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FUELEDXFLATLAND  
**NUTRITION**  
**2024**

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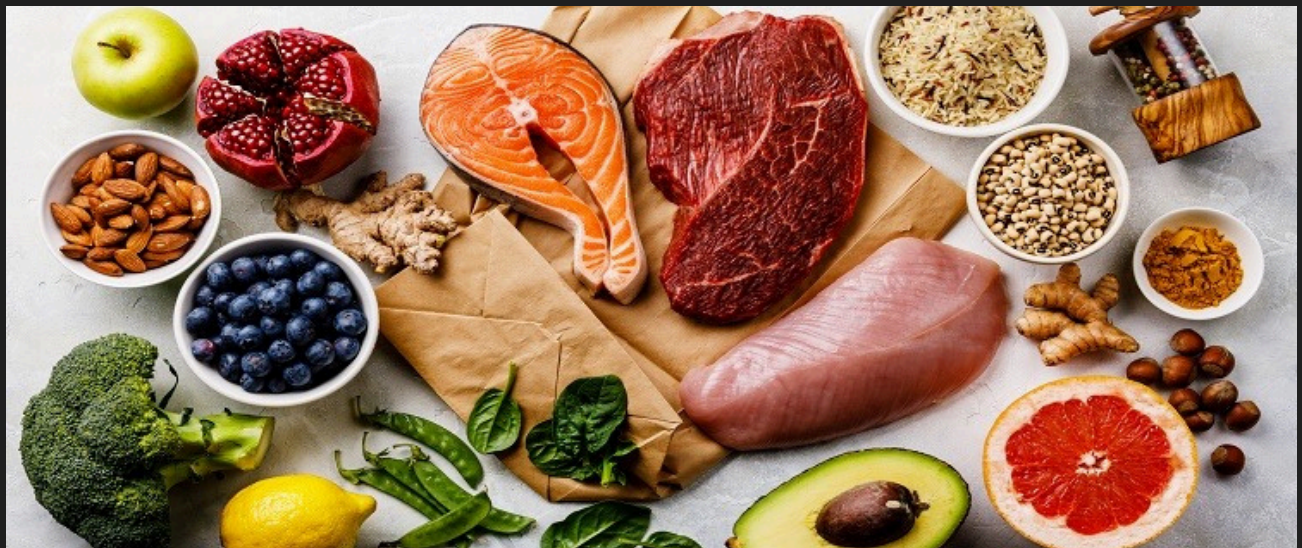
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# FUELEDXFLATLAND

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## MASTER THE BASICS



01 PROTEIN

02 CALORIE INTAKE

03 EXERCISE

04 MOVEMENT



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# FUELEDXFLATLAND

We focus on the **basics**. We believe simple succeeds and fancy fails. We have four metrics that we base our athletes success off of;

- PROTEIN
- CALORIE INTAKE
- EXERCISE
- MOVEMENT



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# PROTEIN



Our program has a large emphasis on protein. We love protein for a lot of reasons.

- **Protein is filling.** Eating protein is going to make you feel full longer. If we put protein first we will have less room for food with lower nutritional value.
- **Protein helps build/maintain muscle mass.** Muscle makes our bodies look beautiful! When our bodies look good our confidence is high!
- Better recovery from workouts



# PROTEIN



## How Much Protein to eat?

- .7-1g of protein per pound of body weight
- 30-50g of protein per meal
- Example: I weigh 150lbs. I eat between 110-150g of protein per day

## Sources of Protein:

- Chicken
- Turkey
- Beef
- Venison
- Pork
- Bison
- Fish
- Eggs
- Greek yogurt
- Protein supplements





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# CALORIE INTAKE



Losing weight boils down to one simple principle: CALORIES IN AND CALORIES OUT.

- If you eat more calories than you burn you will gain weight.
- If you eat less calories than you burn you will lose weight.
- That is it. There is no secret. If you can follow that rule you will be good for life.



# CALORIE INTAKE

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"CALORIES IN, CALORIES OUT"  
ENERGY BALANCE EQUATION



WEIGHT  
MAINTENANCE

*CALORIES IN = CALORIES OUT*



WEIGHT LOSS  
(calorie deficit)

*CALORIES IN < CALORIES OUT*



WEIGHT GAIN  
(calorie surplus)

*CALORIES IN > CALORIES OUT*





# CALORIE INTAKE

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How many calories should I be eating?

- Calculate how many cal's per day you burn at rest (BMR)
- Figure out how much you move/exercise per day
- Consider what your goals are (weight loss, weight gain, maintain)
- Set your calories based off your BMR+Movement and your goals





# CALORIE INTAKE

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## Easy Example

Body Weight: **150**

Height: **5.5**

Body Fat: **20%**

BMR\*: **1500 per day**

Light Active Cals: **500 per day**

Total Energy Burned (TDEE):  $1500+500=$  **2000 cals per day**

**Weight loss Cals:** 1700 cals per day (300 Cal deficit per day)

**Weight gain Cals:** 2300 cals per day (300 cal surplus per day)

**Maintain Weight:** 2000 cals per day (Even cals per day)

**1 pound = 3500 cals**





# EXERCISE

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Exercising is the cornerstone of our program. More specifically, **strength training**. 2 times a week is a must. You should think of exercising like brushing your teeth. You have to do it. All we ask is that you do 2x per week. If you can't commit to exercising 2x per week then you suck, and you will not be successful.

We recommend 2-4 times per week that you exercise.

**Find something you love and stick with it consistently.** If you need help with working out come see us at Flatland CrossFit.



# EXERCISE

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Build a program around these movements

Back Squat

Deadlift

Presses

5x5 at all these movements twice per week will be more than enough for most people.



# MOVE |

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## MOVE.

This might be the most simple of all of our principles. Move more! We recommend people take **10,000** steps per day. That is about **4.5 miles** of walking per day. The more you walk and move the more calories you burn. The more calories you burn the more you can eat. Movement also gives you energy.

## The more you move the better you feel.

Start by looking at how many steps you're taking per day. This should be easy to see on your phone. If that number is below 10,000, try adding an extra 2000 steps per day for a week

Example:

If you're taking 2000 steps per day, work on getting to 4000 per day



# MOVE |

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Here are some ways you can incorporate more steps in your life:

- Wake up 10 minutes early and go for a walk
- Walk when you are on a phone call
- During your lunch break
- Take an evening walk with your family
- 10 minute walk as a cool down from your workout

**Get out, move, get some sun.**





# PRACTICAL APPLICATION

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What should you do with this info? Set your 4 metrics and relentlessly hit them. Measure your success by your ability to hit these metrics.

1. Set a **daily protein goal** and get to 95%+ of your goal.
  - a. Example: Goal 150g of protein. Hit 142g+ of protein or this goal is a lose for the day.
2. Set a **Calorie goal** and hit this 95-101% daily
  - a. Example: Goal 2000 Cals per day. Hit between 1900 cals and 2020 cals per day. If you are outside this range, it is a lose for the day
3. **Workout 2-4 times** per week. Bonus points if you do strength training.
4. **Walk more.** Take a look at your current steps. Add 1000-2000 steps.
  - a. Example: if you are currently taking 2000 steps per day, make a goal of 4000 steps. If you miss this number it is a lose for the day.



# PRACTICAL APPLICATION

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Measure your **success based off your ability to hit your 4 metrics daily**. Not based off seeing weight change over night. If you hit these metrics for a long period of time your life will drastically change.

If you struggle to hit your metrics, thats okay. Make them slightly easier until you can hit them, and then slowly make them more difficult.

**The point is to just do better than you were doing yesterday.**



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These four basic principles when combined together result in life changing habits.

If you can consistently do these four things you will be healthier than most everyone, and you will be happier because you proved to yourself that you can be disciplined.

**PROTEIN**  
**CALORIE INTAKE**  
**EXERCISE**  
**MOVE**



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# LEVELS TO THE GAME

There are levels to fitness. One mistake we see people make is wanting to skip learning the basics and move to more complicated diets/trends. You do not need supplements, cold plunges, fasting, etc, if you can't master our **four basics**:

- **30-50g of protein per meal**
- **Understand your calorie intake**
- **Workout at least 2x per week**
- **Move**

**DON'T TRY TO OPTIMIZE BEFORE YOU  
MASTER THE BASICS**



# GET STARTED.

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Nobody is coming to save you. Nobody can do the work but you.

**START RIGHT NOW.** If something is important to you, you have to start now.

Here is a secret for you. Everyone sucks when they start. You won't be good at this at first. Over time you will get better. Give yourself permission to suck and to fail.

Start now and get better everyday. You'll be shocked by your results in 6 months.

**YOU HAVE TO SUCK BEFORE YOU  
GET GOOD.**





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Our hope is that this guide will help you change your life. This guide is what we do for all of our clients. With these simple principles we have seen life changing results. **This shit works.**

## **Why would anyone pay us for this simple stuff?**

The power in our program is that we provide a **tremendous amount of accountability**. Sometimes our knowledge isn't enough. That is where we come in. If you need help, reach out. We want to help. We will give you a free body scan and set your macros/protein goals for you.

**NEED ACCOUNTABILITY? REACH  
OUT.**



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**FANCY FAILS, SIMPLE SUCCEEDS**