

MEAL PLAN TO HELP YOU GET

# BUFF WITH BRAD

BY RACHEL SCHEER



# B U F F    W I T H    B R A D M E A L    P L A N

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Are you tired of struggling to achieve your ideal body composition? You're not alone. For many people, the biggest challenge is knowing what to eat and how much to eat in order to achieve their goals. While it's true that consuming fewer calories than you burn can lead to weight loss, this advice alone isn't enough. In order to achieve sustainable results, you need to develop a personalized plan based on your individual needs and preferences.

As a nutrition expert, I'm often asked about the best approach to weight loss. While there are many variables to consider, there are three fundamental truths that I always start with:

1. Focusing on muscle mass through protein intake and resistance training is key to an optimal body composition and overall health.
2. To lose weight, you need to be in a calorie deficit.
3. Eating real, whole foods as much as possible (aim for 80/20) is essential for optimal hormonal balance, gut health, low inflammation levels, and optimal body composition.

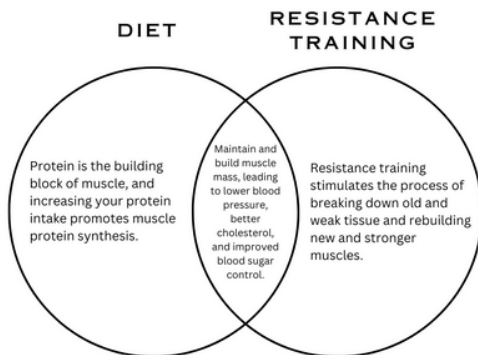
## MUSCLE MASS OPTIMIZATION

Optimizing your muscle mass is crucial for achieving optimal body composition and promoting longevity. Not only does it improve physical movement and strength, but it also plays a critical role in metabolic function. In fact, muscle is the key to longevity as it influences various aspects of health such as body composition, blood sugar regulation, fat metabolism, energy production, and even fuel utilization during times of illness. Inadequate muscle mass is often linked to numerous metabolic issues that adults face, such as metabolic syndrome, which includes conditions like diabetes, high cholesterol, and inflammation.

There are two effective ways to optimize your muscle mass: diet and resistance training.

- Protein is the building block of muscle, and increasing your protein intake promotes muscle protein synthesis.
- Resistance training, on the other hand, stimulates the process of breaking down old and weak tissue and rebuilding new and stronger muscles.

### OPTIMIZING MUSCLE MASS



By combining a diet rich in protein and resistance training, you can maintain and build muscle mass, leading to lower blood pressure, better cholesterol, and improved blood sugar control. In addition to the health benefits, increasing your muscle mass can help you achieve a more desirable body composition with less body fat, making it easier to maintain your weight over the long term.

To optimize your protein intake, Aim for 1 g/lb of your IDEAL BODY WEIGHT. This means that if your ideal body weight is 130 pounds, your goal should be to consume 130 grams of protein per day.

## CREATING A CALORIE DEFICIT FOR FAT LOSS

A calorie deficit is essential for weight loss because it means that you are burning more calories than you are consuming. Any diet that promises weight loss without a calorie deficit is simply not effective. It's basic science that in order to lose weight, you need to consume fewer calories than you burn. There is no magic pill, shake, or diet that can change this fundamental rule.

However, weight loss doesn't necessarily mean fat loss. If you simply cut calories without paying attention to the types of food, you're eating you may end up losing both fat and muscle. That's why we first discussed protein and resistance training as those are key factors in fat loss because they help to preserve muscle mass while you're in a calorie deficit.

To create a meaningful calorie deficit, you need to determine your maintenance calories, which are the calories you need to maintain your current weight. Subtracting 500-1000 calories from that number will give you a starting calorie deficit. There are various equations to calculate your calorie needs, but for simplicity, using this calculator and selecting the appropriate activity level is recommended.

To create a meaningful calorie deficit, which is about 500-1000 calories less than your maintenance calories per day (calories you need to maintain your current weight.) Meaning, if your maintenance calories are at 2200 per day, you need to be eating between 1,200-1,700 calories per day.

However, it's important to note that the best method for determining your maintenance calories is trial and error. Spend several weeks at your calculated maintenance calories to see if you can maintain your weight. Then, adjust your calorie intake up or down and observe how your body responds to find your maintenance calories.

Remember, a calorie deficit is necessary for weight loss, but it should be achieved through a combination of calorie reduction and choosing the right types of food to preserve muscle mass and promote fat loss.

## CREATING A CALORIE DEFICIT

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1. DETERMINE YOUR MAINTENANCE CALORIES
2. SUBTRACT 500-1000 CALORIES FROM THAT NUMBER TO GIVE YOU YOUR STARTING CALORIE DEFICIT

$$\text{Maintenance calories} - (500-1000) = \text{Starting Calorie Deficit}$$

*Example: if your maintenance calories are at 2200 per day, you need to be eating between 1,200-1,700 calories per day.*

### KEY THINGS TO REMEMBER

- ★ The best method for determining your maintenance calories is trial and error. Spend several weeks at your calculated maintenance calories to see if you can maintain your weight. Then, adjust your calorie intake up or down and observe how your body responds to find your maintenance calories.
- ★ A calorie deficit is necessary for weight loss, but it should be achieved through a combination of calorie reduction and choosing the right types of food to preserve muscle mass and promote fat loss.

# WHAT TO EAT FOR OPTIMAL HORMONES, GUT HEALTH, AND BODY COMPOSITION

One of my famous quotes: "Anyone who tells you that calories are all that matter when it comes to weight loss doesn't know what they're talking about, but anyone who says calories are all that matter doesn't know what they're talking about even more..."

Eating real, whole food should always be the foundation for optimal health. Now I am not saying 100% of the time, meaning you have to be perfect. Let's think 80/20. This means that you should aim to eat real, whole foods 80% of the time, and allow yourself to non-whole foods 20% of the time. This approach will help you to stay on track while still enjoying the foods you love.

Real, whole food can be defined as:

- Whole, unprocessed and unrefined
- Pasture-raised (a.k.a. grass-fed) and wild caught
- Local, seasonal and organic

## WHAT TO EAT FOR GUT HEALTH & HORMONE BALANCE

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### REAL WHOLE FOODS (80/20 RULE)

- Whole, unprocessed and unrefined
- Pasture-raised (a.k.a. grass-fed) and wild caught
- Local, seasonal and organic

#### PROTEIN

- Beef
- Buffalo
- Chicken
- Duck
- Turkey
- Pork
- Lamb
- Bacon
- Canned Tuna
- Canned Salmon
- Fresh Fish
- Shellfish
- Bone Broth
- Organ Meats

#### CARBS

- Leafy Greens
- Cruciferous Vegetables
- Bok Choy
- Artichoke Hearts
- Fermented foods
- Winter Squash
- Sweet Potato
- White Potato
- Basmati Rice
- Quinoa
- Fruit

#### FATS

- Avocado oil
- Avocado
- Coconut butter
- Coconut oil / MCT oil
- Fatty fish
- Nuts
- Seeds (pumpkin seeds, sesame seeds, flaxseeds)
- Olives and olive oil

Simply put, if it comes in a bag or a box or has a long list of ingredients it's not a real, whole food. Below are examples of whole foods, categorized by their macronutrients to choose from:

# PROTEIN

- Organic or pasture-raised meat: beef, buffalo, chicken, duck, turkey, pork, including bacon, lamb
- Seafood: canned albacore tuna, canned salmon, fresh fish, shellfish
- Bone broth, organ meats: Collagen and connective tissue contain amino acids/glutamine that are healing to the gut lining (homemade bone broth)

Where to get it: Choose grass-fed and finished, if possible, pastured, wild-caught, and organic.

## Red Meat

Best: 100% grass-fed and pasture-raised

Good: organic

Baseline: commercial (hormone/antibiotic-free)

## Poultry

Best: pasture-raised

Better: free-range, organic

Good: cage-free, organic

Baseline: commercial

## Seafood:

Best: wild-caught

Good: humanely harvested, non-grain-fed

Baseline: farm-raised

## Protein Powders:

[Designs for Health Pure Paleo](#) (Beef Isolate) -20g per serving

[Paleo Valley Whey Isolate](#) (discount rachel20) -13g per serving

# CARBOHYDRATES

If you're looking to lose fat and improve your body composition, I recommend high-fiber veggies, low-sugar fruit, and low glycemic starches.

Non-starchy vegetables that are high in insoluble fiber, such as leafy greens, broccoli, cauliflower, and asparagus, are excellent choices. Insoluble fiber cannot be digested by the body and passes through the digestive system largely intact, promoting satiety and helping to regulate blood sugar levels. These types of vegetables are also low in calories, making them a great choice for those looking to reduce overall calorie intake.

In addition to their fat loss benefits, non-starchy vegetables high in insoluble fiber are also great for the gut microbiome. Insoluble fiber is a prebiotic, meaning that it serves as a food source for the beneficial bacteria in our gut. These bacteria play an important role in supporting digestion, immune function, and overall health.

By including non-starchy vegetables high in insoluble fiber in our diets, we can promote the growth and diversity of beneficial gut bacteria, which can help support optimal gut health.

Choose from Non-starchy veggies from the list and focus on those especially high in insoluble fiber, such as:

- All leafy greens
- Cruciferous vegetables (e.g. broccoli, cauliflower, Brussels sprouts, cabbage, kale)
- Bok choy
- Artichoke hearts
- Fermented foods (e.g. sauerkraut and kimchi--gut health bonus!)

When choosing starches, low-glycemic starches best because they are digested more slowly by the body, leading to a slower and more sustained release of glucose into the bloodstream. This can help prevent spikes in insulin levels, which can contribute to fat storage and cravings.

Low-glycemic starches also contain resistant starch, which can provide additional benefits for gut health. Resistant starch is a type of carbohydrate that resists digestion in the small intestine and is instead fermented by bacteria in the large intestine. This fermentation process produces short-chain fatty acids, which can help promote the growth of beneficial gut bacteria and reduce inflammation in the gut. Resistant starch has also been shown to improve insulin sensitivity, lower cholesterol levels, and promote feelings of fullness and satiety.

Cooking and cooling potatoes and rice changes their starch structure, increasing their resistant starch content.

Low-Glycemic Starches:

- Winter squash
- Sweet potato
- White potato
- Basmati rice
- Quinoa

Low-sugar options such as berries and grapefruit can be beneficial for fat loss. These fruits are rich in fiber, vitamins, and antioxidants, and are lower in sugar than some other fruits, making them a better choice for those looking to regulate blood sugar levels and reduce overall calorie intake.

Fruit

- Berries (e.g. blueberries, strawberries, blackberries, raspberries)
- Grapefruit
- Lemon and lime (for salads, water, etc.)

## VEGETABLE DIFFERENCES

### NON-STARCHY

- Spinach
- Collard Greens
- Romaine/ Lettuce
- Brussels Sprouts
- Asparagus
- Kale
- Broccoli
- Cabbage
- Green Beans
- Peppers
- Cucumbers
- Eggplant
- Cauliflower
- Artichokes
- Zucchini
- Yellow Squash
- Onions
- Garlic
- Spaghetti Squash
- Bok Choy
- Celery
- Leeks
- Swiss Chard
- Beets

### STARCHY

- Butternut Squash
- Acorn Squash
- Sweet Potatoes
- Potato
- Parsnips
- Peas
- Carrots (more so when cooked)
- Pumpkin
- Taro
- Plantains



# FATS

Focus on consuming monounsaturated and polyunsaturated fats while avoiding inflammatory fats is crucial for optimal health and body composition.

Monounsaturated and polyunsaturated fats, found in foods such as nuts, seeds, avocados, and fatty fish, have been linked to numerous health benefits, including improving cholesterol levels, reducing inflammation, and promoting healthy brain function. These types of fats are essential for our bodies to function properly and can help keep us feeling full and satisfied after meals.

On the other hand, consuming too much inflammatory fats, such as trans fats and saturated fats, has been linked to increased risk of heart disease, inflammation, and poor metabolic health. Foods high in these types of fats include fried foods, processed snacks, and fatty cuts of grain-fed meat.

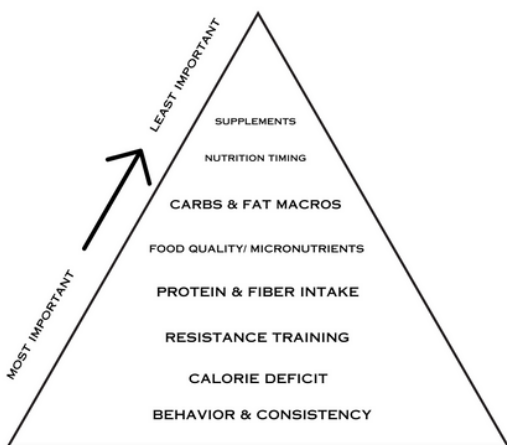
When it comes to body composition, consuming healthy fats can actually aid in weight loss and maintenance. Healthy fats are more satiating than carbohydrates or protein, which means they keep us feeling full for longer and may help reduce overall calorie intake. Additionally, consuming healthy fats can actually boost our metabolism, helping us burn more calories throughout the day.

Here are some examples of foods that are rich in monounsaturated fats and polyunsaturated fats:

- Avocado oil
- Avocado
- Coconut butter
- Coconut oil / MCT oil
- Fatty fish (salmon, tuna, mackerel)
- Nuts (almonds, cashews, walnuts)
- Seeds (pumpkin seeds, sesame seeds, flaxseeds)
- Olives and olive oil



# FOCUSING ON WHAT MATTERS MOST



Starting from the bottom of the pyramid, the foundation of a weight loss is behavior and consistency. No matter how well-designed a plan is, if it's not followed consistently, it won't produce the desired results. Creating a sustainable lifestyle change takes time, effort, and dedication, and it starts with small daily habits and actions that eventually become second nature.

Moving up the pyramid, the next layer is the calorie deficit. As discussed earlier, to lose weight, you need to be in a calorie deficit, and this can be achieved through a combination of diet and exercise. However, it's important to note that the calorie deficit should be achieved through a balanced and sustainable approach, rather than drastic measures that may do more harm than good.

Resistance training and protein/fiber intake form the next layer. Resistance training is crucial for building and maintaining muscle mass, which is essential for optimal health and body composition. Adequate protein and fiber intake support this process by providing the necessary nutrients for muscle repair and growth, as well as promoting satiety and digestive health.

The layer above this is food quality and micronutrients. Eating real, whole foods that are unprocessed, unrefined, and nutrient-dense should be the foundation of any diet. Micronutrients, such as vitamins and minerals, are essential for optimal health and play a role in many bodily processes, including metabolism, immune function, and energy production.

The next layer is carbs and fat macros. Carbohydrates and fats don't stimulate muscle protein synthesis by themselves in adults (though carbs may be anti-catabolic). Prioritize protein intake and then fill in your remaining calories with carbs and fats based on your preference from real, whole food options above.

Nutrition timing forms the second to last layer, and while the timing of meals and nutrient intake may have an impact on factors such as exercise performance and recovery, it's not as crucial as overall calorie and nutrient balance. Therefore, it's best to prioritize the lower levels of the pyramid before focusing on nutrition timing.

Finally, at the top of the pyramid, are supplements. While they can be useful in certain situations, such as correcting nutrient deficiencies or enhancing performance, they should not be relied upon as a replacement for a healthy diet and lifestyle. Supplements should always be used in conjunction with a well-balanced diet and regular exercise, rather than as a shortcut or quick fix.

## **CHARACTERISTICS FOR SUCCESSFUL WEIGHT-LOSS**

- Eat lower-calorie foods (Real, whole foods)
- Consume high protein
- Consume high fiber
- Exercise (primarily resistance training)
- Flexible control of diet versus rigid controls (all or nothing thinking)
- Consume lower glycemic index (GI) sources of carbohydrates
- Limit snacking
- Limit stress
- Eat mindfully
- Don't eat in response to stress or emotions
- Don't stay up very late
- Satisfaction with results
- High level of emotional intelligence and mindfulness



**I DON'T ALWAYS GO TO  
THE GYM**



**BUT WHEN I DO, I MAKE SURE  
EVERYONE ON INSTAGRAM  
KNOWS ABOUT IT.**



**YOU KNOW WHAT'S SEXY?  
GOOD NUTRITION. KEEP UP  
THE GOOD WORK.**

**GET BUFF  
WITH BRAD  
MEAL PLAN**

BMR: 1,970

TDEE: 2,886

Calories for Fat loss = 2,136

Protein = 205g protein per day (about 50+/- per meal) 4x per day

### **AM: Fasted**

- Have at least 20 ounces of water right when you wake up

### **Workout**

### **PWO Shake:**

- 2 scoops Designs for Health Pure Paleo (40g protein total) or a pure whey isolate

### **Meal 1:**

- 3 whole eggs (19g protein) + 4 oz steak/chicken (33g protein) = 52g protein
- 1 tsp fat to cook in
- 1 cup berries

### **Meal 2:**

- 6-7 oz grilled salmon (or other animal protein) = 45-55g protein
- Choose some non-starchy veggies, like arugula, spinach, roasted broccoli, Brussels spouts, cauliflower, bell-pepper, asparagus, green beans, mushrooms, onion.
- 1 cup starch (130g)
- Add 1 TBSP fat, like olive oil as a dressing or for veggies
- Add 1 more serving of fat, like 65g avocado
- 1-2 TBSP sauerkraut or kimchi

### **Meal 3:**

- 6-7 oz grilled beef filet (or other animal protein) =45-55g protein
- Choose some non-starchy veggies, like arugula, spinach, roasted broccoli, brussels sprouts, cauliflower, bell-pepper, asparagus, green beans.
- 1 cup starch (130g)

## TIPS AND TOOLS FOR SUCCESS

First and foremost, keep it simple! Eating well and with structure may be completely new to you or may just be a change to your current plan! Give yourself time and space to learn these new habits. It takes roughly two full weeks to break and create new eating habits and for your body to adjust with cravings and blood sugar irregularities.

Remember, it's okay to eat more/less of the same foods every day. Find foods that you know work well with your body and goals and create a structured plan for yourself. You can rotate your lunches from week-to-week, to avoid burnout on the same foods and add more variety in the evening with pre-planned dinners for the whole family.

You are welcome to track your intake using MyFitness Pal, however, tracking may not be healthy for EVERYONE if it creates an unhealthy relationship with food and/or obsession. Tracking is a great way to make sure you're staying on track with your goals, especially when going off plan. But, there's no need to obsess over hitting an exact macro count. Focus on getting close to the macro goals by PRE-PLANNING your days if you're going to track.

Plan your treat meals. But know the difference between a treat meal and a binge! Really good food is a wonderful thing. And, there are mental and physical benefits to going off-plan on occasion. Make sure it's planned. And, make sure it's a MEAL. Bingers are usually unplanned, lengthy and over-eating with a lack of control or judgment.

### EATING OUT:

- Meat, chicken, fish, turkey, bison—grilled, steamed, poached, stir fry w/salad, vegetables and appropriate starch
  - Ask for substitutions of vegetables, salads in place of starches.
  - Make is easy on yourself- ask them to hold the bread basket or chips.

### PLAN AHEAD/MAKE IT EASY ON YOURSELF:

- Roast a chicken turkey, beef/bison to have left overs for 3-4 days.
- Find a good quality deli meat shop for sliced meats—turkey, roast beef. Etc.
- Make "Lettuce Sandwiches"—a large leaf of romaine lettuce, topped with a slice of protein and slice of tomato—roll up and eat! Make ahead of time for quick grabbing, using a toothpick to hold together or in a zip-lock bags for those meals away from home.
- Keep hard-boiled eggs on hand—boil 1 dozen eggs at a time.
- Cook turkey, chicken, beef/bison sausages ahead of time. Sauté onions in a large skillet and add sausages. Cooking several at a time will keep you prepared for those "I need to grab something quick" moments. Place in Tupperware along with some vegetables or clock into a salad.
- Salads—create ahead of time in a large covered/Tupperware bowl (will usually stay fresh 2-3 days)
- Prepare vegetables ahead of time making them easy—i.e. celery sticks, broccoli, cauliflower, etc.
- Take your lunches—Tupperware container of salad with tuna, chicken, fish, beef/bison, sausages.
  - Take along your dressing in a small separate container or keep a salad dressing in your work refrigerator.
- Use your weekend—plan, shop, & prepare for the upcoming week
- Use your evening—plan & prepare for the following day, the best time to make lunch is the night before

Lastly, make sure you have the tools you need to be successful:

- Electronic food scale- VERY IMPORTANT
- Instant pot
- NutriBullet
- Measuring cups and spoons
- Meal prep containers

Want to learn more about working with Rachel Scheer Nutrition? Book a free 30-minute call.

[BOOK CALL HERE](#)

## ABOUT RACHEL SCHEER BS, CFN

Rachel Scheer is a Functional Medicine Nutritionist who received her degree from Baylor University in Nutrition Science and Dietetics and became certified in functional medicine through the Kalish Institute.

Rachel's journey as a nutritionist began in bodybuilding and athletic performance, however, a couple years into her practice she began to suffer from severe gastrointestinal dysfunction (IBS.) After many false diagnoses, spending thousands of dollars on doctor visits and tests, and one doctor even suggesting the removal of her entire large intestine, Rachel decided to take her health into her own hands.

Rachel says "using a functional approach and focusing on the health of the gut microbiome saved [her] life. All disease begins and ends in the gut, so rather than putting a 'band-aid' over an issue i.e. medications/drugs/surgery, we need to get to the root cause and that's what functional medicine comes in. My gut issues came from a bacteria imbalance or gut dysbiosis, and once I was able to address that through diet, stress, supplements, and lifestyle changes I was able to heal my body, avoid surgery, and come off dozens of medications I was put on over the years."

Rachel's nutrition philosophy is one that looks at the total person to help them 'heal instead of just deal'. She uses Functional Lab Testing to address the root cause of any imbalances in the body and uses a holistic (mind and body) approach for healing.

### CONNECT WITH RACHEL

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