MYMUSCLEFIX

IIFYM

FLEXIBLE DIETING GUIDE

Eat the foods you love. Hit your macros. Get results.

WELCOME

HEY, LET'S GO!

Flexible dieting, or **IIFYM** (If It Fits Your Macros), has taken off in the nutrition and health world. Instead of restricting what you eat and cutting out entire food groups, it gives you the freedom to eat what you want, as long as you hit your daily calorie and macro targets.

In this guide you'll learn what flexible dieting is, its health benefits, how to get started, and how to track your calories and macros, because that's what it's all about.

ALEX INFIELD

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THE BASICS

WHAT IS FLEXIBLE DIETING?

A LIFESTYLE, NOT A DIET.

Traditional diets hand you strict rules on what, when and how much to eat, and if one thing goes wrong, everything falls apart. Flexible dieting gives you control without being so rigid.

It's simply **controlling your calories and macros while being flexible with your food choices**. You don't cut out food groups or your favourite snacks. You eat what you like, as long as it fits your targets.



THE OLD WAY

Labelling foods 'good' and 'bad'. One slice of pizza leads to days of guilt. Chips leave you upset and demotivated.

THE FLEXIBLE WAY

Calculate your daily calories and macros, then track them. No food is off limits, as long as it fits.

WHY IT WORKS

5 HEALTH BENEFITS

01
YOU WON'T STARVE YOURSELF

Traditional diets are full of low-calorie foods that leave you hungry and 'hangry'. Flexible dieting makes sure you don't eat too little or too much.

02
NO MORE YO-YO DIETING

It adapts to your lifestyle, goals and mood, with no strict rules. Sticking with one flexible approach beats constantly switching diets.

03
HIGHER SELF-ESTEEM

Research suggests flexible dieters have a more positive body image and a healthier relationship with food and exercise than restrictive dieters.

04
A BETTER BODY IMAGE

Non-restrictive eaters tend to worry less about food and feel less negative emotion about their bodies. They feel empowered by their choices.

05
NO FOODS ARE OFF LIMITS

Enjoy your favourite snacks and meals within your calories. Love a healthy breakfast or an extra run? Go for it. Freedom makes it easier to stick with.



ENERGY BALANCE

CALORIES IN VS OUT

Calories are simply a unit of energy. They tell you how much energy you get from a food.

IN > OUT
SURPLUS
Eat more than you burn: extra energy is stored as fat, or as muscle if you train.

IN = OUT
MAINTAIN
Eat about what you burn and your weight stays steady.

IN < OUT
DEFICIT
Burn more than you eat: your body taps into fat stores for energy.

TECHNICALLY…

You could eat cookies all day and still lose weight if you stay within your calories. But you'd probably feel bloated, flat and unmotivated.

BUT FOR FEELING GREAT

Make most of your calories nutrient-dense, like fruit and vegetables, and you'll feel energised, happy and ready for anything.

CALORIES & MACROS DRIVE RESULTS. VARIETY DRIVES HOW YOU FEEL.

FUEL

WHAT ARE MACRONUTRIENTS?

Each macro plays a different role in your body. Get a variety of all of them, because when you're low in one nutrient, your body can struggle to use another.

PROTEIN

4 CAL/G

Made of amino acids. Builds tissue and makes enzymes, hormones, immune cells and antibodies. Slow-healing cuts can be a sign you're not getting enough.

CARBS

4 CAL/G

Your body's main energy source, found in fruit, veg, dairy and grains. Broken down into glucose to fuel your cells, or stored for later.

FATS

9 CAL/G

Not the enemy. Unsaturated fats (olive oil, vegetable oils) carry vitamins A, D, E and K, help regulate hormones and blood pressure. Keep saturated fats (butter, cheese, red meat) in check.

ALSO COUNTS

Fibre keeps digestion healthy, and **alcohol** provides calories (7 per gram) too.

WHY RESTRICTION BACKFIRES

Cutting carbs and fats can cause hormone imbalances, energy crashes and hunger pangs, leading to yo-yo dieting and binges. Flexible dieting lets you eat what you like, when you like, as long as it fits your targets.

LET'S GO

GET STARTED IN 3 STEPS

Flexible dieting is easier to grasp than almost any other diet.

01

CALCULATE YOUR DAILY CALORIES

Work out how many calories you need each day for your goal.

02

SPLIT THEM INTO MACROS

Divide your calories between protein, carbs and fats.

03

TRACK EVERYTHING

Log your calories and macros every day.

Want help calculating your calories and macros, and tracking them in MyFitnessPal?

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SHOPPING LIST

GREAT FOOD CHOICES

PROTEIN

- Chicken breast
- Chicken thigh
- Chicken drumstick
- Pork medallion
- Kangaroo fillet
- Beef fillet
- Lamb chop
- Turkey breast
- Veal
- Beef sausage
- Pork sausage
- Tofu
- Seitan
- Tempeh
- Edamame
- Hemp seeds
- Salmon
- Cod
- Canned tuna
- Prawns
- Pollock

CARBS

- White rice
- Brown rice
- White pasta
- Wholewheat pasta
- Gluten-free pasta
- Couscous
- Quinoa
- White potatoes
- Sweet potatoes
- White bread
- Wholegrain bread
- Popcorn
- Apple
- Orange
- Grapefruit
- Banana
- Red grapes
- Green grapes
- Peach
- Strawberries
- Blueberries
- Raspberries

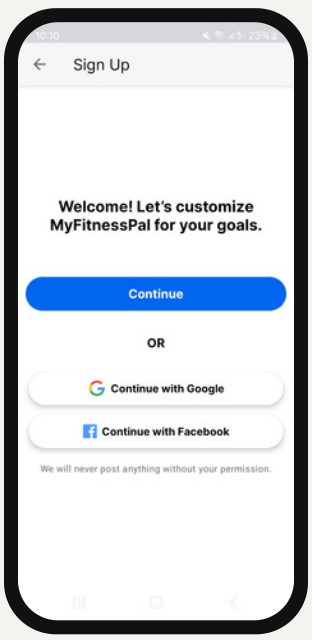
HEALTHY FATS

- Avocados
- Eggs
- Almonds
- Hazelnuts
- Brazil nuts
- Peanuts
- Pistachios
- Cashews
- Chia seeds
- Olive oil
- Flaxseed oil
- Coconut oil
- Cheddar
- Mozzarella
- Parmesan
- Feta
- Manchego
- Brie
- Roquefort
- Whole milk
- Reduced-fat milk
- Greek yoghurt

TRACK IT

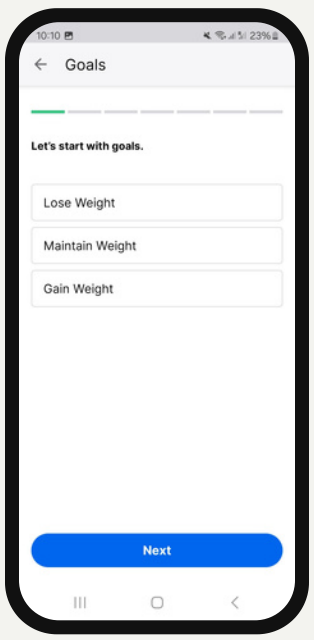
TRACK MACROS WITH MYFITNESSPAL

You can track manually by weighing food and reading labels, or the smart way, with the **free MyFitnessPal app** (App Store or Google Play). Here's how to set it up:



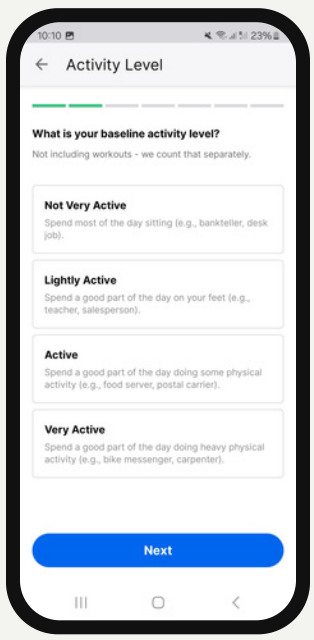
STEP 1

Sign up



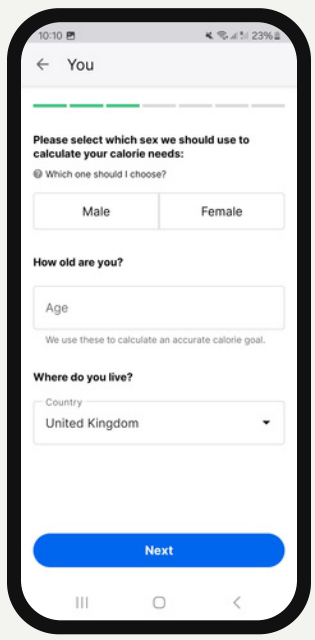
STEP 2

Choose your goal



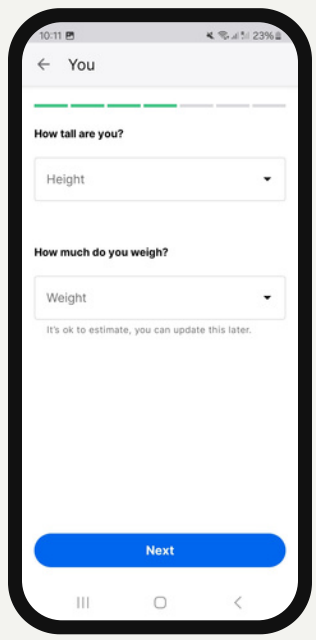
STEP 3

Set activity level



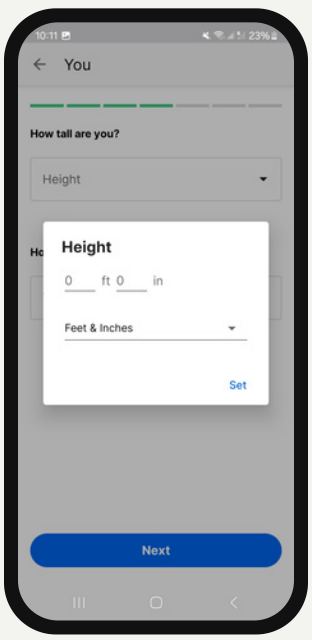
STEP 4

Enter your details



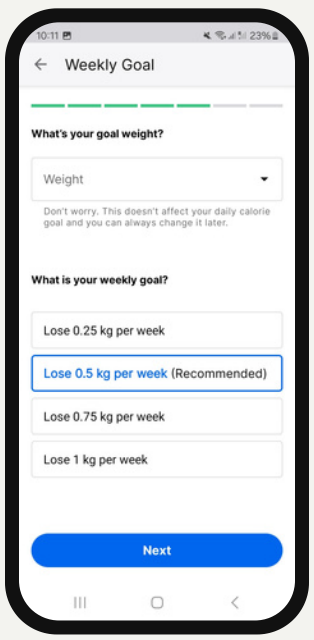
STEP 5

Height & weight



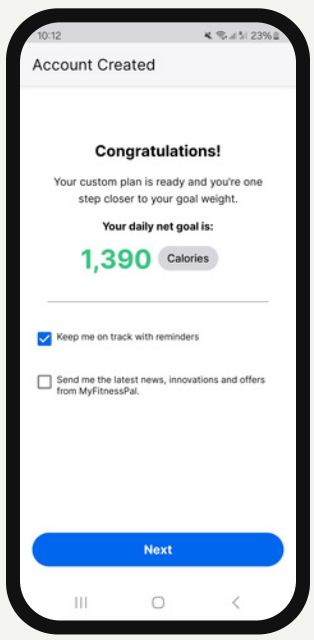
STEP 6

Set your units



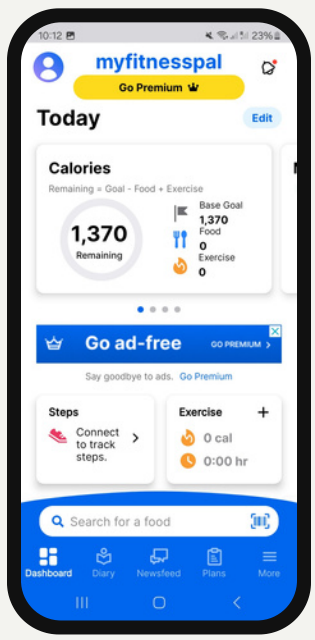
STEP 7

Set a weekly goal



STEP 8

Get your calorie goal



STEP 9

Start logging food

BUSTED

DIETING MYTHS

MYTH

~~"EATING FAT MAKES YOU FAT."~~

TRUTH

Fat is more calorie-dense, but healthy fats in moderation are part of a balanced diet. Focus on quality: avocado, nuts and olive oil.

MYTH

~~"SKIPPING MEALS HELPS WEIGHT LOSS."~~

TRUTH

It often backfires, leading to overeating later. Regular, balanced meals and snacks keep your energy steady.

MYTH

~~"CARBS ARE BAD FOR YOU."~~

TRUTH

Carbs are an essential energy source. Quality and quantity matter: whole grains, fruit, veg and legumes bring nutrients and fibre.

MYTH

~~"EATING LATE CAUSES WEIGHT GAIN."~~

TRUTH

Total calories in vs out matters, not the clock. Focus on your overall intake and food quality across the day.



REMEMBER

KEY NOTES

01
SET REALISTIC GOALS
Make them SMART: specific, measurable, attainable, relevant and time-bound.

02
EAT A BALANCED DIET
Variety from all food groups: fruit, veg, whole grains, lean protein and healthy fats.

03
CONTROL PORTIONS
Be mindful of portion sizes. Smaller plates and bowls can help.

04
STAY HYDRATED
Thirst can feel like hunger. Drink water through the day.

05
EAT MINDFULLY
Slow down, enjoy each bite and listen to your hunger and fullness cues.

06
KEEP MOVING
Mix cardio, strength training and flexibility work.





LET'S GET TO WORK.

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NUTRITION AND TRAINING

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