



Precision
Nutrition
Coaching
is not what
you think.

PN Coaching isn't about rules, complicated eating plans, deprivation, or a bunch of supplements you don't need.



Ron, 2013
Precision Nutrition
Coaching client

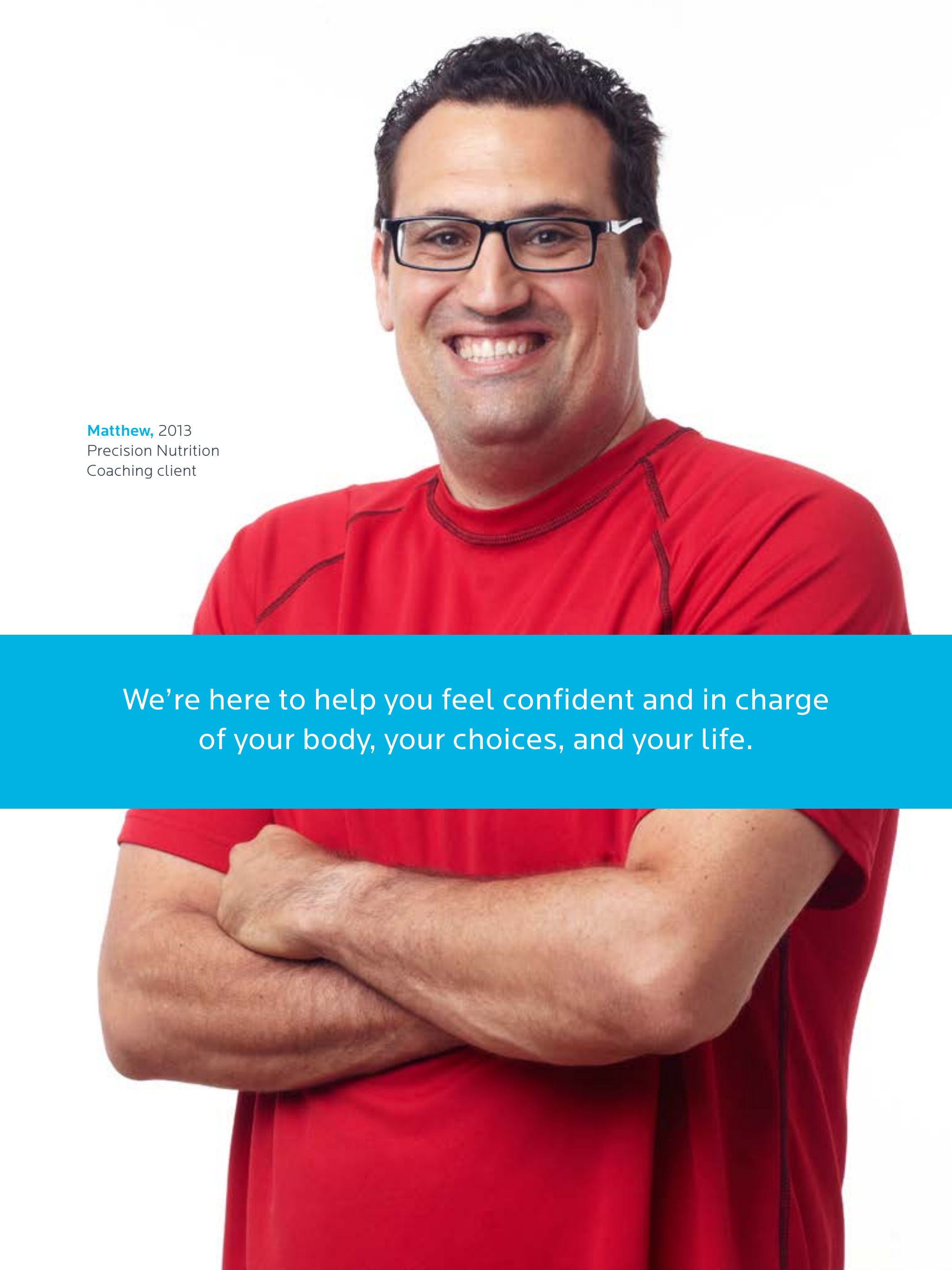
It's about making your own rules.
Taking control of your choices and your life.



Sean, 2013
Precision Nutrition
Coaching client

We help you “keep it real”. And focus on what’s
most important to YOU.





Matthew, 2013
Precision Nutrition
Coaching client

We're here to help you feel confident and in charge
of your body, your choices, and your life.



Want to get stronger, fitter, leaner, and more powerful?
We can teach you how.

Ryan, 2012
Precision Nutrition
Coaching client





Carm, 2013
Precision Nutrition
Coaching client

Simple. Do-able. Realistic. One step at a time.
We're with you all the way.

Welcome
to the program
that'll transform
your body
forever.

ABOUT PRECISION NUTRITION COACHING

Precision Nutrition Coaching is not “another 4-week blast-your-abs workout plan” or “get ripped quick” gimmick.

You’ve probably tried that stuff already. (And you’re probably tired of it.)

Instead, **Precision Nutrition Coaching is a different, better, and more fulfilling way to improve your body and live a confident, healthy life.**

Eating, moving, and healthy living should be an extension of who you already are. It should bring joy. It should play nicely with everything else in your world.

Above all, health and fitness should be simple, do-able, realistic, and manageable for your busy life.

We don’t BS you, make you starve on rabbit food, or give you a bunch of rules you can’t follow.

Instead, we help you to build your best self and add healthy, positive practices to your busy, real, and demanding life.

One day at a time. One small step at a time.

You'll get:

- A **simple, clear, step-by-step program** that tells you exactly what to do and when to do it.
- **Daily check-ins, learning, workouts, and accountability.**
- An **online program that lets you join us wherever and however you want.**
Miss a day or two because of work, school, or other demands? No problem. Not at your computer? Download our lesson podcast. In Australia, India, Sweden, or New York City? That's cool — drop in whenever you can. You do this on your schedule. (Which we're guessing is already a busy one.)
- **Small, do-able, essential habits that build over time,** helping you integrate healthy behaviors smoothly and seamlessly.
- **Support, solid science, and expert guidance** from our world-class PN Coaching team.
- A **team of other guys working alongside you** to solve problems, swap ideas, and share successes.
- A **program based on cutting-edge research** and the experiences of 10,000 other men.
- **A whole year of challenge, coaching, and taking action** that will slowly create a healthier, fitter, happier, and more confident body and life than you thought possible.

You're no longer stuck figuring stuff out or trying to "be motivated" on your own. Your coaching team is here with you all the way to give you a helping hand, pat on the back, or kick in the ass whenever you need it.

Ready to get started? We hope so!

(And if not, that's OK. Think about it and come see us whenever you're ready. The porch light is always on and the door is always open.)

About your coaches

We're here to take good care of you. Our coaches are part nutritionist, part scientist, part mentor, with a little personal trainer and personal concierge thrown in.

Dr. John Berardi, the co-founder of Precision Nutrition, isn't just a former champion bodybuilder, scientific researcher, popular health writer, or advisor to Apple, Equinox, Nike, Titleist, and pro sports teams. He isn't just one of 20 people chosen as the "smartest coaches in the world" by Livestrong.com.

He's also a devoted husband and father of three young children who understands that it's tough to juggle work, school, family and other demands while staying in good shape and eating healthy.

In the last 10 years, JB and his team have personally worked with and mentored over 30,000 clients through the Precision Nutrition Coaching program.

“Mentorship, guidance, and support helped me get where I am today. Now, I want to offer the same to you.”



Dr. Krista Scott-Dixon confronted her own struggles with health, food, and career path to emerge as a successful and sought-after coach and curriculum developer.

She's directed — and written the curriculum for — Precision Nutrition Coaching. She's also created the curriculum for the Precision Nutrition Certification Level 2 Master Class.

Krista brings over 15 years of research, teaching, and coaching experience to her role, along with extensive training in managing work-life balance, nutrition and counseling.

Formerly a non-athletic “gym-o-phobe”, Krista's figured out how to have fun, keep it real, and build healthy habits for life. She'll teach you how to do the same.

“Healthy eating is more than just the food. It's about how you live your values, priorities, and principles every day. About being the person you truly want to be.”



About your program

Welcome to Precision Nutrition Coaching!

This program is all about developing hands-on, “real-world” practices and skills. We help you **stay accountable, be consistent, and finally get off the “workout hamster wheel” for good.**

And **we support you all along the way.**

If you're tired of feeling pissed-off, frustrated, or like a failure because you're injured; or are too busy to follow a complicated workout plan; or aren't feeling as spry as your 18-year-old self did...

Or if you're tired of all the confusing, contradictory information out there about how to eat and work out right...

Or if you just want to fit into your old pants and have a little more mojo...

...you've come to the right place.

Whether you'd like to:

- kick butt at your activities and sports;
- just look and feel a little better;
- learn solid, realistic, consistent health habits that you can do forever;
- have more energy, vitality, and zest for life;
- age with strength, confidence, and maybe fewer medications;
- be a healthy and fit role model for your kids;
- feel more confident, calm, and in control;

...we can help. If you're ready to try something different, keep reading.

What will you learn?

You'll learn essential habits plus how and when to do them.

One by one, you'll build a strong foundation of simple habits that you can use anywhere, any time... forever.

You'll learn about nutrition and exercise.

Enough to help you understand what you're doing and why. But not so much that it's overwhelming, confusing, or boring. You already have enough on your mind, after all.

(Of course, if you're excited to learn more, we'll guide you to our blog or PN Certification program.)

You'll learn how to work out properly and safely.

Every exercise we give you has video and step-by-step instructions. We'll show you how to adjust every exercise to match your fitness level, skill, and mobility.

You'll learn how to take care of numero uno.

A lot of guys take care of everyone else around them: kids, boss, spouse, parents... Everyone, that is, except themselves. We'll help you learn to put on your own oxygen mask so that you can help others better.

You'll learn how to challenge yourself, when you're ready.

There's a big world of cool stuff and personal growth out there. When the time comes, we'll help you make the leap. (Or dip your toes in. Whatever you prefer.)

You'll learn how to keep building on that foundation.

At the end of a year together, it's not "over". We can either welcome you back for another round, help you to find your "next level", or show you how to maintain the habits you've already built.

You'll learn about YOU.

Throughout the program, we'll ask you to "write your Owner's Manual". This means we'll help you learn more about what YOU want, need, and care about. What you need to fuel YOUR unique body.

And we'll help you get where YOU want to go.

After all, it's YOUR body, YOUR life, and YOUR coaching journey.

What we expect from you

You can expect to get a lot of things from us, including coaching, support, ongoing learning, and healthy habits for life. And maybe a few fun surprises along the way.

Now, here's what we expect from you.

That you be coachable. You have your own goals, your own experiences, and your own routines. That's cool. Some of the stuff you already know and do is

One by one, you'll build a strong foundation of simple habits that you can use anywhere, any time... forever.

working for you. Some isn't. We'll help you keep what's already working, and try new solutions for what's not. In order to do that, we need you to be open to feedback, coaching, and new ways of doing things.

That you **be willing to at least try**. We ask you to experiment, play, and explore new possibilities. You don't have to love, or even like, all of them. Just try.

That you **give us a full year**. Change and growth is slow. We don't promise a quick fix. But we do promise that if you show up consistently for 12 months, you will

look, feel, and perform better — in the gym or on the playing field, in the kitchen or in the grocery store... and in the rest of your life.

That you **ask for help immediately when you need it.** We're here to support you. If you get off track, have a question, or need a little expert advice, reach out right away.

That you **keep showing up.** You will have good days and bad days. Heck, maybe even bad weeks. You will make mistakes, backtrack, screw up, and fall down. Because that's just how learning and change works. It doesn't matter. Clean the slate, and keep showing up.

That you **commit to taking action.** You've probably thought about changing your body, your daily habits, or your exercise and food choices. Or getting healthier, fitter, leaner, or stronger. You've probably read about it. Maybe even talked about it. That's great. But it's not enough. To change your body and your habits, you need to do something. Take action. Starting today, and every day for the rest of your coaching journey.

That you **make the time for yourself and your coaching journey.** It won't be perfect. Ever. Not even close. That's OK. Just try. You deserve this.

An action-based program

Information alone isn't enough. Nor are good intentions, clever ideas, magic plans, or all the YouTube videos or scientific textbooks in the world.

You need to do something, consistently, in order to change your body and your habits.

Of course, action doesn't "just happen". You need a system. A plan.

And you need accountability from us, making sure you're doing what you need to do to get where you want to go.

Daily practices

We give you a little task to do every day. That task is clear, simple, do-able, and tailored to your individual skill level. We give you only one at a time.

You choose how to do that task. And you tell us whether you've done it.

We give you two weeks to practice that one task, until you're a bit more familiar with it.

Over time, you watch those daily practices add up, until they're habits that are seamlessly integrated into your life.

Daily lessons

Every day, you'll do a little learning. Kinda like showing up to your favorite blog and getting a shot of inspiration every day.

Each lesson concludes with What To Do Today. You'll always know what happens next.

In order to help you get the most from these lessons, we've also created audio versions that you can download and take with you when you're on the go. Or listen to again and again.

Daily workouts

If you have your own workout program or favorite sport already, no problem. Enjoy.

But if you're looking for a workout plan, great. We'll give you videos, step-by-step instructions, and tips on adjusting movement to meet your needs.

Accountability and consistency

Every day, you'll tell us:

- Did you read your daily lesson?
- Did you do your daily practice?
- Did you do your daily workout? (Or rest and recover?)

Every week, you'll tell us: Are you going in the right direction? We'll use objective indicators to give you feedback and measure your progress.

We'll help you stay on track, answer your questions, and follow your consistency. Because we know from experience: Consistency gets results.

Sample lesson 1: Quit tomorrow

This lesson comes to us from PN Coach Craig Weller, who spent 6 years in Naval Special Warfare and 2 years doing private work in places like Baghdad and Southern Sudan, where he helped hundreds of guys and military personnel from around the world build muscle and strength.

In Special Operations Forces selection we used to have a saying:

“Finish out today and quit tomorrow.”

SOF selection is essentially a system of heavy-duty hazing, ruthlessly tormenting a bunch of people until most of them drop out.

During this intensive process, it's so tempting to tell yourself: The run is too far. The water is too cold. My arms are too weak to do one... more... pushup... unnnnggghh.

It's so tempting to tell yourself: It doesn't matter. It's not worth it. Nothing is worth this pain or boredom.

So what's the secret to staying the course?

Quitting. Later, that is.

My buddies and I promised each other we'd never quit in the middle of an evolution. At least, we'd wait until the end of the day, when the intensity of the moment had passed.

The carrot of quitting dangled enticingly in front of us. A little treat, the promise of eventual relief to keep us going. It was just a little farther away.

Of course, at the end of the day, we'd look back on the incident that had made us want to quit, realize it wasn't so bad – and feel good about our decision to continue. Invariably, this simple trick would pull us through.

We didn't quit today. And every one of us made it through selection.

The small, seemingly unimportant decisions we make in the moment can have far-reaching consequences for the kind of body we get (and the kind of people we become).

That's why it's so important to pause and think before we act. To finish out today and “quit tomorrow.”

The Opposite Rule

Remember the Opposite Rule? If what you're doing isn't working, try the opposite. (Ridiculously simple, we know. But it works.)

Most of us have told ourselves: I'll start ___ tomorrow. [Insert one or more of the following self-improvement projects: running, getting up early, eating healthy, being nicer to my in-laws, learning Swahili, etc.]

“Starting tomorrow” – while it's a great way to begin – also often lets us justify poor decisions today.

So what about trying the opposite? Instead of “Start tomorrow”, how about: “Quit tomorrow”?

Act today; quit tomorrow

In PN Coaching, we tell you to keep it simple, do-able and as easy as possible. But sometimes, things will be tough. You will feel resistance.

You're going to have moments of weakness when you want nothing more than a bag of chips or a package of Twinkies. Days when you can barely drag yourself to the gym.

It's OK and normal to feel that. You can't control your instinctive emotional response.

But you can control what you choose to do.

So, my advice when you want to give up is this: Quit tomorrow.

Nourish yourself with healthy food today. Get yourself to the gym and do that set today. And tomorrow, if you want that Pop Tart or you need a rest, go ahead and take it.

But I'm betting the urge to quit will be gone. Instead, when tomorrow dawns, you'll feel just a bit healthier, a little less dependent on sugar, a little stronger. You'll have harnessed self-herding in your favor. And you'll be one step closer to your goals.

What to do today

1. Remember that changing habits can be challenging.

Sometimes you might feel lost or stuck. You might want to quit. That's OK. Keep going.

If you need to "reboot", no problem. Clean the slate. Re-focus and re-commit.

2. Let yourself struggle, sometimes.

Be open to the process. Challenge is normal. Do your best with what you have.

3. Reach out if you need to.

Your coach and PN Coaching team members are here for you if you have a question or need help. Just ask.

4. Quit tomorrow.

Today, do what matters, starting with your “5-minute action”.

Sample lesson 2: Protein powder and tasty Super Shakes

Eating protein with every meal can help you lose fat and get healthy.

All it takes to follow your new habit is a little bit of planning, a little experimentation (like trying a new food), and a little cooking.

But what about eating on the run?

Easy: Try a quick and tasty Super Shake.

The PN Super Shake

The PN Super Shake is a “meal in a glass”: a mix of protein and whole foods like fruits, veggies, and nuts.

Unlike the sugar-filled smoothies you get at most “healthy” juice bars, Super Shakes are a truly nutritious choice when you need high-quality food but don’t have a lot of time.

Let’s start with one of the main ingredients.

Protein powder

A high-quality protein powder is packed with nutrients that will help you lose fat and keep you satisfied until your next meal.

Protein powder isn’t magic. You don’t need it. If you want to stick to “real food”, that’s cool. If you can tolerate dairy, cottage cheese or strained

Greek yogurt can also work in a shake.

But protein powder is a convenient, portable, relatively non-perishable source of protein. And it tastes better in a Super Shake than a can of tuna.

What to look for

Stick to the basics.

Look for powders without too much junk in them, especially sugar, coloring, artificial flavors, and other “sports supplements” you don’t need.

Look for digestive enzymes on the label; these can make protein powder a little more gut-friendly.

Look for a type that you know you can digest. If dairy isn’t your friend, avoid whey and casein, and try a plant-based version.

How to make your Super Shake

So we have our preferred protein powder. Now what?

You’ll need a trusty blender that’s powerful enough to handle ice and frozen fruits. If you plan on having one Super Shake per day, we suggest you invest in a top-notch blender that will last. Though you can go the super-expensive route (like, \$300), we’ve found a lot of good ones for roughly \$40.

Once you have your blender, it’s time to add things to it.

Step 1: Start with ice

Use 1-4 cubes for a thin, chilled shake

Use 5-10 cubes for thicker, pudding-like consistency shake

Step 2: Pick a fruit

Experiment. You've got lots of options here. If you like a thick shake, go with frozen over fresh.

Step 3: Throw in a veggie

Yeah, we know it sounds gross to put veggies in a shake, but if you use the right ones, you'll barely taste them. Plus you'll get much-needed nutrients and minerals.

Step 4: Scoop some protein

Choose from our recommended list of protein powders or grab something that looks tasty to you.

Step 5: Pick a healthy fat

Add 1 thumb (1 tbsp) of healthy fat per shake. Try:

- nuts such as walnuts, cashews, or almonds (try soaking them first so they blend easily)
- flax, hemp, or chia seeds
- nut/seed butter
- fresh coconut or coconut milk
- some fresh avocado

If you take a liquid omega-3 supplement such as fish oil, you can also try that.

Step 6: Pour some liquid

Keep in mind the more liquid you add, the thinner your shake will be. Feel free to customize it however you want.

- water
- chilled tea (such as green, mint, or chai teas) or coffee
- unsweetened almond milk, hemp milk, or coconut milk

Step 7: Blend and enjoy!

For optimal mixing, we've found that a minute on "high" works best for most blenders and results in a delicious, creamy shake.

Try some Super Shake recipes

If you'd like to see a few Super Shake examples from our Gourmet Nutrition V2 book, here's a supplemental PDF to download from our Gourmet Nutrition cookbook.

Have fun!

What to do today

1. Consider adding some high-quality protein powder to your protein roster.

You don't have to, of course. But protein powder is another quick, easy protein option.

Look at our approved list above, pick one, and see if you can find it online or at your local store. If not, don't fret. Simply pick a basic protein

powder without a lot of ingredients. It should only run you between \$20 – \$35 and will likely last you for a month or more.

2. Try making your own Super Shake.

Follow the steps above and create your own concoction. Or try the PN-approved recipes.

There's no "right or wrong" here. Just have some fun in the kitchen while getting enough protein.

3. Eat lean protein with each meal.

With so many protein options available (meat, plant-based sources, protein powders) you shouldn't have a problem finding protein sources that work for you.

However, if you've slipped up or have forgotten to eat protein with every meal, don't worry. Just wipe the slate clean and take the next positive step! (Like making a Super Shake.)

4. Eat... err... drink slowly, to 80% full.

Yes, Super Shakes taste great and they go down easy, but don't rush it.

Sip instead of guzzling. Enjoy your new high-protein creation. And stop when you're 80% full. Your digestion (and waistline) will thank you.

Weekly Progress Update

1. BODY WEIGHT MEASUREMENT

Need some direction for taking your body weight measurement? Check out the instructions or download our comprehensive Measurement Guide in PDF format.

Preferred weight units: [\(change this\)](#)

Enter Current Body Weight

pounds (lbs)

2. GIRTH MEASUREMENTS

Need some direction for taking your girth measurements? Check out the instructions or download our comprehensive Measurement Guide in PDF format.

Preferred measurement units: inches (in) [\(change this\)](#)

Neck Girth

Enter Neck Girth inches (in)

Shoulder Girth

Enter Shoulder Girth inches (in)

Chest Girth

Enter Chest Girth inches (in)

Upper Arm Girth

Enter Upper Arm Girth inches (in)

Waist Girth

Enter Waist Girth inches (in)

Hip Girth

Enter Hip Girth inches (in)

Thigh Girth

Enter Thigh Girth inches (in)

Calf Girth

Enter Calf Girth inches (in)

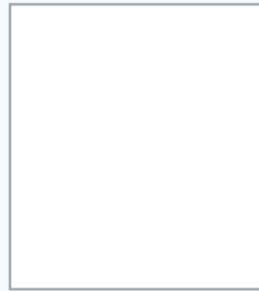
3. PHOTOS

Need some direction for taking your photos? Check out the instructions or download our comprehensive Measurement Guide in PDF format.

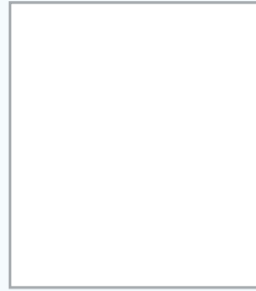
Having trouble uploading photos? Try using our Basic Photo Uploader.



Front Photo



Side Photo



Back Photo

4. OTHER PROGRESS INDICATORS I'M TRACKING

5. PROGRESS QUESTIONNAIRE

Did my behavior this week lead to progress toward my goals?

Yes

No

Who is this program for?

- You're a guy between 18 and 75 years old.
- You're busy and want an extremely time-efficient program.
- You've got some fat to lose.
- You're looking to get lean, ripped, healthy and strong.
- You've got some old injuries to work around and even recover from.

Who it's NOT for:

- Women. We have a separate [coaching group for women](#).
- Bodybuilders, fitness competitors / models, and others who are below 8% body fat year round.

How do I get started?

Eager to get going? Great! We're ready to start working with you to support you.

If your name's not already on the free [presale list](#), sign up to get access to our early enrollment when registration opens.

If you're already on the list, check out our [Men's Coaching Hall of Fame](#). Here you'll find hundreds of men from around the world — of all ages, shapes and sizes — who have had success in the program.

In [Fitness for Men: The Busy Man's Guide](#), you'll learn that even if you're a “busy” guy, you can drop fat, get healthy, and get into the best shape of your life.

Want more help?

If you're ready to change your habits and your health using proven research and expertise, check out our [coaching program for men](#) to start building the body — and the life — you want.