No BS 30-Day Diet Plan

Stop the Excuses. Start the Change.



No Excuses. No BS: Let's Get Real

Excuses don't burn calories or get you healthier—actions do. You've been spinning the same tired lines, and we've heard them all. No time? No money? No more excuses. Let's call it what it is: **avoidance**.

"I don't have time to cook healthy meals."



 TikTok didn't feed you last night, did it? Spend 15 minutes meal prepping, or keep making excuses—it's your call.



"Healthy food is too expensive."

 You know what's expensive? Diabetes and heart surgery. Healthy food is an investment. Get your priorities straight.

"I don't know how to cook healthy meals."



Recipes exist. YouTube is free. Stop acting like you need a Michelin star and just learn the basics.



"My family won't eat healthy food."

You're not a personal chef. Serve it up, or let them make their own junk.
 Your body, your rules.

"Healthy food doesn't taste as good."



 Your taste buds are sugar addicts. Detox them for two weeks, and you'll stop craving junk. You're not five anymore.



"I'm too tired to cook after work."



• Funny how you've got energy for Netflix but not a 15-minute stir-fry. Stop blaming exhaustion—it's a choice.

"I deserve a treat after a hard day."



 Your body's not a dumpster for stress snacks. Find a better reward system—it deserves better.

"Life is too short to not enjoy food."



• Life's too short to spend it eating crap that kills you faster. Prioritize your quality of life, not momentary pleasure.

"I'll start eating healthy next week."



• "Next week" is a lie you tell yourself. It's never coming. Start now, or admit you're stalling.

"I exercise, so I can eat whatever I want."





Start the Change

Let's face it—most people already know what it takes to be healthy: **Eat less junk, move more, and make better choices.**

But here's the thing:

Knowing isn't the problem. **Doing** is. Why? Because life is full of temptations, excuses, and bad habits disguised as 'treats.'

Cold and Hard Truths:

· You're eating more than you think.

Those "handfuls," "splashes," and "just one bites" add up.

· You can't outrun a bad diet.

Burning off that extra cookie takes way more effort than just not eating it in the first place.

· Convenience is killing your progress.

Fast food, sugary coffee drinks, and prepackaged snacks are designed to keep you hooked.

We're not here to sugarcoat it (pun intended). We're here to call out the nonsense and give you the tools to take control. So buckle up, because this plan is about taking ownership, ditching the BS, and making real progress.

The Golden Rule

Every time you're about to eat, ask yourself:

"Is this helping me reach my goals or just an excuse in disguise?"

10 Tips to Cut the Crap and Get Results

1. Skip the liquid calories.

Water doesn't lie. Ditch sodas, sugary drinks, and dessert-like coffees. Opt for zero-sugar drinks or water with lemon.

2. Carbs = sugar in disguise.

Bread and pasta might as well be candy bars. Cut back to avoid energy crashes.

3. Most coffee is a milkshake.

Caramel drizzle, whipped cream—it's dessert, not coffee. Stick to black or lighten up responsibly.

4. Portions are lies.

A 'family size' bag isn't a single serving. Learn real portion sizes and stick to them.

5. Protein = the MVP.

Eggs, lean meat, and Greek yogurt keep you full and on track. Don't skimp.

6. Don't shop hungry.

Empty stomachs lead to junk-filled carts. Eat first, then shop smart.

7. Alcohol is dessert in disguise.

A margarita = a donut in a glass. Skip it—your waistline will thank you.

8. Keep meal prep simple.

No Pinterest perfection. Cook protein, chop veggies, add seasoning, done.

9. Late-night snacking kills progress.

Your body needs sleep, not ice cream. Brush your teeth and go to bed.

10. Cravings ≠ hunger.

Drink water and wait 20 minutes. You're probably just bored, not starving.

Day 0: Caloric Mirage

Calories Don't Lie

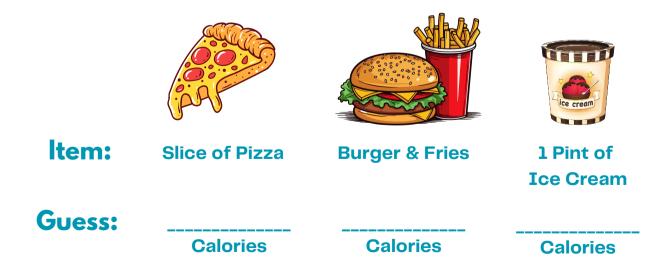


But You're Guessing Wrong

Instructions:

Take a look at the following meals or snacks. Write down your best guess for how many calories are in each. Then, compare your guesses with the actual calorie count provided on the next page. Spoiler: You're probably way off.

The Not So Healthy Options



Your Favorite Take Out







Item:

Chicken Burrito + Toppings

16 oz Frappuccino **Orange Chicken** w/ Chow Mein

Guess:

Calories

Calories

Calories

"Healthy" Options



Caesar Salad



Fruit Smoothie



Trail Mix (1 Cup)

Guess:

Item:

Calories

Calories

Calories

Answer Key

Slice of Pizza: .330

Burger & Fries **900** 1 Pint of Ice Cream: **1,000**

Chipotle:.1,260

Starbucks: 470

Panda Express: 1,380

Caesar Salad: .800

Fruit Smoothie 600 Trail Mix (1 Cup): 650

Burn Reality Check

Burning calories isn't as easy as Instagram makes it look. Here's what it actually takes to work off your indulgences.

Exercise	Duration	Calories
	32 mins	250
	53 mins	500
	89 mins	1,000

Day 1: Star Tracker

Now that you've seen how easy it is to underestimate, it's time to face the music. Let's track it all.

Eyeballing is Lying To Yourself











It's Time To Track

For the next **3 days**, track everything you eat. Yes, **everything**—even the handful of chips or that "tiny" piece of chocolate. Use a calorie tracker app or a notebook if you're old-school.

Don't guess—measure, weigh, and look up the actual calorie counts.

Why it Matters

Knowing how much you're eating is the first step. Most people are **overeating by 500–1,000 calories a day** without realizing it. Tracking doesn't just keep you honest—it shows you where to adjust without the guesswork. Think of it as your GPS for food.

Tools of a Star Tracker

Food Scale & Measuring Cups



Stop guessing and start knowing.

Measure everything—your "just a little" is probably a lot.

Calorie App or Notebook



Whether digital or old-school, track everything you eat. No more "forgotten" snacks.

Day 1: Method of a Star Tracker

Scan / Find



Scan:



Check the label or search your app for accurate calorie info.

Know what you're working with.



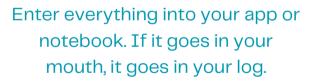


Measure:

Weigh or measure your food to avoid underestimating portions.

Eyeballing doesn't cut it.





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Log



Face the facts daily. The numbers don't lie—your guesses do.

Spot trends, celebrate wins, and adjust where needed. Knowledge is power.





Reflect

Pro Tips:

Don't Cheat Yourself: Be honest—it's just data.

Log ASAP: The sooner you track, the less likely you'll forget.

Focus on Awareness: The goal is to understand, not obsess.

3-Day Tracker Challenge

Y 3
eakfast:
ories Protein Fat Carb
nch:
ories Protein Fat Carb
r

Three days. Every bite. No excuses. If it hits your plate, it goes in the log.

Fat

Carbs

Dinner:

Calories Protein

Carbs

Fat

What food or drink had way more calories than you expected?

How often did you forget to log something?

Dinner:

Calories Protein

Fat

Carbs

What surprised you the most about your eating habits?

Dinner:

Calories Protein

How did your choices change after Day 1?

Day 5: Macros Made Simple

It's not rocket science—it's food science.

Learn what fuels you.



Protein: Your body's builder. Repairs tissues, builds muscle, keeps you full. Think chicken, eggs, and Greek yogurt.

Fats: Not the enemy. Supports your brain, hormones, and energy. Avocados, nuts, olive oil—your new besties.

Carbs: Energy you burn or store. Bread, rice, and fruit are carbs. Choose wisely or they'll cling to your waistline.

Why Macros Matter

Macros fuel your body. Get them wrong, and your body will lag.



Master your macros, master your health. It's that simple.

How To Calculate Macros

Your macro balance depends on what you're trying to achieve. Here are three easy-to-follow ratios to guide you:

	Fat Loss	Maintenance	Athletes
Protein	40%	40%	35%
Fat	40%	30%	25%
Carbs	20%	30%	40%

Try Not To Overthink It

Protein Rule of Thumb:

Eat about **1 gram of protein per pound** of your target body weight. (If you're aiming for 150 pounds, eat 150g of protein daily.)

Adjust for Your Lifestyle:

If you're **super active**, lean heavier on carbs.

If you're **sedentary**, dial back the carbs and focus on fats and protein.

Don't Fear Fat:

Stop **fearing** fat. It's not the enemy; overeating is.

Aim for **0.4–0.5 grams of fat per pound** of your target body weight (e.g., 60–75g of fat for a 150–pound goal).

Keep Carbs Controlled:

Fill the rest of your calorie budget with carbs. Focus on whole, **unprocessed carbs** for sustained energy.

Use a Macro Calculator:

Skip the math and **use tools** like MyFitnessPal, Cronometer, or MacroFactor to calculate your personal macros.

Macro Mistakes & Master Plan

Common Macro Mistakes

"I'll Get Fat Eating Fat":

False. Fat doesn't make you fat; excess calories do. **Healthy fats** are critical for hormones, brain function, and keeping you full.

"Carbs Are the Enemy":

Carbs aren't the villain—processed junk is. Stick to real food.

"All Calories Are the Same":

500 calories of donuts fuels **regret**. 500 calories of whole food fuels **progress**.

Macro Cheat Sheet

The Basics:

1 gram of protein = 4 calories

1 gram of carbs = 4 calories

1 gram of fat = 9 calories

Daily Target Example for a 1500-Calorie Fat Loss Plan (Low Carb):

Protein: 40% = 150g (600 calories)

Fats: 40% = 67g (600 calories)
Carbs: 20% = 75g (300 calories)

Your Macro Master Plan: Let's Do This!

Step 1: Pick a ratio based on your goal.

Step 2: Plan one day of meals based on your target macros.

Most Americans eat 60% of their calories from carbs. Flip the script and watch your energy soar.

7-Day Tracker Macro Challenge

Sunday		3 }_	Monday	2 }	1/2	Tuesday	
Breakfast:			Breakfast:			Breakfast:	
Calories Protein	Fat	Carbs	Calories Protein	Fat	Carbs	Calories Protein	Fat Carb
		Ш					
Lunch:			Lunch:			Lunch:	
Calories Protein	Fat	Carbs	Calories Protein	Fat	Carbs	Calories Protein	Fat Carb
Dinner:			Dinner:		2	Dinner:	
Calories Protein	Fat	Carbs	Calories Protein	Fat	Carbs	Calories Protein	Fat Carb
Nednesday)*	\ _	Thursday	7		Friday	
Breakfast:			Breakfast:			Breakfast:	
Calories Protein	Fat	Carbs	Calories Protein	Fat	Carbs	Calories Protein	Fat Carb
			4		3		
Lunch:			Lunch:			Lunch:	
Calories Protein	Fat	Carbs	Calories Protein	Fat	Carbs	Calories Protein	Fat Carb
Dinner:			Dinner:			Dinner:	
Calories Protein	Fat	Carbs	Calories Protein	Fat	Carbs	Calories Protein	Fat Carb
Saturday					5/		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
Breakfast:							
Calories Protein	Fat	Carbs	Daily Calorie	s Go	al:		
			Daily Protein	Goa	l :		
Lunch:			3				
Calories Protein	Fat	Carbs	Daily Fat Goa	al:			
			Daily Carbs (Goal:			
Dinner:			1125	M			
Calories Protein	Fat	Carbs	Current Wei	ght:			
			Cool Mainte				
			Goal Weigh	C.			

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Day 13: Intermittent Fasting

The Secret Weapon



What is Intermittent Fasting?

Intermittent Fasting (IF) isn't a diet—it's a **schedule**. You eat during a specific window and fast for the rest. By limiting the time you eat, you naturally consume fewer calories and give your body time to burn fat efficiently.

Benefits of Intermittent Fasting

1. Simplifies Meal Planning

Fewer meals = less stress and fewer decisions.

2. Hunger Reset

Teaches you the difference between real hunger and boredom.

3. Boosts Fat Burning

When you fast, your body switches to burning stored fat for energy.

4. Improves Metabolic Health

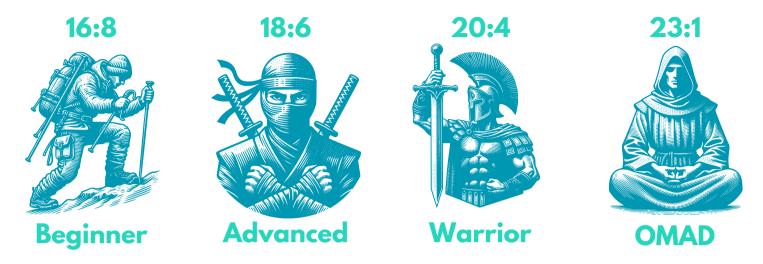
May enhance insulin sensitivity and reduce inflammation.

5. Mental Clarity

Many fasters report sharper focus and better productivity.

Own your fast, fuel your future.

Intermittent Fasting Methods



Eating Windows Explained

16:8 Method

Fast for 16 hours, eat during an 8-hour window (e.g., 12 PM to 8 PM).

18:6 Method

Similar to 16:8 but with a 6-hour eating window.

20:4 Method (Warrior)

Similar to 18:6 but with a 4-hour eating window

OMAD (One Meal a Day)

One big meal within a 1-hour window. Not for beginners.

Breakfast Myth Busted



Contrary to what you've been told, breakfast isn't the "most important meal of the day."

Skipping it doesn't slow your metabolism or ruin your day—it's perfectly fine to **skip it** if it aligns with your fasting goals. Focus on eating when your body needs fuel, not when tradition says you should.

IF: Getting Started

Pick Your Plan:

Choose a method that fits your lifestyle (e.g., 16:8 or 5:2). Start small and build up.

Stay Hydrated:

Drink plenty of water during fasting windows to curb hunger.

Eat Smart:

Break your fast with whole, nutrient-dense meals-ditch the junk.

Listen to Your Body:

Hunger comes in waves; it's often habit, not need. Ride it out, and you'll adapt.

Plan Ahead:

Schedule your fasting and eating windows around your daily routine.

Myths About Fasting

Myth: "Fasting slows your metabolism."

Truth: Fasting actually increases metabolism in the short term.

Myth: "You'll lose muscle."

Truth: Proper fasting preserves muscle while burning fat.

Myth: "You'll starve."

Truth: Hunger comes in waves. Hydration and time make it manageable.

Your 5-day Fasting Experiment

Ease into intermittent fasting with this simple, gradual plan.

Day 1: Fast for 12 hours (e.g., 8 PM to 8 AM).	
Day 2: Repeat a 12-hour fast to build consistency.	
Day 3: Extend to 14 hours (e.g., 8 PM to 10 AM).	
Day 4: Stick with a 14-hour fast to let your body adjust.	
Day 5: Push to a 16-hour fast (e.g., 8 PM to 12 PM).	

Goal: Focus on how your body feels during each stage.

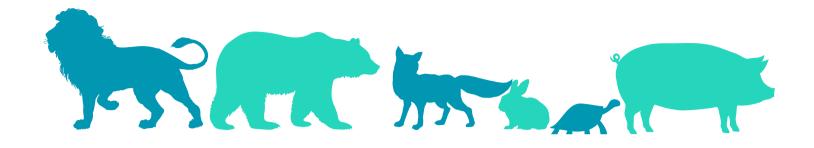
Pro Tip:

Check the box each day to keep yourself accountable and celebrate small wins. You're building discipline, one fast at a time!



Hunger is temporary—energy, focus, and fat loss are the rewards.

Day 19: Styles Of Eating



Find Your Fit

What you eat matters. Here's a breakdown of popular eating styles, their pros, cons, and their mascot to make it fun. Pick what works for you—or mix and match.

Just don't be SAD.

Carnivore - All Meat, All the Time



If it doesn't moo, cluck, or oink, it's not on your plate.

What It Looks Like:

Meat, eggs, and sometimes dairy. Zero carbs, zero plants.

Pros: Simple, high in protein, no carb cravings.

Cons: Fiber is a myth to you, and so are balanced gut bacteria.

Pro Tip: Balance it out with bone broth or organ meats—because variety still matters, even for carnivores.

Keto - Low Carb, High Fat



You keep carbs under 20–50g per day and load up on fats and moderate protein.

What It Looks Like:

Bacon, avocados, butter in your coffee, cauliflower crust on pizza.

Pros: Rapid fat loss, fewer cravings, sustained energy.

Cons: Keto flu, carb withdrawal, and your friends calling you a diet snob.

Pro Tip: Skip"keto" snacks and stick to real food. Fat bombs ≠ health food.

Balanced - Moderation Wins



You're the Goldilocks of eating: not too high, not too low. Carbs are limited but not banned.

What It Looks Like:

Sweet potatoes, quinoa, veggies, and some whole grains, some meats.

Pros: Sustainable, easy to follow, no food group gets ghosted. **Cons:** Too many "cheat meals" and you're back to SAD territory.

Pro Tip: Use carbs strategically—more on workout days, less on lazy ones.

Vegetarian - Plants Are Your Jam



You've ditched meat but kept dairy and eggs for protein.

What It Looks Like:

Salads, tofu, legumes, and the occasional omelet.

Pros: Lower cholesterol, higher fiber, and fewer ethical dilemmas.

Cons: Protein takes effort, and carbs can sneak up on you (hello, pasta).

Pro Tip: Prioritize high-protein plants like lentils and beans, not just cheese pizza.

Vegan - Purely Plant-Based



No meat, no dairy, no eggs. Just plants, plants, and more plants.

What It Looks Like:

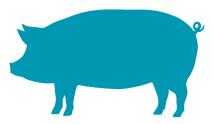
Buddha bowls, smoothies, and Instagram-worthy meals.

Pros: Great for the environment, ethical, and often nutrient-dense.

Cons: Protein can be tricky, and junk food vegans exist. (Oreos, anyone?)

Pro Tip: Focus on whole foods. A steady diet of vegan cupcakes doesn't make you healthy.

Standard American Diet (SAD) - Junk In, Junk Out



You know it's bad, but the convenience is tempting.

What It Looks Like:

Burgers, fries, soda, and everything in a box or bag.

Pros: Tastes Amazing!

Cons: Literally everything else. Processed food leads to weight gain, poor

health, and low energy. Medical bills await you.

Pro Tip: Don't be SAD. Small changes—like cutting soda and adding veggies—can make a big difference.

How to Choose Your Style

For Fat Loss: 😿 Balanced, 🐻 Keto or 🖁 Carnivore

For Sustainability: W Vegetarian or W Balanced.

For Performance: To Carnivore or We Keto with carb cycling.

For the Planet: 🐆 Vegan or 🐰 Vegetarian.

No one style is perfect for everyone. The key is sticking to real, whole foods and ditching processed junk. Pick a plan, make it work, and stop being SAD. Your body will thank you.

Day 20: Exercise = Superpower



Why Exercise Matters

Your body is built to move, and movement is medicine. Whether your goal is to lose weight, build strength, or just feel better, exercise is the catalyst that makes it all happen. Plus, it supercharges your metabolism, improves your **mood**, and helps you **sleep** like a baby.

Types of Exercise











Day 20: Movement is Medicine



For heart health and endurance. Think walking, running, biking.

Builds muscle, burns fat, and increases bone density.



Prepares your body for real-life activities—like lifting groceries or running after your kids.



Keeps you limber and reduces injuries. Think yoga or dynamic stretches.

How To Get Started

Dismiss The Myths

"I'll bulk up too much."

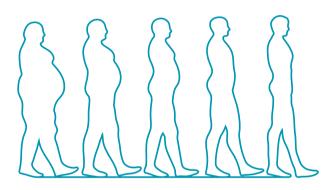
Unless you're training like a **bodybuilder** and eating like a linebacker, you won't "accidentally" get bulky—especially women.

"You can out-exercise a bad diet."

Nope. A **single donut** can take an hour to burn off. Exercise supports a healthy diet; it doesn't replace it.

"If I don't sweat buckets, it doesn't count."

Movement is movement. A walk, yoga session, or light stretching still **benefits** your body.



Don't Overcomplicate It.

Pick Your Favorite Movement:

Walking, yoga, weights, dancing—it doesn't matter what you choose as long as you enjoy it.

Start Small:

10–15 minutes a day is better than nothing. Build consistency first.

Make it a Habit:

Schedule it like a meeting you can't skip.

Your 7-day Movement Plan

For the next **7 days**, commit to **15 minutes** of intentional movement each day. Choose any type of exercise you enjoy. Use the checkboxes below to track your progress.

	Movement Type:
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	

Pro Tip:

Don't have time? Try "exercise snacks". 5-minute bursts of movement throughout the day.

Day 27: Accountability

Let's face it—staying **consistent** is the hardest part of any plan. Accountability is your secret weapon to avoid backsliding into old habits.

Whether it's a buddy, an app, or a community, having someone (or something) to **keep you in check** is a gamechanger.

Accountability Tools

Tracking Apps:

Use MyFitnessPal or other apps to log food, track exercise, and monitor progress. Seeing your stats daily keeps you honest.

Accountability Buddy:

Find someone who's on a similar journey. Share wins, struggles, and keep each other motivated.

Progress Photos:

Take a photo every week. The scale lies; pictures don't.

Join a Community:

Jump into a Facebook group (like The Functional Humans) or an online forum. Shared struggles make for shared success.



the functional humans

Staying on Track

Set Micro-Goals:

Instead of thinking about 30 days, focus on crushing each day.

Celebrate Small Wins:

Reward yourself for hitting milestones (non-food rewards, of course).

Plan Ahead:

Meal prep, schedule workouts, and set reminders. The more you plan, the less you'll procrastinate.

Anticipate Slip-Ups:

Nobody's perfect. A missed workout or cheat meal doesn't derail your progress—just get back on track.



Accountability Challenge

Accountability is the glue that holds progress together.

Whether it's with a partner or on your own, staying accountable is critical to reaching your goals.

The following worksheets will help you stay on track, reflect on your progress, and keep momentum high.

Personal Accountability



Today's Achievements

What actions did I take toward my goals	s?
Which healthy choices am I proud of?	
What challenges did I overcome?	
Tomorrow's Preparation	
What is my main focus for tomorrow?	
How can I prepare for success?	
What potential obstacles should I plan f	or?
Weekly Progress Review	
Complete this review every Sunday to n	naintain momentum:
Three wins from this week:	
Learning Opportunities	
Challenges faced:	Coming Week Focus area:
How I addressed them:	Specific goal:
What I learned:	Action steps:

Partnership Accountability

Choosing Your Accountability Partner

Your accountability partner plays a crucial role in your success. Choose someone who shares similar wellness goals, can commit to regular check-ins, offers constructive support, and maintains a positive mindset.

Complete this with your accountability partner:

Partnership Agreement

Check-in Schedule	
Frequency:	
Time:	
Method:	
Focus Areas	
Partner 1:	
Partner 2:	
Communication Preferences	
Preferred contact method:	
Best time to reach out:	
Response expectations:	
Signature	
Partner 1:	
Partner 2:	

Day 30: Bringing It All Together

Congratulations! You've made it to the end of your 30-day journey, but this is just the beginning.

Real progress doesn't end with a calendar—it evolves with you. Here's how to keep the momentum going and turn these 30 days into a lifestyle.

Reflect on Your Journey

What were your biggest wins?

What challenges did you overcome, and how?

How has your mindset, energy, or confidence changed in the past 30 days?

Take a moment to write these down. Celebrate your progress and use it as fuel for what's next.

Apply What You've Learned

Tracking: Keep using your tools (food scale, app, notebook). Awareness is your superpower.

Macros: Adjust ratios as your goals evolve—fat loss, maintenance, or performance.

Fasting: Experiment with longer fasts or stick to what works for your lifestyle.

Accountability: Continue using your worksheets or lean on your accountability partner.

Day 31 & Beyond: Next Steps

Set New Goals

Do you want to level up your fitness? Refine your eating habits? Boost your energy even more?

Create SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).

Write them down and revisit them often. Your goals should grow with you.

Revisit the Basics

Feeling stuck down the road? Go back to what worked:

Revisit **Day 1: Star Tracker** to refocus on tracking.

Reassess your macro breakdown for new targets.

Recommit to accountability—your worksheets are here for you anytime.

Stay Connected

Join **The Functional Humans** Facebook Group: Share your wins, connect with like-minded people, and keep the momentum going.

Check out the **30-Day Movement Plan**: Pair your progress with structured movement to amplify your results.