

NUTRITION GUIDE

The Protein Guide

How much you need, and how to hit it without overthinking it

Protein is the most talked about and most misunderstood part of nutrition. This guide covers exactly how much you need, the best sources, and how to hit your target without it taking over your life.

8 Best Sources

Daily Application

Common Myths

Do's & Don'ts

BILLY BUTLER

PT · Dad of 2

WHY PROTEIN MATTERS

Protein builds and repairs muscle, keeps you fuller for longer, and becomes even more important as you age. Muscle loss accelerates from your mid-30s onward without enough of it, alongside resistance training.

THE NUMBERS



DAILY TARGET

1.6-2.2g per kg of body weight per day for anyone training regularly.



PER MEAL

Aim for 30-40g at each meal, spreading it out matters more than hitting it in one sitting.



EXAMPLE

A 90kg dad training 3-4x per week should aim for roughly 145-200g of protein daily.

THE FOUNDATION RULE

Prioritise protein at breakfast specifically, most people under-eat it in the morning and overeat carbs instead, then struggle to hit their target by the end of the day.

8 BEST PROTEIN SOURCES

Chicken Breast

LEAN

31g/100g

The most straightforward, versatile high-protein whole food available.

Lean Beef/Steak

RED MEAT

26g/100g

Also provides iron and B12, both easy to under-consume otherwise.

Eggs

WHOLE FOOD

6g each

Convenient, versatile, easy to include at any meal including breakfast.

Greek Yoghurt

DAIRY

10g/100g

An easy way to add protein to breakfast or a snack with minimal effort.

Salmon

FISH

25g/100g

High protein with the added benefit of omega-3 fats for heart health.

Cottage Cheese

DAIRY

11g/100g

Underrated. High protein, high satiety, works well before bed.

Whey Protein Shake

SUPPLEMENT

~24g/scoop

A practical top-up when whole food isn't convenient, not a replacement for real food.

Lentils/Tofu

PLANT-BASED

8-18g/100g

Solid plant-based options, useful for variety or reducing meat intake.

HOW TO HIT YOUR TARGET DAILY

Reaching your daily number is far easier with a system than by guessing meal to meal.

Prioritise protein at breakfast

Most people under-eat protein in the morning. Starting the day with eggs or Greek yoghurt makes the rest of the day easier.

Build meals around protein first

Decide your protein source before anything else on the plate, carbs and vegetables fill in around it.

Track for one week only

You don't need to track forever, one honest week reveals exactly where your gaps are so you can adjust.

EXAMPLE DAY — HITTING 160G PROTEIN

Breakfast: 3 eggs + Greek yoghurt — 45g

Lunch: Chicken breast + rice — 50g

Dinner: Salmon + potatoes — 45g, plus a shake — 24g

COMMON MISTAKES & MYTHS

These misunderstandings cause more confusion around protein than almost any other nutrition topic.

1

The '30-minute anabolic window' myth

Total daily protein intake matters far more than eating it within a specific window after training.

2

Under-eating at breakfast

Most people load protein at dinner and barely touch it in the morning, spread it evenly instead.

3

Over-relying on shakes

Whole food has benefits, shakes don't. Use shakes to fill genuine gaps, not as your primary source.

4

Believing more is always better

There's a point of diminishing returns past your daily target. Hitting it consistently matters more than exceeding it.

5

Ignoring plant-based variety

Combining different plant sources across the day covers the full amino acid profile just as well as meat.

DAILY PROTEIN TARGET BY BODY WEIGHT

Body Weight	Daily Target
70kg	112-154g
80kg	128-176g
90kg	144-198g
100kg	160-220g

DO

- ✓ Prioritise protein at breakfast. Most people under-eat it in the morning and overeat carbs instead.
- ✓ Track your intake for a week just to see where you're at. Most people are surprised.
- ✓ Choose whole food sources first, use shakes to fill genuine gaps.

DON'T

- ✗ Don't believe you need to eat protein within a specific 30-minute window after training. Total daily intake matters far more.
- ✗ Don't over-rely on shakes as your primary protein source, whole food has other benefits shakes don't.
- ✗ Don't assume more is always better, there's a point of diminishing returns past your daily target.

THE BOTTOM LINE

Calculate your actual daily target once, then build meals around it consistently. Precision matters less than simply hitting your number most days of the week.

WANT THE FULL SYSTEM, NOT JUST ONE PIECE?

This guide is one piece of the puzzle. The Fit Dad Challenge brings training, nutrition and mindset together into one 6-week programme built around a dad's actual life.

[Join the Fit Dad Challenge — £99](#)