

FAT LOSS + PROTEIN BASICS

Consistency with a calorie deficit matters more than diet type.

THE TRUTH

FAT LOSS COMES FROM A CALORIE DEFICIT
PROTEIN HELPS YOU STAY FULL, STABLE, AND CONSISTENT

- Low-carb diets may work faster short-term
- Long-term fat loss is similar across all diets
- Whole, nutrient dense foods help regulate appetite
- Alcohol increases hunger and overeating
- Small calorie excess adds up quickly

WHAT DRIVES WEIGHT LOSS

WHAT MATTERS

- Consistent calorie deficit
- Enough protein
- Foods that keep you full
- Simple, repeatable habits
- You have flexibility in what you eat

Principle:

All diets work for weight loss if calories are reduced.

WHAT DOESN'T MATTER AS MUCH

- Exact macro ratios
- Specific diet type
- "Perfect" food choices

Evidence shows that long-term what really matters is how much you eat and consistency.

*You don't need the perfect diet—
you need a consistent calorie deficit supported by enough protein
and simple, sustainable habits.*

WHAT PROTEIN DOES

- Increases fullness (less hunger)
- Improves energy and focus
- Helps prevent weight regain
- Raises metabolism
- Preserves lean body mass
- Supports aging (prevents muscle loss)

USE PROTEIN POWDER

- Easy way to hit protein targets
- Reduces hunger and cravings
- Appetite control
- Helps blood sugar balance

HOW MUCH

- ~1.2–1.6 g/kg/day
- Stay toward lower end
- Portion size = palm of hand

MAKE PROTEIN A PRIORITY

- Plan protein first
- Build meals around it
- Using Cronometer, enter in your protein target for a meal, then add vegetables and fats, if any.
- Eat until satisfied
- Adjust as you go