

NUTRITION BASICS

A clear operating system for food, performance and consistency.

No noise. Clear action.

Built to help you make better decisions when training is hard, work is busy and motivation is not doing the heavy lifting.

01

Prioritise

Know what matters first.

02

Execute

Build repeatable weeks.

03

Refine

Use data, not guesswork.



START HERE

USE THE GUIDE. THEN USE THE HUB.

This gives you the decision-making method behind the meals, so the plan feels clear instead of random.

01 / READ

Ten minutes

Read once. Mark the pages that solve your current problem.

02 / CHOOSE

Build the week

Select repeatable meals that match your schedule and target.

03 / REVIEW

Bring evidence

Tell your coach what worked, what felt hard and what changed.

THE MJNFIT STANDARD

SIMPLE ENOUGH TO FOLLOW. STRONG ENOUGH TO WORK.

- Protein first, because recovery and appetite become easier to manage.
- Carbohydrates matched to training and lifestyle - not random restriction.
- Food quality most of the time, with enough flexibility to stay consistent.
- Adjust from weekly evidence, not one difficult meal or one scale reading.

THE ORDER MATTERS

BUILD THE BASE BEFORE THE DETAILS.

Tiny optimisations do not rescue an inconsistent foundation. Work down this stack in order.

01 **Calories**

Your average intake sets the direction: fat loss, maintenance or muscle gain.

02 **Protein**

Supports muscle, recovery and appetite control across the day.

03 **Food quality**

Fruit, vegetables, fibre and micronutrients support energy and digestion.

04 **Consistency**

The plan only works when it fits real life often enough to repeat.

COACHING RULE

Fix the highest priority that is not yet repeatable. Leave the smaller details alone until it is.

ENERGY BALANCE

CALORIES SET THE DIRECTION.

You do not need a perfect day. You need the weekly average to point towards the goal.

FAT LOSS

Deficit

Eat slightly less than you use. Keep the deficit controlled enough to protect training, sleep and mood.

MAINTAIN

Maintenance

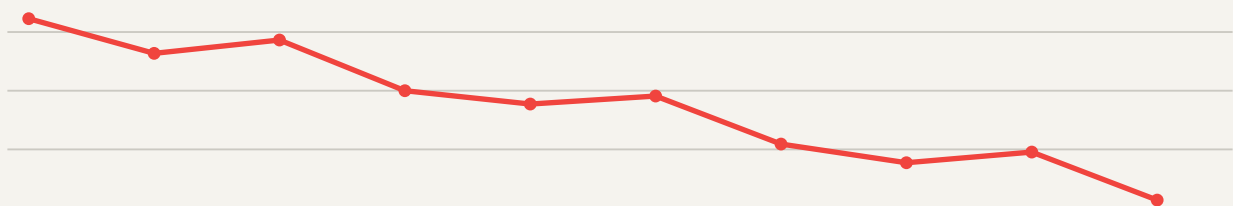
Body weight stays broadly stable while you build routine, performance and diet skill.

MUSCLE GAIN

Surplus

A small surplus supports progressive training. Enough to perform - not a free-for-all.

READ THE TREND



Weekly average > daily emotion

Scale weight will move. Judge the trend alongside adherence, waist, training, hunger and the context of the week.

THE ANCHOR

PROTEIN FIRST. EVERY MAIN MEAL.

Protein supports muscle, recovery and appetite control. Your coach's target takes priority over generic ranges.

GENERAL REFERENCE

1.6-2.2

grams per kg / day

A useful evidence-based range for many resistance-trained adults. Individual targets can differ.

MAKE IT EASIER

SPREAD THE TARGET

Build 3-5 repeatable protein anchors across the day. Exact meal size matters less than hitting the daily target consistently.

PROTEIN ANCHORS

01

MORNING

Eggs, Greek yoghurt, whey or a planned high-protein breakfast.

02

MIDDAY

Chicken, tuna, lean beef, turkey or eggs - make the protein serving intentional.

03

EVENING

Build dinner around the protein source before choosing extras.

04

BACKUP

Keep a shake, yoghurt or convenient option ready for busy days.

Decision rule

When a meal choice is unclear, identify the protein source first. Build the rest around it.

FUEL

KNOW THE ROLE. CONTROL THE PORTION.

Macros provide calories and shape hunger, performance and recovery. None needs to become the enemy.

4 KCAL
PER GRAM

Protein

Builds and repairs muscle. Prioritise it at every main meal.

01

4 KCAL
PER GRAM

Carbohydrates

Your main high-intensity training fuel. Adjust portions around demand.

02

9 KCAL
PER GRAM

Fats

Support health and satisfaction. Useful, but portions add up quickly.

03

ALSO WORTH KNOWING

ALCOHOL: 7 KCAL / G

Alcohol is not a required nutrient. It can make sleep, appetite, recovery and food decisions harder to manage. If it is included, account for the full impact - not only the calories.

BOTTOM LINE

Hit the calorie and protein targets first. Distribute carbs and fats in a way that supports performance and preference.

NO-SCALE METHOD

THE MJNFIT MEAL BUILDER.

Build the meal in this order. The foods can change; the decision process stays consistent.

BUILD IN THIS ORDER

01 PROTEIN ANCHOR

Start every main meal here.

02 COLOUR + FIBRE

Add produce and higher-fibre choices.

03 CARBS TO DEMAND

Move the portion with the day.



04 FATS WITH CONTROL

Add deliberately, with portion awareness.

THE DECISION RULES

01 Protein first

Identify the protein source before deciding what else is on the plate.

02 Build quality

Add vegetables, fruit or a higher-fibre choice for fullness, digestion and health.

03 Scale carbohydrates

Use more around harder training and less when demand is lower.

04 Add fats deliberately

Useful for health and satisfaction, but portions can climb quickly.

NOT A FIXED RATIO

The order stays consistent. Portions change with your goal, training demand, hunger, schedule and coaching feedback.

MICRONUTRIENTS

BUILD MOST DAYS AROUND THE BASICS.

Food quality supports health, energy, digestion and wellbeing. Premium results still come from ordinary foods repeated well.

01

LEAN PROTEIN

Chicken, turkey, eggs, Greek yoghurt, fish, lean beef, beans or whey.

02

COLOUR

Fruit and vegetables across the day - not only a token serving at dinner.

03

SMART CARBS

Potatoes, oats, rice, wraps, pasta and whole grains in portions that fit the target.

04

USEFUL FATS

Olive oil, avocado, nuts, seeds, eggs and oily fish - with portion awareness.

REMINDER

You do not need a perfect diet.

Aim for a strong weekly average. A flexible plan that gets followed beats a perfect plan that lasts two days.

AWARENESS

TRACK TO LEARN. NOT TO PANIC.

Tracking is useful when it creates awareness and better decisions. It should not make food stressful.

01

Track a normal week

Learn what current intake looks like before changing everything.

02

Find the trend

Use weekly averages for food and body weight - not one day.

03

Adjust the target

Deficit, maintenance or surplus according to the current goal.

04

Bring data

Let your coach refine calories, portions and habits from evidence.

MINIMUM EFFECTIVE DATA

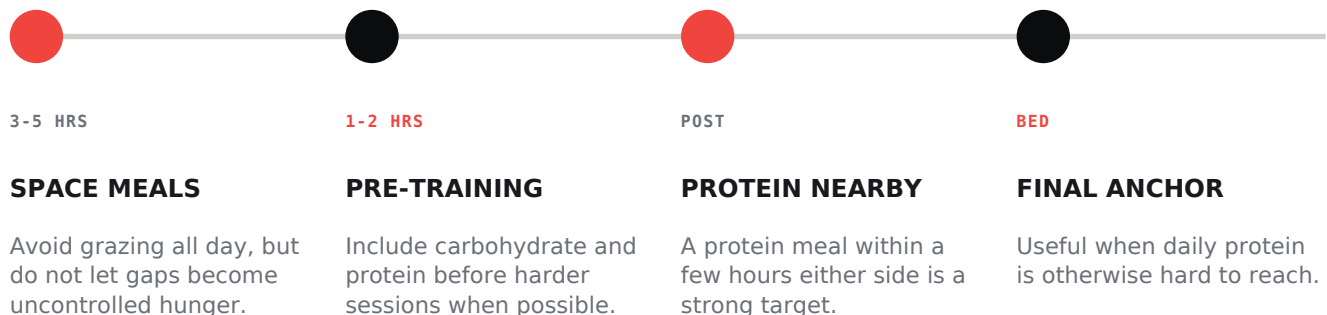
Body weight trend / adherence / hunger / training / sleep / digestion

Useful data answers a coaching question. More numbers are not automatically better.

ROUTINE

TIME FOOD TO SUPPORT THE DAY.

Meal timing is not magic, but it can improve training quality and make hunger more predictable.



HYDRATION STANDARD

STEADY INTAKE. ADJUST TO DEMAND.

Spread water across the day. Use body size, climate, sweat rate, training and your coach's guidance to set the amount. Very pale urine all day is not the goal.

REAL LIFE

THE MINIMUM VIABLE NUTRITION DAY.

When work is chaotic, protect the highest-value behaviours. A reduced plan is better than no plan.

01

FIRST ANCHOR

Get one high-protein meal in early. It removes pressure from the evening.

02

PLANNED MAIN MEAL

Use a meal you can repeat without negotiation or excessive preparation.

03

BACKUP OPTION

Keep a shake, yoghurt, wrap or ready meal available for the gap.

04

RESET NEXT MEAL

A disrupted choice is not a disrupted week. Return immediately.

BUSY-DAY RULE

Protect protein, total intake and the next decision. Do not create extra damage by declaring the day a write-off.

FLEXIBILITY

KEEP THE MOMENT. KEEP THE DIRECTION.

Eating out should fit the plan without turning one meal into an unstructured weekend.

01 / BEFORE

Do not arrive ravenous

Keep earlier meals protein-led and sensible. Starving all day often creates a larger swing later.

02 / ORDER

Build around protein

Choose a clear protein source, then select the carbohydrate or fat extras you actually value.

03 / DURING

Eat like an adult

Slow down. Enjoy the meal. Stop treating flexibility as a competitive eating event.

04 / AFTER

Reset immediately

The next meal returns to normal. No punishment, fasting marathon or Monday restart.

THE TRADE-OFF

CHOOSE WHAT IS WORTH IT.

You do not need every starter, side, dessert and unplanned snack because the meal is 'off plan'. Keep the parts you genuinely want.

WHEN IT GETS MESSY

DIAGNOSE FIRST. THEN ADJUST.

Use these fixes before deciding the whole plan is wrong. Bring persistent issues to your coach.

01

Hungry

Increase lean protein, vegetables, fibre or meal volume before cutting harder.

02

Low energy

Check sleep, hydration, total intake and carbohydrate placement around training.

03

Poor digestion

Review meal size, speed, fibre changes, food triggers and hydration. Change one variable.

04

Scale stalled

Check the weekly trend, adherence and context before reducing intake.

05

Missed prep

Use the backup meal. Good-enough execution beats waiting for perfect.

06

Weekend drift

Set two anchors: first meal and next-day reset. Remove the all-or-nothing story.

One variable at a time.

Otherwise you cannot tell what worked, what failed or what should happen next.

NEXT STEP

BUILD NEXT WEEK IN TEN MINUTES.

Use the hub once, make three decisions and move on. There is nothing to fill in or send back.

CHOOSE

BREAKFASTS

2

Pick two breakfasts you can repeat without thinking. Familiar beats impressive.

CHOOSE

MAIN MEALS

2

Choose two lunches or dinners that fit the week ahead and your target.

CHOOSE

BACKUP OPTION

1

Keep one protein-based shake, yoghurt, wrap or ready meal for the busy day.

THEN MAKE IT EASY

Save the meals on your phone, add the ingredients to your shopping list and start with the next planned meal.

OPEN THE NUTRITION HUB

CHOOSE / SHOP / EXECUTE

CLARITY. EXECUTION. FEEDBACK.

You do not need more confusion. You need clear priorities, strong meal options and steady execution. Start simple, repeat what works and use check-ins to refine the details.

THE MJNFIT LOOP



OPEN THE NUTRITION HUB

VISIT [MJNFIT.CO.UK](https://mjnfit.co.uk)