



M.A.N.E. Framework (7)

**M – Moderation And Consistency
A – Make A Pledge (for A Fortnight)
N - How To Read Food Labels
E – Progression**

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M - Mindset

Moderation

You've all heard the term 'moderation', but what does this actually mean in relation to nutritional intake? Well really it will mean different things to different people, in terms of the quantities of food and drink that you consume. One person's 'moderate' is another person's 'huge'. But, you have to be realistic and aim to set some realistic targets for moderation of the very things that have gotten you to gain body weight and body fat over the weeks/months/years.

So, what are the things that you want to be moderating?

Sugar intake
Fizzy drinks (better still, never have them)
Unhealthy snacking (bars, crisps, biscuits, cakes etc)
Alcohol
Eating out
Takeaway
Fast food

These are several of the things that cause obesity and poor health. Sometimes people ask about portion size because they're concerned about the quantity of food on their plate, when really they are actually consuming sugar frequently each day and eating other highly processed foods at nearly every meal.

There is no requirement whatsoever for you to have any of those things listed above. But being realistic, we are going to experience times when these things do end up in front of us, even if we haven't chosen them ourselves.

So what would moderation of these things look like?

Portion sizes – not nearly as important as you might think. The cleaner you eat, the more you can eat.
Unhealthy snacking – once per week (but not in addition to several of the other things below).
Alcohol – once per week, twice if only 1-3 drinks per time.
Sugar – couple of times per week only.
Eating out – once per week (provided that everything else is very good throughout the week).
Takeaway – once every few weeks (if everything else has been on track).
Fast food – once in a blue moon (if everything else is on track).

Obviously if you were to do all of these in each week, you wouldn't be moderating at all and would gain weight or at least remain as you are. But doing one or two of them in any one week shouldn't really hold back your progress.

Be careful of food companies spreading the 'everything in moderation' message. These companies know that they will be legislated against and will not want you to stop buying their products, so they will advise 'moderation' if they have to, rather than see you stop purchasing. But their idea of moderation and a realistic amount of moderation could well be two different things altogether.

Consistency

Consistency is one of the most important elements in getting you into smaller clothes and changing your relationship with food (or indeed for succeeding in any challenges that you take up in life).

Think about the things at which you've succeeded. If you have earned a degree, set up a successful business or earned a major promotion at your work, would you have achieved it if you had been at it for a week or a few, then disappeared for a few, then returned and did a couple of weeks, then went AWOL again for another month?

When someone or something succeeds, they do not do it overnight. What often appears to be an overnight success is almost always down to the consistent work of chipping away day after day, night after night to earn that success (often consistent effort that slipped by under the radar of many). If you look at nature, all wild animals, when hunting, have to keep trying and trying time and again in order to get a kill, and they are consistently at it day after day, night after night. They don't disappear for weeks on end (unless it's a hibernation time). They know that they need to be working constantly at it (not 'next week' or 'maybe later, when I have more time'). They do what it takes day after day, no matter what.

If you've ever saved up a lot of money for something E.G. a holiday, car, home etc then you didn't save a few quid, spend a few quid, save a few hundred, spend a few hundred, save a grand, spend a grand, now did you? If you had, then what would have happened?

If you saved up (without getting a lump sum loan or mortgage) then you saved a little and kept on saving and kept on saving and kept on saving until the sum was enough to get what you needed. So you were consistent, right? The same consistency is vital when you want to get the pounds and inches off. You have to KEEP AT IT each week, no matter what.

A – Accountability

Make a pledge

Putting your money where your mouth is can be a highly effective way of getting you to keep on track with your nutrition. If it's going to hit you in the pocket, then you will think twice about it. So, how about we make a little pledge right now?

If I _____ in the next fortnight, then I will pledge _____ to a charity chosen by _____. The chosen charity is _____

I will go online and make the payment to that charity if I break my pledge.

Signed _____

N – Nutrition

How to Read Food Labels

Unfortunately for us all, food labelling regulations are pitifully inadequate, and allow food companies to sell us products that are highly damaging to our health (and cause weight gain) without the labelling highlighting this.

Today you're going to learn how to cut straight through the BS and see what's really in foods. (You won't get taught this at any 'slimming' or 'diet' club, and many 'professionals' in both medical industry and 'fitness' will not even know how to break down this system themselves.

What you will see below, is 'Guideline Daily Amounts' (GDAs), which are the legal requirement in this country.

Label 1	Label 2	Label 3																																																																																																																																																																														
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But what information can you actually glean from this? Well, there are two important parts of information on this label.

Firstly, you need to be looking at the sugar content (carbohydrate of which sugars)
Secondly, you need to be making sure that you're seeing how much sugar is in AN ACTUAL AMOUNT THAT YOU WILL EAT, not the 'per 30g' or whatever other BS the food company has put on there.

More important, however, is the list of ingredients in a product. Here are some examples, below:



Priority #1 - is the product full of chemical junk? (read through the list of ingredients). If the list is long it's generally a bad sign. If you can't pronounce or easily spell any of the ingredients, then they are chemical-laden and going to wreak havoc inside your body, harming your health.

Priority #2 - does the product have added sugar? (The majority of products do have).

Priority #3 - how much of the product is sugar (carbohydrate of which sugar).

So how do we do this?

1 – Look at the upper area circled. How many ingredients are there? In this case there are 4 (that is low compared to a lot of products).

2 - Look at the upper red circle in the pic on the right. Is there sugar listed (or any of the other names for sugar)? There are approximately 60 different names for added sugar. Anything ending in _ose is a sugar. Also molasses, juice, syrup and honey are all just other ways of adding sugar into products.

3 – Look to see how much sugar is in there. Most products will have sugar in them, at which point you're going to want to figure out exactly how much. So Nairn have listed the amount of sugar per oatcake (0.1grams) which is very low. This product has no added sugar, but has a very small amount of natural sugars.

Here we have a different product (one happily recommended by Slimming World and Weight Watchers etc):



So, what do we see?

1 – The middle picture lists 4 different types of added sugar. (At this point you should immediately throw this product in the bin, or return it to the shelf if you're in the supermarket)

2 – The image on the right reveals just how much sugar is in the product (per pot 20.9 grams)

3 – There are 4x grams of sugar in one teaspoonful, so if you divide 20.9 by 4, we get 5x teaspoonfuls of sugar in this very small pot (however, being made from milk, there would be some natural milk sugars anyway, so not all of the sugar content has been added, but it's still high).

One other thing that you need to look for:

Is the portion size listed on the product a **realistic portion size**? Food companies use the dirty trick of putting totally unrealistic portion sizes on their labelling to make their products appear lower in calories and sugar than they actually are. E.G. they will often list on a cereal box 'per 30 gram serving' or 'per 45 gram serving'. 30 grams or 45 grams is about large enough to put in your eye, and you'd be more likely to consume 100 grams+ or certain cereals in one serving.

E – Exercise

Progression

Over the coming weeks and months, you will notice some phenomenal progress with your fitness and strength levels. Here are some of the progressions that you will notice.

- Weights that you were lifting before suddenly feel light
- Lesser recovery time required in between exercises (you catch your breath again much quicker)
- Out of breath far less often. Even climbing a steep and long flight of stairs no longer gets you out of puff.
- Much lighter on your feet. You are able to jog to places and run if required.
- Much more energy. No more sluggish lethargy. You have a spring in your step.
- Manual tasks become easier. You lift equipment and notice that it's easier to pick up and carry.

It's important to keep progressing rather than stagnating. This saying is very true:

“If you always do what you've always done, you always get what you've always got.”

Your body adapts to the demands placed upon it, so it needs to be pushed in order to progress.

This doesn't mean that you have to change things all of the time in terms of the exercises etc. What this means, fitness-wise is that you need to take it to a new level. So, if you were jogging at 8km/h and you only ever jogged at 8km/h, then your body would interpret this as the required level and there would be no need to adapt and become better at this. However, if you were to increase the pace by .5km/h every couple of weeks, then your body would adapt and continue to progress.

Similarly if you only ever lift 15kg, then your body has no requirement to build lean muscle tissue in order to enable you to lift heavier (unless you found a way to make 15kg work your body harder than previously – and there are ways in which to do this).