

FREE GUIDE

PLANT POWERED

the no-bs guide to going vegan
and building muscle

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START HERE

HEY, I'M OMAR

I train hard, I run, I lift, and I do it all on plants. Not because someone talked me into it, but because once I dialed it in, I recovered faster, felt lighter, and kept building muscle. This guide is everything I wish someone handed me on day one.

No lectures. No guilt trips. No 40-ingredient recipes. Just what works.

what's inside

- **01. The basics.** Your first weeks vegan, without the rookie mistakes.
- **02. The science.** Why a plant-based diet can actually help you build muscle by enhancing recovery.
- **03. Macros.** Exact targets and how to hit them with plants.
- **04. The food roster.** What to buy, including the seeds and proteins that do the heavy lifting.
- **05. Easy recipes.** Breakfast, lunch, dinner, and a post-workout shake.
- **06. Mindset.** How to manifest the body you want and actually keep it.

who this is for

You want to go vegan (or mostly vegan) and you don't want to lose muscle doing it. Maybe you're worried about protein. Maybe everyone around you says it can't be done. It can. You just need a plan, and this is it.

One rule before we start: don't try to be perfect. Try to be consistent. An 85% week you repeat for a year beats a 100% week you quit after.



01

FIRST TIME GOING VEGAN? THE BASICS.

Going vegan means your plate is plants: vegetables, fruit, grains, beans, nuts, seeds, and everything made from them. Here's what actually matters in your first few weeks.

1. protein is a planning thing, not a problem

Plants have plenty of protein. The catch is you have to plan for it, because a bowl of pasta and veggies won't get you there by accident. Anchor every meal with a protein source (tofu, tempeh, lentils, beans, seitan, pea protein) and you're done worrying.

2. B12 is non-negotiable

This is the one nutrient plants don't give you. Take a B12 supplement (or fortified foods daily). It costs a few bucks a month. Just do it.

3. don't become a junk-food vegan

Oreos are vegan. Fries are vegan. You can eat 100% vegan and feel terrible. Build meals around whole foods first, and treat the processed stuff like what it is: a treat.

4. plants are less calorie-dense, so eat more

Whole plants fill you up fast on fewer calories. Great for cutting, sneaky-bad for building. If your weight starts dropping when you don't want it to, you're not broken, you're under-eating. Add smoothies, nut butters, olive oil, and bigger portions.

5. transition however you want

Overnight, one meal at a time, weekdays only. There's no medal for the fastest switch. The version you can sustain is the right version.

easy swaps

INSTEAD OF	GO WITH
Cow's milk	Soy milk (highest protein of the alt milks)
Ground beef	Lentils, walnut-lentil crumble, or TVP
Scrambled eggs	Tofu scramble (recipe on page 8)
Whey protein	Pea protein
Yogurt	Soy or coconut yogurt (unsweetened)
Chicken breast	Seitan or extra-firm tofu

02

THE SCIENCE: WHY PLANTS BUILD MUSCLE

Muscle growth needs three things: a training stimulus, enough protein, and recovery. Plants don't just check the protein box. They quietly win the recovery game, and recovery is where muscle is actually built.



recovery is the edge

You don't grow in the gym. You grow in the 48 hours after, while your body repairs the damage. Anything that speeds up that repair lets you train harder, more often. That's the whole cheat code.

less inflammation, less soreness

Plants are loaded with antioxidants and polyphenols (berries, leafy greens, beets, cherries). Research consistently links them with reduced exercise-induced inflammation and muscle soreness. Less soreness means better sessions, closer together, and more quality volume over a month. Volume is what grows muscle.

nitrates and blood flow

Beets, spinach, and arugula are high in dietary nitrates, which convert to nitric oxide. That means better blood flow: more oxygen and nutrients to working muscle, better pumps, and improved endurance. It's the same mechanism pre-workouts try to sell you.

fiber, gut health, and everything downstream

A high-fiber diet feeds your gut microbiome, and your gut affects inflammation, nutrient absorption, and even sleep quality. Vegans routinely double the average fiber intake without trying.

"but plant protein is inferior"

Old take. Here's the honest version: some single plant proteins are lower in the amino acid leucine, which triggers muscle protein synthesis. The fix is simple: eat enough total protein and mix your sources. Do that and the difference disappears. Head-to-head studies comparing high-protein vegan diets against omnivore diets in lifters found **no difference in muscle or strength gains** when protein was matched. Pea protein specifically has held its own against whey in trials measuring muscle thickness.

Track it yourself: if you wear a Whoop or any recovery tracker, watch your HRV and resting heart rate over your first 4 to 6 weeks eating this way. That's your recovery, measured. Don't take my word for it, take your own data's.

03

MACROS: THE TARGETS

Macros are just your daily budget for protein, carbs, and fat. Set them once, hit them most days, adjust monthly. Here's the setup.

step 1: calories

- **Building muscle:** maintenance + 200 to 300 calories. Lean gain, minimal fat.
- **Losing fat:** maintenance – 300 to 500 calories. Keep protein high to hold muscle.
- Quick maintenance estimate: bodyweight (lbs) × 14 to 16 depending on how active you are.

step 2: protein

0.7 to 1 gram per pound of bodyweight (1.6 to 2.2 g/kg). On plants, aim for the middle-to-top of that range and vary your sources. 170 lbs? Target 130 to 170g.

step 3: carbs and fat

Carbs are your training fuel: roughly 45 to 55% of calories. Fat covers hormones: 20 to 30%. Don't overthink these two. Hit protein, hit calories, let carbs and fat fill the gap.



example: 170 lb lifter, lean building

TARGET	NUMBER	HOW IT HAPPENS
Calories	~2,800	Maintenance ~2,550 + 250
Protein	~155g	30 to 40g per meal + one shake
Carbs	~350g	Oats, rice, potatoes, fruit, beans
Fat	~78g	Nuts, seeds, avocado, olive oil

how to actually hit 150g+ protein on plants

- **Anchor every meal:** 30 to 40g from tofu, tempeh, seitan, lentils, or beans.
- **One pea protein shake a day:** 25 to 30g, done in 60 seconds.
- **Protein-ize your carbs:** soy milk in oats, red-lentil pasta instead of regular, quinoa over white rice.
- **Snack smart:** edamame, roasted chickpeas, soy yogurt.

Track for two weeks with any macro app. After that you'll be able to eyeball it.

04

THE FOOD ROSTER

Screenshot this. It's your grocery list.



protein anchors

- **Tofu** (extra-firm): 20g per half block
- **Tempeh**: 30g per block, and it's fermented (gut bonus)
- **Seitan**: 25g per 100g, the closest texture to meat
- **Lentils**: 18g per cooked cup
- **Chickpeas + black beans**: 15g per cup
- **Edamame**: 17g per cup, best snack in the game
- **TVP**: 50g per 100g dry, cheap and absurdly high protein

carbs (fuel)

- Oats, rice, quinoa (8g protein/cup)
- Potatoes and sweet potatoes
- Fruit: bananas, berries, dates
- Red-lentil or chickpea pasta (2x the protein of regular)

the supplement shortlist

B12 (non-negotiable) · **Vitamin D** (most people, vegan or not) · **Algae omega-3** (EPA/DHA without fish) · **Creatine** (5g/day; vegans often see a bigger response since plants contain none) · **Iron** only if bloodwork says so, and pair iron-rich foods with vitamin C either way.

the three seeds

- **Chia seeds**: omega-3s, 10g fiber and 5g protein per ounce. Puddings, oats, smoothies.
- **Flax seeds** (ground): omega-3 ALA and lignans. Buy ground or grind it, whole flax passes straight through.
- **Hemp seeds**: 10g complete protein per 3 tbsp. Throw them on everything.

pea protein

Your best friend. High in leucine and iron, easy on the stomach, 25 to 30g per scoop. Unflavored works in anything; chocolate + banana + peanut butter is the move.

fats

- Avocado, olive oil, tahini
- Almonds, walnuts, cashews
- Peanut butter (the calorie fixer when building)

05

EASY RECIPES: BREAKFAST

Every recipe here is under 15 minutes of effort. Protein counts are approximate.

power overnight oats

~35G PROTEIN · 5 MIN PREP, EAT TOMORROW

You need: ½ cup oats, 1 scoop pea protein, 1 tbsp chia seeds, 1 cup soy milk, ½ banana, cinnamon.

Do this: stir everything in a jar, fridge overnight, top with banana in the morning. Make three jars on Sunday and stop thinking about breakfast.



tofu scramble

~25G PROTEIN · 10 MIN

You need: ½ block extra-firm tofu, 1 tbsp nutritional yeast, ¼ tsp turmeric, garlic powder, salt, pepper, splash of soy milk. Optional: spinach, tomatoes, toast.

Do this: crumble tofu into a hot oiled pan, add seasonings and soy milk, cook 5 to 7 minutes. Eggs, but you feel better after.



chia protein pudding

~30G PROTEIN · 5 MIN PREP, EAT IN 2+ HRS

You need: 3 tbsp chia seeds, 1 scoop pea protein (vanilla or chocolate), 1 cup soy milk, maple syrup to taste, berries on top.

Do this: whisk protein into milk first, stir in chia, whisk again after 10 minutes so it doesn't clump, refrigerate 2 hours or overnight.



the post-workout shake

~40G PROTEIN · 2 MIN

You need: 1 scoop pea protein, 1 banana, 1 tbsp ground flax, 1 tbsp peanut butter, 1.5 cups soy milk, ice.

Do this: blend. Drink within an hour or two of training. Protein + carbs + omega-3s in one glass.



05

EASY RECIPES: LUNCH + DINNER

lentil power bowl

~35G PROTEIN · 15 MIN WITH PRE-COOKED LENTILS

You need: 1 cup cooked lentils, 1 cup rice or quinoa, roasted veg (whatever's in the fridge), ½ avocado, 2 tbsp hemp seeds, tahini + lemon + garlic drizzle.

Do this: layer it all in a bowl, drizzle, done. This is the template: swap the lentils for chickpeas or tofu and it's a different meal.



chickpea smash wrap

~25G PROTEIN · 10 MIN

You need: 1 can chickpeas, 2 tbsp vegan mayo or tahini, 1 tsp mustard, celery or pickles diced, salt, pepper, large tortilla, greens.

Do this: drain and mash chickpeas with a fork, mix everything, load the wrap. Tuna-salad energy, zero tuna.



tempeh stir fry

~35G PROTEIN · 15 MIN

You need: 1 block tempeh cubed, frozen stir-fry veg, 2 tbsp soy sauce, 1 tbsp maple syrup, 1 tsp sriracha, garlic, rice.

Do this: sear tempeh cubes until golden, add veg, add sauce, simmer 3 minutes, serve over rice. Sauce is the whole personality: soy + maple + sriracha, memorize it.



high-protein pasta night

~40G PROTEIN · 15 MIN

You need: red-lentil pasta, marinara, 1 cup lentils or plant-based crumbles, nutritional yeast, olive oil.

Do this: cook pasta, warm marinara with lentils, combine, hit it with nutritional yeast like parmesan. Pasta that pulls its weight.



Batch-cook rule: double every dinner. Tomorrow's lunch is now free.

06

MINDSET: MANIFEST THE BODY

Diet and macros are the easy part. The reason most people don't get the body they want isn't information, it's identity. Here's the shift.

decide who you are first

Don't "try to eat vegan." Don't "try to get in shape." Decide you're a person who trains and runs on plants, then let every meal and session be a vote for that person. Manifesting isn't wishing. It's deciding, then backing the decision with reps.

see it, then build the system

Get specific about the body and the feeling you're going for. Write it down. Then reverse-engineer it into a system so small you can't fail: protein at every meal, three training days minimum, one shake a day, lights out by a set time. You don't rise to your goals, you fall to your systems.

the 85% rule

You will eat off-plan. You'll miss workouts. Irrelevant. The person who hits 85% for a year transforms. The person who demands 100% quits by February. Never let one bad meal become a bad week.

design the environment, not the willpower

A stocked fridge is a decision you already made. Batch-cooked lentils, pre-made oats, a blender on the counter, pea protein where you can see it. Make the right choice the lazy choice.

track recovery, not just the mirror

The mirror lies day to day. Data doesn't. Strength going up, HRV trending up, resting heart rate trending down, sleep improving: that's the body being built before you can see it. Celebrate those numbers and the mirror catches up.

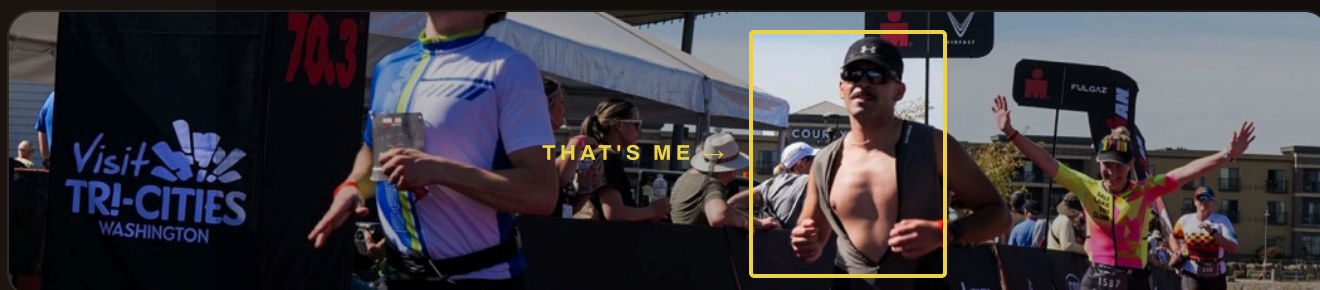
Write this somewhere you'll see it: "I don't eat like this because I have to. I eat like this because of who I'm becoming."



YOUR FIRST 7 DAYS

THE QUICK-START CHECKLIST

- ☐ Order B12 and pea protein (creatine too if you lift).
- ☐ Grocery run from the page 6 roster: tofu, tempeh, lentils, chia, flax, soy milk, oats.
- ☐ Set your macros: calories, then 0.7 to 1g protein per lb.
- ☐ Prep 3 jars of power overnight oats.
- ☐ Cook the tempeh stir fry once. Double the batch.
- ☐ Track your food for 14 days, just to calibrate.
- ☐ Write down who you're becoming. Read it every morning.



that's the whole game

Protein anchors, one shake a day, a handful of recipes on repeat, and a decision about who you are. Give it 60 days and pay attention to your recovery. The results will out-argue anyone at the table.

Come say what's up:

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This guide is for general information, not medical advice. Talk to your doctor before changing your diet, especially if you have health conditions. Food photography via Unsplash.