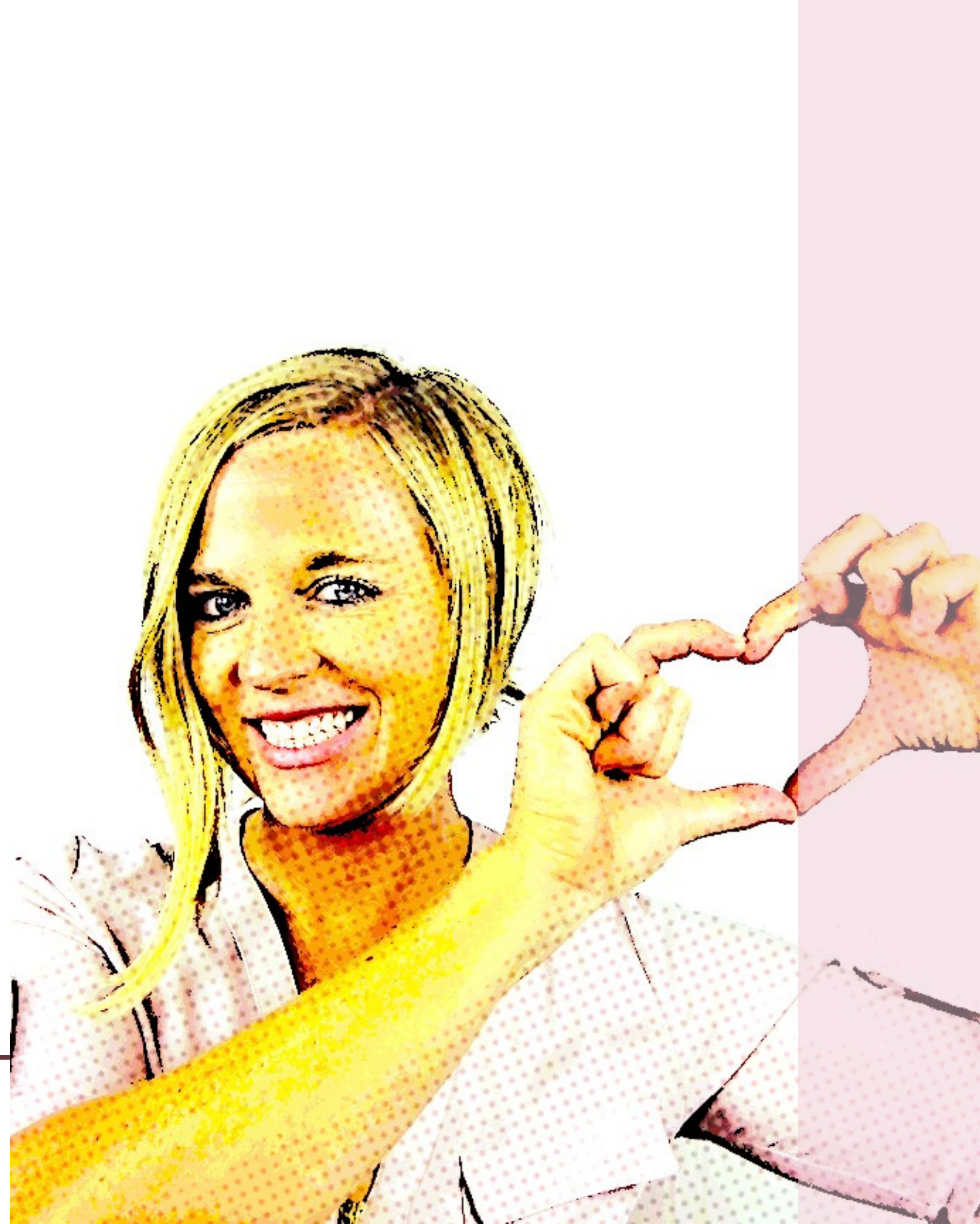


MODULE 4 | LESSON 1

MAPPING YOUR INTENTIONS

Katie Rodriguez, Nutritional Consultant





Primary Food vs. Secondary Food

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NUTRITION (IIN)

Secondary Food: The stuff you feed your face in order to fuel your body.

Primary Food: Anything that nourishes and feeds the soul.

PRIMARY BALANCE = METABOLIC +
CELLULAR OPTIMIZATION



Cheatsheet:

Circle of Life

Find out which primary foods you may be neglecting.



Mapping Your Intentions

REVISIT WHY YOU SIGNED UP

- "I want to fit into my skinny jeans again and feel like a sexy minx."
- "I want to live a life free from illness—one that's filled with vitality and longevity."



Cheatsheet:

Mapping Your Intentions

When we get really intentional, BIG shifts begin to happen. If you need help identifying your dietary intentions (beyond our time together), I've put together a worksheet to help you on your way



Commit to Keto

TURNING DIET INTO LIFESTYLE

If you're unwilling to part with ALL of the ketogenic benefits, then it's time to invest in high-quality, clean keto products in order to turn your keto diet into a full-blown keto lifestyle.

“CLEAN KETO” VS. “DIRTY KETO”



What is Dirty Keto?

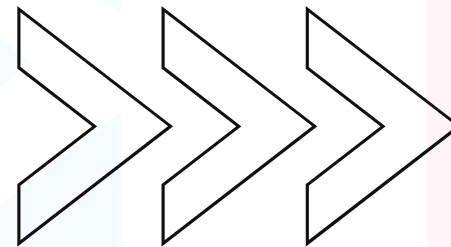
THE HEADLINES...

- Keto Is Ranked the Worst Diet by Health Experts
- Why Ketosis isn't Healthy
- The Truth About Keto (Hint: Why it's Not Healthy)

Dirty Keto vs. Clean Keto

DIRTY KETO

- Traditional Mayo
- Processed Cheese
- Fried Chicken Wings
- Traditional Ranch
- Processed Deli Meats
- Bunless Big Mac
- Fast Food Caesar
- Margarine



CLEAN KETO

- Avocado Mayo
- Raw Cheese
- Grilled Chicken Wings
- Primal Kitchen Ranch
- Artesian Sliced Meats
- Grass-fed Burger
- Homemade Caesar
- Grass-fed butter or Ghee

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“YEAH, BUT IT’S EXPENSIVE”

6 COMMON KETO MISTAKES

1. **Failing to Calculate Individual Macros**
2. **Punishing Yourself When You Fall Off Track**
3. **Failing to Customize Your Ketogenic Experience**
4. **Skimping on Leafy Greens**
5. **Obsessively Counting Calories**
6. **Feasting on the Wrong Fats**





Mistake #1:

FAILING TO CALCULATE INDIVIDUAL MACROS

Don't make the mistake of assuming you're in ketosis. Take the time to calculate your individual macros and personalize your ketogenic experience.



Mistake #2:

PUNISHING YOURSELF WHEN YOU FALL OFF TRACK

Food shaming is not a healthy technique for achieving life-long dietary success. You're better off learning and letting it go.



Mistake #3:

FAILING TO CUSTOMIZE YOUR KETOGENIC EXPERIENCE

In order to maintain ketogenic success, you **MUST** make the diet your own. Take what works for you and leave what doesn't.



Mistake #4:

SKIMPING ON LEAFY GREENS

Clean keto involves eating plenty of nutrient-dense vegetables. And fortunately, the veggies with the lowest carb count, the green leafy's also happen to be the most nutritious.

Mistake #5:

OBSESSIVELY COUNTING CALORIES

Keto is all about the quality of the food you eat. When you're eating high-quality foods in accordance with appropriately calculated macros your caloric intake will be automatically addressed.

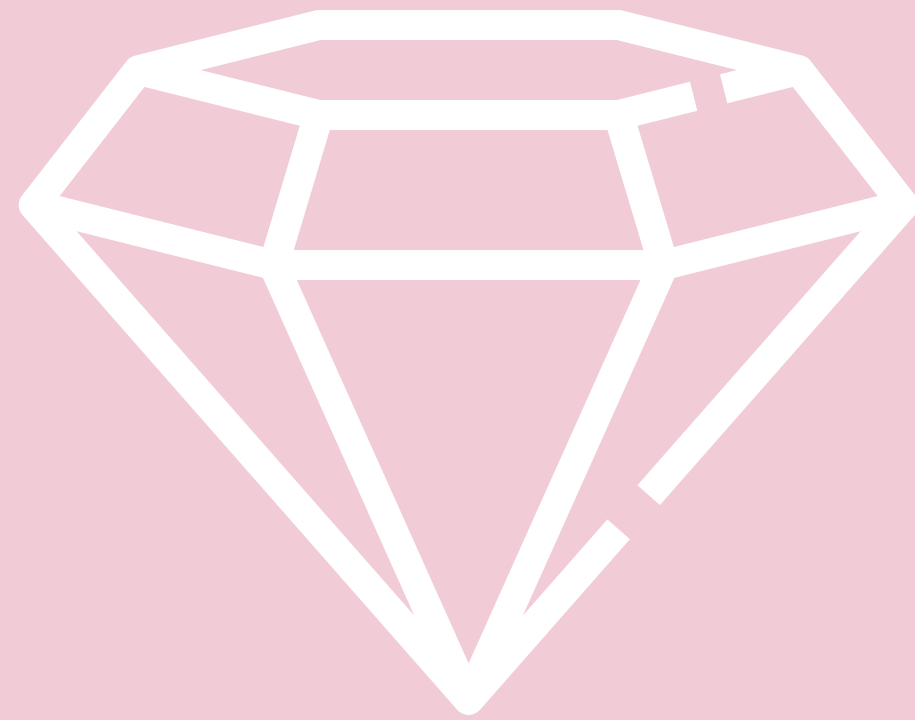




Mistake #6:

FEASTING ON THE WRONG FATS

Feasting on the right fat is quite possibly the single biggest takeaway to mastering the ketogenic diet and ensuring life-long dietary success.



ACTION STEP:

Spend the Money!

A healthy diet is an ultimate investment in yourself. Don't cut corners where it hurts the most. Spend the money— it will save you in the long run.

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