



MACRO

COUNTING

101



TRANSFORM
with Chris & Heidi

The recommendations in this program are not intended to replace or conflict with the advice given to you by your physician or other health professionals. All matters regarding your health should be discussed with your doctor. Consult your physician before adopting the suggestions in this book and follow all safety instructions before beginning any exercise program or using any supplement, nutrition plan, or meal replacement product, especially if you are pregnant, breastfeeding, or if you have any unique or special medical conditions. Following these dietary suggestions may impact the effect of certain types of medications. Any changes in your dosage should be made only in cooperation with your prescribing physician. The author and publisher disclaim any liability directly or indirectly from the use of the material in this book by any person.

This program is not recommended for women who are pregnant. Results vary depending on starting point, goals, and effort. Exercise and proper diet are necessary to achieve and maintain weight loss and muscle definition. The contents in this program are for informational purposes only, and are not intended to diagnose any medical condition, replace the advice of a healthcare professional, or provide any medical device, diagnosis, or treatment.

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WHAT ARE MACROS?

The word “macro(s)” is short for macronutrients. Macronutrients are the protein, carbohydrates, and fats that we consume on a daily basis (every 24 hours!). These macros (proteins, carbs and fats) make up all of the calories in the food we eat and provide our body with the energy it needs to function properly.

CALORIC BREAKDOWN OF MACRONUTRIENTS.

But what about calories? Isn't that what controls weight loss and gain?

Yes.

If you consume fewer calories than your body burns, you lose weight. If you consume more calories than your body burns, you gain weight. If you consume the same amount of calories that your body burns, your weight stays the same.

You see, every macro has a calorie impact:



1 GRAM OF PROTEIN
= 4 CALORIES



1 GRAM OF
CARBOHYDRATE
= 4 CALORIES



1 GRAM OF FAT
= 9 CALORIES



Knowing the amount of calories in 1 gram of each macronutrient, we can easily determine how many calories are in a food. For example, say a food has 25 grams of protein in it. How many calories does it provide?

25 grams (Protein) x 4 calories per gram = 100 calories

Now let's try a different macro. If a food provides 10 grams of dietary fat, how many calories does it provide? Take a minute to fill out the blanks below.

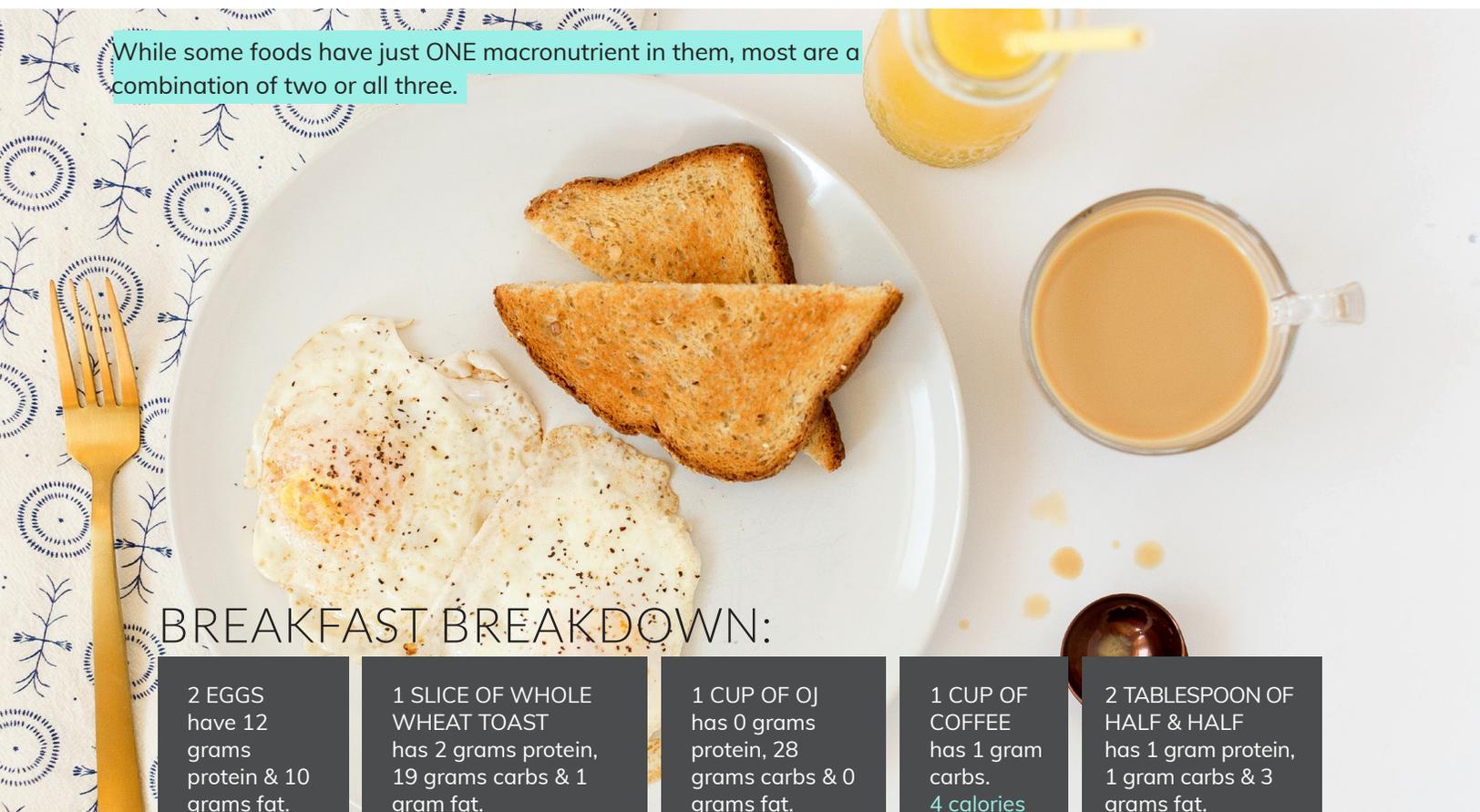
[_____] grams x [_____] calories per gram = [_____] calories

Answer: [10] grams x [9] calories per gram = [90] calories

At the end of the day, we set our macros to stay within the calorie parameters for overall weight loss, maintenance, or weight gain. But because each macronutrient plays a very important (and very different) role in the body, with macro counting we can now go beyond just weight loss and weight gain, and we can begin to alter the macros that we eat to “target-control” our body, increasing metabolic rate, increasing muscle mass, and decreasing body fat!

HOW MACROS ADD UP IN A MEAL:

While some foods have just ONE macronutrient in them, most are a combination of two or all three.



BREAKFAST BREAKDOWN:

<p>2 EGGS have 12 grams protein & 10 grams fat. 138 calories</p>	<p>1 SLICE OF WHOLE WHEAT TOAST has 2 grams protein, 19 grams carbs & 1 gram fat. 93 calories</p>	<p>1 CUP OF OJ has 0 grams protein, 28 grams carbs & 0 grams fat. 112 calories</p>	<p>1 CUP OF COFFEE has 1 gram carbs. 4 calories</p>	<p>2 TABLESPOON OF HALF & HALF has 1 gram protein, 1 gram carbs & 3 grams fat. 35 calories</p>
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TOTAL MACROS: **PROTEIN: 15g** **CARBOHYDRATE: 49g** **FAT: 14g** **CALORIES: 382**

THE FLEXIBILITY TO EAT WHAT YOU WANT.

To lose weight, gain muscle, or maintain and sculpt, as long as you eat the right number of macros every day, you will reach your goal. Whether it is a slice of pepperoni pizza or a salmon salad, if it fits your macros, you can eat it!

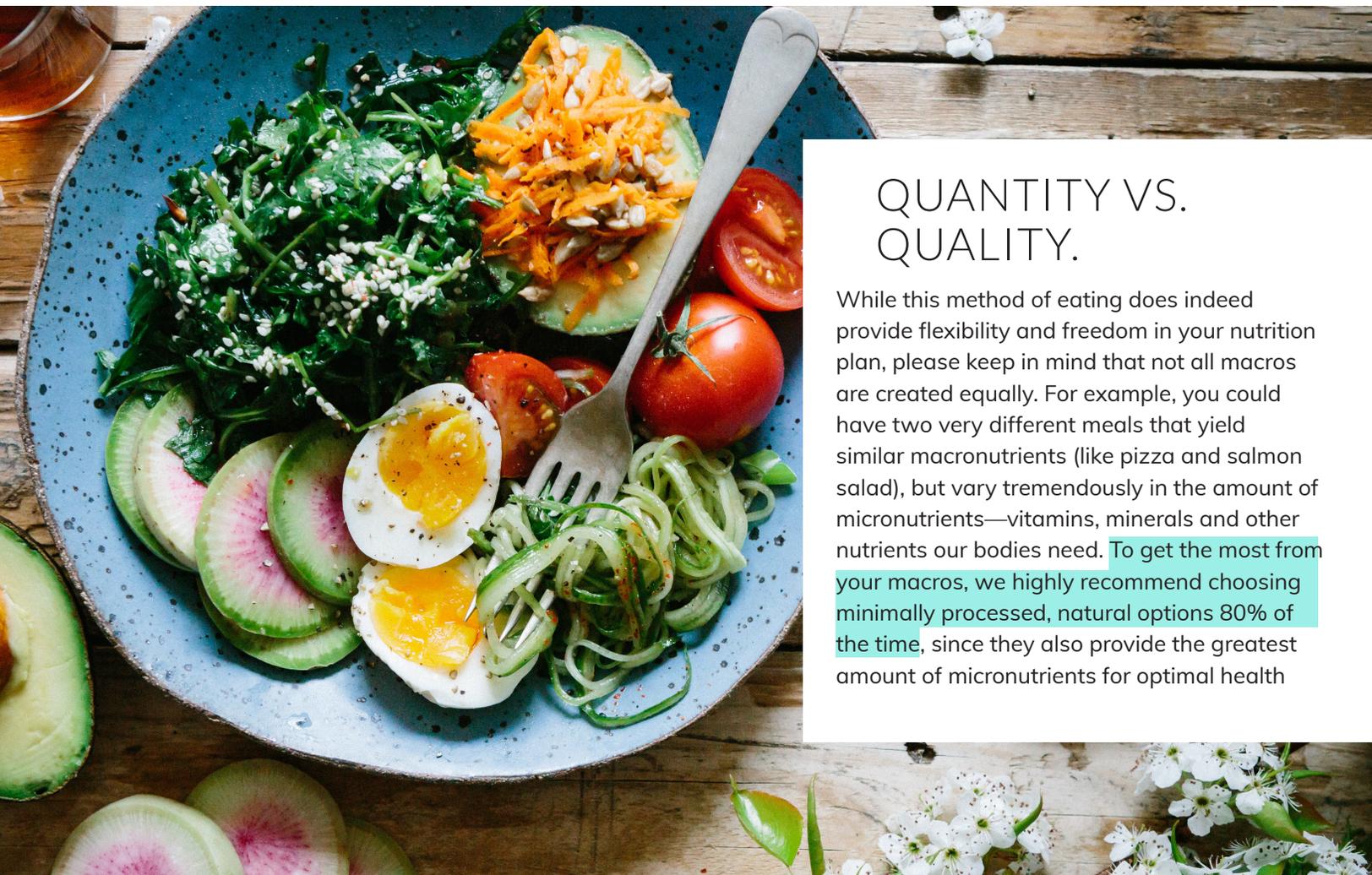


SALMON NICOISE SALAD WITH FINGERLING POTATOES: 19g protein, 50g carbs & 25g fat

OR



1 SLICE PEPPERONI PIZZA: 19g protein, 50g carbs & 25g fat



QUANTITY VS. QUALITY.

While this method of eating does indeed provide flexibility and freedom in your nutrition plan, please keep in mind that not all macros are created equally. For example, you could have two very different meals that yield similar macronutrients (like pizza and salmon salad), but vary tremendously in the amount of micronutrients—vitamins, minerals and other nutrients our bodies need. To get the most from your macros, we highly recommend choosing minimally processed, natural options 80% of the time, since they also provide the greatest amount of micronutrients for optimal health

FINDING YOUR MACROS.

Everyone's macros are different depending on age, weight, height, gender, activity and body goal.



Sally
Age: 40
Current Weight: 213 lbs
Wants to lose body fat and achieve ideal weight.

Protein: 150g
Carbs: 200g
Fats: 65g
Calories: 1985



Maria
Age: 27
Current Weight: 127 lbs
Wants to maintain, sculpt and tone.

Protein: 130
Carbs: 300
Fats: 50
Calories: 2210



William
Age: 22
Current Weight: 160 lbs
Wants to gain muscle and mass.

Protein: 200
Carbs: 450
Fats: 100
Calories: 3500

TRANSFORM APP AND MACROS.

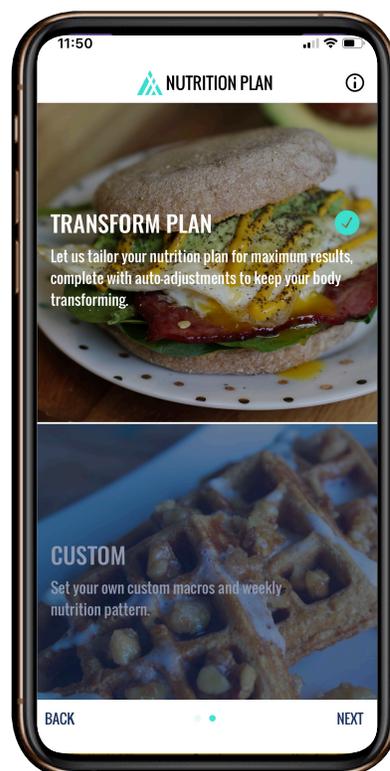
If you've downloaded our new TRANSFORM 2.0 app, you'll notice there are now TWO (2) options in the nutrition section: One where we do all the thinking for you and another that allows a little more flexibility. Let's dive into both of them.

TRANSFORM Meal Plan

By choosing the TRANSFORM Meal plan option, we are doing all the work—calculating custom macros for you and scaling over 500 recipes—so all you need to do is follow the plan to reach your goals!

Then we took it a step further.

We've created TRANSFORM Logic with your macros that is designed to maximize your metabolic potential as you transform. Our special algorithm and technology identifies if your weight ever plateaus, and then it adjusts your macros as needed for continued results, all the way to your goal.

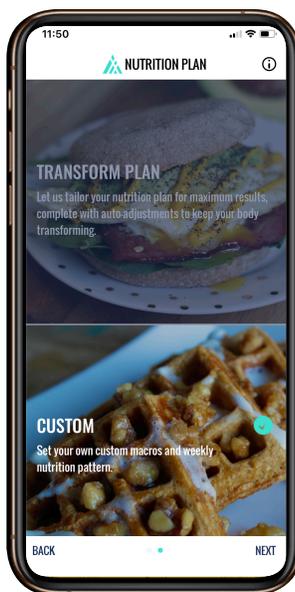


Custom Macros

By choosing the Custom Macros plan, we are allowing you to create your own CUSTOM MACROS. This is helpful if, for example, you are working with a specialized coach to reach different goals OR you simply want to set your own macro and calorie goals.

NOTE: If you are not sure what macros are best for you, feel free to use the Macro Calculator sheet at the back of this guide.

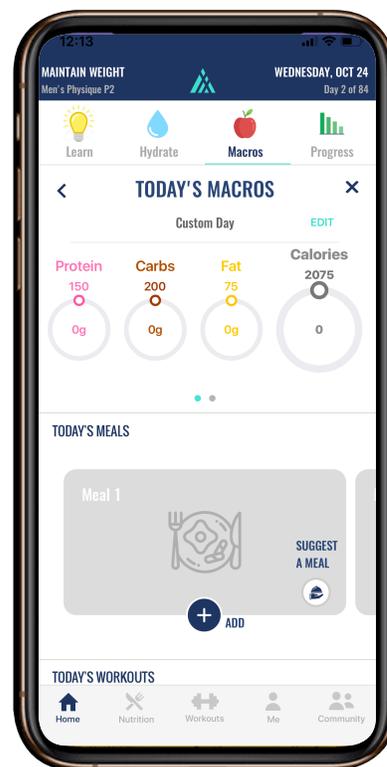
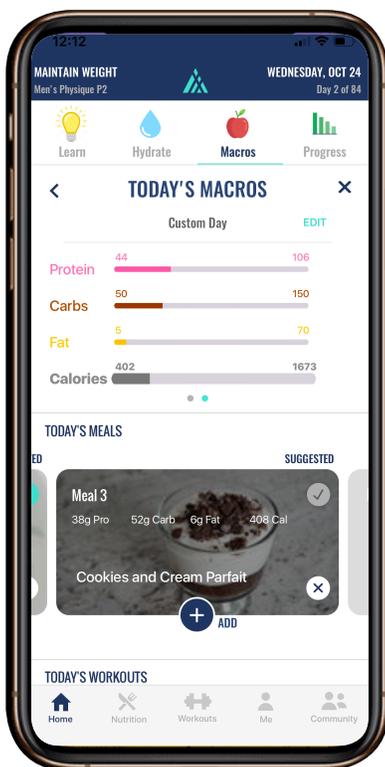
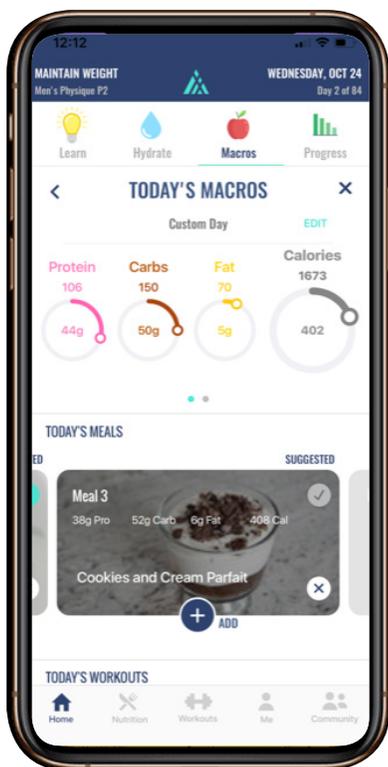
Advanced users can even set up to three different daily macro goals for totally customized weekly macro and calorie cycles!



TRACKING IS FUN.

A Choose the way you want to view and track your macros by swiping back and forth on the graph.

B To enter your foods, touch to let us select a meal or select the (+) ADD button.



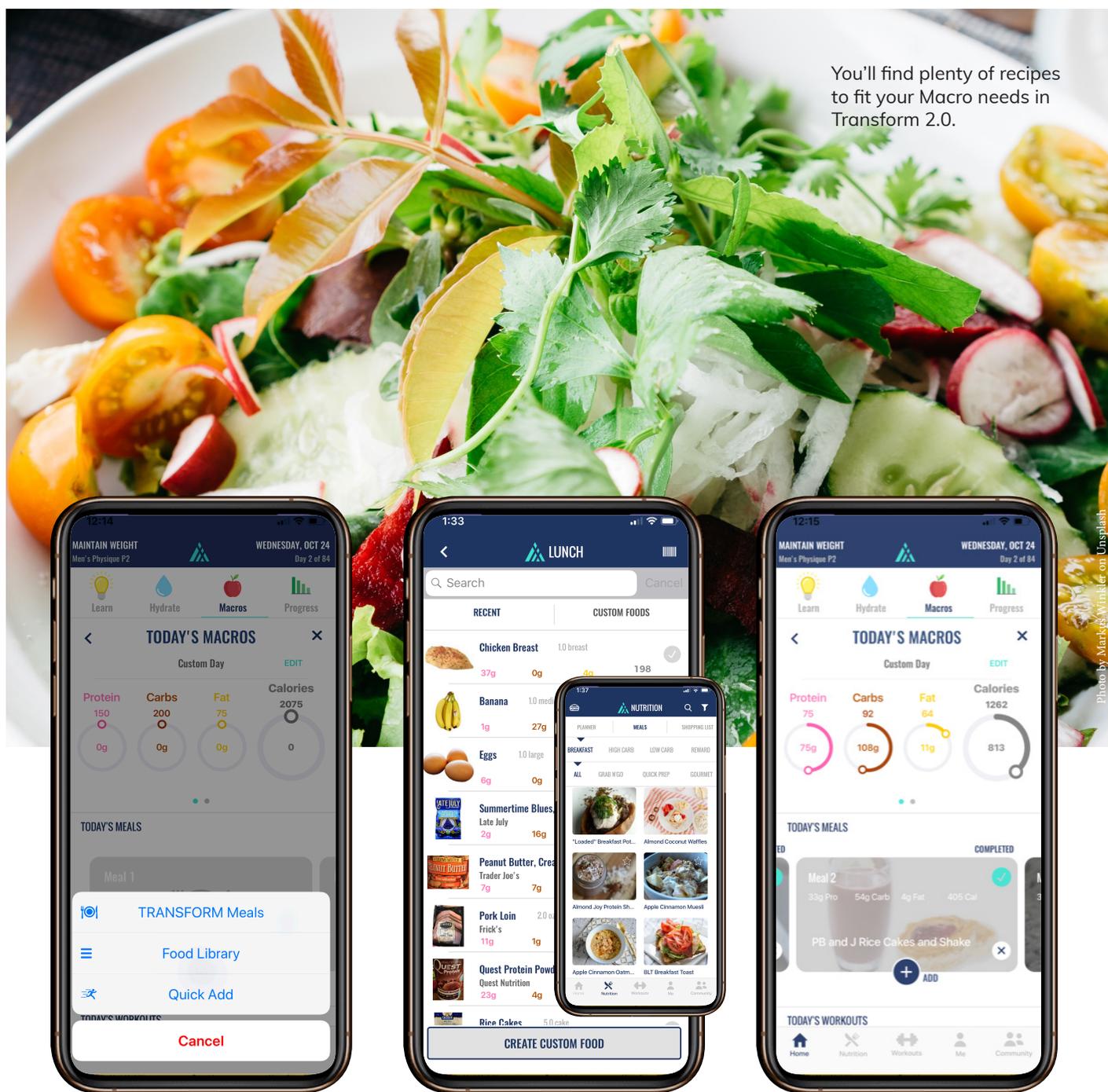


Photo by Markéta Winkler on Unsplash

You'll find plenty of recipes to fit your Macro needs in Transform 2.0.

C Add your food using one of the following options: TRANSFORM Meals, Food Library, or Quick Add.

D Select from our menu of over 500 TRANSFORM meals customized to your goal or create your own meals searching or scanning from the largest verified food database in the world of over 750,000 foods!

E Each time you touch to “complete” the meal, the graphs will animate to show you how many macros you have consumed (inside the circle) and how many you have left (outside the circle) to hit your goal for the day.

TAKE A VIRTUAL TOUR OF THE APP



CALCULATE YOUR MACROS.

CONVERSION

- 01** Convert your weight to kilograms.
 Weight: _____ divided by (/) 2.2 kilograms (kg) = _____ kilograms
- 02** Convert your height into centimeters.
 Height (in feet): _____ x 12 inches = _____ inches
 Height (in inches): _____ x 2.54 centimeters = _____ centimeters

EQUATE



WOMEN

$$((10 * \text{WEIGHT in kg}) + (6.25 * \text{HEIGHT in cm}) - (4.9 * \text{AGE})) - 161$$

= _____ Basal Metabolic Rate (BMR)



MEN

$$((10 * \text{WEIGHT in kg}) + (6.25 * \text{HEIGHT in cm}) - (4.9 * \text{AGE})) + 5$$

= _____ Basal Metabolic Rate (BMR)

HOW ACTIVE ARE YOU?

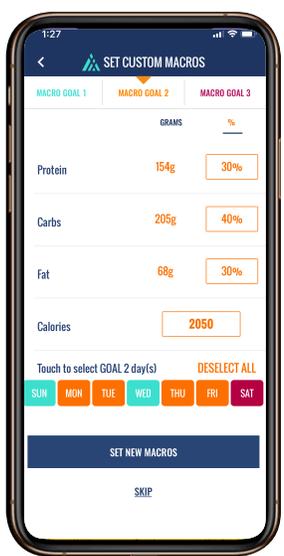
- Minimally Active: Multiply BMR by 1.25
 - Moderately Active: Multiply BMR by 1.5
 - Extremely Active: Multiply BMR by 1.75
- = Your Total Metabolic Expenditure (TME)

I WANT TO:

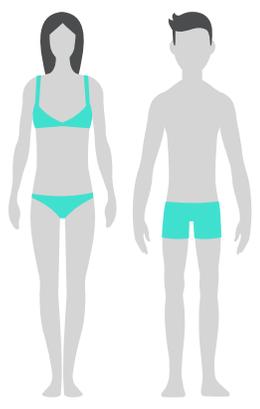
- Lose Weight: Multiply TME by .85
- Maintain Weight: Use TME
- Gain Weight: Multiply TME by 1.25

= Daily Calorie Goal _____
 (Enter this number into the 'Calories' field in the app)

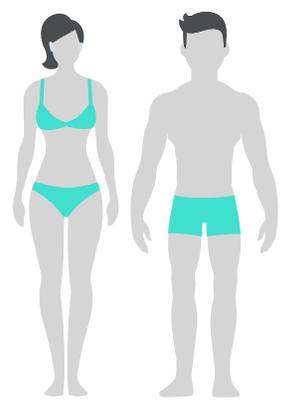
BODY TYPE



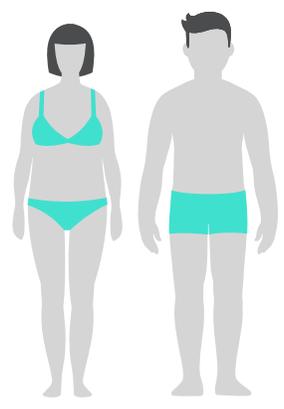
Enter your body type Percentages.



ECTOMORPH
 High Carb
 Tolerance:
 Protein 25%
 Carbs 55%
 Fat 20%



MESOMORPH
 Moderate Carb
 Tolerance:
 Protein 30%
 Carbs 40%
 Fat 30%



ENDOMORPH
 Low Carb
 Tolerance:
 Protein 35%
 Carbs 25%
 Fat 40%



HERE'S TO A GREAT START.

This should bring you to macro percentages that can be a great place to start. These percentages are not set in stone and can be adjusted any time as needed for results. While you'll want to aim to hit your target macros at the end of the day, you will rarely ever hit them spot on. You may go over on protein by 11 grams and under on carbs by 14 grams. The beauty of macros is that as long as you get close enough (within 5-10% over or under), you're going to be just fine.

And remember, if you don't want to crunch all of these numbers yourself, remember you can choose the "TRANSFORM Meal Plan," and we'll do it all for you!