



## **IIFYM Introduces Macro Calculator And Diet Plan For Steady Weight Loss**

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IIFYM.com is a website offering macro-based diet plans to people looking to lose weight or gain lean muscle mass. The company has a Macro Calculator, along with a host of other tools to help people achieve their weight loss goals quickly and without having to sacrifice on their favorite foods.

IIFYM.com, an acronym for If It Fits Your Macro, introduces a new diet trend that is becoming increasingly popular among bodybuilders, athletes, actors, models and other celebrities. Also known as Flexible Dieting, this diet plan involves the counting and tracking of macronutrients in food in order to achieve a body composition goal. Individuals are required to calculate their "macros" using a Macro Calculator, which suggests an ideal food macro composition to achieve the desired goal.

Macros, short for macronutrients, are the most common food groups found in any food item, namely proteins, carbohydrates and fats. IIFYM.com also has a categorization for alcohol amongst these macronutrients. Diet plans such as these, require users to know their ideal macros for each day. Once a macro calculator defines the amount of proteins, carbohydrates and fats, users of this plan need to accurately keep track of their food intake, which can be done easily through a mobile application.

?IIFYM works by examining several key factors that have been identified as the most crucial for any fat loss program,? says founder Anthony Collova. ?There are 18 different variables that determine what your fat loss macros should be. We are a team of professionals who can accurately design macros for each individual person. Once a fat loss macro is created, it is the job of the users to simply track the food they eat and hit those macros using one of the simple to use apps or websites.?

A testament to the effectiveness of this technique, is the size of virtual community that has grown around it. The IIFYM Facebook Group has more than 131,000 members, actively discussing their struggles and their successes.

Facebook groups are increasingly being used by influencers to educate people on different topics. A major concern regarding the IIFYM technique is the level of complexity it might bring in. While some people might find it easy to keep track of their food intake and do the appropriate calculations, others may not be as comfortable or willing to make the effort. This is where the power of online social communities, such as the IIFYM group, comes into the equation. Not only do these groups instill a sense of community, but they also bring people together so that they can help each other out. If someone has a problem following the plan, they can be helped by an instructor or another person who has been through the same stages. People get to share their life stories as well.

Carie Daniels writes about the IIFYM Facebook group, ?Love your Facebook group! Love everyone?s stories - they are all very inspiring and motivational on any given day.?

?I wanted flexibility in my diet, but to still reach my fitness goals,? says Carrie Holladay. ?I felt limited and trapped. I felt like I could get out of control and binge whenever I would stray a little from the 'meal plan'. So I purchased the blueprint. I was losing weight while still eating things I liked and even more than I was before IIFYM. Do it. You'll never regret it.?

IIFYM.com offers a variety of products and services. There are a few books and reading materials one can purchase, such as an ultimate guidebook to IIFYM, a book of food recipes that are Macro friendly, and so much more. Customers can also purchase services such as customized macro blueprints, or subscribe for weekly group coaching calls. There are various online tools as well for calculating Macros, TDEE, BMI, BMR and RMR. There?s even a dedicated tool for women suffering from PCOS.

For people looking to get more details, or willing to commit to this diet, all they need to do is visit the company?s website and fill out the Macro form. They can then sign up and get access to a personalized blueprint for weight loss. For general inquiries, people can also contact IIFYM on Facebook or give them a call.

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For more information about IIFYM, contact the company here: IIFYMAnthony  
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## IIFYM

*IIFYM is the easiest and most sustainable diet plan there is. Unlike restrictive diet plans that require that you eat boring food, our weight loss program encourages you to eat the foods you love.*

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