Welcome to your guide to If It Fits Your Macros provided by IIFYM.com. This guide has been written so that you can get a better sense of exactly how to get started with tracking macros and see maximum fat loss success.

My Name is Anthony Collova, and I am the founder of IIFYM.com.

My Goal is to help you burn as much fat as possible in the least amount of time with the least amount of “diet suffering” (ie. Hunger, cravings, moodiness etc) as possible.

When it comes to dieting, people can often miss out on a few key details, and fail to see results. It’s not the fault of the plans, but simply, lack of information and knowledge.

So my mission is simple here. I want to inform you on everything you need to know to guarantee that you are going to move forward and get the results you desire.

Whether you want to lose 5 pounds or 150 pounds, the If It Fits Your Macros plan will work for you, as long as your macros are set up properly, and you track them accurately.

That’s the great thing – this plan is 100% completely customizable. Once you have the basic rules and guidelines down, you are the master of your destiny, so to speak.

So let’s get right to it and give you the step-by-step procedure you will need to use to get this plan into place.
What Are Macros?

There are four macro nutrients.
Here they are in the same order you will find them on the USDA nutrition facts label:

- Fat
- Carbohydrates
- Protein
- Alcohol

These 4 macros are the only place that calories come from.

A Word on Calories

A calorie is a simple unit of energy. A measurement. Nothing more. Calories are not tangible things. They are not visible, just like an ounce or a gram is not directly visible. When scientists want to figure out how many calories are in certain food, they set it on fire, under a can of water and measure the temperature increase in Celsius. The number of degrees the water rises above room temperature is called kilocalories (we shorten it to calories for simplicity).

The more energy a thing has, the more calories it has. Gasoline for example has 31,000 calories.

The reason this matters is because macros are the ONLY PLACE calories come from when it comes to food. No where else.

Carbs and protein each provide 4 calories per gram, while fat contains 9 calories per gram. Alcohol provides 7 calories per gram.

These numbers are very important when figuring out macros.

Why follow macros rather than calories?

Calories are the number one dictator of fat loss or gain. Eat too many we store fat for use at later date. Eat too few and our bodies burn fat for fuel. When it comes to weight loss calories are king. When it comes to fat loss and muscle preservation, macros rule the land.

When we focus on macros, rather than calories alone, we insure that we feed the body exactly what it needs to preserve muscle while in a deficit (thanks to protein), have enough energy for exercise, recovery and metabolism health (thanks to carbs) and well balance hormones (thanks to fat). If we only focus on calories we neglect each of the specific duties the macros perform and we limit the speed at which we burn fat and the amount of muscle that we preserve while dieting.

If you want to make the fastest fat loss results imaginable, focus on macros, and in doing so, your calories will add up every time. There is no way around it!
To kick things off, you’ll want to figure out your targets for your macros and calories. I’d highly recommend checking out our IIFYM Calculator as this takes all of the guesswork out of things for you.

The calculator will take into account your body type as well (something that most other calculators will not do), ensuring that you get the most accurate numbers.

If you still want even further precision and accuracy, I’d suggest that you contact one of our IIFYM experts and have them do it for you.

If you are serious about really seeing maximum success or are planning on trying to take your body to the next level and getting really lean, having one of these coaches figure out your numbers is highly advisable.

While the formulas we use in the IIFYM Calculator are very accurate, they will never be as accurate as someone would be who is taking into account your unique body type, metabolism, activity level, and lifestyle. Should you want me, or one of my expert IIFYM coaches to calculate your macros for you, and provide you with a super each program to follow, just click here: IIFYM Custom Macro Blueprint

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**Step 1: KNOW YOUR MACROS**

Okay, this step is super important. If you want to succeed with this plan, you absolutely must begin weighing your foods.

Now, some people choose to measure their foods instead. They cut out the cups, measuring spoons, and so forth and measure how much they are eating this way. And while this can work, it’s not as ideal as actually weighing your food out on a food scale.

The reason?
Inaccuracy of measurement. Let’s say you put that tablespoon into the peanut butter container and dish yourself out your serving. If you’re a little overly generous with your measuring spoon, you might get 15 or so calories more than what you should. While this 15 calories may not seem like much, if you do this same mistake with other foods another 10 times per day, that’s 150 calories you are now off on your daily total.

This adds up! Over time, it could entirely take away from the results that you are hoping to see.

A digital food scale makes things easy and crystal clear. There is simply no room for screw-ups when you use your food scale.

You can get a digital (gram) food scale for about $20 at Amazon and have it shipped right to your door.

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**Step 2: PURCHASE A DIGITAL FOOD SCALE**

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**Step 3: SIGN ON TO MACROTRACKER.COM**

This is where the real magic happens. I want you to log into MacroTracker.com and start logging all the food that you eat. Remember to log it in grams, not volumes. Again, if you are using your food scale, this should be no problem as that is what your food scale will be measuring.

Also keep in mind that you must log your food according to how it’s cooked.

For instance, 100 grams of chicken breast raw will come in at 110 calories. However, if you cook that chicken breast and measure the same 100 grams, you’ll now have 165 calories per serving.

This will make a large difference in your total macros for the day. If you aren’t getting the accurate numbers as you track, you won’t be seeing progress.
Generally speaking, it doesn't really matter which option you choose as long as you are consistent with it. If you always measure raw, try and keep it that way. Likewise, if you always measure cooked, try and do that all the time.

This way there is less room for error over time.

If you want to get super technical about it, weigh any food that you cook, as dry as it gets. So chicken breast dry out as you cook them, and lose moisture and fat. Weigh it cooked, and log it cooked. Pasta on the other hand is mostly water. Get it?

The great thing about using MacroTracker is that it will allow you to keep your macros in a per gram value, rather than converting it to percentages.

While percentages are helpful to look at, it's per gram that you are really looking for here as that is what will help you reach your targets.

You can also cycle your carbs and calories on a day to day basis if you like.

Set up your MacroTracker to track your calories, carbs, protein, fat, fiber, as well as sodium (especially if you are physique competitor). Try and track your food as soon as you prepare it (or after you finished eating) as this way there is less of a chance that you accidentally forgot what you ate.

While it may seem silly that someone would ever forget this, it does happen and can really throw your numbers off.

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**A Word on Sugar**

Now, many of you may have questions about whether or not you should track sugar. *Sugar is the enemy, right?*

Well, not quite.

There's no getting around it, sugar isn’t exactly the healthiest thing to be putting into your body, but from a pure body composition standpoint if you have 20 grams of sugar versus 20 grams of say complex starchy carbs, it isn’t going to matter that much provided everything else stays equal.

Now if you weren't tracking your macros, there's a greater chance you'll be hungry sooner again after the 20 grams of sugar, so that may then cause you to eat another 20 grams of carbs an hour later and if those are additional carbs you wouldn't have eaten had you had the complex carbs in the first place, now you have a problem.

But since you are tracking your macros, this isn't a concern.

The bigger issue with sugar is the fact that it provides no nutritional value. You get your carbs and calories, but you don’t get any vitamins, minerals, or antioxidants. So from a pure health standpoint, it isn’t as ideal.

This said, there's no reason to completely eliminate it unless you want to. You can include up to 20% of your total carb intake per day from sugar and still see great results as long as the rest of your carbohydrate sources are more nutrient dense.

In the end, it's up to you. Some people want the flexibility to eat foods that they crave that are higher in sugar more often while others prefer staying healthy 100% of the time and choose to cut it out.

Both people can see good results provided they hit their macro targets for the day.

I just don’t want you thinking that you have to cut it out entirely. That isn’t the case.

The only people who I would recommend track their sugar more meticulously are those who are diabetic. If that's you, also be sure that you speak to your doctor about the upper limit of sugar you can consume per day. As sugar consumption can become very dangerous for you, you need a bit more guidance on this.

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**A Word on Sodium**

I mentioned sodium above. If you are physique competitor or bodybuilder, you'll definitely want to be tracking sodium. No question about it as your sodium intake can play a key role in how lean you look.

The other people who may wish to track sodium are those who are concerned with their blood pressure levels. If you are currently experiencing high blood pressure or heart disease runs in your family, you'll want to be tracking sodium.

Some of you may simply want to track it for overall health sakes and for simply knowing your intake and that's fine too.

Women should be aiming for about 1500-2500 mg of sodium per day while men should aim for around 2000-3500 mg per day.

One thing that you do want to keep in mind is that large jumps in sodium intake can cause your body weight to shoot up. If you aren't tracking your sodium intake, you may mistakenly think this is fat gain. Remember that when your sodium increases, your fluid/water retention will also increase, however data shows that even if you double the above amounts of sodium, most people will be safe as a long as drink more water than they need. (Sodium binds to water, so the more water you drink, the more sodium you will flush from your system and with it, goes the water weight).

So if one day you are consuming a very low sodium diet and then next day you have a plate of nachos and salsa, you may see that scale go up by 3-4 pounds. You don't want to stress about this however as it is just water weight.

This is one more advantage of tracking your sodium intake. By doing so and keeping it in a tight range, you can have greater control over your weight and fluctuations.
Step 4: 
NEVER GET LAZY ABOUT TRACKING MACROS

One step that will determine the success of this plan is how often you are tracking. Track 100% of the time and you will be on track to 100% success.

Track 50% of the time and...well, you can imagine what this means for your success rate. If you want to see the best results possible, you must track every single piece of food that comes into your mouth.

This includes the half a cookie you shared with your significant other, the small chocolate you ate at your co-workers desk, or the crusts of the remaining sandwich your kid brought home with them from school.

“If you eat it, it gets tracked.” Make that your new mantra!

Step 5: 
TRACK YOUR WATER

While it is your calorie intake that will dictate whether or not you lose body weight, there is one other thing that I’d suggest you start tracking and that is your water intake.

Water is essential for life and most people currently are not getting enough of it. Most women need about 3 liters of water per day while men will need about 4. If you are exercising very heavy and/or live in a hot climate and are sweating a lot, you may want to up those numbers slightly by half to one more liter.

You want to make this pure water here – not the coffee you had for lunch or the energy drink you had mid-afternoon. Pure water.

The only other liquids that can count towards your water intake include herbal teas and the water that you add to your protein shakes.

Step 6: ADJUST AS YOU GO

At times, there may be a day where you happen to go over your macros. Perhaps you had a fancy dinner out with your significant other for your anniversary or it was Christmas dinner.

Whatever the case, don’t stress. You’ll just want to pull back on your macros the next day. While it’s best if you can get your numbers to line up everyday, remember that it is the overall trend you are looking for. If you go over by 10 grams of carbs one day for instance, reduce your carb intake by 10 grams the next day.

Don’t get into the habit of missing your macro targets as over time this could lead to issues with results, but don’t stress too hard if you are off slightly on an occasional basis. It does not mean you’ve just ruined your results.

Do your best however to get within 5 grams of all your macro targets each and every day.

Just as if you are keeping a financial budget, you couldn’t go over your budget all the time and not expect to end up in debt, the same applies to this. Go over your budget and you will be gaining body weight.
The not-so-fun part of dieting is the plateau that you will (likely!) eventually hit. Almost everyone goes through it, so don’t think that you are ever immune.

After a period of prolonged dieting at a reduced calorie intake, your body will begin to adapt and your metabolic rate will begin to slow down.

As this happens, do not panic. Yes, it can be frustrating and yes, you may worry that you are not going to reach your goals. **You will.** You just need a proper game plan to put into place.

The first step to do is to keep going as you are for 10 more days. Be extra diligent with tracking your macros to make absolutely sure that you are in fact in a plateau.

For some people, this will be enough to get them to come out of it. If that still doesn’t work, then you may need to make a few changes.

There are two steps to consider taking.

First, if you have been losing weight quite well, the problem may be that your reduced calorie diet intake has now become your maintenance calorie intake.

If you’ve lost 10-20 pounds without re-adjusting your calorie intake downward, this is likely the case. Try recalculating your macros based on this new body weight and then go from there.

**That should get things moving along again.**

Alternatively, you can also simply reduce your carb macros by about 10-15 grams. This will often get you moving along again until you hit the next stall, at which point you can lower them again by 10-15 grams.

If that isn’t the case (or you have already taken these steps), then it may be time for a metabolic reboot, also sometimes referred to as a re-feed. You can do two things here. You can either eat a much higher calorie intake (focusing on adding most of these extra calories from carbohydrates) to your diet for 2-3 days, or alternatively, you can bring your calorie intake to maintenance levels (figuring that out using the IIFYM Calculator) and eat at that level for one to two weeks.

Both of these strategies can work well to help reset your metabolic rate so that when you then go back down to the reduced calorie diet intake, you start seeing fat loss progress moving along again.

Which strategy you select depends on how much time you have to wait to get back on the diet and how aggressive you want to be.

Refeeds (2-3 days of higher calorie eating) tend to work well when you have just hit a plateau and aren’t too deep into it. If it’s been a few weeks or longer since you’ve seen any weight loss, a full diet break – 2 weeks at maintenance eating, may be more appropriate.

With either strategy, still track your macros the same as you always would, just adjust your calorie intake accordingly.

If you are still struggling, I’d highly suggest consulting one of our IIFYM coaches. They can help you pinpoint what might be happening to cause this stall and help you formulate a game plan for how you can move forward to get out of it and start

As much as possible while following this program, do try and keep your food intake to healthy options. This isn’t a diet where you are cramming as much junk food as you can into your body.

You still need to value good nutrition and overall health. Choose unprocessed natural foods and then supplementing every now and then with foods you crave.

The people who do this will have the most optimal results using the If It Fits Your Macros Approach. This will also ensure that you get your micronutrients – vitamins and minerals met as well.

I’d also recommend that you try out healthy recipes as often as you can. Dietary boredom is one reason many people fail on their diet plans, so include as much variety and interesting foods possible.

With so many different recipes now available online, there is no reason you can’t find a healthy but delicious meal to prepare.
Which brings us to the next step – meal preparation. As much as you can, I’d highly recommend that you prepare your meals ahead of time.

Those who plan their diet out and always have healthy food with them are far less likely to eat foods that are less healthy and/or that they haven’t figured out the macros for.

The more often you can cook in advance, the more likely you are to fuel your body well.

Furthermore, by cooking larger batches of food at one time, you can prepare 4-5 meals all at once.

This not only saves you time in the kitchen, but also saves you having to re-calculate the macros for each meal since you already know what you’re getting.

All in all, meal prep will simply make your life that much easier.

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**Step 9: GET INTO THE HABIT OF MEAL PREP**

Now, you have two options. You can **order single-ingredient options (a chicken breast, steamed broccoli) and so on and measure each food accordingly.**

Or, you can **order what you really want – lasagna, pasta, pizza, etc., still weigh it but then estimate the calorie and macro content.** You are never going to achieve 100% accuracy while eating out, but as long as you are hitting your numbers properly the rest of the day, you should be fine.

If you are someone who eats out frequently, you’ll likely want to go with the former option, however if you are only eating out a couple times per month, the second option should be fine and shouldn’t impact your progress all that much.

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**Step 10: LEARN HOW TO EAT OUT**

Finally, the last step is learning how to eat out. There is going to come a time when you are going to want to eat in a restaurant.

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Moving Forward

So there you have your complete guide to the If It Fits Your Macros approach. Millions of people are having great success with this plan and I know that you can too if you utilize it properly.

Just be sure that you get all the tools and resources you need in place – your food scale, your MacroTracker.com account, as well as if you need it, proper coaching through our IIFYM coaches.

Consistency is really key with this approach. If you are consistent, you will see results. It's that simple. Fat loss is very much a science and through this program, you can control those numbers and master the science.

Good luck!

STILL FIND IIFYM CONFUSING?

Why not have an expert IIFYM coach calculate your macros and create a 100% customized fat loss plan for you to follow?!

Introducing The IIFYM Macro Blueprint.
The most comprehensive and simple to follow macro program you can find.

- No more guessing.
- No more restricting foods.
- No more needless suffering through boring diets.

Just an easy to follow, program that is designed specifically for you, based on your body, your energy level and your goals.

Whether you are a soccer mom or a personal trainer. Whether you have 5 lbs to lose, or 150, the IIFYM Custom Macro Blueprint is the perfect system for you to lean out, trim down, build muscle and burn fat. Everyone from the bikini competitor to the grandmother wanting to shed some extra lbs will benefit from this amazing CUSTOMIZED macro program.

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- Trigger immediate fat loss.
- Follow a simple program.
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