcium. It also plays a role in immune function.

Vitamin E: An antioxidant that helps protect cells from damage. It's also involved in immune function.

Vitamin K: Necessary for blood clotting and bone health.

Water-Soluble Vitamins: These vitamins are not stored in the body and need to be consumed regularly.

Vitamin C: An antioxidant that supports the immune system, wound healing, and collagen production. It also enhances iron absorption.

Vitamin B-complex: This group includes B vitamins such as B1 (thiamine), B2 (riboflavin), B3 (niacin), B5 (pantothenic acid), B6 (pyridoxine), B7 (biotin), B9 (folate), and B12

Minerals:

Minerals are inorganic elements that are necessary for a wide range of bodily functions. They can be classified into two categories: major minerals (macrominerals) and trace minerals (microminerals).

Major Minerals:

Calcium: Vital for bone and teeth health, muscle function, nerve signaling, and blood clotting.

Magnesium: Important for energy production, muscle and nerve function, and bone health. **Potassium:** Helps regulate fluid balance, nerve signals, and muscle contractions.

Sodium: Essential for fluid balance, nerve function, and muscle contractions. **Phosphorus:** Works with calcium to maintain bone health, and is also involved in energy metabolism.

Trace Minerals:

Iron: Necessary for oxygen transport in the blood (hemoglobin) and energy production. **Zinc:** Important for immune function, wound healing, and various enzyme reactions.

Copper: Required for iron metabolism, connective tissue formation, and antioxidant defense.

Selenium: Acts as an antioxidant, supports thyroid function, and plays a role in immune health.

Iodine: Essential for proper thyroid function and the production of thyroid hormones. **Manganese:** Involved in bone health, antioxidant systems, and carbohydrate metabolism. **Chromium:** Enhances the action of insulin and is involved in glucose metabolism.

Molybdenum: Participates in enzyme reactions and helps metabolize sulfur-containing amino acids.

Micronutrients work in synergy with macronutrients and each other to ensure the proper functioning of various biochemical processes in the body. A balanced and varied diet that includes a wide range of nutrient-rich foods is essential to meet the body's micronutrient needs and maintain optimal health.

Tracking Metrics



Scale Weight — It IS Relevant, But it is NOT the Only Metric to Use:

The scale weight alone is not the ideal way to track body composition improvements for several reasons:

Doesn't Differentiate Between Fat and Muscle: The scale only measures your total body weight, which includes not just fat and muscle but also bones, organs, water, and other tissues. It doesn't tell you how your weight is distributed between these components.

Muscle Gain vs. Fat Loss: When you're engaged in a fitness program, you might be gaining muscle while losing fat. Muscle is denser than fat, so even if you're losing fat and gaining muscle, the scale might not show a significant change or might even show a slight increase in weight.

Water Retention: Factors such as hydration levels, sodium intake, and hormonal fluctuations can lead to temporary water retention, causing weight fluctuations that aren't related to fat gain or loss.

Psychological Impact: Obsessively focusing on the scale can lead to emotional distress and frustration, particularly when the numbers don't align with your efforts and perceived progress. **Inaccuracies:** Scales can have inconsistencies and inaccuracies. They might not accurately reflect small changes in body composition.

Plateaus: As you progress in your fitness journey, you might experience periods where the scale weight remains stable even though positive changes are occurring in your body composition.

Alternative Ways to Track Physique Progress:

Body Measurements: Regularly measure specific areas of your body (waist, hips, chest, arms, thighs) using a tape measure. Changes in measurements can indicate shifts in body composition. **Photos:** Take progress photos from consistent angles and lighting conditions. Visual comparisons over time can be a powerful way to see changes that might not be apparent day-to-day.

Body Fat Percentage: While not always perfectly accurate, methods like skinfold measurements, InBody scans, or DEXA scans can provide a more detailed understanding of your body composition changes.

Strength and Performance Improvements: Track improvements in your strength, endurance, and overall performance in the gym. Gaining strength often indicates muscle gain and improved body composition.

Clothing Fit: How your clothes fit can be a reliable indicator of changes in body composition. If your clothes are fitting better or becoming looser, you're likely making progress.

Energy Levels and Well-Being: Pay attention to how you feel. Increased energy, improved mood, and enhanced well-being can be signs of positive changes in your body composition.

Focus on Non-Scale Victories: Celebrate accomplishments that aren't related to the scale, such as achieving fitness goals, adopting healthier habits, or feeling more confident.

Consistency: Rather than focusing solely on immediate results, consider the long-term consistency of your efforts in terms of nutrition, exercise, and overall lifestyle.

Remember, body composition changes take time and can be influenced by various factors. It's essential to adopt a holistic approach to tracking progress and not solely rely on the number on the scale.



Behaviour Change Fundamentals

Behavior Change Fundamentals:

I mentioned these in the first page of the Ebook because their impact on your ability to create meaningful/lasting change cannot be overstated. If it were as simple as gaining knowledge and you were good to go — well we probably wouldn't have more health podcasts, YouTube videos, influencers etc out there churning out seemingly infinite content on this topic. So here are those three key factors to change:

Environmental Design: What is in your pantry and the appliances available to keep the friction LOW for your ability to enjoy eating well. The distance from your fitness facility and the design of your schedule based on decreasing “willpower” throughout the course of the day.

Accountability: Having friends/family/community in a gym or with your dietary changes that will hold you accountable to showing up. Hiring the right coach/mentor is the most impactful thing a person can do to increase the speed of their progress as well as the enjoyment of the process.

Social Support: Do your friends/loved ones/colleagues know what you are trying to accomplish and have you asked them to support you in this endeavor?

Behavior change is HARD. If it weren't you likely wouldn't be here reading this right now. It is also hard for everyone. One of the most profoundly impactful things I have seen through the years with this topic in particular is when a person is able to be honest about their experiences with a trusted person who can help them.

Guilt and shame when it comes to food keep people stuck their whole lives not achieving the results they truly desire. Relationship with food is a COMPLEX topic. Knowing that you are far from alone in your struggle and being accompanied by others who empathize and also can aid you in your growth here cannot be overstated in value.

If you are still reading — it is obvious to me that you have a deep desire to grow in this area. (Massively cool — I might add). So perhaps it is worth getting that support.



**Want to Know
More?**

Interested in Meal Plans & Coaching with me? A little bit more about what I offer in my app, WWC.

Your meal plan in WWC gives you a variety of meal ideas that have been customized for you based upon the information you gave me at sign up. This includes your goals, current lifestyle habits, food preferences and intolerances. This is designed to give you a variety of meal ideas that you can gain inspiration from and get creative with whenever you need - in order to help you stay on track. I want your approach to nutrition to be SUSTAINABLE and something that you can follow long term... which is why I strongly suggest you read through this section to gain education further about HOW we do what we do!

IMPORTANT NOTE: The calorie goals you have been given already take in to consideration the fact that you will be exercising. The calorie levels that I set for you, and the TDEE calculators (explained below), already take into account your activity/exercise levels... SO the number of calories in your program have been created with this consideration. We do not need to add those calories back in (for

example: if you wear a wearable and track what it claims you burn each day in your workouts etc). It is important to remember that the intentional movement we do each day is to improve our body composition, strength, physical and mental well-being.

Your recipes have been chosen based on mainly whole foods, which is simply that they are as close to their naturally occurring form as possible. We want to consume less “ultra” processed foods (foods that when reading the ingredient labels — we could not make in our own kitchen). If you wish to add extra ingredients to the recipes, feel free! **Just remember to factor that in to your daily intake when you are tracking. You can use apps like My Fitness Pal or Nutritiox (free!) to help you search for different foods and the calories/macros they contain.

Think of the recipes as a source of inspiration! Your priority is to adhere to your calorie and macronutrient intake goals each day. We will continue to strive towards eating less “ultra” processed foods and more whole foods or minimally processed/no sugar added options. This is something we will gradually gain awareness on — not an overnight overhaul. If you are new here — your primary focus is your calorie intake daily as well as your protein prioritization. We collect data (through tracking macros) so that we can observe and adjust as we go. Give yourself grace, stay tracking and COMMUNICATE with me. I’ve yet to meet a fitness professional with a perfect diet... so thankfully we aren’t seeking perfection.

Lastly, a VERY important reminder: You are more capable than you likely know. I strongly believe in your capacity to make this meaningful and lasting change. I believe in your capacity to create a peaceful and joyful experience in your relationship with food. You are worthy. <3

- Claire