

BY DR. LAYNE NORTON AND DR. BILL CAMPBELL

# THE MACRO BLUEPRINT FOR COACHES

## HOW TO CALCULATE, ADJUST & GET RESULTS



STOP GUESSING YOUR CLIENT'S NUTRITION.  
**START COACHING WITH CONFIDENCE.**

Brought to You by the



## ABOUT THE AUTHORS



### DR LAYNE NORTON

With over 20 years in the fitness industry, Dr Layne Norton is one of the world's most trusted and influential evidence-based fitness professionals specialising in nutrition.

He is a scientist, pro bodybuilder, raw elite powerlifter, physique coach, and academic powerhouse who has taught over 10,000 Personal Trainers and Nutritionists worldwide, both in-person and online.

With over 1 million followers across his social media accounts, his insightful yet controversial communication style incites rage and awe within the fitness industry.

His research has been published in multiple scientific journals, publications and media outlets, including the Joe Rogan podcast and bodybuilding.com. Outside of his business Biolayne, he is a founding member of the Clean Health Academic Advisory Board.



### DR BILL CAMPBELL

Dr. Campbell earned his Ph.D. in Exercise, Nutrition, and Preventive Health from Baylor University in 2007. He is currently a professor of exercise science and director of the Performance and Physique Enhancement Laboratory at the University of South Florida, and a member of the Clean Health Academic Advisory Board.

He is a Certified Strength and Conditioning Specialist from the National Strength and Conditioning Association and former president of the International Society of Sports Nutrition. He is only one of 35 individuals to be recognized as a 'Fellow' of the International Society of Sports Nutrition, which is an honor reserved for those individuals who have outstanding contributions to the field of sports nutrition.

Dr. Campbell has published over 200 scientific papers and abstracts, three textbooks, and 20 book chapters in areas related to physique enhancement, sports nutrition, resistance training, and dietary supplementation.

Dr. Campbell is the leading physique scientist, having published some of the most valuable research related to helping people optimize their physiques.

Dr. Campbell's research articles have been cited by other scientists over 10,000 times. His career h-index of 49 (the h-index is a metric that measures both the productivity and significance of the publications of a scientist) is reflective of Dr. Campbell's outstanding scientific contributions and impact.

# ABOUT CLEAN HEALTH

Since 2008, Clean Health has been regarded as Australia's top fitness industry educator and personal training organization.

We have certified over 350,000 personal trainers and fitness professionals in over 80 countries, both at our live event conferences worldwide.

Our educators include Layne Norton PhD, Sebastian Oreb, Jackson Peos PhD, Hattie Boyle, Daine McDonald, Bill Campbell PhD, and more.



Our first high-end training studio was opened in 2012, and between 2008-2019, we facilitated over 300,000 personal training sessions with clients in our boutique gym's.

Over the years, we have been featured in numerous media publications and TV shows, including the Sydney Morning Herald, GQ Magazine, Men's Muscle & Health, Men's Fitness, Australian Women's Health & Fitness, Oxygen Magazine, and more.

*The Sydney Morning Herald*

**GQ**

**oxygen**

**MEN'S FITNESS**

Women's  
**health&fitness**  
magazine

**MMH**  
MEN'S MUSCLE & HEALTH

We stay true to our legacy of our course content being created by the trainers for the trainers. We take great pride in teaching the latest evidence-based industry education that combines real-world 'in the trenches' experience to build expert coaches.

# MACRO'S WITHOUT MAYHEM

You became a coach to change lives — not to spend hours second-guessing numbers.

But how often do you find yourself stuck in the same cycle?

- Staring at a blank spreadsheet wondering if your calories are right
- Cutting food too aggressively because your client stalled
- Copying macros you saw online because you're unsure where to start

The problem isn't that you don't care enough. It's that most certifications don't give you a clear, evidence-based framework for setting nutrition. Without it, you're left to guess. And when you guess?

Clients burn out. They plateau.  
They ghost you by Week 5.

It doesn't have to be that way.

With a few smart onboarding questions and the right framework, you can set macros in minutes, adjust them with confidence, and finally feel like you're coaching at the standard you've always wanted.

This cheat sheet gives you the PCA Research Based Recommendations to calculate macros, from Total Daily Energy Expenditure to grams of Protein, Fats and Carbohydrates. We walk you through a real client example so you can see exactly how to apply the knowledge now!

## PART 1

# THE 5 ONBOARDING QUESTIONS THAT DRIVE RESULTS

Before you touch a calculator, you need the right information from your client. Here are the five questions that give you everything you need:

1. What's your current bodyweight and height?
2. How old are you?
3. What's your typical activity level (work, training, lifestyle)?
4. What's your main goal for the next 12 weeks?
5. Have you tracked food before? If yes, what's your usual intake and what happened to your bodyweight?

### CASE STUDY OUR CLIENT SARAH

Let's use a Case Study to bring this to life:

- **Client** - Sarah
- **Gender** - Female
- **Age** - 30 years old
- **Bodyweight** - 70kg
- **Body fat** - 32%
- **Height** - 165cm
- **Activity Level** - Moderately active (4 training sessions per week, ~7k steps/day)
- **Goal** - Fat loss
- **Currently eating** - ~2200 kcal/day with stable weight.



## PART 2

# THE CALCULATIONS

### STEP 1

#### CALCULATION TOTAL DAILY ENERGY EXPENDITURE (TDEE)

You need to know how much energy your client burns to know how much they should eat.

Use the Muller equation to calculate BMR (Basal or Resting Metabolic Rate):

#### BMR FORMULA

$$(13.587 \times LM) + (9.613 \times FM) + (198 \times \text{Sex}) - (3.351 \times \text{age}) + 674$$

$$= \text{REE (Resting Energy Expenditure)}$$

*LM: lean mass in kg · FM: fat mass in kg · Sex: 0 for female, 1 for male · Age: age in years*



#### SARAH'S CASE STUDY: BMR CALCULATION

**Gender** - Female

**Bodyweight** - 70KG

**LM** - 48KG

**FM** - 22kg

**Height** - 165CM

**Age** - 30

$$\text{BMR} = (13.587 \times 48\text{kg}) + (9.613 \times 22\text{kg}) + (198 \times 0) - (3.351 \times 30) + 674$$

$$\text{BMR} = (652) + (212) + (0) - (101) + 674$$

$$\text{BMR} = 1437 \text{ Kcals}$$

**STEP 2****MULTIPLY BY AN ACTIVITY FACTOR**

To get **TDEE**, multiply BMR by the individuals activity factor.

$$\text{TDEE} = \text{BMR} \times \text{Activity Factor}$$

Determine which of the activity factor below suits your client and use that multiplier:

ACTIVITY LEVEL	MULTIPLIER
Sedentary (no training)	1.2
Lightly active (1-2 sessions per week)	1.375
Moderately active (3-5 sessions per week)	1.55
Very active (5-6+ sessions per week)	1.725

**SARAH'S CASE STUDY: TDEE CALCULATION**

**BMR** - 1437Kcals

**Activity** - 4 sessions/wk

$$\text{TDEE} = 1437 \text{ Kcals} \times 1.55$$

$$\text{TDEE} = \mathbf{2227 \text{ Kcals}}$$

**STEP 3****APPLY GOAL-BASED CALORIE ADJUSTMENT**

To make the calorie goal adjustment we multiply their TDEE x Calorie Goal Strategy.

$$\text{Calorie Goal} = \text{TDEE} \times \text{Calorie Strategy}$$

GOAL	CALORIE STRATEGY
Fat Loss	TDEE minus 10–20% (based on starting BF%)
Fat Loss Calculation	TDEE x 80% to 90%
Maintenance	TDEE 100% (hold steady)
Maintenance Calculation	TDEE x 100%
Lean Muscle Gain	TDEE plus 5–15% (depending on training level)
Lean Muscle Gain Calculation	TDEE x 105% to 110%

**SARAH'S CASE STUDY: CALORIE GOAL CALCULATION**

**Goal** - Fat Loss

**TDEE** - 2227 Kcals

Calorie Goal = 2227Kcals x 85%

**Calorie Goal = 1893Kcals**

## STEP 4

### SET MACRONUTRIENT TARGETS

When setting up your client's macronutrients, protein is always calculated first. There are several reasons why protein is the most important macronutrient when looking at physique transformation:

- Muscle retention during a fat loss phase
- Lean mass growth in a surplus
- Appetite control and increased thermic effect of food (TEF)
- Faster recovery and performance sustainability

After you have set your clients protein target, setting, the allocation between fats and carbs can be flexible, depending on:

- Client goal (e.g. fat loss vs. performance vs. hypertrophy)
- Training intensity & volume
- Food preferences & lifestyle
- Digestive tolerance and hormonal profile

#### 1. Protein Allocation

- 2.0–2.5g per kg of lean body mass (LBM)
- Use 2.2g/kg LBM as a starting point for fat loss or lean mass goals

#### 2. Fats and Carbs Allocation

- Take the remaining Kcals after protein allocation and distribute between fats and carbs according to your clients personal preference. Take into consideration the factors mentioned above
- It is recommended to not go below 30% fat or 30% carbohydrate of the remaining Kcals



## SARAH'S CASE STUDY: MACRONUTRIENT CALCULATION

**Goal** - Fat Loss

**Bodyweight** - 70KG

**LBM** - 48KG

**Calorie goal** - 1893 Kcals

**Protein** - 2.2g/kg/LM

**Fat** - Sarah's preference 30% of remaining Kcals

**Carbohydrate** - Sarah's preference 70% of remaining Kcals

### Protein

- Protein Grams =  $48\text{KG} \times 2.2\text{g}$
- Protein Grams = 105.6gms
- Protein Kcals =  $105.6\text{gms} \times 4.2\text{Kcals}$
- Protein Kcals = 444 Kilocalories

### Remaining Kcals

- Remaining Kcals = Calorie goal - Protein Kcals
- Remaining Kcals =  $1893\text{Kcals} - 444\text{Kcals}$
- Remaining Kcals = 1449Kcals

### Carbohydrates

- Carbohydrate Kcals =  $1449 \times 70\%$
- Carbohydrate Kcals = 1014Kcals
- Carbohydrate Grams =  $1014\text{Kcals}/4.2$
- Carbohydrate Grams = 241grams

### Fats

- Fats Kcals =  $1449 \times 30\%$
- Fats Kcals = 435Kcals
- Fat Grams =  $435\text{Kcals}/9$
- Fat Grams = 48grams

## STARTING MACRONUTRIENT INTAKE FOR SARAH'S FAT LOSS GOAL

**Protein** - 106gms/day • **Carbohydrates** - 241gms/day

**Fats** - 48gms/day

## PART 3

# SUCCESS TIPS FOR COACHES TO CREATE CLIENT ADVOCATES

Getting Started....

- Set protein first. It's non-negotiable for results and client retention.
- Then distribute carbs and fats based on the individual's training, digestion, and compliance tendencies.
- There is no perfect macro split — only a starting point worth adjusting.

Numbers are just the start. Coaching is what you do with them...

- Reassess macros every two weeks, not daily
- Track biofeedback: sleep, hunger, energy, mood, libido
- Start conservatively; aggressive deficits often backfire
- Explain the “why” behind your choices — it increases compliance
- Remind clients: consistency matters more than perfection

These tips are what turn macros from numbers on a spreadsheet into a coaching system your clients can trust.

# THE PCA DIFFERENCE

## HERE'S THE REALITY: ANY COACH CAN CALCULATE MACROS.

The difference between an average coach and a professional is **what you do when those numbers stop working.**

When Sarah stalls at Week 5, do you slash food — or adjust NEAT?

When her energy tanks, do you add a refeed — or back off training?

When she hits her 12-week goal, do you push harder — or reverse out to lock the results in?

This is where most coaches guess. **And this is where they lose clients.**

The Physique Coaching Academy Certification takes you beyond guesswork and into mastery.

Inside PCA, you'll learn:

- Evidence-based program design for fat loss and hypertrophy
- Nutrition periodisation strategies that break plateaus
- Reverse dieting and retention systems to keep clients long-term
- Supplementation and recovery frameworks
- The psychology of coaching that separates good trainers from great ones

Developed by Dr. Layne Norton and Dr. Bill Campbell, PCA turns decades of peer-reviewed research into a practical system you can use with every client.

If this cheat sheet gave you clarity, PCA gives you mastery.

Take the next step  
**LEARN MORE ABOUT PCA TODAY**



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