

PERFECT KETO

KETOGENIC DOMINATION JOURNAL

INTRODUCTION

Have you been struggling to get healthy?

If so, you're not alone. More than 21% of those who make New Year's resolutions resolve to get fit or eat a healthier diet [★].

So this challenge is for you if you're one of those people. It's for you if you have the desire to eat healthfully, nourish your body, and feel energetic, but haven't quite been able to do it...yet.

The purpose of this course is to bridge the gap between:

Point A) Having the desire to eat healthy, and Point B) Actually doing it.

The most common problem is where to start.

The Ketogenic Domination Journal (KDJ) will take you **step-by-step through *exactly* how to start the ketogenic way of eating and put you on the fast track to your goals.**

I'll walk through five distinct stages for you to dominate on a daily basis.

1. **MOTIVATION:** Identifying your goals and motivation
2. **KNOWLEDGE:** Arming you with the knowledge you need to make a great plan
3. **PREPARATION:** Preparing all the little things to set you up for success
4. **EXECUTION:** Executing on daily basis and sticking to your plan
5. **TESTING:** How to test your results and make corrections.

"Getting fit" and becoming more healthy has a different meaning to everyone.

Keto is not a magic diet, but the good news is that it's a great tool for improving body composition, mental focus, and efficient exercise. Studies have shown that the ketogenic diet works. And I'm going to show you how to make it work for you.

MY STORY WITH THE KETOGENIC DIET

I am a functional medicine clinician based in San Francisco and in recent years I've turned my attention to creating companies like [Equip Foods](#), [Perfect Keto](#), and [Health Fit Business](#).

The purpose of each is to help make nutrition accessible to everyone and teach as many people as possible how to improve their health. To this end, I love writing articles that teach people how to improve their diet, fitness, sleep, and overall health at [DrAnthonyGustin.com](#).

Over the past several years, I've helped thousands of people follow the ketogenic diet and live healthier lives in the process. If you use the lessons in this course and take action, you will get fit – whatever “fit” may mean to you.

I want you to know that the driving force behind all my clinics, businesses, and personal coaching is to help as many people as possible learn how to *own their health*.

My biggest hope with the KDJ is to **start your health conversation** and find out what your goals are and what is really meaningful for you. From there we'll dive into the ketogenic diet and exactly how to use it as a tool to reach that goal.

Ketosis research is new and *groundbreaking*, and the practical application of ketosis can transform the current state of public health.

Approximately 610,000 people in the United States die from heart disease every year and it simply doesn't have to be like this.

So what are the health improvements you want to make? Optimal nutrition is different for everyone, there is no “one-size-fits-all solution.” However, for many of us, a whole-food based ketogenic diet can deliver huge benefits.

Whether your priority is getting in better shape, finding your peak mental focus, or preventing disease, imagine yourself having achieved your goal and feeling better than you have in years.

Let's do this!

WHAT TO EXPECT FROM THE KDJ

This is an action book, a living document and a personal coach for the next 21 days.

This is exactly how I groove new, healthy habits for myself and for my patients.

You'll notice that the majority of the KDJ is simply me getting out of the way for you to do the work and rock it! The book has three sections:

1. Setting the Stage: What's Important on The Ketogenic Diet
2. 10 Action-Oriented Steps to Crush Your Keto Diet
3. Daily journal entries to live your new habits one day at a time.

Let's get to it.

SECTION 1: SETTING THE STAGE: WHAT'S IMPORTANT ON THE KETOGENIC DIET

Allow me to lay out a brief description of what's important on the ketogenic diet, and an index of the best resources for you over the coming month. Use this section as a reference. This is a tool in your toolkit.

Note: If you've heard this all before, please feel free to skip this section and dive right into the exercises.

First of all, **I'm not here to demonize carbs.**

Carbohydrates are neither "good" nor "bad," they are just a class of molecule where carbon is attached to water. They can be used as an effective source of energy or become a toxic substance, if abused.

Throughout most of human history, they were a luxury item only available in warmer months.

Something most people fail to realize is that **in history, carbs helped us gain valuable body fat in preparation for times of lower carbohydrate availability.**

We've known for generations that high carbohydrate intake increases insulin response and causes our fat cells to store fat. This means excess sugar and highly processed carbs cause fatness.

I know the implication of all this is a tough pill to swallow.

To improve your health you need to abandon flour, bread, desserts (yes, even donuts!), and all processed "food-like" substances we love to eat. And these "foods" are everywhere! They make up the "Standard American Diet" (SAD for short, which is telling).

But don't worry about having to give up all of the delicious foods you love to enjoy. Even keto-ers get to eat delicious real foods that happen to be satisfying, nourishing and filling.

Let me take a minute to explain the ketogenic diet, the foods to eat and what to avoid.

WHAT IS THE KETOGENIC DIET?

If you normally eat a lot of carbohydrate-laden foods, your body converts those carbs into glucose. Then, your body makes insulin to transport glucose from the bloodstream into cells for energy.

People who follow the ketogenic diet eat a lot of fats, a adequate amount of protein, and very few carbs. **This forces the body to become “fat-adapted” and burn fat instead of carbs for fuel.**

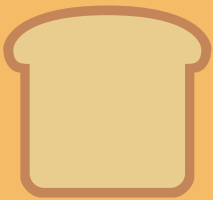
THE STANDARD KETOGENIC MACRONUTRIENTS



70-80% OF CALORIES FROM FATS



20-25% OF CALORIES FROM PROTEIN



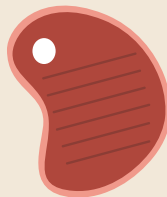
5-10% OF CALORIES FROM NET CARBS

(NET CARBS ARE THE GRAMS OF CARBOHYDRATES
IN A FOOD MINUS THE GRAMS OF FIBER IN IT)

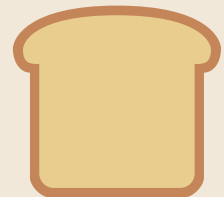
With this distribution, a person eating 2,500 calories per day will eat:



208 GRAMS OF
HEALTHY FAT



125 GRAMS
OF PROTEIN



30 GRAMS
OF CARBS

CARBOHYDRATE INTAKE

For most people, a range of 20-50 grams of carbohydrate intake per day is ideal for the keto diet.

That may sound very low, until you learn that we're talking [net carbs](#). Net carbs are carbohydrates less fiber.

Some people can go as high as 80 grams per day to stay in ketosis, but the majority should stay in the initial range. Each person's metabolism is different. To get a visual understanding, see [What Does 30g of Carbs Look Like?](#)

PROTEIN INTAKE

Protein is extremely important on keto as well. Ideally, you should consume 0.8 grams of protein per pound of lean body mass. This will prevent muscle loss. Worried that 0.8 grams per pound of lean body mass is too much protein? Don't be.

Protein won't raise your blood glucose and decrease your ketone levels. [That's just a myth](#). You shouldn't limit your protein intake on keto.

The truth is that on a keto diet, you can eat a lot more protein than you think.

[Check out this video](#) by Perfect Keto founder [Dr. Anthony Gustin](#) to understand the role protein plays on keto, why we recommend a higher protein intake, and why [gluconeogenesis is not a problem](#).

The way to figure out adequate protein levels is by using the [Perfect Keto Macro Calculator](#).

FAT INTAKE

The remaining 70-75% of your calories on this diet come from fats.

Since fat is the main source of nutrition on a ketogenic diet, it's important to source high-quality, healthy fats. See below for more information on what a "high-quality, healthy fat" means.

FOODS TO EAT ON THE KETOGENIC DIET

Upon embarking on a ketogenic diet, many of us are faced with a dilemma: the foods you need to eat are far different from what you currently have in the pantry and refrigerator.

This means getting rid of desserts, processed carbs and starches and replacing them with full-fat nutrition. This also means your [grocery list](#) and pantry will look quite different.

Common foods on the ketogenic diet include:

- **MEATS:** fatty cuts of grass-fed beef, chicken and other poultry, pork, lamb, goat, turkey, veal, and fish sources like salmon, sardines, catfish, tuna, trout, etc.
- **OILS:** oils like olive oil, avocado oil, coconut oil, ghee, grass-fed butter, and nuts and seeds (whole or as butters).
- **WHOLE EGGS:** preferably organic, free-range. Yolks preferred as they contain all of the fat content.
- **DAIRY:** full-fat cheeses, sour cream, full-fat (unsweetened) yogurt, and heavy creams.
- **LOW-CARB VEGETABLES AND FRUITS:** spinach, kale, broccoli, cauliflower, asparagus and other leafy greens. Small quantities of blueberries, strawberries, raspberries, and avocados.

FOODS TO AVOID ON THE KETOGENIC DIET

In any healthy diet, there are the obvious things to avoid: processed carbs, sugars, fried food etc.

In the ketogenic diet you need to avoid unhealthy foods as well as any food that would kick you out of ketosis.

This means you have to be smart about the types of fat you eat, when and [how to consume alcohol](#), eating the right nuts, and managing [cheat meals](#).

All grains—and foods that are made from grains, even whole grains—should be avoided because they contain too many carbs and will interfere with ketosis, slowing weight loss.

Remember what I said above about how carbohydrates are meant to increase body fat stores? That's *not* what you want.

FOODS TO AVOID ON THE KETOGENIC DIET

These carbs include the following:

- **GRAINS:** Wheat, Oats, rice, quinoa, breads, pastas, cookies, crackers, or pizza crusts
- **BEANS AND LEGUMES:** Kidney beans, chickpeas, black beans, lentils, peas, lima beans, all beans.
- **ALMOST ALL FRUITS:** Bananas, pineapples, papaya, apples, oranges, grapes, mangos, tangerines, fruit juices and smoothies, dried fruits, etc.
- **STARCHY VEGETABLES:** Sweet potatoes, potatoes, carrots, parsnips, peas, corn, squash, artichoke. Avoid any vegetables that grow beneath the ground. Focus more on leafy greens.
- **ALL SUGAR:** syrups, and products with sugar added to them.

INDEX OF RESOURCES

1. [Ketogenic Diet Foods List](#)
2. [Ketogenic Diet Foods to Avoid List](#)
3. [Healthy Ketogenic Snack Food List](#)
4. [What are Net Carbs?](#)
5. [Keto vs. Atkins](#)
6. [What is Beta-Hydroxybutyrate?](#)
7. [Guide to How to Drink Alcohol on a Ketogenic Diet](#)
8. [Guide to Good Fats and Bad Fats](#)
9. [Guide to How Many Carbs You Should Eat on a Ketogenic Diet](#)
10. [Guide to the Best Ways to Test Your Ketone Levels](#)
11. [What Does 30 Grams of Carbs Look Like?](#)
12. [Ketogenic Macronutrient Calculator](#)

SUPPLEMENTS FOR THE KETOGENIC DIET

Supplements are a popular way to maximize the benefits of a ketogenic diet. They are effective at their purpose but should be used in conjunction with a nutritious, whole-food ketogenic diet.

The most important supplements on a ketogenic diet are:

- [Exogenous Ketones](#)
- [Medium Chain Triglycerides \(MCT's\)](#)
- [Collagen protein](#)
- [Micronutrients](#)
- [Pre-Workout Exercise Drink](#)

I formulated these products for my own use as well as for my clients. I personally use every product on a daily basis, so I thought I'd share how I use them and how to get the most out of each one.

PERFECT KETO BASE



WHAT: These are exogenous ketones. Ketones are a non-carb source of energy (a metabolite of fat) and they are fantastic for energizing the body, especially the heart and brain.

WHEN: Just think of this as instant energy (real, usable energy...not a stimulant), and ask yourself - When would I like some extra energy? Could be:

- To beat the **keto flu**
- For performance at work or exercising
- To get back into ketosis after eating an anti-ketogenic meal

HOW: Just water is great, but get creative too!

SIDE NOTES: Start small (1/4-1/2 scoop) and move up from there. [Check out our User's Guide.](#)

SUPPLEMENTS FOR THE KETOGENIC DIET

MCT OIL POWDERS



WHAT: MCT's are the concentrated healthy fats from coconut oil. They are a much faster source of energy than most fats. They also are fantastic for the brain so many folks take these for a mental boost. Think of these as your fast (and longer lasting than the ketones) boost.

WHEN: Anytime you need energy! Again, think:

- Morning coffee
- Pre or post-exercise drinks/smoothies
- Snack replacement (they're super satiating)

HOW: Water or really whatever you're drinking! It adds a great creaminess to anything. *Please* try these in some baking recipes, too. Holy cow.

MATCHA LATTE MCT OIL POWDER



WHAT: The same pure MCT oil powder + ceremonial grade matcha tea. This will provide the same benefits as above, plus a little caffeine and the amazing flavor and antioxidant power of matcha.

WHEN: I literally drink this constantly.

HOW: Oh boy, another toughie. Iced water or hot water is great, same with nut milks, and smoothies. And check out these matcha cookies or try matcha pancakes!

SUPPLEMENTS FOR THE KETOGENIC DIET

KETO MICRO GREENS



WHAT: Imagine 14 servings of 26 types of raw organic produce laid out on the kitchen counter - that's exactly what is cold pressed into each scoop of Micro Green.

WHEN: Anytime of day, whenever it's convenient for you. This can replace your multivitamin. [Here's a bit more on why.](#)

HOW: Ice cold water or whatever is convenient for you!

KETO COLLAGEN



WHAT: This is collagen protein paired with some MCTs. The collagen is phenomenal for recovery of soft tissues, skin, nail, gut lining, etc. It's a moderate dose of protein and mixed with MCT fats to slow the digestion of protein and avoid the tendency for your body to turn protein into glucose within the body. This is why it's a keto protein.

WHEN: I take this sometimes before exercise and sometimes after (depends on my hunger level). I also add it to my coffees and world-famous smoothies. [Here's a bit more on Keto Collagen.](#)

HOW: Please get more creative than I do. Keto Collagen tastes incredible and it'd be a shame to waste it! [Healthy desserts](#) and baking options galore with this one. 😊

SUPPLEMENTS FOR THE KETOGENIC DIET

KETO PERFORM SPORTS DRINK



Perform is for people who are on a ketogenic or otherwise low-carb diet and want a healthy, ketogenic pre-workout energy drink without all the crap in other pre-workout drink mixes.

They can be used any time of day for a quick, clean and healthy energy boost for physical and cognitive performance without the caffeine crash.

WHAT:

- **7.7G BHB:** Beta-hydroxybutyrate, powerful ketones, precursor of ketosis through its work with acetyl groups to create ATP, the energy currency of cells.
- **5G MCT:** Healthy fats and a source of ketones for an energy and cognitive boost.
- **2G CREATINE:** Increases your body's ability to produce burst energy through cellular hydration.
- **2G BCAA (2:1:1):** Branched chain amino acids, composed of leucine, isoleucine and valine. Together, they promote muscle protein synthesis and cellular glucose uptake for muscle growth and better endurance.
- **1.5G BETA-ALANINE:** Promotes muscle endurance and more power output during training.
- **500MG L-CITRULLINE:** For reduced muscle soreness, and better endurance for your workouts.
- **50MG CAFFEINE:** From green tree, for alertness without the blood pressure and heart rate elevation caused by caffeine, as well as numerous other health benefits.

WHEN: Before exercise of course! New research is showing the best time for collagen absorption is before and during a workout.

HOW: Just water, or mixed with Micro Greens is awesome too!

SECTION 2: 10 ACTION-ORIENTED STEPS TO CRUSH YOUR KETO DIET

Recall the five stages we are working through to set you up for success on your diet:

1



MOTIVATION:
IDENTIFYING YOUR GOALS AND MOTIVATION

2



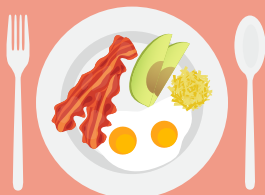
KNOWLEDGE:
ARMING YOU WITH THE KNOWLEDGE YOU NEED
TO MAKE A GREAT PLAN

3



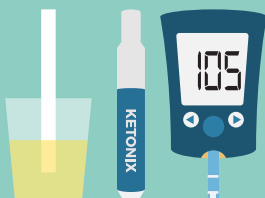
PREPARATION:
PREPARING ALL THE LITTLE THINGS TO SET YOU
UP FOR SUCCESS

4



EXECUTION:
EXECUTING ON DAILY BASIS AND STICKING
TO YOUR PLAN

5



TESTING:
HOW TO TEST YOUR RESULTS AND MAKE
CORRECTIONS

If you follow this plan, success will be inevitable.

SECTION 2: 10 ACTION-ORIENTED STEPS TO CRUSH YOUR KETO DIET

The following ten action assignments are where the rubber meets the road. They'll take you from Stage 1 through Stage 3. I highly recommend finding some quiet time and doing these all at once.

All ten will take no more than an hour total.

ACTION	STAGE
01. WRITE GOAL AND MOTIVATION	MOTIVATION
02. READ A KETO ARTICLE	KNOWLEDGE
03. ANSWER ONE OF YOUR OWN QUESTIONS	KNOWLEDGE
04. MAKE YOUR GROCERY LIST	PREPARATION
05. PLAN YOUR TOUGH TIMES	PREPARATION
06. IDENTIFY YOUR SUPPORT	PREPARATION
07. ESTIMATE YOUR NUTRITION	PREPARATION
08. PLAN ONE DAY	PREPARATION
09. GET YOUR TESTS	PREPARATION
10. PICK YOUR START DATE	PREPARATION

ACTION 1: WRITE YOUR GOAL AND MOTIVATION

PURPOSE: To know why you are doing this so you can revisit your motivation anytime.

1. Write your primary goal.
2. Write your secondary goal.
3. Write why you want to achieve these two goals. This is identifying your motivation.

This is what will keep driving you forward when your head is telling you to slack. It doesn't have to be a magnificent "pie-in-the-sky" vision. How do you do this?

First, Identify your goal.

(Example: lose 5 pounds in the next month, or, run a half marathon in X amount of hours.)

Then, identify the purpose behind your goal, and why you want this goal.

(Example: So that I can have more energy with my family, or, to gain a sense of accomplishment.)

My Primary Goal: _____

My Secondary Goal: _____

My Motivation: _____

ACTION 2: READ HOW TO START KETO 101

PURPOSE: Educate yourself on the task at hand and practice learning about keto.

Did I Read [How to Start Keto 101](#)? _____

ACTION 3: ANSWER ONE OF YOUR OWN QUESTIONS

PURPOSE: Practice identifying what questions you have and then finding the answer. This process is supremely important on the ketogenic diet.

What Question Do I Have? _____

Where Did I Find the Answer? _____

What Is the Answer? _____

ACTION 4: MAKE YOUR GROCERY LIST

PURPOSE: The ketogenic diet is all about nutrition. Let's get the kitchen loaded with the best stuff!

MEATS: fatty cuts of grass-fed beef, chicken and other poultry, pork, lamb, goat, turkey, veal, and fish sources like salmon, sardines, catfish, tuna, trout.

- ☐ _____
- ☐ _____
- ☐ _____

OILS: olive oil, avocado oil, coconut oil, ghee, grass-fed butter.

- ☐ _____
- ☐ _____
- ☐ _____

DAIRY:

- ☐ _____
- ☐ _____
- ☐ _____

LOW-CARB VEGETABLES AND FRUITS:

- ☐ _____
- ☐ _____
- ☐ _____

NUTS AND SEEDS:

- ☐ _____
- ☐ _____
- ☐ _____

ACTION 5: PLAN YOUR TOUGH TIMES

PURPOSE: The tough moments are coming, let's not fool ourselves! Time to get ready for them.

Identify 3 Situations I Might Struggle With:

1. _____
2. _____
3. _____

Identify 1 Way to Handle Each Situation:

1. _____
2. _____
3. _____

ACTION 6: FIND YOUR SUPPORT

PURPOSE: The only wrong way to go about getting healthy is to try to do it alone! 😊

Write One (or more) Outlets I Have for Support:

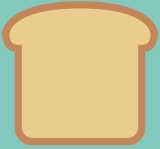



1. _____
2. _____
3. _____

NOTE: I highly recommend joining the Perfect Keto Community Group on Facebook. We are all learning and helping each other get the most out of ketosis. You can join at www.perfectketo.com/fb

ACTION 7: ESTIMATE YOUR NUTRITION

PURPOSE: Make sure we are eating in support of our goals. If our goal is to lose 5 pounds and we are over eating (even if we are in ketosis), we may not get our goal. Nutrition is the bedrock.

Navigate to www.perfectketo.com/keto-macro-calculator to estimate your nutrition intake.

DAILY:			
CARBOHYDRATE  _____ GRAMS	PROTEIN  _____ GRAMS	FAT  _____ GRAMS	CALORIES  _____

ACTION 8: PLAN ONE FULL DAY OF EATING

PURPOSE: The keto diet is just a one day program! Let's plan the 24 hours so we know what we're aiming at.

MORNING _____ _____ _____	AFTERNOON _____ _____ _____
EVENING _____ _____ _____	SNACKS _____ _____ _____

Is this in line with my results from Action 7? _____

ACTION 9: PURCHASE YOUR TESTING SUPPLIES

PURPOSE: Testing our ketone levels is essential. Not testing would be like shooting a basketball and not bothering to see if the ball goes in.

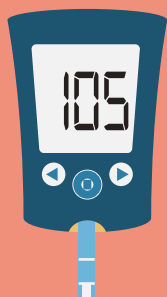
If we don't test, we risk the scenario of feeling awful and lamenting that "keto is not for me," when in actuality, we were never really in ketosis.

There are 3 methods for measuring ketone levels. They are:



URINE TESTING

When ketone levels in your body increase past a useful point, they get excreted through urine. You can easily measure excess amounts of ketones with a urine strip. These strips change color based on the amount of ketones in your urine and can be bought at a low price. If you want a cheap and fairly accurate test, then you should use urine strips.



BLOOD TESTING

The process for testing blood ketone levels is the same one that people with diabetes use to test their blood glucose levels at home. You prick a finger, squeeze a drop of blood onto a test stick, and a machine tells you the amount of **Beta-Hydroxybutyrate** (a type of ketone) in your blood. This is the most accurate method for testing your body's ketone levels.



BREATH TESTING

You can measure the amount of **acetone** (a type of ketone that's not directly responsible for energy production) in your breath using a **Ketonix** device.

I'll use the following testing method: _____

ACTION 10: CHOOSE YOUR START DATE

PURPOSE: Let's avoid wishy-washing ideas about when we're going to start. Don't make your start date three months in the future. Choose a date within the next week.

My Start Date: _____

SECTION 3: DAILY KETOGENIC DOMINATION

Welcome to Stage 4: Execution, and Stage 5: Testing/Correcting. These will happen unfold on a daily basis. Remember that using the ketogenic diet to rock your goals is simply a one-day program.

The following 3 action assignments will set you up for success on your journey.

ACTION	STAGE
01. CREATE A WRITING ROUTINE	EXECUTION
02. TEST YOUR KETONE LEVELS	TESTING/CORRECTING
03. MAKE ONE CORRECTION	TESTING/CORRECTING

ACTION 1: BEGIN YOUR WRITING ROUTINE

PURPOSE: Prime ourselves to win the day.

In the morning we start by calling to mind our goals. In the evening we make an honest recap of the wins and setbacks of the day and jot a couple notes.

With this approach, we can't lose. It can be as simple as this example:

MORNING

MY GOALS: 180 lbs at 15% body fat by Jan 31st.

APPRECIATION: My morning cup of coffee.

EVENING

SETBACKS: Couldn't get out of the kitchen after dinner and ate snacks I regret.

WINS: Ate a fantastic keto-friendly lunch and felt comfortable in a social setting. My friends wanted to know all about what I'm doing and how they can do it too.

ACTION 1: BEGIN YOUR WRITING ROUTINE

NOTES (EXERCISE, SLEEP, STRESS, TEST LEVELS, LEARNINGS):

Felt strong with morning workout. Boss is stressing me out but its not bothering me too much. Tested ketones 1 hr after workout and was at 1.1mmol. Try working out fasted soon and see how that feels.

Did I create my writing routine? _____

ACTION 2: TEST YOUR KETONE LEVELS FOR ONE WEEK

PURPOSE: To know if you are in ketosis

Day 1 Result _____

Day 2 Result _____

Day 3 Result _____

Day 4 Result _____

Day 5 Result _____

Day 6 Result _____

Day 7 Result _____

ACTION 3: MAKE A CORRECTION

PURPOSE: Learn how to make rational improvements.

Considering your ketone test results, your daily journal, and your progress toward your goal, what is one adjustment you can make to improve your regime?

Adjustment: _____

Why: _____

CONGRATULATIONS

If you followed along, you've taken massive steps towards your goals and can now inspire others to do the same.

Completing the past 30 days takes hard work, determination, and consistency. It's truly impressive what you've accomplished putting these skills into action.

How did this month change you?

Come to the Perfect Keto Community Group and share your transformation. We'll pick the best stories for free products and case studies on our website.

Stay in touch on social media:

Instagram: [@perfectketones](https://www.instagram.com/perfectketones)

Facebook Group: www.perfectketo.com/fb

hello@perfectketo.com

Dr. Anthony Gustin
CEO and Founder