

28-DAY *SHRED*
**NEUROTYP
CHALLENGE**

(That's not really a challenge but will challenge you to challenge yourself 😊🔥)

FEED Your Mind

SCULPT Your Body



**NEUROTYP
TRAINING**
WITH
MIKE MILLNER

Introduction

WELCOME to the Neurotyping challenge! (The challenge that's not really a challenge but will challenge you to challenge yourself)...

Now that we're off to a roaring stop, let me explain what this program is designed to do.

Simply put...we feed your mind to sculpt your body!

Over the next 4 weeks, you are going to fuel according to your brain chemistry and combine that with our training recommendations. You will be blown away with how your body responds.

Why??

Because your metabolism begins in your brain!

Not only that, but the key to consistency and results are unlocked by working WITH your nature.

Results are created by a simple formula: Impose a stressor + Create the proper environment = Positive adaptation

For example, lifting weights is a stress on the body. However, with the proper environment (nutrition, recovery, sleep, etc), then your body positively adapts by building bigger muscles.

If the proper environment doesn't exist (poor nutrition, over-stressed, lack of sleep), then we miss out on those precious gainz.

The beauty of Neurotyping is that it enhances your environment to significantly increase the odds of a positive adaptation from training and/or diet.

All we need to do is layer a few lifestyle components into the mix and voila.. You'll be well on your way to the body of your dreams!

The reason this is NOT a challenge:

Well, I should say it's not a challenge in the traditional sense.

And that's because most challenges give you a laundry list of all the things you CAN'T do.

Traditional challenges are an exercise in will-power and misery tolerance.

The problem? -----> They set you up for long term failure.

This program will be challengING.. But mainly because it'll challenge you to think differently.

We go against the grain and give you a laundry list of things you CAN do.

We also set you up for long term success.

Another benefit of neuro-nutrition (eating to support your brain chemistry) is mood stability and feeling more like yourself.

When you FEEL better.. You make better decisions.

However, the restrictive dieter inside of you may start whispering sweet nothings in your ear during the program...

"Psst.. you should eat less!"

"Psst.. you should workout more!"

"Psst.. you should avoid carbs, sugar, alcohol, fruits, fat, and fun!"

The biggest challenge you'll face during these next 4 weeks is the inner dialogue between your ears.

My recommendation to you is this...

TAKE A STAND.

MAKE A COMMITMENT.

DRAW A LINE IN THE MF'ING SAND.

You are going to see this through for 4 weeks and then you can reassess from there.

*(Spoiler alert: once you do things this way, you'll never go back.
But that's our little secret)*

Important Resources

Please whitelist mike@peakoptimizationperformance.com and amy@peakoptimizationperformance.com.

AND be sure to join the FB group for challenge updates, additional resources, and Q&A's!

Click below or go to <https://www.facebook.com/groups/PersonalityDiet/> .

 Join Group

The Anchors

Anchors keep us grounded.

When life is chaotic and the storm seems like it's too much to bear.. We rely on our anchors.

This concept was paramount in getting me through the most difficult period of my life.

Going through a divorce, moving across country then back again, losing one of the most important people in my life, and starting my own business...

I needed my anchors.






Life felt like it was drowning me.

Like the storm would never pass.

Without my anchors, I'm not sure where I'd be today.

For the next 4 weeks (and beyond), I want you to pick 3 anchors from the following list.

This is not a comprehensive list and many of these things may seem small or irrelevant but I can promise you if you follow through, you'll be amazed at their power.

-  Walk for 10 mins per day
-  Drink at least 70oz of water per day
-  Eat at least two servings of veggies per day
-  Participate in 10 mins of intentional self care each day
-  Eat protein and veggies with every meal each day

The 3 anchors you pick will be the intentional action items that you get done no matter what life throws at you.

Having said that, don't expect to be perfect.

You may miss a day and that's ok!

The point of having anchors is that they're always there for you so if you miss a day.. Be intentional about not missing the next day.

A quick note about SLEEP:

Sleep could be included as an anchor but it requires its own category.

The reason it's not an anchor is because, for some people, sleep is not a controllable variable due to work schedule or other reasons.

However, it still needs to be said that sleep is incredibly important to your overall success, health, and well being.

Look no further than the COST of not getting enough sleep or enough quality sleep:

- increased hunger and cravings
- less discipline
- easily irritable
- decrease in sex hormones
- decrease in thyroid function
- less motivation
- increased fatigue
- impaired recovery
- less energy
- potential loss in strength/performance

Hopefully you get the point.

The bottom line is this... prioritize sleep as much as you possibly can!

Set yourself up for success by having a wind down routine each night.

- Plan for 8-9 hours of sleep (or as much as your schedule allows)
- Avoid blue lights and screens at least an hour before bed
- Don't eat a big meal too close to bedtime (at least 2 hours)
- Have some carbs with your last meal
- Keep your room pitch black (black out curtains are best)
- Keep the temperature cool
- Sleep naked (if doable)
- Supplements ([Limitless PM](#))

Be sure to track your anchors!

You can go old school and use a calendar or journal.

Or you can use a habit tracking app like Streaks.
(<https://apps.apple.com/us/app/streaks/id963034692>)

Either way, hold yourself accountable to following through on those daily promises!

Your Personality

Being a Neurotype challenge and all.. You will need to know your Neurotype!

If you already have that information handy, you can skip this section.

If not, start by taking the personality assessment! Click the button below or go to <https://neurotypetraining.com/personality-diet-assessment-login/>

Find My Neurotype!

Why does this matter?

There is a fundamental flaw in the fitness industry today.

It's particularly egregious in the diet industry.

And that is that no other program understands your behavioral tendencies, strengths/weaknesses, and brain chemistry.

Those traits can be uncovered through a simple personality assessment.

Ideally, we'd also have the ability to work with you in a 1:1 setting but for now, we can use the assessment to gain some important insight and give us a starting point.

Personality psychology shows us that personality traits can give us insight into those important variables that determine success: behavioral tendencies, strengths/weaknesses, and brain chemistry (neurotransmitter balance).

It also provides valuable information about what motivates us and drives our behaviors.

Pretty important when it comes to body transformation!

So we've taken on the responsibility to fill that massive gap in the industry and begin the process with a personality assessment.

Your dominant profile will be the path you follow for this challenge!

Therefore, if you score highest as a 1B - you'll follow the 1B track.

If you score highest as a 2B - you'll follow the 2B track.

If you are VERY close between 2-3 profiles, pick the track that most closely resonates with you.

Grocery Haul

This food list is intended to give you a great framework for what we should be eating most of the time for most meals.

I personally like to use the 80/20 rule where 80% of my choices come from this list and the other 20% are up to my discretion.

You may find that you naturally feel better the more foods you consume on this list, however we cannot forget about... ya know... having a life!

Food is also fun. It's social. It's an experience. It's delicious.

So be sure to keep space in your life, for your life.

Too much rigidity can backfire.

Proteins

- Grass-fed beef
- Grass-fed bison
- Grass-fed lamb
- Pastured eggs
- Wild-caught fish
- Wild game (elk, ostrich, venison)
- Chicken (pastured)
- Pork (pastured)
- Turkey (pastured)
- Wild-caught shellfish
- Spirulina
- Chlorella
- Protein powder (minimize artificial ingredients)

Fats

- Almonds
- Almond butter
- Avocado
- Avocado oil
- Brazil nuts
- Grass-fed butter
- Ghee
- Cacao nibs
- Cashews
- Chestnuts
- Chia seeds
- Coconut oil
- Grass-fed dairy
- Eggs
- Fatty fish
- Flaxseeds
- Hazelnuts
- Macadamia nuts
- MCT oil
- Olive oil
- Olives
- Pecans
- Peanuts
- Peanut butter
- Pine nuts
- Pistachios
- Pumpkin seeds
- Sesame seeds
- Sunflower seeds
- Walnuts
- Dark chocolate

Carbohydrates

- Arugula
- Bok choy
- Broccoli
- Brussels sprouts
- Cabbage
- Cauliflower
- Celery
- Chinese Broccoli
- Cilantro
- Collard greens
- Kale
- Radishes
- Sea veggies (kelp, dulse, nori, etc)
- Spinach
- Broccoli sprouts
- Turnips
- Watercress
- Asparagus
- Beets
- Parsnips
- Potatoes
- Pumpkin
- Sweet potatoes
- Turnips
- Carrots
- Squash
- Cucumbers
- Bell peppers
- Tomatoes
- Zucchini
- Oats
- Quinoa
- Rice
- Sprouted grains
- Buckwheat
- Amaranth
- Bananas
- Mangoes
- Oranges
- Apples
- Pineapple
- Watermelon
- Blackberries
- Blueberries
- Strawberries
- Raspberries
- Cherries
- Lemons
- Limes
- Grapefruit
- Black beans
- Pinto beans
- Green lentils
- Kidney beans
- Navy beans

Drinks

- Greens powder (no artificial ingredients)
- Tea
- Coffee
- Matcha
- Mushroom tea or coffee
- Bone broth

Prebiotics

- Asparagus
- Garlic
- Green bananas
- Jicama
- Jerusalem artichoke
- Onions
- Resistant starch
- Cocoa/cacao

Probiotics

- Kefir
- Kimchi
- Kombucha
- Miso
- Non-dairy yogurt
- Pickles
- Sauerkraut
- Grass-fed, full-fat yogurt

Herbs and Spices

- Basil
- Black pepper
- Cayenne
- Cinnamon
- Cloves
- Cumin
- Ginger
- Mint
- Oregano
- Turmeric
- Salt

Two Brains

Have ever heard the expression that your gut is your second brain?

Well it's true.

There is an important and interconnected relationship between your gut and brain.

The whole objective of this challenge is to feed your brain to sculpt your body.

So it stands to reason that we support your "second brain" in addition to the one in your head.

These food choices will accomplish both.

As we get into the personality specific protocols, we'll be optimizing neurological function and metabolic health.

Regardless of personality type.. Anyone can benefit from eating the bulk of their foods from this list and using biofeedback to fine tune those choices.

In other words, pay attention to how specific foods make you feel.

Listen to:

- Hunger
- Cravings
- Energy
- Mood
- Stress
- Sleep
- Performance
- Recovery
- Cycle health (if applicable)
- Sex drive
- Focus

Keep in mind that your metabolism is unique to you and only you.

Nutrition is highly individual.

Meal Composition

The objective here is pretty straightforward: keep it simple and effective.

But I'm a believer in explaining the WHY behind everything that we do so here's a more in-depth explanation.

Meal composition has a dramatic impact on blood sugar regulation, which in turn, has a dramatic impact on overall health and body composition.

What's fascinating about blood sugar reactions.. They are, like most things, highly variable from person to person.

This has been demonstrated in research many times over.

One person can eat a banana and have a massive blood sugar spike followed by a crash.

While another person can eat a banana and have almost no blood sugar spike at all.

While there is a wide difference from person to person with individual foods...

There is a predictable pattern when it comes to total meal composition.

What we know is that having a balance of protein, carbs, and fats in a meal will limit the blood sugar response from that meal.

Why does that matter?

- It improves satiety (stay full longer)
- It leads to more sustained energy
- It helps with insulin sensitivity
- Improves hormonal health

When it comes to body composition changes, it's quite advantageous to be insulin sensitive. Therefore, we can utilize meal composition as one tool to move in that direction.

Other tools to improve insulin sensitivity include:

- Walking
- Strength training
- Sleep
- Reducing stress
- Improving food quality

All things we'll be doing during this challenge that's not really a challenge!

So to conclude, a simple and effective meal composition strategy is to pick a protein, carb, and fat from the food list and use that approach with MOST of your meals.

The personality specific guidelines will provide more detail on meal composition.

A Quick Note on Calories & Macros

We will be utilizing calories and macros for the duration of this challenge.

We recommend using an app like MyFitnessPal (or any other macro tracking app).

This is not something you need to do forever!

However, it provides specificity and can be a great learning tool.

We will teach you how to transition away from macros but it's important to apply the principles of "progress over perfection."

"Close enough" is always good enough.

And if you're way off... that's ok too. It'll happen. Just learn from it and move on.

Macros

- Protein = 4 calories per gram
- Carbohydrates = 4 calories per gram
- Fats = 9 calories per gram
- Alcohol = 7 calories per gram

Refer to this chart when calculating your starting numbers (which will be provided in your Neurotype-specific protocol below)

Alcohol

I'm all about sustainability and having fun throughout the process. This isn't your standard challenge where you have to restrict everything you love in life.

However, it's worth noting that alcohol can slow down or completely stall progress, depending on how much and how frequently it's being consumed.

If you plan to incorporate alcohol during this program, please download this [alcohol tracking cheat sheet!](#)

ARE YOU READY TO GET STARTED?

At this point, you have made your commitment to yourself.

You have selected your 3 anchors.

You stocked up with some items from the food list.

And you understand how to put your meals together.

Now it's time to EXECUTE!

Remember:

- This is not about being perfect. This is about following through.
- This is not about depriving. This is about thriving.
- This is not a challenge in willpower. This is a challenge in growth and resilience.

EXPECT to fail!

It's going to happen. It's supposed to happen.

There will be a day or multiple days when things don't go according to plan.

That is part of the process.

We learn from failure. We grow from failure. We progress faster from failure.

WHEN it happens... I want you to state these words out loud to yourself:

"I knew this was going to happen. This is part of the process. I can learn from this. I can move on from this. My next decision is still MY decision. I am in total control."

If your next decision is not the decision you wanted to make... repeat those words again.

Continue until you get it right.

Like I said, this will challenge you to think differently.

You are ready...

Let's go!!!



Your Neurotype Track

At this point in the challenge (that's not really a challenge), you will follow the track that's specific to your personality type.

Again, if you have not taken the assessment or received your results, you must do that now!

The assessment can be found here:

<https://neurotypetraining.com/personality-diet-assessment-login/>

If you took the assessment but did not receive your results please email amy@peakoptimizationperformance.com

Click your type below to scroll to the corresponding page!

[Type 1A](#) - page 17

[Type 1B](#) - page 24

[Type 2A](#) - page 31

[Type 2B](#) - page 38

[Type 3](#) - page 45

Type 1A



Week 1

Strategy - Hustle Hard, Recover Harder

As a type 1A, you are motivated by quick results and #winning! So we're going to align the approach with your brain chemistry. The idea is to prime your brain and body before making aggressive progress for two straight weeks. Then we'll take a week to recover, prime your brain and body again, and then we'll close out with two more aggressive weeks of hustlin'!

The two main objectives for week 1 are:

1. Metabolic priming - we are going to stoke the metabolic fire to ensure your body responds well
2. Neurological optimization - we are also going to eat according to your brain chemistry to make sure you feel your best, stay motivated, and recover more efficiently

This will be accomplished by food quantity, food quality, and meal composition.

Food Quantity

We are going to start with a conservative estimated maintenance:

Calorie total = Body weight x 14

(Example: 150lb person = $150 \times 14 = 2,100$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 30% of total calories

(Ex: $2100 \text{ calories} \times .3 = 630 \text{ cals} / 9 = 70\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $2100 - 600 \text{ calories of protein} - 630 \text{ calories of fat} = 870 \text{ calories} / 4 = 217\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

70g of fat

217g of carbs

2100 calories per day

14,700 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Food Quality

Type 1A's are dopamine dominant with low acetylcholine.

We will prioritize foods that support dopamine sensitivity and acetylcholine production.

We will also seek to increase your lower inhibitory neurotransmitter, serotonin.

Note: use the foods list provided on [pages 9-10](#) for most choices

Dopamine sensitivity: Most animal proteins, pumpkin seeds, walnuts

Acetylcholine support: Eggs, grass-fed beef, cod, mushrooms

Serotonin support: Elk, turkey, shrimp, spinach, carbs post workout and last meal of the day

Meal Composition

We are going to support dopamine production and stress management through meal composition and timing.

Main meals will be primarily protein, fats, and veggies.

Carbs will be mostly utilized post-workout and the last meal of the day.

Example:

Meal 1: Egg scramble: eggs, mushrooms, broccoli, and full-fat cheese

Meal 2: Chicken, asparagus, and olive oil

Workout

Post workout: Protein powder, frozen fruit, spinach, almond milk + rice cakes or rice-based cereal

Meal 3: Turkey, walnuts, cauliflower, and potatoes

Number of meals and meal frequency is not as important as overall macro totals and food quality!

Do what works best for your schedule!

Type 1A



Week 2

How did week 1 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 2 is another opportunity to decide, commit, and deliver!

Week 2 is all about RESULTS. We're going to use your competitive nature to your advantage here.

Calorie total = Body weight x 10

(Example: 150lb person = $150 \times 10 = 1,500$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 30% of total calories

(Ex: $1500 \text{ calories} \times .3 = 450 \text{ cals} / 9 = 50\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $1500 - 600 \text{ calories of protein} - 450 \text{ calories of fat} = 450 \text{ calories} / 4 = 112\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

50g of fat

112g of carbs

1500 calories per day

10,500 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 1A



Week 3

How did week 2 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 3 is another opportunity to decide, commit, and deliver!

Week 3 is all about RESULTS. We're going to continue to keep our foot on the gas pedal for another week.

Calorie total = Body weight x 10

(Example: 150lb person = $150 \times 10 = 1,500$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 30% of total calories

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ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 1A



Week 4

How did week 1 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 4 is another opportunity to decide, commit, and deliver!

Week 4 is all about finishing strong! One more week to keep your foot on the gas pedal before we ease out of this challenge.

Calorie total = Body weight x 10

(Example: 150lb person = 150 x 10 = 1,500 calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

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ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 1A

CONGRATULATIONS!!! Please scroll to [PAGE 52](#) for the next steps!

Type 1B



Week 1

Strategy - Hustle Hard, Recover Harder

As a type 1B, you are motivated by quick results and leading by example! So we're going to align the approach with your brain chemistry. The idea is to prime your brain and body before making aggressive progress for two straight weeks. Then we'll take a week to recover, prime your brain and body again, and then we'll close out with two more aggressive weeks of hustlin'!

The two main objectives for week 1 are:

1. Metabolic priming - we are going to stoke the metabolic fire to ensure your body responds well.
2. Neurological optimization - we are also going to eat according to your brain chemistry to make sure you feel your best, stay motivated, and recover more efficiently.

This will be accomplished by food quantity, food quality, and meal composition.

Food Quantity

We are going to start with a conservative estimated maintenance:

Calorie total = Body weight x 14

(Example: 150lb person = $150 \times 14 = 2,100$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 30% of total calories

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150 lb person macro breakdown:

150g of protein

70g of fat

217g of carbs

2100 calories per day

14,700 calories for the week

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ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Food Quality

Type 1B's are dopamine dominant with high acetylcholine.

We will prioritize foods that support dopamine sensitivity and production.

We will also seek to support both inhibitory neurotransmitters, serotonin and GABA.

Note: use the foods list provided on [pages 9-10](#) for most choices

Dopamine sensitivity: Most animal proteins, pumpkin seeds, walnuts

Serotonin support: Elk, turkey, shrimp, spinach, carbs post workout and last meal of the day

GABA support: Shellfish (scallops, mussels, clams), dark meat chicken and turkey, organ meats, fish (salmon, cod)

Meal Composition

We are going to support dopamine production and stress management through meal composition and timing.

Main meals will be primarily protein, fats, and veggies.

Carbs will be mostly utilized post-workout and the last meal of the day.

Example:

- **Meal 1:** Egg scramble: eggs, mushrooms, broccoli, and full-fat cheese
- **Meal 2:** Chicken, asparagus, and olive oil
- **Workout**
- **Post workout:** Protein powder, frozen fruit, spinach, almond milk + rice cakes or rice-based cereal
- **Meal 3:** Turkey, walnuts, cauliflower, and potatoes

Number of meals and meal frequency is not as important as overall macro totals and food quality!

Do what works best for your schedule!

OPTIONAL: Type 1B's often do well with some form of intermittent fasting. Due to high levels of inhibitors and the nor-adrenaline increase from fasting, it often bodes well for type 1B's. Therefore, you can implement this strategy for part or all of the challenge.

My recommendation would be to begin with a 10 hour feeding window and 14 hour fast if you're new to intermittent fasting (IF).

Example: 10a - 8p feeding window (10 hours) 8p - 10a fast (14 hours) ***adjust the times to fit your schedule

If you have done IF before, you can start with an 8 hour feeding window and 16 hour fast.

Type 1B



Week 2

How did week 1 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 2 is another opportunity to decide, commit, and deliver!

Week 2 is all about RESULTS. We're going to use your competitive nature to your advantage here.

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Type 1B



Week 3

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Type 1B



Week 4

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Fats	
Daily Calories	
Weekly Total Calories	

Type 1B

CONGRATULATIONS!!! Please scroll to [PAGE 52](#) for the next steps!

Type 2A

Week 1

Strategy - Switch it up, make it WORK

As a type 2A, you crave variety, love to people please, and work best when you're up against a deadline! So we're going to align the approach with your brain chemistry. The idea is to keep things fresh by adjusting every two weeks, but saving the most challenging stretch for the end!

The two main objectives for week 1 are:

1. Metabolic priming - we are going to stoke the metabolic fire to ensure your body responds well.
2. Neurological optimization - we are also going to eat according to your brain chemistry to make sure you feel your best, stay motivated, and recover more efficiently.

This will be accomplished by food quantity, food quality, and meal composition.

Food Quantity

We are going to start with a conservative estimated maintenance:

Calorie total = Body weight x 14

(Example: 150lb person = $150 \times 14 = 2,100$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: $2100 \text{ calories} \times .25 = 525 \text{ cals} / 9 = 58\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $2100 - 600 \text{ calories of protein} - 525 \text{ calories of fat} = 975 \text{ calories} / 4 = 244\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

58g of fat

244g of carbs

2100 calories per day

14,700 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Food Quality

Type 2A's are adrenaline dominant with the other neurotransmitters being pretty even.

We will prioritize foods that support dopamine production to assist with adrenaline.

We will also seek to increase your inhibitory neurotransmitters, serotonin and GABA.

Note: use the foods list provided on [pages 9-10](#) for most choices

Dopamine sensitivity: Most animal proteins, pumpkin seeds, walnuts

Serotonin support: Elk, turkey, shrimp, spinach, carbs pre workout, post workout, and last meal of the day

GABA support: Shellfish (scallops, mussels, clams), dark meat chicken and turkey, organ meats, fish (salmon, cod)

Meal Composition

We are going to support adrenaline sensitivity and stress management through meal composition and timing.

Main meals will be primarily protein, fats, and veggies.

Carbs will be mostly utilized pre-workout, post-workout, and the last meal of the day.

Example:

- **Meal 1:** Egg scramble: eggs, mushrooms, broccoli, and full-fat cheese
- **Pre-workout:** Chicken, asparagus, and rice
- **Workout**
- **Post workout:** Protein powder, frozen fruit, spinach, almond milk + rice cakes or rice-based cereal
- **Meal 3:** Turkey, walnuts, cauliflower, and potatoes

Number of meals and meal frequency is not as important as overall macro totals and food quality!

Do what works best for your schedule!

OPTIONAL: Carb cycling. Type 2A's can do really well with carb cycling (having some days with high carb and some days with low carb). A simple strategy is to increase carbs on workout days and lower them on rest days.

If you choose to carb cycle, add 50-75g of carbs to your training days and subtract 50-75g of carbs on your rest days.

MAKE SURE WEEKLY TOTALS ARE STILL MET!

Example (for 150 lb person as outlined above): +/- 50g of carbs

Training day: 150g of protein, 58g of fat, 294g of carbs

Rest day: 150g of protein, 58g of fat, 194g of carbs

Please note that this is optional!

Type 2A

Week 2

How did week 1 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 2 is another opportunity to decide, commit, and deliver!

Week 2 is all about RESULTS. We know you get bored easily so we're going to switch things up with a more aggressive approach this week.

Calorie total = Body weight x 10

(Example: 150lb person = $150 \times 10 = 1,500$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: $1500 \text{ calories} \times .25 = 375 \text{ cals} / 9 = 42\text{g of fat}$)

Carbs = remainder of calories

(Ex: $1500 - 600 \text{ calories of protein} - 375 \text{ calories of fat} = 525 \text{ calories} / 4 = 131\text{g of carbs}$)

150 lb person macro breakdown:

150g of protein

42g of fat

131g of carbs

1500 calories per day

10,500 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 2A

Week 3

How did week 2 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 3 is another opportunity to decide, commit, and deliver!

Week 3 is all about SUSTAINABILITY. We are going to prime the metabolism again before finishing up with another push!

Calorie total = Body weight x 14

(Example: 150lb person = $150 \times 14 = 2,100$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: $2100 \text{ calories} \times .25 = 525 \text{ cals} / 9 = 58\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $2100 - 600 \text{ calories of protein} - 525 \text{ calories of fat} = 975 \text{ calories} / 4 = 244\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

58g of fat

244g of carbs

2100 calories per day

14,700 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 2A

Week 4

How did week 3 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 4 is another opportunity to decide, commit, and deliver!

Week 4 is all about RESULTS. Let's finish this up with a bang and push the gas pedal for one more week!

Calorie total = Body weight x 10

(Example: 150lb person = 150 x 10 = 1,500 calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: 1500 calories x .25 = 375 cals / 9 = 42g of fat)

Carbs = remainder of calories

(Ex: 1500 - 600 calories of protein - 375 calories of fat = 525 calories / 4 = 131g of carbs)

150 lb person macro breakdown:

150g of protein

42g of fat

131g of carbs

1500 calories per day

10,500 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 2A

CONGRATULATIONS!!! Please scroll to [PAGE 52](#) for the next steps!

Type 2B

Week 1

Strategy - FEEL better, LOOK better

As a type 2B, you are all about FEEL! You also have a tendency to be hard on yourself so balance is super important. We're going to align the approach with your brain chemistry. The idea is to keep you feeling your best and not stressing your system too much!

The two main objectives for week 1 are:

1. Metabolic priming - we are going to stoke the metabolic fire to ensure your body responds well.
2. Neurological optimization - we are also going to eat according to your brain chemistry to make sure you feel your best, stay motivated, and recover more efficiently.

This will be accomplished by food quantity, food quality, and meal composition.

Food Quantity

We are going to start with a very slight deficit:

Calorie total = Body weight x 13

(Example: 150lb person = $150 \times 13 = 1,950$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: $1950 \text{ calories} \times .25 = 487.5 \text{ cal}$ / $9 = 54\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $1950 - 600 \text{ calories of protein} - 487.5 \text{ calories of fat} = 862.5 \text{ calories}$ / $4 = 216\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

54g of fat

216g of carbs

1950 calories per day

13,650 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Food Quality

Type 2B's have high levels of glutamate with low GABA.

We will prioritize food quality and carb timing to reduce glutamate.

We will also seek to increase your inhibitory neurotransmitters, serotonin and GABA.

Note: use the foods list provided on [pages 9-10](#) for most choices

Glutamate balance: Limit fast food, frozen meals, highly processed foods, and moderate carbs

Serotonin support: Elk, turkey, shrimp, spinach, carbs pre workout, post workout, and last meal of the day

GABA support: Shellfish (scallops, mussels, clams), dark meat chicken and turkey, organ meats, fish (salmon, cod)

Meal Composition

We are going to support neurological balance and stress management through meal composition and timing.

Main meals will be primarily protein, fats, and veggies.

Carbs will be mostly utilized pre-workout, post-workout, and the last meal of the day.

Example:

- **Meal 1:** Egg scramble: eggs, mushrooms, broccoli, and full-fat cheese
- **Pre-workout:** Chicken, asparagus, and rice
- **Workout**
- **Post workout:** Protein powder, frozen fruit, spinach, almond milk + rice cakes or rice-based cereal
- **Meal 3:** Turkey, walnuts, cauliflower, and potatoes

Number of meals and meal frequency is not as important as overall macro totals and food quality!

Do what works best for your schedule!

OPTIONAL: : Carb cycling. Type 2B's can do really well with carb cycling (having some days with high carb and some days with low carb). A simple strategy is to increase carbs on workout days and lower them on rest days.

If you choose to carb cycle, add 50-75g of carbs to your training days and subtract 50-75g of carbs on your rest days.

MAKE SURE WEEKLY TOTALS ARE STILL MET!

Example (for 150 lb person as outlined above): +/- 50g of carbs

Training day: 150g of protein, 54g of fat, 266g of carbs

Rest day: 150g of protein, 54g of fat, 166g of carbs

Please note that this is optional!

Type 2B

Week 2

How did week 1 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 2 is another opportunity to decide, commit, and deliver!

Week 2 is all about BALANCE & CONSISTENCY. We know you may get down on yourself if something didn't go well. This week is all about picking up and moving forward!

Calorie total = Body weight x 13

(Example: 150lb person = 150 x 13 = 1,950 calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: 1950 calories x .25 = 487.5 cals / 9 = 54g of fat)

Carbs = remainder of calories

(Ex: 1950 - 600 calories of protein - 487.5 calories of fat = 862.5 calories / 4 = 216g of carbs)

150 lb person macro breakdown:

150g of protein

54g of fat

216g of carbs

1950 calories per day

13,650 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 2B



Week 3

How did week 2 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 3 is another opportunity to decide, commit, and deliver!

Week 3 is all about PROGRESS. We are going to push the gas pedal just a bit for the last two weeks of the challenge!

Calorie total = Body weight x 11

(Example: 150lb person = $150 \times 11 = 1,650$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: $1650 \text{ calories} \times .25 = 412.5 \text{ cal}$ / $9 = 46\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $1650 - 600 \text{ calories of protein} - 412.5 \text{ calories of fat} = 637.5 \text{ calories}$ / $4 = 159\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

46g of fat

159g of carbs

1650 calories per day

11,550 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 2B

Week 4

How did week 3 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 4 is another opportunity to decide, commit, and deliver!

Week 4 is all about feeling good to LOOK good. You are finishing up this challenge with another week to drive results. You should feel good and ready to dominate this last week!

Calorie total = Body weight x 11

(Example: 150lb person = $150 \times 11 = 1,650$ calories)

Macro breakdown:

Protein = 1g/lb of bodyweight

(Ex: 150 lb person = 600 calories = 150g of protein)

Fats = 25% of total calories

(Ex: $1650 \text{ calories} \times .25 = 412.5 \text{ cals} / 9 = 46\text{g}$ of fat)

Carbs = remainder of calories

(Ex: $1650 - 600 \text{ calories of protein} - 412.5 \text{ calories of fat} = 637.5 \text{ calories} / 4 = 159\text{g}$ of carbs)

150 lb person macro breakdown:

150g of protein

46g of fat

159g of carbs

1650 calories per day

11,550 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 2B

CONGRATULATIONS!!! Please scroll to [PAGE 52](#) for the next steps!

Type 3



Week 1

Strategy - Failing to plan is planning to fail

As a type 3, you love a well structured, organized plan! You tend to have a little higher anxiety so predictability and knowing what's coming is key. We're going to align the approach with your brain chemistry. The idea is to keep things consistent and organized so you set yourself up for success!

The two main objectives for week 1 are:

1. Metabolic priming - we are going to stoke the metabolic fire to ensure your body responds well.
2. Neurological optimization - we are also going to eat according to your brain chemistry to make sure you feel your best, stay motivated, and recover more efficiently.

This will be accomplished by food quantity, food quality, and meal composition.

Food Quantity

We are going to start with and maintain a slight deficit for 4 weeks, then the last two weeks will be a touch lower:

Calorie total = Body weight x 12

(Example: 150lb person = $150 \times 12 = 1,800$ calories)

Macro breakdown:

Protein = 0.8g/lb of bodyweight

(Ex: 150 lb person = $150 \times .8 = 120$ g of protein)

Carbs = 55% of total calories

(Ex: $1800 \text{ calories} \times .55 = 990 \text{ cals} / 4 = 247$ g of carbs)

Fats = remainder of total calories

(Ex: $1800 - 480 \text{ calories of protein} - 990 \text{ calories of carbs} = 330 \text{ calories} / 9 = 37$ g of fat)

150 lb person macro breakdown:

120g of protein
37g of fat
247g of carbs

1800 calories per day
12,600 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Food Quality

Type 3's have low levels of serotonin and often high cortisol.

We will prioritize food quality, higher carbs, and blood sugar stability to increase serotonin, lower cortisol, and improve insulin sensitivity.

Note: use the foods list provided on [pages 9-10](#) for most choices

Serotonin support: Elk, turkey, shrimp, spinach, carbs in small doses throughout the day

Cortisol reduction: Well balanced meals and carbs post workout

Hormone balance: Prioritize gut health (prebiotics, probiotics, resistant starch, removal of any pro-inflammatory foods), olive oil, grape seed oil, coconut oil

Meal Composition

We are going to support neurological balance and stress management through meal composition and timing.

Main meals will be primarily protein, fats, carbs, and veggies.

Carbs can be increased pre-workout, post-workout, and the last meal of the day.

Example:

- **Meal 1:** Eggs/whites, mushrooms, white potatoes (if cooked then cooled then reheated it will increase resistant starch)
- **Pre-workout:** Chicken, asparagus, and rice
- **Workout**
- **Post workout:** Protein powder, frozen fruit, spinach, almond milk + rice cakes or rice-based cereal
- **Meal 3:** Turkey, cauliflower, and potatoes (if cooked then cooled then reheated it will increase resistant starch)

Number of meals and meal frequency is not as important as overall macro totals and food quality!

Do what works best for your schedule!

Type 3



Week 2

How did week 1 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 2 is another opportunity to decide, commit, and deliver!

Week 2 is all about PLANNING & CONSISTENCY. You should have a good feel for the plan after week 1, so this week is all about staying organized and consistent!

Calorie total = Body weight x 12

(Example: 150lb person = $150 \times 12 = 1,800$ calories)

Macro breakdown:

Protein = 0.8g/lb of bodyweight

(Ex: 150 lb person = $150 \times .8 = 120$ g of protein)

Carbs = 55% of total calories

(Ex: 1800 calories x .55 = 990 cals / 4 = 247g of carbs)

Fats = remainder of total calories

(Ex: 1800 - 480 calories of protein - 990 calories of carbs = 330 calories / 9 = 37g of fat)

150 lb person macro breakdown:

120g of protein

37g of fat

247g of carbs

1800 calories per day

12,600 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 3



Week 3

How did week 2 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 3 is another opportunity to decide, commit, and deliver!

Week 3 is all about REPETITION. We are going to keep things consistent for the final two weeks!

Calorie total = Body weight x 12

(Example: 150lb person = $150 \times 12 = 1,800$ calories)

Macro breakdown:

Protein = 0.8g/lb of bodyweight

(Ex: 150 lb person = $150 \times .8 = 120$ g of protein)

Carbs = 55% of total calories

(Ex: 1800 calories x .55 = 990 cals / 4 = 247g of carbs)

Fats = remainder of total calories

(Ex: 1800 - 480 calories of protein - 990 calories of carbs = 330 calories / 9 = 37g of fat)

150 lb person macro breakdown:

120g of protein

37g of fat

247g of carbs

1800 calories per day

12,600 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 3



Week 4

How did week 3 feel? Did you execute and keep the promises you made to yourself? If not, it's all good! This is not a challenge that requires perfection. This is simply a challenge that requires you to push through and finish what you started! Week 4 is another opportunity to decide, commit, and deliver!

Week 4 is all about RESULTS. You are almost done and should feel good! You've got a nice groove going so let's finish strong!

Calorie total = Body weight x 12

(Example: 150lb person = 150 x 12 = 1,800 calories)

Macro breakdown:

Protein = 0.8g/lb of bodyweight

(Ex: 150 lb person = 150 x .8 = 120g of protein)

Carbs = 55% of total calories

(Ex: 1800 calories x .55 = 990 cals / 4 = 247g of carbs)

Fats = remainder of total calories

(Ex: 1800 - 480 calories of protein - 990 calories of carbs = 330 calories / 9 = 37g of fat)

150 lb person macro breakdown:

120g of protein

37g of fat

247g of carbs

1800 calories per day

12,600 calories for the week

It's ok to eat the same calories/macros each day OR have higher and lower days as long as the weekly total target is met

ENTER YOUR NUMBERS HERE

Protein	
Carbs	
Fats	
Daily Calories	
Weekly Total Calories	

Type 3



CONGRATULATIONS!!! Please scroll to [PAGE 52](#) for the next steps!



CONGRATS! (and what to do next)

You did it! Take a moment to appreciate the fact that you did the damn thing!

As always, showing up and following through is half the battle.

In order to be eligible for the grand prize you must complete this Neurotype Challenge Survey!

CLICK HERE TO
COMPLETE THE SURVEY