

Are You Ready to Master Your Nutrition?

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The only restriction is that you cannot modify the eBook or its contents in any way. That's it! The contents of this eBook will provide powerful insights into how you can effectively prepare yourself for achieving the nutrition goals you desire. You'll discover some simple nutrition principles that will save you an enormous amount of time and money and transform the way you eat if you practice them.

Not only that, understanding WHY and HOW people achieve success in nutrition are some of the most valuable concepts you'll learn and can be applied to any area of life. Learning and applying these faithfully to all your endeavors is guaranteed to bring you phenomenal results.

I recommend you print this document out and begin reading it as soon as you possibly can. This is because you will make some immediate changes to the way you eat which will rapidly start your nutritional transformation.

What ever nutrition pathway you choose, may it bring an abundance of everything you desire.

Enjoy!



Nick Kimber, PhD



“Are You Ready?”

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About the author

Hi, I'm Dr Nick Kimber, the founder and director of NutriFit Health and Fitness Solutions Ltd. I am passionate about the area of nutrition and thrive on helping others get the most out of life through eating good food!

If you would like to find out more about my academic, athletic and professional background, please read on....

In 2005 I graduated from Deakin University, Melbourne with a PhD specialising in post-exercise skeletal muscle metabolism. Prior to PhD studies, I completed a Masters degree at Lincoln University, focusing on nutritional responses during the New Zealand Ironman Triathlon. I also have undergraduate degrees in Physical Education (First Class Honours) and Science (Human Nutrition) from the University of Otago. During my academic career I have published a number of studies in peer-reviewed journals and presented research at international conferences.

The year after finishing a doctoral degree, I ventured into the business world and founded NutriFit Pty Ltd in Melbourne. Working as a nutrition consultant for NutriFit I provided specialised nutrition advice for athletes across all levels of competition and also for those who desired weight management and/or improved health.

While operating NutriFit in Melbourne I also delivered nutrition workshops and presented health and fitness seminars to corporate clients throughout Victoria and in Sydney. I have extensive experience as an educator in both the fitness industry and as a lecturer in sport science, exercise physiology and nutrition at Universities in New Zealand, United States and Australia.

Since moving back home to Christchurch, New Zealand, I have established NutriFit Health and Fitness Solutions Ltd and am a Senior Lecturer for the Bachelor of Applied Science Degree in Human Nutrition, Sports Science, Health and Wellness at Christchurch Polytechnic Institute of Technology. NutriFit has now reinvented itself in New Zealand as a company that provides high quality interactive nutrition education to enhance people's lives and help them achieve nutrition success.

As an athlete I have competed at a representative level in the sports of basketball, rugby and tennis and have a passion for cycling. In the Australian mountain biking circuit, I have enjoyed success by winning the 2003 Victorian State series title (Vets) and a bronze medal in the 2002 World Masters Games held in Melbourne.

Introduction

Welcome and congratulations on taking the first step to towards nutrition success – downloading this free NutriFit eBook!

If you feel like nutrition is a minefield that is far too difficult to navigate or your nutrition wheels have been spinning for sometime without gaining any traction, this eBook is written for you.

Have you ever thought to yourself: There's got to be an easier and more effective way of eating food. Surely it can't be **this** hard?

If so you're not alone as countless others share the same frustration that eventually leads them down a pathway in the opposite direction to where they want to go. Does this sound familiar?

The irony of this situation is that the world we live in today provides an abundance of food choices; however never before have we been so confused about what we should eat! What's more absurd is that our understanding of nutrition has increased dramatically over the past two decades thanks to food science. However, we live in an environment where energy dense, processed food is economical and readily available, the importance of shopping for and preparing food has declined, and our ability to avoid common nutrition pitfalls is very limited.



To top things off, very few know how to develop an effective nutrition plan to improve health, body composition and provide support for exercise. Sounds like a recipe for a producing a nation of overweight and unhealthy people which is exactly what we've got!

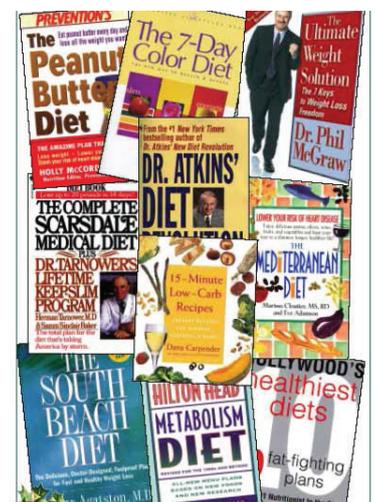
Nutrition is a unique area in that it's one the few things that **everyone** has in common whether we like to eat or not. Many of us like to form our own opinions about the best food and fluids to consume and this together with misleading information on the internet, on TV, in magazines and diet books can lead to a mass broadcasting of unsubstantiated nutrition nonsense!

The end result is a horrible mess of hype, misconceptions, myths and fallacies about how someone can achieve weight loss, improve their health, gain lean muscle or improve their energy levels.

Invariably these hyperinflated and in some instances potentially lethal 'diets' are either too hard to understand and follow or unsustainable for a number of reasons. These include budget, hunger or food restriction, severe side effects and failure to produce the desired results in the long term (greater than 6 months).

Eating food doesn't have to be this hard.

So before you can fully understand and appreciate what it takes to achieve nutrition success, it is necessary to first clear your mind of all nutrition hype. This effectively removes all of the garbage and



misperceptions that have polluted and intoxicated your mind for all those years you've been eating.

It doesn't matter what technique you use, but when you've wiped your plate clean it means everyone starts from the same place. This is the crucial first step towards becoming someone who is powerful in the area of nutrition.

Then, once you have a clean plate, you can begin learning how to develop the skills that will help you achieve all of your nutrition goals and most importantly sustain them for life.

For now, let's get started on how to utilise the power of the mind. Enjoy!



Eating doesn't have to be hard. **Clearing your mind** of all the nutrition hype, misconceptions, myths and fallacies is the crucial first step towards becoming someone who is **powerful** in the area of nutrition.

Understanding Nutrition Success

The 'WHY'

Why do people achieve nutrition success? Although the answer to this question involves many factors, it can be summed up in one word – **attitude**.

Having the right attitude

Successful people in any area of life all have one thing in common – they have a winning attitude. Many people appear to have the right attitude for achieving nutrition goals such as weight loss, however lurking at the back of their minds is an inner resistance. This self doubt erodes the ability to bring about constructive dietary changes and leads to a lack of effort and self discipline that is necessary for nutrition success.

The inner resistance can often be heard as a little voice in the background...the one right now that's saying "what little voice?" We need to consistently send ourselves positive messages that keep us on track and provide reassurance rather than sabotaging our thoughts with negative ones such as "this is too hard", "nothing is working" and "I can't be bothered".

So why do most people have difficulty maintaining a winning attitude? It's because...

maintaining a positive attitude towards nutrition is not easy.

Many people find maintaining a positive attitude difficult because they are unable to direct thoughts and energy into achieving nutrition results when there are so many other areas of life to think about. In other words, many believe that we are unable to have all aspects of life working for us because we simply can't fit everything into our busy schedules or that it's just not possible. If this is something you relate to, I'm here to say that

it's absolutely possible to have everything in life working for you, including being powerful in the area of nutrition!

A simple technique you can start trying to achieve nutrition success along with everything else that's going on is to focus on the **end result** that needs to be achieved rather than stressing about how you'll get there. Having some basic understanding of how to achieve your nutrition results is required however and will be discussed later in this eBook.

Strategies that can provide powerful access to maintaining a positive attitude towards nutrition and invoking emotions of what it would be like to **already have nutrition success** include:

- Visualising yourself with the body composition you desire or with an abundance of health and vitality;
- Going shopping as if you were buying clothes that you'll wear when you've reached your new body shape;
- Finding images of people finishing an event that you'd like to complete and put these in a scrapbook or a place you'll see them often such as the fridge.

Being unable to maintain a positive attitude towards nutrition means people simply don't finish what they start and therefore they don't get in shape and achieve an abundance of health and vitality. It's all about our ability to consistently do what we need to do...our ability to change our thinking, change our attitudes, change our habits, change our reality and ultimately, change our body forever.

Based mainly on my personal experience as a nutrition consultant, the most important traits that individuals possess who **maintain** a positive attitude towards nutrition are:

Always bear in mind that your own resolution to succeed is more important than any other one thing.

Abraham Lincoln

1. Desire

This is very distinct from hope or a wish. When moving towards a goal of any nature or purpose, successful individuals begin with an intense, **burning desire** for something definite. Through the somewhat strange yet powerful principle of 'mental chemistry' and 'thoughts', the word impossible and the concept of failure are not accepted and cease to exist.

A **strong desire** is also a powerful means of calling someone into **action**. When the desire is great enough, all blockages are overcome and the necessary steps are taken towards achieving the intended outcome.

In other words, if you really want to do something, you will find a way and means to make it happen. Here is an example of an individual who has the desire to succeed with nutrition:

Sally has been struggling with weight loss for many years and finally decides that something needs to be done. With the support of her work colleagues, Sally starts following the NutriFit programme with a 90% adherence rate to the eating strategies. Success with weight loss comes quickly and after 5 weeks Sally has lost 5 kg of body weight and feels fantastic.



After a further 4 weeks, progress with weight loss slows dramatically and Sally becomes concerned about whether she is consuming too much sugar. Some reassurance that she is on track with the NutriFit programme is all that's needed and over the next 5 months, Sally achieves a further 15 kg weight loss resulting in a 10% decrease in body fat. Sally attributes part of her nutrition success to reducing the size and amount of coffee she consumes, improving her food organisation at home and away on holidays, always having a breakfast that's on track and drinking more water instead of sugary drinks.

In this example Sally has identified a number of dietary changes that she made to assist with her outstanding weight loss result, however underlying all of these changes was a strong desire to make them happen. The most important message to grasp here is that

achieving nutrition success or other results in life always requires sustained thoughts or a desire to manifest a specific outcome.

As mentioned above, **maintaining** thoughts about the nutrition results you want to achieve is the stimulus for taking action towards an end result. However, nutrition success is ultimately achieved by being in action **consistently** and this is where the next important trait comes in...

2. Faith

Faith is one of the most powerful of the positive emotions. It is a state of mind where visualising and believing combine to influence our subconscious mind.

When you have faith in something or someone, you are fully **committed** and have an unwavering **belief** that the desired outcome will occur. Take a moment now to consider what aspects of life you currently have faith in...

Now imagine if you had this level of faith in a sound nutritional programme...I have no doubt there would be some dramatic results and you would be unstoppable in achieving your nutrition goals.

An example of an individual who has faith in their ability to achieve a nutrition related outcome can also be seen in the above example with Sally. It would have been very easy for Sally to lose any desire to take action after her weight loss stagnated after only 5 weeks, but her commitment and belief this time around was such that nothing was going to stop her reaching the body weight she desired.

3. Maintain the same direction

Staying on board with your nutrition programme despite having periods where you're off track. There are many factors that will take you off track, however the biggest problem that people face is **emotional eating**.

We can all relate to having our comfort foods when feeling bored, frustrated or sad and there's no doubt this food is high in fat, sugar and calories. There's not a lot of comfort in reaching for a carrot or apple for the emotional eater!

Here is the key to success for maintaining the same direction:

It's not the number of errors you make but how fast you get back on track.

Successful people in nutrition are able to catch themselves going off track early and adjust their course in the direction of their goals. Developing a habit of identifying the signs of heading in the wrong direction will save you time, additional stress and money but most importantly it will ensure that you do reach the nutrition destination you're after.

4. Don't delay

The sooner you start making changes to your current eating habits, no matter how small they are, the more likely you will succeed.

Here is a Chinese proverb that says it all:

“He who deliberates fully before taking a step...will spend his entire life on one leg!”



Achieving nutrition success can be summed up in one word – **attitude**. Believing that it's **absolutely possible** to have all the nutrition success you desire and **maintaining** these thoughts will make you **unstoppable** in achieving your nutrition goals.

The 'HOW'

Establishing how someone has achieved nutrition success is the next essential step in becoming powerful in the area of nutrition. To understand the 'how' to nutrition success, you must master the following three areas: using effective strategies, setting goals, having the right plan.

1. Using Effective Strategies

As we mentioned in the introduction, nutrition in the 21st century is a minefield of information that often makes your head spin. This is largely a result of the rapid expansion of foods available in the supermarket and the diet books on the shelf which claim to cure all of your nutrition related dilemmas.

The problem with many of the common 'diets' today is that they either focus on improving your body composition (i.e. weight loss), increasing your health or enhancing your athletic performance. Very few of these eating regimes are able to accomplish all three goals simultaneously.

Here's something you really need to take on board:

Effective nutrition strategies allow you to lose body fat, boost health and optimise your energy levels all at the same time!

It probably sounds too good to be true but it's absolutely possible. If this sounds like something you're up for, then keep reading!

2. Result Setting

Result setting is something I'm sure you've all heard of and have tried in some shape or form (perhaps as the term 'goal setting'). Most people consider they're result setting by simply thinking of something they want to achieve and leaving it at that.

As we've already discussed, starting with thoughts about what you want to achieve is essential, but is this really result setting? Unless the thoughts are sustained and combined with taking action, I would suggest it's merely dreaming or wishful thinking. By the way I'm not suggesting here that you should avoid dreaming or wishful thinking as this can be the source of truly remarkable achievements.

Results setting is essentially a tool for **clarifying** what it is you desire or the specific outcome you want to achieve. Not only does this allow you to write down in detail what end result nutrition can help you realise, but it also provides a means for setting smaller intermediary targets that confirm the path you're on.

Effective result setting needs to start with making a list. Write down what you want nutrition to help you achieve. What sort of health do you want? Do you want to reach a certain level of body fat? Would you like a boost in exercise performance or improved recovery between training sessions?

Here is a list of nutrition results to help you write your list.

- Acting as a role model for family, friends or others;
- Boosting vitality and energy;
- Improving immune function;
- Optimising exercise performance and recovery;
- Achieving healthy weight reduction or weight gain;
- Reducing the risk of serious illnesses such as heart disease, some cancers, diabetes and osteoporosis;
- Preventing oxidative stress and dehydration;
- To look younger and live longer;
- Protecting teeth and keeping gums healthy;
- Enhancing concentration and mood profile.

Once you have a list of what you want nutrition to help you achieve, start clarifying each result by creating a reason for **why** they are important to you. Establishing a why is the main driving force that sets you in motion. Adding a **time frame** to each result is also a useful strategy for calling you into action.

Now you're ready to determine how important your nutrition results are in relation to other life results you're after. Take a few minutes to **prioritise** all results you're working in life right now so you are aware of what your top five results are for the next year.

Please consider this when it comes to result setting:

If your nutrition result(s) do not make the top five, it's very unlikely you will achieve them.

Does nutrition make your top 5 results in life right now? If not, you may need to reprioritise to ensure your **why** is big enough for keeping the possibility of nutrition success in existence.

Placing your nutrition goals where you frequently see them together with images of the end results you wish to experience is another strategy for achieving nutrition success. Use the fridge, a notice board at home or work, a scrapbook or even develop your own screensaver on a home and/or work computer. You can also try sharing your intended results with others such as family and close friends. This is a powerful technique because of the following:

when you declare your intended results, you become more accountable for achieving them.

3. Having the Right Plan

The right plan of action is the template that allows you to take action in the area of nutrition. Without a plan, it becomes difficult to follow and stay on a pathway that will help you achieve your goals.

An effective nutrition plan should be based around when you exercise (more on this in the next section), be easy to follow, include foods that are readily available, avoid excessive supplementation, have flexibility, and most importantly generate the results that you desire.

Consider also that no matter how much nutrition information that you obtain, you will not be able to do anything with this knowledge unless you have a plan that maps out a pathway for action. This can be summarised in the following Chinese Proverb that you may need to read a few times to get the real impact:

“To know and not to do...is not to know.”

Using **effective nutrition strategies** (those that allow you to lose body fat, boost health and optimize energy levels all at once), **prioritising your results** and having a **plan of action** that is easy to follow, flexible and generates the results you desire is **how** you can become **powerful in the area of nutrition**.

Exercise determines the way we eat

An essential component when developing a nutrition plan is **exercise**. Planning food intake based on exercise causes **rapid** progress towards weight loss and body fat reduction. Not only that, this planning technique will improve your enjoyment and possibly performance when exercising, along with reducing muscle soreness and increasing energy levels during recovery.

This might not make sense at first as the prevailing mindset is the idea that you need to fuel up prior to exercise so you have enough energy to get through your workout.

Does this sound familiar to you?

The fuelling up approach usually involves having something to eat and/or drink in the hour before exercise such as a sports drink, muesli bar, fruit, muffin, sandwich or another high carbohydrate snack.

In the majority of cases this pre-exercise feeding does nothing more than leave you feeling bloated and heavy before working out and is likely to reduce your performance while exercising. To make matters worse, you are also at risk of sabotaging your weight loss efforts due to the extra energy consumed.

So how do you plan food intake around exercise?

To begin with, it's a simple matter of shifting the foods and fluids you would normally eat in the hour prior to exercise and eating them in the post-exercise period. Be careful not to add additional foods and fluids typically consumed after exercise as this will increase your energy intake well above what is necessary. Although it appears to be a minor adjustment, making this change can result in a major improvement in your energy levels and weight loss efforts.

There are additional strategies for planning nutrition around exercise which are covered in the other eBooks NutriFit has on offer to purchase ("Nutrition Success" and "Active Nutrition"). Learning these strategies is highly recommended because if you practice these most of the time your body fat loss will be accelerated and recovery from exercise enhanced.

If your levels of activity are the first aspect you consider, nutrition planning becomes a lot easier and allows you to have two types of days – a **non-exercise day** and an **exercise day**. NutriFit provides eating plan templates for each type of day and snacking ideas which allow you to construct the ideal plan no matter what type of day you have.

It's important to note here that you don't have to be an exercise junkie for this concept to work for you! Even if you're only walking a few times a week, adopting the habit of eating after exercise rather than before will reduce overall energy intake and markedly improve weight control.



Planning **nutrition** around **exercise** will **accelerate** your progress towards **weight loss** and **body fat reduction**, enhance your **enjoyment** of exercise and optimise **muscle recovery**.

The three themes of nutrition

Once you are comfortable with the concept that **exercise is the key determinant for how we eat**, you are ready for the three most important themes of nutrition that set the stage for the NutriFit 5 eating strategies. Before you can realistically start making progress towards your nutrition goals, you must have these themes firmly in the forefront of your mind so all future eating occurs from the perspective of the following:

1. Timing of food

This refers to the frequency of eating each day and when you eat in relation to exercise. As discussed in the previous section, adjusting your nutrient timing so post-exercise energy intake is the priority can have a number of beneficial health and performance effects.

Combine these benefits with the increased ability to control energy intake when eating the right type of foods more frequently and the following becomes apparent:

For most individuals, timing is the most important aspect for achieving nutrition success.

Effective food timing also helps you avoid becoming over hungry which often leads to a feeding frenzy where any type of food is devoured in large amounts.

The key to success here is to be proactive and eat **before** the hunger signals arrive...this is where having the right nutrition plan and being prepared is critical.

2. Type of food

Eating food with an abundance of fibre and nutrients at every meal such as whole fruit and vegetables helps to control energy intake and dramatically improves your health.

In situations other than post-exercise, be aware of consuming highly processed or refined food and fluids that are typically energy- and sugar-rich and low in nutrient value.

After exercise, a combination of foods and/or fluids high in carbohydrate and protein is ideal for providing a rapid recovery.

3. Amount of food

This involves adjusting portion sizes according to your exercise needs and/or weight loss goals. Most people consider that consuming the appropriate amount of food is the most important



aspect of nutrition. However, if you're on track with nutrient timing and eat the right types of food with every meal, the amount of food you consume will in most cases take care of itself. What this means is that the body is remarkably good at letting you know how much to eat when you eat regular amounts of food that provide a feeling of fullness. A good example is high fibre food like fruit and vegetables.

Before you can realistically start making progress towards your nutrition goals, you must have the **three themes of nutrition** at the **forefront of your mind**. These are: **timing of food, type of food** and the **amount of food** and must be followed in this order.

So there you have it. **Are you ready** to achieve nutrition success? If the answer is a definite YES, congratulations! You are now ready to start digesting the NutriFit 5 eating strategies and developing an effective nutrition plan for life. If you are a NO or a MAYBE, I recommend you re-read information above until you are confident in taking the next step.

I hope you've enjoyed this eBook but even more so, I hope it's given you some fresh insight into what's possible in the world of nutrition for you, your family and everyone else you know.

If you're interested in finding out how you can use the NutriFit 5 eating strategies to develop a life-long nutrition plan that achieves all the nutrition results you desire, visit www.drnick.co.nz.

P.S. – Any thoughts or feedback about this eBook?

I'd love to hear them! Just email your comments to nick@nutrifit.co.nz. This will help with any future editions/updates that come out and for writing the next NutriFit eBooks.