

THE 3 WEEK DIET

Joel Marion | Josh Bezoni

The 3-Week Diet

JOEL MARION, CISSN, NSCA-CPT
With Nutritionist Josh Bezoni

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Quick Introduction

Alright, here we are – this is the no-fluff, "exactly what to do" Diet Manual for the 3 Week Diet. Within this manual, we will briefly cover the science behind the strategic set up of the 3 Week Diet; however, this manual will mostly serve as a "how to" user's guide without all the filler.

After all, you probably don't want to read a novel...you just want to know what to do. And that's what we're here to show you.

That said, within the 3 Week Diet coaching audio we go over much of the science behind the diet's setup, so for more of the "why" — as opposed to the "how" — information that this manual is built upon, be sure to listen to the audio.

But first, we need to take a moment to discuss the diet's most fundamental principle: Nutrient Confusion™. [\[Menu\]](#)

Nutrient Confusion™ - Your Key to Accelerating Your Results and Deterring Weight Loss Plateaus

The foundational principle of the 3 Week Diet, and the entire reason this strategic approach works so well, is the principle of Nutrient Confusion™.

With Nutrient Confusion™ we confuse the body by giving it different amounts of macronutrients and calories on a daily basis to avoid the negative metabolic adaptations of dieting and the dreaded "starvation mode" where your body shuts down your metabolism and outright refuses to burn fat.

You see, when you go on a diet your body isn't aware of — and doesn't care about — your hopes for a slim waistline or how you're just trying to shape up for summer beach season. The only thing it does know is that when you start dieting you "all of the sudden" begin taking in drastically lower amounts of calories than you were previously. And, to your body, that's a big red flag.

When this happens, your body begins to slow your metabolism and put the brakes on fat burning as a starvation protection mechanism.

The major hormone responsible for this response is leptin, also known as the "anti-starvation" hormone. When calorie and food intake is normal, leptin levels remain high in the body, and the body is primed to burn fat as fuel.

When you go on a diet, however, leptin levels quickly drop letting the body know that something is "wrong," causing the body to respond with those starvation protection mechanisms we just discussed (e.g., slowed metabolism and decreased fat burning).

This is bad news for the dieter, as the reality is quite simply that our body makes it very difficult to lose weight through calorie restriction, although calorie restriction is necessary in order to lose weight.

Enter Nutrient Confusion™.

The key here is to create a calorie deficit (so you can burn and lose fat) while at the same time preventing your body from entering "starvation mode."

We do this by "confusing" or "tricking" the body by altering our daily nutrient and calorie intake.

You see, research has shown that it takes about a week for leptin levels to fall off by approximately 50%, putting you at just 50% of your fat burning potential. And as you can guess, each one of those days 1 – 7, leptin falls a little bit until it reaches that 50% level at Day 7.

Research also shows that manipulating calorie intake, particularly through carbohydrate manipulation, can give leptin levels a nice boost, or prevent it from falling off too rapidly in the first place.

As mentioned, the key nutrient here is carbohydrates, as research has shown that a boost in the carbohydrate-regulating hormone insulin also yields a boost in leptin levels. So, by manipulating carbohydrate intake every so often to boost leptin levels and prevent your body from "catching on" that you're dieting, you'll be able to create a sizable calorie deficit (and burn lots of fat) while avoiding starvation mode and keeping your body in fat burning mode around the clock. It's a nifty trick and it works very well.

Even better, we've put together the most strategic carbohydrate manipulation strategy for you over the course of 21 short but very effective days, and if you're reading this manual you'll get access to that breakthrough schedule in just a moment.

In addition to the carbohydrate manipulation techniques used in the 3 Week Diet, we also use many other cutting-edge metabolism-boosting techniques, like strategic Cheat Days, to make the diet even more effective.

So without further ado, let's jump into all the info you need to know to execute the fat burning 3 Week Diet! [\[Menu\]](#)

Determining Portion Sizes

Within the set up of the program, particularly on Low Carb and Moderate Carb days, you will have two options to determine the quantity of food you will eat at each meal – the portion method and the calorie method.

Personally, I prefer the portion method for Low Carb and Moderate Carb days, while following the calorie method for Shake Days. More on that in a moment.

But first, let's talk about how to determine the appropriate portion size for you and your body for each of the three macronutrients: protein, carbohydrates, and fat.

To do this, we'll use something known as the hand/fist/thumb method.

With this method, a "portion" of protein is equivalent to the size and thickness of the palm of your hand. This could be a chicken breast, piece of beef, pork chop, filet of fish, etc, of approximately that size.

For carbohydrates, a "portion" is the size of your clenched fist. Think of an apple, orange, or other piece of fruit of approximately that size, or a portion of pasta, rice, beans, etc, similar in size.

Lastly, for fat a "portion" is equal to the size and thickness of the tip of your thumb. This is particularly useful for "pure" fats like olive oil and butter, but some major sources of fat come in the form of mixed-nutrient foods (like nuts or cheese). For nuts we recommend a small handful, and for cheese the equivalent of two "thumbs" is acceptable.

A list of fats that fall into this category will be provided in the food lists section of the manual.

To summarize, here are the portion guidelines:

Protein – size and thickness of the palm of your hand

Carbohydrate – size of your clenched fist

Fat – size and thickness of the tip of your thumb for oils and butter OR two "thumbs" for cheese OR a small handful of nuts

The reason why hand-based portion sizes work so well is that they are relative to the size of the individual. Smaller people with smaller hands will eat less food because they require fewer calories. Similarly, larger people with correspondingly bigger hands will eat more food because they require more calories.

It's simple, but it works. [\[Menu\]](#)

Meal Frequency

On The 3 Week Diet program you will be eating throughout the day – breakfast, lunch, and dinner are obvious staples, and we'll also be including both mid-morning and mid-afternoon snacks.

This is a total of 5 main feedings daily.

At night, we'll finish up each day with an additional low carbohydrate, slow-digesting protein shake to coat the stomach and provide your body with fat-burning nutrition while you sleep.

Sample Daily Timeline

7:00 am – Breakfast

10:00 am – Mid-morning Snack

12:30 pm – Lunch

3:00 pm – Mid-afternoon Snack

6:00 pm – Dinner

9:00 pm – Pre-bedtime Shake

This type of frequent feeding schedule has many benefits; here are the majors:

1. **Leptin & Metabolism** – A constant flow of nutrients (without going long periods of time without eating) help to stabilize leptin levels throughout the day. Leptin is your body's #1 fat-burning hormone.
2. **Better Utilization to Storage Ratio** – All else being equal, 2,000 calories taken in over 2 meals will result in more of those calories being stored, while 2,000 calories spread over six meals results in more calories being burned and utilized for energy.
3. **Thermic Effect of Feeding (TEF)** – The thermic effect of feeding is a measure of the energy required to digest and assimilate the foods you eat. With frequent feedings, your digestive engine gets fired up multiple times per day, resulting in a great number of calories burned during digestion.

4. Craving Control – With frequent feedings, you’re never more than a couple hours away from your next meal. That knowledge, coupled with the fact that you will literally always have food in your stomach throughout the day, make cravings almost a non-issue.

5. Maintenance of Lean Muscle – Dieting can do a number on calorie-burning lean muscle tissue, but a frequent feeding approach helps to lessen this dramatically by keeping a constant stream of nutrients flowing towards muscle tissue throughout the day. [\[Menu\]](#)

Frequent Feedings	1-2 Meals/Day
<p>Aides in the:</p> <ul style="list-style-type: none">• Preservation of lean body mass• Curbing of hunger• Utilization of ingested calories• Increased Thermic Effect• Stabilization of leptin and metabolism	<ul style="list-style-type: none">• Starves muscle tissue• Promotes cravings• Most ingested calories are stored• No additional calories burned• Leptin plummets; metabolism crashes

The 5 Types of Days

Within the setup of *The 3 Week Diet* plan you will find 5 different types of days. They are listed below:

1. Cheat Day
2. Fast Day
3. Shake Day
4. Low Carb Day
5. Moderate Carb Day

In just a minute we're going to go over the specifics of each type of day, but let's quickly take a look at the entire week in chart form and also talk about the two types of meals you'll be using throughout the week. [\[Menu\]](#)

The 3 Week Diet Outline

Week 1 – Low Carb Week (2 Shake Days, 2 Low Carb Days, 1 Fast Day, 1 Moderate Carb Day, 1 Cheat Day)

Fast Day	Shake Day	Low Carb	Moderate Carb	Low Carb	Shake Day	Cheat Day
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Supplements recommended during Week 1:

- BioTrust LeptiBurn daily
- BioTrust Low Carb Protein Powder on Shake Days and other days for convenience
- BioTrust BCAA Matrix™ on Fast Days
- BioTrust IC-5™ with any carb meals and 2xs daily on Low Carb days
- BioTrust Protein Cookie & BioTrust Organic Protein Bars for convenience

Week 2 – Moderate Carb Week (3 Moderate Carb Days, 1 Shake Day, 1 Fast Day, 1 Low Carb Day, 1 Cheat Day)

Fast Day	Moderate Carb	Low Carb	Moderate Carb	Moderate Carb	Shake Day	Cheat Day
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Supplements recommended during Week 2:

- BioTrust LeptiBurn daily
- BioTrust Low Carb Protein Powder on Shake Days and other days for convenience
- BioTrust BCAA Matrix™ on Fast Days
- BioTrust IC-5™ with any carb meals and 2xs daily on Low Carb days
- BioTrust Protein Cookie & BioTrust Organic Protein Bars for convenience

Week 3 – Low Carb Week (2 Shake Days, 2 Low Carb Days, 1 Fast Day, 1 Moderate Carb Day)

Fast Day	Shake Day	Low Carb	Moderate Carb	Low Carb	Shake Day	Cheat Day
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Supplements recommended during Week 3:

- BioTrust LeptiBurn daily
- BioTrust Low Carb Protein Powder on Shake Days and other days for convenience
- BioTrust BCAA Matrix™ on Fast Days
- BioTrust IC-5™ with any carb meals and 2xs daily on Low Carb days
- BioTrust Protein Cookie & BioTrust Organic Protein Bars for convenience

As a 3 Week Diet customer, you are entitled to **20% OFF** your first BioTrust Nutrition order after buying this eBook. Just use the coupon code **3week20** at checkout!

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NOTE: For more information on the recommended supplements in the 3 Week Diet program, see the 3 Week Diet Supplementation Plan on **Page 36**.

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Not seen on the above 3 Week Diet outline is the day before the first "official" day of the diet, which is actually scheduled as a metabolism boosting Cheat Day.

That's right, Day 0 (the day before you start the 3 Week Diet) should be a **Cheat Day** where you eat loosely and allow your fat burning hormones to rebound to baseline levels. This is extremely important for anyone who has been previously dieting, as you don't want to jump from a state of calorie restriction right into The 3 Week Diet. Again, it is critically important that you begin the diet with your body viewing everything as "normal," and that's why we strongly recommend that the day before you officially begin be a Cheat Day.

At that point, we'll jump right into week 1, which consists of 2 Shake Days, 2 Low Carb Days, 1 Fast Day, 1 Moderate Carb Day, and 1 Cheat Day.

As you can see, this first week is lower carbohydrate and relatively strict in nature, and it serves to get the diet started with a bang and a week full of motivating results. And don't worry, at the end of the week you'll have another metabolism-boosting Cheat Day, so you don't have to go weeks without your favorite foods...they're always right around the corner on the 3 Week Diet.

During this week you see that there are a variety of low calorie, low carbohydrate days mixed with higher calorie, higher carbohydrate days. This is our Nutrient Confusion™ principle at work.

That said, we can't continue with this strict nature for long before your body and metabolism begin to negatively respond, and that's exactly why we switch things up in week 2 with a more lenient diet week that includes more higher calorie, higher carb days and fewer low calorie, low carb days.

During Week 2 you will include 3 Moderate Carb Days, 1 Cheat Day, 1 Fast Day, 1 Low Carb Day, and 1 Shake Day.

This higher calorie week is another Nutrient Confusion™ principle integrated in the middle of the program to increase your overall results from the 3 Week Diet.

Then, on the final week, Week 3, you will revert back to the same lower carb structure of Week 1 to finish out the 3 Week Diet strong and accelerate your results further.

Essentially, each week we practice the principle of Nutrient Confusion™ by varying our calorie and carbohydrate intake daily, and then we further implement Nutrient Confusion™ on a larger scale by sandwiching a higher calorie, higher carb week between two low-calorie, low-carb week. And then, of course, there is a weekly Cheat Day to give leptin and metabolism a much-needed boost to ensure your results continue to come on strong week after week. [\[Menu\]](#)

Nutrient Timing and Two Types of Meals

On Moderate Carb Days and Shake Days you're going to see two different types of meals listed:

1. Protein + Fat (P+F)
2. Protein + Carbs (P+C)

All meals include protein, but certain meals avoid high levels of carbs and others high levels of fat. Why?

The reason is two fold. First, by avoiding combining fat and carbohydrates in significant amounts in a single meal, we avoid what I refer to as “the deadly combination” when it comes to fat storage – high levels of insulin and fat in the blood simultaneously.

Insulin, secreted after ingesting any substantial amount of carbohydrate, is your body's primary “storage” hormone. Naturally, having high levels of fat and insulin in the blood at the same time (resulting from simultaneous carb and fat intake) is the exact *opposite* of what you want when it comes to **avoiding** fat storage.

Secondly, this type of meal set up allows us to eat carbs earlier in the day when insulin sensitivity and carbohydrate tolerance are at their peak, while avoiding them in the later hours when they naturally decline.

For this reason, Moderate Carb Days and Shake Days will start with P+C meals and transition to P+F meals later in the day. [\[Menu\]](#)

The Cheat Day

As mentioned, Day 0 of the diet (the day before you officially begin) is scheduled as a strategic Cheat Day to boost levels of your body's primary fat burning hormone, leptin, and prime the body for optimal fat burning over the course of the next 7 days.

While there are no major restrictions on the types or quantities of food you eat each day, there are a few loose “guidelines” to which you should adhere:

- Eat the foods you crave without feeling guilty (At the same time, avoid foods and substances that are damaging to your health like high fructose corn syrup, trans fats, and loads of gluten).
- Don't get technical and start your Cheat Day at 12 a.m.; start when you normally wake up on your Cheat Day
- Don't set the alarm for a very early time; again, start when you normally wake up on your Cheat Day
- **Don't stuff yourself; eat until you're satisfied, not to the point of discomfort**
- Don't skip meals holding out for a single feast; eat throughout the day
- Don't consume alcohol; one beer is fine, but alcohol consumption works against what we are trying to accomplish hormonally with the Cheat Day

Other than the above loose guidelines, you can eat what you want, and you don't have to count calories. And you'll be happy to know that over the course of the last 7 years, no matter which way we've tested it, the “eat-whatever-you-want” approach works best from a results standpoint than any other more restrictive or controlled approach.

Summary: Eat liberally throughout the day without stuffing yourself. This is a critical part of the science of the program, so do NOT skip it. [\[Menu\]](#)

The Fast Day

The purpose of the Fast Day is to create a massive calorie deficit *while* the body is super primed to burn fat, and that's exactly why it's positioned after a leptin-boosting Cheat Day each time.

On these days you will consume only fluids (non-calorie beverages in moderation are OK, but water should comprise the majority of your fluid intake) while strategically supplementing with Branched Chain Amino Acids (BCAAs) to offset and prevent any breakdown of muscle.

Maintaining your calorie-burning lean muscle is a critical part of keeping your metabolism high as you rapidly lose fat. Otherwise, you will subject yourself to rebound weight gain.

Maintaining lean muscle tissue is also very important in helping you achieve the end result you desire. When you lose the weight, you want to look toned and defined — NOT "skinny fat" (where your weight loss leaves you looking skinny and frail with a pudgy "over-layer").

To put it in simple terms, BCAAs are the “best part” of protein. So, if you were to consume 10 grams of BCAAs, you're essentially consuming 10 grams of protein — only it's “super protein.”

The guidelines for BCAA intake on this day are as follows:

Consume 0.15 grams per pound of body weight split over 6 doses taken throughout the day.

So, for a 200 lb individual, they'd require 30 grams of BCAAs, split over 6 doses, or six 5-gram doses taken throughout the day.

For a 150 lb individual, 22.5 grams of BCAAs, or six doses of approximately 4 grams each taken throughout the day.

You get the point – $0.15 \times \text{Body Weight}$ split evenly over 6 doses throughout the day.

Now, the 0.15 g per pound of body weight calculation only applies to BioTrust BCAA Matrix, as it is literally more than TWICE as absorbable as any other BCAA product due to its use of 3 distinct forms of BCAAs that target 3 different absorption pathways.

Simply put, BCAA Matrix is the highest quality BCAA supplement available anywhere...period.

And even better, ALL 3 Week Diet customers get a 20% discount on their first BioTrust order after purchasing this eBook – just use coupon code **3week20** at checkout to save a whopping 20%:



**==> Get BioTrust BCAA Matrix
at 20% OFF (use code 3week20)**

NOTE: To ensure you order the appropriate number of bottles for your body weight to last the duration of the 21-Day program, the recommended quantities are below.

Your Current Body Weight	Bottles Needed to Last 21 Days
Greater than 120 lbs	2 Bottles
Less than 120 lbs	1 Bottle

IMPORTANT NOTE: Please keep in mind that the cost of buying the BCAAs is a replacement for the cost of the food you would normally be eating on Fast Days. The daily cost of BCAA supplementation is far cheaper than the daily cost of food, so you'll actually be spending *less* money over the course of the next 21 days by following the 3 Week Diet to the letter than if you weren't following it. Just some up front perspective that makes it easier for you to go ahead and purchase the necessary tools to ensure you get the best result. You may do the program without using BCAAs, but realize that performing exercise on a fast day will put you at risk for muscle loss and rebound weight gain without them. Also, any other BCAA product other than BCAA Matrix will require **double** the dosage to achieve the same result, and while you may choose another brand, we can't speak for the quality and purity of those products like we guarantee at BioTrust.

Other than the BCAA supplementation, it's zero-calorie fluids only for the Fast Day. Again, you may consume flavored non-calorie beverages, but water is the recommended beverage of choice.

NOTE: For those concerned about possible hypoglycemia resulting from activity performed during the short-term fast, please realize that it is extremely unlikely to occur given that glycogen stores will be maxed out from the previous day's cheat day and carbohydrate intake. That said, if you have any symptoms of lethargy or dizziness, please stop your exercise and consume a small snack if necessary.

Summary: Don't eat anything apart from supplementing with [BioTrust BCAA Matrix](#); drink lots of non-calorie fluids (mostly water). [\[Menu\]](#)

The Shake Day

Shake days appear in two strategic places throughout the 3 Week Diet. The first comes after the Fast Day on both low carb weeks, and weekly just before the Cheat Day. We have strategically placed these Shake Days at these points within each week for a couple very specific reasons.

First, on the day after a Fast Day, the Shake Day allows you to transition from the Fast Day back into the diet while maintaining a great deal of focus and increasing adherence. The fact that you *know* the scheduled diet for this day only allows shakes makes it much easier to adhere to than if a wide variety of food choices were made available again immediately following a fast.

Essentially, it's a gradual transition back into eating that works exceptionally well to keep you moving forward instead of stumbling backward. The only exception to this is during the higher carbohydrate Week 2 where we replace the post-fast Shake Day with a Moderate Carbohydrate day to allow for higher calorie and carbohydrate intake.

The other place Shake Days appear in the 3 Week Diet is right before the Cheat Day each week. These strategically placed days serve as a lower calorie day just before the Cheat Days of the program to allow for more room in your liver and muscle tissue to store the extra carbs you eat on Cheat Days. In the end, this makes it much less likely that these extra carbs spill over to fat storage.

On this day you will use a simple calorie counting method, as shakes don't lend themselves well to the hand/fist portion method.

Counting Calories on Shake Days

To determine your calorie intake for Shake Days simply multiply your current body weight by 8. Then, divide those calories by the 6 shakes you consume and ensure you get at least 25 grams of protein in each shake. That's it! The rest of the calories will be made up of either carbs or fat, depending on if the shake is a Protein + Carb shake (P+C) or a Protein + Fat shake (P+F).

Here is an example:

Weight: 180 lbs

Calories: 1440 (180 x 8)

Calories per shake: 240 (1440 / 6 shakes)

Then, just make sure each 240-calorie shake contains 25g of protein as part of those 240 calories.

Morning shakes will be protein + carb (minimal fat), and afternoon/evening shakes will be protein + fat (minimal carbs).

Breakfast Shake (P+C): Protein Powder + fruit (blended)

Mid-morning Shake (P+C): Protein Powder + fruit (blended)

Lunch Shake (P+C): Protein Powder + fruit (blended)

Mid-afternoon Shake (P+F): Protein Powder + oil or nut butter (blended)

Dinner Shake (P+F): Protein Powder + oil or nut butter (blended)

NOTE: You may choose to have a whole food low-carb dinner in place of the dinner shake. Use the hand/fist portion method to determine the size of your low carb meal if you choosing this option.

Shake Day Sample Daily Timeline

7:00 am – Breakfast Shake (P+C)

10:00 am – Mid-morning Shake (P+C)

12:30 pm – Lunch Shake (P+C)

3:00 pm – Mid-afternoon Shake (P+F)

6:00 pm – Dinner Shake (P+F)

9:00 pm – Pre-bedtime Shake (P+F)

Extra Virgin Olive Oil, hemp oil, coconut oil, almond butter, or Udo's Choice Oil is recommended for Protein + Fat shakes. If you prefer to take the oil or nut butter separately, as opposed to mixing them with the shakes, that is fine.

The highest quality protein I can recommend for use on the Shake Day is:

BioTrust® Low Carb™

The Stevia® Sweetened, Cold-processed, Time-released, Certified Hormone-Free Protein Supplement

BioTrust Low Carb is the perfect protein to use as a convenient meal or snack on any day of the 3 *Week Diet*, as well as the daily pre-bed meal, and **especially on Shake Days**. It's made from cold-processed, Certified Hormone-Free whey protein, milk protein, and micellar casein (instead of the high-temperature processing that other



manufacturers use, severely degrading protein quality). It is also a true time-released protein with equal parts of fast- and slow-digesting proteins to increase absorption and provide a steady flow of amino acids and nutrition to your body for up to 8 hours.

NOTE: To ensure you have the appropriate number of containers for your personal needs to last the duration of the 21-Day program, the recommended quantities are below.

Your Current Body Weight	Containers Needed to Last 21 Days
Less than 120 lbs	3 Containers
More than 120 lbs	4 - 6 Containers

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IMPORTANT NOTE: Please remember that each shake replaces a meal for only a couple bucks (there aren't many healthy, nutrient rich meals out there that cost a couple dollars), and make the cost of food for each day substantially **cheaper**.

Summary: Consume three protein and carb (P + C) shakes in the morning followed by three protein and fat (P + F) shakes. To determine your calorie intake for Shake Days, multiply your body weight by 8. Divide those calories over 6 shakes, and be sure to have at least 25g of protein per shake. [\[Menu\]](#)

The Low Carb Day

Low Carb Days serve as strategic low-calorie days to further create a calorie deficit and facilitate fat loss, while still being whole food in nature.

We recommend following the hand/fist portion method for determining your food intake on these days, with the addition of any veggie from the "Free Veggies" list (given in the acceptable food lists section of this manual) in unlimited amounts.

By utilizing free veggies, you can still be VERY full while significantly cutting calories.

You'll utilize the same feeding schedule as all other days, except each meal will be a Protein + Fat meal (P+F). Additionally, you may consume a P+F shake in place of any meal for convenience.

The daily timeline is given again on the next page.

Low Carb Day Sample Daily Timeline

7:00 am – Breakfast (P+F)

10:00 am – Mid-morning Snack (P+F)

12:30 pm – Lunch (P+F)

3:00 pm – Mid-afternoon Snack (P+F)

6:00 pm – Dinner (P+F)

9:00 pm – Pre-bedtime Shake (P+F)

Again, feel free to substitute any meal for a P+F shake for added convenience.

Summary: Consume P+F meals with unlimited "Free Veggies" on Low Carb Days. Use the hand/fist portion method to determine food intake. [\[Menu\]](#)

The Moderate Carb Day

The Moderate Carb Days of the program are strategically inserted to stimulate your body's natural production of various fat-burning hormones while keeping your metabolism happy after sustaining several lower calorie days. Essentially, the purpose of this day is to give your body a break from the low calories, allowing it to “recover” while still losing fat.

On Moderate Carb Days, you will again use the hand/fist portion method to determine food intake. On these days, you'll start with 2 Protein + Carb meals followed by 3 Protein + Fat meals and then end with the usual pre-bedtime shake.

Moderate Carb Day Sample DailyTimeline

7:00 am – Breakfast (P+C)

10:00 am – Mid-morning Snack (P+C)

12:30 pm – Lunch (P+F)

3:00 pm – Mid-afternoon Snack (P+F)

6:00 pm – Dinner (P+F)

9:00 pm – Pre-bedtime Shake (P+F)

Summary: Consume two P+C meals followed by three P+F meals and a pre-bedtime P+F shake. Use the hand/fist portion method to determine food intake.

[\[Menu\]](#)

Acceptable Carbohydrate Choices

- Legumes: kidney beans, black beans, black-eyed peas, lima beans, red beans, marrowfat peas, chickpeas, pinto beans, butter beans, navy beans, lentils
- Fruit: apples, oranges, apricots, peaches, pears, grapes, kiwi, mango, watermelon, honeydew, cantaloupe, rhubarb, plum, pineapple, papaya, grapefruit, grapes, blueberries, strawberries, blackberries, raspberries, cranberries, cherries
- No-sugar added apple sauce
- Plain Greek Yogurt, Organic Milk (also a protein source)
- Other Vegetables: artichoke, beets, pumpkin, rutabaga, squash
- Sprouted grain bread (Ezekiel bread), rice bread, spelt bread
- Other Grains: barley, basmati, quinoa, sprouted grain tortilla wraps (Ezekiel wraps)
- Oatmeal, oat bran
- Sweet potato, yam
- Wild rice, brown rice
- Couscous
- Pasta – Spelt pasta, rice pasta, or sprouted grain pasta (Ezekiel brand)
- New potatoes
- Peas, Parsnips
- Bananas

Ideally, the bulk of carbs in P+C meals should come from legumes and fruits and a small amount of the starchier carbs listed toward the latter part of the list. Limit grain products to once per day, if at all. [\[Menu\]](#)

Acceptable Protein Sources

- Beef (steak, ground beef, jerky, etc)
- Cottage Cheese
- Deer/Venison
- Eggs (whole or whites)
- Finfish (salmon, tilapia, haddock, mackerel, tuna, bluefish, herring, etc)
- Ham (fresh)
- Lamb
- Milk protein powders (whey and/or casein)
- Pork (tenderloin, chop, etc)
- Shellfish (scallops, shrimp, clams, oysters, crab, lobster, etc)
- Skinless Chicken (breast, thigh, wing, etc)
- Turkey breast [\[Menu\]](#)

Acceptable Fat Sources

Dairy

- Butter
- Cheese
- Cottage Cheese
- Cream

Fat-containing Meats

- Beef
- Chicken (dark meat)
- Duck
- Lamb
- Pork

Fish

- Anchovies
- Bluefish
- Herring
- Salmon
- Mackerel
- Sardines
- Tuna

Oils

- Coconut Oil
- Extra Virgin Olive oil
- Flax-seed oil
- Marine/Fish oils
- Udo's Choice Oil Blend
- Hemp Oil

Raw Nuts

- Almonds
- Brazil Nuts
- Hazelnuts
- Peanuts (in moderation)
- Pecans
- Walnuts

Other

- All Natural Peanut Butter (in moderation)
- Almond Butter
- Avocado/Guacamole
- Flax seeds (ground)
- Eggs [\[Menu\]](#)

NOTE: Because some protein sources are also ample sources of fat, they are listed under both the acceptable proteins and fats lists.

Free Veggies

- Asparagus
- Broccoli
- Brussels Sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Collard Greens
- Cucumber
- Eggplant
- Fennel
- Green Beans
- Green Onion
- Leek
- Lettuce – any type
- Mushroom
- Okra
- Onion
- Pepper, Bell
- Radish
- Snow Peas
- Spinach
- Tomato
- Zucchini

*Free Veggies can be added to any meal or consumed as a snack throughout the day on any day except Fast Days. [\[Menu\]](#)

The 3 Week Fit Plan

Despite being a “diet” program, this program does have an exercise component to it. Simply put, if you’re not willing to get off the couch and move a little bit, you’re doing your health, your body, and your fat loss a great disservice.

That said, we aren’t not going to overwhelm you with hours of exercise to be conducted weekly. Instead, you’ll find that the exercise recommendations fall in line with the rest of the program — extremely effective and efficient.

Briefly, here are some of the reasons why diet + exercise (and not simply diet alone) is the ultimate combination for the fastest fat loss, especially with this program:

- **More fat loss, less muscle loss** – In general, someone who is dieting who is also exercising will lose more fat and less muscle than someone who attempts to lose weight through dieting alone. Maintaining lean muscle tissue while dieting is critically important to keeping metabolism high, as each pound of lean muscle on your frame burns an additional 30 - 50 calories daily.
- **Improved leptin sensitivity** – Exercise has been shown to improve leptin sensitivity dramatically, which means your body will be even more responsive to the Cheat Days and carbohydrate cycling used throughout the 3 Week Diet program.
- **Strategically timed exercise doubles results** – After a Cheat Day the body is extremely primed for fat loss — metabolism and levels of fat burning hormones are at their peak and your body will officially be “in the zone” to burn massive body fat. To take full advantage of this “post-cheat window of fat burning opportunity,” we will be strategically timing exercise at the beginning of the week to work synergistically with the Low Carb days in order to yield the fastest possible results.

For the exercise portion of the program, we will be using a technique called Mixed Intensity Training (MIT) that is set up in a manner to get your optimal results in minimal time.

Unlike monotonous, boring “steady state” cardio in which you do the same low-intensity activity for 45 minutes straight, Mixed Intensity Training requires that you “mix up” the intensity during each workout by transitioning back and forth between periods of higher and lower intensities.

Research has shown this type of training to have many benefits over traditional cardio, including:

- **More calories burned** – While total calories burned during the actual exercise session are similar for steady state and MIT workouts (although MIT workouts are much shorter), MIT workouts have been shown to increase metabolism for up to 48 hours after the workout has been completed. That means you can be watching TV, driving the kids to school, cooking dinner, out at the mall — whatever — and you’ll still be burning calories from the workout you did *yesterday*. Pretty darn cool. Slow-go, steady state cardio does not share this benefit.
- **Greater fat loss** – It makes sense that if a workout burns more calories, it will also burn more fat, but just how much more? Well, one particular study that analyzed the effects of a MIT-style workout versus traditional “slow-go” cardio found that those in the MIT group burned nearly *nine times* more body fat than the low intensity group. Other studies have reported similar findings.
- **Greater fitness** – MIT is again the clear winner when it comes to improving one’s overall level of fitness, as studies have shown time and time again that MIT

improves both aerobic and anaerobic (slow and fast paced energy systems) capacity above and beyond what is possible with steady state cardio.

So without further ado, below are the guidelines for the 18-minute MIT workout you will be performing as part of the 3 Week Diet program:

3 Week Fit Workout Guidelines

Interval 1: 2 minutes light; 2 minutes hard

Interval 2: 2 minutes light; 2 minutes hard

Interval 3: 2 minutes light; 2 minutes hard

Interval 4: 2 minutes light; 2 minutes hard

Cool Down: 2 minutes very light

In the above workout we will use something known as the Rating of Perceived Exertion (RPE) scale to determine the intensity for each interval.

If you can imagine a scale ranging from 1 to 10, with 10 being maximal effort and 1 being hardly any effort at all, the “light” portion of each interval should fall somewhere around a score of 4 (what brisk walking feels like in most cases), and the “hard” portion of the interval should be in the 7-8 range (can’t easily talk).

The beauty of the RPE scale is that it is relative to you as an individual. If you are just starting out with fitness, then an 8 on the RPE scale may be a very light jog. If you are more advanced, however, an 8 may be considerably harder/faster.

Regardless, what matters most is that you are pushing yourself as an individual and you needn't compare your workouts with what is "hard" or "easy" for someone else. Just make sure you are putting in the effort on your end and the rest will take care of itself.

As far as mode of exercise is concerned, walking/running is preferred and requires no equipment other than a pair of running shoes (assuming you are conducting exercise outside); however, other modalities, such as the treadmill, stair stepper, elliptical trainer, stationary bike, rower, swimming, and skipping rope, are acceptable and can be used for variety. Really, you can do whatever you want as long as you're working hard during the "on" portion of each interval and actively resting during the "off" portion. [\[Menu\]](#)

When To Perform Your Workouts

It is recommended that you perform 4 workouts weekly for a total of 80 minutes of MIT per week. Additionally, it is recommended that you perform one of these sessions on each of the two days immediately following each Cheat Day to facilitate greater fat loss while leptin levels are high. You may do the final two sessions of each week whenever you'd like throughout the rest of the week.

As for optimal time of day, it is recommended that you perform your workouts in the morning in order to take full advantage of an entire day of heightened metabolism; if not feasible with your schedule, afternoon workouts will suffice. [\[Menu\]](#)

Adding In Additional Moderate-Intensity Activity

Within reason, it's difficult to get too much activity. Adding in some walking, light jogging, or participating in a recreational sport are all great ways to increase activity and burn even more calories.

Feel free to add any of these activities to your weekly routine. [\[Menu\]](#)

The 3 Week Diet Supplementation Plan

IMPORTANT NOTE: Please realize that the majority of the supplements recommended are **replacing** food. While there is up front cost, you are actually saving quite a bit of money over the course of the programs by decreasing your grocery expenses. For example, on Fast Days the only thing required is BCAA supplementation. The cost of the BCAAs is substantially less than the food cost of a regular diet day. Same goes for the Shake Days — each shake replaces a meal for only a couple bucks (there aren't many meals out there that cost a couple of dollars). And believe me, this program is going to save you A LOT of money by decreasing how many times you dine out over the course of 2 weeks. Bottom line, following the program to the letter along with the supplements (most of which are just “food” replacements) will get you the best results, and I guarantee you'll spend considerably less on the recommended supplements than you would buying your regular groceries and going out to eat. Just a little up front perspective as you move forward to get the most out of the program.

As you've seen throughout this manual, we've recommended the use of several fundamental/foundational supplements to use as part of the 3 Week Diet, as well as some recommended, but optional supplements to accelerate your results.

Save 20% on Your BioTrust Nutrition Order!

Best of all, as a 3 Week Diet customer, you are entitled to **20% OFF** your first BioTrust order after buying this eBook. Just use the coupon code **3week20** at checkout to receive 20% OFF your entire order!

The specific supplements we recommend for use with the 3 Week Diet Program are as follows:

Fundamental/Foundational Supplements

1. BioTrust® Low Carb™

The Stevia-sweetened, Cold-processed, Time-released, Certified Hormone-Free Protein Supplement

BioTrust Low Carb is the perfect protein to use as a convenient meal or snack on any day of the *3 Week Diet*, as well as the daily pre-bed meal, and **especially on Shake Days**. It's made from cold-processed, Certified Hormone-Free whey protein, milk protein, and micellar casein (instead of the high-temperature processing that other manufacturers use, severely degrading protein quality). It is also a true time-released protein with equal parts of fast- and slow-digesting protein to increase absorption and provide a steady flow of amino acids and nutrition to your body for up to 8 hours.



NOTE: To ensure you have the appropriate number of containers for your personal needs to last the duration of the 21-Day program, the recommended quantities are below.

Your Current Body Weight	Containers Needed to Last 21 Days
Less than 120 lbs	3 Containers
More than 120 lbs	4 - 6 Containers

IMPORTANT NOTE: Please remember that each shake replaces a meal for only a couple bucks (there aren't many healthy, nutrient rich meals out there that cost a couple dollars), and make the food-cost of each day substantially **cheaper**. [\[Click to Learn More about BioTrust® Low Carb™\]](#)

2. BCAA Matrix™

Lose Fat, Not Muscle! Preserve Calorie-Burning Lean Muscle While Dieting

The only thing you will be consuming on Fast Days are Branched Chain Amino Acids (BCAAs) to offset and prevent the breakdown and catabolism of muscle (i.e. muscle loss). **BCAA Matrix™ and BioTrust® Low Carb™ are the most important supplements to use with the program.**

Maintaining your calorie-burning lean muscle is a critical part of keeping your metabolism high as you rapidly lose fat. Otherwise, you will subject yourself to rebound weight gain.

Maintaining lean muscle tissue is also very important in helping you achieve the end result you desire. When you lose the weight, you want to look toned and defined NOT "skinny fat" (where your weight loss leaves you looking skinny and frail with a pudgy "over-layer").

To put it in simple terms, BCAAs are the “best part” of protein. So, if you were to consume 10 grams of BCAAs, you’re essentially consuming 10 grams of protein, only it’s “super protein.”

The guidelines for BCAA intake on Fast Days are as follows:

Consume 0.15 grams per pound of body weight split over 6 doses taken throughout the day.



Now, the 0.15 g per pound of body weight calculation only applies to BioTrust BCAA Matrix as it is literally more than TWICE as absorbable as any other BCAA product due to its use of 3 distinct forms of BCAAs that target 3 different absorption pathways.

Simply put, BCAA Matrix is the highest quality BCAA supplement available anywhere.

NOTE: Each capsule of BCAA Matrix is 500 mg, or 0.5 grams. If you calculated that you require 30 grams of BCAAs, this is equivalent to 60 capsules of BCAA Matrix.

NOTE: To ensure you order the appropriate number of bottles for your body weight to last the duration of the 21-Day program, the recommended quantities are below.

Your Current Body Weight	Bottles Needed to Last 21 Days
Greater than 120 lbs	2 Bottles
Less than 120 lbs	1 Bottle

[\[Click to Learn More about BCAA Matrix™\]](#)

Highly Recommended to Accelerate Your Results

1. IC-5™

Carbohydrate Management and Insulin/Blood Sugar Control

IC-5 is a unique blend of 5 hard-to-come-by ingredients that together increase insulin sensitivity, manage blood



sugar levels, and partition carbohydrates to be stored in muscle for energy instead of fat. The end result is significantly improved fat loss and body composition while increasing insulin sensitivity and improving carbohydrate tolerance. Simply take IC-5™ when you eat carbs and you'll automatically store less carbs as fat!

Quantity and Use: Take 2 capsules before every P+C meal. One bottle will last the duration of the program. [\[Click to Learn More about IC-5™\]](#)

2. LeptiBurn®

Fat Loss Accelerator and Hormone Support

Leptin is your body's #1 fat burning hormone – it controls literally **everything** related to weight loss. Improving your body's sensitivity to leptin as well as leptin production while dieting are crucial to optimal fat loss. LeptiBurn® is literally the ONLY scientifically-backed supplement on the market specifically created to increase leptin sensitivity and production while dieting, while accelerating fat loss.

Quantity and Use: Take 2 capsules on an empty stomach in the morning, and again in the afternoon. One bottle will last the duration of the program.

[\[Click to Learn More about LeptiBurn®\]](#)



Other Recommended Nutrition Products for Convenience

1. BioTrust® Protein Cookies

Outrageously Delicious and Incredibly Healthy!

Packed with 12g of high quality protein per cookie, 6g of fiber, and 100% all-natural and organic ingredients, these cookies are the ultimate in convenience and even better they taste amazing!

See for yourself—you have to try them to believe just how incredible they taste while being 100% all-natural and gluten free.



[\[Click to Learn More about BioTrust® Protein Cookies\]](#)

2. BioTrust® Organic Protein Bars

Guilt-Free, Convenient, and Delicious Nutrition

Right up there with our protein cookies are our Certified Organic delicious and nutritious protein bars! Each bar is a full organic MEAL, complete with 20g of high-quality organic protein, 14g of fiber, healthy fats, and low-glycemic carbohydrates.

They are also naturally sweetened with all-natural sweeteners like stevia extract and just like the cookies they taste INCREDIBLE! [\[Click to Learn More\]](#)



How To Order & Get 20% OFF EVERYTHING

Again, as a 3 Week Diet customer, we're giving you the opportunity to try any or ALL of our scientifically backed all-natural supplements and food products at a whopping 20% OFF, with EVERY product protected by our industry best **1 YEAR 100% Satisfaction Money-Back Guarantee!**

Just start your BioTrust Nutrition® order with one of our premium products below and then add additional products to your order via the main menu at our website.

When you're ready to check out, be sure to use the coupon code **3week20** at checkout to get **20% OFF** your entire order!

And remember, you are protected by our 365-day 100% Satisfaction Money Back Guarantee on EVERY product. That's just the way we do business at BioTrust, and quite frankly, the assurance you deserve.



1. BioTrust® Low Carb™

Our Delicious, All-Natural Time-Released Protein Blend [\[Click to Learn More\]](#)

2. BioTrust® All-Natural Protein Cookies

The Healthiest, Most Delicious Cookies EVER! [\[Click to Learn More\]](#)

3. BioTrust® Organic Protein Bars

Your Ultra Convenient Organic MEAL Replacement [\[Click to Learn More\]](#)

4. Pro-X10™

Advanced Microencapsulated Probiotic Blend (now with Actazin!) [\[Click to Learn More\]](#)

5. LeptiBurn®

Advanced Fat-Burning Hormone Support [\[Click to Learn More\]](#)

6. IC-5™

Advanced Insulin and Carbohydrate Management - Don't Eat Carbs Without It [\[Click to Learn More\]](#)

7. BCAA Matrix™

Lose Fat Not Muscle - Premium Muscle-Sparing Amino Acid Blend [\[Click to Learn More\]](#)

8. AbsorbMax™

Premium Digestive Enzymes (now with GlutenGone!) [\[Click to Learn More\]](#)

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Tracking Progress

Tracking progress critically important to your overall success.

A very popular saying amongst fitness professionals is “If you’re not assessing, you’re just guessing!” And that’s essentially true. The only *real* way to know if something is working is to regularly assess and track your progress.

With The 3 Week Diet, we will be using several methods of tracking progress — scale weight, body fat %, and girth measurements.

Both scale weight and body fat percentage can be assessed via an at home electronic body fat scale.

Below are the locations for the various girth measurements you’ll be taking:

Bust/Chest

Waist (around the navel)

Hips

Right Arm

Right Thigh

Right Calf

For arm, thigh, and calf measurements, simply double each to account for the other limb when calculating total inches lost. For example, if your right thigh measurement has gone down one inch, it is safe to assume that your left thigh measurement has also decreased by one inch for a total of two inches lost from both thighs collectively.

When To Measure

Measurements should be taken on Day 1 of the program and then again at the end of each week, the morning of your Cheat Day — that's it.

Do not — *I repeat; do NOT* — weigh yourself daily. Due to the fluctuations in food intake throughout the week, you will absolutely experience significant fluctuations in water balance throughout the week causing daily measurements to be all over the place.

With this program, daily scale readings mean nothing. What we are concerned with is consistent, week to week progress, and that is assessed by taking consistent weekly measurements.

One more time: stepping on the scale daily will do nothing more than break your focus and cause unnecessary stress and worry (which will in turn slow progress)—don't do it.

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FAQ

Q: What drinks (coffee, milk, flavored water, diet sodas, etc) are permitted?

A: The majority of your fluid intake should be water. Strive to consume at least a half gallon a day, even more on Fast Days.

You may consume non-calorie beverages in moderation (this does not include milk).

The rule is simple: if it has calories, don't drink it. If it does not have calories, you may drink it in moderation. 90% of your fluid intake should be water.

Q: How many grams of fat am I “allowed” to have in my Protein + Carb meals and shakes and how many grams of carbs am I allowed to have in my Protein + Fat meals and shakes? It seems that most foods contain at least some of each nutrient.

A: You’ll find that most foods do contain small amount of other nutrients. For example, most protein sources, even very lean cuts of meat, contain some fat and some fat sources, like nuts, contain a small amount of carbs.

The rule is this: Strive to keep the “absent” nutrient to less than 10 grams for that meal. In other words, for protein + fat meals, strive to keep carbs under 10 grams, and for protein + carb meals, strive to keep fat under 10 grams.

Q: What about special populations such as diabetics or those with cardiovascular disease? Is this program safe for them?

A: Be sure to consult with your doctor before beginning any diet or exercise program to make sure it is a good fit for you, and always, *always* follow his or her advice.

Q: I weigh 180 lbs and using the BCAA calculations need 27 grams of BCAAs on Fast Days. Since each capsule is .5 grams, that means I need to take 54 capsules on Fast Days? Is that healthy?

A: Remember, BCAAs are simply “super” protein. So, it’s the protein equivalent of eating about 3 oz of cooked chicken, which is completely healthy. The reason why BCAAs come in capsules is because the powder tastes HORRIBLE if you were to just try to mix it or swallow it. BCAAs are encapsulated to save your taste buds. But yes, it’s completely fine and healthy.

Q: How long can I use The 3 Week Diet? And can I repeat it after the initial 3 Weeks if I want?

A: If you have a lot of weight to lose and want to repeat the 3 Week Diet after completing it, you may do so. After that, however, we recommend that you transition to a more moderate diet for at least 4 weeks before giving another round of the 3 Week Diet a go.

Q: What if I have more questions?

A: If you have questions about the 3 Week Diet or any BioTrust product, please visit our support community to get (and give) support and interact with other users. Other BioTrust customers are eager to meet you and our coaches are eager to assist you. At BioTrust we're just one big happy family!

Visit the BioTrust community to get the most out of your 3 Week Diet experience:

[==> Click Here to Visit the BioTrust Community](#)

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Ultra-condensed Cliff Notes

Meal Frequency

Sample Daily Timeline
7:00 am – Breakfast
10:00 am – Mid-morning Snack
12:30 pm – Lunch
3:00 pm – Mid-afternoon Snack
6:00 pm – Dinner
9:00 pm – Pre-bedtime protein shake

Week 1 – Low Carb Week (2 Shake Days, 2 Low Carb Days, 1 Fast Day, 1 Moderate Carb Day, 1 Cheat Day)

Fast Day	Shake Day	Low Carb	Moderate Carb	Low Carb	Shake Day	Cheat Day
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Week 2 – Moderate Carb Week (3 Moderate Carb Days, 1 Shake Day, 1 Fast Day, 1 Low Carb Day, 1 Cheat Day)

Fast Day	Moderate Carb	Low Carb	Moderate Carb	Moderate Carb	Shake Day	Cheat Day
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Week 3 – Low Carb Week (2 Shake Days, 2 Low Carb Days, 1 Fast Day, 1 Moderate Carb Day)

Fast Day	Shake Day	Low Carb	Moderate Carb	Low Carb	Shake Day	Cheat Day
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Supplements recommended during the 3 Week Diet:

- BioTrust LeptiBurn daily
- BioTrust Low Carb Protein Powder on Shake Days and other days for convenience
- BioTrust BCAA Matrix™ on Fast Days
- BioTrust IC-5™ with any carb meals and 2xs daily on Low Carb days
- BioTrust Protein Cookie & BioTrust Organic Protein Bars for convenience

Cheat Day Guidelines

Guideline #1 – Eat the Foods You Crave Without Feeling Guilty

Guideline #2 – Do Not Stuff Yourself or Eat Until the Point of Discomfort

Guideline #3 – Wake Up When You Would Normally Wake Up

Guideline #4 – Don't Skip Meals Holding Out for a Single Feast; Eat Throughout the Day

Guideline #5 – DON'T Plan

Guideline #6 – Avoid Excess Alcohol Consumption

The 5 Types of Days

1. Cheat Day – Eat liberally throughout the day without stuffing yourself. This is a critical part of the science of the program, so do NOT skip it.

2. Fast Day – Don't eat anything apart from supplementing with [BioTrust BCAA Matrix](#); drink lots of non-calorie fluids (mostly water).

3. Shake Day – Consume three protein and carb shakes in the morning followed by three protein and fat shakes. To determine your calorie intake for Shake Days, multiply your body weight by 8. Divide those calories over 6 shakes, and be sure to have at least 25g of protein per shake.

4. Low Carb Day – Consume P+F meals with unlimited "Free Veggies" on Low Carb Days. Use the hand/fist portion method to determine food intake.

5. Moderate Carb Day – Consume two P+C meals followed by three P+F meals and a pre-bedtime P+F shake. Use the hand/fist portion method to determine food intake.

The Hand/Fist Portion Method

Protein – size and thickness of the palm of your hand

Carbohydrate – size of your clenched fist

Fat – size and thickness of the tip of your thumb for oils and butter OR two "thumbs" for cheese OR a small handful of nuts

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