



THE 18STRONG DIET STACK

“Diet” is a word the \$250B dieting industry stole from us...well, we’re stealing it back.

Instead of thinking about a diet as a restrictive plan for weight loss, we want you to flip the script and see your diet as simply the kinds of food and drink you habitually consume.

We created the **18STRONG Diet Stack** to guide you through the nutritional strategy that has helped golfers just like you lose fat, build muscle, and most importantly, build life-long habits that keep you in control.

This is NOT a 30, 90, or 120-day diet. Instead, it’s a lifestyle roadmap for fixing your relationship with food that you can follow forever.

Unlike fad diets, you ease into healthy, lasting changes that transform into unconscious habits. Drastic changes aren’t sustainable.

Did you know?

The average person will try 126 fad diets over the course of their lifetime...and fail at each one of them.

Our goal is to help break you from that cycle and get your nutrition from where you are now to a black belt of your own diet. But, we’re going to take our time getting there – this is a marathon, not a sprint.

On the following page, you are going to see 10 levels, each slightly more difficult than the level preceding it.

Work your way through each level at your own pace. You may fly right past Level 2 if water is part of your routine. But, Level 3 may take you a few weeks if you have a Mountain Dew addiction. That’s okay!

As you progress, you must continue the habits you established in the previous levels.

We’re after the cumulative effect of stacking habits on top of habits. That’s your long-term WIN.

NOTE: *Because you’re in it for the long-haul, you do NOT have to be perfect! We follow the 90/10 Rule. So, just take care of your business 9 out of 10 times, and you will have no choice but to succeed.*

Download and print the following cheat sheet, then get to work.

If you need help, we’re always here for you.

You’ve got this!

Jeff Pelizzaro

1**I'm Lost And Need Help**

I don't know how to eat healthy. I look at the food labels, but I'm not sure if I should be focused on fat, calories, carbs, sugars, or something else? Please help!

2**Morning Lemon Water**

Each morning, I jumpstart my overall health with 24 ounces of lemon water.

3**Less Liquid Calories**

I've stopped drinking the sugary stuff like soda, sports drinks, juice and milk. And I've replaced them with water, black coffee and green tea. I have reduced my booze.

4**Protein Each Meal**

I now include meat and healthy proteins with each meal.

5**Veggies Each Meal**

It doesn't matter if it's 7am or 7pm, I now include vegetables in every meal.

6**So Long, Snacks. Hello 2-3 Meals A Day.**

I have stopped adding unnecessary calories between meals by cutting out snacking. Now, I get what I need from 2-3 meals each day.

7**Minimize Starchy Carbs**

I've kicked starchy carbs like pasta and breads to the curb. If I earn them, then I will indulge in potatoes, rice, etc. – but only if I've done the work!

8**Adios, Processed Foods**

I stick to the outside aisles at the supermarket where we find whole, higher-quality foods devoid of chemicals and other nasty stuff.

9**Daily Calorie Formula**

Depending on my goal, here's how I calculate my daily calories (Too low/high is unhealthy):
10-12 X Body Weight to **Lean Out**, 12-14 X BW to **Maintain**, 13-16 X BW to **Gain**

10**Holy Macros**

Protein is my #1 priority - caloric awareness #2, and I stick to this formula for what I'm consuming: 33% good proteins, 33% good carbs, and 33% good fat.