

The Fat Loss Starting Kit

Everything you need to start: the math, your protein target, and a checklist you can start today.

START HERE

What fat loss actually comes down to

Fat loss is a calorie deficit. Biology just makes the deficit hard to hold. Everything below is about setting a deficit you can keep, and keeping your body from quietly fighting it.

STEP 1

Do the math

Estimate your maintenance calories, then eat a little under it.

1. Bodyweight in pounds x 14 to 15 = roughly the calories you need to hold steady. It's an estimate, so you'll fine-tune it from real data later.
2. Subtract 250 to 500 calories a day. That's your target. A moderate cut beats an aggressive one, and the next page explains why.

EXAMPLE

170 lb x 14 = about 2,380 to maintain. Minus 400 = a 1,980 calorie daily target.

STEP 2

Hit your protein first

Aim for 0.7 to 1 gram of protein per pound of your goal bodyweight. It preserves muscle while you lose and keeps you fuller on fewer calories. In one trial, women eating higher protein in a deficit lost about half the lean mass and stayed noticeably more satisfied.¹

Easy ways to hit it:

31g chicken breast, 4 oz

25g cottage cheese, 1 cup

17g Greek yogurt, 3/4 cup

30g canned tuna, 1 can

18g edamame, 1 cup

12g eggs, 2 large

Set fat at 25 to 30% of your calories, then let carbs fill whatever's left.

EXAMPLE

Protein: a 150 lb goal = 110 to 150 g a day.

Fat: on 1,800 calories, 25 to 30% = 50 to 60 g (calories x 0.27, divided by 9).

STEP 3

Your starting checklist

- Estimate maintenance calories, then set a moderate deficit (250 to 500 below)
- Prioritize protein: 0.7 to 1 g per pound of goal bodyweight
- Set a fat floor at 25 to 30% of calories, let carbs fill what's left
- Track your intake for a few weeks to calibrate your eye
- Weigh daily, but only judge the weekly average
- Keep moving all day to protect your NEAT (more on that below)

WHY IT WORKS

Two things that quietly sabotage you

1. You eat more than you think.

People underestimate what they eat by 20 to 50%. In one classic study, dieters convinced they couldn't lose weight were under-reporting their intake by about 47%.² Tracking for a few weeks closes that blind spot.

2. Your body fights the deficit.

Cut too hard and your body turns down the dial. You move and fidget less, so daily burn (NEAT) drops, a swing worth 200 to 500 calories a day between people.³ Stick with a deficit long enough and your body also trims a little off your resting burn.⁴ A moderate deficit triggers less of this pushback, which is the whole reason it wins.

WANT IT DONE FOR YOU?

Let the app do the math and the logging

Wellness AF sets your calories and macros, logs food with a barcode scan, and walks you through a 12-week program. Same science, less spreadsheet.

Scan to start · wellnessafclub.com/app



THE STUDIES BEHIND THIS

1. Leidy HJ, et al. Higher protein intake preserves lean mass and satiety with weight loss in pre-obese and obese women. *Obesity*. 2007;15(2):421-429.
2. Lichtman SW, et al. Discrepancy between self-reported and actual caloric intake and exercise in obese subjects. *N Engl J Med*. 1992;327(27):1893-1898.
3. Levine JA, Eberhardt NL, Jensen MD. Role of nonexercise activity thermogenesis in resistance to fat gain in humans. *Science*. 1999;283:212-214.
4. Fothergill E, et al. Persistent metabolic adaptation 6 years after "The Biggest Loser" competition. *Obesity*. 2016;24(8):1612-1619.