



8-Week BLISS™ Body Makeover Program

PHASE One: Nutrition and Lifestyle Package



Weeks 1 and 2
Building Your Nutritional Foundation
"Clean up your Act"



Karen McCoy
Creator of BLISS™



www.mccoyfitness.ca

© Copyright
All rights reserved 2010

PHASE ONE: Clean up Your Act!



When it comes to eating for health and vitality, most people simply focus on calories. And while it's true there is a simple formula that says what you take in you must burn off (stable weight) or burn off more (weight loss), how this is accomplished can be tricky. Having said this, counting calories is an important tool you must use!

But rather than focus on counting calories alone, we need to appreciate the thermogenic value of foods, an extremely important aspect of healthy eating. They say a calorie is a calorie, and it's all in how many you consume. Really?

Think of it this way: you can eat 1500 calories by eating 2 Big Macs, or you can eat 1500 calories by eating high quality lean proteins, and vitamin-rich fruits and veggies. Which approach will lead you toward a lean, healthy, energized body? Which one will help with training? Recovery? Deep sleep? Level hormones? We need to love ourselves enough to want to feed our most precious resources—our bodies and our spirits—with high quality foods. It's that simple, really.

In Phase One of the **8-Week BLISS™ Body Makeover Program**, we look at **cleaning up your act** and focusing on the building blocks of true, sound nutritional practices—the **macronutrients**: protein, carbs, fat and water. No fancy tricks, no special menu plans, no marketing gimmicks—just tried and true practices that every athlete and lean-for-life person must know and practice every day in order to live a clean, energized, healthy life!

Simple, yes. Easy, well, not always. But if you shift your inner mind and how you view things, you'll find success is right at your fingertips, right now! And that means tending to your **goals and beliefs**, and getting the negative, self-defeating ones out of your life and pulling in powerful, positive ones! This ability to **shift our inner landscape** is a must for success!

Did you record your Body Measurements? Did you take your **Before Photos**? Did you re-write your new **Goals and Beliefs** on your **BLISS™ FOCUS Cards**? Good. So let's get started, shall we?



A handwritten signature in black ink that reads "Karen McCoy".

www.mccoyfitness.ca

© Copyright
All rights reserved 2010

NUTRITION THEME #1: Cut and Clean!



OK. Let's get down to business, shall we? First things first: we gotta clean out your shelves of any unwanted stuff, and in my experience, this is usually over half of the food sitting in your kitchen right now.

Toss it Out! The first thing I want you to do is to grab a garbage bag and go to your cupboard and fridge take a hard look inside....now start throwing out what doesn't serve you. Now I know that there will be some grey areas and we can discuss those later, but really, you know what's bad and what isn't—toss the crackers, chips, pudding, popsicles, bars, boxed cereal, muffins, croissants, dessert foods, snack foods, instant noodles....you get the drift.

Intuitively you know what's healthy and what's not, but if you're unclear ask yourself this—is it a labeled food or a snack food / fast food? Toss! Does it have lots of things you can't pronounce on the label? Toss! Is it ready-to-eat on the spot? If so, it's likely man-made. Toss! Oh yeah, and if it screams of added vitamins, extra calcium, lowers cholesterol or any other health claims, get rid of it. If it has a label it's not a whole food. And besides, real food doesn't need defending, nor does it need some lab person to inject it with fake man-made vitamins. Don't buy into the hype!

Fill Up! Now, go to your grocery store and stock up on fresh, close-to-nature as possible foods like fruits, veggies, whole oats, whole grains (try to not buy white stuff, try whole wheat or wild versions), lean meats, nuts and grains. This will likely be the toughest part of the Program!

This sounds like a simple quest, but in reality, when most people first embark on this journey, they wander through the aisles unsure of what to get—their brain isn't used to recognizing *real* foods because they've lost touch with what real food really is! So if you look in your cart and it looks dismal and empty...good! That means you're making the shift, and while you may not necessarily get a handle on this clean eating thing right away, you *are* making the shift!

Cut the soda, juice and milk: If you're juicing your own juice by hand, well, you're the perfect woman so keep it up! But all other juices must go! (The occasional Perrier or soda is fine). Milk is the worst offender (again, unless you live on a farm and you drink raw milk, well then, bravo!). Nothing pulls calcium out of the body, acidifies your body and creates excess mucus like milk. Besides, it's loaded with added hormones and antibiotics which only hurt your body.

Throw out the processed meats: Packaged ham, salami, hot dogs.....do you really know what's in them? And is anything that is processed good for our bodies? Nope. There's enough real food out there to choose from (buy a chicken and cut it up to make your own chicken salad!).



Anything else?....oh yeah, go get yourself a good calorie counter book, some measuring cups, measuring spoons and a food scale because in a few weeks time we're going to learn, really learn about what the value of our food is and how much (or how little) we really should be eating!

Mind Your Macronutrients

- Protein: The Magic Bullet!



Macronutrients are the building blocks of the body and include protein, carbs, fats and water. We're going to take a look at the King (or Queen) of them all—**Protein!**

Increase your protein intake to 80 grams a day: I want each and every one of you to increase your protein intake. How do I know you're not getting enough? Because unless you're an athlete in training or a sports nutritionist who knows and understands this stuff, in my experience, most women eat about 30-40 grams a day. Science is still out on how much protein to eat, but I want you to eat 80 grams a day *minimum*. (See chart on next page).

Ladies, this is not a high protein diet. In fact, 80 grams is average (I eat minimum 120 grams a day). Protein builds the immune system, revs the metabolism, builds healthy bone, wards off osteoporosis, keeps hunger at bay and cuts the sugar cravings, so why wouldn't you want more of this amazing nutrient?

First a.m.: I want you to eat 20 grams of protein at breakfast. I always do a protein shake, or I add protein powder to my yogurt or oatmeal. Whichever way you go, get acquainted with the protein value of certain foods. For some quick protein meals, download my popular [Power Protein Breakfasts](#) and [Quick 'n Easy Protein Snacks](#).

Animal Sources Rock!: the best sources of complete protein comes from animal (meat, fish, eggs, dairy). Soy is second in line, but its biological value (rate of absorbability and use by the body) is lower, so try for animal sources first.

Try a protein shake: I always supplement with whey isolate and my favourite is [PVL Essentials](#) because it's clean, has no sugars, no carbs and is naturally flavoured. But whatever you use, make sure it's a *whey isolate* and that there are no artificial sweeteners in there (if you don't know what the ingredient is, it's likely an artificial sweetener or filler).

Eat 3-5 meals with protein: You have to spread protein out because it can't be stored and you can't absorb more than 25 grams at a time (the only exception is after intense training like weight training when the muscle can use more available protein).

Start a love affair with tuna, salmon and eggs! One of my fool-proof tips is to always have a bowl of any of the above in my fridge at all times, so if I'm hungry, I'll grab a rice cracker (healthy) or a veggie stick and dip it into the bowl. It cuts my cravings, and levels out my hunger fast! And yes, you can have tuna for breakfast...why not? Shift your mindset and step outside the boundaries of convention.



Start today!



PROTEIN SOURCES

Salmon (fresh/frozen) 3 oz - 17 grams	Whey Protein Isolate 1 scoop – 20-25 gms (check labels)
Sockeye salmon 1 can - 17 grams	1 egg white 7 grams
Cod 3 oz – 15 grams	Skim milk 1 Cup – 12 grams
Can of tuna 170 gram can – 25 grams	Cottage cheese, lowfat (2%) 1 Cup - 31 grams
Chicken breast 4 oz – 25 grams	Cheddar, swiss, mozzarella, brick 1 oz - 8 grams
Steak 4 oz – 28 grams	Cottage cheese 1 Cup – 25 grams
Almonds, cashews, pistachios 1/4 Cup (app. 20 nuts) –7 grams	Yogurt 1 Cup – 13 grams
Sunflower seeds 1 Cup – 34 grams	Soy Milk 1 Cup – 7 grams
Peanut Butter 1 TBSP – 4 grams	Soybeans 1 Cup – 34 grams

- How much is 3-4 ounces? The size of your hand, or a deck of cards.
- How much is an ounce of cheese? The size of a pair of dice.
- Are all canned foods created equal in protein amounts? Nope. Some yogurts have more protein than others, and cans of tuna and salmon can vary a lot, so read the label and get acquainted with your brand of choice!
- Beware of nuts as a protein source...contrary to popular belief, they are NOT a good source of protein (and high in fat!) Use them as a snack only, 10-15 at a time.

Mind Your Macronutrients

- Carbohydrates: Friend or Foe?



Nothing has created more controversy these days than carbohydrates. But what are they and how can we make them work for us?

First of all, carbs are not the enemy. They are necessary in many ways. Their main role is to supply the body with energy. They are converted into glucose, the major source of fuel for all the body's cells and the only source of energy for the brain and red blood cells (hence the light-headedness and crankiness some people experience when they cut out carbs completely).

Eating man-made carbs has a feel-good effect, so if you struggle with depression, SAD or unresolved emotional issues you will crave them more. And remember, refined carb addiction is the same as any other addiction—we can become dependant on these unhealthy carbs to address something in our personal life not otherwise addressed. So look at the deeper cause of your addiction. If you must indulge, do so sparingly (once or twice a week) and eat them before 4 pm when your metabolism is better able to burn them off.

You need carbs to burn fat—if you restrict carbs, your body will burn up its precious muscle and lower its basal metabolic rate (your body's ability to burn fat). The scale may show that you are losing weight, but a check on your body mass index (BMI) will show you are actually increasing your body's fat stores while decreasing its muscle. (Have you ever seen a 'fat skinny person', someone who is small, but loose and has poor muscle tone?).

When you overly restrict carbs, your body goes into starvation mode. You will lose weight but it is mostly water (carbs hold water), and when you resume eating carbs, *your body now treats 10 calories of carbs like 20 calories*, holding onto these calories more than ever and even storing them as fat right away in case you try to 'starve' it again. This is the body's wisdom at work, something we overlook but which dictates our metabolism and chemical processes every moment. You can't fool Mother Nature!

Aim for whole, live carbs from natural sources (veggies, fruit, nuts, grains, beans and lentils). Remember that whole foods rock: eat *whole* grains, not processed (ie whole rolled oats, not instant,) and enjoy your nuts and seeds (again, whole, not BBQ'd or with added salt and flavorings. It didn't come that way in nature, so leave it behind!). Got the picture?

And remember, no eating after 7 pm (this is usually when we do our worst damage and it usually consists of carbs—popcorn, chips, bars, soda, juice, alcohol....all carbs). Make sure you go to bed without having eaten 3 hours prior...this is one of the best fat-burning tips I can offer! This little trick also breaks us free of habitual patterns that keep us stuck and it forces you to create other healthier habits to replace late-night eating—like reading, walking , talking to your spouse or getting more shut eye!

The simple rule is this—if it didn't come from Mother Nature, it's likely to be a damaging carb. So when in doubt ask yourself—do I find this food in nature? If not, put it back on the shelf!



Mind Your Macronutrients

- Fats and Water.



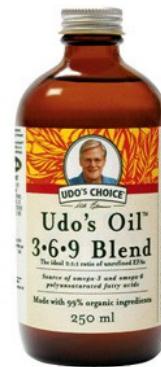
Did you know you have to eat fat to burn fat, but it's gotta be the healthy kind? Your body is an engine that doesn't do well if you remove fat from the diet.

So here's what I want you to do—add in 1-2 tablespoons of a healthy fat like flax oil, hemp oil or Udo's oil (found at most health food stores). You can drizzle it over your potatoes, veggies or rice in place of butter or replace your olive oil in your homemade dressing with tany one of these healthy fats. They're loaded with Omega 3's that do everything from helping you to stay lean to giving you shiny hair, supple joints and strong digestion!

And start being aware of the unhealthy fats in most cooking oils, fast foods, snack items, muffins, crackers and such. The worst perpetrators are trans fats (also called *hydrogenated* and *modified* on the label, so check your labels). And never go by the label that says zero trans fats....its a loophole and is based on impossibly small serving sizes (example, both Nutella and Oreo cookies say zero trans fats on the label but look closely.....*hydrogenated* and *modified* are sitting right there on the label...trans fats!).

A label's not a label (that's why I never give lessons on reading a label...what's the point?). Besides, if it has a label, it's not a whole food! Remember?

So supplement with 1-2 TBSP or fish, flax, hemp or Udo's oil or take 2000-4000 mg in capsule form. And try my healthy [Omega 3 Dressing and Better Butter Recipe](#). Yum!



Drink to your Health: For optimum nutrition you must drink 2 litres of water a day (clean, pure water...if you drink tea or other drinks, don't factor them into your overall water count because they're not water, they're watery replacements!).

This should be pretty easy because by now you've cut out all sodas and store-bought juices, right? And no milk too! And don't worry, your body will get used to the added water and will eventually start craving it even more, but at the beginning you may feel a little over-hydrated...that's a sign that your body has been in a state of perpetual dehydration for a long time and it's forgotten how to use this vital nutrient. But give it a few weeks....there....now you're getting thirstier! That's a good sign!



Start your day with a glass of room temperature water every morning (cold water shocks the system and hampers digestion). Try squeezing half a lemon in it for added cleansing of your entire body's system! And watch your skin plump up too!



WRITE IT DOWN

- a proven weight loss strategy that works!

When it comes to succeeding at your goals, *any* goals (financial, career, training, dieting etc...) **every successful person knows it's important to write it down.** By keeping track, it helps you prioritize, stay motivated, plan, see holes in advancement, make adjustments and attain your goals. It's that simple.

Keeping a Food Diary: Are you one of those people who have been told that "*diets don't work*" and that "*95% of people who lose weight gain it all back*"? If so, **you're not being told the whole truth.**

What we've learned over the years is that there are certain habits and behaviors that predict success in the weight loss arena. And one of the best is **keeping a food diary.**

You've probably heard about food diaries a million times, since every nutritionist pushes them. And let's face it, people hate them. A food diary causes you to be aware of everything you eat, which is something many people would prefer not to do. It's a pain in the neck. And it's uncomfortable.

But it works.

A recent study from the Center for Health Research at Kaiser Permanente Northwest attempted to identify what weight loss strategies work and what behaviors are associated with successful weight loss. At the top of the list was keeping a food diary. In fact, keeping a food diary was such a powerful strategy that ***those in the study who kept food diaries lost twice as much weight as those who didn't.***

In the Kaiser study, participants were given instructions on the right number of calories for their target weight as well as how to follow a basic diet low in sodium, and high in fruits, vegetables, lean protein and low-fat dairy. They were also encouraged to keep a food diary.

At the end of the 6 months, 70% of the participants had lost at least 8.8 pounds, an amount considered to be clinically significant- 8.8 pounds or more of weight loss has been shown in other research to lower blood pressure—and the average amount of weight lost in the study was even better—about 13 pounds!

A successful food diary is about more than just writing down what you eat. **You also need to estimate portions and caloric intake.** The participants were encouraged to measure as much as possible (using simple things like teaspoons and cups) and to approximate calories based on a calorie book or info available on the web. This calorie-estimating was an important part of the success of the program. (Note: Most of us eat the same dozen foods over and over again.)

Download your BLISS Food Journals from the link on the web page...print off as many as you want, or purchase your own food diary.

Training Journal: We're going to be tracking our training too, and you'll find those sheets in each Training Package. This keeps you on track, committed and moving forward toward your goals!

How Many Calories do YOU need?

I am often asked if it's necessary to count calories. Yes! It requires diligence, but once you get the hang of it, you'll be able to know within seconds how many calories a meal has. Control!

For successfully counting calories, you'll need a few tools:

1. **Measuring utensils** – measuring spoons, measuring cup and a scale. Sound onerous? It can be, but truly, some people don't know how much 4 ounces is, or how little $\frac{1}{2}$ cup truly is.
2. **Calorie counter book** – My favourite is *The Biggest Loser - Calorie Counter*.
3. **Food journal** – Studies show that diets are 80% more successful when we write things down. You can see the holes in your eating, and you think twice about cheating.

Did You Know? Those who lose the weight and keep it off use “self-monitoring behaviors”:

- tracking calories
- tracking body weight
- planning meals
- measuring the amount of food on their plate



1) The Wrist Test: Grab your wrist with your thumb and middle finger:

- if they overlap, you're small boned and you require less calories: 1400-1600
- If they touch, you're medium boned and you require 1500-1700 calories.
- If they don't touch, you're large boned and you require 1600-1800 calories.

2) Katch McArdle Formula: the most succinct but you need to know your fat %. From there, you find your BMR (your lowest caloric level) and your TDEE (total daily energy expenditure, how many calories you need based on your daily activities.) You should have your own body fat machine, as it's an extremely valuable tool to have. For an inexpensive home version, try the OMRON HBF-306 handheld. I use mine every week! Or ask to have it done at your local gym.

Example: I am 120 lbs and my body fat is 18% (therefore I calculate that I have 21.60 lbs fat, and 98.4 lbs—44.73 kg—of lean muscle on me. Remember, 1 lb of fat is 2.2 kg).

Formula to calculate my BMR: $370 + (21.6 \times \text{lean mass in kg})$. So for me, $370 + (21.6 \times 44.73) = 1336$ BMR. This is what I burn at rest, my minimal calories burned, and I never want to slip below this amount. Now I have to find my TDEE—total daily energy expenditure.

Activity factor:

- sedentary (little or no exercise, desk job) = BMR x 1.2
- lightly active (light exercise 1-3 days/wk) = BMR x 1.375
- mod. active (mod. exercise 3-5 days/wk) = BMR x 1.55
- very active (hard exercise 6-7 days/wk) = BMR x 1.725
- extremely active (hard daily exercise 7 days) = BMR x 1.9

My activity level is *moderate* so my TDEE = $1.55 \times 1336 = 2071$ calories per day.

YOUR TURN: Figure out your TDEE and how many calories you actually eat (average out a few days' worth of eating). If you're high, bring it down to your TDEE. If you're not losing weight, then cut calories by 20-30% (too much too soon and you'll hamper your weight loss). If you're still not losing after a few weeks, and you're exercising well, bring it down another 10%.

Update Your BELIEF MAP!

It's time to replace worn-out, limiting beliefs with powerful, uplifting ones! **Note:** You may have already done this exercise from the book. If so, great! Transfer your Goals and Beliefs to your **FOCUS Cards**.

This is also a powerful exercise to do in all aspects of your life – love, finances, career and family. Please remember that *this is your life in the making*. You are not here by default, and you are not supposed to live your life by default. You are a co-creator of your world.

Write down your **currents beliefs** about exercise & eating.

Now **re-write** them! Go for it!

Example:

When I feel hunger pangs, it's uncomfortable, unnatural.

When I feel hungry, my body is burning fat, and I'm getting leaner every day!

I don't want to train because I hate feeling sore all the time.

When I'm sore, I'm toning my muscles, and upping my metabolism by adding muscle!

YOUR TURN: Write your new, empowering beliefs on your **FOCUS Cards**. Read them every am and pm. And remember to *walk as if* you already have it, right here, right now!

Write Strong GOALS!

OK. Now that you've updated your Belief Map, we're going to look at your Goals. What do you want to accomplish and in what time frame? Write your goals down in *present tense* (very important!) and be specific.

Rather than say....

I want to look great.

I want to feel better.

I want to have nicer arms.

Say....

I *am* on my way to dropping 20 pounds by (date)!

I *am* on my way to slipping into size 4 jeans by (date)!

I am seeing my arms tighten more every day!

It's *your* turn!

What do you want to accomplish at the end of the **8-Week BLISS Body Makeover Program**?

My training / eating / weight goal(s) to accomplish by the end of the 8 week BLISS Program:

Phase One: Nutrition and Lifestyle Cheat Sheet



- Start your day with a tall glass of room temperature **water**.
- First a.m. look at your **FOCUS Cards** — close your eyes, breathe, focus, envision them and feel like it's already happening. Carry your cards with you throughout the day. Read them often. *Know it's happening!*
- Eat **20-25** grams of protein first a.m. with your breakfast.
- Make sure you're getting **80 grams** of protein a day spread out over 3-4 meals.
- **Cut out** all juices, pop, sodas (especially diet!) and milk.
- Try creating your own **protein shake** with whey isolate, soy or hemp powder.
- Drink a minimum of **2 litres** of water a day.
- Cut out all **processed meats**—anything sliced and/or in plastic. Choose whole meats that you can slice yourself (ie cook and slice a chicken, shave off pieces of steak).
- Cut out all **man-made stuff**—crackers, cookies, cake, pastries, bagels, bars, designer coffees, chips, packaged treats....you know what I'm talking about.
- Cut out all **alcohol** (for now....we can bring it back later).
- Note: If you have been eating bread up to this point, swap bread for **wraps**. There is life after sandwiches!
- Try whole wheat or corn pasta and 2 cups cooked pasta maximum.
- Cut out **starchy** fruits (bananas, cherries, papaya, mango) and no **tropical** fruits (pineapple, mango, papaya) and replace with **one serving** of non-starchy, low glycemic fruit— 1 apple, pear or grapefruit, 1 cup mixed berries (raspberries, blackberries, strawberries and blueberries).
- Fill up your dinner plate with **lean protein** and **non-starchy veggies** like salad, broccoli, kale, cauliflower, and carrots.
- Eat **fish** 1-2 times a week or supplement with fish supplements (2000-4000mg with food to be fully absorbed).
- **No eating after 7 pm** (that means food eaten and table cleaned off by 7 pm!).
- Use **flax or hemp oil, 1-2 TBSP a day** (put it in your shake or swap your olive oil in your home made dressings for one of these).
- Always have a **bowl** of tuna or salmon salad or egg salad in your fridge (light mayo!). If you have a craving, grab a celery or carrot stick and take a few bites.
- Before bed, once again pull out your **FOCUS CARDS** and go through each one, visualizing, seeing it become a reality, feeling it as if it's already happening in your life, and go to bed (don't watch TV or read after this point, take your new FOCUS to bed with you and let your dreams circulate them through your psyche).

FILL IN YOUR BLISS™ Training and Nutrition TRACKING SHEET!



Shifting Your Inner Landscape: GOALS and BELIEFS

OK. I want you to pull out your BLISS FOCUS cards and start shifting your inner landscape! Here's what you do.



Split your cards up into 2 piles of 3 cards each. In pile one, you're going to take 3 new beliefs from your updated Belief Map on the previous page and write each one on a **FOCUS Cards**.

In the other pile, you're going to do the same with your goals from the previous page. Write these on your **FOCUS Cards also**. It may take you 2 minutes or 2 hours, it doesn't matter.

Now, I want you to promise yourself this: every a.m. you'll pull each one out and breathe deep, close your eyes, say each one to yourself slowly, and really *feel it* as if it's being drawn to you. This is how you start to **shift that inner landscape** of yours—your goals and beliefs, and how you view yourself and the world around you. Do the same thing at night before going to sleep and let it filter into your subconscious mind!

Carry your FOCUS Cards with you, and look at them throughout the day. You don't have to close your eyes on the spot and worry that someone's watching you. You can do this exercise as you go about your tasks, with your eyes wide open. In fact, that's what successful people do. It's kind of like a walking meditation. You see it in your mind's eye, your imagination centre!

This is called walking as if....and I use it all the time. Why just carve out 5-10 minutes of your day focusing on what you want, then spend over 23 hours without focus? Why not carry it with you all the time? *Walk as if* you have already achieved what you want...how do you walk when you're 20 pounds lighter? How do you feel at work when you know that you're creating the body of your dreams? Don't splinter yourself off into dreams versus reality...they're all one!

Remember to pull all your senses in....see it, *feel it*, smell it...the more you can make it real inside your head, the greater the forces sent out into the Universe!

And when you attain these goals and beliefs, really master them and make them a part of your daily fabric, then you do it again with yet more goals and beliefs you want to change. Go bigger: finances, love, career, family. It's yours for the taking. This simple act is what successful people, people like you, do every day to create the life of their dreams!



Welcome to my world!

Ka

