

# The Ultimate Beginner's Guide to Keto



Learn the step-by-step method used by millions of people to burn fat, boost energy, and improve your health without breaking a sweat.

By Jon Stojan, Founder of Tokelau MCT Coffee

Welcome!

Do you ever wonder how people lose weight and keep it off forever? Have you ever promised yourself you were going to go to the gym and eat healthy... only to give up a few weeks later? Do you feel like you can't go more than a few hours without getting hungry?

I have good news for you... it doesn't have to be that way!

Imagine knowing what foods will allow your body to burn fat naturally so you can fit into your high school jeans again, and have more energy to spend quality time with family and friends. This is the power of the ketogenic lifestyle.

Keep reading to learn how to:

- **Burn Fat:** Instead of counting calories and wasting hours in the gym, teach your body how to burn fat naturally.
- **Boost Energy:** Learn the secret to using ketones for fuel to give you more energy and zero afternoon crash.
- **Improve Your Health:** Enjoy the long-term benefits of avoiding obesity, diabetes, and other metabolic disorders.

## Seven Steps to Keto Success:

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## My Story

Hi there, my name is Jon Stojan, and I'm the creator of Tokelau MCT Coffee. I got serious about my health in 2015 because my family has a long history of adult-onset diabetes. I was determined to avoid the same fate. I tested lots of different diet and fitness programs with

little success (including running a marathon!) until I discovered the ketogenic lifestyle.

I swapped carbs and sugar for healthy fats and lost over 40lbs in just a couple of months. For the first in my adult life, I was at a healthy weight, and I've been able to maintain that for 2 years and counting!

Like many in the keto community, I experienced the energizing combination of coffee and MCT oil, but as a busy entrepreneur with young children revving up a blender at 5 am to make keto coffee was less than ideal. I combined my love for coffee and healthy fats to assemble a team of food scientists, taste testers, and other experts to create a more convenient way to make keto coffee.

Inspired by the Tokelau Islanders who lived for thousands of years on healthy fats from coconuts and wild caught fish; we created Tokelau MCT coffee from a unique blend of organic coffee, high-quality MCTs, and organic coconut milk.

Tokelau MCT coffee is the first MCT coffee that gives you all the health benefits of MCTs in the convenience of a single serve cup.



Our mission is to simplify your keto lifestyle to energize your adventures!



## Step #1: What is Keto?

For thousands of years, the people on the remote Pacific islands of Tokelau thrived on the abundant fish and coconuts that were available. This food source provided plenty of nourishing healthy fats.

The first British trading ships didn't arrive on the Islands until 1791. The Tokelau Islanders were stunned by all of the exotic foods and goods that these Western traders brought. In the 1948 many islanders were given the opportunity to resettle when Tokelau became a New Zealand territory.

In 1968, Dr. Ian Prior started studying the health and diet between the islanders who had stayed on Tokelau and those that had moved to New Zealand and adopted a Western-style diet.

He was shocked to discover that the differences between these two groups. Those who had adopted the Western style diet suffered from much higher rates of obesity, diabetes, and heart disease while these diseases were rare among the islanders who stayed on Tokelau.

Scientists didn't really understand why this works until recently. We now know that when you eat high fat (70%), moderate protein (25%), and low carbohydrates (5%) that your body is designed to **naturally switch from burning sugar to burning fat for fuel** in the form of ketones.

Ketosis is when your body adapts to burn fat for fuel in the form of ketones.

**Ketogenic (Keto for short) is the high fat, moderate protein, and low carb way of eating that supports Ketosis.** Some refer to it as the Ketogenic diet, but we don't like the word diet. For us, it's a lifestyle.

This lifestyle is probably completely opposite of what you have been taught your entire life about nutrition. With the keto lifestyle, you get to eat delicious healthy fats until you are full, and let your body naturally adapt to burning fat for fuel.

Getting started on the Keto lifestyle doesn't require any magic formula or special foods. It's super simple, ***adjust your carb intake to around 30 grams a day or less and eat healthy fats until you are full. That's it!***





## Step #2: Fueled by Fat

There are three kinds of fat: saturated, monounsaturated, and polyunsaturated... and they're not all created equal.

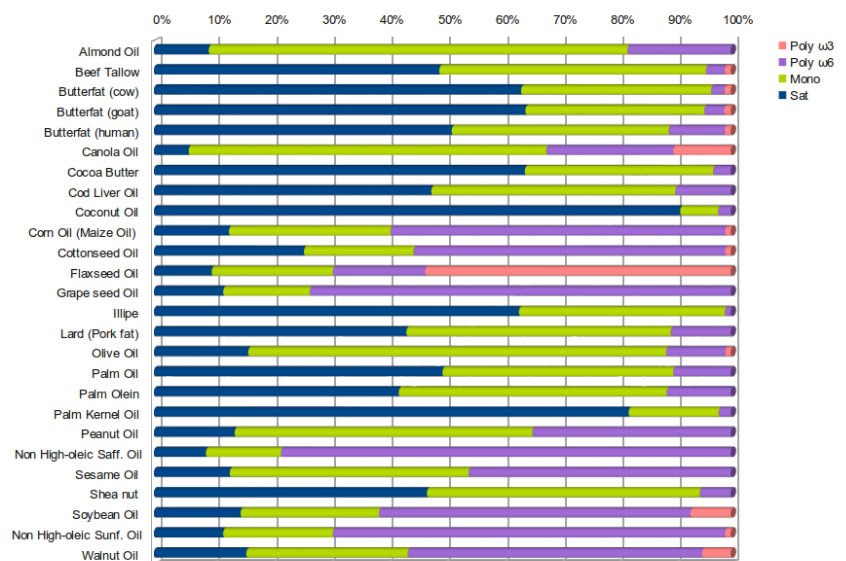
All foods that contain fat contain a mixture of three kinds of fats. Foods are often identified by their predominant fat source.

*Saturated fat:* Long demonized by "health" experts, saturated fat is actually quickly converted into energy once you're keto-adapted. Saturated fat comes from foods like fish, animal fat, and avocados. Many of these sources are high in heart-healthy Omega-3 fatty acids.

*Bonus tip: There's also a special kind of saturated fat that cannot be stored as body fat and is almost immediately converted into energy called Medium Chain Triglycerides (MCT) that we'll talk about later.*

*Monounsaturated fat:* The benefits of monounsaturated fats from olive oil have been well documented in a variety of studies. Monounsaturated are found in olive oil, nuts, avocados and whole milk.

Common Fat Compositions



Source: <http://www.scientificpsychic.com/fitness/fattyacids1.html>

*Polyunsaturated fat*: These fats are high in Omega-6 fatty acids and low in heart-

healthy Omega-3 fatty acids. Elevated levels of omega-6 cause inflammation that can lead to heart disease, Alzheimer's, and other chronic illnesses. Polyunsaturated fats are found in canola oil, corn oil, and other vegetable oil.

So what does an average day of eating look like in a keto lifestyle?

Here's a snapshot of what your meals could look like:

*Breakfast*- Spinach Omelet

- 4 eggs
- ½ cup spinach
- 1Tbsp butter or ghee
- 2 slices of bacon
- 1 avocado on the side

*Lunch*- Steak and veggies

- 8oz Ribeye steak
- ½ cup broccoli
- 1Tbsp butter or ghee

*Dinner*- Chicken Stir-fry

- 8oz Chicken thighs
- ½ cup cauliflower mash
- ¼ cup broccoli
- 2Tbsp butter or ghee



## Step #3: 4 Secrets to Starting Your Fat Loss Journey

When I got back from my overseas deployment with the Air Force, I

told myself no more excuses... I was going to stay in shape. All the responsibilities and distractions of family, friends, work, and hobbies quickly filled my calendar. Within a few months, I gained all the weight back, plus a few pounds.

Later, during my keto journey, I found the secrets to making weight loss a success. I know that with these 5 secrets you'll be able to failure-proof your fat loss, too.

### Secret 1: Find your "Why"

The most important secret to burning fat and keeping it off forever is to find your "Why."

Why do you want to adopt a keto lifestyle?

Is it to lose weight, improve your health, feel sexier and more confident, fit into your high school jeans, get off your medications, or enjoy more time with your family?

Write down the 3 biggest ways keto will improve your life.

### Secret 2: Prepare your body

Adapting your body to switch from sugar and carbs to burning fat is a big change in your physiology. Many people experience the "keto flu" because they aren't prepared.



When you switch to burning fat, your body processes fluids more efficiently. This is good as it helps you get rid of all of the “carbage” (carbs + garbage) your body accumulated, but it also means you flush out a few key minerals faster.

Drink plenty of water and to maintain healthy electrolytes make sure you are getting enough of these key minerals:

- Salt: 5,000mg (broth, bullion, or salt in your water bottle)
- Potassium: 1,000mg (avocado)
- Magnesium: 300mg (spinach, sesame seeds, or avocado)

*Secret 3: Document your progress*

It’s hard to see if you are making progress from day to day. When you start your keto lifestyle, make sure to take “before” photos facing forward and another facing sideways. Set a reminder on your calendar to take the same photos again wearing the same clothes in 14 days to see how much progress you’ve made.

*Bonus tip: for extra accountability share your “before” photo with a friend.*

If losing weight is part of your goal, *do not weigh yourself every day*. Thanks to all of the miraculous processes in the human body, our weight can naturally vary up to 5lbs day to day. Only weigh yourself on the first day. Then wait until day 7 and day 14 to see your progress on the scale.

*Secret 4: Measure what matters*

When you start on your keto lifestyle, the only number you need to measure is your net carbs, and making sure your net carbs are less than 30g per day. Net carbs are the number of total carbs minus fiber (Total carbs - Fiber= Net Carbs.)

*Bonus tip: Apps like MyFitnessPal make tracking your carbs for the first few weeks easy. After a few weeks, you’ll have a good idea of how many carbs are in different foods and be able to decide if you want to continue to track carbs for every meal.*



## Step #4: Boost Your Results

Remember those Tokelau Islanders? The conclusion that Dr. Prior made from his study is that the healthy fats from the abundant fish and coconuts were the primary factor in the health of the islanders.

What scientists didn't know at the time was that coconuts are high in a special kind of healthy saturated fat that cannot be stored as body fat and is almost immediately converted into energy. We now call these Medium Chain Triglycerides (MCTs).

Most saturated fats are Long Chain Triglycerides (LCT). This means it uses the lymphatic system to turn these healthy fats into energy. Unlike LCTs, MCTs are converted immediately for quick energy and are not stored as fat. ***Plus, MCTs have the unique benefit of boosting ketones even if your body isn't keto-adapted!***

Thanks to modern technology, we are able to extract just the extraordinarily beneficial MCTs from other fats in coconuts. These MCTs are then made into a flavorless oil or powder.

The 4 types of MCTs:

**C6:** If these MCTs are taken in even small amounts, they cause gastric distress (aka disaster pants) and they are not used in the keto community.

**C8 and C10:** These are the MCTs that boost ketones and energy levels and won't be stored as fat in your body.

**C12:** While still considered an MCT, your body processes these MCTs just like saturated fats. It's still a healthy fat, but it won't boost your ketone levels.

Because of the power of the C8 and C10 MCTs, MCT coffee is the perfect way to start your day. It will keep you energized, focused, and full until lunch.

I loved the energizing combination of coffee and MCT oil, but as a busy entrepreneur with young children, revving up a blender at 5 am to make keto coffee the conventional way was less than ideal. This struggle is what Tokelau MCT Coffee was built out of! After months of ingredient searching and testing, the first MCT coffee made in single-serve packets was born. Now you can get delicious MCT coffee with all of the amazing benefits of MCTs without the hassle. [Whip yourself up a cup](#) to sip on when you need a pick-me-up that fits within the keto lifestyle!





## Step #5: Never Go Hungry

Never go hungry in your keto lifestyle. All you have to do is eat healthy fats until you're full, reduce your carbs to less than 30 grams a

day, and trust the natural processes in your body do the rest! To make your life even easier, plan your meals ahead of time so you know what your options are.

Here are a few simple tips that I use to save time in the kitchen:

### Tip #1: Pick the right recipes

To save time grocery shopping, prepping, cooking, and cleaning, I don't use recipes that call for a lot of ingredients. These recipes might look good in magazines, but they make the whole cooking process take longer. There are so many delicious meals that can be made with 7 ingredients or less.

I've compiled a few of my favorite recipes on our [blog](#)!

Some of my other favorite keto-friendly websites are:

[Ketovangelist](#)

[Ruled.me](#)

[Maria Mind Body Health](#)

### Tip #2: Meal prep on Sunday

Once you've selected the right recipes, schedule time on your calendar to go grocery shopping and make your meals for the week. The most efficient way to prepare for the week is to just take a recipe and multiply it by 5 to make a portion for each day of the week... but you may want a little more variety. Feel free to pick out an extra recipe and make 2 portions of one recipe and 3 portions of another to alternate meals so you never have the same meal 2 days in a row!



Tip #3: Ask for help

Whether you're trying to find new recipes, making meal plans, or hitting a wall in your weight loss goal, one of the fastest ways to solve your problem is to ask for help. I am always willing to give my advice from [hello@tokelaucoffee.com](mailto:hello@tokelaucoffee.com).

If you don't have time to search for the answers to your specific questions or would like more 1-on-1 help then you could even get your own keto coach. The folks at Ketovangelist have a bunch of awesome coaches that you can check out at <https://ketovangelistcoaching.com/>. (We don't get paid for this recommendation, we just have a business relationship with the nice folks at Ketovangelist.)





## Step #6: Have a backup restaurant

A couple of years ago I wanted to make homemade garlic kale chips. The recipe looked simple enough. Everything was going well and I was feeling pretty good about my latest kitchen experiment until I turned around to find that the oven was on fire! A few months later, my loving wife gave me a fire extinguisher for my birthday so I won't burn down the house the next time I accidentally light the kitchen on fire.

I learned from this experience that no matter how good of a cook you are, recipes sometimes don't work out the way you would like. Have a backup plan. Knowing that you have a go-to restaurant to call on takes the pressure off to be a great cook every night and allows for your keto lifestyle to stay on track.

Whether you accidentally burned the bacon or you're just too tired to cook here, are 5 quick strategies for finding keto-friendly food at any restaurant.

### Strategy #1: Research the menu

Check out the menu ahead of time online to find items that are Keto-friendly so you can walk in confident and ready to make healthy choices.

### Strategy #2: Ask for Keto-friendly substitutions

Most servers are happy to fulfill your request if you ask them politely and stay flexible. One of the most common requests is to substitute carb-loaded sides for healthy vegetables. Restaurants often have seasonal veggies on hand and are happy to make the switch.

While not technically a substitution, salad dressing is an invisible source of sugar and carbs. If you're looking for that dressing flavor, I recommend asking for blue cheese instead of dressing.

Most importantly, when you ask for special substitutions make sure you tip the server generously for putting in the extra effort to help you stay healthy!

### Strategy #3: Beef up your plate with extra meat

Keep cravings at bay by asking for extra meat added to your meal.

Beef, pork, and seafood are the best options because of their higher fat content. While chicken and turkey aren't optimal at keeping you full, they are much better options than a carb-loaded side dish.



The extra fat doesn't need to come from animal fat either. Avocado and many nuts are a great source of plant-based fats. Go ahead, and get that extra scoop of guacamole! Yes, you may pay more for these extras, but your health is worth investing in.

### Strategy #4: Have a list of keto-friendly restaurants

Make a list of 3-5 favorite keto-friendly restaurants so you're ready to go when life happens.

I like to support local businesses as much as possible, but the advantage of national chain restaurants is the dependability of their menus. Sometimes I just need to know the exact choices on the menu that won't sabotage my keto lifestyle! No matter which chain you go to, the restaurants will have essentially the same menu so you know what your options are before you walk in the door.



## Step #7: Go Beyond Keto

The keto lifestyle is great for burning fat, increasing your energy, and improving your health. Along with eating well, do these things to maximize your health:

### #1: Drink more water

Most people don't even come close to drinking enough water. Staying hydrated can reduce fat deposits and is especially important when you're following the keto lifestyle. You should be drinking a minimum of 64oz of water a day.

### #2: Exercise smarter

Exercise strengthens your body and produces endorphins that boost your mood and sharpen your mind. Don't limit yourself when it comes to the types of workouts. Let your workouts be as simple as taking a 10-minute walk, or as complex as training to be the next American Ninja Warrior. Choose the type of exercise that will motivate you to workout!

### #3: Get more sleep

Our brains need time to decompress even more so now more than any time in human history, thanks to constant distractions from emails, texts, and social media. Invest in your mind and body by getting 7-9 hours of sleep every night. The next time you think about staying up just a little later, think of Albert Einstein who slept around 10 hours a night and would regularly take naps in the afternoon.

### #4: Have fun

As cliché as it may sound, find the things and people who make you laugh and enjoy the little things in life. Enjoy every moment because life is short.



## Putting It All Together

You made it! You have successfully completed the Ultimate Beginner's Guide to Keto. Now go out into the world as a fully-fledged keto human... burning fat, bouncing off the walls with energy, and improving your health, one steak at a time.

Come say hello or ask us questions at [hello@tokelaucoffee.com](mailto:hello@tokelaucoffee.com). Make sure you mention you made it through the Ultimate Beginner's Guide to Keto packet!

Interested in trying our delicious MCT coffee to kickstart your keto journey?

As a special thank you for reading our guide, use the code **DELICIOUS** to get 18% off your first order at [TokelauCoffee.com](https://TokelauCoffee.com)

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