

7-STEPS OF EATING SUCCESS



REDUCE NUTRITIONAL DEFICIENCIES

To see if you are deficient in a nutrient, you can utilize blood, saliva, and urine testing with your doctor to uncover specific needs. But you can start here with a simple intake with what we call the Big 4 Nutrients:



WATER

If you have a low level of hydration, simply drink more water



PROTFIN

Eat more foods rich in protein and consider a whey or plant-based protein powder to help.



VITAMINS & MINERALS

Eat more fruits, vegetables, and supplements when needed



ESSENTIAL FATS

95% of the population is deficient. Eat more foods that contain essential fats and consider taking a fish oil, algae oil, or plant-based fatty acid supplement to help.



CHOOSE HIGH-QUALITY TIER I FOODS

Eating the highest-quality foods as much as possible.





REDUCE LOW-QUALITY FOOD



After you start to increase the quality of your food and reduce nutrient deficiencies, start to ditch low-quality food such as candy, soda, processed grains, fried foods, lowquality protein sources, and foods at restaurants.



USE YOUR HAND FOR FOOD PORTIONS

Trying to keep track of the calories and macronutrients using some type of calculator can be tough. There is a possible 20-30% error when counting calories and macronutrients, and it can also backfire since it can lead you towards focusing just on food quantity rather than food quality. We feel the following method, adapted by Precision Nutrition, is a better way...

THE HAND MEASURING SYSTEM

Your hand is proportionate to your body, its size never changes, and it's always with you, making it the perfect tool for measuring food and nutrients - minimal counting required.





= 1 FIST





To start out, men should consume 2 servings of each category, and women should consume I serving of each. You will need to adjust your portion sizes based on activity level, goals, previous health history, and other factors.



CHOOSE YOUR MEAL FREQUENCY

As long as we eat the right foods in the right amounts, meal frequency is a matter of personal preference. You could eat smaller meals often or large meals less often. Intermittent fasting can also be an option for you. There is no one way that science has found to be the best way. In the end, you need to find what works for you!



WORKOUT NUTRITION

1-2 HOURS BEFORE AND AFTER

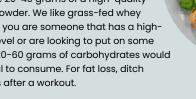
Eat an appropriate meal as outlined above.

DURING

Have water, a branched-chain amino acid drink (5-15 grams mixed in 1 liter of water), or a protein plus carbohydrate drink.

AFTER

Consume 20-40 grams of a high-quality protein powder. We like grass-fed whey protein. If you are someone that has a highactivity level or are looking to put on some muscle, 20-60 grams of carbohydrates would be helpful to consume. For fat loss, ditch the carbs after a workout.





PLAN, SHOP, PREPARE

This is where everything comes together. You could even argue that this is the most important component of healthy eating. As they say, "If you fail to plan, you plan to fail". Here are the steps we suggest to stay on top of meal preparation:



containers and make them accessible in the fridge.



OPTIMAL EATING GUIDELINES

- Focus on local and, when possible, organic produce.
 Choose grass-fed meats, organic eggs and poultry, and wild-caught fish for protein sources.
- Eat slowly and enjoy your food. This will help with digestion, absorption, and utilization of nutrients and keep you from overeating.



- Don't focus on calories, grams of protein, carbohydrates, and fats when reading a food label.
 Focus on the ingredient list instead. Quality first, then focus on the quantity of the food. There may be good times to track calories and macronutrients, but first, master the 7 steps above.
- Don't be afraid of eating fat. Many healthy fats, such as coconut, olive oil, avocados, nuts and seeds, grass-fed meats, organic eggs, and wild-caught fish, provide you with fats that help increase the metabolism, burn fat, and keep you satisfied.
- Eat the right types of carbohydrates. Foods such as root vegetables (beets, parsnips, turnips, carrots, onions), potatoes (sweet, white, purple, redskin), squash, jasmine and basmati rice are high-quality sources of carbohydrates that provide fiber, tons of phytonutrients (plant particles) and sustained energy.
- Choose grains wisely and eat sparingly. Sprouted grain bread, quinoa and steel cut oats are your best options. Fruit such as berries, apples and pears should be consumed 1-3 times a day for optimal health and fat burning.
- Drink gobs of water and eliminate caloriecontaining beverages. Tea and coffee have wonderful benefits and can be part of the SOF nutrition protocol but just make sure to get your water in.



THE SOF FOOD PLATE

½ plate veggies ½ plate of Meat, Eggs, and Fish, or poultry ½ plate fruit and or starch ½ plate fats

- Most of your plate should be covered with fresh leafy vegetables such as kale, spinach, arugula, collards, or other greens. Broccoli, asparagus, cucumber, peppers, cauliflower, and Brussels sprouts are also great options that provide a great nutrient punch. In the end, find the veggies you like and start there. Raw is best, but minimally cooked and frozen veggies are good as well.
- Proteins such as grass-fed beef, wild-caught fish, organic turkey, chicken and eggs should make up around a quarter of your plate. If you are a vegan, you can focus on more nuts, seeds, quinoa, and possibly a vegan protein powder supplement.
- Eat whole fruit and ditch the processed types of fruit (applesauce, juice, etc.). About 1-3 servings a day should do the trick.
- For optimal energy, satiety, and fat loss, make sure you consume nutrient-dense fats that come from coconut oil, grass-fed meats, wild-caught fish, avocados, nuts, and seeds. Avoid processed oils.
- If you are very active and/or need some extra energy, adjust your carbohydrate intake accordingly. Stick with starchy veggies, potatoes, sprouted grains, and rice.
- In a time crunch or to get a ton of nutrients in easily, make a super shake. Pick a protein powder (grass-fed whey, hemp, brown rice, chia), liquid (water, coconut water, almond milk), fat (coconut or coconut oil, nuts or nut butter), veggies (spinach, kale, green food powder) and fruit (berries, banana) and blend with ice.

7 Day Sample Meal Plan

NAY 1 • SUN

- . Breakfast: Eggs, peppers, onion, and bacon omelet
- Lunch: Big salad with leafy greens, avocado, cucumbers, tomatoes, feta with olive oil and balsamic vinegar. Add meat, fish or poultry for extra protein
- Snack: Yogurt with ½ cup mixed berries
- Dinner: Grass-fed beef (any cut) with 2-3 different veggies cooked in olive oil and a small potato

/ 2 · MO

- Breakfast: Super shake
- · Lunch: Wild-caught fish with asparagus and broccoli
- · Snack: Veggies and hummus
- Dinner: Chicken breast spiced as desired with sweet potatoes and cauliflower
- · Dessert:2 pieces of dark chocolate and fruit

AY 3 • TUES

- . Breakfast: Gluten-free oats with fruit and full-fat yogurt
- Lunch: Quinoa salad with avocado, boiled eggs, seeds, and leafy greens drizzled with olive oil and vinegar
- · Snack: High-quality food bar
- Dinner: Blackened cod or other fish with green beans and jasmine rice
- Dessert: A Handful of nuts with a small amount of dried cherries

DAY 4 • WED

- Breakfast: Hard-boiled eggs and an apple
- Lunch: Chicken or turkey in sprouted grain wrap, veggies and goat cheese
- Dinner: Chili

AY 5 • THU

- Breakfast: Super shake
- Lunch: Arugula salad with chopped apples, walnuts, feta, peppers drizzled with olive oil and balsamic vinegar. Add meat, fish or poultry for extra protein
- Snack: Guacamole with celery and carrot sticks
- Dinner: Bacon burger with avocado, onion, lettuce, tomato and a side of vegaies
- Dessert: Mixed berries in heavy organic whipping cream

DAY 6 • FRI

- Breakfast: Grass-fed whey protein shake with side of almond butter
- Lunch: Big salad with leafy greens, avocado, cucumbers, tomatoes, feta with olive oil and balsamic vinegar. Add meat, fish or poultry for extra protein
- Dinner: Roast, potatoes, carrots, onions, garlic and mushrooms
- **Dessert**: Plain yogurt mixed with peanut butter and dark chocolate chips

DAY 7 · SAT

- · Breakfast: Super shake
- Lunch: Slow-cooked chicken with roasted broccoli and zucchini
- · Snack: High-quality nutrition bar
- **Dinner**: Grass-fed steak or Fish with sweet potato, beets, and squash



SUPERFOODS

These are the staple foods that you should include in your diet. Remember to choose grass-fed, organic, pasture-raised, and local when possible.

- Avocado
- Coconut
- · Organic Eggs
- Pasture-Raised Poultry
- Organic Whole Fat Yogurt
- Grass-fed Meats Like Bison and Beef
- Nuts
- · Wild-Caught Seafood
- Berries (raspberries, blueberries, strawberries, etc.)
- Apples
- Leafy Greens (kale, spinach, arugula)
- Grass-Fed Butter, Ghee and Whipping Cream
- Cruciferous Veggies (cabbage, broccoli, cauliflower)
- Root Vegetables (beets, parsnips, turnips, onions)
- Potatoes (sweet, white, purple, redskin)
- · Olive and Olive Oil
- Fermented Veggies (sauerkraut, Kim chi)
- Flaxseeds
- Peppers
- Sprouted Grains



ELITE & SUPPLEMENTS

SIMPLE SUPPLEMENT GILINF GNALS

- Correct deficiencies
- Optimize levels of certain key nutrients
- · Focus on supplements that can impact multiple systems

Supplements are just that, supplements. They are not to be used to replace your whole food intake. There is nothing that can replace the benefits of consuming clean, whole foods such as vegetables, fruits, organic animal products, whole grains, nuts, and seeds

However, with our busy lifestyles, high stress physically and mentally, and our poor food environment, there are some deficiencies we must account for by taking certain supplements. Below are the SOF Supplement Essentials to round out your overall nutritional intake.

COD LIVER OIL

Balances out Omega 3-6-9 fatty acid ratio, reduces inflammation, and improves overall health.

METHYLATED MULTI-VITAMIN/MINERAL **SUPPLEMENT**

Provides daily essential nutrients that are more recognized by the body due to them being in the original form to maximize absorption.

VITAMIN D+K2

Maintains calcium and phosphorus balance and utilization for bone health. Best from sunlight, but we don't get enough due to the environment. Cellular growth and health. Boosts immunity, reduces the risk of osteoporosis, protects from high blood pressure, and other autoimmune deficiencies. Basic recommendation is 2,000 I.U. a day, but check with your doctor for dosage recommendations

CURCUMIN AND BERBERINE

Helps reduce and balance whole body inflammation naturally. Natural pain reliever in joints, muscles, and bones. Powerful antioxidant. Improves digestion and the immune system

ESSENTIAL AMINO ACIDS

(peri, pre, and or post-workout or first thing in the morning)

Other essential and branchedchain amino acids will also work. Improves recovery, endurance, and delays fatigue. Helps build lean muscle tissue. Increase growth hormone to help burn body fat. Great during a fasted state.



GRASS-FED WHEY PROTEIN POWDER

Convenient high high-quality protein source. It can be used during fasted states and postworkout. Improves immune function. High in essential amino acids and high bioavailability



HIGH-QUALITY SEA SALT

Provides 82 different minerals in their original form for maximum absorption. High alkalinity helps improve hydration.

Baja Gold Sea Salt and Celtic Sea Salt are the best options.



CREATINE MONOHYDRATE

Helps improve recovery, tissue repair, brain health, and cellular function. Aids in muscle growth and improves energy production.

THE BIG 6 FUNDAMENTAL **HUMAN NEEDS**



Controls all metabolic processes, recovery, hormones, fat loss, tissue rebuilding, stress management, 6-9 hours a day.



Starts in the lymphatic system and extends to all other systems in the body, mobility, most only use 25% lung capacity, recovery, stress management, crocodile breathing.



STRESS

Sleep, breathing, me time, white space, meditation, counseling/mentor/trainer, time management, preparation.



Controls all systems in the body, detoxifies, hormones, energy, hunger management, reduces caloric beverages.



Nutrient deficiencies, food quality, portions, no calorie counting, frequency, workout nutrition, carb and calorie cycling, supplementation.



FMS, strength training, conditioning, daily movement, walking, sports.





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