



Awaken Nutrition 1.0

Dear Participant,

As a health and fitness professional, I have had the pleasure of working with thousands of clients in my career. The information that I have gathered to help structure this nutritional Awakening is the culmination of extensive research, but more importantly, of countless attempts at improving health and wellness with a variety of people.

The experiences of clients and participants past will benefit you on your quest to be the best you can be.

Each one of the challenges you may face while making changes in order to be healthier have been shared by someone before you.

Together, we can overcome those obstacles.

Use the information that follows as your guide and document as much as you can during this process, whether through TrueCoach, the Awaken Training Series Facebook Group, or on your own. Your path towards self-awareness starts here.

I encourage you to journal every day. Log every meal and workout. Be thoughtful with your logging. The more detail you can provide, the better. Clients that have experienced the most success are often the ones that have been most dedicated to their journal. For the purpose of this 12-week nutritional Awakening, find a food logging method that works for you and stick to it. It can be handwritten journaling, spreadsheets, or an online food tracker like myfitnesspal.com.

Be patient, persistent, and relentless in your pursuit of your health and fitness goals. With the guidance of this program, and support from your fellow participants (through the Facebook Group) and from our team, I am supremely confident that we can achieve everything you desire.

Sincerely,

Marcus Filly

Overview

Building long term success with eating and nutrition means developing a foundation of great habits. The exact foods you need to eat on a day to day basis, the amount of food you need to eat, and the times of day you will eat them will all change as you journey through life. However, some basic principles will remain the same. It is our mission to focus on these principles and emphasize that if we stick to the foundational principles daily, then there are a handful of ways you can actually reach success.

Goals

- Emphasize quality over quantity
- Balance lifestyle practices that support your fitness goals
- Create accountability within yourself
- Teach you how to navigate the world of food choice without a rigid structure



What this program is NOT:

- MACRO prescriptions
- Shopping list and exact diet plan
- Calorie counting

The points structure is divided into three categories:

1. Food points - what you eat and when you eat it
2. Lifestyle points - sleep, stress, training or blood flow, and accountability
3. Deductions - managing your relationship with unhealthy habits

We'll take a deeper look at how the points structure works below, and you'll be able to log your points daily in FitBot.

Point Structure

FOOD POINTS

Meals: Breakfast, Lunch, and Dinner: 3 Points Each (9 Points Per Day)

These 3 core meals every day have the potential to award you **3 points each**. Your meal must contain a Protein, Carbohydrate, and Fat source from the acceptable foods list provided. The one exception is that Breakfast can simply consist of a quality Protein and Fat source and doesn't need to have a carbohydrate source with it.

Breakfast must be consumed **before 10am** to count towards your points for the day - this is a key aspect to many people's diets that they miss. Getting in protein to start the day with breakfast will pay off in the form of energy and metabolic output throughout the day.

3 points – All foods meet guidelines and meal has PCF

0 points – Skip a meal or meal is missing either P, C, or F

*Note - the combination of Protein, Fat, and Carbohydrate at each meal will help slow digestion, stabilize blood sugar throughout the following hours, and provide you a balance of energy sources so you don't crash, get hungry soon after, or find yourself getting too high on sugar immediately after eating.

Snacks: 2 Points Each (2 - 4 Points per Day)

We are awarding points for 1 to 2 snacks per day depending on the day (training vs. rest day). On rest days 2 snacks are recommended - on a training day, one of these snacks will be your post workout meal. These snacks are worth **2 points each** and must contain quality Protein, Fat, and Carb (PFC) or simply just Protein and Carb (PC). Gone are the days of just eating a snack of one macronutrient. Remember these are mini meals and should look like a smaller version of your lunch, dinner, or breakfast. Getting snacks in between your larger meals is a great tool for helping to manage blood sugar throughout the day and maintain great energy and body composition.

2 points – All foods meet guidelines and snack has PFC or PC

0 points – Skipping a snack or missing one of the key nutrients

0 points – Any foods not on the permissible list.

Post Workout Meal

This meal is specific to training days and must be consumed within 30 min. of finishing your workout, as well as containing the correct nutrients. The goal with this meal is to deliver nutrients that are easy to digest so the working tissue from training can start to get nourished. This in turn helps recovery, slows down the breakdown process, and helps manage the stress response from training that can otherwise lead to issues if unchecked.

On a training day this would replace one of your two snacks for the day.

Post workout meal goals: Ideally this meal is a blend of carbohydrate and protein. Additional fat in this meal is OK but NOT required. Fat can slow down digestion and in the case of this meal we want the digestion to be rather fast.

Award yourself **2 points per training day** if you consume this meal within 30mins of your training session and it has Protein and Carbohydrate (Fat is Optional)

Post Workout Meal Options

Protein/Carbohydrate Drink Blends - (Revive RX Recovery)

Carbs: Examples- sweet potato, yam, apple, berries, banana, pear, coconut water.

Protein examples- chicken, salmon, beef, pork, eggs, whey protein powder etc- see protein options list below

Notes About Fat Loss and Performance

For both fat loss and performance, carbohydrates in this 30min post workout window is ideal.

We will have a section below to discuss types of carbohydrates for performance vs. fat loss in general, but during this window of time, it is a good idea for both fat loss and performance to take in a higher carb food source.

LIFESTYLE BONUSES

Food Preparation

One thing that is usually common amongst people with great body composition is that they usually prepare their own food. The reason is that you have way more control over the quality of the food you prepare. When you are at the mercy of what someone else is cooking you can never be 100% sure what you are getting.

Therefore, as a practice over the 12 weeks we are going to encourage you to cook as many of your own meals as possible and will be rewarding you with points for each of the core meals you prepare yourself. If you assemble the ingredients and put the meal together from scratch, you are more connected to the food and you will therefore get more from the meal.

A combination of knowing your ingredients and being prepared to feed yourself for the long term is the goal of prioritizing this day to day.

Award yourself **3 points a day** if you cook all 3 of your core meals (Breakfast, Lunch, Dinner)

Award yourself **2 points a day** if you cook 2 of your core meals (Breakfast, Lunch, Dinner)

Award yourself **1 point a day** if you cook only 1 of your core meals (Breakfast, Lunch, Dinner)

Stress Reduction

We each have our own personal relationship to stress, stressors, and stress relievers. Some of the activities below will decrease stress for some of you and increase stress for others.

You can experiment with trying ones that appeal to you and see what works.

Remember: You earn points for trying any of these activities, not just for decreasing your stress. Find what's best for you!

Award yourself: Earn your **1 bonus point** daily by dedicating 10mins to doing one of the following tasks. By intentionally setting aside time for this you are taking the step towards being mindful about your stress management.

- Read a book
- Take a bath
- Get a massage
- Create some art

- Light candles
- Paint or draw
- Do crafts
- Light incense
- Meditate
- Talk with a friend
- Go to therapy
- Do something new
- Spend time outside
- Go for a walk
- Do Yoga
- Sing
- Play an instrument
- Write
- Notice your breathing
- Dance
- Lunch break away from work
- Spend time alone
- Spend time in nature
- Get your nails done
- Explore other options too.....



Workout & Blood Flow

Movement and training are a huge part of life. Doing something most days is encouraged and therefore we are awarding bonus points for every day (except Sunday) that you move.

Award yourself **2 points per day**, with the exception of Sunday, in which you complete one of the following. (12 points possible per week):

- Complete an Awaken Training Series workout and update results in Fitbot
- Perform Thursday active recovery session prescribed in ATS or others such as walking, biking, swimming, etc.
- Sundays you can get out in nature - but we aren't awarding points on this day to move. We want you to feel free to REST completely.

Sleep

Sleep could very well be the most important ingredient to this entire challenge. It isn't as simple as just go to bed. We need to move, eat well, hydrate well, and be de-stressed for our bodies to be able to sleep soundly. But at the end of the day you need to give yourself the necessary hours to sleep in order to get them in. So we are awarding points based on total time you spend in a dark room in bed.

Award yourself **4 Bonus Points** if you gave yourself 8:30 hours of dark in bed

Award yourself **2 Bonus Points** if you gave yourself 7:00 hours of dark in bed

Awake yourself **0 Bonus Points** if you gave yourself anything less than 7:00 hours of dark in bed.

Water Intake

Staying hydrated throughout the day has the following benefits:

- Increased performance
- Better digestion
- Less sugar cravings
- Increased mental acuity

For all of these reasons we believe it is essential that you make hydration a big part of your daily nutrition practice. Aim to space out your water intake throughout the day and taper off before bedtime.

Award yourself **2 points** if you consume your required number of ounces of pure water per day.

Calculations

- Body Weight In Pounds x .5 = Ounces of water to drink each day
Example: 200lbs x .5 = 100 ounces per day
- Body Weight in Kilos x 1.1 = Ounces of water to drink each day
Example: 100kg x 1.1 = 110 ounces per day



FOOD AND LIFESTYLE DEDUCTIONS

Skipping Breakfast (-2 Points)

Starting your day with a protein rich meal is an effective way to:

- Keep energy levels high throughout the day
- Avoid afternoon crashes
- Manage appetite throughout the day
- Enhance metabolism

We value getting this meal in before 10am and ideally closer to your waking time. If you don't believe yourself to ever be hungry in the morning when you get up, then we encourage you to start small. Get some protein and fat in close to waking and over the course of these 12 weeks see if you can train your body to be hungry early in the day when metabolism is cranking, and not as hungry at night when it is cooling off.

Deduct 2 points if you don't consume breakfast before 10am.

Afternoon Caffeine (-2 Points) After 2pm (14:00)

As the afternoon approaches, the sun has crested its peak, and the end of the day is near. This means that the body is starting to wind down towards bed. An important task you have is to avoid stimulation later in the day. Caffeine is a stimulant that should be avoided later in the day. If you train in the evenings and think you need a stimulant, I encourage you to slowly wean yourself off this perceived need.

Deduct 2 points if you consume any caffeinated beverages after 2pm (Soda, diet soda, coffee, tea, energy drinks, pre workouts, etc.).

Alcohol Consumption (-2, -4, or -6 Points)

Alcohol consumption is detrimental to your body composition and your performance. It can impact you in the following ways:

- Dehydrate cells
- Damage gut cells, impacting proper digestion
- Negatively impact sex hormones (testosterone)
- Disrupt deep sleep quality

Alcohol is a steep point penalty because of how detrimental it is.

If you consume **1 Alcoholic Beverages in a day deduct 2 points** from your point total

If you consume **2 Alcoholic Beverages in a day deduct 4 points** from your point total

If you consume **3 or more Alcoholic Beverages in a day deduct 6 points** from your point total

SUNDAY PROGRESS UPDATE BONUS

Accountability is a huge factor whenever undertaking lifestyle and nutrition changes. While we don't believe you should "live by the scale," we do see value in having benchmarks each week that hold you personally accountable to yourself and allow you to watch your body change for the better or worse. This informs what you are doing and gives you feedback. We ask that you take these progress updates on Sunday as this is the last day of the weekend and checking in on this day can motivate you into making better choices on weekends when many people slip out of routines. Knowing you have a weigh in and progress photo to take Sunday can inform your decisions on Friday night and Saturday.

Bodyweight Check In - 1 point weekly

Award yourself **1 bonus point on Sundays** if you weigh yourself and record the weight in FitBot

Progress Photos - 1 point weekly

Award yourself **1 bonus point on Sundays** if you take front, back, and side progress photos of yourself and post them in your FitBot profile.

Men - wear underwear/shorts and no shirt

Women - underwear/swimsuit

Choose a well lit place in your home and always take the photos in the same place in the same outfit each week whenever possible.

*All of these progress photos and weights will remain confidential with the Awaken staff unless you specifically authorize their use.

TOTALS

Breakfast _____ (0 or 3)
Lunch _____ (0 or 3)
Dinner _____ (0 or 3)
Snack _____ (0 or 2)
PWO Meal _____ (0 or 2)
Food Prep bonus _____ (0, 1, 2, or 3)
Stress Reduction _____ (0 or 1)
Training _____ (0 or 2)
Water Intake _____ (0 or 2)
Sleep _____ (0, 2, or 4)
Skipping Breakfast _____ (0 or -2)
Caffeine After 2pm _____ (0 or -2)
Alcohol _____ (0, -2, -4, or -6)

Every day of Awaken Nutrition there are 25 points available. A perfect day score with quality food in the right combination with no deductions and all your lifestyle bonuses will yield a 25 point score.

Every week there are 175 points available.

Recommended Food Lists

PROTEIN OPTIONS

The benefits of protein are many. This macronutrient positively influences the balance of insulin to glucagon in your body. The bottom line is that protein increases the energy you expend. Choose organic, grass fed meats over conventional or wild fish over farmed. Aim for the highest quality meat or fish that your budget will allow for.

Any of the options below constitute acceptable protein options for meals and snacks.

Equal to or greater than 90% Lean

Beef, pork, poultry, rabbit, goat, game meats, fish, shellfish, egg whites, or any other animal proteins.

Beef

- Flank steak
- Top sirloin steak
- Lean hamburger (9% fat or less)
- London broil
- Chuck steak
- Lean veal
- Lean beef
- Any other lean cut



Pork

- Pork loin
- Pork chops
- Any other lean cut

Poultry

- Skinless Chicken breast
- Skinless Chicken thighs
- Skinless Turkey breast
- Skinless Turkey thighs
- >90% Ground Chicken or Turkey
- Skinless Game hen breasts

Other meats

- Rabbit meat (any cut)
- Goat meat (any cut)

Organ meats

- Beef, lamb, pork, and chicken livers
- Beef, pork, and lamb tongues
- Beef, lamb, and pork "sweetbreads"

Game meat

- Bison (buffalo)
- Elk
- Ostrich
- Quail
- Venison
- Wild boar
- Wild turkey

Fish

Always choose wild over farmed. The fatty acids in farmed fish are not ideal and will only lead to problems downstream.

- Cod
- Flatfish
- Halibut
- Herring
- Mackerel
- Red snapper
- Salmon
- Tilapia
- Trout
- Tuna
- Turbot

Shellfish

- Abalone
- Clams
- Crab

- Crayfish
- Lobster
- Mussels
- Oysters
- Scallops
- Shrimp

Acceptable Powdered Proteins

These are options that you can mix in for a meal or snack when in a pinch. These options are of lower quality than the animal protein options above.

- Whey protein powder (Revive Rx Rebuild)
- Egg white protein powder
- Beef protein powder
- Collagen protein

VEGETARIAN OPTIONS

While we do promote animal based proteins, here are some options for vegetarians that will limit you to cheese and eggs and some plant based protein powders where you can get a larger dose of protein per serving.

- Mozzarella Cheese
- Ricotta Cheese
- Egg Whites
- Low or Full Fat Greek Yogurt (full fat counts as protein and fat)
- Low or Full Fat Cottage Cheese (full fat counts as protein and fat)
- Eggs (counts as both protein and fat)
- Pea Protein Powder
- Hemp Protein
- Sunflower seed protein
- Alfalfa protein
- Pumpkin seed protein
- *Search Vega Protein Powders for Low Carb Powder Options.

PROTEIN/FAT COMBO OPTIONS

When fattier cuts of meats are consumed you do not need to add an additional fat source to your meal or snack. You still can add a fat source without guilt to your meal if you wish, but when your meat has a bit more fat you can skip the added fat. Keep in mind that when we buy our meat from good sources (grass fed, organic, hormone-free, antibiotic-free, pasture raised, free-range) the fat that is in them is excellent to eat and healthy. Certain meats have more fat than others and in these cases it will not be necessary to add a separate fat source for your meals and snacks.

Any of the options below constitute acceptable **protein AND fat** options for meals and snacks

Less than 90% Lean

Beef, pork, poultry, rabbit, goat, organ meats, game meats, fish, shellfish. Animal proteins.

MEAT

- Sausages (pork, beef, chicken, etc.)
- Bacon
- Beef ribs
- Skin on Chicken and turkey legs, wings, and breast
- Beef roasts (untrimmed)
- Fatty cuts of beef (ribeye)
- Ground beef, pork, turkey, chicken (less than 90% lean)
- Pork chops (untrimmed)
- Pork roasts
- Lamb chops
- Lamb roasts
- Leg of lamb
- Pork ribs
- Pork sausage
- T-bone steaks



DAIRY

Full Fat Greek Yogurt

This is one milk based protein option that we do encourage and feel it is best to eat full fat as it has a great amount of healthy fat that helps manage blood glucose.

Eggs

We recommend to always eat the whole egg. Half the protein is in the yolk and all the nutrients are there as well. Always go for the enriched omega-3 variety.

CARBOHYDRATES

Carbohydrates of all types turn into sugar in the body. When you eat an apple the digestion starts in the mouth with chewing and the release of enzymes. By the time the apple is in your gut, you have broken it down to simple sugar. That sugar affects the body the same way the sugar from a can of Coke does. Therefore, it is important that we make our carbohydrate choices the absolute best we possibly can. Fruit and veggies will win the game against Insulin (storage hormone for fat) and keep you healthy and vibrant.

Please review the language below. All of these will serve as carbohydrates (C) for your meals

Vegetables

No limits to how much you can have

Fruit

Fruit is fantastic for you and is full of micronutrients. Depending on the type of fruit it can also carry with it a decent amount of sugar. Sometimes folks can overdo fruit. We always encourage a blend of fruit and vegetables throughout the day. How we aim to find moderation with fruit:

Only allow for **1 meal a day** where fruit is your sole carbohydrate source. All other meals must have vegetables too and a mixture is fine.

Be mindful of the serving sizes listed below of common fruits. We don't need you counting your servings, but it helps to be mindful of which fruits are really high in sugar. The fruits below with low servings sizes fall into this category.

- Cherries 7
- Strawberries 1 C
- Apple sauce 3/8 C
- Kumquat 3
- Apple ½
- Figs .75
- Tangerine 1
- Mango 1/3 C
- Lime 1
- Cantaloupe ¼ melon
- Watermelon .5 C
- Papaya 2/3 C
- Kiwi 1
- Blackberries .5c
- Banana 1/3 (9")
- Prunes 2
- Lemon 1
- Apricots 3 small
- Cranberries .25 C
- Raisins 1 Tbsp.
- Dates 2
- Guava .5
- Fruit cocktail 1/3 C
- Nectarine .5 c
- Blueberries .5 C
- Orange .5 c
- Grapes .5 C
- Peach 1
- Grapefruit .5 fruit
- Pear .5 c
- Honeydew .5 fruit
- Pineapple .5 c
- Raspberries 2/3C
- Plum 1



Starchy Carbohydrates

These are best consumed post workout when your body processes carbohydrates best. If you can save these for the meal or two that immediately follow your training it would be

best. After high intensity exercise (not a slow jog) the body can handle more sugar, otherwise, your body will take that sugar and store it as fat. These types of carbohydrates should always be accompanied by vegetables.

General rules of thumb for starchy carbs:

Want to get LEAN - Don't eat these

If you can see your ABS - you can eat these

If you want to gain mass and/or increase performance - eat these:

- Starchy tubers
- Cassava root
- Potatoes and all potato products (French fries, potato chips, etc.)
- Sweet potatoes
- Yams
- Brown Rice/White Rice/Wild Rice
- Quinoa
- Oats (steel-cut oats, rolled oats, and all processed foods made with oats)

FAT OPTIONS

Fat is an essential part of the diet. Despite popular thinking, fat does not make you fat. Fat is a hormonally neutral macronutrient. When you eat fat it doesn't alter your insulin (fat storage hormone). We need fat in our diet since it is the building block to many hormones in our body. It is a vital component to cell walls and it gives us the feeling of fullness after we eat to help control our appetite.



Any of the options below constitute acceptable fat (F) options for meals and snacks:

- Nuts and seeds and nut butters - Never buy nut butter with added sugar. Always check your labels
- Almond
- Cashew
- Brazil
- Peanut
- Sunflower Seeds
- Pumpkin Seeds
- Dairy Fats

- Butter (organic grass fed is best and worth the extra money)
- Heavy cream (not ½ and ½)
- Ghee (clarified butter)
- Oils
- Olive
- Avocado
- Walnut
- Flaxseed
- coconut
- Lard
- Talo
- Avocado/Coconut
- Avocado
- Unsweetened Coconut Flakes

Dark Chocolate

Dark chocolate has high concentrations of antioxidants. The darker the better. Dark chocolate is a healthy source of fatty acids. It also stimulates production of certain neurotransmitters that can help with sugar cravings. This might be important in the first couple weeks of the challenge as you withdraw from sugar.

Dark chocolate must be 85% cacao or higher. Limit to no more than 3.5 ounces per week.

Beverages

- Water - still or sparkling
- Coffee - Caffeine before 12pm Only
- Tea (only herbal after 12pm)

Sweeteners

I'm not a fan of zero calorie sweeteners and I believe they only make people crave sugar and sweets more. They don't help you change your taste preferences over time so we aim to avoid them. If you are going to use a sweetener, monk fruit or stevia are your best choices.

FOODS TO AVOID

For a number of reasons we have included the following foods on the Do-Not-Eat-List. These foods do not incur point deductions. However, the meal you eat them with will be not receive points.

Dairy Foods

This is a tricky one. Some people do fine with dairy and some do not. Depending on the type of dairy you get, it can be better or worse. However, until you have removed it for a period of 8 weeks you will not know how your body does without dairy. Many of the sources below have high sugar content in them and therefore are bad for you no matter who you are. None of the following dairy is acceptable because of the lactose issues folks have, allergic potential, and the high amounts of sugar.

- Cheese (A couple options shown above are OK protein options for vegetarians)
- Dairy spreads
- Milk
- Nonfat or Lowfat Yogurts
- Low-fat milk/yogurt
- Nonfat milk/yogurt
- Powdered milk
- Creamers

Grains

Can cause serious or subtle gastrointestinal distress (whether you can feel it or not) and have super high amounts of sugar and carbs that lead to the problems in the body. Too much sugar = too much insulin = storage hormone = excess body fat.

- Barley (barley soup, barley bread, and all processed foods made with barley)
- Processed Corn (corn tortillas, corn chips, corn starch, corn syrup)
- Millet
- Processed Rice (top ramen, rice noodles, basmati rice, rice cakes, rice flour (all processed foods made with rice).
- Rye (rye bread, rye crackers, and all processed foods made with rye)
- Sorghum
- Amaranth
- Buckwheat

Wheat Containing Foods

Gluten, the protein found in wheat, is a silent killer in our diets. It is very hard on the body to digest and can lead to all sorts of problems in the immediate future and down the road. These items below contain a ton of sugar/carbs and have gluten in them, which makes them great foods to avoid.

Bread, rolls, muffins, noodles, crackers, cookies, most baked treats, cake, doughnuts, pancakes, waffles, pasta, spaghetti, lasagna, wheat tortillas, pizza, pita bread, pita chips, whole wheat crackers, flat bread, and all processed foods made with wheat or wheat flour.

Legumes

Legumes are challenging on the body to digest (the more you eat the more you toot!). They can over-work our digestive system. Despite popular belief, the protein content in beans is not significant and isn't complete.

- All beans (adzuki beans, black beans, broad beans, fava beans, field beans, garbanzo beans, horse beans, kidney beans, lima beans, navy beans, pinto beans, red beans, string beans, white beans)
- Black-eyed peas
- Chickpeas
- Soybeans and all soybean products, including tofu.
- Lentils
- Miso

Sugar

- Soft drinks and fruit juices, sweets, wheat-containing products (minus points)
- All sugary soft drinks and diet soft drinks
- Canned, bottled, and freshly squeezed fruit drinks (which lack the fiber of fresh fruit and have a much higher glycemic index)
- Ice cream
- Frozen yogurt
- Candy
- Honey
- Sugars
- Agave
- Maple Syrup
- Coconut nectar
- Coconut crystals
- Sugar substitutes (Splenda, Sweet N Low, Equal, Aspartame, Sucralose)

Remember, the points system is there to provide accountability and feedback on how well you're developing healthy habits over time. Life happens and it's completely ok to not get a perfect score. If you are having trouble getting started, begin with one consistent habit such as sleep or hydration, and work on one thing at a time until it becomes routine.

We're here to help so post your questions and places you're getting stuck in your FitBot account, or turn to the Facebook group for extra accountability and community support. We wish you the best over these next 12 weeks and beyond.