

# WHY ENTERPRISE FITNESS?



## WE'RE NOT A GYM

Enterprise Fitness transforms lives. We're a premium health and training studio that applies world-class coaching techniques to the general public, as well as the seasoned athlete.



## CUSTOMISED HEALTH AND FITNESS

You won't find any cookie cutter meal plans or fitness programs here. We tailor everything to your specific goals and develop a unique training and nutrition plan to achieve optimum results – no matter your goal.



## 100% PRIVATE

Enterprise Fitness is 100% private. We don't accept walk-ins and we don't do single sessions or memberships.



## MINIMUM COMMITMENTS

Our training packages are a minimum 12-week commitment. Why? Because it's not about churning through clients to make a profit. We need three months of one-on-one training to change your life.



## LIFELONG CHANGES

We take the time to do things properly, using education, science and evidence-based training to provide you with the tools to make sustainable and lasting changes to your health and fitness.



## WE GET RESULTS

At Enterprise, we make your goals your reality. We work with people from all walks of life, from gold medal athletes and bodybuilders to the everyday gym-goer and complete novice. The one thing they all have in common: personal transformation.

ENTERPRISE®  
FITNESS

THE ENTERPRISE FITNESS USER MANUAL BY MARK OTTOBRE

# THE ENTERPRISE FITNESS USER MANUAL

FOR PURSUING EXCELLENCE  
IN HEALTH AND FITNESS

BY MARK OTTOBRE

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ENTERPRISE®  
FITNESS



# WELCOME

So you can easily identify your unique **User Manual**,  
please write your name and your start date in the space below.

Don't forget to bring this manual to your training sessions.



**NAME** \_\_\_\_\_

**START DATE** \_\_\_\_\_

**Before we proceed, what's your commitment level?**

## COMMITMENT LEVEL (PLEASE CIRCLE)

1    2    3    4    5    6    7    8    9    10



## DISCLAIMER

The contents of this manual are for informational purposes only and do not constitute medical advice. Always seek the advice of a physician or other qualified health provider before making changes to your diet and exercise regime.

# ENTERPRISE



FITNESS

A group of eight diverse men are standing together in front of a large, semi-transparent "Enterprise Fitness" sign. The men are dressed in athletic gear, including dark t-shirts, shorts, and hoodies, with one man in the center wearing a bright yellow pair of shorts. They are all smiling and appear to be posing for a team photo.

# WELCOME TO ENTERPRISE

Congratulations, you've made the first steps towards changing your life; a conscious decision to be look better, live better and feel better. It doesn't matter whether you want to lose 10 kilos, increase your muscle mass or take home the next fitness or physique title – together we can make it happen.

## USING THE MANUAL

To help you get started, we've created this manual. It might seem a little confusing or overwhelming at first, but don't worry, we'll be guiding you along the way.

You'll notice a lot of questions and blank spaces - that's because much of your success is going to be determined by you. We don't recommend cookie cutter programs and preset nutrition plans like other gyms; we design a tailored solution to optimise physical performance, and that will be different for every single person.

The more information you provide and the more honest you are about your goals, the better we can assist you in achieving them. So, make the most of the manual, it will serve as a lifelong reminder of how you achieved the body you've always wanted, and also help you maintain it.

## YOU'RE IN GOOD HANDS

In addition to yours truly, you'll also be supported by Enterprise's dedicated team of fitness and health specialists. We are all unified by a single-minded focus: transforming the lives of our members. We believe that education is the best way to foster personal development, and we practice what we preach. The team participate in weekly training sessions, receive regular

one-on-one mentoring, and have access to over 200 hours of online educational content via the Wolfpack Trainer Mentoring Hub. I also oversee each and every members program that we produce.

## WHAT TO EXPECT

*"Never expect something you don't want or want something you don't expect." – Anonymous*

At Enterprise, expect to meet with success. Follow the process, listen to your trainer and ask questions. You're here to create a better version of yourself - that's both exciting and nerve racking. In addition to smashing your goals, you'll have to overcome old habits that no longer serve you or your new lifestyle. Expect to be challenged, but trust it will all be worth it.

## OUR METHOD WORKS

We've personally coached thousands of people all over Australia (and the world), from gold medalists, elite athletes, bodybuilders and fitness models to everyday men and women, helping them achieve their ideal body. And we've got the results to prove it (just take a look at some of the before & after shots on pages 7-8).

So, if you're committed to giving this 100%, we can help you smash your goals.

What are you waiting for? Let's get started.

  
FOUNDER AND DIRECTOR,  
ENTERPRISE FITNESS

# SHOUT OUTS!

The booklet you hold in your hands would not have been possible without a collective effort from the entire Enterprise Fitness team.

I wanted to give an extra special shout out to Enterprise Fitness General Manager and Diamond coach, James Kelly. Thank you for obsessing over every little detail to make this Manual ‘just right’ for both our trainers and clients.

Thank you to our admin crew who makes all the behind the scenes stuff work. As a client, if you need to contact our admin team email: [admin@enterprisefitness.com.au](mailto:admin@enterprisefitness.com.au).

## SHOUT OUT TO PEOPLE WE LOVE WORKING WITH..



**Kristine Ottobre** for all things naturopathy, functional health, lab testing and working with health issues.

Contact: [kristine@wellixa.com.au](mailto:kristine@wellixa.com.au)  
Website: [www.wellixa.com.au](http://www.wellixa.com.au)



For all things Hypnotherapy, contact **Forrest**.

Contact: [hello@forestt.com.au](mailto:hello@forestt.com.au)



**Phil Papadopoulos** for all things soft tissue and Myotherapy.

Contact: [0423 611 000](tel:0423611000)



Shout out to **Designs for Health Australia** for supporting us with the highest grade, practitioner supplements.

## OTHER THINGS WE LOVE:

- ♥ Jocko Go!
- ♥ Coffee
- ♥ First Press Coffee
- ♥ Dark Chocolate

**JAMES KELLY,**

Enterprise Fitness  
General Manager



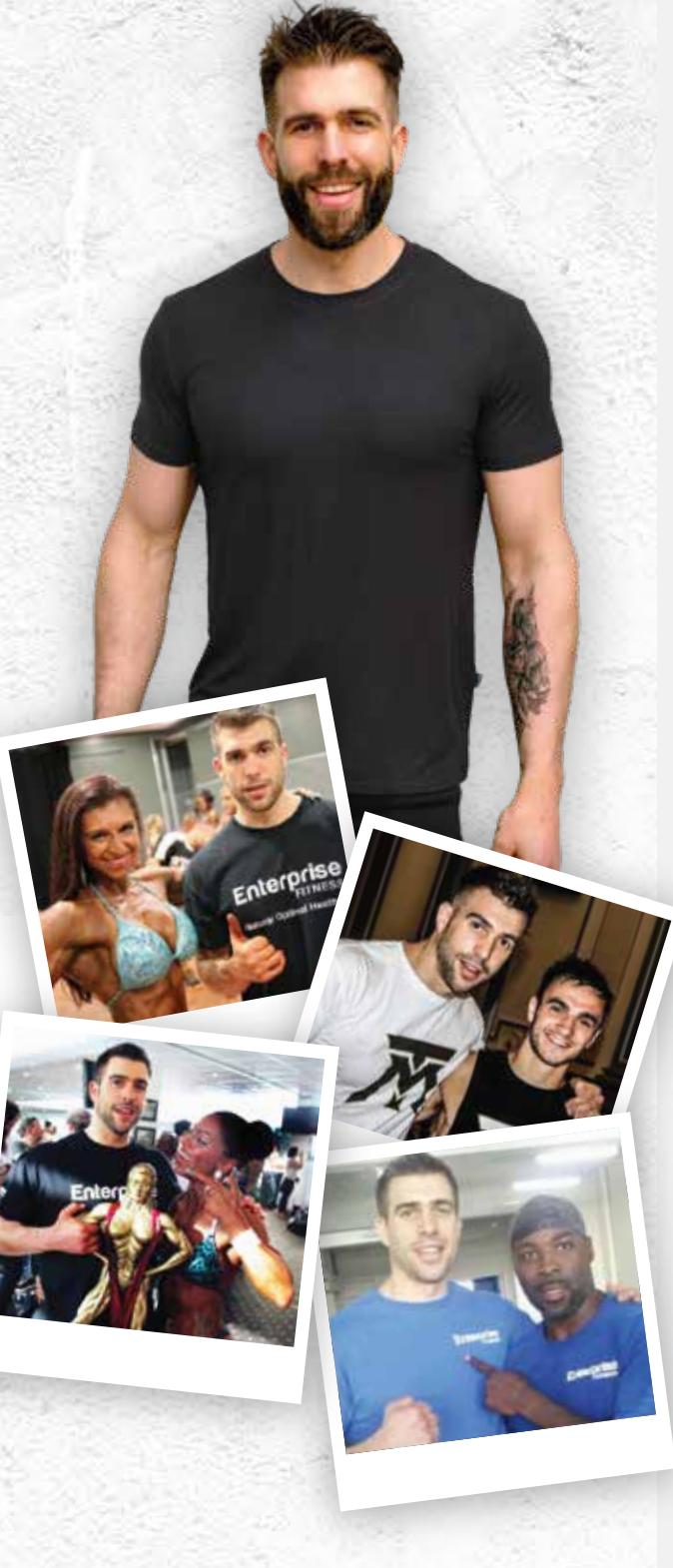
# HOW TO USE THE MANUAL

What you have in your hands is an interactive manual for success to help you achieve optimal body composition. It will provide a roadmap for your transformation and allow you to list specific, measurable goals and milestones to keep you accountable. It's designed to be used in conjunction with your training sessions at Enterprise.

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# MEET MARK ENTERPRISE OWNER AND FOUNDER



“ I don't believe in 'practice what you preach' but rather preach what you practice. ”

**MARK OTTOBRE**

Mark is one of Australia's most successful and sought after trainers. A thought leader in the world of health, fitness and personal development. He started training at the ripe old age of 14 and has spent the better part of 20 years educating himself and perfecting his craft, driven by a single-minded goal to empower people through health, fitness and hardcore training.

Mark knows exactly what it takes to help his clients achieve their ideal body. From the gym-novice to the elite athlete, he's transformed thousands of lives through a specific combination of nutrition, training and supplements. And his method works. He's coached a Commonwealth gold medalist; Australian boxing titleholders in super flyweight and welterweight divisions; a four-time Ms Australia; a three-time Arnold Classic gold medalist; and multiple WBFF Bikini Pros.

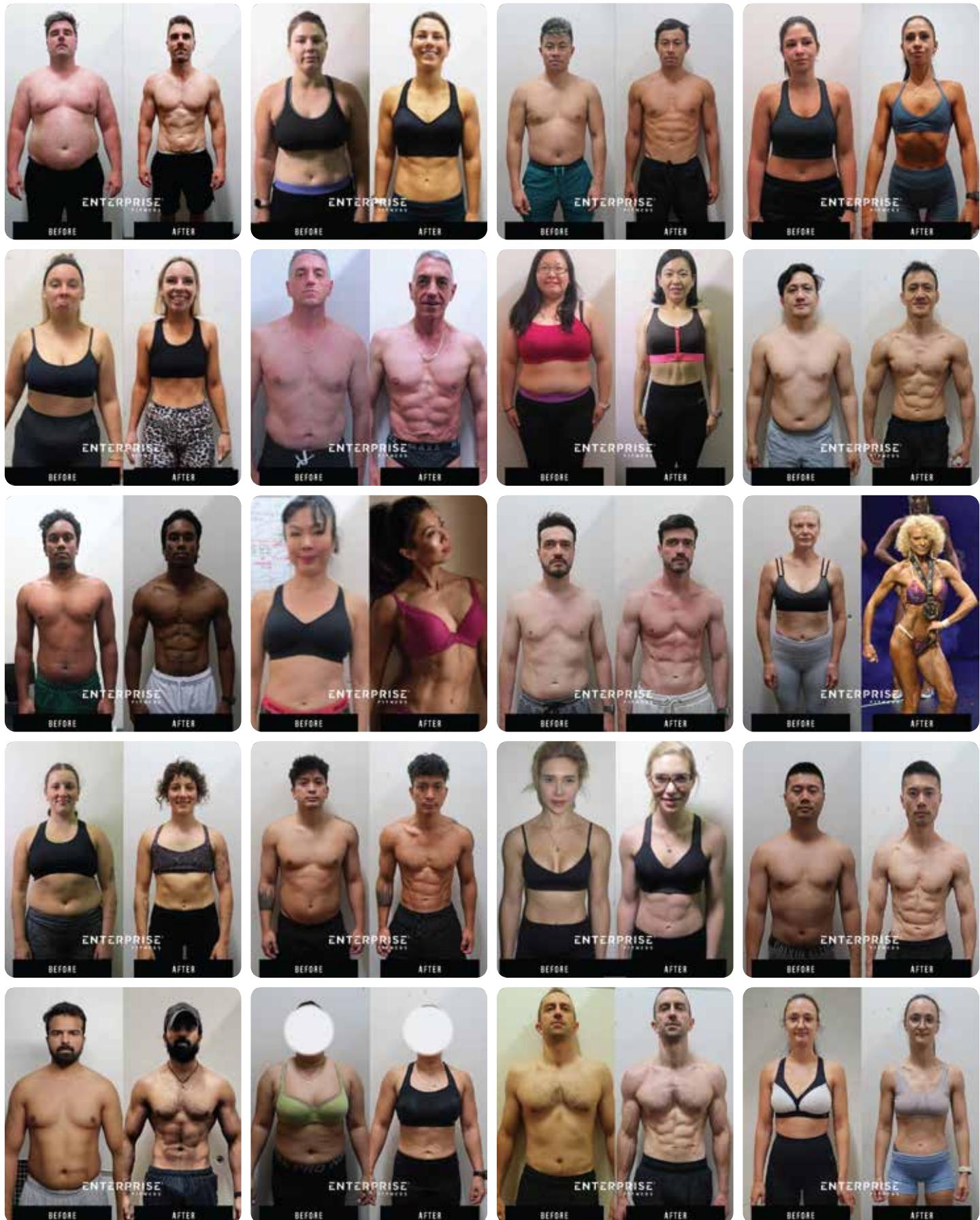
At the top of his field, Mark has also hosted sell-out seminars; published several articles, eBooks and a long running podcast; and launched a successful mentoring program for the next generation of personal trainers - Wolfpack. He believes that physical training and self-reflection are the two best tools for personal growth and has over a decade of real results to prove it.

Follow Mark on Instagram and TikTok @MarkOttobre

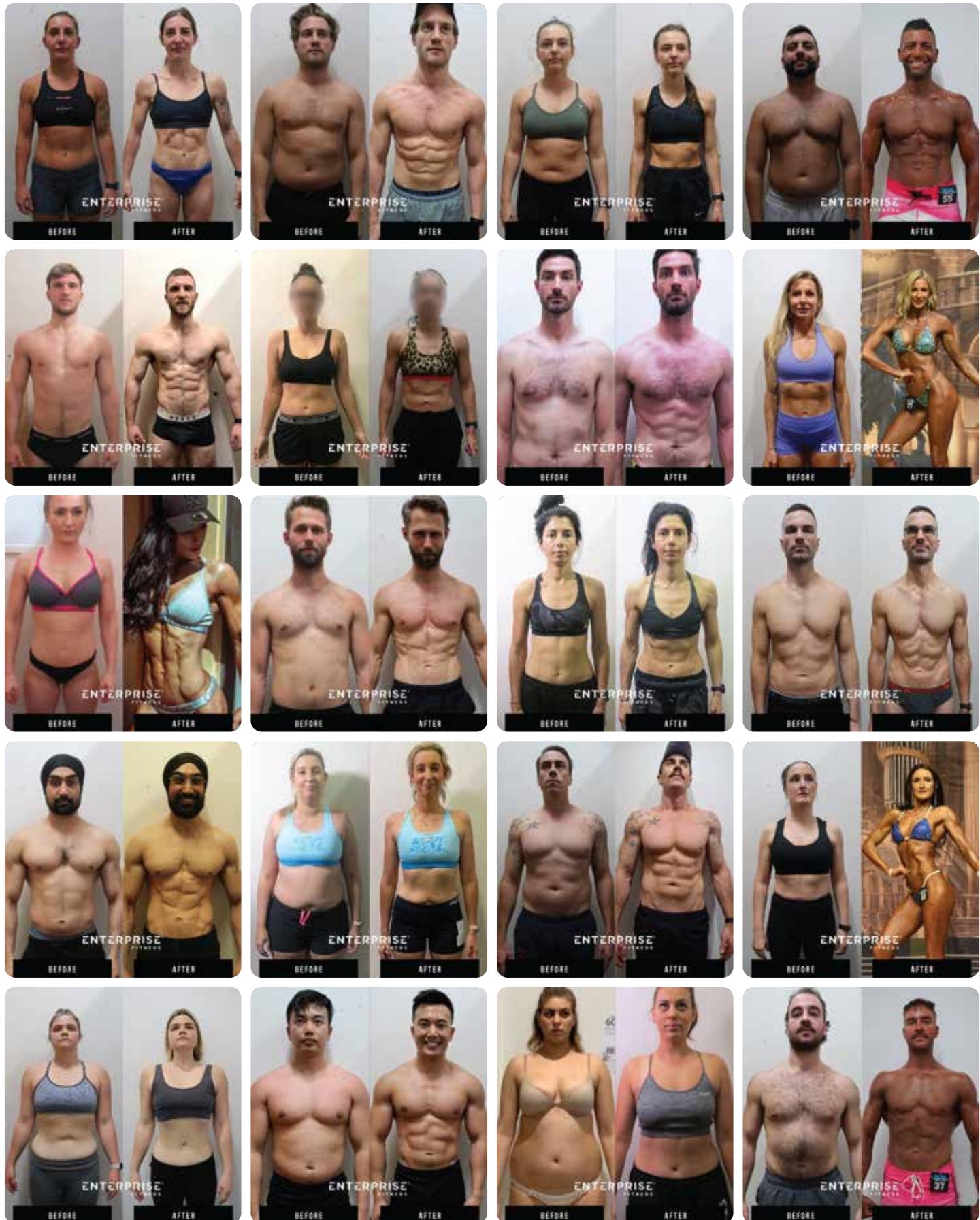
MARK HAS FEATURED IN

9NEWS Daily Telegraph MMH Who stellar NATURAL BODY T NATION POLIQUIN oxygen Muscle MUSCLEMAG BRIN Herald Sun sky news

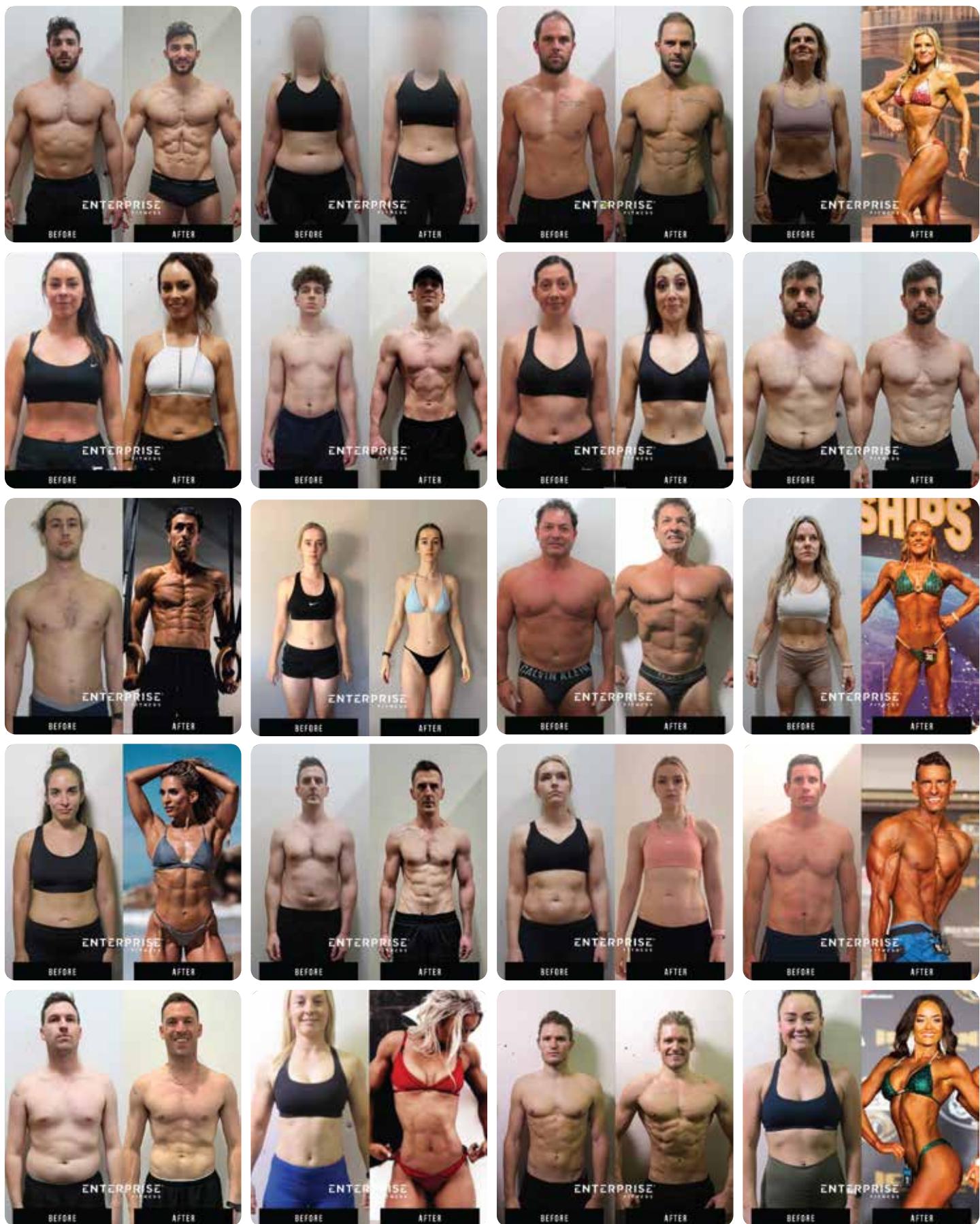
# THIS CAN BE YOU... ENTERPRISE RESULTS



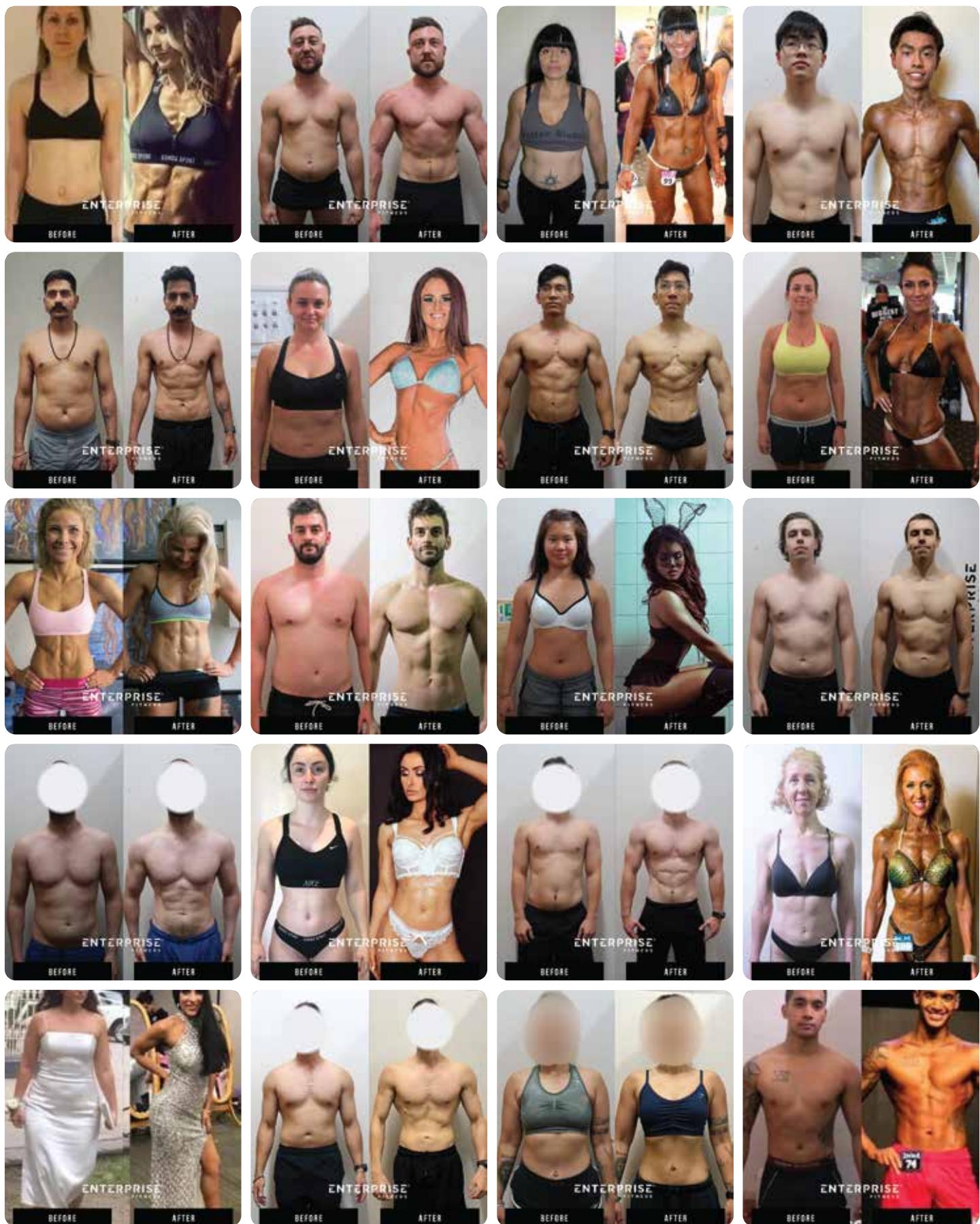
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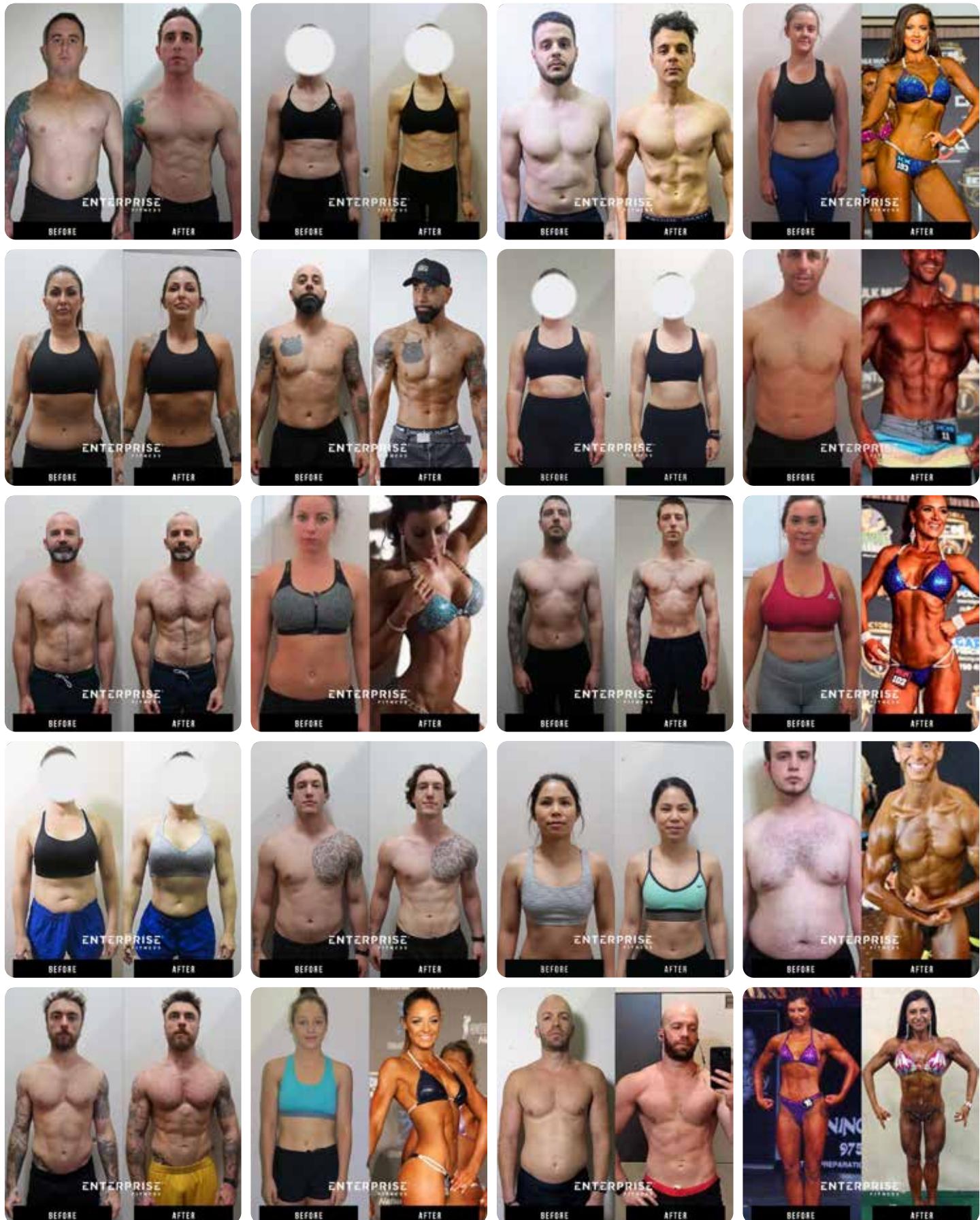
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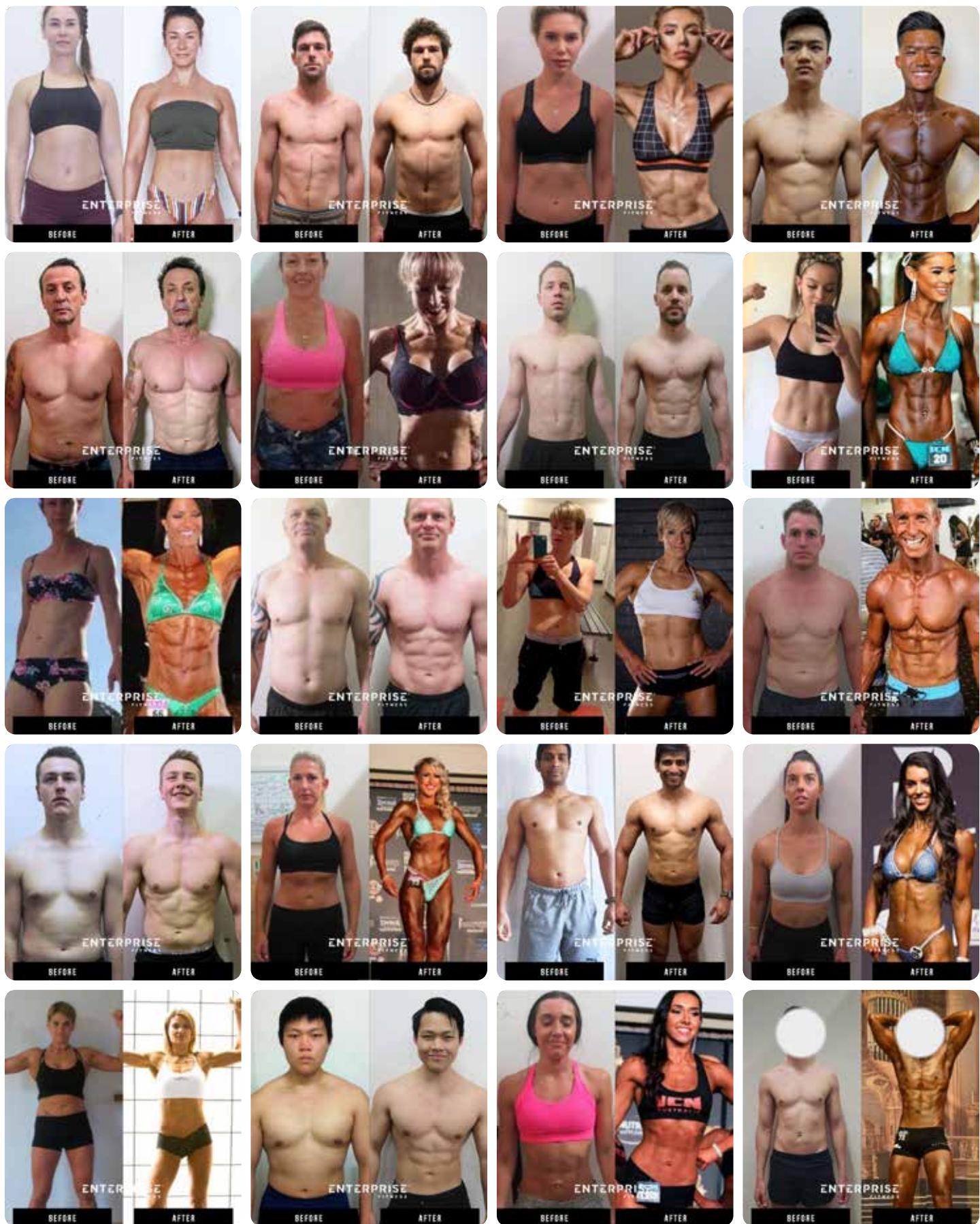
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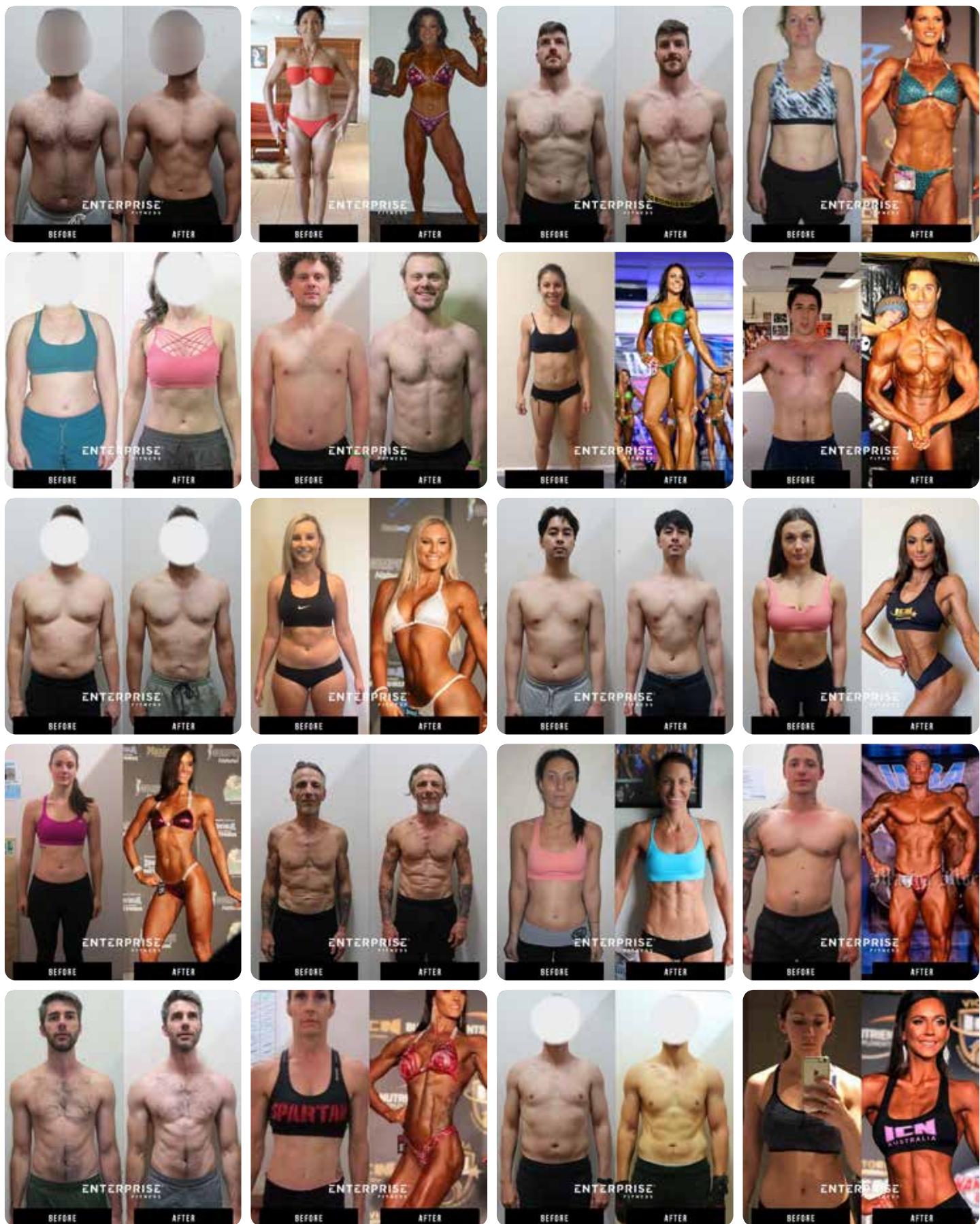
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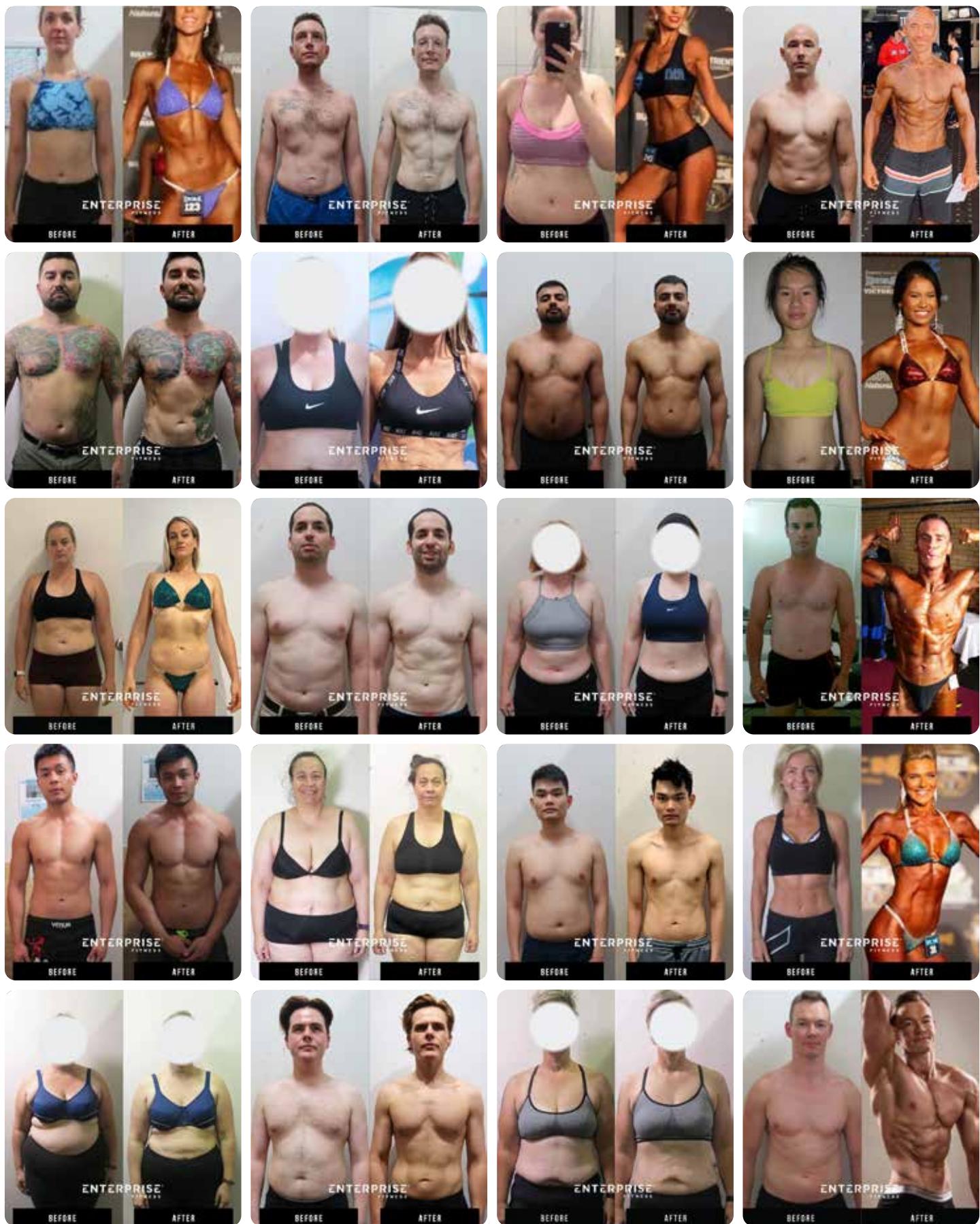
# THIS CAN BE YOU... ENTERPRISE RESULTS



# THIS CAN BE YOU... ENTERPRISE RESULTS



# THIS CAN BE YOU... ENTERPRISE RESULTS



## WHOPIE GOAL SETTING FORMULA

### WISHING AND HOPING

Searching for that which is unattainable will cause you to suffer.  
That's why it's so important to set realistic goals and expectations - don't set yourself up to fail.  
Let's get clear on your goals.

### CHOOSE NO MORE THAN 3 PRIMARY GOALS

#### BODY COMP GOAL

- LOSE BODY FAT
- GAIN MUSCLE MASS
- MAINTAIN BODY COMPOSITION
- COMPETE
- PHOTOSHOOT

#### LIFESTYLE GOAL

- HAVE MORE ENERGY AND VITALITY
- GAIN CONTROL OVER EATING HABITS
- IMPROVE OVERALL PHYSICAL FITNESS
- BE MORE CONFIDENT IN THE GYM
- IMPROVE NUTRITION KNOWLEDGE

#### TRAINING GOAL

- IMPROVE TRAINING KNOWLEDGE
- WORK ON SPECIFIC LIFT(S)  
(please specify below)
- MOVE PAIN FREE
- REHAB CURRENT / PAST INJURIES
- BUILD BASE LEVEL STRENGTH AND TECHNIQUE

# GOAL SETTING

## WHOOPIE GOAL SETTING FORMULA

### OUTCOME

AT ENTERPRISE FITNESS, WE HAVE A CONCEPT CALLED THE “BAM AND BHAG”.

**BAM** = Bare Arse Minimum

**BHAG** = Big Hairy Audacious Goal

FOR EXAMPLE... If you are looking to lose weight:

**BAM**

Lose  $\frac{1}{2}$  kilo or 0.5% body fat per week

**BHAG**

Lose 1 kilo or 1% body fat per week

Talk to your trainer to help determine your BAM and BHAG.

### OBSTACLES

List your TOP 5 OBSTACLES

**01**

\_\_\_\_\_

**02**

\_\_\_\_\_

**03**

\_\_\_\_\_

**04**

\_\_\_\_\_

**05**

\_\_\_\_\_

# GOAL SETTING WHOPIE GOAL SETTING FORMULA

## PLAN

We have designed this manual to help you, alongside your coach, design the most optimal plan possible to help you achieve your goals. Your coach will ensure the plan is tailored to your specific needs based on your lifestyle

## IDENTITY

"I'm the kind of person who"

**BE** - who do I need to be in order to achieve my goal....

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**DO** - what actions do I need to be consistent with to achieve my goal....

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**HAVE** - If I am able to do the above I will achieve "X"

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Please refer to chapter 1 of the Enterprise Diet book. The BE DO HAVE framework is unpacked in more detail here.

## EXECUTE

Without action there will be no progress. Your coach will help set you up for success, but it's up to you to execute.

## 7 AREAS OF FOCUS



## YOUR 3 KEY AREAS OF FOCUS

01

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02

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03

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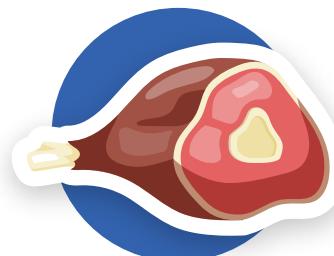


# NUTRITION

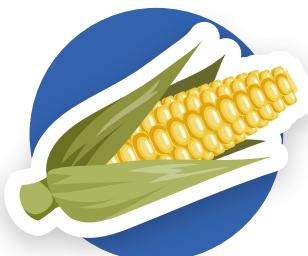
“ I am a healthy person, who eats healthy foods that build and nourish my body. ”

MARK OTTOBRE

## THE FIVE MAJOR FOOD GROUPS:



HUNTED



FARMED



GATHERED



PLUCKED



FISHED

# PROTEIN, FAT, CARBOHYDRATES

## MEAL PLAN, FOOD SYSTEM OR MACROS?

I've never understood why people pay for meal plans. The idea that you're fixed into certain foods each day or that there is a magical combination of foods that unlock muscle and burn body fat is silly to me.

It goes without saying that you should eat highly nutritious foods. However, the way you build a meal is straightforward:

- 1 **Step 1:** Pick a protein.
- 2 **Step 2:** Pick a fat.
- 3 **Step 3:** Consume vegetables with most meals.
- 4 **Step 4:** Choose and manage your carbohydrate intake.

\*I'll provide you with a shopping list at the end of this chapter to give you the ideal options to choose from.

Using an interchangeable meal plan template gives you endless options and flexibility without any complexities. There are no magical combinations of food required!

The next logical question is how much to eat. But before we dive into the meat and potatoes of putting it all together, there are three systems we use at Enterprise Fitness, depending on the client's level of understanding and commitment:

1. Food goals.
2. Macronutrient goals.
3. If not weighing and measuring food intake; then use the Enterprise Nutrition Principles.

## PROTEIN

### Pick a protein



Protein is vital for numerous biochemical functions in the body. Often people just think it is important for growing and maintaining muscle (which it certainly is) but it's also essential for a strong immune system, detoxification and neurotransmitters. Proteins are made from amino acids, which have diverse roles in the body.

For example, glycine, cysteine and methionine, all sulphur-based amino acids, are needed for phase two liver detoxification. The amino acid leucine is critical for protein synthesis. Tyrosine impacts the neurotransmitter dopamine. Additionally, amino acids have precursor roles to other metabolic processes, which would take a biochemistry encyclopaedia to articulate.

If you don't get enough protein, the body breaks down muscle to fuel other more important metabolic processes. This is why it's vital we eat enough of this macronutrient.

Protein comes from the Greek word 'proteios', which translates to 'prime importance'. As protein is of prime importance, it's step one when making a meal. Evidence suggests that when calories equate and protein intake remains constant, the difference between following a low-carb and high-fat, or a high-carb and low-fat diet is negligible in terms of weight/fat loss.

# PROTEIN, FAT, CARBOHYDRATES

## FAT

### Pick a fat



First, let's get two things out the way:

1. Dietary fat is NOT the same as body fat.
2. Dietary fat does not automatically turn into body fat.

Healthy dietary fat is vital. From cellular function and mental cognition to hormone production, your body requires fatty acids and dietary fat. When you remove essential fats from your diet or aggressively reduce fat intake, ramifications can include dry skin, poor mental cognition and a dampened libido.

The fat-soluble vitamins are vitamins A, D, K and E. These are all necessary for health<sup>(10)</sup>. Furthermore, high-protein diets (like the one we're suggesting for body composition) that don't contain enough vitamin A will deplete vitamin A because it is necessary to assimilate protein.

Likewise, vitamins D, K and E play vital roles in the body, supporting the immune system (vitamin D), skin (vitamin E) and K with its ability to better utilise all the other fat-soluble vitamins. Nature didn't get it wrong; that's why the egg has the yolk, so when you get your serving of protein, you're also getting important nutrients and cofactors to support protein's utilisation in the body.

## CARBOHYDRATE

### Pick a carbohydrate (starchy carbohydrates)



The notion that 'carbs make you fat' persists as we often associate sugar and junk foods with carbohydrates. If we take a step back, sugar and junk food are refined carbohydrates. They are nutritionally void.

Eliminating junk out of your diet isn't the same as eliminating carbs. The problem is when carbs get reduced to the argument, a calorie is a calorie, or in this case, a carb is a carb.

From a purely biochemically standpoint, you can't argue. However, any coach worth their salt will tell you there's a difference between eating 100 grams of carbs from sweet potato and consuming 100 grams of carbs from soft drinks and lollies. An obvious difference is the food volume it takes to eat 100 grams of carbs from whole food sources like sweet potatoes. Other differences can be found in the clients' mood, body composition, health, compliance and overall attitude towards their plan – and that's not even getting the differences in physiological impacts such as effects on blood glucose, insulin and leptin.

# NUTRITION GUIDELINES

MEAL	NON NEGOTIABLE: PROTEIN	NON NEGOTIOABLE: FAT	VARIABLE: VEGETABLE	DEPENDANT: STARCHY CARBS
01 TIME	<ul style="list-style-type: none"> <li>&gt; Every meal</li> <li>&gt; More variety the better</li> <li>&gt; Protein shakes are not food</li> <li>&gt; Please see page 14 for a list of recommended protein sources</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Every meal</li> <li>&gt; More variety the better</li> <li>&gt; Please see page 14 for a list of recommended fat sources</li> </ul>	<ul style="list-style-type: none"> <li>&gt; At majority of meals</li> <li>&gt; Based on personal preference, Eg you might not want vegetables at breakfast</li> <li>&gt; If having starchy carbs, you may drop the vegetables if you want to</li> <li>&gt; Please see page 14 for a list of recommended fibrous carbs</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Post training</li> <li>&gt; Pre and post training</li> <li>&gt; Pre, post and dinner</li> <li>&gt; Pre, post, breakfast, dinner</li> <li>&gt; Pre, post, breakfast, dinner and afternoon meal</li> <li>&gt; At every meal</li> <li>&gt; Please see page 14 for a list of recommended starchy carbs</li> </ul>
SERVING SIZE	SERVING SIZE	SERVING SIZE	SERVING SIZE	
02 TIME				
03 TIME				
04 TIME	<ul style="list-style-type: none"> <li>&gt; Eat enough</li> <li>&gt; Male: Between 150 to 250 grams of protein food weight. Weighed before cooking.</li> <li>&gt; Female: Between 75 to 150 grams of protein food weight. Weighed before cooking.</li> <li>&gt; Macro serve is between 2.2 to 3 grams of protein per kilo of body weight</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Tablespoon of butter</li> <li>&gt; Tablespoon of coconut oil</li> <li>&gt; 1/4 to 1/2 of avocado</li> <li>&gt; Tablespoon of olive oil (don't cook with)</li> <li>&gt; Macro weight is between .88 to 1 gram per kilo of body weight</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Eat enough</li> <li>&gt; Depends on the type of vegetable, eg 100 to 200 grams of green beans</li> <li>&gt; Eat with your eye</li> <li>&gt; 80/20 rule: 80% green, 20% colour</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Depends on goal and starting point</li> <li>&gt; Rice is weighed cooked</li> <li>&gt; Sweet potato and pumpkin is weighed raw</li> <li>&gt; Male: between 200g to 250 grams of potatoes, OR 100 to 175 grams of rice OR 250 to 300 grams of pumpkin</li> <li>&gt; Female: between 150 to 200 grams of potatoes, OR 100 to 125 grams of rice, OR 200 to 250 grams of pumpkin</li> </ul>
05 TIME				
06 TIME				

\*Starchy carbohydrates have a big range for macro recommendation. 1 to 6 grams per kilo of body weight. Note 5 to 6 is re-feed territory.

\*Please note this is a big range as peoples appetites and needs differ on goals, body weight, preference, training volume etc



## PROTEIN SOURCES

### CHICKEN

Whole chicken, breast, thigh, skin on or off. Not rotisserie chicken, nuggets, Kiev or crumbed. Avoid most marinades – most marinades are very high in calories.

### FISH

Avoid canned and consuming too much tuna. Avoid fish from Asia, particularly Basa fillets, Catfish (also labelled as Pacific Dory).

### RED MEAT

Grass-fed and organic is always preferable. The extra fee is worth it.

### GAME MEAT

Kangaroo, Goat, Bison, Venison, Buffalo, Camel, Wallaby, Emu, Rabbit, Elk.

### WHITE MEAT

Pork, Turkey, Chicken, Fish.

### EGGS

Always free range. Don't avoid yolks. Limit eggs to no more than two meals per day for variety.

### HIGH PROTEIN YOGHURT

Some good options are YoPro, Chobani, MOOpro & Barambah Organics.

### VEGAN OPTIONS

Pea/rice Protein powders, lupin flakes, amino acids. Not soy.

### WHEY PROTEIN SHAKES

Protein shakes can help you hit your protein macro target. A word of caution: shakes are great to supplement your protein needs but they shouldn't be a complete replacement for real food with all its vitamins, minerals and fat.



## FAT SOURCES

### SATURATED OPTIONS

#### ORGANIC BUTTER & GHEE

High in Vitamins A,D,E,& K. Ghee is clarified butter, minimal dairy, good for cooking.

#### COCONUT OIL

A stable fat, good for cooking.

#### FATTY CUTS OF MEAT & FISH

Organic when possible.

#### BEEF TALLOW

Minimally processed, good for cooking.

### UNSATURATED OPTIONS

#### AVOCADO / AVOCADO OIL

Can be used for some variation as oppose to oils. Avocado Oil is a good dressing or cooking option.

#### OLIVE OIL / NUTS & NUT OIL

Nut oils include things such as Macadamia & Walnut Oil.

#### SPRAY OILS (OLIVE & AVOCADO OIL)

Great for cooking and managing fat consumption.



## CARBOHYDRATE SOURCES

### PUMPKIN

Very low GI. Good choice for fat loss and food volume.

### SWEET POTATO

Very low GI. Good choice for fat loss and food volume.

### WHITE POTATO

High GI. Recommended post-workout.

### RED RICE

Low GI. Good choice for fat loss. Contains B vitamins.

### BLACK RICE

Very low GI.

### BROWN RICE

Low GI.

### BASMATI RICE

Moderate GI. Recommended post-workout.

### WHITE RICE

High GI. Recommended post-workout.

### QUINOA

Low GI. Good choice for fat loss for food volume.

### PASTA

Moderate GI but high calorie. Good when eating in a surplus.

### LEGUMES

Low GI. Includes things such as Chickpeas, Lentils & Beans.

### BREAD

Sourdough bread or GF Precint breads.

### GLUTEN FREE-CEREALS / GRANOLA

Not all gluten free cereal / granola are equal. Some will be higher in fat, containing nuts, coconut and seeds. Others will use rice flour or gluten-free oats. Read labels.

### MAPLE SYRUP/ HONEY

High GI. Useful when carb intake exceeds appetite. Maple syrup and honey can be added to meals when you need to bolster carb intake. Note: this is not a practice for those in a fat loss phase.

### FRUIT

Fruit contributes to carb intake.

### INTRA-WORKOUT POWDERS

Extremely High GI. Can help drive performance during training. Things such as Maltodextrin or Dextrose.



## LIQUIDS

### WATER

Drink water, ideally filtered. A general starting point formula, body weight in kilos x 37 = total mls. Add a litre or two for training and hot weather.

### COFFEE

See coffee rules in chapter two. Summary: no milk or sugar, limit to two to three cups a day, before 1:37 pm.

### TEA

Green, peppermint, black – generally all herbal teas won't hinder progress. Loose leaf, organic tea is superior to teabags.

### RAW CACAO

Teaspoon and hot water is all you need.

### KOMBUCHA

Limit to one to two per week (if any). Eliminate if you have gut issues.

### ALCOHOL

Not conducive to body composition goals. Alcohol is the 4th macronutrients, it contains 7 calories per gram.



## FIBROUS CARBS - VEGETABLES AND SALADS

### ANYTHING THAT'S GREEN.

Any vegetable that doesn't contain starch.

Easier to say what it's not. It's not pumpkin, potatoes or corn (which fall into the category of carbohydrates).

Includes (but is not limited to): salad, green leafy vegetables, carrot, alfalfa, asparagus, broccoli, cabbage, celery, eggplant, green beans, kale, mushrooms, onion, parsley, radishes, spinach, zucchini, tomatoes, turnip.

Frozen or fresh. If buying frozen mixed vegetables, opt for varieties without starchy vegetables.

Implement the 80/20 rule: 80% of your vegetables green, 20% of your vegetables coloured.



## HERBS, CONDIMENTS AND SPICES

**CELTIC SEA SALT**

**HIMALAYAN SEA SALT**

**PEPPER**

**LEMON OR LIME**

**APPLE CIDER VINEGAR**

**GARLIC**

**ONION**

**GINGER**

**TOMATO PASTE / PASSATA**

**SPICES**

e.g chili, turmeric, paprika (if using spice blends, ensure no added sugar or fillers)

**SAUCES / CONDIMENTS**

(low sugar and natural ingredients.  
Brands such as Ceres Organics,  
Good Sauce Co & Spiral Organics)



## FOODS TO AVOID, REDUCE OR ELIMINATE

**GLUTEN**

**PARTIALLY HYDROGENATED OILS**

**TRANS FATS**

**COMMERCIAL DAIRY**

**HYDROGENATED OILS**

**MARGARINE**

**SOY**

**CANOLA OIL**

**SOFT DRINKS**

**REFINED SUGAR**

**VEGETABLE OIL**

**DEEP-FRIED FOODS AND JUNK FOODS**

# SERVING SIZES

By Mark Ottobre

The below tables list how much food weight for each macro source is needed for different macro servings sizes in grams.



Protein Source	Grams of Macro Protein					
	25g	30g	35g	50g	65g	75g
Chicken breast	81g	97g	113g	162g	210g	242g
Chicken thigh - (baked)	102g	123g	143g	204g	266g	306g
Eggs - whole (59g egg, large)	5 eggs	6 eggs	7 eggs	8 eggs	10 eggs	11-12 eggs
Salmon	121g	145g	169g	242g	314g	314g
Fish - Barramundi	129g	155g	181g	258g	335g	387g
Kangaroo	117g	140g	164g	234g	304g	351g
Beef mince, 95% lean	119g	143g	167g	238g	310g	357g
Beef - Rump steak	124g	149g	174g	248g	322g	372g
Pork loin	104g	125g	146g	208g	270g	311g
Lamb shoulder	143g	172g	200g	286g	372g	400g
Lupin flakes	63g	75g	88g	125g	162g	187g
Whey protein - average	32g	39g	45g	64g	83g	96g
1 scoop of pea protein - average	29g	35g	41g	58g	76g	87g
Turkey breast - no skin	116g	139g	162g	232g	301g	347g

Reference: \*All values are referenced from Calorie King Australia  
Lupin flakes reference: MyFitnessPal



Fat Source	Grams of Macro Fat		
	10g	15g	20g
Butter	8.2g	12.3g	16.4g
Olive Oil	9.2g	13.8g	18.4g
Coconut Oil	10g	15g	20g
Ghee	10g	15g	20g
Lard	10g	15g	20g
Avocado	47g	71g	95g
Avocado notes:	Small avocado: 110g, medium 160g, large 200g (no skin)		
Eggs - whole (59 g egg, large)	2	3	4

Reference: \*Values are referenced from Calorie King Australia

# SHOPPING LIST



Carb Source	Grams of Macro Carbs				
	25g	35g	50g	60g	75g
White rice cooked	70g	98g	140g	167g	209g
Brown rice cooked	79g	110g	158g	189g	220g
Sweet potato cooked	165g	198g	329g	395g	494g
White potato cooked w/ skin	177g	211g	353g	423g	529g
Rice cakes - thick	32g	45g	64g	77g	96g
Rice cake notes	<i>Small avocado: 110g, medium 160g, large 200g (no skin)</i>				
Quinoa cooked	118g	165g	235g	282g	352g
Pumpkin	313g	438g	625g	750g	938g
Maple syrup	32g	45g	63g	76g	95g
Gummi worms (lollies)	33g	46g	66g	79g	99g

Reference: \*Values are referenced from Calorie King Australia



Carb Source (Fruit)	Grams of Macro Carbs		
	25g	50g	75g
Banana	127g	253g	379g
Banana notes	<i>Small banana: 85g, medium 170g, large 210g</i>		
Blueberries	221g	443g	664g
Oranges	312g	625g	937g
Oranges notes	<i>Small 150g, medium 230g, large 300g</i>		
Apples	236g	472g	708g
Apple notes	<i>Small 92g, medium 150g, large 235g</i>		
Kiwi fruit	275g	549g	824g
Kiwi notes	<i>Medium kiwi 100g with skin, 75g without</i>		
Pineapple	305g	610g	915g
Pineapple notes	<i>Mini pineapple cut: 250g, medium 500g, large 700g</i>		
Mango	216g	431g	647g
Mango notes	<i>Small Mango cut: 136g, medium 204g, large 340g</i>		

Reference: \*Values are referenced from Calorie King Australia

# SHAKE MEMBERSHIP

**GET YOUR NUTRITION NEEDS MET  
BEFORE AND AFTER EVERY WORKOUT**



PRE WORKOUT COFFEE



POST WORKOUT SHAKE



10% OFF ALL SUPPLEMENTS

**\$197**

3 months

**\$17.95**

per week for 12 weeks

**BECOME A SHAKE MEMBER TODAY**

# SUPPLEMENTS



## GUT



### GI Revive and/or GastroMend-HP:

Support GI system health and relieve mild GI tract inflammation

### Oregano Oil:

Supports intestinal health

**Zymegest:**  
To aid digestion

**Probiomed:**  
General gut support

For further assistance, speak to our naturopath. Chronic gut issues are complex and need testing.



## SLEEP AND FATIGUE:

- ✓ Tri-Mag Supreme night powder
- ✓ Trigandha
- ✓ Magnesium Threonate



## INFLAMMATION AND CARDIOVASCULAR HEALTH :



✓ Berb-Eval

✓ Curcum-Evali

✓ OmegaAvail



## ENERGY:



✓ Ubiq-Evali

✓ Trigandha

✓ Electrolytes

✓ B Supreme



## MENTAL WELLBEING:



✓ Trigandha

✓ Electrolytes

✓ Tri-Mag Supreme night powder



## IMMUNE SUPPORT:



✓ Vitamin D

✓ Immunitone Plus

✓ Liposomal Vitamin C

✓ Liposomal Glutathione



## SLEEP AND FATIGUE:



- ✓ Tri-Mag Supreme night powder
- ✓ Trigandha
- ✓ Magnesium Threonate



## RECOVERY AND MUSCLE:

- ✓ Tri Mag Supreme powder
- ✓ Trigandha

### Collagen

For recovery: Active Body Collagen

For injuries: Whole Body Collagen



✓ Electrolytes

✓ Amino Complex

# READY TO GO PROTOCOLS



## THE ENTERPRISE PROTOCOL:



- ✓ Berb-Evail
- ✓ Tri-Mag Supreme
- ✓ Collagen
- ✓ Trigandha



## GENERAL PROTOCOLS:



- ✓ Trigandha
- ✓ Electrolytes
- ✓ Tri-Mag Supreme Night Powder

## PLUS 1 SPECIALTY SUPPLEMENTS:

- ▶ For **immune system** support, add Liposomal Vitamin C, D or Liposomal Glutathione
- ▶ For **sleep support**, Tri-Mag Supreme Night Powder.
- ▶ For **general Magnesium**, Tri-Mag Supreme
- ▶ For **inflammation** support, Curcum-Evail and OmegaAvail
- ▶ For **Carbohydrate** utilisation and/or health blood lipids, Berb-Evail



## ENTERPRISE RECOVERY AND MUSCLE PROTOCOL:



- ✓ Electrolytes
- ✓ Trigandha
- ✓ Collagen
- ✓ Tri-Mag Supreme



## ENTERPRISE LIFESTYLE PROTOCOL:



- ✓ Collagen
- ✓ Tri-Mag Supreme
- ✓ OmegaAvail



## ENTERPRISE VEGETARIAN/ VEGAN SUPPORT PROTOCOL:



- ✓ Annatto E
- ✓ B Supreme
- ✓ Liposomal Methyl B12
- ✓ Collagen (contains animal compounds)
- ✓ If gut issues - GI Revive and/or Gastromend HP

For all supplement orders visit [www.melbournepersonaltrainers.com/shop](http://www.melbournepersonaltrainers.com/shop)

# LIFESTYLE ASSESSMENT AND SUPPLEMENTS

## TRAINER RECOMMENDATIONS

01

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02

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03

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04

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05

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### MESSAGE FROM MARK

Supplements are not created equal. We have hand picked the best quality brands so you don't have to spend hours researching what works and what doesn't. Supermarket supplements use low grade ingredients that are often poorly absorbed or contain heavy metals. We always advise, buy less but buy quality.

**Other things that supplements can help with:** thyroid and adrenal health, focus and mental clarity, blood glucose management, training and recovery, immune system, sleep support and stress management, digestion and gut support, inflammation, liver support, peri or post-menopausal support



### NEED MORE HELP?

Kristine is the Enterprise Naturopath. She works with clients to achieve optimal health and high performance. You can contact her at [kristine@wellixa.com.au](mailto:kristine@wellixa.com.au)

# THE ENTERPRISE FITNESS NUTRITION PRINCIPLES

## 01 Never force-feed.

Eat until 80 per cent to 90 per cent full. Overeating can cause gastric distress.

## 02 Don't eat anything (or in amounts) that make you feel uncomfortable.

Have you ever heard you're 'supposed to' eat certain foods? Be it chicken, tuna or rice, if you're following a nutrition plan or eating foods (in any amount) that make you feel uncomfortable, stop and seek further assistance. It's not a good thing when you dread your next meal.

## 03 Plan and set your meal times.

Don't wait until your blood sugar drops to eat; you will be far more likely to make bad choices.

## 04 Develop a food routine.

The fewer decisions you need to make daily about your food, the less likely you'll be to make poor choices.

## 05 Don't snack. Eat proper meals.

Proper meals have a protein source and are consumed when you're sitting down and able to properly chew your food. (Don't eat on the run, while driving or while distracted.)

## 06 Remember you always have four choices:

This one. That one. Both. Or neither. Sometimes, the best choice is neither.

## 07 Cook with fats.

Your top four go-to's are butter, ghee, lard and coconut oil.

## 08 You should be pooping.

If you're not passing a bowel movement at least once to twice a day, there's something wrong with your diet.

## 09 Eat foods that are hunted, fished, gathered, plucked and farmed.

If you limit food choices to these five options, you will have a diverse and nutrient-dense diet.

## 10 Act like the healthiest version of you.

Instead of asking, "Can I have that?", ask, "What would the best version of me do /choose?" Sometimes the healthiest thing you can do is share a pizza with friends.

## EXTRA MEAL GUIDELINES

**01** There is no such thing as a 'cheat meal' or 'cheat day'. You're an adult and you make choices. You can choose not to follow your plan – and that's ok. It's only cheating if you lie about it.

**02** Eat fun foods in good company. They'll get fat too.

**03** Before you eat dessert, have a proper meal.

**04** Implement the 'one-sitting rule'. This means once your bum leaves the seat, the meal is over.

**05** If you're having an 'extra meal', make it the last meal of the day. Having it for breakfast tends to create a downward spiral for the rest of the day.

**06** Don't eat less throughout the day before your 'extra meal'. This way you're less likely to overeat.

*Disclaimer: This is a guideline. Listen to what your coach says.*

# MEAL PREP TIPS

Let's start with the obvious; meal prep is a pain in the butt. No one gets in shape without prepping their meals, or at the very least paying someone to do meal prep for them.

Now that's out of the way, you have two options for meal prep based on these parameters:

- A. You have more money than time.
- B. You have more time than money.

Let's discuss your options:

## PAY SOMEONE TO DO IT FOR YOU

There are three main options to outsourcing your meal prep:

1. Pay a friend or family member.
2. Find a food prep company.
3. Post the job on a platform like Airtasker.

## DO IT YOURSELF

If you're doing it yourself, the first thing you want to do is shop and prep in bulk. You can usually haggle a deal from your butcher and it will save you time, both from not needing to endlessly prep but also from not having to make multiple visits to the store and money.

Things that will make food prep easier (recommended):

### Exact figures of how much food is in your plan and what you need to shop for

For example, if you're eating 100 grams of a protein source (weighed raw) per meal, and you have five meals a day, that's 500 grams. Over the week, that's 3.5 kilos. You could divide 3.5 kilos into thirds and buy 1.2 kilos of fish, chicken and beef for the week to ensure variety.

### Freezer space.

A stand-up freezer comes in handy when buying in bulk. It allows you to bulk order meat, chicken and

other goods directly from a farmer and at a better price.

### Glass food storage containers

I would recommend buying three different-sized containers: travel size for meals, medium for storage of meats and fish, and large for storage of vegetables and rice. The best types of containers are glass or ceramic. Avoid plastic.

### Bulk shop

Rice can be ordered in 10-kilo bags from a supplier but you may need a few friends to chip in and buy a few bags to hit a minimum order.

Eggs are another item you can save a lot of money on when ordering in bulk. I order 30 cartons at a time with friends and we distribute them accordingly.

Make friends with your butcher; if you order large volumes, it's likely you'll get a better deal. The only caveat is you will need a freezer to store and preserve your meat.

### Don't make one meal

Figuring out how much food you need per meal, per day or per week makes this process much easier. A simple way to plan is to figure out how much food you need per meal. Let's say you have 100 grams of chicken (weighed raw) per meal, and you want to prep for 10 meals. This means you will need to cook one kilo of chicken.

As for vegetables, there are two ways to purchase:

4. Like a bachelor, frozen.
5. Or like a yoga teacher, fresh.

When it comes to meal prep, you don't need to be fancy unless you want to. Simple herbs, spices and Celtic sea salt go a long way.

# WHAT IT MIGHT LOOK LIKE...

MEAL	PROTEIN	FATS	VEGETABLES & SALAD	CARBOHYDRATES	SUPPLEMENTS
<b>01</b> TIME <u>6:30 AM</u> _____	3 full eggs	Butter	Spinach		Zinc - 1 tablet, Multivitamin - 2 tablets
<b>02</b> TIME <u>9:00 AM</u> _____	Chicken	Olive oil over salad	Salad mix		
<b>03</b> TIME <u>12:00 PM</u> _____	Lamb	Coconut oil	Mixed greens	Sweet potato	
<b>04</b> TIME <u>3:00 PM</u> _____	Kangaroo mince	Butter	Mixed greens		
<b>05</b> TIME <u>7:00 PM</u> _____	Chicken	Olive oil	Olive oil	Sweet potato	Magnesium - 2 tablets, Multivitamin - 2 tablets
<b>06</b> TIME _____					

# SELF-REFLECTION LOG

## APPS TO TRACK

MEAL	PROTEIN E.g. Chicken	FATS E.g. Butter	GREENS E.g. Green Beans	CARBS E.g. Sweet Potato	LIQUIDS E.g. Water	SUPPLEMENTS E.g. Vitamins
01 TIME						
02 TIME						
03 TIME						
04 TIME						
05 TIME						
06 TIME						

I trained at	AM/PM
I trained (body part)	AM/PM
I went to bed at	
I woke up in the middle of the night	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, what time/s	

# SELF-REFLECTION LOG

## APPS TO TRACK

MEAL	PROTEIN E.g. Chicken	FATS E.g. Butter	GREENS E.g. Green Beans	CARBS E.g. Sweet Potato	LIQUIDS E.g. Water	SUPPLEMENTS E.g. Vitamins
01 TIME						
02 TIME						
03 TIME						
04 TIME						
05 TIME						
06 TIME						

I trained at	AM/PM
I trained (body part)	AM/PM
I went to bed at	
I woke up in the middle of the night	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, what time/s	



# BOOK

## ABOUT THE ENTERPRISE DIET

Eat Well, Supplement Smart & Get in The Best Shape of Your Life

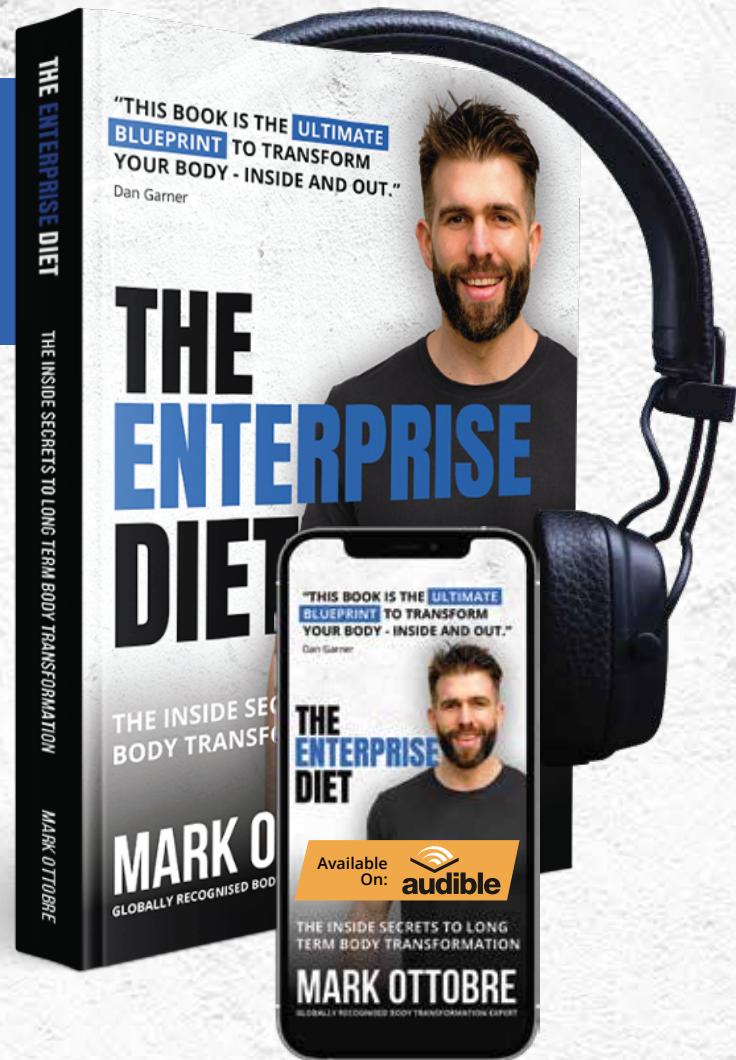
Ever seen those before and after photos? You know the ones... someone overweight and unhappy on the left, and toned and transformed on the right. The Enterprise Diet unlocks the secrets, strategies, and no-nonsense advice you need to do just that and finally achieve your body goals - once and for all.

To transform your body, you need to know what and how to eat. But let's be honest, you might feel like you've tried this all before, and this probably isn't the first nutrition book you've read. But if you're ready to finally step off the carousel of fad diets and underwhelming results, this will be the most important.

### In this down-to-earth, practical book, you'll discover:

- Mindset shifts to free you from yo-yo dieting and lacklustre results forever.
- The truth about what makes diets work, so you never fall prey to a fad again.
- How to be flexible with food choices without blowing your progress or results.
- The only 3 systems that make meaningful changes to your body composition.
- Foods to eliminate or reduce to avoid feeling fat, tired or bloated (and why).
- Proven ways to use supplements and bio-hack your way to faster results.

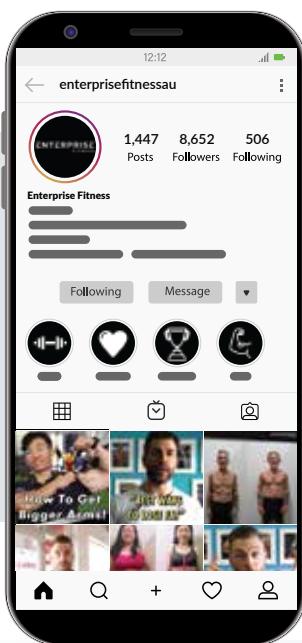
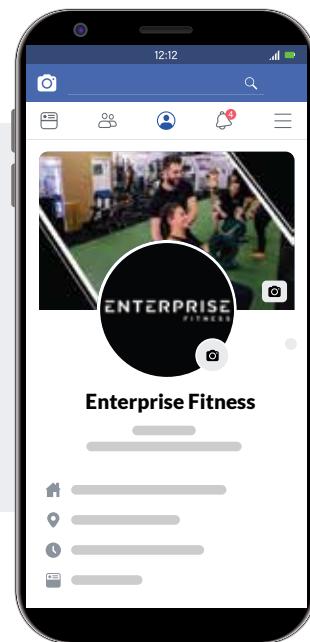
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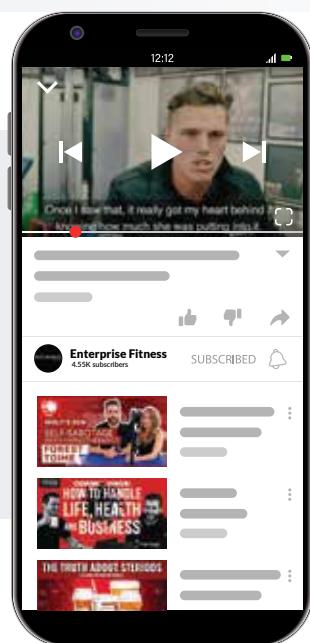
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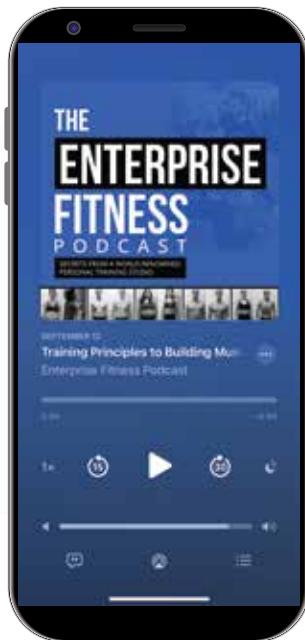


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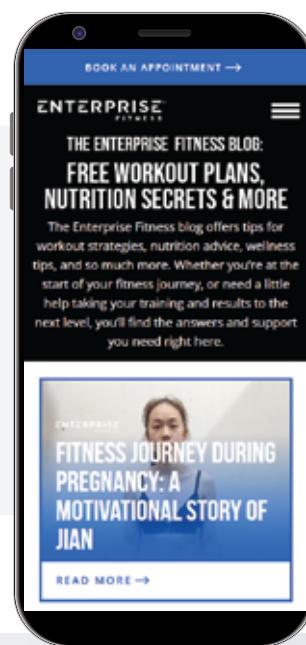
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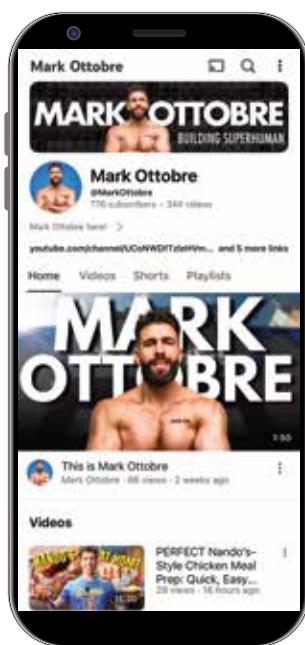
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## MARK OTTOBRE YOUTUBE

[www.youtube.com/markottobre](http://www.youtube.com/markottobre)



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Check out the Enterprise Fitness Academy:

**ENTERPRISEFITNESSACADEMY.COM**



**FOR INDUSTRY LEADING ADVICE ON  
HOW TO GET STARTED AND GROW YOUR  
CAREER AS A PERSONAL TRAINER.**





# WE WOULD LOVE TO HEAR FROM YOU!

Our aim is to over-deliver and make this a phenomenal experience for you. If you have questions, comments or concerns or just want to tell us that you're having a great time, reach out to us at [info@enterprisefitness.com.au](mailto:info@enterprisefitness.com.au)

## WANT TO SHARE THE ENTERPRISE LOVE?

If you have any friends or family members who you think need the Enterprise touch, let us know and we will look after them (and you) for connecting us.

**TRAIN HARD, EAT WELL AND SUPPLEMENT SMART!**

