

THE

Protein Guide

A practical guide to protein, strength and body recomposition
Simple. Evidence-informed. Sustainable.

SAM MCMURRAY HEALTH COACH • 30-30-30 METHOD



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WELCOME

Protein without the obsession.

If you are over 40 and want to feel stronger, look leaner and protect your lean mass, protein is one of the most useful nutrition habits to understand.



The goal is not perfection.
The goal is a repeatable pattern.

Start with protein. Build the rest of your meal around it. Then get on with your life.

30 g

30 MIN

30 DAYS

“You don't need more rules. You need a method you can live with.”

Why protein matters after 40

Protein supplies amino acids - the building blocks your body uses to maintain and repair tissue, including skeletal muscle.

PRESERVE LEAN MASS

Adequate protein, especially alongside resistance training, supports the maintenance and development of lean tissue.

SUPPORT STRENGTH

Muscle supports training, function and healthy aging - not only appearance.

RECOVER & REPAIR

Protein provides amino acids used in tissue repair after exercise and normal daily activity.

FEEL SATISFIED

Protein-rich meals can be satisfying and can make an energy-controlled eating pattern easier to sustain.



How much protein do you actually need?

The adult RDA is 0.8g/kg/day - a baseline intended to cover basic needs for most healthy adults. For active adults focused on preserving or building lean mass, a practical range often lands around 1.2-1.6 g/kg/day.



1.2-1.6

Your ideal intake depends on body size, training, total energy intake, food preferences and health status.

25-35 g **BREAKFAST**

25-35 g **LUNCH**

25-35 g **DINNER**

Use a range, not a pass/fail number.

Protein by body weight

GENERAL EDUCATIONAL RANGE: 1.2-1.6 g/kg/day

120 lb 54 kg

65-87 g / day

130 lb 59 kg

71-94 g / day

140 lb 64 kg

76-102 g / day

150 lb 68 kg

82-109 g / day

160 lb 73 kg

87-116 g / day

170 lb 77 kg

93-123 g / day

180 lb 82 kg

98-131 g / day

190 lb 86 kg

103-138 g / day

If you have kidney disease, a significant medical condition, are pregnant, or have been advised to restrict protein, use individualized guidance from your healthcare team.

Why I use the 30 g rule

Thirty grams is not a magic threshold. It is a behavioral shortcut: memorable, practical and easy to repeat.

30 g

30 g

30 g

≈ 90 g

before snacks or smaller protein sources



What does ~30 g look like?



CHICKEN
~31 g

~100 g cooked

SALMON
~30 g

~140 g cooked

GREEK YOGURT + WHEY
~30-35 g

1 cup + ½ scoop

EGGS + EGG WHITES
~30 g

2 eggs+whites

SHRIMP
~30 g

~130 g cooked

TUNA
~30 g

1 can, drained

Think protein anchor

Choose the main protein source first. Then build the rest of the meal around it.



MEAT & POULTRY

FISH & SEAFOOD

DAIRY & EGGS

PLANT-BASED

Chicken • turkey • lean beef | salmon • tuna • cod • shrimp | Greek yogurt • skyr • cottage cheese • eggs | tofu • tempeh • seitan • edamame

Plant protein can work beautifully

Plant foods can contribute meaningful protein. Some also bring more carbohydrate or fat per gram of protein, so combinations and portions matter.



SEITAN
~25 g / 100 g

TEMPEH
~19 g / 100 g

TOFU
~15-18 g / 150 g

EDAMAME
~17 g / cup

LENTILS
~18 g / cup

BEANS
~14-16 g / cup

Convenient protein counts too

A sustainable diet has room for convenience. You do not need to cook every protein source from scratch.

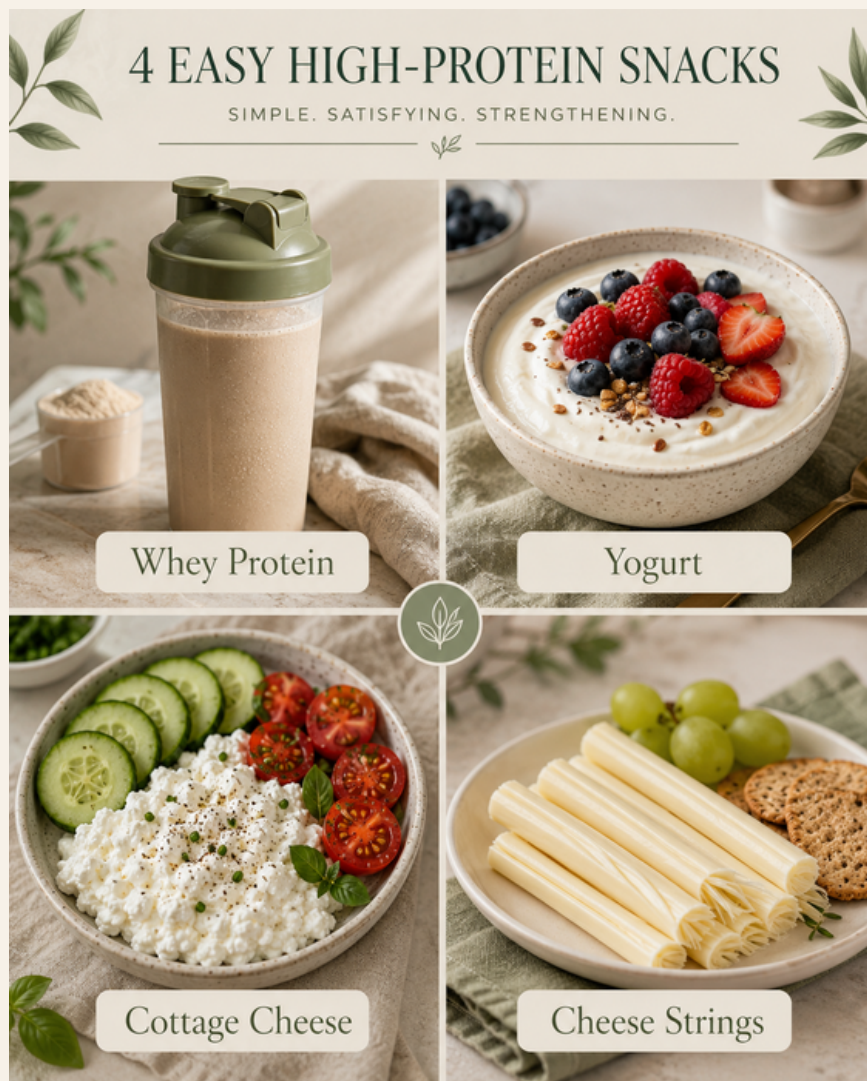
PROTEIN POWDER
~20-30 g / scoop

READY-TO-DRINK SHAKE
~20-30 g

HIGH-PROTEIN YOGURT
~15-25 g

TUNA / SALMON POUCH
~15-25 g

DELI TURKEY / CHICKEN
varies by brand



A useful distinction

Nuts, nut butters and seeds contain protein, but are primarily fat-rich foods. Quinoa contains protein, but is primarily carbohydrate-rich. Nutritious? Absolutely. Usually the most efficient protein anchor? Not necessarily.

The 30 g plate



1 • PROTEIN FIRST

2 • ADD PLANTS

3 • ADD CARBS

4 • ADD FATS

Start with protein. Build the rest around it.

A repeatable framework is more useful than a perfect plate.

Five ~30 g breakfast ideas



GREEK YOGURT BOWL

Greek yogurt + ½ scoop whey + berries

EGGS ON SOURDOUGH

2 eggs + egg whites + sourdough + fruit

PROTEIN OATS

Oats + milk + whey + berries

SMOOTHIE

Milk or soy milk + protein + fruit + ice

SAVORY COTTAGE CHEESE

Cottage cheese + tomatoes + toast + egg

Six simple meal formulas



CHICKEN BOWL

Chicken + rice/quinoa + cucumber + tomato + yogurt sauce

SALMON PLATE

Salmon + potatoes + salad + lemon

TURKEY TACO BOWL

Lean turkey + beans + rice + salsa + lettuce

SHRIMP STIR-FRY

Shrimp + vegetables + rice + ginger/soy sauce

TOFU + EDAMAME

Firm tofu + edamame + vegetables + rice

LEAN BEEF PLATE

Lean beef + roasted vegetables + potatoes

A high-protein day can look very normal



8:00 • BREAKFAST

Greek yogurt bowl

30 g

12:30 • LUNCH

Chicken grain bowl

35 g

4:00 • SNACK

Cottage cheese + fruit

20 g

7:30 • DINNER

Salmon + potatoes + vegetables

35 g

~120 g

Five mistakes to avoid

1

SAVING IT ALL FOR DINNER

Spread protein across the day.

2

CALLING EVERY FOOD “HIGH PROTEIN”

Look at what a normal serving actually provides.

3

IGNORING THE WHOLE DIET

Protein still contributes energy; body recomposition is bigger than one macro.

4

ASSUMING MORE IS ALWAYS BETTER

Meeting your needs is the goal - not endlessly increasing protein.

5

TURNING PROTEIN INTO ANOTHER OBSESSION

Use ranges. Travel. Eat out. Return to your habits at the next meal.

YOUR NEXT STEP

You've mastered the first 30.

Protein is one part of the bigger picture.

30 g

PROTEIN

30 MIN

MOVEMENT

30 DAYS

CONSISTENCY

THE 30-30-30 METHOD

A simple framework for women 40+ who want to support fat loss, preserve lean muscle and build habits they can actually maintain.

DISCOVER THE 30-30-30 METHOD

www.samcmurrayhealthcoach.com/30-30-30-method

Educational guide only. Individual protein needs vary.

If you have a medical condition or have been advised to modify protein intake, consult your healthcare professional.

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A few sources behind the guide

- National Academies / NIH Office of Dietary Supplements - adult protein RDA: 0.8 g/kg/day.
- Bauer J, et al. Evidence-based recommendations for optimal dietary protein intake in older people. J Am Med Dir Assoc. 2013;14(8):542-559.
- Deutz NEP, et al. Protein intake and exercise for optimal muscle function with aging: recommendations from the ESPEN Expert Group. Clin Nutr. 2014;33(6):929-936.
- Morton RW, et al. Protein supplementation and resistance training: systematic review and meta-analysis. Br J Sports Med. 2018;52:376-384.

A NOTE ON THE NUMBERS

The ranges and food values in this guide are intentionally practical and approximate. Food labels, brands, preparation methods and individual needs vary. Use this guide to understand the pattern - not to chase perfect numbers.

This guide is for general education and is not medical or individualized nutrition advice.