



Five simple habits to  
**LOSE  
FAT**

**BUILD MUSCLE, AND GET  
HEALTHY.**



*Build Muscle*



*Burn Fat*



*Be Consistent*

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# Introduction:

## Why Diets Keep Failing You

**You don't need a brand-new diet.**

You need to stop doing the **dumb stuff** that's holding you back.

The internet is full of **"secret"** fat loss hacks, magic meal plans, and influencer workouts. **Most of them suck.**

**They're built for 20 year olds** who live in the gym, not busy, **experienced men** who want to look great without wrecking their life in the process.

**This guide is the opposite of all that.**

It's a handful of proven habits I use with my 1 on 1 clients, **mainly men over 40 and 50** who want to drop fat, **build lean muscle**, and still enjoy their life.

No gimmicks. No magic powders. No **starvation diets**. Just five no BS habits that make everything else **work better**. Nail these and you'll finally see the payoff you've been chasing.

# Habit 1:

## Clean Up Before You Cut Down

Most guys don't realize how much they **eat** outside their "actual meals."

A bite of your **kid's mac & cheese**. A splash more cream in your coffee. A scoop of peanut butter straight from the jar. A beer or two after work.

Individually, they're nothing. But together, **these invisible calories add up fast**. You think you're eating clean, **but your body keeps score**. And it doesn't play favorites.

That's why the **first step isn't counting calories** or weighing food, it's cutting out the fluff. For the next two to three weeks, run a tight ship. **Eat intentional meals and nothing else**.

### Here's what that looks like:

- ✗ No snacks between meals.
- ✗ No alcohol.
- ✗ No sweets or desserts.
- ✗ No added fats, oils, or creamy dressings.
- ✗ No "just a bite" while cooking.

You might feel a little deprived at first. That's good. It means **you're no longer eating impulsively**. And within a week or two, **you'll see changes**, your weight will start to **drop**, your face will lean out, all without **cutting your main meals down**.

**Clean up before you cut down. Always.**

# Habit 2:

## Track What You Actually Eat

Once the fluff is gone, **it's time for a reality check.**

Tracking your food sounds like a pain, and I won't lie, it can be. **But I'm only asking you to do it for three to five days.** That's enough to get the truth about your eating habits.

### **Here's how:**

Weigh your food.

Log everything into an online food tracker, **3–5 weekdays** and at least one weekend day.

You'll probably find that your **protein is way lower than you thought.** Your veggies are basically a garnish. And your carbs come mostly from **bread, pasta, and processed snacks** instead of **rice, potatoes,** and whole foods.

Once you see the gaps, you can start fixing them. And yes, we'll talk calories.

### **Calorie guidelines:**

**Fat loss:** Bodyweight × 10 (or × 8–9 if carrying a lot of fat)

**Maintenance/recomp:** Bodyweight × 12

**Muscle gain:** Bodyweight × 14–16

The goal here isn't to track forever. It's to get clarity so you're making changes based on facts, not guesses.

# Habit 3:

## Eat 1 Gram of Protein Per Pound of Goal Bodyweight

If there's one number to obsess over, **it's protein. Not calories. Not carbs. Protein.**

Why? Because protein is your **muscle insurance policy**. It helps you build new muscle when you train, keeps you full, curbs cravings, and even burns more calories during digestion. **And for guys over 50**, it's the single most important nutrient for looking and performing **like you still train hard**.

**Here's the formula:** If you want to weigh **190 pounds, eat around 190 grams of protein**. If you want to be a lean, **athletic 200 pounds, eat about 200 grams**. Every day.

### How to make it happen:

Start breakfast with **30–50 grams of protein, eggs, protein shake**, or both.

Build lunch and dinner around **6–8 ounces of meat or fish**.

Use **Greek yogurt or cottage cheese** for high protein snacks (yes, real snacks).

Add a whey **protein shake post workout** if you need to fill the gap.

This target is high but that's better than **UNDER-eating protein**. At the minimum, aim for **3–5 meals a day with 30–50 grams of protein per meal, every 3–5 hours**.

This one habit alone can **transform your body composition** even before you perfect the rest.

# Habit 4:

## Sleep Like It's Your Job

**You can't out train crappy sleep. And you can't out diet it either.**

Sleep impacts every part of your transformation: **energy, recovery, hunger, cravings, hormones,** and **mood**. If you're dragging through the day, slamming coffee, and wondering why fat loss feels like a fight, **start here**.

### **Poor sleep:**

Increases ghrelin (your "feed me" hormone).

Lowers testosterone.

Raises cortisol (stress hormone).

Slows recovery from training.

### **Here's how to fix it:**

Go to bed at the same time every night, yes, even weekends.

Shut down screens at least an hour before bed.

Keep your bedroom cool, dark, and quiet.

Skip the nightcap, alcohol wrecks deep sleep.

**Treat sleep like it's a crucial part of your program, because it is**

# Habit 5:

## Walk 10,000 Steps a Day (or 70,000 a Week)

**Lifting weights is essential for building muscle.** Diet is essential for losing fat. But there's one habit that ties it all together : **walking**.

**Walking burns calories without draining recovery.** It lowers stress, improves mood, aids digestion, **and improves insulin sensitivity**. And unlike brutal cardio sessions, it's easy to do every day **without burning out**.

You don't have to hit exactly **10,000 steps every day**, just aim for **70,000** over the course of a week. That's about **an hour of walking a day**.

### **Ways to make it happen:**

Walk after meals to help digestion.

Take phone calls while pacing.

Park farther from the store.

Take the stairs instead of the elevator.

Track your steps, make it a game.

It's not sexy, but it's effective. **And the guys who actually do it get leaner faster, and stay leaner all year. Plus it feels good!**

# Bringing It All Together

These five habits aren't "**tips**", **they're the foundation**. Get them right, and everything else falls into place.

**Start with one or two if it feels overwhelming**. Master them. Then add the next.

## Your checklist:

- ✓ Clean up before you cut down.
- ✓ Track what you eat.
- ✓ Eat 1g protein per pound of goal bodyweight.
- ✓ Sleep 7+ hours.
- ✓ Walk daily.

**When you hit all five consistently**, you won't have to ask if it's working, the mirror, **the scale**, and how your clothes fit will tell you.

**But if you want the fastest**, clearest path from where you are now to the lean, muscular, healthy guy you want to be, **that's what my Over 50 Muscle Coaching is for**.

**I'll build a plan that fits your life** and keep you accountable. I'll be with you every step of the way

And I will make sure you succeed, **because I won't just be advising you**, I'll be on the journey with you.

**Right now I'm working on building my all-time best physique at 55 years old**. I'm pouring everything **I've learned the past 35 years into it**, and I want to do the same for you and teach you everything you need to know .

# Your Next Step

**You can take these five habits and run with them.** And if you stick to them, you'll see results.

**But if you want the fastest, clearest path** from where you are now to the lean, **muscular, athletic guy you want to be,** that's what my Over **50 Muscle Coaching** is for.

**I'll build a plan that fits your life,** keep you accountable, and make sure you're progressing every week.

When you're ready, **Apply here:**

**[\[https://form.jotform.com/BryanK/coaching\]](https://form.jotform.com/BryanK/coaching)**

Let's get to work.

**Coach Bryan.**