

HOW TO KNOW & COUNT YOUR MACROS



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If you've ever wondered why some people seem to eat freely and still hit their body goals while others struggle despite "eating healthy," the answer usually comes down to macros.

Macros, short for macronutrients, are essentially protein, carbohydrates and fats.

In short, when your diet is carbohydrate and/or fat heavy, you'll struggle to transform the look and feel of your body, but when you lean heavier on the protein, this is where real transformation starts to occur.

But there's an art to this – it's not just about going heavy on the protein and the rest doesn't matter. Calories are still a crucial part of the success equation, as is the remainder of your diet.

This guide has been created to demystify the whole macros conversation and put you in a place where you know exactly how it all works and how you can bring this knowledge and apply it to your own life. Whether your goal is weight loss, muscle gain, or maintenance, understanding macros can help you create meals that work for you and your goals, and give *you* that final piece of the puzzle that you may well have been missing.

To clarity!

Karen

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THE ROLE OF EACH MACRO

Macros are the three major nutrients that provide your body with energy (calories):

- **Protein:** Builds and repairs muscles, supports hormones and enzymes.
- **Carbohydrates:** The body's main energy source, fuels workouts and brain function.
- **Fats:** Essential for hormones, brain health, and long-lasting energy.

Every food you eat contains some combination of these three macros.

HOW MACROS ARE MEASURED

Each macro has a specific *calorie value per gram:*

- Protein = 4 calories per gram
- Carbohydrate = 4 calories per gram
- Fat = 9 calories per gram

When you look at a nutrition label, the grams listed under protein, carbs, and fat are your macro values.

Example: A food with 10g protein, 20g carbs, and 5g fat = (10×4) + (20×4) + (5×9) = **165 calories** total.

WHY MACROS MATTER

Calories alone tell you *how much* energy you're consuming, but macros tell you *where that energy comes from*.

Your macro balance affects:

- Muscle growth and retention
- Fat loss or gain
- Energy levels
- Hormone balance
- Recovery and performance

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WORK OUT YOUR CALORIE NEEDS

Before calculating macros, you need your approximate daily calorie target.

Maintenance calories = calories your body needs to stay the same.

Use an online calculator or formula (based on age, sex, weight, height, and activity) to know how many calories you need.

This one is good: https://www.calculator.net/calorie-calculator.html

To change your body:

- **Weight loss:** Eat ~10–20% below maintenance.
- **Muscle gain:** Eat ~10–20% above maintenance.
- **Maintenance:** Stay around your maintenance number.

CHOOSE YOUR MACRO SPLIT

The right macro ratio depends on your goals:

For weight loss:

- Protein: 30–40%
- Carbs: 30–40%
- Fat: 20–30%

For muscle gain:

- Protein: 25–35%
- Carbs: 40–55%
- Fat: 15–25%

For maintenance / balance:

- Protein: 25–30%
- Carbs: 40–50%
- Fat: 20–30%

(These are general ranges — individual tweaks are often needed.)

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APPLY THE NUMBERS

1. Take your calorie target (e.g., 2,000 calories).
2. Multiply by each percentage to get calories from protein, carbs, and fat.

   Let's say you were going for weight loss start with a macro split a 40% protein / 30% carbs / 30% fat:

   To know your protein target, multiply your calorie target by 0.4 to get your 40% protein figure in calories.

   To know your carbohydrate target, multiply your calorie target by 0.3 to get your 30% carbs figure in calories.

   To know your fat target, multiply your calorie target by 0.3 to get your 30% fat figure in calories.

   Example: 2,000 calories required
   - **Protein:** 2,000 x 0.4 = 800 calories
   - **Carbs:** 2,000 x 0.3 = 600 calories
   - **Fat:** 2,000 x 0.3 = 600 calories

3. To find out what that translates to in actual grams, the maths is:
   - **Protein:** Divide calories by 4 = grams of protein required
   - **Carbs:** Divide calories by 4 = grams of carbs required
   - **Protein:** Divide calories by 9 = grams of fat required

   (Remember: Protein and Carbs are both 4 calories per gram and Fat is a whopping 9 calories per gram.)

   Example: 2,000 calories required
   - **Protein:** 2,000 x 0.4 = 800 calories ÷ 4 = 200g
   - **Carbs:** 2,000 x 0.3 = 600 calories ÷ 4 = 150g
   - **Fat:** 2,000 x 0.3 = 600 calories ÷ 9 = 67g

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TRACK YOUR MACROS

- Use apps like **MyFitnessPal**, **Cronometer** (probably the best), or **LoseIt** to log food and automatically track macros.
- Weighing/measuring food initially helps accuracy.
- Over time, you'll learn to "eyeball" portions but in the early days it is crucial to weigh and measure your good as it's impossible to guess.

TIPS & INSIGHTS

- Protein is the most important macro for body composition - aim for 1.6–2.2g per kg of bodyweight if you're active.
- Carbs are not the enemy - they fuel your workouts and recovery.
- Healthy fats are essential for hormones and brain health. Don't go too low.
- Macros are flexible - you can hit your daily totals with many food combinations. It's about balance, not perfection.

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NOW IT'S YOUR TURN!

What's your current goal: weight loss, muscle gain, or maintenance?

Use a calculator to find your calorie needs for your desired results. Try this one if you don't already have one in mind:
https://www.calculator.net/calorie-calculator.html

Decide on your macro split (percentages) based on information shared on page 3.

Protein = %

Carbs = %

Fats = %

Work out your grams of protein, carbs, and fat by following the information in "Apply The Numbers" on page 4.

Protein =	calories	Protein =	g
Carbs =	calories	Carbs =	g
Fats =	calories	Fats =	g

Choose a tracking app and log your meals for one week using the app to help steer your course. You'll be amazed at what you learn and suddenly things will make a whole lot of sense!

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