



Macros Explained (Without the Confusion)



How protein, carbs, fats, and
fiber actually control
hormones, recovery, and
metabolic output

Course outcome

By the end, you will understand:

- what each macro *does* inside the body (not just what foods contain it),
- why macro ratios are individualized,
- why we change macros during coaching (and why that's not "inconsistency"),
- and why "hitting your numbers" is not the same as "supporting fat loss, hormones, and recovery."

Lesson 1 — The biggest lie in fitness nutrition: "Macros are just numbers"



Most people learn macros like a budgeting app
"hit your targets, get your result."

That's why they feel confused when they *are* hitting targets and their body still doesn't respond the way they expected.

Here's the truth:

macros are not just fuel.

They are biological
instructions.

Your body is not a calculator.

It's an adaptive system trying to do three things at all times:

keep you alive

keep you safe

keep you efficient

So when we adjust macros, we're not "changing numbers."

We are changing:

your hormone signaling environment

your nervous system load

your ability to recover from training

your sleep quality and stress response

your digestion and elimination

and your long-term metabolic output

Calories matter. But macros determine *what your body can do with those calories.*

A simple example: Two people can eat the same calories.

Person A

One builds muscle and drops fat.

Person B

The other feels exhausted, inflamed, loses hair, and stalls.

That difference is almost never willpower. It's biology: recovery capacity, endocrine signaling, digestion, stress load, and nutrient partitioning (where the body "decides" to send energy).

Lesson 2 — Protein: not a "muscle macro"... a human function macro

Protein is made of amino acids. Amino acids aren't just "for muscle."

They are raw materials for:

Tissue repair

muscle, connective tissue, organs

Enzymes

the proteins that run chemical reactions

Immune molecules

Transport proteins

how hormones and nutrients move through the body

Neurotransmitter building blocks

brain chemistry support

Structural proteins

hair, skin, nails

Why protein changes body composition even when calories don't change

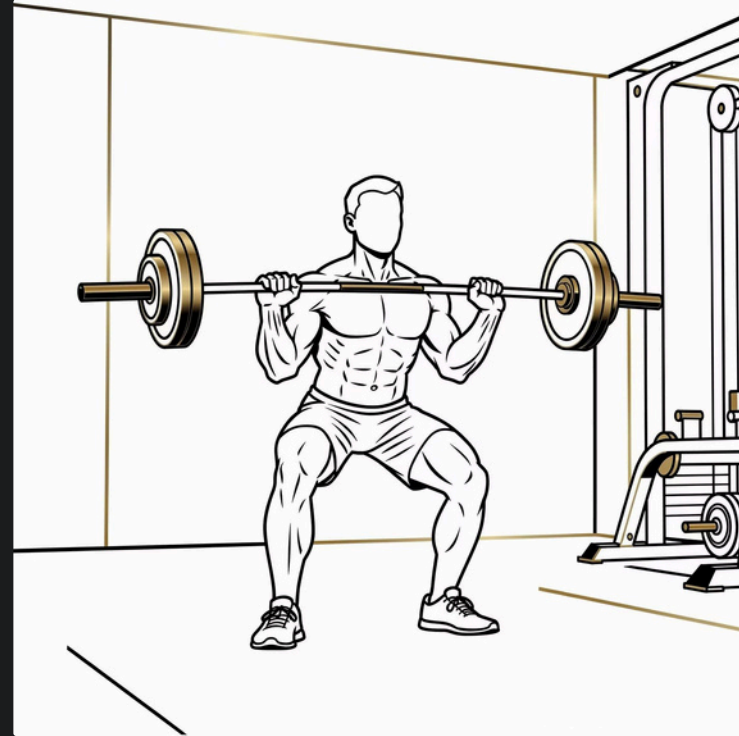
When protein intake is adequate, you generally see:

- higher satiety,
- better muscle retention in a deficit,
- improved recovery,
- improved thermic effect (your body burns energy digesting it),
- and better nutrient partitioning (more of what you eat goes toward lean tissue and repair instead of storage).

This is why protein is usually the "anchor" macro in coaching.

If protein is too low, the body struggles to justify building or maintaining metabolically active tissue (muscle).

And muscle is not just "for aesthetics."



It's one of the biggest drivers of:

glucose disposal

(carb handling)

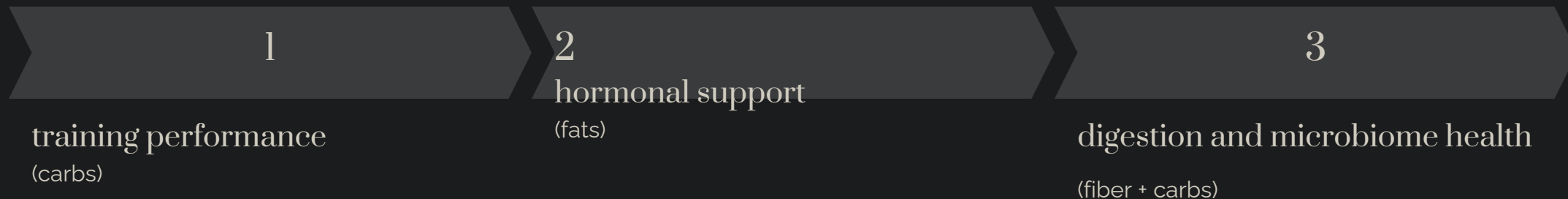
resting metabolic rate

resilience to stress

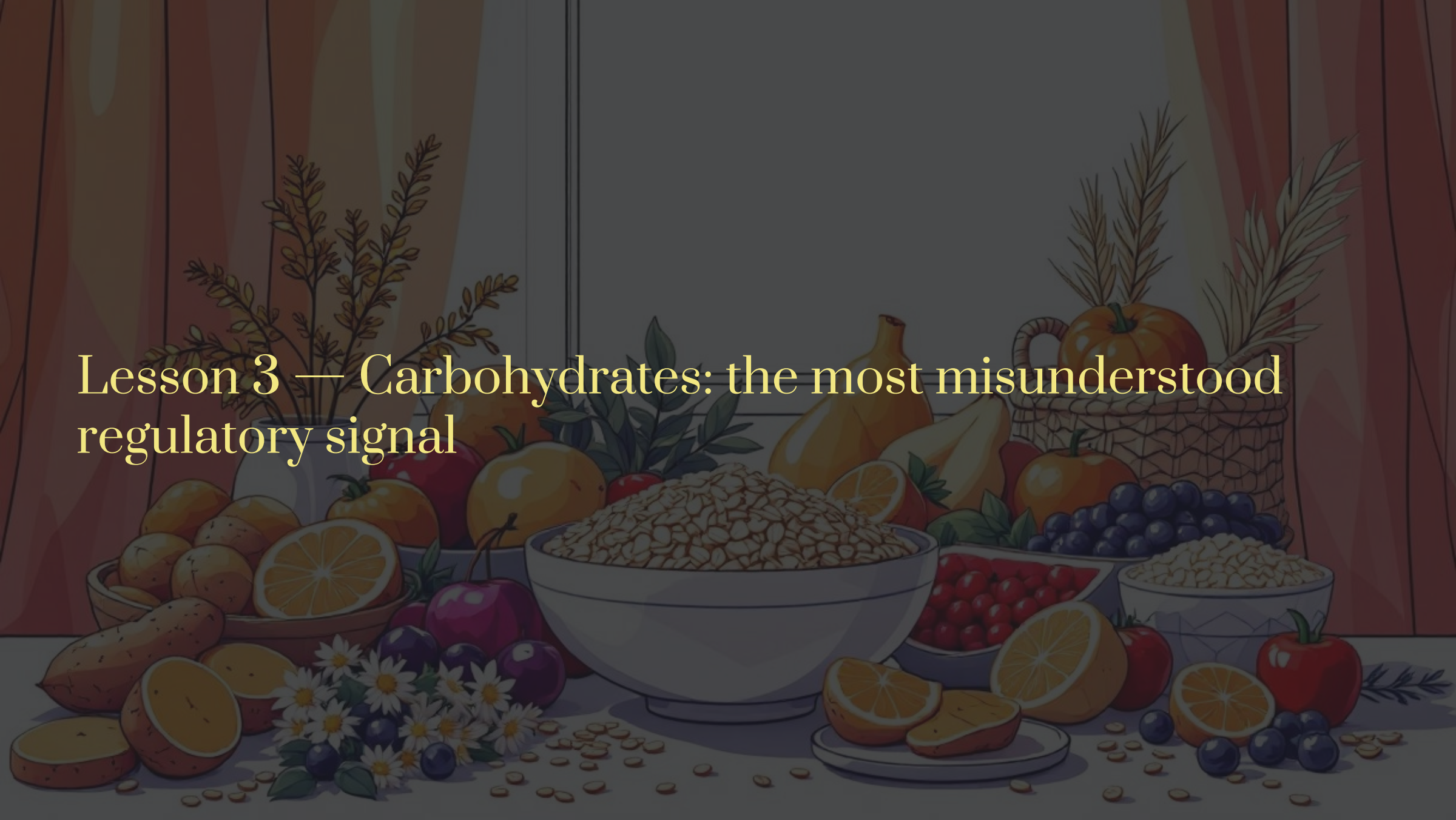
and long-term hormone stability

Why "more protein" isn't always better

There is a ceiling where more protein stops adding benefit and starts crowding out the macros you need for:



Coaching changes protein based on phase: fat loss, maintenance, metabolic rebuild, performance focus, appetite regulation, digestion capacity, and training volume.

A detailed still life illustration featuring a variety of food items. In the center is a large white bowl filled with oatmeal. To its left is a smaller bowl with sliced lemons and potatoes. To its right is a bowl of red berries and another with more oatmeal. Scattered around are blueberries, orange slices, a whole tomato, and small white flowers. In the background, there are pumpkins, a woven basket, and stalks of grain. The entire scene is set against a backdrop of vertical curtains in shades of brown and orange. The text 'Lesson 3 — Carbohydrates: the most misunderstood regulatory signal' is written in a yellow, serif font across the middle of the image.

Lesson 3 — Carbohydrates: the most misunderstood regulatory signal

Carbs are not inherently fattening. They are the body's preferred fuel in high-demand conditions: training, intense daily activity, stress, and repair.

But the *real* reason carbs matter goes deeper than fuel:

Carbs communicate "safety" to the body

Your body interprets carbohydrate availability as a sign of environmental abundance. In many people (especially women under high stress or with long diet history), adequate carbs support:

Thyroid conversion

Your body's metabolic "speed" signaling

Leptin signaling

Energy availability communication

Training output

Progressive overload requires glycogen

Sleep & nervous system

Less stress hormone elevation at night

Recovery

Less need to break down tissue to maintain blood glucose

When carbs are chronically too low for your current demand, the body adapts by conserving:

- lowering spontaneous movement (NEAT),
- increasing food focus/cravings,
- increasing stress output,
- and reducing reproductive "non-essential" output (cycle symptoms, libido, temperature stability).

That's not your body being dramatic. That's biology doing its job.



Insulin isn't the enemy — it's a traffic controller

Insulin has multiple roles:



Shuttles glucose into cells



Supports glycogen replenishment



Signals "fed state" so the body can repair and build



Helps regulate breakdown vs rebuilding

Insulin resistance is the problem — not insulin existing.

And insulin resistance is influenced by:

- Sleep deprivation
- Chronic stress/cortisol
- Low muscle mass
- Inflammation
- Very low activity
- Poor recovery
-

This is why coaches will sometimes increase carbs and see improvements:

not because carbs are magic, but because the system is finally getting what it needs to regulate stress and support training.

Lesson 4 — Dietary fat: essential for hormones, but dose matters



Fats are required for life

They support:



Cell membrane integrity

(every cell in your body)



Absorption of fat-soluble vitamins

(A, D, E, K)



Bile production and digestion



Hormone building blocks

Why "low fat" can crash people

If dietary fat is pushed too low for too long, you can see:

Poor satiety

Cycle disruption

Dry skin, hair changes

Mood instability

Low libido

But on the other side:

Why "high fat" can stall progress for some people

High fat intake can be a problem when:

- It displaces carbs needed for performance and thyroid signaling

- Total energy intake creeps up
(fat is calorie-dense and easy to overshoot)

- Digestion slows too much
(reflux, bloating, constipation)

- The person already struggles with glucose regulation and needs strategic carbs + protein timing



Fats are essential, but they are not automatically "hormone healing" at any amount.

A key coaching reality: We choose fat intake based on your digestion, cycle, energy, training output, and how you tolerate carbs.

Lesson 5 — Fiber: the
"macro" that decides
whether hormones leave
your body or recycle



Fiber isn't absorbed as energy in the same way carbs/fats/protein are.

But it changes your entire physiology because it affects:

Gut Motility

How efficiently you eliminate

Microbiome Composition

The balance of beneficial bacteria

Inflammation Signaling

Body-wide inflammatory response

Blood Sugar Stability

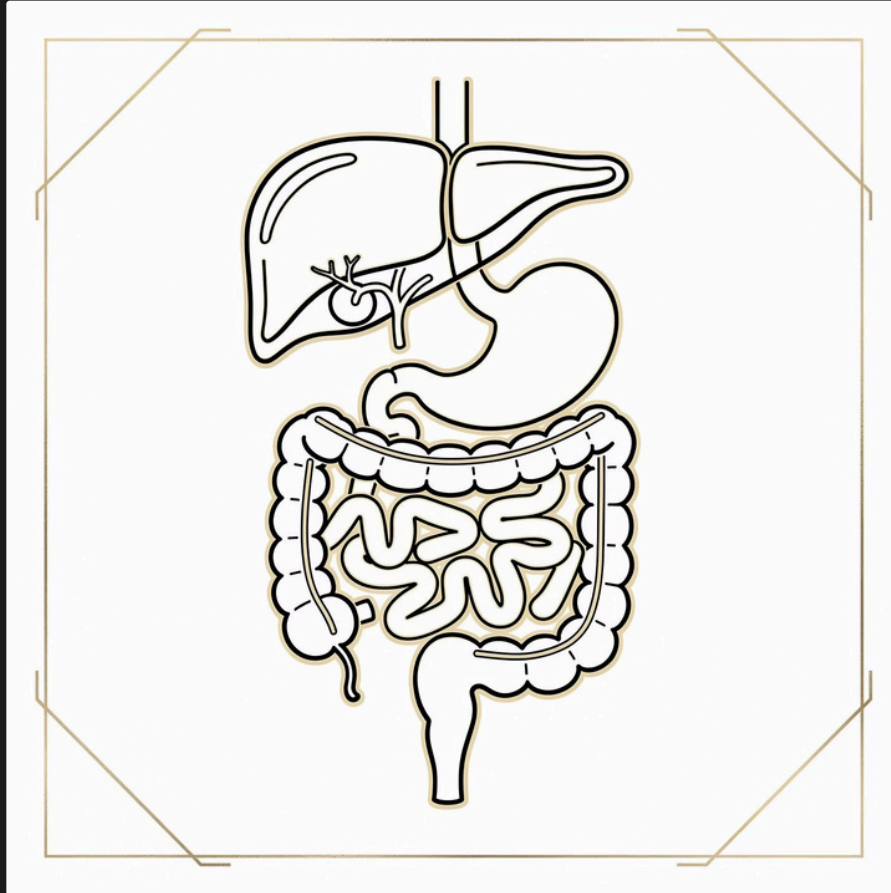
Slows absorption

Estrogen Clearance

Hormone elimination efficiency

Fiber and estrogen: what most people don't know

Estrogen is processed by the liver, then sent into the gut through bile for elimination. If gut motility is poor (slow transit, constipation) or the microbiome is dysfunctional, estrogen can be **reabsorbed** (enterohepatic recirculation).



That can contribute to symptoms like:

- heavy/painful cycles,
- breast tenderness,
- mood swings,
- water retention,
- stubborn fat loss patterns.

Fiber helps by:

01 Binding and assisting excretion

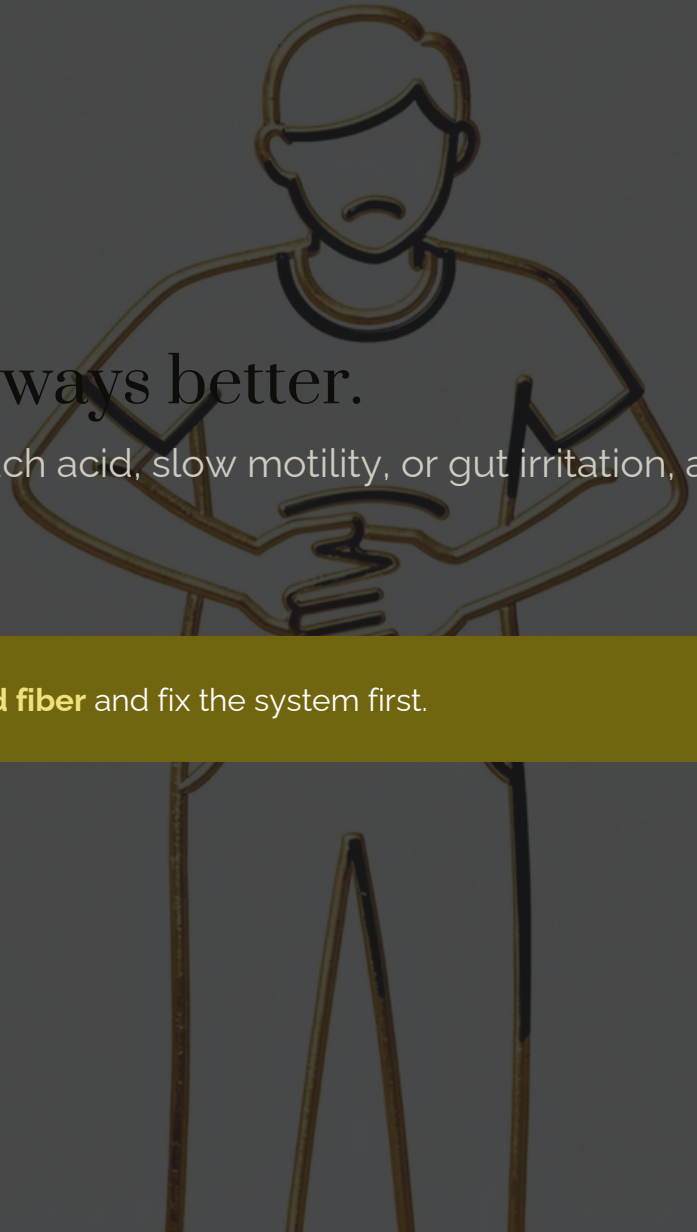
Fiber physically binds to estrogen metabolites and helps carry them out of the body

02 Feeding beneficial bacteria

Supports gut bacteria that produce anti-inflammatory metabolites

03 Supporting regular bowel movements

Maintains healthy gut motility and consistent elimination patterns



But more fiber is not always better.

If someone has high stress, low stomach acid, slow motility, or gut irritation, aggressive fiber can worsen bloating and constipation.

📌 In those cases, we use **tolerance-based fiber** and fix the system first.

An illustration of a diverse group of eight people (seven women and one man) of various ethnicities and ages, all smiling and engaged in cooking together in a modern kitchen. They are wearing aprons and are surrounded by fresh ingredients like tomatoes, lemons, and herbs, as well as various kitchenware and bottles. The scene is lit by a warm, golden pendant light hanging over the counter. The overall mood is collaborative and joyful.

Lesson 6 — Why macro ratios are different for different people (and why that's not unfair)

There is no universally "best" macro split

because humans do not share the same:

muscle mass

training demand

stress load

sleep quality

cycle status

digestive capacity

thyroid function

diet history

Macro ratios are selected based on what your body currently needs most

If training output is low and stress is high, **carbs may go up** to support performance and reduce cortisol load.

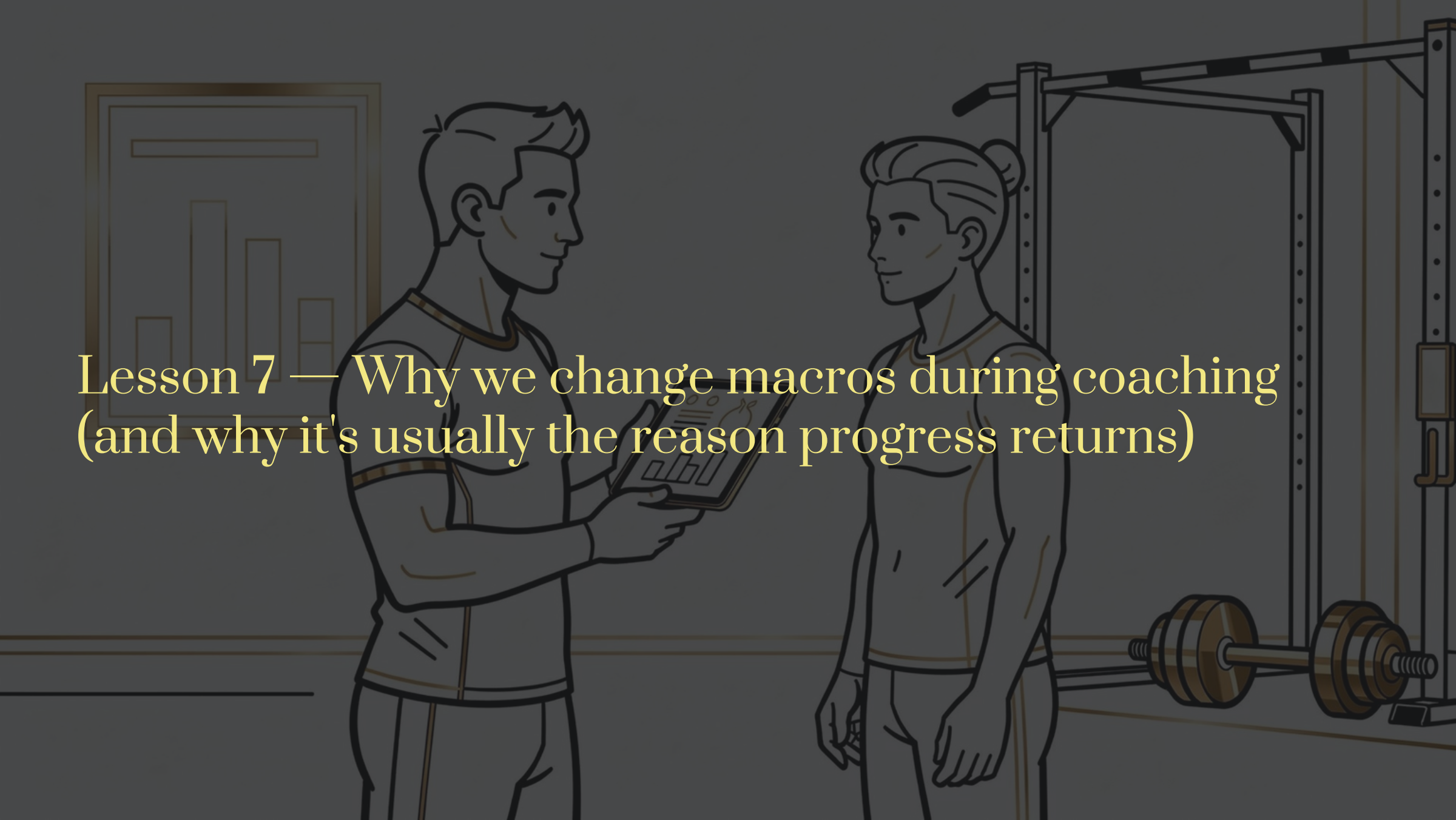
If hunger is chaotic and muscle retention is a priority, **protein may be emphasized**.

If cycle symptoms suggest low steroid hormone output, **fats may need to rise**.

If digestion and estrogen clearance are struggling, **fiber and food quality** may become a primary lever.

This is why comparing macros to another person is pointless.

You aren't coaching their body. You're rebuilding yours.

An illustration of a male coach and a female athlete in a gym. The coach, on the left, is holding a tablet displaying a bar chart and is talking to the athlete. The athlete, on the right, is standing and listening. In the background, there is a large window with a bar chart, a weight rack, and a barbell with weights.

Lesson 7 — Why we change macros during coaching (and why it's usually the reason progress returns)

Most stalls happen because
the body adapts faster than
people expect.

If you stay in a deficit long enough, the body responds by:

NEAT Reduction

lowering NEAT (you move less without noticing)

Thyroid Response

downregulating thyroid output signaling

Hunger Signals

increasing hunger and food obsession

Sleep Quality

worsening sleep

Stress Hormones

increasing stress hormone output

Training Performance

reducing training performance (which reduces stimulus for muscle retention)

At that point, "just eat less" often backfires:

you lose performance,

lose muscle,

increase stress,

and plateau harder.

So we change macros to manipulate:

training output

recovery

adherence

hormonal environment

metabolic output

Sometimes that means increasing food
before fat loss resumes.

That is not "going backwards."

That is **restoring the system** that actually *allows* the body to release fat while staying functional.

Lesson 8 — The macro myths that keep people stuck

Myth 1: "If I'm not losing, I need to cut carbs."

Not always. If carbs are too low for your demand, the body may compensate through stress hormones, reduced output, and worse recovery. Cutting more can worsen the exact stall you're trying to fix.



Myth 2: "If I hit my macros, I should be progressing."

Hitting macros is compliance. Progress depends on context:

sleep

stress

digestion

training intensity

inflammation

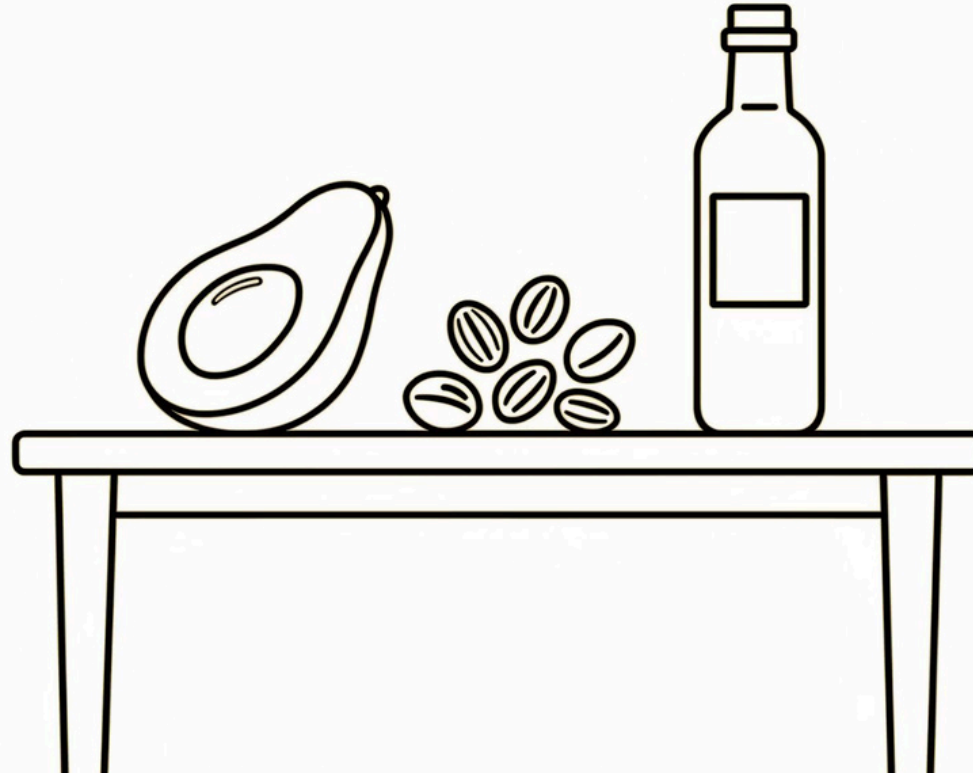
cycle phase

how long you've been dieting

Myth 3: "Fat makes you fat."

Dietary fat doesn't automatically become body fat. But it is calorie-dense and easy to overshoot, and it can displace carbs needed for training and metabolic signaling.

The issue is not fat existing — it's dose, context, and tradeoffs.



Myth 4: "Protein fixes everything."

Protein supports repair and satiety, but it cannot replace recovery, sleep, carbs for performance, or fats for endocrine support.



recovery



sleep

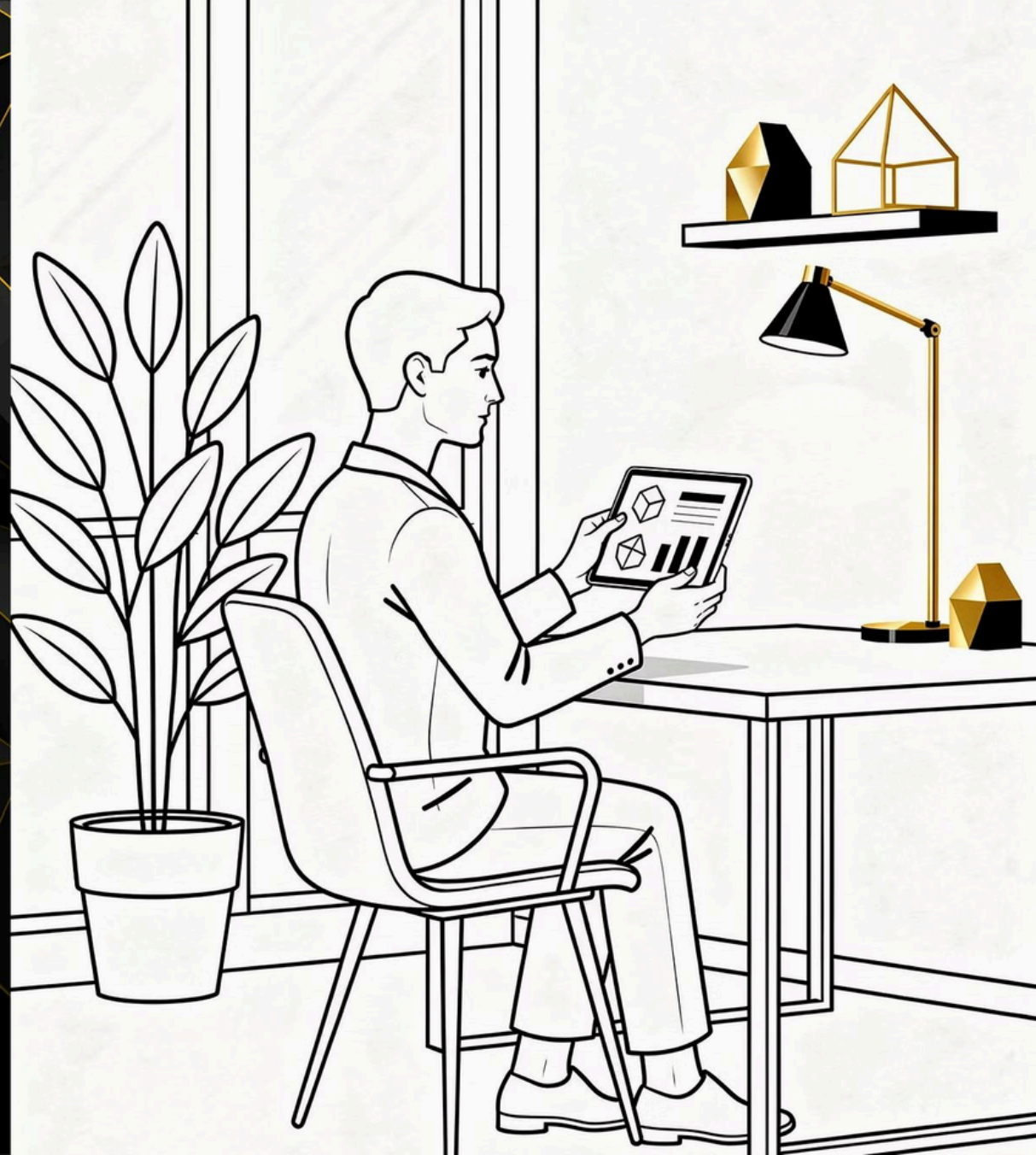


carbs for performance



fats for endocrine support

Lesson 9 — How your coach actually uses macros



When we change your macros, we are looking at patterns like:

Energy & Daily Function

- energy during the day
- hunger, cravings, and food noise

Recovery & Sleep

- sleep depth and wake-ups
- training performance and pump

Hormonal & Physical Signals

- cycle symptoms and luteal resilience
- digestion and bowel regularity
- water retention patterns
- stress signals

We use macros like a steering wheel

because macros are one of the fastest ways to shift:



The goal is not to
"diet harder."

The goal is to make
your body more
willing to change
while staying safe
and stable.