



The Winning Athlete Nutrition Formula

A blueprint/workbook that will simplify your sports nutrition, give you specific action steps, and motivate you to fuel your mind and body like a champion





The Winning Athlete Nutrition Formula

Why does your student-athlete need this and why now?

Our athletes say they struggle with **2 things** when it comes to nutrition:

1) **Competence**: knowing *what* they should be eating or drinking, *when* they should eat it, and *what* specifically to avoid

2) **Motivation and Discipline**: *making good choices*

- **5 reasons kids struggle**

- a. Bad Influences
- b. No immediate consequences
- c. Bad food tastes better, duh!
- d. Change is hard and if you don't see a real reason, it makes more sense to stay put!
- e. Lack of clear direction- not having a specific game-plan or guidance

Go through 1 part of this workbook at a time. It is not meant to be read all at once

Why change? Why eat and drink better? Why hydrate more? Why should you be concerned about the timing of when you eat or drink?

You tell me.

Why is it important to YOU to make changes?

1. The Law of the Path

The first and most important reason is this: the law of the path states that the **DESTINATION** you wind up at will be a direct result of the *path you get on and stay on.*

Where does the path lead that you are currently on with your nutritional habits?



Obesity and feeling terrible about yourself? Diabetes and hospitalization? Broken bones in sports because of too much soda and not enough vegetables?

You might need to hop on a new path. The one laid out for you in this power-packed Winning Athlete Nutrition Formula.

2. Do you want to be a good example for your siblings?
3. Do you want to play college sports?
4. Do you want to put more muscle on because you are tired of being the skinny kid?
5. Are you seeing more body fat on your body than you want?
6. Is your endurance suffering in games?
7. Do you struggle with focusing, paying attention, or having enough energy?

What actually matters to me? Check the boxes that apply.

- Having mental clarity and focus in school ____ YES ____ NO
- Being healthy and avoiding getting sick at all costs ____ YES ____ NO
- Having great stamina and endurance in sports ____ YES ____ NO
- Looking lean and athletic- not having a bunch of extra body-fat ____ YES ____ NO
- Feeling **confident** about my body ____ YES ____ NO
- Being a good example to friends and family ____ YES ____ NO
- Avoiding getting sick, diseases, etc. ____ YES ____ NO
- Making my parents happy, obeying them and trusting them ____ YES ____ NO



If you do not have a WHY, you will not find a WAY

COMPETENCE is step one. Knowing **WHAT** to eat and **WHEN** to eat it. Also, knowing **FOR SURE** what foods you should **AVOID**.

But before **competence**, you have to know your **WHY**. Your **WHY** is what matters the absolute most to you.

Step 1 before Step 1: Know your WHY

On the following lines, you are going to take the first step to being more motivated to **fuel like a champion**.

You will **write down** the **REAL** reason you want to change and improve your nutrition. The real reason. Not some fake, “because I want to be healthier” bologna. Be real.

Here is an example from an athlete your age, do NOT judge him:

My Why

*I want to change. I want to eat and drink better, learn what to eat, and when to eat it, **because I have always dreamed of playing basketball in college**. I know that **what** I put into my gas tank determines how my “engine” will perform. I’ve known this for a while because it is common sense--my parents and coaches have told me this many times, but I am going to take it seriously now. I want my endurance to be better at the end of games- I get mad at myself when I perform poorly in games and I know that if I eat and drink better, I could be better. I want to get this right, because I know other kids my age are **not** focusing on nutrition right now- this is a sure way I can get ahead of the competition. I can either follow the crowds or create them. And I am **DONE** with being a following.*



*Lastly, I have seen adults get diseases as they get older. I have seen my friends parents suffer from obesity, diabetes, heart disease, and other bad things **because they did not eat or drink healthy when they were my age.***

*I understand that everything I eat and drink **now** determines my health and well-being **later.***

I am done gambling with my health. I will do everything in my power to make sure I do not suffer from avoidable consequences like the ones above. I am done feeling unconfident and having low self-esteem because of the way I look and feel. I can change, I WILL change.

That is John's why, fill out YOUR why below...

My Why

You can start it out this way:

*I want to change. I want to eat and drink better, learn what to eat, and when to eat it, **because...***



Checklist BEFORE Moving On- make sure you actually put a check mark in every one of these boxes

- ☐ Write down your WHY in the NOTES Section of your phone
- ☐ Set a REMINDER on your phone to alert you at 10 am and 5 pm *every single day*→ it should say: **“READ MY WHY”**
- ☐ Share your WHY with your mom, dad, sister, and/or brother

If you are serious about achieving the amazing benefits of a better nutrition plan, you need to take serious action. 3 simple steps...97% won't do them. Will you be 1 of the 3% who do?

#TheChoiceIsYours

Part 2: Competence: Knowing what to eat, when to eat it, and what to avoid.

First off, I am NOT a dietician or doctor. Everything I give you below are simply suggestions.
Please consult with a medical doctor or nutritionist before making any changes to your nutritional plan.

Be careful.

Once you read this, you will no longer be able to give the excuse, “I don't know what to eat or when to eat.”



PART 2: Pre-game or Pre-competition nutrition

Water→ drink at least HALF of your body-weight in ounces everyday (150 lbs= 75 oz of water).

HYDRATION

PERFORMANCE FACT: If you dehydrate a muscle by as little as **3%**, it will lose **10% of its strength and 8% of its speed.**



Story of an athlete who didn't listen...

One day Mark was running sprints at the end of a training session. He beat EVERYONE in these sprints. No one was close. (Mark was 13 by the way. He was beating 17 year olds committed to play D1 sports in college)

After the sprints were over we talked as a group and then everyone was free to leave.

We looked over, and Mark was on all fours on the ground.

EXTREME stomach pains. Nausea. Dizzy.

"I have never felt so bad in my life", said Mark later on that evening.

*It took Mark **45 minutes** just to get up onto his feet.*

Once he did, the EXTREME stomach pains came rushing back, knocking him back down to the ground.

Eyes close, not speaking, Mark sat there on all 4's in agony.



Fast, athletic, quick, agile...none of that mattered. If this was the 4th quarter of a game, Mark would be on his way to the hospital for what we later found was EXTREME DEHYDRATION.

Mark's stomach was spazzing out because it was trying to grab water from anywhere in the body it could.

The worst part was, Mark could not do anything about it until the water we were giving him finally soaked into his stomach and intestines, which took over an hour. We couldn't give him an IV- we are coaches, not doctors.

Athlete, quit reading this now and grab a jug of water.

At all times, have water with you. If you don't, you are likely to end up like Mark.

Good athletes take action when something bad happens. They DON'T REPEAT THE SAME MISTAKES OVER AND OVER AGAIN!

Great athletes PREVENT bad things from happening because they realize they are NOT AN EXCEPTION to the rule. They take responsibility for their hydration and they take it seriously.

Action Step

- ☐ Drink ½ of your body-weight in ounces of water daily
- ☐ Put a reminder in your phone and ask a parent, sibling, or friend to hold you accountable!

What to eat and when to eat it

- **If you are eating 15 min-1 hour before competition**→ nutritious snack

Sometimes you can't help it. You failed to plan ahead, and it is 1 hour before your game or workout. Here is what you eat. Do not eat to the point that you are STUFFED. That would be a BAD idea.

But, eat enough to fuel the duration and intensity of ***that particular workout, game, or event.***



1) Smoothie: 16 oz.

Protein and water does NOT count, nor is it beneficial. A smoothie should have some kind of milk, some fruit, peanut or almond butter, and preferably some veggies.

Smoothie Checklist

- ☐ Milk or milk alternative
- ☐ Spinach or Kale (easiest way to get your veggies in AND you do not taste it)
- ☐ Fruit→ berries, banana are a good combo. So is mango/strawberry...pineapple/peach...frozen fruit it the easiest.
- ☐ 10-20 grams of Protein→ clean, grass-fed whey protein (or vegan), no artificial sweeteners
- ☐ 1-2 tablespoons Nut Butter→ peanut butter, almond butter, cashew butter, etc.

*If you cannot do ALL of those, do as many as possible.

2) Food bar: GoMarco, RX Bar, VegaSport Bar, Clif Bar, Pro Bar, Larabar, KIND bar. Eat TWO if you know you are about to go hard, are bigger, etc. *Those are some good ones. **I believe in natural, organic, real food bars.** The ones above are high quality but there are certainly many others.*

The **ingredients** in a good bar should include **ONLY** or **ALL** of the following:

1. Nuts, seeds, nut butters
2. Clean protein source: whey, pea, rice, soy (non-GMO only), casein, etc.
3. Fruits: dates or other dried fruits

200-400 calories is good for a bar 1 hour before your workout. 200 if you weigh less, 400 if you are an older, bigger athlete.

Pay attention to how you feel during your game or workout- if you lost energy halfway through, you either need to eat something MORE or BETTER quality.

3) Fruit and Nut Mix:

- banana and almonds, apple and peanut butter, grapes/raisins and cashews, or a combination of those things
- Fill up a small sandwich baggie halfway (or more depending on your size)



4) Crackers and peanut/almond butter

5) Peanut butter and jelly sandwich

2-3 Hours Before → Light/moderate meal

1. Oatmeal with fruit, nuts, and a protein shake
2. 2 eggs, fruit, oatmeal/healthy cereal
3. Sandwich → peanut butter and jelly, tuna fish, ham/turkey/cheese.
 - a. If you are doing a sandwich above, there is not much nutritional quality. Grab some fruit, nuts, or have a salad with it for more nutrition.

More than 3 Hours → Full meal

“How much do I eat?” That depends on YOU, but typically until you are full

1. Pasta/Chicken (or other meat)/Vegetables
 - a. 2 servings if you are trying to gain weight
2. Grilled chicken/rice/veggies/fruit
 - a. 2 servings if you are trying to gain weight
3. Sandwich with turkey/ham/lettuce/mayo, served with a salad and fruit
 - a. 2 sandwiches if you are trying to gain weight



Usain Bolts Secret Nutrition Plan

Those are just some examples athlete. Master the basics and THEN you can get creative. Usain Bolt, the FASTEST man on the planet, eats the following things:

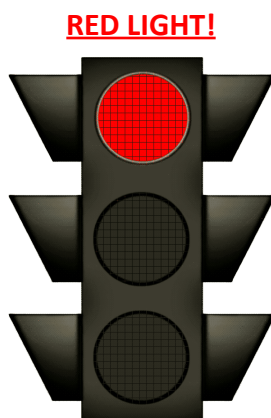
- ★ Chicken
- ★ Rice
- ★ Vegetables (Bolt says raw veggies fuel him the best, he throws a ton on his salads)
- ★ Pork
- ★ Fruits (bananas are his favorite)



The point? Keep it SIMPLE!

What NOT To Eat

YOU are going to fill out this section. Just remember, you can eat healthier AND still enjoy some of life's pleasures. Desserts, chicken wings, burgers, fries...they won't kill you if you do them like once a week.



Below, you are going to write down all of the really bad habits you have with nutrition. Eating too many chips, not drinking water, skipping breakfast, drinking soda, etc. Only write down the ones you are ready to give up!

My RED LIGHT Items (foods to give up, habits to STOP)

- 1.
- 2.
- 3.
- 4.
- 5.

Action Step Checklist:

- ☐ Go throw away everything bad from your fridge/pantry
- ☐ Write your list down in the Notes section of your phone
- ☐ Tell ONE person about all of your greenlight items so that you have accountability

You've made it this far. Keep reading. The next chapter is going to CHANGE THE GAME for you. You are truly on your way to excellence in your nutrition.



Part 3: Motivation and Discipline: making better choices

5 reasons athletes struggle with getting motivated, staying motivated, and being disciplined:

1. No immediate consequences
2. Bad Nutritional Influences
3. Bad food tastes better
4. Change is hard and if you don't see a real reason, it makes more sense to stay put
5. Lack of clear direction- not having a specific game-plan or guidance

#1 No IMMEDIATE Consequences

REALLY bad things typically don't happen right away.

Take this teenager for example. He started smoking at 13 because he was cool...

He smoked for 30 years after photo...

NO visible signs of consequences...

Until one day at 43 when...to no real surprise...

He was diagnosed with lung cancer.





Athlete,

It is no different than putting fast food, soda, greasy chips, or even worse, alcohol into your body. When you make bad choices with your nutrition day after day after day, ***eventually*** you will have to pay the consequences.

“The pain of discipline weighs ounces...but the pain of regret weighs TONS”

Reflection

Remember the Law of the Path. What poor choices have I been making when it comes to my health and nutrition that WILL eventually lead to consequences if I do not make a change?

#2 Bad Nutritional Influences

The first one: FRIENDS. Your need to fit in and feel accepted is a primary drives for you eating and drinking whatever everyone else eats and drinks.



In high school my friends liked to eat at Taco Bell, McDonald's, and other fast food places before practice, afterwards, before games, weekends, etc.

You are either going to be **INFLUENCED** by your friends, or you are going to be one of the **INFLUENCERS**. A follower, or a LEADER. Which are you? Which do you want to be?

I admire teenagers who take a stand for their nutrition. Those who are wise enough to know and understand, "What I put into my body determines how my body MOVES, OPERATES, and PERFORMS! Not just my body, but my brain also depends on what goes into my mouth!

If we break this down into **RIGHT VS. WRONG...**

Which would you say is "RIGHT"?

Eating clean, healthy, foods?

OR

Greasy, fatty, nutritionally depleted foods? Drinking alcohol (similar to putting old orange juice into your gas tank)?

When you CHOOSE to be courageous and do the RIGHT thing, eventually people will **follow you**. Make sure YOU are deciding how to fuel your body and you aren't letting your friends decide for you. You have the power to choose the right thing. You are courageous enough to make better choices. It all starts with the first one.

COURAGEOUS ACTION STEP: Next time you are out with your friends and they are ordering garbage, you order some chicken, rice, and vegetables.

They will look at you like you are WEIRD. They might make rude remarks (hopefully your friends are kinder than that but maybe not). But those are the WORST things that will happen. And those things AREN'T that bad. You will get over them.

Repeat this process for a month. You will start to feel better. Perform better. Have better endurance. Look better. ***Your friends won't. But they will notice you are getting better. And they WILL begin to follow you.***



My friends that are bad nutritional influences:

1. _____
2. _____
3. _____

***Doing the right thing is rarely ever the common thing
#daretobedifferent***

The second poor nutritional influence: FAMILY

This one is tough, but I will keep it simple and tell you how I did it. **I eliminated the excuse that I “had” to eat the way my family did.** Just like with your friends, your family might eventually follow your ways.

Do not think that you are too young to make a difference...that you cannot motivate or inspire your family members to be healthier and eat better.

You CAN. And I believe you will. It will be hard, but WORTH IT.

Action Step Checklist

- ☐ Talk to your family about this. A real, heart to heart conversation. Let them know you want to make some changes, and ask for their help and support.

Names of family members I need to talk to:

1. _____
2. _____



#3 Bad food tastes better

Why does bad food taste better? Food companies did some research and found out which flavors of things gave humans the most pleasure when they ate or drank them.

How CRUEL and UNUSUAL! I know...

They found out that certain chemicals and other things that they could start adding to foods were far more tasty than real, wholesome foods. That's why bad foods taste good.

Good foods taste NOT so good, because bad foods taste SO good. If you went 30 days without eating bad foods like chips, apples would start to taste A LOT better.

How do you conquer this one?

Well, you need to do a couple of things...

#1 Do not think about **NOT** eating bad foods. If someone told me to stop eating fast food, eating chips, and drinking soda and gatorade when I was in high school, I would have said no.

#2 Start eating healthy foods. That means you have to go out and BUY fruits, vegetables, meats, oatmeal, potatoes, beans, rice, etc.

GREEN LIGHT!



Below, you are going to write down all of the good habits you wish to have with nutrition. Drinking only water all day, eating more beef/chicken/fish and less fried food, eating 3 servings of fruits/veggies everyday, etc.



My **GREEN LIGHT** Items

- 1.
- 2.
- 3.
- 4.
- 5.

ACTION STEP CHECKLIST

- ☐ Go ask your parents NOW if you can go with them to the grocery store to buy “healthy stuff”
- ☐ Write your list down in the Notes section of your phone
- ☐ Tell ONE person about all of your greenlight items so that you have accountability

You have a choice right now...do something that could help you become a better, healthier, more energetic, more enduring athlete...OR don't.

You're choice.

STOP and go talk to your parents :-)

#4 Change is **DIFFICULT** and if you don't see a real reason, it makes more sense to stay put

You have habits. If you are 15 years old, you have been building those habits for 15 years. 17 years old, 17 years.

The **FIRST** step is **WANTING** to change your habits because you know your **WHY**. *(if you did not write your why down, stop reading this and go back up to part 1)*

The **SECOND** step is **BELIEVING** you can change your habits (because you can, it is silly to think it is impossible to change your habits).



The **THIRD** step is taking **ACTION** every single day until those habits are changed.

Did you read that?

EVERY SINGLE DAY until those habits are changed.

Story Time

An athlete that I used to train, her name is Sara, had the habit of eating chips and oatmeal raisin cookies before every volleyball game.

Now before you say to yourself, OATMEAL RAISIN!? :-) How healthy!!!

This is NOT good fuel for an athlete who was aspiring to play the highest level of college volleyball. Cookie and jump higher have never gone in the same sentence. (Except this one.) So she had a 3 year habit she needed to break. What did she do?

Guess...

1st→ she took the time to think long and hard about **WHY** she needed to change. What was her **actual potential on the volleyball court?**

A 25 inch vertical jump was good. But that was a chip and cookie jump. She wanted to see what her potential REALLY was if she put the proper fuel into her tank.

Why else?

She felt sluggish sometimes after the 1st and 2nd sets and didn't like that.

Why else?

She had a moment where she realized...“I’m *choosing* to not give my best effort in the area of my nutrition. I work so hard on the court, **why** am I not





doing my best in *every* important area of my life? I'm done with being mediocre. Mediocrity is contagious and could infect other areas of my life."

BOOM! Her WHY was SOLID.

2nd→ She committed to NO chips OR cookies for 30 days

And it was HARD. Her mind was telling her, YES. Her dreams and goals were telling her, NOOOOOO!!!!

She had to go against her feelings. OF COURSE she was going to crave those foods before a game. Habits are POWERFUL. But she didn't. She committed.

3rd→ She took action and got the ALL-POWERFUL accountability

In other words, she knew her "will-power" was not enough.

She asked for help.

She told her friends, coaches, mom, and dad what her plan was, what her WHY was, and asked them to make sure she did not go for any cookies or chips. 30 days later, her habit was broken. She replaced the cookies and chips with a healthy, 250 calorie meal replacement bar and a bottle of water.

A few months later, she committed to play volleyball at a Division 1 school and earned an 80% athletic scholarship.

Was it BECAUSE the cookies and chips? Probably not.

It was the ***habit of excellence*** that she developed. Doing her BEST in *all* areas of her life. Noticing when change was needed, and then taking action to do so.

Is change hard for you?

Follow the 3-Step Change Formula

- ❑ What's your WHY- you need to find the REAL REASON!



- ❑ COMMIT to something specific for a specific amount of time (30 days recommended)
- ❑ Share your change with people close to you and ask for HELP & ACCOUNTABILITY

#5 Lack of clear direction- not having a specific game-plan or guidance

You can no longer say you do not have direction or a game-plan. A breakdown of every last thing you should eat from the minute you wake up to the minute you go to bed is NOT the answer. You have to put some thought into your nutrition. You have to work HARD at it. If it was EASY, every person would be fit, super athletic, and love the way they look and feel about themselves.

Now that you have this Nutrition Report, what are you going to do with it?

So far you have learned:

- What you need to do to *get motivated*
- Why you should work on nutrition
- What to eat
- What not to eat
- When to eat
- How to *stay* motivated
- How to be disciplined
- How to successfully create new habits

You are READY, athlete. Take action. Use this as an ongoing guide to better nutrition for better results and a better life.

You can email me directly at andrew@pfpfit.com for further help. Connect with PFP at www.facebook.com/playersfitnessandperformance as well as Instagram @playersfitnessandperformance.

Go be GREAT!

Dedicated to your results,

Coach Andrew Simpson