

The Four Rules

1. Never be hungry.
2. When you're full, stop eating.
3. Eat real food, not food-like products.
4. Enjoy your meals.

Why This Works

Fat and protein are highly satiating, so meals built around them naturally support Rules 1 and 2 without willpower or portion-counting. Whole, minimally processed foods support Rule 3, and a varied, flavorful plate supports Rule 4.

Foods to Build Meals Around

Fats (the centerpiece)

- Olive oil, avocado oil, butter, ghee
- Avocados
- Fatty fish (salmon, sardines, mackerel)
- Nuts and seeds (macadamias, walnuts, almonds)
- Full-fat dairy (cheese, Greek yogurt, cream)
- Eggs

Proteins

- Grass-fed or pasture-raised meat when accessible
- Eggs
- Fish and shellfish
- Poultry with skin

Low-Carb Vegetables (roughly unlimited)

Leafy greens, broccoli, cauliflower, zucchini, peppers, asparagus, Brussels sprouts.

“Good Sugar” — Natural, Whole-Food Sources (in moderation)

- Berries (lowest-carb fruit option)
- A little raw honey or maple syrup if needed for a sweet craving — rather than refined sugar or artificial sweeteners

Sample Meal Structure

Meal	Example
Breakfast	Eggs cooked in butter, avocado, side of greens
Lunch	Big salad with olive oil dressing, grilled salmon or chicken, cheese
Dinner	Steak or roasted chicken, sautéed vegetables in ghee, side salad
Snack (if hungry)	Handful of nuts, hard-boiled egg, or cheese with berries

Practical Tips

- Read labels — if it has more than 5 ingredients or anything you can't pronounce, skip it.
- Cook at home more — gives you control over ingredients and portion instincts.
- Eat slowly — it takes about 20 minutes for fullness signals to register, which supports Rule 2.
- Don't fear fat — in a low-carb context, fat is your primary fuel and satiety source, not the enemy.