



Nutrition Guide

Build a Body That Lasts

Sustainable Nutrition for Strength, Health & Long-Term Results

Created by Phoenix Strength Coaching

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Welcome

If you're reading this, you've already taken the biggest step—getting started.

This isn't another crash diet, detox, or meal plan you'll quit after two weeks.

Phoenix Strength is built around one simple idea:

Consistency beats perfection.

You don't need perfect meals.

You don't need to avoid your favorite foods.

You don't need to spend hours meal prepping.

You simply need a system you can follow for years.

That's exactly what this guide will teach you.

The Phoenix Strength Philosophy

Our priorities are simple:

1. Eat enough protein.
2. Eat mostly whole foods.
3. Stay reasonably active.
4. Lift consistently.
5. Sleep well.
6. Repeat.

The goal isn't to eat perfectly.

The goal is to become the type of person who naturally makes good decisions most of the time.

Calories Matter

Every goal starts here.

Your body burns calories every day simply to stay alive.

When you eat...

More calories than you burn:

→ You gain weight.

Fewer calories than you burn:

→ You lose weight.

About the same:

→ Your weight stays relatively stable.

No diet changes this rule.

Keto.

Paleo.

Intermittent fasting.

Low carb.

They only work if they help control calorie intake.

What Should Your Goal Be?

Fat Loss

Eat slightly fewer calories than you burn.

Aim to lose:

0.5–1% of your body weight each week.

Muscle Gain

Eat slightly more calories than maintenance.

Aim to gain:

0.25–0.5 lb per week.

Slow gains build more muscle and less fat.

Maintenance

If you're happy with your body composition:

Maintain calories.

Focus on strength, health and consistency.

Protein Comes First

If you only improve one thing...

Improve protein intake.

Protein:

- Builds muscle
- Preserves muscle while dieting
- Helps recovery
- Keeps you full longer

Daily goal:

0.7–1.0 grams per pound of goal body weight

Good protein sources:

Chicken

Turkey

Lean beef

Fish

Greek yogurt

Eggs

Egg whites

Protein powder

Cottage cheese

Tofu

Tempeh

Edamame

Carbohydrates

Carbs are fuel.

Not the enemy.

Higher activity generally requires more carbohydrates.

Choose mostly:

Rice

Potatoes

Fruit

Oats

Whole grain bread

Beans

Pasta

Vegetables

Enjoy treats occasionally without guilt.

Fats

Healthy fats support:

Hormones

Brain function

Recovery

Joint health

Good sources:

Avocados

Olive oil

Nuts

Nut butter

Eggs

Fatty fish

Seeds

Build Your Plate

A simple template for almost every meal:

½ plate vegetables

¼ plate lean protein

¼ plate quality carbohydrates

Add a healthy fat if needed.

Simple.

Repeatable.

Effective.

Portion Guide

No food scale?

No problem.

Protein

Palm-sized portion

Carbs

Cupped hand

Vegetables

Two fists

Healthy fats

Thumb-sized portion

Eat Mostly Whole Foods

Aim for roughly:

80% whole foods

20% foods you simply enjoy

You don't need to eliminate pizza.

You need to avoid eating pizza every day.

Hydration

Water affects:

Performance

Energy

Recovery

Hunger

General guideline:

Drink enough that your urine is pale yellow most of the day.

Alcohol

Alcohol won't ruin progress.

Too much alcohol will.

Keep it moderate.

If drinking:

Eat protein first.

Stay hydrated.

Plan ahead.

Don't turn one night into three days.

Eating Out

Prioritize protein.

Add vegetables.

Choose grilled when possible.

Share dessert if you want one.

Enjoy the meal.

Move on.

Tracking Calories

Tracking calories isn't mandatory forever, but it is one of the fastest ways to understand how much you're actually eating.

Most people dramatically underestimate their calorie intake without realizing it. Tracking removes the guesswork.

Think of it like tracking your spending with a budget. You don't necessarily have to budget forever, but doing it for a while teaches you where your calories go. Calories work exactly the same way.

If your goal is fat loss, muscle gain, or improving body composition, tracking calories for a period of time can make progress much more predictable.

How to Track Accurately

- Weigh foods whenever possible using a food scale.
- Log foods before eating whenever you can.
- Use verified food entries inside your tracking app.
- Don't forget cooking oils, sauces, dressings, drinks, and snacks.
- Stay consistent rather than striving for perfection.

One meal won't ruin your progress, just like one perfect meal won't transform it. Your weekly average matters far more than any single day.

Tracking Macros

Calories determine whether you gain, lose, or maintain weight.

Macros determine the quality of those calories.

There are three macronutrients:

Protein

Protein builds and repairs muscle, helps recovery, keeps you full longer, and should be your highest priority.

Aim to hit your protein target every day.

Carbohydrates

Carbohydrates provide energy for training and daily activity.

Eating carbs won't make you gain fat—consuming too many calories does.

Choose mostly whole-food carbohydrate sources such as potatoes, rice, oats, fruit, vegetables, and whole grains.

Fats

Dietary fat supports hormones, brain function, and overall health.

Choose healthy fats most of the time from foods like:

- Avocados
- Nuts
- Seeds
- Olive oil
- Fatty fish

Remember that fats contain more calories per gram than protein or carbohydrates, so portion sizes matter.

Don't Chase Perfection

If you consistently hit:

- Your calorie goal
- Your protein goal

You're already doing better than most people.

The remaining macros can have some flexibility.

Consistency beats perfection.

Reading Nutrition Labels

Learning to read nutrition labels makes tracking much easier.

When looking at a label, pay attention to these four things:

Serving Size

Always check the serving size first.

A bag of chips may say 180 calories, but that might only be for one serving—and the bag could contain three servings.

Calories

This tells you how much energy is in one serving.

Calories are what determine weight change over time.

Protein

Protein should be one of the first numbers you look at.

Whenever possible, choose foods that provide a good amount of protein for the calories they contain.

Ingredients

Generally speaking, shorter ingredient lists are easier to understand and often indicate less processed foods.

That doesn't mean every processed food is bad.

Focus on your overall diet rather than obsessing over individual ingredients.

Remember

Nutrition labels are tools—not report cards.

Use them to make informed decisions, not to judge yourself.

The goal isn't eating perfectly.

The goal is becoming someone who consistently makes good nutritional choices.

Supplements

Supplements help.

They don't replace good nutrition.

Recommended:

Creatine Monohydrate

5 grams daily

Protein Powder

Use only if needed.

Vitamin D

If recommended by your healthcare provider.

Fish Oil

If you rarely eat fish.

Caffeine

Optional before training.

Meal Timing

Don't overcomplicate this.

Protein 3–5 times daily.

Eat before training if possible.

Eat after training when convenient.

Daily consistency matters more than perfect timing.

What About Cheat Meals?

We don't believe in cheat meals.

Food isn't punishment.

Food isn't a reward.

Eat intentionally.

Enjoy your favorite foods.

Get right back to your routine.

Progress Tracking

Don't judge progress from one day.

Look at trends.

Track:

Weight

Progress photos

Strength

Energy

Sleep

How clothes fit

Consistency

Common Mistakes

Trying to be perfect.

Eating too little protein.

Skipping meals.

Weekend binges.

Not sleeping enough.

Program hopping.

Giving up after one bad day.

The Phoenix Strength Standard

Show up.

Lift.

Eat enough protein.

Drink water.

Sleep.

Repeat.

The people who transform their bodies aren't perfect.

They're consistent.

Final Thoughts

Your goal isn't simply to lose weight.

It's to build a body you're proud of.

A body that's strong.

Healthy.

Capable.

One that supports the life you want to live.

Stay patient.

Trust the process.

Keep showing up.

We'll be here every step of the way.

Welcome to Phoenix Strength.

Phoenix Strength Nutrition

Quick References

You don't need to be perfect.

You need to be consistent.

When in doubt, come back to these fundamentals.

Prioritize Protein

✓ Eat a source of protein at every meal.

Examples:

- Chicken
- Lean beef
- Turkey
- Fish
- Eggs
- Greek yogurt
- Cottage cheese
- Protein powder

Protein is always your #1 nutrition priority.

Build Your Plate

At most meals aim for:

 Protein

 Carbohydrates

 Vegetables or Fruit

 Healthy Fat

Build meals around whole foods whenever possible.

Hit Your Calories

Your calorie target determines whether you:

- Lose fat
- Maintain weight
- Build muscle

If you're consistently missing your calorie goal, don't expect consistent results.

Stay Hydrated

Aim for approximately:

 2–4 liters (70–135 oz) of water per day.

Drink more if you:

- Train hard
 - Sweat a lot
 - Live in a hot climate
-

80/20 Rule

Eat nutritious, minimally processed foods about **80%** of the time.

Enjoy your favorite foods the other **20%**.

A sustainable plan always beats a perfect plan.

Meal Timing

Meal timing matters far less than consistency.

Focus on:

- ✓ Hitting your calories
- ✓ Hitting your protein
- ✓ Training consistently

Don't stress if meals aren't perfectly timed.

Don't Let One Meal Turn Into One Week

One high-calorie meal won't ruin your progress.

One missed workout won't ruin your progress.

Get back on track with your very next meal or workout.

Never wait until Monday.

Progress Isn't Linear

Some weeks you'll lose weight.

Some weeks you'll maintain.

Some weeks life happens.

Judge your progress over months—not days.

Stay patient.

The Phoenix Strength Formula

Train consistently.

Eat enough protein.

Stay within your calorie target.

Sleep well.

Stay active.

Repeat.

That's it.

Do those things consistently, and your body will change.

Remember...

There is no perfect diet.

There is no perfect workout.

There is only consistency.

Small actions, repeated over time, create extraordinary results.

Trust the process. Keep showing up. 🔥