

QB

WOMENS ACADEMY

TRAINING | NUTRITION | COACHING

**FREEDOM AND FLEXIBILITY
NIGHT OUT WHILST IN A DEFICIT**

→ **EXCLUSIVE ACCESS GUIDE** ←

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WHAT IS A CALORIE DEFICIT?

Nutrition plays an important factor in achieving any goal. If you want to lose body fat and gain muscle. This can be achieved by working out your baseline calories/ maintenance and then moving into a deficit healthily.

In order to illicit fat loss a calorie deficit is needed. A calorie deficit is when you consume fewer calories than your body needs to do all of its normal functions. Everyone must eat a certain number of maintenance calories daily to maintain their body in homeostasis. However every female is different and has a different genetic make up/ training age and lifestyle. Thats why we recommend tracking how many calories you are eating currently. E.g if you are already in a defecit and not seeing any change to your body composition you might need to build to baseline before moving into a defecit.

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ALCOHOL

Our goal is always to provide you with the facts on a subject, and allow you, the ADULT, to make your own decisions without forcing a narrative on you.

The reality is, most of you will want or will drink at some point in future.

Approaching that scenario fully educated on the topic, will allow you to make better decisions. In line with the outcome you TRULY want.

Nutrition plays an important factor in achieving any goal.

If you want to lose body fat and gain muscle This can be achieved by working out your baseline calories/maintenance and then moving into a deficit healthily.

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The Body's Response

PRIORITY

Your body treats Alcohol similar to Poison!

Meaning the removal of alcohol from the body becomes the highest priority over all essential and non essential processes.

FAT GAIN

Increased Storage

Alcohol isn't actually making you gain fat directly, as it cannot be stored... However, It does cause an increase in insulin (storage hormone), meaning all other available nutrients are far more likely to be stored as fat!

APPETITE

Increased Appetite

As we will discuss later on, All of your 'hunger hormones' are thrown in the wrong direction. Increasing appetite, and as we know, the classic post night out kebab is a not ideal when we know insulin is high...

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More Facts and Effects

These facts are all scientifically backed! This is the truth of what happens deep down when you consume alcohol...

» **Alcohol will cause dehydration as it is a natural diuretic**

» **The signalling can completely shut off the hippocampus, part of the brain responsible for storing new memories**

» **Alcohol affects women and men differently- After a man and woman drink the same alcohol, the woman will have a higher blood alcohol level. This is because younger women produce less of the enzyme alcohol dehydrogenase, which breaks down alcohol in the stomach**

» **Don't try and sweat it out. You are already dehydrated. Rehydrate first with water and electrolytes before trying to fire your body up with a session.**

» **Hangovers come regardless of if you switch drinks...**

» **Worldwide, 3 million deaths every year result from harmful use of alcohol. This represents 5.3% of all deaths.**

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MINDSET

All Or
Nothing



Flexible Dieting/
Free Meal



Calorie Deficit-
Mindful Eating

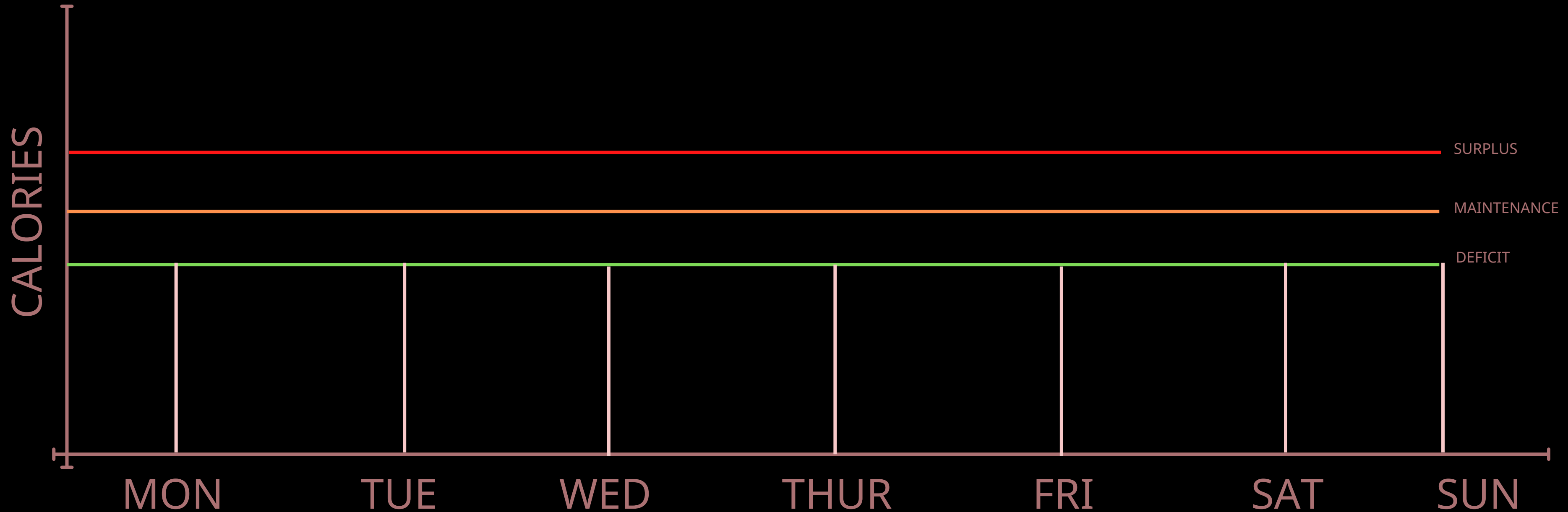


Weekly Calories

Calories In vs Calories Out over TIME



YOUR EXPECTATION



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ALL OR NOTHING MINDSET

- ON PLAN THEN BINGING ON WEEKEND
- OVER CONSUMING NEXT DAY- HANGOVER FOOD
- CYCLE OF BINGE RESTRICT OUT OF GUILT
- REFERRING TO MEALS AS "CHEATING?"

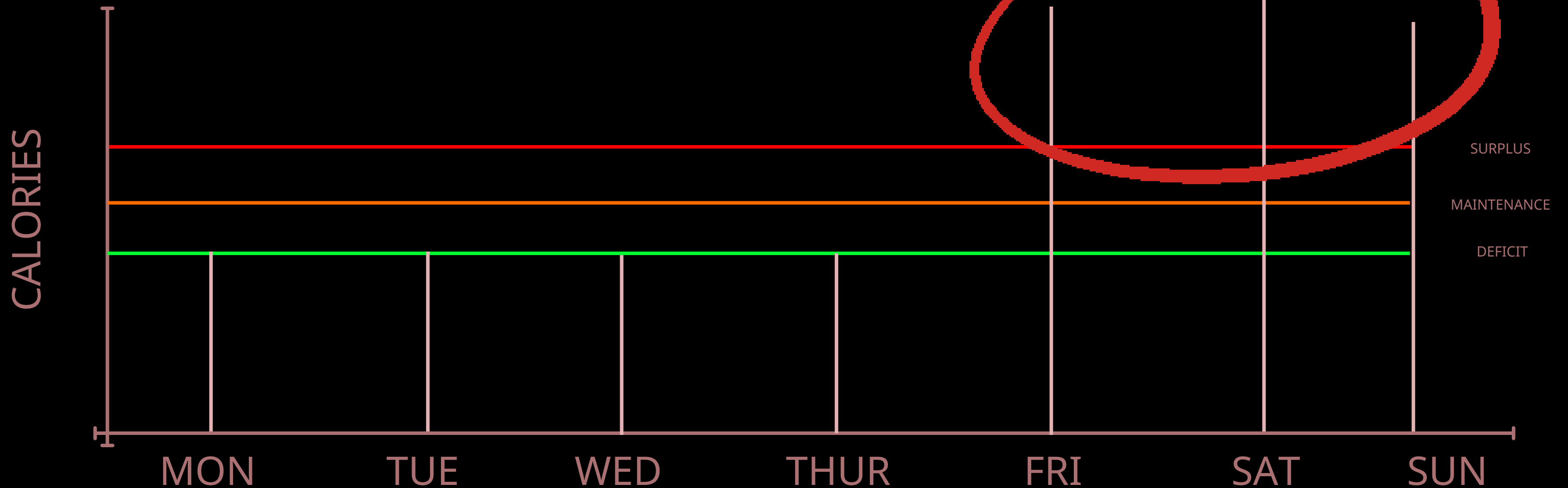
It is important to keep the 'All or nothing' mentality at bay! It is easy to indulge, and think that you've gonna off track by doing so. In turn possibly adapting the 'All or nothing' mentality where you may find yourself bingeing or over indulging! It is important to remember that you can implement certain foods and alcohol in moderation in your diet without feeling any kind of guilt for giving your body what it desires.

Weekly Calories

Calories In vs Calories Out over TIME

Calories overconsumed cancelling out the first 4 days and actually moving the week into a surplus

WEEKEND BINGERS



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FLEXIBLE EATING/CALORIE BANKING

- LARGER DEFICIT IN THE WEEK TO MAKE FOR MORE CALORIE ALLOWANCE ON THE WEEKEND!
Used for people with a busy social life – giving you freedom and flexibility whilst on plan!

We call this the Weekday / Weekend approach!

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 event, e.g a night out!

Weekly Calories

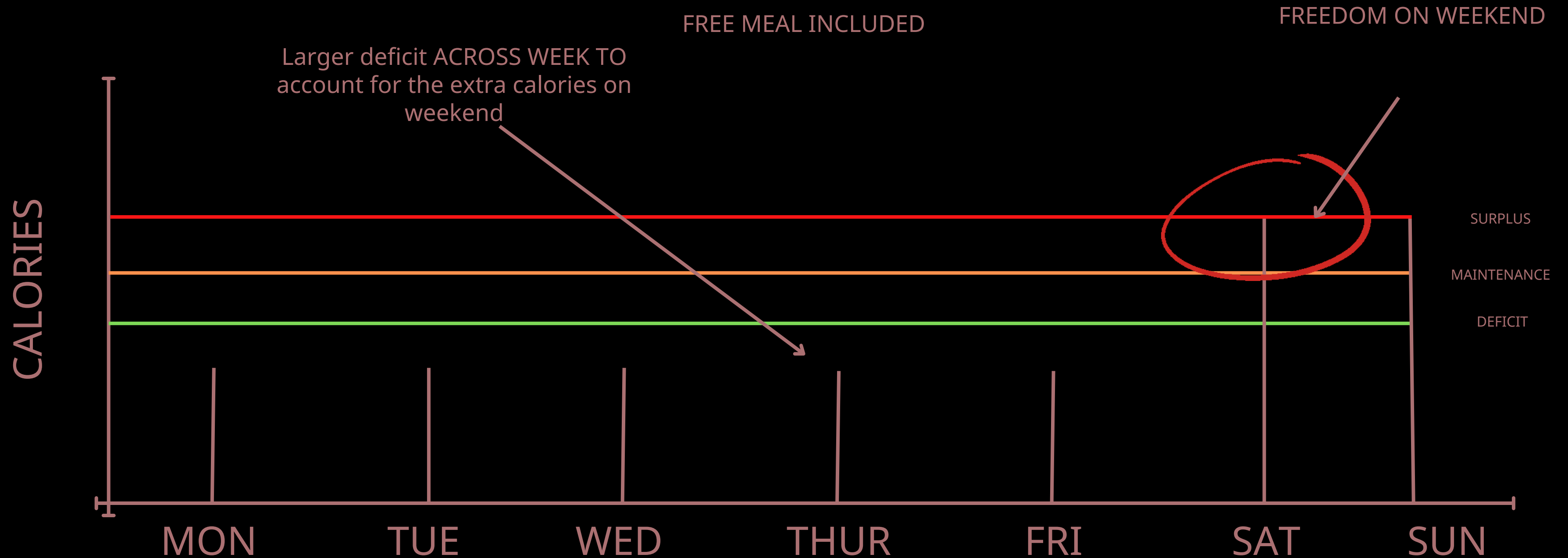
Calories In vs Calories Out over TIME



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The reality on AVERAGE



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FREE MEAL

- The free meal approach gives you a certain amount of banked calories each week that you can spend on whatever foods you like!

Calories are still tracked, however you have completely freedom over the macros within this meal! This allows for more calories on a certain day, for example if you are to drink alcohol on one night!

The free meal approach allows you to stay between the lines of your goals. Whilst not having to make any sacrificies within your current meals or habits!

Weekly Calories

Calories In vs Calories Out over TIME

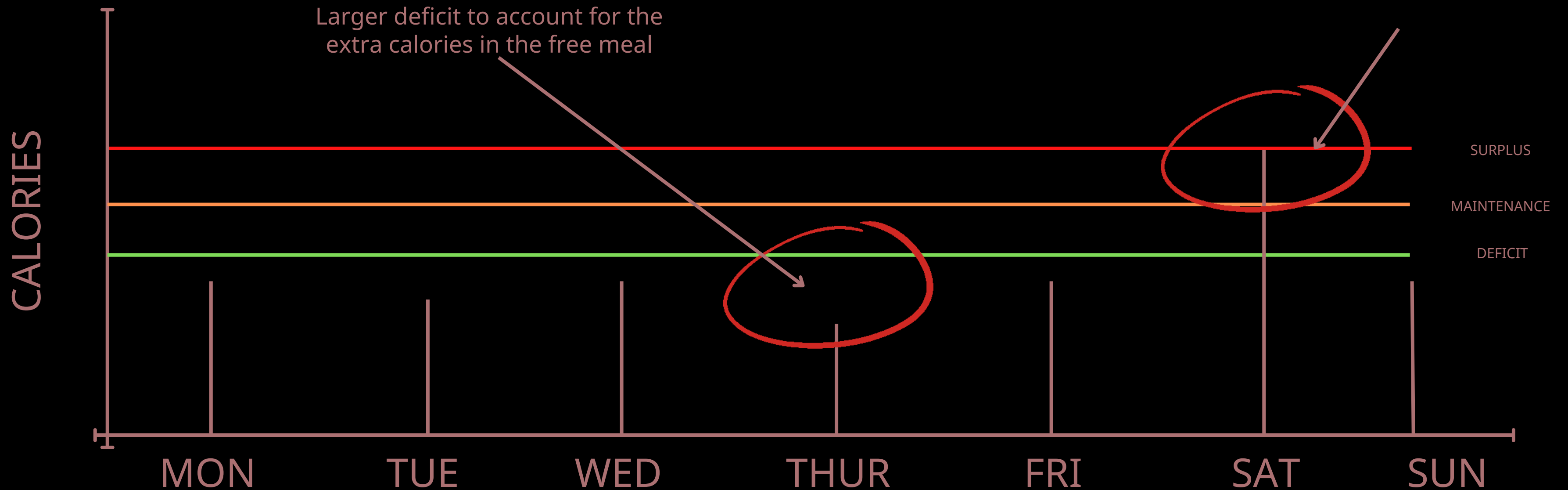


The reality on AVERAGE

FREE MEAL INCLUDED

FREE MEAL APPROACH

Larger deficit to account for the extra calories in the free meal



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MINDFUL OPTIONS TO HELP

- Making healthier choices, reducing calorie intake by making lower calorie food options to account for extra calories in the evening!
- Look at only monitoring your calorie intake for this day, prioritising calorie targets, followed by ensuring that a good amount of protein has been in taken for the day!

This approach is good for someone who already has good macro-management strategies in place and can monitor calorie intake this way!

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MINDFUL OPTIONS TO HELP



VODKA SODA - 133
CALS

TEQUILA WITH
LIME (42 MIL) -
99 CALS



G AND T - 140
CALS (40 ML GIN
AND 120ML OF
TONIC)



SMALL GLASS WHITE
WINE (125ML) 120
CALS

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MINDFUL OPTIONS TO HELP

PICK YOUR MIXERS!

BY MAKING MINDFUL CHOICES AROUND THE MIXERS YOU CHOOSE TO HAVE IN YOUR DRINKS, CAN HELP MASSIVELY WHEN TRYING TO STAY WITH CALORIE TARGETS!

FOR EXAMPLE, CHOOSING TO HAVE DIET COKE OVER FULL FAT COKE CAN HELP BY STAYING WITHIN YOUR CALORIE LIMITS!

MAKING THE SMARTER CHOICE AND NOT HAVING COCKTAILS WITH FRUIT JUICES ETC CAN BE BENEFICIAL WHEN TRYING TO MEET CERTAIN TARGETS.

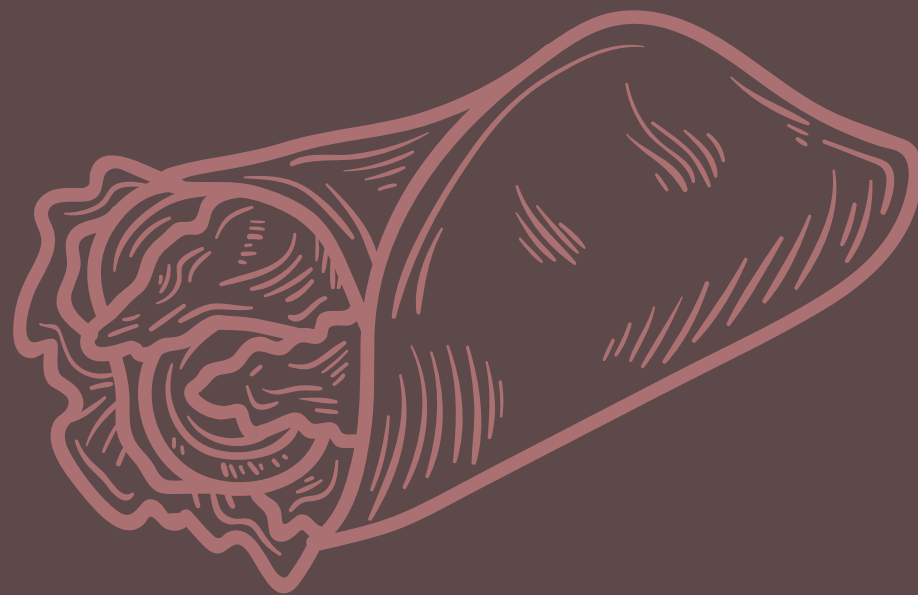
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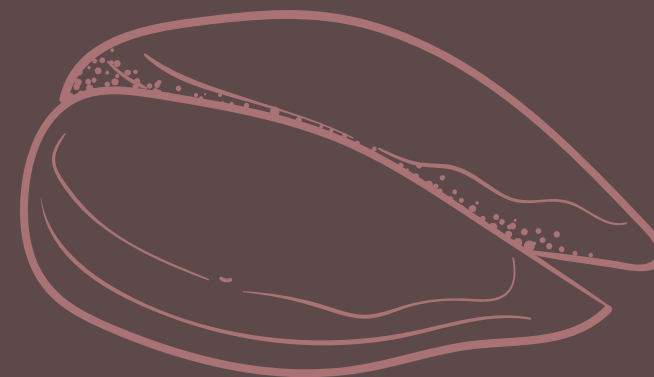
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MINDFUL OPTIONS TO HELP- Takeaways

CHICKEN SHISH
WRAP -
AROUND 454
CALORIES



SAINSBURYS
BURGER AND
100G SWEET
POTATO FRIES -
AROUND 686
CALS



NANDOS
BUTTERFLY
CHICKEN
- 332 CALS

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Healthy Habits

Consistency, like with training is needed when achieving a "toned" physique and achieving a physique goal. If you are inconsistent with this it will be harder to illicit fat loss. Tracking your calorie intake is a useful tool in order to have accountability and specificity on when and what you are consuming.

TIPS for healthy eating habits

Ensure you are not skipping meals and having regular meals in order to fuel your body and fuel training

- Consume adequate amounts of protein/ fats and carbs whilst prioritising protein.
- Ensuring that you are consuming enough fruits and vegetables
- Being organised and planning meals ahead
- Prioritising water intake