



# The Protein Is Power Program

*Develop healthy, life-long habits that  
will leave you looking, feeling and  
performing at your best.*



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# Zoe Lloyd Potter

Zoe Lloyd Potter is the Founder & CEO of TheBody360 An Award-Winning Online Health Forum with dedicated programmes and classes relating to weight management, metabolic & hormone conditions,, inc. thyroid & adrenal health, sex hormone imbalance & conditions inc. menopause; gut restoration, sub- fertility and many other health challenges.

She is a qualified Nutritional Endocrine Therapist having trained in the USA at The American Institute of Anti-Aging Medicine as well as The Health Science Academy in the UK. As well as a Nutritional and Advanced Supplementation Diploma, she holds further diplomas in Endocrinology; BHRT, Advanced Weight Management; Stress Management, Sub Fertility; Stress Management; Gut Restoration & Detoxification & Cancer Prevention & Longevity.



# The Protein Is Power Program



This 2-week habit coaching program will show you the benefits of a higher protein diet, and how much you actually need. Your challenge is to eat lean protein with every meal.

# The Protein Is Power Program

## Day 0 : Introduction Of Habit (Sunday)

**For the next two weeks, I challenge you to eat a source of lean protein with every main meal.**

The word protein means ‘of prime importance’ – and protein is certainly important to health.

Its high thermic effect helps boost the metabolism, building lean muscle tissue and reducing body fat to make us look better.

Despite it being a key nutrient for optimal body composition, many people are drastically under-eating protein.



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High protein diets have occasionally grabbed the headlines for being unhealthy, but the research never holds up. This habit will show you the benefits of a higher protein diet, and how much you need.

## How Can I Personalize This Habit?

Choose which sources of protein you would like to eat, and in what quantities. If you never eat protein with meals, then start with a small portion per meal. If you're used to eating a higher protein diet, then focus on increasing your consistency to eating the recommended portion sizes each meal.

## How Can I Make This Habit Easy?

The first step is to scale the habit to something you are 90-100% confident you can do for 6 days of the week. Have one day off per week from completing the habit.



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## What Can I Piggyback Off Of?

It's likely the existing trigger to eat something will be the cue for this habit. It could also be linked to meal preparation if you like to bulk cook for days ahead. Just pick a pre-existing habit to use as your reminder.

**TO DO:** *Create your personal version of the habit to commit to this challenge!*

### Here's a template:

I am 90-100% confident that I will [insert habit] for 6 days a week after I [insert what you're going to piggyback off of].

### Here's an example:

I am 90-100% confident that I will eat protein with every meal for 6 days a week after I decide to eat/cook.

P.S. Don't worry about making this perfect. We'll help you adjust. In fact, that's the whole point of getting coached.



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## Day 1 : Start of Habit Review (Monday)

How was Day 1?

Did you complete a personalized version of the habit?

Today, after completing your habit for the first time, I want you to answer these two questions:

**1. *What did I do well today?***

**2. *What did I learn today?***

The truth is, the most overlooked factor in building new habits is bridging the gap between what you want to do and the behavior that you're trying to make automatic.

You've got to close the loop between your intention and your behavior, and it's as simple as answering these two questions.

So here they are for you again:

**1. *What did I do well today?***

**2. *What did I learn today?***



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## Day 2 : Daily Lesson To Reinforce Habit And Accountability (Tuesday)

Not all protein is created equal. When considering what type of protein to eat, I encourage you to look at food quality by its 'biological value' (BV).

The biological value of a protein is based on its quantity of the essential amino acids. So a food with a high BV (also known as a complete protein) contains all nine essential aminos.

This is commonly seen in animal and dairy products.





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A food with low to medium BV does not contain all of the essential amino acids.

This is commonly seen in plant-based protein sources. We need to combine these low BV foods to create a higher quality BV in meals.

This explains why animal proteins (meat and dairy) are so important in our diets, and why they top the list for highest protein content.

While following this habit, focus in the quality of the protein you are eating.

Buy the highest quality protein sources you can afford. Not only will you get better quality protein, but more protein as a result.

As the saying goes, **you get what you pay for!**



## Day 3 : Daily Lesson To Reinforce Habit And Accountability (Wednesday)

Today I want you to pause for a moment to remember your intention for this habit, your deeper reason for doing it.

It's good to reconnect with this "why" before doing the habit each day.

Think back to the very first week, when you set your vow: what was your intention? Why was this important to you?

If it's to help yourself, or to help others, consider those people (or that person) now, and keep them in mind as you do the habit today.



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## Day 4 : Weekend Win (Thursday)

It can be difficult to stay consistent with a habit if you have a lot going on in your life, or if you take a break from your normal routine.

The perfect example of this is the weekend. So let's set you up to win this weekend.

How? By doing an easy version of your habit for the weekend.

This should be so easy that it should require as much energy as brushing your teeth.

Today, I want you to plan how you'll eat protein with every meal this weekend.



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## Day 5 : Daily Lesson To Reinforce Habit And Accountability (Friday)

**Protein** is incredibly important. Without it our body composition and health suffers.

Proteins are an essential nutrient and can be broken down into 20 building blocks known as 'amino acids'. Out of these 20 amino acids, nine are considered essential, as the body cannot synthesize its own, meaning we must obtain these from animal and plant sources.

The other 11 aminos are non-essential, as they can be synthesized by the body.



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Within the 9 essential amino acids, there are three branch chain amino acids (BCAAs): leucine, isoleucine and valine. They do not require metabolizing by the liver, and are therefore taken up directly by the body. These three aminos are the most important for the manufacture, maintenance and repair of muscle tissue.

Of the three, leucine has shown to be the most effective amino at stimulating protein synthesis (the process of building muscle protein and therefore growth), yet the three work better together to provide a host of benefits and even boost energy during workouts.

Studies show that BCAA (Branch Chain Amino Acid) supplementation alone can blunt the catabolic hormone cortisol (think stress) and decrease delayed-onset muscle soreness (DOMS).

Essentially, these amino acids alone will add lean muscle to your body and aid recovery from your daily tasks and workouts.

But there are a ton of other reasons why protein is so important in our daily diets. Let me give you the whole picture.

I've mentioned that tissue growth and maintenance are primary functions of protein, as they provide the building materials (amino acids) for growth and repair. That makes them vital for forming skin, nails, hair, bones, organs, tendons and of course muscles.

But protein also plays a regulatory role in the body, managing enzymes, hormones, antibodies, fluid balance and nutrient transportation.

Lastly, if the body really needs to, it can use protein to provide the calories it requires to meet the body's energy needs.

It's clear that protein has a ton of important functions outside of just making your muscles look good.

You're laying the foundations to incredible results.

## Keep up the great work and enjoy your weekend!



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Day 6 :

No Daily Lesson (Saturday)



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## Day 7 : Weekly Group Review (Sunday)

When you complete the habit today, take a minute to reflect on the past week or so of doing the habit.

- ***What has it actually been like, as opposed to the fantasy you had about it before you started?***
- ***What have you learned?***
- ***What do you appreciate?***
- ***What obstacles have come up, and are there ways to overcome them for next week?***

Consider writing a short journal entry about these reflections, to solidify your learning.

Treat habit formation as a learning process, a way to learn about yourself, your mind, mindfulness, resistance and more.



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## Day 8 : Adjustment Of Habit (Monday)

If all went well last week, and you didn't struggle or skip the habit for more than a day, I recommend that you lengthen the habit this week. If you've struggled, keep it the same as last week or make it even easier.

For example, if you've just been eating a very small amount of protein with each meal, then try increasing the amount this week.

Or if you've struggled with eating protein at a certain meal, put extra focus this week on getting it right.

Never make too big an adjustment so that it becomes too difficult.

This slow change process of expanding the habit a little at a time helps overcome the resistance of the mind to change and discomfort.

Each step isn't difficult, so your mind doesn't rebel much. Gradually the habit becomes your new normal and you can expand a bit more, pushing your comfort zone a little at a time.





## Day 9 : Daily Lesson To Reinforce Habit And Accountability (Tuesday)

There's a part of our minds where we're always looking for more.

This is true of your current habit – you want to eat more protein, because you want a better diet, because you want a better body – and it's true of many other things in your life.

As you do your habit today, notice your mind's tendency to move to what you need to do today, things coming in the future...and pause. Stop and see the energy of the entire current moment, your own energy included.

And practice accepting this moment as already enough.

This is good practice to carry forward through your day, and beyond this week.



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## Day 10 : Daily Lesson To Reinforce Habit And Accountability (Wednesday)

Something you've likely felt as you've done your habit, especially at the beginning, is uncertainty about how you're doing the habit.

- **Are you doing it right?**
- **Is there more you should now?**
- **When will it be ingrained as a habit?**

These and many more questions pass through our heads as we do our habit, or anything that we don't already know by heart.

We tend not to like the feeling of uncertainty, not only with this habit but in other areas of your life.

Today, practice just staying with this feeling of uncertainty, seeing what it's like to not know the path, know the right way, know the answer.

See if you can just be uncertain, and be curious about what this is like.



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## Day 11 : Weekend Win (Thursday)

It's a good idea to take a look at what is going on in your life – do you have a big work project, a lot of stress, travel, illness, family crisis, busy-ness with your family or friends? Are you overwhelmed or stressed out?

Any one or more of these factors can cause you to have low bandwidth for creating new habits, and messing up on habits in this case does not reflect on your discipline levels.

So let's set you up to win this weekend and achieve your habit with ease.

Today, think about your super easy, almost effortless version of the habit for the weekend.

How and when will you do the habit this weekend?



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## Day 12 : Daily Lesson To Reinforce Habit And Accountability (Friday)

We're almost at the end of the 'Eat lean protein with every meal' habit challenge.

As you prepare to move onto the next habit challenge, you'll want to put this current habit into 'habit maintenance mode.'

This is a way of continuing it with less of a focus.

By now, the habit should start to become more automatic if you've been at least a little consistent. You don't need reminders to start the habit, and it's feeling a bit easier, more part of your 'normal.'

So as you begin to move your focus to the next habit challenge, all you want to do is not forget about this habit. You don't need to keep track of it every day, as long as things are going well.

But every few days, pause and reflect on this habit and check in to see that everything is still going well. Maybe once a week, use one of our Sunday reflection sessions to assess whether you have any obstacles around this habit, need to make adjustments, learned anything new.

After a while, you need to reflect on the habit less often, as it becomes ingrained in your life.

Stay focused this weekend and remember to have some fun in the process!



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Day 13 :

No Daily Lesson (Saturday)



## Day 14 : End Of Habit Review (Sunday)

Over the last two weeks you've completed the 'Eat lean protein with every meal' habit challenge – **nice work!**

Today, take a minute after practicing your habit to reflect again on the past week of doing the habit.

- ***What has the habit been like and how have you done?***
- ***What have you learned?***
- ***What parts or how much of this habit will you continue to do?***

Consider writing a short journal entry about these reflections, to solidify your learning. Treat habit formation as a learning process, as a way to learn about yourself, your mind, mindfulness, resistance and more.

Tomorrow, we'll be starting our next habit challenge.

