

Fat Loss Without Starving

The boring fundamentals that actually work — and last.

Crash diets fail because they're a punishment you can't sustain. Real fat loss is simpler and kinder: a **small, livable calorie deficit** plus enough protein and strength training to keep your muscle. Here are the fundamentals I build every client's nutrition on.

1. The only rule that matters: a modest deficit

You lose fat when you eat a little less energy than you burn. "A little" is the key word — aim to lose about **0.5% of your bodyweight per week** (roughly a 300-500 kcal/day deficit). Slower = more fat, less muscle, no rebound. Use my free **Indian Food Calorie Finder** on the site to see roughly where your day lands.

2. Protein is your best friend

Protein keeps you full, protects muscle in a deficit, and costs the most energy to digest. Target **~1.6-2.2 g per kg bodyweight** per day. Easy anchors:

Source	Protein
2 whole eggs	~13 g
1 katori dal / rajma / chole	~8-12 g
100 g paneer	~18 g
100 g chicken breast	~31 g
1 katori curd	~5 g
1 scoop whey	~24 g

3. Build the plate, don't ban foods

- **½ plate** vegetables/salad (volume + fibre = fullness)

- **¼ plate** protein (see above)
- **¼ plate** carbs (rice/roti/millet — yes, you can keep them)
- A thumb of healthy fats (ghee/oil/nuts) — enough for flavour, not a flood

No food is "banned." Fit your favourites in — a controlled treat you enjoy beats a perfect diet you quit.

4. The habits that quietly decide everything

- **Protein + veg at every meal** — automatic portion control.
- **Walk 8-10k steps/day** — the most underrated fat-loss tool.
- **Strength train 2-4x/week** — tells your body to keep muscle, lose fat.
- **Sleep 7-8 h** — poor sleep spikes hunger and cravings.
- **Drink water before meals**; keep sugary drinks occasional.

Reality check: weight will bounce day to day (water, salt, cycle, digestion). Judge progress by the **weekly average** and how your clothes fit — not one morning's number.

The bottom line

Eat mostly whole foods, hit your protein, stay in a small deficit, move daily, lift twice a week, sleep well. That's 90% of it. The last 10% — dialling it to *your* body, tastes and medical picture — is where coaching turns "trying" into "done."

Want a plan built for your body & kitchen? Free consult at **trainwithjoby.com**.



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