

250 METHOD

How To Eat
Whatever
You Want
And Still
Lose Fat

By Matteo Marra



Calorie tracking works.

It works for fat loss.

It works for muscle gain.

But the problem isn't whether or not it works.

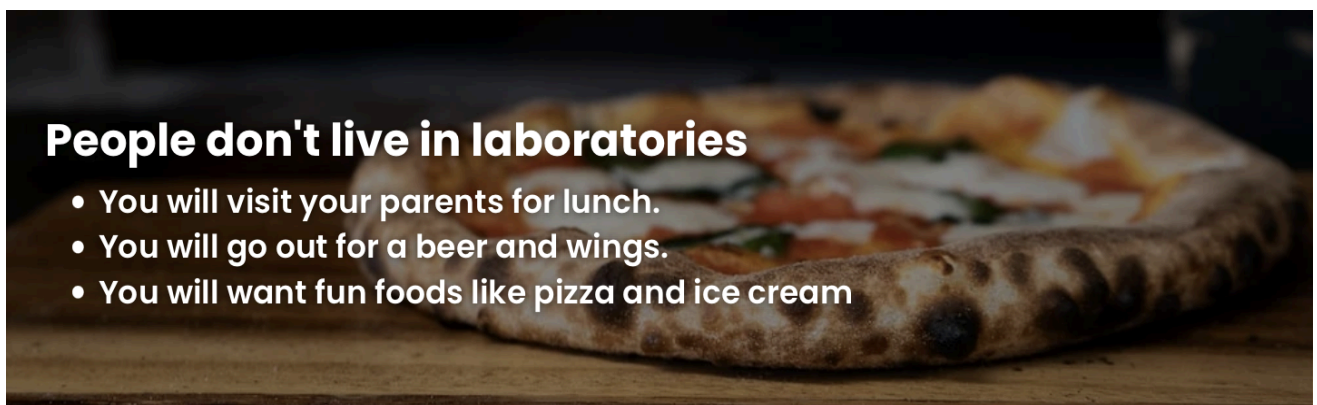
The two main problems are:

1. How well you can track **AND**
2. How consistently you can do it

Here is how to track your calories for fat loss:

- Measure your food (weighing, or using volume measurements).
- Enter into an application (like Cronometer or [MacroFactor](#) – which I use, code: MARRA for 2 week free trial) to find nutrition values.
- Ensure that your daily intake is in the right range to lose weight.
- Do this consistently.

Now, this is fantastic in theory – but it can have practical problems...



People don't live in laboratories

- You will visit your parents for lunch.
- You will go out for a beer and wings.
- You will want fun foods like pizza and ice cream

These calorie values are often unknown.

Is your grandmother counting the macros in your lunch? *Probably not.*

In that case, we're left with two options...

[1] The Old-School Method

Meet Mark.

Mark can pre-prepare his meals for the week and uses a food scale to weigh out each and every gram of each meal.

He then plugs that data into an application to calculate the number of calories and the macros.

He has to be sure that the amount of food he's eating lines up with his calorie and macro targets for the day.

So he pays a coach online to give him some custom macros.

He needs to eat 2065 calories, 185g of protein, 65g of fat, and 185g of carbs for the day.

He'll do some calculations in advance in order to hit those goals. It takes him a couple of extra hours to figure it out and a few more to get it right. He's got all his Tupperware lined up and the food scale ready.

150g of chicken per meal, 100g of cooked rice, and 10g of olive oil, for example.

Following this plan, he'll hit his goals and lose fat each and every week...

...But what happens when he wants something fun, like pizza?

...Or he goes to a friend's house who cooks him dinner?

...Will he simply give up on the calorie counting?

...Refuse the food like some kind of psychopath?

That's where this plan lacks flexibility.

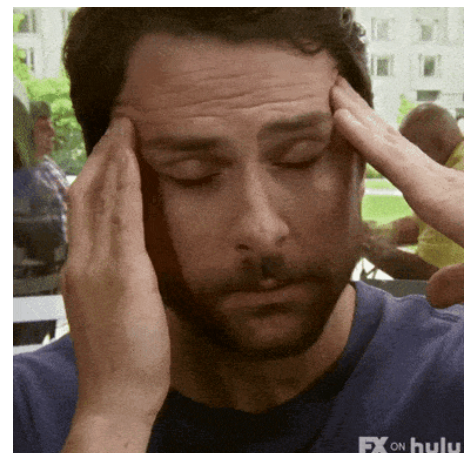
- The structure is great, but he cannot adapt it.
- Mark will likely only stick to tracking for a limited time before falling off.
- He'll wonder why it's not working for him.
- Then, he'll give up.

[2] The 'Why Bother Trying' Method

Option number two is probably familiar to you.

"This all sounds too complicated" – so you never even try in the first place.

But what if I told you there's a better way...A way that you could lose fat every week without giving up those foods you enjoy?



Imagine seeing the scale go down week after week and still enjoying:

- Dessert
- Alcohol *AND*
- All of your favorite foods

Spoiler alert: It's possible...





How does the 250 Method work?

It's simple.

1. Track intake as you normally would.
 - You can use MacroFactor to track easily. (Code MARRA gets you a 2-week free trial.)
2. When you want something fun or with unknown calories, estimate the calories in 250-calorie increments, then log it.

Here's how the estimating works:

Estimate the calorie values of unknown foods by using 250-calorie increments, do your best to determine how many calories it might be.

Is it a 0-calorie food? *Forget about it.*

If it's not 0, is it 250 calories?

Is it more? Then let's call it 500.

If it's more than 500, is it 750?

And so on.

Punch the food into your tracker to find a similar entry (like a lasagna)...

- **Estimate** the calories using the 250 Method.
- **Round up** to stay on the safe side.
- **That's it.** As long as you hit your calorie goals, you'll lose weight!

Food For Thought

Let's say you went ham (and pineapple).

You ate 4 slices of pizza: *1000 calories*.

Who cares?

The average guy will still have another 600-1000 calories to play with for the day.

He's happy he had some pizza and will still be on track for the day.

He'll keep tracking for 5 more weeks and lose 12 lbs.

His friends will wonder how he did it, even though they saw him smash half a pizza.

Let's take a look at how this might actually work in practice...



THE 250 METHOD CHEAT SHEET

FOOD	250 METHOD CALORIES
3 Slices Pizza	750
Bowl of Ice Cream	500
1 Tall Can of Beer	250
Egg McMuffin	250
Burger and Fries	1000
Handful of Chips	250

The absolute best part about the 250 method?

The more you use it, the better you get at it, and the more time you save.

It's just like compound interest.

PRO TIPS:

- *If you know you will have a big dinner/night out*, try limiting calories in the morning, either by fasting or eating light.
- *If you know you'll be having A HUGE BLOWOUT on Saturday Night*, reduce 100-150 calories from each day the week prior. You just earned a 1000-cal buffer.
- *Got a meal you eat every day for breakfast?* Track it once, round up to the nearest 250, then forget about tracking it. Just reduce that number from your daily target.
- *It doesn't matter if you slightly overestimate* your intake; maybe you'll be off by a couple hundred at most by the end of the day. It'll all even out over time.

Now It's Your Turn

Now, it's your turn to take what you've just learned and put it into practice.

Using the 250 Method, do your best to determine how many calories are in each of the following food items.



1. How many calories are in one of these jumbo snickerdoodle cookies?

- A. 0
- B. 250
- C. 500
- D. 750



2. How many calories are in this handful of wild raspberries?

- A. 0
- B. 250
- C. 500
- D. 750



3. How many calories are in these homemade tacos?

- A. 250
- B. 500
- C. 750
- D. 1000



4. What is the total calories for this meal?

Chicken breast, toast, sugar, butter, pb cookie, Coke Zero.

- A. 250
- B. 500
- C. 750
- D. 1000



5. What is the total calories for this meal?

3-egg scramble, breakfast sausage, fruit, 2x Texas toast

- A. 250
- B. 500
- C. 750
- D. 1000



6. How many calories are in this small basket of crinkle-cut fries?

- A. 250
- B. 500
- C. 750
- D. 1250

Next, add up all of your guesstimates.
How many calories are there *in total*?

Nicely done!

As you practice this new skill, you'll improve your ability to guess calories accurately.

Until then... let's see how you did!

Let's Talk Calories...

Below are the actual calories for each of the food items - how did you do?

- | | |
|------------------------|------------------------|
| 1. 180 calories | 4. 712 calories |
| 2. 13 calories | 5. 918 calories |
| 3. 518 calories | 6. 240 calories |

Total Calories: 2,581

In short:

1. Download MacroFactor (code MARRA = free trial) for easy food logging
2. Start tracking calories and body weight
3. Estimate your fun foods using the 250 Method

Thanks for reading!

- Matteo

PS: If you want to work 1:1 with me to lose 25+ lb of body fat while building visible muscle over the next 90-180 days...

I'm looking for a few more clients, so if you:

1. Are a busy guy who wants to improve your body and your health.
2. Are willing to implement one new thing every 1-2 weeks.
3. Aren't looking for quick fixes...and are looking for a system that will work long-term.
4. Are friendly, coachable, & ready for a change...

Apply to work with me in my 1:1 coaching program [HERE](#)