30 DAY JUMP ROPE KETTLEBELL CHALLENGE

NUTRITION GUIDELINES
QUICK START

Do you want to shed some extra pounds during this challenge?

Then this quick and simple nutrition guide is for you. As they say, abs are made in the kitchen (not in the gym) and we tend to agree with this philosophy. Well, to a degree.

The truth is that it’s very difficult to out-train poor food choices.

So to help you get the best results possible during this challenge, we've prepared a set of nutrition guidelines that you can use.

These are all optional of course and you are encouraged to make modifications to fit your own dietary restrictions and lifestyle.

But we've seen past challenge participants get phenomenal results just by following the 5 “simple” guidelines presented to you here.

Please note that the guidelines presented below are modeled after the Slow-Carb Diet which we first got introduced to by Tim Ferriss in his book *The 4 Hour Body*. We’ve made slight modifications to the original "rules". If you would prefer to follow the original rules, you can see them here.

*Disclaimer: if you have specific dietary restrictions or have any existing health conditions, please speak with your doctor or dietitian before making any drastic changes to your diet.*

*And please make sure to read our [full disclaimer](#) before beginning.*
1. CUT DOWN ON CARBOHYDRATES
Let’s start with the most important one.

You will want to eliminate (or at least minimize) your intake of the following foods during the challenge:

- all breads and wraps
- rice and cereals
- potatoes*
- pastas
- tortillas
- fried foods with breading
- sugary foods and drinks

*Yams/sweet potatoes are acceptable on workout days.

By cutting down your intake of carbohydrates, you put your body in a state that is primed for burning fat as fuel. This is what you’re after.

Cutting down on carbohydrates also makes it easier to get into a caloric deficit. For some of you (who have 15 + lbs that you’d like to lose), this will be key. When you cut out the foods above, you tend to eat less in general.

If you’re wondering what foods you are allowed to eat, we’re going to hook you up with a grocery list that you can print off and use as a reference when shopping for challenge foods.

You’ll be able to download that at the end of this guide.

What you’ll find is that even with the restrictions, there are still a lot of options to choose from. You can make a lot of amazing meals just by mixing and matching the ingredients from that list.
2. KEEP YOUR MEALS CONSISTENT
The second guideline is all about simplifying your meal choices.

What you want to do is **select three or four quality meals and repeat them over and over again** throughout the course of the challenge.

Sounds a little boring, but it’s very effective.

Keeping your meals consistent makes things very simple. It takes the decision making process out of it. You know exactly what to eat and when to eat it each day.

*If you want to learn how to make a better meal, check out this guide on Building a Better Plate.*

The less you have to think about what you’re going to eat, the easier it is to stick to make good decisions.

Need ideas for your meals?

Make sure to join the community where you’ll get to see what others are eating on a daily basis. You can also ask any questions there if you’re not sure about how to structure your meals.
3. STOP DRINKING YOUR CALORIES

This one is simple, but really important.

During the course of the challenge, your goal is to stay away from liquid calories. These guys are dangerous and can really derail your progress.

Here’s what to avoid:

- milk
- soft drinks
- fruit juices
- any other high calorie, high fat, or high sugar drinks.

And while you’re at it, minimize consumption of alcohol (aka liquid sugar).

Instead, drink plenty of water and as much unsweetened tea or coffee (without milk) as you’d like.
4. EAT MORE VEGETABLES & LESS FRUIT

Who likes fruit?

Fruit is healthy and offers lots of vitamins and minerals that are good for the body. But what we forget is that fruit is loaded with natural sugar (a simple carb) which doesn’t make it a good weight loss food.

The principal sugar (fructose) in fruit is converted to glycerol phosphate more efficiently than almost all other carbohydrates which, in simple English, means fruit is converted and stored as fat very, very quickly.

Since your goal for this challenge is to minimize sugar (carb) intake, you will want to avoid fruit altogether.

To replace the vitamins and minerals, focus on vegetables.

In fact, there is no vitamin or mineral in fruit that you can't get from vegetables. And vegetables have very little (if any) sugar.

So while you minimize your intake of fruit, begin to increase your consumption of vegetables.

Any and all kinds of vegetables are acceptable (check the grocery list).
5. TAKE ONE DAY OFF EACH WEEK

That’s right - you get one cheat day each week!

You get one day every week where you’re allowed to break all of these rules and guidelines. You get to eat whatever you want and how much ever you want. Everything that you’ve craved over those past six days, put on a list and eat it all on the 7th day.

This cheat day is actually very important and necessary if you are to achieve your weight loss results. For two reasons:

The first reason is psychological.

This cheat day is like a reward day. It will make those other six 'restrictive' days much easier to get through. But you must get through them.

The second reason is physiological.

Dramatically spiking your caloric intake in this manner once per week actually increases weight loss by ensuring that your metabolic rate doesn't downshift because of caloric restriction.

Hey, you don’t want your body thinking it's in starvation mode.

By consuming excess calories and carbohydrates one day each week, you'll keep your metabolism revved up.

Just remember – only ONE day each week. You choose which day.
DOWNLOAD: GROCERY LIST

If you’re looking for a grocery list to download and print and bring with you to the grocery story, we’ve got one for you.

Click here to download the grocery list

And that’s all there is to it.

We’ve kept it as simple as possible for you because we want to make it easy for you to stick to.

If you have questions, please feel free to tag us the Facebook group.

The Crossrope Team