



FREE RESOURCE

Nutrition Basics Guide

Eat for energy and results,
without the fads or the guilt.

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Confidence = Evidence = Action

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EAT FOR ENERGY AND RESULTS

Welcome to the Nutrition Basics Guide

No fads. No guilt. No cutting out entire food groups. I am an accredited nutritionist, and this guide is the same foundation I teach every client: how to eat for energy, strength, and a body you feel good in, while still living your life.

I am not about diets. I am about lifestyle. Diets end. Lifestyles compound.

The one rule that actually matters

Your body weight changes based on energy balance: calories in versus calories out, averaged over weeks, not days. Every diet that has ever worked, worked because of this. Once you understand it, you stop needing diets at all.

To lose fat: eat slightly less than you burn, most days. A small gap, held consistently, beats a big gap you cannot sustain.

To build muscle: eat around what you burn or slightly more, and train with intent.

Either way: protein and consistency do most of the heavy lifting.

One bad meal never made anyone unhealthy, and one salad never made anyone healthy. It is what you do most of the time that decides the result.

BUILD YOUR PLATE

The plate method: no weighing, no apps

For most people, most meals, you do not need to count anything. Build your plate like this instead:

Portion	What	Examples
1/4 of your plate	Protein (palm-sized serve or bigger)	Chicken, beef, fish, eggs, tofu, Greek yoghurt, legumes
1/4 of your plate	Smart carbs	Rice, potatoes, pasta, oats, bread, fruit
1/2 of your plate	Vegetables and salad	The more colour the better. Frozen veg absolutely counts
A thumb or two	Healthy fats	Olive oil, avocado, nuts, seeds, butter in moderation

Protein: the non-negotiable

Protein keeps you full, protects your muscle while losing fat, and builds muscle when training. Aim for a palm-sized serve or more at every meal. If you only change one thing after reading this guide, make it this.

Do not drink your calories

Soft drinks, juices, fancy coffees, and alcohol add up fast and never fill you up. Water first, coffee and tea are fine, and keep the rest occasional rather than daily.

PLAN THE WEEK

The grocery list that runs the week

Confidence at the supermarket is a skill. Plan the week's dinners before you shop, write the list from the plan, and shop the list. That is it. Here is a starter template:

Category	Stock up on
Proteins	Chicken breast or thigh, beef mince, eggs, tinned tuna, Greek yoghurt, tofu
Carbs	Rice, potatoes, oats, wholegrain bread, pasta, fruit for snacks
Veg	A mix of fresh for the next few days and frozen for the rest of the week
Fats	Olive oil, avocado, a bag of mixed nuts
Flavour	Garlic, spices, stock, soy sauce, lemon. Flavour keeps you consistent
Snacks	Yoghurt, fruit, popcorn, dark chocolate. Planned snacks beat impulse snacks

Cook once, eat twice. Double the dinner recipe and tomorrow's lunch is already done. This one habit saves more people than any supplement ever has.

START TODAY

Seven habits that beat any diet

#	Habit	Why it works
1	Protein at every meal	Fuller for longer, protects and builds muscle
2	Half the plate is veg at lunch and dinner	Volume and nutrients for very few calories
3	Water before every meal	Hydration, and it takes the edge off appetite
4	Plan dinners before you shop	Decisions made once, willpower saved all week
5	Eat slowly, stop at satisfied	It takes about 20 minutes to feel full
6	The 80/20 rule	80 percent whole foods, 20 percent the foods you love. Both matter
7	Never miss twice	One off meal is life. Two in a row is a pattern. Just get the next one right

Pick one habit. Just one. Do it for two weeks until it is boring, then add the next. That is how lifestyles are built, one boring win at a time.

First step: book a free 15-minute chat with me. You are one decision away from the clarity you have been looking for. Let's make today day one.

Not ready yet? No worries. Keep following me at @ItsLouSutherland and I will be here every step of the way. And if you have a health or fitness question, send me a DM, I am always happy to help. You get answers, and I learn how to help people better. Win-win.