



**Christine E. Marquette, RD, LD, CLT**  
**ACSM Certified Health Fitness Specialist**

# **STAYING HEALTHY**

## **WHILE CONQUERING THE WORLD**

**Tips for the Busy Entrepreneur**

# **Staying Healthy While Conquering the World:**

## **Tips for the Busy Entrepreneur**

**By:**

Christine E. Marquette, RD, LD, CLT  
ACSM Certified Health Fitness Specialist

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### For information, contact:

Christine E. Marquette  
3421 W. William Cannon; Suite 145  
Austin, TX and 78745  
(512) 468 - 4338  
[chris@marquettenutrition.com](mailto:chris@marquettenutrition.com)  
[www.marquettenutrition.com](http://www.marquettenutrition.com)

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## Table of Contents

Introduction	1
What is Stress?	2
What Are Signs of Stress?	3
Stress Management 101	4
Nutrition 101	5
Easy Ways to Incorporate Physical Activity	8

## Introduction

As a busy entrepreneur, you are likely faced with frequent deadlines, appointments, and never ending tasks. Some of you may thrive on this type of schedule, while others feel overwhelmed with the stress of it all. Running your own business takes a lot of energy, and if you are not careful, it can take a toll on your health. It is important that you know when stress levels are becoming chronic in order to prevent yourself from becoming sick. After all, if you are not healthy enough to run your business, who will?

Many people are under the misconception that getting healthy means you have to eat food that tastes bland and exercise like a fiend. Nothing could be further from the truth! There are ways to choose healthy foods that taste great as well as incorporate daily physical activity without necessarily spending hours at a gym.

In this booklet you will learn how to boost your immune system so that you can stay healthy and be the best entrepreneur you can be. Good health starts with good nutrition. No amount of medication can make up for a poor diet. You need to fuel your body with the right foods in order to achieve optimal health. Are you ready to take charge of your health? Then this booklet is for you. Now let's get started!

## What Is Stress?

Stress is what your body goes through when you are faced with a challenge. Small amounts of stress can be good for you because it makes you alert, gives you a burst of energy, and can protect you. For example, say you are sitting at traffic light waiting for it to turn green. Once it does, you start to accelerate but then you see another car that is running a red light and is just about to hit you. That quick reaction to brake and not enter the intersection helps you keep from getting hit.

Generally the body's stress system regulates itself. When the threat passes, your body goes back to normal.

But feeling stressed for a long time can take a toll on your mental and physical health. That's because your "fight or flight" response or alarm system is on all the time. Let me explain a little more why this is a problem.

The burst of energy you feel is started by your hypothalamus, which is a small region at the base of your brain. The fight or flight system (or alarm system) started by your hypothalamus uses a combination of nerves & hormonal signals that cause your adrenal glands (which are located on top of your kidneys) to release a large amount of adrenaline and cortisol, which are known as the stress hormones.

Adrenaline raises your heart rate, increases your BP, and boosts energy supplies. Cortisol increases glucose (sugar) in the bloodstream, enhances your brain's use of glucose and curbs functions that would be nonessential or even detrimental to the fight or flight situation. For example, it alters the immune system responses and suppresses the digestive system, reproductive system, and growth processes.

Overexposure to cortisol and other stress hormones can disrupt most of your body's processes. This increases your risk of Heart disease, sleep problems, digestive problems, depression, obesity, memory problems, worsening skin conditions such as eczema, etc.

## What Are Signs Of Stress?

Everyone is unique in exactly how they respond to stress, however, there are some common signs:

- Frequent headaches
- Lack of energy
- Lack of focus
- Becoming forgetful
- Change in appetite (eating too much OR too little)
- Feeling out of control
- Becoming a control freak
- Having trouble getting things done
- Having a short fuse
- Frequent stomach aches
- Back pain
- General aches and pains for no apparent reason

While these may seem like generic symptoms, if any of them sound familiar and do not have a known cause, you may be experiencing an excessive amount of bad stress.

Now is the time to start implementing a stress management plan! Read on for tips on how to effectively manage your stress.

## Stress Management 101

Because everyone is different in how they respond to stress, there is no single stress management plan that is going to be right for everyone in every situation. However, there are some basic concepts that are applicable to most people. Physiologically, stress will suppress everyone's immune response, so it is important to do things that will boost your immune system. Below are 10 tips to try when developing your own stress management plan that may help boost your immune system:

1. Learn how to relax! Some studies show that people who meditate regularly may be able to boost their immune systems by producing more antibodies. Try taking deep breaths, stretching, or getting a massage.
2. Laugh! Laughing decreases the levels of stress hormones while at the same time increasing a specific type of white blood cell that fights infections. Laughing can also increase both endorphins and growth hormones, both of which are beneficial to the immune system.
3. Adjust your attitude. Put on your problem solver hat and figure out which issues you can solve now, which are beyond your control at the moment, then make a list of each. Once you have your lists, calmly decide which ones you can easily solve and work on those first. Solving these small problems will give you the confidence you need to start tackling the big ones, which may help lower your feelings of stress.
4. Get organized. Prioritize how you are going to spend your time.
5. Set limits. Determine what you can realistically do. Don't be afraid to say no!
6. Get enough sleep. Being well rested helps you think more clearly, which can help you be better prepared to handle problems as they come up.
7. Eat right! Make sure you are including some fruits and veggies every day (more detail on this in the next section). Avoid overloading yourself with sugar, caffeine, and alcohol. Even eating just 75 to 100 grams of sugar (about the amount in two 12-ounce sodas) reduces your white blood cells' ability to destroy bacteria for up to a few hours after drinking the soda!).
8. Get physical! Getting physical activity can help you relax as well as improve your mood.
9. Don't smoke! Smoking can actually suppress your immune system, which will ultimately just exacerbate health issues and add to your stress.
10. Get professional help. If you feel that you cannot cope with your stress alone, it is time to talk to your doctor.



## Nutrition 101

Your first line of defense is a healthy eating plan. Below are the foundations of a healthy eating plan:

- Eat a lean source of protein at each meal. Protein is a very important nutrient; it helps our bodies build and maintain muscle, as well as repair tissues that get damaged daily. However, too much protein can be taxing on the kidneys. In addition, if we eat too much protein, we can crowd out “room” for other nutrients that we also need to eat. In general, a serving of protein is about 3 ounces of lean meat/seafood/poultry (these amounts contain about 21 grams of protein or 7 grams of protein per ounce). Other foods also contain protein: eggs (1 large egg contains 7 grams), cheese (1 ounce contains 7 grams),  $\frac{1}{2}$  cup beans (about 8 grams of protein), 1 ounce of tofu (about 15.5 grams of protein). All vegetables also contain protein (at least 5 grams per  $\frac{1}{2}$  cup, with some containing more).
- Eat fruits and vegetables daily. Aim for at least 2 fruits and 4 servings of non-starchy vegetables every day. Non-starchy vegetables are the vast majority of vegetables (e.g. salad greens, asparagus, broccoli, cabbage, cauliflower, cucumbers, etc.). A fruit serving is 1 small to medium whole “roundish” fruit like apples, oranges, peaches, etc. If it is berries or melon, 1 cup is the serving. Fruit juices are best to avoid for most people because it is too much concentrated sugar without much fiber (even though it is natural sugar). A vegetable serving is  $\frac{1}{2}$  cup if it is cooked and 1 cup if it is raw. An easy way to get your vegetable servings in is to either have a large salad or to throw in some vegetables (like spinach) into your fruit smoothie.
- Aim for at least 25 grams of fiber daily if you are a woman, and 38 grams per day if you are a man. Fiber is an underappreciated nutrient. Why is fiber so important? It helps fill you up so you do not constantly feel hungry (which can help with weight loss) and it helps keep you regular. Having regular bowel movements decreases your risks of colon cancer. As if that were not enough, fiber also helps with lowering cholesterol. Did you know that less than 4% of American adults meet their fiber needs? The fruits and veggies will help meet your needs, but you also need to include some other high fiber choices. Whole grains are a great way to do that. That would include foods like oatmeal, brown rice, and some of the ancient grains like millet and quinoa (be sure to rinse the quinoa thoroughly before cooking). Eating starchy vegetables (including the peel) will also help with increasing fiber. Those are things like potatoes (all types: golden, red, and russet), sweet potatoes, peas, and whole kernel corn. A serving of these starchy foods is  $\frac{1}{2}$  cup once they are already cooked. Foods that contain fiber also contain carbohydrates, which your body needs for energy. Eating enough carbohydrates has a “sparing” effect on protein, meaning it allows protein to do its jobs

(of building muscle, repairing tissue), rather than using protein for energy. Besides, carbohydrate is the preferred fuel source of your brain, and as a busy entrepreneur, you want to feed your brain properly so that you have the best chance of making the right decisions in your business!

- Limit your intake of fats, but do not avoid it. We all need some fat in our diets daily. Fat helps keep our cell walls flexible, gives cushioning to our joints, and provides insulation. It is also used by our bodies to help make certain types of hormones. All fat has a lot of calories and can contribute to weight gain if you eat too much of it. Limit saturated fat to around 20 grams or less per day. Most sources of saturated fat are foods that come from animals (meat/seafood/poultry, dairy products), but some plant foods contain quite a bit of saturated fat as well (coconut and palm oil). Too much saturated fat can raise LDL cholesterol, which is the “bad” type of cholesterol. Unsaturated fats tend to be the healthiest types of fats; they tend to lower LDL cholesterol and boost “healthy” cholesterol (HDL). These include polyunsaturated fats (such as omega 3 found in fish and flaxseed seed) and monounsaturated (such as fats found in high amounts in avocados, canola and olive oil). You can have a total of 40 grams (or more, depending on your activity level, height, and weight) of unsaturated fats from both poly- and monounsaturated sources. A serving of fat containing 5 grams is 1 teaspoon of butter or oil (butter would be saturated, oil would be unsaturated), 1 slice of avocado (unsaturated), 1 tablespoon salad dressing (both saturated and unsaturated), 6 whole nuts (mainly unsaturated), 1 tablespoon of nut butter.
- Drink plenty of water! Water is another very underappreciated nutrient. Your body is at least half water, and it loses some constantly every day. Every time you exhale, you lose tiny droplets of water. Every time you go to the rest room, you lose water. If you sweat, you lose water! Those water losses have to be replaced. Why? Because water helps your kidneys and liver do their job of filtering out toxins that your body is exposed to. Water also keeps your blood flowing; without it, your blood would get too thick to travel throughout your body, which would decrease the flow of oxygen and other nutrients to every organ in your body. Water also helps keep all your cells at the proper pH. Water also provides moisture to your skin and acts as a lubricant around your joints. There are many, many jobs that water performs in your body. Without it, you are likely to experience headaches, muscle and joint pain, and feel like you are hungry when you may just be dehydrated. A good rule of thumb is to drink half your body weight in ounces. That means if you weigh 200 pounds, you should drink 100 ounces of water daily.
- If you drink alcohol, do so in moderation. That means 1 standard size drink for women per day and 2 for men per day. These amounts of alcohol may contribute to heart health, but remember too much alcohol can impair your judgment, plus alcohol has

almost as many calories per gram as fat! It has many more calories than carbohydrate or protein. A standard size is 5 ounces for wine, 12 ounces for beer, and 1.5 ounces for spirits (liquor).

- Limit your intake of “foods” that contain little to no nutritional value. Examples include soda, sweets, and salty snacks. These items may taste good, but they can cause you to gain weight, and can contribute to food cravings. Plus, they can displace other more nutritious foods that you need to be eating daily to optimize your health.
- Avoid skipping meals. Most people need at least 3 balanced meals daily. What is a balanced meal? It is a meal that contains a serving of protein, 1 serving of a high fiber starchy food (whole grain or starchy vegetable), and 2 or more servings of non-starchy vegetables. Fruits can be used as “dessert” or as a snack in between meals. If you are not a big breakfast eater, start with something small, such as a single serving of yogurt, a piece of fruit, or a protein shake/smoothie. Greek yogurts are a great choice because they include a significant amount of protein (usually 10 grams or more) plus a little bit of carbohydrate from the milk. It is important that you do not skip breakfast, it truly is the most important meal of the day! Eating breakfast revs up your metabolism and helps provide nutrients to your brain so that you can think more clearly. If you get in the habit of eating something soon after you get up (say within an hour), eventually you will “train” your body to be hungry in the morning and it will be easier to eat this first meal.
- Plan your meals! If you are going out to eat, look at the restaurant menu online prior to going that way you have plenty of time to study your options and make the healthiest choice. Pick one day per week and write out a menu for the entire week, including days that you will eat out and days that you will prepare foods. Once you have your menu prepared, you can use it to make your grocery list and buy everything you are going to need for the week in 1 shopping trip. This will save you a lot of time and energy, and allow you to meet your needs most efficiently.

## Easy Ways to Incorporate Physical Activity

Studies show that regular, moderate exercise boosts your immune system. Exercise can also boost your mood, help you lose weight, lower blood pressure and cholesterol, keep blood sugar normal, improve your cognitive function, and more. If exercise could be put into a pill, everyone would be taking it!

The good thing is it does not take a lot of exercise to achieve these benefits. The American College of Sports Medicine recommends 30 minutes of moderate “aerobic” type exercise, 5 times per week. That is a total of 150 minutes of aerobic exercise per week. Keep in mind you can spread this out however you want. In fact, many studies show that frequent “mini” bouts of exercise lasting 5 to 10 minutes are actually better for you than one single long workout.

It is also important to include some type of weight bearing exercise to keep your bones strong and to maintain or increase muscle mass. Many people do not realize that walking is both an aerobic exercise and a weight bearing exercise but it is! At least it is weight bearing for your lower body; think about it, your feet and legs are having to carry your body weight while you walk. Win win, but you will have to do something else to “bear weight” for your upper body.

This may sound like a lot of work, but it does not have to be. Below are some tips for boosting your physical activity on a daily basis.

- Set an alarm every hour and get up! Stretch and walk around for 5 minutes, then get back to work. If you do this every hour for 8 hours, you will have gotten in 40 minutes of aerobic exercise!
- Sit on a stability ball instead of a chair when at your desk. This will help strengthen your lower back and abdominal muscles. Keep in mind you should not just swap out your chair for a stability ball, you have to “work up” to it. Start with 5 minutes per day, and eventually you may be able to completely replace your chair with the stability ball.
- Stand up when talking on the phone.
- Tap your feet, do ankle circles, and point/flex your feet when sitting.
- If you watch TV, exercise during the commercials. You could do pushups, crunches, squats, lunges, and stretch.
- When you go shop, park far away so that you can get in some walking.
- Take the stairs instead of the elevator (at least part of the way).
- Ride a bicycle or walk to work if it is a short distance and is safe to do so.
- When traveling, take some exercise bands or tubes and do bicep curls, tricep extensions, lat pulldowns, etc. in your hotel room.

## About Christine



Christine E. Marquette has a Bachelor of Science Degree in Dietetics with a major in Nutrition from the University of Texas. Christine is also a certified Health Fitness Specialist through the American College of Sports Medicine. In addition, she has an advanced certification in Food Sensitivities as a Certified LEAP Therapist; more than 40 hours of additional training in the management of Polycystic Ovarian Syndrome; and trained in using *intrinsic coaching*® methodology.

Christine, an avid runner, has completed more than nine marathons and dozens of 5Ks, 10Ks, half marathons, and other distance races. She has been an assistant coach with Austin Fit marathon training program for over five years. A sprint distance triathlete and vegetarian, Christine serves patients through her practice, Marquette Nutrition & Fitness, LLC.

You can connect with Christine on LinkedIn, Facebook, or Twitter:

<http://www.linkedin.com/in/christinemarquette>

<http://www.facebook.com/marquette.nutrition.and.fitness>

<http://twitter.com/ChrisMarquette>

Other Ways to work with Christine:

- Speaking
  - Corporations
  - Associations
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- Individual Consultations
- Group classes

Questions? Contact Christine here: <http://www.marquettenutrition.com/Contact>