



Eric Hinman's

Ultimate Guide To A Healthier Diet

• Health • Business • Content • Life-By-Design

Eric Hinman

“To go in the direction that I went takes a lot of work. And I don’t think you can do the work if you don’t have a clear goal or know why you’re doing it.”

-- Arnold Schwarzenegger

At 27, I had no understanding of how nutrition affects my energy, mental clarity, sleep, or recovery.

I ate out every meal for years.

I ate Subway every day for lunch because I thought this was my healthiest option. At this point in my life, I was selling property and casualty insurance to campgrounds in upstate New York; I put in more than 50,000 miles a year on my car for five years.

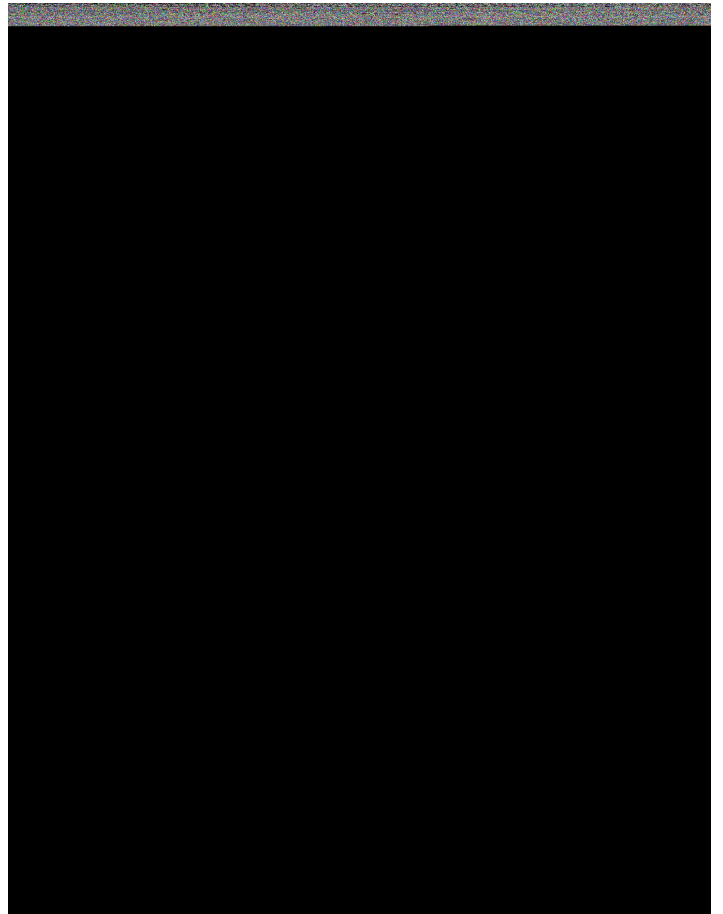
I would work out (maybe) 3x per week, but never longer than 30 minutes. Workouts mainly consisted of bench press and bicep curls—never any anaerobic intervals or aerobic conditioning.

For dinner, I liked the taste of pasta, and the satiated (bloated) feeling I received from eating it, so I ate pasta as often as I could.

At 46, I focus on food that nourishes me, provides energy, mental clarity, and aids in building/maintaining lean muscle mass.

I now hate feeling super full or bloated, which is how I used to feel after every meal. I now cook almost every meal at home and prioritize getting in more than 200g of protein every day.

Here are the actionable tips for simplifying your diet I wish someone gave me when I started trying to live healthier. I dedicated my life for the past 15 years (and spent 1,000's hours) testing each of these principles.





Health Business Content Life-By- Design

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Everyone Has Their Own Relationship With Food

Most diets fail because people do not fix the underlying issue; their relationship with food.

The reason I call it a “relationship”, is because:

- **Food is a Lifelong Companion: Understand Your Unique Bond**

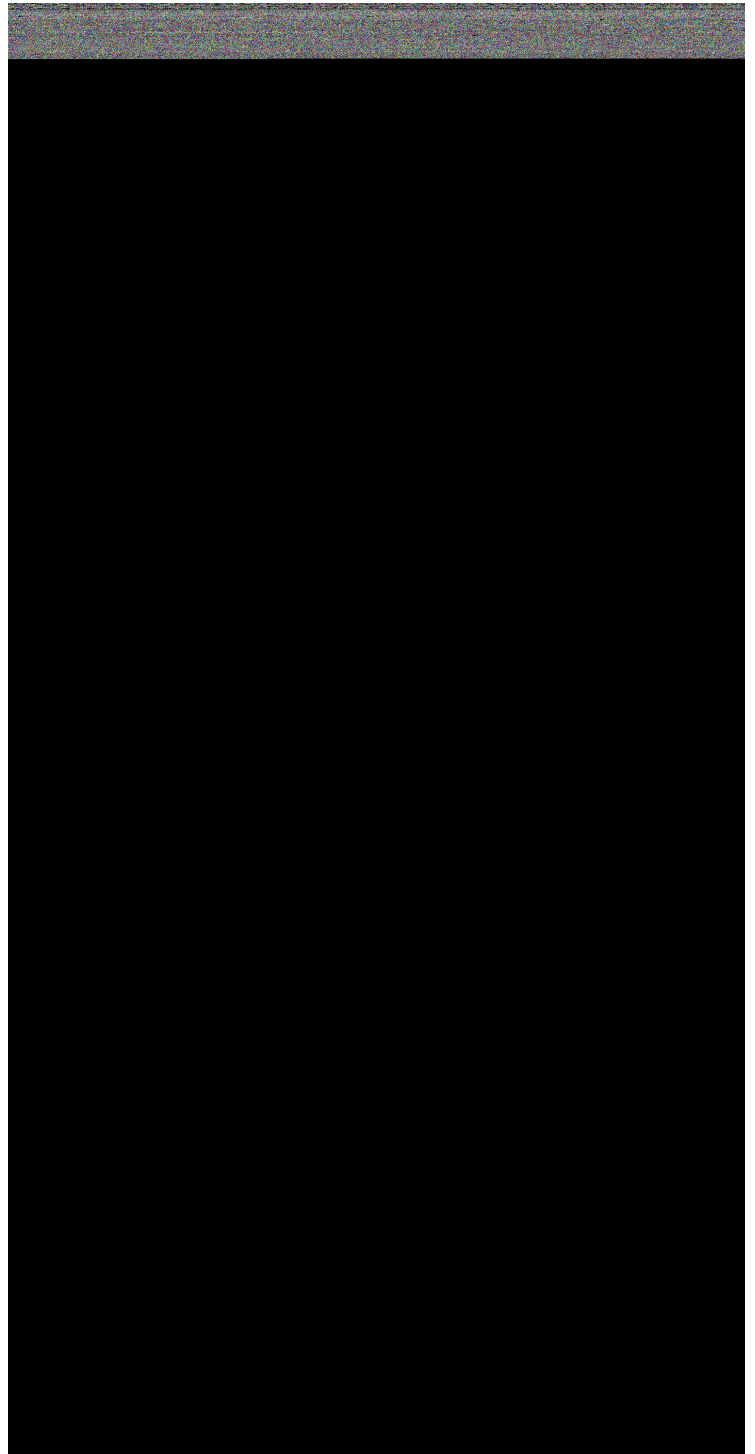
Just like any significant relationship in your life, your connection with food is unique and evolves over time. Recognizing that everyone has their own journey with food is crucial. This approach isn't about imposing strict diets; it's about understanding and nurturing your personal bond with food. By addressing your feelings, habits, and choices around food, you can develop a healthier, more satisfying relationship with eating.

- **Navigating Emotional Connections with Food: Know Your Personal Story**

Food often intertwines with our emotions and memories, making it much more than just sustenance. It can be a source of comfort, a trigger for stress, or a celebration tool. By examining your emotional connections with food, you gain insights into why you eat the way you do. This understanding paves the way for meaningful changes, aligning your eating habits with your health and wellness goals while respecting your emotional needs.

- **The Intimacy of Eating: Reshape Your Food Narrative**

Your relationship with food is deeply personal and reflects your history, upbringing, and personal preferences. It's an intimate aspect of life that shapes daily routines and special moments. By exploring this your narrative, you can identify patterns that may not serve your well-being. The goal is to rewrite your food story, fostering a relationship with food that respects your body's needs and celebrates its role in your journey through life.



How to Develop Winning Food Habits

Three ideas I used to change my automatic behavioral responses around food:

Habits vs Routines: What's the difference?

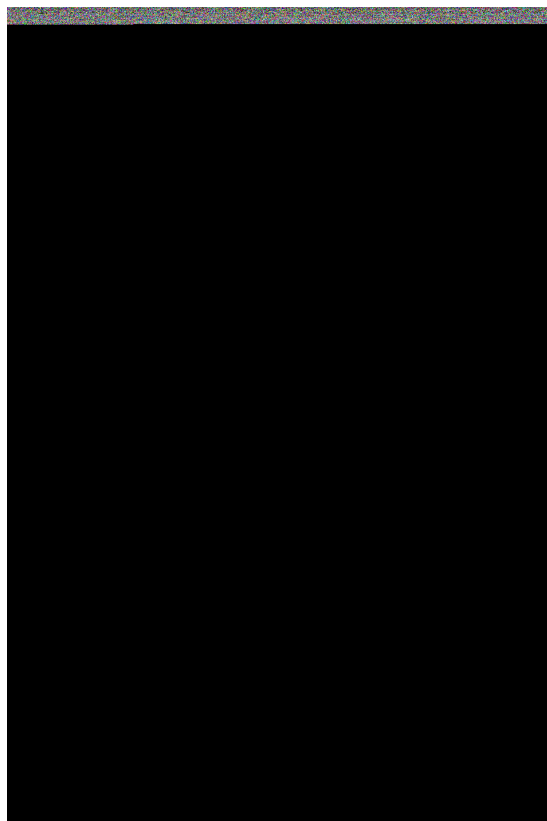
Most people use the words habit and routine interchangeably. However, there is a significant difference.

A *habit* is a process; it takes time to develop. A *routine* is an event; it either occurred or it didn't.

This distinction is critical because the development of a habit is non-linear– they're will be days when life happens, and you fall off. The definition of habit creates the necessary space for making mistakes. The definition of routine creates a pressure that you need to be perfect from the very beginning, that if you miss one day, all your progress is gone because your actions are not yet habitual.

- Do not beat yourself up if you miss a day here or a day there; it has no tangible impact on your long-term habits. The key is holding yourself accountable and working to get back on track as quickly as possible.
- Do not give up if it takes you longer than 21 days to develop a new habit. Building anything meaningful takes time; it is supposed to take longer than that.

Keeping these ideas in mind from the beginning allows you to stack small wins, which increases the likelihood of you being able to stick with new dietary habits.



The Science Behind New Food Habits

People used to say that it takes 21 days to develop a new habit. In reality, the development of a new habit takes, on average, 66 days, according to a study published in the European Journal of Social Psychology by Phillippa Lally.

But that is the average. The revolutionary takeaway from this research was that the amount of time it takes to develop a new habit is dependent upon the complexity of the action you are attempting to engrain.

Some habits are easier to implement, like “drinking a glass of Core first thing in the morning.” Others can be harder such as “going to the gym every day before work.”

The more difficult the skill, the more time and effort it will take to create a new habit.

Whenever I go to implement a new action into my daily schedule, I ask myself these questions:

- On a scale of 1-10, how hard is this skill?
- What existing habit can I pair this action with?
- What frictions will prevent me from accomplishing this task?
- How can I limit them?
- What is the goal/my motivation behind making this change?

The goal behind creating any new habit is to make an action that requires conscious thought automatic. Understanding the complexity of the skill is critical for achievement.

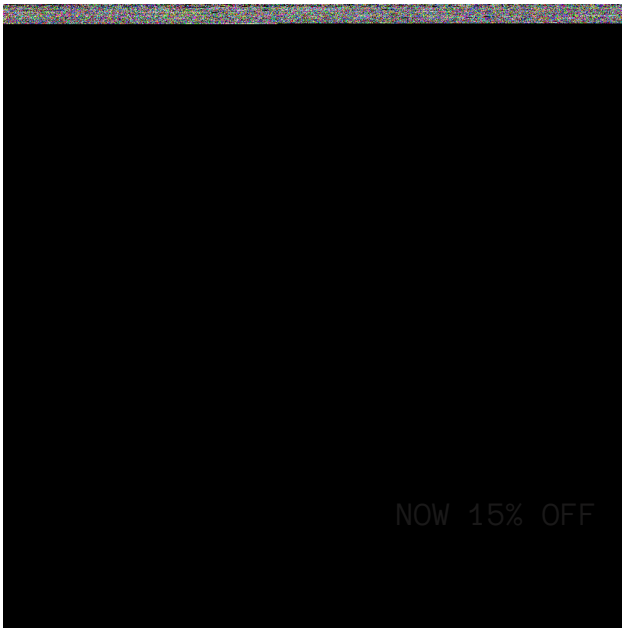
Pair Positive Actions

The fastest way to adopt any new habit is by pairing the desired action with an existing daily protocol.

For example, let's say you want to begin taking ARMRA Colostrum. Pair this action with your morning coffee. (*just not super hot coffee!*)

The morning coffee is non-negotiable, something you can't forget. Keep your Colostrum right next to the coffee pot, which removes the friction of having to pull it out. There is an existing action associated with your morning coffee; hold yourself accountable for adding ARMRA Colostrum into your first cup.

When you're trying to make incremental changes, it helps to leverage existing habits within your day.



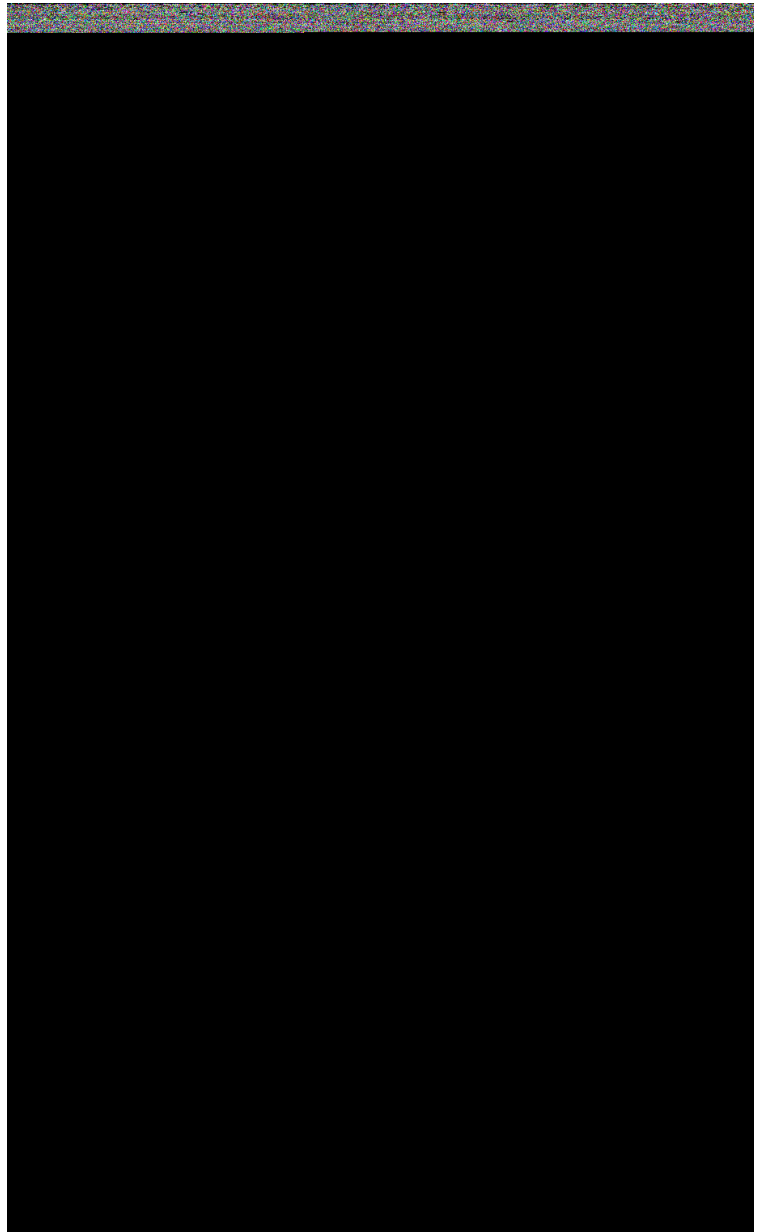
NOW 15% OFF

My Weekly Grocery List On Auto-Pilot:

- Free Range Organic Eggs
- Raw Cheddar
- A2 Milk
- Organic Heavy Cream
- Chicken Sausage
- Raw Cashew Butter
- Organic Strawberries, & Blueberries
- Organic Bananas
- Primal Beef (Burgers, NY Strips)
- Rice
- Potatoes
- Raw Honey
- Organic Spinach
- Grass-fed Butter
- Sea Salt Flakes
- Primal Kitchen Buff Sauce
- Organic Avocado
- Momentous Protein Powder

Snacks

- MASA Chips
- Chomps
- Slate Milk
- David Bars



Bonus Tip: Shop the perimeter of the grocery store:

- *Healthier, Whole Foods:* The outer edges of most grocery stores typically house fresh produce, meats, dairy, and house made bakery items. These sections usually contain whole, unprocessed foods, which are fundamental to a healthy diet. By focusing on these areas, you're more likely to fill your cart with fruits, vegetables, lean proteins, and whole grains.
- *Less Processed Foods:* The central aisles of the store often contain more processed and packaged foods. While convenient, these items can be higher in unhealthy fats, sugars, sodium, and artificial additives. By shopping the perimeter, you're likely to encounter fewer of these processed options.
- *Nutrient Richness:* Fresh produce and other perishables found around the store's edges are typically nutrient-rich and essential for a balanced diet. These foods provide vitamins, minerals, fiber, and other vital nutrients that are often lacking in processed foods.

The 4 Steps to A Sustainable, Healthy Diet:

Step 1: Creating an Auto-Pilot Diet Plan

Many of us struggle with daily dietary decisions. To simplify, build a routine that minimizes these choices. Focus on single-ingredient foods that energize and nourish your body, just as nature intended. The best diet is one that requires the least thought yet provides the most nutritional benefits.

- Identify nutrient-rich, natural foods
- Plan meals to reduce daily decision-making

Step 2: Understanding Your Food Source

The origin of your food matters. Prioritize purchasing from sources that avoid chemicals and promote natural growing methods, like free-range farms and local farmer's markets. This ensures that your diet is not only healthy but also sustainable and environmentally friendly.

- Choose chemical-free, natural food sources
- Support local farmers and markets

Step 3: Balance Your Meals Throughout the Day

Balance your calorie intake by having smaller meals earlier in the day and larger ones later. This approach aligns with your body's natural energy requirements, ensuring you're fueled when you need it most. Remember, consistency is key in maintaining a healthy diet.

- Plan smaller meals in the morning, larger ones in the evening
- Align meal sizes with daily energy needs

Step 4: Select Mid-Workout and Post-Workout Snacks

Choosing the right snacks for energy sustenance during and after workouts is crucial. Opt for high-protein and timing carbs around your workouts. These choices provide the necessary energy boost without massive crashes.

- Plan high-protein + high carb snacks immediately around training sessions
- Ensure snacks are convenient and easy to consume during workouts

Supplementing Your Diet Smartly

Supplements fill nutritional gaps in your diet. No matter how healthy we eat, we need supplementation. The biggest problem with the supplement industry might be how little you can trust the ingredient labels. *A recent study found that 89% of supplements analyzed did not accurately list the ingredients.*

I believe in a personalized approach ensures you're getting exactly what your body needs, without any excess. This way you opt for ones that cater to your specific health needs, based on personal biomarkers or deficiencies.

I use **Blokes**:

- To tailor supplements to my unique health needs
- To use supplements to complement, not replace, a balanced diet
- To regularly review and adjust my supplement intake as needed to cope with these challenges.



7 Reasons You Likely Need Supplements:

- *Filling Nutritional Gaps:* Even with a balanced diet, some people may have nutrient deficiencies due to various factors like dietary restrictions, age, health conditions, or lifestyle choices. Supplements can help fill these gaps.
- *Support for Specific Health Needs:* Certain health conditions, life stages (like pregnancy or aging), or wellness goals (like muscle building or weight loss) may require additional nutrients that might be challenging to obtain in sufficient quantities through diet alone.
- *Enhanced Nutrient Absorption:* Factors like digestive health and genetic makeup can affect how well your body absorbs nutrients from food. Supplements can provide a more direct and sometimes more absorbable source of nutrients.
- *Convenience and Consistency:* For some, obtaining necessary nutrients from food alone, every day, is not always practical or possible. Supplements offer a convenient way to ensure consistent intake of essential vitamins and minerals.
- *Dietary Restrictions:* Individuals following specific diets, such as vegan or vegetarian diets, may not get enough of certain nutrients (like Vitamin B12, iron, or omega-3 fatty acids) that are more commonly found in animal products. Supplements can compensate for these deficiencies.
- *Support for Athletes and Active Individuals:* Those with higher physical demands may have increased nutrient needs. Supplements like protein powders, electrolytes, and amino acids can support muscle repair, energy needs, and overall performance.
- *Lifestyle Factors:* Stress, lack of sleep, and training can increase the body's need for certain nutrients.

It's important to note that supplements should complement, not replace, a balanced diet. Also, it's wise to consult with a healthcare professional before starting any supplement regimen, as they can interact with medications and might not be necessary or beneficial for everyone.

Cover All My Bases Supps (Daily) - Start Here!

- [Blokes Personalized Vitamins](#)
- [ARMRA Colostrum](#)
- [AG1 \(greens\)](#)
- [Create Gummies \(great for travel\)](#)
- [RHO Nutrition Collagen Peptides](#)
- [Momentous Iron](#)
- [NAC](#)
- [Momentous Omega 3s](#)

Performance Enhancing Supplements

- [Neuro Gum](#)
- [RHO NAD+](#)
- [Magna electrolytes](#)
- [Ketone IQ](#)
- [LMNT electrolytes](#)

Recovery Supplements

- [Momentous Protein Powder](#)
- [Slate Milk](#)
- [RHO Resveratrol + Cur](#)

Cellular Health Supplements

- [RHO NAD+](#)
- [RHO Resveratrol + Curcumin](#)
- [TimeLine](#)

How I Fuel For Endurance (2-5 hours)

- 1x 16 oz bottle per hour of exercise

In each bottle:

- [1x packet of Magna electrolytes](#)
- [1x Ketone IQ w/ caffeine.](#)
- [1x Ketone IQ w/o caffeine.](#)

Every 2 hours

- 1x [Maurten](#) solid 160 bar
- 1x [Precision](#) 90g gel

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Sleep Supplements (& tools)

- [Magna Magnesium](#)
- [Cheribundi Sleep Gummies](#)
- [Beam Dream](#)
- [Dream Recovery](#)

When I'm Sick Supplements

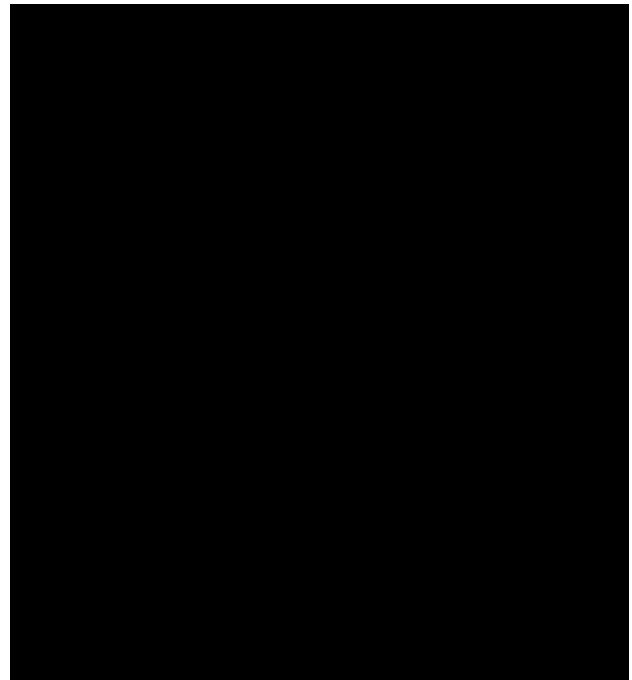
- [Raw Vitamin C](#)
- [RHO Vitamin B12](#)

Home Wellness Products

- [Sisu Sauna](#)
- [Ice Barrel 500](#)
- [Kineon Red Light Therapy](#)
- [Uppeal Desks](#)
- [Recon Compression Boots](#)

Testosterone Supplements

- [Beam Drive](#)
- [Joy Mode](#)



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Conclusion

We can all strive to live a healthier life. Leveraging these tested principles can help jump start your transformation.

I'd love to hear from you:

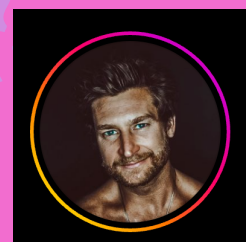
- **What is your favorite insight, lesson, or habit stacking skill that has created value in your life?**
- **What are your favorite supplements that significantly boost your health?**

Tag me @erichinman on IG and I'll do my best to get back to everyone.

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