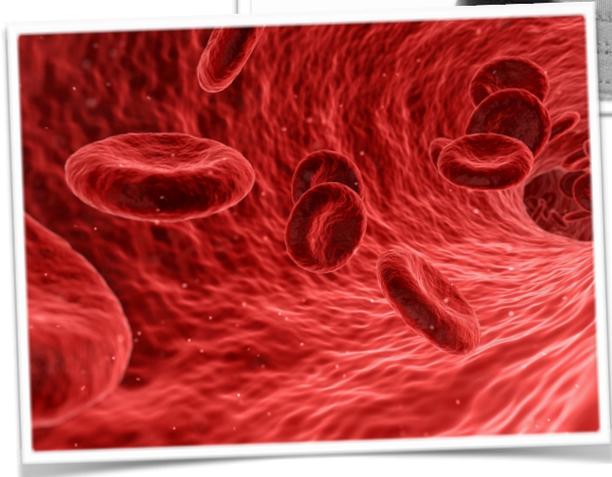


Keto Formula 101

Get into ketosis quickly and seamlessly



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There are countless benefits of following a ketogenic diet, but it can be challenging to get the ball rolling and minimise the teething issues in the beginning. Like weight training, there is an adaptation period where your body needs to adjust. This adjustment period can deter people from following through and actually sticking with the diet. That's why I have come up with this formula to help you minimise the negative effects and achieve nutritional ketosis faster.

Remember that there is no "one size fits all" approach when it comes to adhering to a diet or training program. With that in mind, I would highly recommend consulting your doctor before undertaking this diet. Most people will do well and enjoy the benefits, but there is always a small percentage of people that won't respond favourably.

This program will work, IF you follow everything to the letter! Nutritional ketosis is a physiological process that is non-forgiving and can't be followed "just a little bit." It's all or nothing. Even the smallest mistake or leeway will throw you out of ketosis and negate the boundless benefits! So with that in mind, study the steps and follow them with diligence.

Let's get started!

Disclaimer: I'm not a doctor and do not pretend to be. Please consult your doctor before making any nutritional changes and determine if this style of diet is suitable for you. This manual is being offered for education and information purposes. There is inherent risk with any physical activity and changing of dietary protocols. Please consult your physician before starting this (or any) nutritional program. Adam McCubbin, Hulk-Strength cannot be held responsible for any sickness or adverse reactions that may occur while participating in this program.

Step 1: Titrate your carbs down and fat up

Don't do what I did and go from eating 300g of carbs per day to eating less than 40g cold turkey... This will make you feel like you're coming off drugs and going through a severe withdrawal. **Slow and steady wins the race with this adjustment period.** The longer you take to slowly bring down your carbs the better. I would suggest doing this over a 2 week period, depending on your previous carbohydrate levels. If you were eating a low carb diet beforehand, then this will be easier and might take less time to adjust.

Start by reducing the amount of starchy carbohydrates in each meal. If you don't know what a starchy carbohydrate is, please [see my eBook](#). Eventually you will have no starchy carbs in any of your meals and the only source of carbs will be from green leafy vegetables and small amounts of nuts/avocados. These should total no more than 40g net carbs per day. I suggest using the [MyFitnessPal](#) app to measure this.

Increase fat. People often forget to do this step SLOWLY and increase their fat consumption drastically (like I did) and experience an upset stomach. Remember there is an inverse relationship between fat and carbs. When your carbs go down, your fat should be coming up. The caveat with this is, you must not eat fat on its own. **ALWAYS have fats with your green leafy vegetables!** Think of your vegetables as fat delivery system. This will help you get into ketosis quicker and avoid spending half the day running to the bathroom!

The level of fat you should be aiming for is 75% of your total calories. **Remember to titrate this!** Don't go from zero to hero. 20% of your calories will be coming from protein and 5% of the calories will be from carbs. Everyone's total calories will be different, depending on activity levels, genetics and body weight. MyFitnessPal will give you a predicted total calories intake that you must aim to hit, based on the above mentioned factors. Then you can adjust accordingly, to your specific goals. **Please note that the macronutrient percentages won't change.** To set the percentages in [MyFitnessPal](#) manually, go into the goals menu and you will be able to set these percentages.

Step 2: Set your macros and measure them

Once you have titrated and slowly brought your carbs down and your fats up, I recommend setting your percentages in the application that I mentioned above in MyFitnessPal. Then, measure and eat your foods according to the below percentages. You won't be required to record everything you eat, forever and ever on this diet, but I highly recommend doing it for at least **2 weeks**. This will ensure that you fully understand, where all your sources of carbs are coming from. You will be surprised when you learn that certain foods contain carbs and that this will affect how quickly you can achieve a ketotic state. I find tracking is a great way to learn what is going to work and set you up for successful habits.

Example of how to set your calories and macros

Set total calories: Now everyone's calorie requirements are going to be different according to physical activity, height, weight and goals. If you don't know what amount you should be eating, MyFitnessPal will give you an idea or this online calculator is also great <https://www.iifym.com/tdee-calculator/>.

For this example I'll use **2000cals** for the calculations, to give you an idea of what it will look like.

Macros	Grams per day	Calories	% of total cals
Fat	167g	1503cals	75%
Protein	100g	400cals	20%
Carbs	25g	100cals	5%

Total: 2000cals

Please note: you don't have to measure everything to successfully be in ketosis. Ensuring you don't eat more than 40g of carbs per day and limiting protein works.

The reason why I put this tables in here is to give exact numbers and setup habits, that will help you get there quicker. Longer term weighing and measuring can be tedious and unnecessary. Learn quick and you can eyeball quantities/foods that will keep you in ketosis.

Step 3: Watch your protein source and quantity

The most common reason people don't achieve ketosis and feel the benefits of this diet, is from overeating and selecting the wrong sources of protein.

Eating lean cuts of meat like skinless chicken breast and eye fillet steak without accompanying fats will actually throw most people out of ketosis. Try selecting fattier cuts of meat with skin on or ensure that fats are present when consuming the less fatty cuts. This slows down the digestion rate and stops the protein being converted into glucose in the body (gluconeogenesis).

And a general rule of thumb, on a ketogenic diet, I recommend to eat **1.2g to 1.5g x body weight in kg**. This can be dependant on physical activity requirements and genetics. If you stay below those numbers and your carbs are low then you're on the right path.



Step 4: Measure ketones

When you're learning what ketosis feels like, it's important to measure it and quantify. So in the long run you won't have to keep measuring, rather you should be aware of how you *feel* in a ketogenic state.

Measuring will also make you aware of what foods and quantities that you can eat to stay in ketosis. As I'm giving you recommendations, these can be highly individualised for some people. Some can tolerate much higher levels of carbs and protein, but the only way to know for sure is to actually measure this.

Gold standard for measuring: Is using a device called a Precision Xtra, which measures both blood glucose and blood ketone levels. This is by far the most accurate and reliable way to assess if you're successfully in ketosis. **Cons:** The test strips can be expensive to buy and use. The device is relatively cheap, but it can be an expensive way to measure, depending on how much you feel the need to measure. [Click here](#) for purchasing the device and [click here](#) for purchasing the test strips. I also recommend getting **glucose strips**, so you can measure blood glucose levels. These are a little cheaper than the ketone strips. Measuring blood glucose is extremely relevant because of the inverse relationship it has to blood ketones.



When using this device, you will also need to purchase [lancets](#) and [alcohol swabs](#).

See table below to know when and what level of ketosis you have achieved.

blood concentration (millimolar)	Condition
< 0.2	not in ketosis
0.2 - 0.5	slight/mild ketosis
0.5 - 3.0	induced/nutritional ketosis
2.5 - 3.5	post-exercise ketosis
3.0 - 6.0	starvation ketosis
15 - 25	ketoacidosis

Second option to testing ketosis: Is using urine test strips. This measure is less reliable and can sometimes give inaccurate results, depending on the foods and liquids you have consumed prior. However I found them to be effective when I used them and matched very well against the Precision Extra device. I found they tend to pick up when you're in a stable level of ketosis, which I consider to be anything above 0.8 to 1.5mm from the Precision Extra test. When in lower levels of ketosis, I found these test trips did not register. As they are cheap, I would recommend using them and use them liberally because of the low cost. The brand I recommend is SmackFat and can be purchased [here](#).



Step 5: Supplements

These suggested supplements, will make your life much easier and negate the dreaded “keto flu”. The supplementation will help with getting you quicker into ketosis with minimal fuss. Plus there are several supplements that will help with staying hydrated and in an optimal physical state.

1: Exogenous Ketones: InstaKetones by Julian Bakery

This supplement helps you get into ketosis faster and without going through the “Keto Flu”. They also help with training and performance, as they are used by the body as an energy substrate. One of my favourite keto supplements and I highly recommend! [Click here](#) to see the product and purchase it. If you would like the version with caffeine added [click here](#).

2. MCT Powder: Quest Nutrition, MCT Oil Powder

Much like the supplement above, this helps you achieve nutritional ketosis faster with less hassle and works well as a complement to the InstaKetones. MCT stands for medium chain triglycerides. MCTs are converted in your liver directly into energy and increases blood ketones. The reason why I like the powdered version of MCTs over normal MCT oils like coconut oil, is because of the process it goes through to make it into a powder. The molecules are coated with a fibre, which helps you to consume more without getting GI distress/disaster pants. [Click here](#) to purchase.

3. Fibre: Healthy Origins, Natural Healthy Fibre

DO NOT use any fibre. Some fibres sold, will throw you out of ketosis. This one I have selected is relatively keto-friendly, provided you use it after a large meal and not on an empty stomach. The reason why I suggest to use it in a ketogenic diet, is because people often don't eat enough fibre and stay regular. [Click here](#) to purchase.

4. Electrolytes: Synerplex Revive, Electrolytes

DO NOT use any electrolytes. Most electrolytes on the market contain sugar a.k.a. the enemy of ketosis. The one I have recommended has none at all and has the perfect balance of all the electrolytes without any additives. It has no flavour and can be added to water with no taste. Electrolytes are crucial on a low carb or ketogenic diet. Your body will naturally hold less water inside the cells and require higher levels of sodium/electrolytes. This will help reduce cramps and increase your water absorption. Plain water often isn't enough to keep you hydrated, especially if you exercise and live in a hot/humid climate. [Click here](#) to purchase.

Step 6: Eat Clean, Green and Smart

Now eating a ketogenic diet doesn't necessarily mean that it's healthy or good for you if you're eating highly refined and bad sources of food. You technically can eat 500g of cheese everyday and still remain on ketosis. Now I certainly wouldn't recommend doing this and it *will* have a detrimental effect on your long term health if you neglect eating "clean". Aim to get a variety of fats in your diet and be careful not to overdo things like eggs, nuts and dairy. These foods can be ok in moderation, but eating large quantities on a daily basis can be a shortcut to food intolerance and even elevated blood lipids.

Avoid **"keto bars", shakes, artificial sweeteners and other highly processed foods altogether**. Yes, eating Atkins bars can keep you in ketosis, but if you have a look at the ingredients list it will become apparent that there is nothing resembling real food in them.



Eat your greens! I can't emphasise this enough on this style of eating! Making sure you eat other varieties of low carb veggies is critical. I might sound like a broken record, but it's one not to be missed. I made the mistake of not initially eating enough greens on this ketogenic diet and suffered the consequences. If you're not diligent with this, then you can quickly become constipated and will experience GI distress. Every meal **MUST** contain a portion of greens. This helps the high fat content to be digested properly and make its way through your system.

Add [Pink Himalayan](#) or [Celtic sea](#) salt liberally to your meals. Don't be scared of salt and using it with most meals. On a ketogenic style of eating, your body naturally doesn't hold as much sodium/fluid as normal carbohydrate-rich diets do.

Extra Help and Coaching

Hopefully you have read and understood all the 6 steps that I have explained. Now comes the exciting part of actually implementing the diet!

Remember to start slowly with this style of eating and treat it with respect. The likelihood of your sticking to it and enjoying it will be very slim if you go at it like a bull out of a gate. If you stick to the key fundamentals and steps, you will be enjoying the cognitive and health benefits in no time!

To ensure success at sticking to this plan, I suggest that you do this diet with a friend, partner or have your own coach who understands this process. This helps with accountability and to problem solve when things might go wrong.

Personally I had someone coaching me through this process and it dramatically helped. Finding someone who has experienced it before, can be a real game changer.

For those of you who would like **extra information** and **directions**, I have created a document called "**Keto Cheat Sheet**" that details how to use exercise and fasting to optimise ketosis faster. Also in this document I give specific timing instructions of the supplements listed and some extra supplements that will help. This Keto Cheat Sheet will be available for purchase for **\$5** by **[clicking here](#)**. This comes with a 100% money back guarantee, if the Keto Cheat Sheet isn't able to enhance or improve the rate of ketosis.

If you want to book a premium personalised one-on-one consultation for a highly individualised treatment then **[click here](#)**.

Thank You 🙏

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Remember to take action!

Coach Adam