

# THE LAS SHRED



*How to adjust your diet like a pro to reach single digit body fat*



**RIPPEDBODY.JP**

NO NONSENSE DIET & TRAINING GUIDES

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This book is not intended for the treatment or prevention of disease, nor as a substitute for medical treatment, nor as an alternative to medical advice. Use of the guidelines herein is at the sole choice and risk of the reader.

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# FOREWORD

I first spoke to Andy Morgan online after I received a Facebook message from someone who followed my work telling me that he was stealing my ideas. While you might expect this to be the start of an arduous law suit, instead this was actually the start to a prosperous friendship.

It turned out that Andy had found my YouTube pyramid series on nutrition and training, thought that they would help his readers and clients, and turned them into an article series with his own spin. "My ideas" are just the synthesis of years of reading nutrition research, finding out how to apply them as a coach and then figuring out how best to present that information to others. I don't have ownership of the information that comes from studies. In fact the only part of the pyramid series that is truly my creation, was the hierarchical relationship of importance itself, and Andy had in fact given me due credit for that idea. In fact, Andy created more awareness for my work and the information I was trying to promote and in a way helped me to help even more people.

From reading his work and from our discussions, I clearly saw that Andy was motivated by the drive to help people by giving them factual and practical fitness information. But, I hadn't yet realized the extent of what he was trying to do and in fact I'd just reached the tip of the iceberg. Shortly after our initial interaction, Andy approached me to ask if he could translate my work into Japanese. This was a first for me, being asked to have my work translated. Honestly, as ethnocentric as it sounds (and I'm ashamed to admit it), I'd simply never thought about the value of having my work available in other languages. Believe it or not I hadn't considered the fact that no matter how well received my articles, videos, books or coaching were, I'd ever be able to help someone who didn't speak English. When Andy then told me his story of how he moved across the planet from the UK to Japan and had been trying to give the Japanese fitness world a much needed upgrade almost single-handedly, I truly started seeing him for what he was, a visionary.

Andy has been changing the face of the fitness industry in a country of 127 million people by translating the works of the best English speaking fitness writers for years now. When I say the

best writers, I don't necessarily mean the most successful in terms of sales, I mean the ones who put out the most accurate, evidence-based, no-nonsense information. If Andy was motivated by greed, he could have worked on translating the works of the top 10 sellers in fitness writing, but he's motivated by helping others and he does a damn good job of it. This is evident in his writing, this is evident in his coaching, and it was why I decided to partner with him. I've seen his passion, work ethic, attention to detail, and desire to improve the fitness industry first hand co-authoring *The Muscle and Strength Pyramid* books with him and my other co-author Andrea Valdez.

Even more impressive is that he's accomplished what he has by following a very unique path. Like any true self-deprecating Brit, his author bio for our books' website reads: "With no qualifications and considerably less muscle mass, Andy blagged his way onto the writing team for this set of books and isn't quite sure how he ended up here." Some might read this and think, "Yeah, why did he end up here? He doesn't have a degree, what does he know?" But that would be a foolish way of thinking.

How many people do you know without a formal education in nutrition and exercise who could identify which nutrition and exercise writers are the top experts in the field? Let's be honest, 90% of our society ends up getting fooled by the charlatans of our industry that convince people that the solutions to their problems are detox diets, 5 minute workouts and superfoods, yet Andy managed to see through all the BS and handpick the true experts. I've been studying for over a decade and will soon finish my Doctorate and I would choose almost exactly the same people that Andy has. Andy is able to write articles, debate, rub shoulders with, and coach right alongside experts with decades of formal education and tons of experience. His critical thinking skills, the ability to self-teach, and his drive to learn that allow him to do this are rare indeed.

Fortunately for you, Andy applies these traits in an incredibly practical manner to all things in his life, coaching included. The manual you have in your hands (or rather on your screen) is the merging of critical thinking and practicality. Those two key facets are what make coaches effective when it comes to helping people progress. The old fitness adages, "what is measured will be managed" and "if you aren't assessing you are guessing" are cliché, but they are cliché because they are true. This manual helps you step into the mind of one of the most pragmatic, sharp-minded critical thinkers in the online coaching world and see how he gets it done in the trenches. If you, or your clients follow the steps outlined in this book over the course of a diet, you'll have a way to manage the inevitable plateaus and stalls without letting them become barriers to your goals. Knowing how to set up a diet is one thing, but knowing what to do and how to change it when it stops working is another, with this book you will learn exactly how.

- Eric Helms. (Some jacked bro that claims he knows a thing or two about muscle building things.)



## **A NOTE ON THIS SECOND EDITION**

I owe a debt of thanks to the readers of the first edition whose feedback and requests have been invaluable to me when updating for this second edition. (If you would like to leave feedback after reading you will see a link at the end of the book.) I've denoted new and updated sections by a line in the left margin next to the text, like you see here. This will allow readers of the first edition to quickly read through this second edition, without having to re-read the whole text.

I'd also like to thank Eric Helms for his time in contributing to this work. It's been fun seeing where we have come to the same conclusions about how best to do things through trial and error over the years, but also interesting to note the places where we differ, which I have noted in the text as alternatives.





# INTRODUCTION

This is a highly personal guide showing you the system that I apply to get the results I do for my coaching clients. It's not going to read like a sanitized, mass-marketed book. I'm taking full advantage of the fact that I know I'm speaking to a few hundred people here, so I'm going to let my unfiltered opinions fly, especially at the end.

Hundreds of thousands of serious trainees like yourself have made the mistakes that I'm going to show you how to navigate around in this manual. I am confident that the information in the subsequent pages will prove to be exceptionally useful information for anyone attempting their first cut to shreds, or wondering why their previous attempts didn't go well. There may be some "aha" moments as you identify the (now seemingly obvious) mistakes you made in the past, but please take comfort in the fact that they were simple ones and you will know what to do this time around.

If after reading this you feel that the information was disappointingly simple, then I consider my job here a success. I don't have any special methods or tricks to offer, I get good results because I'm logical and methodical about the way I go about analyzing data when adjusting a client's diet. When you apply the framework I'm going to show you, you will be able to do that too.

What you're going to see is that diets do not progress in a linear fashion. There will be fluctuations in your weight and measurements over which you have little control, and there will be 'stalls' and 'whooshes' over which you have no control at all. However, by knowing about these things you can mentally prepare for them, objectively navigate your way through them, and this ultimately means you are far more likely to be successful.

Now, what do I mean by *success*?

To be able to get as lean as you ever have, or leaner, while eliminating the guess work and remaining in control of staying there, instead of just rebounding like so many do. For this reason



I want you to pay special attention to part 10, which gives guidelines on coming back up to maintenance calorie intake.

It is my opinion that knowing how and when to make adjustments to your nutrition plan is *the* key piece of the nutrition puzzle. You *will* need to adjust your diet at some point if you want to get shredded. Here's why:

- The initial calorie and macro calculations that you make are an estimation, and they will need to be fine tuned based on your progress at the end of your first month of dieting.
- As you lose weight, your energy needs will decrease.
- As the diet progresses, our metabolisms adapt.

The question is then, how are you going to make the necessary adjustments?

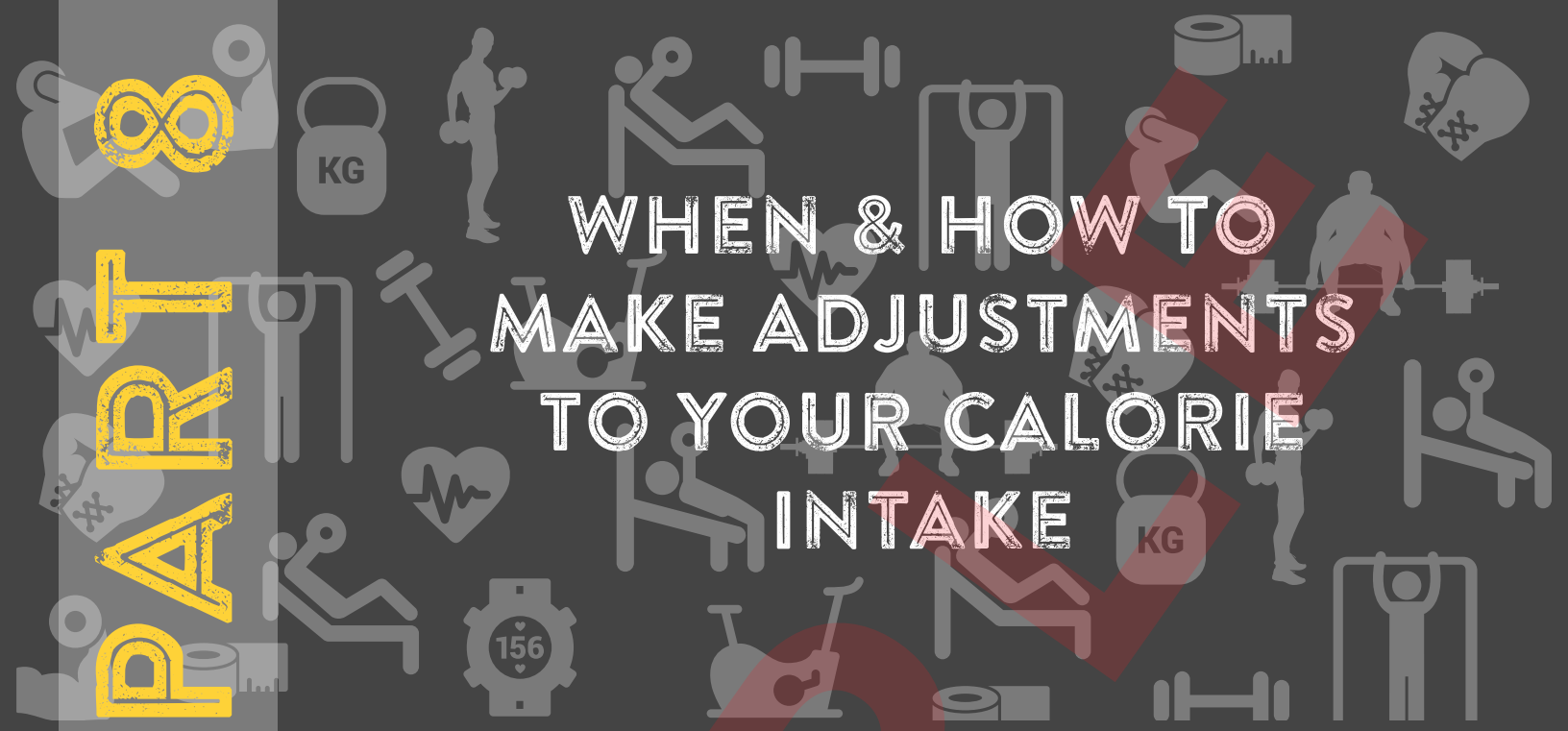
1. The way that most people go, subjecting yourself to the emotional rollercoaster that the mirror and scale bring and basing your decisions on those fluctuating data points?
2. Or using an objective and methodical way that's going to leave you eating the most, with the most energy for your workouts and life, the least irritability, maximum muscle mass retention, the highest sex drive, and the greatest chance of success without a rebound?

You already know the answer, which is why you are reading this book.

At first I will explain why you need to forget about the initial calculations and put tracking above all else. I'll then give a warning on the fluctuations and trends that will happen and why, which leads into how I suggest you track things. I've included very specific guidelines on what to look out for when determining whether to make an adjustment to your diet (how to distinguish between water retention causing a stall, vs simply needing to make a change), how to make the dietary adjustments, and then given full examples of me taking 5 clients through a 12-week stretch of coaching, applying all the principles explained in the previous chapters. Finally, I'll guide you on what I feel is the best way to come back up to maintenance after your diet is over, so you can eat more and maximally maintain leanness.

The section at the end of the book contains my personal notes/essays to myself or industry friends over the years on the lessons I have learned in the past 4+ years of doing this job. I'm calling it a bonus section because I can't think of anywhere else to put it – it's too personal to have publicly on the blog, but not something I quite feel should be a stand alone product. This is written for personal trainers or coaches that are looking to start working online (or for those that already do), and dedicated to those that have asked me for my tutelage on these things, who I have declined without exception due to lack of time (and hate of putting things in my calendar).

Let's dive in then.



# WHEN & HOW TO MAKE ADJUSTMENTS TO YOUR CALORIE INTAKE

I categorise the adjustments that need to be made into one of two types: 1) A refinement of the calculation that was made at the start of the diet, 2) Adjustments thereafter to keep things progressing. These need to be handled in slightly different ways so I have sections for both.

This is by far the most detailed section of the book. I have done my best to make decision trees to help you. They are certainly not flawless and common sense should override anything you read here.

## 1. THE REFINEMENT OF YOUR INITIAL CALCULATIONS

We know that our initial calculations were made using formulae that were developed based on averages. Thus, though you may have gotten lucky, it's likely that you may need to adjust things to get back in line with your target rate of fat loss.

**My rule: Do NOT make any adjustments until the four week point.**

I would *strongly* advise that you wait until the four week point before making any adjustments. Why? Because we need to have a consistent run of data from which to draw conclusions about rates of progress. Before this point the chances are too high that we will have a random fluctuation in the data that will screw up our analysis of it.

Take a look at your data. Is there a jump from the first week to the second that isn't in line with the rest? Yes? Ok throw that week of data out and don't consider it for the analysis. This will be an initial jump in weight due to the change in carb intake.

Ask yourself: *What is the average rate of weight loss per week over the last 3-4 weeks?*

- **Were you on target?** If so, don't change anything.
- **Were you above your target?** You should probably make an adjustment to slow things down. The math for this is the same as in the next point, just reversed.

FOR COACHES: If the deficit works out to be higher than you originally calculated (the rate of fat loss will be higher), it can be fine in some cases to keep the calorie/macro intake as it is. The key things to look out for are that the client's mood, strength, sleep and stress levels are all in check. Also, be prepared to make calorie increases to slow down the rate of fat loss if any of these things take a turn for the worse in the proceeding weeks.

- **Were you below your target average weight loss per week?** Then you want to reduce your calorie intake. What follows are the instructions for that.

## How To Make The Reduction

We know that approximately a 3500 calorie weekly deficit is needed to produce around one pound of fat loss. This is a deficit of 500 calories per day. So, if your average rate of weight loss is short of your target by 0.5 lbs for example, then you want to reduce your calorie intake by 250 kcal per day.

**Protein can be kept the same** – it's the macronutrient that gives the most satiety, and is also muscle sparing.

**Reduce energy intake via your fat and carb macros** – 50/50 respectively will work fine, though there is scope for personal preference here as long as you...

**Don't go below 0.4 g of fat per pound of lean body mass** – as below this point hormonal regulation will almost certainly be adversely affected. If you get this low just adjust your carb intake from this point onwards. When you calculate your fat requirement beware of the tendency to overestimate lean body mass, as this will leave your minimal fat intake threshold higher than necessary. (My guide to estimating body-fat percentage [here](#).) If you cycle your fat intake with your training and non-training days, use the average per day.

Applying these rules to create an additional 250 kcal deficit:

- **If your diet is iso-caloric(same calories each day) and you have the same macros every day:** make a 25-30 g reduction in carb intake, a 10-15 g reduction to your fat intake.
- **If you cycle your calorie and carb intake:** On your training days reduce carbs by 50 g, fats by 5 g, and on rest days reduce carbs by 25 g, fats by 15 g.

(1g Carbohydrate = 4 kcal, 1g Fat = 9 kcal)

## Things To Look Out For At This Stage

- If you are new to training, or have just re-started training after some time off, general increases in limb measurements due to the 'initial pump' are to be expected in the first couple of weeks.
- If you see unusually large jumps in the chest or leg measurements this is usually due to measurement inconsistencies or error. The chest/back measurement can take some getting used to before you find a pose/position you can get consistent measurements with, and it's not uncommon for people to get the tape twisted behind their backs without them realising it. With the legs, you just need practice to get the same measurement site each time.
- It's likely that you will see the stomach measurements come down more in some places than others. That's perfectly normal and is the reason we take measurements at multiple measurement sites. More on this in the next section.

Normal biological variability aside, measuring comes with inherent inaccuracies and some people will be better at it than others, so it can be useful to define what a "significant" change in measurements is.

I have an eye for what feels right when looking at a set of data, but this is clearly not going to work as a guideline for you if you don't have experience of these things. Now I can't give you a specific measurement guideline (e.g., if your stomach measurement changes by more than 1 cm, consider that to be significant) because body size (as well as accuracy) differs, but this is a good suggestion by Eric Helms: "Measure every day while not doing any new training or dieting for say 3-7 days straight, and then take those measurements and calculate the mean and standard deviation (SD). Only count a 'real change' as something more than 2 SD's. You can get an excel spreadsheet to do that for you, or you can just google *How to calculate standard deviation* to refresh your memory from what you learned in school."

Day	Waist (cm)
1	93.1
2	92.3
3	94.0
4	92.7
5	92.2
6	91.0
7	94.6
Mean	92.8
STD	1.2
Real Change (2 SDs)	2.4

## **2. ADJUSTMENTS MID-DIET**

I am rather arbitrarily distinguishing this as being any time past the 5th week point and onwards.

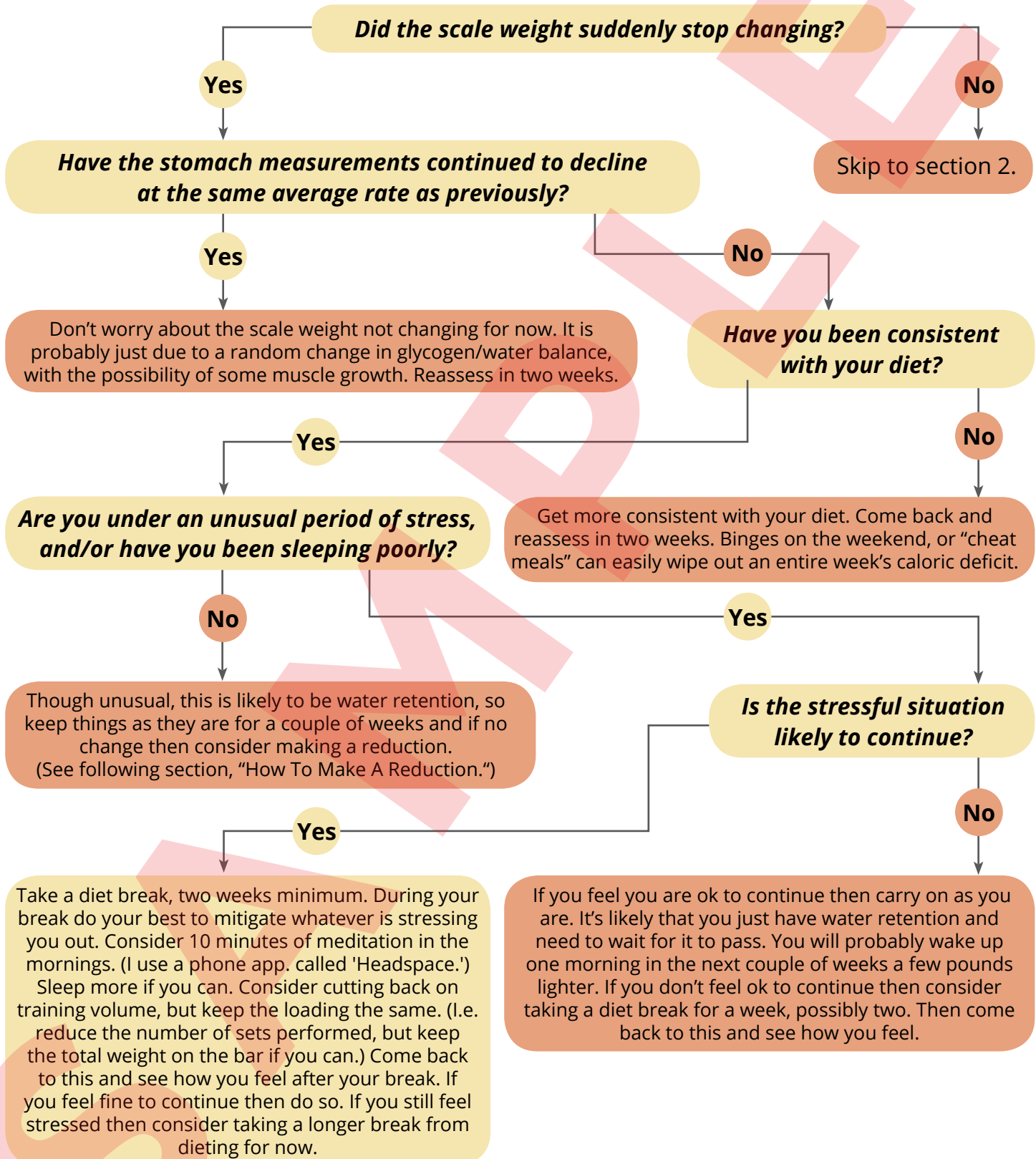
As we made an initial adjustment at the 4 week point this is of no relation to the accuracy of our initial calculations, but is due to the reduction of energy needs as the diet has progressed. (In honesty, those of you that found you had to make decreases at the four week update point, part of that will have been due to these reductions already though.)

You are best to make this assessment at the 6 week point or later, so that you have time to gauge how the last adjustment (if you made one) affected things. **I'd suggest you then assess your progress at 2 week intervals from there on.**

Ask yourself: *What is the average weight loss over the last 4 weeks?* (Meaning weeks 3-6.)

- **Were you on target?** If so, continue as you were. Even if the stomach measurements don't change – don't worry about it. This just means the fat loss happened in places that we didn't measure.
- **Were you above your target?** If so, consider increasing your calorie intake. (Instructions as before.)
- **Were you below your target?** Here's where things get interesting...

I've already explained that we need to be careful of making cuts to our diet prematurely, and also that we need to be aware of the 'stall and whoosh' phenomenon that can happen sometimes. This usually follows one of two patterns. – The scale weight suddenly stops changing and sits there for a few weeks, or the rate of scale weight change starts gradually decreasing. Here are some checklists to help you decide whether or not a reduction in calorie intake is needed.

**Weight & Measurement Checklist – Section 1**



FOR COACHES: Stress not only causes water retention, but negatively affects diet progress, recovery and training adaptations. Make sure that clients know about this and be thorough when vetting clients before taking them on. Sometimes the right decision is to tell the client to pause the diet, which isn't going to be a popular decision if they have paid you and they weren't aware of these things. You have to be tough, and put the health of the client first over them liking you. You don't want to add a caloric deficit (a stressor) into the mix when someone is already stressed. This gets more important the leaner someone gets.

**Related:** "[Why don't you work with people with a lot of life stress?](#)" "[Stress: In The Gym, Out of The Gym, and How it Affects Your Program and Progress](#)"

### End of Sample for this section

#### Further Content In This Section:

- Weight & Measurement Checklist – Section 2
- How To Make The Reduction
- Points To Note When Assessing (Stomach Measurements, Limb Measurements, Signs Of Muscle Growth, Training & Muscle Mass Preservation)
- Training Checklist – Section 1
- Training Checklist – Section 2
- On Getting Exceptionally Lean



# FULL EXAMPLES OF HOW I COACHED THE CLIENTS YOU VOTED ON

Technically nobody voted on these. What I did was take the top 10 most clicked photos from the results page, e-mailed those clients, told them about this book project, and asked their permission to share their information as part of it. These are the guys that kindly consented, plus one addition that I included as it is an interesting example of water retention masking progress.

If there is one thing I want you to take away from this section, it's that things really can be very simple. However, when things don't go to plan, that's when you can refer to the rule framework above.

**Important note:** I get clients to use a [simplified macro counting framework](#) as I believe that leads to better adherence. This is a form of purposeful undercounting, the degree to which will vary depending on the client and their interpretation of the rules. What this means is that the macros you see in the spreadsheets will be around 5-15% lower than what they were actually eating in most cases.

All clients in the examples below trained three days a week, ate twice a day, and had sedentary jobs, unless otherwise noted.

# SCOTT



Week	0	1	2	3	4	5	6	7	8	9	10	11	12	
Weight	91	90.5	89.75	89.75	89.8	89.4	88.7	88.7	88.8	88.4	87.6	86.9	85.4	
Chest	112	112	112.5	112.5	113	113.5	114	114	114.5	114.5	115	115	115	
R arm	40	44.5	45	45	45.5	45.5	45.5	45.5	45.5	45.25	45.5	45.5	45.5	
L arm	40.5	44.5	45	45	45.25	45.25	45.25	45.25	45.25	45.25	45.25	45.25	45.5	
2" above	85	84	82	81.5	81.5	80.5	80	80	79.5	79.5	78	77.5	76.5	
Belly	86	85.5	84	83.5	83	82	81.5	81	80.5	80.5	79	78.5	77.5	
2" bellow	87	86	84.5	84	83.5	83	83	83	82.5	82.5	80.5	80	79	
Hips	93	92.5	91	90	90	89.5	89.5	89.5	89.5	89.5	88.5	88.5	88	
R thigh	58.5	59	59.5	60	60	60	60	60	60	60	60	60	60	
L thigh	58	58.5	59	59.25	59.25	59.75	59.75	57.5	59.75	59.75	59.75	59.75	60	
Age	36	36	36	36	36	36	36	36	36	36	36	36	36	
Height	186	186	186	186	186	186	186	186	186	186	186	186	186	
Fasting Window	20:00-12:00													
Training Day Macros	P:220 C:325 F:40				P:200 C:250 F:40				P:200 C:190 F:40				P:200 C:225 F:40	
Rest Day Macros	P:220 C:75 F:70				P:200 C:50 F:70				P:200 C:50 F:70				P:200 C:75 F:70	
Training time	10:30-11:30													
Key Lifts:														
Dips	(40kgx6reps)			40kgx6reps			42.5kgx6	45kgx4	45kgx5	47.5kgx4	50x5	52.5x4	55x4	60x4
Deadlift	(185kgx4reps)			185kgx4reps			190kgx4	205kgx3	210kgx4	180kgx4	180x4	190x2	190x3	195x3
Squat	(145kgx5reps)			145kgx5reps			150x5	155kgx4	155kgx5	155kgx5	157.5x5	160x5	160x6	162.5x5
Chin-Up (Total BW +extra)	(40kgx5reps)			40kgx5reps			40kgx6	40kgx6	40kgx6	40kgx6	40x5	42.5x5	45x5	45x5

**Points to note:**

Scott was one of my first clients. If Scott were a client now, I'd have set his fat intake higher, probably to around 50g and 90g on the training and rest days respectively, just because fat intake is important for hormonal regulation and function. It didn't seem to matter in his case though as you can see, he thrived - his strength improved and size in the arms and chest came up as well. This was a pretty simple case of a nice cut to shreds.

- Training was RPT, 3 days a week. Pretty much the same as you see on the site [here](#).
- The initial bicep measurements in week 1 were clearly taken in error – people do not put 4 cm on their arms in a single week.
- Scott tweaked his back deadlifting around week 8. He got checked out and it was nothing serious, so we dropped the weight ~15% and took it more cautiously from there on. – This was probably just a case of being a little greedy – making jumps in weight too quickly. I should have pointed that out, but I wasn't very experienced at that point.

[Click for Scott's Data Analysis and Coaching Decision Video](#)

**Password: coachingmanual**

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**End of sample for this section.**

There are four more client data sets in this section.



**Thank you for reading.**

[You can pick up your full copy here.](#)