



RYAN MILTON

# ENTER THE *Macro*

*A Starting guide to sustainable nutrition*



## Enter the Macro

Everyone wants to be confident in their own skin.

Deep down you know there are no magic secrets. There are no magic programs, pills, powders or wizards popping out of the ground that are going to get you the results you want. Maybe you are overweight right now and want to drop some pounds, maybe you are underweight and want to pack on some muscle. Maybe you are an athlete and want to improve your performance, maybe its finally time for you to stop making excuses and compete. It doesn't matter who you are or what your goals are. The fact is nothing can be done without taking control of your nutrition.

Im gonna make a guess that this isn't your first rodeo. You probably have tried to achieve this goal many times over. You tried all the new fad diets and trends. You tried the new advanced pieces of exercise equipment with the new programs, the new trainers, supplements and all that garbage. Whether you liked it or not, you are here now yet again ready to take a stab at a goal you have had probably for many months or even years.

Im sure running through your head right now is "why?" Why are you back at square one? Why have you had this weight loss goal forever? Why have you never been able to achieve things in the long term despite how good you do or how strict you follow everything? Simply because everything you have followed to date and unfortunately an extremely large part of the fitness industry relies on making you a repeat customer.

Think of the new years resolutioners right? Maybe thats you maybe it's not, but you for damn sure know someone who every single year goes and signs up for a year contract at the gym and 4 weeks later never sets foot there again. Now initially you might say "well thats their fault they should be the ones to show up" and while that is true, it is also true that almost every box gym oversells their memberships to the point they literally would not have space for every person if they actually showed up. The sales models are designed for the people that get locked into contracts and pay but never actually benefit. To assume that only happens in gyms would also be a mistake. There is a reason that every year your favorite informercial workout brand has a new program, every couple of months new supplements and then of course the hundreds and hundreds of versions of fad diets that pop up conveniently around the summer or new year when most people are motivated to make changes.

The truth is, fad diets and most of the fitness industry nutrition culture is designed to do just 1 thing.





## **Sell you into structured failure so they can sell you again later.**

As crazy as that sounds it is 100% the truth. Think about it for a second, How many programs are there that have new versions each year? How many of the diets are repeated over and over with different name changes or new versions, how many times have you or people you have known tried a new diet or nutrition plan and landed right back at square one down not too far down the road? I have been a coach and a trainer for 8 years and I have worked with and seen thousands and thousands of people who have gone through this exact thing.

People pay all the money, do all the programs, follow everything perfectly and yes they get results. But those results are short lived due to the fact the goal is to always make sure that you fail. They want you to see the results in the short term and when you eventually inevitably fall off the wagon they want u to remember the results you got so you come back and start it all again. When you actually think about the fact that most people want to make money more than help people, this all makes a lot of sense. If they can get you to keep coming back by sticking you into a repeat cycle of short term results and long term failure, then its the perfect business model for generating a new instagram fitness coach. This is also why we see so many people popping up In the industry making money that actually have no credentials and no business trying to tell people what to do.

This type of coaching is not what I believe in. I got into this industry to help people and you deserve success in achieving your goals and results.



## Enter The Macro and TeamFFLEXible Dieting...

Flexible dieting is a method of nutrition I have personally practiced and coached thousands of successful clients through. It's the method that enabled me to personally lose 90lb's and never rebound it back. It's the method I used when I took on countless weight loss clients who "Tried everything" but never got results until they tried this. It's the method I took starved competitors with eating disorders through to help them learn balance and bring their best physique and performance to their sport. It has been and will continue to be in my opinion the best nutrition option period.

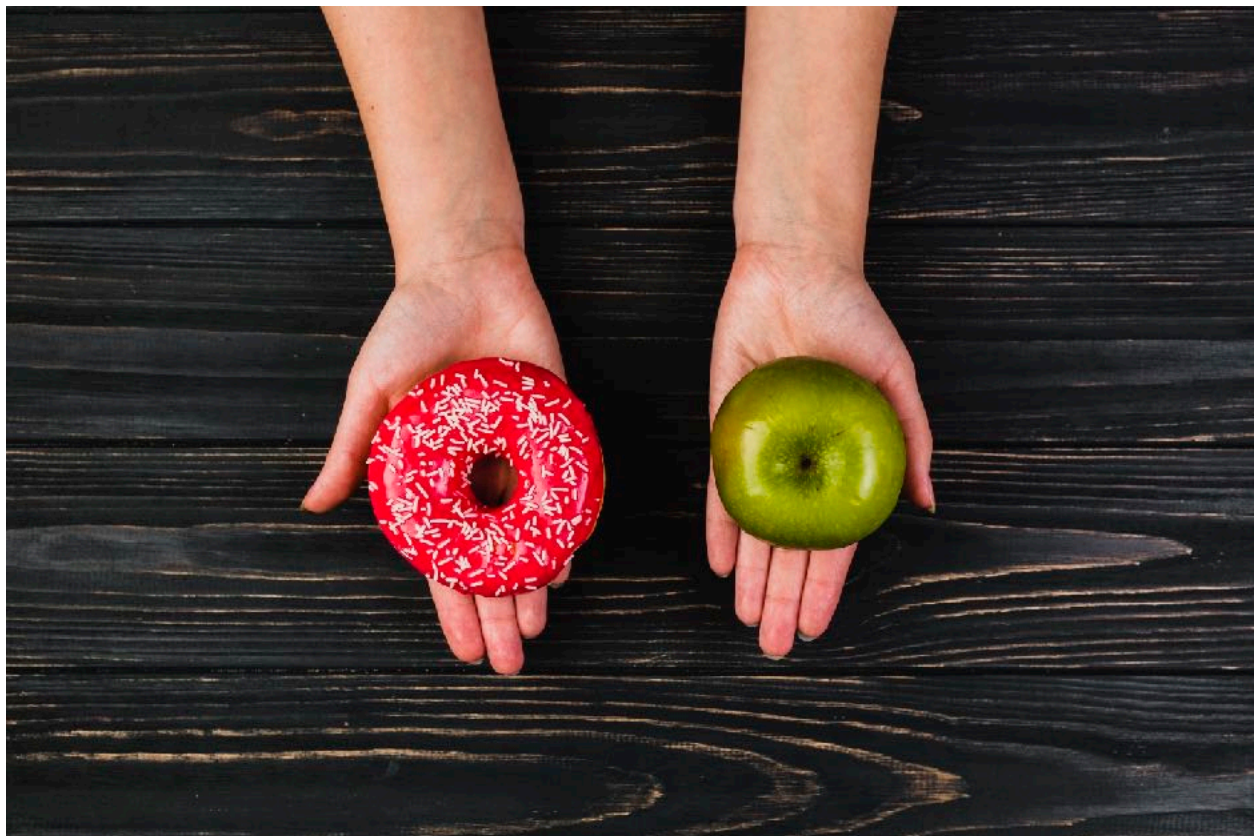
And the best part is, it's not complicated at all. It's not a meal plan. It's not a restriction diet. It's not going to starve you, make you crave foods or make you rebound all the body fat you burn.

This is a long term solution for the absolute best results.

Now you are probably sitting here and wondering, "well what the hell is it anyway?" But don't worry I'm gonna break it down for you right here and how you can get started as quickly and as simply as I can.

First things first,

### Step 1, Understand Calories





Likely you have done a diet or some other method that had you track calories or follow a specific calorie meal plan etc. Bottom line is all diets or fat loss weight loss anything are built off of a calorie deficit. Eat less than you do currently and you will burn body fat and lose weight. It's literally that simple.

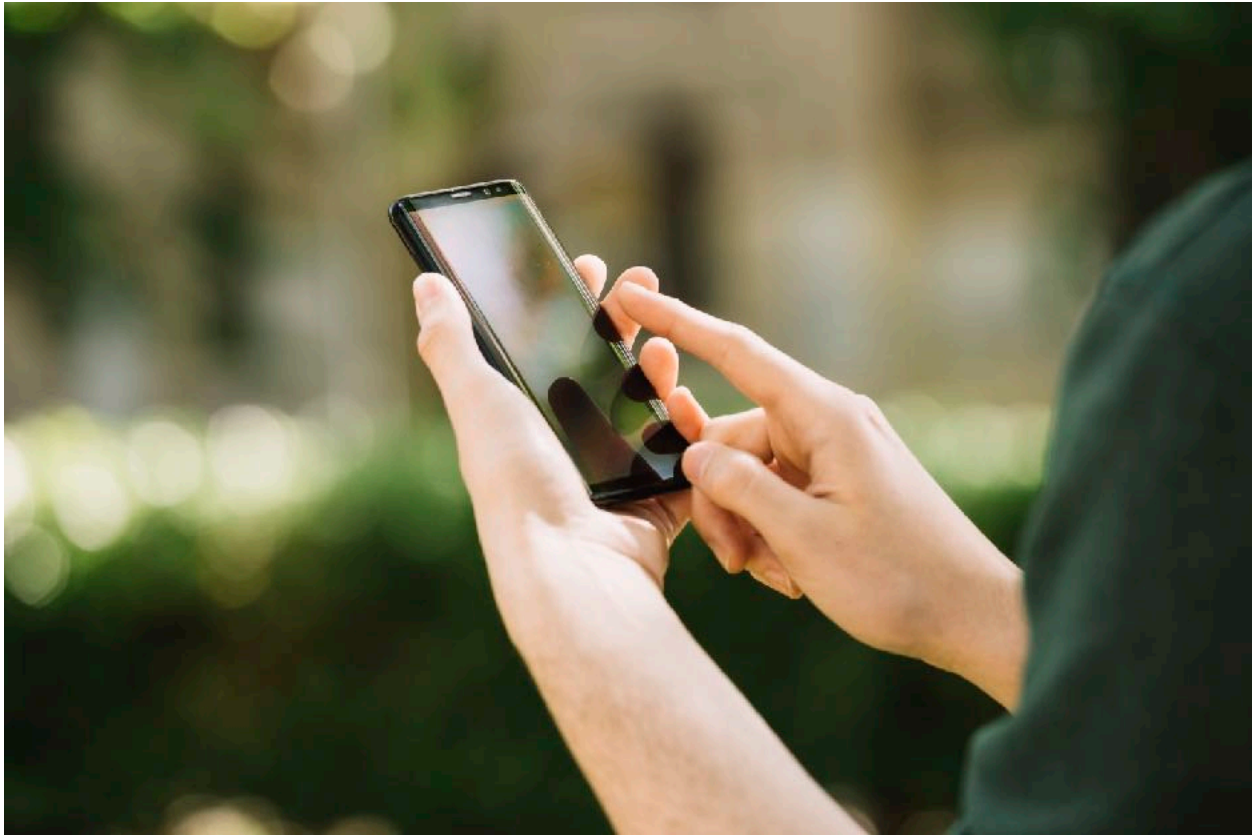
However most principles are broken down to be more complex etc but in its most basic form we are talking about calories in vs calories out. For you to build muscle you need higher calories. For you to burn fat you need lower calories. Unfortunately if you think you will just wing this, you're wrong. You cannot guess your way to your health and fitness goals. Getting a result that last requires specific planning and consistency. Therefore I absolutely suggest that you get your calories in order for your goal and follow the plan making adaptations as needed to make sure that you are consistently progressing.

## Step 2, know the macro



Macro or macros are short for macronutrients. This is your proteins, carbs and fats. I add in fibers because that will dictate how the rest of your nutrients get absorbed. Regardless, these are units of energy. These macros will be added up in specific ratios to hit your caloric target and optimize your results. For example, 1 gram of proteins or carbs have 4 calories where fats have 9. Hitting the correct macro ratios for you and your goals will enable you to consistently hit your calorie intake and get the best possible results for your health and fitness goals.

### Step 3, Understand tracking



Once you have your calories and your macros set for you and your goals, it's time to start tracking. Now right out the gate a lot of people will say things like "ugh its so complicated" "it takes too much time" "i don't want to track everything I eat" blah blah blah. If thats true then you must not like results either. Also nothing you can say is a viable excuse in the world we live in today. Tracking your calories and macros has literally never been easier.

You need to get into a pattern and into a routine with your food and before you know it, it will be the most simple and time effective approach to your nutrition literally ever.

I suggest that you come up with a few different meals that you will routinely enjoy and save them. Most of the apps for tracking will have features for you to track all your macros one time and then just load the same meal you created or you use frequently.

This means in just seconds you can track macros, monitor your nutrition and make progress towards your goals. That is a far better approach versus sitting down and trying to guess your meal plan or figure out what you are eating at a restaurant.

Typically you can even find the meals and things you will eat at most restaurants which makes it extremely easy to be flexible with your food choices and stay on top of your goals and results.

## **Step 4, Start tracking**

First thing I want you to do is go download a tracking app. There are many but the one I use and have most my clients use is Myfitnesspal. You can find all tracking apps on your phone and see which you like best. Just make sure that whatever app you choose allows you to track and view your macros as well as make adjustments to the goals themselves. Once you get and app start tracking. Don't over think anything. What you should realistically do is try to change nothing about your diet but instead track and observe. You will quickly see how fast macros can add up or some major mistakes you could be making that will hold you back from achieving your results. Again tracking is so simple. You can literally scan any barcode directly into the app, create your own food or manually search the database for foods that come with barcodes. It could not be easier.



## **Step 5, Be Consistent**

Start getting results. Track your macros day in and day out and perfect your routine to hit your macro goals. This is going to be simple right away for some and it may take some time for others. The goal is never perfection.

However the goal is to learn and to adapt. Take weekly weight measurements, body measurements and progress pictures on the same day, in the same place under the same circumstances so that you're tracking is the most accurate. If your body is responding positively after a few weeks, keep going.

If it's not, consider changing up your macros and training. More than likely both need to be improved. You can always do better with both if you are being honest with yourself.





## **Step 6, Adapt as needed**

As you go about your macro and results tracking you will need to pay attention to your progression. This can get very complicated and also why its a good idea to have a coach but bottom line is, if its working dont change it. If its not working, change it. You will need to move your calories up and down, change your macro ratios to higher protein, lower carbs or maybe lower protein higher carbs etc. Every person is different and what is going to work for you is important and will also change as you change. The more results you get the more fine tuned this needs to be. Never skip your tracking and never stop adapting.

You're probably sitting there and wondering what the hell do you need to do now. Let me make it real simple for you.



# Start tracking.

Literally as you read these final pages just get started. Most of the time people either haven't been tracking or they are not tracking totally accurately. So go ahead and take a few days eat as you have been but track every single thing that you put into your face. We're talking ketchup, the 10 calories in your favorite diet soda, all of it. This is going to give you a baseline for where you are actually at and where you need to be for your goals.

Flexibe dieting is a very simple and sustainable approach to your nutrition. It will allow you to eat the foods you want and still get the results you need. I always suggest the 80/20 split for every type of client and athlete alike. This means that 80 percent of the foods you eat on any given day should be healthy whole type foods. Think your fruits, vegetables, lean protein sources etc. Then 20 percent should be your "cheat" or what I call flexible foods. These are everything else. Think your cookies, candy soda or anything else that you wouldn't per say is a "health" food.



Longevity in your goals and in your nutrition are about balance. Balance will win every time over an extreme in either direction. Eat only junk food and you will be unhealthy. Eat only "clean" food and you will end up unhealthy as well.

Finding the balance between both worlds means now you become unstoppable. It means you can get the results you want and actually keep them. It means now that instead of being a slave to your nutrition you now are the master.

Take control of your nutrition. Take control of your results. And enjoy them all within balance.

If you need any help you can always find me on my website [www.teamfflex.com](http://www.teamfflex.com) or email me directly at [Ryan@teamfflex.com](mailto:Ryan@teamfflex.com)

**Go forth and Macro**

Train with me online for FREE at [teamfflex.com](http://teamfflex.com)!



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