



NUGGITZ® Creative Services (Suzanne Niles)
Article Writing: BEFORE-and-AFTER example

JOB OBJECTIVE: Write a marketing article for a product, based on the script and notes from a spoken presentation. Create illustrations as needed.

SKILLS USED: Article writing, rewriting, editing, organizing and distilling information, layout, illustration of concepts, marketing copy, Photoshop, logo design.

What follows:

FINISHED ARTICLE (the “AFTER”)

Starts on next page

I was given creative control over telling the “story” – organization, writing, layout, and illustrations, including design of the blue "Performance Window" logo that appears on the cover and on the last page.

RAW INFORMATION PROVIDED (the “BEFORE”)

Starts after Page 6 of article

Script and notes from a spoken presentation, plus some notes from related research



Nutritional Guide
For Athletes

Pre-event Nutrition to Optimize Performance



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THE PERFORMANCE WINDOW: Breaking the rules for the right reason

For the high-performance athlete, there is an exception to the widely adopted nutrition standard of increased fiber and protein and limited carbs, sugar, and processed foods. While those familiar guidelines provide reliable, steady fuel during ordinary activity – for athletes and non-athletes alike – there is a time when a different strategy will better deliver the high-octane boost needed for intense, high-performance activity. This nutritional opportunity, occurring in the two hours immediately before the game, practice, competition, or exercise session, is called the **Performance Window**.

While we strongly recommend following the standard guidelines for the majority of meals and snacks most of the time, everything changes during those two hours before an event requiring maximum physical performance.

Switching to “Performance Nutrition Mode”

In the two-hour Performance Window before an event, switching to “performance nutrition mode” prepares the body for maximum performance. There are four nutritional elements of particular importance that need to be properly provided during this time: sugar, protein, iron, and vitamin E. Research studies confirm the effects of these nutrients during intense activity, allowing for the design of an optimized nutritional strategy for the Performance Window.

Performance Nutrient #1: SUGAR

This is the one that catches most people by surprise. The popular press bombards us with warnings that sugar is bad, and sugar has been largely relegated to a guilty pleasure. But lowly sugar *does* have a time and place where, in fact, nothing else does the job as well. Remember, *things are different for athletes* – and nowhere more than in the Performance Window.

Carbohydrates are the fuel an athlete’s body burns in order to perform. Carbohydrates directly supply glucose – a type of sugar – which is the body’s preferred energy source. However, not all carbs are equal when it comes to fast delivery of glucose during intense activity.

High-fiber carbs are not as quickly digested as low-fiber carbs. We all know high-fiber carbs as the “good guys” – whole grains, fruits, vegetables – but these headliners should be benched during the Performance Window in favor of a faster method of delivering glucose. Low-fiber, simple carbohydrates are more quickly absorbed, easily digestible, and efficiently transported throughout the body.

What is the easiest way to provide glucose to the body? The answer is surprisingly simple: plain old sugar. In *The International Journal of Sports Nutrition and Exercise Metabolism*, Dr. Gareth Wallis from the University of Birmingham led the review that looked at 72 scientific articles to examine the role and impact of ordinary table sugar in sports and exercise performance. Discussing his research, Wallis says:

We were interested in whether consuming sucrose, more commonly known as table sugar, exerts any specific advantages or disadvantages for sport and exercise performance as compared to

other forms of carbohydrate. Our review of the scientific evidence suggests sucrose is an effective form of carbohydrate for endurance athletes to take during and after exercise in order to optimize their performance and recovery.

Scott Sehnert, MS, RD, CSCS, the education chair of the Collegiate and Professional Sports Dietitians Association (CPSDA) had the following to say about sugar and athletes:

There is a distinct difference between the nutritional needs of an athlete and non-athlete. There is a further distinction between the nutritional needs of an athlete during activity vs. the rest of their day. An athlete's level of activity in the moment of training or competition calls for fuel, including sugar, as a vital energy source. As registered dietitians, it's our job to ensure athletes understand the importance of fueling their bodies to help them perform at their best.

The benefits of sugar go even further than just energy, endurance, and recovery. In a variety of additional studies, sugar was consistently shown to benefit *skill* performance as well. Examples are improved shooting in basketball and soccer, and stronger and more accurate serving and hitting in tennis and baseball/softball.

Nancy Clark, the premier authority on sports nutrition (she quite literally wrote the book on sports nutrition) said this:

As a trained person, your response to sugar is different than the average untrained individual. Your body can handle sugar better than the bodies of the unfit general public.

Ms. Clark's comments are important to note. Taking nutrition for the general public and trying to apply it to athletes is a common mistake that will hurt performance. Athletes are different, and they need to eat differently – *especially* inside the Performance Window.

While the above information about sugar consumption is common knowledge to top athletes, trainers, and sports dietitians, it is mostly unknown to the millions of aspiring amateur athletes like those of you who are likely reading this. Even professional nutritionists and dieticians, if they do not specialize in athletics, often miss the mark on this subject.

So, how much sugar should you eat in the Performance Window? The correct strategy considers both the total number of calories and the amount of sugar. As a general guideline, you should consume enough calories to feel satisfied but not “stuffed.” As for sugar, the American College of Sports Medicine guidelines recommend that athletes consume 30-60 grams of *easily digestible* carbohydrates (including sugar) per hour of training, practice, or competition.

Our dieticians and nutritionists have advised that in order to keep your carbs easily digestible, sugar-reasonable, and calorie-sufficient, you should aim to get approximately half your carbs from sugar. For

A word about fiber and digestion

In addition to slow delivery of glucose, fiber has a second negative effect on performance. Because fiber is indigestible, eating high-fiber foods before an event can cause a feeling of fullness or discomfort, keeping you from performing your best. While these products can – and *should* – be a part of your overall diet, before an event they should be restricted even sooner than the two-hour Performance Window, starting about 6 to 8 hours before the event.

Research suggests that improved gastro-intestinal comfort could explain some of the performance benefits seen with easily digestible carbs.

example, if a nutrition label shows 40g of carbohydrate, about 20g of sugar would be ideal. With this optimum ratio, you can then adjust consumption to your appetite, following the “satisfied-but-not-stuffed” guideline.

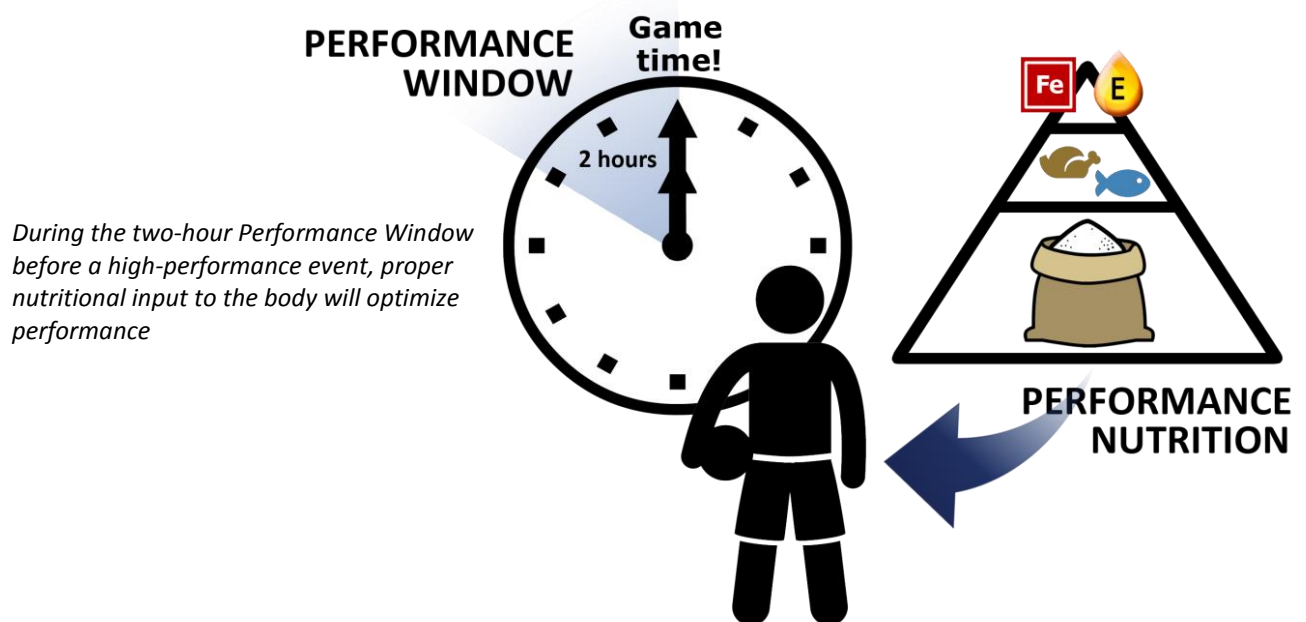
Replacing high-fiber carbohydrates with high-speed carbohydrates to quickly deliver sugar, in the right amount, is the first part of high-performance nutrition in the Performance Window.

Performance Nutrient #2: PROTEIN (*But not what you may think!*)

This is another one that flies in the face of what many amateur athletes are taught: the Performance Window guidelines dictate *low to moderate protein*. That’s right – all those protein bars and shakes out there trying to jam massive amounts of protein into the mix are *not going to help you in the Performance Window*. Even outside the Performance Window, the majority of high-protein products are extremely excessive for 90% of the population. Most of us simply can’t absorb and utilize that much protein, and the body just discards it along with other waste.

The athlete’s body should be burning *carbohydrates* for energy. It is much more difficult for your body to burn and properly utilize protein for energy. Even worse, protein is digested and metabolized more slowly than carbs, so excess protein stays with you longer and creates that heavy or bloated feeling in your stomach – *not* optimal for performance! Protein’s main function is the building/rebuilding of muscle and tissue. Keeping your protein at a low-to-moderate level during the Performance Window allows for sufficient “in-activity muscle recovery” without slowing you down in the process.

The optimal ratio of carbs to protein in the performance window is 5-to-1. So, for example, if you are taking in 40g of carbs, aim for about 8g of protein. Adjust this according to your sport – running sports such as soccer and football require more carbs than basketball or volleyball. Others such as baseball and softball require even less. Feel free to increase your protein *after* your practice, game, competition, or exercise. For this we recommend a glass of white or chocolate milk.



Performance Nutrient #3: IRON

Another essential nutrient in the Performance Window is iron. Unfortunately, iron is rarely talked about in amateur athletic communities; however, it is absolutely critical in the transfer of oxygen in the blood to the muscles. Without a sufficient supply of oxygen to your muscles, fatigue will rapidly set in, and could quickly force you to the bench.

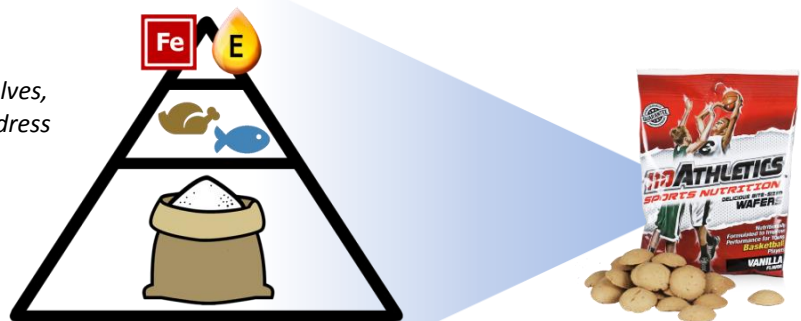
Performance Nutrient #4: VITAMIN E

The final nutrient in the quartet of Performance Window essentials is vitamin E. Research has found that most people, and athletes in particular, are deficient in vitamin E. Exercise and a variety of physical activities (especially contact sports) can cause cell damage at a higher rate than the general public. Lack of vitamin E won't have an immediate impact on your performance today, but its natural anti-oxidant properties help prevent and repair cell damage, allowing your body to be ready to play the next day and the rest of the week.

PUTTING IT ALL TOGETHER: 110Athletics Sports Wafers

What does all of this mean? Should you simply eat sugar cubes, supplements, and protein powder prior to your next game? Of course not, but we recognize the difficulty in combining the right ingredients in the right amounts to effectively optimize your intake during the Performance Window. This frustration has been shared by the thousands of athletes we've worked with. This is why we went to work and spent years developing nutritional products to combat all the performance-hindering foods that athletes were eating due to lack of information or downright wrong information.

As nutrition advocates and athletes ourselves, we have developed sports snacks that address the specific nutritional challenges of the Performance Window



We've fine-tuned a line of sports snacks to fit precisely inside the Performance Window and give you exactly what you *actually* need to compete. Our products are based on real science for real athletes, which is why we can confidently **guarantee** that they will improve your performance. But you can't just eat them once, expect immediate results, and then go back to eating the wrong foods – *a magic wand is not included!* Take our 28-day challenge (below) to see for yourself how this science-based, body-friendly nutrient recipe makes a difference that you can see and feel.

Performance Window

Take the 28-Day Challenge!

Eat our **110Athletics Sports Wafers** before every practice, training, game, or competition, and we guarantee that your performance will improve or your money back! You will eat better, feel better, and play better, with increased levels of natural sustained energy and improved skills throughout your entire event.

We've even formulated some of our products for specific sports such as basketball, soccer, football, and volleyball. We want to take the guesswork out of your performance nutrition, leaving *you* free to focus on training, practice, strategy, and the competition!

The price is \$29.99 for a Challenge Pack of wafers that will last 1-2 months (depending upon your activity level) which will likely save you money over the less effective or performance-hindering pre-game foods and snacks that you typically buy. If we are wrong in our promise of better performance, just email us and we will refund your money.

For more information or to join the challenge, visit **110athletics.com/110challenge**.



110Athletics Sports Wafer Challenge Packs can be purchased directly from our website or on Amazon



Raw information provided

Two items were provided:

1. Script and notes from a spoken presentation
 2. Excerpts from research, to be distilled and incorporated into the article
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1. Script and notes from a spoken presentation

First, we are not saying that all nutritional advice out there is always wrong. Increasing your fiber and protein while limiting your carbs, sugar and processed foods are all great most of the time for both athletes and non-athletes. We strongly recommend that you follow those guidelines for the majority of your meals and snacks, so long as they are not within 2 hours prior to your practice, game, competition or exercise. For the Athlete, everything changes inside of that 2 hour window, otherwise known as The Performance Window, if you want to maximize your performance. In this guide, we are going to explain what to do inside of the Performance Window and why.

In the Performance Window you MUST get into performance nutrition mode! What does that mean?

- Increase your **low-fiber** carbohydrates
 - Carbohydrates are the fuel that the athlete's body should be burning to perform. Carbs directly supply glucose, your body's preferred energy source, and we all know what happens to performance when your energy runs low.
 - Not all carbs are equal
 - High fiber carbs are not as easily and quickly digestible
 - Examples include whole grains, fruits and vegetables. These are all great foods for our overall diets, but can be detrimental to athletes inside of the Performance Window
 - Low fiber, simple carbohydrates are quickly absorbed, easily digestible, and naturally transported throughout your body

Where source should we get these types of carbs from in the Performance Window?

SUGAR!

In the International Journal of Sports Nutrition and Exercise Metabolism, Dr Gareth Wallis from the University of Birmingham led the review that looked at 72 scientific articles to examine the role and impact of sugar in sports and exercise performance.

Discussing his research, Wallis says:

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But the benefits go even further than just energy, endurance and recovery. In a variety of additional studies, sugar was consistently shown to benefit skill performance as well. Examples include improved shooting in basketball & soccer, as well as stronger and more accurate serving in tennis.

Nancy Clark – The premier authority on sports nutrition (she quite literally wrote the book on sports nutrition) said the following: "As a trained person, your response to sugar is different than the average untrained individual. Your body can handle sugar better than the bodies of the unfit general public."

Miss Clark's comments are important to note, because as we have been saying.....taking nutrition for the general public and trying to apply it to athletes is a common mistake that can and will hurt your performance. Athletes are different, and they need to eat different....especially inside the Performance Window.

The information above is common knowledge to top athletes, trainers, and sports dietitians, but is unfortunately mostly unknown to the millions of aspiring amateur athletes like those of you who are likely reading this. Even many nutritionists and dieticians who do not specialize in athletics often miss the mark on this subject, which is why we wanted to showcase the credible resources above.

We realize that this is good news for you, the athletes...I mean we just told you to eat more sugar so how great is that right? Let's be perfectly clear here. This is not a license to walk around downing sugar cubes all day. We are specifically talking about the Performance Window, which again is inside of 2 hours prior to your practice, game, competition, or exercise.

So, how much should you eat in the Performance Window? As a general guideline, you should consume enough calories to feel satisfied but not "stuffed". The American College of Sports Medicine guidelines recommend that athletes consume 30-60 grams of EASILY DIGESTIBLE carbohydrates per hour of training, practice or competition.

Our dieticians and nutritionists have advised that in order to keep those carbs easily digestible, sugar reasonable, and calories sufficient, you should look to get approximately ½ of your carbs from sugar. So for example, as you look at a nutritional label, if it shows 40g of carbohydrate, close to 20g of sugar would be ideal.

So, what else should your Performance Window food look like?

Well, this is another one that flies in the face of what many amateur athletes are incorrectly being told. Low to moderate protein. Yep, that's right. All of those protein bars and shakes out there who are trying to jam one more gram of protein into the mix are not going to help you whatsoever in the performance window. For one, the majority of those high protein products are extremely excessive for 90% of the population. What I mean is that most of us simply can't absorb and utilize that much protein and our body just gets rid of it along with other waste.

More important to this topic is the impact of protein on the Performance Window. As we have said before, the athlete's body should be burning carbs for energy. It is much more difficult for your body to

burn and use protein for energy. Additionally, protein is digested and metabolized more slowly than carbohydrates, so excess protein will stay with you longer and create the heavy or bloated feeling in your stomach. Absolutely not optimal for performance. Protein's main function is the building/rebuilding of muscle and tissue. Keeping your protein at a low-moderate level during the Performance Window for allow for sufficient "in-activity muscle recovery", without slowing you down in the process.

The optimal ratio of carbs to protein in the performance window is 5-1. This means that if you are taking in 40g of carbs, look for approximately 8g of protein. Adjust according to your sport, as some sports such as soccer and football require more carbs than others such as basketball or volleyball. Others such as baseball and softball require even less. Feel free to increase your protein after your practice, game, competition or exercise. For this we recommend a glass of white or chocolate milk.

Another very valuable nutrient in the performance window is Iron. Iron is critical in the transfer of oxygen in the blood to the muscles. Without a sufficient supply of oxygen to your muscles, fatigue will quickly set in, and could quickly force you to the bench.

Our final important nutrient in the Performance Window is Vitamin E. Research has found most people, but especially athletes to be deficient in Vitamin E. Exercise and a variety of physical activities (especially contact sports) can cause damage to our cells at a higher rate than the general public. This nutrient won't have an immediate impact on your performance today, but its natural anti-oxidant will help prevent and repair cell damage, allowing your body to be ready to play the next day and the rest of the week.

So....what does all of this mean. Should you just eat sugar cubes, vitamins and protein powder prior to your next game? Of course not, but we do recognize the difficulty in combining the proper elements and doses to optimize your Performance Window.

The Solution

We feel your pain, and experienced the same problems with thousands of athletes that we work with as well. This is why we actually went to work spending years developing a line of products to combat all of the performance hindering foods out there that athletes were eating due lack of information or misinformation.

We fine tuned a line of sports snacks to fit PRECISELY inside the Performance Window and give you exactly what you ACTUALLY need to compete.

So here is our challenge to you. Our products are based on real science for real athletes which is why we can confidently guarantee that they will improve your performance. But you can't just eat them once, expect immediate results and then go back to eating the wrong foods or junk foods. There is no magic wand.

Take our 28-day challenge: Eat our 110Athletics Sports Wafers before every practice, training, game or competition and we GUARANTEE that your performance will improve or your money back! You will eat better, feel better, and play better with increased levels of natural sustained energy, delayed fatigue, and improved skills.

It's only \$29.99 for a 1-2 month supply (depending upon activity level) and if we're wrong, just email us and we will give you your money back. Here is a link to more information as well as links to purchase either from our website or if you feel more comfortable you can purchase this pack on Amazon.com.

As you will see, we have products that are even built for specific sports like basketball, soccer, volleyball, and football, so you really can't go wrong. If you don't play one of those sports, grab our competition athletics product, and you won't be disappointed....and again, we guarantee it.

2. Excerpts from research, to be distilled and incorporated into the article

[This information became the sidebar box on page 3 of the article, since it is an interesting note that's off the main track of the story]

Providing Gastro-intestinal Comfort

Gastric distress is reported by some athletes as a limiting and detrimental factor when fuelling. Research suggests improved gastro-intestinal comfort could explain some of the performance benefits seen with multiple transportable carbohydrates, like sucrose, during endurance sessions.

However, many foods high in carbohydrates are also high in fiber. As fiber is indigestible, eating high-fiber foods before a race can cause a feeling of fullness and discomfort, keeping you from performing your best.

Fiber

Fiber is an essential part of your diet, although it is indigestible. As it passes through your gastrointestinal tract, fiber absorbs waste from your body, carrying it out as solid waste. Fiber can be either soluble or insoluble. Insoluble fiber adds bulk to your stool and slows digestion. Soluble fiber absorbs water, forming a gel, that speeds digestion and the passage of stool. Though important for overall health, both soluble and insoluble fiber produce undesirable effects during a marathon.

High-Fiber Foods

Foods that are high in fiber include fruits, vegetables, nuts, whole grains and whole-grain products such as flour, seeds, beans and legumes. While these products can, and should, be eaten while carb loading, they should be avoided for 6 to 8 hours prior to your race. If your race begins in the morning, avoid eating high-fiber foods at dinner the night before and especially for breakfast in the morning.
