DIET GUIDE PT. 1: THE BASICS
NUTRITION
UPDATE YOUR KNOWLEDGE

If you want to get big, you have to eat big. But that doesn’t mean visiting the nearest fast-food outlet on a daily basis. It means you have to eat smart. A proper diet to gain weight must include protein, healthy fats, the right kind of carbs, vitamins, minerals, amino acids and anti-oxidants. And you need them all in the proper amounts and in the right ratios.

On this clean bulk program, we will step you through exactly what you need to eat in order to grow. We'll provide you with a sample daily eating plan that takes all the pain out of trying to figure out what type of food to eat and when, then it is your job to take your macros from our macro calculator and implement those foods in the right portions.

Even though our food template is highly scientific and has been honed by years of in the trenches experience, only you know your unique body and how it reacts to training and nutrition. For that reason, you should be constantly analyzing how your body is reacting to the program. If you need to make tweaks, then make them. Thats the name of the game.

One thing you need to be constantly on guard against when going on a clean bulking program is not to put on too much body fat. If you notice that you are packing on some fat, then you need to restrict your carb intake for a short period of time (start at 2 days) to encourage fat utilization for energy.

Introducing a low carb day once a week will force your body to use stored body fat for energy. This is your go to remedy when you see fat depositing itself around your mid-section. We have included a low carb sample menu at the end of this chapter for you to check out.

Remember that the templates provided are to be customized so that they work for you. You should try to adhere to the times suggested for meals, but a half hour’s differences here and there will not be a problem. Just try to space your meals 3 hours apart.
How Many Calories

When you are working out in the gym, you are not building your body up; you’re breaking it down. Your training will rob your body of glycogen and glutamine, putting it into a catabolic state.

The food you put into your body will either switch on a muscle building mechanism or it will allow the further breakdown of muscle tissue. You need the right amounts of the right types of nutrients to feed your depleted muscle cells.

In order to get bigger you also need to create a caloric surplus. That means that your daily calorie intake needs to increase and must be higher than what your body burns. So, how many calories should you be consuming each day?

To figure out your mass caloric requirement is to eat 20% more calories than your body burns. First step is to figure out your BMR.
BMR: 66 + (6.23 x weight in pounds) +
(12.7 x height in inches) - (6.8 x age in years)

Then multiply your BMR by your activity level. If you are following the training regimen in this program, your activity level will be very active. Meaning you will multiply your BMR by 1.725.

BMR x 1.725 = TOTAL DAILY ENERGY EXPENDITURE (TDEE)

Now we know how many calories our bodies will be burning everyday while following this regimen, but we want to put on size so we are going to increase our calorie intake by 20%.

TDEE x 1.2 = YOUR CALORIC GOAL

Hit this number of calories every single day and it is impossible not to gain weight. But don’t just stop reading now. Lets learn how to make those lean gains. If none of this makes sense, I will explain it in more detail below. Keep reading.

Cutting Through the Confusion

Eating for optimum health, weight control and shredded muscle is a confusing topic. So much has been written about it, so many experts have propounded on it and so many conflicting studies have been done on it that most people simply don’t know what to eat. Should they go zero fat, low carb or reduced protein? Does the traditional food pyramid still apply? What about mixing carbs and protein at the same meal?

The average person has become so frustrated with the plethora of contradictory advice that they simply throw up their hands in frustration –and go back to eating the way they always have.

Yet, eating the way that they always have has led many people to a body and a state of health that they are far from happy with. In this chapter, we will provide you with the pared down, raw truth about eating for optimum lean muscle gain. We’ll cut through the white noise and give you the facts to use food as your ally to become fitter, leaner, stronger and more ripped with every mouthful.
A calorie is simply a measure of heat energy. Because food releases energy as it burns inside the body, the more calories a food contains, the more energy it will release. Body-fat is stored energy, much like a reserve gas tank for your car. Each pound of fat in your body contains roughly 3,500 calories.

Think of your body’s calorie balance much like your bank account. When the number of calories you take in a day is equal to the number of calories you consume as energy, nothing changes - the account stays the same. When your caloric expenditure exceeds your calorie intake, however, your body-fat balance decreases.

Conversely, when calorie intake exceeds your expenditure you will add calories in the form of fat. And this leads to a fundamental truth . . .
Calories Count

You cannot outsmart this fact by cutting carbs to lose weight or increasing protein to build muscle. Regardless of what else you do, you simply must get the calorie balance right in order to maintain a healthy level of body-fat.

Defining Terms: BMR and TDEE

**BMR = Basal Metabolic Rate** is the number of calories that you need each day to stay alive at your current weight. If you were lying in bed all day, it would be the number of calories you needed to function. To work out your BMR use the following formula . . .

\[
BMR = 66 + (6.23 \times \text{weight in pounds}) + (12.7 \times \text{height in inches}) - (6.8 \times \text{age in years})
\]

TDEE = Total Daily Energy Expenditure is your BMR plus the extra calories that you use up throughout your daily activities. TDEE allocates calories in accordance with the following activity groupings:

- Sedentary - desk job, very little exercise
- Lightly Active - workout 1-3 days per week
- Moderately Active - workout 3-4 days per week
- Very Active - workout 5-7 days per week
- Extremely Active - workout everyday in addition to a physically demanding job (construction worker, mail man, etc)

To calculate your TDEE, you multiply your BMR by a factor based upon activity grouping. The factors are:

- SEDENTARY - 1.2
- LIGHTLY ACTIVE - 1.325
- MODERATELY ACTIVE - 1.55
- VERY ACTIVE - 1.725
- EXTREMELY ACTIVE - 1.9
In order to build muscle on your physique, you need to consume more calories than you burn and, of course, lift hard.

Let’s take a look at an example . . .

One pound contains roughly 3,500 calories. So, if your goal is to gain a pound of muscle per week, you need to create a 3,500 caloric surplus over the course of the week.

3,500 DIVIDED BY 7 DAYS = 500 CALORIES PER DAY.

Let’s assume that your TDEE is 2,750 calories. We want to add that figure by 500 calories.

2750 + 500 = 3250

So, in order to gain one pound in a week, you would set your daily caloric total at 3250 calories.

Of course, eating more food is not the only way that you’ll be adding the weight. You’ll also be working out. In Chapters 8 and 9, you’ll discover how you can limit your gains to be pure muscle from training. That will add one pound of pure muscle to your body every week - 12 pounds in 12 weeks. Can you imagine how much more jacked you’ll be looking in 3 months?

Total calories consumed are more important than the actual types of food that you eat. This is a concept that, though fundamental, most people lose sight of. They are so concerned about the type of food they are eating that they fail to take into account the number of calories it contains and how that relates to the number of calories they need, just don’t be ridiculous and think eating donuts for breakfast will make you look the same as eating oatmeal for breakfast.

ALWAYS BE AWARE OF YOUR CALORIC REQUIREMENTS.

DISCLAIMER:

Once again, the information provided is not structured around your personal conditions. This is based off of what has worked for me, for my clients, and from current research and studies. If you have any allergies or health conditions, please consult a doctor before following these recommendations. Please be responsible.

www.VinsanityShred.com
6 FOOD RULES TO GROW BY (HOW ABOUT THAT PUN LOL)... 

RULE NO. 1: CONSUME PROTEIN IMMEDIATELY AFTER WORKING OUT

When you walk out of the gym, your body is working overtime to rebuild the muscle that you’ve just broken down in the gym.

Failure to provide the nutrients your body needs, and you will not grow. In fact, you will probably lose muscle. Be consistent with a fast digesting protein source, such as whey powder, and you will give your muscles the fuel they need to get bigger.
**Rule No. 2: Combine Proteins with Carbs**

When you eat them together, proteins and carbs achieve more than either one of them do by themselves. Carbohydrates enhance protein utilization, speeding up growth. Make sure that your protein supplement has a decent helping of complex carbs, or add some whole, low sugar fruit to your protein shake.

**Rule No. 3: Use Whey and Casein Protein Powder**

Whey protein powder offers the greatest benefit immediately. The body processes it faster than other types like casein, allowing it to get to the muscles faster. Another benefit of whey is that it contains a lot of the amino acid leucine. Take 25 grams of whey protein immediately following your training session. Then you should also utilize casein protein. The body processes it much slower, making it a great option for a bedtime snack.

**Rule No. 4: Stay Hydrated**

Weight training itself will not lead to dehydration. If you are dehydrated before a gym session, however, you will not get in a very productive workout. For one thing, your system will release more stress hormones, while producing less testosterone. Be sure to get some water into your system when you first get up in the morning or even drink down a quick serving of BCAAs. This is especially important if you have been drinking the night before.

**Rule No. 5: Stay Hungry**

To add a pound of muscle you need about 3500 extra calories. That means that you will have to be a big eater. Having a couple protein shakes per day will help to get the nutrition into your body. Make sure, too, that you are having at least 6 meals over the course of your day, spread three hours apart each.

**Rule No. 6: Eat for More Energy**

Make sure that you keep up your carb content, especially if you are training hard in the gym, which you should be. Keep your carbs at between 50-60% of your total caloric count to ensure that you have all the energy you need to bring your A-game in the gym.