

# 7 MUST-HAVE RESOURCES TO MAKE NUTRITION COACHING EASY



# Welcome to Exceed Nutrition

I believe that changing people's lives and building a rewarding career should be easy!

If you're like most of my students, **you're an ambitious coach** who is following your passion for health and fitness. Am I right?

You are therefore striving to **improve and grow, to reach your potential**. You want to **build confidence** in your coaching ability, to change people's lives and have a rewarding career.

But something keeps getting in the way: *you're struggling to make it happen*.

What if you could:

- **Gain the confidence** to coach any type of client
- **Get incredible results** with everyone who works with you
- **Build a fitness business** that allows you to have more time off and earn a better income

Despite what you might think, there are tested and proven strategies for reaching these goals.

They aren't complicated. But they aren't taught through typical personal trainer qualifications or courses.

My name is **Ru Anderson** and I'm the founder of **Exceed Nutrition**.

Here we test and apply the knowledge and systems that can **truly transform your coaching** and take your business to the next level.

That's why we created this *Resource Pack*, to help you create a successful and long-term fitness business you can be proud of.

And there's more...

We've also created a totally **free online workshop** called The Proven Nutrition Strategies Of Elite Trainers. This weekly workshop will teach you about our **most effective nutrition coaching strategies** and is available to you right now for free.

So that's why we are here - to help you succeed!

And every week I'll mail out **new training** directly to your inbox.

Thanks for joining us, it's great to have you here.



# MEAL PLANNER TEMPLATE

MEAL PLANNER	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Breakfast (Meal 1)							
Snack (Meal 2) <i>This is optional if hungry</i>							
Lunch (Meal 3)							
Snack (Meal 4)							
Workout Nutrition <i>(When applicable)</i>							
Dinner (Meal 5)  + Remaining macros as see fit							

## MACRONUTRIENT TRACKER

You will find some important information below to ensure you get the best results from following this plan.

Once you are consistent with your ideal starting daily caloric intake and macronutrient breakdown, you'll likely need to adjust it for ongoing progress.

It typically takes between 2 and 4 weeks to determine whether a nutrition or training routine is working. Consistency during this time is critical.

If changes need to be made, the first point of call is to adjust your daily calories. I'm a fan of only adjusting these by small amounts as a time – reaping the most from the least.

If you require further or faster fat loss, I'd typically recommend reducing overall calories by no more than 200kcal as a time, and assessing this every 7-14 days. For fat loss, you want to see no more than 1-2 pounds weight loss every week.

The tracker below lets you do just that, and helps you record any changes made to these numbers.



## MACRONUTRIENT TRACKER

MACROS	DAILY CALORIES	PROTEIN (G)	FATS (G)	CARBS (G)
ORIGINAL				
ADJUSTMENT 1				
ADJUSTMENT 2				
ADJUSTMENT 3				
ADJUSTMENT 4				
ADJUSTMENT 5				
ADJUSTMENT 6				
ADJUSTMENT 7				
ADJUSTMENT 8				
ADJUSTMENT 9				
ADJUSTMENT 10				
ADJUSTMENT 11				
ADJUSTMENT 12				

## DIET, EXERCISE AND SLEEP DIARY

Below is an example daily food & lifestyle diary that you can complete for a recommended time frame. This will help you build a report to identify specific elements that may need to be improved to maximize the results. The more detail you include, the better the report, the better your results.

### LIFESTYLE DIARY:

- How have you felt overall today?

- What time did you go to bed last night?

- What time did you wake up this morning?

- How was the quality of your sleep?

- How did you feel this morning?

- Supplements taken?

### DAILY FOOD DIARY:

DAY/DATE:

TIME/MEAL	FOOD + AMMOUNT	COMMENTS

# TRAINING PLANNER

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Type							
Time & Duration							
Week 2	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Type							
Time & Duration							
Week 3	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Type							
Time & Duration							
Week 4	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Type							
Time & Duration							



# PROGRESS RECORDER

	Month 1					Month 2				Month 3			
MEASUREMENT	START Week 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
Scale weight													
Waist Size – 2” Above Belly Button													
Waist Size - At Belly Button													
Waist Size – 2” Below Belly Button													
Bodyfat Reading (scales/calibres)													
Pictures?	Yes				Yes				Yes				Yes

	Month 4				Month 5				Month 6			
MEASUREMENT	WEEK 13	WEEK 14	WEEK 15	WEEK 16	WEEK 17	WEEK 18	WEEK 19	WEEK 20	WEEK 21	WEEK 22	WEEK 23	WEEK 24
Scale weight												
Waist Size – 2” Above Belly Button												
<b>Waist Size - At Belly Button</b>												
Waist Size – 2” Below Belly Button												
Bodyfat Reading (scales/calibres)												
Pictures?				Yes				Yes				Yes

# HABIT TRACKER

Use this tracker to add your current habit challenge and to monitor your daily progress over the next 2 weeks. Add a 'Y' to box if you achieved your habit that day, and a 'N' if you did not.

[illegible]

# MALE PORTION CONTROL GUIDE



## LEAN PROTEIN WITH EVERY MEAL:

Eat 2 palm sized portion of lean protein, both width and thickness, with every meal. Protein dense foods like meat, fish, dairy or beans.

## VEGETABLES WITH EVERY MEAL:

Eat 2 closed fists of raw or cooked vegetables with every meal. Vegetables like, broccoli, carrots, spinach, peppers, mushrooms etc.

## CARBOHYDRATES BASED ON ACTIVITY:

Eat 2 handfuls worth of carbohydrate dense foods like grains and starches, pre and post exercise. For example, rice, potatoes, pasta, quinoa, rice cakes etc.

## HEALTHY FATS WITH EVERY MEAL:

Eat 2 thumb sized portion of healthy fats with every meal. Fat dense foods such as nuts, seeds, oils, butter, avocado etc.

## FEMALE PORTION CONTROL GUIDE



PROTEIN



VEGETABLES



CARBOHYDRATES



FATS

### LEAN PROTEIN WITH EVERY MEAL:

Eat 1 palm sized portion of lean protein, both width and thickness, with every meal. Protein dense foods like meat, fish, dairy or beans.

### VEGETABLES WITH EVERY MEAL:

Eat 1 closed fist of raw or cooked vegetables with every meal. Vegetables like, broccoli, carrots, spinach, peppers, mushrooms etc.

### CARBOHYDRATES BASED ON ACTIVITY:

Eat 1 handful worth of carbohydrate dense foods like grains and starches, pre and post exercise. For example, rice, potatoes, pasta, quinoa, rice cakes etc.

### HEALTHY FATS WITH EVERY MEAL:

Eat 1 thumb sized portion of healthy fats with every meal. Fat dense foods such as nuts, seeds, oils, butter, avocado etc.



# Learn The Proven Nutrition Strategies of Elite Trainers

Join me on my next **FREE** online workshop:  
**The Proven Nutrition Strategies of Elite Trainers.**

This totally **free online workshop** will provide you the knowledge and systems you need to help your clients get fantastic, **life-changing results**, while quickly **building your fitness business**.

[Register Now](#)