

# Fat Loss Macros Made Easy



# WHAT ARE MACROS?

Macro is short for "macronutrient"

Macros consist of the proteins, carbohydrates, and fats that make up the food we eat.

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## WHAT'S SPECIAL ABOUT EACH MACRO?



Protein is the building blocks of muscle.



Carbohydrates are our body's preferred energy source.



Fat helps with brain function, hormonal regulation and vitamin absorption.

# WHAT ABOUT CALORIES?

You might be asking "What about calories? Don't they determine weight gain and loss?"

Yes! Each type of macro contains a certain amount of calories:



1 GRAM OF  
PROTEIN  
= 4 CALORIES



1 GRAM OF  
CARBOHYDRATE  
= 4 CALORIES



1 GRAM OF FAT  
= 9 CALORIES

# HOW DO WE CALCULATE CALORIES?

Let's say a food contains 20 grams of fat. We now know that each gram of fat has 9 calories.

So how many calories would it have?

**[20] grams of fat x [9] calories per gram = [180] calories**

**If we multiply how many grams of fat (in this case 20) by the number of calories in a gram of fat (9) we get 180 calories.**

**We could do the same thing for carbs and proteins by multiplying by 4 instead of 9!**

## Let's calculate breakfast!

**Using the calculation above and your knowledge of how many calories are in each macro, calculate the total calories of this breakfast!**

### **2 Eggs Contain:**

12 GRAMS PROTEIN  
AND 10 GRAMS OF FAT



### **2 Slices of Toast Contain:**

4 GRAMS OF PROTEIN, 38 GRAMS  
OF CARBS AND 1 GRAM OF FAT



### **A Pat of Butter Contains:**

12 GRAMS OF FAT



# WHAT ANSWER DID YOU GET?

Let's see how it all adds up:

Remember that

**each gram of protein = 4 calories,**

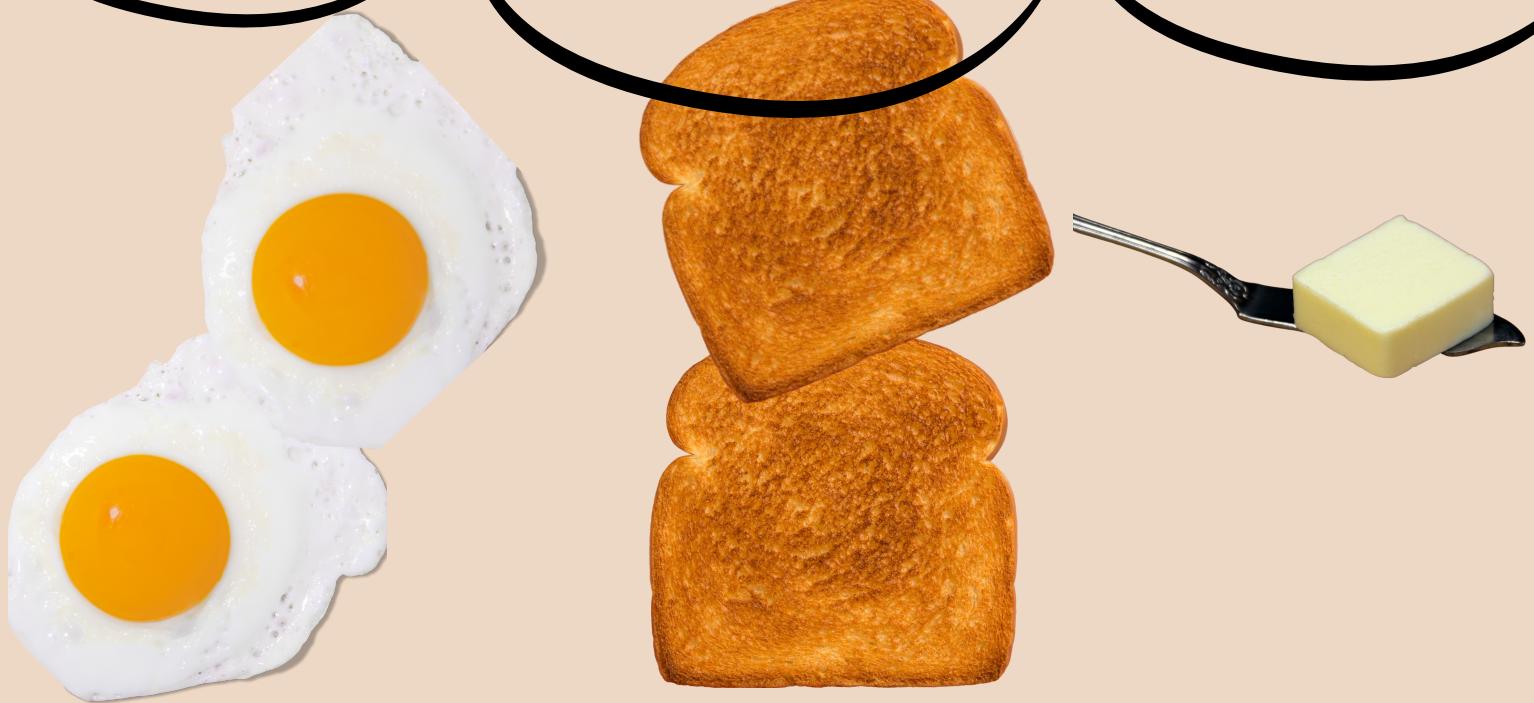
**each gram of carbs = 4 calories**

**each gram of fat = 9 calories**

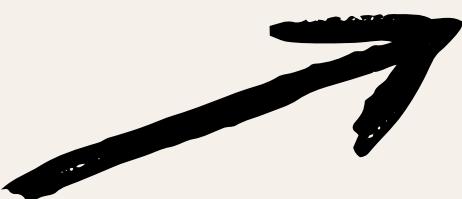
12 GRAMS PROTEIN = 48  
10 GRAMS OF FAT = 90

4 GRAMS OF PROTEIN = 16  
38 GRAMS OF CARBS = 152  
1 GRAM OF FAT = 9

12 GRAMS OF FAT = 108



Added all together you get 423 calories.



# HOW DO I CALCULATE MY MACROS FOR FAT LOSS?

1

Determine your daily caloric needs to get you in a calorie deficit:

**To calculate a starting point, use the following calculation:**

**Goal body weight\* x 12**

**\*Goal body weight does not have to be your ending goal weight. It can be a preliminary number that allows you to eat a higher number of calories while still being in a calorie deficit.**

FOR EXAMPLE, A 170-POUND PERSON WHO INITIALLY WANTS TO LOSE 10 POUNDS WOULD CALCULATE:  $160 \times 12$  TO GET THEIR DAILY CALORIE INTAKE OF 1,920 CALORIES.

2

Next, calculate how much protein you will need to eat daily

**To calculate daily protein (in grams), use the following calculation:**

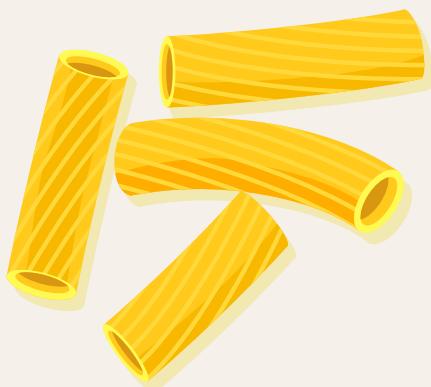
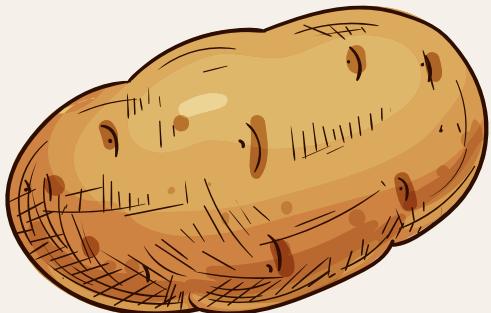
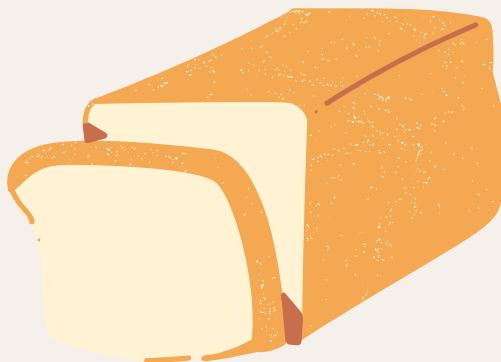
**Goal body weight x 1**

USING THE SAME EXAMPLE ABOVE, A 170-POUND PERSON WHO WANTS TO LOSE 10 POUNDS WOULD CALCULATE:  $160 \times 1$  TO GET 160 GRAMS OF PROTEIN DAILY.

3

## Track **Total Daily Calories and Protein** in an App or a Spreadsheet

So long as you are tracking your **TOTAL CALORIES** and your **TOTAL GRAMS** of **PROTEIN** daily and **hit these numbers CONSISTENTLY**, carbs and fat macros do not need to be tracked (we'll talk about why in a moment).



# WHAT'S THE BIG DEAL ABOUT PROTEIN?

## WHY IS IT SO SPECIAL?

1. Protein is the only macronutrient that will keep you feeling fuller for a longer period of time. When in a calorie deficit, this is going to be super important!
2. Protein helps us builds muscle! The more muscle we have, the more calories we burn.
3. Protein has the highest thermic effect out of all the macros. Our bodies have to work harder to digest it which means more calories burned.

## WHY DON'T WE HAVE TO TRACK CARBOHYDRATES AND FATS?

WE HAVE GOOD NEWS.

RESEARCH SHOWS THAT PEOPLE LOSE ABOUT THE SAME AMOUNT OF WEIGHT ON LOW CARB OR LOW FAT DIETS.\* SO, YOUR CARB AND FAT RATIO SHOULD BE BASED ON PREFERENCE. CARBS ARE OUR BODY'S PREFERRED ENERGY SOURCE AND FAT HELPS US MAINTAIN CRITICAL BODY FUNCTIONS. SO, EAT THEM BOTH! JUST BE SURE TO TRACK TOTAL CALORIES AND PROTEIN. CARBS AND FAT WILL WORK THEMSELVES OUT.

\*HALL KD, CHEN KY, GUO J, LAM YY, LEIBEL RL, MAYER LE, ET AL. ENERGY EXPENDITURE AND BODY COMPOSITION CHANGES AFTER AN ISOCALORIC KETOGENIC DIET IN OVERWEIGHT AND OBESE MEN. AM J CLIN NUTR [INTERNET]. 2016 AUG;104(2):324-33. AVAILABLE FROM: <HTTP://DX.DOI.ORG/10.3945/AJCN.116.133561>

# STAY FLEXY, MY FRIENDS.

ALL FOODS CAN FIT INTO A MACRO FRIENDLY NUTRITION PLAN.



SALMON AND POTATOES  
WITH AVOCADO SALSA:  
19 GRAMS PROTEIN  
50 GRAMS CARBS  
25 GRAMS FAT

SOME FOODS WILL CONTAIN MORE MICRONUTRIENTS  
(VITAMINS AND MINERALS) THAN OTHERS.

FOR EXAMPLE, THE SALMON AND SWEET POTATO MEAL ABOVE HAS THE SAME NUMBER OF MACRONUTRIENTS AS THE PIZZA BELOW. THE DIFFERENCE IS THE PIZZA DOESN'T CONTAIN AS MANY MICRONUTRIENTS AS THE SALMON MEAL.



SLICE OF PEPPERONI PIZZA:  
19 GRAMS PROTEIN  
50 GRAMS CARBS  
25 GRAMS FAT

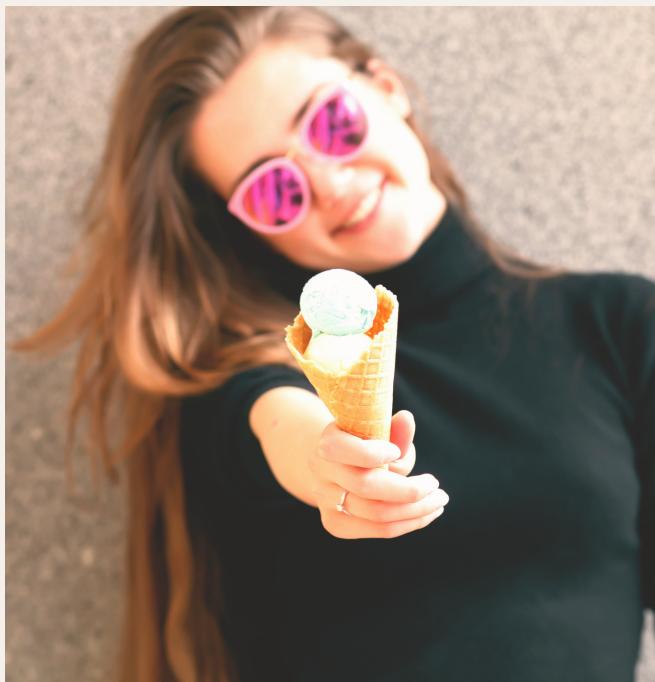
THE SALMON AND SWEET POTATO MEAL WILL PROBABLY KEEP YOU FEELING FULLER LONGER (HIGHER VOLUME) BUT BOTH MEALS CAN FIT INTO A HEALTHY EATING PLAN. MANY PEOPLE FIND THAT EATING MORE NUTRIENT DENSE MEALS 80% OF THE TIME AND HAVING PIZZA AND OTHER LESS NUTRIENT DENSE FOODS 20% OF THE TIME KEEPS THEM FEELING GOOD AND NOT DEPRIVED.

# BUT HEY, WHAT ABOUT CLEAN EATING?



Of course, we suggest that you wash your produce when you bring it home but other than that, foods are not really CLEAN or DIRTY. Foods are not "good" or "bad".

**IF SOMEONE TOLD YOU THAT YOU COULD NEVER EAT SOMETHING EVER AGAIN, WHAT WOULD HAPPEN? YOU'D PROBABLY WANT IT MORE RIGHT?**



Oftentimes, we go on and off of diets because they are extremely restrictive and promote an all or nothing mindset. By tracking macros, no food is "off limits".

# LET'S GET YOU STARTED ON YOUR JOURNEY, SHALL WE?

# USE THIS CALCULATION WORKSHEET TO FIND YOUR FAT LOSS FORMULA:

# CALORIES:

**Goal Body Weight \_\_\_\_\_ x 12 = \_\_\_\_\_**

# PROTEIN:

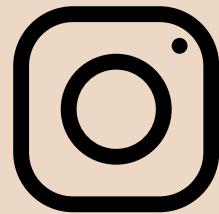
**Goal Body Weight** \_\_\_\_\_  $\times 1 =$  \_\_\_\_\_

## PRO TIP:

Apps like MyFitnessPal and Lose it! are great for tracking your calories and protein. Be sure to turn off the feature where you can add back calories burned from exercise.



# ARE YOU ON SOCIAL MEDIA? LET'S CONNECT!



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