

The
Badass
Rules **Calories**





We already know

Eating less than your TDEE = fat loss

Eating more than your TDEE = fat gain

Eating the same as your TDEE = Maintenance

How many calories should you eat for fat loss?

1lb of fat = 3500 cals

(if you actually burn 1lb of fat, that's the energy it would provide)

Eating on average 400 calories less than we burn each day is a manageable and sustainable calorie deficit. It will allow you to be consistent with your calorie deficit and helps retain lean tissue (muscle)

**TDEE (total daily energy expenditure) - 400 calories
= Personal daily calorie goal for fat loss!**

You can record your calories manually in diary/journal or in a free app like MyFitnessPal



Use the methods above to calculate your calorie goal.
Do not let MyFitnessPal set your calories

Do I need to count calories 7 days a week?

The only way to know you are in a calorie deficit is count everything you consume. If your aim is to be in a calorie deficit, but you don't want to count calories every day, I advise this:

LEARN ABOUT THE FOOD YOU EAT!

You can achieve fat loss without 24/7 calorie counting, however you do need to have an awareness of how much your food is in relation to your TDEE.

Make a list of the calories in the:

- 10 most common meals you eat at home,
- 10 most common drinks you have (think about Costa)
- 10 most common snacks you eat
- 10 most common things you order in a restaurant

Consider how much each of these are as a % of your TDEE

Our Resturant Guides provide a lot of the info you will need!



Although this option can take a bit longer to see fat loss results and may require you to make ongoing tweaks to your daily nutrition, it is, for many, a more mindful and intuitive way to eat which builds your nutritional knowledge and life long habits!

Things to keep in mind!

- The calories you count and the calories you burn are always a "best estimate". Food labels may be wrong, the weight of the food may vary, information in MyFitness Pal can be inaccurate, Fitness trackers are not 100% accurate. Both these things will give you a close idea of calorie balance but will never be 100% accurate. However if you are consistent with recording exact calories you eat over a period of week/months you will achieve your goal.
- 400 calories is a moderate calorie deficit. We advise not to create a bigger deficit. A smaller deficit is easier to stick to, you will stay with your plan much more successfully with a smaller deficit! Please do not fall into the trap of "A bigger deficit will get me better results" - it won't! You won't stick to it long term, you won't be consistent. Set a small deficit, be patient, be consistent, you'll get lasting results! A larger deficit can also lead to losses in lean body mass (muscle) as well as fat. If you are aiming to look more "toned" keep the deficit moderate.
- My advice would be record your activity on your Fitbit or Apple watch if you use one and record your calories in MyFitnessPal or your journal. Do not link them together. Do not add any calories burned on top of the calorie goal you have set. We have already factored in your activity when calculating your TDEE
- The overall number of calories you eat is the only way to create a calorie deficit. However in order to be able to eat happily, healthily and consistently in a calorie deficit every day without feeling hungry, you need to also be aware of carbohydrate, protein, fat, fibre and vitamins/minerals. Quantity is vital for creating a deficit, quality is vital for health and maintaining the deficit. Additionally if you want to retain muscle and look toned, adequate protein and a small deficit is essential.