

LEAN and MEAN Eating

Get Healthy, Shredded, and Strong!

By Travis Stoetzel

LEAN and MEAN Eating Get Healthy, Shredded, and Strong!

Lets get this straight, you want to be lean and mean right? In order to do so you MUST live your life with some guidelines. You will still be able to have your fun by eating and drinking what you would like but only about 10% of the time. 90% of the time you need to be locked in and laser focused on eating for total performance and results. It's all give and take.

Now doing this isn't a walk in the park. But, I've learned how to accept it and so have many of my athletes and clients. It wasn't fun giving up a lot of the things I love but now it's so worth it! My athletes and clients can agree to this as well.

Being a true warrior and looking the part isn't easy! BUT if that is what YOU truly desire, you will find a way to make it happen.



I'm not a huge fan of meal plans. Why? Because When I used to work at a big corporate gym and had to pass these specific meal plans out to people, guess what.... they NEVER followed them! They would toss them in the trash

Instead, I'm a fan of meal templates. These give you the power to choose what to eat according to YOU. I'll tell you WHAT to choose and WHEN to eat it. All you've got to do it build off of that and follow it to the best of your ability.

This will allow you to learn an essential life skill of discovering how to properly make quality nutritional decisions and eat right which will ultimately benefit you for the rest of your life! That's a ton better than some lame ass meal plan you'll never want to follow!

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On top of everything I just said, you **MUST** also develop a high level **DISCIPLINE AND SACRIFICE** and you'll be set! It may not be easy for you, but once you've accomplished what you've wanted, it will be that much more valuable and worth it!

Let's start off with some basic rules. These are more important than you think!

The 6 LEAN and MEAN Priorities

-fall back on these when in doubt

1) Limit or eliminate all liquid calories - fruit juices, pop, Gatorade, alcohol. Gatorade and other sports drinks should only be consumed during a long race or competition. Fruit juices, pops, and even zero calorie soft drink should be avoided at all costs. Nothing but empty calories and extra fillers and junk! There's tons of extra acids and other chemicals present in these calorie free drinks that will hinder you digestive, nervous, and muscular system. Easy choice is to **AVOID** them at all cost.

Acceptable liquids - bottled water, teas (unsweetened, natural), coffee (hold the sweeteners, cream and sugar), coconut milk (plain), regular almond milk.

Alcohol should be a no-brainer. If you're trying to get as lean and ripped as possible, you can't have it!

And just a little bit of info on Energy drinks..

They are **NO GOOD**. Calories or not, these babies have tons of chemicals you don't need to be putting into your body. If a drink doesn't have calories that once did, it means they stripped them out by replacing it with some man-made chemical. No good to you or your body! Just avoid them! Eat better and get more sleep to increase your energy.

If you're going to drink beer, wine, or liquor, just keep in mind it will get you further away from your goal than closer to it. **BUT**, we've got to have a little fun now and then right?

Moderation in everything is the key.



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2) Veggies all day long – GREEN Non starchy veggies are considered a “free food”. These should be in every meal. No EXCUSES! Choose your green, leafy, lower starch veggies over your starchier types. Some examples include broccoli, kale, cauliflower, and spinach, and cabbage. Starchier types include potatoes, yams, and sweet potatoes. (See meal list below)

Another great and easy way to get in your green fast is to take in a solid “greens product” with your breakfast. Your first option would be to eat solid REAL veggies built if you’re on the go, get in a quick and healthy option. [Athletic Greens](#) are the best choice for a quick and healthy “greens product” option.

3) Add in a LEAN protein at each meal - This is a must! Choose lean over fatty cuts. Adding in protein to your meal will help slow down the digestion of food and force the body to burn more calories. You’ll also be supplying your body with essential MUSCLE BUILDING qualities when you eat more proteins. Turkey, chicken, eggs, lean ground beef, are a few of my favorites. Get your proteins in! (see meal list below)

4) Eliminate ALL sugars and processed foods from diet - NO Excuses here. Candies, breads, crackers, pastas, ect. Have some discipline! Pretty much anything white that’s not a cauliflower.

The truth is, there has been lots of research coming out lately that has linked most of the illnesses we see today (including cancer, disease, ect) back to the consumption of sugar. Just take my word for it, cut way back on your consumption or eliminate it completely!

See list below...



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5) Cut back and properly time your starchy carb intake. Starchy carbs should only be taken in at breakfast or before/ after heavy workouts. If you're planning on going with a stricter Paleo type diet, you'll cut these grains out completely.

Try to eliminate the intake of starchier carbs all together on your off/non active days. The main reason to avoid starchier carbs on non active days is because the sugars that are in the starchy veggies and other carb sources can get turned into fat if you don't burn them off and use them as energy. On off days, since you're not as active, avoid these forms of carbs!

Now, the reason you want to only eat these "starchy" carbs around workouts and in the morning is because you give your body the chance to actually burn off those starchy carbs for energy instead of storing them.

That's the shortened and condensed reason why. Just take my word for it and time your intake of starchy carbs out right.

On another note, when consuming starchy carbs, do not combine lots of fats within the same meal. Fats and starchy carbs are NOT a good combination. You'll be getting two sources of energy – fat and carbs. Try to avoid this as best as you can.

6) Eat your healthy fats –Healthy fats should take the place and eventually totally replace most of your starchy carbs. On a low Carb day, fats will be what you're eating instead of starchy carbs.

For a strict Paleo eating style, healthy fats will be consumed a whole lot more.

Healthy fats include – nuts, seeds, oils (coconut, fish, olive) avocados, egg yolks, cottage cheese yogurt, ect. Instead of using sprays, learn how to cook with different types of healthy oils like olive and UNREFINED coconut oil.

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The LEAN and MEAN List

Proteins (Go Organic When Possible!)

Lean Meats

- Lean beef
- Flank steak
- Top sirloin steak
- Extra-lean hamburger (no more than 7% fat, extra fat drained off)
- London broil
- Chuck steak
- Lean veal
- Any other lean cut
- Lean pork
- Pork loin
- Pork chops
- Any other lean cut



****Try to go for "Grass Fed"**

Poultry

- Chicken breast
- Turkey breast
- Game hen breasts

****Try to go for "Free Range"**

Organ meats

- Beef, lamb, pork, and chicken livers
- Beef, pork, and lamb tongues
- Beef, lamb, and pork marrow
- Beef, lamb, and pork "sweetbreads"

Eggs

- Chicken (go for the enriched omega 3 variety)
- Duck Eggs
- Goose Eggs



**** Try for "Cage Free Organic Eggs"**

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Fish (LOTS of Variety)

- Bass
- Bluefish
- Cod
- Drum
- Eel
- Flatfish
- Grouper
- Haddock
- Halibut
- Herring
- Mackerel
- Monkfish
- Mullet
- Northern pike
- Orange roughy
- Perch
- Red snapper
- Rockfish
- Salmon
- Scrod
- Shark
- Striped bass
- Sunfish
- Tilapia
- Trout
- Tuna
- Turbot
- Walleye



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Fruit

- Apple
- Apricot
- Avocado (More of a Fat)
- Banana
- Blackberries
- Blueberries
- Boysenberries
- Cantaloupe
- Cherries
- Cranberries
- Figs
- Gooseberries
- Grapefruit
- Grapes
- Guava
- Honeydew melon
- Kiwi
- Lemon
- Lime
- Mango
- Nectarine
- Orange
- Papaya
- Passion fruit
- Peaches
- Pears
- Pineapple
- Plums
- Pomegranate
- Raspberries
- Rhubarb
- Strawberries
- Tangerine
- Watermelon



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Vegetables (Green, Leafy Veggies)

- Artichoke
- Asparagus
- Beet greens
- Beets
- Bell peppers
- Broccoli
- Brussels sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Collards
- Cucumber
- Dandelion
- Eggplant
- Endive
- Green onions
- Kale
- Kohlrabi
- Lettuce
- Mushrooms
- Mustard greens
- Onions
- Parsley
- Parsnip
- Peppers (all kinds)
- Pumpkin
- Purslane
- Radish
- Rutabaga
- Seaweed
- Spinach
- Squash (all kinds)
- Swiss chard
- Tomatillos
- Tomato (actually a fruit, but most people think of it as a vegetable)
- Turnip greens
- Turnips
- Watercress



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Starchy Vegetables (Should Avoid as much as possible or properly time intake)

- White Potatoes
- Sweet potatoes
- Tapioca pudding
- Yams



Nuts and Seeds (FATS)

- Almonds
- Brazil nuts
- Cashews
- Chestnuts
- Hazelnuts (filberts)
- Macadamia nuts
- Pecans
- Pine nuts
- Pistachios (unsalted)
- Pumpkin seeds
- Sesame seeds
- Sunflower seeds
- Walnuts



****Try to go for Orgainc**

****Best Butters are – Almond, Sesame, and Macadamia Nut Butter**

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Dairy Foods (FATS – NOT included on Strict Paleo - Eat in moderation!!!)

- All processed foods made with any dairy products
- Butter
- Cheese
- Cream
- Dairy spreads
- Frozen yogurt
- Ice cream
- Ice milk
- Low-fat milk
- Nonfat dairy creamer
- Powdered milk
- Skim milk
- Whole milk
- Yogurt



Cereal Grains (Starchy Processed Carbs – NOT included on Strict Paleo plan - Avoid as much as possible!!!)

- Barley (barley soup, barley bread, and all processed foods made with barley)
- Corn (corn on the cob, corn tortillas, corn chips, corn starch, corn syrup)
- Millet
- Oats (steel-cut oats, rolled oats, and all processed foods made with oats)
- Rice (brown rice, white rice, top ramen, rice noodles, basmati rice, rice cakes, Rice flour (all processed foods made with rice))
- Rye (rye bread, rye crackers, and all processed foods made with rye)
- Sorghum
- Wheat (bread, rolls, muffins, noodles, crackers, cookies, cake, doughnuts, pancakes, waffles, pasta, spaghetti, lasagna, wheat tortillas, pizza, pita bread, flat bread, and all processed foods made with wheat or wheat flour)
- Wild rice

Description of the following Meal Templates

- **The Non Strict Paleo Plan** – This is for people NOT wanting to follow a strict Paleo eating style. This plan will include more grains and starchier carbs. It's broken up into two different type of days:
 - 1) **BUILD UP / Active Days** – These will include starchier carbs that are place strategically within the meal plan to ensure you use them for energy.
 - 2) **GET SHREDDED / Low Carb Days** – This day is designed to be used on non-active days and will not include any starchy carbs at all.
- **The Paleo Strict Eating Plan** – This is for people that want to go full Paleo and cut out all grains, dairy, and other non-Paleo friendly foods.

THE Non Strict Paleo Plan

SAMPLE ACTIVE (BUILD UP) DAY MEAL TEMPLATE

Breakfast:

Quick Option - [Protein Shake](#) OR

Lean Protein Source (Eggs)

Non Starchy Veggies Source

Starchy Carb Choice (oatmeal best choice)

Fruit Source (berries, apple, banana)

1 Serving - [Athletic Greens](#)

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Mid Morning Snack:

Lean Protein Source (slices of turkey, low sodium beef jerky)

Fruit Source (Apple, Berries)

Lunch:

Lean Protein Source (turkey, chicken, salmon)

Non Starchy Carb (Bowl of Lettuce, Spinach, ect)

Grain Source (Ezekial Bread)

Mid Afternoon Snack:

Lean protein Source (Protein Shake)

OR

Fat Source (Nuts, seeds)

Dinner:

Lean Protein Source (Lean Meat Choice)

Starchy Carb Choice

Non Starchy Carb Choice

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SAMPLE NON ACTIVE (LOW CARB/ GET SHREDDED) DAY TEMPLATE

Breakfast:

Quick Option - [Protein Shake](#) OR

Lean Protein Source (Eggs)

Non Starchy Veggies Source

1 Serving - [Athletic Greens](#)

Mid Morning Snack:

Lean Protein Source (slices of turkey, low sodium beef jerky)

Fat Source (Nuts, Seeds)

Non Starchy Carb Source

Lunch:

Lean Protein Source (turkey, chicken, salmon)

Non Starchy Carb (Bowl of Lettuce, Spinach, ect)

Fat Source (avocado, nuts, seeds)

Mid Afternoon Snack:

Lean protein Source (Protein Shake, lean meat choice)

OR

Fat Source (Nuts, seeds)

Dinner:

Lean Protein Source (Lean Meat Choice)

Non Starchy Carb Choice

The STRICT Paleo Plan

Breakfast:

Quick Option - [Protein Shake](#) OR

Lean Protein Sources (Whole eggs + steak, pork, chicken, ect)

Healthy Fat Choice (oils, avocado, nuts, seeds)

Fruit (berries, apple, ect)

1 Serving - [Athletic Greens](#)

Mid Morning Snack:

Lean Protein Source (slices of turkey, low sodium beef jerky)

Fat Source (Nuts, Seeds)

Non Starchy Carb Source

Lunch:

Lean Protein Source (turkey, chicken, fish, lean steak)

Non Starchy Carb (Bowl of Lettuce, Spinach, mixed greens, ect)

Fat Source (avocado, nuts, seeds)

Mid Afternoon Snack:

Lean protein Source (Protein Shake, lean meat choice)

OR

Fat Source (Nuts, seeds)

Dinner:

Lean Protein Source (Lean Meat Choice)

Non Starchy Carb Choice

Recommended Hardcore Resources:

[The Bags, Bells, and Bodyweight Training System](#) – A Ten Phase HARDCORE Training system for SERIOUS athletes and trainees looking to break the rules and get STRONGER, FASTER, and SHREDDED to the bone! It's a done-for-you system involving only the use of Kettlebells, Sandbags, and Bodyweight!

[My personal website/blog](#) – Stay connected with me! Workouts, videos, everything HARDCORE!

[Body By Vi](#) – For your Hardcore Supplement needs, The 90 Day Challenge will change your life! These guys are about PURE quality!

[The Primal Blueprint](#) – A great read that is “the” blueprint of how our cavemen used to eat to survive. They were strong, athletic, ripped, and shredded!

[Athletic Greens](#) - The only all natural, whole food “Superfood” Cocktail – designed to cover the daily nutritional needs of active people all in one place.