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FREE GUIDE

FOUNDATIONS OF FAT LOSS

The principles that actually matter. No fads, no restrictions, no confusion. Just the science of losing fat and keeping it off.

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WHY THIS GUIDE EXISTS

Over the past 10+ years, I've worked with over 80,000 clients. Most of them started with the same goal: lose body fat, build lean muscle, feel confident in their own skin.

Fat loss shouldn't be complicated. But social media has made it confusing. Every week there's a new diet, a new hack, a new "secret" that contradicts the last one.

This guide cuts through that noise. These are the principles that actually drive fat loss. They're not new. They're not trendy. They work.

When you understand them, you can make smart decisions about food without relying on restrictive diets that fall apart after two weeks.

The goal isn't to give you a diet. It's to give you the knowledge to build a strategy that fits your life, your food preferences, and your goals. Something you can actually stick with.

Let's get into it.

WHAT IS WEIGHT LOSS?

Weight loss means reducing body fat and lowering your overall body weight. It happens through eating in a calorie deficit, maintaining solid eating habits, training consistently, and making lifestyle changes that support your goals.

Done right, fat loss delivers real benefits:

- Better cardiovascular health
- More energy throughout the day
- Reduced risk of certain diseases
- Improved confidence and self-esteem
- Better mental health and mood
- Improved joint health and mobility



The key word is "done right." Crash diets and extreme restriction might show short-term results, but they strip muscle, tank your energy, and almost always lead to rebound weight gain. This guide is about doing it properly.

SETTING REALISTIC EXPECTATIONS

Most people want results yesterday. That's human nature. But the people who win long-term are the ones who set realistic targets and stay consistent.

TARGET: 0.5 - 1KG PER WEEK

That might not sound dramatic. But keep it up for 10 weeks and that's **5-10kg of fat gone**. Real, sustainable fat loss that stays off.

Here's the maths: maintaining a calorie deficit of 550 calories per day gives you a weekly deficit of 3,850 calories. Since 1kg of body fat contains roughly 7,700 calories, that's about 0.5kg of fat loss per week.

No starvation. No cutting food groups. Just a consistent, moderate deficit.

Think in months, not days. The people who try to lose 5kg in 2 weeks end up right back where they started. The people who aim for 0.5-1kg per week are still lean 12 months later.

Patience isn't sexy. It just works. The scale will fluctuate day-to-day. Focus on the weekly average and the trend over a month, not any single morning's number.

ENERGY BALANCE: THE ONLY RULE THAT MATTERS

Every diet that has ever worked — keto, intermittent fasting, paleo, Weight Watchers — worked because of one thing: it put you in a calorie deficit. The method is just a wrapper around this principle.

A calorie is a unit of energy. Your body uses calories to function. The relationship between what comes in and what goes out determines whether you lose, gain, or maintain weight.



That's it. Everything else — meal timing, food choices, supplements — is secondary. Get energy balance right and you will lose fat.

A WARNING ABOUT EXTREMES

A **moderate deficit** (around 500 calories) lets your body tap into fat reserves while keeping your energy, hormones, and muscle mass intact.

A **severe deficit** causes your metabolism to slow, your hormones to tank, your muscle to waste away, and your performance to drop. More is not better.

Two ways to create a deficit: eat less (reduce calories in) or move more (increase calories out). The best approach is usually a combination of both.



CHAPTER 4

MACRONUTRIENTS

Macronutrients are the three building blocks of nutrition: protein, carbohydrates, and fat. Each plays a different role in your body and contains a different amount of energy per gram.

4

cal / gram

PROTEIN

4

cal / gram

CARBS

9

cal / gram

FAT

The ratio of these macronutrients directly affects how fast you gain or lose muscle, your energy levels, hormone balance, sleep quality, and immune function.

This is why "just eating less" isn't enough. A 1,800-calorie diet of mostly sugar gives you a completely different result than 1,800 calories of protein, whole carbs, and healthy fats. **Same calories, different body composition.**



CHAPTER 5

PROTEIN: THE KEY TO FAT LOSS

After total calories, protein is the single most critical factor for body composition.

Protein builds and maintains your muscle fibres. When you eat protein, you increase muscle protein synthesis — your body literally building new muscle tissue. During a calorie deficit, the risk of muscle loss goes up, which means your demand for dietary protein **increases** when you're cutting.

THE BOTTOM LINE

If you don't eat enough protein during a deficit, you'll lose weight — but a big chunk will come from muscle, not fat. You'll end up lighter but not leaner. That's not the goal.

Hit your protein target. Protect your muscle. Lose fat, not mass.

Beyond muscle protection, protein keeps you fuller for longer (highest satiety of all macros), has the highest thermic effect (your body burns more calories digesting it), and supports recovery from training.

10 HABITS THAT MOVE THE NEEDLE

- 1** Eat a balanced diet with fruit, vegetables, and whole grains. Not because they're "clean" — because they're nutrient-dense and keep you full.
- 2** Cook at home as much as possible. You control portions and ingredients. Restaurant meals are almost always higher calorie than you think.
- 3** Train at least 3 times per week with weights. Add 30 minutes of daily movement. Resistance training is non-negotiable for body composition.
- 4** Drink enough water. Aim for 8 glasses a day. Dehydration tanks performance and gets confused with hunger.
- 5** Sleep 7–9 hours. Poor sleep increases hunger hormones, reduces willpower, and slows recovery.
- 6** Hit 20–30g of protein per meal. Spread your intake across the day rather than loading it all into one sitting.
- 7** Aim for 3–6 meals per day. The exact number doesn't matter as much as consistency.
- 8** Get enough fibre. It keeps you full, supports gut health, and prevents cravings.
- 9** Include healthy fats — olive oil, avocado, nuts. Fat doesn't make you fat. It supports hormones and keeps meals satisfying.
- 10** Manage stress. Chronic stress elevates cortisol, which promotes fat storage. Find what works — walks, training, breathing exercises.

TRACKING PROGRESS

You can't improve what you don't measure.

With NewU, you can create personalised, balanced meal options tailored to your individual needs. Whether you're vegan, vegetarian, or omnivore, the platform builds plans that hit your macro targets with food you actually want to eat.

Beyond meal planning, tracking keeps you honest:

- **Weigh yourself regularly** — same time, same conditions. Look at the weekly average, not daily fluctuations.
- **Keep a food diary** — even loosely. Awareness of what you're eating is half the battle.
- **Use an app** — track your diet and training in one place so you can see patterns over time.
- **Take progress photos** — the mirror lies. Photos taken every 2–4 weeks show changes the scale can't.

Tracking isn't about obsessing over numbers. It's about having data so you can make informed adjustments instead of guessing. The goal is to get lean and stay lean, not to live inside a spreadsheet.



CHAPTER 8

EXERCISE FOR FAT LOSS

Diet drives fat loss. Exercise accelerates it and determines what you look like underneath. You need both.

RESISTANCE TRAINING

The most important type of exercise for body composition. Lifting weights builds muscle, which increases your resting metabolism. It also preserves muscle during a deficit, so the weight you lose comes from fat, not muscle.

CARDIO

Running, cycling, swimming — cardio burns calories and improves cardiovascular health. Useful for creating a larger deficit, but it shouldn't be your primary strategy. Too much cardio without enough weights leads to the "skinny fat" look.

HIIT

Short bursts of all-out effort followed by rest. Time-efficient and effective. But it's demanding on recovery, so keep it to 2–3 sessions per week max, on top of your weight training.

The best approach: 3–5 resistance training sessions per week as your foundation. Add cardio and HIIT as needed to increase the deficit. Don't rely on cardio alone.

STAYING CONSISTENT

Motivation gets you started. Systems keep you going.

Every client I've worked with who got real results did the same thing: they showed up consistently, even when they didn't feel like it. They didn't rely on willpower. They relied on a plan, accountability, and small wins that built momentum.

BUILD A SYSTEM

Set realistic targets. Track your progress weekly. Adjust when things stall. Small, consistent changes compound over time.

GET ACCOUNTABILITY

This is the single biggest predictor of success. Having someone who checks in, reviews your progress, and calls you out when you're slipping makes all the difference.

CELEBRATE PROGRESS

Don't wait until you hit your final goal to acknowledge how far you've come. The small wins — hitting your protein for a full week, adding weight to a lift, fitting into old clothes — build the identity of someone who follows through.

Fat loss is a process, not an event. The people who succeed aren't the most talented or disciplined. They're the ones who stayed in the game long enough for the results to show up.

YOUR PERSONALISED FAT LOSS PLAN

Here's how to take everything in this guide and turn it into a plan you can start today.

STEP 1: CALCULATE YOUR TDEE

Your Total Daily Energy Expenditure is how many calories your body uses in a day. Use the calculator at newu.com.au/macro-calculator as your starting point.

STEP 2: SET YOUR DEFICIT

To lose 0.5kg per week, subtract 550 calories from your TDEE. That's your daily calorie target.

STEP 3: SET YOUR PROTEIN

Aim for **1.6 – 2.2g per kg of body weight**. Leaner or in a larger deficit? Go toward the higher end. More fat to lose? Start around 1.6g/kg and increase as you get leaner.

STEP 4: SET YOUR FATS

Between **0.5 – 1g per kg of body weight**. Prefer fattier foods? Go higher. Prefer more carbs? Go lower.

STEP 5: FILL THE REST WITH CARBS

Once protein and fats are set, the remaining calories come from carbohydrates. Carbs fuel your training and recovery. Don't fear them.

CASE STUDY

PUTTING IT ALL TOGETHER

A 70kg female, 165cm tall, 25 years old, moderately active. Goal: lose body fat at 0.5kg per week.

STEP 1 – CALCULATE BMR

$$\text{BMR} = 655.1 + (9.563 \times 70) + (1.85 \times 165) - (4.676 \times 25)$$

Result: **1,513 kcal**

STEP 2 – CALCULATE TDEE

$$\text{TDEE} = 1,513 \times 1.55 \text{ (moderate activity)}$$

Result: **2,345 kcal**

STEP 3 – SET DEFICIT

$$\text{Target} = 2,345 - 550 = \text{1,795 kcal per day}$$

STEP 4 – SET MACROS

$$\text{Protein: } 2.0 \times 70 = \text{140g (560 cal)}$$

$$\text{Fat: } 0.7 \times 70 = \text{49g (441 cal)}$$

$$\text{Carbs: } (1,795 - 560 - 441) \div 4 = \text{199g (794 cal)}$$

1,795

CALORIES

140g

PROTEIN

199g

CARBS

49g

FAT

CONCLUSION

WHAT ACTUALLY MATTERS

There's no magic formula. No secret diet. No supplement that replaces the basics.

Fat loss comes down to a few non-negotiable principles:

- 1 Eat in a calorie deficit.** Moderate, sustainable, consistent.
- 2 Hit your protein.** Protect your muscle. Prioritise it at every meal.
- 3 Train with weights.** Build the body you want to see when the fat comes off.
- 4 Track and adjust.** Measure your progress. Change what isn't working.
- 5 Stay consistent.** Show up even when you don't feel like it.

This guide gives you the knowledge. But knowledge without action is just trivia. If you want help turning these principles into a personalised plan — with meals built around your macros, a training program matched to your goal, and a coach who actually checks in — that's what NewU is for.

READY TO GET STARTED?

Calculate your personalised macros for free.

Takes 30 seconds.

[CALCULATE MY MACROS](#)