



10 Steps to Lose Weight in 30 Days

(And Keep it Off)

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Prioritize Protein

Let's Go

Think back to a time when you ate a meal that kept you full for hours. Maybe it was a big breakfast with eggs and sausage, or a dinner with grilled chicken and veggies. You probably didn't even think about snacking afterward. That feeling? It wasn't magic — it was **protein** at work.

Protein isn't just for big scary bodybuilders! When you're trying to lose weight, **protein is your secret weapon** — and science backs it up.

Research shows that eating a high-protein diet can:

- Boost your metabolism through something called the **thermic effect of food (TEF)** — your body burns more calories digesting protein than carbs or fat.
- Reduce hunger by increasing levels of satiety hormones (like peptide YY) and decreasing hunger hormones (like ghrelin).
- Help you preserve precious lean muscle as you lose fat, making you look *lean* and *toned* instead of "skinny fat."

I know what you are thinking, "How much protein do I need?"

Our recommendation is to aim for **0.7–1.0 grams of protein per pound of your body weight** per day. (Example: If you weigh 180 pounds, you'd target 125–180 grams of protein.)

That may sound like a lot, but it's absolutely doable with small adjustments. Every meal and snack is an opportunity.

Check This Out

Today, just **start by noticing** how much protein you're currently eating.

I want you to write down everything you eat for one day.

- Circle any high-protein foods (like eggs, chicken, tuna, Greek yogurt, tofu, beans).
- Then ask: *Where could I add just a little more?* Maybe an extra egg at breakfast, or a chicken breast at dinner instead of a tiny scoop.
- Then ask: *What food could I have replaced for a little more protein?*

Small shifts lead to big results!

Next Steps

Here's your simple action plan for tomorrow:

- Include a protein source at every meal (and ideally in snacks too).
- Focus on whole food sources like eggs, chicken, fish, Greek yogurt, cottage cheese, tofu, and legumes.
- If needed, add a quality protein shake to help hit your goal — just don't rely on it as your only source.

Challenge for the next 7 days:

Every meal you eat, ask yourself:

Where's my protein?

Master this one habit, and 30 days from now, you'll be stronger, leaner, and way closer to your goals.

If you need help or encouragement, email me nathan@sojournfitness.com

Ready to start a 30 day nutrition challenge [click here](#) to get started.

Cheering for you!

Drink More Water

Let's Go

Have you ever felt ravenous, grabbed a snack, and then realized you weren't even hungry — just **thirsty**? It happens to everyone. Most of the time, we mistake thirst for hunger, leading to unnecessary snacking and extra calories that silently add up. Trust me, I have made this mistake for years and it is costly...

Check This Out

Drinking more water isn't just "good advice" — it's scientifically proven to help with weight loss.

Here's what studies have shown:

- Drinking **16 oz (about 2 cups)** of water before meals can lead to **13% fewer calories eaten** at that meal.
- Water temporarily boosts metabolism by up to **30%** for about an hour.
- Staying hydrated helps regulate digestion, improves workouts, and reduces false hunger cues.

Bonus: Swapping high-calorie drinks (like soda, juice, or sweetened coffee) for water slashes hundreds of calories without you even noticing. Diet drinks

Let's Try Something

Today, start simple:

1. Drink one glass of water (16oz) first thing when you wake up.
2. Drink another glass 20 minutes before each meal.
3. Buy yourself a new water bottle to carry around with you! (Bonus put cool stickers on it)

These steps alone could help you naturally eat less without any complicated dieting rules.

Pro Tip: If plain water bores you, try adding slices of lemon, cucumber, mint, or berries to your bottle for natural flavor. There are other great additives you can add that help as well. For a list of these, send me an email nathan@sojournfitness.com

Next Steps

Want to make water a permanent, easy habit?

Here's your quick action plan:

- **Buy a reusable water bottle** you love (it seriously matters more than you think).
- **Set 3 "water moments"**: morning wake-up, pre-lunch, pre-dinner.
- **Track your intake** for the next 3 days. You don't have to be perfect — just become more aware.

Goal: Work up to drinking about **half your bodyweight in ounces of water daily**.

(Example: If you weigh 160 lbs, aim for about 80 oz.)

Hydration is one of the lowest-effort, highest-reward things you can do for fat loss — don't sleep on it!

Cheering for you!

Strength + High Intensity Training

Let's Go

Think about someone you admire for being strong, toned, and athletic. Were they jogging for hours every week? Probably not. Chances are, they were lifting weights — and mixing in short bursts of (relative) intense cardio.

Strength + Intensity is the game-changer most people miss when trying to lose weight.

Check This Out

Here's what science shows about combining strength training and HIIT:

- **Strength training** builds and preserves lean muscle, which increases your resting metabolism (you burn more calories even while sitting!).
- **HIIT (High-Intensity Interval Training)** can burn the same number of calories as steady-state cardio in half the time — and keeps your metabolism elevated for hours afterward (**the "afterburn effect"**).
- Together, they target both fat loss and body recomposition — meaning you don't just get smaller, you get *leaner, tighter, stronger*.

Bonus:

Studies show that people who only do cardio often lose **muscle along with fat**, which can lead to looking "soft" instead of fit. Another reason we have to be counting how much protein we are consuming (or not consuming...)

Today's Mission

1. If you're currently exercising, swap **one cardio session** for a **strength session**.
2. If you're not training yet, start with a simple **20-minute bodyweight workout** (like squats, push-ups, lunges, planks).

Need a quick HIIT idea?

- 30 seconds of work / 30 seconds of rest
- 4 moves: squats, push-ups, jumping jacks, mountain climbers
- Repeat for 15–20 minutes

You'll be done faster than a TV episode and burning fat long after your workout ends. If you want more workouts that require minimal equipment, send me an email nathan@sojournfitness.com.

Next Steps

Here's your action plan to lock this in:

- Strength train **2–3 times per week** (focus on full-body workouts).
- Add **1–2 short HIIT sessions** on alternate days.
- Schedule your workouts ahead of time like appointments — because they *are*.

Start simple:

This week, commit to **2 strength workouts and 1 HIIT session**.

No perfection needed — consistency beats intensity when you're building new habits.

Lift heavy (for you), move fast, recover well — and watch your body change.

Cheering for you!

Eat Whole, Minimally Processed Foods

Let's Go

When you think about a healthy meal, what kind of food do you think of? If you are like me, you are probably thinking about certain foods that one time, made you feel energized, light, and fully satisfied afterward. Chances are, that meal was made from **real food**, not something from a drive-thru or a frozen box. Now, we believe there is a time and place for frozen boxes and drive-thru meals. However, if weight loss is the goal, we have to change our relationship with these meals for better options.

The reality is our bodies have been wonderfully created to thrive on **whole, minimally processed foods** — not the heavily engineered stuff filling most shelves today.

Check This Out

Here's what the research says:

- **Whole foods** (think: vegetables, fruits, lean meats, whole grains) are naturally lower in calories and higher in nutrients, meaning you can eat more volume and feel fuller.
- A study published in *Cell Metabolism* found that people eating a highly processed diet **ate 500 more calories per day** (without even realizing it!) compared to those eating whole foods — and gained weight as a result.
- Whole foods also improve gut health, stabilize blood sugar, reduce inflammation, and naturally cut cravings over time.

In short: **the closer it is to its natural state, the better it is for fat loss.**

Let's Try Something

Today's action step is simple:

Choose **one processed food** you normally eat — and swap it for a **whole food**.

Here are some easy examples:

- Swap granola bars → handful of almonds and an apple
- Swap sugary cereal → oatmeal with berries
- Swap deli meats → grilled chicken breast
- Swap soda → sparkling water with lime

Small swaps add up faster than you think.

Next Steps

Here's how to keep building momentum:

- When grocery shopping, **stick to the outer edges** of the store — that's where the real food lives.
- **Aim for 80/20:** 80% whole foods, 20% fun foods (no need to be perfect to get amazing results).
- Make a list of **10 whole foods** you love, and build your next grocery run around them.

This week's challenge:

Make sure **at least 2 of your 3 meals each day** are based around whole foods.

Real food. Real results. Real simple.

If you need help or some recipe suggestions, email me nathan@sojournfitness.com

Cheering for you!

Track Your Food Intake

Let's Go!

Think about any big goal you've achieved — getting a degree, saving money, running a race. Did you track your progress somehow? How did you know you were heading in the right direction to achieve your goal? Chances are, you were tracking your progress in some way. You were measuring where you were as you got to where you wanted to be.

It has been said, “**What gets measured gets managed.**” And weight loss is no different.

Check This Out

Research is clear:

- People who consistently **track their food intake lose twice as much weight** as those who don't.
- Tracking raises awareness. It reveals hidden calories, portion sizes, and habits you might otherwise miss.
- You don't have to track forever — just doing it short-term (even a few weeks) can completely change your relationship with food.

Important Note:

Tracking isn't about judgment. It's about data — and using that data to make smarter choices. Tracking is gathering the information you need to get to where you want to go.

You can track using:

- A simple notebook
- A photo food journal
- An app like MyFitnessPal, Cronometer, or Lose It!

Pick the method that feels easiest for you right now.

Your Mission

Today's mission:

1. **Write down everything you eat** — meals, snacks, drinks, everything — for just one day.
2. Don't change anything. Just observe.
3. Notice: Are there patterns? Mindless snacking? Missed meals? Hidden sugar?

Awareness is the first domino that knocks everything else into motion.

Next Steps

To make this habit stick:

- Set a **daily reminder** (like after each meal or at the end of the day).
- Be honest but gentle with yourself — this is about *learning*, not beating yourself up.
- If tracking calories feels overwhelming, **just track what you eat** — no numbers needed at first.

Challenge for the next 3 days:

Track every meal and snack without trying to "be perfect."

Watch how simply paying attention changes your choices automatically.

Remember: You can't change what you don't see.

Start seeing clearly — and watch the scale start moving too.

Cheering for you!

Improve Sleep Quality

Let's Go

Think about the last time you had a terrible night's sleep. How did you feel the next day? Tired, cranky, craving junk food — maybe even skipping your workout? That's not just "lack of willpower" — it's biology. Sleep is vital to all our fitness and health goals, ESPECIALLY weight loss.

Poor sleep sabotages fat loss in ways most people don't even realize.

Check This Out

Here's what science shows:

- Sleeping **less than 6 hours** per night increases hunger hormones (**ghrelin**) and decreases fullness hormones (**leptin**).
- Sleep deprivation can lead to **300–500 extra calories eaten the next day** — often from sugary, high-fat foods.
- Lack of sleep also raises cortisol (your stress hormone), which promotes fat storage, especially around the belly.
- People in weight loss studies who slept well lost **more fat** — while those who didn't lost **more muscle**, even eating the same amount of calories.

Bottom line:

If you're not sleeping, you're making fat loss 2–3x harder for yourself.

Your Mission

Today's action:

Prioritize a bedtime that gives you at least **7–8 hours** of sleep.

Pick one simple habit to improve sleep tonight:

- Turn off screens 30 minutes before bed
- Keep your room cool and dark
- Avoid caffeine after 2 p.m.
- Set a "wind-down" alarm to remind you to start getting ready

You don't need a perfect routine — even **small improvements** make a big difference.

Next Steps

Here's your simple plan for the next 7 days:

- Aim for **7+ hours** of sleep per night.
- Choose **one nighttime ritual** you enjoy: reading, stretching, journaling, deep breathing.
- Treat your sleep like a workout — it's that important.

Challenge:

Track your sleep for a week. Notice how your energy, cravings, and workouts change. You might be surprised at how much easier fat loss feels when your body is fully recharged.

Sleep isn't a luxury — it's a secret weapon!

Cheering for you!

Manage Stress and Anxiety

Let's Go

Picture the last time you felt truly stressed — like the world was spinning and everything felt urgent. What did you crave? Chances are, it wasn't a salad — it was probably sugar, carbs, or comfort food. For me it's any kind of Doritos with a large Coke. ☺ That's not a lack of willpower. That's your body's **stress response** taking over.

And if fat loss feels harder than it should, unmanaged stress might be the missing link.

Check This Out

Here's what science reveals about stress and fat loss:

- Chronic stress raises **cortisol**, a hormone that increases fat storage, especially around your midsection.
- Stress disrupts **insulin sensitivity**, making it easier to store fat and harder to burn it.
- Stress drives cravings for high-sugar, high-fat foods — quick energy for a brain that feels under threat.
- High stress can sabotage your sleep, your workouts, and your digestion — creating a vicious cycle.

In short:

Stress isn't just a feeling. It's a fat loss blocker. (Read that one more time)

The good news?

You don't have to eliminate stress — you just need to **manage it better**.

Your Mission

Today's mission:

Pick **one small stress-management habit** to practice today.

Here are some simple options:

- Deep breathing for 2 minutes
- A 5-minute walk outside
- Writing down 3 things you're grateful for
- Stretching while listening to calming music

Small moments of calm reset your body's "fight or flight" response and put you back in fat-burning mode.

Next Steps

Here's how to keep building resilience:

- **Schedule daily "pause points."** Even 5 minutes helps.
- **Move your body.** Exercise is one of the fastest ways to reduce cortisol naturally.
- **Connect with people you trust.** Social support is powerful medicine against stress.

Challenge for this week:

Pick one tiny calming habit and do it **every day** — even if just for 2 minutes.
Consistency matters more than intensity.

Cheering for you!

Eat Mindfully

Let's Go

Have you ever sat down with a snack, blinked, and realized you ate the whole thing without even tasting it? Or finished a meal and still felt weirdly unsatisfied? That's **mindless eating** — and it's one of the biggest silent obstacles to fat loss.

Mindful eating flips the script.

Check This Out

Here's what the research shows:

- Mindful eating — slowing down, paying attention to your food — can naturally reduce how much you eat **without feeling restricted**.
- Studies show mindful eaters consume **up to 300 fewer calories per day** without even trying to "eat less."
- Mindful eating improves digestion, increases satisfaction, and reduces binge eating behaviors.
- It helps you reconnect with your body's natural hunger and fullness signals — so you eat when you're truly hungry and stop when you're truly full.

It's not about eating perfectly.
It's about eating **consciously**.

Your Mission

Today's mission:

Practice **one mindful eating habit** during your next meal:

- Sit down at a table (not in front of a screen).
- Take a deep breath before you start.
- Eat slowly — set your fork down between bites.
- Pay attention to flavors, textures, and how your body feels.

Even one mindful meal a day can shift everything.

Next Steps

Here's your plan to build this into a powerful fat loss habit:

- **Start with one meal per day.**
No need to overhaul everything at once.
- **Pause halfway through your meal.**
Ask: Am I satisfied? Do I need more?
- **Practice gratitude before eating.**
It helps slow you down and enjoy the experience more.

Challenge:

For the next 5 days, pick **one meal per day** to eat mindfully — no phone, no TV, no rushing. Just you and your food.

Mindful eating = more satisfaction + fewer calories = fat loss without the grind.

Cheering for you!

Limit Liquid Calories

Let's Go

Think about the last few drinks you had — coffee with cream and sugar, a soda at lunch, maybe a glass of wine at dinner. You probably didn't think twice about them, right? But here's the hidden truth: **liquid calories add up fast** — and your body barely notices them.

Cutting back on liquid calories is one of the fastest ways to start seeing fat loss without feeling like you're missing out.

Check This Out

Here's what science tells us:

- **Liquid calories** don't trigger the same fullness signals as solid food — so you end up eating the same amount (or more) on top of the drinks.
- People who drink sugar-sweetened beverages daily are **more likely to gain weight** over time — even if they don't overeat at meals.
- One soda per day = about **15 pounds of weight gain per year**, if not compensated elsewhere.
- Alcohol, while enjoyable, also packs empty calories and lowers your inhibitions around food.

The good news:

You don't have to give up everything. Just becoming more aware (and strategic) makes a huge difference.

Your Mission

Today's mission:

Identify **one liquid calorie source** you can reduce or swap today:

- Soda → sparkling water with lemon or lime
- Fancy coffee drinks → black coffee or coffee with a splash of milk
- Juice → eat the whole fruit instead
- Alcohol → limit to weekends or special occasions

Even swapping **one drink per day** can cut 150–300 calories — without touching your meals.

Next Steps

Here's your simple 3-step plan:

- **Audit your drinks** for the next 2 days — write them down without judgment.
- **Pick your swaps.** Find lower-calorie versions you actually enjoy.
- **Practice the 80/20 rule:** Most days, focus on hydration (water, herbal teas, black coffee). Enjoy high-calorie drinks occasionally and intentionally.

Challenge:

For the next week, commit to **zero liquid calories before 5 PM** — hydrate early, indulge wisely later if you choose.

Big results often come from small changes done consistently.

This is one of the easiest places to start.

Cheering for you!

Create a Calorie Deficit You Can Stick To: The Key to Sustainable Fat Loss

Let's Go

Think about the last time you tried a strict diet — super low calories, cutting out entire food groups, feeling miserable after a few days. How long did it last? Probably not long. Because if a calorie deficit feels like torture, **it's not sustainable — and it's not necessary.**

You don't need to starve to lose fat.

You need a **small, consistent calorie deficit** you can actually maintain.

Watch this

Here's what science shows:

- **Fat loss = calorie deficit over time.** Period. No special diets, no magic foods.
- Extreme deficits backfire: they slow your metabolism, increase hunger hormones, and lead to more fat regain.
- Moderate, sustainable deficits (about **250–500 calories/day**) lead to **better long-term results.**
- Consistency > perfection. A small daily deficit you stick to beats huge swings of dieting and binging.

Translation:

You don't have to be perfect.

You have to be consistent.

Your Mission

Today's mission:

Pick **one small adjustment** that creates a calorie deficit without feeling miserable:

- Reduce portion sizes slightly (start with 10–20% smaller).
- Swap one high-calorie food for a lower-calorie version you enjoy.
- Add a daily walk (burning extra calories without changing your food).
- Track your food intake for a few days to get a baseline (awareness = power).

You don't need to change everything.

Start small. Stay consistent. Adjust as needed.

Next Steps

Here's your sustainable fat loss game plan:

- **Think long game:** Aim to lose **0.5–1 pound per week** — that's real, lasting change.
- **Set simple goals:** Focus on consistency, not extremes.
- **Be flexible:** Some days will be higher, some lower — what matters is the weekly trend.

Challenge:

This week, make **one adjustment** to lower your calorie intake slightly (without feeling deprived) — and track how you feel.

If you feel good, keep going. If not, tweak and adjust.

Sustainability isn't sexy — but it's how you win.

E-mail me at nathan@sojournfitness.com, and I can put together a custom nutrition plan for you. Or you can [DM me on Facebook](#).