

# Actualize Nutrition Coaching, Steps to Success & Principles



We have been through a gamete of nutrition programs over the last 20 years. During this time, we have found that if our clients don't figure out their nutrition it is nearly impossible for us to guarantee results from the training we administer.

We often say, "You can't outwork poor nutrition." However, no matter how many times we share this maxim, a large percentage of people think the addition of training alone will move them toward their goals. The reality is, without proper nutrition, the addition of training alone will inhibit your ability to actualize your purposes and potential in health, fitness, nutrition and life. In contrast, when an effective training program is implemented alongside optimal nutrition habits the results can be life-changing.

This is why we offer **Actualize Nutrition Coaching**. More about Actualize Nutrition Coaching later. First, it's important you consider what have we tried in the past—because you have likely attempted the same things—so you will value and utilize what we offer.

## Our Through-the-Gamete Journey

1. **Dieting.** When we first started working with clients, we administered a fairly strict, low carb diet called, "Rainbow Face." This approach worked well for a short period of time and was an easy way to quickly see results and get junk food out of a client's diet. The concept was you could only eat food if it had a face or was going to have a face (eggs) and eat whole colorful veggies/fruits (AKA the rainbow). We would also suggest the client eat every 3-4 hours, drink plenty of water and eliminate alcohol,

"Rainbow Face" worked for some and got people to drop fat fast, but many would backslide quickly because it was not something they could practice for the long term. Also, most clients had difficulty following this diet for more than 1-2 weeks, and we found many simply didn't eat enough because not much on this plan sounded very appetizing.

Overall, we concluded it was too strict, not sustainable and we needed to find a better way to "meet each client where they are at." Also, it was a diet. And from our experience, the second humans put their selves on anything in life, they set their selves up to fall off that thing down the road.

2. **Calorie Counting & Macro Nutrient Ratios.** While counting calories and macro nutrients ratios—percentage of proteins, carbohydrates, fats in one's diet—can be helpful in understanding what we put into our body in relation to our energy output, body type and energy system, we found that for most clients, again, counting is an unsustainable task—and another form of dieting. We also found many clients became obsessive, not to mention it wasn't all that helpful when many were still eating foods that were not moving them toward their goals.

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3. **All the Other Things You've Heard Of.** We also tried individual meal plans, fasting, rotation diets, macro-cycling, Paleo, Atkins, South Beach, Keto, the list goes on-and-on. We found that the more complicated it became the less compliance we had—and again these were all forms of dieting

## Conclusion

A common thread between our Through-the-Gamete-Journey was a small percentage of people found long-term success. And frankly, even the people who experienced transformation of their body composition and fitness weren't enjoying the process—they had not found habit-based nutrition principles that fit into their unique definition of what they could align with for their lifestyle and lifetime.

Not great results, right? And people were paying their hard-earned money and spending time with us as the so-called experts?!

We needed to find something that worked! To increase client results and save them money and time from trying poor methods with limited success, we became certified by the most successful nutrition company on the planet, Precision Nutrition. With the education and resources from the Physicians and Dieticians at Precision Nutrition, we've come up with the following steps and principles to empower you to actualize your purposes and potential in health, fitness, nutrition and life!

**Enter Actualize Nutrition Coaching.**

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## Actualize Steps to Success

The following steps will set you on a course to explore, discover and actualize your purposes and potential in health, fitness, nutrition and life.

- **Step 1: Accept your ProCoach invite & commit to logging-in to once per day.** Precision Nutrition's 12-month online nutrition curriculum—ProCoach—is designed to create transformative, yet sustainable, changes over time through habit-based nutrition and lifestyle coaching.

We're going to be honest, most people *naturally* do not have the desire and discipline to follow this program for 12 months. However, as Thomas Jefferson said, "If you want something you've never had you must be willing to do something you've never done." We won't slap your hand if you don't participate in this FREE service, but it's worth noting our very first Actualize client who committed to logging-in to ProCoach every day for 1 year lost over 100 pounds of fat in 12 months!

Once you accepted your ProCoach invite you will be prompted to conduct a series of onboarding questions. This is where we'll learn things like your goals, activity level, dietary restrictions and medications (if any), and much more. We will then create and email you your **Actualize Quick Start Nutrition Guide**, which will be your first introduction to things like:

- How to eat right for your individual goals
- Meal planning & portion sizing
- Stocking your kitchen with healthy options
- And much more!

You will talk about your **Actualize Quick Start Nutrition Guide** at your first 1-on-1 **Success Session**.

- **Step 2: Fill out a 3-Day Dietary Record** (<http://www.actualizesports.com/wp-content/uploads/2017/01/Threedaydiet.pdf>). We need to know what you currently eat so we can have a real discussion about how your nutrition can best come alongside your fitness training to actualize your goals.

You will talk about your **3-Day Dietary Record** at your first 1-on-1 **Success Session**.

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- **Step 3: Commit to 1-on-1 coaching with regular Success Sessions with your assigned Actualize Coach.** Your assigned Actualize Coach's purpose and mission is to walk with you through your health, fitness, nutrition and life journey so they can best encourage, equip and hold you relationally accountable each step of the way.

You are encouraged to conduct at least (1) Success Session each month. In these scheduled meetings, your body composition will be tested and analyzed with the InBody270 to assess whether your nutrition is positively coming alongside your training. Also, you will have honest discussions about your health and nutrition, and be given habits, tools and resources that meet you where you're at to actualize your goals.

- **Step 5: Explore Actualize University (<http://www.actualizesports.com/actualize-university>)**—our online members-only portal—where you are provided helpful tools and resources to empower your success.
- **Step 6: Implement the Actualize Nutrition Principles. IMPORTANT!** For those who do not commit to logging-in to ProCoach once per day, these nutrition guidelines are essential to your success with Actualize. And if you are committed to using ProCoach, even better! See the next page for the **Actualize Nutrition Principles**.

## Actualize Nutrition Principles

1. **Eliminate junk.** You cannot have a house full of forbidden foods and expect success. First, you need to eliminate anything that is likely to trigger poor nutrition choices. Everyone has trigger foods and the last place they should be is in your house. That's right—throw out the bag of chips you've been working on, and that carton of ice cream that's been calling your name. Get it out!

The following things need to be removed from your cupboards, fridge, freezer and the private hiding spot you may have stashed away some goodies:

- **All processed junk food:** pretty much anything that is in a package, has more than a couple of ingredients you can't read or pronounce, is not in the plan. This includes all wheat products such as cereals, breads, bagels and crackers.
  - **All calorie containing beverages:** this includes sodas and juices. We would rather you eat fruit rather than drink it.
  - **Sugar:** this includes sucrose, glucose and fructose. Anything ending in "ose" is a sugar. Also, Corn Syrup (High Fructose) is a sugar too.
  - **Alcohol:** Yes, this includes the bottle of red wine that you were "only" drinking because of the antioxidants and for heart health! Alcohol can increase your risk of metabolic syndrome, which means it increases your likelihood of gaining unsightly belly fat. Alcohol is a splurge and can be enjoyed during your 10% off plan each week (see #11 below).
  - **Do you need a kitchen makeover?** Find out here:  
<http://www.actualizesports.com/wp-content/uploads/2017/01/KitchenMakeover.pdf>
2. **Go shopping and stock up on whole foods.** Make a grocery list and stock up on real whole foods. Shopping can feel complicated or like a pain in the butt—if you don't have a clear system and structure. It doesn't have to be like that. With a shopping list full of foods that you like and will eat, you can hit the grocery store, get in and out quickly, and leave knowing you've bought all the things needed for success. Limit your consumption of over processed, high sugar, low nutrient foods.
    - Utilize your Actualize Quick Start Nutrition Guide located in ProCoach—and emailed to you as a PDF—for understanding of portion sizing and a list of lean proteins, vegetables, smart carbohydrates and healthy fats.
    - You can also use the grocery list provided here:  
<http://www.actualizesports.com/wp-content/uploads/2017/01/GroceryListforSuccessfulNutrition.pdf>

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## Actualize Sports & Fitness

- For ideas on recipes, check out 50 Recommended Recipes here:  
<http://www.actualizesports.com/wp-content/uploads/2017/01/50RecommendedRecipes.pdf>
3. **Eat breakfast within 15 minutes of waking-up followed by a meal every 3-4 hours.** You must keep fuel coming in all day to keep your blood sugar stable, starting first thing in the morning. Your body is in a fasted state upon waking because you have not eaten for 6-12 hours. Being in a fasted state is not good because it means your metabolism is in the gutter and you are not burning fat. Also, skipping meals increases your likelihood of metabolic syndrome which includes decreasing your good cholesterol, increasing blood pressure, and increasing belly fat. Why is this? Fasting decreases insulin sensitivity which means your body becomes insulin resistant, or it has trouble removing glucose from the blood, leading to metabolic syndrome. Do not skip meals!
  4. **Do not workout when running on empty!** Have a small snack before training. You cannot expect your body to perform when you have not given it some fuel. If you are training first thing in the morning, make yourself a shake (see #10 below) and drink half before training, and finish the rest when you finish. There is no point doing a workout on an empty stomach, you will not be able to push yourself to get the result you desire if you don't have fuel in your tank...not to mention you will become catabolic and actually eat the muscle you are trying to maintain or build. If consuming food before training disrupts your stomach, talk to your assigned Actualize Coach about the use of pre-workout and BCAA (Branch Chain Amino Acid) supplementation.
  5. **Have a protein source at every meal (1-2 palm sizes).** Protein contains amino acids that your body needs to maintain and build muscle. Never eat carbohydrates alone. Carbohydrates raise your blood sugar, some faster than others, telling your body to go into fat storage mode. Protein blunts this increase in blood sugar and keeps you in a stable fat burning mode. At every meal have a source of protein (1-2 palm sizes) with the healthy carbohydrates and fat portion suggestions in your Actualize Quick Start Nutrition Guide.
  6. **Eliminate all processed carbs.** Some carbohydrates will raise your blood sugar faster than others. You want to completely avoid the carbohydrates that will shoot your blood sugar straight into fat storing mode; which includes processed foods such as breads, pasta, pastries, cereal and sugar. All of your carbohydrate sources should be from fruits, vegetables or whole grains. Follow the healthy carbohydrate suggestions and portions in your Actualize Quick Start Nutrition Guide.
  7. **Eat healthy fats throughout the day.** Don't be afraid of fats! You need fat for energy. No more fat free creamer, fat free peanut butter, etc. Most fast free products replace fat with sugar. Read your labels. Follow the healthy fat suggestions and portions in your Actualize Quick Start Nutrition Guide.

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8. **No more caloric beverages.** Drink mostly water. Your goal is to drink  $\frac{1}{2}$  your bodyweight in ounces of water every day. Being dehydrated is a big “no no” when it comes to achieving a fit body and optimal health. Being dehydrated diminishes your exercise performance, leading to decreased results, causes fatigue and increases your cortisol levels—the stress hormone that breaks down muscle tissue (BAD!). Your urine should be clear. If your pee is not clear you are not drinking enough water. If you have a diet coke habit, it is time to cut it out. Sodas do nothing for your hydration and health. Stick with water. Tea and coffee are OK in moderation.
9. **Take a Multi-Vitamin/Mineral, Omega-3 Fish Oil & Probiotics as a supplement to your nutrition.** Actualize have a great option for these supplements if you are not taking a pharmaceutical grade product with therapeutic levels of these ingredients (FDA suggestions are not ideal for fitness enthusiasts). Actualize has partnered with a pharmaceutical grade supplement company, Xymogen, to create what we call Foundational Nutrition Packs. This product includes all the supplements listed above and a bunch more of the things research has suggested an adult fitness enthusiasts needs. Consider the Foundational Nutrition Packs an insurance card to come alongside your nutrition and training plan to ensure you are firing on all cylinder and operating at optimal health. Talk to your assigned Actualize Coach about this great product.
  - Actualize offers an alternative to this product with a Greens supplement called Athletic Greens.
10. **Always drink a workout shake before/during or within 10 minutes after finishing your workout.** Use a high quality non-denatured whey protein (with 20-30 grams of protein) mixed with a fruit/berry or other fast releasing carbohydrate. Other versions of protein might include: casein (milk), rice, pea, hemp. You must replenish your body during and immediately after training to ensure optimal recovery.
  - You can use the Shake Guide provided here for ideas:  
[http://www.actualizesports.com/wp-content/uploads/2017/01/Precision\\_Nutrition\\_Super\\_Shake\\_Guide.pdf](http://www.actualizesports.com/wp-content/uploads/2017/01/Precision_Nutrition_Super_Shake_Guide.pdf)
  - Also, the 50 Recommended Recipes provided under #2 above has several wonderful shake recipes to consider
  - Actualize offers a clean, non-denatured Whey protein by Athletic Greens.
11. **Periodically utilize the 3-Day Dietary record (<http://www.actualizesports.com/wp-content/uploads/2017/01/Threedaydiet.pdf>) to journal what you're eating and share with your assigned Actualize Coach.** Keeping a record periodically will hold you accountable and help keep you on track, and will keep your assigned Actualize Coach in-the-know with where you're at in your health, nutrition, training and life journey.

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12. **90/10 Rule: Forget everything we just shared 10% of the time. Seriously!** If you follow the Actualize Nutrition Principles 90% on a weekly basis you will actualize your health, fitness, nutrition and life goals. BUT, it's important to be honest with yourself. This allows you 10% of the time to splurge, or otherwise known as a *re-feed* or *cheat meal*. Enjoy your splurges, it's one of the things that makes pursuing your goals manageable and enjoyable.

What's 10% splurge look like? For example, if you eat 4 meals per day, that's 28 meals per week. 10% of 28 is 2.8 splurge meals—go ahead and round it up to 3.

Don't feel bad about splurging! Live life to the fullest. When you splurge, just get back on track the next meal. You will find that because you have been eating healthy 90% of the time, you feel better and won't have the cravings. Also, having a splurge is a great way to disrupt and trick your body and metabolism to keep burning fat!

These recommendations are meant to improve your nutrition and lifestyle. They are not intended as treatment or prescription for any disease, or as a substitute for regular medical care. It is advised that you consult with your Doctor prior to following the advice laid out in this report.

The above nutrition recommendations have been influenced by Precision Nutrition:  
<https://www.precisionnutrition.com>

We're honored that you would trust Actualize to help you explore, discover and actualize your purpose and potential in health, fitness, nutrition and life!