



LEARN HOW TO EAT WITH HOLLY PERKINS

MACROS 101

Guidebook

INTRODUCTION

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By strategically eating a specific amount of carbohydrates, protein and fat each day you wield a powerful tool that allows you to program your body for sustainable energy, fat loss, reduced hunger and optimized hormones. In my experience, it is the holy grail of eating.

Holly Perkins, BS, CSCS



Armed with a Bachelor of Science degree in Exercise Physiology and an emphasis in Nutrition, I have spent over 20 years in the fitness industry searching for a system of eating to help people feel better and lose weight in a way that isn't overly restrictive or uncomfortable. I researched every popular diet trend hoping to find an approach that allows for flexibility so that people can choose the foods they prefer, and one that supports the systems of the human body and metabolism. It stands to reason that if you provide the human body with fuel that matches its innate mechanisms, weight loss and improved energy will happen naturally.

Imagine a high performance vehicle like a Ferrari. Even without having any real knowledge about Ferraris, don't you agree that if you put poor quality, low octane gasoline into a Ferrari, it probably won't run optimally? A high performance machine demands a precise formulation of fuel to ensure that it runs at its best. Your body is exactly the same way. And a million times more sophisticated than a Ferrari.

INTRODUCTION

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“Macros” is short-hand for “macronutrients” and refers to a system of eating where you pay attention to the number of macronutrients that you eat each day.

So what’s a Macro?

There are three – and only three – macronutrients:

 *Carbohydrates*

 *Protein*

 *Fat*

Every food that you eat is made up of one, two or all three of the macronutrients above. For example, cow’s milk has all three macronutrients in it in varying amounts, whereas olive oil has only one macronutrient in it: fat.

When you “eat according to macros” you learn to choose foods from each of the three macronutrient categories of carbohydrates, protein and fat and combine them in a way to achieve a certain balance.

For example, you can imagine that a diet of 100% fat all day long probably wouldn’t be good, right? And eating 100% carbohydrates all day wouldn’t work either, right?

This is because the human body is designed by nature to thrive on fuel that has a precise ratio of the three macronutrients. Through years of research and genetic testing, we know that the human body runs best when on a diet that is approximately 40-50% carbohydrates, 20-30% protein and 20-30% fat.

Anything outside of these ratios causes the body to shift gears. For many people, shifting gears leads to discomfort, hunger, energy crashes and food cravings.

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When you find the sweet spot of balance between the three macronutrients, your body is able to function optimally on a metabolic level.

In my experience, eating according to “macros” is the most sustainable way to achieve nearly any goal, whether it’s weight loss, better energy, improved mood, muscle development, and even balanced hormones.

INTRODUCTION

What benefits will I get?

The “Macros 101” Guidebook is a basic introduction to eating according to macros so that you can:

- ✓ *Feel better*
- ✓ *Improve mood*
- ✓ *Optimize hormones*
- ✓ *Increase energy*
- ✓ *Reduce inflammation*
- ✓ *Release excess body fat*
- ✓ *Eliminate sugar cravings*
- ✓ *Decrease hunger*
- ✓ *Improve workouts*

If one of your goals is to lose weight, it's important that you use the section below to calculate how many calories you need each day. I'll walk you through a simple calculation to determine how many calories you need in order to achieve your goal.



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Remember ...

Weight loss is highly dependent upon achieving a caloric deficit each day. A “caloric deficit” means that you are expending more calories than you are eating each day until you arrive at your goal body weight.

INTRODUCTION

How do I start?

The first step is to follow me on Instagram and Facebook! I'll be sharing more tips there, as well as examples of how I personally navigate eating according to my macros each day.

Instagram: @hollyperkins

Facebook: Holly Perkins Fitness

The next step is to get your mindset in alignment with this two week challenge!



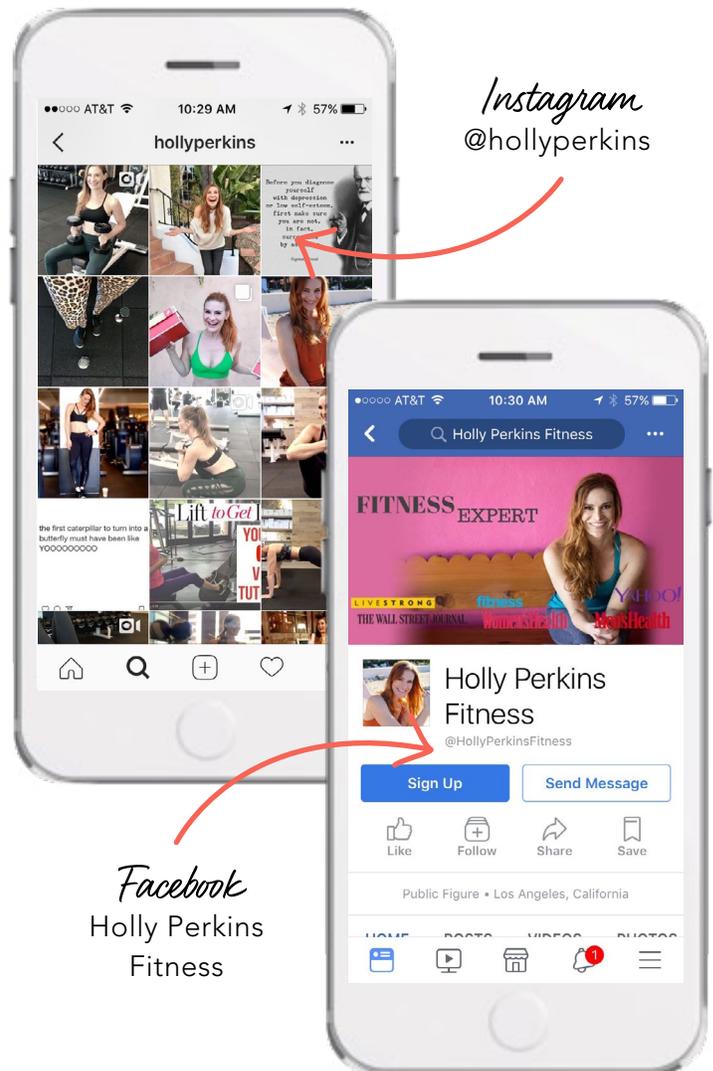
Remember...

This might feel like learning a new language. At first it might feel clunky and confusing! After all, you're learning a whole new way of eating, and undoing years of old habits.

Take it one step at a time, and approach each day like a fun experiment! As long as you are trying your best, you can't go wrong!

It's as simple as that!

So let's get started.



MACROS 101

As I mentioned above, there are three – and only three – “macros” that are the superstars of this show

 *Carbohydrates*

 *Protein*

 *Fat*

Each day you are going to choose foods that fall into these three categories, and you’re going to combine them in a way so that you reach a specific macronutrient formula. In just a bit, I’ll provide you with that formula.

For now, remember this:

Each day you’ll eat a percentage of carbohydrates, a percentage of protein, and a percentage of fat. Each percentage reflects your total daily calories.

Therefore, the first step is to figure out approximately how many calories you need in a day!

How many calories should I eat?

Yes, calories matter! Why? Because....

- 1 If you want improved stamina, reduced fatigue and energetic workouts, you’ve got to make sure that you’re eating enough to keep you fueled.
- 2 If you want to lose weight, you’ve got to make sure that you are eating fewer calories than you expend each day.

So, let me share with you my secret calorie calculation magic.

If your goal is to improve stamina, reduce fatigue and energize your workouts:

Enter your body weight in pounds
 $\times 15$
 $=$
Your total daily calories

If your goal is to lose weight:

Enter your body weight in pounds
 $\times 11$
 $=$
Your total daily calories

And BOOM! There you have it. One of the most important steps towards Macros 101 success is done!

Please write down the number that you calculated above, you’ll need it in a few minutes.

Congrats!

You’ve just figure out your goal for total calories consumed each day!

MACROS 101

Tell me about this weird numerical equation

Now that you know how many calories to aim for each day, you'll be choosing foods that, when combined, add up to certain percentages. This is exactly what it means to be "eating according to macros"!

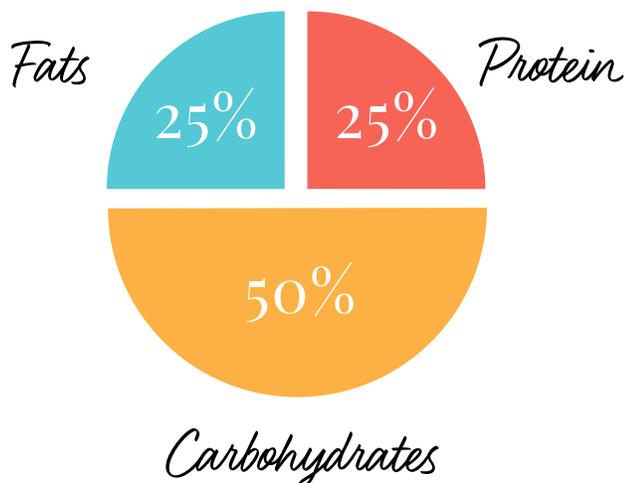
There are many different macronutrient formulas that people use. For this Macros 101 Challenge, I've identified one formula that works the most magic for me and my clients.

The "macro" nutrient formula that we'll be using for this challenge is

50/25/25

This "formula" or "equation" is a kind of short hand that tells us how much of each macronutrient to eat each day.

The short hand for your daily calories is this:



Remember...

The amount of each "macro" nutrient that you eat is a reflection of your total daily calories and is expressed as a percentage.

How do I track what I'm eating?

Well THAT is a great question!

The best way to manage your macros is by using an app. There are many apps out there, and I prefer MyFitnessPal (MFP). I find it to be the easiest to use, with an extensive and accurate database to use when entering food items.

Therefore, for this Macros 101 Challenge, I will be teaching you to use this app to strategize your meals and snacks each day.

MACROS 101

My FitnessPal tutorials

MyFitnessPal is a free app that you can download onto most smart phones. You can also access it for free via their website at

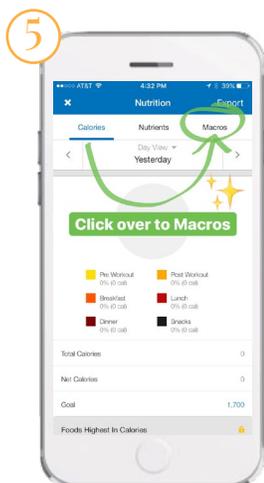
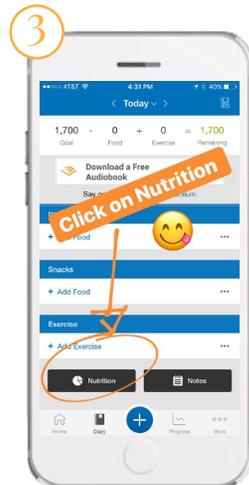
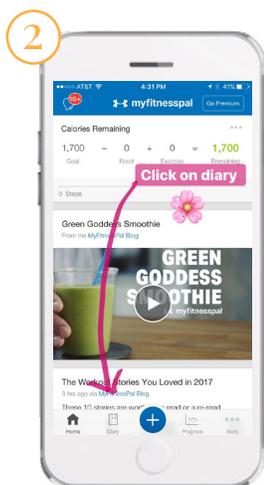
<https://www.myfitnesspal.com>

Please do that now so that I can walk you through a brief tutorial on how to use the app!

Once you've got the app on your phone, you'll want to customize it to this Macros 101 Challenge. It helps a ton if your app reflects your total daily calorie and your "macro" nutrient formula of 50/25/25.

How to Navigate to "Macros" in MFP

- 1 Enter My Fitness Pal app and you will land on the home screen.
- 2 At the bottom, select DIARY
- 3 You will land on Today's Diary. Scroll down to the bottom of page and select NUTRITION.
- 4 You will land on the Nutrition screen. Under the dark blue Nutrition banner there is a light blue banner where you'll see CALORIES.
- 5 Click on the MACROS tab.
- 6 The Macros tab will show you the macronutrient breakdown in real time. This pie chart represents your macros as a sum total for the day.
- 7 This screen is the key to achieving your goals! This pie chart is the very piece of your diet that determines how your body functions and what it looks like.
- 8 This pie chart should always reflect our macro formula for this challenge: 50/25/25.
- 9 Your goal is to manipulate what you eat each day so that you end the day as close as possible to 50/25/25.
- 10 As you begin using MFP it might feel as though you are learning a new language. Be patient; commit 100% for these two weeks. Then you will see how effective this tool is and its power to help you achieve your goals.



So, How Do I EAT?

There are two approaches that I suggest depending on your personality.

- Simply begin entering what you normally eat each day into MyFitnessPal. Then, use the Macros tab to adjust your carbohydrates, protein and fat intake to achieve 50/25/25. This approach is super simple, and allows you to tweak your current diet into something that is way better.
- If you want to go hardcore, like me, you can create a Daily Diet Example that tells you exactly what to eat for each meal and snack each day. Take a look at my personal diet below. While variety and “embellishments” (LOL!) do happen, I try to eat these meals and snacks every day.

| FOODS | Calories | Carbs | Fat | Protein | Cholest | Sodium | Sugars | Fiber |
|---|--------------|-------------|------------|------------|--------------|--------------|------------|------------|
| Breakfast | | | | | | | | |
| Holly's - Sweet Potato, 150 g, cooked | 135 | 31g | 0g | 3g | 0mg | 0mg | 0g | 5g |
| Paleo Protein - Double Chocolate, 22.5 g | 81 | 2g | 1g | 19g | 0mg | 229mg | 0g | 0g |
| Navitas Naturals - Cacao Nibs (J), 9.33 g | 43 | 3g | 4g | 1g | 0mg | 0mg | 0g | 3g |
| Oil - Olive, 0.5 tablespoon | 60 | 0g | 7g | 0g | 0mg | 0mg | 0g | 0g |
| Organic - Grapefruit, 150 g | 63 | 17g | 0g | 1g | 0mg | 0mg | 11g | 2g |
| Lunch | | | | | | | | |
| Carrots - Shredded, 3 ounces | 35 | 8g | 0g | 1g | 0mg | 65mg | 5g | 2g |
| Chopt - Kale, 50 g | 25 | 3g | 0g | 2g | 0mg | 19mg | 0g | 1g |
| Broccoli, raw, 1 cup chopped | 31 | 6g | 0g | 3g | 0mg | 30mg | 2g | 2g |
| Cauliflower - Raw, 1 cup | 25 | 5g | 0g | 2g | 0mg | 30mg | 2g | 3g |
| Ground turkey, cooked, 0.75 patty (4 oz, raw) (yield after cooking) | 125 | 0g | 6g | 17g | 57mg | 48mg | 0g | 0g |
| Oil - Olive, 0.5 tablespoon | 60 | 0g | 7g | 0g | 0mg | 0mg | 0g | 0g |
| Holly's - Sweet Potato, 150 g, cooked | 135 | 31g | 0g | 3g | 0mg | 0mg | 0g | 5g |
| Dinner | | | | | | | | |
| Holly's - Sweet Potato, 200 g, cooked | 180 | 41g | 0g | 4g | 0mg | 0mg | 0g | 7g |
| Ground turkey, cooked, 0.75 patty (4 oz, raw) (yield after cooking) | 125 | 0g | 6g | 17g | 57mg | 48mg | 0g | 0g |
| Cauliflower - Raw, 1 cup | 25 | 5g | 0g | 2g | 0mg | 30mg | 2g | 3g |
| Oil - Olive, 0.5 tablespoon | 60 | 0g | 7g | 0g | 0mg | 0mg | 0g | 0g |
| Snacks | | | | | | | | |
| Navitas Naturals - Cacao Nibs (J), 9.33 g | 43 | 3g | 4g | 1g | 0mg | 0mg | 0g | 3g |
| Oil - Olive, 0.5 tablespoon | 60 | 0g | 7g | 0g | 0mg | 0mg | 0g | 0g |
| Holly's - Sweet Potato, 150 g, cooked | 135 | 31g | 0g | 3g | 0mg | 0mg | 0g | 5g |
| Paleo Protein - Double Chocolate, 22.5 g | 81 | 2g | 1g | 19g | 0mg | 229mg | 0g | 0g |
| Chiquita - Fruit Smoothie, 1 pouch | 80 | 18g | 0g | 1g | 0mg | 35mg | 15g | 1g |
| TOTAL: | 1,607 | 206g | 50g | 99g | 114mg | 763mg | 37g | 42g |

So, How Do I EAT?

How do I know what foods to eat?

This is the best part of using this method to achieve your nutrition goals.



This approach allows you to choose the foods that you love and are familiar with, and combine them in ways that make your life easier, and your tummy happier.

To get you started, I've included a cheat sheet of the most common foods that fall into each of the three macronutrient categories for carbohydrates, proteins and fats.

Simply use these charts to identify what you need to eat in order to tweak your macro formula and reach 50/25/25 at the end of each day.

These charts are also great if you need ideas on other sources of carbs, proteins or fats!



Substitution Lists

You may substitute any food that you wish at any time. The following food items are preferred. As long as you end each day close to 50/25/25, you may mix and match as you please!

| | | | |
|------------------------|-----------------------|-----------------------|--------------------------|
| <i>Carbohydrates</i> | Oats | Beans | |
| | All fruits | Grapefruit | |
| | All vegetables | Brussels sprouts | |
| | Brown rice | Squash | |
| | Berries | Banana | |
| | Kale | Asparagus | |
| | Sweet potato | Potato | |
| | Apples | Oranges | |
| | Spinach | Colored sweet peppers | |
| | Quinoa | Whole grains | |
| | Pears | Cherries | |
| | Broccoli | Tomatoes | |
| | <i>Proteins</i> | Chicken | Egg white protein powder |
| Whole eggs | | Salmon | |
| Whey protein powder | | Other fish | |
| Turkey | | Seitan | |
| Egg whites | | Halibut | |
| Casein protein powder | | Pork | |
| Lean beef | | Tofu | |
| Greek yogurt | | Tuna | |
| Vegan protein powder | | Turkey bacon | |
| Bison | | Tempeh | |
| Low fat cottage cheese | | | |
| <i>Fats</i> | | Nuts | Butter |
| | | Nut butters | Ghee |
| | Olive oil | Whole milk | |
| | Avocado | Cream | |
| | | | |

So, How Do I EAT?

Can I drink alcohol?

YES! But....

If you're trying to lose weight, you're going to get better results, faster, if you minimize your intake. I suggest 1-2 servings of alcohol per week.

Alcoholic drinks do not fall under the FDA's guidelines for Nutrition Facts labeling laws. I believe it's a big conspiracy to shield us from the awful truth! Therefore, finding accurate information about any alcoholic drink is very confusing. Part of this is because alcohol is considered a carbohydrate even though the calories are nearly double that of a true carbohydrate like fruit and grains.

One reason why alcohol in all forms is so disastrous towards your midsection is because it is considered a "Super Sugar." Alcohol has 7 calories per gram as compared to true carbohydrates that only have 4 calories per gram. Keep this mind as you move towards your goals.



You will see the best results if you abstain from alcohol all together. The effects from alcohol are substantial, and have an immediate and direct impact on your health and body fat.

That being said, I do support strategic and moderate alcohol consumption. You can have alcohol and reach your goals.

In order to accurately account for any alcohol intake, please follow these steps:

- 1 In the Diary tab, select the meal where you are incorporating alcohol
- 2 Choose "+Add Food"
- 3 At the top of the screen you will see an option to "Search for a food"
- 4 Type in "Holly Perkins"
- 5 The search should return options including White Wine, Red Wine, Beer – Regular, Beer-Light and Hard Alcohol
- 6 Do NOT use any other entry to account for your intake of alcohol! Most entries are incorrect because of the confusing labeling laws.



So, How Do I EAT?

How do I plan meals and snacks?

The most successful way that I have found to plan out your meals and snacks each day is to enter your foods before you eat.

For example, let's say lunch time is coming up and you want to achieve the macro formula of 50/25/25. Your best bet is to think forward and consider what options you have, and what you intend to eat. Maybe a turkey sandwich? Or a big salad with grilled salmon?

- 1 Open up the MyFitnessPal app and
- 2 Navigate to your Diary in MyFitnessPal (MFP)
- 3 Use the arrow on the top right of your screen to navigate forward to "Tomorrow" Diary entry
- 4 Select "Add Food" under the meal that you are currently preparing for
- 5 Create the meal or snack by entering the foods that you intend to eat
- 6 Scroll to the bottom of the page and select "Nutrition"
- 7 Choose "Macros" on the right of the top navigation bar
- 8 Ensure that your next meal or snack is close to 50/25/25

- 9 If your macros are not within 5% of each macronutrient, return to the Diary page for "Tomorrow" and adjust the food entries that comprise your intended meal.
- 10 Navigate again to the Macros tab to see how your changes affected your intended meal
- 11 Once you succeed in reaching 50/25/25 for that meal, navigate to your Diary page for "Today" diet and enter the foods.

I am SO EXCITED for you to learn more about this approach to eating. Truly, it has changed my life in major ways, and has helped many of my clients to achieve their own transformation.



Remember...

Change can be hard at times. There might be times that are challenging, but I promise that it will be worth it.

You deserve to feel better, be more energized, and lose the weight (if you want!)

I can't wait to hear from you. Feel free to share your story by tagging me on Instagram or Facebook!

CONGRATULATIONS

on taking action towards a better you.

You deserve it!

Let's Get CONNECTED

Follow me for more tips

Be sure to follow me on Instagram Stories (@hollyperkins) and Facebook (Holly Perkins Fitness) as I share some of my personal habits and tips for success!

FREE Q&A and Check In's

Need some accountability? Have questions? Let's connect!

I'll be teaching you more, and answering YOUR questions Live on both Facebook and Instagram!

Stay tuned for dates and times!

