

TFGG GAME PLAN

weeks 1 & 2

VEGAN

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why a game plan?

So, why create a Game Plan in the first place? What's the point, and what is it going to do for you?

Since starting TFGG in 2017, I have been adamantly against the meal plan model. Can it work for certain clients when tailored to their exact needs? Yes, absolutely. But the thought of giving a set meal plan to thousands of women honestly scared me. I hated seeing the generic meal plans out there that were hyper restrictive and led to fear around food. Hell, I've even been given meal plans in the past from coaches that have led to more food obsession, restriction, fear, and binging, than I ever could have imagined.

What I've learned from two years of running TFGG is that you want more guidance! When I first conceptualized the Gang, I felt that creating recipes and coaching step-by-step nutritional habits would be enough. And it was, for some people! But what I learned quickly is that most of you wanted more structure and support. You wanted to visually be able to see what a healthy and satisfying day of eating might look like, and be given structure so that you could work toward your body composition goals with confidence and without restriction.

What's funny is that I never really considered the fact that I follow a Game Plan myself. In fact, it's been one of the major tools I've used to maintain consistent healthy habits over the past six years and to simplify my entire life. Sure it's not typed out beautifully, but I go into every week with a Game Plan for my nutrition, and I am determined to do the same for you!

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purpose of the game plan

- **Eliminating fear around food.** You'll eat a wide variety of foods, there are no foods that are "off limits", and you'll learn how to feel less stress and overwhelm about treating yourself in general.
- **Simplifying your life!** The Game Plan is going to take out the time and the work that goes into attempting to eat healthy on your own. Everything is laid out for you, and is designed to save you money, time, and effort.
- **To show you how to eat according to your goals.** Do you have body composition goals right now? If so, this is going to show you how to reach them in the simplest way possible: through a slight caloric deficit or slight surplus (depending on your goals) so there's no more attempting to lose fat or gain muscle without knowing if what you're doing is even working. Don't have body comp goals? That's great too! Either way, you'll learn how to **properly fuel your body to feel your best and train your most effectively.**
- **To internalize your TFGG habits.** Remember all of the habits we've slowly incorporated week by week? Well the Game Plan is going to show you how to incorporate them all in on a daily basis so that soon, it's so automatic you don't even need to think about it!
- **To give you a sense of support.** So often with food, it's easy to feel so lost. Should you try keto? Intermittent fasting? Go Vegan? Paleo? The Game Plan is going to give you a sense of structure and support when it comes to what to look for in each of your meals so you never feel lost or unsure again.
- **To not need it forever.** Yes, I mean that! The Game Plan is going to show you how to incorporate your habits, prep your food, plan your treats, and hit your daily goals. Eventually, you won't even need it any more because it's all going to become second nature!

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your daily checklist

***print me out and hang me on the fridge or put me in your planner!**

- Go through the list and check off everything you've successfully completed at the end of each day.
- The Morning Drink
- Minimum 3L of water
- Hit my goal of 100g protein
- Had a fat source in each meal
- Significant servings of greens in at least two meals today
- Tried to incorporate high fibre foods
- Practiced gratitude: Wrote down or said out loud things I am grateful for
- Self Talk: Actively worked on being kind to myself today

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planning out your week

***read this before you go grocery shopping!**

- **Choose your meals:** With your week ahead of you, take a look at the recipes below and decide which ones sound most appealing to you (and whoever else you may be cooking for).
- **Enjoy what you eat:** None of the recipes for a certain meal sound that good for you? Don't cook them then! This is NOT a rigid meal plan and there are no "bad foods". Head to the TFGG Recipe Bank, and choose a recipe you'd like to plug in instead.
- **To save money and time:** select a combination of 5ish veggies you love and make them in a giant batch that you can use for multiple recipes! Make sure at least two of them are green. Once again, you can mix it up next week with a different veggie combo.
- **How many days/how many people are you cooking for?** Especially when it comes to servings of protein, you'll want to count it out to make sure you're buying enough and don't run out after two days!
- **How many times are you hitting the grocery store this week?** I usually plan for two, and if I'm doing different recipes on the weekend, I'll hit the grocery store for a smaller "weekend shop" on Friday night/Saturday am (that way I only need to focus on buying and prepping for the work week ahead during the bigger shop).
- **Your Schedule:** It may take a few weeks for you to get into a routine that works for you! Your life is completely unique to everyone else's on the Game Plan, so figure out when it works best for you to grocery shop and prep your food. There is no one right way to do it, there's only right for you.

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the reality of food costs

***this is for you if you eat out fairly often and aren't used to buying groceries!**

Before we get into this, you should know that this information is coming from me, but it's really coming from my incredibly smart and handsome financial advisor (who also happens to be my fiancé). You can now feel free to think of Quinton as your virtual financial advisor too if you don't already have one!

So here's the deal when it comes to shifting your mindset about spending money on food: it's hard. Event when I was at my most broke (we're talking \$3.86 in the bank and mountains of debt) I found a way to buy a Starbucks drink almost every day, but couldn't stomach the idea of spending money on groceries to last me through the week.

The shift from eating fast/cheap foods from restaurants 1-3x/day to buying groceries to prepare 90% of your meals at home requires an understanding of your spending psychology. Right now you likely don't bat an eye at a \$6.75 sandwich or a \$13.00 bowl, and it's because you only spend on food in small amounts. The difference between eating out and buying groceries is that groceries are one bigger expense each week instead of many smaller ones. Let's break it down:

- **Veggie Sub from Subway: \$6.75**
- **Freshii Bowl with Tofu: \$12.48 (and that's the cheapest one on the menu)**
- **Grande Skinny Vanilla Latte w/ almond milk from Starbucks: \$6.33**

Let's say you eat an average of two meals out per day at an average of \$8.00 each. That works out to a total of \$112.00/week (and doesn't include your coffee, and whatever groceries you're eating for your third meal and any snacks.

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the reality of food costs

***this is for you if you eat out fairly often and aren't used to buying groceries!**

Having used this Game Plan for a LONG time now, I guarantee you that you can feed yourself on it for under \$100.00/week. To make it easy though, let's round up and pretend you spent \$100.00 for a full week of groceries. What does that work out to for each meal?

\$100.00 / 7 days / 3 meals per day = \$4.76/meal (in reality though it's actually cheaper than that per meal because this doesn't account for your 2 snacks per day that are included in the grocery bill).

You might be reading this and rolling your eyes, and that's okay! I know this information isn't for everyone (some of you don't care about it, and some of you likely know this like the back of your hand) but I'm putting it out there as a resource for two reasons:

- **I wish someone had explained this to me earlier in my life. I have wasted so much money I didn't have on frivolous daily food expenses being afraid of a big grocery bill, when I would have saved SO. MUCH. MONEY**
- **Clients and friends in the past have said to me so many times that they "can't afford to eat healthy" when in reality fully admit to drinking Starbucks every day and spending \$6.99 on Beyond Meat burgers on a regular basis.**

I want to wrap this up by acknowledging that you may not be in a financial position to spend money on fast food or on groceries! It is such a huge privilege to be able to buy any food at all, and the advice above may not apply to you. If you are in a position right now where you cannot afford regular groceries, please just do what you can comfortably. The Game Plan SHOULD NEVER put any sort of financial pressure or strain on anyone.

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ingredient list

***bring me with you grocery shopping!**

At the risk of sounding like a broken record, make sure that you have selected the recipes you're going to eat this week before you actually go in to the grocery store!

Once again, to save money: Select 5ish vegetables to create a medley you can use for multiple recipes. At least 2 of these should be greens, and at least 1 should be a higher carb vegetable to keep you feeling satisfied (ie. yams, potatoes, squash, beets).

The Morning Drink

Are you ready to start your day right? Bring on the ultimate morning drink. Wake up, brush your teeth, and RE-HYDRATE. We are so often on autopilot that coffee becomes our go-to. From now on, The Morning Drink is going to be the simple thing you do for yourself to start your day right with a commitment to bettering yourself.

It helps with: Improved digestion, lowering blood sugar, killing bacteria, improving your immune system, balancing electrolytes, lowering blood sugar, and most of all, gets you ready mentally to take on the day.

- 1 tbsp fresh lemon juice (approx. 1/3 lemon)
- 1 tbsp organic unfiltered Apple Cider Vinegar (Braggs is recommended)
- 1 tsp pink Himalayan salt (4-5 cranks on the grinder works perfectly)
- 500ml+ warm water

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***bring me with you grocery shopping!**

breakfast options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

Cookie Butter Shake

- 1 serving vanilla or chocolate vegan protein
- 1.5 tbsp natural peanut butter or almond butter (whichever you like better)
- 1 cup ice (definitely smarter to make it in ice trays than buy it)
- 1 cup frozen spinach (buy it fresh and then freeze it)
- 1/2 medium frozen zucchini (buy it fresh and then freeze it)
- 3/4 cup unsweetened nut milk (you can use vanilla or original)
- 1.5 tbsp chia seeds (whole or ground. Strange fact: these are always on sale in the back of Winners)
- 1 tbsp Stevia (optional but recommended if you have a sweet tooth)
- Sprinkle of Pink Sea Salt (optional but helps bring out the flavours)

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***bring me with you grocery shopping!**

breakfast options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

PB & J Oats

- 1/3 cup quick oats (save money by always buying the bag and not individual packets)
- 1/4 cup grated zucchini (about 1/3 - 1/2 of a zucchini)
- 1 tsp baking powder (optional but makes consistency amazing)
- 1/4 cup unsweetened nut milk or water (I personally cook mine with water and mix a little cashew milk in after. You do you).
- 1 serving chocolate or vanilla vegan protein
- 1/3 cup raspberries (fresh or frozen)
- 1.5 tbsp natural peanut butter or almond butter (whichever you like better)
- 1 tbsp Stevia (optional but recommended if you have a sweet tooth)
- 1 tsp Cinnamon (optional)

Directions

- Mix all of your ingredients in a bowl except for the nut butter and protein powder.
- Microwave for 90 seconds, take out and stir.
- Mix in the protein powder and nut butter (and a splash of cashew milk if it needs it).
- Throw it back in the microwave for 20-30 seconds, take it out and you're good to go!

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***bring me with you grocery shopping!**

breakfast options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

Elevated Avocado Toast

- Ezekiel Bread x 1 slice (or other sprouted grain bread)
- 1/2 medium avocado
- 2/3 cup white beans (rinsed and drained)
- 1 tbsp chia seeds (whole or ground)
- Juice from 1/2 lemon
- 1 tsp or 1 clove garlic
- handful fresh spinach
- Sea salt and pepper
- Red pepper flakes (optional)

Directions

- While your bread is toasting, mash the avocado, lemon juice, garlic, and white beans with a fork in a bowl. Mash until smooth.
- Place your spinach on the toast, and spread your avo/bean mixture on top of it.
- Sprinkle the chia seeds, salt and pepper, and rep pepper flakes on top and you're good to go!

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***bring me with you grocery shopping!**

lunch options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

Veggie Pita

- 1/2 whole wheat pita (look for the highest fibre content you can find)
- 2 tbsp guacamole
- 3 tbsp hummus (make your own or we recommend Fontaine Sante)
- 1/2 cup sliced cucumbers
- 1 handful spinach
- 1/2 cup white beans or kidney beans (rinsed and drained)
- Juice from 1/2 lemon
- Sea salt & pepper

Hearty Salad Bowl

- 1 cup of your pre-cooked vegetable medley (remember: veggies cook down significantly. This works out to about 2 cups of raw vegetables)
- 2 big handfuls leafy greens (Spinach, mixed greens, kale, it's up to you!)
- **Protein options:** 4oz grilled tofu or tempeh
- 1/2 cup edamame (shelled)
- 1 tbsp olive oil
- 1 tbsp lemon juice
- 1 tbsp balsamic vinegar
- 1 tbsp agave

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***bring me with you grocery shopping!**

dinner options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

Better Bean Bowl

- 1/2 cup cooked small white beans
- 1/2 cup cooked green lentils
- 1 cup cooked green beans (cut into thirds)
- 1/3 cup finely chopped red onion
- 1/3 cup finely chopped yellow bell pepper
- 1/2 cup diced cucumber
- 1 cup chopped spinach or micro-greens
- 2 tbsp cilantro finely chopped

Dressing

- 2 tbsp lemon juice
- 2 tbsp agave nectar
- 2 tbsp apple cider vinegar
- 2 tbsp olive oil
- Salt and pepper (as much as desired)

Pro Tip

To really bring out the flavours, dress this salad and allow it to sit covered in the fridge for at least one hour before eating.

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***bring me with you grocery shopping!**

dinner options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

Stuffed Sweet Potato

- 1 serving Beyond Meat ground beef (standard package comes with 4 servings)
- 1/2 medium sweet potato
- 1 big handful spinach
- 1/4 red onion (chopped)
- 1/2 medium bell pepper (chopped)
- 2 tbsp shredded vegan cheese
- 1 tsp paprika
- 1 tsp chipotle spice
- Salt & pepper
- garlic (as much as you like)
- 1 tbsp vegan sour cream
- Juice from 1 lime
- 1 tbsp olive oil

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***bring me with you grocery shopping!**

Stuffed Sweet Potato

Directions

- Preheat the oven to 425'.
- Slice a sweet potato in half length-wise before wrapping half in tinfoil and placing it in the oven. You can make half now and half later, or do them both now and have dinner for tomorrow. Let it bake for approximately 20 minutes. You'll know it's done if when you poke it with a knife, it slides in easily.
- At the same time, cook your Beyond Meat in a pan until it's about 75% cooked.
- Once it's there, place it in a mixing bowl.
- At the same time, turn your stove to medium heat and add olive oil.
- Grill onion, peppers, and garlic for about 5 minutes until soft. Just before they are done, add the spinach and allow it to soften.
- Remove the sweet potato from the oven and allow it to cool down. Use a spoon to carve out the inside of the sweet potato and place it in a mixing bowl with the chicken. Leave about a 1cm thick layer above the skin.
- Add your grilled veggies to the same mixing bowl as your Beyond Meat, and add your seasoning.
- Squeeze lime juice into the mixture and stir it all together using a large fork.
- Place the mixture back into the empty sweet potato skin and top with cheese.
- With your oven turned to broil, place the stuffed sweet potato back inside and cook for about 5 minutes. Make sure to keep an eye on it as oven heat can vary!
- Remove from the oven and allow to cool slightly. Place a dollop of sour cream on top and enjoy!

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ingredient list

***bring me with you grocery shopping!**

snack options

Choose one of: Chocolate Chip Protein Balls or Protein Cookies

Chocolate Chip Protein Balls

***recipe makes either 14 big balls or 28 small ones. It's up to you and depends on if you'd rather have 1 or 2 each day!**

- 1/2 cup coconut flour
- 4 scoops of chocolate or vanilla vegan protein powder
- 1 cup cashew butter (you can swap for natural PB if you prefer)
- 1/3 cup cocoa powder
- 1/2 bag of vegan chocolate chips (try Presidents Choice from Superstore)
- 3/4 cup sugar-free syrup
- 2 tbsp unsweetened nut milk (approx.)

Directions

- In a large bowl, mix together coconut flour, cocoa powder, and protein powder.
- In a microwave-safe bowl, microwave cashew butter and syrup until they reach a runny consistency.
- Add in liquid to the dry ingredients, mixing as you go.
- Once you have an even mixture, add in the nut milk if it is too dry to form into balls! On the other hand if your mixture is too runny, add an extra scoop of protein powder.
- Finally, mix in the vegan chocolate chips and form the mixture into balls. Place on a baking sheet and store in the freezer.

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ingredient list

*bring me with you grocery shopping!

snack options

Choose one of: **Chocolate Chip Protein Balls** or **Chocolate Chip Pumpkin Protein Cookies**

Chocolate Chip Pumpkin Protein Cookies

*recipe makes 14 big cookies for one each day!

- 1 cup coconut flour
- 4 scoops vanilla vegan protein powder (1.25 cups)
- 1 tbsp pumpkin pie spice
- 1 tsp vanilla extract
- 1/2 tsp salt
- 1.5 tsp baking powder
- 1/2 cup stevia or monkfruit
- 1 banana (mashed)
- 3/4 cup pumpkin pureé (not pumpkin pie filling!)
- 1/3 cup sugar-free syrup
- 1 flax egg (1 tbsp flaxmeal + 1 tbsp water)
- 1/2 cup vegan chocolate chips (try Presidents Choice brand)
- 1/3 cup pumpkin seeds
- parchment paper

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ingredient list

***bring me with you grocery shopping!**

snack options

Choose one of: Chocolate Chip Protein Balls or Chocolate Chip Pumpkin Protein Cookies

Directions

- Preheat the oven to 350 degrees
- Make your flax egg by whisking 1 tbsp flaxmeal with 3 tbsp water in a small bowl. Refrigerate for at least 15 minutes, or cover and refrigerate overnight. It will thicken and develop a gel-like consistency. After this time, it's ready to use like an egg
- In a large bowl, mix together coconut flour, granulated sweetener, protein powder, salt, baking powder, and pumpkin pie spice.
- In a separate bowl, mix liquid sweetener, flax egg, pumpkin puree, vanilla extract, and mashed banana.
- Add the liquid mixture to the dry ingredients, mixing thoroughly as you go.
- If it's a little too wet, feel free to add in a touch more coconut flour and protein.
- Once you have an even mixture, stir in the chocolate chips and pumpkin seeds.
- Line two baking sheets with parchment paper, and scoop out 14 even sized balls flattening them slightly.
- Bake from 15-20 minutes, depending on how "done" you like your cookies!
- Allow to cool and store them in the freezer.

Daily Snack: Fresh Veg & Dip

- 1 cup of your favourite fresh veggies (sliced)
- 3 tbsp of either hummus or guacamole

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ingredient list

***bring me with you grocery shopping!**

weekend brunch options

***ingredients are for ONE serving. Multiply this by the number of times you plan on having each recipe this week.**

Just like everything else, this is completely up to you! If you want to keep eating your M-F breakfasts, you 100% should. I just know that I personally love a laid back, relaxed, and slightly more indulgent-feeling brunch at least once every weekend, and I wanted to put a couple out there as options for you.

The Brunch Bowl

- 4oz of tofu crumbled (can be medium or firm)
- 1 tsp turmeric
- salt and pepper
- 1 tbsp water
- 1/2 tsp turmeric
- 1/2 tsp chilli powder
- 1/2 tsp garlic powder (or fresh garlic)
- big handful spinach or kale
- 1/3 cup yellow onion (diced)
- 2/3 cup mushrooms (sliced)
- 2/3 cup yam or potato (cut into small cubes and partially pre-cooked)
- 1 tbsp olive oil
- 1/3 avocado
- 2 tbsp salsa
- fresh lemon juice

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ingredient list

***bring me with you grocery shopping!**

weekend brunch options

Directions

- Pat the tofu dry with a paper towel to remove any excess moisture. Then, crumble the tofu into small crumbles
- In a small bowl, mix up the tofu crumbles, seasonings, and water. Then set it aside.
- Next, cook the kale/spinach, mushrooms and onions, and yam on medium heat with olive oil or avocado oil in your skillet.
- Add your seasoned tofu mixture to your veg once it's halfway done, and continue to cook on medium heat for about five minutes. Add in any extra seasoning you like.
- Remove it from the pan and assemble your bowl with the tofu scramble, avocado, salsa, and fresh lemon juice squeezed on top.

Portobello Breakfast Sandwich

- 7 pieces Tempeh Bacon (Tofurky or similar product. You can also make your own!)
- 2 large portobello mushrooms
- 1/2 red pepper (sliced)
- 1 large handful baby spinach
- 1/3 avocado (mashed)
- 1 tbsp reduced fat Veganaise (or your favourite creamy vegan dressing)
- Salt and pepper
- 1/4 cup shredded vegan cheese

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ingredient list

***bring me with you grocery shopping!**

weekend brunch options

Directions

- Lightly spray pan with coconut or olive oil, turn to medium heat, and grill mushroom caps and red pepper slices until they reach your desired level of softness.
- In the same pan, cook Tempeh Bacon for about 2 minutes on each side.
- One minute before removing your veggies, add the spinach and allow it to soften with heat.
- Assemble your sandwich with a mushroom cap on the top and bottom. When your sandwich is ready, carefully place it back on the pan and grill each side for about 30 seconds on high heat. Use a flipper to press it down as you do so, binding everything together and melting the cheese.

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meal prep instructions

***put me on the fridge or in your planner!**

- So you have your groceries and are ready to get started. Let's do this.
- The purpose of meal prep doesn't mean spending a full day preparing every single bite of food you're going to eat into matching containers. Instead, think about it as making sure you have your protein, veggies, and snacks ready to go to minimize time and effort throughout the week.
- When is the right time? Whenever it works for your schedule! Most people do it during the weekend, but you can obviously meal prep whenever makes sense for you.
- Allocate approximately two hours each week to get this done. You're going to feel like such a boss after.

Step 1: Vegetables

- Pull out all the veggies you're going to be cooking for your vegetable medley and begin to chop them. How small you chop is up to you, I personally like them on the smaller size because they cook faster and work better in eggs and salads.
- When you have about 10 minutes of chopping left, preheat your oven to 400'
- Lay out 2-3 of your biggest baking sheets with parchment paper on top (this minimizes clean up) and place veggies on all of them, mixing them evenly.
- Pour on olive oil or avocado oil and season however you like! I personally love salt, pepper, and lots of garlic. Mix the oil and seasoning around so you have an even coat.
- Place the veggies in the oven and make until they reach your desired level of "done-ness". This is so different for everyone! Just keep checking them every 5-10 minutes, and take them out to cool when you're happy with them.

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meal prep instructions

***put me on the fridge or in your planner!**

Step 2: Protein

- While your veggies are cooking, pull out all of your protein for the week.
- This is going to include your beans, lentils, edamame, and tofu/tempeh.
- If you have bought anything canned, thoroughly rinse it now! Store it in your fridge in tupperware containers, and to save even more time you can pre-portion it out for each meal.
- It's up to you if you want to pre-cook your tofu/tempeh now to save time! You can season it, cook it, and store it in the fridge for your lunches so it's ready to be thrown into your lunch bowls etc.

Step 3: Snacks

- As your protein is cooking, you're going to prep your snacks!
- Whether you're making the Protein Balls or Pumpkin Protein cookies, pull out all ingredients and follow the directions that were given above.
- Pull your protein out of the oven, and if making the Pumpkin Cookies, adjust the temperature and throw them in.
- When ready, place either protein balls or protein cookies in the freezer.
- Slice your fresh veggies and portion them out so you have one cup of sliced veggies per day of the week.

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meal prep instructions

***put me on the fridge or in your planner!**

Step 4: Time Saving Touches

- Go through each recipe you plan on having, and see what you can do ahead of time to make things smoother throughout the week!
- Cookie Butter Shake: Make sure you have enough spinach and zucchini frozen to get you through the week.
- PB & J Oats: Pre-grate your zucchini and seal it in the fridge.
- Veggie Pita: Pre-chop your cucumbers and any other veg you want to throw in.
- Hearty Salad Bowl: Pre-chop your tofu/tempeh if it needs to be. Pre-portion the amount of your cooked veg medley you'll need for each day (if you want to lol you can also just keep it in one big sealed batch)

That's it for your weekly prep! Now all you need to do is check the night before or morning of each day to make sure you have your meals and snacks thrown together and ready to go!

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treat meals

As you sit down to map out your week, write out your goals, and schedule in your workouts, planning a treat meal is recommended. Why? Because it's fun to have something delicious and indulgent to look forward to! Maybe it's something you want to enjoy alone while laying in your sweats watching Friends, or maybe it's a fun date night getting ice cream with a full pound of cookie dough (lol can you tell I'm projecting the kinds of treats I plan?!)

There are a few very important things I want to get into in regards to treat meals:

- **Treats don't always just happen when you plan for them to.** Sometimes you think you're going to go for ice cream on Saturday, but your partner brings you home your favourite doughnut on Friday. Does that mean you shouldn't have the doughnut? NO. Should you feel guilty about having an unplanned treat? NO. We can plan out treats to look forward to all we want, but part of the pure joy of life is the unexpected and fun things that come up!
- **Eliminating guilt.** I could write an entire essay on this (and have many times) but the core of what I need you to understand is that if you are going to feel guilty and beat yourself up every time you have a treat, you are ruining the experience for yourself. What is even the point of a treat if you make yourself feel like shit about it? We NEED to learn how to enjoy the treat, know we deserved it, and move on.

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treat meals

- **Stop the cycle.** Raise your hand if you are someone who feels so guilty about an unplanned treat that it leads you to say f*ck it and binge. Then, you feel so guilty about the binge that you hyper-restrict, causing the pattern to repeat itself over and over. There are two steps to stopping this cycle: 1. Eliminate the guilt over the treat (see above). 2. After you treat yourself, go right back to eating healthy without any kind of restriction! I know how tempting it can be to restrict yourself out of guilt, but it does nothing for you, is not good for you, and it never going to allow you to break that binge restrict cycle that you're stuck in.

What makes something a treat meal?

I want to get into another issue I have with the concept of "meal plans". It's that people begin to believe that eating ANY MEAL that is not specifically listed in the plan as "allowed", must be a treat meal. THIS IS NOT THE CASE WITH THE GAME PLAN! I can't stress that enough. The meals in the Game Plan are here to give you support and structure. The Game Plan is not an exam, and it's not your relationship: there is no such thing as cheating on it!

So what is a treat meal? It is typically a very indulgent meal or dessert (sometimes both) that is high in sugar, is usually processed, and does not meet the guidelines of a nutritious meal. It is also part of enjoying your life.

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putting together nutritious meals

While the recipes of the Game Plan are always here for you, it's not realistic to think that you are going to have the ability to make them 24/7! The last thing I want is for you to feel lost and confused when coming up with nutrient-dense meals to fuel you when you don't have access to these recipes, are eating out, or just want to mix it up. Reminder: just because a meal isn't listed in the Game Plan doesn't mean you should think of it as a treat meal!

Protein

Think: What is my protein source in this meal?

Target: Approx. 20g/meal

Looks like: A serving size about the same size as your palm.

Green Vegetables

Think: What green veg am I getting in this meal?

Target: The more the better! Always.

Fat

Think: What is my fat source in this meal?

Target: Approx. 1 tbsp of oil or 1/2 a medium avocado

Looks like: Approx. 1 tbsp of oil or 1/2 a medium avocado

Fibre

Think: What high fibre foods are in this meal?

Target: Approx. 8-9g/meal

Looks like: Approx. 1.5 tbsp high fibre seed (like chia) or TONS of high fibre veggies

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weeks 1 & 2

putting together nutritious meals

While the recipes of the Game Plan are always here for you, it's not realistic to think that you are going to have the ability to make them 24/7! The last thing I want is for you to feel lost and confused when coming up with nutrient-dense meals to fuel you when you don't have access to these recipes, are eating out, or just want to mix it up. Reminder: just because a meal isn't listed in the Game Plan doesn't mean you should think of it as a treat meal!

Carbs

Think: What is my carb source in this meal?

Target: This one is EXTREMELY individual! You need the right amount to function all day with the most energy, and not so much that you feel lethargic or have sugar cravings. Even more so than the other categories, you're going to need to play around to figure out what's right for you as an individual. I suggest starting with about 3/4 of a cup/meal and then adjusting based on how you feel.

Looks like: rice, potato, bread, oats, yams

Note: It's important to note that a lot of these categories overlap! For instance, things like black beans can be a source of protein, fibre, and carbs!

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adjusting the game plan for your goals

If you are someone who wanted the Game Plan partially to help you work toward specific body composition goals (ie. fat loss or lean muscle gain) then this part is for you. If you don't really have any body composition goals right now, that's cool too, and it's up to you if you want to dive into this section.

Unique Butterflies

Something you need to understand is that we aren't all just special, unique butterflies because of who we are and how we look. We are also all completely unique when it comes to our caloric output. The amount of calories (energy) that you burn on a given day comes down to everything from the job you work, your height, your age, your exercise intensity....the list is so long.

The point of explaining that is for you to understand that there is NO way for one Game Plan to work perfectly for every woman's body composition goals! To be honest, anyone who tries to sell anything food related and claim that it will help every woman reach her goals is full of complete and total horse shit.

We are going to need to play around and make adjustments based on YOU, YOUR LIFE, and YOUR GOALS. It's going to be fun though, we got this.

Step 1: Know your body composition goals

Are you prioritizing losing body fat right now, or trying to put on lean muscle tissue? While it's not impossible to do both at the same time (especially as a beginner to lifting weights) it is important that you know your primary goal between the two.

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Primary Goal: Body fat loss

In order to lose body fat, a person needs to be in a caloric deficit. To keep it simple: they need to be burning more calories every day than they are taking in.

The first thought that most people have after hearing this is "I need to be in as big of a caloric deficit as possible because I want to lose a lot of fat/I want to lose fat fast". That thought is the biggest mistake you will ever make when it comes to your mindset surrounding dieting.

A person should be in the smallest deficit possible to lose fat. SLOW AND STEADY WINS THE RACE. What does this mean? Let's say someone's maintenance calories are 2000 (aka they could consume 2000 calories each day, and with their normal activities/workouts they wouldn't gain or lose any fat). Rather than jumping to extremes, starving themselves, and feeling MISERABLE by eating 1,200 calories each day, a smart person who wanted to lose fat would put themselves in a SLIGHT deficit by eating somewhere around 1,700 - 1,800.

Extreme deficits aren't only unsustainable, but they lead to bingeing, unhealthy obsessions surrounding food, and weight gain. Ever heard of a "yo-yo diet" it's from trying to lose too much weight too fast.

The slower and steadier that fat loss happens, the more likely that it will be kept off long term. Not to mention the fact that you will be happier, more well fed, and have more energy.

Make sense?

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adjusting the game plan for your goals

Primary Goal: Lean muscle gain

In order to gain muscle, a person needs to be in a caloric surplus. To keep it simple: they need to be taking in more calories every day than they are burning.

I would like to add a caveat that there are exceptions to this rule! Without making it too complex, when people are very new into their weight lifting journey it is quite common for them to experience something called "beginner gains".

Basically, they can sneak around this general rule and gain muscle as they lose fat in a caloric deficit until their body "catches up".

In most cases, person should be in the smallest surplus possible to gain muscle. SLOW AND STEADY WINS THE RACE. What does this mean? Let's say someone's maintenance calories are 2000 (aka they could consume 2000 calories each day, and with their normal activities/workouts they wouldn't gain or lose any fat). Rather than jumping to extremes, eating XL pizzas and doughnuts every day, and eating 4,500 calories, a smart person would put themselves in a slight surplus by eating somewhere around 2,300 - 2,400.

Something to keep in mind while in a surplus is that your body will gain some fat along with the muscle. While that isn't a bad thing at all (in fact for some people, it's the goal!) I think it's good to remember that if you go slow and steady in a surplus for a longer period of time, it will give your body more time to actually build up that muscle (remember: building muscle always takes more time and work than we think it does).

Make sense?

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Step 2: Start with the Game Plan as is

The food included in your game plan works out to approximately 1,650 - 1,850 calories each day, and does a great job of hitting your goal of over 100g of protein!

Now, because of you being a unique butterfly we don't yet know if this is going to be the right amount of calories that helps you work toward your goals. It's just going to be where you start.

For the first week of the Fall Series, follow the Game Plan with the same quantities of food listed. Have your 3 meals and 2 snacks each day, and include a treat meal into your week!

You are going to assess how you feel each day and at the end of your first week. Did you feel too hungry? What were your energy levels like? Are you feeling leaner and tighter after one week?

After one week it may be time for you to make slight adjustments! If you were constantly hungry, listen to your body and up your portion sizes! If you feel lethargic, heavy, and way past full, you may need to slightly reduce portion sizes.

"Slightly" is really the key word here! Remember, whether you're trying to work toward body fat loss or lean tissue gain, we want to be in a slight deficit or surplus and not venture into the extremes.

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Optional Step 3: Taking Photos

While this can be triggering for some people and is by no means required, you may want to take pictures if you want to see how your body changes! When you are intentionally eating to fuel your training & lift and work toward body composition goals, seeing how your body responds to what you're eating can be a really empowering feeling.

Summary:

- **Begin with the game plan below for one week.**
- **Adjust if needed with more or less food based on how you feel.**
- **Feel f*cking incredible, energized, strong, proud, and capable of anything.**

Are you ready?

Let's do this.

TFGG GAME PLAN

weeks 1 & 2

Before we begin

Please note that although your meals are listed in a specific order, there is no right order to eat them in. You can begin eating at whatever time you want each day, and eat as late as you want each evening.

Your body does not begin storing food as fat if you eat after 8:00pm (or whatever myths we've been fed as women). When and in what order you eat each day is up to you, your schedule, and what you feel like doing.

Please note that the macros and calories are only an approximate. These will vary based on your specific choices of vegetables, protein, etc. They are not there for you to obsess over, just to help you understand the breakdowns of the meals you're eating!

TFGG GAME PLAN

weeks 1 & 2

the game plan

*print me out and put me on your fridge!

The Morning Drink

Breakfast A) Cookie Butter Shake

Protein: 38g

Fat: 20g

Carbs: 19g

Fibre: 12g

Cals: 393

Breakfast B) PB & J Oats

Protein: 35g

Fat: 16g

Carbs: 32g

Fibre: 9g

Cals: 403

Breakfast C) Elevated Avocado Toast

Protein: 19g

Fat: 16g

Carbs: 53g

Fibre: 21g

Cals: 422

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***print me out and put me on your fridge!**

Lunch A) Hearty Salad Bowl

Protein: 25g

Fat: 23g

Carbs: 39g

Fibre: 8g

Cals: 450

Lunch B) Veggie Pita

Protein: 18g

Fat: 23g

Carbs: 48g

Fibre: 16g

Cals: 440

Snack 1) Veggies & Dip

*reminder that this is listed between lunch and dinner, but you can obviously eat it whenever you want during the day

Protein: 5g

Fat: 9g

Carbs: 13g

Fibre: 4g

Cals: 150

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the game plan

***print me out and put me on your fridge!**

Dinner A) Better Bean Bowl

Protein: 17g

Fat: 15g

Carbs: 68g

Fibre: 19g

Cals: 441

Dinner B) Vegan Stuffed Sweet Potato

Protein: 29g

Fat: 20g

Carbs: 36g

Fibre: 12g

Cals: 430

Dinner C) Eating Out

Yes, eating a dinner out is a part of the Game Plan! While you obviously can eat every dinner at home if you like, I really want to encourage you to feel good about being able to eat in a healthy way that fuels you and fits within the Game Plan even when you aren't at home.

Follow the guidelines above for "putting together nutritious meals" and please don't feel bad for one second that you aren't able to eat at home tonight. Live your life!

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the game plan

***print me out and put me on your fridge!**

Snack 2 Option A) Chocolate Chip Protein Balls

*macros are for 1 large ball or 2 small ones

Protein: 11.5g

Fat: 14g

Carbs: 24g

Fibre: 5.5g

Cals: 245

Snack 2 Option B) Chocolate Chip Pumpkin Cookies

*macros are for 1 large cookie

Protein: 9.5g

Fat: 8g

Carbs: 16g

Fibre: 5g

Cals: 148

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***print me out and put me on your fridge!**

Weekend Brunch Option A) The Brunch Bowl

Protein: 17g

Fat: 19g

Carbs: 34g

Fibre: 10g

Cals: 405

Weekend Brunch Option B) Portobello Breakfast Sandwich

Protein: 20g

Fat: 21g

Carbs: 42g

Fibre: 12g

Cals: 416