



YOUR COMPANION NUTRITION EBOOK

MACROS. MADE WORKABLE.

Understand the numbers. Track the useful details. Build a routine you can repeat.

**Your goal is a better decision.
The numbers are a tool to help you make it.**

WHAT ARE MACROS?

Protein, carbohydrate, and fat are macronutrients. They contribute energy and serve different roles in your body. Tracking them can reveal patterns in your portions and food choices. It is one useful approach, not a requirement for everyone.

THE NUMBERS TO REMEMBER

Protein: about 4 calories per gram.

Carbohydrate: about 4 calories per gram.

Fat: about 9 calories per gram.

These are general energy factors; label totals can differ because of rounding, fiber, and other ingredients. [1]

YOUR FIRST ACTION

Choose one ordinary meal you eat often. Check its ingredients and portion sizes, and log it carefully. Learn from that meal before trying to perfect an entire week.

A personal gift from Justin Rowland
Valor Performance Group



01 / UNDERSTAND THE ESSENTIALS

THREE MACROS. A COMPLETE PICTURE.

Macro targets should support a balanced diet, your preferences, and your individual needs.

P

Protein / Build and repair.

Protein supports body tissues, including muscle. Examples include fish, poultry, eggs, dairy, tofu, beans, and lentils. Plant foods may contribute meaningful carbs and fats too.

C

Carbohydrate / Fuel your day.

Carbs supply energy. Fruit, oats, rice, potatoes, beans, and whole grains can fit. Choose portions that work with your activity and overall plan.

F

Fat / Essential functions.

Dietary fat supports important body functions and helps absorb certain vitamins. Sources include olive oil, nuts, seeds, and avocado. Small portions can contribute substantial calories.

Hitting macros does not automatically mean your diet is balanced. Include produce, fiber-rich foods, and variety.

WHO SETS THE TARGETS?

Calorie and macro needs depend on body size, activity, goals, preferences, and health considerations. Use a qualified professional to help set an appropriate starting plan. A calculator is an estimate, not a diagnosis. [2]

Food examples are not a prescribed meal plan. Medical nutrition needs and clinician guidance take priority.



02 / THE PRACTICAL WORKFLOW

LOG IT ONCE. LEARN FROM IT.

A five-step approach for your first repeatable meal.

- 1** Choose the right entry.
Use the product label or a reliable database entry. Match the brand and whether the food is raw or cooked.
- 2** Match the portion.
If the label is per 100 grams and you eat 150 grams, multiply each listed value by 1.5. Check units before saving.
- 3** Include the quiet extras.
Cooking oil, dressing, butter, toppings, sides, and drinks contribute too. Record what you actually used.
- 4** Save the meal you repeat.
Create a saved meal or recipe, then update the portion when it changes. Reuse accurate entries to reduce work.
- 5** Review without grading yourself.
Ask what you learned: was protein lower than expected, or did the dressing change the total? Choose one practical adjustment.

PHOTO LOGGING IN VALOR

A meal photo can support estimated calories, macros, and logging in the coaching app. Review the ingredients and serving size before saving. Hidden oils and sauces can make a photo estimate inaccurate. Availability depends on your coaching plan and setup.



03 / MAKE THE MATH USEFUL

A WORKED EXAMPLE. NO GUESSWORK.

Illustrative numbers to explain the method. These are not your personal targets.

Example daily plan: 2,400 calories
160g protein + 260g carbs + 80g fat
 $640 + 1,040 + 720 = 2,400$ calories

TURN ONE MEAL INTO A REPEATABLE ENTRY

Suppose your complete breakfast provides 40g protein, 65g carbs, and 20g fat. Using the general factors:

$40 \times 4 + 65 \times 4 + 20 \times 9 = 600$ calories.

SEE WHAT REMAINS

Subtract breakfast from the illustrative daily plan:

Protein: $160 - 40 = 120$ g remaining.

Carbs: $260 - 65 = 195$ g remaining.

Fat: $80 - 20 = 60$ g remaining.

Calories: $2,400 - 600 = 1,800$ remaining.

USE THE NUMBERS FLEXIBLY

The remaining amount can be distributed across the meals that fit your schedule. You do not need to divide every macro evenly. Discuss a practical range with your coach rather than treating every gram as a pass-or-fail test.

Arithmetic check: $120 \times 4 + 195 \times 4 + 60 \times 9 = 1,800$ calories. Food-label rounding can create small differences in real logs.



04 / YOUR NEXT STEP

MAKE IT FIT YOUR REAL LIFE.

Keep what helps. Adjust what creates unnecessary friction.

EATING OUT?

Use published restaurant nutrition when available. Otherwise estimate honestly, include sauces and drinks, and return to your usual routine at the next meal. Use the Executive Dining & Travel Brief for ordering structures.

TOO BUSY TO LOG EVERYTHING?

Start with one repeatable meal. If tracking is burdensome or promotes anxiety, discuss portion-based habits or another approach with your coach. Useful feedback matters more than a perfect streak.

WANT YOUR OWN STARTING PLAN?

In a complimentary 15-minute Performance Audit, we can discuss your goal, current routine, and biggest obstacle. Leave with a practical next step; if coaching fits, we can discuss support.

BOOK MY PERFORMANCE AUDIT

Share your contact details and goal online

Text AUDIT: (405) 885-4663

Mindshiftokc@icloud.com

READ MORE / GENERAL EDUCATION

1. University of Minnesota Nutrition Coordinating Center: nutrient energy factors
2. NIDDK: About the Body Weight Planner

Updated from Justin Rowland's original macro-tracking ebook for Valor Performance Group. General education; individual needs and outcomes vary.