

Rachel Brooks | FITNESS & LIFESTYLE

Flexible Dieting: The Key To Food Freedom



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What is Flexible Dieting?

Flexible dieting/IIFYM (If It Fits Your Macros) is simply counting of macronutrients (protein, carbohydrate, and fat). Macronutrients are a break down of your overall daily caloric intake.

It follows the belief that there are no foods that will magically and miraculously make you lose weight and there is no such thing as “good” or “bad” foods, they are all just macro ratios. To achieve a desired body composition goal, you hit your target macro goals.

Macronutrients: Protein, Fat, and Carbohydrate

1 Gram of Protein = 4 Calories

1 Gram of Carbohydrate = 4 Calories

1 Gram of Fat = 9 Calories

All foods consist of macronutrients and micronutrients. Macronutrients (Macros) are large molecules (protein, carbs, fat) whereas, micronutrients (Micros) are smaller nutrients (vitamins and minerals).

Diet Smarter. Not Harder.

Since Flexible Dieting is sustainable, it's more likely for one to adhere long-term for its mental and emotional benefits. Flexible Dieting, is the gateway to food freedom, creating a healthy and well-balanced approach to diet and nutrition. It replaces the antiquated methods of extreme “dieting,” such as “yo-yo dieting,” the restriction of certain foods and food groups.

With flexible dieting, you can have your cake and eat it too!

The beauty of Flexible Dieting is just that; it's “flexible” to your fitness and lifestyle goals. By allowing yourself flexibility in your diet, you're able to enjoy social and special events, holidays, and meals with your friends, family. Just remember the importance of accountability and keep track of what you're eating.

The keyword being: tracking, it is the most efficient way to change your body. Whether you prefer to track your overall daily calorie intake or through the practice of macro-tracking, the point is you must track for data. Without data, you have nothing to measure or manage.

By focusing on your macronutrient intake rather than eating certain foods, you can still achieve your goals while enjoying life with everyone else.

Note: Tracking is for personal accountability, data collection, education, and to familiarize yourself with nutritional values of the foods you choose. Tracking does not equal life. It is a tool.

Balance and Moderation

To lose weight/fat one must create a caloric deficit. This holds true for all diets, including flexible dieting. However, it uses the 'no foods off limits,' no restrictions, no extremes, as long as it fits your daily calories/macros.

Balance and moderation are key. Too much of anything, is not always a good thing, including the foods you do eat. The quality and selection of your food choices are essential to your overall health and well-being. Keep in mind, you can eat all the "Good/Healthy Foods" you want and still not get the results you set out to achieve. If you eat too much, this creates a caloric surplus, while on the other hand, eating less, creates a deficit. Therefore, "Healthy Foods" do not necessarily equate to weight loss, just the same as "Junk Foods" do not lead to weight gain. Everything you consume has calories and every calorie contains macronutrients.

Caloric deficit = weight loss

Caloric surplus = weight gain

However, just because something fits your macros, doesn't necessarily mean it should, the quality of your food choices will determine the quality of the results you will achieve. I recommend using an 80/20 approach to flexible dieting and be aware of what you put in your body, for example, eating whole, real, foods while leaving room for "fun stuff," i.e., treats, alcohol. Although it's a macro based diet, it is essential to get your vitamins and minerals for optimal health and wellness (mind, body & soul). Just because it fits, doesn't mean it should.

To break this down, when the food enters your body it doesn't go into separate subcategories of your stomach, thinking is this food "Healthy or unhealthy? Where should we put it?" No, it does what the stomach is designed to do, break down food and process the micro and macronutrients.

With flexible dieting, there is no deprived food. You lack nothing. If it doesn't fit your macros, it doesn't fit. It's as simple as that. I like to think of it as setting a (calorie) budget, and if you can't afford something, you can't buy (eat) it.

Macro Budgeting

Think of it as setting a calorie (cash) budget.

For simple math purposes, let's look at this macro example as a cash budget. You have \$1500 (calories) for the day, and you must spend it the three "macro" departments, \$500 (calories) on protein, \$500 (calories) on carbs, \$500 (calories) on fats.

The goal is to spend your daily calories in each macro department per day (hit your target macros).

Unlike real shopping, unfortunately, you don't get a refund on poor (food) choices. Choose wisely! ;)

You wouldn't fill up an exotic car with low-grade gas, neither should you fill your body with low-grade foods.

Your body is a worthy investment!

****To determine your daily calories & macronutrients, check out my [FREE](#) calculator.****