

STOP DIETING STARTER KIT FOR WOMEN

*Never count
calories again*

THE WHOLE FOOD MEAL GUIDE

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Forget counting calories.

There's a better way to figure out how much food to eat at every meal so you can look and feel better.

All you have to do is take a look at your hand.

Using your fist, palm, cupped hand, and thumb to practice calorie control, you can avoid the hassle of actually counting calories, all while ensuring you're getting the whole food nutrients your body needs.

If you've heard it once, you've heard it a thousand times: The best way to lose weight is to count calories.

The only problem? It's not true.

The problems with calorie counting

The first problem with counting calories is the sheer amount of math and hassle to figure out your "caloric needs". That means handbooks, websites, and databases just to plan your lunch.

Groan.

Next, you have to assume that the handbooks, websites, and databases' calorie estimates are correct. (They're often not.)

In fact, research has shown they can be off by about 25% because of incorrect labeling, laboratory measurement error, and food quality.

Then, of course, you have to estimate your "calorie expenditure" each day — the amount of calories you burn. However, that often comes with another 25% measurement error because of the equipment you're using, laboratory measurement errors, and individual differences.

That means there's a possible 25% error on the "calories in" side, and another 25% error on the "calories out" side.

Is it even worth:

- pulling out measuring cups to a chorus of boos from family members
- dusting off the food scale while trying to ignore the taunts of friends
- whipping out your calculator to add everything up
- subscribing to apps and web services to track these less-than-accurate numbers?

Of course, we all should have an idea of how much food we're eating each day. That way we can adjust how much we're eating based on our goals.

But counting calories itself is a drag!

No wonder so many people give up and go back to eating the way they were before. No wonder so many women have a hard time sticking to a calorie-counting diet.

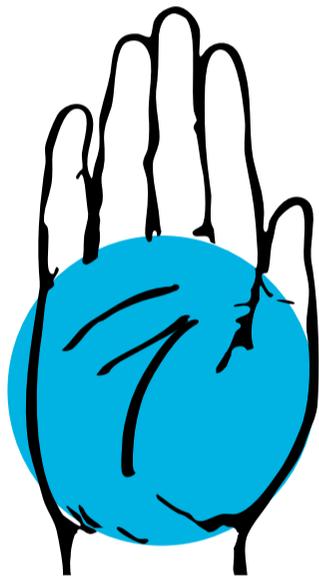
The calorie counting antidote

Here's the good news: counting calories is rarely necessary.

Here at Precision Nutrition, we gauge food portions differently. No carrying around weigh-scales and measuring cups. No calculators or smart phones.

All you need is the ability to count to two. And your own hand.

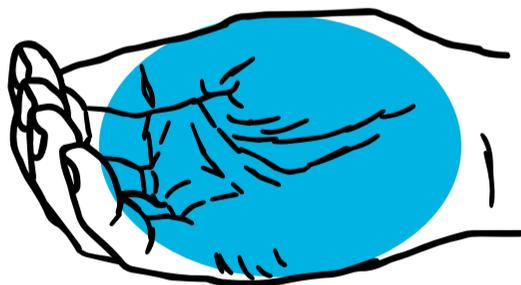
Here how it works:



Your palm determines your protein portions.



Your fist determines your veggie portions.



Your cupped hand determines your carb portions.



Your thumb determines your fat portions.

To determine your protein intake

For protein-dense foods like meat, fish, eggs, dairy, or beans, use a palm-sized serving.

We recommend women eat one palm-sized portion with each meal.

Note: a palm-sized portion is the same thickness and diameter as your palm.



To determine your vegetable intake

For veggies like broccoli, spinach, salad, carrots, etc. use a fist-sized serving.

We recommend women eat one fist-sized portion of vegetables with each meal.

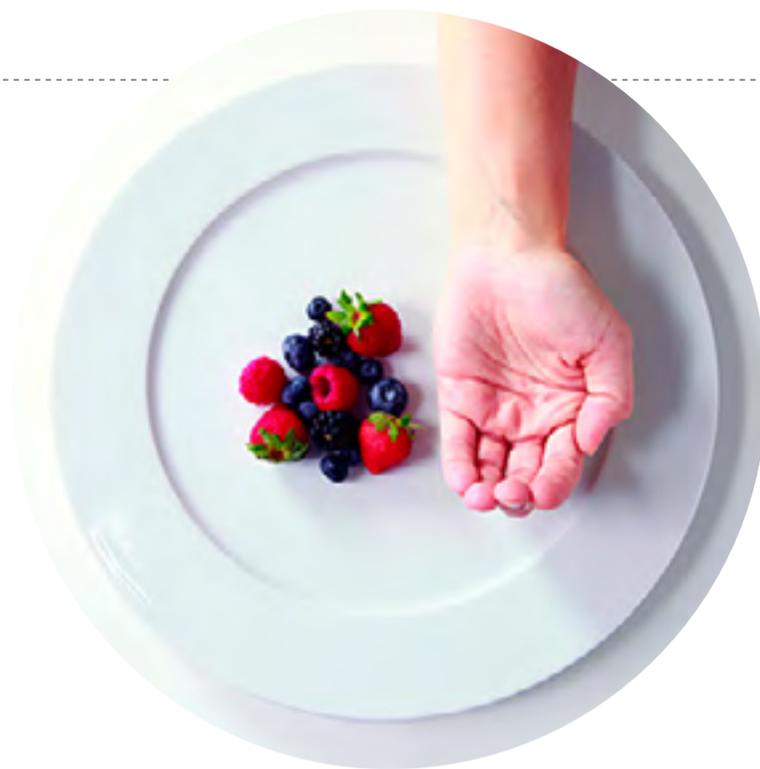
Again, a fist-sized portion is the same thickness and diameter as your fist.



To determine your carbohydrate intake

For carbohydrate-dense foods — like grains, starches, or fruits — use a cupped hand to determine your serving size.

We recommend women eat one cupped-hand sized portion of carbohydrates with most meals.



To determine your fat intake

For fat-dense foods — like oils, butters, nut butters, nuts/seeds — use your entire thumb to determine your serving size.

We recommend women eat one thumb-sized portion of fats with most meals.



Planning your meals flexibly

Based on the guidelines above, which assume you'll be eating about 3-4 times a day, you now have a simple and flexible guide for meal planning.

Of course, just like any other form of nutrition planning — including calorie counting — this only serves as a starting point.

You can't know exactly how your body will respond in advance. So stay flexible and adjust your portions based on your hunger, fullness, and other important goals.

For example, if you're trying to lose weight but seem to have stalled out, you might eliminate a cupped palm of carbohydrates or a thumb of fats at particular meals.

Remember: This is a starting point. Adjust your portions at any time using outcome-based decision making.

Want more help?

If you're tired of wasting time on counting calories, eating "fake foods", and other ineffective diets, check out our [coaching program for women](#) to get the support you need.