

Today's
FOOD COACH



FREE GUIDE FOR MEN OVER 45

Without Starving Yourself, Counting Calories, or Giving Up the Foods You Love

Work with your body's natural changes — not against them. Science-backed strategies designed specifically for men whose metabolism has shifted after 45.

Inside this guide you'll discover:

- ✓ Why traditional diets fail most men after 45 — and what actually works
- ✓ The 3-step framework to reset your eating habits in just 7 days
- ✓ How to eat at restaurants, beat late-night cravings, and stay consistent
- ✓ The 'Hand Method' — simple portion control, zero measuring cups needed

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SECTION 1

Why "Eat Less, Move More" Stops Working After 45

If you've been trying to lose weight the same way you did in your 30s and hitting a wall, you're not lazy — you're uninformed about what actually changes in your body. The strategies that worked a decade ago are fighting against your biology now.

The 4 Big Metabolic Shifts After 45

What Changes	What It Means for Your Waistline
Testosterone drops ~1–2% per year	Less muscle mass, slower resting metabolism, more fat storage — especially around the belly.
Cortisol stays elevated	Chronic stress (work, family, finances) keeps the stress hormone high, which directly drives abdominal fat storage.
Insulin sensitivity declines	Your cells respond less efficiently to insulin, so more carbohydrates get stored as fat instead of burned as fuel.
Sleep quality worsens	Poor sleep raises ghrelin (hunger hormone) and lowers leptin (fullness hormone) — a combination that triggers late-night cravings.

Source: Endocrinology of Aging — standard metabolic research across multiple peer-reviewed studies.

The Problem With Conventional Diet Advice

Most popular diets — calorie-restriction plans, meal-prep programs, even many 'healthy eating' apps — were designed with younger metabolisms in mind. They typically fail men over 45 for three specific reasons:

- **They cut calories too aggressively.** Severe restriction triggers cortisol spikes, which accelerate muscle loss and paradoxically increase fat retention around the belly.
- **They ignore hormonal context.** A 45-year-old man processing a bowl of pasta is doing so differently than his 30-year-old self. The timing and composition of meals matters far more now.
- **They're designed for short sprints, not real life.** Rigid meal plans crumble the moment you travel, eat out, or have a stressful week. Sustainability is the only thing that actually produces long-term results.

■ Key Insight

Men over 45 don't need to eat less overall — they need to eat **smarter**. That means protecting muscle mass, managing insulin response, and building habits that survive real life. That's exactly what the 3-step strategy ahead does.

SECTION 2

The 3-Step Framework

Reset Your Eating Habits in 7 Days

These three steps work together as a system. You don't need to overhaul your life — you need to shift three specific habits that have the biggest metabolic impact after 45. Most men notice a real difference within the first week.

STEP 1

Anchor Your Day With Protein

Protein is the most important macronutrient for men over 45 — full stop. It preserves lean muscle mass (which drives your resting metabolism), keeps you full for hours, and has almost zero impact on insulin.

1

Your daily protein target: 0.7–1.0 grams per pound of your goal body weight. For a 185-lb man targeting 175 lbs, that's roughly 120–175g of protein per day.

How to hit it without obsessing: Start every single meal with your protein source — before the bread, before the fries, before anything else. This one shift alone regulates hunger, reduces cravings, and naturally crowds out less beneficial foods.

High-Protein Foods That Work for Real Life

- Eggs (3 eggs = ~18g) ● Greek yogurt, plain (1 cup = ~20g) ● Chicken breast (4oz = ~35g)
- Canned tuna (1 can = ~25g) ● Cottage cheese (½ cup = ~14g) ● Lean beef (4oz = ~28g)
- Shrimp (4oz = ~28g) ● Pork tenderloin (4oz = ~30g) ● Edamame (1 cup = ~17g)

STEP 2

Time Your Carbohydrates Strategically

Carbohydrates are not your enemy — *timing* them poorly is. After 45, insulin sensitivity is highest earlier in the day and lower in the evening. Working with this biological rhythm is a game-changer.

2

The simple rule: Eat your largest carbohydrate servings earlier in the day (breakfast and lunch). By dinner, shift to protein + vegetables. This doesn't mean zero carbs at dinner — it means a smaller portion as a side, not the centerpiece.

The specific carbs to prioritize: Slow-digesting sources (oats, sweet potato, legumes, whole grain rice) cause a gentler insulin response than white bread, white pasta, or sugary snacks. When choosing, think: 'would my grandfather recognize this as food?'

Meal

Carbohydrate Approach

Breakfast	Include: oats, whole-grain toast, fruit. These set you up for sustained energy.
Lunch	Include: rice, potato, or legumes as a side. Protein still leads.
Dinner	Minimize: focus on protein + non-starchy vegetables. Small portion of carbs is fine.
Snacks	Reach for protein/fat first — cheese, nuts, hard-boiled eggs — over crackers or fruit alone.

STEP 3

Add One Anchor Habit to Cut Hidden Calories

3

Most weight gain after 45 doesn't come from big meals. It comes from consistent small decisions that don't feel significant in the moment — liquid calories, mindless snacking, oversized portions at restaurants.

Pick ONE of these anchor habits and commit to it for 7 days:

■ **Drink only water, black coffee, or plain tea.**

Cutting liquid calories is the single highest-ROI habit change most men can make. Two sodas, a juice, and a flavored coffee can easily add 400–600 calories per day.

■ **Stop eating 3 hours before bed.**

Evening eating — especially carbs — spikes insulin at the worst time of day for your metabolism. A 3-hour buffer before sleep dramatically improves fat-burning overnight.

■ **Use the Half-Plate Rule at every dinner.**

Fill half your plate with non-starchy vegetables before you add anything else. This naturally limits portions without feeling like restriction.

■ ■ **One Habit at a Time**

Trying to adopt all three anchor habits simultaneously is the fastest way to fail. Pick one, master it for 7 days, then stack the next. This approach — habit stacking — is backed by behavioral science and is the foundation of how Today's Food Coach builds your personalized plan.

SECTION 3

Real-Life Tactics: Restaurants, Cravings & Staying Consistent

Strategies that only work in ideal conditions aren't strategies — they're fantasies. Here's how to stay on track when life doesn't cooperate.

■ Eating Out Without Derailing Progress

Restaurants don't have to be the enemy. They just require a small mental framework applied before you open the menu.

The Situation	The Move
Choosing where to eat	Steak houses, grills, Mexican (bowls), and Asian restaurants all have naturally high-protein options. Pasta-heavy or pizza-only spots are harder but not impossible.
Reading the menu	Scan the protein column first: fish, steak, chicken, shrimp. Then decide on sides — not the other way around.
Bread basket arrives	It's not 'don't eat bread.' It's: eat your protein first, then decide. By then you'll want less of it.
The portion problem	Most restaurant entrees are 1.5–2x a sensible portion. Ask for a to-go box immediately and set half aside before you start eating.
Sauces and dressings	Get them on the side. Creamy dressings and heavy sauces can add 200–400 calories invisibly. Dip, don't pour.
Alcohol	One drink, after you've eaten, is mostly fine. Two or more disables the fat-burning enzymes your liver would otherwise be running overnight.

■ Defeating Late-Night Cravings

Late-night cravings are almost never hunger — they're one of three things: habit, dehydration, or low protein earlier in the day. Here's the diagnostic:

You feel...	It's probably...	The fix
A specific craving (sweet, crunchy, salty)	Habit / emotional trigger	Delay 20 minutes. Drink 16oz water. 80% of these cravings pass.

Generally hungry, could eat anything	Under-ate protein at dinner	Have a protein snack: Greek yogurt, cottage cheese, hard-boiled eggs.
Mouth-dry, restless	Dehydration	Drink 16–20oz of water. Wait 10 minutes.
Exhausted but can't settle	Elevated cortisol	Magnesium glycinate (200–400mg) 30 min before bed — well-studied for sleep quality.

SECTION 4

The Hand Method: Portion Control Without Measuring Cups

Here's the truth: no one maintains a food scale or measuring cups for more than a few weeks. The Hand Method was developed by nutritionists at Precision Nutrition and is statistically accurate to within 10–15% for most adults — which is more than good enough to produce real results.

Your Hand	What It Measures	One Serving = ...	Use For
Palm (fingers together)	Protein	~3–4 oz / ~25–30g protein	Chicken, fish, beef, eggs
Closed Fist	Vegetables or fruit	~1 cup	Salad, broccoli, berries, carrots
Cupped Hand	Carbohydrates	~¼–½ cup cooked	Rice, pasta, oats, potato
Thumb (tip to base)	Fats	~1 tablespoon	Olive oil, nut butter, cheese

Building a Balanced Plate

For each meal, use these as your targets. You don't need to hit them perfectly — within one 'hand unit' is perfectly fine.

Protein: 2 palms — Every meal — this is non-negotiable

Vegetables: 2 fists — Every meal — aim to fill half the plate

Carbohydrates: 1–2 cupped hands — Larger at breakfast/lunch, smaller at dinner

Healthy Fats: 1–2 thumbs — Olive oil, avocado, nuts — limit but don't eliminate

■ Quick Calibration Tip

The first time you use the Hand Method, compare your hand serving to an actual measuring cup just once per food type. Most people are surprised — and it takes less than 5 minutes to calibrate for life. After that, your hand travels with you to every restaurant, dinner party, and road trip.

SECTION 5

Your 7-Day Quick-Start Plan

One week. Real habits. Real results.

Use this plan as a checklist, not a rigid script. If you nail 80% of these, you'll end the week feeling better than you do right now — and with momentum that makes week two easier.

Day 1 Monday	Audit	Write down everything you eat — without changing anything yet. This reveals your biggest hidden calorie sources.
Day 2 Tuesday	Protein First	At every meal, eat your protein source before anything else on the plate. Notice how your hunger changes by mid-afternoon.
Day 3 Wednesday	Hydration Reset	Drink only water, black coffee, or plain tea. Cut all liquid calories for one day. This is often the highest-impact single day of the week.
Day 4 Thursday	Dinner Shift	Apply the Step 2 rule: protein + vegetables at dinner, minimal carbs. Use the Hand Method to portion your plate.
Day 5 Friday	Restaurant Ready	If you eat out today, apply the restaurant framework: protein first on the menu, half the plate veggies, dressings on the side.
Day 6 Saturday	Habit Audit	Review Day 1's food log. Identify the one anchor habit from Step 3 that would have the biggest impact on your week. Commit to it starting Monday.
Day 7 Sunday	Prep for Week 2	Cook or prep 1–2 protein sources in advance (grilled chicken, hard-boiled eggs, batch of ground beef). Having protein ready removes the biggest daily friction point.

■ The Compound Effect

None of these individual days will transform your body on their own. What they do is build the neural pathways and habits that make the **next 30 days** dramatically easier. Weight loss after 45 is a slow game — but it is absolutely achievable with the right framework. You have that framework now.

QUICK REFERENCE

Your Cheat Sheet

Tear out this page (mentally). These are the only rules you need.

Rule	Details
Protein at every meal	2 palm-sized portions. Front-load protein before everything else on the plate.
Carbs front-loaded	Larger servings at breakfast and lunch. Small side at dinner, not the main event.
Liquid calories: gone	Water, black coffee, plain tea. Everything else is a diet decision, not a drink.
Restaurants: protein first	Scan the menu for protein. Build the rest of the meal around it.
Cravings: delay + hydrate	Wait 20 minutes, drink 16oz water. 80% of cravings will pass.
Portions: use your hand	Palm = protein. Fist = veg. Cupped hand = carbs. Thumb = fat.
Stop eating 3 hrs before bed	Best thing you can do for overnight fat-burning and sleep quality.

READY TO MAKE THIS AUTOMATIC?

Turn These 3 Steps Into a Personalized Daily Plan

This guide gives you the strategy. But knowing *what* to do and actually *doing it consistently* are two different things — and that gap is exactly where most men get stuck.

Today's Food Coach is an AI-powered nutrition app built specifically around the principles in this guide. It takes your personal habits, goals, food preferences, and schedule — then builds a daily eating plan that works in the real world.

- ✓ Daily meal guidance tailored to your metabolism, not a generic plan
- ✓ Restaurant recommendations based on where you actually eat
- ✓ Craving and snack coaching throughout the day
- ✓ Weekly check-ins that adjust the plan as you progress
- ✓ No calorie counting. No food scales. No rigid meal prep.

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