



5 Tips for General Weight Loss Newsletter Volume 01

1.) Find you maintenance caloric intake

- This can be very overwhelming and daunting, but is very simple if you have the proper gameplan.
- Most people *overeate* or *undereate* when they're trying to lose weight because they don't have proper regulation of their caloric needs. Below are two plans of action that you can take to find your proper maintenance.

A.) Track your food intake for one week without regulating calories while also weighing yourself everyday.

Track serving size, portion, and frequency of meals but do not restrict your eating. Evaluate your average caloric intake for the week in comparison to how your weight fluctuated.

If your weight stayed relatively the same with your eating patterns, you can assume that you ate at maintenance. If you gained or lost weight, you have to adjust your calories accordingly.

B.) Find your TDEE maintenance and eat at caloric recommendations for a week.

You can find your Total Daily Energy Expenditure (TDEE) online by plugging in your height, weight, age, and activity level, and it will give you an estimation of your caloric needs for maintenance based on your parameters.

However, your TDEE does not take into account your metabolic efficiency, hormone regulation, or bioavailability of nutrients, so it is not the absolute mecca for maintenance regulation.

We recommend that clients find their maintenance via the online program, and eat at this “maintenance” for a week to regulate how accurate it is. Just like stated in part “A”, you can adjust your calories accordingly based on how your body reacts to your setpoint.

Note*: Calories in vs Calories out is an effective way to regulate and treat weight loss and metabolic syndromes, but it is not always specific to the user. Everyone's bodies act in different ways and react to different foods accordingly. These are broad recommendations, but act as a great way to initiate proper habits and lifestyle changes to produce results within a few weeks of consistent production.

2.) Develop a SMART goal

You cannot get to your destination without a roadmap. Most people have a goal in mind, but do not have the specificity to produce long term production and proper execution.

We recommend that client’s take the proper time to reflect on why they haven’t seen change in the past and present, and develop a SMART goal to reach their desired wellness setpoint.

SMART:

Specific: It seems fairly simple, but your goal must be specific. Clients will lose interest and motivation to tackle their goal with their best effort if it doesn’t apply to their current situation. If a client just wants to lose weight, that’s good, but it’s not specific enough for justifiable change. Instead, we recommend that somebody changes their goal to something like “I want to lose 15 pound by” or “I want to lose 5% bodyfat before....”

Measurable: Just like we briefly touched on above, having a measurable goal will provide more incentive for clients to maintain proper execution throughout their weight loss journey. While having goals like “I want to feel better” or “I want to be healthier” are good goals, they don’t provide a measurable outcome to work towards. Instead, develop a goal such as “I want to be able to run 1 mile in under 12 minutes by ...” or “I want to stick to my diet plan for 10 weeks.”

Attainable/ Realistic : Attainability plays a huge role in the effectiveness of one's goals and aspirations. We understand that people typically want to make a drastic change to their lifestyle and want to demand change for themselves, but it takes proper time and consistency to see results. With that in mind, you must have attainable and realistic expectations for your weight loss protocol. For example, it is not realistic to lose 20 pounds in two weeks or even one month. That is not an attainable or realistic goal. However, losing 12 pounds in 12 weeks is a very realistic and attainable goal that can be accomplished with the right execution. It is vital to have grounded expectations for yourself so that you do not become overwhelmed and anxious to see drastic changes. The goal is to educate our clients so that they can make lifestyle changes on their own, and fall in love with the process of bettering their own health and wellness. The process will be slow but worth the time when the end product is achieved.

Time Oriented: Arguably the most important step in the SMART goal process is how time oriented your goals are. This pillar goes hand in hand with how realistic and attainable your goals are. Giving yourself a timetable to initiate change will provide yourself with a constant reminder of what you're working towards. For example: somebody could say they want to lose 10 pounds, but by when? That's not a specific or time oriented goal. However, if you want to lose 10 pounds by New Years, that is a specific and time oriented goal. Once you have your timeline in play, you can map out your plan and calculate all the numbers you need to reach your goals. For example, if you want to lose 10 pounds within 5 weeks, you know that you need to lose 2 pounds per week, so you can modify your diet, cardio regimen and workout routine to ensure that you reach your deadline.

3.) Increase your N.E.A.T

Your Non- Exercise Activity Thermogenesis (N.E.A.T) is any activity other than sleeping, eating, or purposeful physical activity. Your NEAT makes up nearly 60% of your day (assuming you sleep 8 hours), so it has a large role on your energy balance.

That is why you may sometimes hear that somebody that works a manual labor job such as landscaping or maintenance may be able to eat much more than the average person. They are expending many more calories from their NEAT when compared to the average adult. The average adult sits for nearly 8 hours everyday, so it is vital for adults to inc

There are 4 main parameters for regulating your TDEE (Energy Balance)

- 1.) BMR*
- 2.) NEAT*
- 3.) Exercise*
- 4.) Thermic Effect of Food*

Things that are considered NEAT activities

- Washing your car
- Cutting the grass
- Gardening
- Going for a walk
- Dancing
- Raking leaves
- Vacuuming

Hypothetical Situation: If you increase your N.E.A.T by 500 calories per day, you would be able to lose 1 lb of fat in one week considering your maintenance calories and sleep are adequate. Imagine if you did that for 3 months. That's nearly 12 pounds of fat loss, which would completely change how you appeared and felt.

4.) Increase your Sleep

Most exercise physiologists and healthcare professionals would argue that sleep is the most important pillar in weight loss, and has the largest influence on things such as emotional, mental, and physical health.

If we are talking specifically about weight loss, sleep can make or break your ability to maintain and execute on a desired goal /plan.

Sleep deprivation has been shown to increase your two hunger hormones called "Ghrelin and Leptin"

Leptin: Is an adipose fat cell that inhibits chemical messengers to tell your body that you are full or satiated with your meal. When you are awake for longer, you have decreases in leptin and the overall sensation of being full after a meal.

Ghrelin: Produced by endocrine cells in the GI tract, ghrelin regulates your hunger within your body, and sends signals to your brain when you're hungry. When you are sleep deprived, your body produces more ghrelin, making the sensation of hunger much more prevalent.

Note*: Additionally, if you think of weight loss and sleep from a simplistic perspective, the longer you are up throughout the day, the more opportunity you have to get bored, distracted, or influenced to eat when you are not actually hungry. So, next time you are up until 3am, just remember this newsletter.

5.) Increase Protein Consumption

- Protein has the highest thermic effect of food out of all the 3 main macronutrients plus alcohol.
- It is estimated that an individual burns nearly 20-30% of the calories consumed from protein to help break down and absorb the nutrients within.

Additionally, when attempting to lose weight, it is extremely important to maximize the amount of muscular tissue that is maintained throughout the deficit phase. That being said, an individual must increase their protein consumption to help regulate this. If somebody were to lose 20 pounds in total and 15 pounds of that being muscle mass, they would arguably look worse than they did before. That is why starvation diets as well as large caloric deficits often do not work with body recomposition phases.

Foods with a large protein to calorie ratio:

- *Fish*
- *Red Meat*
- *Chicken*
- *Greek Yogurt*
- *Whole Milk*
- *Whey Isolate Protein*
- *Eggs & Egg Whites*

Resources:

Thank you for your interest in our newsletter!
Newsletters are released every Friday at 11am EST.

If you enjoyed the content provided today and are interested in further guidance in meeting your health and fitness goals, contact us via one of the following resources.

Email: alex@ellisonperformance.net
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Social Media:

ellison_performance on Instagram
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