

## How Much Protein Do I Need??

Every month I get emailed about this topic...

“How much protein do I need to lose weight”

“Is [Insert Number] Enough Protein??”

“So-and-so said I need THIS much Protein... is this true!?!”

Everyone in the fitness industry has their own stance on this topic, and just like them, I DO have a number that I recommend... but I'll get to that here in a minute ;)

First, I want to make a couple of points about protein...

Is it really that important for weight loss? Are vegans missing out? Will I never lose weight if I don't drink my chocolate protein milkshake??

After reading this article, I hope that all of your “Protein Ponders” will be answered...

### **First Point: Protein is a business... MAN!**

The Fitness Industry isn't just a collective group of people in tight neon pants and sweat bands prancing along...

It's a business.

I'm not saying that this makes everyone involved evil, but there are people out there who care more about getting your money than actually helping you.

The great thing about working out is that there are many approaches that are actually effective. If you put in the effort, you'll get results following crossfit, powerlifting, zumba, etc.

While some approaches are definitely better than others, simply moving more and becoming more active is going to help you lose weight and feel healthier.

Unfortunately, the same can't be said for the supplement side of the industry...

Some of the biggest money makers in the fitness industry are supplements... and boy do we have a lot of em'...

If the Vitamin Shoppe or GNC around every corner isn't enough to convince you, simply type in "Protein Powder" into your google search bar and prepare to be presented with a plethora of sites claiming to have the "most advanced" or "purest" supplements available.

Here's the problem: the majority of supplements are either minimally effective or simply don't work!

I would venture to say that a good 90% of the supplements out there are going to provide you with zero benefits.

I won't harp too long on supplements (I'll probably write a full-blown article on them soon), so instead let's just stick to protein powders since it is the topic of this article!

Now, the good news for protein powders is that they squeeze themselves into that 10% area of supplements that actually work! However... it's not because it has anything "special" about it.

Protein Powder is simply powdered food. (doesn't sound very appealing when it's look at that way huh?)

The most common form is Whey, which comes from dairy, but there is also many others forms such as pea, soy, egg, and casein.

What makes protein powder effective is simply the fact that it provides your body with protein, which is necessary to build muscle and can aid in fat loss (more on this later).

So while protein powders may be useful if you have trouble eating enough protein, don't think that simply taking a protein powder is going to magically lead to more muscle and less fat.

You can absolutely get enough protein from a normal diet, and protein won't matter if you aren't training and working out in the first place.

Now, back to how protein is a business...

Because businesses are all about making money, it would make sense why supplement companies prescribe sky-high protein recommendations as well as tout the importance of the sacred "post-workout" shake.

So I guess the takeaway of this "point" is this...

Takeaway: There is money to be made with protein, so recommending outrageously high amounts of it to people makes perfect sense. Realize that these recommendations come from a place of making money more than actual scientific evidence.

## Second Point: Should you be consciously worried about your protein intake?

Do you lift weights? Are you a strict vegan? Do you struggle with vitamin or mineral deficiencies found mostly in animal sources?

If you don't lift weights regularly, you probably don't need to worry about protein.

Note: That is if you are already eating a diet of mostly whole foods. If you are still eating primarily processed sugary foods, then you probably need more protein as well...

Protein's main role is to tissues in the body. If you aren't causing muscle break-down through lifting, you don't need extra protein to facilitate growth.

If you are a strict vegan, you may not be getting enough protein. If you feel sluggish, weak, or have low muscle mass, it may be due to this. Don't worry, you don't have to start eating meat, [It is definitely possible to get enough protein through non-meat sources](#). It does, however, require a little more discipline with your diet...

Are you deficient in Vitamins and Minerals found primarily in animal foods? Some of the biggies are B12, Zinc, and Iron. There really isn't a way to know this unless you've been told from your doc...

If you experience any of the following:

- Sluggish
- Chronically Tired
- Can't Sleep

- Poor Digestion
- Symptoms of Low Thyroid

...then you may want to increase your protein intake a bit as these are symptoms of vitamin and mineral deficiencies found in animal products.

Takeaway: Unless you are resistance training, a vegan, or are deficient in vitamins and minerals associated with meat products, worrying about your protein intake is probably not necessary.

## So, How much Protein Do you Need?

Alright the time has come, Here is what I recommend for protein intake...

(As stated earlier, unless you are resistance training, vegan, or experiencing negative health complications due to deficiencies found commonly in meat, you probably are getting enough protein).

If you are resistance training specifically, you are going to need slightly more protein than what is generally recommended. I personally shoot for .64-.82g of protein per pound of bodyweight. This usually equals out to be around 100-120 g of protein a day.

Some days I get less, around 70g, and some days I get the upper end... it really just depends on what I am in the mood for.

And before you ask, I do have a program I recommend for working out... especially if your goal is maximal weight loss. [You can learn about it here.](#)

This recommendation of .64-.82g per pound of body weight is what I have found to be the general consensus about how much protein an active person needs.

Here are some of the major resources I have used to come to this conclusion:

- [Muscle For Life](#)
- [Brad Pilon](#)
- [Study, Source,](#)

## Can eating too much protein be a Bad Thing?

As good as eating enough protein is for building muscle and general health, there is definitely some negative side effects of eating too much.

For one, **eating higher protein means less calories from carbohydrates and fats.**

I've recently become more passionate about optimizing my hormones and endocrine system. Through extremely strict and reckless dieting, I completely wrecked my endocrine system and developed extremely low levels of Testosterone...

Proof:

[insert Testosterone Pic]

Because of this, I went to find how I could fix the imbalances I had. Through research and practices from resources like [anabolicmen.com](#) and [testshock.com](#), I was able to bring my levels back into the normal range.

In terms of hormone optimization, protein is the LEAST important...

In fact, [studies have shown](#) that higher protein diets actually lead to lower levels of testosterone...

But I am getting ahead of myself... I have an article all about testosterone and other hormones coming out soon. That one will be a doozy so get ready... :)

## Conclusion

Protein is definitely important for your health and ability to grow muscle, but don't buy into all the hype.

- No, you don't need a lot of it
- No, you don't need to supplement with it
- No, you don't need to eat it at a specific time
- Unless you are lifting weights, a vegan, or dealing with deficiencies, you probably get enough from a diet (that is, if you are eating a diet consisting of healthy, whole foods).

