



10 NUTRITION LEVELS



Here's a condensed strategy we've used to help 15,000+ 1-on-1 coaching clients. Accumulate the # of wins for that level before moving to the next. Go at your own pace and adjust as needed. For best results, stack each level's habits on top of the previous level!

See our "[Guide to Healthy Eating](#)" for more details. Have questions about calories? See our detailed breakout at the end of this document!

(Note: This is just ONE way to level up - the best 'diet strategy' is the one you can stick with!)

OPTIONAL BASELINE

TRACK YOUR CURRENT EATING PATTERNS *(Accumulate 3 wins)*

Awareness is the first step to change, so it can help to find your starting point. Track your food with your preferred method: write down what you eat, take photos of your meals, or use a calorie-counting app. A tracked day of food = 1 win.

Ask yourself after you accumulate 3 wins:

- What did I notice about my eating?
- How did it feel being aware my choices?
- Is this something I want to keep doing?

Some find this practice helpful and will continue to track for weeks or months. Others prefer to do a quick "check-in" a few times each year. Some choose not to do it ever again! Luckily, this is just one tool in the toolkit, and you can be successful with or without tracking.

LEVEL 1

DIAL IN YOUR PROTEIN *(Accumulate 15 Wins)*

- Find and write down 3 of your favorite go-to proteins.
- Prioritize protein at each meal with one of the following strategies:
 - [1-2 palm-sized servings at each meal](#)
 - [Fill 1/4 - 1/3 of your plate with protein](#)
 - [Calculate your daily protein goal in grams](#). Then, shoot for a meal to have 20-30% of your daily goal.
- Each protein-prioritized meal equals 1 win.

Note: If you don't normally eat much protein, this can be challenging! ANY increase in protein counts as a win.

LEVEL 2

REPLACE CALORIC BEVERAGES *(Accumulate 15 Wins)*

- Replace one high beverage with a non-caloric beverage. Examples of alternatives are water, tea, black coffee, diet soda, zero-calorie drinks, etc. Each replacement is 1 win.
- Don't drink any caloric beverages? Advance to level 3!
- Trying to gain weight? Add more nutrient-dense liquid calories instead - protein shakes, smoothies, etc.

LEVEL
3

DIAL IN YOUR FRUITS & VEGGIES (Accumulate 15 Wins)

- Write down [5 of your favorite fruits and veggies](#).
- [Fill 1/3 - 1/2 of your plate with fruits and veggies](#).
- Each meal with the target amount of fruit or veggies equals 1 win.

LEVEL
4

MINDFUL EATING (Accumulate 10 Wins)

Focus on HOW you eat, not what you eat. Pick one of the following, and each successful mindful meal or snack counts as a win:

- Put your utensils down in between each bite of food.
- Notice & Name why you are eating. (Hungry, angry, tired, bored, sad, etc.)
- Slow down and savor your food at a meal.

LEVEL
5

PLAN YOUR NEXT MEAL (Accumulate 15 Wins)

Plan and write down ONE meal you are going to have tomorrow. Bonus points for also writing a backup plan in case your first one falls through. Each successfully planned meal equals 1 win.

Note: this can be ANY meal - at a restaurant, at home, on the road, etc.

LEVEL
6

DIAL IN YOUR CARBS (Accumulate 15 Wins)

- Identify your [favorite carbs](#).
- Fill 1/4 to 1/3 of your plate with carbs each meal.
- Each meal with the target amount of carbs equals 1 win.

LEVEL
7

DIAL IN YOUR FATS (Accumulate 15 wins)

- Identify your [favorite fats](#).
- Add 1-2 thumb-sized servings of fat to your plate for a meal.
- Each meal with the target amount of fat equals 1 win.

LEVEL
8

LAST-SECOND MEALS (Accumulate 5 wins)

Things won't always go to plan. A quick "Last Second" meal strategy can take the pressure off and help us stay on track with less stress.

- Plan out a quick "Last Second" meal you can grab at a restaurant, grocery store, or gas station near you with minimal time or effort. Write it down.
- Each option you write out equals 1 win.
- Need inspiration? Check out our: [No Cook Meal Options](#)

LEVEL
9

MEAL PREP (Accumulate 5 wins)

- Practice grocery shopping and prepping one meal in advance.
- Go through all the steps of writing out your list, going shopping, preparing, and storing the food.
- See our [guide on Meal Prep](#) for more details! Each Meal Prep event equals 1 win.

BALANCED PLATES *(Practice until the heat death of the universe)*

- Put all the different pieces together in a [complete plate](#) - protein, fruits & vegetables, carbs, and fats.
- Want to lose weight? Reduce carbs & fats while keeping protein & veggies high.
- Want to gain weight? Increase carbs & fats while keeping protein & veggies high.

THE TRUTH ABOUT CALORIES

When it comes to changing the number on your scale, it isn't magic, it's math + behavior change. (Though that doesn't mean it's easy!). Weight loss requires a calorie deficit. Weight gain requires a calorie surplus.

These levels teach you about portion sizes, foundational nutrition behaviors, and how to be a more mindful eater. For 80% of our clients, these levels are enough to get them awesome results and achieve their goals!

If you hit a plateau or want to understand the math, learning more about calories and weight can be beneficial. Here's how to do it:

1. Calculate [how many \(estimated\) calories you burn each day](#).
2. Calculate your target caloric deficit or surplus based on your current goal and level of activity.
 - 3500 calories = 1lb of weight change (via nutrition or exercise)
 - Weight Loss: aim to lose 0.5%-1% of body weight per week

Example: Person A weighs 200lbs with a weight loss goal of 0.5% per week. That would be -1lb per week = -3500 calories per week, or -500 cal from their daily calorie total

- Weight Gain: aim to gain a rate of 0.25%-0.5% of body weight per week

Example: Person B weighs 200lbs with a weight gain goal of 0.25% per week. That would be + 1/2 lb per week = +1750 calories per week, or +250 calories to their daily calorie total.

3. With your estimated daily calorie expenditure and your daily calorie target, you can more accurately dial in your overall portion sizes with our [Portion Conversion Guides](#) or a calorie tracking app.
4. All of these practices above are best estimates, so it's important to track your progress for a few weeks, and then make adjustments based on your results! Scale not moving the way you want? Track more closely and see where you're accidentally overeating (for weight loss) or undereating (for weight gain).

These levels can be revisited or extended at your own pace. We recommend doing them in order, but some might choose to start at higher levels due to their experience. While there is no 'one right way' to do things, this framework can be a good place to start!

Want 1-on-1 nutrition guidance & accountability? [Take our coaching quiz](#) to learn more!