



FREE KETO SUCCESS PLANNER

A free guide for real, sustainable results

The Keto Success Blueprint

Your complete, no-fluff guide to starting keto, understanding your macros, eating right, and losing weight — without the confusion that makes most people quit in the first two weeks.

10 Chapters

7-Day Meal Plan

Macro Guide

Beginner Friendly



WELCOME

Before You Start

Most keto guides dump fifty rules on you and expect you to figure out the rest. This one doesn't. It's built the same way our planner is — simple, structured, and focused only on what actually moves the needle: what to eat, how much, and how to stay consistent long enough to see real results.

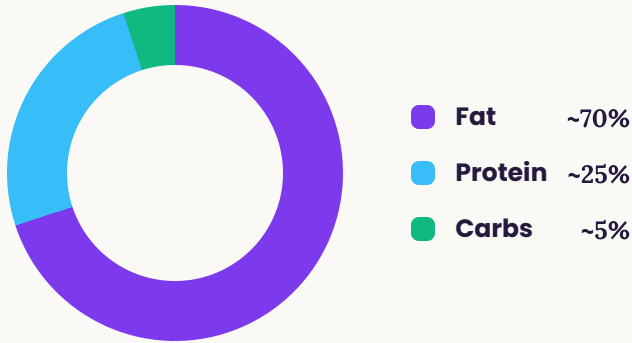
"Keto doesn't fail because the science is wrong. It fails because the plan is missing." — that's the whole idea behind this guide.

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CHAPTER 01

What Is the Ketogenic Diet?

Keto (short for "ketogenic") is a way of eating that's very low in carbohydrates and higher in fat, with moderate protein. Cutting carbs this low pushes your body to burn fat for fuel instead of glucose — producing ketones in the process. That shift is what people mean by "ketosis."



KEY IDEA

In practice, this means building meals around meat, fish, eggs, low-carb vegetables, healthy fats, and full-fat dairy — while skipping bread, rice, pasta, sugar, and most fruit.

CHAPTER 02

Why Keto Works for Weight Loss

When carbs are scarce, your body taps into fat stores for energy — including the fat you're trying to lose. But the bigger reason keto works for most people isn't the science alone. It's what happens to appetite, energy, and decision-making once your body adjusts.



Appetite Control

Higher fat and protein keep you fuller for longer, so you naturally eat less without white-knuckling hunger.



Steadier Energy

No more sugar spikes and crashes — fat burns slow and steady, so energy stays level through the day.



Clear Structure

Fewer decisions, clearer rules. Many people find "no carbs" easier to follow than constant calorie counting.

WORTH KNOWING

Keto isn't magic, and it isn't the only path to weight loss. It's one structured option that works well for people who want a clear framework instead of open-ended calorie math.

CHAPTER 03

Your First 7 Days

The first week is about building the habit, not being perfect. Here's a simple day-by-day path to ease in without overwhelm.

DAY 1-2

Clear the kitchen

Remove obvious high-carb staples — bread, cereal, sugary snacks — so decisions get easier.

DAY 3

Stock the basics

Eggs, meat, fish, cheese, olive oil, butter, and low-carb vegetables. Keep it simple.

DAY 4-5

Expect the adjustment

Mild fatigue or headaches are common as your body shifts fuel sources — add water and salt.

DAY 6

Plan meal number two

Pick two or three repeatable meals so you're never stuck deciding from scratch.

DAY 7

Check in, not perfection

Review how you feel. Adjust portions and fat intake based on hunger and energy — not the scale.

THIS WEEK'S GOAL

Don't aim for a perfect week — aim for a consistent one. Getting through seven imperfect days on plan builds the habit that actually drives results.

CHAPTER 04

Mastering Your Macros

"Macros" just means the three big nutrients — fat, protein, and carbs. Here's roughly what that looks like on a 2,000-calorie day.

MACRO	% OF CALORIES	GRAMS / DAY	CALORIES
Fat	70%	~155g	1,400 kcal
Protein	25%	~125g	500 kcal
Carbohydrates	5%	~25g	100 kcal



- **½ plate** Low-carb veg
- **¼–⅓ plate** Protein
- **Rest** Healthy fats

SIMPLE RULE

Fill half your plate with low-carb vegetables, a palm-sized portion of protein, and finish with a fat source like olive oil, butter, or avocado.

CHAPTER 05

The Complete Keto Food List

Foods you can build meals around, freely and without much math.

Proteins

- ✓ Beef, lamb, pork
- ✓ Chicken and turkey
- ✓ Fatty fish (salmon, sardines)
- ✓ Eggs
- ✓ Bacon and sausage (check labels)

Vegetables

- ✓ Leafy greens (spinach, kale)
- ✓ Broccoli and cauliflower
- ✓ Zucchini and peppers
- ✓ Asparagus and green beans
- ✓ Mushrooms

Fats & Oils

- ✓ Olive oil, avocado oil
- ✓ Butter and ghee
- ✓ Avocados
- ✓ Nuts and seeds
- ✓ Coconut oil and MCT oil

Dairy

- ✓ Cheese (most varieties)
- ✓ Heavy cream
- ✓ Full-fat Greek yogurt
- ✓ Cottage cheese
- ✓ Unsweetened almond milk

CHAPTER 05 (CONTINUED)

Foods to Limit or Avoid

These add up fast in carbs, even in small portions.

Grains & Starches

- ✗ Bread, pasta, rice
- ✗ Cereal and oats
- ✗ Potatoes and corn
- ✗ Crackers and chips

High-Sugar Fruit

- ✗ Bananas and grapes
- ✗ Apples and mangoes
- ✗ Dried fruit
- ✗ Fruit juice

Sugar & Sweets

- ✗ Candy and chocolate bars
- ✗ Soda and sweetened drinks
- ✗ Cakes, cookies, pastries
- ✗ Honey and syrups

Legumes & Some Veg

- ✗ Beans and lentils
- ✗ Peas and chickpeas
- ✗ Carrots (in large amounts)
- ✗ Sweetened sauces & dressings

WATCH FOR

Hidden carbs love to hide in sauces, dressings, and "low-fat" packaged foods — always check the label, not just the name.

CHAPTER 06

5 Mistakes That Stall Progress

1

Not eating enough fat

Cutting carbs without adding fat leaves you low on energy and constantly hungry — fat is your main fuel now.

2

Too much "stealth" carbs

Sauces, dressings, and drinks quietly add up. Track for a week to see where they're hiding.

3

Not enough electrolytes

Low sodium, potassium, and magnesium cause most of the "keto flu" fatigue and headaches.

4

Weighing in every day

Water weight swings daily. Judge progress over 2–3 weeks, not morning to morning.

5

No repeatable meals

Starting from scratch every meal burns willpower fast. Build 3–4 go-to meals you can repeat.

QUICK FIX

Don't try to fix all five at once. Pick the one that sounds most like you, fix it this week, and move to the next.

CHAPTER 07

Sample 7-Day Meal Plan

A simple starting template — swap freely based on what you enjoy.

DAY	BREAKFAST	LUNCH	DINNER
Mon	Avocado & egg scramble	Greek salad + grilled chicken	Garlic butter salmon + greens
Tue	Greek yogurt + nuts	Tuna lettuce wraps	Beef stir-fry + broccoli
Wed	Cheese & bacon omelet	Leftover beef stir-fry	Baked chicken thighs + zucchini
Thu	Chia pudding + berries	Cobb salad	Pork chops + cauliflower mash
Fri	Avocado & egg scramble	Salmon salad	Shrimp & garlic butter zoodles
Sat	Keto pancakes	Chicken Caesar (no croutons)	Steak + roasted asparagus
Sun	Cheese & bacon omelet	Leftovers / meal prep	Baked cod + green beans

TIP

Cook proteins in batches on Sunday — it turns this whole table into 15 minutes of assembly each night instead of new cooking.

CHAPTER 08

Beating Keto Flu

Mild symptoms in week one are common as your body switches fuel sources — here's the quick fix for each.

 Headache

→ Add water and a pinch of salt to your first meal or drink.

 Fatigue

→ Increase fat intake slightly and prioritize an extra hour of sleep.

 Muscle cramps

→ Add a magnesium and potassium-rich food — avocado, leafy greens, nuts.

 Irritability

→ Normal for a few days — give your body a full week before judging.

 Constipation

→ Add more fibrous low-carb vegetables and stay consistently hydrated.

REASSURANCE

Keto flu is temporary — most people feel noticeably better by the end of week one, once electrolytes and hydration catch up.

CHAPTER 09

Movement & Staying Consistent

Keep movement simple

You don't need an intense routine to see results. A daily walk, light strength training twice a week, and stretching go a long way — especially in your first month while your body adjusts.

Build habits that outlast motivation



Plan ahead

Decide meals a few days out so decisions don't fall on willpower in the moment.



Batch cook

Cook proteins and chop vegetables once a week to remove daily friction.

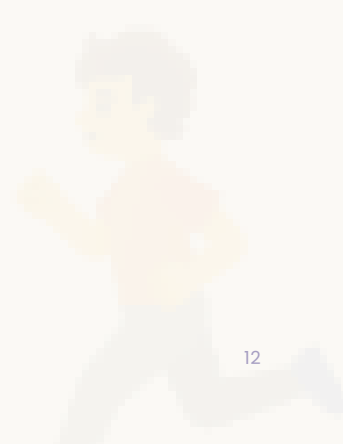


Track trends

Judge progress weekly — energy, fit of clothes, and mood — not single days.

BOTTOM LINE

Small, repeatable actions beat big pushes that fizzle out after two weeks. Pick the smallest version of each habit you can actually keep up.



CHAPTER 10

Your Next Step

Reading a guide is the easy part — the plan is what makes it stick. You don't have to build your meals, macros, and grocery list by hand. That's exactly what your planner does for you.

Get Your Free Personalized Plan

Head back to the Free Keto Success Planner and tap "Fix My Keto Plan" to get meals, a grocery list, and your macros built around your goals — free, no credit card, under 2 minutes.

 **Fix My Keto Plan — Free**

REMEMBER

Progress beats perfection. Missed a meal or had a carb-heavy day? Just get back to your plan at the very next meal — consistency over time is what actually works.



Thank You for Reading

Here's to a simpler, clearer keto journey — built for your goals, not someone else's plan.

[Click here for more →](#)

Disclaimer: This guide is for general educational purposes only and is not medical advice, diagnosis, or treatment. Individual nutrition needs vary — consult a doctor or registered dietitian before starting any new diet, especially if you are pregnant, breastfeeding, or managing a medical condition.