

# Q&B

WOMENS ACADEMY

TRAINING | NUTRITION | COACHING

# CRAVINGS

WORKING AROUND AND MANAGING THEM

# CRAVINGS

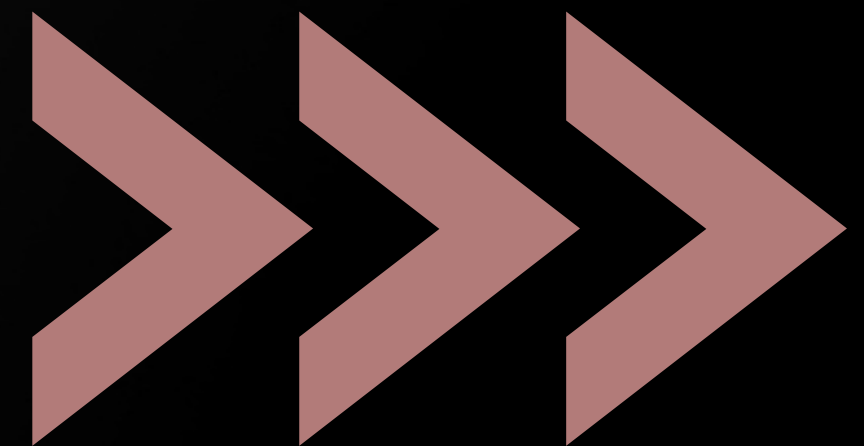
## WORKING AROUND AND MANAGING THEM

### How do you best manage cravings?

Let us be realistic... from time to time you are going to have the desire for foods that aren't necessarily easy to fit in and around our plan. But that does not mean these foods are off limits.

After all, we are making a lifestyle change here, and a lifestyle without all of the foods you love and enjoy, is just not very sustainable!

So, here are a few ways that you can fit your cravings into your plan. Or have them whilst staying on the best track toward your goals!



# CRAVINGS

## WORKING AROUND AND MANAGING THEM

How do you best manage cravings?

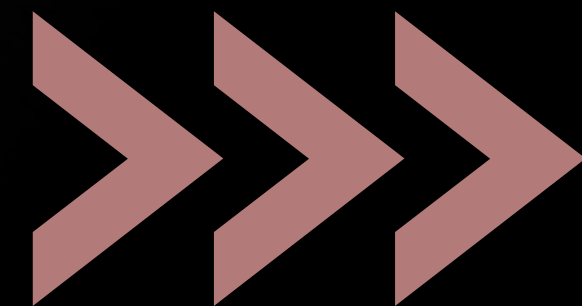
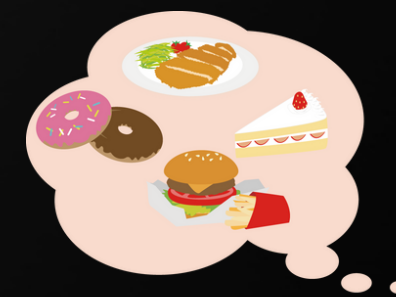
We aren't going to ask you to deny yourself of the foods that you enjoy.

Things like chocolate, crisps and sweet treats just make the world a better place :)

despite them not being that great for us from a health standpoint :(

However the team at PBWA want you to live a lifestyle free from restriction whilst staying within the lines of your goals, so here are a few ways you can fit these kinds of foods in. Without going too far off the track!

HOWEVER, Before you indulge on these foods, ask yourself these questions before hand...



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### ASK YOURSELF...

- Do I really want this? Or is it just because it is in front of me?

Sometimes we can find ourselves eating things for the sake of it, without the actual desire there in the first place. Solely because it is accessible. Which is why we don't recommend that you keep these tempting foods too close to hand.

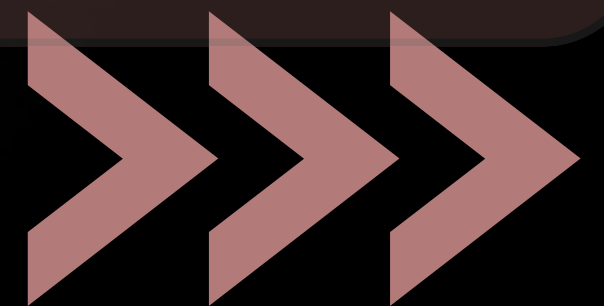
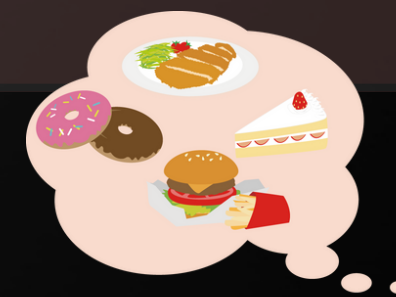
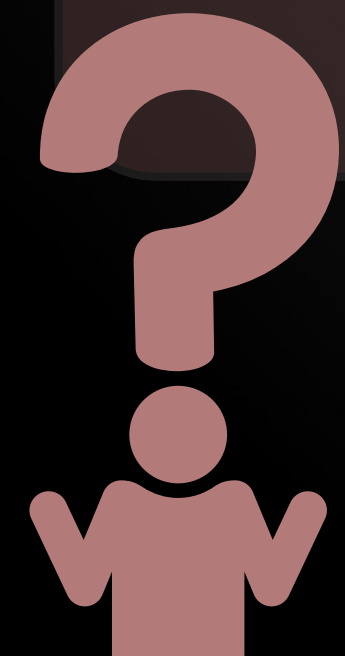
- Do I really want this? Or am I giving into my emotions?

Sometimes we find ourselves eating because of emotional stress or negative emotion, boredom or habit and this kind of eating will never make us feel better. We can find ourselves emotionally eating and possibly falling into bingeing patterns.

- Have I followed my plan?

Sometimes if we aren't following the plan within our nutrition, it can throw our body off routine. For example, if you've neglected your meal frequency throughout the day. When the evening comes around you may be more hungrier and looking for foods that may not be the best options to consume. Which is why it is important your plan is followed and then you can evaluate whether a desire is genuine or if it just an urge!

### ACT ON DESIRE. NOT IMPULSE



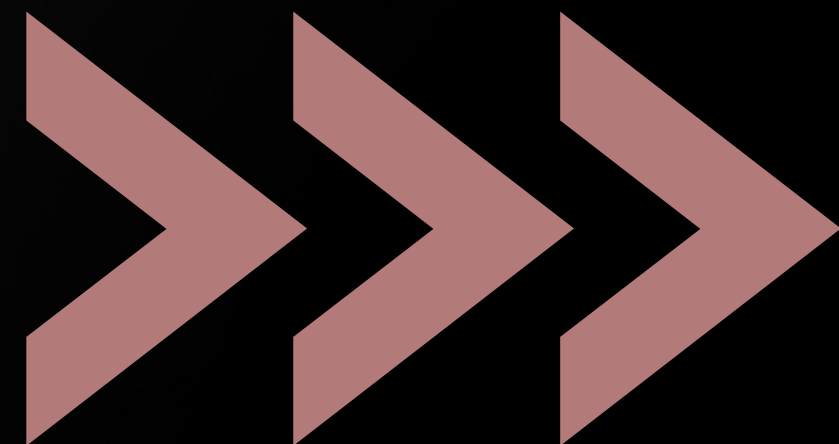
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### ACTING ON DESIRE. NOT IMPULSE

So, you've asked yourself them questions. Coming to the conclusion that you really do desire a sweet treat...

So, here is how exactly you can implement them, whilst staying on track to the best of your ability!



# CRAVINGS

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### 1: Free Meal Approach...

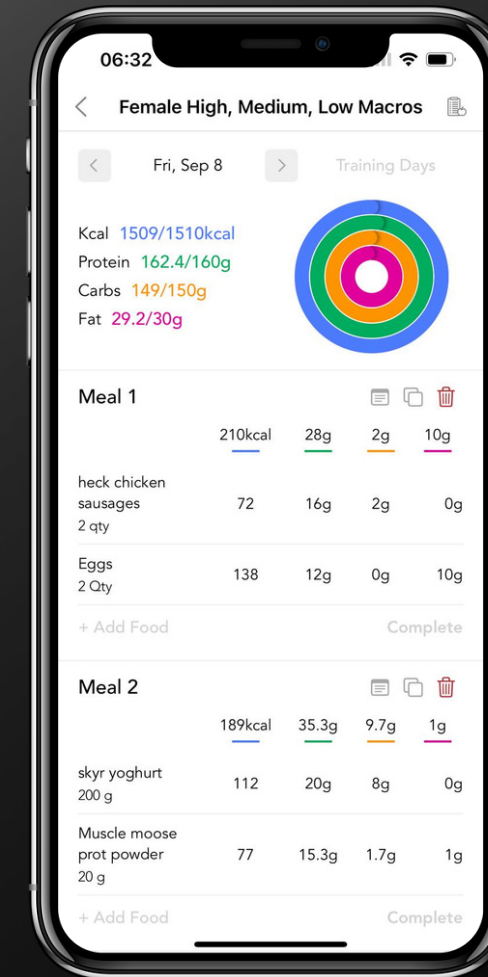
So on your plan, you will have a free meal allowance.

Essentially giving you a certain amount of banked calories each week that you can spend on whatever foods you like! Not worrying about counting the macros!

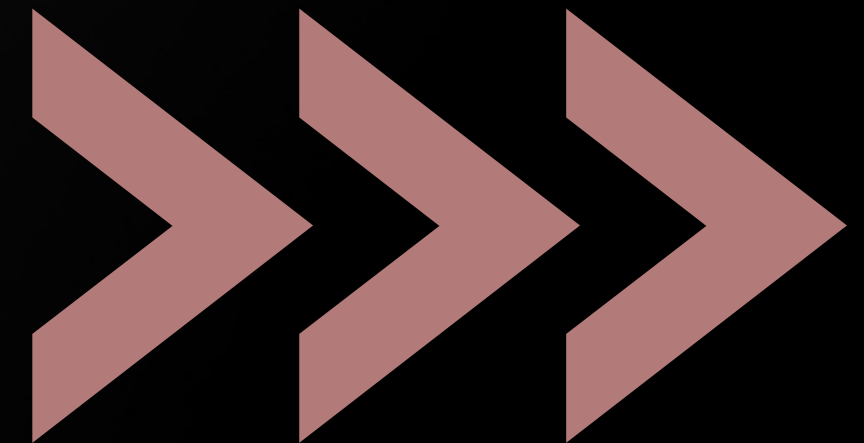
Which comes in handy when we are craving the foods that are higher in carbs and fat content.

So if you are craving a food, for example you may find yourself wanting a desert and you simply cannot stop thinking about it!

You can use your free meal allowance to have it, and this will mean you will stay between the lines of your goals. Whilst also not having to make any sacrifices within your current meals or habits!



+  
1000 Untracked Calorie Free Meal!



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## 2: Banking The Calories...

Another approach that we can use to fit in cravings, is the banking calories approach!

This will involve pre-planning beforehand to fit in what it is that we want.

Our calories run on a weekly average, meaning that our calorie count can differ day to day, but will add up to a certain number each week.

An example is the TD and NTD approach, someone may have more calories on a Training Day than a Non Training Day because energy demand is higher on a day that we are hitting the gym!

But specifically to this case, if you are really wanting a nandos and you cannot use your free meal for the meal. You can use the Calorie Banking method to fit it within your calorie goals!

Reducing your weekly calories throughout the week, or a day to account for extra calories needed for a specific meal that you want...

FOR EXAMPLE:

Day 1: ~~2,100 Kcals~~ → 1,900 Kcals

Day 2: ~~2,100 Kcals~~ → 1,900 Kcals

Day 3: ~~2,100 Kcals~~ → 1,900 Kcals

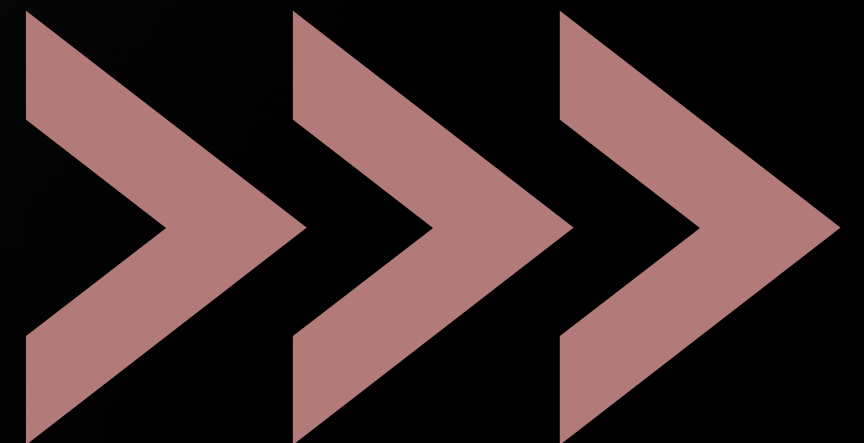
Day 4: ~~2,100 Kcals~~ → 1,900 Kcals

Day 5: ~~2,100 Kcals~~ → 1,900 Kcals

Day 6: ~~2,100 Kcals~~ → 3,100 Kcals

Day 7: ~~2,100 Kcals~~ → 1,900 Kcals

Reducing calories through the weekdays to bank for a certain day!



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### 3: Making sacrifices...

Sometimes we may impulsively want a choccie biscuit with a cup of tea, and that is okay!

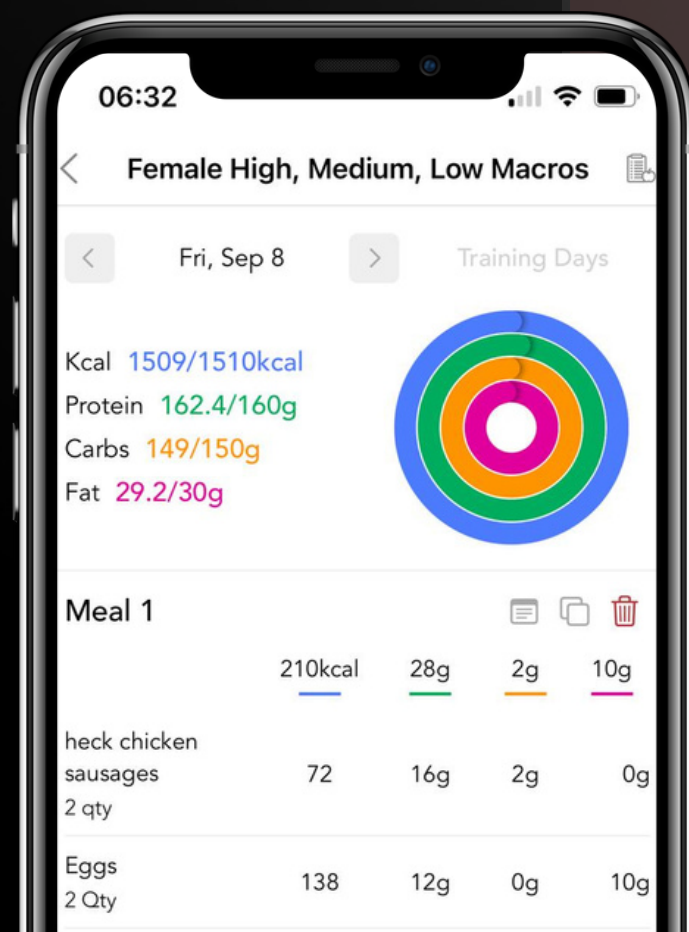
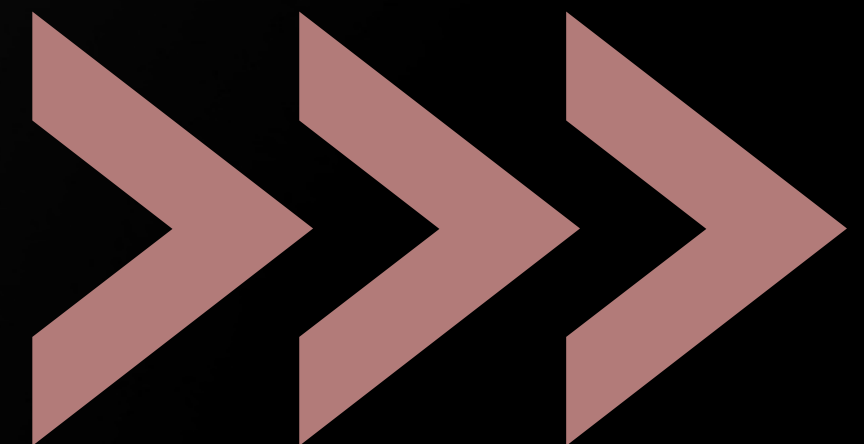
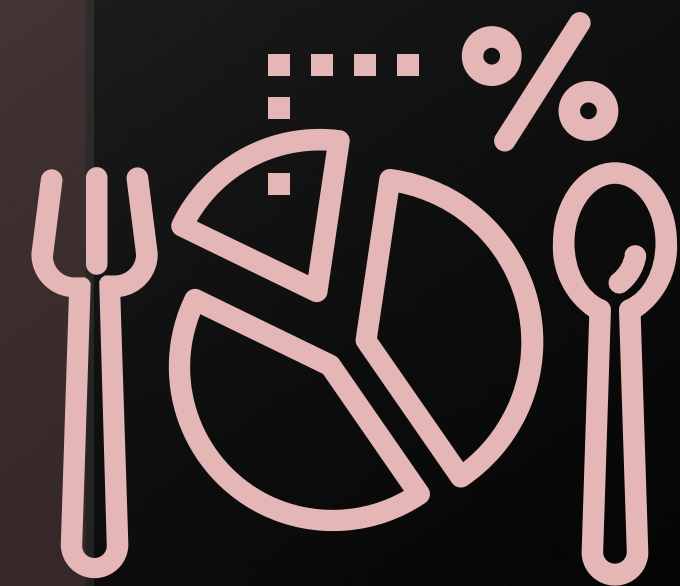
You can more than likely flexibly manipulate your macros to fit this in! Just by playing around with the measurements of your other foods.

It could look like reducing things like pasta, oats, rice and fat sources like dark chocolate and peanut butter etc. To be able to fit in the sweet treat that you want!

This actually is not a sacrifice, and allows you to fit exactly what you want, into your plan!

But if all else fails and you can't manipulate your macros to be perfect, just ensure that Calories and Protein is taken care of first and foremost.

Throwing your carbs and fats off slightly now and again to fit sweet treat cravings in is completely okay to do!



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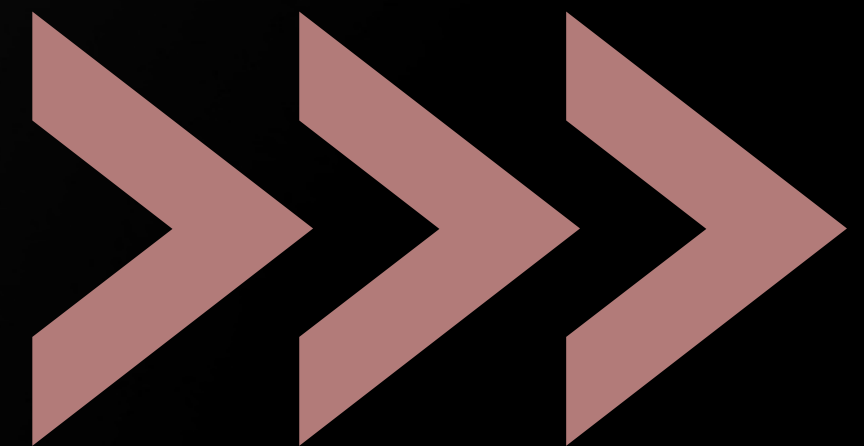
### 4: Strategising cravings around the training window

As you may have noticed, we place a large amount of carbs around the training window. This isn't for no reason, placing simple carbs around the training window is vital to both performance and recovery!

But satisfying your desires with freedom and flexibility is also very important to lead a healthy lifestyle whilst within the lines of your goals!

Which is why placing your sweet cravings around the training window is clever, because it both satisfies the craving whilst utilising the carbs in the best way around your training and recovery!

If you are craving chocolate, it can be a good idea to implement something like coco pops or a rice krispy treat around this time!



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### Acceptance of being less optimal...

So... back to being realistic. Whilst ideally, you should stick to your plan the majority of the time.

For the sake of your own freedom, flexibility and enjoyment, we want to show you ways of fitting in your desires around your plan as opposed to telling you that you should not have them at all!

This way allows us both to work together, to ensure that your enjoyment of the process is at the forefront of your journey!

This is a lifestyle change, implementing the healthier habits and choices to make sure that we enjoy what we do whilst also staying within the lines of our goals!

Making these sacrifices on occasion, is okay!



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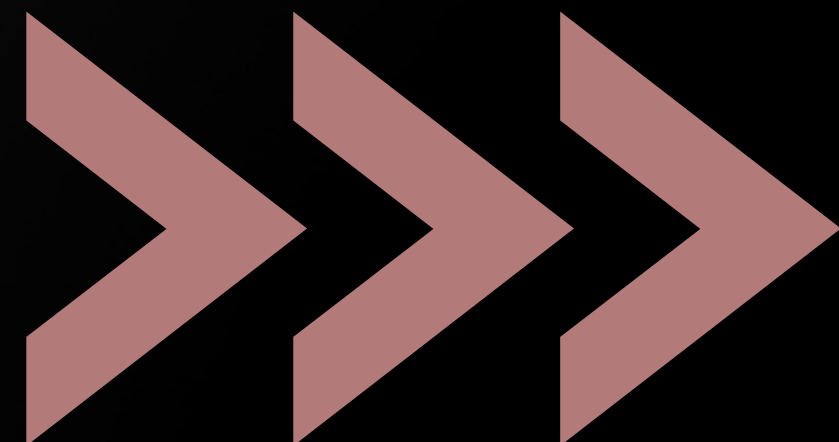
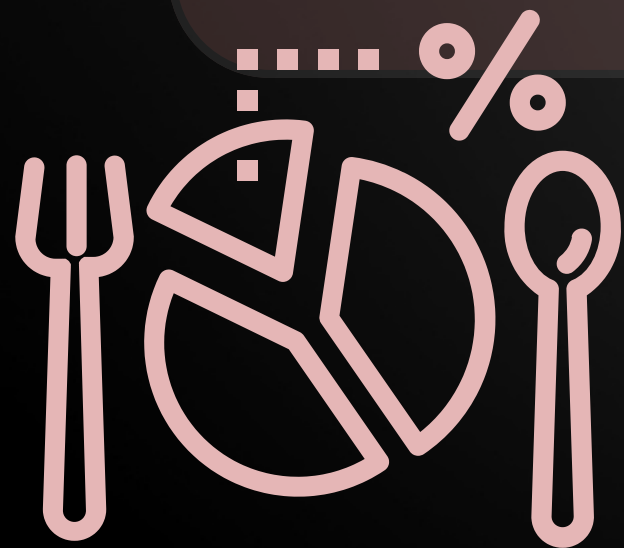
### It is not all or nothing...

While we say all of this, it is important to keep the 'All or nothing' mentality at bay!

It is easy to indulge, and think that you've gonna off track by doing so. In turn, possibly adapting the 'All or nothing' mentality where you may find yourself bingeing or over indulging!

It is important to remember that you can implement all of your favourite foods in moderation in your diet without feeling any kind of guilt for giving your body what it desires.

It is all about strategy and planning toward it, to make sure you are putting yourself in the best position to keep achieving your goals whilst also staying within the lines of your targets!



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### TIPS FOR MANAGING CRAVINGS

AVOID KEEPING UNHEALTHY  
SNACKS IN THE CUPBOARDS



PAIRING YOUR CRAVINGS WITHIN  
OTHER MEALS



BUYING INDIVIDUALLY WRAPPED  
SNACKS, TO HAVE SNACKS  
IN MODERATION



ACT ON DESIRE,  
NOT IMPULSE



ENSURE YOU STAY ON TRACK  
WITH YOUR OTHER NUTRITIONALLY  
BALANCED MEALS



INTEGRATING SWEET TREATS  
INTO THE TRAINING WINDOW





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