



PERSONALIZED

# 21 DAY

## KETO DIET

CHANGE YOUR THINKING. CHANGE YOUR BODY.  
SIMPLE MEALS. NO GUESSING. FAST RESULTS.



## Introduction

What is the Ketogenic Diet? Why It Works. ....	3
What happens to your body while on a Ketogenic Diet.....	5
Getting Started: Set yourself up for success.....	6

## The 21 Day Keto Diet Plan

Overview .....	8
STEP 1: Prepare What You're Going To Eat .....	8
Swap In & Out Meal Plan .....	9
Set Meal Plan.....	10
Supercharge Your Ketones with Keto OS.....	11
Keto Food List/Grocery List.....	12
STEP 2: Write Down Your Body Measurements .....	13
STEP 3: Exercise Plan .....	14
What is HIIT Training? .....	14
What is Full Body Resistant Training? .....	16
Tips for Optimal Results in the Shortest Period of Time .....	18
Recommended Supplements & Tools.....	19

## Printable Charts

Glucose & Ketone Monitoring Chart .....	21
Full Body Resistant Training Chart.....	21
Keto Food List / Grocery List.....	22
Disclaimer.....	23



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**IMPORTANT: Please read this eBook in its entirety before starting.** It's really important to understand why eating this way will get you results. It will help you change your mindset and empower you to make wiser decisions.

## Nothing Feels as Good as Keto Feels.

Thank you for purchasing this Ketogenic (Keto) Diet Plan from MyKetoCoach.com. I am glad you have made the commitment for a change into a healthy lifestyle! Some of the great things you will experience in your ketogenic journey are: tons of energy, fat loss, muscle toning, mental clarity, improved skin and hair, and more! Keto is truly amazing and it's not just a diet, it's a LIFESTYLE!

First and foremost, I want to express that I am not a medical doctor. I am a keto coach and I made this guide out of years of experience from coaching people and as well from my own personal journey. This guide is the result of working with people from all walks of life and facing all types of challenges.

### **This Custom Keto Diet Plan has worked for many because:**

- It's easy to follow for the everyday person working full-time, or has kids, or is just a busy individual.
- You're NOT counting calories or macros
- Meals are designed to be flexible, and easy.
- You are never hungry and tired
- It still includes the food you love!
- **It's proven to work!**



This guide WILL give you the results you WANT - but remember, you don't always get what you wish for, you get what you WORK for. So the first thing you need to do is have the mindset that you're ready for a change and debunk the old myths about carbs and food in general. The most important thing you need to realize is what is and isn't healthy and how it factors into the KETO way! But once you enter a state of ketosis (that is when your body is burning fat for fuel, not glucose) you will realize this is where you want to stay. The sustained energy and feeling of well-being you will have and the way you look will keep you motivated for life. I can sit here and tell you how great it is but you need to experience it yourself. When people see you they will say "WOW!" and you will be telling the world about KETO. ***So let's get started!***

## What is the Ketogenic Diet and why it works.

**So what is it?** The diet is primarily based on the 80/15/5 rule, which means your daily intake is around 80% fat, 15% protein and 5% carbohydrates. This combination changes the way the body uses its fuel source (currently your body is using carbs and sugar for fuel – which is not helping you lose fat since it can store it). On a ketogenic diet the fat is converted in the liver into fatty acids and ketones which then are used for fuel to power the brain and bodily functions since there is no carb fuel source. Once you have an elevated level of ketones in the blood you are in a state known as “ketosis”. This means that now your primary fuel source is your fat – not glucose or carbs. This aids in promoting a reduction of body fat, increased lean muscle, a stable level of energy all day and as well skin and hair improvements. Another proven benefit of the diet is you rarely “crave” food or carbs due to the appetite suppression ketones create.

### What is a Net Carb?

Nutrition Facts	
Serving Size 2 tablespoons (28g)	
Servings Per Container 8	
Amount Per Serving	
Calories 200	Calories from Fat 160
% Daily Value*	
Total Fat 18g	28%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0 mg	0%
Total Carbohydrate 6g	2%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 7g	

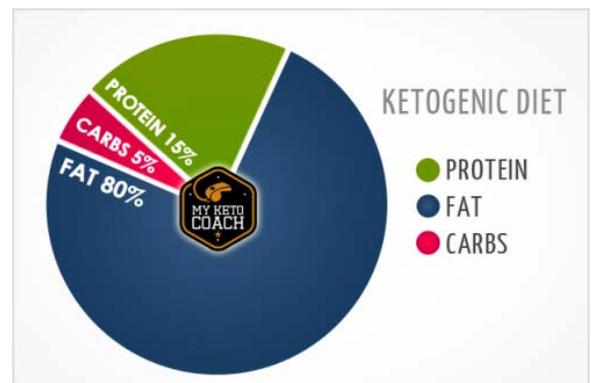
**Pay close attention** - simply put, a “net carb” is the total carbohydrates minus total fiber. Why does this matter you ask? Well, when you read a label, like in the example shown, it says TOTAL CARBOHYDRATE is 6 grams. This consists of 4g of DIETARY FIBER which is important because it doesn’t impact your blood sugar. So this item actually is only 2 grams of net carbs. It is for this reason that NET CARBS are important because we don’t want to consume foods that cause blood sugar spikes.

### What are Macros?

This is the shortened term for “macronutrients” which is composed of carbohydrates, protein and fat. These BIG 3 nutrients are the key nutrients to measure when on a Keto diet.

Your food intake should consist of these percentages:

- **80% from fat**
- **15% from protein**
- **5% from carbohydrates**  
(net carbs – *explanation above*)



Are you ready for a simple keto diet plan to follow?



Buy the “Keto Coach Diet Plan” Made Just For You:  
<https://myketocoach.com/personalized-keto-diet-plan/>