

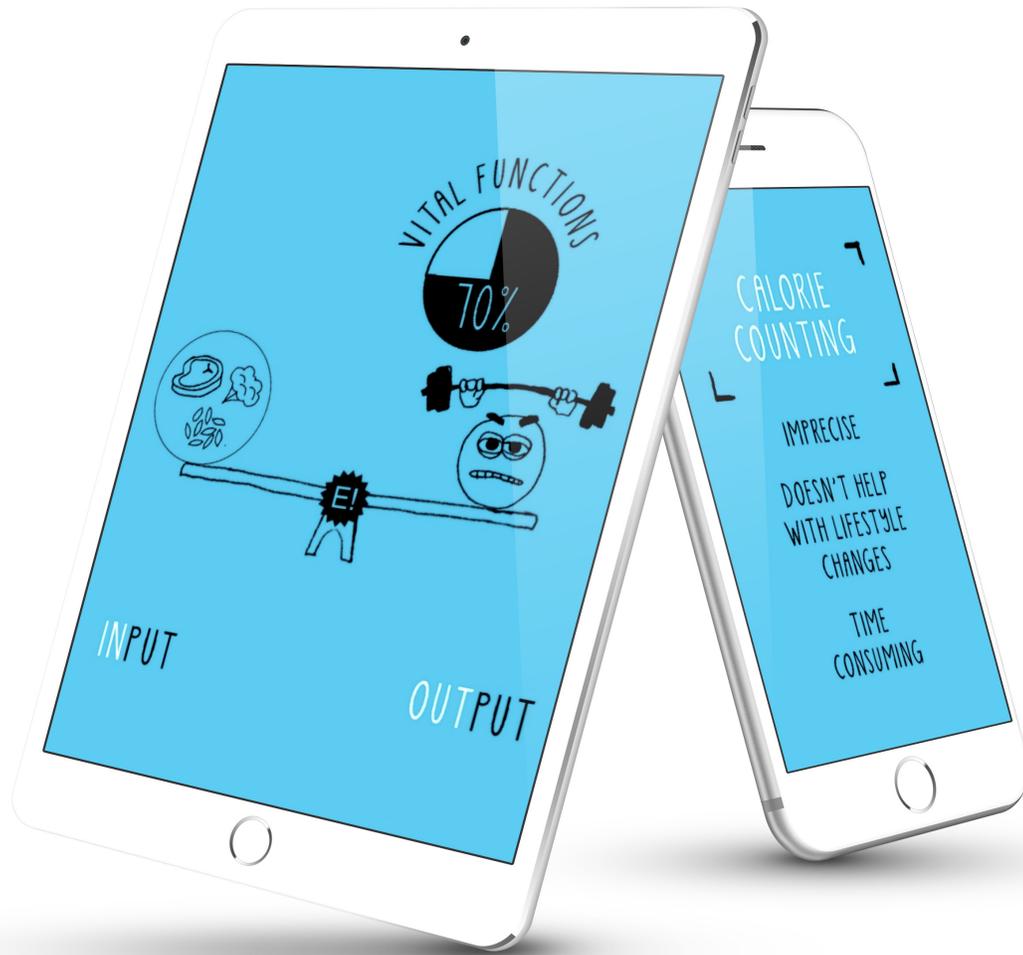
PRECISION NUTRITION
VIDEO COURSE

LESSON 2

**FORGET
CALORIE
COUNTING**

TRY THIS CALORIE CONTROL
GUIDE FOR MEN AND WOMEN





FORGET CALORIE COUNTING

**Try this calorie control guide
for men and women.**

By Ryan Andrews & Brian St. Pierre

Math? To plan dinner? Isn't there a better way? Yes there is. Just take a look at your hand. Use your fist, palm, cupped hand, and thumb to practice calorie control – while avoiding the hassle of counting calories.

If you've heard it once, you've heard it a thousand times: The best — maybe even the *only* — way to lose weight is to count calories.

After all, it's a pretty simple equation: Calories in vs. calories out. Eat more calories than you burn, and you gain weight. Eat fewer calories than you burn and you lose weight.

Except counting calories isn't that simple.

The problems with calorie counting

First of all — on the “calories in” side — you do need to figure out how many calories are in the foods you want to eat. And that takes handbooks, websites, databases and math. 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, there's the “calories out” side. Estimating your calorie expenditure each day comes with another 25% measurement error because of the equipment you're using, laboratory measurement errors, and individual differences.

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;
- wheeling in the abacus from the den to keep up the calorie tally;
- subscribing to apps and web services to track these less-than-accurate numbers?

Sure, we should have an idea of how much food we're eating each day, so we can adjust 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.

The calorie counting antidote

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

Our Precision Nutrition coaching programs 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's 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.



For men we recommend two palm-sized portions with each meal.



For women we recommend 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.



For men we recommend 2 fist-sized portions of vegetables with each meal.



And for women we recommend 1 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.



For men we recommend 2 cupped hand-sized portions of carbohydrates with most meals.



And for women we recommend 1 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.



For men we recommend 2 thumb-sized portions of fats with most meals.



And for women we recommend 1 thumb-sized portion of fats with most meals.

Planning your meals flexibly

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

For men:

- **2 palms of protein dense foods** with each meal;
- **2 fists of vegetables** with each meal;
- **2 cupped hands of carb dense foods** with most meals;
- **2 entire thumbs of fat dense foods** with most meals.

For women:

- **1 palm of protein dense foods** with each meal;
- **1 fist of vegetables** with each meal;
- **1 cupped hand of carb dense foods** with most meals;
- **1 entire thumb of fat dense foods** with most meals.

Of course, just like any other form of nutrition planning — including calorie counting — this 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 gain weight, and you're having trouble gaining, you might add another cupped palm of carbohydrates or another thumb of fats. Likewise, 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, aka “How’s that working for you?”

Want more individualization?

For those who want to go further – because they have more advanced goals or because they’re already eating well but still struggling – let’s dig a little deeper.

At Precision Nutrition, we have a really simple shortcut for helping people “eat right for their body type”.

We begin by classifying clients into one of three general categories (or somatotypes):

- I types (ectomorphs),
- V types (mesomorphs), and
- O types (endomorphs).

And each type gets slightly different recommendations.

For fitness and nutrition professionals

As a fitness or nutrition coach, you might have certain food/nutrient goals in mind for your clients. No problem.

But should you tell them to eat 1 g of protein per pound of body weight? Or 25-50 grams of protein with lunch? (Hint: No.)

Many clients don't even know which foods have protein in them, let alone know how many grams each food has and what a portion size of that food looks like. That makes gram-based recommendation pretty tricky.

Fussing with numbers creates a lot of anxiety and confusion for clients. Eating healthy will seem “just too complicated” for them, and they'll eventually give up or wander off in the wrong direction.

Plus, here's the most important piece: *Most clients don't need this level of detail.* The simpler and clearer you can make your recommendations, the more likely clients are to follow them.

So, instead, why not share these guidelines? How much easier can healthy, individualized eating be?

Handout for clients

To make this even easier, we created a [simple guide](#) for men and women that summarizes our recommendations.

Calorie Control: A Simple Guide

FOR MEN

Calorie counting is often complicated, tedious, and inaccurate. So, at Precision Nutrition, we've come up with an easier way to control calories. No weigh-scales or measuring cups. No calculators or smart phones. Just the ability to count to two. And your hand. To build your meals:

	
2 palms of protein dense foods with each meal	2 fists of vegetables with each meal
	
2 cupped handfuls of carb dense foods with most meals	2 entire thumbs of fat dense foods with most meals

Note: Your hand size is related to your body size, making it an excellent portable and personalized way to measure and track food intake.

Also note: Just like any other form of nutrition planning, this guide serves as a starting point. Stay flexible and adjust your portions based on hunger, fullness, and other important goals.

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Calorie Control: A Simple Guide

FOR WOMEN

Calorie counting is often complicated, tedious, and inaccurate. So, at Precision Nutrition, we've come up with an easier way to control calories. No weigh-scales or measuring cups. No calculators or smart phones. Just the ability to count to two.

And your hand. To build your meals:



1 palm of protein dense foods with each meal



1 fist of vegetables with each meal



1 cupped handful of carb dense foods with most meals



1 entire thumb of fat dense foods with most meals

Note: Your hand size is related to your body size, making it an excellent portable and personalized way to measure and track food intake.

Also note: Just like any other form of nutrition planning, this guide serves as a starting point. Stay flexible and adjust your portions based on hunger, fullness, and other important goals.



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In the end, if you'd like to start eating better, just take a look at your hand. Use your fist, palm, cupped hand, and thumb to practice calorie control – while avoiding the hassle of counting calories.



Want to learn more?

If you'd like to learn more about helping people find the best way of eating for them, check out our [Precision Nutrition Level 1 Certification](#) program; the next group kicks off soon.

The Precision Nutrition Level 1 Certification is the world's most respected nutrition education program. It gives you the knowledge, systems, and tools you need to *really* understand how food influences a person's health and fitness. Plus the ability to turn that knowledge into a thriving coaching practice.

Developed over 15 years, and proven with over 100,000 clients and patients, the Level 1 curriculum stands alone as the authority on the science of nutrition and the art of coaching.

Whether you're already mid-career, or just starting out, the Level 1 Certification is your springboard to a **deeper understanding of nutrition**, the **authority to coach it**, and the **ability to turn what you know into results**.

Visit this link for more information:

<http://get.pn/level-1>

[Of course, if you're already a student or graduate of the Level 1 Certification, check out our [Level 2 Certification](#), an exclusive year long Master Class for elite professionals looking to take their nutrition knowledge and coaching techniques to the highest possible level.]