

THE BIG BREAKFAST DIET



The BIG BREAKFAST DIET (Beta Version)

JOEL MARION
CISSN, NSCA-CPT

© Joel Marion & BigBreakfastDiet.com

Legal Disclaimer

The information presented in this work is by no way intended as medical advice or as a substitute for medical counseling. The information should be used in conjunction with the guidance and care of your physician. Consult your physician before beginning this program as you would with any exercise and nutrition program. If you choose not to obtain the consent of your physician and/or work with your physician throughout the duration of your time using the recommendations in the program, you are agreeing to accept full responsibility for your actions.

By continuing with the program you recognize that despite all precautions on the part of Joel Marion and BigBreakfastDiet.com, there are risks of injury or illness which can occur because of your use of the aforementioned information and you expressly assume such risks and waive, relinquish and release any claim which you may have against Joel Marion and BigBreakfastDiet.com, or its affiliates as a result of any future physical injury or illness incurred in connection with, or as a result of, the use or misuse of the program.

The Big Breakfast Diet Overview

Alright, welcome to the nuts and bolts, no-filler, straight to the point "this is how you do the program and get amazing results" Big Breakfast Diet Beta manual.

What The Big Breakfast Diet Is

The Big Breakfast Diet is a strategically set up 28 day **rapid fat loss program** that requires only breakfast to be eaten on most days, albeit a rather large one.

It is not meant to be done for extended periods of time, but it is an incredible change of pace from the typical 6-meal-a-day programs that produces incredible, rapid results.

Just How Rapid Are the Results?

Well our first test group is showing an average weight loss of 5 lbs per WEEK – that fast.

Enjoy the results!

Practicality and Scientific Reasoning

I created the Big Breakfast Diet from both a practicality and scientific standpoint for the following reasons:

- Cooking and eating 6 meals a day can be cumbersome, stressful, and extremely time consuming. The Big Breakfast Diet gives you a break from being consumed with thoughts of "when do I have to eat next?," constant

cooking, constant clean up, and constantly being pulled away from the flow of your day with the "chore" of having eating another meal.

- Our metabolisms are highest in the mornings and slowest in the evenings – consuming calories earlier in the day vs later in the day just makes the most metabolic sense.
- We also process carbohydrates best in the morning, with the morning hours being the day's peak for insulin sensitivity and glucose tolerance. Again, consuming high calories and high carbohydrates in the morning is the most ideal time of day to do so for fat loss.
- Consuming our daily allotment of calories in the morning allows us the rest of the day to burn off those calories. Essentially, you'll have the greatest amount of calorie-expensive "waking hours" to burn any calories you ingest on this program (along with additional body fat), and that equates to even faster fat loss.
- If you've ever consumed a large breakfast, which I'm sure you have, you've probably experienced the phenomenon of said breakfast leaving you feeling full for a significant portion of the day. On the big breakfast diet you actually get to eat a HUGE meal every single day which leaves you satisfied and feeling full daily, a feeling most diets rarely, if ever, accomplish.
- Consuming one meal a day, even a very large one, will result in a definite, sizable caloric deficit, which is essential to rapid fat loss.

Essentially, you're creating a large caloric deficit, consuming calories and carbohydrates when metabolism and glucose tolerance are at their peak, and timing calorie intake at the absolute best time of day with a FULL day ahead of you to burn off those calories and a TON of stored body fat to boot.

Make sense? Good. Now let's talk about the different days of the Big Breakfast Diet Program.

The Big Breakfast Diet Weekly Set-up

The weekly setup of the Big Breakfast Diet consists of 5 "Big Breakfast" Days, 1 Cheat Day, and 1 Fast Day.

A typical week would be set up like this:

Tuesday - Saturday: Big Breakfast Days

Sunday: Cheat Day

Monday: Fast Day

If you prefer a Saturday Cheat Day, the setup shifts to:

Monday – Friday: Big Breakfast Days

Saturday: Cheat Day

Sunday: Fast Day

In all actuality you could choose any day of the week to be your weekly Cheat Day throughout the 28 day program, but the overall structure is 5 Big Breakfast Days followed by a Cheat Day and a Fast Day.

Now let's talk about each type of day:

The Three Types of Days of the BBD Program

#1 – The Cheat Day

I recommend you start the diet as a whole with a Cheat Day to boost fat burning hormone levels and prime the body for optimal fat burning over the course of the next week.

While there are no major restrictions on the types or quantities of food you eat each day, there are a few loose “guidelines” to adhere to:

- Eat the foods you crave without feeling guilty
- Don't get technical and start your Cheat Day at 12 a.m. on Sunday morning; start when you normally wake up on Sunday
- Don't set the alarm for a very early time; start when you normally wake up on Sunday
- **Don't stuff yourself; eat until you're satisfied, not to the point of discomfort**
- Don't skip meals holding out for a single feast; eat throughout the day
- Don't consume alcohol; one beer is fine, but alcohol consumption works against what we are trying to accomplish hormonally with the Cheat Day

Other than the above loose guidelines, you can eat whatever you want. And you'll be happy to know that over the course of the last 7 years, no matter which way we've tested it, the “eat-whatever-you-want” approach works best from a results standpoint than any other more restrictive or controlled approach.

Summary: Eat liberally throughout the day without stuffing yourself. Pretty simple.

#2 – The Fast Day

The purpose of the post-cheat Fast Day is to create a massive calorie deficit *while* the body is uber primed to burn fat, and that's exactly why it's positioned after a fat burning hormone boosting Cheat Day.

On this day you will consume nothing but fluids (non-calorie beverages in moderation are OK, but water should comprise the majority of your fluid intake) while strategically supplementing with Branched Chain Amino Acids (BCAAs) to offset and prevent any catabolism of muscle.

To put it in simple terms, BCAAs are the “best part” of protein. So, if you were to consume 10 grams of BCAAs, you’re essentially consuming 10 grams of protein, only it’s “super protein”.

The guidelines for BCAA intake on this day are as follows:

.3 grams per pound of body weight split over 6 doses taken throughout the day.

So, for a 200 lb individual, they’d require 60 grams of BCAAs, split over 6 doses, or six 10-gram doses taken throughout the day.

For a 150 lb individual, 45 grams of BCAAs, or six 7.5 gram doses taken throughout the day.

You get the point – $.3 \times \text{Body Weight}$ split evenly over 6 doses throughout the day.

Other than the BCAA supplementation, it’s zero calorie fluids only for the Fast Day. Again, you may consume flavored non-calorie beverages, but water is the recommended beverage of choice.

Summary: Don’t eat anything apart from supplementing with BCAAs; drink lots of non-calorie fluids (mostly water).

#3 – Big Breakfast Days

Again, you will be following the "Big Breakfast Day" meal plan for the bulk of each diet week, 5 out of 7 days.

On this type of day, you will consume one large meal, followed by strategic BCAA supplementation throughout the remainder of the day to maintain protein synthesis and protect against muscle loss throughout the duration of the 28 day plan.

That one meal is "The Breakfast Meal". Here are the details.

The Breakfast Meal

***All calories must be consumed within 90 minutes of waking.**

For the breakfast meal, you will consume 8 x Lean Body Mass (LBM) in calories with a macronutrient breakdown of 30% carbohydrates, 40% protein, and 30% fat. **The calories from this meal must be consumed within 90 minutes of waking.**

Your Lean Body Mass is your Body Weight – your Fat Weight. For an example of how to calculate Lean Body Mass and Macronutrient Breakdown, see Appendix A.

These meals will consist of a quantity of food that you are likely not used to eating in one sitting. For example, a 150 lb female with 25% body fat has 112.5 pounds of Lean Body Mass and will require 900 calories in her breakfast meal.

If you are having trouble consuming this many calories at once, a good solution is to "drink" at least a portion of these calories as a shake. More on that later.

BCAA Intake on Big Breakfast Days

After your breakfast meal, you will consume 5 grams of BCAAs at 5 distinct times during the day:

- Mid-morning
- Noon
- Mid-afternoon
- Evening
- Pre-bed

For a total of 25 grams daily.

Summary: Consume 8 x LBM in calories with a macronutrient breakdown of 30% Carbs, 40% protein, and 30% fat. These calories must be consumed within 90 minutes of waking. Supplement with 5 grams of BCAAs, 5 times daily at the specified times, for a total of 25 grams daily.

The Big Breakfast Diet Supplementation Program (and Your Customer Discount)

Below I detail the necessary and optional (but highly recommended) supplementation recommendations of the Big Breakfast Diet, along with how you can score a sweet discount that I personally set up for you as a Big Breakfast Diet customer.

Necessary Big Breakfast Diet Supplements

Necessary Supplement #1 – Branched Chain Amino Acids (BCAAs) – BCAA supplementation is a critical part of Big Breakfast Diet on both Fast Days and Big Breakfast Days.

To recap:

- On Fast Days you are consuming .3 x Bodyweight in BCAAs split over 6 even doses daily.
- On Big Breakfast Days you are consuming 5 grams of BCAAs, five times daily, for a total of 25 grams on those days.

And, as I always do for my customers, I put in a few calls to get you a 15% discount on all the supplements recommended in the Big Breakfast Diet program, including BCAAs.

To get your discount from Prograde Nutrition for Big Breakfast Diet customers, go to:

<http://natural.getprograde.com> and be sure to use the coupon code **breakfast15** at checkout (in order for the coupon code to work, you must use the above link).

NOTE: To ensure you order the appropriate number of bottles for your body weight to last the duration of the 28 day program, use the following chart (this covers use on both Fast Days and Big Breakfast Days):

Your Current Body Weight	Bottles Needed for Entire 28 Day Program
>180 lbs	7 Bottles
130 lbs – 180 lbs	5 Bottles
<130 lbs	3 Bottles

IMPORTANT NOTE: Please keep in mind that the cost of buying the BCAAs is a replacement for the cost of the food you would normally be eating on Fast Days and the latter part of Big Breakfast Days. The daily cost of BCAAs supplementation is **far cheaper** than the daily cost of food, so you'll actually be spending *less* money over the course of the next 28 days by following the Big Breakfast Diet to the letter than if you weren't following it.

Just some up front perspective that makes it easier for you to go ahead and purchase the necessary tools to ensure you get the best result. You may do the program without using BCAAs, but realize that doing so will likely put you at risk for muscle loss when utilizing Fast Days and Breakfast-only Days for a four week duration.

Again, the site to order from to get the 15% discount I worked out for you as my customer is <http://natural.getprograde.com> (be sure to use the coupon code **breakfast15** at checkout to receive 15% off your entire order). **Access BCAAs via the "Amino Acid" tab on the left hand menu of the site.**

Necessary Supplement #2 - EFA Icon® (extremely pure, potent essential fatty acids) – Fish oil (omega-3 fatty acid) is the number one supplement that I believe everyone should be taking for fat loss and overall health, no matter who you are, across the board. To name just a few of the fat burning and health benefits these “wonder” fats possess, omega-3 fatty acids have been shown to decrease the risk for developing heart disease and cancer, decrease blood pressure, improve liver and kidney function, reduce joint pain, improve vision, improve diabetic conditions, decrease occurrences and intensities of migraine headaches, **increase circulating levels of leptin**, reduce stress, and increase metabolic rate.

If you are not using fish oil, make it a point to start supplementing with it right away. As for EFA icon, it has several benefits over conventional fish oil in that it is the most absorbed form of fish oil, highly potent and high quality without any toxins such as trace mercury.

Not only does this carry the quality benefit, but because of its high potency, you don't have to worry about choking down large quantities of big “horse pill”, low-quality fish oil. In fact, just 2 small pills are the equivalent of TEN large standard fish oil capsules and only a total of a ½ gram of fat. **One bottle will last for the duration of the program.**

Optional (But Highly Recommended) Big Breakfast Diet Supplements

- **Prograde Protein®** (the only cold-processed, Stevia® sweetened low-carb protein powder). If you've been following me for any length of time, then you already know I love Prograde Nutrition. This is the best, highest-quality protein powder around and is of great use during Big Breakfast Days to allow you to “drink” some of your calories.

Again, eating a meal equal to 8 x Lean Body Mass will likely be difficult for most without consuming some of those calories in liquid form – this is the absolute best, highest quality protein powder available, period. **I recommend 2 bottles for the 28 day program.**

- **Prograde Metabolism® (fat loss accelerator and metabolism support)**
– Prograde Metabolism is Prograde's brand new fat burning and metabolism support supplement. It's backed by a ton of science (I've honestly never seen a supplement so well researched) and will absolutely accelerate your results on the Big Breakfast Diet program even further.
One bottle will last the duration of the program.
- **VGF 25+® for men/women (multi-nutrient for men/women)** – VGF 25+ is MUCH more than a multi-vitamin as it's made directly from more than 25 whole vegetables, greens and fruits (thus the name). **One bottle will last the duration of the program.**

Again, keep in mind that protein powder and BCAAs are essentially FOOD - while the cost adds up a bit, you are substituting them for FOOD and they average less than \$1 a serving (there aren't many healthy "meals" out there that only cost \$1).

This is how I actually SAVE money on groceries each month (the regular use of Prograde Protein®, and BCAAs typically cuts my "food" cost by one third each month, easily), and when you use them, you'll do the same.

One last very important thing - they also offer a very convenient shipped-right to your door monthly program (this is what I do) in which you get **free shipping** and a huge discount on bulk orders.

Basically, they send you a month's supply each month of the supplements you choose (so you never have to worry about reordering or running out), give you a huge discount, and then hook you up with FREE shipping on top of it.

I told you; they're a great company. I don't know of **any** other company that does this and I've been using this service for quite some time and love it.

How to Order and Get 15% OFF Everything!

Below you will find information on how to order BCAAs or any Prograde Product @ 15% OFF.

Order BCAAs and any Prograde Product @ 15% OFF

==> <http://natural.getprograde.com>

(use coupon code **breakfast15**)

Enjoy the decreased grocery bills and remember to use the discount code for even more savings!

Acceptable Food Lists

Acceptable Carbohydrate Choices for Big Breakfast Days

- Legumes: kidney beans, black beans, black-eyed peas, lima beans, red beans, marrowfat peas, chickpeas, pinto beans, butter beans, navy beans, lentils
- Fruit: apples, oranges, apricots, peaches, pears, grapes, kiwi, mango, watermelon, honeydew, cantaloupe, rhubarb, plum, pineapple, papaya, grapefruit, grapes, blueberries, strawberries, blackberries, raspberries, cranberries, cherries
- No-sugar added apple sauce
- Light Yogurt (no sugar added)
- Other Vegetables: artichoke, beets, pumpkin, rutabaga, squash
- Whole Grain Breads: 100% Whole Wheat, Pumpernickel, Rye, Oat Bran, Buckwheat, Barley Kernal
- Other Grains: barley, basmati, quinoa, 100% whole wheat tortilla wraps
- Oatmeal, oat bran
- Sweet potato, yam
- Wild rice, brown rice
- Couscous
- Cornmeal
- Cereals: All-Bran, Special K, Cheerios, Fiber One, Bran Chex, Bran Flakes
- New potatoes
- Corn, Peas, Parsnips
- Bananas

Ideally, the bulk of carbs on these days should come from legumes and fruits and a small amount of the starchier carbs listed toward the latter part of the list. Additionally, there is no limit to the amount of “free veggies” you consume on these days.

Acceptable Protein Sources

- Beef (steak, ground beef, etc)
- Cottage Cheese
- Deer/Venison
- Eggs (whole or whites)
- Finfish (salmon, tilapia, haddock, mackerel, tuna, bluefish, herring, etc)
- Ham (fresh)
- Lamb
- Milk protein powders (whey and/or casein)
- Pork (tenderloin, chop, etc)
- Shellfish (scallops, shrimp, clams, oysters, crab, lobster, etc)
- Skinless Chicken (breast, thigh, wing, etc)
- Turkey breast

Acceptable Fat Sources

Dairy

- Butter
- Cheese
- Cottage Cheese
- Cream

Fat-containing Meats

- Beef
- Chicken (dark meat)
- Duck
- Lamb
- Pork

Fish

- Anchovies
- Bluefish
- Herring
- Salmon
- Mackerel
- Sardines
- Tuna

Oils

- Coconut Oil
- Extra Virgin Olive oil
- Flax-seed oil
- Marine/Fish oils
- Udo's Choice Oil Blend
- Hemp Oil

Raw Nuts

- Almonds
- Brazil Nuts
- Hazelnuts
- Peanuts (in moderation)
- Pecans
- Walnuts

Other

- All Natural Peanut Butter (in moderation)
- Almond Butter
- Avocado/Guacamole
- Flax seeds (ground)
- Eggs

NOTE: Because some protein sources are also ample sources of fat, they are listed under both the acceptable proteins and fats lists.

Free Veggies

- Asparagus
- Broccoli
- Brussels Sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Collard Greens
- Cucumber
- Eggplant
- Fennel
- Green Onion
- Leek
- Lettuce – any type
- Mushroom
- Okra
- Onion
- Pepper, Bell
- Radish
- Snow Peas
- Spinach
- Tomato
- Zucchini

*Free Veggies can be added to the Big Breakfast Meal at your leisure without being counted toward the calorie and macronutrient total.

Tracking Progress

Tracking progress throughout the course of the 4 week program is critically important to your overall success.

A very popular saying amongst fitness professionals is “If you’re not assessing, you’re just guessing!” And that’s essentially true. The only *real* way to know if something is working is to regularly assess and track your progress.

With the Big Breakfast Diet, we will be using several methods of tracking progress—scale weight, body fat %, and girth measurements.

Both scale weight and body fat percentage can be assessed via an at home electronic body fat scale. I recommend Tanita brand, as they’re the trusted, most experienced brand when it comes to body fat analysis scale brands.

Below are the locations for the various girth measurements you’ll be taking:

Bust/Chest

Waist (around the navel)

Hips

Right Arm

Right Thigh

Right Calf

For arm, thigh, and calf measurements, simply double each to account for the other limb when calculating total inches lost. For example, if your right thigh measurement has gone down one inch, it is safe to assume that your left thigh measurement has also decreased by one inch for a total of two inches lost from both thighs collectively.

Below are example measurements for a female who used the Big Breakfast Diet program for 28 days:

	Starting	Week 6	Difference
Bust	38"	35"	-3"
Waist	36"	33"	-3"
Hips	38"	36"	-2"
Right Arm	12"	11.5"	$-.5" \times 2 = -1"$
Right Thigh	24"	22.5"	$-1.5" \times 2 = -3"$
Right Calf	12"	11.5"	$-.5" \times 2 = -1"$
		Total	-13"

When To Measure

Measurements should be taken once every week, the morning of your Cheat Day—that's it.

Do not—*I repeat; do NOT*—weigh yourself daily. Due to the fluctuations in food intake throughout the cycle, you will absolutely experience significant fluctuations in water balance throughout the week causing daily measurements to be all over the place.

With this program, daily scale readings mean nothing. What we are concerned with is consistent, week to week progress, and that is assessed by taking consistent weekly measurements.

One more time: stepping on the scale daily will do nothing more than break your focus and cause unnecessary stress and worry (which will in turn slow progress)—don't do it.

With that out of the way, here is how you should be measuring:

Starting measurements should be taken the day you begin the Big Breakfast Diet (this is a Cheat Day), first thing in the morning before eating anything. This is the way you will always measure each week—first thing in the morning, before eating anything. Consistent measuring practices ensure consistency and accuracy in your measurements.

From here, measurements will be taken once per week on the morning of your Cheat Day.

Exercise Schedule

An exercise frequency of 4 – 7 sessions weekly is ideal while following the 28-day Big Breakfast Diet. Remember, it's only 28 days, so go hard and your results with thank you.

Below I outline a sample workout week:

Cheat Day – No Exercise

Fast Day – Morning Metabolic Resistance Training; Evening HIIT Cardio

BBD 1 – Metabolic Resistance Training

BBD 2 – HIIT Cardio

BBD 3 – Metabolic Resistance Training

BBD 4 – HIIT Cardio

BBD 5 – Metabolic Resistance Training

Some notes on exercise:

1. Metabolic Resistance Training (MRT) takes precedence over High Intensity Interval Training (HIIT) Cardio.

If you only have time for 4 workouts weekly, they should all be MRT style workouts. Add in HIIT cardio for anything more than 4 workouts.

What is Metabolic Resistance Training (MRT)?

Metabolic Resistance Training is a very metabolically taxing and calorically expensive style of resistance training. The simple definition of MRT I suppose could be "high intensity cardio with weights".

The absolute best Metabolic Resistance Training Program available anywhere in my opinion is John Romaniello's [Final Phase Fat Loss](#). You can learn more about that program [HERE](#).

I like John's program because in addition to yielding very rapid fat loss results in general, it also was designed to target specific "problem area" fat stores through specific workout styles that cause an increase in fat burning hormones to combat the hormones associated with each specific problem areas, such as:

1. Estrogen, "man boobs" and lower-body fat (combatted with "Density" training and Testosterone)
2. Insulin, and your "love handles (combatted with "Dynamic" training and IGF-1)
3. And of course, Cortisol and belly fat (combatted with specific "Lactic Acid" training and Growth Hormone)

Anyway, it's a really cool program and think if you're looking to lose fat fast, it's a phenomenal way to train. Check it out [HERE](#).

2. The Fast Day is the most important day for activity.

After a Cheat Day, levels of fat burning hormones are elevated and your body is in an optimal fat burning state. It is extremely important that you take full advantage of this state by burning additional calories through activity. This is the reason both MRT and High Intensity Interval Training (HIIT) cardio is recommended on this day.

Remember it's Only 28 Days!

The Big Breakfast Diet is a short-term, rapid fat loss program that only lasts 28 days. As such, if you're going to do it, "do it right".

1. Every single day counts – it's only 28 Days. The light is at the end of the tunnel and you get a Cheat Day every week. Adhere to the rest of the program as rigidly as possible and your results will thank you for it.

2. Use the recommended supplements. The supplements are there to accelerate your results – sticking to the Big Breakfast Diet is extremely doable, but it takes work and if you're going to dedicate a month of your life to something, get the results you deserve!

Why lose 15 lbs and sacrifice muscle when you can drop 20 lbs while maintaining every ounce of calorie burning muscle on your frame? And remember, the cost of supplements is supplementing the cost of food on Fast Days and the bulk of Big Breakfast Days, so you'll actually be SAVING money by doing this program for a month than if you weren't.

3. Get in as much activity as possible. The more you move, the better. If you have extra time for an outdoor walk, gardening, biking, a jog, or some other leisurely activity on top of your workouts, do it! You've got 28 days to give it your all, and when you think

of things in the short term that way, you'll hit your long-term goal much faster than you ever thought imaginable.

Go get 'em!

Transitioning from the Big Breakfast Diet

Because the Big Breakfast Diet is a somewhat “extreme” program, it is only recommended to be used for 28 days or 4 weeks at a time, at which point you’ll need to transition into something more moderate to maintain your progress and/or continue on toward your goals.

The ideal program to transition to after the 28-day Big Breakfast Diet is my Cheat Your Way Thin program. Essentially, Cheat Your Way Thin is a more moderate, “lifestyle” version of the Big Breakfast Diet that still incorporates strategic cheating and is formulated on the best, most strategic methods for continued, steady, consistent week to week fat loss while allowing your body to recover from a more strict program like the BBD.

You may repeat the Big Breakfast Diet 28-Day Plan again after about 5 weeks of a more moderate approach like [Cheat Your Way Thin](#).



[Click HERE For Your Big Breakfast Diet](#)
[\\$50 OFF Customer Discount](#)

Appendix A: Calculating Lean Body Mass and Macronutrient Breakdown

Lean Body Mass (LBM)

Your lean body mass is your weight, minus your body fat. For example, if you weigh 200 lbs at 20% body fat (40 lbs of fat), then your lean body mass is 160 lbs (200 – 40).

With that data you can then determine your calorie and macronutrient needs. The only day you are using **total body weight** (instead of lean body mass) is the Fast Day.

Here is a recap of the calorie needs for each day:

Fast Day: BCAA supplementation @ .3 grams per pound of **Total Body Weight**

Big Breakfast Day: 8 x LBM in total calories; macro breakdown of 40% protein, 30% carbs, 30% fat

So, let's take the Big Breakfast Day for example along with our "sample" individual at 200 lbs and 20% body fat.

Again, to calculate lean body mass, simply subtract fat weight from total weight (the left over is lean body mass; everything *except* fat). Here are the simple formulas.

Total Weight x Body Fat % = Fat Weight

Total Weight – Fat Weight = Lean Body Mass

Plugging the numbers in:

200 x 20% = 40 lbs

$$200 - 40 = 160 \text{ lbs}$$

This individual has a lean body mass of 160 lbs. From there we can easily calculate calories: $160 \text{ (LBM)} \times 8 \text{ (calories per pound)} = 1280 \text{ calories}$

We also know that 40% of this should come from protein, 30% carbs, and 30% fat, giving us the calorie totals per macronutrient of:

$$1280 \text{ (total calories)} \times 40\% \text{ (protein)} = 512 \text{ calories from protein}$$

$$1280 \text{ (total calories)} \times 30\% \text{ (carbs)} = 384 \text{ calories from carbs}$$

$$1280 \text{ (total calories)} \times 30\% \text{ (fat)} = 384 \text{ calories from fat}$$

To convert these caloric values to grams for easy counting, we can divide by the caloric values of each which are as follows:

Fat: 9 cal per gram

Protein: 4 cal per gram

Carbohydrates: 4 cal per gram

This means that the 200 lb individual in our example should be consuming **43 grams of fat** ($384 / 9$), **128 grams of protein** ($512 / 4$), and **96 grams of carbohydrate** ($384 / 4$).

The cool thing about converting everything to grams is that you no longer have to worry about counting calories. You simply count the grams of each macronutrient you consume as indicated in the nutrition facts.

This makes things much easier considering the way our food labels are organized. If you are unsure as to the nutrition content of a particular product, you can look up the info easily at an online nutrition database such as www.NutritionData.com or www.CalorieKing.com.