

THE E-FACTOR DIET

**QUICK START
GUIDE**



by John Rowley



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This publication is presented for information purposes, to increase the public knowledge of developments in the field of strength and conditioning. The program outlined herein should not be adopted without a consultation with your health professional.

Use of the information provided is at the sole choice and risk of the reader. You must get your physician's approval before beginning this or any other exercise program.



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The E-Factor Diet Quick Start Guide

Goals – you have your short and long-term goals written out

Whys – you have your “why” written out for each of your goals

Meal Plan – you have planned out your meals for the week

Grocery List – you have the list of approved foods and know which ones you need for this week’s meals

Exercise – you have an exercise plan and you’re ready to implement it

Support – you have a network of friends and family who are supportive of you or are doing this with you

Tracking – you have several methods in place to measure and track your success and progress

Rewards – you have specific rewards along the way to acknowledge your accomplishments and reward you for your diligence.

The above list of actions will get you off to an amazing start. Below, you can recap the when, what, how much and how often you’ll be eating, and which foods you’ll be choosing.

When To Eat

Eating certain foods at the right time is almost as important as what foods you eat. Many people struggle with dieting because they are eating the right fat loss foods, they are just consuming them at the wrong times. The timing of your foods is very important. Timing plays a big part in weight loss, muscle gain, your energy, your hormone production and levels, proper digestion and my personal favorite ... enjoyment.



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It might sound complicated, but it's really not. All you need to do to experience great results is follow a few simple guidelines.

Morning Meal and Snack

It's important to eat energetic foods at the right time. They should be eaten in the early part of the day and should include:

- Low Histamine Protein
- Low Histamine Vegetables
- Enzymatic Food or Supplement
(If choosing a supplement over an enzymatic food, choose a high quality supplement which contains no sugar. At the start of the day, it is best to keep your sugar as low as possible so you don't experience cravings. An enzymatic food or supplement will also help you digest and assimilate the foods you eat so you can glean maximal nutritional value from your food.)
- Moderate Natural Fats (These will provide you with steady and satiating energy throughout the day.)

Midday Meal and Snack

At your midday meal, you can add in some starchy carbs. For optimum body composition changes, it would also be ideal if this meal is right after your workout. The starchy carbs will refill your glycogen (blood sugar) after weight training and keep your muscles full and shapely. Be sure to pay close attention to how much you can have without adding fat. I'd suggest that you start off with half of a yam and see how your body responds. I usually have a small yam with my meal following my workout. This is dependent on how I am feeling and my where my body fat levels are. Some weeks I will have a small yam with every post workout meal and some weeks I will skip the yam. This works for me. You have to find out what works for you. The only way that you can do that is by paying attention to how



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your own body responds. (Sound familiar?)

- Low Histamine Protein
- Low Histamine Vegetables
- Low Natural Fats
- Starchy carbs

Evening Meal and Snack

The evening is when you can eat some foods that create a little bit of a histamine response. By “some” I mean foods that will cause you to retain a little bit of water but not a lot. The body dehydrates during the night when you are sleeping. Since your body will use these fluids caused by the histaminic foods, you will wake up feeling and looking great. If you are mildly sensitive to histamine, then you are fine, but if you are intolerant, you may want to avoid histamine causing foods altogether. Like I keep repeating, you have to take personal responsibility for yourself by paying attention to how your body responds to the foods you are eating.

- Protein
- Vegetables, Salads, etc.
- Moderate Natural Fats

Eating Is Energizing

Your energy levels will soar with The E-Factor Diet so you can work smart, play hard, and enjoy your family. Your carbs will be re-routed to useable long-term energy, while coaxing your body to release its body fat and use that for energy. It's The E-Factor Diet in action.

Short on Time?



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You can replace any of these meals or snacks with [BioTrust Low Carb](#). [BioTrust](#) is made with highly digestible whey isolate protein, essential fatty acids, fiber, vitamins, minerals and digestive enzymes all in one super easy, incredibly delicious shake. I personally use this for two or three of my snacks during the day. [BioTrust](#) is quicker, cheaper and digests better than a normal meal. Keeping myself nourished with this convenient snack keeps my energy levels high and my mind focused throughout the day.

Keep It Simple

When it comes to eating there is more than one way to do it. You can get fancy or keep it simple. I prefer simple because it is easier for me to do over the long haul. The key is to make sure you are getting the right amounts and the proper types of protein, fats and carbs for your particular body. Thoughtful nutrient intake at the right time is what matters.

You may have heard this before, and I find it to be true, eating five or six times a day is a good solid way to eat for many people. Some people will want to eat smaller meals (or even snacks) than others, which of course means eating more often. I know a lot of people who eat seven or eight small meals or snacks during the day and stay lean, healthy and energetic. But, the key is to eat.

Eating Several Times a Day

I think the smartest way to eat (especially if you are busy and who isn't today) is to have three meals and two or three snacks a day. All of your meals and snacks should include a quality source of protein. Protein stimulates your metabolism. It keeps blood sugar stabilized, cuts down on cravings and feeds lean muscle tissue. This puts protein at the top of your shopping list along with vegetables. Carbohydrates should come in the form of vegetables. Vegetables are great



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because they are full of fiber, which keeps you feeling full longer, and keeps your system clean and healthy. You can eat these all the time with no worries of putting on fat. In fact, you should FILL UP ON VEGETABLES. This will help alleviate your cravings and keep your blood sugar stable. You can eat small amounts of starchy carbs and fruits, just pay attention to your body fat levels and how your body is responding. I also recommend that when you choose to eat starchy carbs, eat them at your midday meal. When you are adding fruit, the best fruits to have are the enzymatic ones like pineapple and papaya.

A Sample Day of Eating

Let me give you some samples of what a good day might look like. Of course, everyone has different tastes and the amounts will be based on your weight and desired goals. I've included a selection of options for each meal and snack. The purpose is to show you how to incorporate my recommendations into your daily lifestyle and to help you on your journey of living *The E-Factor Diet* lifestyle.



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SAMPLE MEALS FOR THE E-FACTOR DIET

MORNING MEAL

*Energetic Foods - eat these in the early part of the day. These should include **high protein, moderate fats and very low carbs** consisting of fibrous veggies plus an enzymatic supplement or food*

- 3-5 Eggs (mostly whites) with steamed veggies and organic cheese
- Grilled or broiled flank steak with steamed asparagus and grass fed butter
- Cottage cheese with papaya and raw slivered almonds
- Greek yogurt with pineapple, sprinkled with raw seeds
- Turkey bacon, 2 eggs and steamed mushrooms and onions

MORNING SNACK

- [BioTrust Low Carb Protein](#)
- 2 tablespoons of almond butter and bowl of papaya chunks
- Handful of almonds and bowl of pineapple rings
- Greek yogurt with natural peanut butter and digestive enzyme
- String cheese and sliced mango

MIDDAY MEAL

*Endothermic Foods – these help you burn fat naturally. **High protein, low fat, add a small starchy carb** (add starchy carb after workout, if possible)*

- Grilled chicken with a small yam and steamed or raw broccoli
- Fresh ground sirloin burger and two slices Ezekiel bread
- Wild caught cold water fish and baked yam
- Shrimp and steamed brown rice
- Lean pork chop



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MIDDAY SNACK

- [BioTrust Low Carb](#)
- ** can add one of the following
 - 1/2 to 1 full cup of blueberries
 - 1/2 cup papaya
 - 1/2 cup pineapple
 - sliced pear
 - sliced apple
- Greek yogurt with blueberries
- Handful raw almonds and cottage cheese

EVENING MEAL

****CAN eat some foods that will release some histamines because your body will release the extra water during the night. *High fat, moderate protein, low carb, and free veggies***

- Grilled white fish, a large salad with olive oil, steamed broccoli
- Turkey breast and buttered asparagus
- Bison burger and green beans sautéed in coconut oil and tamari sauce
- Ground beef with steamed peppers, onions and mushrooms, side salad w/olive oil
- Seafood medley with buttered broccoli/cauliflower mix

EVENING SNACK (if you must have one)

- [BioTrust Low Carb](#)
- ** can add one of the following
 - 1/2 to 1 full cup of blueberries
 - 1/2 cup papaya
 - 1/2 cup pineapple
 - sliced pear
 - sliced apple
- Greek yogurt with blueberries
- Handful raw almonds and cottage cheese



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BEVERAGES

- Coffee
- Tea
- Sparkling water
- No calorie flavored water sweetened with Stevia

Victory Strategy #1: A Victory Day

In the neighborhood, Sunday was the big feast day. Relatives came from near and far to sit and eat together. They ate all day long together to celebrate the week. This was their Victory Day. The rest of the week they ate a pretty high protein diet with tons of fresh vegetables and good fats from imported olive oil. The big meals were reserved for Sundays, aka the Victory Days.

Anything that is too restrictive is impossible to stick to. And, the Victory Day described above is a mental break, yes, but it's also a good break for your body as well. Your body gets used to anything if you stick to it long enough. Eating the same way, day in and day out, can have a slowing effect on the metabolism (meaning your body is smart enough to realize what's going on!) When you shock your system with the occasional influx of calories at one time, your metabolism increases to kick-start your "fat burning engine" into high gear once again. This will help keep your body off balance, which will make it easier to get and stay lean. Make sure you incorporate your own Victory Day once every week as well. Not only will this make life fun and enjoyable, but it'll speed up your metabolism and have you burning even more fat than ever.

Victory Strategy #2: Lessons from the Neighborhood on Key Components to Healthy Eating

Fresh fish, poultry and lean meats were the primary protein sources in the



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neighborhood. Eating primarily plant-based foods, such as vegetables, some fruits and raw nuts were the norm.

Follow their lead and replace regular butter, margarine and other unhealthy fats, such as vegetable oil, with healthy fats such as olive oil, coconut oil and grass-fed butter. Use spices and herbs instead of salt to flavor foods. Drink plenty of water. All the food back in the neighborhood was eaten while fresh. If you do this, it will nearly eliminate any problems with histamines you may have. Of course, pay attention to how your body responds to the foods you are eating.

Victory Strategy #3: The Metabolic Window

This window of opportunity is the 45 minutes following a hard weight training session. Your body will utilize the nutrients you eat at maximum levels and boost your hormones at this time. This, in turn, slows the aging process and melts fat away. Use this window to your advantage!

Victory Strategy #4: The No Exceptions Rule

Before we leave this section on eating, we need to cover one more important point ... the “No Exceptions Rule,” which is critical. We have read in books to take off a day and to cheat on our diets. We prefer to call this a Victory Day and not a cheat day. There are certain things, however, that you do not include in your Victory meal. These would be any and all of the things you struggle with. These are the foods that “call” to you ... enticing you to eat more and more of them. It’s best to steer clear of these food items that make you lose all control.

Keep in mind that we don’t get fat, go broke or ruin relationships by the things we do once in a while. It is what we do consistently that counts. Remember, failure is part of success. If you get into a bad cycle, don’t beat yourself up. Just know that in the future you are going to implement the “no exceptions rule” so you can



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be victorious. If cheesecake is something that you can't stop eating, don't eat cheesecake. If you have a problem with alcohol, don't drink. This is because with these things, the exceptions will become then become the rule, not the exception. So, on the things that you know are difficult for you, don't make that exception . . . ever!

So, now you're ready to go ... here's a summary to make sure you're ready for blastoff and unparalleled success:

Goals – you have your short and long-term goals written out

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Meal Plan – you have planned out your meals for the week

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Exercise – you have an exercise plan and you're ready to implement it

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Tracking – you have several methods in place to measure and track your success and progress

Rewards – you have specific rewards along the way to acknowledge your accomplishments and reward you for your diligence.

Victory Strategy #1: A Victory Day

Victory Strategy #2: Key Components to Healthy Eating

Victory Strategy #3: The Metabolic Window

Victory Strategy #4: The No Exceptions Rule

Now, go out and let's DO this!!