

T A R A G R I M E S

A woman with blonde hair in a ponytail, wearing a blue and black striped sports bra and black leggings, is captured in a dynamic running pose against a vibrant pink background. She is smiling and looking forward, with her right leg lifted and her arms in a running motion.

FAT LOSS REVEALED

YOUR STARTER GUIDE

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TARA GRIMES
FITNESS NUTRITION LIFE

CHAPTER

1

WELCOME

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WELCOME

TARA GRIMES FITNESS

If you follow me on social media, you will know that I am very straightforward. It's incredibly frustrating and annoying to see intelligent people fall into the trap of fad juice diets, slimming teas and coffees, slimming pills, and unhealthy, quick-fix ways to get slim. I have always believed that weight loss is simple. However, we tend to complicate it for ourselves.

Therefore, I have decided to write a simple guide on flexible dieting, calorie counting, and losing weight. Being in a calorie deficit is the only way to lose fat. However, I think people still get confused about how to count calories and determine the right amount to drop fat. They ask questions like how, why, and how long?

The beauty of counting calories is that no food group is off-limits. You can customise your calorie intake to fit your life, your family, and your social life. Counting calories allows you to mold your diet around your life, rather than the other way around. It puts an end to forbidden foods and binge eating associated with all-or-nothing diets. Eliminating entire food groups deprives you of essential micronutrients.

Dieting is very simple. Let me show you how. I have even provided a library of highly nutritious recipes, each with its unique barcode to easily input into your calorie tracker.

Don't forget to take your measurements and track your inch loss using our Measurement Journal. I also recommend taking before photos as another way to gauge your progress, in addition to scale weight.

So, let's get started.



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CHAPTER

2

QUICKSTART

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If you want to skip the nutritional information for another day and skip straight to your calorie allowance, start tracking and selecting meal ideas from the menus to help you lose weight in a healthful way, then follow the guidelines below.

GET STARTED NOW

Calculate calories for fat loss.

[CLICK HERE](#)

Download Myfitnesspal free app.
Override default calories with mine.

Take measurements and photos.
Track using measurements journal.

Start tracking food intake.
You can mix and match my recipes with
your own favourite health foods.
Scan recipe barcodes for easier tracking.

BE CONSISTENT BE PATIENT

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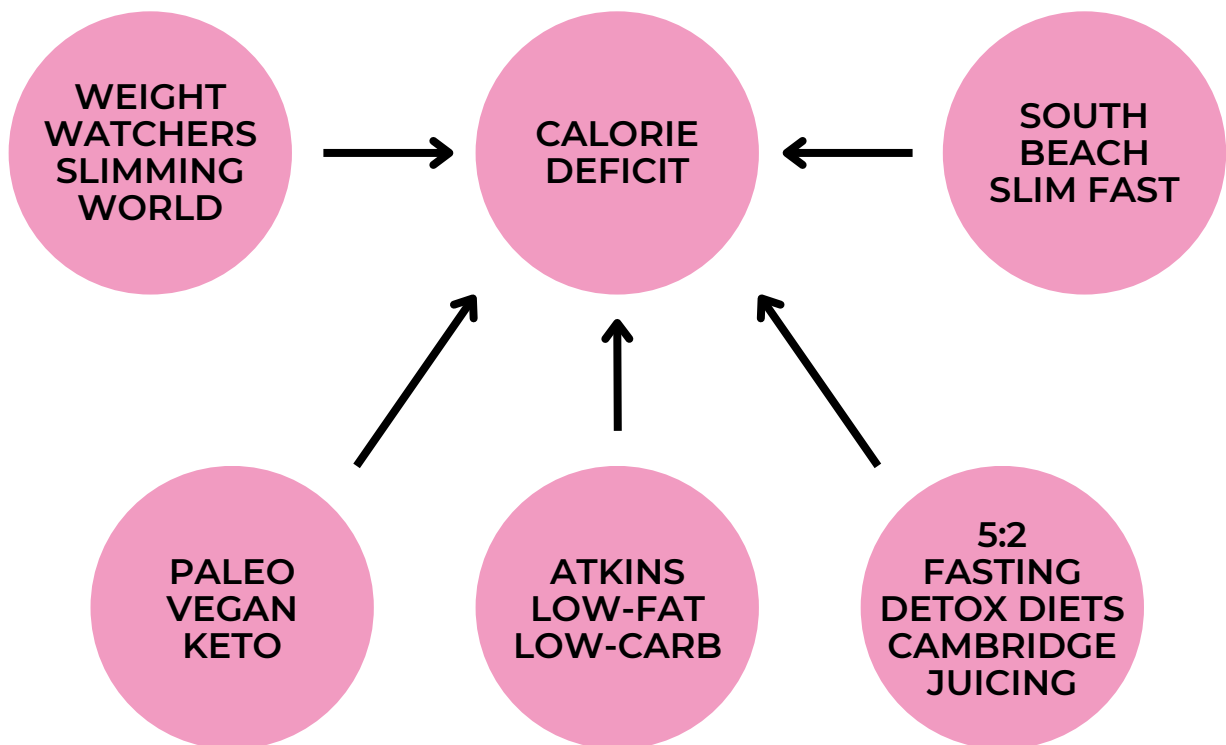
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3 CHAPTER

THE MOST IMPORTANT
FACTOR
- CALORIE DEFICIT

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WEIGHT LOSS



You can argue and label it however you want, but ALL DIETS are simply tools to create a calorie deficit. Some diets eliminate essential food groups in order to achieve this. Slimming World reduces fat intake, Atkins reduces carbs, Keto reduces carbs and protein. Ultimately, by doing so, you end up consuming fewer calories, which is the underlying reason for fat loss.

If you want to become lean, you must abide by the fundamental principle of nutrition, the law of energy balance. When you hear me talk about the law of energy balance on my social media platforms, it means that even if your calories come from ice cream and chocolate, as long as you're in a calorie balance, the following holds true:

The law of energy balance states that to lose weight, you must burn more calories than you consume each day. To gain weight, you must consume more calories than you burn each day. If you have too much of anything, even healthy foods, it will be stored as body fat.

In a calorie deficit, you will lose weight. Now, I'm not endorsing a chocolate bar diet, I'm just using it to make a point.



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4 HOW TO CALCULATE CALORIES FOR WEIGHT LOSS

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Let's show you how to create your personal calorie deficit for weight loss.

BUT FIRST...

As adults, we become adept at managing our personal finances, i.e., money into our bank account (wages/salary), and money out (personal bills and other expenditures). Managing calories is exactly the same. You create a calorie budget for fat loss for the week/day and subtract the food and drink that you consume from that budget. If the budget is created around a calorie deficit, you will lose weight. If you spend more calories, i.e., overeat over and above your budget, then you will not lose weight, and maybe even gain weight depending on how many calories you overate by. It's a simplistic analogy, but it's really as simple as that. It's math.

TO LOSE A POUND OF FAT YOU MUST DO THE FOLLOWING

To lose 1 lb of fat per week, you need to reduce 500 calories from your maintenance calories. (To figure out your maintenance calories, click on the calorie calculator on the next page to get this number or use the equation on the next page to work it out manually.)

**1 POUND
OF FAT
EQUALS
3500
CALORIES**

There are two ways you can calculate your calories for fat loss and weight maintenance:

THE EASY WAY

The easy way is by clicking on this personal calorie calculator link. By doing so, you can escape all the hard work and skip the math. With just a few clicks, the calculator will do all the calculations for you.

[CLICK HERE](#)

THE DIY MATHEMATICAL EQUATION WAY

To calculate your TDEE (Total Daily Energy Expenditure), which is also known as your maintenance calories, you need to determine the calories required to maintain your current weight without losing or gaining. From the TDEE figure, you then deduct your calorie deficit.

If you have a calculator and pen, you can follow this equation to work out your personal calories for weight loss or weight maintenance.

I like this formula called the Harris-Benedict Equation. The equation uses height, weight, age, and gender to determine the Basal Metabolic Rate (BMR), making it more accurate than calculating calorie needs based on body weight alone.

1KG = 2.2lbs
1 inch = 2.54cm

Word of warning: Ensure your height is correct by getting measured. My personal experience is that 70% of males and females think they are actually 1-2 inches taller than their actual height.

For women, the BMR (Basal Metabolic Rate) equation is as follows:

$BMR = 655 + (9.6 \times \text{weight in kilograms}) + (1.8 \times \text{height in centimeters}) - (4.7 \times \text{age in years})$

A PRACTICAL EXAMPLE

You are a 30 year old female who is 5 foot 4 inches tall (163cm).
You weigh 165lbs (75kg).

Your BMR = $655 + (9.6 \times 75) + (1.8 \times 164) - (4.7 \times 30) = 1,529$ calories per day.

Once you know your BMR you can calculate your TDEE by multiplying your BMR by an activity factor.

Word of warning: If in doubt, err on the low side because most people overestimate how many calories they burn each day. A walk with your friend a few times a week isn't considered exercise but rather NEAT activity (non-exercise activity thermogenesis). Also, don't count gentle yoga or Pilates as significant calorie-burning activities.

ACTIVITY LEVEL	MULTIPLIER	DESCRIPTION	
SEDENTARY	BMR X 1.1	Little or no exercise, desk job	
LIGHTLY ACTIVE	BMR X 1.3	Light exercise or sports	3-5 days/week
MODERATELY ACTIVE	BMR X 1.55	Moderate exercise or sports	3-5 days/week
VERY ACTIVE	BMR X 1.725	Hard exercise or sports	6-7 days/week
EXTREMELY ACTIVE	BMR X 1.9	Hard daily exercise or sports and physical labour job, or twice a day training (football, GAA Camp)	7 days

CONTINUING WITH THE PREVIOUS EXAMPLE

our activity is moderately active (you train 3-5 times per week). This means your activity factor is 1.55.

Your TDEE (maintenance calories) = $1.55 \times 1529 = 2370$ calories per day.

NOTE

For this person to lose 1 lb per week she needs to reduce her calories by 500 per day.

$$2370 - 500 = 1870 \text{ calories per day.}$$

For this person to lose 2 lb per week she needs to reduce her calories by 1000 per day.

$$2370 - 1000 = 1370 \text{ calories per day.}$$



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HOW TO ACCURATELY TRACK CALORIES

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Now that you know how to calculate your calories for fat loss, probably the single most important aspect of weight loss aside from adherence is knowing how to track and measure the calories in food so that you stay within your calorie deficit in order to lose weight.

Tracking takes time and effort and is the reason some decide not to track at all and adopt a portion control method that I use in my 6-week Better Bodies program. Again, others may follow a prescriptive meal plan which has everything done for you, like in my 7-day Jumpstart and 10-day Fat Loss Kickstart, and Over 40 Lean and Strong Program. These laid-out templates require no thought, just meticulous planning and following the setup diet. However, the problem is that clients then struggle to maintain weight loss and they still haven't grasped the fundamental law of a calorie deficit.



The beauty about calorie counting is the flexibility to live a life where you can be flexible with your calories and not chained to a set meal plan. It also allows an understanding of the calories in everyday family meals without having to change too much or cook different meals for the family. When I coach clients, mentoring them on how to use fitness trackers is really important.

It's really simple, if you are not losing weight despite your best efforts in tracking, then maybe you are missing something. Clients can knowingly or unknowingly track incorrectly. They may miscount bites, nibbles, licks, and tastes, as well as milk, oils, butter, etc.

TRACKING SNACKING

FRIDGE CALLING YOUR NAME?

FIRST THINK:

Am I hungry?
Am I bored?
Is it just a habit?

BE MINDFUL:

Pack meals full of real, whole foods. This will keep you fuller for longer and help reduce urges to snack.

Consider how calories from snacking add up and factor these into your daily calorie goal.

GOOD SNACKING:

Snacking is OK! Try to choose snacks full of essential macronutrients - protein, healthy fats, complex carbs.

PREFERRED TRACKING METHOD

MYFITNESSPAL

myfitnesspal

LOG IN

Good health starts with what you eat.

Want to eat more mindfully? Track meals, learn about your habits, and reach your goals with MyFitnessPal.

START FOR FREE



Log from over 14 million foods.

See a breakdown of calories and nutrients, compare serving sizes, and discover how the food you eat supports your goals.

This is the app I use to track and log calories. **Word of Warning:**

1. Don't use the calories that MFP (MyFitnessPal) sets you by default, as people naturally tend to select the 2 lb per week weight loss target, which in my opinion is too aggressive of a calorie cut and target calorie goal. Override the calories with the ones created by my [calculators](#).
2. Be cautious about exercise calories shown in green, which people may think is the green light to eat more. MFP also shows bonus calories, but they aren't. The calories provided by my calculators take into consideration your activity level, so don't eat them!
3. Don't estimate meals. Meals already logged into MFP may belong to someone else, not yours. Aim to break down the components of each meal and track them individually, either by manually entering the details or using the scanning option to scan the product barcode.

DO I NEED TO COUNT MACRONUTRIENTS FOR FAT LOSS? (PROTEIN, FATS, AND CARBS)

Protein is a dieter's best friend. Why?

- It is the most satiating macronutrient.
- 30% of the calories in protein are burned in the digestion process.
- It helps with recovery and maintenance of muscle tissue.
- Preserves lean muscle when dieting.

When coaching clients, I also roughly aim for 0.8g per pound of body weight. After inputting your calories into MFP (MyFitnessPal), aim for 40% of your total calories coming from protein. This should keep you right on track. Go into goals - nutrition goals - calorie, carbs, protein, and fat goals. Manually change the protein to 40% from the default setting provided by MFP.

Don't get too hung up on other macros though, such as fats and carbs, unless you are a performance athlete or weight-making athlete.



Remember, if you are full, don't force-feed yourself in order to hit a macro goal.

CALORIE REDUCTION AND HUNGER

Remember, eat intuitively and only when you are hungry. When dieting, hunger can be the enemy, and at the start, you will be hungry - that's totally normal. However, there are two hormones which are key players in regulating your appetite: Leptin & Ghrelin. Keeping protein intake high and as your main macronutrient, and having adequate healthy fats in the diet, helps stabilise these two appetite-suppressing hormones.

FOR FAT LOSS, IT'S CALORIES THAT COUNT

80:20 RULE

I always aim for lean protein as the basis of most meals and ensure that a variety of healthy high-fiber carbs, such as fruits, vegetables, high-fiber starches, as well as whole grains, and healthy fats, make up the most of your meals.

To learn how to deal with the 20%, you can create a degree of flexibility in your diet without removing completely any of the foods you love. In the next section, you will learn how to flex your calories across the week/weeks to accommodate a more balanced approach to your diet.

IT'S ALL ABOUT BALANCE





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6 CHAPTER

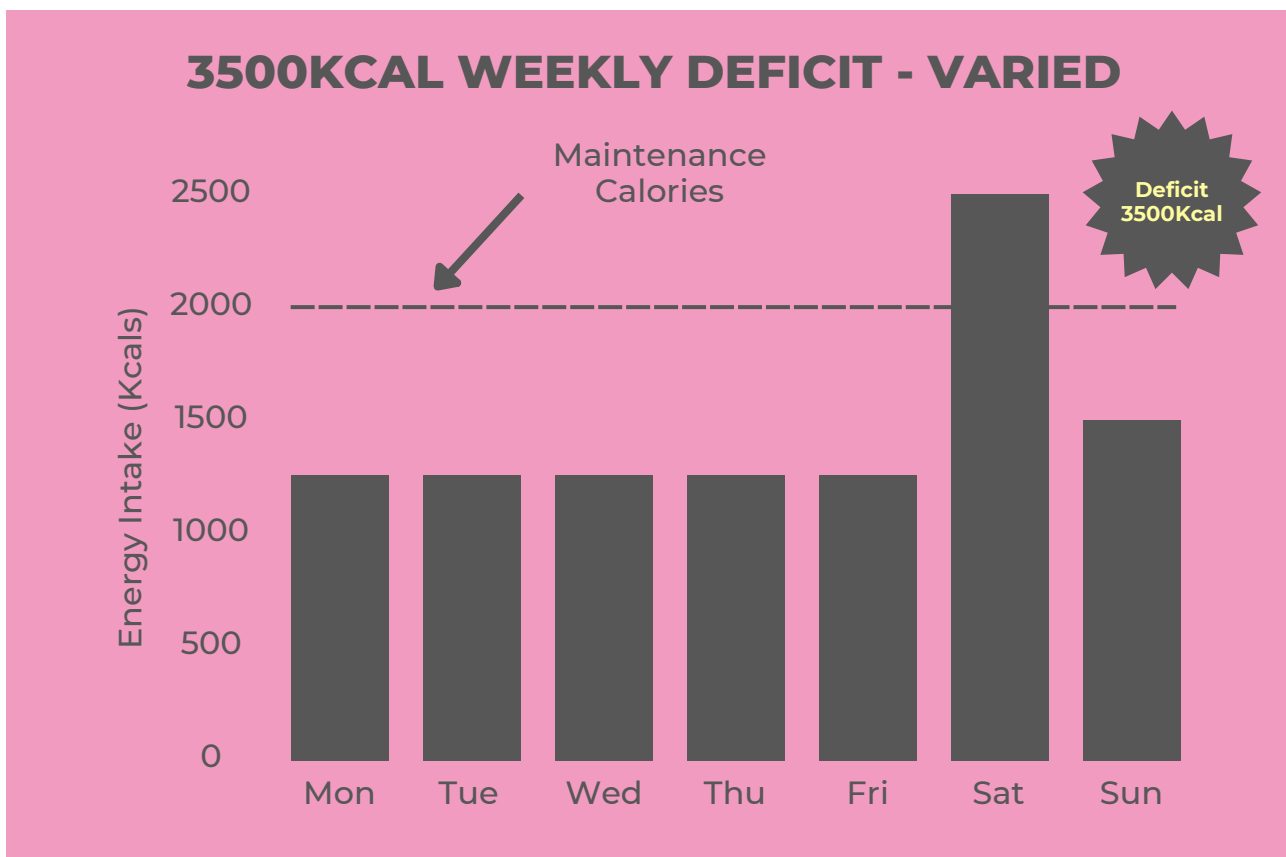
HOW TO HAVE A
SOCIAL LIFE USING
FLEXIBLE DIETING

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HOW TO HAVE A SOCIAL LIFE WHILE DIETING - FLEXIBLE DIETING WITH CALORIE COUNTING

Remember, when calorie counting, you can also cycle your calories to suit your lifestyle and social life. You can plan and store calories in advance of a night out. You can eat more calories on a day when you are hungry and eat less on another day. As long as you are within your weekly calorie deficit budget, you will still lose weight.

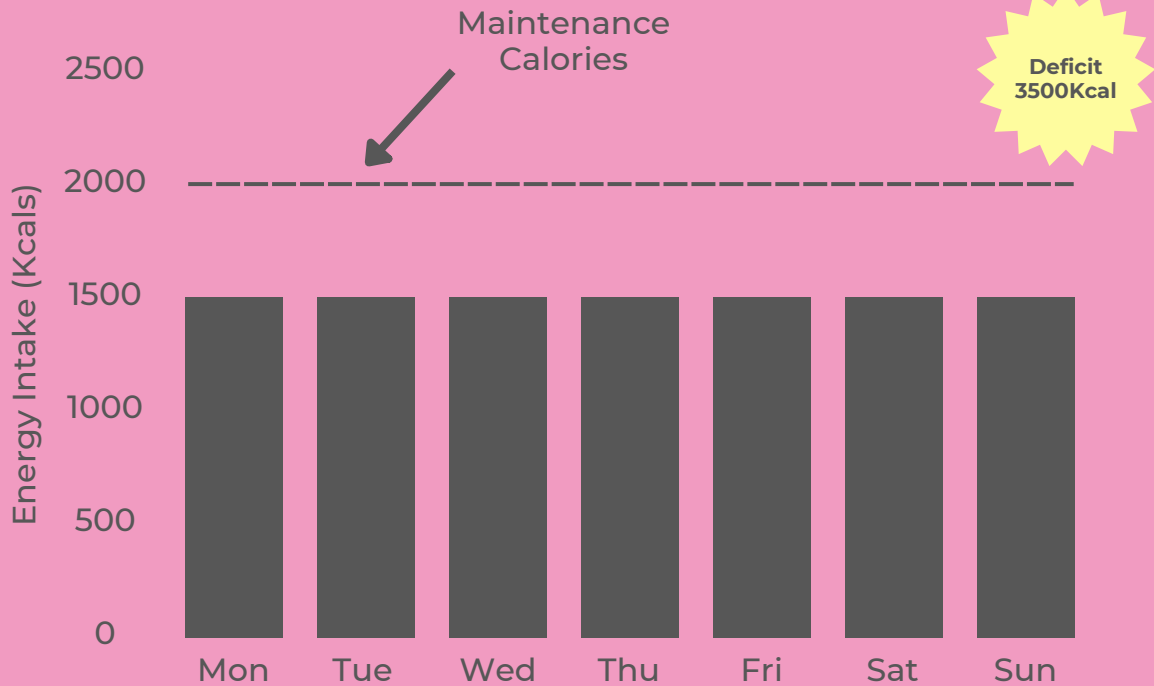
Another tactic I employ with private clients is monthly dieting cycles. For example, dieting for short periods more aggressively for 2-3 weeks and having one week back at maintenance calories. This is usually at the luteal phase of the cycle, the week leading up to menstruation. This allows for higher calories when appetite is naturally higher. It also has psychological benefits as well, as clients find that dieting periods are shorter and more sustainable. It has had great success, and clients tend to maintain their weight loss more effectively.



SATURDAY/SUNDAY BACK LOAD OF CALORIES

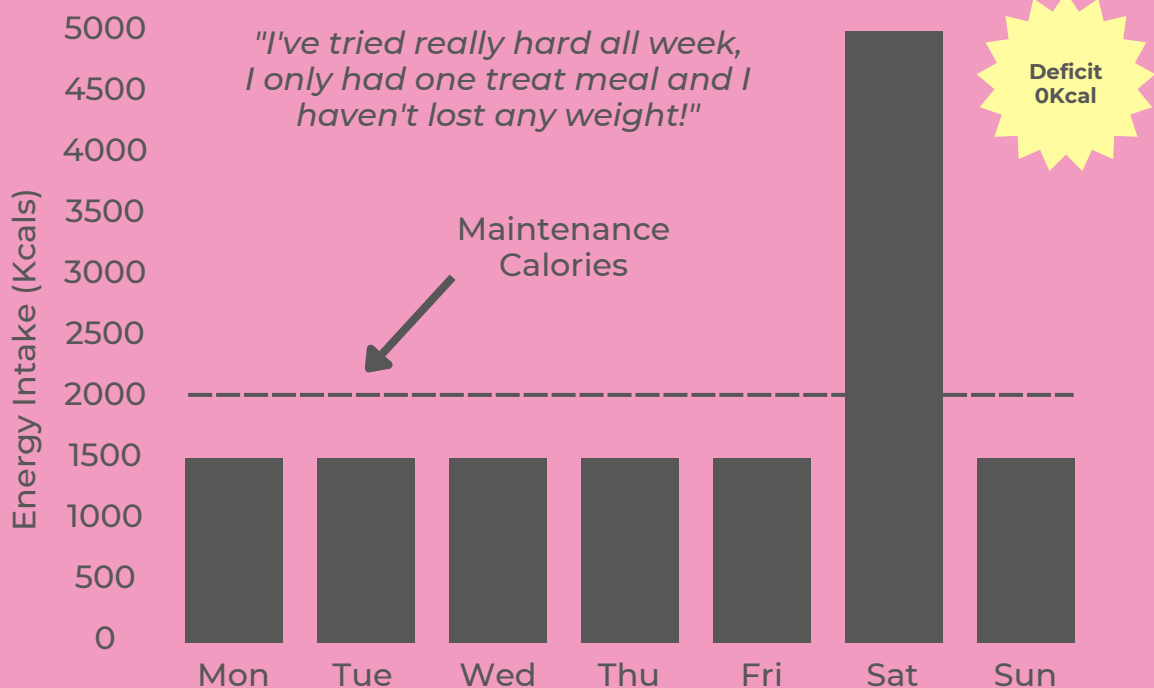
CREATING A CALORIE DEFICIT

3500KCAL WEEKLY DEFICIT - CONSTANT



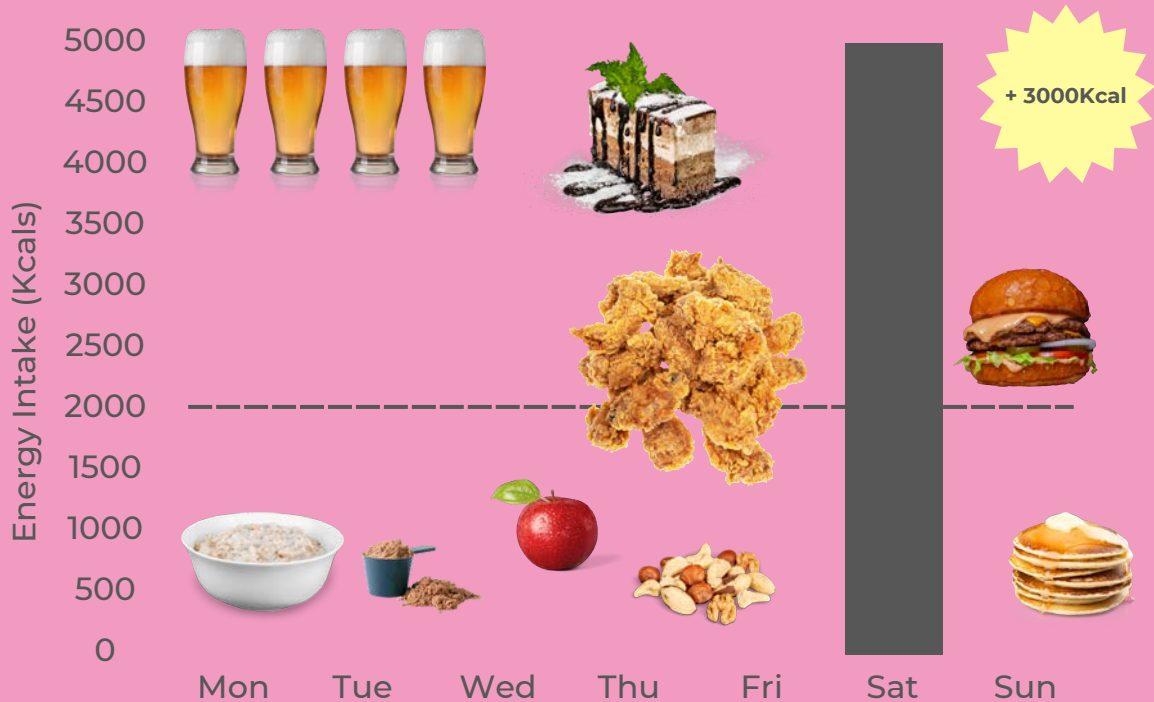
CHEAT DAYS?

TREAT MEALS/DAYS - A RECIPE FOR FAILURE?



BINGE!

TREAT MEALS/DAYS - A RECIPE FOR FAILURE?



"I've tried really hard all week, I only had one treat meal and I haven't lost any weight!"

Try to avoid cheat days as these can have disastrous consequences for your weekly calorie deficit. If you do carry over calories to the weekend, be sure to track even on your higher calorie days.

Don't use it as a cheat day or free-for-all day. It's important to maintain consistency and stay mindful of your calorie intake throughout the week to achieve your weight loss goals.

HOW TO KEEP THE WEIGHT OFF FOR GOOD

From my experience as a personal trainer and nutritionist, I've found that most people who come to me are tired and fed up with losing and regaining weight. They want to lose weight and learn how to maintain that weight loss for good.

Now, you will hear the negative beliefs spout that diets lead to weight regain – simply not true. Where is the evidence? Show me a valid study to change my mind!

Here are my observations and experiences with weight loss maintenance.

COMMON SENSE STUFF

Firstly, when you reach your weight loss goals, head to the [calorie calculator on this page](#) to figure out your brand new maintenance calories (calories required to neither lose nor gain weight). These maintenance calories will have reduced from when you started your weight loss period.

Especially if they have a history of yo-yo dieting. You can go straight to your maintenance calories or slowly reverse back up. I honestly feel clients do better when they slowly reverse. Remember though, if you go straight back to maintenance calories immediately, you may register higher scale weight due to extra gut residue with increased food volume. If you are within your maintenance calories, then be reassured - it's not fat. Remember, you have to eat 3500 calories over and above your maintenance calories to gain 1 lb of fat and under to lose 1 lb of fat. If it makes you nervous, I would suggest still tracking your food until you feel confident that you can maintain your calories at your new higher level without overshooting.

The common problem for a lot of people who regain their weight is that they didn't approach the maintenance phase with the same level and attention to detail as their weight loss. Initially, it's a reward party for the celebration of a new figure. A calorie blowout. Secondly, the reward party continues on a little longer than expected. Clients then feel overconfident that they can pull it back. However, they have no idea how many calories they actually need to be eating in order to maintain their new lighter, leaner body, so their chances of maintaining are low due to lack of knowledge and know-how.

In the end, they end up regaining their lost weight with interest!

FLEXIBLE DIETING WHEN AT MAINTENANCE

The same theory still applies with weight maintenance as weight loss—the law of energy balance. You can flex your calories and undulate calories over the week depending on your lifestyle. Rob Peter from midweek calories to pay Paul for weekend calories. Eat a little more one day and a little less the other.

Advocate 80% of your calories coming from good solid nutritious foods, but don't forget that you can still have a little of what you want. Most people, when dieting, restrict themselves too much and govern their diet based on a rigid set of rules and guidelines. This is not necessary. When I coach clients online, I always ask them what their non-negotiables are, their "can't live without it" foods. What are their favourite "non-healthy" foods? We fit it in—always! We always allow diet breaks for periods like holidays, weddings, weekends away. Your diet has to be realistic. You have to live your life while still making progress. It can be done, and I'm proud to say my clients do it and still get amazing results.



CLIENT CASE STUDY

JULIE

Julie came to me as a personal training client after gaining 2 stone. She had repeated attempts at a popular slimming club, and she struggled with the same weight for 5 years. She lost and regained the weight twice in 5 years and worked out furiously in an attempt to lose this weight again. Nothing she tried worked. She wanted to be back in size 12 clothes again.

She enjoyed walking 13-15k steps daily. She messaged me a few days into her program saying that she was literally having her cake, or in her case, Flake, and eating it, lol. She found herself overeating on the weekend because she trained so hard during the week. Yet, her calories added up to what I would describe as a normal busy Mum, working full-time and juggling home-works, kids, running a home, and enjoying a few glasses of wine at the weekends and enjoys dining out with her husband on occasion.

After a consultation, it was clear that in her previous dieting attempts, she quit all the things she loved in order to lose her weight. She also overtrained (mostly cardio), cut fats almost completely out of her diet, and had a very low level of protein in her diet. So, two of the essential macronutrients were missing in her diet - Protein and healthy fats.

Her non-negotiable was a Cadbury's Flake. So, I set her calories at 1650 per day and told her to x7 for a weekly budget if she wanted flexibility from day to day. I set her protein target at 120g per day. She said that the calories were too high, that she never ate that amount of calories before, she thought she would gain weight. I told her to trust the process, that she was, in fact, eating in excess of 2300 calories on average every day to maintain her current weight. She was gobsmacked.

She dropped her 5x cardio classes per week and decreased it to 3x weights sessions. The calories she burned via her spin and pilates classes only amounted to only 830 calories a week, and she was overeating to the tune of 4-5 times that in calories each weekend.

Fast forward; Julie has now dropped 3 stone and is the leanest she has ever been. She has maintained this for over 3 years. She trusted the process. She adopted the flexible dieting approach to her calories. She threw off the attitude of "It's the weekend, I deserve to reward myself with lots of yummy food and drink." Yes, she still has her few glasses of wine and enjoys her meals out, but she accommodates them in her weekly calorie budget. She looks at the big picture, i.e., weeks and months, not days. She is in control. Her food intake is predominantly high-quality food with accommodations for chocolate and wine.

This is her balance. She is literally having her cake, on in her case - Flake, and eating it.



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CHAPTER

REMEMBER THE
FUNDAMENTALS

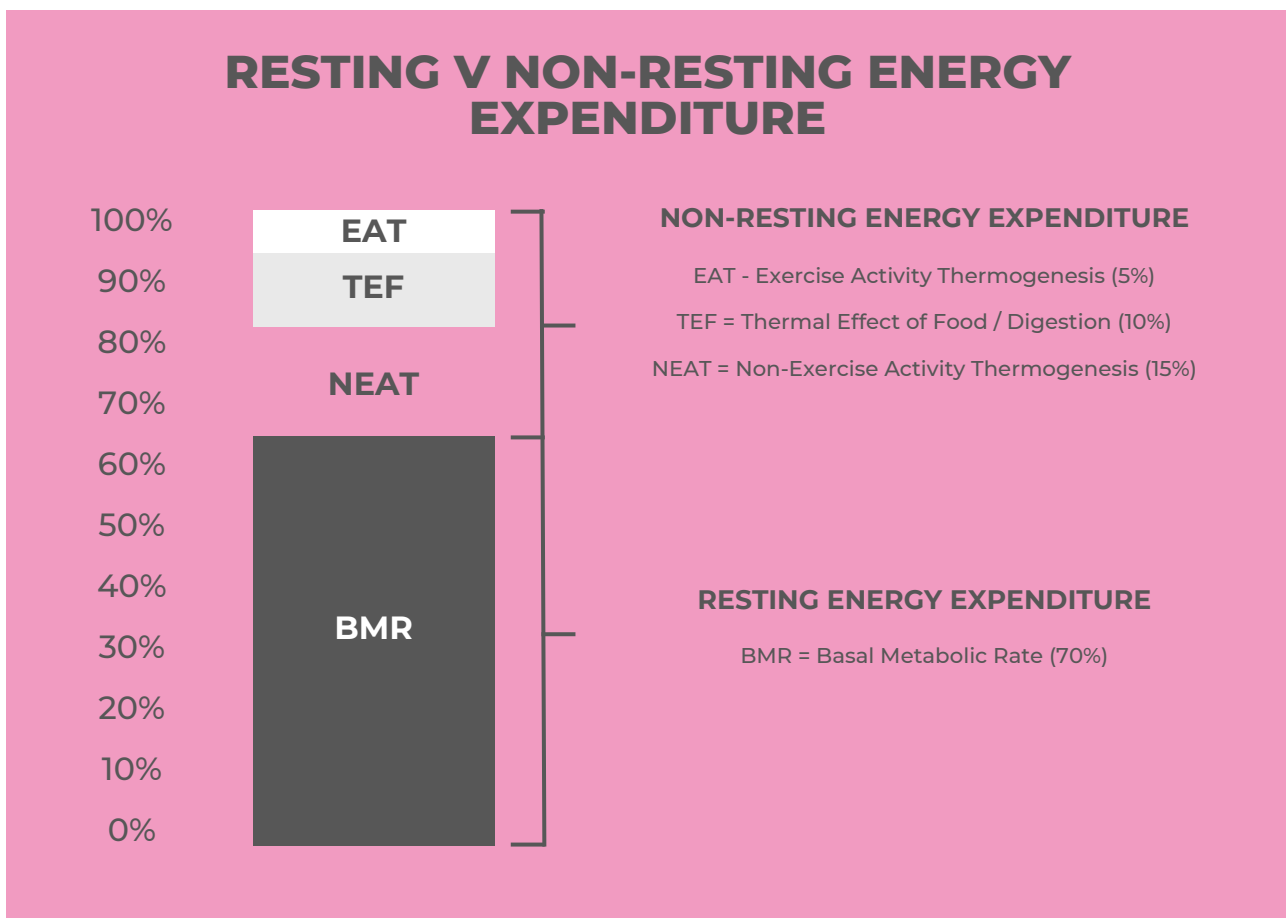
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REMEMBER THE FUNDAMENTALS

Going back to the basics is key. Don't be a busy fool. Do you feel guilty if you miss your gym and fitness classes when trying to get lean?

This may help alleviate some of the guilt. You may have gotten your fat loss priorities back to the front! I'm not saying "don't exercise"! - Do it for health, fitness, and strength, not as a method for fat loss.

Let me explain.



The smallest and lowest effect on overall calories burned is EAT - exercise activity thermogenesis. Thermogenesis refers to your physical activity, such as going to the gym, fitness classes, etc. However, the impact of exercise on calorie burn depends on different types of training and the time and effort spent. On average, it's safe to say that most people might exercise 2-4 times per week.

From my experience, I have also found that people tend to overestimate the number of calories they burn during exercise. For example, a normal gym session might burn 150 calories per hour. If you multiply that by 3 times a week, you are burning 450 calories a week through exercise. However, to burn off one pound of fat at 3500 calories, we would need to find an additional 3050 calories from somewhere else. Does that make sense?

BMR (BASAL METABOLIC RATE)

The largest chunk of calories you burn every day is your BMR, which stands for Basal Metabolic Rate. It represents the number of calories your body burns at rest, performing essential functions such as respiration, temperature regulation, cell construction, circulation, and more. It's important to note that relying solely on your BMR as an excuse to be sedentary is not a healthy approach. Regular physical activity is still crucial for overall health and well-being. So, while your BMR accounts for a significant portion of your daily calorie burn, incorporating exercise and movement into your routine is essential for maintaining a healthy lifestyle.

NEAT (NON-EXERCISE ACTIVITY THERMOGENESIS)

Walking, standing, fidgeting, or climbing stairs. I've lost count how many times clients ignore their everyday NEAT movement. They believe if they do 3-4 sessions a week at the gym or at classes, it's their weekly physical activity box ticked. Big mistake! In my time as a personal trainer and nutritionist, I have found that clients who increase their NEAT movement in addition to their training are more successful at losing weight and maintaining their weight loss.

Downmost people's NEAT movement decreased rapidly as most worked from home or became very sedentary. Calorie intake remained the same or, in some cases, soared, and as a result, weight gain occurred. You see, this movement contributes to a large amount of calories burned every day. I use it as a tool for increasing calorie burn in clients who are deconditioned and less fit than others, as it carries less risk of injury and can improve mental well-being, being in the fresh air when walking. It's a fantastic starting point for building fitness and confidence.

To get a client to go for a walk than to partake in a gym workout! It also has a greater calorie burn as well (depending on duration and intensity). Both have their benefits for health, particularly resistance training, but the no-brainer and low-hanging fruit is the increase in daily steps—as a fundamental.

THERMIC EFFECT OF FEEDING

This is the amount of calories burned just by digesting and processing food and storing it. Protein is the big winner here as it can negate and burn almost 30% of its calories just digesting it.

It does vary, though, for other macronutrients. Fats are easy for the body to process and therefore have very little thermic effect. Carbohydrates, again, have lower thermic effect than protein. So, your calorie burn digesting an 8 oz steak could equate to the calories burned in a 3-mile walk. Nice one!



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CHAPTER

THE MOST IMPORTANT
INGREDIENT OF ALL

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**WANT TO KNOW THE SECRET
INGREDIENT...APART FROM A
CALORIE DEFICIT?**



ADHERENCE

It's all very well knowing your calories for fat loss, but if you don't adhere to your new calorie deficit - fat loss will not occur.

I REPEAT - WILL NOT OCCUR!

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CHAPTER

MYTHS AND LITTLE STORIES

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MYTHS AND LITTLE STORIES THAT MAY SABOTAGE YOUR WEIGHT LOSS

BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY

It also doesn't kickstart your metabolism. It is worth noting though that if breakfast encourages you towards more health-seeking behaviours around food for the remainder of the day, then don't give it up.

EAT LITTLE AND OFTEN

It doesn't keep your metabolic furnace burning and it doesn't encourage a greater increase in fat burning.

STARVATION MODE

I've lost count of the times that clients have been told by their slimming club leaders and other PTs that they aren't eating enough and their body is preserving fat stores and hanging on to the pounds in preparation for the famine ensuing - like come on! You aren't losing weight because you are eating too many calories, not too little!

DON'T EAT AFTER 6PM - EAT MOST OF YOUR CALORIES IN THE DAY

Meal timing is irrelevant for fat loss. What is important is the overall calories consumed in your waking day, not the time you eat them at.

PROTEIN BULKS YOU UP

Protein is an essential macronutrient at 4 calories per gram. It provides essential amino acids for optimum health and has a satiety quality which helps when dieting. Bulking up or gaining fat only happens when you eat too many calories from all macros, including carbs and fats.

CARBS MAKE YOU FAT

No! Overeating in calories makes you fat. Again, it's important to state that any fat loss that occurs from reducing or eliminating carbs is to do with the reduction in calories that comes with taking that macronutrient out of the diet. It's also important to state that most highly palatable, highly calorific, and addictive sugary snacks are all carb-based. Most food logs I read from my online clients are predominantly carb-based, so it makes sense that when you remove your largest food group which carries the most calories you consume, you will lose weight. Good quality carbohydrates, fruits, vegetables, whole grains, beans, and legumes are really important in the diet as they contain fibrous benefits which assist with good gut health and assist in creating a healthy immune function."



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10

CHAPTER

FREQUENTLY ASKED QUESTIONS

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HERE ARE SOME OF MY MOST FREQUENTLY ASKED QUESTIONS

"I'M TRACKING CALORIES AND IN A DEFICIT BUT HAVEN'T LOST WEIGHT IN WEEKS"

You are not in a calorie deficit. If you were, you would be dropping fat. Ensure you are tracking correctly by scanning barcodes or weighing food. Don't forget the bites, licks, nibbles, or tastes. Don't guesstimate. It's advisable to track every day as tracking retrospectively the day or on days after can lead to forgotten foods consumed. These calorie omissions will affect your weight loss.

"I'M REALLY HUNGRY ALL THE TIME"

Is your protein content high enough? Try and eat protein at every meal and have it as your primary food source. Fill up with high-fibre carbohydrates such as veggies, porridge oats, whole grains, and fruits. Ensure you are also hydrating well. Check you haven't created a calorie deficit that is too aggressive.

"I CAN'T USE MYFITNESSPAL PROPERLY. CAN YOU TEACH ME?"

We don't offer tuition on how to use the app. However, you can get access to free instructional videos on the MyFitnessPal website or YouTube. It's the most used calorie tracker in the world and is actually really user-friendly. Give it time. Practice.

"I'M STRUGGLING TO EAT THE PROTEIN"

It's normal for clients to struggle to eat more protein due to its satiating effect. However, it is important to have protein as your main macronutrient, especially in a calorie deficit. It's wise to stop eating if you're full. Don't force-feed yourself in order to hit a protein target. It's also advisable in this case to supplement with protein powder if you're really struggling to eat mostly whole food proteins. Protein powder is totally safe.

"DO YOU NEED TO EAT 3 MEALS A DAY?"

Not necessarily. Eat meals based around convenient times for you and when you actually feel genuinely hungry. It's the overall calories eaten in the day and not the time they are eaten that matters.

"IS EATING TOO LITTLE GOING TO STOP ME LOSING WEIGHT?"

No, starvation mode is a myth. However, it's important not to set calories too low as it may be unsustainable.

"I DON'T EAT BREAKFAST. IS THIS A PROBLEM?"

No, eat as soon as you feel hungry. I also advise eating a protein-based breakfast to help you feel fuller for longer.

"WHY SUCH HIGH LEVELS OF PROTEIN?"

When you are in a calorie deficit, your body looks for ways to conserve energy. Preserving your muscle tissue is fundamental. Dieting without resistance training can cause 30-50% of your weight loss to come from lean tissue. The risk of muscle loss is higher if your protein intake is too low.

SUMMARY

MAIN TAKEAWAYS FOR DIET AND FITNESS

3500Kcal = 1lb fat

Running a marathon burns
~2600Kcal

Remember:

**You can't outrun an
unhealthy diet**

Don't try to out-train a highly calorific diet, as you'll be a busy fool. Train for strength, fitness, and functional movement for optimal physical and mental health, not as a means to get thin!

A key consideration when it comes to fat loss is tracking your calories using the MyFitnessPal app and creating a calorie deficit to drop fat. Use the calorie calculator link to start with a moderate deficit of 1 pound per week and be consistent. Don't bluff yourself with calorie counting, count every little thing.

The body cannot be cheated.

Keep your step count high. I encourage all my clients to aim for a minimum of 13,000 steps per day. Your everyday movement (NEAT), such as walking, climbing stairs, and fidgeting, has a greater impact on your calories burned throughout the day than a gym session or a fitness class.

If you are reading this and your fitness levels are low, yet you'd love to get stronger and fitter, when you feel you are ready to exercise, then add 3-5 fitness sessions per week. Prioritise lifting weights and attend bodyweight classes. Take it easy and start slow.

Don't use the scale as your primary method of measurement. Measure your inches and log them weekly or biweekly using the measurement journal provided. Take photos and assess every few months.

So, now you have all the answers. You know the secret behind diets, fat loss, and all the fad diets and fat-burning workouts you have tried and failed at for years.

Are you a diet...

Bites

Licks

Unintentional nibbles

Frequent tastes

Frequent underestimation
of calories

If you have tried all the suggestions and are still struggling and need further coaching and mentoring, why don't you consider my 1-1 online coaching service for nutrition and fitness?

This personalised approach can provide you with additional support, guidance, and accountability to help you reach your goals. Feel free to reach out for more information on how to get started with the coaching program.

WORK WITH TARA DIRECTLY

Revive & *Thrive* BY TARA GRIMES

Lose Up To 2 Stone In 90 Days, Without Ever Having To “Beast Yourself” In A Stinking Gym

Access The Exact Strategies My Ladies Have Used To Lose A Collective 22 Stone In The Last 90 Days...even If You Feel Limited By PCOS, Perimenopause, or Other Hormonal Issues.

What is it?

Revive & Thrive is a 90-day group coaching program designed to help you achieve outstanding results in weight loss and toning up.

The program provides you with everything you need to succeed without having to give up a cheeky glass of wine on a Friday night.

It is tailored to you, no matter where you are in the world, as the program is fully virtual.

Your experience level doesn't matter, and whether you have access to a fully equipped home gym or nothing at all, the program is designed to accommodate everyone.



Results Guaranteed

I am so certain that this group programme is about a million times better than everything else you've tried...

That I'm prepared to put my money where my mouth is.

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