

# Keto & Paleo Diet Guide



## Eat

- Meat and Eggs (pastured, grass-fed and wild animal sources)
- Healthy Fats (MUFA, omega 3, saturated fat) - coconut oil, lard, olive oil, etc.
- Non-Starchy Vegetables (leafy greens, cruciferous vegetables)
- Some Low-carb Fruits (coconut products, avocados and berries)
- Nuts & seeds
- Whole Dairy if not dairy intolerant
- Water, tea, coffee



## Avoid

- Grains and Products Containing Gluten
- Sugar and Sugary Drinks
- Factory-farmed Pork and Fish
- Unhealthy Fats (processed oils, trans fats, too much omega 6)
- White Potatoes & Legumes
- Artificial Sweeteners, Unhealthy Additives, Colorings and Preservatives
- Products Labelled "Low-fat", "Low-calorie" and even "Low-carb"

<http://KetoDietApp.com>

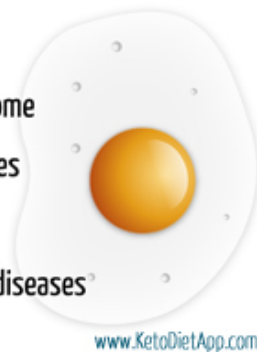
Both my [apps](#) and my [first Kindle book](#) include a complete guide to the Ketogenic Diet amongst [many other features](#). Since I get frequently asked about it [on my Facebook page](#), I have decided to share a brief overview of this guide with all of you!

## What is the Ketogenic Diet?

Contrary to general dietary recommendations [which have proven to be false](#), the ketogenic diet is a **high-fat, moderate protein, low-carb diet**. It's a diet that causes ketones to be produced by the liver, shifting the body's metabolism away from glucose and towards fat utilization. The ketogenic diet is an effective weight loss tool and has been [shown to improve several health conditions](#) such as Alzheimer's, Parkinson's, epilepsy and even cancer. Healthy cells can use ketones for energy, but **cancer cells cannot and they literally starve to death**. If you want to learn more about the health benefits of the ketogenic diet, my good friend Franziska Spritzler, who also happens to be a qualified dietician specialising on low-carb nutrition, has [written a great article for my blog](#).

# Health benefits of low-carb diets

- Weight loss
- Combats metabolic syndrome
- Helps autoimmune diseases
- Improves dental health
- Ketosis used for treating diseases<sup>3</sup>



How does it work? Very simply said, when you eat food high in carbs, your body produces glucose and insulin. While glucose is used as the main source of energy, insulin secretion is produced to down regulate your glucose levels in the blood stream. **Insulin is also responsible for storing fat in our body** and if your body produces too much of it, you put on weight. Excessive carbs, typical in modern diets, combined with lack of physical activity will likely result in weight gain. Based on a comparison of several scientific trials,

low-carb diets outperform calorie-restricted diets in terms of long-term weight loss and health effects.

A common [misconception](#) is that our body, especially our brain, needs glucose. Although glucose is known to be the primary source of energy (your body naturally prefers glucose), it's nowhere near as efficient as ketone bodies, especially for the brain.

Depending on your goals and on how much you exercise, you can follow any of the [four types of ketogenic diets](#): standard, targeted, cyclical or restricted ketogenic diet. All of them vary based on the daily carb intake and the timing of your meals. Recent studies show that in fact, carbs before or after exercise are **not needed once you get keto-adapted** and your body will happily run on ketones. This has been well explained in Dr Volek's and Phinney's book, [The Art and Science of Low Carbohydrate Performance](#).

## Why Keto & Paleo?

*The Paleo / Primal diet* has numerous health benefits, however if your goal is to lose weight, paleo is often not enough. Honey, maple syrup, coconut sugar, bananas, dates or tapioca flour definitely won't move the scales down. As a result, our approach is not only to create recipes low in carbs but also paleo-friendly.

The KetoDiet approach is simple: It's a **low-carb diet where the focus is on eating real food**. With the growing popularity of low-carb diets, the food industry introduced foods that may be low in carbs but are [laden with unhealthy ingredients](#) such as artificial sweeteners, preservatives and other additives. It's up to you to decide how much Paleo you allow in your low-carb diet: What works for one, may not work for another. In general, if your goal is to lose weight, you have to limit your carb intake even if it comes from healthy paleo sources.

*Although some bloggers and authors distinguish between the "paleo" and "primal" approach, I like many others use these terms interchangeably. I do sometimes use raw dairy in my recipes but I always try to include alternatives. If you don't use dairy, my [30-Day Clean Eating Challenge](#) may be a good fit for you.*

## How Do I Know I'm in Ketosis?



There are a few ways for you to find out whether or not you are in ketosis. Although the most accurate way is to use a blood ketone meter, you can also use urine ketone strips or simply your common sense and listen to your body signals. You can learn more about [Ketosis & Measuring Ketones in this post](#).

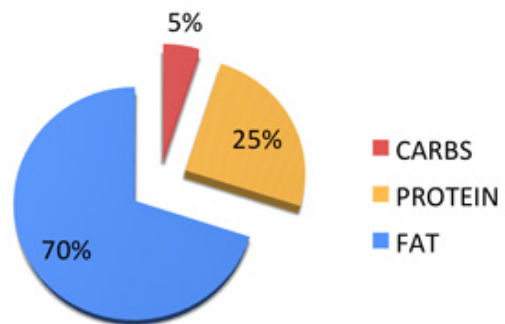
## Get Your Macros Right

When you follow the ketogenic diet, it is critical that you get the macronutrient ratio right. Ideally, you should be eating:

- **5-10%** of calories from **carbs** (net carbs). Typically, **20-30 grams of net carbs** is recommended to start with.
- **15-30%** of calories from **protein** and
- **65-75%** of calories from **fat** in order to benefit from ketone bodies produced by your liver.

The exact amount of fat and protein is a matter of individual body responses and activity levels. However, most people on ketogenic diets don't consume over 5% of calories from carbohydrates. You can read more about your ideal macros in the posts below:

### KETO MACRONUTRIENTS



- All You Need to Know About Carbs on a Low-Carb Ketogenic Diet
- How Many Carbs per Day on a Low-Carb Ketogenic Diet?
- Complete Guide to Fats & Oils on a Low-Carb Ketogenic Diet
- All You Need to Know About Protein on a Low-Carb Ketogenic Diet

You may find it easier to use an app to track your macronutrients. [My iPad app](#) can track your macronutrients and do a lot more to help you achieve your goals.



# Should I Count Calories?

It's a common misconception that you can eat unlimited amount of calories and still lose weight. In fact, you can put on weight even on a low-carb diet. Although this doesn't happen often, you will need to [understand a few basic principles and avoid common mistakes](#).

Low-carb ketogenic diets are [naturally satiating and act as appetite suppressants](#). This is why you'll eat less and won't need to count calories which is one of the [three main effects](#) of the ketogenic diet.



However, if [for any reason your weight is stalling](#) for more than 2-3 weeks, you may need to consider keeping an eye on your energy intake (calories). Reaching a weight loss plateau may be caused by several reasons and you don't necessarily have to be eating too much, in fact, you may discover that you haven't been eating enough. In my experience, **losing body fat becomes more and more difficult as you get close to your target weight.**

To make it easy for you to calculate your ideal macronutrients on a ketogenic diet, we developed a [free online keto calculator, KetoDiet Buddy](#) - try it now!

## What to Eat and What to Avoid

In short, you should eat REAL food (meat, eggs, nuts, yogurt, vegetables and occasionally some fruits). Apart from the obvious limitation of net carbs content in food, it is also recommended to avoid processed food and any food that may contain preservatives and colourings.

KetoDiet is not just about losing weight at any cost; it's about adopting a healthier lifestyle.

Below is a list of the most common low-carb foods recommended for the ketogenic diet. If you get [my](#)

iPad app, you'll be able to search through thousands of foods included in the KetoDiet database.

## EAT Freely

### Grass-fed and wild animal sources

- *grass-fed meat (beef, lamb, goat, venison), wild-caught fish & seafood (avoid farmed fish), pastured pork and poultry, pastured eggs, gelatin, ghee, butter - these are high in healthy omega 3 fatty acids (avoid sausages and meat covered in breadcrumbs, hot dogs, meat that comes with sugary or starchy sauces)*
- *offal, grass-fed (liver, heart, kidneys and other organ meats)*



### Healthy fats

- *saturated (lard, tallow, chicken fat, duck fat, goose fat, clarified butter / ghee, butter, coconut oil)*
- *monounsaturated (avocado, macadamia and olive oil)*
- *polyunsaturated omega 3s, especially from animal sources (fatty fish and seafood)*

### Non-starchy vegetables

- *leafy greens (Swiss chard, bok choy, spinach, lettuce, chard, chives, endive, radicchio, etc.)*
- *some cruciferous vegetables like kale (dark leaf), kohlrabi, radishes*
- *celery stalk, asparagus, cucumber, summer squash (zucchini, spaghetti squash), bamboo shoots*

### Fruits, Nuts and Seeds

- *avocado, coconut, macadamia nuts*

## **Beverages and Condiments**

- *water (still), coffee (black or with cream or coconut milk), tea (black, herbal)*
  - *pork rinds (cracklings) for "breading"*
  - *mayonnaise, mustard, pesto, bone broth, pickles, fermented foods (kimchi, kombucha and sauerkraut) - best home-made with no additives*
  - *all spices and herbs, lemon or lime juice and zest*
  - *whey protein (beware of additives, artificial sweeteners, hormones and soy lecithin), egg white protein and gelatin (grass-fed, hormone free)*
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## **Eat Occasionally**

### **Vegetables, Mushrooms and Fruits**

- *some cruciferous vegetables (white and green cabbage, red cabbage, cauliflower, broccoli, Brussels sprouts, fennel, turnips, rutabaga / swede)*
- *nightshades (eggplant, tomatoes, peppers)*
- *some root vegetables (parsley root), spring onion, leek, onion, garlic, mushrooms, winter squash (pumpkin)*
- *sea vegetables (nori, kombu), okra, bean sprouts, sugar snap peas, wax beans, globe or French artichokes, water chestnuts*
- *berries (blackberries, blueberries, strawberries, raspberries, cranberries, mulberries, etc.), rhubarb, olives*



### **Grain-fed animal sources and Dairy**

- *beef, poultry, eggs and ghee (avoid farmed pork, it's too high in omega 6s!)*

- *dairy products (plain full-fat yogurt, cottage cheese, cream, sour cream, cheese) - avoid products labeled as "low-fat", most of them are packed with sugar and starch and have little satiating effect*
- *bacon - beware of preservatives and added starches ([nitrates are acceptable](#))*

## **Nuts and seeds**

- *pecans, almonds, walnuts, hazelnuts, pine nuts, flaxseed, pumpkin seeds, sesame seeds, sunflower seeds, hemp seeds*
- *brazil nuts (beware of very high level of selenium - don't eat too many of them!)*

## **Fermented soy products**

- *if eaten, only non GMO and fermented soy products (Natto, Tempeh, soy sauce or paleo-friendly coconut aminos)*
- *Edamame (green soy beans), black soybeans - unprocessed*

## **Condiments**

- *healthy "[zero-carb](#)" sweeteners (Stevia, Swerve, Erythritol, etc.)*
- *thickeners: arrowroot powder, xanthan gum (keep in mind xanthan gum is not paleo-friendly - some people following the paleo diet use it, as you only need a very little amount)*
- *sugar-free tomato products (puree, passata, ketchup)*
- *cocoa and carob powder, extra dark chocolate (more than 70%, better 90% and beware of soy lecithin), cocoa powder*
- *beware of sugar-free chewing gums and mints - some of them have carbs*

## **Some Vegetables, Fruits, Nuts and Seeds with Average Carbohydrates**

- *root vegetables (celery root, carrot, beetroot, parsnip and sweet potato)*
- *apricot, watermelon, Cantaloupe / Galia / Honeydew melons, Dragon fruit (Pitaya), peach, nectarine, apple, grapefruit, kiwifruit, kiwi berries, orange, plums, cherries, ears, figs (fresh)*
- *dried fruit (dates, berries, raisins, figs, etc.) – only in very small quantities (if any)*



- pistachio and cashew nuts, chestnuts

## Alcohol

- dry red wine, dry white wine, spirits (unsweetened) - avoid for weight loss, only for weight maintenance

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## AVOID Completely: Food rich in carbohydrates, factory-farmed meat and processed foods

**1) All grains**, even whole meal (wheat, rye, oats, corn, barley, millet, bulgur, sorghum, rice, amaranth, buckwheat, sprouted grains), quinoa and white potatoes. this includes all products made from grains (pasta, bread, pizza, cookies, crackers, etc.) sugar and sweets (table sugar, HFCS, agave syrup, ice creams, cakes, sweet puddings and sugary soft-drinks)



**2) Factory-farmed pork and fish** are high in *inflammatory omega 6 fatty acids* and farmed fish may contain PCBs *avoid fish high in mercury.*

**3) Processed foods** containing carrageenan (e.g. almond milk products), MSG (e.g. in some whey protein products), sulphites (e.g. in dried fruits, gelatin), BPAs (they don't have to be labeled!), wheat gluten

**4) Artificial sweeteners** (Splenda, Equal, sweeteners containing Aspartame, Acesulfame, Sucralose, Saccharin, etc.)

**5) Refined fats / oils** (e.g. sunflower, safflower, cottonseed, canola, soybean, grapeseed, corn oil), trans fats such as margarine.

**6) "Low-fat", "low-carb" and "zero-carb" products** (Atkins products, diet soda and drinks, chewing

*gums and mints may be high in carbs or contain artificial additives, gluten, etc.)*

**7) Milk** (only small amounts of raw, full-fat milk is allowed). Milk is not recommended for several reasons. Firstly, from all the dairy products, milk is difficult to digest, as it lacks the "good" bacteria (eliminated through pasteurization) and may even contain hormones. Secondly, it is quite high in carbs (4-5 grams of carbs per 100 ml). For coffee and tea, replace milk with cream in reasonable amounts. You may have a small amount of raw milk but be aware of the extra carbs.

**8) Alcoholic, sweet drinks** (beer, sweet wine, cocktails, etc.) - you can try my [healthier versions of popular cocktails and drinks](#).

**9) Tropical fruit** (pineapple, mango, banana, papaya, etc.) and **some high-carb fruit** (tangerine, grapes, etc.) – tropical and sweet fruit should be eaten only as a pre-workout snack or when maintaining weight - not suitable for weight loss! Also avoid **fruit juices** (yes, even 100% fresh juices!) - better to drink smoothies if any, but either way very limited. Juices are just like sugary water, but smoothies have fiber, which is at least more satiating. This also includes **dried fruit** (dates, raisins, etc.) if eaten in large quantities.

**10) Mainly for health reasons, avoid soy products** apart from a few non-GMO fermented products which are known for their health benefits. Also avoid **wheat gluten** which may be used in low-carb foods. When you give up bread, you shouldn't eat any part of it. Beware of **BPA-lined cans**. If possible, use naturally BPA-free packaging like glass jars or make my own ingredients such as ghee, ketchup, coconut milk or mayonnaise. BPA has been linked to many negative health effects such as impaired thyroid function and cancer. Other additives to avoid: **carrageenan** (e.g. almond milk products), **MSG** (e.g. in some whey protein products) and **sulfites** (e.g. in dried fruits, gelatin)

## Net Carbs in commonly used recommended foods

Animal products	Net Carbs (grams)	Serving size
meat and fish	0	150g / 5.3 oz
organ meats, liver (average)	3	150g / 5.3 oz
prawns (cooked)	1.4	150g / 5.3 oz
eggs	0.7	piece, large
cream (full-fat)	1.6	¼ cup, 60 ml / 2 fl oz
butter	0	1 tbsp

cheese (hard)	0.4	30g / 1 oz
cream cheese (full-fat)	1.6	¼ cup, 50g / 1.75 oz

Vegetables	Net Carbs (grams)	Serving size
lettuce (sliced, average)	0.5	1 cup, 50g / 1.75 oz
swiss chard, sliced	0.8	1 cup, 35g / 1.25 oz
collard greens, sliced	0.8	1 cup, 35g / 1.25 oz
bok choy, sliced	0.8	1 cup, 70g / 2.4 oz
asparagus	2.7	150g / 5.3 oz
green beans	6.4	150g / 5.3 oz
summer squash (zucchini / courgette)	3.2	150g / 5.3 oz
winter squash (pumpkin)	9	150g / 5.3 oz
cucumber	2.2	150g / 5.3 oz
spinach, cooked	1.2	½ cup, 90g / 3.2 oz
kale (Italian dark-leaf)	2.1	150g / 5.3 oz
kale (curly)	5.4	150g / 5.3 oz
savoy cabbage	4.5	150g / 5.3 oz
cabbage (white)	5	150g / 5.3 oz
cabbage (red)	7.9	150g / 5.3 oz
celery stalk	1.6	3 medium, 120g / 4.2 oz
peppers (green)	3.5	piece, 120g / 4.2 oz
peppers (red)	4.7	piece, 120g / 4.2 oz
tomatoes, chopped	4.8	1 cup, 180g / 6.3 oz
eggplant (aubergine)	3.5	150g / 5.3 oz
broccoli, chopped	6.1	150g / 5.3 oz
cauliflower	4.5	150g / 5.3 oz
mushrooms, white	3.4	150g / 5.3 oz
mushrooms, brown	5.6	150g / 5.3 oz
onion, white (sliced)	2.2	¼ cup, 40g / 1.4 oz
garlic	0.9	1 clove

Fruit	Net Carbs (grams)	Serving size
strawberries, sliced	4.7	½ cup, 85g / 2.9 oz
raspberries	3.3	½ cup, 62g / 2.2 oz

blackberries	3.1	½ cup, 72g / 2.5 oz
blueberries	8.9	½ cup, 74g / 2.6 oz
avocado	3.7	piece, average (200g / 7 oz)

Nuts & Seeds	Net Carbs (grams)	Serving size
macadamia nuts	1.5	30g / 1 oz
almonds	2.7	30g / 1 oz
pecans	1.2	30g / 1 oz
hazelnuts	2	30g / 1 oz
walnuts	2	30g / 1 oz
cashew nuts	7.6	30g / 1 oz
pumpkin seeds	1.3	30g / 1 oz
sunflower seeds	3.2	30g / 1 oz
tahini (unsweetened sesame paste)	1.8	1 tbsp
chia seeds	0.4	1 tbsp
pistachio nuts	4.9	30g / 1 oz

Condiments & Other	Net Carbs (grams)	Serving size
almond milk (unsweetened)	0.3	¼ cup, 60 ml / 2 fl oz
coconut milk	1.6	¼ cup, 60 ml / 2 fl oz
coconut milk (creamed)	2.7	¼ cup, 60 ml / 2 fl oz
olives	0.2	30g / 1 oz
sauerkraut (solids only)	0.5	¼ cup, 35g / 1.25 oz
mustard	5.7	1 tbsp
tomato puree	5.7	1 tbsp
apple cider vinegar	0.1	1 tbsp
coconut aminos	1	1 tbsp
dark chocolate (85%)	5.7	30g / 1 oz
coconut flour	3.2	¼ cup, 30g / 1 oz
almond flour	2.2	¼ cup, 25g / 0.9 oz
flax meal	0.6	¼ cup, 38g / 1.3 oz
psyllium hush powder	1.4	¼ cup, 16g / 0.6 oz
Erythritol	0.5	1 tbsp
stevia (drops)	< 0.1	¼ tsp

wine (red, dry)	6	1 glass / 5 fl oz
wine (white, dry)	6	1 glass / 5 fl oz
spirits (sugar-free, ~ 40% vol)	0	1 jigger / 1.5 fl oz

## Two Weekly Keto & Paleo Diet Plans

Starting the ketogenic diet may be challenging for those who are new to it. To make it easy for you, I have created 2 weekly meal plans which include a print-friendly shopping list and useful tips for meal preparation to save time and money. **Both of these plans are dairy-free and don't include any sweeteners**, even low-carb sweeteners. You can add raw dairy and use stevia if you prefer to. I would personally avoid all sweeteners for a start, as they may cause cravings. You can read more about sweeteners in my post here: [Complete Guide To Sweeteners on a Low-carb Ketogenic Diet](#)

- [7-Day Diet Plan \(Clean Eating Challenge\)](#)
- [7-Day Grab & Go Keto/Paleo Diet Plan](#)

You can search through the [many recipes on my blog](#) to find what fits your needs. If you need to limit your search to any special requirements, use the "categories" on the right side of my blog.



## KetoDiet in a Nutshell

### 1) Basic Principles

- Stick with the keto ratio: **60-75%** of calories from fat, **15-30%** calories from protein and **5-10%** calories from net carbs.
- Start by getting the [daily net carbs \(total carbs without fiber\) down to less than 50 grams](#), preferably **20-30 grams**. Increase slowly to find the optimal carbs intake. Most of you will be able to stay in ketosis at 20-30 grams of net carbs per day. Find the carbs limit that

allows you to [stay in ketosis](#).

- Keep your [protein intake moderate](#). Preferably, use your body fat percentage to get the best estimate for your optimal protein intake (0.6 to 1 grams per pound of lean body mass or 1.3 to 2.2 grams per kg of lean body mass).
- Increase the proportion of calories that come [from healthy fats](#) (saturated, omega 3s, monounsaturated)
- If your net carbs limit is very low (20 grams and below), avoid eating fruit and low-carb treats.
- Eat when you are hungry, even if it's a meal a day. Don't let others dictate what you eat or how often you eat.
- You don't have to limit quantities of food deliberately, but you should stop eating when you feel full, even if the plate is not empty - keep it for later.
- Don't count calories - listen to your body needs. Ketogenic and low-carb diets have a natural appetite control effect and you will eat less. Keep an eye on your calorie intake only if you reach a weight loss plateau, try [KetoDiet buddy to find your ideal macros](#).
- Increase the amount of water you drink - at least 2-3 litres a day.

## 2) Stock your pantry with healthy foods

- Learn to eat *real food* like eggs, meat and non-starchy vegetables. [Contrary to what we have been told for decades](#), these are good for you!
- If you need to snack, opt for healthy foods high in fat (foods containing [coconut oil](#), [macadamia nuts](#), avocados, etc.)
- Include healthy foods like fermented foods, bone broth and offal in your diet.
- Don't be afraid of saturated fat and use it for cooking (coconut oil, butter, ghee, lard, tallow, palm oil - organic from sustainable agriculture).
- Use unsaturated fats for salads (olive oil, nut oils, sesame oil, flaxseed oil, avocado oil - organic, extra virgin). Some can be used for light cooking.
- Avoid all processed vegetable oils, margarine, hydrogenated oils, partially hydrogenated oils, trans fats, canola oil, soybean oil, grapeseed oil and corn oil.
- Eat raw dairy (or none in case of allergies). Look for raw, organic, grass-fed dairy. Avoid

milk (high in carbs) or use small amounts of unpasteurized full-fat milk.

- If you eat nuts, consider [soaking and dehydrating them](#).
- [Check out my Amazon Store](#) to get ingredients and foods I use!



### 3) Increase your electrolyte intake (sodium, magnesium and potassium)

Macronutrients (fat, protein and carbs) are not the only aspect you should focus on - micronutrients (vitamins and minerals) are equally important. Those that are known to be deficient, especially in very low-carb diets such as below 20 g net carbs, are electrolytes. You can learn more about them here: ["Keto-flu" and Sufficient Intake of Electrolytes](#)



Here are a few tips to get your daily electrolytes:

- Potassium: eat avocados, mushrooms, fatty fish such as salmon and add [potassium chloride](#) to your regular salt (or mix ½ teaspoon in 1 litre of water and drink throughout the day). *Be very careful with potassium supplements, never exceed the recommended daily intake!*
- Magnesium: eat a handful of nuts every day to boost our magnesium intake and take

[magnesium supplement](#). If you eat less than 20-25 grams of net carbs, it will be very difficult to get to your daily targets.

- Sodium: Don't be afraid to use salt (I like [pink Himalayan rock salt](#)) and drink bone broth or use it in your everyday cooking.

#### 4) Beware of hidden carbs and unhealthy ingredients

- Read the labels and avoid hidden carbs (Maltitol, Sorbitol, etc.), unnecessary additives, preservatives, colourings or artificial sweeteners. These could be found even in chewing gums and mints. Not only they can trigger cravings but they are also linked to many negative health effects. If you use sweeteners, [here is a list of suitable sweeteners](#), opt for those with no effect on blood sugar.
- Avoid anything labeled as "low-fat" or "fat-free", as it usually has artificial additives and extra carbs. It also has no satiating effect and you will feel hungry soon after you eat it.
- Avoid products labeled "low-carb" or "great for low-carb diets". It has been shown that most of these commercially available products are not low-carb neither healthy!
- Beware of medications (cough syrups and drops and many other) containing sugar and try to find sugar-free replacements.

#### 5) Don't trust products labeled "low-carb", focus on foods naturally low in carbs

Make sure you always opt for real unprocessed food and avoid prepared meals full of additives and deceptive labelling. Low-carb products are often higher in carbs than they claim to be and often contain artificial additives.

It's no secret that aspartame, which is an artificial sweetener found in diet soda, has shown to have many adverse effects on our health. Also, keep in mind there are strong financial interests to cover this up and deceive consumers. You can read more in the following posts:





- [Is Aspartame Safe?](#) and
- [All You Need to Know About Carbs on a Low-Carb Ketogenic Diet](#)
- [Complete Guide To Sweeteners on a Low-carb Ketogenic Diet](#)

## 6) Plan your diet in advance and avoid "accidents"

To save time and money, you will need to plan your diet in advance, especially if you are new to it. Here are a few tips before you get started:

- Get rid of anything that is not allowed on the diet (flour, sugar and sugary snacks, bread, processed foods, etc.) to avoid temptation. Trust me, if it's in your house, you will likely crave it. This way you will avoid unnecessary "fridge accidents" that may ruin your efforts.
- If you have sugar cravings, have a glass of water (still or sparkling) with fresh juice from 1/2 lime or lemon and 3-5 drops of stevia. Drink tea (green, herbal, black) and coffee with cream.
- Make a list of your weekly shopping for meals you are planning to cook. My [7-Day Grab & Go Keto/Paleo Diet Plan](#) includes a shopping list ready to be printed.
- To save time and money, have hard boiled eggs and cooked meat ready to be used in salad or for a quick snack. [Slow cooked meat like this one](#) could be used in many different ways (in omelettes or on top of lettuce and other vegetables). Meats suitable for slow cooking are cheaper and can be cooked in advance. [I use this slow cooker](#) or you can simply cook it in the oven on low-medium covered with a lid.
- Make sure you always have keto-friendly foods on hand (eggs, avocado, non-starchy vegetables, meat, cheese, nuts or even [home-made protein bars](#)). Foods rich in protein are very satiating and will help you overcome hunger cravings.

## 7) Get an App to get started & track your progress

Planning and tracking your diet is highly recommended, especially if you are new to the diet. It's very easy to go over your carbs limit or to miss your protein targets.

You can get [my iPad app](#) which has been designed specifically for low-carb, ketogenic & paleo diets. Not only you will find many keto & paleo friendly recipes but you will also be able to easily plan and track your diet. Although it is currently available only on the iPad, we are working to bring all the

features to the iPhone too and make it a *universal* App.

For those who have an iPhone, I have created a "Basic" version of the app (includes recipes and a complete guide to keto but no planner). I have also authored a [Kindle book for everyone else](#) who doesn't use Apple devices. You can read my book on any device provided you download the [Kindle reading app](#) (free).

You can learn more about [what KetoDiet offers on my website](#) and [compare all the features](#).



## 8) Keep Motivated, You Are NOT Alone!

Join the [KetoDiet support group](#) on Facebook and share your experiences! I created this group for sharing everything about low-carb, keto & paleo living including your favourite recipes, interesting articles and success stories. Feel free to post your recipe creations, progress updates and any questions you may have about the ketogenic diet.

Here are just a few inspirational progress pictures to help you get started :-)

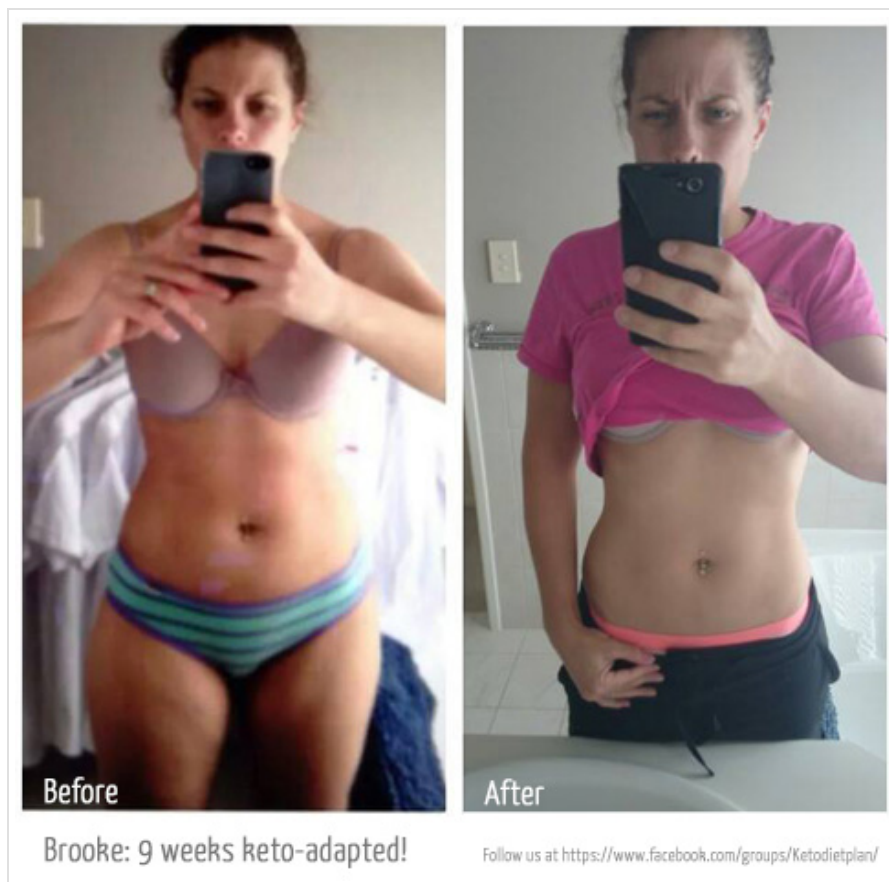
**Mike and Jennifer** lost a total of 163 pounds in 90 days! Too good to be true? You can learn more about their success by [joining his group on Facebook!](#)



**Marlize** and her incredible transformation in just 7 months! Did you notice those pants? :-) Marlize continued losing weight until she reached her goal weight and she now looks stunning!



**Brooke** after 9 weeks of keto-adaptation. Look at those abs!



## A few last words

- Be strong during the first few days. Think of this time as something that will soon pass. There will be cravings and negative side effects over this period. Once it's over you will feel great and full of energy!
- Imagine yourself a few pounds lighter wearing your old jeans and keep being positive! Stress will only have a negative effect on your weight loss.
- If there is any reason you cannot avoid eating more carbs than you should, remember to do some physical activity to burn them. It is recommended you do some exercise no later than an hour after you eat extra carbs. If you're at a party, dance all night! And don't get in the habit of eating more carbs than you should.
- If you disrupt your diet, don't get depressed; just go back to your plan the day after!
- Finally, DON'T let anyone make you think you can't lose weight! And don't believe it's genetics. People may think you eat the wrong food - ignore them; it's your life and your health!



# KetoDiet

## Basic Principles

- **Stick with the keto ratio:** 60-75% of calories from fat, 15-30% calories from protein and 5-10% calories from net carbs.
- Get your **daily net carbs** (total carbs without fiber) down to < 50 grams, preferably to 20-30 grams.
- **Keep your protein intake moderate** (0.6 - 1 g/ lb of or 1.3 - 2.2 g/ kg of lean body mass).
- Eat more **healthy fats** (saturated, omega 3s, monounsaturated)
- **Eat when you are hungry**, even if it's a meal a day. You don't have to limit quantities of food deliberately, but you should stop eating when you feel full.
- **Don't count calories.**
- Increase the **amount of water** you drink.
- **Beware of hidden carbs and unhealthy ingredients** - read the labels.
- **Avoid anything labeled as "low-fat" and "fat-free"** - focus on eating real food (meat, eggs, non-starchy vegetables, whole dairy, etc)
- **Don't trust products labeled "low-carb"**, focus on foods naturally low in carbs
- **Up your electrolytes** (sodium, magnesium and potassium) - include avocados, nuts and leafy greens. Take supplements if needed.
- **Plan your diet in advance** and avoid "accidents" - get a planning / tracking

App to get started & track your diet like KetoDiet app (more at [www.KetoDietApp.com](http://www.KetoDietApp.com))

- **Keep motivated** and focus on your targets - you will be rewarded! Join us at <https://www.facebook.com/KetodietApp> and <https://www.facebook.com/groups/Ketodietplan/>

