

MASTER YOUR MACROS

THE BUSY PERSON'S GUIDE TO FAT
LOSS WITHOUT THE OVERWHELM



LIVE OPTIMAL LIFE

WELCOME TO YOUR MACRO STARTER GUIDE

Let's make fat loss simple, sustainable, and finally make sense.

Hi! I'm Reese — founder of **LiveOptimalLife**, and I'm so excited to welcome you to this guide.

I created this for people like you — people who've tried tracking, dieting, and doing “everything right,” but still feel stuck.

I remember tracking macros for the first time and feeling completely lost — until I finally learned how to make it work for *my* body, *my* schedule, and *my* goals.

This guide is your new starting point.

Inside, you'll learn:

- How to set macros that actually fit *your* body
- How to build simple, satisfying meals
- Why macros work (when diets don't)
- The top 3 mistakes most people make — and how to avoid them
- Meal prep systems that actually save time (and cut food waste)

By the time you finish, you'll know exactly how to start fueling your body for fat loss, energy, and results that last.

Most of our clients lose 2–5 lbs in their first week — not by starving, but by finally eating in a way that works with their body. You're about to see why.

Let's get into it.

P.S. When you're ready to take this further, I'll be here to help — with custom coaching that evolves with you.

Reese Ladigo Head Coach + Founder, LiveOptimalLife

WHAT ARE MACROS?

The foundation of fat loss, muscle gain,
and feeling your best.

'Macros' is short for macronutrients—the nutrients your body needs in the **largest amounts** to function well, stay energized, and transform physically.



CARBOHYDRATES

Your body's primary energy source. They fuel your workouts, your brain, and your metabolism.

Think: rice, oats, fruits, veggies, potatoes



PROTEIN

The building block of muscle – and essential for fat loss. Protein keeps you full, supports recovery, and helps you maintain lean muscle as you lose fat.

Think: chicken, turkey, Greek yogurt, eggs, cottage cheese



FATS

Crucial for hormone health, brain function, and overall wellness. You need healthy fats – not avoid them.

Macros aren't the enemy – they're the key to unlocking the results you've been chasing. You just need to cut them.

HOW TO SET YOUR STARTER MACROS

Let's break it down — simple, clear, and custom to you.

If you've ever felt overwhelmed by numbers or formulas, take a deep breath. This isn't about being perfect. It's about getting started with a framework that *actually makes sense* — so you can start fueling your body the right way. These starter macros will help you jump start fat loss, boost energy, and build a solid foundation that we can always adjust later.

STEP 1: Estimate Your Daily Calories

You can leave the fancy equations to the coaches. - We'll keep it simple

Calories = Your Goal Body Weight × 11

So if your goal weight is 145 lbs:

145 × 11 = 1,595 calories/day

This is a gentle fat loss range that helps you lose fat *without* sacrificing your muscle, mood, or energy.

STEP 2: Set Your Protein Target

Protein is your powerhouse. It keeps you full, protects your muscle, and fires up your metabolism.

Protein = 1g per pound of your goal weight

Example: Goal weight = 145 → Eat **145g protein** per day

Pro tip: Prioritize protein in every meal — it's your secret weapon for sustainable fat loss.

STEP 3: Set Your Fat Intake

Fat is essential for hormone balance, skin health, and feeling satisfied.

Fat = 0.3–0.4g per pound of goal weight

Example: 145 × 0.35 = **51g fat** per day (great middle ground)

Choose fats that work *for* your body — not against it.

STEP 4: Fill in the Rest with Carbs

Carbs fuel your workouts, brain, and mood; they're not the enemy.

To find your carb target:

- 1) Multiply your protein by 4 (calories)
- 2) Multiply your fat by 9 (calories)
- 3) Subtract both from your total calories
- 4) Divide the remainder by 4 to get your grams of carbs

Quick Note:

These numbers are a starting point — not a life sentence.

Your body will change, and so will your needs. That's the beauty of understanding macros— you learn to adapt with your body, not fight against it.

This is your launchpad.

Your numbers. Your pace. Your transformation.



EXAMPLE: STARTER MACRO CALCULATION

Let's say your goal weight is 145 lbs.



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STEP 1: CALALORIES

$$145 \times 11 = 1,595 \text{ calories/day}$$

STEP 2: PROTEIN /day

145g protein/day
(1g per pound of goal weight)

STEP 3: FAT

$145 \times 0.35 = 51\text{g fat/day}$
(Use 0.3-0.4 as a range)

$$556 \div 4 = 139\text{g carbs/day}$$

STEP 4: CARBS

Total calories: 1,595

Used by protein & fat: $580 - 459 = 1,039$

Remaining calories $1,595 - 1,039 = 556$

$556 \div 4 = 139\text{g carbs/day}$

Final Daily Targets:

Protein: 145g

Fat: 51g

Carbs: 139g

Calories: 1,595

⚠ Advisory Note: The information in this guide is intended for educational purposes only and is based on general recommendations for healthy adults. These macros are a starting point — not a prescription. We do **not** recommend extreme calorie deficits or restrictive dieting of any kind. Always listen to your body, prioritize your health, and consult with a licensed medical professional if you have any medical conditions or concerns. **LiveOptimalLife is not liable for outcomes resulting from misuse or extreme application of this material.**

HOW TO BUILD MACRO-FRIENDLY MEALS

Because “chicken and broccoli” isn’t a personality.

Now that you’ve got your starter macros, let’s talk about the fun part: **eating**. But not just *any* eating — building meals that actually fuel your body, keep you full, and don’t make you feel like you’re living in a 2012 bodybuilder meal plan.

This isn’t about eating “clean” or perfect — it’s about **eating with purpose**.



THE 4-PART MACRO MEAL FORMULA

Every solid, satisfying meal includes:

- ✓ Protein → Builds muscle, keeps you full
- ✓ Carb → Fuels energy, supports performance
- ✓ Fat → Helps hormones, adds flavor (because dry food is a crime)
- ✓ Fiber/Volume → Veggies, fruits, or high-fiber grains to help digestion and keep you full without blowing your carbs

If your plate has all 4, you’re winning.

Quick Example: Macro-Friendly Lunch

Protein: Grilled Chicken Breast (25g protein)

Carb: Jasmine Rice (40g carbs)

Fat: Avocado (10g fat)

Volume: Steamed Broccoli + Spinach

Result? A meal that fits your numbers, keeps you full, and doesn’t make you cry at your desk.

Easy Swaps to Keep It Interesting:

- Tired of chicken? Swap it for turkey or salmon.
- Can't eat another bowl of plain oats? Mix in protein powder + berries and call it dessert.
- Need crunch? Add cucumbers, seeds, a rice cake or a slay-worthy sauce.





You're not stuck. You've got options. *This is macro freedom, baby.*

Your mission:

Start with one meal per day that follows the formula. Then stack from there. Soon you'll be eating like a pro — without measuring rice in tears.

BUILD-YOUR-OWN BOWL

(USE THIS AS A PLUG & PLAY GUIDE)

Macronutrient		Examples
Protein		Chicken, ground turkey, eggs Greek yogurt, cottage cheese, tofu
Carbs		Rice, potatoes, oats, fruit, wraps, beans, quinoa
Fats		Avocado, olive oil, nut butters, egg yolks, seeds
Fiber		Spinach, cucumbers, berries, bell peppers, broccoli

PRO TIP: PICK ONE FROM EACH COLUMN. THAT'S YOUR MEAL

TRACKING WITHOUT LOSING YOUR MIND

Because hitting your macros shouldn't feel like a full-time job.

Let's be real — tracking your food can feel overwhelming at first. Barcodes, measuring cups, apps, grams, logs... it's enough to make anyone want to say “never mind” and eat cereal straight from the box.

But here's the truth: **tracking is just a skill.**
And like any skill, it gets easier (and faster) with practice.

HOW TO TRACK A MEAL

Just follow these simple steps:



STEP 1

Weigh or measure your ingredients.



STEP 2

Scan the barcode for packaged foods



STEP 3

Log it into a tracking app



STEP 4

Double-check your numbers

Why We Track in the First Place:

- To see if what you're doing is actually working
- To understand how your body responds to certain foods
 - To create awareness — not obsession
- To hit results *without* having to cut out everything you enjoy
 - Think of it like using a GPS — you won't need it forever, but it helps you get where you're going a lot faster.

Focus on Protein First

Trying to track everything all at once?
That's a recipe for burnout.

Instead, just start by tracking your **protein**. Why? Because it's the most commonly under-eaten macro — and getting it right moves the needle fast. Once protein becomes second nature, you can layer in carbs and fats.

Step 1. Set your macros manually
(based on your starter numbers)

Step 2. Log your meals daily — even if it's not perfect

Step 3. Pre-track your meals when you can (this is the secret weapon)

Step 4. Save meals and snacks you eat often to make logging faster

Seasoning > Stressing

If a few bites of food aren't logged, or your rice weighed a bit more than planned — it's fine. Macro tracking is about awareness, not anxiety.

Remember: **you don't fail a day — you learn from it and move on.**

Pro tip: Aim for consistency not perfection. If you're within 5–10g of your macro targets for the day, **you're doing great.**

HOW TO MEAL PREP WITHOUT WASTING FOOD



Because no one enjoys throwing out soggy spinach and unopened chicken.

Meal prep is one of the most powerful tools in your macro game – not just for saving time, but for staying consistent without the stress of figuring out what to eat every few hours.

But let's be honest: meal prep can go sideways real quick.



You buy all the things, prep all containers... and somehow, half of it ends up in the trash by Wednesday.

Let's fix that.

Step 1: Plan Around What You'll Actually Eat

Don't prepare foods just because you "should." Prep what you actually *like* and are likely to crave during a busy week.

Example:

If you *hate* tilapia, don't buy it just because it's lean. If you *love* taco bowls, prep ground turkey + rice + shredded lettuce + salsa.

Build meals around what you'll enjoy, not just what "fits."

Step 2: Pick 2–3 Proteins, 2 Carbs, 2 Veggies

This gives you variety without making prep feel like a full-time job.

Example: Proteins Ground turkey, grilled chicken. **Carbs:** Jasmine rice, roasted sweet potatoes. **Veggies:** Zucchini, baby spinach

With just these 6 ingredients, you can create:

A taco bowl (turkey + rice + spinach)
A chicken & sweet potato plate (with garlic zucchini + sugar-free BBQ)
A stir-fry bowl (chicken + rice + zucchini + coconut aminos)

Final Thought: Meal prep isn't about being perfect — it's about being prepared. And once you nail a few weeks in a row, it'll become your easiest macro hack.

Step 3: Portion by *Meal*, Not Just Container

Don't just toss everything into bulk storage and hope for the best. Pre-portion meals to hit your macros *before* the week starts.

Example:

Instead of prepping a giant container of turkey, portion it into 4 oz servings and store each in a ready-to-go meal container with rice and veggies.

This ensures no tracking panic at lunchtime.

Step 4: Make It Plug-and-Play

Use simple "base meals" that you can repeat and remix with sauces or toppings so it never gets boring.

Example:

Base: Chicken + rice + spinach
One day it's Mexican with salsa and hot sauce. Next, it's Asian-style with coconut aminos and sesame seeds. Same macros, different vibes.

Step 5: Label, Rotate, Repeat

Keep your fridge organized and reduce food waste by labeling containers. Eat the oldest meals first, rotate as you go.

TOP 3 MACRO MISTAKES

And how to fix them like a pro — without the stress or confusion.

You've got your starter macros. You're learning to track.
But let's make sure you don't fall into the same traps that stall progress for most people.

These are the three most common mistakes we see — and how to avoid them like a macro master.

MISTAKE 1: Under-Eating Protein You think you're hitting enough — but your tracker says otherwise.	MISTAKE 2: Forgetting That Fats Count Avocados, peanut butter, olive oil — all healthy, but all calorically dense.	MISTAKE 3: Chasing Perfection Instead of Progress Your day isn't perfect. So you quit. Sound familiar?
Why it matters: Protein is the most important macro when it comes to fat loss, muscle building, and staying full. Without it, your results (and energy) stall fast.	Why it matters: It's easy to go over your fat macros without realizing it, which can push you out of a fat loss range even if "everything else" is on point.	Why it matters: One imperfect day won't ruin your progress — but quitting every time it's not perfect? That will.
Fix it: <ul style="list-style-type: none">• Make protein the base of every meal• Add high-protein snacks (Greek yogurt, jerky, cottage cheese)• Pre-track protein first, then build the rest of your meal around it. Goal: 1 gram of protein per pound of your goal body weight	Fix it: <ul style="list-style-type: none">• Measure oils, nut butters, and dressings (they add up fast!)• Choose leaner proteins if your fats are already high• Swap avocado for egg whites or peanut butter for low-fat cottage cheese when needed Even the good stuff (like avocados or nut butter) can add up fast if you're not keeping an eye on portions.	Fix it: <ul style="list-style-type: none">• Use macro tracking as a tool, not as a test• Aim to be within 5–10g of each macro — not dead-on• Zoom out and focus on your weekly average, not just one day Progress isn't perfect. It's intentional.



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Bottom Line: If you're eating protein consistently, keeping fats in check, and aiming for consistency over perfection — you're doing this right.

You don't need to be perfect.

You just need to be intentional — and we've got your back every step of the way.

WHY THIS WORKS WHEN DIETS DON'T



Here's what diets do:

Tell you what to eat, but never why

Rely on willpower instead of education

Demonize food groups (and make you scared of carbs)

Leave you burned out, confused, and starting over



Here's what we do instead:

Teach you how to fuel your body – without fear

Give you a proven structure you can adjust over time

Help you understand the why behind macros, meals, and metabolism

Show you how to make your plan work with your schedule, your hormones, and your life

This isn't just another plan. It's the last one you'll ever need.

You've likely tried it all — keto, low-carb, clean eating, fasting, 1,200-calorie plans. And while some may have worked *for a little while*, the results didn't last. Why? Because diets are designed to keep you **dependent**. They give you rigid rules, short-term results, and zero tools to maintain progress on your own.

Our approach is different



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YOU MADE IT!

- ☒ Set your macros
- ☒ Built easy meals
- ☒ Avoided common mistakes
- ☒ Prepped without waste
- ☒ Hit your targets (most days)
- ☒ Ditched the “diet” mentality

Congrats — that’s huge! Remember:

- Progress isn’t perfect or linear
- The macros you set today aren’t set in stone forever
- Self-reflection beats self-judgment, every time

⚠️ DISCLAIMER & ADVISORY: This guide is educational and not a substitute for medical advice. Always consult with a qualified healthcare professional before beginning any new nutrition or exercise program.

Our recommendations are based on healthy, sustainable methods — not extreme dieting or severe caloric deficits. We do *not* promote starvation-level eating or unsafe weight loss practices. Everyone’s needs are different, and this guide is meant to help you better understand yours — not to prescribe exact numbers or outcomes.

From Coach Reese, Founder of LiveOptimalLife

If you've made it to this point—thank you. This guide wasn't just built to give you information, it was built to give you confidence.

Macros can feel overwhelming at first, but with the right tools, support, and a little momentum, you'll start to feel in control of your nutrition instead of confused by it. My goal is to help you stop spinning your wheels and start seeing results you can sustain for life.

You deserve to feel strong, capable, and proud of how you show up for yourself. And I'm here to help you get there.

If you're ready to take this further, I'd be honored to coach you through the next step. Whether it's dialing in your meal prep, building muscle, or losing stubborn fat—your next level is waiting, and I'd be honored to guide you.

Let's make this your strongest season yet.
— Coach Reese

We don't just coach. We teach you how to win on your own.

Because the goal isn't for you to stay dependent.

It's for you to feel confident in *everything* you're doing — food, training, mindset, and lifestyle.

What Our Clients Say:

“

“This wasn't just about weight. It was about finding myself again — building better habits, cutting negativity, and finally learning to love and show up for myself.”

-Andrea

✓ **Verified Client**



“

“I never thought I'd be able to do a chin-up — now I can. Every week I felt stronger, more capable, and more proud of the woman I'm becoming.”

-Monica

✓ **Verified Client**



“

“I've lost almost 20 lbs — but more importantly, I've learned how to fuel my body, break emotional eating habits, and stay consistent.”

-Elizabeth

✓ **Verified Client**



“

“I learned so much about my body and what it actually needs. Now I know I can keep going and maintain a healthy lifestyle even after the challenge.”

-Ella

✓ **Verified Client**



ARE YOU READY TO TAKE IT TO THE NEXT LEVEL?

Because you've done the guesswork. Now it's time for a strategy.

You've learned how to track. You understand macros.
You know what your body needs.

But if you want a plan that's built *just for you* — with real accountability, coaching, supplementation, optimization, and structure — we're ready when you are.

Here's what you get when you join our movement:

- A personalized macro plan tailored to your goals, lifestyle, and metabolism
- Training that supports your hormones and helps you build real strength
- Weekly feedback, support, and adjustments from your coach
- 24/7 access for questions, guidance, and support
- A private community that gets it and walks the journey with you
- Deeper education that empowers you to keep your results for life.

THIS IS WHERE REAL CHANGE BEGINS. WE'LL SEE YOU INSIDE.

APPLY NOW

> Apply for Coaching: www.liveoptimallife.com

> Download our [FREE Macro-Friendly Grocery Starter Checklist](#)

