

BECOME MORE NUTRITION SYSTEMS



A SIMPLE AND EFFECTIVE
APPROACH TO HEALTH,
PERFORMANCE, AND
PHYSIQUE.

WHAT THIS IS

A generalized nutrition approach.

A series of blocks to determine where to start and what to do.

Simple.

WHAT THIS ISN'T

A personalized plan.

A book of recipes and meal plans.

One-on-one guidance.

Complex.

80 = 80 = 80

BecomeMore Nutrition is a series of 3 blocks, each one of them 4 weeks long where the goal is 80% adherence before moving on to the next block.

“ CONSUME 80% OF YOUR MEALS ”

at home, prepared with high quality, whole foods.





WHAT

A Whole Foods Approach

In this eBook, you will be provided a series of starting points based on your current nutrition habits. Regardless of where you start, the BecomeMore Nutrition approach revolves around the principle of consuming 80% of your meals homemade, with whole foods, on a consistent schedule. It avoids junk food, processed food, and added sugar as often as possible.

BecomeMore Nutrition aims to achieve the following objectives, in order.

HEALTH Proper nutrition helps prevent chronic disease, enhances, and extends your lifespan.

PERFORMANCE Your fitness is fueled by what you fuel your body. Better input yields higher output.

PHYSIQUE Your body only changes when the food you put into it does.



WHY

Fitness Alone is Insufficient

Committing to a fitness plan without a food plan would be like trying to win a triathlon with a slowly deflating tire, and attempting to overcome that by working harder.

Many people have this idea in their head about what getting in “shape” looks like. Showing up to the gym for an hour every day, going hard, and expecting the weight to melt off. Initially, for novices, this strategy may work. Your body reacts strongly because it’s a new stimulus (think of alcohol after you drink for the first time in a long while). However, once your body adapts, it no longer responds in the same manner.

You have to provide your body with a stronger stimulus that will force it to change.

A Flexible Approach

We believe the best plan is the one to which you’ll adhere **long term**.

We strive for 80% adherence so the other 20% of your life can be flexible and entirely up to you. We don’t want you feeling boxed into something you can’t sustain.

more info:

[The Science is In: Exercise Won’t Help You Lose Much Weight](#)

More than one third of the American adult population is obese, and nearly ten percent are diabetic. These terrifying numbers are only expected to get worse, and the road to societal reversal begins with what’s on our plate.



HOW

It's now time to get into the meat and potatoes a little bit; the "how to."

First, we build habit. Then, we establish quality. Finally, we determine quantity.

BLOCK 1

First, prepare 80% of your meals at home.

[habit]

BLOCK 2

Second, prepare 80% of your meals with whole foods.

[quality]

BLOCK 3

Third, establish a total amount of calories and macros.

[quantity]

If you are brand new to focusing on nutrition, it would be a terrible strategy to have you immediately hop into counting calories before you have established habit and consistency, like taking a first time hiker and placing them at Everest Base Camp. It is recommended that all beginners start on BLOCK 1 and spend as much time as needed.

On the flip side, those of you with nutrition knowledge and experience may not need a complete overhaul, just a nudge in the right direction. Those in this category might find it more helpful to start on BLOCK 2 or 3.

Examine the three blocks on the following pages to figure out where to begin.

BLOCK 1

1

BASIC FOOD HABITS

GOAL: Make 80% of your meals at home for 4 weeks.

example

ASSESSMENT

Do you eat out for the majority of your meals? Is most of the food you eat processed, or prepared by someone else? Do you regularly consume high-sugar drinks and/or alcohol?

ACTION

Remove:

- 1 meal out per day and replace it with a meal prepared at home.
- 1 sugary drink per day.
- Cut alcohol consumption in half.

GOAL

When you are making 80% of your meals at home and consuming 80% of your beverages without added sugar for 4 straight weeks, you are ready for **BLOCK 2: Basic Food Quality.**

	SUCCESSFUL MEAL: HOMEMADE		UNSUCCESSFUL MEAL: DINE OUT	
MON.	MEAL 1	MEAL 2	MEAL 3	MEAL 4
TUE.	MEAL 1	MEAL 2	MEAL 3	MEAL 4
WED.	MEAL 1	MEAL 2	MEAL 3	MEAL 4
THU.	MEAL 1	MEAL 2	MEAL 3	MEAL 4
FRI.	MEAL 1	MEAL 2	MEAL 3	MEAL 4
SAT.	MEAL 1	MEAL 2	MEAL 3	MEAL 4
SUN.	MEAL 1	MEAL 2	MEAL 3	MEAL 4

$$\frac{23}{28} \text{ MEALS} =$$

82%

REPEAT 80%+ FOR 4 WEEKS

BLOCK 2

2

BASIC FOOD QUALITY

GOAL: Make 80% of your meals with whole foods for 4 weeks.

example

ASSESSMENT

Are you making 80% of your meals at home? Are 80% of your beverages free of added sugar? If not, develop home-based nutrition with **BLOCK 1: Basic Food Habits.**

ACTION

Regularly consume homemade meals prepared with the whole foods found on the following page.

GOAL

When you are making 80% of your meals at home and preparing them with the recommended ingredients for 4 straight weeks, you may proceed to **BLOCK 3: Basic Food Quantity.**

USE THE SAME CONCEPT TO GRADE YOUR 4 WEEKS THAT YOU USED IN BLOCK 1.

SUCCESSFUL MEAL EXAMPLES



SALMON FILET
SALTED BAKED POTATO
SIDE SALAD



SLICED FLANK STEAK
WILD RICE
SAUTEED ONIONS & PEPPERS



BBQ CHICKEN BREAST
CANNED SWEET POTATOES
SAUTEED SPINACH & GARLIC



2 EGGS
1/2 CUP OF EGG WHITES
CHICKEN SAUSAGE
APPLE



GREEK YOGURT
OATS
BERRIES

A SUCCESSFUL MEAL IS ANY THAT INCLUDES THE 3 MAIN COMPONENTS:

1. A LEAN PROTEIN
2. A WHOLE FOOD CARBOHYDRATE
3. A VEGETABLE/FRUIT

UNSUCCESSFUL MEAL EXAMPLES

ANY MEAL DINING OUT.

ANY MEAL PREPARED AT HOME NOT CENTERED AROUND THOSE 3 COMPONENTS.

PROTEINS

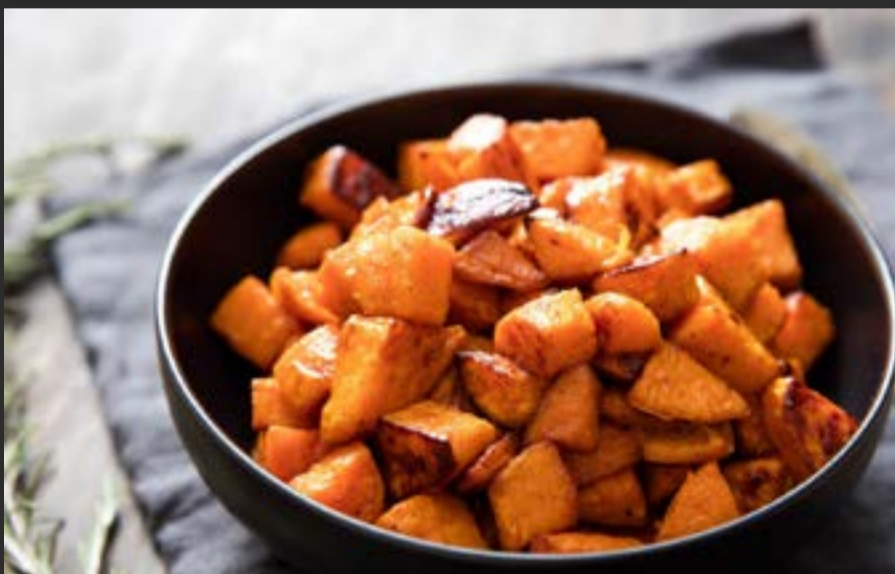


- Poultry
- Lean Beef and Pork
- Salmon, Fish, Shrimp, Scallops, Seafood
- Eggs and Egg Whites
- 2% Greek Yogurt (no added sugar)

Protein is essential to preserving lean body mass, a crucial aspect of healthy metabolism and strength.

1g = 4 calories

CARBS



- All Potatoes
- All Rices
- Oats
- Beans & Legumes
- Whole Grain Bread
- Fruits, Leafy Greens, Veggies

Our primary form of energy in exercise. Our main way of getting required glucose.

1g = 4 calories

FATS



- Almonds
- Aged Cheeses
- Avocados
- High Quality Olive Oil
- Nuts, Nut Butters, Nut Milks
- Grass-Fed Butter, Ghee

Fat improves satiety, cell function, vitamin absorption, and hormone balance.

1g = 9 calories

portion size guide



A serving of protein = 1 palm



A serving of vegetables = 1 fist



A serving of carbs = 1 cupped hand



A serving of fats = 1 thumb

(c) Precision Nutrition

SAMPLE COACH DIETS



ashley

BREAKFAST:

1 egg
6 oz. egg whites
asparagus
arugula
english muffin
salt & pepper

LUNCH:

tuna
chopped peppers &
onions
purple tomatoes
green tobasco

DINNER:

salmon filet
green beans
avocado dressing
tomatoes

OTHER MEALS:

Snack Pack Nutter
Butter Bites

Wine

SHAKE:

1 tbsp powdered
peanut butter
1 tbsp collagen
protein
1 scoop whey
protein



lenny

BREAKFAST:

1c unflavored oats
1 scoop chocolate
protein
1 tbsp honey
cinnamon

LUNCH:

5 oz. chicken breast
1 medium apple
few slices avocado
mixed greens

DINNER:

1c brown rice pasta
5 oz. 96/4 ground beef
1/2 c marinara sauce

OTHER MEALS:

SHAKE:

2 scoops vanilla
protein
8 oz. Naked Berry
smoothie mix

8 oz. chocolate
ripple peak milk
1.5 scoops chocolate
protein
1 tbsp almond butter
handful of spinach



dave

BREAKFAST:

1 egg
1c egg whites
handful of spinach
small pinch of cheese
frozen hashed browns

LUNCH:

6 oz. grilled chicken
1 1/2c white rice
hummus
handful of arugula
sriracha

DINNER:

6 oz. 93/7 ground beef
sauteed onions &
garlic
baked sweet potato
brussels sprouts
salsa

OTHER MEALS:

SHAKE:

2 scoops Gnarly Whey
1c almond milk
handful of spinach
frozen blueberries

SNACK:

1 pack low sugar
flavored oats
1 pack unflavored oats
1 tbsp almond butter
raspberries

BLOCK 3

3

BASIC FOOD QUANTITY

GOAL: 80% of days with correct calorie intake for 4 weeks.

ASSESSMENT

Once you are eating 80% of your meals at home with quality ingredients, it is appropriate to begin tracking calories.

EXAMPLE: 175 POUND MALE
 CARBS: 259 G PER DAY x 4 Calories/Gram = 1,024 Cal
 PROTEIN: 173 G PER DAY x 4 Calories/Gram = 692 Cal
 FATS: 64 G PER DAY x 9 Calories/Gram = 576 Cal
= 2,292 Calories per Day

ACTION

1. Calculate your daily macro needs:
[Macro Calculator](#)

2. Calculate your daily calorie needs: Use the macros prescribed above to calculate total daily calories.

Simply multiply your total carb and protein grams per day x4, and your total fat grams per day x9 (top right).

GOAL

First, 80% adherence over 4 weeks to your total daily calorie prescription (this page).

Then, 80% adherence for 4 weeks to your prescribed macros (next page).

calories

MON. 2,292

TUE. 2,340

WED. 2,200

THU. 2,255

FRI. 2,315

SAT. 2,253

SUN. 2,600

STAY WITHIN 100 CALORIES OF YOUR DAILY PRESCRIPTION GOAL.

SUGGESTED RULE OF THUMB:

If you are new to tracking calories, your first 4 weeks should be focused on hitting your CALORIE needs, NOT your exact macros.

Once you are consistent eating at your prescribed daily calories needs for 4 weeks, then you may begin focusing on your macro breakdown (next page).

= 85%

WHEN YOU AVERAGE 80% DAILY CALORIC SUCCESS OVER 4 WEEKS, YOU MAY BEGIN TO FOCUS ON TRACKING PRECISE MACRO INTAKE.

GUIDE TO TRACKING

macros

STEP 1: ESTABLISH A TRACKING METHOD

[Download MyMacros+ app](#)

Log every meal with as much accuracy as possible to keep caloric accuracy.

STEP 2: CONSIDER A FOOD SCALE

[Browse Food Scales](#)

Eyeballing food can lead to over or under eating and your goals suffering when you begin getting serious with calories and macro tracking.

TIP: Try to consume an equal number of your calories and/or macros across each meal, but always remember your daily total calorie count is King. Don't eat more carbs to get to 259 grams if it means you go over your total calories.

MON. 259 C / 173 P / 64 F

TUE. 265C / 177 P / 58 F

WED. 259 C / 173 P / 64 F

THU. 247 C / 182 P / 69 F

FRI. 320 C / 110 P / 97 F

SAT. 259 C / 173 P / 64 F

SUN. 251 C / 168 P / 68 F

TARGET FROM PREVIOUS PAGE
EXAMPLE:

CARB: 259G
PROTEIN: 173G
FAT: 64G

DIVIDE YOUR MACROS BY YOUR TOTAL EXPECTED MEALS.

259G CARBS /
4 MEALS =
64G PER MEAL

STAY WITHIN 10G OF PROTEIN & CARBS, 5G OF FAT FOR THE DAY.

= 85%



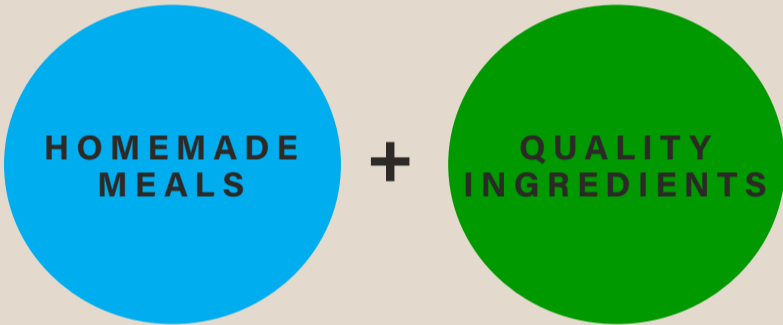
SUMMARY

BLOCK 1: FOOD HABITS

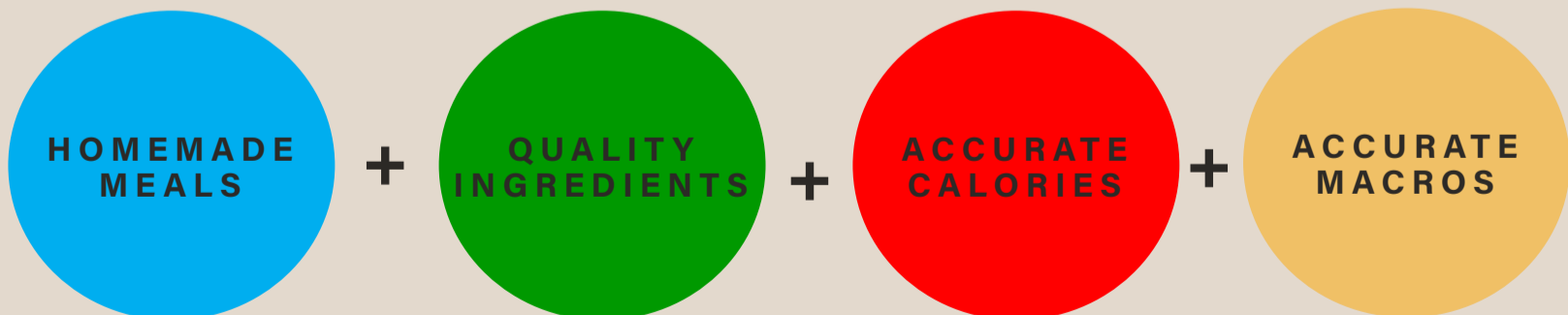


GUIDE:
Spend a minimum of 4 weeks in every step to ensure habit formation and highest level of success.

BLOCK 2: FOOD QUALITY



BLOCK 3: FOOD QUANTITY





TOOL KIT

Helpful information, guidance, and adherence charts.

NUTRITION 101



THE BASICS

PORTION CONTROL

Counting calories is rarely necessary for successful, long term healthy nutrition. The better strategy is to get comfortable with general concepts surrendering portion control. Page 8 provides you a helpful guide.

WATER

It's best to consume 1 oz of water per kg of body weight. To calculate your weight in kg, simply divide your body weight in pounds by 2.2.

**ie. 180 pound person / 2.2 kg = 81 kg
81 kg = 81 daily ounces of water**

SLEEP

Studies suggest that people who sleep fewer than 6 hours per night gain almost 2x as much weight over a 6-year period as people who sleep 7 to 8 hours per night. Bad sleep can decrease caloric burn 5-20%.

WHY CARBS MATTER

Cutting carbs can be an effective tool for fast fat loss, IF one's metabolism is healthy, but it rarely lasts and comes at a severe cost to your body.

- **Decreased thyroid output**
- **Increased cortisol output**
- **Decreased testosterone and strength**
- **Decreased brain function and mood**
- **Increased muscle catabolism**
- **Decreased immune function.**

From Dr. John Berardi: "In other words, your metabolism might slow, your stress hormones go up and your muscle-building hormones go down. You feel lousy, spaced-out, sluggish, cranky and maybe even sick.

Most vexing of all: You probably don't even lose that much weight in the long term."

MICRONUTRIENTS

Vitamins and minerals are involved in almost every biological process that we have. Without them, we break down.

To simply focus on macros is unhealthy and an injustice to nutrition. Food quality must be at the cornerstone of every program before food quantity is addressed.

MACRONUTRIENTS

Protein, fat, and carbohydrates make up the three macronutrients. Each of them plays a vital role in our health and metabolism.

Protein is essential to preserving lean body mass, strength, and a healthy metabolism.

Carbs are our primary form of energy in exercise, and our main way of providing the brain required glucose.

Fat improves cell function, vitamin absorption, and hormone balance.

CALORIES IN VS. CALORIES OUT?

This is a flawed and antiquated method due to the margin of error that occurs in both.

Calories In

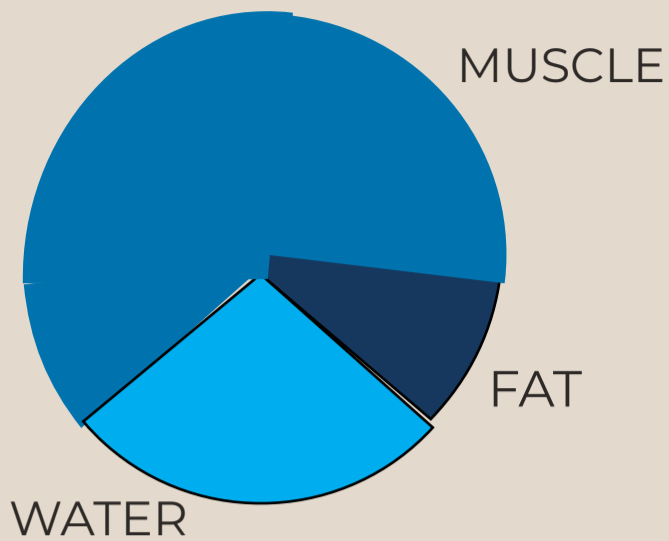
- **Food labeling can be 25-50% inaccurate.
- **Due to our unique gut bacteria, we all process calories differently.
- **Different foods are absorbed at different rates (nuts and seeds only 68-95% absorbed).
- **Cooking alters caloric profile.

Calories Out

- **Consumer fitness tracking products have a margin of error of up to 30%.
- **Daily variance in sleep, hormones, and stress effect caloric burn that day.

Calories are a helpful guide, not the bible.

BODY SCAN



BEWARE OF THE SCALE

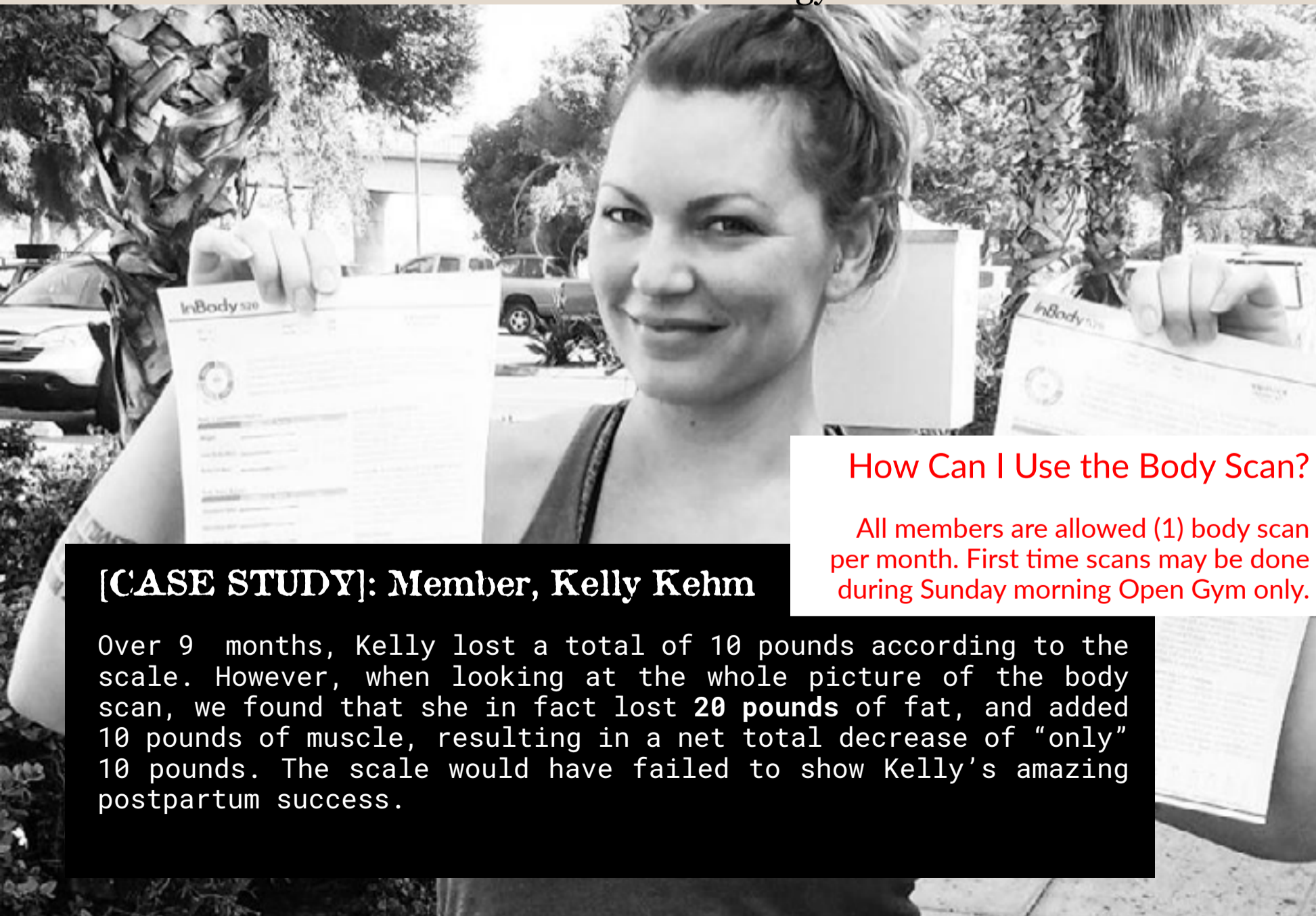
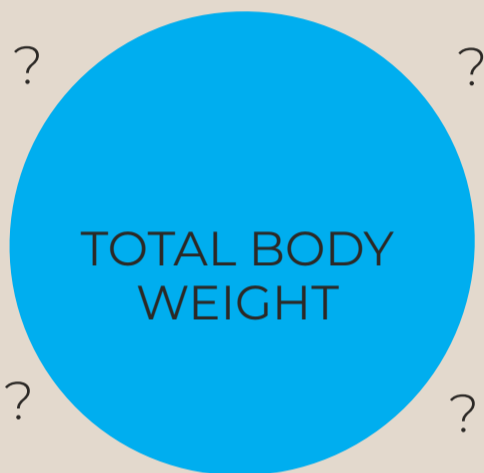
Understand that the scale provides only partial truths: your total weight at any given time of day. Where the scale greatly fails is in delivering your body composition, aka how much of your total weight is comprised of fat, muscle, and water.

For example, it is very common for a member to burn 7 pounds of body fat in their first three months while adding 4 pounds of muscle. If one were to base their progress off the scale, they might see a net decrease of “just” 3 pounds and be disappointed.

However, in reality the results are much more profound, dropping 7 pounds of unhealthy tissue (fat) and replacing it with 4 pounds of healthy tissue (muscle). This is a tremendous initial success!

For this reason, we strongly encourage you to only judge your progress using the body scanner at the gym.

SCALE



How Can I Use the Body Scan?

All members are allowed (1) body scan per month. First time scans may be done during Sunday morning Open Gym only.

[CASE STUDY]: Member, Kelly Kehm

Over 9 months, Kelly lost a total of 10 pounds according to the scale. However, when looking at the whole picture of the body scan, we found that she in fact lost 20 pounds of fat, and added 10 pounds of muscle, resulting in a net total decrease of “only” 10 pounds. The scale would have failed to show Kelly’s amazing postpartum success.

HELPFUL TIPS



1. Start somewhere, anywhere. We believe in the KISS principle. Keep It Simple Stupid. Adhere 80% or above and you will see results regardless where you start.

2. Develop the correct expectations. The goal here is to completely transform your nutritional habits over 12 weeks, not deliver temporary short-term results. This is not a cleanse or “14 Day Fat Loss.”

3. Don't overthink your fitness. Nutrition will drive the majority of changes you see in your body, but fitness must support it. Any P360 class formula you choose will support your goals. However, we recommend that you not miss days where there is a barbell lift, as those drive adaptation better than anything else that we offer.

4. What happens if I go off the rails at some point?

A bad day or week will not derail your progress. It happens to us all. Nutrition is not an all or nothing endeavor. It's about positive habits and consistency, not absolutism!

Why is Muscle Important?

Muscle helps determine our body's Resting Metabolic Rate. The more muscle that we have, the more calories we burn and “healthier” our metabolism.

IN PRACTICAL TERMS

140 Pound Woman (Week 1)

75%
MUSCLE

25%
FAT

140 Pound Woman (Week 12)

80%
MUSCLE

20%
FAT

Adding muscle doesn't always mean gaining weight. Sometimes, it's simply a “re-composition” of the same weight that leads to a more active metabolism, higher health, and favorable body composition.

4-WEEK ADHERENCE CHART

GOAL: 80% ADHERENCE AFTER 4 WEEKS

These adherence charts can be used for all three system blocks.

You may also use a separate chart to track your drinks, as well.

	MEAL 1	MEAL 2	MEAL 3	MEAL 4	MEAL 5	MEAL 6	SCORE
EXAMPLE	Y	Y	Y	N	x	x	3/4
MON							
TUES							
WED							
THUR							
FRI							
SAT							
SUN							
SCORE							
MON							
TUES							
WED							
THUR							
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SUN							
SCORE							
MON							
TUES							
WED							
THUR							
FRI							
SAT							
SUN							
SCORE							



GROUP COACHING

Interested in a more hands-on experience with guidance, education, and accountability?

Our 11-Week Group Coaching Blocks may be for you.

BECOME MORE NUTRITION COACHING

BLOCK 1 STARTS: Thursday, January 10th

COMMUNITY // SUPPORT // EDUCATION

FOCUS: GROUP COACHING

TIMELINE: 11 WEEKS

COST: \$79/MO* + Membership

HOW IT WORKS:

Open Enrollment period will occur Jan. 2nd - 6th.

BLOCK 1 will begin with an introductory meeting **Thursday, Jan. 10th at 7 pm.**

From there, we will meet every Thursday at 7 pm to learn one of 11 BecomeMore Nutritional Courses, a coached Q&A session, and a group workout towards goals.

**\$79 is the inaugural price only. The next 11-week group will be \$99/mo. in April.*



GOAL: 80% OF DAYS WITH CORRECT CALORIE INTAKE FOR 4 WEEKS

WHAT IT INCLUDES:



WEEKLY
NUTRITION
CLASS



WEEKLY
BODY SCANS



GROUP
ACCOUNTABILITY



FACEBOOK
PAGE SUPPORT



PERFORMANCE
BASELINES



BLOCK
AWARDS



POSITIVE
COMMUNITY

SAMPLE PROGRAM OVERVIEW

1/10, COURSE 1: INTRO & OBJECTIVES

program goals, expectations,
strategy

1/17, COURSE 2: THE BASICS

portion size, water, sleep, fitness

1/24 COURSE 3: ENERGY BALANCE

resting metabolic rate, thermic effect of
eating, physical activity.

1/31, COURSE 4: MICRONUTRIENTS

vitamins and minerals

2/7, COURSE 5: MACRONUTRIENTS

protein, fat, carbohydrates

2/14, COURSE 6: SUPPLEMENTS

who, what, when

2/21, COURSE 7: CALORIES IN VS. CALORIES OUT

modern problems and solutions

2/28, COURSE 8: MACRO GENERAL APPROACH

accuracy & mindset

3/7, COURSE 9: DINING OUT

re-introduction and how to do it properly

3/14, COURSE 10: MEAL TIMING

who is it for, training vs. non-training days

3/21, COURSE 11: CLOSING CEREMONIES

recognition, awards, progress

*Not an accurate schedule. Meant to illustrate our
general approach and content.

meeting format:

THURSDAYS, 7 PM @ CROWN POINT

Group Work
Weekly 101 Course
Group Workout
Q&A
Weekly Assignment

reasons to enroll:

1. Learn about nutrition.
2. You want help with goals.
3. Help with commitment.
4. Develop lifelong habits.
5. Step-by-step guidance.
6. Accountability & community.

reasons not to enroll:

1. Expecting one-on-one coaching.
2. Expecting meal plan prescriptions.
3. Expecting fast results.
4. You prefer not to be part of a group or aren't ready to change.

NUTRITION TEAM



ASHLEY PRITZ

Coach Ashley's undergraduate education in Nutritional Studies, past experience training for physique competitions, 6 years experience as a P360 member, and current coaching role at Performance360 all influence and drive her passion to see other's succeed with food habits.

Ashley is currently enrolled in the prestigious Precision Nutrition Coaching program, and has worked with many new members on their nutrition approach over the past 12 months.



DAVE THOMAS

A past Certified Nutritional Consultant, and currently enrolled in the Precision Nutrition Coaching program, Dave has coached many clients and members to success over the past 8 years using simple methodologies and easy adherence.



LENNY WEINER

A Precision Nutrition Level 1 Coach, Lenny comes from a bodybuilding educational background and founded our first formal nutrition coaching program. Lenny delivered outstanding results for men and women across many different levels of experience and goals, and acts as an indirect advisor to the nutrition program.

QUESTIONS?

EMAIL:

ASHLEY@PERFORM-360.COM