



KICK START NUTRITION GUIDE

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We have a range of different nutritional protocols which we use with our clients, some of which are relatively advanced practices.

For now, and before you attack any advanced strategies, you must get the foundations right.

We want you to build long term health, and long term results, as well as of course getting great results pretty quickly too.

So bottom line, let's get the fundamentals right through this foundation nutrition system, before we potentially move onto the more advanced stuff that'll help you dial your nutrition in even further.

To be perfectly honest – the content of this kick start guide is plenty to get you in awesome shape FOR LIFE on its own.

We have established 9 habits that will help you dramatically improve your results just by complying with them. If you follow the **9 habits** you will naturally improve your calorie control, improve your nutrient timing (when you eat certain foods) and your food selection.

So as far as your nutrition goes – all you need to do, is stick to the following 9 simple things each day, and you'll be setting yourself up to drop body fat, enhance your energy levels, and start giving your body exactly what it needs to get in amazing shape.

We've included a meal planner for you, as well as a daily habit check sheet too. Simply complete these, then email MATTLUXTONPA@GMAIL.COM at the end of each week, and that'll enable us to help you out best.

Once you've read this document, check out the meal planning info, as well as the example meal plan too for an example of how a great weeks nutrition can look. You can then also use that as a basic guide if you like.

Anyway, let's check it out:

Habit 1: EAT SLOWLY AND STOP AT 80% FULL

Too many people consume their meals too fast.

This is often due to the fact that these days many of our meals are eaten in a rush, but also due to the fact it's kind of just become how we eat.

Unfortunately, this isn't great for your health or performance, and even if the foods you're eating are all super healthy, eating too fast can and does have a negative impact on your body.

So this is a pretty key habit when it comes to helping you get the body and health that you want.

Learning this habit will help you to slow down, listen to your hunger and appetite, as well as actually enjoying your food more too. It'll also help you to stop eating before you start to overeat.

So this habit isn't so much to do with what you're eating, more so how you're eating it (although, obviously eating 100g of broccoli quickly is probably better than eating 100g Mars bar slowly).

The reason it's so important to get this habit right, comes down to the fact that it takes 15-20 minutes for satiety to kick in, as the communication from your gut to your brain, back to your gut is slow.

That's why we often eat far too much, and then start feeling super full toward the end of the meal, or shortly after.

If possible, you want to try and make each meal last around 15-20 minutes, which will allow you to actually monitor your feelings of fullness better.

If you can't manage that, simply eating a couple of minutes slower – so taking a little more time over your meals – will still be better than ramming them down as fast as possible.

If your meals currently take just 5-6 minutes to eat, try to make them last 7-8 minutes to start with.

Little steps forward beat no steps forward after all.

Ideally, take away distractions such as TV, books, newspapers etc, which take your attention away from your meal, and can cause you to overeat.

A prime example most of us can relate to is snacking while watching TV – before you know it, you've gone through that whole tub of Ben and Jerry's and don't feel so good!

A good strategy is to put your cutlery down after each mouthful, which will of course naturally slow your feeding down.

Use the extra time to enjoy your food, and/or talk with you family or whoever you're with, and try to wind down and relax as much as possible too.

By slowing down, you'll naturally consume less calories – try it out for yourself. Then make it habit.

So remember to monitor your feeling of fullness.

This brings us onto the next part of this habit, which is stopping eating when you feel 80% full, which will pretty much be the point at which you're no longer hungry – aka – you're satisfied.

This will take a little practice, but as soon as you've got it dialed in, you'll notice an instant difference, in particular in your post feed energy levels most likely too.

To get a handle of this the following tips and cues are very helpful. See table below.

In terms of the benefits of getting this habit nailed, check these out:

- Enhanced appetite cues for the next meal
- Improved digestion
- Better performance with exercise/workouts
- More time to enjoy meals
- Better sleep if you're eating before bed

As a quick heads up, this habit is key if you are looking to LOSE weight. BUT if you're looking to GAIN weight, you'll pretty much to the opposite – so eat at a faster speed (probably your normal speed) and until you're closer to 100% full.

How often to eat: Most people do well eating around 3 main meals on a non training day, and either 3-4 on a training day. Aim to space your meals 3-5 hours apart.

You shouldn't need to snack too much in between meals, but if you have genuine hunger to eat, by all means snack on something. Generally, a higher protein and or fat snack works best as opposed to a higher carbohydrate based snack.

The 'How You Should Feel' Timeline

HOUR 0	Immediately after eating <hr/> Probably still wanting to eat. It'll take roughly 15-20 mins to get the satisfaction from your meal. If you're a fast eater, hold back before you go back for more
HOUR 1	1 hour after eating <hr/> You should feel satisfied/full, with no desire to eat
HOUR 2	2 hours after eating <hr/> You may start to feel a little hungry, like you could eat something, but the feeling isn't overwhelming
HOUR 3	3-4 hours after eating <hr/> You should feel like it's time for your next meal, with hunger at around 7-8/10. This may be less depending on what level your physical activity is at
HOUR 4	4+ hours after eating <hr/> You're quite hungry, and really feel the need to eat, with hunger around 8-9/10

Habit 2: EAT PROTEIN WITH EVERY MEAL

If you want to get your body, health and lifestyle in the best possible shape, it's very important to make sure you eat protein with every meal.

Proteins are the thing that'll help to rebuild and repair your muscles from training, and your life in general, and will have a big impact on your metabolism in several ways.

One such way, is the fact that the thermic effect of protein (the amount of energy required to break it down) is high – which means that you'll actually burn up to 30% of the calories consumed from the protein source just from digesting it!

Interestingly, fats only require around 2-3% of their calories to be broken down, and carbohydrates is around 15-20%.

Here's the when, how and what when it comes to protein

PROTEIN CHART

When to eat	With every meal
How much to eat	1 serving for women (size of your palm) 2 servings for men (size of 2 palms)
Examples of what to eat	Lean meats such as beef, chicken, turkey, venison, minced beef/chicken/turkey Fish such as salmon, mackerel, cod, tuna, halibut, hake, plaice, haddock, swordfish Beans, peas, legumes Nuts, seeds Supplements – vegan sources such as rice protein/hemp protein/pea protein. Quality grass fed whey protein

Habit 3: EAT VEGETABLES WITH EVERY MEAL

This is something your parents and grandparents have likely been on at you about since the dawn of time – and they were right.

We all know that eating vegetables is good for us, just the same as we know that eating pasties and chocolate bars isn't so good for us. But so few people actually consume enough vegetables.

This changes for you right here.

In addition to the vitamins and minerals that are loaded into vegetables, they're also full of phytonutrients, which are essential for optimal physiological function.

They also provide an alkaline load to your blood too.

Protein and grains both cause an acid load in the body, so it's important to neutralize this with the alkalinity of vegetables in order to ensure your pH is at a healthy level.

If your pH is too acidic, it can lead to a loss of bone strength and muscle mass, as well as being a major reason many people get sick frequently too.

So bottom line here – is make sure you're getting a couple of portions of vegetables in with each meal.

You'll want to shoot for at least 2 servings of vegetables and/or fruits per meal, with the

emphasis being on more vegetables compared to fruits.

One medium sized fruit, half a cup of raw chopped fruit or vegetables, and 1 cup of raw, leafy vegetables all equate to around 1 serving.

If you can't eat them with every meal – the next best option is to simply ensure you get at least 6 portions down per day.

Here's the when, how and what when it comes to vegetables:

VEGETABLES CHART	
When to eat	With every meal
How much to eat	2 serving for women (1 serving = size of fist) 2-3 servings for men (1 serving = size of fist)
Examples of what to eat	A variety of colours Plenty of greens, especially green leaves and broccoli Try to rotate your vegetables – so don't just eat the same ones all the time

Habit 4: FOR FAT LOSS, EAT MOST OF YOUR CARBOHYDRATES AFTER TRAINING

For most people who are looking to lose fat, it's important to consume the bulk of your carbohydrates in and around your exercise 'window'.

So if this is you, when it comes to eating foods such as rice, potato, sweet potato, legumes and the like, you'll want to eat most of these in the meal after you've finished working out.

You don't need to be eating a low carbohydrate diet so to speak, but we do want you to be taking some control over when you're eating them. So think of it as being carbohydrate controlled as opposed to being low carb.

If you are focusing on fat loss as your target, then you'll want to mainly focus on eating starchy carbs in your post workout meal, and then lay off them in the rest of your meals, and focus on loading up on vegetables instead.

But . . . it's important not to get too stressed out with it too. By that, I mean if you happen to have some rice with a meal that's not immediately post workout – don't worry about it or stress about it – it's by no means going to make you pile on the lbs in an instant – but do be mindful of it.

Re sugar – steer clear as much as you possibly can. So 90+% of your food wants to stay well away from added sugars. Save your ‘sweet fix’ for the odd treat, ideally around training times.

CARBOHYDRATE CHART

When to eat for FAT LOSS	Majority of daily intake in post workout meal – within 30-60 mins of finishing training ideally
How much to eat for FAT LOSS	1 serving for women (1 serving = 1 cupped handful) 2 servings for men (1 serving = 1 cupped handful)
When to eat for MUSCLE GAIN	With most meals
How much to eat for MUSCLE GAIN	1 serving for women (1 serving = 1 cupped handful) 2 servings for men (1 serving = 1 cupped handful)
Examples of what to eat	Rice – white if post workout, brown at other times Rice pasta Rice noodles Pumpkin noodles Oats Quinoa Potato and sweet potato Fruit Legumes, beans, lentils

Habit 5: EAT HEALTHY FATS WITH MOST MEALS

Typically, fats are something that many people will shy away from if they're trying to lose weight.

But eating good amount of healthy fat is very important for getting you lean, strong and in good health. So don't be tempted to go low fat, and don't be scared about using an olive oil based dressing, or cooking in coconut oil, or eating an avocado.

These fats will help you to get lean – in a big way – and are vital for helping your hormones create an optimal fat burning environment in your body.

For most people, around 30% of daily calories should come from healthy fats.

Although this percentage can range from around 20-40% based on individual differences.

There are three types of fats you want to be consuming, and you'd like to see around a third of your intake from each type of fat. Again, don't stress this too much, just be sure to vary your fat sources, and try to ensure you get a little of each source each day.

You want to have a nice balance between three types of fats, which have been listed for you below:

FATS CHART

When to eat	With most meals
How much to eat	1 serving for women (1 serving = 1 thumb size) 2 servings for men (1 serving = 1 thumb size)
Examples of what to eat	Saturated (1/3 of intake approx.) – animal fats, eggs, organic butter, coconut oil Monounsaturated (1/3 of intake approx.) – Macadamias, pecans, almonds, cashews, pistachios, pumpkin seeds, hazelnuts, olives, olive oil (not to cook with), avocado Polyunsaturated (1/3 of intake approx.) – fish oil, hemp seeds, algae oils, sunflower seeds, walnuts, Brazil nuts, chia seeds, flax seeds, flax oil

Final note on fat to really get it dialed in:

If you're consuming a higher carbohydrate meal (such as your post workout feed), this wants to be lower in fat. Conversely, with a higher fat meal outside of the post workout window, your carbohydrate intake needs to be less.

Habit 6: ENSURE THAT AT LEAST 90% OF YOUR FOOD COMES FROM SINGLE INGREDIENTS

This is a big one, and if you're getting this one right, you can be reasonably certain that your nutrition is looking pretty good.

All you need to do, is ensure that around 90+% or so of the calories you consume, come from single ingredients.

So, things like – chicken, broccoli, carrot, cumin, avocado – all these are single ingredients.

You can of course combine as many single ingredients as you wish in order to make a super tasty meal, such as chilli, curry's, omelets, stews, soups and pretty much any meal you can think of.

By getting this habit nailed, you'll make sure that the vast majority of your nutritional intake is coming from healthy, wholesome, unprocessed sources.

With the remaining (up to) 10% of your food intake, by all means include a little of the, shall we say, less than wholesome stuff. We're looking to help you build a nutritional strategy that'll work for LIFE here remember.

Habit 7: HYDRATE LIKE YOU WANT TO BE HEALTHY

The last habit, and for many one of the most important, is to ensure that you are well hydrated.

Most people walk around in a pretty dehydrated state, and if you're not drinking enough water, you're not going to get the body shape, health or energy levels you want and deserve.

Ideally, we'd like for you to be drinking around 1 litre of water per 50lbs of bodyweight per day.

If this is a real struggle initially, aim to build up to it, by gradually increasing your water intake.

If you need to make it more interesting to taste, try adding citrus fruits, or fresh mint and cucumber.

So for a 150lb woman, 3 litres per day. This can include greens drinks and gerbil teas, but not caffeinated products.

On the subject of caffeine, it's really best avoided generally. If you currently have a relatively high caffeine intake, aim to reduce it by around 25% every 2-3 days, until you're left with just one cup around mid morning (no later than midday).

If you want to head out for the occasional coffee with friends, then go for it of course. What we don't want, is caffeine being used as an alternative energy source though, as we want your body getting fueled well through the foods you eat as opposed to stimulants.

As far as alcohol is concerned, it's of course best avoided. Not forever – everyone has to live a life they enjoy – but certainly I'd make sure you keep it out for at least the first 2 weeks of your new nutritional plan in order to get the best results.

Habit 8: PLAN AND PREP YOUR FOOD

Failing to prepare food is probably the single biggest reason people end up not doing so great with their nutrition, so it's important for you to plan and prepare your meals at least most of the time.

That doesn't mean you have to be completely anal about it and eat every meal from a plastic tub, but it does mean you need an idea about what you're going to be eating, at least for a few days in advance.

Be sure to allow yourself a little time to prepare your meals. There's no magic way to do this – just do it how works best for you. Some people cook a pile of foods over a weekend and freeze it into portions for the week, while others like to prep the night before.

Leftovers are always a winner too – I'm a big fan of cooking too much at night, then boxing up a portion or two for the next day or so.

Whatever works best for you is totally cool so long as it works for you.

Habit 9: TRACK YOUR FOOD

Like with the food prep, you don't have to be completely anal with this –

You don't **have** to track all your calories, or macronutrients (protein/carb/fat) using a special app (though that can help at times for sure), but we do find that the people who track their food intake are the people who get the best results.

There's no one single way that's best for everyone. Some people use a spreadsheet. Some people like to have a notebook. Others have a food diary. Whatever works for you is cool. Just get it done, as accurately as possible.

As part of this coaching program, for the best results, and to make sure you get plenty of feedback from your coaches, we recommend you initially start by using the food diary within this document or similar, and email it to your coach via

MATTLUXTONPA@GMAIL.COM each week so we can help you make sure you're getting your nutrition to where it needs to be for long term success.

Not only will this allow YOU to see what you're eating each week, but it'll also provide your COACH with valuable information to help you get better results. It'll also help you stay more accountable as well, which is huge for results.

A note on meal frequency . . .

In terms of how often to eat, there's not really a right answer.

Well not one that suits everyone.

But for MOST people, what we generally find is eating 3-4 meals a day is about right.

There are of course factors to consider, such as how long your day lasts – ie – someone who's up and on the go from 6am to 10pm, will likely need more meals than someone who's day typically runs from 10am to 6pm.

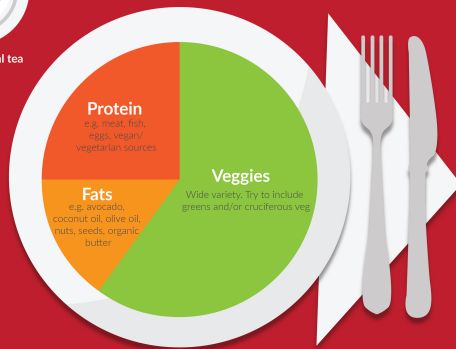
But for most, eating 3-4 times a day is great. Often this will include 1 x post workout meal, and 2-3 anytime meals.

A quick visual to summarise for you. . .

Ultimately, the info above regarding what/how much to eat and when, will mean your meals look like the below. The 'anytime' plate represents most of your meals. Then the 'post workout' plate represents how your post workout meals will look.

ANYTIME MEAL

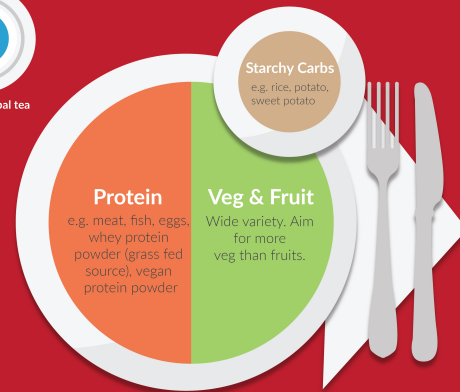
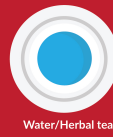
THIS IS HOW PRETTY MUCH ALL YOUR MEALS SHOULD LOOK OTHER THAN IMMEDIATELY POST WORKOUT



- Lay off the starchy carbs – save these for PWO meals
- Choose mostly whole, unprocessed foods
- Leaner or higher fat protein sources are fine
- If you have fruit, aim for lower sugar options
- Use portion sizes based on your goal
- Eat slowly and stop at 80% full

POST WORKOUT MEAL

THIS IS HOW YOUR PLATE SHOULD LOOK AFTER AN INTENSE TRAINING SESSION



- This should normally be the largest meal of your day
- Include starchy carbs with this meal
- Aim for leaner/lower fat protein sources
- Shoot for more veg than fruit
- Choose mostly whole, unprocessed foods
- Use portion sizes based on your goal
- Aim to consume within an hour of training

Re ‘snacking’ – Sometimes, someone might need/want to ‘top up’ with a snack, which is ok for many people for sure. Most of the time you should opt for a lower carb option – so go for something more protein dense than carb dense – such as biltong, nuts, seeds, boiled eggs, maybe a protein shake, meat etc as a few options.

What to do from now . . .

1. First thing to do from now, is to re-read this booklet 😊 There’s a fair amount of information, and although it’s all pretty simple, it’s certainly worth reading it a couple of times.
2. Next up, start to create a meal plan. You can use the sample meal plan attached alongside this document to help you out. Or by all means you can stick to it if that works for you.
3. Email your meal plan to MATTLUXTONPA@GMAIL.COM for one of the team to cast an eye over if you like.
4. Make sure you keep track of your food by keeping a food diary, and also complete the daily habit chart too. All you need to do with that one, is simply put either a tick or a cross for each habit on each day – so you, and we, know if you’ve got it nailed each day. Don’t forget to email these to us at the end of each week so we can check them out.
5. And hey – don’t worry so much if you’re not 100% perfect immediately. Getting your nutrition right takes time. It’s a process. So long as you’re getting more ticks each week, that’s progress enough for now for sure.
6. Any questions you have – fire them over to us via the above email, or in our

DAILY HABIT CHECKLIST

Simply put a tick or a cross in each box each day, to keep track of whether or not you complete each habit every day for your first 4-6 weeks.

WEEK ____								WEEK ____								WEEK ____								
HABIT	M	T	W	T	F	S	S	HABIT	M	T	W	T	F	S	S	HABIT	M	T	W	T	F	S	S	
Eat slowly and stop at 80% full								Eat slowly and stop at 80% full								Eat slowly and stop at 80% full								
Eat protein with every meal								Eat protein with every meal								Eat protein with every meal								
Eat vegetables at every meal or eat at least 6 portions								Eat vegetables at every meal or eat at least 6 portions								Eat vegetables at every meal or eat at least 6 portions								
Consume majority of carbs post workout								Consume majority of carbs post workout								Consume majority of carbs post workout								
Eat healthy fats with most meals								Eat healthy fats with most meals								Eat healthy fats with most meals								
Eat at least 90% single ingredient foods								Eat at least 90% single ingredient foods								Eat at least 90% single ingredient foods								
Drink plenty of water								Drink plenty of water								Drink plenty of water								
Plan and prep food								Plan and prep food								Plan and prep food								
Track food intake								Track food intake								Track food intake								

WEEK ____								WEEK ____								WEEK ____								
HABIT	M	T	W	T	F	S	S	HABIT	M	T	W	T	F	S	S	HABIT	M	T	W	T	F	S	S	
Eat slowly and stop at 80% full								Eat slowly and stop at 80% full								Eat slowly and stop at 80% full								
Eat protein with every meal								Eat protein with every meal								Eat protein with every meal								
Eat vegetables at every meal or eat at least 6 portions								Eat vegetables at every meal or eat at least 6 portions								Eat vegetables at every meal or eat at least 6 portions								
Consume majority of carbs post workout								Consume majority of carbs post workout								Consume majority of carbs post workout								
Eat healthy fats with most meals								Eat healthy fats with most meals								Eat healthy fats with most meals								
Eat at least 90% single ingredient foods								Eat at least 90% single ingredient foods								Eat at least 90% single ingredient foods								
Drink plenty of water								Drink plenty of water								Drink plenty of water								
Plan and prep food								Plan and prep food								Plan and prep food								
Track food intake								Track food intake								Track food intake								

FOOD CHOICES

PROTEIN		
LOWER FAT Ideal post workout OR anytime	LOW FAT HIGHER CARB Ideal post workout or for vegetarians	HIGHER FAT Ideal for most meals other than post workout
Lean beef steak	Aduki beans	Herring
Lean beef mince	Black beans	Mackerel
Liver	Black eyed peas	Sardines
Kidney	Chickpeas	Salmon
Rabbit	Fava beans	Catfish
Venison	Garbanzo beans	Chicken thigh
Chicken breast	Lentils	Chicken leg
Chicken breast mince	Lima beans	Turkey thigh
Turkey breast	Mung beans	Turkey leg
Turkey breast mince	Navy beans	Pheasant thigh
Pheasant breast	Pink beans	Pheasant leg
Egg white	Pinto beans	Pork
Sea bass	Red beans	Ribeye steak
Cod	White beans	Lamb
Halibut	Quinoa	Almonds
Haddock		Brazil nuts
Hake		Cashews
Tuna		Chia seeds
Protein powder – vegan		Macadamias
Protein powder – whey, if grass fed/organic		Pecans
		Pine nu

STARCHY CARBS	
>90% CHOICES	<10% CHOICES (eat sparingly if at all)
Amaranth	Bread – white
Buckwheat	Bread – brown
Kamut	Bagels
Millet	Cereals
Oats	Granola
Pasta – gluten free	Pasta
Potato	Pastries
Pumpkin	Wraps
Quinoa	Sugary foods
Rice – basmati	
Rice – brown	
Rice - puffed	
Rice – white	
Rice – wild	
Rice pasta	
Spelt	
Sprouted grains and Ezekial bread	
Squash	
Sweet potato	
Rice cakes	

FATS	
>90% CHOICES	<10% CHOICES (eat sparingly if at all)
Almond butter	Butter
Cashew nut butter	Cheese
Hazelnut butter	Yogurt
Peanut butter	Milk
Pumpkin seed butter	
Avocado	
Almonds	
Brazil nuts	
Cashews	
Chia seeds	
Macadamias	
Pecans	
Pine nuts	
Poppy seas	
Sunflower seeds	
Walnuts	
Coconut oil	
Rapeseed oil	
Olive oil	
Avocado oil	
Flaxseed oil	
Ground flaxseed	
Egg yolk	
Goats cheese	

VEGETABLES	
GREENS	OTHER
Kale	Artichoke
Lettuce	Asparagus
Mustard greens	Bamboo shoots
Rocket	Bok choy
Spinach	Broccoli
Sprouts	Cabbage
Swiss chard	Carrot
Watercress	Cauliflower
Pea shoots	Celery
Spring greens	Cucumber
	Corn
	Fennel
	Leek
	Olives
	Onion
	Radish
	Aubergine
	Okra
	Peppers
	Zucchi (courgette)
	Mushrooms

FRUITS	
HIGHEST SUGAR	LOW/MEDIUM SUGAR
Watermelon	Apple
Banana – ripe	Apricot
Fig	Blackberry
Grape	Blueberry
Guava	Cantaloup
Kumquat	Cranberry
Lychee	Cherry
Mango	Coconut
Pomegranate	Grapefruit
Watermelon	Honeydew melon
Dates	Kiwi
Dried fruit	Lemon
	Lime
	Orange
	Papaya
	Peach
	Pear
	Plum
	Raspberry
	Strawberry
	Tangerine