

# THE BUSY DAD'S FAT LOSS **FRAMEWORK**



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# WHY YOU NEED THE FIT LEGACY FAT LOSS FRAMEWORK

Eating right seems like a full-time job these days.

With constant debates about carbs, proteins, plant-based diets versus meat-eating, and the flood of nutrition advice everywhere you look, it's no wonder you're confused.

- What foods should you eat?
- Can you enjoy a burger without guilt?
- How much protein do you really need?
- And what on earth is IIFYM?

For busy dads, the challenge doubles.

Between work, shuttling kids around, and finding a moment for yourself, planning and preparing healthy meals feels nearly impossible.

This confusion and time crunch are why I've put together this comprehensive nutrition guide.

The Fit Legacy Fat Loss Framework isn't just another diet plan.

It's a straightforward, no-nonsense approach tailored for guys like you.

It cuts through the dietary noise, clarifies what healthy eating really looks like, and shows you how to include your favourite treats without derailing your progress.

My guide breaks down the essentials of macro tracking and IIFYM (If It Fits Your Macros), empowering you to make food choices that align with your goals, whether you're at home or grabbing lunch between meetings.

It's all about practical solutions that fit into your hectic life, ensuring you can eat well, feel great, and still have time to enjoy those precious family moments.



# But Who Am I?

My name is Rob.

I'm a husband, a father to three kids and online fitness coach who has helped hundreds of people lose fat, get in shape and inspire their families.

I've balanced my fitness journey with a demanding 9-5 job, nurturing an online coaching business, and ensuring I'm an engaged and present dad.

Now, I coach busy dads like you full time, helping you find that perfect balance between health, family, and work. You can find me on [Twitter](#), [Instagram](#) and [LinkedIn](#).

Let's get one thing clear: transforming your health isn't a quick fix.

It's about evolving your lifestyle, weaving health and fitness naturally into your daily routine. Think of it as the puzzle piece you didn't know was missing, but once in place, everything looks better.

Imagine being the superhero your kids rave about—not just in spirit, but in strength, health, and vitality. Imagine keeping up with them without feeling winded, being the role model in every way, and doing all this while still catching every game, school event, and tucking them in at night.

This isn't just about “losing weight” or “going on a diet”. Those phrases imply something temporary.

You need to upgrade your approach to nutrition - permanently.

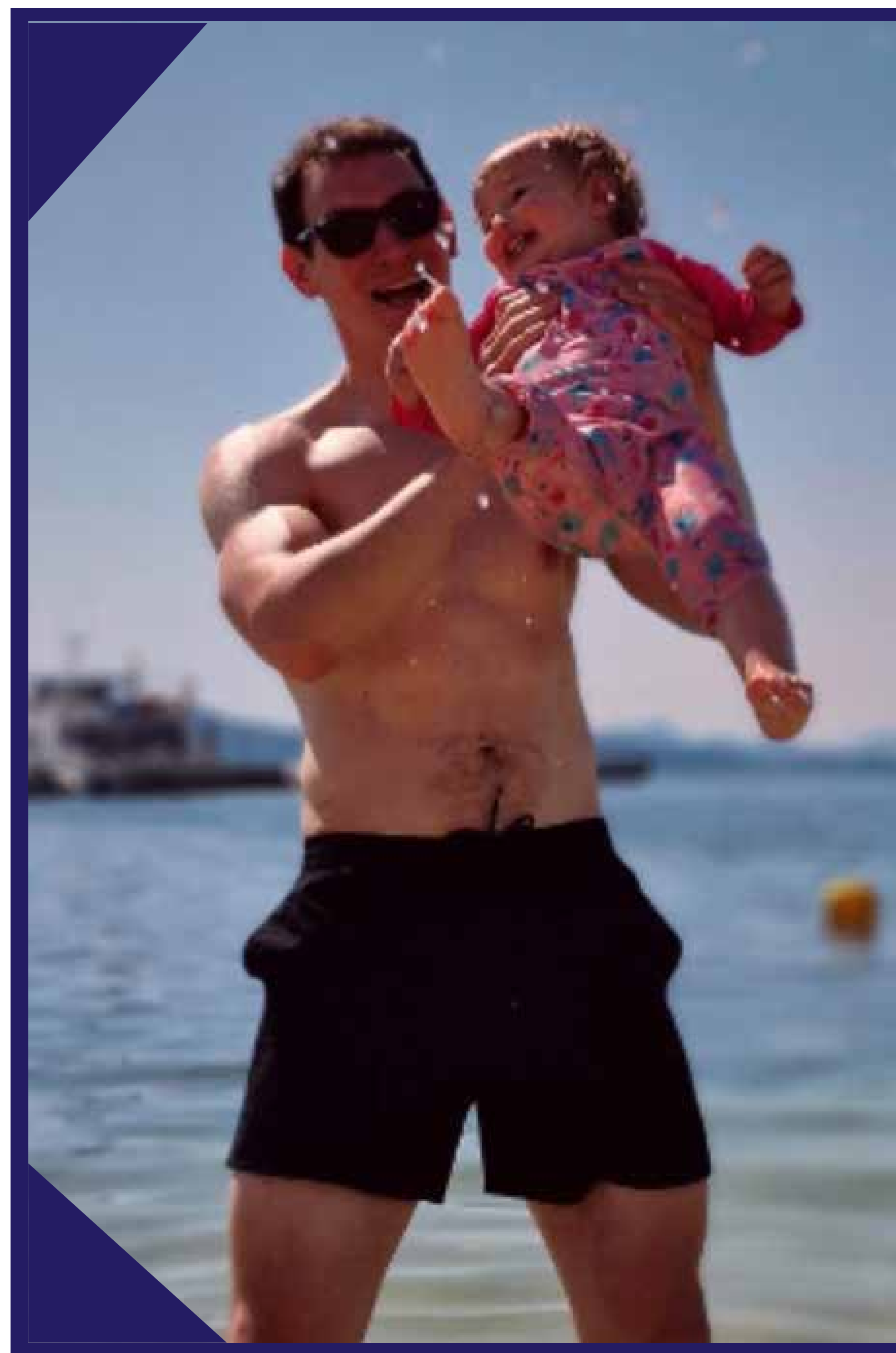
You need to find a way of eating that allows you to be the fit, healthy and strong role model for your family that you were meant to be.

That also means not freaking out because your son offered you a cookie, or your wife wanted to grab ice cream.

The Fit Legacy Fat Loss Framework will teach you an approach to nutrition that is sustainable and has balance at its core.

You will learn how to eat healthily, eat for fat loss, eat to complement your efforts in the gym and gain muscle, but also how to indulge occasionally without derailing all of your progress

Let's dive in..



# YOUR BARRIERS TO EATING WELL

Life is a juggling act, especially for busy dads like you.

Let's pinpoint exactly what stands in the way of maintaining a healthy diet and achieving fat loss:

## 1. Confusion Over Nutrition:

Many dads struggle with the vast amount of conflicting nutrition advice available. From fad diets to complex food rules about what to eat and when, it can be overwhelming to decipher the most effective approach to healthy eating. This confusion can lead to paralysis by analysis, where instead of making positive changes, you stick to your old habits because you're not sure which changes will be truly beneficial.

## 2. Lack of Time to Track Calories/Macros:

I advocate a calorie and macro tracking approach, but I understand that weighing and measuring foods presents its own problems. It takes time and requires headspace that you don't always have. It also doesn't mesh well with a lifestyle that might include a lot of unavoidable meals out, meals cooked by others or work lunches. That's why I've got a MUCH better solution to it that I'll tell you about later in this ebook. You can track macros for ANY meal (made by you or not) in seconds without weighing or measuring anything.

## 3. Lack of Time for Meal Preparation:

Between work, family responsibilities, and other commitments, finding time to prepare health meals can feel nearly impossible for many dads. This often leads to relying on quick, less nutritious options like fast food or processed snacks that are ready to eat but not beneficial for long-term health or weight management..

## 4. Limited Healthy Options at Work:

The workplace can be a minefield of unhealthy eating choices, with readily available vending machine snacks, fast food, or catered meetings that offer little in the way of nutritious foods. For dads spending most of their day at work, this environment makes it difficult to adhere to a healthy eating plan.

## 5. Emotional Eating and Stress:

For many dads, food is a source of comfort in times of stress, leading to emotional eating. The pressures of fatherhood, career demands, and other life stresses can trigger cravings for high-calorie, high-fat foods that provide an immediate but temporary sense of relief. This habit not only prevents weight loss but can also lead to long-term health issues if not managed effectively.

These challenges are a common part of life for busy dads, but they're not unbeatable. I'm here to show you how to turn these obstacles into stepping stones for growth and transformation. It's easier than you realise to overcome these obstacles. Read on to see the nutrition basics you need to follow.





## 6. Social Eating and Peer Pressure:

Social events often revolve around food that's high in calories and low in protein or micronutrients. Whether it's a family gathering, a night out with friends, or just socializing with colleagues, the pressure or expectation to indulge in unhealthy meals can be a significant barrier to eating well. This social aspect of eating can derail even the most well-intentioned diet plans.

## NUTRITION BASICS FOR BUSY DADS

Maintaining a healthy diet might seem like a daunting task, especially when you're managing a bustling career and a family. However, understanding the basics of nutrition can simplify this task immensely, enabling you to make informed choices that cater not only to your fitness goals but also accommodate your busy lifestyle.

### Nutrition 101

**Calories:** This is the energy that food provides. To lose weight (or fat), you need to create a calorie deficit. This means you take in fewer calories than you are burning. However, it's essential to achieve this deficit in a healthy, sustainable manner. Have too large of a deficit and you'll suffer with low energy, brain fog, cravings, muscle loss, hormone imbalances, fatigue, hunger and more. And it won't be sustainable. I'll explain later in this section how you can ensure the deficit is something that can be maintained.

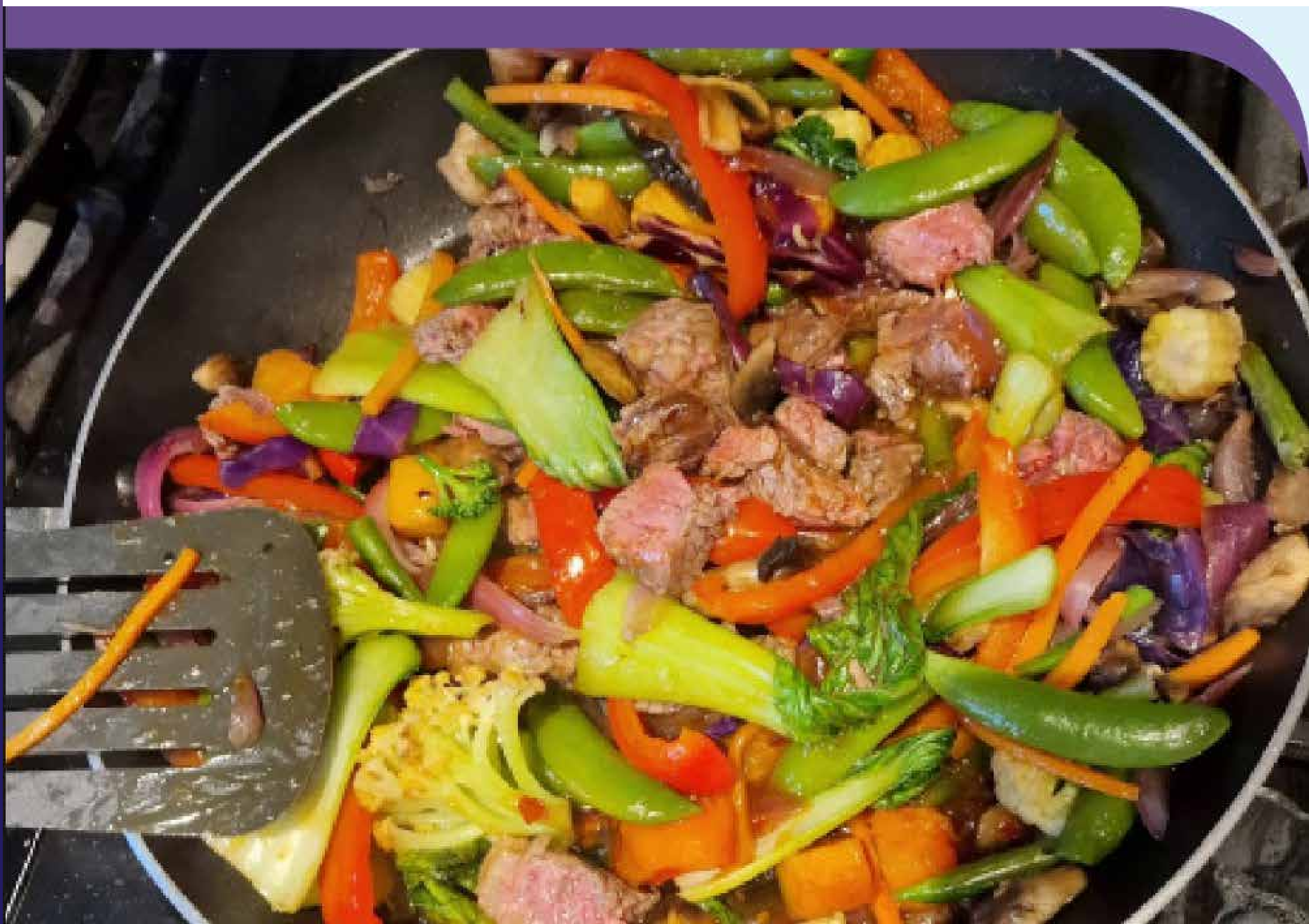
**Macronutrients:** These are the nutrients your body needs in large amounts—proteins, carbohydrates, and fats. Each plays a crucial role in your body. Proteins help build and repair tissues (including muscles), carbohydrates provide energy, and fats support cell growth and nutrient absorption.

Make sure you get enough protein. I recommend at least 1.6g per kg of your bodyweight (which is about 0.73g per lb). If you don't get enough protein, you will be more likely to lose muscle as you lose weight. Your body needs protein for many functions. If you don't provide enough then it will get it from your muscle stores.



You don't need to worry too much about your carb and fat intake. You just need to ensure your fat intake isn't too low. Keep it above 0.5g per kg of your bodyweight (about 0.23g per lb). If it's too low, you'll struggle to absorb fat soluble vitamins from your diet, and you may suffer from impaired hormone function.

**Micronutrients:** These are vitamins and minerals that your body needs in smaller amounts, but they're vital for various bodily functions, like immune response, bone health, and energy production. Micronutrients are things like iron, calcium, Vitamin C, B vitamins etc.



## You Need More than Just A Calorie Deficit

You COULD just eat fewer calories from any food and lose weight, however, it's important to focus on nutrient dense foods so you don't have any nutrient deficiencies. You could eat a load of junk, but restrict your calories to below your maintenance and lose weight. You could also ensure you hit your protein requirements using whey protein... but if you lack key nutrients your health, energy, sleep, immune system, recovery and more will suffer. You'll feel tired, have low energy, be hungry all the time and have high cravings. You'll also likely be sick regularly and set yourself up for future health problems.



**Water:** Often overlooked, but water plays a critical role in your overall health and fitness. It aids digestion, keeps your skin healthy, lubricates joints, and regulates body temperature. Muscles are about 80% water. If you want to build muscle, you need to be drinking enough. You need about 35 ml per kilogram of your bodyweight. If you weigh 100kg, that's 3.5L of water. Converting this to lbs and ounces brings it out as roughly 0.55 oz per lb of your bodyweight.



## HOW TO LOSE FAT

As mentioned before, you need a calorie deficit to lose fat.

This means you've got to take in fewer calories than you expend (hint: focusing on how many calories you're taking in is a much easier way to create a calorie deficit than trying to increase how many calories you're burning).

You need THE RIGHT calorie deficit, not the biggest possible calorie deficit. Faster progress usually means results that are fleeting and harder to sustain.

So how much to eat?

You want noticeable results in a reasonable amount of time - but you want the approach to be sustainable.



There's a load of calculators online that will get you in the right ballpark for losing fat. Feel free to google "Macro Calculator" and plug your numbers in to get some starting targets. It's important to then ADJUST these as you go along to keep your weight loss within roughly a 0.5 -1.5% per week rate (based on the average weekly weight).

If you're working with me, I'll calculate this for you, keep track of your progress and make adjustments for you.

For now, you can use a calculator you find online, or do this very quick and rough calculation to get you started, then adjust:

Take your bodyweight in pounds and multiply it by one of these numbers:

**11** – choose this number if you're doing no, or very little, physical activity and you have a sedentary job.

**12** – You have an active job, on your feet all day (e.g. you work in construction), but you do not train currently OR you have a sedentary job and train hard 2-3 times per week.

**13** – You have a sedentary job but you train hard with weights 4 – 6 times per week. OR you have an active job and train hard 2-3 times per week.

**14** – Choose this number if you're training hard with weights 4 to 6 times per week, and you have an active job where you're on your feet most of the day.

There are some cases where people may need to multiply by a higher number than 14, but this is uncommon.

Choose the multiplier that describes you best, and multiply it by your body weight in pounds.

**Example** – 180 pound man, sedentary job training 3 times a week with weights:  
 $180 * 12 = 2,160$  calories per day for fat loss.

The right rate of weight loss is between 0.5 - 1.5% of your weight per week. Of course, you can go slower if you've got a lot of patience, but I wouldn't go faster. 1.5% per week will feel pretty uncomfortable as it is. Somewhere around 0.75 - 1% per week should be the sweet spot that gives you enough speed without too much discomfort.

A deficit that is too aggressive will result in you feeling very low energy, having brain fog, being unable to think about anything other than food, being weak, being grumpy and irritable and prone to catching more infections like colds etc. You'll also be more likely to binge at some point and undo your work.



### Why the Traditional Approach Fails Busy Dads

The standard advice for tracking your food intake usually involves apps like MyFitnessPal. On the surface, it seems simple. Log everything you eat, if you hit the targets consistently you'll see the desired changes. I can confirm, it works. But for busy dads, this method often creates more problems than it solves.

Here's why:

- **Time-Consuming and Mentally Draining:** Weighing every ingredient, measuring portions, and manually inputting meals into an app takes time and focus - two things you don't have in abundance when you're juggling work, kids, and life.
- **The Guessing Game:** When eating out, attending social events, or enjoying a family meal, you're left guessing calories based on random recipes or vague database entries. This leads to inaccurate tracking, undermining your progress.
- **The "Screw It" Mindset:** When tracking becomes difficult - at a buffet, a takeaway night, or a meal your wife cooked - it's easy to give up entirely. Missing a day can spiral into missing a week, and before you know it, you're off track.
- **Tracking Errors:** Forgetting to log a splash of milk, a bit of sauce, or a handful of your kid's fries adds up fast. It's frustrating to see no progress despite "tracking everything," making it feel like your efforts are wasted.

This old-school, manual tracking method often creates more stress than it's worth. It demands perfection in an already imperfect life, setting you up for frustration and inconsistency. If you can stick to it, you'll see great results. But in my experience I've found that most people will really struggle to be consistent with it in the long term.

## A BETTER WAY :

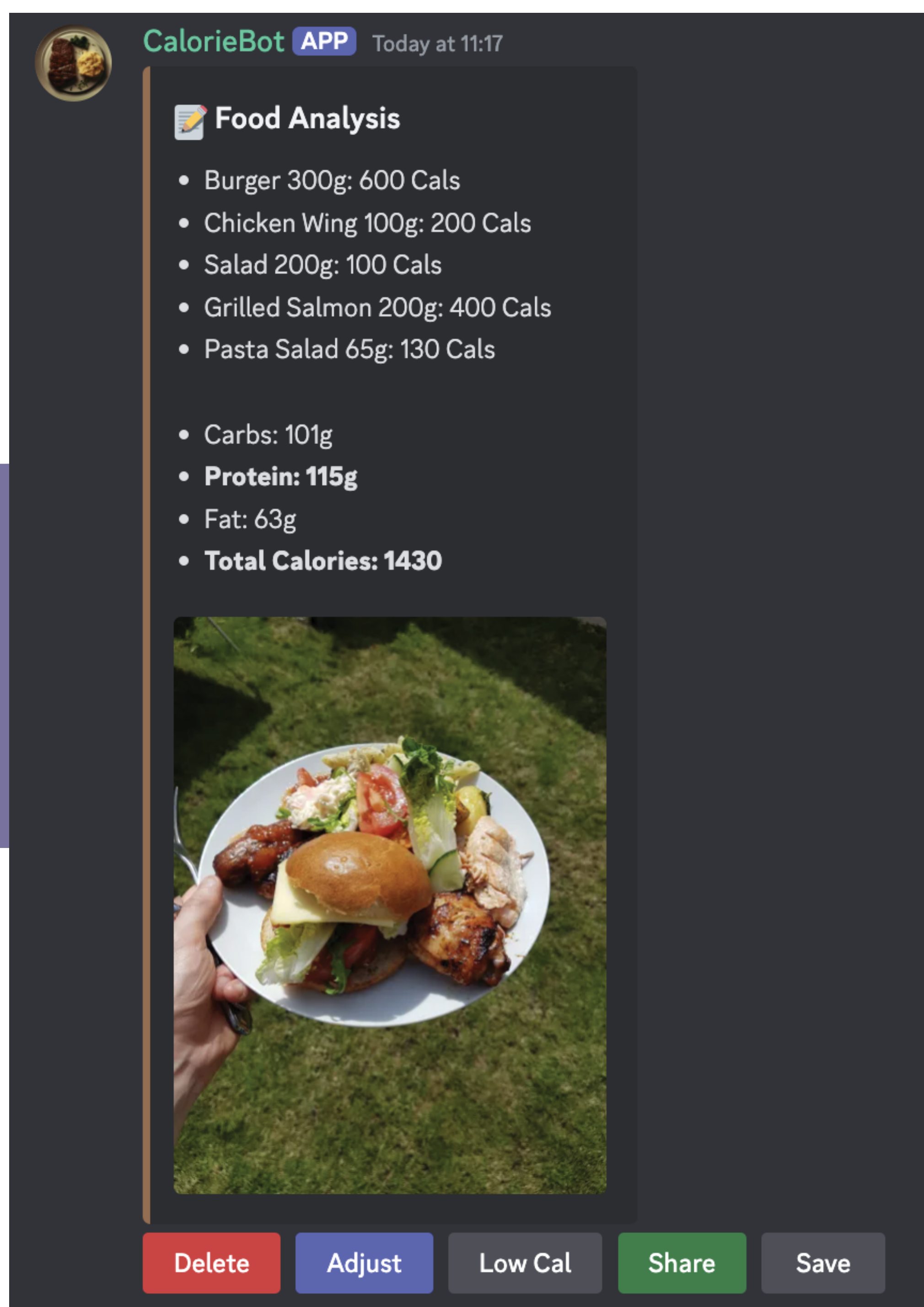
### Simplifying Nutrition Tracking with CalorieBot

This is where CalorieBot steps in to solve every one of these problems - and completely change the way you approach tracking your nutrition.



## 1. Effortless Tracking with Zero Stress

With CalorieBot, you can forget about weighing, measuring, and manually inputting meals. Instead, you simply take a picture of your meal. In seconds, CalorieBot provides accurate calorie and macro estimates AND logs it all for you so you can keep track of where you are with respect to your targets. No more second-guessing or searching through endless food databases.



## 2. Quick and accurate logging, on the fly

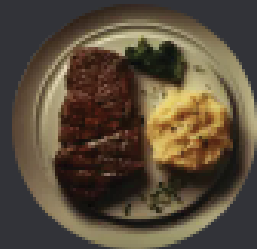
You can also type in quick descriptions like “8 oz steak, mashed potatoes, and broccoli” or if you know the calories/macros you can type something like “protein bar, 15g protein, 185 calories”. It doesn’t matter how you type it, CalorieBot is intelligent enough to figure it out and fill in any missing information.

## 3. Handles the Toughest Tracking Scenarios

Out at a restaurant? Grabbing a takeaway? Eating a meal your wife cooked? CalorieBot makes these situations a breeze. Just snap a picture or describe the dish, and it handles the rest. You’ll stay on track even in situations where traditional tracking apps would fail miserably.



# No More "Screw It" Moments



CalorieBot APP Today at 11:15

## Food Analysis

- Roast Pork 200g: 500 Cals
- Carrot and Broccoli 100g: 35 Cals
- Gravy 50g: 25 Cals
- Polenta 115g: 150 Cals
  
- Carbs: 38g
- **Protein: 52g**
- Fat: 39g
- **Total Calories: 710**



Delete

Adjust

Low Cal

Share

Save

The ease and simplicity of CalorieBot eliminate the frustration that leads to giving up. Whether you're at a social event, a family dinner, or a holiday buffet, you can confidently track your food without missing a beat. It keeps you consistent, which is the real key to progress.

## Accuracy Without Obsession

CalorieBot removes the need for obsessive tracking. You don't have to stress over splashes of milk, sauces, or the odd snack. Its advanced AI algorithms account for these details, giving you a clear picture of your intake while freeing you to focus on life.



## Seamless Integration into Your Routine

As a busy dad, you don't have time for complicated systems. CalorieBot integrates seamlessly with your day-to-day life. It's fast, intuitive, and doesn't demand perfection - just consistency. You'll find it easier than ever to stay on track without feeling like tracking is a chore.

## THE ULTIMATE TOOL FOR LONG-TERM SUCCESS

CalorieBot isn't just about making tracking easy - it's about creating a system you can stick to for life. No more yo-yo dieting or giving up because the process feels impossible. With CalorieBot, tracking becomes a habit that fits into your routine, even when life gets busy.

If you've struggled with traditional tracking methods before, CalorieBot is the solution you've been waiting for. It's the reason my clients can stay consistent, hit their goals, and still enjoy life without sacrificing progress.

CalorieBot integrates with my online coaching and programs to give you unparalleled support and results.

The entry level program is [Legacy Kickstart](#). This 6 week program will introduce you to CalorieBot, get you set up and using it, get you on a training program that's easy to be consistent with, and allow you to join motivating weekly fitness and nutrition challenges to add accountability!

More Nutrition

## LOW FAT / HIGH CARB OR HIGH FAT / LOW CARB?

Protein is 4 calories per gram, so if you have a protein goal of 160g, you will be eating 640 calories from protein.

Say you have a calorie goal of 2,200. How should you split the other 1560 calories between carbs (4 calories per gram) and fat (9 calories per gram)?

The truth is, it doesn't matter. As long as you keep above 0.5g fat per kg of your bodyweight, you should have no issues. Just do whatever is your preference. If you like carby foods like bread, pasta, rice etc. then opt for higher carb. If you like fattier cuts of meat and foods with higher fat content like peanut butter, avocado, salmon, etc. then opt for higher fat.



If you wish, you can forego tracking fats and carbs altogether and just track protein and calories. This is what I recommend to all of my clients - CalorieBot is set up so you only have protein and calorie targets



## ALCOHOL AND EATING OUT

I understand that life throws you curveballs. You will eat out at times (maybe even regularly) and you want to still be able to have a few beers.

How do you strike a balance between these things and maintaining your healthy lifestyle and weight loss journey? These activities can easily lead to increased calorie intake and, consequently, disrupt your fitness goals if not managed wisely. I'm not saying you can't eat out or drink alcohol but you have to tread carefully, limit it, and not let it ruin all of your hard earned progress.

### Alcohol

Alcohol is often referred to as the "fourth macronutrient" because it carries seven calories per gram - more than protein and carbs (four calories per gram), but less than fat (nine calories per gram). These calories are completely empty - they provide no nutritional value or satiety, meaning they take up room in your calorie budget without filling you up.

So how do you enjoy a drink without throwing off your progress? Here are some practical tips:

Opt for lower-calorie drinks. Spirits mixed with zero-calorie sodas like rum and Coke Zero or vodka with diet lemonade are great options at around 70 calories per drink. Compare that to a pint of beer or a glass of wine, which can pack 150-250 calories each. Watch your portion sizes.



A single measure of spirits (25ml) is significantly lower in calories than a double.

Be mindful of the domino effect. Alcohol can impair judgement, leading to late-night takeaways, binge-eating, or skipping workouts the next day. It's not just the drink - it's the choices that follow.

## Eating Out

Restaurant and takeaway meals often come loaded with hidden calories from oils, butter, dressings, and oversized portions. Even dishes that seem "healthy" can sabotage your progress if you're not careful. But eating out doesn't have to mean giving up on your goals.

Here's how to navigate it smartly:

**Create a calorie buffer.** If you know you're eating out, have a low-calorie, high-protein shake for breakfast and a lean lunch. This gives you more room for an indulgent dinner.

**Prioritise protein.** Choose dishes with lean meats or fish. These are typically lower in calories and higher in protein, which will help keep you satiated.

**Plan ahead.** Many chain restaurants provide calorie counts on their websites or apps like MyFitnessPal. Pre-plan your order to avoid impulsive choices.

**Use CalorieBot.** CalorieBot shines in these situations. It can't make the food have fewer calories, but at least it can reliably tell you how many it has (and how much protein). Take a picture of your plate and get the calories and macros back in seconds! If the menu states the calories (but not the protein) you can add this text with your picture to give additional context and laser in on the accuracy.

Traditional tracking apps fall short in these scenarios. They require you to search databases, manually input each ingredient, and hope your estimates are close enough. This can be overwhelming when you're out with friends or enjoying a meal someone else has prepared.

With **CalorieBot**, all those barriers disappear:

- **Effortless tracking:** Just take a photo of your drink or meal, or type a quick description. CalorieBot calculates the macros and calories for you in seconds.
- **Handles complex meals:** Whether it's a restaurant dish, a takeaway, or your wife's cooking, CalorieBot simplifies it all.
- **No more overthinking:** Instead of stressing about hidden calories or skipping meals entirely, you can confidently track and enjoy yourself.



## Food Quality

As you embark on your fitness journey, you'll soon realise that not all calories are created equal. While it's important to hit your protein and calorie targets to support your fitness goals, the source of these calories plays a pivotal role in your overall health, energy levels, and even the success of your fat loss or muscle-building endeavours.

Let's delve a bit more into this.

### Nutrient Density and Satiety

Whole, nutritious foods are typically high in fibre, protein, and important micronutrients. They are often referred to as "nutrient-dense" because they provide a lot of nutritional value relative to their calorie content. On the other hand, processed foods are often "calorie-dense" but low in the essential nutrients your body needs to function optimally.

Nutrient-dense foods like fruits, vegetables, lean proteins, whole grains, and legumes are excellent for keeping you satiated, meaning they keep you feeling fuller for longer. They achieve this by taking longer to digest, stabilising blood sugar levels, and triggering the satiety hormones in your body.

In contrast, calorie-dense, processed foods can lead to energy crashes, cravings, and overeating. They often contain added sugars and unhealthy fats, which not only contribute to weight gain but also have a negative impact on your overall health



## Energy Levels and Performance

The quality of food you consume directly affects your energy levels and physical performance. Complex carbohydrates from whole grains, fruits, and vegetables provide sustained energy release, as opposed to the rapid energy (and subsequent crash) that comes from processed, sugary foods.

Moreover, wholesome foods provide the vitamins and minerals necessary for the optimal functioning of your body, including your metabolic and bodily processes, muscle function, and even mental clarity.

## Impact on Health

While it might be possible to lose weight while eating sub-optimal foods provided you're in a caloric deficit, the repercussions on your health can be significant. Diets rich in processed foods are linked with a host of health problems, including an increased risk of heart disease, type 2 diabetes, certain types of cancer, and more.

On the contrary, a diet abundant in nutritious, whole foods can support a healthy immune system, promote good heart health, maintain optimal brain function, and even contribute to better mood and sleep.

In summary, while hitting your protein and calorie targets is important, focusing on the quality of those calories is equally essential. A diet centred around whole, nutritious foods can aid in managing hunger, maintaining high energy levels, promoting better physical performance, and supporting your overall health, all of which are key in your journey to becoming a role model for your family.

Of course, it's not about being a health obsessed robot.

You have to be able to fit in a pizza night with the family, or join in with an ice cream when you buy them for your kids.

You can strike up a decent balance by following the 80:20 rule.

80% of your calories from nutritious, whole food sources.

20% from whatever you like.

This doesn't reset each day. You could save up your 20% and have them all at the weekend. Just make sure you're still adhering to your overall calorie goals (across the week) if you don't want to ruin your weight loss attempts.





## PRACTICAL TIPS FOR NUTRITIOUS EATING FOR BUSY DADS

Balancing a demanding career, family life, and health goals can sometimes make nutritious eating feel like a major hurdle that's impossible to get over. However, with a few practical strategies, you can incorporate healthy eating habits into your routine without adding to your stress.

### 1. Planning is Key:

Just like planning your work week, having a plan for your meals can be a game-changer. Once a week, take a few minutes to plan out your meals. Include your kids or your spouse in the process. Not only will this ensure you stick to your healthy eating goals, but it can also be a great way to teach your children about nutrition. Figure out which meals will help you to hit your protein targets and plan which nights you're going to have them. You can even start tracking your food diary ahead of time for the week and see what you'll need to eat for your other meals to be on plan for each day.

### 2. Simplify Meal Prep:

You don't need to spend hours prepping meals every Sunday to eat healthily (although if this works for you, go for it). I find it easier to cook simple dishes with few ingredients that are easy to make. Preparing larger quantities every time you cook will mean there's always leftovers for another meal or two (perfect for work lunches). This strategy saves time and ensures you have healthy options readily available.



### 3. Smart Grocery Shopping:

Make a shopping list based on your meal plan and stick to it. This helps avoid impulse purchases of unhealthy foods. Shop the perimeter of the store where fresh foods like fruits, vegetables, dairy, meat, and fish are usually located. The inner aisles tend to contain more processed foods. Set up saved baskets for online shopping and have the food delivered to you if you can. This saves a ton of time, and eliminates temptation when in the shops.

### 4. Be Snack-Smart:

I prefer to cut out snacks entirely when trying to lose fat so I have more calories available for bigger meals. That's just what works for me. If you get hungry between meals make sure you're ready with healthy snacks that won't obliterate your calorie goals. Fresh fruits, Greek yoghurt or boiled eggs are good options. Be careful with things like protein bars which can be 250-300 calories. That could easily leave you without many calories left for your dinner, causing you to go over for the day.

### 5. Hydrate:

Drink plenty of water throughout the day. Sometimes, our bodies can mistake thirst for hunger. Staying well-hydrated can help manage hunger levels and improve your overall well-being. Water can also help to fill your stomach, slow digestion and reduce feelings of hunger. Drink a pint of water before every meal. Sparkling water is a good choice too as it's carbonated it fills you up even more. Also, despite what you may have heard, "diet" and "zero" drinks that contain little to no calories are NOT going to cause you to gain fat by "tricking your body into thinking it's having sugar". They're also a good choice for managing hunger, as is coffee, tea and green tea.

### 6. Make Healthy Swaps:

Switch refined grains to whole grains, opt for lean proteins, use healthy fats, and add more fruits and vegetables. These swaps will help you to manage hunger. Refined grains like white bread, white pasta, white rice, doughnuts, pastries etc. will lead to more hunger and energy crashes, due to the way they dramatically affect your blood sugar levels. Small changes can make a big difference.

### 7. Involve Your Family:

As mentioned, plan meals with your significant other. Encourage your children to help in the kitchen. This way, they learn about nutritious foods and it lightens your load. Plus, food cooked together often tastes better!

Incorporating these strategies into your routine can greatly improve your diet without adding significant time or stress and will make it easier to stick to your calorie deficit. Start small, stay consistent, and gradually, these changes will become a part of your lifestyle.





## The Power of Consistency and Patience

As you embark on this journey of changing your diet and lifestyle, you're bound to face challenges. But remember, transformations don't happen overnight. It's a process that demands consistency, patience, and commitment.

Here are some strategies to help you stay consistent and patient:

### 1. Embrace the Process:

It's crucial to understand that every individual's body responds differently to exercise and diet. Comparing your progress with others can lead to unnecessary stress. Enjoy the journey, celebrate small victories, and keep the big picture in mind.

### 2. Set Realistic Goals:

You've got a ton of responsibilities demanding your attention. So, when it comes to fitness, set goals that are attainable. Maybe losing 2 lbs per week is too much to ask for to start with. Perhaps just making it a habit to eat more whole foods and cut out sugary snacks is a better goal to start? Over time, as you gain momentum, you can adjust your goals.

It's important to make your goals specific, achievable and measurable. Don't set a goal to "lose weight". Set a goal to lose 10 lbs. That's specific, you can achieve it, and you can always track where you are on the road to the goal.



### 3. Make it a Habit:

You need to change the way you identify. These nutritional changes need to be permanent, not something you do for 6 weeks and then go back to your old ways. You need to change the way you shop for food, the way you eat breakfast, what you eat at work and the way you cook dinner - permanently. Habits like getting takeout 4 times per week need to change to new habits like cooking all your meals 6 days per week. Other habits that are worth building up are tracking all of your macros. My suggestion: track every single thing that passes your lips for the next 30 days. You'll learn so much about nutrition and make so many positive changes.

### 4. Balance is Key:

Fitness is a lifestyle, not a destination. Incorporate balance in your approach. It's okay to miss a workout once in a while or indulge in your favourite foods. Track your calories and don't go into "screw it" mode. It's OK to eat out at restaurants or get a takeout. Try to fit it into your weekly calorie goals. If you can't, just do better next time. It might just mean a week where you didn't lose any weight. That's ok, you can do better the next week. The key is not to let these instances derail your overall fitness journey. Zoom out and look at your progress and success over several months, rather than worrying about each day or week.

### 5. Find Support:

Having a strong support network can significantly improve your consistency. Share your fitness goals with your family or friends. Join online fitness communities ([like mine](#)). Having like-minded individuals to share your victories and challenges with can be incredibly motivating.

If people are negative or try to deliberately sabotage you, consider if you need that person in your life.



## 6. Keep the Fun Alive:

If you dread your diet I guarantee you won't be consistent with it.

Find recipes that you love. Fit some things into your macros that aren't the healthiest, but you eat purely for enjoyment.

It's OK to go over your calories by a few hundred every now and then if in the big picture you're still making progress and it means you were able to eat a few slices of pizza.

## 7. Listen to Your Body:

Some people try to go too hard with their diets and fix everything in 30 days. They end up falling off and going back to their old ways. You didn't get overweight in 30 days so don't expect to fix it in a short space of time either. Listen to your body and be aware of the signs that you might be trying to do too much. If you have intense hunger and very low energy, you might be shooting for too big of a calorie deficit. This won't help you because you won't keep it up. If your weight and measurements are dropping really fast and you DON'T feel like it's sustainable, ease up. You might not need all that cardio, or maybe you're just trying to diet too hard.

## 8. Make It a Family Affair:

Involve your family in your nutritional changes. Don't be the sad one at the table with a salad when everyone else is eating something different. Cook meals that the whole family will enjoy, just manage your portions to not exceed your calorie goals. Maybe adjust your meal slightly so you've got a bit more of the protein source. Not only will this provide you with a built-in support system, but it's also a great way to spend quality time with your loved ones. Plus, you'll be setting a wonderful example for your children about the importance of maintaining a healthy lifestyle.



## 9. Regular Health Check-ups:

Regular health check-ups will help you keep track of your overall health and alert you to any potential issues before they become serious problems. [Thrive](#) in the UK is a good service you can use for at-home blood testing. [Insidetracker.com](#) is one you can use in the US.

It would be wise to proactively check your:

- Cholesterol and triglycerides
- Full blood count
- Liver and kidney function
- HbA1c
- CRP
- Vitamin D
- Iron
- Thyroid hormones
- Testosterone

Remember, this is a lifelong commitment to your health and wellbeing. It's about setting a great example for your kids and being there for them. It's about realising that the greatest strength lies in your health and the love you have for your family.

As you continue on this journey, you'll not only become healthier, but you'll also gain a newfound sense of self-confidence, discipline, and strength - attributes that make you an incredible dad. So, keep pushing, stay consistent, and most importantly, enjoy the journey!

## OVERCOMING COMMON ROADBLOCKS

Everyone faces challenges when trying to improve their eating habits.

Whether it's a hectic schedule, waning motivation, or unexpected life events, overcoming these obstacles is crucial for nutritional success. Here's how to tackle some common dietary roadblocks:

### 1. Time Management for Meal Prep

Balancing a busy career, family time, and preparing healthy meals can seem overwhelming. Prioritise making healthy food as you would any important meeting. Consistency is key—not just trying it for a few days but making it a permanent part of your routine.

Plan and prepare your meals in advance. Batch cooking on weekends or when you have a bit of downtime can save you from making unhealthy choices when you're pressed for time during the week. Track your planned meals in advance so you can see how many calories you're playing with or if you need to swap anything so you don't miss your protein goals.



## 2. Maintaining Motivation to Eat Well

Motivation can fade, especially when changes don't seem immediate. When this happens, remember your 'why'. Is it to be healthier, more active with your kids, or perhaps to manage a health condition? Keeping these reasons in mind can propel you forward even when your initial enthusiasm dips.

## 3. Dietary Plateaus:

Just like in fitness, you might hit a plateau with your diet where changes in your body weight or how you feel stall. This might be a sign to reassess your caloric intake or macronutrient distribution. Sometimes, a slight increase in calories or adjusting your macros can reignite progress.

Remember that scale progress isn't linear and body recomposition changes can make it seem like nothing is happening. Remember the scale weighs muscle, water and food inside you. Changes aren't only fat. It will go up and down from day to day and it may stall for a few weeks. If you still have fat to lose and it isn't moving after several weeks then you probably do need to eat fewer calories or burn more.



## 4. Navigating Social and Family Eating:

Eating out or family gatherings can derail your eating plans. Plan ahead by reviewing restaurant menus online and decide what you'll eat beforehand. Don't be shy about customising your order to fit your nutritional needs. [CalorieBot](#) makes tracking easy, but it doesn't make the food have fewer calories, so planning is still key.

If attending a family event, you don't need to bring your own food in a tupperware. In some families it's customary (or at least not too unusual) to bring a dish for everyone to share. You can bring one that you know fits your plan. This way, you control at least one healthy option and can fill up on it without feeling deprived. If this isn't possible you can reduce your calories before/after the event and try to limit how much you eat at the event. Remember to view your calorie intake in the context of a week or a month. If this is a one-off, don't sweat it.



## 5. Unexpected Life Events:

Life can be unpredictable—work deadlines surge, kids' needs take precedence, or personal matters arise. When stuff like this happens, adapt your nutrition as best as you can. Perhaps you can't prepare a home-cooked meal, but you can choose the healthiest option at a takeaway.

You don't have to lose fat every single week. Sometimes life conspires against you so that week just has to be a maintenance week or maybe a week where you gained a pound. Zoom out. If you lost 8 lbs in the previous 5 weeks then you've got nothing to worry about as long as you can get back on track.

Remember, small, consistent choices add up. Even if you can't stick to the perfect diet plan, making the best choices under the circumstances can still contribute positively to your health.

## WRAPPING UP AND SUCCESS STORIES

What I've laid out here is the basics you need to understand to get results, and some of my best tips and strategies to help you get the best results possible without feeling like you're following a miserable starvation diet.

### The key things to take away are this:

- **Transformation isn't about cutting out all the fun.** It's about smart, MEASURED, nutritional changes that work for your body and its needs. You may be surprised at what you can still get away with whilst making fat loss progress.
- **Tracking your diet can be easy.** You need to consume fewer calories and more protein if you want to lose fat and build/maintain muscle. [CalorieBot](#) makes this ridiculously easy to do and sidesteps all of the pitfalls of tracking with an app like MyFitnessPal.
- **Nutrition forms the cornerstone of any fitness transformation.** The simple, yet profound reality is that a calorie deficit is needed for fat loss. And a dietary approach centred around high-protein and whole foods can support you in this pursuit. These choices will not only fuel your workouts but also keep you satiated, helping you keep hunger at bay as you trim down your body fat.
- **This is a lifestyle transformation not a fleeting phase.** It's about embedding these principles into your daily routine, making them a part of your life. The road to becoming a Superhero Dad is a marathon, not a sprint. Changes happen over time, not overnight, and maintaining the results you've worked so hard for requires ongoing effort.

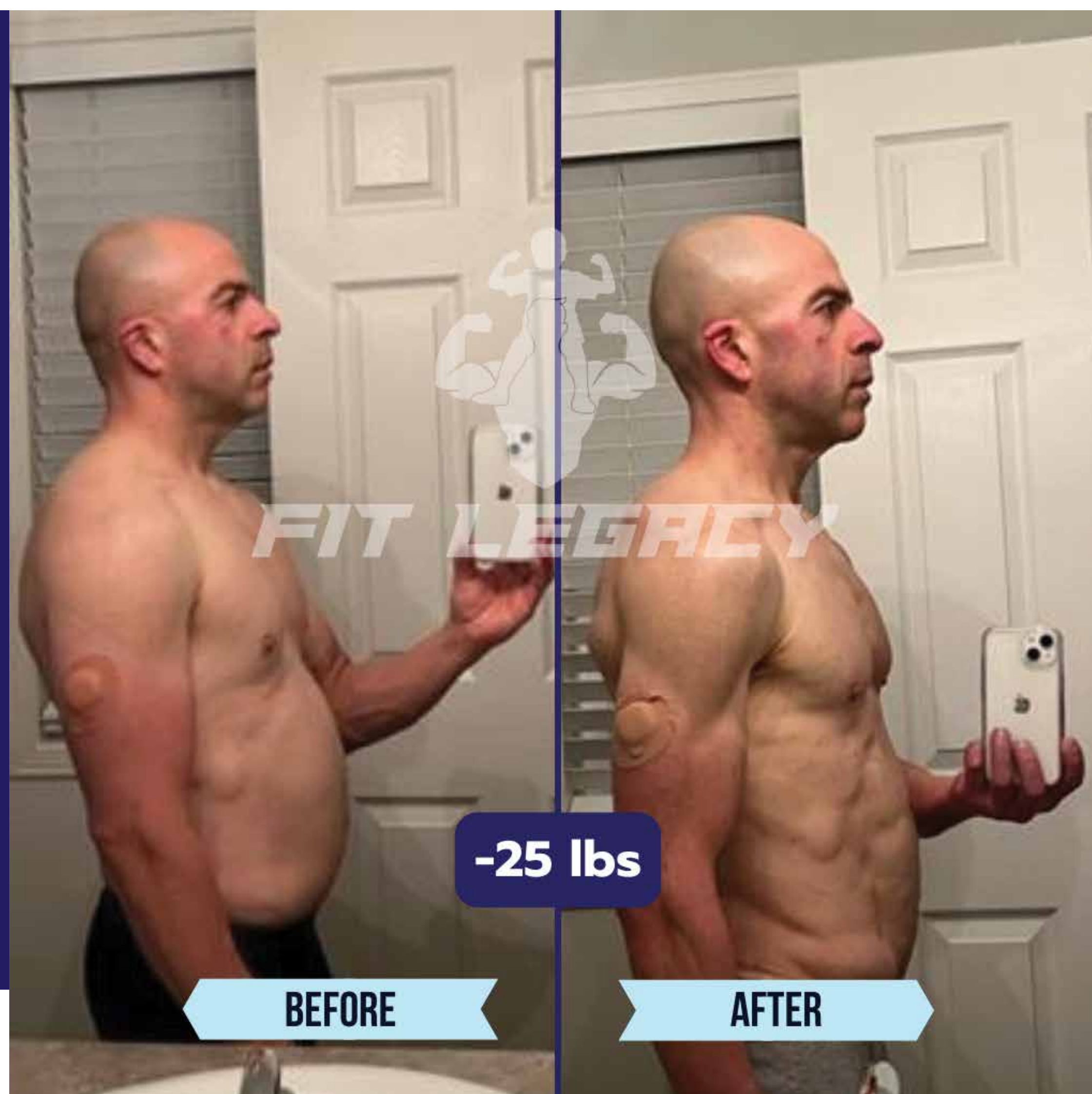


Here are some success stories of busy dads I've worked with:

Stefan did this in 3 months whilst only working out with ONE set per exercise (worked out for about 45 minutes per week)



Tony did this whilst working out from home with short workouts:



**FIT LEGACY**

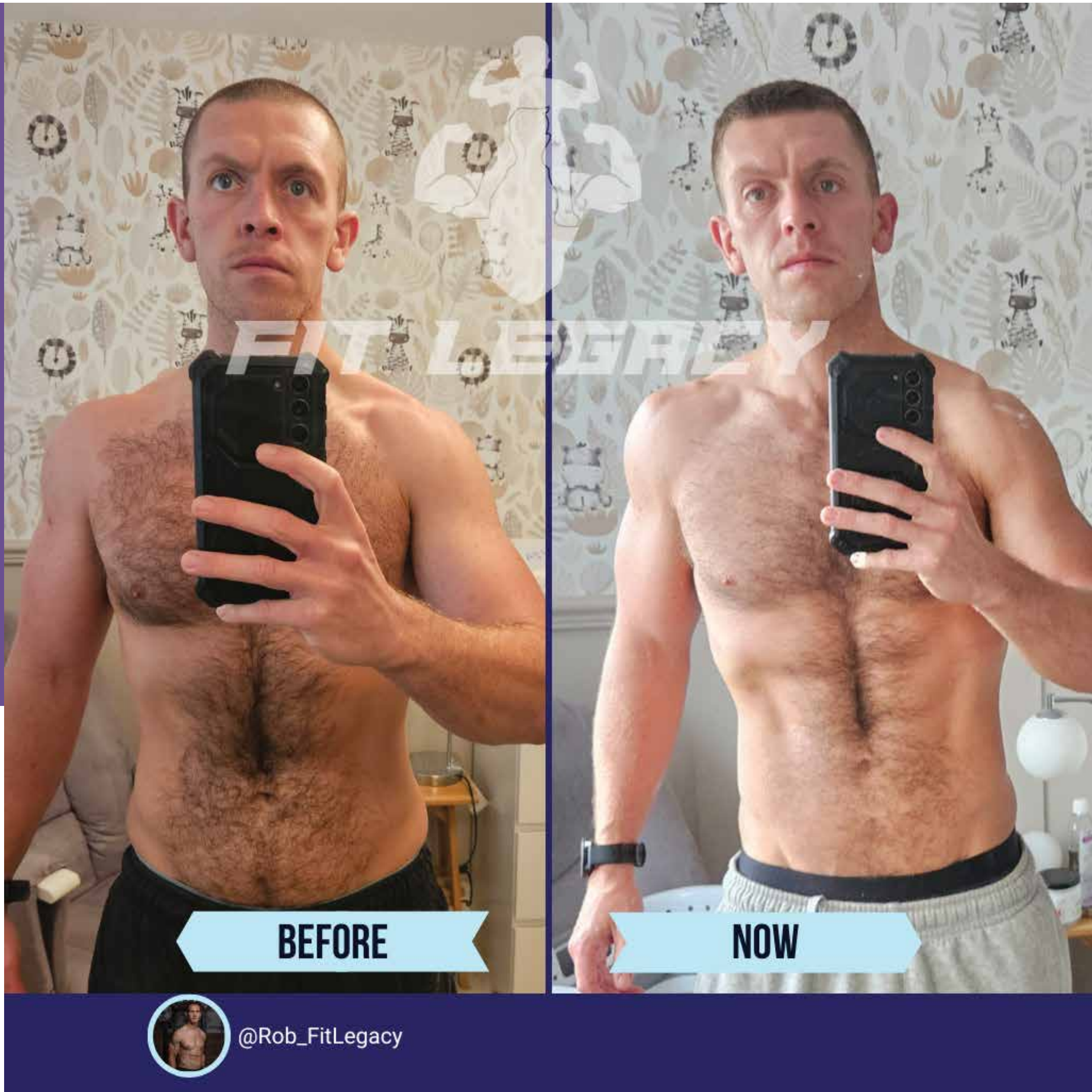
John did this whilst working out in his apartment with dumbbells



Tim did this with no workouts at all!



Lewis did this in just 6 weeks (on the [Legacy Kickstart Program](#))



Lorenzo did this on my 60 day fat loss program, “Shred in 60”:



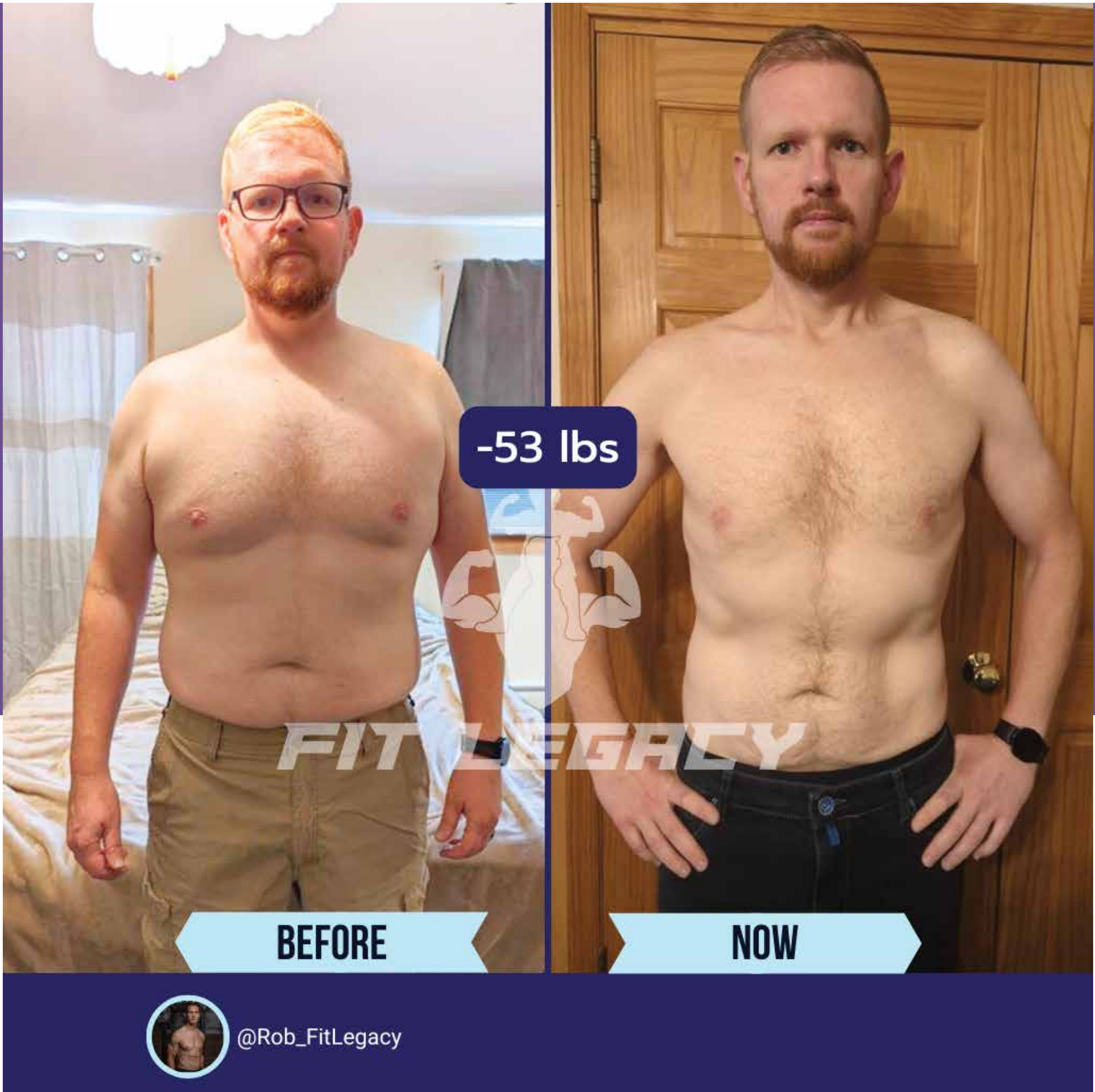
Jared did this while working with me one to one and working out for about an hour a week:



Chris did this following my “Shred in 60” program (he did it twice):



Dave did this working out in his garage with dumbbells:



Marcus did this using my flexible diet framework and using CalorieBot:



Here's what he had to say about the [Legacy Kickstart program](#):

**“The 6 week program is excellent. It utilises Calorie Bot, which is an AI tool used to log and track your caloric intake. It is a fantastic tool that is incredibly accurate when used correctly. It is quick to get used to and makes logging and tracking your macros/calories easier, especially when travelling or enjoying a family meal. The sense of community on the Discord App is great. The ability to share your daily food log adds great accountability; and the ability to see others post their logs provides added motivation. You can use Discord to record your step count, log your workouts and record your daily weight. I love the ability to log all of this information into one place. Everyone on the app is very friendly and encouraging and Rob is always on hand to answer any questions you may have. If you're thinking about a focused 6 week program that can set you up for sustained improvements, this is the one.”**

**Interested to hear how I could help you?**

[Legacy Kickstart](#) is a great way to start on a 6 week fat loss program, with access to CalorieBot, easy to follow training programs, group accountability and support from me.

**If you're looking to work with me on a one to one basis for the utmost accountability and personalisation then**  
[go here and fill out the form to enquire about online coaching.](#)

