

Travis Stoetzel's

28 DAY

**ARMY**

4 WEEKS TO STRONG RIPPED MUSCLE



**MEAL PLAN**



# The 28 Day Nutrition Plan

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# The 28 Day Nutrition Plan

## The 28 day Muscle Meal Plan

One of the main reasons **The 28 Day** Athletic Muscle Formula was so successful with the people that went through the entire program is largely due to **The 28 Day** Athletic Muscle Formula *meal plan*.

The meal plan below was specifically designed to help you melt fat off your body, build more strength, as well as gain and retain lean muscle through strategically placed HIGH, LOW, and NO carb days. It's extremely important you follow it as closely as possible.

**When striving to achieve superb results, nutrition is always the foundation. Without a solid nutritional plan, your results will suffer.**

Everything you do involving training revolves around the nutrition you supply your body with and from here on out, think of food as a fuel source. **The 28 Day** Athletic Muscle Formula meal plan was specifically designed to help properly fuel you for the rigorous workouts contained within the next 28 Days.

**The 28 Day** Athletic Muscle Formula meal plan is NOT a diet! **It's a LIFESTYLE!**

A wise thing to do would be to learn the basic principles and start applying them to your way of living and more specifically, the way you feed your body. Yes, this meal plan will be tough to follow but, after you complete **The 28 Day** Athletic Muscle Formula you'll want to keep going because after your body adapts to this way of eating, you'll have more energy, feel more alive, and stronger!

You not only have more energy but you'll be a ton healthier as well! After you stick to **The 28 Day** Athletic Muscle Formula meal plan, you'll see drops in blood pressure, bad cholesterol, decreases in body fat, and increases in lean muscle. The benefits go on and on!

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The main focus of **The 28 Day** Athletic Muscle Formula meal plan is to move more towards a Paleolithic type eating style while rotating your best carb sources through HIGH, LOW, and NO Carb Days. Alternating your days like this helps speed fat loss as well as helps control your blood sugar level.

**The Paleolithic influence helped develop the base of The 28 Day** Athletic Muscle Formula meal plan in that it calls for lots of lean meats, healthy fats, plus tons nutritious green, non-starchy vegetables.

To help maintain and gain muscle mass, the **High Carb Days** are strategically thrown into **The 28 Day** Athletic Muscle Formula to help increase sources of energy via healthy starchy carb sources.

For the **LOW Carb Days**, healthy sources of fats are included in to help keep calories and energy sources high. The old saying, “Eat Fat to Burn Fat” holds true in this case!

Finally, the **NO Carb Days** are strategically placed within **The 28 Day** Athletic Muscle Formula to help specifically incinerate fat. For most people these days will be tough but, just think to yourself the hunger you may feel on these days for carbs is nothing more than a byproduct of getting shredded! ;)

Overtime, you’ll get used to this style of eating and experience all of the complete benefits! With any type of new eating style, it will take time to get used to and implement into your everyday routine. Give it time and make it happen!

**This is the GAME changer! Nutrition is key!**

**\*\*QUICK NOTE TO THOSE THAT ARE AFTER PURE MUSCLE GAIN (AKA Hard Gainers)\*\***

Feel Free to SKIP out on the low carb days to avoid possible weight loss. If you’re a “*hard gainer*”, focus on eating MORE of everything and especially more clean sources of starchy carbs, especially on training days. See more details [HERE](#).

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## 28 Day Muscle Supplementation

Over the years being in sports and even bodybuilding, I have tons of experience with supplements both good and bad. On one side of the road, I love supplements (those that do what they say they'll do) and to be honest, without the use of quick and convenient protein shakes, meal replacements, vitamin packets, and fish oils, I can say with full honesty that I would not have been able to have the physique I have today without them

One the other end of the road, there's a ton of supplements out there that are pure garbage. They're filled with tons of mixers and unknown ingredients and often not filled with what is on the label. Lots of those companies are out there to make quick and dirty cash, but I'm totally against them! I'm about quality products and results!

Having mentioned all that, if chosen wisely and used correctly, supplements can make **The 28 Day** Athletic Muscle Formula **EVEN** more productive and accelerate your progress.

Anyway, I only recommend a few different companies but the one I recommend the most, is [Pro/Grade](#).

I personally use Pro/Grade and it's what I recommend to my clients in general and more specifically for use with **The 28 Day** Athletic Muscle Formula

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## **The Main reasons I recommend Pro/Grade:**

- They are a certified GMP “A” rated manufacturer). What’s this mean?? Well, GMP stands for “Good Manufacturing Practices” and with this rating, you know for certain that you’re getting exactly what the label says—and nothing it doesn’t—every single time.
- The products they do create are quality. They’re not out producing all these special concoctions of creatine and protein all blended together , magical berry drinks, or miracle cure pills. They produce the basics needed for great results.
- Both my clients and myself have seen the results their products help produce.

One more thing which I need to be up front about is that I’m a *Pro/Grade partner*, which simply means if you buy some Pro/Grade from me on this site or wherever else I promote it, I’ll make a bit of money. I’ve chosen to go with them because I trust them and from that, they reward me for helping get their quality products into the hands of my clients.

Now, this is not the reason I promote Pro/Grade. Far from it; I recommend them because they work. If I get paid a bit because of this, so be it! It’s just a nice bonus I guess!

To be totally honest, I’ve had tons of offers to sell different products through my gym and on my blog, but this is the company I’m choosing to stick with!

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The specific supplements that I'd like you to order for **The 28 Day** Athletic Muscle Formula are:

**(From the most essential and rank of importance)**

1. [Prograde/Protein](#) - This is the game-changer! Their delicious protein powder (which they cleverly named "Protein") is easy to mix and very tasty. It's the essential protein you'll need especially on your low carb day (Prograde/Grade Protein has less than 1 gram of carbs)

The workouts I have laid out in **The 28 Day** Athletic Muscle Formula are grueling and demanding, and if you want to be able to recover properly to hit the next workout in line, this is the answer you need – Pro/Grade Protein.

It's essential to get in a pre-workout meal in and the more I've learned and Formulated with myself and my clients, I know this stuff makes a difference!

Of course, having once been a broke college kid who spent way too much of my money on enough of the stuff that didn't work, I know that supplements can be an expense and I know it adds up.

One thing to realize is that the pre/post workout beverage, meal replacement drink, and meal replacement bars are all food—in essence, you are substituting them for MEALS. In many, many cases, you're actually spending less on a serving than a meal would cost. And of course they're convenient and effective.

2. [EFA Icon](#) – This is not just your run of the mill fish oil. It actually an ultra distilled form of KRILL oil (which has recently been shown to contribute to greater fat loss in rats), which is not only extremely potent but also has no toxins such as trace mercury, etc. Two small pills equals 10 large fish oil capsules and only .5 grams of total fat.

Supplementing with Krill oil will also helps fight inflammation of the body and helps keep your heart healthy as well.

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Like I said above, Pro/Grade a kick-ass company. No BS contracts or anything; it's easy to cancel and stop shipments. Just saves you a huge amount of money, especially with the free shipping. Their *Smart Shipper* is definitely the way to go and I highly recommend it. When you get all set up, you don't have to worry about running out of your essential supplements as they'll show up on your doorstep automatically. One less thing to worry about...

Again, they're great and they treat me well, so click here to check out what they've got.

### [Pro/Grade Nutrition](#)

3. [Athletic Greens](#) – Now, I know for a fact not every out there gets in enough greens, including myself! That's why I take Athletic Greens, which is your personal guarantee to help make sure you get in all the vitamins and minerals you would get if you were actually be eating all the veggies you're supposed to. This is a quick drink you can mix and take with you on the go to ensure you get what you need.

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## High Carb Day

### Breakfast / Pre Workout

- 2-4 Scoops Pro/Grade Protein mixed with 1 cup of Plain Almond Milk
- 1/4 cup of quinoa OR steel cut oats OR ½ can of pumpkin
- 1 Scoop Athletic Greens (always take 1<sup>st</sup> thing in AM NO matter what!)
- EFA Icon OR 1 tbsp Udo's Oil OR Omega 3 Blend

### Post Workout / Breakfast:

- 1/4 cup of quinoa OR steel cut oats OR ½ can of pumpkin
- 2-3 Whole Omega-3 Eggs + 2-3 Omega 3 Egg Whites
- 1/2 Tbsp of Extra Virgin Olive Oil OR UNREFINED Coconut Oil
- Unlimited Greens\*
- BCAA's

### Mid AM Snack:

- 2-4 Scoops Pro/Grade Protein mixed with 1 cup Almond Milk
- 3-4 oz chicken or turkey

### Lunch:

- 6-8 oz. chicken, turkey, pork, fish or seafood
- 1/2 Tbsp Extra Virgin Olive Oil OR UNREFINED Coconut Oil
- Unlimited Greens\*
- 1 medium sweet potato steamed OR ½ can of organic pumpkin

### Dinner:

- 6-8 oz. grass-fed beef/bison or wild salmon
- Unlimited Greens\*

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- 1 sweet potato OR ½ can of pumpkin \*\*Take BCAA's before bed

## Low Carb Day

### Breakfast / Pre Workout

-2-4 Scoops Pro/Grade Protein mixed with 1 cup of Almond Milk

-1/4 cup of quinoa OR steel cut oats OR ½ can of pumpkin

-1 Scoop Athletic Greens (always take 1<sup>st</sup> thing in AM)

-BCAA's

- EFA Icon OR 1 tbsp Udo's Oil OR Similar Omega 3 Blend

### Post Workout / Breakfast:

-4-6 Whole Omega-3 Eggs

\*\*\*1/4 cup of quinoa OR steel cut oats OR ½ can of pumpkin – If extremely weak and tired, add this in – If not DO NOT add in. Go by feel.

- 1/2 Tbsp Extra Virgin Olive Oil OR UNREFINED Coconut Oil

- Unlimited Greens\*

-BCAA's

### Mid AM Snack:

-2-4 Scoops Pro/Grade Protein \*\*mixed with only water

-Handful of Nuts (Almonds, walnuts, macadamias, sunflower seeds – NO peanuts, cashews)

### Lunch:

- 3-4 oz. chicken, turkey, pork, fish or seafood

- 1/2 Tbsp Extra Virgin Olive Oil OR UNREFINED Coconut Oil

- Unlimited Greens\*

-1/2 avocado

### Dinner:

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- 6-8 oz. grass-fed beef/bison or wild salmon
- Unlimited Greens\* \*\*BCAA's before bed

## NO Carb Day

### **Breakfast / Pre Workout**

- 2-4 Scoops Pro/Grade Protein \*\*mixed with water
- 1 Scoop Athletic Greens (always take 1<sup>st</sup> thing in AM)
- BCAA's
- EFA Icon OR 1 tbsp Udo's Oil OR Similar Omega 3 Blend

### **Post Workout / Breakfast:**

- 4-6 Whole Omega-3 Eggs
- 1/2 Tbsp Extra Virgin Olive Oil OR UNREFINED Coconut Oil
- ½ Avocado
- Unlimited Greens – Just stick with green leafy veggies on this day
- BCAA's

### **Mid AM Snack:**

- 2-4 Scoops Pro/Grade Protein \*\*mixed with water
- 3-4oz. chicken or turkey

### **Lunch:**

- 6-8 oz. chicken, turkey, pork, fish or seafood
- 1/2 Tbsp Extra Virgin Olive Oil OR UNREFINED Coconut Oil
- Unlimited Greens - Just stick with green leafy veggies on this day

### **Dinner:**

- 6-8 oz. grass-fed beef/bison or wild salmon
- Unlimited Greens - Just stick with green leafy veggies on this day

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# The 28 Day Nutrition Plan

\*\*BCAA's before bed

## IMPORTANT NOTES

**Unlimited Greens:** Focus on fibrous, cruciferous green veggies like broccoli, spinach, asparagus, green beans, green leafy lettuce, cauliflower, and unlimited Vegetables in general

**"NO-NO Veggies"** - ABSOLUTLY NO corn, peas, carrots, beets, or white potatoes while on this plan!!!

**Pre Workout** – If you're on-the-go and have ZERO time, grab a shake for pre workout OR for breakfast – It's CRITICAL you eat breakfast and eat BEFORE workouts!!!

Your weeks will look like this:

WEEK 1 and 2

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
High Carb Day	No Carb Day	Low Carb	Low Carb	High Carb Day	Low Carb Day	No Carb Day

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
HEAVY / Intense Day	High Intensity Day	POWER / Muscle Day	Active Recovery	HEAVY / Intense Day	High Intensity Day	OFF – SMR / Stretching

Week 3 and 4

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
High Carb Day	No Carb Day	Low Carb	No Carb Day	Low Carb Day	Low Carb Day	No Carb Day

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
HEAVY / Intense Day	High Intensity Day	POWER / Muscle Day	Active Recovery	HEAVY / Intense Day	High Intensity Day	OFF – SMR / Stretching

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## The 28 Day Nutrition Plan

# ADDITIONAL Muscle Saving Supplements

As you've noticed, you're basically eating protein, healthy fats, and a few carbs here and there. I suggest you include some of the following supplements to combat cravings, make up for lost nutrients to avoid deficiencies, and provide energy to still train INTENSE.

**Athletic Greens** – As I've mentioned above, this is your insurance policy. With all the other foods you'll be cutting out, Athletic Greens will help ensure your getting all the essential vitamins and nutrients your body needs. For more info on Athletic Greens, click [HERE](#).

**Caffeine** - Aim for 200-400 mg 30-60 minutes before your workouts especially when your feeling gloomy. Your body is running on very low energy so you need every boost you can get. Plus the caffeine will provide some muscle-strengthening benefits to maintain your intensity. Best sources are from Green Tea Extract or simply from a fresh cup of coffee minus all the extra crap fillers. The best supplements source that combines all the essentials you need I have found [HERE](#).

**BCAAs** - Branch-chain amino acids act as a muscle shield for your muscles when your low on carbs and fats. These are essential if you trying to burn fat and retain your muscle. The best BCAA's I have found and personally recommend are [HERE](#).

**Omega-blend** - A another good product to make sure you get in your essential fatty acid's is Udo's Oil which contains a blend of omega-3s but also omega-6s which your body will become deficient in on this eating plan. If you don't use Udo's Oil, look for a omega-3/omega-6/omega-9 blend that will help cover all your bases. Include a tbsp with your breakfast, lunch and dinner (as in the meal plan).

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## ADDITIONAL FAQ'S

### ***What's Athletic Greens and why should I be taking it?***

Athletic Green's are a quick and healthy way to get in all your essential vitamins and nutrients needed from raw vegetables. Do you eat ALL the veggies you need each and every day?? No one does so this is the best way to assure you're getting all the essential needed from eating ALL your veggies.

This is NOT mandatory, but if you want the absolute BEST results, it is mandatory if you get my drift....

### ***I'm EXTREMELY hungry on this meal plan! What do I do?***

Increase you Protein consumption FIRST by adding in a few more ounces of lean meat or adding in a protein shake later in the day. You can ALWAYS increase your veggie intake without worrying as most greens are a FREE food. The absolute last resort is to increase your healthy fat intake by a few servings.

### ***I'm a "HARD GAINER" and I'm looking to specifically gain more muscle rather than lose fat, or if this is just my overall goal, how should I use this meal plan?***

The main thing you'll want to focus in on if you're overall goal is to gain more muscle, is to EAT MORE. Simply put, increase your serving sizes to ensure your getting in enough calories from GOOD, WHOLESOME foods. You can gain a great deal of muscle while following this meal plan.

I would also recommend that to SKIP out on the "No-Carb" days if you're already to your desired bodyfat % or if you want accelerated muscle gain.

### ***I can't eat all the food that is prescribed! What do I do?***

This is OK. Just cut back on the serving sizes a bit and adjust as need be. I would HIGHLY recommend trying to eat what it prescribed first and adjust from there.

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## ***What do I do if I'm starving before bed??***

First option is to eat some sort of LEAN protein source. You're next option would be (only if you're on a low carb day) eat some almond butter, a handful of almonds, walnuts, ect or some other source of healthy fat.

This will fill your stomach and keep you satisfied by morning. If you continue to be extremely hungry at night, increase you serving sizes by just a small amount each

## ***How do I adjust the eating plan according to when I workout?***

If you workout in the AM – follow the meal plan as is – Do the pre-workout meal at least 20-30 mins before training, then make sure to have your post workout meal within 30-45 mins after your workout.

For workouts in the PM, Lunch, or any other time – adjust the meal plan by eating the 'breakfast / post-workout meal' first thing in the AM w/ your Greens Supplement (IF available). Next, follow the meal plan as is and workout. You DO NOT need a pre workout meal when training later in the day. **Use the pre workout meal as your post workout meal** as it contains your fast absorbing protein shake which will be essential to get in after your late workout.

## ***How much water should I be drinking with this?***

Your goal is to drink AT LEAST 128 ounces a day. You should be peeing clear most of the time. ;) The more hydrated you are, the more efficiently your body will work at retaining and repairing muscle and burning fat.

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## ***What If I HATE the foods that are listed and can't eat them to save my life?***

Choose something to exchange it with from the [The 28 Day Athletic Muscle Grocery List](#) seen below under the same category the food you can't stand to eat is listed under. Bottom line, lose the excuses and make it happen ;)

## ***Are the Supplements you recommend the ONLY ones I can take on this plan?***

Absolutely NOT! Some people will NOT have access to these depending on where they live in the world as these are simply my recommendations based off of the *real world results* I've seen from these different select supplements. Feel free to use replacements that are of EQUAL quality, but I can't be so sure that you'll be able to find one's that are of better quality... If you do, please let me know!

## ***Are Supplements absolutely Mandatory??***

ABSOLUTELY NOT! Again, this meal plan has been tried and tested with unbelievable results so if you can manage to follow the program to a "T", do it! Supplements can get expensive so if you can't afford all of the essentials, no worries. If not, just follow it as closely as possible!

## ***Must I go Organic?***

No, but this is HIGHLY recommended! I know it's a little pricier but the payoff is your HEALTH! The most important foods to go healthy with are your veggies and meats. Veggies are a whole lot easier to get organic so when you can, do it!

HAVE ADDITIONAL QUESTIONS??? Email me at [travis@28daymuscle.com](mailto:travis@28daymuscle.com)

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## The 28 Day Athletic Muscle Grocery List

### Meats / Proteins

- Omega 3 CAGE FREE Eggs
- Grass Fed Beef – go with 85-97% LEAN (OK if it's a bit fattier if Grass Fed)
  - If NO grass fed beef is available, just go with 93% LEAN or above ONLY
- Can choose wild game meat as well (BEST option) – bison, buffalo, elk, deer
- Organic Chicken Breast
  - If NO organic options are available, go with regular 99% fat free chicken breast
  - Avoid packaged / sliced deli varieties
- Fresh Ground 99% LEAN Turkey Breast, Cutlets, or Patties
- Pork Loins
- Bacon (the REAL stuff) – ONLY in moderation
- Fresh caught Salmon, Tuna, Mahi Mahi or Tilapia (Try to go for fresh caught NOT Farmed)
  - Canned Tuna is your LAST RESORT with fish – make sure it's in WATER NOT Vegetable Oil

### **AVOID :**

- Most deli meats (too much sodium)
- Fake bacons and ALL sausages (too many fillers, extra sodium, and fat)

### Healthy Fats

- UNREFINED RAW Coconut oil
- Extra Virgin Olive Oil
- Fresh Organic Avocados
- UNSALTED RAW Nuts and seeds – almonds, macadamias, sunflower seeds, walnuts, pumpkin seeds, pine nuts
- Any butters of the nuts above (CHECK labels for added sugars!!!)
- Udo's Oil – plant based Omega Blend

### **AVOID:**

- Over consumption!!!!
- Peanuts and cashews and any salted variations of nuts

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## GOOD Veggies (Unlimited Greens)

\*\*\*\*Highly recommended you go ORGANIC but if you can't, that's ok

- Organic Spinach
- Organic Field Greens Mixtures (cabbage, lettuce, spinach, ect)
- Organic Kale
- Organic Red or Green Cabbage
- Organic Broccoli
- Organic Cauliflower
- Anything else that is ORGANIC, green and leafy but NONE of the following:
  - White Potato
  - Peas
  - Carrots
  - Corn
  - Beets

\*\*\*These are your "No-No Veggies"

## STARCHY Muscle Saving Veggies (Only on High Carb Days)

- Organic Quinoa (BEST CHOICE)
- Organic Sweet Potato
- Squash
- Canned Organic Pumpkin – check label to make sure ONLY pumpkin is in the ingredients
- Steel Cut Oats

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## The 28 Day Nutrition Plan

BOTTOM LINE – STICK TO THE PLAN, BE CONSISTENT, and BE DISCIPLINE! The rest will Fall Into Place.

NUTRITION IS ULTIMATE KEY TO YOUR SUCCESS!

Treat it just like you do with your training as Every day is a battle both in and out of the gym!

Go H.A.M.

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