

BodyFitFast™

Coaching

17- 7 Intermittent Fasting Protocol Overview- 31 Day Coaching

I didn't invent intermittent fasting. I'm going to help you successfully implement. This coaching program is "my take" on it, The 17-7-Protocol.

To get your body into fat-burning mode, you fast for 17 hours. You eat (consume all meals and snacks) during a 7-hour eating window.

This will enable your body to burn your (ugly, unhealthy) stored fat for energy.

No food, **no calories whatsoever** for 17 (continuous) hours. You'll eat all meals/ snacks within a 7-hour window. You'll consume- **drink**- only black coffee (or tea) and lots of water during fasting periods.

Once you adjust (a few days), this is not difficult. You sleep for 8 hours of fast time. Most people will **FAST FOR ONLY FIVE WAKING HOURS**.

Your Schedule

| BodyFitFast™ Get-Lean Coaching | | 17- 7 Intermittent Fasting Protocol | | | | | | |
|-----------------------------------|--|-------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--|
| Time | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | |
| 11pm- 7am | Sleep | Sleep | Sleep | Sleep | Sleep | Sleep | Sleep | |
| 7am- Noon | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | |
| Noon-7pm | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | |
| 7pm- 11pm | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | |
| Daily Eating Schedule | | | | | | | | |
| 12PM - Noon | FIRST MEAL | | | | | | | |
| Afternoon SNACK | Fruit (apple, banana, berries), couple teaspoons of peanut/almond butter or a few walnuts, almonds | | | | | | | |
| 6- 7PM | SECOND MEAL | | | | | | | |

Schedule #1- Skip breakfast- Start eating at noon. Stop eating, start fasting at 7pm.
Note: Your longest (waking) fast period is **only 5 hours!**

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You'll eat two meals between noon and 7PM. Essentially, you skip breakfast. You'll fast between 7PM and noon the next day.

Light Snacks. You can snack on an apple, banana- a few walnuts, almonds, or a couple teaspoons of peanut/ almond butter *between* lunch and dinner.

Because 8 of your fasting hours occur when you're sleeping, your effective (waking) fast time is only 9 hours. In this protocol, your longest waking fast time is only 5 hours.

You'll find this schedule becomes easy and natural and enjoyable.

Alternate Schedule- Some men (5%) will follow this general schedule:
Skip dinner- Start eating at 9am. Stop eating, start fasting at 4pm.

| BodyFitFast™ Get-Lean Coaching | | 17- 7 Intermittent Fasting Protocol Variation #2 | | | | | | |
|-----------------------------------|--|--|-------------------|-------------------|-------------------|-------------------|-------------------|--|
| Time | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | |
| 9pm- 5am | Sleep | Sleep | Sleep | Sleep | Sleep | Sleep | Sleep | |
| 5am-9am | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | Fast 4 hours | |
| 9am-4pm | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | 7 hour eat period | |
| 4pm- 9pm | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | Fast 5 hours | |
| Daily Eating Schedule | | | | | | | | |
| 9am | FIRST MEAL | | | | | | | |
| SNACK 10-AM-3PM | Fruit (apple, banana, berries), couple teaspoons of peanut/almond butter or a few walnuts, almonds | | | | | | | |
| 4:00 PM | Finish SECOND MEAL | | | | | | | |

Schedule #2- Note: Your longest (waking) fast period is **only 5 hours!**

On this *alternate* schedule, you'll eat your meals between 9AM and 4PM. You'll fast between 4PM and 9AM the next day.

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An important part of the program is you keep busy and active. That's because boredom often causes unnecessary eating.

Once your body has adapted- IF YOU WANT- you can move into more aggressive protocols, 18-6 (18 hours fast- 6 hour eating window), 19-5 and perhaps one 22-2.

We'll cover this in our daily email coaching videos, starting in week #2.

It's important you ENJOY your life and be happy. **This is not a diet**, this is a lifestyle modification program designed to fit your lifestyle and preferences.

Simple Details

1. **You Drink Black Coffee, Tea and Water ONLY** during your fasting periods.

NO LIQUID CALORIES – NO CALORIES WHATSOEVER- during fasting periods. No sugar, no artificial sweetener, milk or cream. No diet soda. No bullet proof coffee.

For most people, sipping black coffee is a miraculous hunger suppressant. Water works well also.

You're going to be amazed to find that often when you feel hungry, you're only thirsty. And when you drink a glass of water, your hunger feelings quickly subside.

2. **Adjust / Adapt:** It generally takes your body 2-5 days to adjust to 17-7 Protocol.

This is normal. Only a minimum of willpower on your part is necessary.

Yes. At times you'll feel a bit hungry. **The hunger pangs will almost always fade away after a few minutes.** A glass of water, or sip of coffee will usually do the trick.

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- 3. Exercise/ Activity:** Optional. However- Ideally- you'll engage in some light physical activity in a "fasted state" (before your first meal) every day. This will help turbo-charge, speed your fat burning.

Walking, work out, yoga. 30-60 minutes. **This can be as simple as taking a ½ hour walk before your first meal.**

NOTE: You will burn fat / lose weight *even if* you are unable to exercise before your first meal. Aim for constant progress.

- 4. What You Eat- Nutrition- Calories / Carbs / Protein:** Simple plan. You'll eat satisfying foods you enjoy. You'll cut the crap, highly processed foods, and eat more whole foods.

You will eat a lot of protein and vegetables during your 7-hour eating window. Basically, you're just going to eat "cleaner." No special foods or preparation necessary. You eat foods you enjoy!

NOTE: ► Download the 17-7 Meal Guide for specific meals.

Lowering caloric intake is important, but **you won't count calories or carbs.** Skipping breakfast will help lower caloric intake, even if your two meals are slightly larger.

During your 31-day coaching, you **can eat YET WILL GO LIGHT** on carbs like sugar, processed bread, pasta, ice cream, and other processed foods.

Protein- Eating lots of protein will be a priority because it's nutritionally dense (good for you), satisfying and helps you burn body fat without losing muscle.

Eggs, fish, beef, chicken, turkey, cheese, Greek yogurt, and cottage cheese are good protein sources.

You're should eat about .40- .75 grams of protein per pound of bodyweight each day. For example, if you weigh 190 lbs., you should look to eat 80-143 grams of protein a day.

Yes. That's a big range. Entirely dependent on your metabolism, your exercise and your muscle makeup.

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I recommend you aim for the high side of the protein range.

Calories- Remember. You're **not going to count calories** on this program. However, you do need to consider your daily total caloric intake. Aim to eat about 10-12 calories/ pound/ day for your target weight goal.

When you eat whole foods, you'll find that this is satisfying. Cravings for sugar/ sweets will fade. And this will not feel like a torture diet.

For example- If you're shooting for 170-pound target weight. You should be looking to eat about 1,700- 2,050 calories each day- divided between two meals and snacks.

Approximate Total Daily Caloric Intake

Target weight 210 lbs.: Eat about **2,100- 2,520** total calories/ day.

Target weight 200 lbs.: Eat about **2,000- 2,400** total calories/ day.

Target weight 190 lbs.: Eat about **1,900- 2,280** total calories/ day.

Target weight 180 lbs.: Eat about **1,800- 2,160** total calories/ day.

Target weight 170 lbs.: Eat about **1,700- 2,040** total calories a day.

Target weight 160 lbs.: Eat about **1,600- 1,920** total calories a day.

This makes for one big and one light meal- with a few fruit, nut snacks in between.

You can do this easily. It actually becomes enjoyable for most people.

WARNING Soy Products: Stay away from them. Almost all are genetically modified. They are high in phytoestrogens, which are plant-based substances that mimic the effects of estrogen in your body by altering hormone levels and potentially reducing your testosterone. **Pure poison** for men, in my opinion.

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5. **Supplements/ Vitamins/ Protein Powders-** No special vitamins, supplements, or special products are required or recommended.

Some men may want to take a high quality low-carb, protein powder to supplement their protein intake. However, this is not necessary for most men.

6. **Duration-** This is a 31- day coaching program. You can expect to knock off 3-10 pounds of fat and **master intermittent fasting** during this time.

You'll have fat-burning momentum. You'll know what to eat and **when** to eat. And you should be able to continue (on your own) till you hit your target weight.

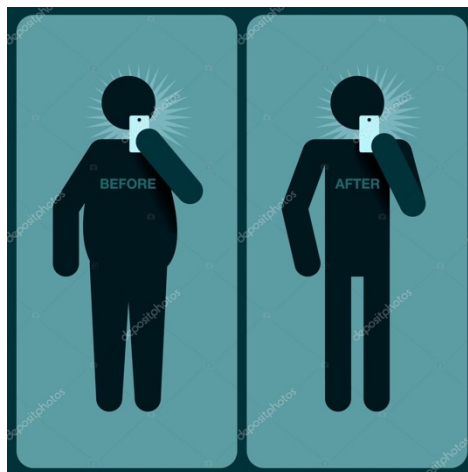
7. **Quick Start/ Preparation:** Set Your “start” points. White List emails. Clean out kitchen and office desk.

White List Coaching Emails- Follow instructions in Welcome email [BFF#1].

Weigh In- Hop on a scale. Write down, save your weight.

Before Pics - You need “before pics to see and notice your changes. Measure your progress visually. Because you see yourself every day, you won't notice changes unless you have something to compare with.

DO THIS. Shorts, no shirt. Take four pics of yourself: Front (straight on), left side, right side and back.



At the VERY minimum- Take one front pic- straight on shot like above.

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Clean Out Kitchen and Office Desk - No brainer. Just get rid of all the processed, crappy- BINGE foods (cookies, sugar, chips, ice cream, etc.).

You can pretty much eat what you want if it's (mostly) healthy because this is not a diet. This is a flexible and forgiving program. You eat satisfying foods (including carbs) you love. However, you can't eat like a pig and expect to get leaner.

FOLLOW THE PLAN for 31 days and you'll look and feel like a new man

Intermittent fasting works. You burn fat/ get and stay leaner in the most enjoyable way possible. You'll feel more energetic, and (probably) improve your health.

It's a lifestyle modification, NOT A DIET. If you want to spurge on the weekends or on vacation... it's ok. You can get back on the program and quickly get back in trim.

Please check out the other coaching materials for any other questions you might have. And watch for your daily coaching emails sent daily at 5:45am Central Time.

Bob Rosenthal, *Get Lean 31 Day Coaching*

BodyFitFast.com

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Disclaimer: All content contained in this guide is for informational purposes only. It is not a substitute for medical advice, treatment or diagnosis provided by a qualified, licensed physician and or other qualified Healthcare practitioner. Consult with your physician before you start any new exercise, nutrition or other health related programs.

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