

DAY ONE

The No-BS Fat Loss Starter Pack



Keith O'Beirne · nononsensefitness.ie

A step-by-step reference for starting your fat-loss journey — budget shopping, gym basics, tracking, and the mindset to actually stick with it.

01

Sort Your Shopping First

You can't out-train a bad trolley. Start here, not at the gym.

- Aldi or Lidl for the basics — same quality, a fraction of the price
- Buy: chicken breast, eggs, oats, rice, frozen veg, tinned beans, Greek yoghurt, mince
- Frozen veg is not a downgrade — same nutrients, no waste, cheaper
- Own-brand protein, own-brand everything — the branded version isn't doing anything extra
- Shop with a rough list, not on autopilot — impulse aisle is where the budget dies

Want vetted picks instead of guessing on brands?

Suppliers I actually use and recommend, nutrition included.

See trusted partners & tools →

nononsensefitness.ie/partners

02

Get Something That Tracks Your Steps

A decent tracker on your wrist beats the phone in your pocket.

- Your phone counts steps, but only when it's on you — a watch catches everything and keeps you honest
- You do NOT need a €300 smartwatch — a €40–60 band is just as accurate for steps
- Good budget picks: **Xiaomi Smart Band** (~€45) or **Amazfit Band** (~€50) — both on Amazon or Harvey Norman, both weeks of battery
- Already own an old Fitbit or any watch that counts steps? Use that — accuracy matters more than the badge
- The point is seeing the number every day so you can actually manage it — check it once a day, same time

03

Hit 10k Steps Without Overthinking It

This is the free lever most people ignore.

- Park at the far end of the car park, every time
- Take phone calls walking instead of sitting
- One flight of stairs instead of the lift, always
- Walk while the kettle boils, while on hold, while half-listening to a meeting
- Short on time? Two 10-minute walks count the same as one 20-minute one
- Steps are the priority on day one — once that's a habit, structured cardio is a plus for heart health, not a requirement: nononsensefitness.ie/blog/cardio-training-zones-explained

04

The Gym Part: Why It Actually Changes How You Look

Going to the gym isn't required to lose weight — walking and eating right will do that. But if you want to actually look different at the end, not just lighter, this is why the gym matters.

KEY TAKEAWAYS

*Weight loss on its own just makes a smaller version of you. Training while you're in a deficit tells your body to hold onto muscle while it burns fat — that's called **recomposition**. The scale might barely move some weeks and you'll still look completely different.*

- You don't need a complicated programme — a simple, structured split beats a random one
- Consistency with a basic plan beats intensity with no plan every time

TODAY'S ACTION

Grab the free 4-Day Gym Split PDF at nononsensefitness.ie/free-tools — upper/lower, beginner-friendly, no guesswork. Download it before your next session.

05

What To Actually Do In The Gym As A Total Beginner

Everyone who looks confident in there started exactly where you are.

- Nobody is watching you — everyone's too busy worrying about their own set
- Pick machines over free weights for your first few weeks — form is more forgiving
- Watch one short form video per exercise before you try it, not five
- Small weight increases each week, not big jumps that wreck your form
- You need zero fitness to walk in on day one — that's the whole point of day one

06

Get A Training Partner If You Can

Two people chasing the same goal is a genuine cheat code.

- Someone to text "you going today?" beats relying on willpower alone
- You show up on the days you'd otherwise talk yourself out of it
- Doesn't need to be a gym buddy — a mate doing their own version of this works too
- Compare notes, not bodies — you're both just trying to be consistent

07

How Many Calories? A Starting Point

A deficit means average intake is below actual energy use. No calculator knows your exact number.

- Use nononsensefitness.ie/macro-calculator for a starting estimate, then judge the trend.
- Choose a modest change you can sustain. There is no universal calorie cut that suits everyone.
- Compare weekly average weight and waist for several weeks before changing the plan.
- If both are unchanged, check portions, drinks and activity, then adjust one thing at a time.
- Section 19 contains worked meal examples, not targets for men or women. Scale the portions to your own estimate.

08

Track Your Food With FoodSussed

You can't manage what you can't see.

- Account needed; subscription with 7-day trial:
nononsensefitness.ie/tracker — barcode scanner, does the maths for you
- Week one: log your normal day without changing anything — just see it
- Protein first when you log a meal, everything else fits around it
- As a simple starting point, aim for roughly 1.6g of protein per kg of your bodyweight per day, or about 30g per meal
- The weekly average matters more than any single day

09

Measure The Portions That Matter

Portion estimates vary. Measure when uncertainty is large enough to affect the decision.

- A kitchen scale is useful for oils, cereal, rice, pasta, cheese and other easy-to-overpour foods.
- Match the state on the pack: raw value for raw weight, cooked value for cooked weight.
- You do not need to weigh every food forever.
- Repeat a short accuracy check if the trend stops making sense.

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How To Read A Food Label

Start with the numbers that answer your question.

- Check energy per serving and per 100g. Does the serving match what you eat?
- Protein per 100 calories compares efficiency. NNF's 10g line is a strict benchmark, not the EU legal definition of a high-protein claim.
- Ingredients are listed by weight at manufacture. That does not score the food's whole nutritional value.
- Front claims are narrow. Use the nutrition table, ingredients and your reason for buying the food.

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The Macro Shopping List

Screenshot this page. A list beats willpower in the impulse aisle.

- **Protein:** chicken breast, eggs, Greek yoghurt, tinned tuna, mince, cottage cheese — all own-brand, all in Aldi, Lidl and Tesco
- **Carbs:** oats, rice, potatoes, wholemeal bread, tinned beans — the cheap aisle is the right aisle
- **Fats:** olive oil, real butter in small amounts, nuts, tinned mackerel or sardines — fat isn't the enemy, the quantity is
- **Veg:** frozen mixed veg, broccoli, spinach — bulk with zero effort
- The whole list costs less per week than the trolley you're pushing now
- My staple breakfast — not oats: **Aldi's high-protein bagel thins** with **Philadelphia Protein from Tesco**. Quick, filling, and most of your protein is sorted before lunch. Boring works.

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Eat More For Less: Volume & Smart Swaps

Same fullness, fewer calories. This is the free lever most people never use.

- **Heavy hitters:** potatoes, chicken, turkey, white fish, eggs, prawns, Greek yoghurt — high volume, low calorie, keeps you full
- **Plate fillers:** vegetables, salads, soups, berries — bulk a meal out for almost nothing
- 400 calories of chicken, spuds and veg is a full dinner you can't finish. 400 calories of a takeaway is a starter
- Strawberries beat biscuits: same hand-to-mouth habit, a fraction of the calories

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Food Doesn't Have To Be Boring: The Swaps

You don't need new meals. Keep the dinners you like and swap the expensive-calorie parts for cheaper ones:

INSTEAD OF	TRY	YOU SAVE
Regular mince (20% fat)	Lean mince (5%)	~120 kcal / portion
Poured cooking oil	Spray oil	~100 kcal / meal
Sugary drinks	Diet versions	~140 kcal / can
Regular cheese on everything	Half the cheese, stronger cheddar	~100 kcal / meal
White bread rolls	Sliced wholemeal	~90 kcal / lunch
Crisps with lunch	Popcorn	~80 kcal / bag
Regular rashers	Nude bacon (Aldi) — nitrite-free	89 kcal / 2 slices
Creamy sauces	Tomato-based sauces	~150 kcal / dinner
Stuffed-crust pizza	Thin base, same toppings	~300 kcal / half pizza

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No-Time Meals That Still Count

Busy day, empty tank, zero interest in cooking — these still hit your numbers.

- 5-minute plates: eggs on toast · Greek yoghurt + oats + frozen berries · tinned tuna + microwave rice · rotisserie chicken + bag salad
- The assembly rule: one protein + one carb + one veg from your list = a meal. No recipe required
- Batch once, eat three times — a tray of chicken and rice on Sunday covers the mad days
- Caught out entirely? **NutriQuick** do healthy Irish ready meals with the macros right on the pack — our free AI meal planner at **nononsensefitness.ie/nutrition-guide** already includes them, macros done for you
- A boring meal you actually eat beats a perfect meal you never make

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How To Know It's Working (It's Not Just The Scale)

The scale is one signal, and it lies day to day. Use more than one.

- Weigh daily, judge weekly — the 7-day average is the signal, any single morning is noise
- Photos every 2 weeks — same spot, same light. You can't see daily change in the mirror, you can in photos
- One waist measurement, same place each time — fat loss shows up here before the scale
- Clothes don't lie — the belt notch is data
- Any two of those moving the right way means it's working, whatever the scale says today

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The Psychology Of Sticking With It

This is the part that actually determines whether any of the above works.

KEY TAKEAWAYS

*Motivation is a feeling — it comes and goes. Discipline gets you through the first few weeks. But what actually lasts is a **habit** — something you do without deciding each time, like brushing your teeth.*

- Attach new habits to ones you already have (walk after your coffee, log food before you eat)
- Track streaks, not perfection — one missed day doesn't break a streak, quitting does
- Make the first step tiny — "put on gym clothes" is easier to start than "go train"

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What To Do If You Go Off Track

This will happen. It's not a failure point.

- One bad meal, one skipped session — it changes nothing on its own
- Don't try to "make up for it" with an extreme fix the next day
- Next meal, next workout, next walk — that's the reset

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Use Free AI Chat As A Backup Coach

ChatGPT, Gemini and Claude all have solid free tiers. Use one like a thinking partner, not a doctor.

- "I have chicken, rice, broccoli and eggs, give me 3 dinners under 500 calories each" — genuinely useful when you're staring at the fridge with no plan
- "Explain progressive overload like I've never lifted before" — ask it to re-explain anything in this guide a different way if it didn't click the first time
- Stuck on a food label with no barcode? Describe the numbers and ask it to work out the macros per your portion, then double-check against your kitchen scale
- It's confidently wrong sometimes, especially on anything medical, dosage, or injury-specific — treat it as a free brainstorm, not a substitute for a doctor, physio or dietitian

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Your First Week, Done For You

Everything above, on a plate: 7 days, 3 meals a day, every item from Aldi or Lidl (one Tesco item — the Philadelphia Protein cream cheese), macros computed from the labels. This is the 2100-calorie version (suits many men, $\approx$ 400-calorie deficit). The week's food costs about €51 a head at own-brand prices.

Weights, portions and the full shopping list:

nononsensefitness.ie/7-day-meal-plan-ireland

- **Monday** — protein bagels & Philadelphia / chicken, rice & veg / spaghetti bolognese — 2083 kcal, 177g protein
- **Tuesday** — eggs on toast / tuna pasta / chicken curry & rice — 2084 kcal, 160g protein
- **Wednesday** — skyr bowl / chicken wraps / salmon, potatoes & broccoli — 2154 kcal, 150g protein
- **Thursday** — protein bagels & Philadelphia / jacket potato & tuna / beef burrito bowl — 2099 kcal, 171g protein
- **Friday** — bacon, eggs & toast / chicken pasta / chicken fajitas — 2081 kcal, 187g protein
- **Saturday** — skyr bowl / beef & rice bowl / homemade burgers & wedges — 2096 kcal, 156g protein
- **Sunday** — eggs, egg whites, beans & toast / roast chicken dinner / tuna melt toastie — 2087 kcal, 193g protein

The 1200-calorie plan is a worked lower-calorie example, not a recommendation. It will be too low for many adults.

- Get your own starting estimate at nononsensefitness.ie/macro-calculator and scale portions to it.
- Swap like for like: chicken for turkey, Skyr for Greek yogurt, fish for fish, or rice for pasta or potatoes.
- Cook once, eat twice when that makes the week easier.
- Weights are raw or dry where stated. Check your own pack because labels change.

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Supplements Are The Last 5%

Food, activity, training and consistency do the main work. Nothing here is required to start.

- You do not need a supplement for fat loss. A supplement can be convenient, but it is not the mechanism.
- If you buy one, compare the ingredient, dose on the label and price per serving.
- NNF10 gives 10% off at MyCore Supplements or HardCore Supplements when their sale price is not already lower.

TODAY'S ACTION

Follow @nononsensefitness.ie for one practical fat-loss lesson at a time.

Done with the basics? Ready for the next level?

Training progression, lean bulking, and where research compounds actually fit.

Get the Year Two Advanced Guide →

nononsensefitness.ie/free-tools

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