



The Strong Kitchen Fat Loss Success Guide

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A simple, effective guide to set yourself up for fat loss success

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What is Fat Loss?

Fat loss is simple in theory. Your body has a certain amount of calories it uses each day for functions like:

- Digestion
- Brain function
- Recovery and repair
- Stress management
- Exercise

The assumption is that if you eat fewer calories than your body expends, you will lose weight. And that is true!

Remember though, we want *fat loss*, not just weight loss so it's important your training and nutrition reflects that.

If we starve ourselves or leave out key foods and nutrients while leaning out, we risk impacting all of the processes above, even if we lose body fat or weight. We have to remain healthy and still go to work, take care of our families, train hard and enjoy life while losing fat. So it's vital we understand that there is more at play than just calories in and calories out.

Common Misconceptions

"Cardio is necessary for fat loss"

"I want to lean out, so I can't ever eat carbs"

"High protein is only for bodybuilders"

"I should feel hungry all the time to lose fat"

While some of these ideas may hold partial truths, or might be appropriate at certain times, they are typically based in meathead lore, bad science, misunderstood concepts or outdated methods.

Fat Loss Truth

It's easy to get tied up in gimmicks, supplements, trends and misinformation on your road to getting lean, so I want to make some truths known to you. These hold true across the board for just about any client and I stand by them.

- Strength training should be the foundation of fat loss
- Walking and low-level aerobic exercise are excellent for fat loss and recovery
- There are no "bad" foods, just appropriate food selections
- The majority of calories burned are from digestion and brain function, NOT exercise
- If optimal protein and fiber/vegetables are eaten, total calories are the next most important factor

Ideal Fat Loss Standards

If losing fat while maintaining or even *gaining* muscle is your goal (and it should be!), I prefer most people can check off most if not all of these standards:

1. The ability and commitment to either prep the necessary food (protein, veggies and healthy carbs) or have the funds to purchase prepared meals and snacks
2. The ability to get 7-9 hours of quality sleep per night in a cool, dark room. No lights or electronics
3. Structured strength training 3x per week – this includes weightlifting, powerlifting, bodybuilding, group strength classes, kettlebell training and free weight intervals
4. 20-40 minutes of brisk daily walking – flat, inclined, on a trail or sidewalk, treadmill etc

Food Prep

These are absolutely listed in order of importance. Being able to commit to prepping and/or buying the necessary foods for success is crucial. Remember you need to shop, prep, cook and pack the right foods for success. More goes into this than most people think! Remember to keep it simple, stick to the basics in terms of food preparation and don't add too much variety too soon as it can easily overwhelm you.

Sleep

Sleep is essential for many reasons. It is the one time your body has uninterrupted hours to restore hormone balance, imprint memories and motor skills, repair muscle, burn fat for fuel, restore joints and much more. Poor sleep impacts your ability to lose fat and build muscle in the most crucial ways.

Strength Training

Strength training should be the crux of your fat loss exercise. Why? Because strength training not only helps keep you healthy by strengthening muscles but also joints, ligaments and tendons. It improves stability and mobility when done correctly. Strength training also kick starts a HUGE recovery process which is **where the majority of calories from exercise are burned**.

Too many people focus on calories burned *during* exercise, which is usually not that much; somewhere around 300-500 calories depending on body size and activity. But you burn even MORE calories *recovering* from strength training; so even the hours and days following strength training you are burning more calories at rest. This does not happen with aerobic exercise to nearly the same degree. Pretty cool, huh?

Walking

What? Walking, seriously? This is one of the most overlooked and misunderstood methods for leaning out! While walking does not burn nearly the amount of calories that strength training or even jogging, bike riding or other aerobic exercise does, it has some nifty tricks up its sleeve.

- Walking burns almost **100% body fat**

- Walking is restorative – it improves recovery, blood flow and joint health without stressing the body

- It provides a quiet and relaxed time to gather thoughts, center yourself and “unplug” from the world. A more calm and restored body and mind will lose fat easier; excess stress will hold back your results

Whenever possible, get out and walk - it will pay off in a number of ways.

If you can meet these standards, you are well on your way to being successful with fat loss. And if can't check all the boxes off yet, no worries; start at the top and work your way down.

Setting Up Your Fat Loss Nutrition

How to use this guide:

Go through these steps and calculate the suggested amounts. It can be helpful to look up protein grams on [My Fitness Pal](#) or [Nutritondata.self.com](#) to educate yourself on what the portion sizes actually look like. If you aren't 100% certain you know what "X" amount of grams are, spend a week or two plugging them in so you know you are being accurate.

We start on the next page!

Set your protein amounts

Men:

1 gram protein per pound of bodyweight

Ex: If you weigh 180lbs, you would consume 180 grams of protein per day

Women:

.75 to 1 gram of protein per pound of bodyweight

Ex: If you weigh 140lbs you would consume between 105 grams and 140 grams of protein per day

>Why the range for women? Women generally have less muscle mass by percent of bodyweight than men and thus might not need as much protein. If you find .75 grams per lb. leaves you feeling very hungry, feel free to work up towards 1 gram per pound!

Set your meals per day

Option 1:

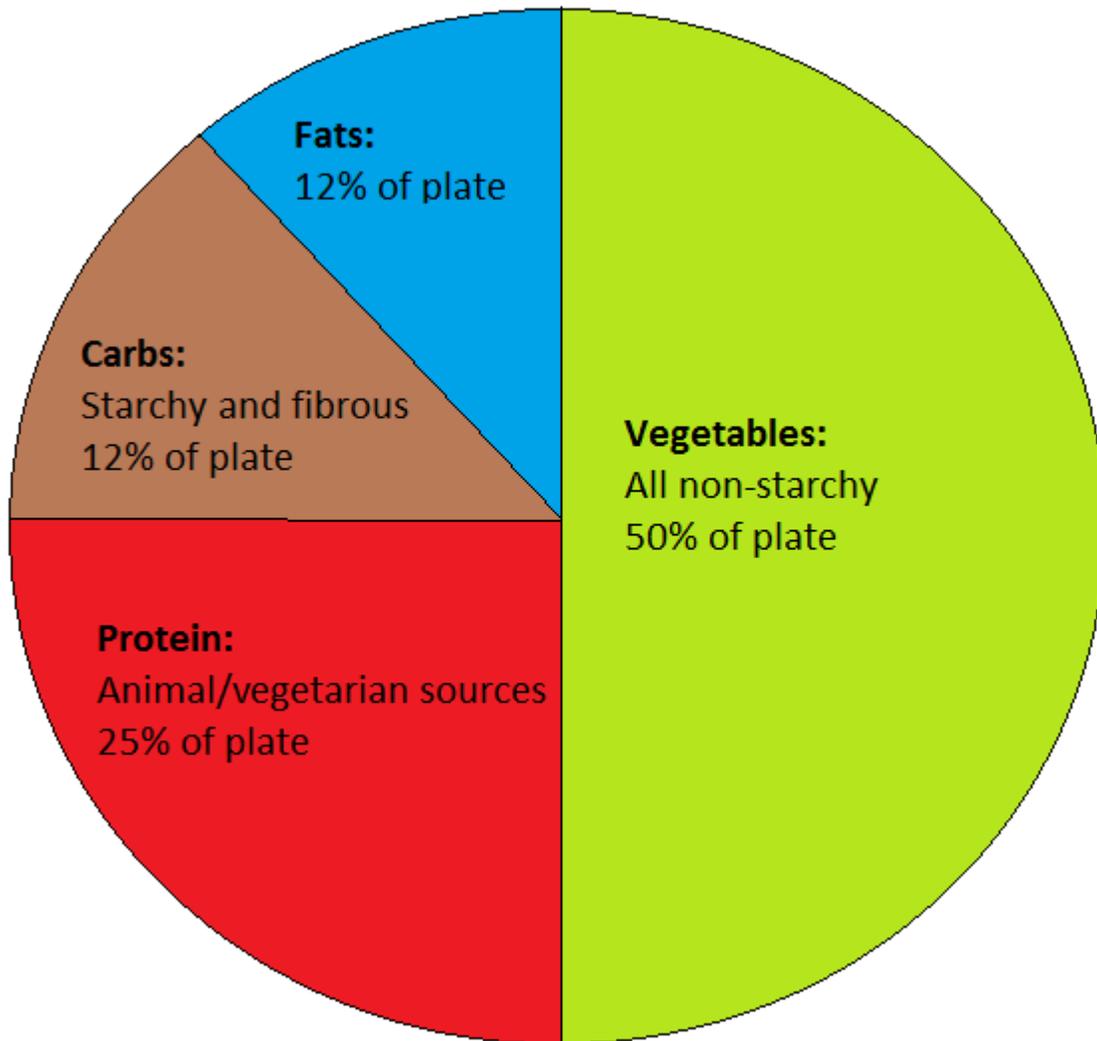
4 meals per day and 1 snack

Option 2:

3 meals per day and 2 snacks

>Generally, people feel more satisfied and have improved energy with complete meals and *less* snacking. I prefer this approach to lots of small meals, which often leaves people feeling hungry and with lots of blood sugar ups and downs; not a good place to be for fat loss. I'd rather you eat, be satisfied and move on!

Meal composition



>I don't expect anyone to MEASURE 12% of their plate (please don't!). Rather, use this as a visual cue to focus on what makes up a solid fat-loss meal. You will be prioritizing protein and fibrous veggies while including a small amount of healthy carbohydrates and fats. Simple, intuitive and effective.

Snacks

We don't want to over-rely on snacks or consume too many calories from them. So I prefer 1-2 palm (1/2 to 1 cup) sized snacks per day, in between the meals you need them most. Choose ONE item per snack from these options:

Protein snacks

Low Fat Greek Yogurt, Cottage Cheese or String Cheese

Protein Shake

Beef or Turkey Jerky

Mini portion of lean protein like chicken, turkey, tuna etc.

Fruit

Apples and Pears

Berries

Oranges and Grapefruit

Crunchy Veggies

Carrot sticks or baby carrot

Celery

Bell pepper strips

Zucchini

Grape or cherry tomatoes

Cucumbers

Roasted veggie sticks like carrots, parsnips, squash etc.

*A small amount of hummus or baba ganoush is ok with these (2 tbsp)

Putting It All Together

Now that we know our protein grams, choose our meals per day and what snacks work for us, lets put it all together!

Example:

Lisa wants to lean out (awesome!). Lisa weighs 160lbs and would prefer to be about 20lbs lighter. Reading through our Success Guide, she can check off that she is strength training three times or more per week and sleeping well. But she knows her meal prep is behind and is interested in adding walking daily.

Since meal prep is more crucial, its important to focus on that FIRST and then add other variables like walking once she feels comfortable and confident.

Step 1:

Lisa decides right now, four meals might be tough so she chooses our 3 meals and 2 snacks options.

Step 2:

Lisa uses the .75 to 1 grams protein per pound and finds that brings her to 120g-160g per day. Since 160g seems like a lot to her, she starts with 120g and decides she'll add more if she finds she is still hungry after most meals

Step 3:

At 3 meals per day, Lisa does some simple math and realizes to hit 120g protein daily between three meals, she'd need to eat 40g protein per meal. While that is really filling, it seems unappetizing at first so Lisa chooses to have 30g per meal and incorporate more protein-dense snacks. If she decided she wanted large protein servings and can get 120g daily in three meals, she might choose low-protein snacks like apples or veggies and hummus.

Step 4:

Lisa uses our grocery list to find some convenient and tasty proteins, veggies, healthy carbs and fats to make meals; she also picks up some of the protein snacks on our list like jerky and greek yogurt.

Lisa's Example and Your Plan

Lisa's Example:

Daily Protein:	_____ 120g _____	
Meals per day	Protein Grams/Meal	# of daily snacks
1	_____ 30 _____	Protein _____ 2 _____
2	_____ 30 _____	Veggie _____
3	_____ 30 _____	Fruit _____
4	_____ X _____	

NOTE: Once you have the above information like Lisa, completing your meals is easy. You stick to the daily protein grams and fill in the rest of your plate according to the graphic posted previously.

Your Daily Plan:

Daily Protein:	_____	
Meals per day	Protein Grams/Meal	# of daily snacks
1	_____	Protein _____
2	_____	Veggie _____
3	_____	Fruit _____
4	_____	

*Use our grocery list to choose healthy options for your complete meals (protein, veggies, fibrous carbs and healthy fats) and snacks that fit your plan.