



CHAD HOWSE PRESENTS

THE **MAN** DIET

Chad Howse Presents...

The Man Diet

Part I

There was a time, long, long ago, when *men* ruled the earth. They hunted, and gathered, and waged war against other men. They protected their tribes, defending them with their hands from evil men and ferocious beasts.

A fat man, there was none. This was a time when the strongest truly survived, while the others depended on them for *their* survival. This wasn't merely a time of *Legend*, a time of myth, this was a time when disease and cancer and heart attacks weren't hiding around every corner.

We were taller – yes, taller than we are now – we were stronger, healthier, leaner, more athletic, and our brains were actually bigger. We were, well, optimal, and then we began to advance and cultivate and colonize. Our tribes got bigger, along with our bellies.

We started eating food that was foreign to us to account for the growing numbers. Food that could be mass-produced in the form of crops that we were never supposed to consume and, we got fat.

Real men will always have their place at the head of society. Even when they're the outcast, the weak will, eventually, come crawling back begging for leadership and protection.

The problem: we're not developing real men with masculine values any longer.

But this "emasculatation" that our society is experiencing isn't relegated to social circles. Our environments, way of living, and our diets, are crushing our masculinity from the inside.

This book, this meal guide, the workouts, the supplement guide, the theories, and the practices that are to follow are here to change that.

While all other fat loss diets pander to members of the female sex - who are more than willing to open their purses to buy the "next craze in fat loss" - this diet is for men.

This, *The Man Diet*, will fill in the gaps that your current way of eating has left. It will show you how to eat to burn fat and build more muscle. It'll give you the tactics you need to naturally increase your testosterone levels, and once again become *optimal*.

How Your Current Diet is Ruining Your Masculinity.

- **Have you noticed it's harder to burn fat?**
- **Do you find it difficult to build lean muscle mass?**
- **Are you suffering from low motivation, low energy, and even depression?**

Low testosterone could be at the root of your problems, and your diet is likely a primary cause. Even if you're "eating healthy" as society defines it, you may be eating in a way that destroys the most important hormone in your body.

Most diets, as you may know, are created for women. Why? Well, think about it like this...

The fat guy is often content with being fat, drinking beer, and eating his flapjacks every morning while the thin woman, who by all accounts is walking around at the perfectly healthy weight is far more conscious of what she eats and how she looks.

Women, on the whole, care about their appearance more than men do. They're more health conscious and they're more willing to open their wallets to buy a diet, a book, or a guide telling them how to lose

fat and flatten their belly. They buy with their emotions and they're emotionally connected to how they look.

I'm *in* this industry. All of the products and promotions that occur that make the most money are focused on helping women lose weight and burn fat. They're emotional about their weight, and emotion sells.

Men don't *care*, nor do they *buy*, like women do.

Does that, however, mean that we should be forgotten and relegated to a diet that isn't at all meant for us?!

Ahem. Hell. No.

This is why I've created the *Man Diet*.

In this "diet" – and it isn't actually a diet but a way of eating – you won't be limiting your calories, but rather, eating certain macronutrients at certain times.

You'll learn how to, as your ancestors did for eons, eat like a damn man!

You'll learn how to naturally increase your testosterone levels, burn fat, build muscle, increase your energy, and bring your body back to where it should be.

If you're older, you'll feel younger.

If you're younger, you'll feel better.

If you're weak, you'll grow stronger.

If you're fat, you'll cease to be so.

First, let's cover *why* testosterone is so important, not only for your fat loss or muscle goals, but for your overall health.

Why You Need **MORE** TESTOSTERONE

So here I stand...

...Halfway up a volcano in Maui. The lush greenery is like nothing I've ever seen – which is saying a lot coming from Vancouver. It's cold and it's wet. Goosebumps cover my skin like spots on a cheetah but the smile on my face has never been wider.

Due to some wonderful ingenuity and a fair amount of free time, the owner of the property – the one on the side of the mountain that I'm standing on – has dug a trench that winds like a snake as it slithers down the landscape. He then lined it with a thick, slippery plastic material and has created one of the coolest water slides I've ever seen.

Here I am, about to go on my fourth or fifth run, each time going faster and faster, and I make a decision: "no holding back this time", I say to myself... Or maybe I yell it out loud as I pound my chest like a silverback Gorilla, the details are a tad blurry.

I'm there with a group of ten or so people, all of whom have done numerous runs. Some face first. Others on their back. Others going in groups. All of which is being well-documented by a photographer friend who chose instead to view from afar; smart.

I've had some close calls with one of the turns on my previous runs. But this time I decide to let nothing but my heels and my shoulders touch the surface of the waterslide. I *also* decide not to slow down no matter what happens – big mistake.

I obviously take a running start, slide right on to my back, elevate my hips so my heels and shoulders are the only things touching the surface, and *I'm off!*

Holy shit I'm going fast. Turn one was a little iffy, turn two was a close call, and then comes the final turn, the last turn before the small circular pool at the end of the water slide; a pool that's surrounded by lava rock, which might have sounded like a great idea when they built it, but it's not the nicest thing to slide across bare chested.

Approaching the final turn going full speed, with the pact I made to myself not to slow down fresh in my mind, I fly over it. I launch over the 2 foot rise (no guard), slide down the grass, twisting and turning as I propel down the 20 feet between me and the small, circular pool.

It is then that I become acquainted with the lava rock. By now I'm no longer on my shoulders and heels, nor am I on my arse, as I have come full circle, sliding instead face first into those pesky little rocks that act as a guard around this pool against people who go too fast and slide off the edge onto their own unbeaten path.

The result: my stomach looked like a raspberry.

It looked like I was skinned. Bleeding profusely I walked back up to the top of the hill with everyone else half in shock that this happened, half laughing because of the sight of me launching from that edge, and half (yes, three halves) concerned about the blood starting to drip from my chest, stomach, and knees.

Luckily, I was eating like a man.

During this trip I was paying special attention to my diet. I was consuming the foods you'll see in this guide, avoiding the bad ones, all in an effort to see if I could maintain my lean muscle whilst not going to the gym.

What ended up happening was an incredible look into the *true* power of testosterone.

Let's get that image of a raspberry back into our heads. I was bloody. I had exposed skin and little cuts all over my chest, and I thought I'd be taking the plane back to Vancouver with bandages on my chest and band-aids on my knees and elbows...

But this wasn't so...

Due to my elevated levels of testosterone (testosterone aids in tissue repair) I began to heal immediately. After my first night's sleep the scabbing not only started, but had already begun to heal. By day two the scabs were shrinking even more, and by day three I was better. I had some scarring but the scabs were gone. To say the least, I was shocked.

Another thing I noticed on this trip that brought more attention to the elevated testosterone levels, was the attention I was getting from my girlfriend at the time. Not that I wouldn't get attention on a regular basis, but she was *a lot more* hands-on than usual.

She even mentioned this fact to me, a fact that I would've brushed off as me being a little more awesome than usual had I not witnessed the cuts healing, and one other thing: the wandering eyes. Every time we'd hit the pool, or head out for a meal, I'd get triple the looks from ladies that would normally occur.

I didn't notice it at first, but she did. Then I began to notice it. *Then* I put the pieces of the puzzle together – yay Chad!

Not only do raised testosterone levels result in greater tissue repair (how fast my skin healed, and how much faster our muscles recover with higher test levels), but it also results in pheromones being released that attract women to men with no real explanation as to why they're feeling this strong attraction.

Especially if these women are 'ready for love,' i.e. ovulating – which we'll not get into because I have no knowledge on the topic of women and how they work. They, my friends, are very much a mystery.

Nevertheless, higher testosterone levels help us lose fat, build muscle, heal faster, and attract women.

Muscle = Confidence

Fat Loss = Confidence

Attracting women = Confidence

Testosterone is a powerful hormone, one that we *don't* need to abuse. Steroids result in a long-term inability to produce this awesome 'man hormone.' But the strategies I'm going to give you in each of the following chapters will help you raise them naturally, and *keep them* raised for a lifetime.

If you're an older fellow, you're probably experiencing a lack of testosterone production. Actually, newer evidence is showing "low T" is being experienced by young men in their early *twenties*!

Is Low T Just a Problem Of Older Fellas?

Men in general are experiencing lower testosterone levels than previous generations. T is on the decline. The factors are numerous, some of which we'll mention later, but we're producing less of it with each

decade, and with each generation.

T levels start to decrease by about 1% around the age of 30, and every year thereafter. As they decrease, a hormone called lipoprotein lipase (LPL) increases. Raised LPL levels result in more fat being stored as body fat, with less being used for energy. Lower T levels result in more body fat being stored, and higher body fat results in lower levels of testosterone - it's a double-edged sword.

As I mentioned earlier, sufficient testosterone levels have also been connected to a reduced risk of cancer and type 2 diabetes compared to men who are T-deficient. Not only that, the problem of low testosterone levels isn't something that's relegated to men after the age of 30, it's an epidemic that's spreading across all generations and decades.

According to a study published by the Journal of Clinical Endocrinology and Metabolism, five percent of all men experience clinically low testosterone. It isn't merely a problem for aging men, either. One study found that low testosterone was a factor in 20 percent of men younger than 30 with erectile problems!

Low T isn't something that only men above 30 have to worry about, it's something that every man needs to be cognizant of, and proactive in protecting.

Back in the days when we were actual hunter-gatherers in the literal sense of the word, we'd be eating a lot more animal fats. As a result, our testosterone levels would be higher – more on why this is so in a bit. We'd heal faster, and we'd attract more women without having to go through the whole talking thing.

And it's this "caveman," or "hunter-gatherer" approach to eating that we're going to follow, with, of course, a few wrinkles.

Thus far you should understand that testosterone isn't the rage-producing hormone that it's made out to be.

In fact, it's necessary to have high natural levels of testosterone if men are going to be optimal – i.e. burn an optimal amount of fat, build an optimal amount of muscle, but also ward off cancers, disease, and depression.

High T Will Make You Happier

Dr. Christina Wang of the University of California at Los Angeles, in studying the effects of testosterone treatment on men with testosterone deficiency, found that men expressed feelings of edginess, anger, irritability, and aggression prior to treatment. After treatment, their anger and agitation decreased, their sense of optimism and friendliness heightened.

Alas, testosterone won't merely help you burn more fat, build more muscle, repair tissue, and have better - often more - sex, it'll make you happier. It's been shown to decrease your likelihood of depression, but there's more.

High, natural levels of testosterone have also been shown to reduce the risk of cancer and disease.

I love Lincoln's quote, It's not the years in your life that count. But the life in your years. In other words, it's not necessarily how long you live that matters, but the life contained within those years. Testosterone helps both. It aids your mental as well as physical health.

So you know that you need more testosterone in your life. I've laid out why, and how high, natural testosterone levels are important in getting you, and keeping you, performing optimal. You also know that testosterone is being produced less and less with each coming decade.

If there's an epidemic worth talking about it's the lack of testosterone in the modern man. So, with all this chatter about its importance, and how it isn't being produced, how can we *naturally enhance our testosterone levels*?

5 Ways to Naturally Increase Your Testosterone Levels RIGHT NOW.

What follows is a list of dietary and supplemental factors that will help you naturally increase your testosterone. This is somewhat of an aside as we'll cover this stuff in greater detail as the book proceed, but I thought it necessary to give you some goodies right off the bat.

So go through this list and add this stuff to your routine immediately.

1. Get enough zinc.

Zinc is one of the most important things you can take to maintain high, healthy testosterone levels, and most of us are suffering from less than optimal T levels as well as zinc levels, studies are showing that this isn't a coincidence.

A study done in 1996¹ found that your men with normal T levels who avoided zinc in their diets for 5 months experienced a *dramatic* drop in total T of more than 50%. Over that same period a group of older men who had low T were given zinc gluconate, and their T levels doubled.

What to do: Get your blood levels tested for zinc to see if you're low. If you are, which is likely, take a high quality zinc supplement that isn't cut with calcium as this will impair absorption. For maintaining zinc levels I typically take 15-20 mg of zinc daily.

2. Get enough vitamin D3.

Vitamin D3 supports healthy T levels because there are receptors on the cells in the cells in the glands that release T. It's also believed the "free T" is the only form of testosterone that matters as it's the only form of the hormone not bound to a protein and free to move about the body and repair tissue.

Thus, getting enough vitamin D may be the biggest tip I can give you. It's outlined by two studies.

One study found that men who were deficient in vitamin D had much lower

¹ Neek, L., Gaeini, A., Choobineh, S. Effect of Zinc and Selenium Supplementation on Serum Testosterone and Plasma Lactate in Cyclist After an Exhaustive Exercise Bout. Biological Trace Element Research. 9 July 2011. Published Ahead of Print.

free T and higher estrogen, while men who had adequate amounts of D3 had a lean body composition and better overall health.

Another study² that followed it up tested the effect of giving men with vitamin D deficiency who suffered from low T a supplement of 3,332 IUs of D3 or a placebo for an entire year. Taking the D3 supplement increased free T by an incredible 20%. The placebo group had no change in testosterone or D levels.

What to do: Get your D3 levels tested along with your zinc levels, but studies have shown that we need more D3 than we ever realized, so add D3 to your supplement routine immediately, taking 3,000-5,000 IUs twice daily.

Make sure you're taking a high quality supplement, most of the stuff out there just doesn't cut it. Liquid drops are always best.

Here's what I recommend: [The Best D3 On The Market](#)

3. Take Omega 3's before bed.

Fats are, as you're going to learn, one of the most important factors in maintaining and getting optimal testosterone levels. One of the best sources of fats for increasing testosterone levels is fish oils, or omega 3's, and the best time to take them is either upon rising or before bed.

You experience a boost in testosterone right around 4am-6am, by having said fats before bed or when you wake up you're essentially feeding or taking advantage of this boost. But just like zinc and D3, quality is *incredibly* important with omega-3's.

² Pilz, S., Frisch, S., et al. Effect of Vitamin D Supplementation on Testosterone Levels in Men. Hormone and Metabolic Research. 2011. 43, 223-225.

Here's what I recommend: [The Best Omega-3's Supplement on the Market](#)

4. Get Enough Magnesium.

An Italian study³ showed that older men with low magnesium had lower free and total T than those with the highest levels of magnesium.

Magnesium helps you increase T because it improves the body's antioxidant capacity, decreasing inflammation, which allows for a big boost of T.

What do do: Take 500 MG of magnesium a day. Again, quality is incredibly important. Make sure it's bound with taurate, ororate, glycinate, or fumarate to support hormone levels.

5. Take vitamin C after your workout.

As you'll find out in chapters still to come, cortisol is a testosterone killer, and when you workout for extended periods your body will begin to release cortisol. Vitamin C helps stop this release in it's tracks.

I like to include it in my post workout shake either with oranges or some form of the supplement. You can start consuming it along with your shake that you should begin to drink halfway through your workout after you've taken your [BCCAs](#)

The answer: with *The Man Diet*.

³ Maggio, M., Ceda, G., Lauretani, F., Cattabiani, C., Avantaggiato, E., Morganti, S., et al. Magnesium and Anabolic Hormones in Older Men. International Journal of Andrology. 15 June 2011. Published Ahead of Print.
Prasad, A., Mantzoros, C., et al. Zinc Status and Serum Testosterone Levels of Healthy Adults. Nutrition. 1996. 12(5), 344-348.

The Man Diet: Part II

The Man Diet Method

Anatomy and psychology aside, men are men because of one very powerful hormone: Testosterone.

We once had this hormone in spades, not merely because of our diets (though this is a huge factor), but because of our lifestyle as well. As *the corruption of men* was taking place we adopted a more sedentary lifestyle. This lifestyle is, primarily, the norm in the Western world. It's a lifestyle that has led to a consistent, *persistent* decline in the average testosterone levels of men over the past few decades.

As ease becomes the ideal, we become weaker, fatter, and our society starts to crumble as its men begin to disappear. This is scary. Men are, literally, becoming less manly.

As I mentioned briefly, testosterone, this wonderful hormone that makes a man a man, is on the decline in men across the world. Where it was once thought to merely be a problem for men over 40, guys in their twenties are now experiencing the phenomenon that is "low T."

There are a number of causes of this dramatic decline in manhood. The first is the increasingly sedentary lifestyle we're living in our society. Age was, for a long time, thought to be the cause for low T, but it's now being shown to be more the result of this increasing inactivity with age.

The second primary cause is a lack of healthy, natural fats in the diet, as well as an abundance of high-glycemic carbohydrates, grains, and starches that negatively affect the male body's ability to produce testosterone from a number of different angles.

The first being the increase in body fat.

As we get fatter, our testosterone levels drop.

Testosterone and body fat don't play well together. As your testosterone levels lower, your body has a harder time keeping off body fat and maintaining lean muscle mass. But as you get *fatter*, your testosterone levels automatically lower on their own. It's a double-edged sword. But that's not all...

With the decline of fats in our modern diet, we're not supplying our bodies with cholesterol, the building block of testosterone.

Testosterone is produced in the testes when cholesterol is converted into the "man hormone." If you take away the building blocks or, what is essentially the fuel that feeds your body's ability to produce testosterone, you're not going to be seeing the high levels you'd like to see, no matter *how fit* you may be.

So as your wife tells you to eat less bacon and beef and bison, and to remove the yolks from your eggs and replace your sausages with porridge, educate her on the facts:

- Carbs consumed of the wrong variety, and at the wrong times, are what make you fat.
- Fats don't make you fat.
- Men need fats to produce testosterone.
- **Humans are carnivores. We've been carnivores far longer than we've *tried* to become vegetarians.**

You'll hear this quote a few times throughout the manual, but I use Abraham Lincoln to frame my view on nutrition when he said,

"It's not the years in your life that count. It's the life in your years."

As you've read thus far, you may think we're headed into a Paleo Diet-type focus. However, the above quote, at least in my mind, can't let a guy become "fully" Paleo. A completely restrictive Paleo diet will basically take away your social life. While it's a great way to eat, it's too restrictive and doesn't allow for the "years in your life" that matter most. Which is why *The Man Diet* isn't a Paleo Diet – with all respect to those willing to go full Paleo, of course. The other problem with the Paleo Diet, is that it makes it harder to maintain and gain muscle. *The Man Diet* makes it easier.

On top of the sustainability issue and the hindrance on muscle mass, there's also the issue of supplementation. There are a lot of non-paleo supplements that will help you increase your testosterone levels – we'll cover this later.

So while we're going to use similar macros to the Paleo diet, and we're going to use it to help us burn fat and increase T, we're also going to use other foods that *aren't* "Paleo" to get *even better* results, while being able to enjoy the food at the pub, the pints, the scotch, the pizza that make life enjoyable. Thus, this diet isn't merely the *optimal* diet for men from a hormonal and nutritional standpoint, but it's something that you're going to enjoy following for the rest of your life.

Yes, *enjoy* following.

In this “diet” – and I use that term very lightly - we’re going to show you how to *bring back your alpha*. We’ll show you how to maximize your fat loss, by positively impacting your hormones, and not feeding your fat cells with highly glycemic carbohydrates, instead *using these carbs* at the right times to feed your muscles. We’ll show you how to burn fat while building strong, athletic, alpha male muscle.

We’ll provide you with the guidelines to create a way of eating, and a way of life that will improve your years, and add more of them, all wrapped in a way of eating that’s sustainable. Make sure you also read *the Cheater’s Guide to Eating Like a Man* section to figure out how to make your diet, not only more successful, but easier and more enjoyable to follow for the remainder of your days on this fine planet.

One of the primary problems with most diets is that they aren’t at all sustainable. They recommend you restrict calories, which lowers your energy levels, raises cortisol levels, and makes you burn more muscle, while lowering your testosterone levels. With *The Man Diet*, we’re going to eat like men, damnit!

You’ll eat your fill with every meal. You won’t *overeate* – because that’s as destructive as under-eating. You’ll do things “just right,” and as you always *should have been* doing things.

The Diet That Isn't a Diet

While we're not going to restrict calories, we'll have guidelines to follow that will give you more freedom, but we're primarily simply going to eat the right calories at the right times.

Studies have shown that when you limit your caloric intake below what you're used to – by a wide margin – your body shuts down, stops burning fat, starts releasing cortisol, and intensifies whatever cravings for dirty, tasty foods that you may have already had. Dieting doesn't work. It isn't sustainable. And we're not dieting. Who wants to live on a diet? It's useless. There will be *no* calorie-restricting in the *Man Diet*. The *kind* of calories you're going to be consuming will, however, differ. Forget about counting calories or measuring your food. The basis for our way of eating will come from our macros, which we'll talk about in much more detail as we continue.

It's not necessarily the overall caloric intake that matters most, rather, the *kinds* of calories you're consuming and when you're consuming them that will have the greatest effect on your hormones, your physique, and your health.

Meat Rules

As you continue on in this guide to eating like a man, you're going to see that yes, men should indeed follow a diet that consists of a large amount of both meat and fish. It's from these meats that we're able to grow strong. It's the amino acids in these delicious delicacies that help us build lean muscle, and aid us in recovery. It's the fats from these animals and fishies that promote brain health, naturally enhance our testosterone, and help us burn more fat.

Let's not forget, though, that a rare to medium-rare steak is quite possibly the best tasting food on the planet. There's no feeling that comes close to that first bite into a set of delicious ribs. No better appetizer exists that tastes more delightful than hot wings.

Meat is awesome. It's good for you. But you need to follow these guidelines if you're going to be healthy, energetic, and more manly because of the *Man Diet*.

1. Eat wild game as often as possible.

If you're a hunter, you have it made. Wild meat is the highest quality meat you can find. And every hunter I know has a great deal of respect for the animals they hunt. They don't waist *anything*. They don't kill for the sport, but for the meat.

If you have a buddy who hunts, go with him. If you have access to wild meats, take advantage of it. If you have a butcher that brings in game, buy it as often as you can.

There's no comparison in the quality of a wild animal to that of those poor, corn-fed, animal biproduct-fed souls in our massive slaughterhouses. They treat animals with such utter disrespect. Not only is it not humane, but it isn't healthy.

2. Grass fed and organic only.

Talking specifically about what are two of my favorite meats, beef and pork, always get grass feed and organic. Make your butcher your best friend in the world. Buy from a local farm.

Grass fed and free range should be the norm, it *has to* be the norm once again. Not only do the massive slaughterhouses spread across North America treat their animals like crap, but they feed them terribly, and they pumped them full of foreign steroids that then make their way into *our bodies* through the meat we're eating.

I hate animal cruelty. Hate it. Which is why I eat game and grass fed meat. But I also understand the difference in quality. The animals in those massive slaughterhouses are completely sedentary. They don't move. They're given growth hormones to grow beyond what they're naturally meant to do. They're given estrogens to produce more milk than they're naturally physically able to produce.

They aren't out in the field running, playing, eating, living as they should. The quality of the amino acids, fats, nutrients, and proteins can't be compared. So while we're trying to build our ideal life, body, and mind, make the right choices with the meats you buy. If needed, buy a little less but at a higher quality.

3. Free range eggs.

I'm sure you've seen the massive trucks filled with chickens kept in cages barely bigger than they are. Again, it's about quality. Buy free range chickens and eggs. Your body will thank you.

4. Only eat wild fishies.

Avoid farmed fish. Wild, northern pacific is ideal. There is, indeed, a fair amount of pollution in the ocean, so you just want to focus on the areas with the cleanest water, if possible.

Fish farms aren't, and can't be, as clean as the oceans where fish are free to swim as far and as wide as they dare.

5. Eat more veggies so you can eat more meat.

I eat salad. Lot's of it. I enjoy it. And I eat it so I can eat more meat. Eat as many veggies as often as you can. Nowhere in this guide will you see a limit on vegetables. They are "free". As in you can have them whenever you like, and I suggest you eat them as often as possible.

With a high-protein diet, vegetables become even more important. Protein in excess can have a negative effect on your body's pH. That is, it makes your pH more acidic. This will *lower* your energy, it can increase your cortisol, and it will make you *burn* muscle rather than building it like protein is supposed to do.

The solution, however, isn't to eat less protein, it's to eat more vegetables.

Vegetables balance your pH levels making them alkaline. With the *Man Diet*, this is important because we're creating the optimal diet for men. Vegetables not only provide you with the nutrients you need to stay healthy, but they allow you to eat more delicious meats.

Bonus Tip: Drink lemon water. Slice a half a lemon, put the slices in your glass, pour water in, and drink. Drink 2 glasses right away to start your day. Then keep drinking from this lemon-filled glass as your day goes on. Lemon water will help you stay alkaline.

Vegetarians and Testosterone... An Unhappy Relationship

We've talked briefly about where testosterone comes from, how it's made, and what foods we're going to use to boost our own T. So where do vegetarians fit into this equation?

We'll use this brief aside to tackle the issue of vegetarians and testosterone. The info in this portion *will* surprise you, and possibly piss you off if you're a vegetarian. Read it either way.

Side note: This isn't an attack on vegetarians, their philosophies, or on vegetables, I love vegetables. It's merely a layout of how to boost testosterone, and which lifestyles or diets will halt this desire.

Can you be a vegetarian or vegan and still have high testosterone?

Yes.

What?! After that intro you're going to tell me that vegetarians *can* have high testosterone levels?

Wait, there's a catch...

We've talked about how important body fat is in the battle to have optimal testosterone levels, so yes, lean vegetarians – and there are many of them – can have high testosterone levels, where they fail, however, is in the only form of testosterone that really matters: **free testosterone**.

Free T is, of course, the form of the hormone that isn't attached to sex-hormone binding globulin (SHBG), or that protein that's bound to most of our testosterone that I'll continue to mention in this book. Free T is simply free to move about the body and do what it's supposed to do: repair muscle tissue.

Cholesterol, that thing we find in our eggs and meats but not in our veggies or fruits or grains, fights SHBG, freeing up our testosterone. So while vegetarians can have high testosterone levels, they won't have *high quality* testosterone, because to have said quality testosterone you need a diet that's high in cholesterol and good fats, like *The Man Diet*.

Strict low cholesterol diets have been shown to lower total and free testosterone levels by 14%. Vegetarian diets, especially if low in protein, can increase SHBG, further reducing FT [free testosterone]. However, men put on a low-fat, high-fiber, vegetarian diet have a 18%

reduction in both total testosterone and FT, which is reversed when they go back on a normal diet...⁴

More on how cholesterol and dietary fats can boost testosterone to come.

Food Is Fuel...

Food is your gas. Wait. Food is to you, what gas is to a car.

There we go.

Food is, essentially, that thing that gives you energy to perform the various tasks you need to perform to live. If you want to perform optimally, you have to provide your body with an optimal fuel source. We all have our weaknesses, I grew up with asthma and a ton of allergies, but almost every human body is born with the capacity to perform optimally.

Another way of putting it is that every body has its own level of optimal performance. But this performance is degraded due to dietary and lifestyle choices.

⁴ Androgen Deficiency in the Adult Male: Causes, Diagnosis, and Treatment by Malcolm Carruthers.

So what is this “fuel” that we’re filling up on?

This fuel comes in the form of three macronutrients:

- Carbs
- Proteins
- Fats

You need all three of these macros in varying amounts. Each has its purpose. We’ll go through how each will help you reach your goals, and the approximate amounts you’re going to be consuming.

Carbs

We’re starting off with ‘the enemy.’ Now, carbs are actually *not* the enemy. In fact, we’re going to be consuming a fair amount of them in *volume*, but not necessarily in caloric amount, and especially after our workouts.

And, unlike most “caveman diets,” or diets that are high in fats and relatively low in carbohydrates, we’re going to allow breads and grains and all of those delicious foods that are pretty darn hard to live without, but only at certain times.

Depending on your goals, you’re going to consume a greater or fewer amount of carbohydrates after your workout. For example, a skinny guy trying to build muscle, or an athlete trying to improve power and

athleticism, needs healthy carbohydrates in his post workout meal. The person trying to get healthy and lose fat, however, will need fewer carbohydrates in all, although the post workout carbohydrates will still be implemented into the routine to ensure there's no muscle loss incurred from the intense workouts you'll be performing.

Now, there are two kinds of carbohydrates that you need to know about.

Simple carbohydrates are made up of chains of molecules that don't branch off. Examples of simple carbohydrates would include table sugar, syrups, and soda. These carbs have the greatest impact on your insulin. Your diet will consist of basically *no* simple carbs, and only the complex carbs we'll discuss next, with the lovely exception of the cheat day when you'll go berserk on the yumminess that can be the simple carbohydrate.

Complex carbohydrates on the other hand, do branch off. Complex carbohydrates include yams, veggies, sweet potatoes, and so forth. Carbs will not only help fuel your muscles, but also your mind. We need glucose to survive and to complete even the most rudimentary tasks. Without glucose we won't survive.

When to Have Them: Vegetables don't count as carbs in the *Man Diet*. Have veggies with every meal. Their effect on your insulin is so small it's not worth mentioning. **As for other complex and simple carbs, you're going to focus all of them after your workout.** Your "carb meals" will also always be accompanied by a source of protein. You'll have these "carb + protein meals" for your post-workout shake, and the one or two meals following your workout, depending on what your goals are.

Proteins

Proteins are a wonderful macronutrient that we'll be consuming in a fairly large amount along with our fats. Proteins keep you anabolic, helping you build muscle, and they also help you burn fat as it's the hardest of the three macros to convert into fuel, resulting in a positive effect on your metabolism.

There are two kinds of proteins...

Complete and incomplete proteins.

Protein is comprised of smaller molecules called **amino acids**. There are 22 amino acids in all (for the purposes of nutrition discussion, anyway), of which 9 belong to a sub-group that can only be obtained through your food; the remainder can be manufactured by your body.

The nine amino acids that can **only** be obtained from the food you eat are called *essential amino acids*.

These essential amino acids are:

- tryptophan,
- lysine,
- methionine,
- phenylalanine,
- threonine,
- valine,
- leucine,
- histidine
- isoleucine

A complete protein is one that contains adequate portions of those nine amino acids. An **incomplete protein** is one that is lacking in one or more of those amino acids. These amino acids also help your body create hormones that help regulate things like blood pressure and blood sugar levels, which are directly responsible for your metabolic rate and muscular growth.

In short, protein is extremely important, especially the complete proteins that are found in foods such as fish, poultry, eggs, and red meat – all of which we'll be eating a lot of. And that's where some of the magic occurs with the *Man Diet*. The foods we're going to be consuming within this meal guide are *packed* full of the good BCAAs we've just gone over. These BCAAs have been shown to prevent muscle loss during training, and dramatically improve recovery time.

When you train, your body releases cortisol and enters a catabolic state – a state where your body begins breaking down muscle. Now, this is inevitable, and it's not necessarily something you want to avoid, what you *do* want to do, however, is to get *anabolic* (repairing muscle) as fast as possible.

This is where these lovely proteins come into the equation, and it's something we'll discuss a little later when we start structuring our meals.

When to eat them: With every meal. Simply put, proteins, especially the complete proteins I've been raving about, will be an important part of the *Man Diet* for every guy wanting to become a healthier, stronger, fitter human...

... which should be everyone.

Fats

As we've already noted, fats are the building blocks of the building blocks of testosterone. No, I didn't misspeak. We get cholesterol from fat. Cholesterol is what our bodies need to naturally enhance our testosterone levels. We won't delve too deeply into how they've been unjustly vilified over the past few decades, rather, we'll break down the various kinds of fats, where you get them from, and how they help you.

Monounsaturated Fat

Monounsaturated fats help lower bad cholesterol and raise good cholesterol. They *do not* contribute to your waistline, rather, they help you burn more fat while maintaining more muscle. For the fellas, they'll also help you naturally enhance your testosterone levels (muy importante).

Brazil nuts, along with almonds, are two of the best sources of fats you can consume.

Monounsaturated fats are found mostly in nuts – like those above – and some fruit, such as avocados. This type of fat can also be found in olive oil (unheated).

Polyunsaturated Fat

Polyunsaturated fats contain Omega-3 and Omega-6 fatty acids, and, like monounsaturated fats, they lower bad cholesterol. Omega-3's are also great for your insulin health. And although we're not going to be consuming a ton of carbs (you'll consume more depending on your goals), good insulin health simply ensures you're using these carbs

for fuel rather than storing them as body fat.

The studies that have shown we don't consume *enough* of these fats are endless. Where the *Man Diet* really thrives is in giving us the myriad of benefits we incur from eating more healthy fats like polyunsaturated fats, and less high-glycemic carbohydrates.

Of the Polyunsaturated Fat sources, opt for cold water fish like salmon, mackerel, smelt, shad, perch, sardines, and anchovies. With all meats and fish, keep it wild, grass fed, and as natural as you can have it. Don't buy farmed fish.

Saturated Fat

And now we come to what is probably the most famous fat, fats of the saturated variety.

Saturated fats are the kinds you'll find in your favorite animals. They'll also be a hefty part of our diet and are found in bison, beef, venison, moose, and eggs – basically all of the good stuff. They *do not* add to your waistline, and the evidence that they lead to heart disease is shaky, at best.

Men need to eat delicious red meat to be optimal. And you're going to consume enough of it with this guide. *Is this not an awesome mode of eating?*

Most of these studies fail to remove high-glycemic carbohydrates, and trans fats, from the subject's diets. So while their diet may consist of a lot of lovely, bacony saturated fats, they also include all of the other garbage that we're going to stay away from.

In fact, since they naturally enhance our testosterone levels, which has an *adverse effect* on heart disease in men, then you'd think the opposite is true.

Trans Fat

Trans fats are the ugly step-daughter of the fats family.

For one, it's a man-made fat. And men tend to construct unhealthy foods that men were never meant to consume.

There's no nutritional benefit to consuming trans fats, and they're absolutely terrible for your heart and your waistline, but also your testosterone levels.

You will not consume trans fats, even in your cheat meals or cheat days. They're utterly useless and shouldn't be a part of any diet.

A Guide to Eating Like a Man

We're not giving you a list of measured meals that you have to follow without question. There's no freedom in that. And how do I know what you want to eat, what you're allergic to, and what you have access to?

I don't!

Thus, we're going to give you guidelines that will be the source of your dietary freedom. Most of you will want to burn fat and improve your health – or become more optimal. Some of you, however, will be looking to gain lean muscle, coming from a position of never having been able to accomplish that goal to this point. We have a solution and a plan for *both* goals. In fact, you can read over the next sections where I highlight the plans, and decide which one fits your lifestyle best.

Now, with each meal (except for some of the snacks) you're going to have a protein, and a fat, with each meal. We've labeled them as such so you get the diet. Also, consume vegetables with every meal – I can't re-iterate this fact enough. Don't ask me if veggies are carbs, they aren't in this plan. They're the only "free food" that you can consume whenever you damn well please, so eat your fill!

On that note, I also recommend that you use a greens supplement. My personal choice is [Athletic Greens](#). Check them out. They're awesome. And they taste relatively well considering they're powdered vegetables. They also have veggies that you won't find in your local grocery store, which will help with your recovery and overall health (as well as your testosterone levels).

Your Testosterone-Boosting Routine

The overall goal of *The Man Diet* is to help you naturally increase your testosterone levels through diet. And diet is where most of the progress will be made, along, of course, with *The Man Workout*, but I'm also giving you a routine.

The goal: Get more good cholesterol in your diet, crush cortisol and estrogen, and boost testosterone through a few other tricks.

Do this routine every morning and again at night to achieve optimal testosterone levels.

Morning:

- Cold Shower
- 3,000 IU- 5,000 IU [Vitamin D3](#)
- [Fish Oils](#) · 3 Tablets
- A handful of almonds

Depending on relation to your workout, 2 whole, soft or hardboiled eggs (only have these once daily, and they don't count against your overall macros for the day).

Note on cold showers: They're great for improving sperm count as well as boosting testosterone levels. Have one upon rising that lasts for 10 minutes, it can be preceded by your warmer shower where you do your washing, and another one lasting 10 minutes right before bed. And colder is better. The cold shower before bed will actually help you sleep as well which is, again, another thing that'll boost your testosterone levels.

Evening, before bed:

- Cold Shower
- 3,000 IU- 5,000 IU [Vitamin D3](#)
- [Fish Oils](#) – 3 Tablets
- A handful of almonds

Depending on relation to your workout, 2 whole, soft or hardboiled eggs (only have these once daily, and they don't count against your overall macros for the day).

Setting Up YOUR Man Diet

Whichever diet you choose should be sustainable and easy for you to follow. That's paramount in *the Man Diet*. This isn't, after-all, a diet, but a way of eating that will help you become a healthier, more energetic man for many years to come.

No matter the protocol you follow, your meals will be split up as follows...

Workout in the evening:

1-3 meals before your workout: protein + fat (no carbs)

Post workout shake: high good carbs + lean proteins (no fats)

1-2 Post workout meals: high good carbs + lean proteins (low fats)

Workout in the morning:

No meal or light snack before your workout.

Post workout shake: high good carbs + lean proteins (no fats)

1-2 Post workout meals: high good carbs + lean proteins (low fats)

1-3 meals to finish your day: protein + fat (no carbs)

Non-Workout day:

All meals will be high in fats and proteins, but low in carbohydrates when it comes to calories. You will be eating a large amount of vegetables and fruits with each meal which are, technically, carbohydrates, but again, they don't count as "measured carbs" in the *Man Diet*.

The myth of breakfast

Breakfast *is not* the most important meal of your day. Your post-workout meal now holds that title.

As myths begin to crumble, we're discovering that much of what we hold to be "common knowledge" in the world of nutrition is actually false. In fact, breakfast may not only *not* be the most important meal of your day, it may actually be the most *destructive* meal of your day.

When you start your day off with a seemingly healthy "big breakfast", you're not "getting your metabolism working," like you've been told. In fact, you're actually feeding your stored body fat, and getting your body prepared for a bigger feeding day than you'd have if you skipped breakfast.

If you skip breakfast using a fasting approach, you're naturally enhancing your body's growth hormone, making you burn more fat. And studies have shown that you're also going to consume fewer overall calories in the day if you're not eating as frequently.

So, should you eat breakfast or avoid it?

It's up to you.

If your goal is to burn fat, and you find it hard to scarf down a meal before you head to workout or after you're done at the gym, then skip that first meal. If you find that skipping a meal leads to cravings and crashing later in the day (studies have shown the opposite to be true, especially once you "coach" your body to *not* get used to frequent feedings) then consume a meal that's low in carbs and high in fats and proteins to start your day.

This is where the freedom comes in.

I wrote this section to illustrate that you *can* structure a diet to your schedule. A diet that's incredibly effective in helping you reach your goals. So, with breakfast, you can have it, but you don't have to.

Now onto another myth that you don't have to adhere to...

The myth of meal frequency for fat loss...

And the Secret Guide to More Energy

I've been told that you have to consume five to six small meals a day if you want to burn fat, for as long as I can remember. This simply isn't true. The reasoning behind this way of doing things is the idea that food is thermogenic, and it is. But its effect on your metabolism doesn't change based on the frequency of your meals, rather, the size of them.

One massive meal has the same positive effect on your metabolism. That is, it takes the same amount of energy to break down the food and convert it to useable fuel that six or seven smaller meals do.

By increasing your meal frequency, you're more likely to consume a greater amount of overall calories during the day. If you eat more, you're going to put on more weight. It's simple. So if you can structure your diet in a way that will allow you to eat foods you like, but consume fewer overall calories, you're going to stay leaner, and be able to adhere to said diet far longer than you would any dramatic decrease in your caloric intake.

You're also training your stomach to get hungry at certain times. It's completely mental. You don't *need* to feed, but you've programmed your body to *think* it's feeding time. Training yourself *not* to get hungry also takes time. So if you choose to follow the intermittent fasting approach to fat loss that we're going to give you, make sure you give it a couple weeks to get used to the scheduling of the meals. At first

you may experience more intense cravings, but they shall pass. Give it time. Stick to the plan.

Do you need to eat six or seven small meals a day?

No.

Can you? Of course, but it's only *recommended* for those of you who, like me, are naturally skinny and find it hard to pack on lean muscle. You, my friend, *need* more calories, so extra meals are always welcome.

The Myth of Energy

Fasting and Energy

Why do you eat breakfast?

It's usually to ensure that you have energy that will get you off to a great start and last you throughout the day.

Let's highlight one simple fact: men are still the hunter-gatherers for their families. They still need to bring home the bacon. We're ambitious. We *want* to do things, *great things*, and energy can either be an incredible ally in our mission in life, or a hindrance. Fasting is, actually, an approach to eating that allows you to not only eat more of the foods you love, but to have *more* energy throughout the day.⁵

One study went so far as to put a group of healthy, young adults, on a 300 calories/day diet, and found no decrease in cognitive performance. This brings up an interesting point. Eating less often doesn't actually have an effect on our energy, but we've trained ourselves to depend on meals every two to three hours, and we *think* that our energy levels are lower than they actually are.

Our perception is king, but it isn't necessarily our reality.

Eating fewer meals, if they're the right meals, will help you train your body to require fewer calories and become much more efficient. And an efficient body is an optimal body, a body where you're working the

⁵ Green MW, Elliman NA, Rogers, PJ. Lack of effect of short term fasting on cognitive function. Journal of Psychiatric Research 1995; 29(3), 245-253

way you're meant to work, using the energy sources you're supposed to use.

I'm all for fasting, if it fits your lifestyle. And for many of us, breakfast is simply a meal that we don't need to have. It takes too much time to prepare. The mode of fasting you'll be introduced to is one where we'll use our evening fast (sleep), as our fasting period, combining it with a missed breakfast to create a 14-16 hour fast.

The first meal will be filled with good fats and proteins (meats), which have been shown to slow the rise of blood sugar, giving you a steady elevation in energy, not the crash you're experiencing with a high carb breakfast. And, if you work out at night, your post workout carbs will help you get to sleep. Sleep is incredibly important in maintaining optimal hormonal levels, but also optimal energy levels.

You don't *have to fast*, as you'll see in a bit. But fasting can be a great approach that will give you more freedom with your diet, while still getting you the healthy, strong body you want.

Meal frequency for gaining muscle

Where multiple meals throughout the day *can* be of a benefit to you, as we've already said, is when you find it hard to gain weight, and your goals are to get more muscular. More frequent meals means more overall calories consumed, which is good in this case, but it also results in improved protein synthesis that occurs when meals are spread out vs when they're clumped together.

When you're building muscle you NEED protein, as well as a lot of food. So, eat to fulfill your macros. While we're not measuring caloric intake for fat loss, instead focusing on the *kinds* of nutrients we're consuming, the *Man Diet* does recommend eating a shit ton of food, whilst maintaining your macros, if you want to add on some lean muscle mass.

The Man Diet: Part IV

Forging Your Plan

We're going to offer 2 different "methods" of eating. Both methods are great, depending on your lifestyle and how your days are structured, one will be better for *you*. The two methods follow similar principles. Both focus your carbs around your workouts. Both are high in fats that will help you naturally enhance your testosterone levels.

Read over both in the separate notebooks, *Intermittent Fasting like a Man*, and, *Meal Timing Like a Man*, to determine which is better for you.

Below is the macros you're going to use going ahead. They're also going to be at the end of both of the meal scheduling books that also provide charts to show you when to eat what.

Enjoy.