

You Can't Fake It.

The diet truth every man over 40
needs to hear — and actually apply.

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INTRODUCTION

The Mirror Doesn't Lie

I want to tell you something nobody in the fitness industry is going to tell you, because they're too busy selling you supplements, programs, and the idea that your problem is something you haven't bought yet.

Your problem is your diet. Full stop.

Not your training split. Not your sleep. Not your stress. Not your age. Those things matter — but they are secondary. What you eat every single day is being printed on your body in real time. You are wearing your choices. And you can't fake it.



Your body is a daily receipt. Every meal is a line item. It all adds up — and it all shows.

I've been training for 34 years. I competed in bodybuilding for over a decade, earned a national qualifier, and was featured in Muscle & Fitness Magazine. I've watched thousands of men train hard and get nowhere because they refused to deal with what was happening in the kitchen.

This guide isn't a meal plan. It's not a macro calculator. It's the framework I wish someone had handed me when I started — and the truth I tell every guy I work with before we talk about anything else.

Read it. Apply it. The results will follow.

Why Your Diet Is the Only Thing That Actually Matters

Let's get something straight: training provides the stimulus. Diet delivers the result.

When you lift, you're sending a signal to your body — break down, rebuild, adapt. But that adaptation only happens if you're feeding the process correctly. If you're not, you're just breaking down. You're just tired. You're just sore.

Most guys get this backwards. They train hard, they feel like they've earned something, and then they eat like it. They use the workout as a permission slip for a bad diet. And then they wonder why nothing changes.



Training is the spark. Diet is the fuel. No fuel, no fire.

Here's the reality: you can lose body fat without ever setting foot in a gym. You cannot lose body fat with a bad diet no matter how hard you train. The kitchen is where the actual work happens. The gym just accelerates it.

If you've been training consistently and your body isn't changing, stop looking at your program. Look at your plate.

The Daily Receipt — How Your Body Keeps Score

Your body is not keeping a weekly average. It's not running a monthly report. It's tracking everything in real time, and it's incredibly precise.

Every meal either moves you toward the body you want or away from it. There is no neutral. A caloric surplus — even a small one, repeated daily — becomes stored body fat over weeks and months. A caloric deficit, maintained consistently, burns it off. The math is ruthless and it doesn't care about your excuses.



You don't get a bad meal. You get a bad pattern. And patterns are what your body reflects.

Here's what I tell guys: look in the mirror and be honest. What you see is an accurate reflection of your last 90 days. Not last week. Not last night. The last three months. Your body is patient. It's been keeping score the whole time.

The good news: it works both ways. Tighten your diet for 90 days and your body will reflect that too. Consistently and accurately.

Stop thinking in days. Start thinking in patterns.

What Most Men Get Wrong About Eating

I've worked with enough guys to know there are really only two problems: they don't know what to eat, or they know and they choose not to believe it matters as much as it does.

Both are fixable. But you have to be honest with yourself about which one you are.

If you don't know what to eat, here's the foundation: protein at every meal, vegetables as your base, complex carbohydrates earned through training, fat kept moderate and intentional. That's it. That's the framework that built physiques for decades before anyone was tracking macros on an app.



Eat protein. Eat vegetables. Earn your carbs. Control your fat. Repeat.

If you know what to eat but you're not doing it — that's a different problem. That's an honesty problem. You've convinced yourself that the weekend doesn't count, that the one bad meal doesn't matter, that you'll be stricter starting Monday. Your body doesn't know what day it is. It just knows what you fed it.

The guy who eats clean 6 days and blows it on day 7 is not eating clean. He's maintaining. At best.

Consistency is the only variable that separates the guys who change their body from the guys who talk about it.

The Framework — Simple, Sustainable, Honest

I'm not going to give you a 47-page meal plan with ingredients you'll never buy. Here's what actually works for men over 40 who are serious about changing their body:

Protein first, every meal. Aim for 1 gram per pound of bodyweight daily. Chicken, beef, eggs, fish, Greek yogurt. This is not negotiable. Protein preserves muscle while you're in a deficit and builds it when you're not. Everything else is secondary.

Vegetables as your foundation. Not a side dish. The base. They keep you full, keep your digestion working, and keep your calories in check without requiring you to white-knuckle your hunger.

Carbohydrates are fuel, not a right. On days you train hard, eat them. On days you don't, eat less of them. Rice, oats, sweet potatoes, fruit. Keep them clean. Earn them.

Control your fat intake. Fat is calorie-dense. A little goes a long way. You don't need to avoid it — healthy fats matter — but most men are unconsciously overconsuming fat through cooking oils, dressings, and cheese. Get aware of where it's coming from.



The man who masters these four things will have a better body at 50 than he did at 35.

Stop drinking your calories. Alcohol, juice, soda, fancy coffee drinks. These are invisible calories that add up fast and provide nothing your body needs. If you're serious, this is the first thing to address.

None of this is complicated. Most of it you already knew. The question is whether you're actually doing it — every day, not just when it's convenient.

Where to Go From Here

You now have the framework. The truth is, you probably had most of it already. What changes things isn't information — it's decision.

At some point a man decides he's done accepting a version of himself that he settled for. That's the moment everything shifts. Not the program. Not the diet plan. The decision.



Refuse the version of yourself that quietly accepted the decline.

If you're ready to actually do the work — not just read about it — here's what I'd recommend as your next step:

Get honest about your current diet. Write down everything you eat for three days. Don't change anything. Just observe. Most men are genuinely shocked when they see it on paper.

Then come back to the framework in section 04 and start closing the gap between what you're eating and what you should be eating. One meal at a time. One day at a time.

If you want accountability, a structured plan, and someone who's been through it to coach you through it — that's what Built By Benroth is built for. Visit builtbybenroth.com to see what working together looks like.

You already know what you need to do. Now go do it.

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