



FIT FOR DUTY. FIT FOR LIFE.

# Nutrition 101

[www.FITFIRSTRESPONDERS.org](http://www.FITFIRSTRESPONDERS.org)

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**Congratulations!** You've made the decision to get serious about being FIT FOR DUTY. FIT FOR LIFE. Now is your time to get RESULTS so that you can WIN more in life.

This nutrition 101 is a tool to help you discover how you need to eat so that you can accomplish your goals. This is not a diet but rather a gameplan... a gameplan to help you get into the best shape and speed up your metabolism so that you can experience the results that you desire. This is a plan to teach you how to eat for the rest of your life. This gameplan will work for you whether you've been trying diet after diet for years or don't even know what a calorie is. This gameplan will not fail you as long as you follow it! Remember it is not about quick fixes but rather about eating and using food for its intended purpose, fuel, and life for your body!

**Making the best food choices is your secret weapon in the quest to get your best body ever. Making these wise decisions will help you boost your metabolism, burn fat, increase lean muscle, and increase your energy so that you can look your best, feel your best and perform your best.**

Our effective FIT FIRST RESPONDERS program is crucial but do not let all your hard work be in vain. The food choices that you make will either assure your success or break your efforts. You will be following the best, most comprehensive workouts in the world with the FFR program, but you will not lose fat and increase lean muscle if you fail to eat right to support that effort.



The best and only way to accelerate your results is to change your eating habits. Nutrition is about **75%** responsible for how your body looks, feels and performs. This quick start guide will not only give you the answers to your questions, but **solutions that guarantee your results** – all by making a few small changes to the way you eat. **Yes...Nutrition is that powerful!** Now don't expect to start eating perfectly tomorrow, just like setting your fitness goals, you must be realistic.

Instead, begin by slowly building up to making better choices than the day before. Conquer one day at a time and initially 2-3 improvements each week will turn into long term success. Making these small nutritional changes will quickly add up to *amazing results* as you gain control over your eating and conquer your metabolism.

### **Fat Loss 101:**

If your goal is to create a positive physical change, you must understand how food affects your body.

**I. Nutrition is essential to your metabolism.** Everyone is familiar with the word “metabolism”, but not a lot of people know what it means. You probably know someone who can eat anything they want and not gain weight. “Wait, that is not fair!” Well if you believe some people are just born with beyond human metabolism....it’s a myth! You are about to discover that you are **not** the victim of your metabolism, but rather the *creator* of your metabolism.

Metabolism, very simply is the speed with which your body processes food. Simply, how fast your body burns calories. The faster your metabolism, the more food you can eat without gaining weight.

Your body requires energy. Food is your energy! Food in the form of macronutrients - protein, carbohydrate and fat are your main sources of energy (calories). Take in more energy than you need from any of these and your body will store it as fat. Fat loss is all about calorie, “energy” balance. Your results are determined by a caloric deficit which occurs when you eat fewer calories than you burn.

### ***Calories In vs. Calories Out***

You want to maintain weight? Eat the SAME amount of Calories your body burns.

You want to gain weight? Eat MORE calories than your body burns.

You want to lose weight? Eat FEWER calories than your body burns off.

Yes, So simple! Society has made it a lot more difficult than it needs to be. Many people who seek to lose weight run into the issue of not eating enough.

“Wait, I joined your program because I want to lose weight and you are telling me to eat more?”

Yes, you heard that right...in order to release more fat, you *do* need to **eat**.



### **The 2 main reasons why your metabolism slows down and you don't lose fat:**

1. Lack of muscle – from ineffective exercises
2. Lack of muscle – from restricted calorie diets

## Muscle Your Metabolism.

**II. Muscle your Metabolism.** It's time to eat smart, not less. Let me repeat that for you...It is time to eat smart, not less!! When you restrict calories below the minimal amount of energy required to feed your nervous system, your body thinks it is starving. When this happens, not only does your body burn muscle for fuel, but while doing so, your body is actually slowing down your metabolism. When you lose muscle, you are lowering your metabolism. **This is why most diets do not work!!!**

You must break the old mindset of "I want to weigh less, so I eat less." Restricting your calories will guarantee a slower metabolism. While the act of eating guarantees a faster metabolism, a faster metabolism means your body becomes a fat burning machine and begins to burn fat while you just sit there or even while you are sleeping.

**WARNING: DO NOT BELIEVE DIETS!** It is a diet if they tell you to restrict one of the essential macronutrients. Never eat less than 1200 calories per day! Less than 1200 calories is usually not enough to support your basal metabolism, which fuels vital bodily functions and thus will slow your metabolism. *IF YOU ARE THINKING ABOUT GOING ON A DIET LIKE THIS, STOP!!!*

### III. The 10 Habits

*These are 10 habits that will assure that you speed up your metabolism and guarantee that you lose unwanted fat!*

**1. Eat a meal every 2 to 4 hours.** This routine has the tremendous power to rev up your metabolism. The more often you eat Quality food throughout the day the easier it will be to burn fat. **Why?** Every time you eat your metabolism speeds up! Quality foods require more energy to be digested. This is called the "thermal effect" of food (calories used to digest food) and is part of the reason why, when you begin to eat quality foods you are going to feel like you are eating what appears to be a larger amount of food. That's because you're taking out so many of those empty calorie foods and replacing them with high quality proteins and complex, nutrient rich carbohydrates. Eat every 2-4 hours so that You Will WIN in Your Nutrition.



*You have got to develop this habit and forget everything that you have heard and read in all those diet books.* If you don't eat often enough, your metabolism slows down and you don't burn through calories very quickly. Worse yet, your body will begin storing almost everything that you do eat as fat! Your body begins to think that you are dieting. In essence, every time you starve yourself in your honest effort to "lose weight", you are actually slowing down your metabolism as well as making your body more efficient at storing fat.

Check this out! By eating more frequent you will also have more control over your blood sugar levels. Controlling your blood sugar is the key to suppressing your appetite and prevents fatigue.



**2. Eat complete, lean protein at each meal.** Women should get around 20 grams at each meal and men should get around 35 grams at each meal. More is not better! Getting protein in your diet will ensure that you are revving up your metabolism and improving your muscle mass and recovery while reducing your fat. To the right is a chart so that you can make wise protein choices and WIN in Your Nutrition.



The Protein Chart	
Food Type:	Lean, Complete Protein Sources
Food Timing:	Eaten With Each Feeding Opportunity
Examples:	<p><b>Lean Meats</b> (ground beef, chicken, turkey, bison, venison, etc)</p> <p><b>Fish</b> (salmon, tuna, cod, roughy, etc)</p> <p><b>Eggs</b> (Egg whites, occasional whole eggs)</p> <p><b>Low Fat Dairy</b> (cottage cheese, yogurt, skim cheese, string cheese, etc)</p> <p><b>Vegetarian Choices</b> (tofu, tempeh, soy burgers, soy jerkey, soy sausage, soy bacon, seitan, etc)</p> <p><b>Milk Protein Supplements</b> (whey, casein, milk protein blends)</p>

### 3. Eat Veggies with each meal.

I know, I sound like your parents. Well, guess what they were right! Veggies are packed with nutrients and there are so many important chemicals that are essential to your body that you can only get in veggies. Vegetables and fruits can keep you balanced! They provide your body with an alkaline load to the blood. Most proteins and grains are acidic to the blood that's why it is so important that you use these foods to balance it out. Too much acid and not enough alkalinity means loss of bone strength and muscle mass. Make sure to get your fruits and veggies to stay balanced. Make sure that you are getting 2-3 servings at every meal. (a serving is about ½ cup). That's right you will be getting 15 servings of these cancer-fighting, acid neutralizing, free radical fighting foods a day to WIN.



### 4. If fat loss is your goal, eat other carbs post workout only.

If fat loss is your goal then you have got to earn your higher calorie meals. Your primary carb source will come from fruits and veggies. You want bread, pasta, rice, sugary foods- then workout first! The key here is that when choosing these complex carbs post workout that you choose whole grain options and make sure to consume them within 90min after exercise. This is going to take self-control and discipline but as long as you are getting your fruits and veggies you can make it happen. This is a huge key to your transformation and we have seen this strategy work wonders in our clients. If your goal is to gain muscle, great, you get more carbs to eat. Below you will find a chart to help you distinguish between your carb



sources. This carbohydrate timing that you will find on the chart is one of the most important keys to your success. If you really want to kick start your fat loss or gain muscle so that You Will WIN in Your Nutrition this habit is a must.

GOOD CARBS	NOT SO GOOD CARBS
<i>high fiber and low glycemic</i>	<i>high in sugar with empty calories</i>
Most Fruits	Breakfast Cereals
Veggies	Soda
Whole Grain Breads	Fruit Juice
Whole Grain Pasta	Bagels
Whole Grain Cereal	Muffins
Whole Grain Rice	Crackers
Sweet Potatoes	Sugary Desserts
Whole Oats	Doughnuts
Grain Cereals	Ice Cream

### WIN ALL DAY.

**Keep it simple...** If you want to lose fat, eat carbs **only** after you have earned them, after exercising. **No exercise, no carbs** other than fruits and veggies. If you are want to gain muscle, let us know, as your carb requirement will be different.

**5. Eat Healthy Fats Daily.** About 30% of your total diet should come from fat! I know what you are thinking, “I am trying to lose fat and you are telling me to eat fat!” That is right! Fat is not bad and your body needs fat, it just needs the right kinds of fat. Your fat intake should be balanced between saturated, monounsaturated and polyunsaturated. The problem in America is that the majority of our fat intake comes from saturated fat. Your body needs saturated fat but remember only 1/3 of your total fat intake should be saturated. Start today to focus on eating more healthy fats in your diet. Here is a fat chart to help you make wise decisions in choosing your fat sources so that You Will WIN in Your Nutrition.

The Fat Chart			
Food Type:	Saturated Fat	Monounsaturated Fat	Polyunsaturated Fat
Food Timing:	None- Just be sure to get about 1/3 of total fat from each of these fats		
Examples:	-Animal Fats (fat in eggs, dairy, meat, etc) -Coconut Oil -Palm Oil	-Olive Oil -Nuts and nut butters -Avocado	-Flax seeds/oil -Fish Oil -Nuts and nut butters -Vegetable oils





**6. Zero calories.** Don't drink beverages with more than 0 calories. Yes that means soda, fruit juices, and all the teas and coffee filled with cream and sugar. Yes, I did say fruit juices...just because it says fruit does not mean that it is good for you. Most of these fruit juices have no nutritional value and are filled with sugar and empty calories. Eat your fruits and vegetables and drink water and green tea as your beverage. Your body is made up of water and it is essential for your body to function and also for you to make the body transformation that you desire. You should drink half of your body weight in ounces of water a day.

Usually 8 glasses on non workout days and 16 glasses on

workout days is efficient. Coffee is not a bad thing and can be used in moderation, but just be very conscious of everything that you are putting into the coffee. The only exception to this habit is your WIN ALL DAY Coach JC shakes.

## 7. Did I Take My Insurance Policy?

Due to the times we live in and how food is processed it almost makes it impossible to assure that you get all the vitamins, minerals and nutrients you need on a daily basis.

At FFR we believe that supplements play a role in your health and wellness and should be a part of your daily routine.

Your insurance policy is made up of those few macronutrients and micro-nutrients that each of us need but most of us don't get. Just like you invest in a financial insurance policy the same is true for your health insurance policy. It's that small investment you make in yourself every single day knowing that over time it adds up to a lot and is there when you need it. Your insurance policy is made up of your Coach JC WIN ALL DAY Whey Protein, Omega 3, 6, 9, Life Essential Mineral Multi Vitamin, and your Ultra Greens. ALL supplements are not created equal, so education is the key to your success so that you WIN In Your Nutrition.



**WIN ALL DAY.**

You want to experience even faster results- then **Eliminate refined sugars**- Your body does not require refined sugars, processed foods and artificial sweeteners. In fact they can even be harmful to your body. You don't believe me...eliminate them and watch how much better you will feel. These are foods without nutrients that can interrupt the process of boosting your metabolism. **Need to avoid**...simple sugars and refined carbohydrates – “Processed Foods” (soda, fast food, chips, white bread, white pasta, white rice,etc..). These foods are high in calories and have little to no nutritional value.. Processed carbohydrates rapidly increase and decrease your blood sugar levels, resulting in hunger and fatigue which causes your body to go into fat storage mode and will slow your metabolism.



**8. 10% Rule.** Plan to break the rules 10% of the time. Eating for success should not leave you feeling deprived. You can still enjoy the foods that you like and experience the results that you desire. The 10% Rule is the perfect method for eating those “cheat” foods without blowing your ability to achieve results. This habit is crucial for your success! The general rule on cheating is this: make sure that no more than 10% of your meals are missed or cheat meals. So, if you’re eating five meals per day,

seven days a week (for a total of 35 meals per week), then no more than 3 or 4 of those meals should be misses or cheats. If you can achieve 90% adherence - and everyone can - you can get the results you want and still eat the foods that you love so that You Will WIN in Your Nutrition.



**9. Plan ahead and prepare meals in advance.** The hardest part of eating well is without a doubt consistency! It will be hard to stay consistent without planning and preparing to assure that the proper food is available at the proper times.

You will need to come up with your personal food preparation strategy, which may mean cooking your foods in advance so that it is readily available or maybe getting up 30 min earlier to prepare your food for the day.

You have heard it said and it is so true, “Fail to plan is planning to fail!” Plan and prepare To WIN in Your Nutrition!



#### **10. “Am I willing to trade what I want most in life for what I want at the moment?”**

The last and final Habit of The 10 Habits To WIN In Your Nutrition is one simple, but powerful question. This question is the ultimate question of self-accountability along with awareness. Once you define your “WHAT” and your “WHY” with Coach JC and the FFR Team you will then discover the power in this one question. To WIN in your nutrition and WIN in life you will need to commit to your choices and at times make the tough choice that may not be comfortable at the moment but the one that will you take you to your goal. To WIN in LIFE ask yourself,

**“Am I Willing to Trade What I Want Most In Life For What I Want At The Moment?”**

#### **WIN ALL DAY.**

**\*Portion Sizes.** You may have heard it before- a portion size is the size of your fist. Most of the time that is accurate and will work. When planning your meals, it is important to measure out the foods you are eating. This is not a guessing game. You must have an idea of how many calories you are consuming to achieve fat loss or to increase muscle mass

## WIN ALL DAY.

**Eat Whole Foods whenever possible.** The majority of your food intake should come from high quality, unprocessed whole foods. Energy bars are used for convenience but should not take the place of whole food whenever possible. Use bars and shakes only when you are crunched for time. Supplements are useful but do not come close to the nutrient that you can receive in whole food.

## WIN ALL DAY.

**Eat as wide of a variety of good foods as possible.** Balance is always better. Find a variety of good foods and do not be scared to try something new. Make sure to find healthy alternatives to foods that you normally like to eat. This will help to break you out of those unhealthy eating ruts. Try a new recipe and get ready to receive new recipes from the FFR team.

### Are You Ready?

Are you ready for success? It's time to improve your nutrition and begin to see the results that you have so badly desired. I have some good news for you. Once you incorporate and live by the 10 Habits listed above, you can expect to begin losing at the very least 1 pound of fat per week. Think about it... Add in your metabolism boosting FFR workouts and you'll experience your transformation twice as fast!

What I want you to do now is plan, prepare your meal plans and follow them as closely as possible for the week, and then do the same thing for week 2, and then the same thing for week 3, and then I want for you to email me or call me after week 4 and tell me about your life changing

### TRANSFORMATION

#### How The Gameplan Works:

**Step 1:** Figure out how many calories a day that you need. **DO NOT** get caught up in counting your calories, use this to ensure you are on the right track

~Take your weight in pounds and multiply by 13

(ex. Your weight (in lbs) 155 x 13 = 2,015)

Your Weight \_\_\_\_\_ X 13 = \_\_\_\_\_

**Step 2:** For weight loss subtract 500 calories. For weight gain add 500 calories

Calories from above \_\_\_\_\_ +/- = \_\_\_\_\_ calories per day

**Step 3:** Space out your calories into fairly even meals throughout the day, it's better to have more calories earlier in the day rather than later!

**Step 4:** Follow the 10 habits. Every time you eat, ask yourself if you are following each of the 10 habits. If that meal complies with **all** of the 10 habits, then it's a compliant meal and you will begin to see results!

**OWN THE MOMENT! You have got a tool in your hand that has the possibility of changing your life forever, if you allow it to. Use it and start WINNING NOW!**





# The 10 Habits

Ask Yourself These 10 Questions at Every Meal To Assure Your Success

1. Has it been longer than 2-4 hours?
2. Where's my complete lean protein?
3. Where are my veggies?
4. Did I earn my starchy carbs?
5. Where are my healthy fats?
6. Am I drinking a 0 calorie beverage?
7. Did I take my insurance policy?
8. Am I breaking the 10% rule?
9. Did I plan and prepare?
10. "Am I willing to trade what I want most in life for what I want at the moment?"

# Supplementation

## **ARE YOU READY TO TAKE IT TO THE NEXT LEVEL?**

By now you have made significant improvements in both your fitness and eating habits. All of us at FFR are super excited for you and what the future holds and we know that this is just the beginning for you my friend.

## **THE WINNING GAMEPLAN:**

We truly believe that for you to be FIT FOR DUTY. FIT FOR LIFE. then it's all about having the RIGHT Gameplan, Mindset, Physical Training, Nutrition, and yes Supplementation. These key components along with accountability will assure your success in being FIT FOR DUTY. FIT FOR LIFE.

## **SUPPLEMENTATION:**

Supplements are an important part of your overall health and wellness and will play a vital role in body fat loss, increasing lean muscle, and recovery. They are called supplements for a reason and that is because they supplement the proper nutrition and exercise program. There are those supplements that are meant for improvement of your quality of life and overall wellness – The Insurance Policy. Then there are those used to speed up fat loss, increase lean muscle, improve recovery and increase performance – The Performance Line.

## **There are 2 categories of supplements when it comes to your success.**

1. Wellness - Your Quality of Life (Insurance Policy)
2. Fat Loss, Muscle Gain, Recovery, Performance (Performance Line)

Our goal at FFR is to educate you on the RIGHT supplements to take so that you can make an informed decision on what is best for you. You are now ready to add this important component to your gameplan so that you can “Take it To The Next Level!”

All supplements are not created equal! The supplement industry is a billion dollar industry and most of that money is spent on marketing to you to get you to believe that something is healthy and good for your body. At FFR we are excited to announce that Coach JC has researched and is proud to put his name on a product line that we know is not only going to get you to reach your goals faster but also allow you to increase your quality of life and overall wellness.

For more information visit  
[www.CoachJCNutrition.com](http://www.CoachJCNutrition.com)

# COACH JC'S WIN ALL DAY MEMBERSHIP

## ORDER FORM

MONTHLY RETAIL PRICE ~~\$154~~

### THE INSURANCE POLICY



**SPECIAL MEMBER DISCOUNT ONLY**  
**\$134/MONTH**

**Includes:**

- Whey Protein (Chocolate or Vanilla)
- Omega 3 6 9
- Ultra greens
- Life essentials

SIGN UP ☒

MONTHLY RETAIL PRICE ~~\$131~~

### THE PERFORMANCE LINE



**SPECIAL MEMBER DISCOUNT ONLY**  
**\$115/MONTH**

**Includes:**

- Whey Protein (Chocolate or Vanilla)
- BCAA
- Glutamine
- Creatine

SIGN UP ☒



**\$49**

#### WHEY PROTEIN

Guaranteed free of rBGH hormone, Non-GMO, Natural sweetened with Sweta® brand stevia and luohanguo fruit extract, Gluten free, and Low Carb

QTY

**CHOCOLATE VANILLA**



**\$29**

#### OMEGA 3 6 9

Helps support cardiovascular and immune health. Complete 3 6 9 omega EFA. Molecularly distilled to eliminate PCB's, dioxins, and heavy metals

QTY



**\$49**

#### WHEY PROTEIN

Guaranteed free of rBGH hormone, Non-GMO, Natural sweetened with Sweta® brand stevia and luohanguo fruit extract, Gluten free, and Low Carb

QTY

**CHOCOLATE VANILLA**



**\$35**

#### BCAA

Clean Fit™ BCAA's are a balanced blend of Leucine, Isoleucine and Valine with Vitamins B1, B3, B5 and glutamine for enhanced utilization to aid in muscle energy and recovery and decrease muscle breakdown and soreness.

QTY



**\$39**

#### ULTRA GREENS

All natural complete whole food superfood with over 7 servings of veggies in one serving

QTY



**\$37**

#### LIFE ESSENTIAL

Food based Multi Vitamin and mineral complex with super foods

QTY



**\$27**

#### GLUTAMINE

Our L-glutamine is the highest quality, pharmaceutical grade, free form L-glutamine available. L-Glutamine, preserves lean muscle mass, helps the healing process and supports the body during all types of physical stress.

QTY



**\$20**

#### CREATINE

The purest pharmaceutical grade creatine monohydrate manufactured. Provides support to working muscles and has been shown to increase performance, strength and muscle size.

QTY

☐ MEMBERSHIP ☐ ONE-TIME PURCHASE

QTY

QTY

First Name  Last Name

Billing Address

City  State  ZIP

Phone  Email

Card Number

Card Type  Expiration Date  CSC

Signature  Current Date

I understand and agree that by completing and signing this membership form that I authorize JJC Enterprises LLC to charge my credit card. By choosing a membership, I am fully aware of the terms above and that my credit card will be charged that same amount once a month. Membership charged the 15th of every month.

**SPECIAL OFFER**

**INSURANCE POLICY & PERFORMANCE LINE**

**ONLY \$199 PER MONTH**

**Terms of Membership:** If you choose a membership, we will automatically ship you a new supply of the products you have ordered every month. The credit card you are using today will be billed each month. You may change your membership or cancel anytime with a 30 day notice. You can do so by emailing us at [info@coachjc.com](mailto:info@coachjc.com). Appropriate shipping rates are not included in the membership and will be applied.

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# Take Action NOW!

We want to connect with you to assure your success as an FFR family member.

So, for being a part of **FIT FIRST RESPONDERS** you now will have access to the FFR Team along with **free resources and tools to help you WIN.**

YOU will only go as far as you are accountable!

We have built a community to do just that...Help eachother WIN.

This FFR ACCOUNTABILITY Group is a private group that will allow us to stay connected so that you can get ongoing coaching.

**HERE IS THE ONE THING YOU MUST DO RIGHT NOW TO WIN.**

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## Start WINNING Now!



## GO TO:

<https://www.facebook.com/groups/fitfordutyfitforlife>

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Request membership so that Coach JC and the FFR Team and Family can hold you accountable and help you WIN.

**FIT FOR DUTY. FIT FOR LIFE.**

**WIN ALL DAY! -Coach JC**