

Actualize Nutrition Coaching: Introduction

In our experience pursuing health, fitness and nutrition as individuals and in encouraging and equipping our clients, 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.

Our Nutrition Journey

First, it's important you consider what we have tried in the past—because you have likely attempted the same things—so you will value and utilize the Actualize Nutrition Coaching philosophy:

1. **DiETING.** When we first started working with clients who desired to lose body fat, 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 "Rainbow Face" was too strict, not sustainable and we needed to find a better way to achieve our core value of "meeting each client where they are at." Also, it was a diet. And from our experience, the second humans put themselves on anything in life, they set themselves up to fall off that thing down the road.

2. **Calorie Counting & Macro Nutrient Ratios.** While counting calories and macro nutrient 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 it was another form of dieting. We also found many clients became obsessive, not to mention it was not all that helpful when many were still eating foods that were not moving them toward their goals.
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 in our experience 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 aligned with their goals and also fit into their unique definition of a sustainable lifestyle for the long term.

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 Coaches, Physicians and Dieticians at Precision Nutrition, we threw away the diets and we now utilize a habit-based approach to portion sizing with guidelines that use your own hand.

In your first 1-on-1 Success Session with your assigned Actualize Coach, you will determine your individualized portion sizing, you will discuss:

- Your purposes and potential
- Your InBody270 baseline body composition test
- Your 3-day dietary record
- This Actualize Nutrition Coaching document
- The Nutrition Principles on Pages 4-8

Whether at home making your own meals or when you dine out, you will construct your plate with your hand. You will use:

- The palm of your hand for protein
- The fist of your hand for vegetables
- A cupped handful of your hand for carbohydrates
- The thumbs of your hand for fats

Enter Actualize Nutrition Coaching.

Actualize Nutrition Coaching: First 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: Schedule Your First InBody270 Body Composition Test (for ages 14+).** Please schedule your baseline body composition analysis ASAP (if you have not already). The results will enable your assigned Actualize coach to begin tracking your progress, and gather information from which to prepare for your first 1-on-1 Success Session meeting Actualize (see below). It's important you schedule your test for a day you do not train or before one of your training sessions, and you don't drink alcohol the night before.
- **Step 2: Fill out and turn in a 3-Day Dietary Record** (<https://www.actualizesports.com/wp-content/uploads/2017/01/Three-Day-Diet-Log.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 training to actualize your goals. You will talk about your 3-Day Dietary Record at your first 1-on-1 Success Session.
- **Step 3: Schedule your first 1-on-1 Success Session with your assigned Actualize Coach and commit to ongoing Success Sessions.**
Your assigned Actualize coach's purpose 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 coach will determine and revise (if needed) portion sizing. Also, 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, nutrition and life, and be given habits, tools and resources that meet you where you're at to actualize your goals.
- **Step 4: Implement the Actualize Nutrition Principles on Pages 4-8.**
IMPORTANT! The Actualize Nutrition Principles are essential guidelines to ensure your success with Actualize. See the next page for the Actualize Nutrition Principles.
- **Step 5: Read the [Actualize Nutrition Revelation](#).**
- **Step 6: Explore Actualize University** (<http://www.actualizesports.com/actualize-university>)
Actualize University is our online members-only portal—where you are provided helpful tools and resources to empower your success.

Actualize Nutrition Coaching: Nutrition Principles

1. **Eliminate junk.** You cannot have a house full of unhealthy 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:

- **Processed junk food:** pretty much anything that is in a package and has more than a couple of ingredients you can't read or pronounce, is not in the plan. This typically includes most wheat products such as cereals, breads, bagels and crackers.
 - **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:** 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:
<https://www.actualizesports.com/wp-content/uploads/2017/01/KitchenMakeover.pdf>
2. **Go shopping and stock up on 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 you need to make your meal plan happen.
 - **Utilize the list of Healthy Proteins, Vegetables, Carbohydrates & Fats on Pages 7-8.** You'll see a list of options for each type of food. We've included every food category, including ones you might not eat so you can use this resource if you're ever preparing food for people with different food restrictions.
 - **Need healthy recipes ideas?** Checkout 50 recommended recipes here:
<https://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. Breakfast is the breaking of a fast. Your body is in a fasted state upon waking because you have not eaten for 6-12 hours. Being in a fasted state regularly is not ideal because it means your metabolism is in the gutter and you are not burning fat, supporting lean muscle and optimal health. 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



Actualize Sports & Fitness

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 meal or 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 supplementation.
- 5. Have a protein source at every meal (1-3 palm sizes per meal; your assigned Actualize Coach will help you determine portion sizing).** Protein contains amino acids that your body needs to maintain and build muscle, and support several other important aspects of your health. 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 with the healthy vegetables, carbohydrates and fat portion sizes your assigned Actualize coach suggests. Use the list of healthy proteins on Pages 7-8.
- 6. Have a vegetable source at every meal (2-5 fists per meal; your assigned Actualize Coach will help you determine portion sizing).** Vegetables provide fiber, vitamins, minerals, antioxidants and much more your body needs for optimal health, digestion, performance and recovery. At every meal have a source of vegetables with the healthy protein, carbohydrates and fat portion sizes your assigned Actualize coach suggests. Use the list of healthy vegetables on Pages 7-8.
- 7. Eliminate all processed carbohydrates and have a whole carbohydrate source at every meal (2-5 cupped handful per meal; your assigned Actualize Coach will help you determine portion sizing).** 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: whole grains, starchy tubers, legumes and fruits. At every meal have a source of carbohydrates with the healthy proteins, vegetables and fat portion sizes your assigned Actualize coach suggests. Use the list of healthy carbohydrates on Pages 7-8.
- 8. Eat healthy fats throughout the day (2-5 thumbs per meal; your assigned Actualize Coach will help you determine portion sizing).** Don't be afraid of fats! You need fat for energy. No more fat free creamer, fat free peanut butter, etc. Most fat free products replace fat with sugar. At every meal have a source of fat with the healthy proteins, vegetables and carbohydrate portion sizes your assigned Actualize coach suggests. Read your labels. Use the list of healthy vegetables on Pages 7-8.
- 9. No more caloric beverages.** Drink mostly water. Your goal is to drink 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.

10. **Take a Multi-Vitamin/Mineral, Omega-3 Fish Oil & Probiotics as foundational supplement to your nutrition.** Actualize has 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 cylinders and operating at optimal health. Talk to your assigned Actualize Coach about this great product.
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 journal periodically will hold you accountable and help keep you on track, not to mentioned helping your assigned Actualize coach stay in-the-know with where you're at in your health, nutrition, training and life journey.
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 meals is 2.8 splurge meals—go ahead and round it up to 3. There is one important caveat. Everybody is working with a different body type, energy system, age, etc. If you're not moving toward your goals at the pace you desire after quantifying your progress with the Inbody270 body composition tester, it's possible your assigned Actualize coach may suggest less splurges per week.

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 and other trusted sources. 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!

Healthy Protein, Vegetables, Carbohydrates & Fats

Protein

MEAT

Lean/extra-lean cuts of beef
Lamb
Lean pork (e.g. pork tenderloin)
Wild game (e.g. venison, elk)

POULTRY

Chicken
Turkey
Duck
Eggs & egg whites

FISH

Tuna
Salmon
Tilapia
Cod
Haddock
Trout
Sardines or mackerel

SEAFOOD & SHELLFISH

Shrimp (fresh or plain frozen)
Mussels, clams, scallops
Crab, lobster
Squid (calamari) or octopus

DAIRY

Milk
Cottage cheese
Plain yogurt / Greek yogurt
Protein powders (e.g. whey protein)

PLANT BASED

Lentils
Beans
Peas (chickpeas, pigeon peas, etc.)
Hummus
Tofu, tempeh
Vegetarian protein powders

Vegetables

Bean sprouts
Beets
Broccoli
Brussel sprouts
Cabbage
Carrots
Cauliflower
Celery
Cucumber
Eggplant / aubergine
Fennel / anise

Fresh herbs
Garlic
Green beans
Green peas
Green peppers
Kale
Lettuce
Mushrooms
Okra
Onions, leeks, shallots
Turnip greens

Collard greens
Radishes
Rapini (broccoli rabe)
Red lettuce, radicchio
Red peppers
Rhubarb stems
Spinach
Sweet potatoes
Tomatoes
Winter squash & pumpkin
Zucchini / courgette

 **Actualize Sports & Fitness****CARBOHYDRATES****WHOLE GRAINS**

Oats
Buckwheat
Barley
Brown, red, or wild rice
Amaranth
Sorghum
Quinoa
Spelt
Kamut
Teff
Wheat berries
Sprouted grains or breads
Whole grain pasta

STARCHY TUBERS

Purple, red, or gold potatoes
Sweet potatoes / yams
Yuca / cassava

LEGUMES

Lentils & beans
Bean / lentil pasta

FRUITS

Apples
Apricots
Banana
Berries

Cantaloupe
Cherries
Cranberries (fresh)
Currants (fresh)
Grapefruit
Grapes
Guava
Mangoes
Melons
Oranges
Peaches, nectarines
Persimmons
Pineapple

Plantains
Plums
Pomegranates
Strawberries
Watermelon

FATS**COLD-PRESSED OILS**

Extra-virgin olive oil
Walnut oil
Hemp seed oil
Pumpkin seed oil
Avocado seed oil
Flax seed oil
Extra-virgin coconut oil
Fish oil or algae oil

NUTS & SEEDS

Raw, unflavored, unsalted nuts
Raw, unflavored, unsalted seeds
Ground flax seeds
Coconut
Natural peanut butter
Natural nut or seed butters

OTHER

Butter
Fresh avocado or fresh guacamole