



PLAN: STARTER

LOCK IN FOR THE **NEXT 21 DAYS**

YOUR **MACROS** FOR YOUR **COMP GOAL**:

CARBS	148 / 150	👍
PROTEIN	131 / 120	
FAT	47 / 47	👍
CALORIES	1526 / 1503	

EAT 1500 CALORIES EVERY DAY

BREAKFAST

470 CALORIES

C 42/38g P 44/30g F 16/12g **EGGS, FRUIT, MUFFIN**

egg 2 large

C 1g P 13g F 10g Cal 143

strawberry 5 large (1-3/8" dia)

C 7g P 1g F 0g Cal 29

english muffin 1 muffin

C 26g P 4g F 1g Cal 134

Milk Shake, High Protein, Chocolate 1 bottle

Core Power
C 8g P 26g F 5g Cal 170

LUNCH

470 CALORIES

PROTEIN BOWL

C 51/38g P 36/30g F 13/12g

Lean Ground Turkey 4 oz

Jennie-O
C 0g P 22g F 8g Cal 170

Black Beans 0.5 cup

Goya
C 23g P 8g F 1g Cal 130

rice 0.5 cup

C 22g P 2g F 0g Cal 103

Sour Cream, Light 3 tbsp

Daisy Brand
C 2g P 3g F 4g Cal 53

pico de gallo 1 cup

C 4g P 1g F 0g Cal 17

DINNER

500 CALORIES

CHICKEN & VEGGIES

C 38/37g P 49/30g F 15/12g

chicken breast skinless 5 oz

C 0g P 44g F 5g Cal 234

Mixed Vegetables 1 cup frozen

Birds Eye
C 16g P 3g F 1g Cal 90

Aioli, Chipotle 1 tbsp

J.L. Kraft
C 0g P 0g F 9g Cal 80

rice 0.5 cup

C 22g P 2g F 0g Cal 103

SNACKS

70 CALORIE TREAT

C 17/37g P 2/30g F 3/11g **FIBER ONE BROWNIE**

Brownie, 70 Calories, Chocolate Fudge 1 brownie

Fiber One
C 17g P 2g F 3g Cal 70

EAT MORE:

- Protein Portions
- **Breakfast!**
- All Colors of Vegetables
- Berries & High Fiber Fruit
- At Least 80oz of Water per Day

DON'T EAT!

- Sugar, Candy, Added Sugar
- Alcohol or Mixed Drinks
- Chips or Fried Food
- Sugary Sodas or Juices
- **Too Many Almonds, Guac**

6 WAYS TO MAKE THIS PLAN WORK














READ IN COACH'S VOICE 🗣️!

- **TRACK FOR 21 DAYS.** If You have a Good Day, **Great! TRACK IT.** If you go over your calories, **Stop Doing that... But STILL TRACK IT!** **Period.**
- **EAT THIS FOR 21 DAYS.** You Don't Need Variety. **You Need Consistency and Focus.** Stick to Your Plan & **ONLY EAT WHAT'S ON THIS PAGE.**
- **Focus on Hitting CALORIE GOAL First! Then PROTEIN Goal.** It's OK if your Carbs & Fat are high/low, as long as you hit your CALORIES & PROTEIN.
- **If you DO Go OVER Your Calories....** Eat **UNDER** Your Calories **the Next Day.** Stay on Track, Stay Accountable & Your Consistency Will Balance Out.
- **STICK TO YOUR MEAL PREP - Prep Meals or Protein** in Advance for ease.
- **MEAL SUBSTITUTIONS -** Make sure any meal substitutions **match the CALORIE BLOCK** of that meal. **Don't Go Over Your DAILY CALORIES.**

STILL HUNGRY? Eat Cucumbers & Tajin, Drink Water. Stay Disciplined & **DON'T Go OVER CALORIES.**

QUESTIONS? **TEXT COACH:** 832-647-2469 **DRXVE**

EAT PLAN 1500 STARTER GROCERY LIST (1-2 WEEKS)

<input type="checkbox"/>		Thomas' Light Multi Grain English Muffins, 6 ct 📍 Aisle 3	\$6.96 \$3.48 / each Qty: 2
<input type="checkbox"/>		Hill Country Fare Grade A Large White Eggs, 18 ct 📍 In Dairy on the Back Wall	\$4.37 Qty: 1
<input type="checkbox"/>		H-E-B Light Sour Cream, 24 oz 📍 In Dairy on the Back Wall	\$2.74 Qty: 1
<input type="checkbox"/>		H-E-B Pico de Gallo - Mild, 14 oz 📍 In Produce on the Front Wall	\$9.96 \$4.98 / each Qty: 2
<input type="checkbox"/>		Birds Eye Frozen Steamfresh Mixed Vegetables - Family-Size, 19 oz 📍 Aisle 14	\$7.44 \$2.48 / each Qty: 3
<input type="checkbox"/>		Fresh Strawberries, 1 lb 📍 On the Left Edge of Produce	\$4.64 \$2.32 / each Qty: 2
<input type="checkbox"/>		Premier Protein 30g Protein Shakes 12 pk Bottles - Vanilla, 11 oz 📍 On the Right Edge of Healthy Living	\$26.74 Qty: 1
<input type="checkbox"/>		Hill Country Fare Boneless Skinless Chicken Breasts, Avg. 3.0 lbs 📍 In Meat Market on the Back Wall	\$10.47 Qty: 1
<input type="checkbox"/>		Jennie-O Ground Turkey, 93% Lean, 48 oz 📍 In Meat Market on the Right Wall	\$13.82 Qty: 1
<input type="checkbox"/>		Fiber One 70 Calories Chocolate Fudge Brownies, 6 ct 📍 Aisle 10	\$3.62 Qty: 1
<input type="checkbox"/>		H-E-B Black Beans, 27 oz 📍 Aisle 6	\$3.36 \$1.68 / each Qty: 2
<input type="checkbox"/>		Kraft Chipotle Aioli, 12 oz 📍 Aisle 4	\$4.68 Qty: 1
<input type="checkbox"/>		Minute Instant White Rice, 28 oz 📍 Aisle 5	\$4.28 Qty: 1

Your STARTER EAT PLAN: A 21-Day Guide to Success



Welcome to your EAT Starter Guide! This guide, along with your Starter EAT Plan and Grocery List, is designed to set you on a clear path to achieving your body composition goals.

For the next 21 days, our focus is on simplicity, effective meal prep, and mastering the art of hitting your calorie and macro targets.

By locking in on these key tips, you'll learn how to use food to fuel your goals:

- **Prep Quick, Healthy Meals:** Learn strategies to have nutritious food ready when you need it.
- **Recognize Calories & Macros:** Understand the nutritional content in what you eat.
- **Earn Future Flexibility:** Build a strong base that allows for easy meal substitutions and more dietary freedom as you make progress.

Understanding Your EAT Plan & Grocery List

Your EAT Plan outlines your daily meals, including specific macro and micronutrient targets. Your GROCERY LIST provides a convenient list of all the ingredients you'll need for the week, based on your EAT Plan.

HOW TO USE THEM TOGETHER:

1. **Review Your EAT Plan:** Familiarize yourself with the meals for each day.
2. **Consult Your Grocery List:** Use this list to buy all necessary ingredients. The quantities provided on the Grocery List are designed to cover 1-2 Week's worth of your EAT Plan.
3. **Prep Your Meals:** Use the detailed descriptions below to prepare your meals efficiently.

Your Daily Meals: Breakdown & Tips

Let's dive into each meal on your EAT Plan.

BREAKFAST: EGGS, MUFFIN & FRUIT + PROTEIN BOOST

Your morning meal is designed for a balance of protein, healthy fats, and carbohydrates to kickstart your day.

- **Eggs (PROTEIN + FAT):**
 - **Prepare your eggs any way you choose:** fried, hard-boiled, sunny-side up, scrambled – whatever you enjoy!
 - Feel free to **use your favorite spices and seasonings.**

- **Cooking Tip:** If frying, use non-stick cooking spray or a very low-calorie oil to grease the pan. This helps prevent adding unnecessary extra calories during the cooking process.
- **English Muffin (STARCHY CARBS):**
 - While an English muffin is prescribed, **you have some flexibility here.** You can choose other types of muffins or quick carbohydrates like low-carb bread options, or other low-calorie buns.
 - **Important:** Ensure that the calories of your chosen substitute relatively match those of an English muffin, and always stick to the correct serving size indicated on your EAT Plan.
 - *Enjoy it as is, or toasted!*
- **Fruit (FIBROUS CARBS):**
 - **Opt for mixed berries** (*strawberries, blackberries, blueberries*) over sweeter fruits like pineapple, mango, or watermelon. While all are fruit, the latter group tends to have a higher sugar content, which we're mindful of in the morning.
- **Protein Drink (Added PROTEIN Boost):**
 - **Integrate a "Ready-to-Drink" (RTD)** protein beverage, such as Premier Protein or Core Power.
 - **Timing:** You can enjoy it with your breakfast or grab it on your commute.
 - **Coffee Hack:** Consider adding it to your black coffee as a "creamer" for a convenient caffeine and protein boost.
 - **Goal:** Ensure you consume the full 25-40g of protein from the drink. If you prefer to mix your own protein, feel free to use a protein powder like Dymatize or Optimum Nutrition.

LUNCH: PROTEIN BOWL

Think "**Chipotle style**" for this meal – easy to prep and customize with your ingredients! The goal is to have your protein ready to mix with rice, beans, and toppings.

- **Lean Ground Turkey (PROTEIN + FAT):**
 - Always **choose leaner** variations of ground turkey.
 - **Substitution:** You can interchange this with lean ground beef or chicken. Just be sure to measure your portions to get as close as possible to the original macro amounts specified on your EAT Plan.
 - **Preparation:** Cook the meat on the stove or in the oven. Most shaker spices don't add significant calories. Be cautious with cooking oils (like olive oil or avocado oil), as these will add fat calories to your meal.
 - **Serving Tip:** After cooking, chop or separate the meat to easily add it to your bowl.
- **Beans + Rice (FIBROUS CARB + STARCHY CARB):**
 - This simple combination helps fill out your **carbohydrate macros and provides natural fiber** and small amounts of protein.
 - **Preparation:** Season the beans and rice to your taste.
 - **Measurement:** Be sure to measure the amounts precisely. In most cases, you'll consume a small, equal portion of both to complete your meal.
- **Veggies + Salsa / Pico (FIBROUS CARBS):**
 - Generously **add shredded lettuce and pico de gallo** or salsa to your bowl.

- This **boosts your micronutrient intake** and helps you feel more full without significantly increasing the calorie count.
- **Sour Cream OR Cheese OR Avocado (FAT):**
 - You have a choice here to add healthy fats and flavor: sour cream, cheese, or avocado. You can also use a small amount of a cream/fat-based dressing.
 - **Crucial Rule:** Only choose ONE source. Stick to only cheese, only sour cream, or only avocado for your fat serving.
 - **Fat Awareness:** Fat servings are calorie-dense (9 calories per gram), so **accurate measurement and portion control are key** to staying within your calorie goals.

DINNER: CHICKEN AND VEGGIES

A classic & effective combination for your evening meal.

- **Baked Chicken (PROTEIN + Small Amount of FAT):**
 - Key: Ensure your chicken is skinless, as chicken skin contains more calories than we want to consume on this plan.
 - **Substitution:** Skinless, boneless chicken thighs can be used instead of breasts, but be sure to account for the slight difference in fat macros and calories.
 - **Preparation:** You can prepare the chicken in bulk in the oven using any shaker seasonings you prefer.
 - **Oil Caution:** Be mindful of the amount of cooking oil (if any) you add, as it will contribute calories to the overall meal.
- **Mixed Vegetables (FIBROUS CARB):**
 - Fill your plate with mixed vegetables! This aids in digestion and ensures you get essential vitamins and micronutrients.
 - **Substitution:** You can substitute with broccoli, cauliflower, or other green vegetables.
 - **Important:** Do NOT substitute starchy vegetables like potatoes, sweet potatoes, or corn, as these have a different macronutrient profile and should be treated more like rice.
- **Rice (STARCHY CARB - Optional):**
 - You can include a smaller portion of rice with your dinner.
 - **Flexibility:** In some cases, you might feel even better opting out of rice entirely and filling up solely on vegetables.
 - **Measurement:** Always stick to the portion size indicated on your EAT Plan if you choose to include rice.
- **Aioli Sauce (FAT):**
 - This sauce adds flavor and a savory touch to your chicken and vegetable bowl.
 - **Portion Control:** As long as you stay within the 2-3 tablespoon serving limit, you should be fine.
 - **Substitution:** You can substitute with other fat-based/creamy sauces you enjoy, but avoid sugar-based/sweet sauces like Teriyaki or Sweet & Sour, as these will add unwanted sugars and calories.
 - **Application:** Measure your portion and pour it over your food after it's cooked.

SNACK: 70 CALORIE FIBER ONE BROWNIE

This snack is included for two important reasons:

1. **Reasonable Treat:** To provide a satisfying, guilt-free treat as you adhere to your plan.
2. **Flexible Eating:** To demonstrate that you can incorporate foods you love into your EAT Plan, provided you meet two conditions:
 - **(A) Smart Choices:** Select foods that align with your macro goals.
 - **(B) Self-Control:** Exercise discipline to only eat the prescribed portion.

If you commit to **both of these**, you can consistently enjoy a brownie or a similar low-calorie treat every night while working towards your calorie and body composition goals.

Keys to Succeed at this Starter Plan

Your success over the next 21 days **hinges on these critical practices:**

1. **TRACK FOR 21 DAYS, NO EXCEPTIONS:** Use your Calorie Tracking app daily. If you have a great day, track it! If you go over your calories, stop that behavior, but **STILL TRACK IT!** Consistency in tracking is paramount.
2. **EAT THIS FOR 21 DAYS, NO VARIETY NEEDED:** You **KNOW** what the other food tastes like. This plan prioritizes consistency and focus over variety. **Stick strictly to what's on this page.**
3. **FOCUS ON CALORIE GOAL FIRST, THEN PROTEIN:** It's okay if your carbs and fats are slightly high or low, as long as you hit your overall **CALORIES** and **PROTEIN** targets.
4. **RECOVER FROM OVERSHOOTS:** If you happen to go over your calories one day, aim to eat under your calories the next day to balance out. Stay on track, stay accountable, and your consistency will yield results.
5. **MASTER YOUR MEAL PREP:**
 - Prepare full meals or just your protein for **3-5 days in advance.**
 - Also, **pre-enter your meals** into your tracking app.
 - **Create a "Perfect Day" within your planner** that you can easily copy to other days of the week.
6. **NEED MORE PROTEIN?** Double your protein portions or drink an additional protein shake. However, **DO NOT GO OVER YOUR CALORIES!**
7. **STILL HUNGRY?** Reach for cucumbers with Tajin, or drink more water. Stay disciplined and **DO NOT GO OVER YOUR CALORIES!**

Customizing Your Total Daily Calories

This Starter EAT Plan is **specifically designed for clients aiming for body composition changes while consuming approximately 1500 Daily Calories.** If your personal daily calorie goals are higher or lower, you will need to tailor this plan to fit your needs:

- **If you need 200-300 MORE Calories Daily:** Increase each meal's Protein Portions by 2-3 ounces.

- **If you need 200-300 LESS Calories Daily:** Decrease each meal's CARBOHYDRATE Portions by 0.25 cups or ½ serving.
- **If you need SUBSTANTIALLY MORE Calories** (e.g., 2000 Calories or Higher): You will need to add more portions of ALL of your macronutrients to meet your needs. If you require significant customization, **please send a message to COACH to request a quote for a personalized EAT Plan.**

Let's GO!

Text COACH at [832-303-0192](tel:832-303-0192) if You have Any Questions



Plan Disclaimer: *The nutritional information provided in this guide and the accompanying EAT Plan is for informational purposes only and is not intended as medical advice. This plan is designed as a general guideline for clients with specific body composition goals. It is highly recommended to consult with a qualified healthcare professional, registered dietitian, or nutritionist before making any significant changes to your diet or exercise routine, especially if you have pre-existing health conditions or dietary restrictions. We are not liable for any adverse effects or consequences that may arise from the use or misuse of the information presented herein.*