

# TAKE CONTROL STARTER KIT

## FOR MEN

*How much food  
should you really  
eat at each meal?*

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# Forget counting calories.

## Here's how much food you should really eat at each meal.

**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 nutrients your body needs.

If you've heard it once, you've heard it a thousand times: The best way to get in shape 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.



What a waste of time.

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
- dusting off the food scale
- whipping out your calculator
- 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 sucks.

No wonder so many people give up and go back to eating the way they were before. No wonder so many guys have a hard time sticking to any sort of diet.



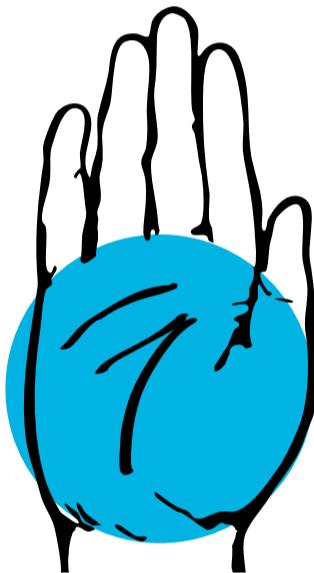
## The calorie counting antidote

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.

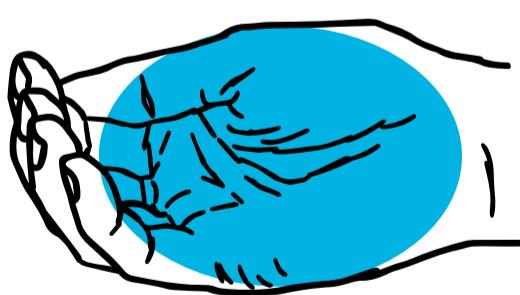
**Here how it works:**



**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 guys eat two palm-sized portions 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 guys eat two fist-sized portions 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 guys eat two cupped-hand sized portions 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 guys eat two thumb-sized portions 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 build muscle and you're having trouble gaining, you might add another cupped palm of carbohydrates or another thumb of fats.

And 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 individualization?

If you'd like to stop stressing over the details and find a way to take control of your habits and your body, check out our [coaching program for guys](#). We're taking new clients soon.