

ETHIX

PERSONAL TRAINING

THE ETHIX STANDARD

START HERE

Your guide to training, nutrition and your membership. Keep it for as long as you're a member.

OPEN YOUR MACRO CALCULATOR

ethixpersonal.training/macros

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WELCOME. START HERE.

You're in, and I'm glad you're here. The Standard is built on the same standards I hold my 1-on-1 clients to, without the 1-on-1 price.

Do these 5 things today:

- 1 Set your numbers.** Open the [macro calculator](#) in Safari or Chrome, add it to your home screen, enter your stats and tap **Calculate my macros**. Always open it from there so your entries stay saved.
- 2 Set up MyFitnessPal.** Get the free app, enter the goals from the calculator's MyFitnessPal box (in the app: **Goals**, then **Calorie, Carbs, Protein and Fat Goals**), then connect it in Trainerize's settings so your food log shows up there.
- 3 Weigh in.** Save today's weight in the check-in section of the calculator. That's the only place for daily weigh-ins; Trainerize is for photos and measurements every 2 weeks.
- 4 Log your day-one weight, photos and measurements** in Trainerize: front, side and back photos, plus waist, hips, chest and upper arm.
- 5 Open The Ethix Standard group** in Trainerize and turn on notifications, then open your first workout. Set your own goal in Trainerize. Complete the Ethix Standard Onboarding Form on your calendar (Saturday of week 1).

A day counts as hitting your numbers when your protein is within about 10 g and your calories within about 100 of your targets.

BEFORE YOU START

- The Standard is for adults 18 and over. It's general guidance, not medical advice, and you train on your own, without a coach watching, at your own risk.
- Check with your doctor first if you have a heart, blood pressure, kidney, liver, pancreas, joint or other medical condition, a food allergy, take medication that affects appetite, weight or blood sugar (like GLP-1 medications or insulin), are pregnant or nursing, or have a history of disordered eating.
- Stop and get medical help right away for chest pain, dizziness, fainting or unusual shortness of breath.
- If daily weighing affects you negatively, use Two averages (Part 2) or track your waist and photos instead.

RULES PEOPLE FORGET

- Hit protein at least **6 days out of 7**.
- A check-in needs **8 weigh-ins covering 10 days**.
- On any new goal (or after switching keto), your first check-in is at 4 weeks, then every 2 weeks. The calculator shows your check-in day.
- Trust the trend, not one morning on the scale.

YOUR ROUTINE

Everything you do as a member, on one page.

EVERY DAY

- Weigh in after the bathroom, before food or water. Save it on the calculator.
 - Log your food in MyFitnessPal. Hit your protein.
 - Train on training days and log every set.
 - Hit your daily steps and check off the steps habit in Trainerize.
-

EVERY WEEK

- Your monthly milestone shows on day 7 of every week. Check it off the week you hit it (usually Week 4).
-

EVERY 2 WEEKS

- Check in on the calculator (your first one is at 4 weeks). It takes about a minute.
 - Enter your new goals in MyFitnessPal.
 - Photos, measurements and weight in Trainerize on days 1 and 15 of every block.
-

EVERY 4 WEEKS

- Day 28: your calculator check-in plus the Monthly Feedback form in Trainerize (about 2 minutes).
 - Check off your monthly challenge.
 - Your new 4-week block starts the next Monday.
-

EACH MONTH

- Day 1 of every block, a kickoff message in Trainerize tells you what's new, your habit of the month and your challenge of the month.
- Your habit shows up on your calendar every day.
- Your challenge shows up on Day 28: check it off if you hit it and post it in The Ethix Standard group.
- The live Q&A date is posted in the group.

YOUR FIRST 4 WEEKS

DAY 1

- Do the 5 things on the Start here page.
- Weeks 1–2: do 2–3 sets of everything and stop about 3 reps short while you learn the moves. Start light: if you get 4+ more reps than the target, go up next set.

DAYS 2–14

- Weigh in every morning, log your food, hit your protein and your steps.
- The scale may drop fast at first on a cut, or rise a little on Build. Mostly water.

DAYS 6–7

- Saturday: the Onboarding Form on your calendar (about 2 minutes, due by the end of week 1).

DAY 15

- Photos, measurements and weight in Trainerize.

DAY 28

- Your first check-in: update MyFitnessPal with the new numbers, then fill in the Monthly Feedback form in Trainerize.
- Check off your monthly challenge.

DAY 29

- Your new block starts. Log photos, measurements and weight in Trainerize.

Month one is about habits. Weigh in, log, hit protein, train. Your numbers get sharper with every check-in.

PART 1

TRAINING

Your program, how a workout works, and what to do when life gets in the way.

YOUR PROGRAM

You follow the program you picked when you joined. There are three, each with a men's and a women's version. Every 4 weeks brings a new block, with every exercise demonstrated in a video of me.

BUILD

GYM · 4 DAYS + 1 FOCUS DAY

Adding muscle and strength.

Daily steps: 6,000–8,000.

CUT

GYM · 4 DAYS + 1 FOCUS DAY

Losing fat while keeping your muscle.

Daily steps: 8,000–10,000.

HOME

HOME · 3 DAYS + 1 FOCUS DAY

Split workouts when you can't get to a gym. You'll need a few pairs of dumbbells (or an adjustable set), loop (mini) bands plus long bands with a door anchor, a bench or sturdy chair, and a step or box.

Daily steps: 8,000–10,000.

Your steps goal is a daily habit on your Trainerize calendar. Check it off when you hit it.

YOUR WEEK

Your core days, in order (Gym = Build and Cut):

Gym (men)	Chest, Shoulders & Triceps > Legs (Quad Focus) > Back, Rear Delts & Biceps > Legs (Hinge Focus)
Gym (women)	Glutes & Hamstrings > Back, Shoulders & Triceps > Quads, Glutes & Calves > Shoulders, Back & Biceps
Home (men)	Chest, Shoulders & Triceps > Legs > Back & Biceps
Home (women)	Glutes & Hamstrings > Upper Body > Quads & Glutes

- **Sample week.** Gym: Mon Day 1, Tue Day 2, Wed off, Thu Day 3, Fri Day 4, Sat Day 5 (optional), Sun off. Home: Mon Day 1, Wed Day 2, Fri Day 3, Sat Day 4 (optional).

FOCUS OF THE MONTH

Your optional day is your **Focus day**. About 80% of it goes to one muscle or skill, and the focus changes with every block, in this order:

Build (men)	Arms > Delts > Chest > Back
Build (women)	Glutes > Delts > Arms > Hamstrings
Cut (women)	Total Body > Carries & Sleds > Core > Legs
Cut (men)	Total Body > Push & Sled > Core > Upper Body
Home (men)	Arms > Delts > Core > Legs
Home (women)	Glutes > Delts > Core > Arms

The workout's name tells you this block's focus.

Cut's focus day is a circuit that gets harder every 3 months (3 rounds up to 5). Round 1 at an easy pace to warm up, then work at 7–8/10: you can say a few words, not a sentence. Rest times are in the workout.

The Focus day is a bonus, not a requirement. Do it when you have the time and energy. The core days are what matter.

Optional cardio (Cut). Want more? Add 10–20 minutes of easy cardio, like an incline walk or the bike, after a workout or on a rest day. It's on top of your steps, not instead of them.

HOW EACH BLOCK WORKS

- **A new block starts every 4 weeks, on a Monday.** Start it, even if you didn't finish the last one.
- **Joined mid-week?** Week 1 began Monday. Start with today's workout and skip the days you missed. Week 1 days before you joined don't count against the Show Up challenge. Joined on a rest day? Start with your next workout day.
- **Joined on a weekend?** Your week 1 starts the next Monday.
- **No gap between blocks.** When week 4 ends, your next block starts that Monday.
- **Pick your training days** and spread them across the week, with at least one full rest day. If you miss a day, pick up where you left off instead of skipping ahead.

Switching programs. You can switch at the start of your next 4-week block. Message me in Trainerize before it starts, and update your goal in the calculator too. A new goal starts a new 4-week check-in window.

YOUR WORKOUTS

- **How a workout runs.** Warm-up > one move that pre-exhausts the muscle > your 2 **MAIN LIFTS** > accessories > supersets.
- **Warm up.** 5 minutes of easy cardio, then the warm-up in your workout (band or bodyweight glute work on leg days, band shoulder rotations on upper days). Add 1–2 lighter sets before each main lift.
- **Sets x reps.** "3 × 8–12" means 3 working sets of 8 to 12 reps. Pick a weight that lets you land in that range with good form.
- **Rest.** 2 minutes on your 2 main lifts (up to 3 on heavy sets). They're marked **MAIN LIFT** in the workout (Home: up to 2 minutes). 90 seconds on everything else (Home: 60–90), and 60 seconds after a superset pair, unless the workout says otherwise (calves and abs rest 45–60 sec).
- **Supersets.** Go straight from the first exercise into the second, then rest 60 seconds.
- **"Straight into."** When an exercise says "straight into" the next one, do them back to back with no rest, then rest as listed (like "then rest 60 sec").

- **Effort.** Main lifts: stop every set 1–2 reps shy of failure (you can't do another clean rep). Isolation moves (one joint: curls, raises, extensions, flys): take the last set to failure. Weeks 1–2 of Month 1: stop about 3 reps short on everything. Control the lowering and use a full range of motion.
- **Log every set** in Trainerize. You use this week's numbers to beat them next week.
- **Lift safely.** Use a spotter or safety arms on heavy squats and presses, and never test a 1-rep max alone. For rep tests, set the safeties (gym) or use dumbbells (home), and stop when form breaks. Home: no spotter needed for dumbbell work. Floor press instead of bench for test sets if your bench or chair isn't stable.

WHAT YOU'LL SEE IN YOUR WORKOUTS

The notes in each workout tell you what's different this block. Here's what they mean.

- **Lift twists.** Some blocks add a slow lowering, a pause or 1.5 reps to your main lifts. Follow the note; the other exercises stay normal. Start lighter: about 10–15% lighter for slow lowering, 10% for pauses, 20–25% for 1.5 reps. At home, use lighter dumbbells or expect fewer reps at first. In technique months (3, 6, 9 and 12), the last set of your isolation moves says to drop the weight and go again. Deadlifts never get a tempo. In Month 9, some barbell lifts move to safer versions for the 1.5 reps (like hack squats or DB bench). Your workout shows which.

- **Home lift twists.** Months 2, 5, 8 and 11 are tempo months (every rep lowered for 3 seconds). Technique months: 1.5 reps in Months 3 and 12, 2-second pauses in Month 6, and 3 seconds down plus a 2-second pause in Month 9.
- **Cue.** A coaching cue on your 2 main lifts.
- **Rematch months.** Month 7 brings back Month 1's main lifts, and Month 10 brings back Month 4's. Pull up your old logs and beat them.
- **"Gym missing something? Swap: ..."** (Build and Cut) lists swaps when your gym doesn't have a piece of equipment.
- **"Level up: ..."** (Home) gives you a harder version, like a pause, a deficit or an elevation, once the reps feel easy.
- **Monthly milestone.** One per month. It shows on day 7 of every week; check it off the week you hit it (usually Week 4). Lift milestones are tested in Week 4, right after your warm-up sets, at normal speed (the note is on that lift). Stop when form breaks, then do 2 working sets. Gym milestones have a Standard and an Elite target. New to lifting? Beat your Week 1 numbers instead.
- **Kickoff message** on Day 1 of every block.
- **Monthly challenge** on Day 28. Check it off if you hit it.

Swaps are for equipment only, not for pain or injury (see When things come up).

HOW PROGRESSION WORKS

WEEK 1

Find your working weights. Write them down.

WEEKS 2-3

Add reps each week. When you hit the top of the range on every set, go up the smallest jump you can (2.5–5 lb per dumbbell, 5–10 lb on a bar or machine). Isolation moves: add reps first.

WEEK 4

Beat your week 1 numbers. Rough week? Repeating your week 3 weights is fine.

PR WEEK · MONTHS 2, 5, 8 AND 11

These are your heavy months. In Week 4, the first main lift of each core day does its PR set right after the warm-ups: the heaviest weight you can lift for the top of the rep range at normal speed. Stop when form breaks, then do 2 working sets. In a milestone month, the milestone test on that lift replaces your PR set. Home: Months 2, 5, 8 and 11 are tempo months (every rep lowered for 3 seconds). Home PR set: your heaviest dumbbells for max clean reps at the month's tempo. Log it and post it in The Ethix Standard group.

SELF CHECK-INS

Your 90-day, 6-month, 9-month and 1-year check-ins are self check-ins: compare your photos, numbers and logs.

CUTTING?

In a deficit, holding your weights is a win. Add reps before you add load.

TRAINING AT HOME?

Maxed your dumbbells? Add 2 reps a week up to 20, then slow the lowering to 3–4 seconds or add a pause. Bands: number your bands 1–5 from lightest to heaviest and log that number as the weight, plus your reps. No bench: DB floor press. Step-ups: the bottom stair, never a chair.

WHEN THINGS COME UP

SORE OR HURT?

A dull ache 1–2 days after training is normal soreness, and it fades as you adapt. Sharp, pinching or joint pain, or pain that gets worse during a set, is not. Stop that exercise and skip it in later sessions until it's pain-free. I can't assess pain or injuries, or swap exercises for them, through the Standard, so see a medical professional if it doesn't clear up. Pain, soreness or foam rolling? See my [Recovery Guide](#) (in the Members area).

EQUIPMENT IS TAKEN

Do the next exercise and come back. Missing it altogether? Use the "Gym missing something?" swap in your workout, or pick one that works the same muscle the same way (a machine press for a dumbbell press) and keep the sets and reps. Home: use the No-bench and stair notes in your month summary.

TRAVELING

Do what you can with what's there. A hotel gym, or a bodyweight session of push-ups, squats, lunges and planks, keeps the habit alive. For food, put protein first, pack easy options like jerky, protein shakes or tuna packets, and log your best estimate. Pick your block back up when you're home.

MISSED A DAY?

Pick up where you left off. Don't double up. Back after 2+ weeks away? Drop your weights about 10% for a week.

SHORT ON TIME?

Your warm-up, the pre-exhaust move, your 2 main lifts and the next 2 moves.

PART 2

NUTRITION

Your numbers come from my macro calculator. It gives you a starting point, then gets more accurate every time you check in.

OPEN YOUR MACRO CALCULATOR

ethixpersonal.training/macros

Calculate your numbers, set them in MyFitnessPal, log your food and weigh in daily, and check in every 2 weeks (your routine on page 5). MyFitnessPal is where you log food; it syncs to Trainerize.

Open it from your home screen in Safari or Chrome. Private browsing and the browser inside other apps don't save your entries, and the page warns you if that's happening.

No formula knows your exact metabolism on day one. Any calculator can easily be off by 10–15% for one person. Your scale is the truth, and the check-in is what turns a good estimate into **your** numbers.

Find it in the app. Parts 2 and 3 of this guide are also in Trainerize as your Nutrition guide, under Meal Plan.

SETTING UP THE CALCULATOR

GOAL WEIGHT (CUT ONLY)

Where you want to be in the next 3–6 months, not your dream weight. Your protein and fat are based on it, and it sets your goal date. On other goals, your numbers use your current weight. If your goal is below a healthy weight for your height (BMI 20), the calculator uses that minimum instead and tells you.

BODY FAT (OPTIONAL)

Only if it was measured by DEXA, InBody or calipers. It makes the estimate more accurate, especially if you're very lean, very muscular or carrying more weight.

JOB, STEPS AND WORKOUTS

Be honest. Check your phone's health app for your real step average, and count the workouts you'll actually do (training 7 days? pick 6). Enter the steps you average now, not your Trainerize goal, and update it once you're hitting the goal.

YOUR GOAL

Build or **Cut** to match your program. On Home, pick the goal you're chasing.

Maintain holds your weight, with protein at 1.0 g per lb instead of 1.2. **Reverse** brings you back up after a cut or a show. On Build, pick how long you've been lifting: under 1 year gets a 15% surplus, 1–3 years 10%, more than 3 years 5%. Aim to gain 0.25–0.5% of your bodyweight a week if you're newer, less after that; check-ins adjust if you gain faster.

PACE (CUT ONLY)

Steady, Standard or Faster: lose about 0.5%, 0.75% or 1% of your bodyweight a week, shown in pounds for you. Standard is recommended. Faster isn't offered at 65+, and if you're already lean your pace is capped for you.

KETO (OPTIONAL)

Prefer low carb? Tick **Keto**: carbs stay at 40 g, protein drops 0.2 g per lb, and the rest comes from fat. Switching it on or off restarts your check-in window. See page 24

MEALS AND CARB SPLIT

Both sit under your results. Your macros are split across 3–6 meals. The carb split (not on keto) puts more carbs on training days and fewer on rest days, with the same weekly total. MyFitnessPal's free app keeps one goal for every day, so use the calculator's table for each day's carbs.

READING YOUR RESULTS

- **Calories, protein, carbs and fat:** your real targets, in grams.
- **MyFitnessPal setup:** the free app only takes macros as percentages in 5% steps, so the calculator picks the closest ones and shows what they work out to. Its goals land within a few grams of yours. Check your protein against the calculator's gram number. On MyFitnessPal Premium, enter the exact grams instead.
- **Don't eat back exercise calories.** Your activity is already counted. If MyFitnessPal adds calories for steps or workouts, ignore them or turn that off in its settings.
- **Fiber and water:** daily targets. Drink 16–24 oz more on training days, and more in the heat.
- **Per meal:** open the section called "**Per meal, and how your numbers were set**" to see each meal's share, with an example in cooked chicken and rice (or olive oil on keto).
- **Goal date (Cut):** it accounts for loss slowing as you get lighter, but not for diet breaks.

- **Notes under the big number:** if a cut would take you under the safe minimum (1,200 calories for women, 1,500 for men), the calculator holds you at the minimum. If you're already close to it, your cut is small and slow.

LOGGING IN MYFITNESSPAL

- Weigh food on a kitchen scale and log it as weighed. Match the entry to how you weighed it: "cooked" for cooked rice and meat, "raw" or "dry" for oats and uncooked meat.
- Pick entries with the green check (verified), or ones that match the label.
- Save meals you eat often so logging them takes one tap.

YOUR 2-WEEK CHECK-IN

This is the most important part of your nutrition. Every 2 weeks, the calculator compares what you ate with what your weight did and adjusts your numbers to your real metabolism.

- 1 Weigh in every morning** and tap **Save** in the check-in section of the calculator. Skipped a day? Just skip it. The page shows your weigh-ins and your check-in day.
- 2 Log your food every day** in MyFitnessPal and hit your numbers.
- 3 When it says Check-in ready**, pick how many days you hit your numbers and tap **Update my numbers**. The calories box is already filled with your average target; only change it if you know you averaged something different.
- 4 Enter your new goals in MyFitnessPal**. The result shows exactly what to type.

Your first check-in is at 4 weeks, then every 2 weeks.

HOW IT STAYS ACCURATE

- It needs at least 8 weigh-ins covering 10 or more days, and reads up to your last 8 weeks of weigh-ins on your current goal, and once it has 5+ weeks of them, it compares weigh-ins a month apart, which cancels out your cycle's water swings.
- It reads your trend and ignores one-off spikes, so a salty dinner won't fool it.
- It only adjusts if you hit your numbers 6–7 days a week. If you were less consistent, tap **Clear weigh-ins** and tighten up. Your next check-in is 2 weeks later.
- It moves your maintenance by at most 300 calories per check-in (100 for women until there are 5 weeks of weigh-ins), and after that it adjusts on its own as your weight or activity changes.
- Not weighing daily? Tap **Don't weigh in every day?** at the bottom of the check-in and choose **Two averages**: this week's average and one from 2–4 weeks ago.

WHEN A CHECK-IN WAITS

- The calculator handles most of this for you: changing your goal starts a new check-in window (a diet break doesn't: use the diet break tick instead) with your next weigh-in, switching keto starts one that day, and the first check-in on any goal skips the first 2 weeks.
- It won't check in during a Reverse.
- If something unusual threw off a stretch (illness, travel, a big event), tap **Clear weigh-ins**.

COMING OFF A CUT: REVERSE

After a cut or a show, jumping straight back to maintenance can bring back fat fast. Reverse raises your calories gradually instead.

- Choose **Reverse**, enter the calories you eat now, and pick +100, +150 or +200 a week. The table goes week by week up to maintenance (increases go to carbs, or fat on keto), and the big number always shows this week.
- **Start with a jump** is on by default: week 1 goes straight to about 75% of maintenance, then climbs from there. Coming back up quickly matters for your hormones, energy and hunger, especially after a show.
- Expect the scale to rise a pound or two at first (food and water). If your weekly average climbs more than about 0.5% of your bodyweight in a week, repeat that week's calories.

- At maintenance, switch to **Maintain** or **Build**. Your first check-in on the new goal is 4 weeks later.

DIET BREAKS ON LONG CUTS

If your cut will run longer than 12 weeks, the calculator suggests diet breaks: 1–2 weeks at maintenance about every 10 weeks, and it names the weeks for you. During a break, keep your goal on **Cut** and tick **I'm on a diet break**. The calculator shows your maintenance numbers and leaves the break, and the week after it, out of your check-ins. Untick it when the break ends. A small jump on the scale during a break is water and food.

KETO, IF YOU CHOOSE IT

- **Carbs:** 40 g is total carbs (what MyFitnessPal counts), fiber included. Get most of them from vegetables.
- **Eat:** meat, fish, eggs, cheese, greens and other non-starchy vegetables, avocado, olive oil, nuts, chia and flax. Skip the carbs list and most fruit.
- **First 2 weeks:** expect a 2–5 lb water drop and a dip in strength. Salt your food and drink extra water; headaches or cramps usually mean you need more of both.
- **Skip keto** if you're pregnant or nursing, have type 1 diabetes, kidney, liver, gallbladder or pancreas problems, or a history of disordered eating. If you take medication for diabetes (including SGLT2 drugs like Jardiance or Farxiga) or blood pressure, check with your doctor first.

PART 3

EATING WELL

How to turn your numbers into meals you'll actually eat. Each month a new habit shows up on your Trainerize calendar every day.

YOUR FOUNDATION: PROTEIN FIRST

Hit your protein number at least **6 days out of 7**. Protein keeps you full, protects your muscle when you're cutting and builds it when you're not. It's also the macro most people fall short on.

- Build every meal around a protein first, then add carbs and fats.
- Use the calculator's per-meal protein as your target for each meal.
- Keep two grab-and-go options in the fridge, like nonfat Greek yogurt and low-fat cottage cheese.
- Check your protein total by mid-afternoon so there's time to catch up at dinner.

YOUR HABIT OF THE MONTH

- | | |
|----------------------------|-------------------------|
| 1 Protein at every meal | 7 Plan tomorrow tonight |
| 2 Log it before you eat it | 8 Fuel your training |
| 3 Hit your water | 9 No liquid calories |
| 4 Vegetables at 2 meals | 10 Prep twice a week |
| 5 7+ hours of sleep | 11 Slow down at meals |
| 6 Hit your fiber | 12 Own the weekend |

QUICK PROTEIN HITS

Chicken breast, 170 g (6 oz) cooked	52 g
Lean ground beef 93/7, 150 g cooked	43 g
Tilapia, 150 g cooked	39 g
Low-fat cottage cheese, 200 g	22–28 g
Liquid egg whites, 250 g	27 g
Nonfat Greek yogurt, 200 g	18–21 g
Whey isolate, 1 scoop	24–30 g

Yogurt, cottage cheese and whey vary by brand; check the label. FAGE 0% yogurt sits at the top of its range.

FOOD LIST

Build your meals from these and you'll hit your numbers without much thought. When you're not weighing food, use the hand portions.

PROTEIN

1–2 PALMS A MEAL

Chicken breast, lean ground turkey or beef (93/7 or leaner), bison, sirloin, flank steak, cod, tilapia, salmon, canned tuna, shrimp, egg whites, Greek yogurt, cottage cheese, whey isolate

CARBS

1-2 CUPPED HANDS A MEAL

White or jasmine rice, potatoes, sweet potatoes, oats, cream of rice, cream of wheat, bagels, English muffins, rice cakes, berries, bananas, mango, pineapple, honey

FATS

1-2 THUMBS A MEAL

Avocado, olive oil, butter, whole eggs, almonds, cashews, pecans, macadamias, peanut butter, almond butter

VEGETABLES

AT LEAST 1-2 FISTS A MEAL

Broccoli, asparagus, green beans, spinach, Brussels sprouts, zucchini, bell peppers, mushrooms, cucumber

No meat or dairy? Tofu, tempeh, edamame, seitan, lentils and beans, and pea or soy protein powder. Swap dairy for soy or pea milk and soy yogurt.

Easy swaps to know. A banana has almost three times the carbs of the same weight of strawberries. Oil-roasted and honey-roasted nuts carry extra calories. Bakery bagels often weigh far more than a standard one. When in doubt, weigh it and log it.

Fiber. The calculator gives you a daily target. Vegetables, berries, oats, potatoes with the skin and beans get you there.

Keep these occasional: fried foods, pastries, sugary drinks and fattier cuts like 80/20 ground beef. They fit sometimes; they just make your numbers harder to hit.

SAMPLE DAY

A template at about 1,937 calories. Your numbers will be different, so scale the portions to your calculator results. Meats, rice, potatoes and vegetables are weighed cooked; oats are weighed dry.

BREAKFAST

200 g liquid egg whites + 2 whole eggs, 50 g oats with 75 g blueberries

491 cal · 42 P · 47 C · 14 F

LUNCH

170 g grilled chicken breast, 200 g white rice, 150 g broccoli

569 cal · 61 P · 67 C · 7 F

SNACK

200 g nonfat Greek yogurt (e.g. FAGE 0%), 1 medium banana

213 cal · 22 P · 34 C · 0 F

DINNER

150 g Atlantic salmon, 250 g baked potato, salad of 60 g spinach and 100 g cucumber with 10 g olive oil

664 cal · 42 P · 59 C · 29 F

Total: 1,937 calories · 167 g protein · 207 g carbs · 50 g fat

SCALING TO YOUR NUMBERS

- More protein? Every extra 30 g of cooked chicken adds about 9 g.
- More or fewer carbs? Every 50 g of cooked rice is about 14 g.
- More or less fat? Every 5 g of olive oil is 5 g.

THE BASICS

- **Water.** Hit the calculator's target, plus 16–24 oz on training days and more in the heat.
- **Plate method.** Not tracking a meal? 1–2 palms of protein, 1–2 cupped hands of carbs, 1–2 thumbs of fat, and fill the rest with vegetables.
- **Eating out.** Order the protein first, ask for sauces on the side and log your best estimate.
- **Alcohol.** It has calories (7 per gram) that don't fit into protein, carbs or fat, and it slows recovery. If you drink, keep it occasional, log it, and make room by eating fewer carbs and less fat that day, never less protein.
- **Bad day?** Don't try to make it up tomorrow. Get back to your numbers at the next meal.

PART 4

COMMON QUESTIONS

What comes up a few weeks or months in, and what to do about it.

THE SCALE JUMPED OVERNIGHT

Salt, carbs, a late meal, poor sleep, stress and hard workouts all hold water. A 1–4 lb overnight jump is normal and isn't fat. Trust the trend.

MY WEIGHT HASN'T MOVED

Give it 2 full weeks of hitting your numbers 6–7 days a week, then check in. The calculator lowers your calories if your body needs it. Check your waist too: on a cut it often drops before the scale does.

I'M HUNGRY ALL THE TIME

Hit your protein and fiber first, eat more vegetables and drink your water. Keep a filling snack ready, like Greek yogurt with berries. On a Faster cut, switching to Standard often fixes it.

MY WORKOUTS FEEL FLAT

Eat more of your carbs before you train (the carb split helps), and check your sleep and water. Cutting a long time? You may be due a diet break.

MY WEIGHT SWINGS WITH MY CYCLE

Many women hold several pounds of water in the days before their period. Once you have 5+ weeks of weigh-ins, check-ins compare them a month apart, so these swings cancel out. Compare progress photos from the same point in your cycle.

DO I NEED SUPPLEMENTS?

No. Everything here works with food alone; protein powder is just convenient food. Ask your doctor before starting anything new.

I'M SWITCHING PHONES

Tap **Copy my backup code** at the bottom of the calculator and paste it into Restore on the new phone. Lost it? Enter your last check-in's maintenance number.

I HIT MY GOAL WEIGHT

The calculator will tell you. Switch to **Maintain** (or **Reverse** after a long, hard cut) so you stop losing.

I FELL OFF FOR A WHILE

It happens. If you've checked in before, tap **Reset to the starting estimate**, then recalculate with your current weight. Go back to protein first, and when you restart, tap **Clear weigh-ins** so your next check-in only reads your fresh start.

PART 5

MEMBERSHIP

What happens each month, how to reach me, and how billing works.

EACH MONTH

- Day 1 of every block, a kickoff message in Trainerize tells you what's new, your habit of the month and your challenge of the month.
- Your habit shows up on your calendar every day.
- Your challenge shows up on Day 28: check it off if you hit it and post it in The Ethix Standard group.
- A live Q&A with me. The date and link are posted in the group. Send me your questions in Trainerize beforehand and I'll answer them live. It isn't recorded, so if you can't make it, send your questions again before the next one.

MONTHLY CHALLENGES

1 Show Up

2 Step Streak

3 Protein 24

4 10-Minute Reset

5 PR Sweep

6 Halfway Wins

7 Bring a Friend

8 No Zero Days

9 Weigh-In Streak

10 Log Streak

11 Year PR

12 Finish the Year

WHO TO CONTACT

Trainerize messages are for two things. I read every one and reply when it needs a reply. Day-to-day coaching by message is part of 1-on-1 coaching.

YOUR Q&A QUESTIONS

Training or nutrition questions, sent any time before the monthly Q&A. I answer them live in the Q&A, not by message.

YOUR MEMBERSHIP

Switching programs, billing, updating your email or canceling. Lost access to Trainerize? Email me at zacclamore32@gmail.com.

WANT MORE?

Here, I give you the plan. 1-on-1 coaching gives you me: weekly check-ins, photo reviews, a fully custom plan, and help with competition prep, injuries or going below the calculator's minimums. Members get 25% off their first month of 1-on-1 coaching. Apply at ethixpersonal.training.

BILLING AND CANCELING

- **Billing.** Monthly through Square, on or near the day you joined. It renews automatically until you cancel. No contract.
- **Canceling.** Message me in Trainerize, email zaclamore32@gmail.com, or use the Manage subscription link in your Square email. You keep access until the end of your billing period and won't be charged again.
- **Refunds.** Payments aren't refunded, including partial months, except in the cases the terms list (like not accepting them in week 1). Questions about a charge? Contact me before disputing it with your bank.
- **Missed payments.** Pay the invoice Square emails you or update your card (I'll help). After 2 days unpaid you lose access; if it stays unpaid I may cancel, and a founding price isn't restored.
- **Taking a break.** No pause option; cancel and rejoin when you're ready.
- **Founding price.** Locked in for as long as you stay. If you cancel and rejoin later, the current price applies.
- **Full terms.** [ethixpersonal.training/terms](#)
- **Extra guides.** [Recovery Guide](#) (pain, soreness, foam rolling, sleep)

HOLD THE STANDARD. — ZAC