



**THE FITNESS
COLLECTIVE**

FUNDAMENTALS OF NUTRITION

CREATING HABITS FOR LIFE

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IT'S SIMPLE BUT IT'S NOT EASY

Believe us, nutrition doesn't need to be complicated. Most nutrition programmes are based on a few simple principles that are just about making some better choices.



BASIC NUTRITION PRINCIPLES

- Eat regularly
- Eat more vegetables
- Eat enough protein
- Cut out fast & processed foods
- Drink less alcohol
- Monitor your calorie intake

No surprises there, right? It's true, nutrition could be that simple for some of us. Embrace these principles, and you'll develop a great baseline to help you achieve your goals.

TURN CHOICES INTO HABITS

↳ Of course, the challenge is converting these healthy choices into sustainable habits. But we're ready with the support and resources to help you. As your journey with The Fitness Collective continues we will go in more depth with our advanced nutrition guide.

THE FITNESS COLLECTIVE FOOD PYRAMID

SUPPLEMENTATION

↳ Filling the gaps.

6

TIMING & FREQUENCY

↳ Managing methods.

5

MICRONUTRIENTS

↳ Focus on food quality.

4

MACRONUTRIENTS

↳ Optimising protein.

3

CALORIES

↳ Achieving energy balance.

2

ADHERENCE

↳ A diet you can stick to.

1

The key factors in building a healthy diet.
Start at the bottom, and work your way up ↑

THE BEST DIET IS ONE YOU CAN DO

→ When we look closely at the elements of a healthy diet, there's a clear hierarchy of importance, shown in our Food Pyramid.

There's no need to get bogged down in detail at this stage, but it shows you that everything hinges on developing a diet you enjoy and that fits with your life.

YOUR HANDY PORTION SIZER

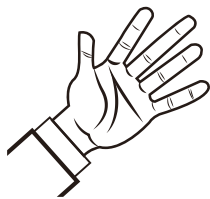
→ As we've seen, the secret to every nutrition programme is making it easy and enjoyable.

So, while being calorie conscious is a good habit to get into, the tedious business of calorie counting can be a sure-fire way to throw you off course right at the start.

Thankfully, there's a simple alternative – and it's right there in your hand.

THE BASIC FORMULA

This brilliant hand-measuring method is a simple way to control portion size and calories. It works because the size of your hand is proportionate to your body. It's convenient because your hand is, well, always to hand.



1 portion of protein
→ 1 PALM



1 portion of vegetables
→ 1 PALM



1 portion of carbs
→ 1 CUPPED HAND



1 portion of fats
→ 1 THUMB

BUILDING A MEAL

↳ First off, we should point out that calorie needs are specific to the individual.

The use of the categories 'Men' and 'Women' in the information opposite is simply to give you a general guide because men tend to need more calories than women]. But you'll need to work out the right portion sizes for you, based on your size, weight and body mass.

Using this guide, men eating 3-4 meals would get 6-8 servings of each food group per day [2,300 - 3,000 calories] while women would get around 4-6 servings of each food group per day [1,200 - 1,500 calories].

MEN

WOMEN

STEP 01

PROTEIN



2 palm-sized portions
(-40g-60g protein)

Meat, fish, eggs,
cottage cheese & greek yogurt



1 palm-sized portions
(-20g-30g protein)

STEP 02

VEGGIES



2 fist-sized portions

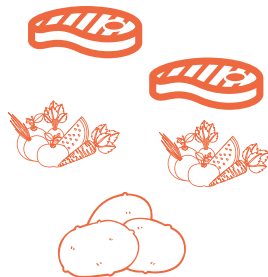
Broccoli, spinach,
salad, carrots etc.



1 fist-sized portions

STEP 03

CARBS



2 cupped-hand-sized portions
(-40g-60g protein)

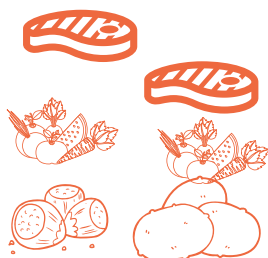
Grains, starches,
beans & fruits



1 cupped-hand-sized portion
(-20g-30g carbs)

STEP 04

FATS



2 thumb-sized portions
(-15g-25g protein)

Oats, butters, nut butters,
nuts & seeds



1 thumb-sized portion
(-7g-12g protein)

MAKE IT WORK FOR YOU

Your calories needs are unique to you, so it's important to pay attention to the results and adjust as necessary. Here are some of the reasons why you might need to alter your intake:

- You have a particularly large or small stature
- You're feeling full or unsatisfied at meals
- Your meal frequency is unusually high or low
- You're trying to gain muscle or lose weight
- Your level of activity is distinctly high or low

IF YOU FEEL YOU NEED MORE CALORIES, START WITH THE FOLLOWING ADJUSTMENTS:

Men → Add one cupped handful of carbs and/or one thumb of fat to a few meals a day.

Women → Add half a cupped handful of carbs and/or half a thumb of fat to a few meals a day.

IF YOU FEEL YOU NEED FEWER CALORIES:

Men → Remove one cupped handful of carbs and/or one thumb of fat to a few meals a day.

Women → Remove half a cupped handful of carbs and/or half a thumb of fat to a few meals a day.

GOALS AND EXPECTATIONS

→ Setting goals is a critical part of getting the results that you want, but you also have to be realistic about what you're prepared to do.

If your behaviour doesn't match your goals, one of them needs to change.

THE GOAL-SETTING SPECTRUM

The diagram overleaf illustrates the results you can expect from different levels of effort. It may seem obvious, but often it's good to be reminded that you get out what you put in. It'll always be more satisfying to align your goals with the commitment you're prepared to make.

THE STEP-BY-STEP STRATEGY FOR SUCCESS

↳ At the outset of your fitness journey, make it easy for yourself; don't try to achieve too much too soon. Now is the time to focus on 'process goals', which are easier to manage than 'outcome goals'. Start by mastering one of two techniques and then add more.

To help you manage your personal goals and expectations, speak to the coaching team about completing a [Success Strategy Card](#).

MATCH YOUR BEHAVIOUR TO YOUR GOALS TO STAY MOTIVATED

The TFC six-pack spectrum helps you understand how your training, diet and lifestyle will affect your body composition.

It's important to align your behaviour with your goals, if you want to be happy with your progress. Having an unrealistic goal for your behaviour will cause frustration.

Answer the questions below and decide what you're prepared to change so you can align your goals accordingly.

01→ Where on the spectrum are you now?

02→ What are you prepared to change?

03→ How important to you is your goal?

OUT OF SHAPE

TRAINING

Inconsistent sessions

DIET

Eat whatever you want

LIFESTYLE

Bit of a party animal



LOOKING OKAY

TRAINING

2 workouts per week

DIET

Eat a balanced diet

LIFESTYLE

Do what you enjoy doing

LOOKING GOOD

TRAINING

3 workouts per week

DIET

Eat right 80% of the time

LIFESTYLE

Drink in moderation

IMPRESSIVE PHYSIQUE

TRAINING

3+ workouts per week

DIET

Eat right 90% of the time

LIFESTYLE

Avoid alcohol, in bed early

SIX-PACK SHAPE

TRAINING

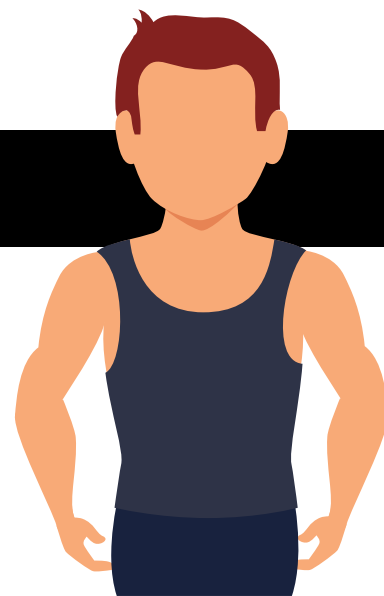
4+ workouts per week

DIET

Eat right all of the time

LIFESTYLE

No alcohol, lots of sleep



5 REASONS TO JOIN THE FITNESS COLLECTIVE

1. Train at your convenience

Our 14 hours a day of Small Group Personal Training ensures you can always train at a time that suits you.

2. Welcoming environment

When you train at The Fitness Collective you'll be surrounded by like-minded people in a fun sociable atmosphere where everyone is welcome.

3. Supported by Outstanding Coaches

Our coaches act as a fitness filter. Removing the confusing and conflicting information and giving you what works for you. Our coaches will get to understand you and will develop your programme for long term results.

4. One to one support

Although the majority of our members train in small groups with up to 4 other members, you will have regular 1-1 consultations to discuss and refine your training programme and nutritional needs

5. Education

We provide all our members with comprehensive education in fitness and nutrition. Our member manuals, online guides and regular seminars ensure you understand what works best for sustainable, long term results.

We're not like other gyms. Come and visit us to find out why.

Touch or click here to find out more.