

7-DAY KETO KICKSTART FOR MEN OVER 40

Burn Stubborn Belly Fat Without Starving Yourself

Simple meals. No gym required. Real results in your first week.

INSIDE THIS GUIDE:

7 Days of Done-For-You Meal Plans

Complete Grocery Shopping List

Beat the Keto Flu Protocol

The Alcohol Cheat Sheet

Testosterone & Fat Loss Guide for Men 40+

KetoOver40

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WELCOME

Congratulations on taking the first step. If you're a man over 40 who's tired of the belly fat creeping up despite eating the same way you always have, you're in the right place.

This guide is designed specifically for your body and your lifestyle. No extreme workouts. No starving yourself. No complicated meal prep that takes 2 hours. Just straightforward keto meals that work with your metabolism, not against it.

After 40, your metabolism slows, testosterone drops, and your body stores fat differently. The keto diet is one of the most effective ways to reverse this because it switches your body from burning sugar to burning fat for fuel. This guide will walk you through the first 7 days step by step.

HOW TO USE THIS GUIDE

- Follow each day's meals in order
- Use the shopping list on the next page to stock up before Day 1
- Read the Keto Flu Protocol BEFORE you start
- Don't count calories during Week 1 - just focus on keeping carbs under 30g
- Eat until you're satisfied, not stuffed

WEEK 1 SHOPPING LIST

Print this page and bring it to the store. Everything you need for 7 days.

PROTEINS

Item	Quantity
Eggs (large)	2 dozen
Bacon	1 lb
Ground beef (80/20)	2 lbs
Chicken thighs (bone-in)	2 lbs
Salmon fillets	1 lb
Steak (ribeye or NY strip)	2 steaks
Deli turkey or ham	1/2 lb

HEALTHY FATS

Item	Quantity
Butter (grass-fed preferred)	1 lb
Olive oil (extra virgin)	1 bottle
Avocados	6
Cream cheese	8 oz
Heavy whipping cream	1 pint
Shredded cheese (cheddar)	8 oz bag
Coconut oil	1 jar

VEGETABLES

Item	Quantity
Spinach (fresh or bagged)	2 bags

Broccoli	2 heads
Cauliflower	1 head
Bell peppers	3
Zucchini	3
Mushrooms	8 oz
Garlic	1 bulb
Onion (yellow)	2

PANTRY & OTHER

Item	Quantity
Bone broth (chicken or beef)	4 cartons
Almonds or pecans	1 bag
Almond flour	1 bag
Salt (sea salt or pink)	1 container
Black coffee or green tea	As needed
Hot sauce (zero carb)	1 bottle
Mustard (yellow or dijon)	1 bottle
Ranch dressing (full fat)	1 bottle
Magnesium glycinate (supplement)	1 bottle
Potassium citrate (supplement)	1 bottle

7-DAY MEAL PLAN

Each day provides approximately 20-30g net carbs, high healthy fats, and moderate protein. Eat until you are satisfied. Do NOT count calories during Week 1.

DAY 1: EASE INTO IT

Breakfast: 3 eggs scrambled in butter with shredded cheese and 3 strips of bacon. Black coffee.

Lunch: Bunless burger patty topped with avocado, cheese, mustard, and a side of spinach sauteed in olive oil.

Dinner: Ribeye steak with roasted broccoli tossed in olive oil and garlic. Side of butter.

Snack: Handful of almonds or a few slices of deli turkey with cream cheese.

***PRO TIP:** Day 1 is about showing your body that keto doesn't mean deprivation. Eat big, eat well, just skip the carbs.*

DAY 2: BUILD MOMENTUM

Breakfast: 2-egg omelet with mushrooms, bell peppers, and cheese. Cooked in butter. Black coffee.

Lunch: Chicken thighs (pan-fried in olive oil) over a bed of mixed greens with ranch dressing and avocado.

Dinner: Ground beef stir-fry with zucchini, bell peppers, and mushrooms. Season with garlic and hot sauce.

Snack: Celery sticks with cream cheese or a handful of pecans.

***PRO TIP:** Start drinking bone broth today. One cup in the afternoon. It helps with electrolytes and keeps the keto flu at bay.*

DAY 3: PUSH THROUGH

Breakfast: Bacon and egg cups: line a muffin tin with bacon, crack an egg in each, bake at 375F for 15 min. Make 4.

Lunch: Tuna salad made with mayo, diced celery, and mustard. Serve on a bed of spinach or in lettuce wraps.

Dinner: Baked salmon with lemon butter sauce. Side of cauliflower mash (steam cauliflower, blend with butter and cream cheese).

Snack: 1/2 avocado with salt and hot sauce.

***PRO TIP:** Days 2-4 are when the keto flu can hit. Take your electrolytes: extra salt on everything, an avocado for potassium, and magnesium before bed.*

DAY 4: TURNING POINT

Breakfast: 3 eggs fried in coconut oil with a side of bacon. Add avocado slices. Black coffee with a splash of heavy cream.

Lunch: Leftover salmon over spinach with olive oil, salt, and lemon. Handful of almonds on the side.

Dinner: Chicken thighs roasted with garlic butter. Side of roasted broccoli and zucchini.

Snack: String cheese and a few slices of deli meat.

***PRO TIP:** If you're feeling low energy today, that's NORMAL. Your body is switching fuel sources. Drink bone broth, add salt, and push through. Tomorrow will feel better.*

DAY 5: THE SHIFT

Breakfast: Keto breakfast bowl: ground sausage, scrambled eggs, shredded cheese, and hot sauce. Black coffee.

Lunch: Bunless bacon cheeseburger with lettuce, tomato, mustard, and a side of pickles. (Pickles are keto-friendly and help with sodium.)

Dinner: Pan-seared steak with a side of creamed spinach (spinach cooked in butter and heavy cream with garlic).

Snack: A few squares of dark chocolate (85% or higher, 1-2 squares max).

***PRO TIP:** By Day 5, many guys start noticing a surge of energy and mental clarity. This is your body running on ketones. You're officially fat-adapted.*

DAY 6: CRUISE MODE

Breakfast: 2 eggs over easy on top of sauteed spinach and mushrooms. 3 strips of bacon. Coffee with heavy cream.

Lunch: Chicken Caesar salad (no croutons) with full-fat Caesar dressing, parmesan, and grilled chicken thigh.

Dinner: Beef and broccoli stir-fry cooked in coconut oil with garlic and soy sauce (check for low-sugar soy sauce).

Snack: Guacamole with pork rinds or sliced bell peppers.

***PRO TIP:** Notice how you're not as hungry between meals? That's the fat keeping you full. Your body is learning to burn stored fat for energy.*

DAY 7: YOU MADE IT

Breakfast: Keto pancakes: mix 2 oz cream cheese, 2 eggs, 1 tbsp almond flour, and a pinch of cinnamon. Cook like regular pancakes. Top with butter.

Lunch: Cobb salad: mixed greens, hard-boiled eggs, bacon, avocado, blue cheese crumbles, and ranch dressing.

Dinner: Celebration steak: your favorite cut, cooked your favorite way. Side of roasted cauliflower and a Caesar side salad.

Snack: Almonds and a couple strips of bacon. You've earned it.

***PRO TIP:** Congratulations. You just completed the hardest week of keto. Most people quit by Day 3. Check your email tomorrow for what to do next.*

BEAT THE KETO FLU

The 'keto flu' is the #1 reason men quit in the first week. Symptoms include headache, fatigue, brain fog, irritability, and muscle cramps. Here's the truth: it's almost entirely caused by electrolyte loss. When you cut carbs, your body flushes water and electrolytes. Replace them and the flu is mild or nonexistent.

THE PROTOCOL

Electrolyte	Daily Target	How to Get It
Sodium	5,000-7,000mg	Salt everything generously. Drink bone broth (1-2 cups/day). Add salt to water.
Potassium	3,500-4,700mg	Eat 1 avocado daily. Supplement with potassium citrate if needed.
Magnesium	400-500mg	Take 400mg magnesium glycinate before bed. Helps sleep too.

EMERGENCY KETO FLU FIX

If you feel terrible on Days 2-4, do this immediately: Heat 1 cup of bone broth. Add 1/2 teaspoon of sea salt. Squeeze in half a lemon. Drink it slowly. You should feel better within 20-30 minutes. Repeat up to 3 times per day.

THE ALCOHOL CHEAT SHEET

Let's be real: you're a grown man and you're going to have a drink sometimes. Here's how to do it without wrecking your progress.

KETO-FRIENDLY DRINKS

Drink	Carbs	Notes
Whiskey / Bourbon	0g	Best choice. Neat or on the rocks.
Vodka (plain)	0g	Mix with soda water and lime only.
Tequila	0g	Skip the margarita mix.
Gin	0g	Gin and soda water with lime.
Dry red wine	3-4g/glass	Pinot Noir or Cabernet. Limit to 1-2 glasses.
Dry white wine	3-4g/glass	Sauvignon Blanc or Pinot Grigio.
Light beer	3-6g/can	Michelob Ultra (2.6g) is the best option.
Hard seltzer	1-2g/can	Most brands are fine. Check the label.

DRINKS TO AVOID

Drink	Carbs	Why
Regular beer	10-15g+	Liquid bread. One pint can kick you out of ketosis.
Cocktails with mixers	20-40g+	Margaritas, daiquiris, mojitos - all sugar bombs.
Sweet wine	8-12g/glass	Moscato, Riesling, port.
Soda mixers	25-40g	Rum and Coke, Jack and Coke, etc.

PRO TIP: Important: Alcohol tolerance *DROPS* on keto. You'll feel 2 drinks like you used to feel 4. Go slow, especially in the first few weeks. Also, your body burns alcohol before fat, so every drink temporarily pauses fat burning. Keep it to 1-2 drinks max, 1-2 times per week.

TESTOSTERONE & FAT LOSS AFTER 40

Here's the truth no one talks about: the reason it's harder to lose weight after 40 isn't just your metabolism. It's your hormones. Specifically, testosterone.

THE T-LEVEL PROBLEM

After age 40, testosterone declines about 1-2% per year. Lower testosterone leads to increased belly fat storage, decreased muscle mass, lower energy and motivation, poor sleep quality, and a slower metabolism. It becomes a vicious cycle: low T causes fat gain, and excess fat further lowers T.

HOW KETO HELPS

The keto diet naturally supports testosterone production in several ways:

- **Healthy fats are the building blocks of testosterone.** Cholesterol (from eggs, meat, butter) is literally the precursor molecule your body uses to make T.
- **Reduced inflammation.** Cutting sugar and seed oils reduces systemic inflammation, which is a major T-killer.
- **Better insulin sensitivity.** High insulin levels suppress testosterone. Keto keeps insulin low and stable.
- **Fat loss itself boosts T.** As you lose belly fat, your body produces less aromatase (the enzyme that converts testosterone to estrogen).

T-BOOSTING FOODS TO PRIORITIZE

Food	Why It Helps
Whole eggs (with yolk)	Cholesterol + vitamin D = T production fuel
Grass-fed beef	Zinc + saturated fat support hormone production
Wild-caught salmon	Omega-3s reduce inflammation, support T levels
Avocados	Healthy monounsaturated fats + potassium
Brazil nuts (2-3/day)	Selenium is critical for testosterone synthesis
Olive oil	Studies show it can increase T by up to 17%
Garlic	Contains allicin which may support T and reduce cortisol

FOODS THAT KILL TESTOSTERONE

- **Seed oils** (canola, soybean, corn, vegetable) - highly inflammatory
- **Sugar** - spikes insulin which suppresses T
- **Soy products** - contain phytoestrogens
- **Excessive alcohol** - directly suppresses testosterone production
- **Processed foods** - full of chemicals that disrupt hormones

***PRO TIP:** The meal plan in this guide is already designed around T-boosting foods. Just follow it and you're supporting your testosterone naturally without any extra effort.*

WHAT'S NEXT?

You now have everything you need to crush your first week on keto. But Week 1 is just the beginning.

Keep an eye on your inbox over the next 12 days. I'll be sending you daily tips on how to push through the keto flu, break through plateaus, and maximize your results as a man over 40.

YOUR WEEK 1 CHECKLIST

- Buy everything on the shopping list
- Start the electrolyte protocol on Day 1
- Follow each day's meals (don't skip ahead)
- Drink at least 8 glasses of water daily
- Have bone broth ready for Days 2-4
- Do NOT count calories - just keep carbs under 30g
- Take magnesium glycinate before bed every night
- Weigh yourself Day 1 morning and Day 7 morning (same time, same conditions)

Here's to a leaner, stronger you.

Jimmy

KetoOver40

DISCLAIMER: This guide is for informational purposes only and is not intended as medical advice. Consult your physician before starting any diet or exercise program. Individual results may vary.