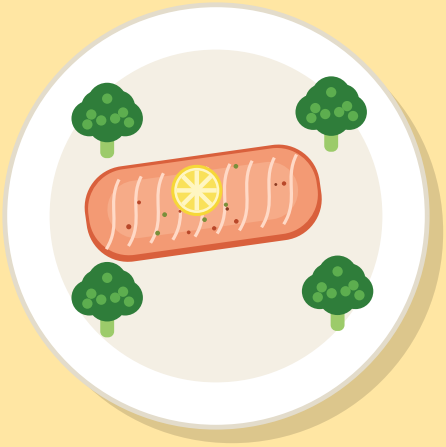
THE FREE STARTER GUIDE

Getting Started with a

Keto Diet

A BEGINNER'S GUIDE + 4 RECIPES



4 TASTY RECIPES

BY

Chef Jeff

WELCOME

A Note from Chef Jeff

Hi friends, Chef Jeff here!

Few ways of eating get as much buzz as **keto**. Keep carbs low, lean on protein and healthy fats, and many people find their meals feel satisfying and the food rules easy to follow.

Keto is not magic and it is not right for everyone, but done thoughtfully it can be flavorful and fun. Think garlic butter salmon, creamy avocado, crisp romaine, and a chocolate mousse that just happens to be low carb.

> *Build your plate around protein, veggies, and healthy fat, and keto gets a whole lot simpler.*

In this little guide you will find a quick primer on what keto is, why it has become so popular, and how to get started the smart way. Then comes the good part: four of my favorite keto recipes, from a speedy breakfast scramble to a dessert you will not believe is low carb.

One quick note before we begin: please check with your doctor before starting keto, especially if you have a health condition or take medication. Now let us get cooking!

Chef Jeff

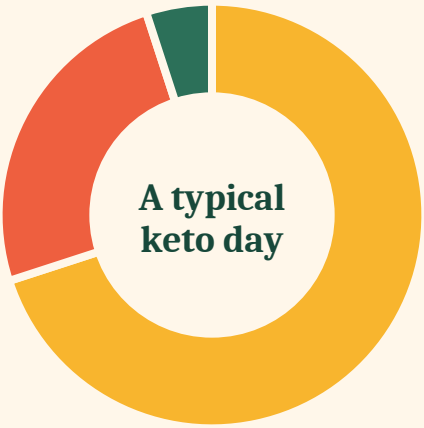
Happy cooking!

THE BASICS

Keto, Explained

So, what is it?

The ketogenic (keto) diet is a **very low carb, high fat** way of eating. By keeping net carbs to roughly 20 to 50 grams a day, your body shifts from using mostly sugar for fuel to using ketones made from fat. That state is called **ketosis**. Net carbs are total carbs minus fiber.



About 70% Fat

Your main fuel and what makes meals satisfying.

About 25% Protein

Moderate, not unlimited.

About 5% Carbs

Mostly from non-starchy veggies.

Why is everyone talking about it?

Keto has stayed popular for good reason. Meals built on protein and fat tend to be filling, the food list is clear, and favorites like steak, eggs, cheese, avocado, and bacon are on the menu. Add cookbooks, social media, and a boom in low-carb products, and you have a trend with real staying power.

What people like

Feels filling

Protein and fat tend to keep you satisfied between meals.

Simple rules

A clear food list takes the guesswork out of eating.

Tasty foods

Salmon, eggs, cheese, avocado, and more are all on the menu.

Many ways to cook

Skillets, sheet pans, and salads all work well on keto.

Keto is not for everyone, long-term research is still growing, and it can be hard to stick with. See the next page for who should check with a doctor first.

YOUR GAME PLAN

How to Get Started

1. **Check in with your doctor.**
   Especially if you have a health condition, take medication, or are pregnant or breastfeeding.
2. **Pick your net carb goal.**
   Many beginners start around 20 to 30 g a day, adjusted with a doctor or dietitian.
3. **Build every plate the same way.**
   Protein first, then non-starchy veggies, then a little healthy fat.
4. **Read labels for hidden sugar.**
   Sauces, dressings, and deli meats often hide carbs. Subtract fiber to get net carbs.
5. **Drink water and plan ahead.**
   Some people feel tired or headachy in the first week or two. Fluids, rest, and prepped meals help.

Quick food guide

Eat freely

Eggs, chicken, beef, fish, leafy greens, broccoli, zucchini, avocado, olive oil, butter, hard cheese

Watch portions

Berries, nuts and seeds, Greek yogurt, tomatoes, onions, dark chocolate

Skip or limit

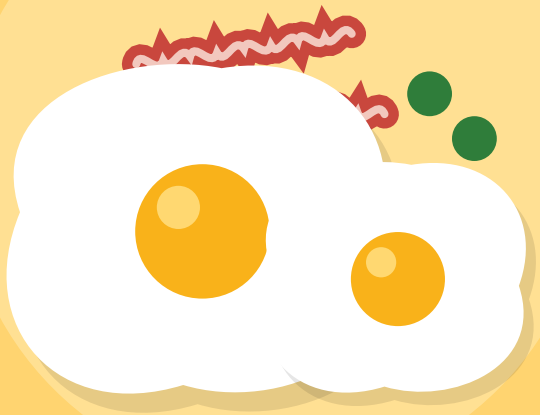
Bread, pasta, rice, potatoes, sugar, soda, juice, most fruit, beans

Talk to your doctor first if you

have diabetes (especially if you take insulin or other glucose-lowering medicine), take blood pressure medication, have kidney, liver, pancreas, gallbladder, or heart conditions, are pregnant or breastfeeding, have a history of disordered eating, are under 18, or take any prescription medication. This guide is general information, not medical advice.

RECIPE 1

BREAKFAST



BREAKFAST • SERVES 1

Avocado Bacon Scramble

Soft scrambled eggs with crispy bacon and creamy avocado. Ready in 15 minutes.

PREP	COOK	SERVES	NET CARBS	PROTEIN	CALORIES
5 min	10 min	1	3.7 g	27 g	496

Nutrition is per serving and estimated.

Ingredients

- 2 slices bacon, no sugar added
- 3 large eggs
- ½ tbsp butter
- ½ ripe avocado, sliced
- 1 green onion, sliced
- Salt and black pepper, to taste

Method

1. Cook the bacon in a skillet over medium heat until crisp, 6 to 8 minutes. Drain on paper towels and crumble.
2. Wipe out most of the grease. Melt the butter over medium-low heat.
3. Whisk the eggs with a pinch of salt and pepper, pour them in, and stir gently for 2 to 3 minutes until just set.
4. Top with avocado, crumbled bacon, and green onion.

Chef Jeff's Tip Take the eggs off the heat while they still look a little glossy. They keep cooking on the plate.

RECIPE 2

LUNCH



LUNCH • SERVES 1

Chicken Caesar Lettuce Wraps

Juicy grilled chicken and a homemade Caesar dressing, wrapped in crisp romaine.

PREP	COOK	SERVES	NET CARBS	PROTEIN	CALORIES
10 min	12 min	1	4.2 g	38 g	450

Nutrition is per serving and estimated.

Ingredients

- 5 oz boneless, skinless chicken breast
- 1 tbsp olive oil
- 3 cups romaine lettuce, chopped, leaves, kept whole for wrapping
- 2 tbsp grated parmesan
- 1 tbsp mayonnaise
- 1 tbsp lemon juice
- 1 garlic clove, minced
- ½ tsp Dijon mustard
- Salt and black pepper, to taste

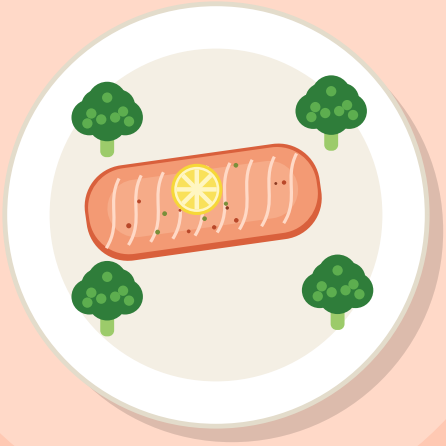
Method

1. Season the chicken with salt and pepper. Cook in the olive oil over medium-high heat, 5 to 6 minutes per side, until it reaches 165°F (74°C). Rest 5 minutes, then slice.
2. Whisk the mayo, lemon juice, garlic, Dijon, 1 tablespoon parmesan, and 1 tablespoon water into a dressing.
3. Fill the romaine leaves with chicken, drizzle with dressing, and top with the remaining parmesan.

Chef Jeff's Tip Cook two chicken breasts and keep one for tomorrow's salad.

RECIPE 3

DINNER



DINNER • SERVES 2

Garlic Butter Salmon with Asparagus

Pan-seared salmon in lemon garlic butter with tender asparagus.

PREP	COOK	SERVES	NET CARBS	PROTEIN	CALORIES
10 min	15 min	2	4.9 g	38 g	596

Nutrition is per serving and estimated.

Ingredients

- 12 oz salmon fillets, two 6 oz fillets
- 1 tbsp olive oil
- 2 cups asparagus, trimmed
- 3 tbsp butter
- 3 garlic cloves, minced
- 2 tbsp lemon juice
- 2 tbsp fresh herbs (parsley, dill, or chives), chopped parsley
- Salt and black pepper, to taste

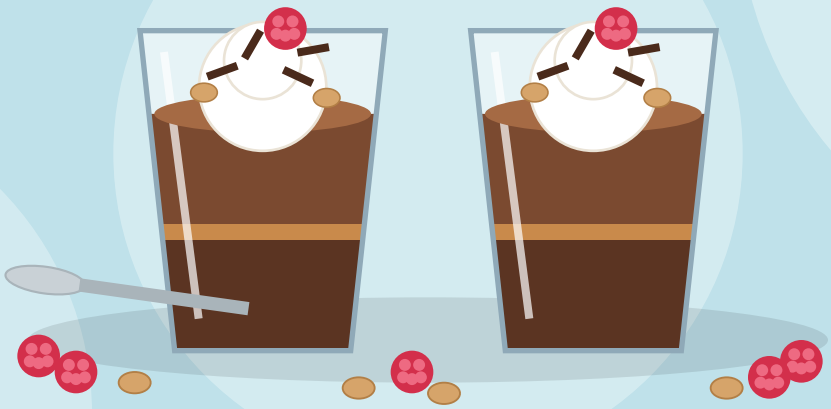
Method

1. Pat the salmon dry and season with salt and pepper. Heat the olive oil in a large skillet over medium-high heat.
2. Cook the salmon skin side down 4 to 5 minutes, flip, and cook 3 to 4 minutes more until it reaches 145°F (63°C). Remove to a plate.
3. Reduce the heat to medium. Melt the butter, add the garlic for 30 seconds, then add the asparagus and cook 4 to 5 minutes until crisp-tender.
4. Return the salmon to the pan, add the lemon juice, and spoon the butter over everything. Top with parsley.

Chef Jeff's Tip Pat the salmon completely dry for the crispiest skin.

RECIPE 4

DESSERT



DESSERT • SERVES 2

Chocolate Avocado Mousse

Silky, rich, and secretly made with avocado. Ready in 8 minutes.

PREP	COOK	SERVES	NET CARBS	PROTEIN	CALORIES
8 min	None	2	4.2 g	4 g	249

Nutrition is per serving and estimated.

Ingredients

- 1 ripe avocado, ripe, pitted
- 3 tbsp unsweetened cocoa powder
- 3 tbsp heavy cream
- 3 tbsp powdered low-carb sweetener
- 1 tsp vanilla extract
- Pinch of salt
- Raspberries or whipped cream, to top (optional)

Method

1. Scoop the avocado into a blender or food processor.
2. Add the cocoa, cream, sweetener, vanilla, and salt. Blend until completely smooth, scraping down the sides.
3. Taste and add more sweetener if you like. Spoon into two cups.
4. Chill 30 minutes for a firmer texture, then top as you like.

Chef Jeff's Tip Use a very ripe avocado for the creamiest mousse. It keeps 2 days covered in the fridge.

YOU DID IT

Thanks for cooking with me!

You now have the basics, a simple game plan, and four delicious keto recipes to get started. Make them your own and have fun in the kitchen.

1. **Know your net carbs**
   Total carbs minus fiber is the number to track.

2. **Protein, veggies, fat**
   Build every plate the same simple way.

3. **Check the label**
   Hidden sugar sneaks into sauces and dressings.

More recipes and guides coming soon

Keep an eye on your inbox for new meal plans, cookbooks, and cooking guides from Chef Jeff.

Nutrition values are estimates and vary by brand, portion, and preparation. This guide is for general information and is not medical advice. Talk to your doctor or a registered dietitian before changing your diet, especially if you have a health condition, take medication, or are pregnant or breastfeeding.

Chef Jeff