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INTRODUCTION

When I created KEBOfit, I created it for two reasons, firstly to go against the 'politically correct' nutrition that we are continuously bombarded with in the modern world (BS to you and me). I wanted to tell you the truth.

What does '**Politically Correct**' Nutrition mean I hear you whisper? Founder of the Weston A. Price Foundation Sally Fallon sums that question up best:

"Politically Correct Nutrition is based on the assumption that we should reduce our intake of fats, particularly saturated fats from animal sources. It singles out foods grown by independent producers-eggs and beef- but spares the powerful and highly profitable grain cartels, vegetable oil producers and the food processing industry; it sacrifices old-fashioned butter on the altar of the latest nutritional fad but spares pasteurized milk products and processed cheese; it gives lip service to the overwhelming evidence implicating sugar as a major cause of degenerative diseases but spares the soft drink industry; and it raises not an eyelid against refined flour, hydrogenated vegetable oils and foods altered with harmful preservatives, flavourings and colouring agents".

That my good friend is what 'Politically Correct' Nutrition means.



Secondly when I think back to my childhood this is what I remember, I don't know about you, but at my school we generally ate school dinner around 12 noon, we would get out of school at 3pm and rush straight home, all my mates would get changed into their football gear, sometimes I didn't do that and would risk the standard

bollocking from my mum for wrecking my school clothes but back

then I just wanted to get out and play, I thought I was Gazza back then.

Off we went to the park to play football. Me and my mates would play our hearts out and drink water from the parks water fountain, at 5 or 6pm we would go home totally starving.

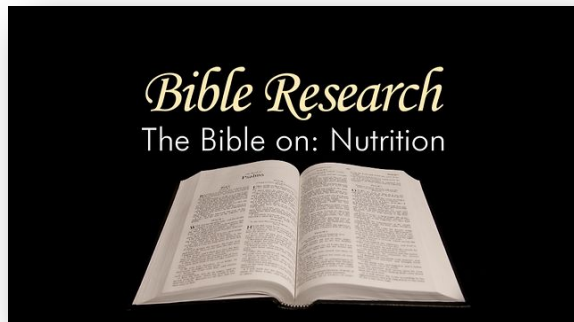
Knowing what I know now It was during that 6-hour interval of no food, only water, and vigorous activity that was absolutely essential in order to keep our livers happy,

refreshed and insulin sensitive, so that the next day we could go out and do it all over again.

Maybe you are nodding your head in agreement, it's just what we did then. I guess we were lucky back then to have had those opportunities; things have changed, it's a whole new era now.

It saddens me that today our lives are so much different and that parents lifestyles are so much more hectic, some working two jobs to make ends meet and they struggle to make proper home cooked meals for their kids; kids are more stressed; those playgrounds that we used to spend hours in are empty or have disappeared due to housing, fear of crime, games consoles and PE in schools and sports have been slashed due to budget cuts and our kids are now at risk of being obese and suffering the vast array of health diseases that come with it.

KEBOfit strips nutrition to its bare bones and keeps it real and dead simple to understand. KEBOfit may make you feel a bit uneasy, uncomfortable or accountable, but it won't apologize for it.



If however you are one of these individuals that is attached to the notion that fat loss is simply a matter of calories-in and calories-out (Counting Calories to you and I), or that saturated fats will clog your arteries and make your heart stop beating or that steady state jogging is the best and only way to lose fat, you may want to sit down and prepare yourself in advance for a huge SHOCK!!.

I guarantee I'll shock you. You're human.

I used to believe all the marketing hype too, it's this gullible side of us that has us in the big fat mess we're in, let's face it our own government and so called health organisations continue to preach to us to eat a certain way yet health issues continue to rise!!!

Does this not tell you something? It tells me that they actually haven't got a clue.....

KEBOfit is nothing but the absolute truth. But if you can't handle it, then that's fine by me, you can ignore all my advice and guidance and you can just jump straight back on the stationary bike at the gym and continue to read your latest gripping book or vogue magazine for another hour.



You will wake up tomorrow feeling great about that hour, jump on the scales, and feel disappointed all over again.

You can continue to ignore the horrendous growling from your stomach because you are on some random fad yo-yo diet.

It's only your body's way of telling you it needs food. It's no problem because you know what's right for you.

Why trust what some random coach is telling you.

My passion and the role of KEBOfit are to show YOU how to eat and enjoy nutritious foods, train smart using cutting edge training systems and if combined will enhance your overall RESULTS, body shape and performance.

I'll show you how you can eat TONS of full fat foods like whole eggs, any and all nuts, meats, full-fat milk, real butter (think kerrygold), coconut milk and oil, avocados, and more delicious foods and how this actually HELPS you to burn fat, get leaner and will help fuel your body the right way.

Read this meal planner guide all the way through (maybe even a few times)

Welcome to *KEBOfit*

Jason Brownlie Coach

<https://www.facebook.com/jasonbrownliecoach/>



YOUR NUTRITIONAL MEAL PLAN

Numerous studies have concluded that millions of people have radically damaged or altered their metabolisms from years of inconsistency, eating unhealthy or yo-yo Dieting.

90% of dieters end up losing weight and putting it back on and more, over the course of this programme you will concentrate on consuming an abundance of real food only.

If you follow this plan at least 80% of the time, not only will it help heal the damage, but it will enhance fat loss and inch loss.

The first thing you will notice is that protein is a primary staple and I advise that you consume it at every meal where possible. You'll also consume a lot of green cruciferous vegetables (fibrous carbohydrates) and a moderate amount of friendly fats (coconut oil, animal fats, butter, lard and extra virgin olive oil) are your answer, like protein and veggies, these friendly fats will help fill you.

REMEMBER: If fat loss is your goal then keep your carbohydrate consumption to pre and post workout only. On non-training days keep your carbohydrate intake minimal (ie: porridge for brekkie or some rice/spuds with dinner)

PLEASE NOTE: I'm not saying carbs are the devil, they much like everything else can be over consumed especially the shit kind.

There's also a good chance you'll notice energy fluctuations, especially the first three or four days. Make sure you push through this phase if you're low on energy.

The success of your entire plan is very much dependent upon you and your adherence to the plan and commitment to your health.

So I want you to:

- Be anal and meticulous about this if you have to.
- Prepare your food ahead of time (see meal prep tips a bit further on in the planner)
 - Control the environments you spend your time in, if you eat out plan ahead, check out the menu before you get there.
 - Hang out with people who will support your goals not sway you from them.
 - AVOID friends, family, and co-workers who will tempt you or just put them straight, it's about you not them.

Remember, HALF of achieving ANY goal in life is knowing what you have to give up in order to get it.

HOW DOES YOUR NUTRITION WORK

Look, in an ideal world you'd have an entire meal plan and get told to follow it to the letter and you'll lose weight blah blah blah..... and yes you'll lose weight and feel great, but how long can you sustain it?

What happens when life gets in the way? what happens when you decide to go out? What happens when the husband/wife says "hey lets have pudding after dinner"

How does that perfect meal plan help you then?

Meal plans are a bit like a fairy tale story, everything is so wonderful and awesome. A bit like what everyone thinks Hollywood is like!!!

But as we all know, everything is not all wonderful and rosy.

A meal plan will give you the "hey, everything is awesome on this plan" but when life gets in the way you suddenly realise that SHIT JUST GOT REAL.

Truth is.....You have to find a way that works for you.

We all know that diet fads etc DO NOT WORK.

Your lifestyle and my lifestyle are different.

I could write you a meal plan around my lifestyle which will NOT work for you.

So, the aim of your nutrition is to create new habits and routines that fit around your life. That's how your nutrition works.

KEBOfit will give you the nutrition coaching, support when you need it and will help put you in the right direction. I'll basically give you all the tools to use.

Remember the only person that can take action is you.

However, I can give you a kickstart.

Below you will find an approved food list, nutrition guidelines, an example meal plan that accompanies the guidelines and an example meal plan that's been laid out in full.

"But Jason, you just said that meal plans are a bit like fairy tales"

Indeed, I did an example meal plan is just that, an example!!

It's there to help you and give you an idea of where to start. No more no less.

Before we go into meal plan world, here are a few rules to live by for 28 days and beyond.

A FEW RULES TO LIVE BY

The Rules!

Here are the rules and it's up to you how much you follow them. I can only give you the rules but I can't sit in your home and ask you to carry them out. Each rule is an essential component to your fat loss results, carry them all out and get the ultimate results.

As soon as you have read this manual you need to go out and buy the food you need to plan ahead. Remember this, if you **FAIL to plan, plan to FAIL**.

Once you realise fat loss isn't easy, it becomes simple, if you can't get green veggies or sweet potato from your canteen at lunchtime in your workplace then you need to prepare them the night before.

If you don't have time to cook an omelette in the morning then I suggest you boil some eggs the night before or pre-make a porridge pot, pop it in the fridge and add berries to it in the morning.

Where there's a will there's a way.

At the end of your time with KEBOfit you can either be left with an excuse or a RESULT that motivates you to carry on and embrace this as a sustainable lifestyle.

Okay here are the rules....

1: You must train 4 x per week using the workouts that I email you each week. The workouts are progressed each week so that they become tougher as you become more capable.

I will email your workouts to you every week in the form of a link, the link will open up and you can download or print off and take into your garden or local park. All exercises come complete with a demo video, images and technical instruction breakdown so that you perform them safely and effectively.

YOU DO NOT NEED TO GO TO A GYM AND THE WORKOUTS ARE BETWEEN 20-30 MINUTES ON AVERAGE, SO NO EXCUSES!

2: If a man made it DO NOT EAT IT!

Unfortunately, we have been conned by the food industry and main stream media to believe that things like 'whole grains' are good for the heart, 'cereals and bars are superb for breakfasts, low fat yoghurts are great for snacks – trust me all of this is complete bull shit marketing hype – If a man made it, stay away.

The preservatives and additives in processed foods (i.e. cereal, microwave meals etc) are also known as toxins to the body; the liver doesn't like toxins and dumps them in the fat cells.

Did you or do you believe that eating cereal for breakfast was a healthy way to start the day? Don't worry so did I.

Wrong, it's sugar laden and full of toxins a sure-fire way to make you feel like crap and get you in fat storing mode for the rest of the day despite what the adverts tell you!

Added to that eating cereal for breakfast will set up your neurotransmitters in your brain to crave more of the same foods throughout the rest of the day – ever started the day with a big bowl of cereal then immediately craved another one? Yep, me too.

Eat crap, crave crap!

3: Drink plenty of water per day

Bottom line: Water is the key to hydration, concentration and keeping away unwanted hunger pangs.

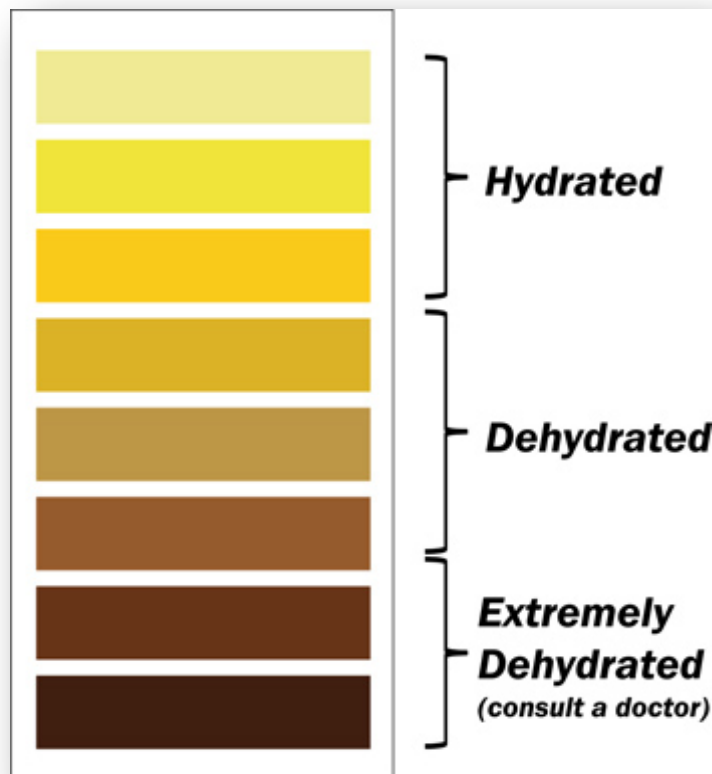
There is a downside to all this water going in, you'll be peeing like a race horse, so perhaps try and taper off around 6pm, but as long as your pee is clear that's all you need to care about. See pee chart opposite →

To work out exactly what amount of water you need to be drinking, weigh yourself in lbs and divide that number by 2.

Whatever that number is, is the number of fluid ounce (floz) you need to be drinking EVERY SINGLE DAY.

If you are unsure about floz then you can easily convert your number into litres via a google converter.

So for example: If you weight 140lbs, then you need to be drinking 70floz per day in order to stay healthy, alert, happy and lose the weight.



You can drink all the energy drinks and coffee in the world but only water can purify you and give you natural energy. Increase your water intake and you'll feel more alert and energised within a few days, plus your eyes and skin will become clearer.

4: Watch the booze intake. Ideally, I'd recommend that you go booze free for a month just so that you can see and feel the benefits of it for yourself.

If you don't drink then this is great, no need to go any further with you. But if you like a tippie let me reiterate that booze can halt your fat loss success.

Alcohol is a toxic energy, which means it puts pressure on your liver which has to work overtime to rid the body of it, leaving all its other duties behind and slowing down the fat burning processes. It's also SUGAR central, which will help with the fat gain.

If social gatherings come up then you can either go booze free or have the odd one or two, just don't over kill it and drink plenty of water around them.

5: Eat your greens. And the darker the better, lots of them! Here's the wonderful thing about greens. They have ZERO sugar, so guess what? No fat gain, they are water based, meaning they expand in your stomach, helping you feel fuller for longer, they have loads of vitamins and minerals and if you were calorie counting (which I'm not a fan of) they have very little calories! These days I pile my plate up with greens whereas in the past it was more bread and pasta.

Fill your plate with cabbage, green beans, watercress (great for fat thighs), broccoli, cauliflower and kale. Get your greens in at least 2 meals per day.

Broccoli, kale, watercress and spinach are the best food for fighting ESTROGEN so if you're a guy who suffers from man boobs or 'moobs' as they are now commonly known then you want to be eating the 4 foods listed above daily.

6: Good FATS are seriously important. Saturated fat is not the heart attack-inducing villain the media often make it out to be. It actually has some important roles, particularly in hormone production.

While you might not want to be slathering butter on your bacon, or cooking every meal in lard, some saturated fat from dairy (cheese, full fat milk and cream), eggs, meat, coconut oil and butter for cooking and extra virgin olive oil added to veg and salads will do you no harm.

Trust me if you're not eating your veggies and good fats you're going to feel lacking in energy.

7: Sleep is so important. Now I know you may have kids and find this difficult to always get a good or unbroken nights sleep, but I'm just letting you know the benefits of a good nights sleep and eliminating stress.

Sleep is when the body repairs itself and regenerates and also when muscles grow. You can do all the training in the world, but without the right rest and recovery you will be hindering your progress. Again, stress or work or at home can lead to cortisol secretion, and it's the same for lack of sleep.

Aim for between 7 and 9 hours a night.

8: Always eat post workout and now is the time to eat certain carbohydrates:

This is SO important; do not waste your workout. After intense training your body has a window of opportunity where its most susceptible to storing the nutrients. If you like your sweet potato, white potatoes, white rice, pasta (always go gluten free or you can buy other versions of pasta such as buckwheat) and roasted veg, now is the time to eat it to replenish your carb stores, as you would have earned them during your workout.

Everything in this manual is tested so trust it. If you enjoy sweet potato, white rice and roasted veg, post workout is the best time to have them.

Gluten free porridge is also permitted with full fat milk (you can include a drop of full fat cream and a teaspoon of milled chia seeds and ground flax to your porridge as well, topped with banana and berries) should you have a long day and training ahead and want some variety.

Just make sure it's GLUTEN FREE.

REMEMBER: EARN YOUR CARBS! We need carbohydrates for mood and fuel for the muscles and the brain, but most people over eat them and do not do enough training/activity to warrant that type of consumption.

Absolute best time is post workout or first thing in the morning is good or at lunch. Just try and keep pasta gluten free and not a huge quantity.

Side note: The leaner and more active you are the more carbs you can actually get away with!! For fat loss stick to adding a carb source with your post workout meal and on non-training days keep your carb intake minimal (ie: bowl of porridge, egg and bacon on toast or spuds with dinner) until you have reached your body shape goals.

9: Coffee!

What I will say is that we are all individual and some of us may well be effected by coffee more than others it does contain caffeine after all.

Coffee has a somewhat unhealthy reputation, and much of this is based on its relatively high caffeine content. On the other hand, coffee is very rich in disease-preventative 'antioxidant' substances including so-called polyphenols.

Is coffee good or bad? The answer is... it depends on your genetics...

It all boils down to how well a person metabolizes caffeine (in other words, how fast caffeine clears out of the body).

You see -- half the people have the genes to metabolize caffeine quickly, while the other half does not.

Here are some signs you may be a fast or slow caffeine metabolizer...

Slow caffeine metabolizers:

Don't process coffee very well

Get nervous, jittery

May stay up all night and even get restless leg syndrome

See their blood pressure increase

Fast caffeine metabolizers:

See their workouts improve in intensity

Better memory and cognitive function, increased energy

Increase their metabolism

Usually don't have any difficulty sleeping after having caffeine

If you're a slow caffeine metaboliser, you'll obviously want to stick to decaf or drink very little coffee early in the morning. Works just the same for tea.

10: BREAKFAST!

OK so you've probably heard that breakfast is the most important meal of the day. Yes in reality I suppose it is. However, your lifestyle is different from mine and many of us lead very busy lives.

Not everyone can eat breakfast in the morning for various reasons (work, getting the kids ready) I quite often wait until my daughters are at school then eat.

So here's what I advise, if you're able to eat a nutritious breakfast first thing and not crap food brekkie on the go, then go for it. If not then wait a while until your world has quietened down a bit.

If at 10am you are good to go then eat your brekkie here. Again make sure it falls in line with this programme....ahem real food ☺

There is no rule book that says thou shall eat breakfast at 6:30am, lunch at 12pm and dinner at 6pm.

You need to adapt this plan/programme around your world. Like I say I bet you and I lead completely different lives.

11: JUST EAT REAL FOODS!

In a nutshell, base your diet around lots of fresh fish, meats, poultry, nuts, good fats (such as real butter ie: kerrygold, coconut oil, almond, cashew, peanut butter) salads, fruits, unlimited veggies, eggs, sweet potato, white potato, white rice, gluten free pasta (post workout only) and tonnes of water.

FOOD LIST & NUTRITION GUIDELINES

MEAT	POULTRY	FISH		
Beef	Chicken	Mackerel	Grouper	Trout
Buffalo	Duck	Salmon	Halibut	Whitefish
Elk	Goose	Sardine	Mahi-Mahi	Clams
Heart	Pheasant	Anchovy	Octopus	Crab
Kidney	Quail	Bass (Freshwater)	Oysters	Lobster
Lamb	Turkey	Sea Bass	Perch	Mussels
Liver	Ostrich	Catfish	Rockfish	Shark
Rabbit		Caviar	Roughy	Squid
Venison		Cod	Shrimps/prawns	Swordfish
		Crayfish	Scallops	Tuna
			Snapper	Cockles

LEGUMES	NUTS & SEEDS	BEVERAGES	DAIRY & EGGS
Aduki Beans	Almonds	Goats Milk	Duck Eggs
Black Beans	Brazil Nuts	Tea (Herbal)	Chicken Eggs
Black-Eyed Peas	Cashews	Vegetable Juices	Feta
Fava Beans	Chestnuts	(not concentrate)	Halloumi
Garbanzo Beans	Macadamia	Water	Goats Cheese
Green Beans	Pecans	Coconut Milk	Cottage Cheese
Green Peas	Pine Nuts	Almond Milk	Full Fat Cream
Lentils	Pistachios	Rice Milk	Full Fat Greek Yoghurt
Lima Beans	Poppy Seeds	Coconut Water	(Unsweetened)
Mung Beans	Pumpkin Seeds	Organic Coffee	
Navy Beans	Sesame Seeds	(Caffeinated)	
	Walnuts	Organic Green Tea	
	Sunflower Seeds		

GRAINS	GREENS	VEGETABLES		
Amaranth	Beet Greens	Artichoke	Leek	Sweet Potato
Buckwheat	Dandelion Greens	Asparagus	Olives	Turnip
Kamut	Endive	Bamboo Shoots	Onion	Mushrooms
Millet	Kale	Beet	Radishes	
Quinoa	Lettuce	Bok Choy	Aubergine	
Rice (Basmati)	Mustard Greens	Broccoli	Jicama	
Rice (Brown)	Rocket	Brussel Sprouts	Kohirabi	
Spelt	Spinach	Cabbage	Okra	
Wild Rice	Sprouts (Alfafa)	Carrot	Parsnip	
	Sprouts (Bean)	Cauliflower	Peppers	
	Swiss Chard	Celery	Rutabanga	
	Turnip Greens	Cucumber	Shallots	
	Watercress	Corn	Water Chestnuts	
	Pea Shoots	Fennel	Courgette	
		Garlic	Potato	
		Ginger	Pumpkin	
		Ginger root	Squash	

FRUITS			HERBS, SPICES & SEASONING		
Apples*	Grapes	Plums	Anise	Dill	Peppermint
Avocado	Guava	Pomegranate	Celtic Sea Salt	Fennel Seed	Rosemary
Banana	Figs	Prunes	Basil	Fenugreek	Saffron
Blackberries*	Honeydew Melon	Raspberries*	Bay Leaf	Ginger	Sage
Blueberries*	Kiwifruit	Rhubarb	Caraway	Honey (manuka)	Salt (unrefined)
Boysenberries*	Kumquat	Strawberries*	Cardamon	Horseradish	Spearmint
Cantaloupe	Lemons*	Tangerines	Carob	Himalayan Salt	Tarragon
Casaba Melon	Limes*	Tomatoes	Cayenne	90% Org Choc	Thyme
Cherries*	Loganberries	Watermelon	Chervil	Marjoram	Turmeric
Coconut*	Mango		Chilli Powder	Mint	Wasabi
Cranberries*	Nectarines	* indicates fruits	Chive	Mustard	
Currents	Oranges	ideal for those	Cinnamon	Nutmeg	
Dates	Papaya	seeking weight	Cloves	Oregano	
Elderberries*	Pears*	loss	Coriander	Paprika	
Gooseberries*	Persimmon		Cumin	Parsley	
Grapefruit	Pineapple		Curry Powder	Pepper (Ground)	

FATS & OILS
Almond oil
Blackcurrant Oil
Coconut Oil
Evening Primrose
Fish Oil
Flax Seed Oil
Hemp Oil
Walnut Oil
Avocado Oil
Almond Butter
Brazil Nut Butter
Beef Dripping
Lard
Cashew Nut Butter
Butter (Kerrygold)
Extra Virgin Olive Oil
Duck/Bacon Fat
Goose/Chicken Fat

Please use this food table to help you to plan your meals with more variety.

For example, when you see on the following nutrition plans, "Fish Choice", simply look at the food table and you will see that there are multiple choices of fish.

You simply select one and then, next time, when you see "Fish Choice" again, choose another one.

This plan gives you so much flexibility in preparing nutritious meals and allows you to have a wide variety of food in your nutrition plan.

Legumes Consume food from this group only if you digest Legumes well

KEY POINTS:

(1) Always consult a health care professional before starting any nutrition program

(2) Use the food table to get all the choices you need and ROTATE foods regularly

(3) The grains provided in the food table are Gluten Free

(4) For your fluid intake, drink inbetween meals

(5) **PLEASE NOTE:** Carbohydrate intake depends on exercise intensity & duration. Little exercise requires little to no starchy carbs, the more exercise you do = more carbs

Starchy Vegetables* (Including but not limited to): Parsnip, Pumpkin, Sweet Potato White Potato.

*Consume starchy vegetables in small amounts. They are best eaten after exercise.

(6) Cheat Meal is your choice but try not to go overboard

(7) Portion Size (as much vegetables as you want but limit root vegetables). Fruit (small bowl eg: berries or 1 piece of fruit (ALWAYS TRY AND BUY ORGANIC)

EXAMPLE 7 DAY MEAL PLAN LAYOUT

(Maintenance) Day One Example

Breakfast

Stir Fry Vegetables

Fish Choice

Cook with 1 – 2 TBSP Coconut Oil

Nuts & Seeds

Warm Water with a slice of lemon

Fruit Choice

Lunch

Greens/Veg Choice

Poultry Choice

Add 1 TBSP Extra Virgin Olive Oil to Veggies or drizzle on salads

Grain Choice (optional)

Dinner

Greens/Veg Choice

Meat Choice

Add 1 TBSP Kerrygold Butter to Veggies or add Olive Oil to Salad

Herb Choice

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water (aim to drink 2-3 litres water per day)

(Maintenance) Day Two Example

Breakfast

Greens/Veggie Choice

Dairy Choice

1 TBSP Extra Virgin Oil Drizzled over salad or added to veggies

Warm Water with a slice of lemon

Fruit Choice

Lunch

Greens/ Veg Choice

Fish Choice

1 TBSP Avocado Oil

Nuts & Seeds

Grain Choice (Optional)

Dinner

Greens/Veg Choice

Poultry Choice

1 – 2 TBSP Extra Virgin Olive Oil drizzled on salads or knob of butter added to veggies

Herb Choice

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water (aim to drink 2-3 litres water per day)

(Maintenance) Day Three Example

Breakfast

Greens/ Veggie Choice

Meat Choice

1 TBSP Extra Virgin Olive Oil

Warm Water with a slice of lemon

Fruit Choice

Lunch

Greens/Veggie Choice

Dairy Choice

1 TBSP Extra Virgin Olive Oil

Nuts & Seeds

Grain Choice (Optional)

Dinner

Greens/Veggie Choice

Meat Choice

1 TBSP Kerrygold butter

Nuts & Seeds

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water
(aim to drink 2-3 litres water per day)

(Maintenance) Day Four Example

Breakfast

Greens/Veggie Choice

Poultry Choice

1 TBSP Extra Virgin Olive Oil

Warm Water with a slice of lemon

Fruit Choice

Lunch

Greens/Veggie Choice

Poultry Choice

1 TBSP Avocado Oil

Grain Choice (Optional)

Dinner

Greens/Veggie Choice

Fish Choice

1 TBSP Organic Butter

Herb Choice

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water (aim to drink 2-3 litres water per day)

(Maintenance) Day Five Example

Breakfast

Stir Fry Vegetables

Fish Choice

1 TBSP Coconut Oil

Nuts & Seeds

Warm Water with a slice of lemon

Fruit Choice

Lunch

Greens/Veggie Choice

Meat Choice

1 TBSP Kerrygold Butter

Nuts & Seeds

Grain Choice (optional)

Dinner

Greens/Veg Choice

Meat Choice

1 TBSP Avocado Oil

Herb Choice

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water
(aim to drink 2-3 litres water per day)

(Maintenance) Day Six Example

Breakfast

Greens/Veggie Choice

Meat Choice

1 TBSP Extra Virgin Olive Oil

Warm Water with a slice of lemon

Fruit Choice

Lunch

Greens/Veggie Choice

Fish Choice

1 TBSP Extra Virgin Olive Oil

Nuts & Seeds

Grain Choice (optional)

Dinner

Cheat Meal/Open meal, call it what you want. If you have stuck to eating real food with no deviation then this is a meal of your choice, just don't go overboard OK!!

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water (aim to drink 2-3 litres water per day)

(Maintenance) Day Seven Example

Breakfast

Cheat/Open Breakfast – enjoy a breakfast of your choice

Warm Water with a slice of lemon

Lunch

Greens/Veggie Choice

Fish Choice

1 TBSP Extra Virgin Olive Oil

Grain Choice (optional)

Dinner

Greens/Veggie Choice

Poultry Choice

1 TBSP Kerrygold butter

Herb Choice

BETWEEN MEAL TIMES

In between breakfast, lunch and evening meals drink 1 litre of still mineral water (aim to drink 2-3 litres water per day)

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EXAMPLE 4-WEEK MEAL PLAN FULL LAYOUT

NOTE: This meal plan is merely an example and does NOT have to be followed to its entirety, feel free to swap foods in and out using the food list above to suit your tastes, likes and dislikes.

DAY ONE

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime.



Breakfast: A 3 egg mushroom and chopped pepper omelette cooked in Coconut Oil or with a knob of Kerrygold butter with steamed spinach or spinach leaves and chopped red onion

Lunch: Tuna (tinned in spring water is fine) with spinach and watercress salad with chopped strawberries & raspberries with a drizzle of extra virgin olive oil and balsamic vinegar or apple cider vinegar.

Dinner: Steamed cod fillet and steamed vegetables with a knob of butter over vegetables (broccoli, kale, cauliflower), A mug of slightly cooled boiled water with freshly squeezed lemon or lime or herbal tea.

Drinks: 2-3 litres of still and where possible filtered water.

DAY TWO

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Steak & Egg with spinach, chopped strawberries, blueberries and red pepper salad with a drizzle of extra virgin olive oil.

Lunch: 2 chicken thighs or chicken breast (add paprika and sea salt to the skin) with spinach, watercress, chopped peppers, berries, squeeze of lemon and a drizzle of extra virgin olive oil

Dinner: Haddock with steamed green vegetables with a knob of butter, A mug of slightly cooled boiled water with freshly squeezed lemon or lime **or use recipe from recipes manual**

Drinks: 2-3 litres of still and where possible filtered water

DAY THREE

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Boiled Eggs with spinach leaves, cucumber, watercress, red onion, chopped apple, chopped peppers with a drizzle of extra virgin olive oil and balsamic vinegar or apple cider vinegar.

Lunch: 1 Chicken Breast (with skin on preferably) with steamed greens (including broccoli and kale) Add knob of butter to vegetables

Dinner: Cod fillet and steamed Brussels, broccoli and Kale with a knob of butter, A mug of slightly cooled boiled water with freshly squeezed lemon or lime or herbal tea.



Drinks: 2-3 litres of still and where possible filtered water

DAY FOUR

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Fruit & Nut Bowl (blueberries, blackberries, chopped strawberries, raspberries, crushed pecan, crushed walnut, crushed macadamias and a large dollop of full fat unsweetened greek yoghurt

Lunch: Prawns and Calamari rings with lettuce, rocket, cucumber, tomatoes, chopped peppers, berries and a drizzle of extra virgin olive oil and balsamic vinegar or apple cider vinegar **or use recipe from recipe manual**

Dinner: Pork Chop with large stir fry cooked in coconut oil. A mug of slightly cooled boiled water with freshly squeezed lemon or lime or herbal tea

Drinks: 2-3 litres of still and where possible filtered water

DAY FIVE

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: 3 eggs scrambled (add a little full fat cream, cook in butter or coconut oil) with smoked salmon

Lunch: Tuna with steamed broccoli, kale and cauliflower or spinach leaves, watercress, rocket, chopped peppers, tomatoes, raw beetroot and cucumber

Dinner: Chicken Pizza (butterfly chicken breast, add tomato puree, chopped peppers, chopped onion, sweetcorn and top with grated cheese and oven cook until ready to eat) serve with steamed green vegetables with a knob of butter, A mug of slightly cooled boiled water with freshly squeezed lemon or lime or herbal tea

Drinks: 2-3 litres of still and where possible filtered water

DAY SIX

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: 2 eggs, 2 bacon, mushrooms, tomatoes, 97%+ pork sausage

Lunch: 2 Homemade beef burgers (10% fat + mince, chopped onion, pinch of salt & pepper, 1 egg to bind), spinach, watercress, rocket, red onion, peppers, berries and a drizzle of extra virgin olive oil and balsamic vinegar or apple cider vinegar



Dinner: Salmon and steamed green vegetables with a knob of butter, A mug of slightly cooled boiled water with freshly squeezed lemon or lime **or recipe from recipe manual**

Drinks: 2-3 litres of still and where possible filtered water

DAY SEVEN

As soon as you wake up: Take your day 7 weight and inches measures, a mug of slightly cooled boiled water with freshly squeezed lemon or lime

Morning – BODYFUEL Meal in a Bowl (Gluten Free Porridge made with full fat organic milk, dollop of full fat thick cream, 1 tsp flax seeds, 1 tsp milled chia seeds, topped with crushed nut, blueberries & sprinkle of cinnamon).

Lunch: Egg (cooked in a knob of butter), Bacon, 97% pork sausages, mushrooms and fried tomatoes (cooked in coconut oil or butter).

Dinner: Open = Your choice of meal

DAY EIGHT

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Scrambled egg with mushrooms and tomatoes cooked in coconut oil

Lunch: Mackerel or Tuna with spinach. Watercress and crushed walnut salad with drizzle of extra virgin olive oil

Dinner: Cod fillet and steamed/boiled green vegetables with a knob of Kerrygold butter (broccoli, kale), a mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY NINE

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Turkey thigh (use herbs and spices on meat for more flavour) with spinach and red pepper salad with a drizzle of extra virgin olive oil

Lunch: 2 chicken thighs (use herbs and spices on meat for more flavour) with tomatoes, strawberries, chopped onion, rocket, watercress drizzle of extra virgin olive oil and balsamic. Handful of brazil nuts

Dinner: Steamed haddock with large portion steamed green vegetables with a knob of Kerrygold butter, a mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY TEN

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Scrambled egg made with butter and full fat cream with salmon

Lunch: Chicken breast (use herbs and spices on meat for more flavour) with large portion steamed greens (including broccoli and kale)

Dinner: Pork Chop (use herbs and spices on meat for more flavour) and large portion steamed Brussels, broccoli and Kale with a knob of Kerrygold butter, a mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY ELEVEN

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: 3 eggs and chopped haddock omelette cooked in coconut oil.

Lunch: Salmon steak topped with chopped dill, with a large portion of green vegetables

Dinner: Steak (use herbs and spices on meat for more flavour), mushrooms with salad of rocket, spinach, onions, blueberries, raspberries and tomatoes with a drizzle of extra virgin olive oil and balsamic. A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY TWELVE

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Turkey thigh (use herbs and spices on meat for more flavour) and steamed green vegetables with a knob of kerrygold butter

Lunch: Tuna steak with steamed broccoli or spinach leaves, chopped red onion, mango, tomatoes, cucumber and red pepper.

Dinner: stir fry made with prawns and scallops and mixed vegetables cooked in coconut oil. A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY THIRTEEN

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Egg, bacon, tomatoes and chopped mushrooms

Lunch: Chicken breast or thighs (use herbs and spices on meat for more flavour) with a huge green salad, chopped berries, chopped red onion and a drizzle of balsamic and extra virgin oil topped with crushed walnuts

Dinner: Congratulations you have consistently eaten real food for 13 days, you may enjoy a meal of your liking. (Don't binge, you are back on the plan in the morning).

Hydration: 2-3 litres of still and where possible filtered water

DAY FOURTEEN

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Breakfast: Scrambled egg cooked in coconut oil, bacon, sausage, fried tomato (coconut oil) and mushrooms (in coconut oil)

Lunch: pan fried prawns cooked with a little butter, chopped coriander and squeeze of lemon (add chilli flakes if you like) with a green salad and tomatoes, drizzled with extra virgin olive oil. Berries.

Evening: Duck breast (use herbs and spices on meat for more flavour) with broccoli, cauliflower, spinach, parsnip.

A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY FIFTEEN

Breakfast: Meal in a Bowl (Gluten free oats, full fat milk, full fat thick cream, teaspoon ground flax, teaspoon milled chia seeds, sliced banana, strawberries, blueberries and crushed walnuts with sprinkle of cinnamon) . Herbal Tea OR a mug of slightly cooled boiled water with freshly squeezed lemon or lime

Lunch: Open

Dinner: Steak (Use herbs and spices for more flavour) with broccoli, cauliflower & Kale (unlimited amount) A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY SIXTEEN

Breakfast: Chicken Breast (use herbs and spices for more flavour) with a handful of Kale – either steam or lightly stir fry in Kerrygold butter. Herbal Tea OR a mug of slightly cooled boiled water with freshly squeezed lemon or lime

Lunch: Haddock Fillet (either grill or bake) with a mixed green salad drizzled with added chopped strawberries, raw beetroot, blueberries and walnut oil. Handful of almonds

Dinner: Homemade beef burger (organic mince, 1 egg to bind, chopped onion and any spices you may want to add like chilli flakes) with lettuce leaf bun, Slice of bacon, red onion rings, organic cheese or a good cheddar. Serve with huge portion of green vegetables. Mug of slightly cooled boiled water with freshly squeezed lemon or lime.

Hydration: 2-3 litres of still and where possible filtered water

DAY SEVENTEEN

Breakfast: 4 – 6 scallops cooked in real butter with optional crushed garlic (pan fry them quickly, 2 minutes each side) or another white fish on a bed of spinach, rocket and watercress . Herbal Tea OR mug of slightly cooled boiled water with a squeeze of lemon or lime

Lunch: Grilled chicken breast or thighs (use herbs and spices for more flavour) with garden salad including, chopped peppers, berries, drizzled with extra virgin olive oil/walnut nut oil. Handful of cashews

Dinner: Recipe

Hydration: 2-3 litres of still and where possible filtered water

DAY EIGHTEEN

Breakfast: 3 scrambled eggs cooked in coconut oil with grilled tomatoes, mixed with 1 portion of green beans. Herbal Tea OR mug of slightly cooled boiled water with a squeeze of lemon or lime

Lunch: Recipe

Dinner: Open

Hydration: 2-3 litres of still and where possible filtered water

DAY NINETEEN

Breakfast: Fruit and Nut bowl (strawberries, blueberries, raspberries, cherries, chopped walnuts and cashews with full fat natural yoghurt. Herbal Tea OR mug of slightly cooled boiled water with a squeeze of lemon or lime.

Lunch: Grilled Prawns with rocket, watercress, chopped red onion, cucumber, chopped strawberries, blueberries, mango, tomatoes drizzled with extra virgin olive oil, chilli flakes and squeeze of lemon

Dinner: Chicken breast (use herbs and spices to add flavour) with a large portion of broccoli and Kale with a knob of butter. A mug of slightly cooled boiled water with freshly squeezed lemon or lime.

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY

Breakfast: Egg, mushrooms, tomatoes cooked in coconut oil, bacon and sausage (as near to 100% pork as possible) Tuck in and enjoy!!!! Herbal Tea OR mug of slightly cooled boiled water with a squeeze of lemon or lime.

Lunch: Chicken thighs, veggies and sweet potato chips

Dinner: Open

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-ONE

As soon as you wake up: A mug of slightly cooled boiled water with freshly squeezed lemon or lime.

Breakfast: A 3 egg mushroom and chopped pepper omelette cooked in Coconut Oil or with a knob of kerrygold butter with steamed spinach or spinach leaves and chopped red onion

Lunch: Chicken Breast (with skin on preferably) with steamed greens (including broccoli and kale) Sweet Potato Wedges - Add knob of butter to vegetables

Dinner: Recipe

Additional meal: Add in extra meal around training

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-TWO

Breakfast: Smoked Salmon and Scrambled egg cooked in coconut oil. A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Lunch: Sliced steak salad. Herbal Tea

Dinner: Open

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-THREE

Breakfast: Fruit and nut bowl (chopped strawberries, banana, blueberries, raspberries, crushed walnuts and almonds with full fat unsweetened yoghurt, pinch of cinnamon plus poached eggs (optional). Cup of hot water with slice of lemon/lime

Lunch: Tuna Salad with a drizzle of balsamic vinegar. Handful of almonds. Herbal tea

Dinner: Tossed Green Salad, Grilled Halibut Steak with lemon juice and dill Steamed Asparagus, Sliced Kiwi Fruit and tangerine wedges

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-FOUR

Breakfast: Open

Lunch: Sliced chicken salad, Apple, Mineral Water

Dinner: Salmon steak topped with dill, broccoli and cauliflower. A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

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DAY TWENTY-FIVE

Breakfast: Gluten Free Porridge, full fat milk, 1 tablespoon of full fat cream, 1 teaspoon of ground flaxseeds (once cooked add crushed nuts) A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Lunch: Open

Dinner: Chicken Stir Fry cooked in coconut oil. A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-SIX

Breakfast: 3-4 egg omelette, chopped pepper and mushrooms cooked in coconut oil. Herbal tea

Lunch: Spinach Salad with prawns and calamari. Apple slices with lemon juice

Dinner: Recipe

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-SEVEN

Breakfast: Open

Lunch: Salmon Flakes and Prawns on a bed of spinach leaves, rocket, watercress tomatoes, cucumber and avocado with a squeeze of lemon juice and drizzle of extra virgin olive oil. Cold water with slice of lemon

Dinner: Beef Casserole. A mug of slightly cooled boiled water with freshly squeezed lemon or lime

Hydration: 2-3 litres of still and where possible filtered water

DAY TWENTY-EIGHT

Breakfast: Gluten Free Porridge made with whole milk and a dollop of full fat cream, tea spoon of ground flax seeds. Herbal Tea

Lunch: Enjoy a meal of your liking

Dinner: Homemade beef burgers (organic mince, free range egg to bind and chopped onion, Himalayan salt and pepper to taste) and sweet potato chips with paprika.

Hydration: 2-3 litres of still and where possible filtered water

Meal Prep 101

Now i'm not going to go all goo-roo expert on you and tell you that it's my way or the highway because i'd be lying.

I have a few ways that work for me and if I share them with you and if they help you out, then i've done a good deed for the day.

When it comes to hitting a health and fitness goal, nutrition plays a MASSIVE part.

Yes I wrote MASSIVE in big bold letters, that's just how important your food is.

So to get it right you need to make sure you are consistently good with your nutrition.

One way to ensure that consistency is to prepare some meals ahead of time.

Anyhoo here are the three easiest ways to do that.

Way #1 - Batch Cook Meals

Batch cooking meals for the week is a real time saver and means you won't have to slave in the kitchen straight after you have just finished a long day at work.

You can batch cook things like bolognese, chilli or curries and then portion them out into tubs which you can freeze.

This means you then have plenty of meals already set to eat, and just need reheating.

Secondly, you could utilise a slow cooker (great for stews, casseroles etc) which you can cook on low over night and then have ready in the morning, or leave it on while you are at work and it's ready when you come home.

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Way #2 - No-Cook Meal Prep - Yoghurt Pots

Another way to make meal prep easy is to find ingredients you don't have to cook.

Greek yoghurt (full fat, unsweetened) is really good for this, as you just have to add your own topping to it such as whey protein, berries, nuts and seeds, nut butter, cinnamon, oats.

You can then store in the fridge and grab and go as you leave the house.



Way #3 - Snack Hacks

I'm not sure where the whole snacking idea came from, probably from the idiots who said you have to eat a gazillion meals a day to keep your metabolism humming.

Unfortunately, most snacks now are just pure crap.

So if you MUST snack or you get peckish try and keep it healthy, such as:

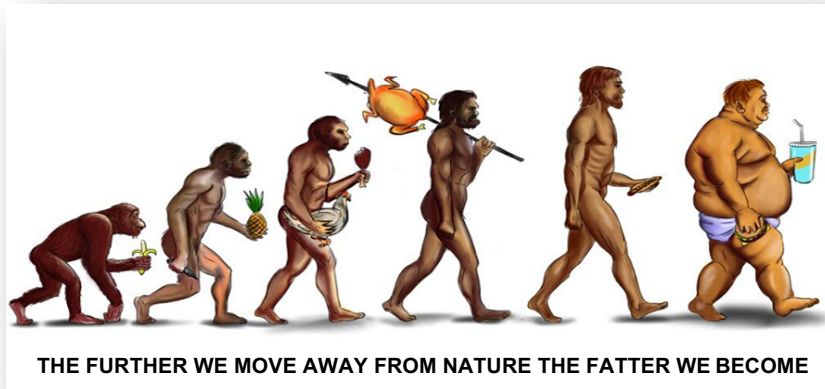
- Boiled eggs
- Nuts (small handful)
- Nut Butter and sliced apple (again keep the nut butter portion small)
- Carrot and pepper sticks
- Berries or cherries
- Smoothie
- Chicken drumsticks
- Fruit bowl
- Nakd bar



There you have it 3 ways to be a little bit more organised when it comes to your grub.

SO WHAT IS THE SECRET TO EATING THE RIGHT DIET?

Secret? What secret? We secretly deep down know what food we should be eating and what to avoid. We do actually have choices and we make them every day and most of the time it's out of convenience.



You can never replace single ingredient foods, foods that mother-nature intended us to consume, foods that do not require a food label with a nutrition ingredient list that baffles you or that contains ingredients that you

cannot pronounce or that contain stabilizers or sugars to increase shelf life.

You want to consume foods that will rot or spoil within just a few days if not eaten. The secret is getting the right nutrition from REAL FOOD.

The food industry doesn't care about the consumer.

The food industry and for that matter the pharmaceutical industry cares about profit and it will continue to dish out drugs and produce processed slop to a massively over populated and sick world and we will continue to buy it and obesity, heart disease and every other degenerative disease will continue to increase but if KEBOfit can help a small percentage of people who decide that they want to make the necessary changes advised within the programme then it's done its job in helping to change and probably save lives in the process.

Fit people are harder to kill. So YOU control the controllable.

Here's to your success

Jason Brownlie

Coach @ KEBOfit

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