



NO BS FAT LOSS BLUEPRINT

This manual is designed to guide you through the core principles of effective, sustainable fat loss, providing a framework to help you take control of your own transformation.

THIS IS THE DIET PLAN. I'VE CREATED THOUSANDS OF DIET PLANS OVER THE YEARS, AND THIS IS ONE THAT MOST PEOPLE CAN ACTUALLY STICK TO. IT'S NOT OVERDONE, IT'S SIMPLE, EASY TO FOLLOW, AND IT FITS INTO MOST PEOPLE'S LIFESTYLES. IF THERE ARE FOODS YOU DON'T LIKE, YOU'VE GOT PLENTY OF ALTERNATIVE OPTIONS, PLUS BONUS MEALS FURTHER DOWN IN THIS DOCUMENT.

As long as you're roughly hitting the same macros protein, carbs, and fats that's absolutely fine. The foods selected here are good, healthy, nutritious foods that will fuel you, give you energy, and support your training. We can go very specific with protein sources, carb sources, and fat sources to optimise muscle growth, hunger levels, nutrients, minerals, satiety, energy, and overall micronutrient intake. But this diet is something you can genuinely thrive on long term.

Fat loss comes down to one thing above all else: a calorie deficit. It's that simple. There are other factors like meal frequency, protein intake, carbs, fats, etc., but if you want to lose weight, you must be in a calorie deficit. The faster you want to lose weight, the less you eat simple as that.

Now, if your goal is to build an elite physique, there are a lot more variables that come into play. Things like pre- and post-workout nutrition, meal timing, and meal frequency start to matter more the further you want to take your physique. That said, you can still achieve an amazing body even with something as simple as 2 meals per day.

If I were to create a fully customised diet for you, it would be built around the foods you actually like and enjoy. We'd get very specific what you like, what you don't want to eat, any food intolerances, and even whether there are foods you're currently eating that you shouldn't be. All of that matters. The goal is to create a plan you can genuinely stick to and thrive on, with alternatives and options so there's no guesswork just clear structure and accountability from us to support you.

This diet, however, is not a strict bodybuilding diet. It's a simple, effective structure for a lifestyle client who wants to get into peak physical shape, change habits, and transform how they look in a relatively short time. It could work for an athlete, but it's also ideal for the average guy who's never achieved a great physique before that's why I keep it simple.

You should weigh your food as best as you can. If you're not tracking, you're guessing. You can use MyFitnessPal to track calories and macros that's absolutely fine. If you stick roughly to these calories, you will lose weight. This is just a general diet structure.

I'll also include loads of meal ideas that I personally love later in the plan as a bonus, so keep that in mind.

If I were fully customising everything, it would be dialled in exactly calories and macros based on your bodyweight, activity levels, and body fat. This is not that. This is a generalised plan for the average guy who wants fast results. The calories won't be perfect for everyone, but if you want to get in shape quickly, this is a solid structure that works

LOW BUDGET MEAL PLAN

MAKE SURE YOU READ HOW TO FOLLOW DIET PLAN AFTER THE MEAL PLANS

| Meal/Opt | Ingredients | Kcal | Protein | Carbs | Fat |
|----------|-------------|------|---------|-------|-----|
|----------|-------------|------|---------|-------|-----|

| MEAL 1 | | | | | |
|---------------|---|-----|-----|-----|-----|
| Option 1 | 300g 0% Greek yogurt, 150g berries, 30g oats, 15g almond flakes, stevia | 500 | 35g | 65g | 9g |
| Option 2 | 3 eggs, 2 egg whites, 2 slices wholemeal bread | 500 | 33g | 40g | 20g |
| Option 3 | 2 scoops whey, 30g oats, 150g berries, 1 banana | 463 | 40g | 60g | 7g |

| MEAL 2 | | | | | |
|---------------|--|-----|-----|-----|-----|
| Option 1 | 180g chicken thigh, 150g rice, 100g veg | 550 | 38g | 60g | 18g |
| Option 2 | 180g tuna, 30g light mayo, 2 wholemeal wraps, salad veg | 560 | 42g | 50g | 14g |
| Option 3 | 3 eggs, 2 egg whites, 50g turkey slices, peppers/onion, 2 slices wholemeal bread | 520 | 40g | 45g | 20g |

| SNACKS | | | | | |
|---------------|--|-----------|----------|----------|-----|
| | Pick one Snack | | | | |
| Option 1 | 100g of tuna, 2 tbsp light mayo, 4 rice cakes, 1 banana | 350 – 370 | 25 – 27g | 45g | 7g |
| Option 2 | 250g 0% Greek yogurt, 100 g berries, 15g almond flakes, 1 banana | 320 – 340 | 29g | 55g | 7g |
| Option 3 | Protein bar +1 Apple or Orange | 340 – 360 | 20 – 25g | 40 – 50g | 8g |
| Option 4 | 40g Oats, 1 scoop whey, 15g 70% dark chocolate | 380 – 390 | 28 – 30g | 48 – 52g | 10g |

| Meal/Opt | Ingredients | Kcal | Protein | Carbs | Fat |
|----------|-------------|------|---------|-------|-----|
|----------|-------------|------|---------|-------|-----|

| <i>MEAL 3</i> | | | | | |
|----------------------|---|-----------|----------|-----|---------|
| Option 1 | 180g lentils, 3 whole eggs, 150g potatoes, 100g veg | 560 | 40g | 60g | 20g |
| Option 2 | 180g lean mince, 150g potatoes, 100g veg | 560 | 38g | 55g | 18g |
| Option 3 | 180g chicken breast, 150g rice, 100g veg | 500 – 550 | 38 – 40g | 60g | 8 – 10g |

| <i>PRE / INTRA WORKOUT</i> | | | | | |
|-----------------------------------|----------------------|--------------------|------------|------------|----------|
| Option A | 500ml coconut water | 110 – 120 | 0g | 25 – 28g | 0g |
| Option B | 500ml isotonic drink | 110 – 120 | 0g | 25 – 30g | 0g |
| DAILY TOTALS | — | 1,900 – 2,200 kcal | 185 – 210g | 220 – 300g | 50 – 65g |
| With Intra Drink | — | 2,050 – 2,320 kcal | — | — | — |



NO-BUDGET MEAL PLAN

| Meal / Option | Ingredients | Calories | Protein | Carbs | Fat |
|---------------|-------------|----------|---------|-------|-----|
|---------------|-------------|----------|---------|-------|-----|

| MEAL 1 | | | | | |
|---------------|---|-----------|----------|----------|----------|
| Option 1 | 300g 0% Greek yogurt, 150g berries, 30g oats, 15g almond butter | 540 | 35g | 65g | 16g |
| Option 2 | 3 eggs, 2 egg whites, 2 slices sourdough, ½ avocado | 550 | 33 – 35g | 40 – 45g | 22 – 24g |
| Option 3 | 2 scoops whey isolate, 30g oats, 150g berries, 1 banana | 480 – 500 | 40g | 60g | 7g |

| MEAL 2 | | | | | |
|---------------|---|-----------|----------|----------|----------|
| Option 1 | 180g cooked rump steak, 150g rice, 100g vegetables | 600 | 42 – 45g | 60g | 14 – 16g |
| Option 2 | 150g cooked salmon, 2 wholemeal wraps, salad | 600 – 620 | 38 – 40g | 55 – 60g | 22 – 24g |
| Option 3 | 3 eggs, 2 egg whites, 50g turkey slices, peppers/onions, 2 slices sourdough | 540 – 560 | 40 – 42g | 4 5– 50g | 18 – 20g |

| SNACKS | | | | | |
|---------------|---|-----------|----------|----------|----------|
| Option 1 | 3 rice cakes, 80g smoked salmon, 30g low-fat cream cheese | 300 – 320 | 22 – 24g | 35 – 38g | 6 – 7 g |
| Option 2 | 250g 0% Greek yogurt, 100g berries, 15g almond butter, 1 banana | 380 – 400 | 27 – 29g | 55 – 60g | 8 – 9 g |
| Option 3 | Protein bar + kiwi/mango/orange | 340 – 360 | 20 – 25g | 40 – 50g | 6 – 8 g |
| Option 4 | 40g oats, 1 scoop whey isolate, 15g 70% dark chocolate | 380 – 390 | 28 – 30g | 48 – 52g | 10 – 11g |

| MEAL 3 | | | | | |
|---------------|---|-----------|----------|----------|----------|
| Option 1 | 180g cooked salmon, 150g potatoes, 100g vegetables | 620 – 650 | 38 – 40g | 55 – 60g | 28 – 32g |
| Option 2 | 180g lean beef mince OR 180g rump steak, 150g rice, 100g vegetables | 580 – 620 | 38 – 45g | 55 – 60g | 18 – 22g |
| Option 3 | 180g chicken breast, 150g rice, 100g vegetables | 500 – 550 | 38 – 40g | 60g | 8 – 10g |

| PRE / INTRA WORKOUTS | | | | | |
|-----------------------------|--------------------------------|---------------|------------|------------|----------|
| Option A | 500ml coconut water | 110 – 120 | 0g | 25 – 28g | 0g |
| Option C | 30g maple syrup + water + salt | 90 | 0g | 22 – 23g | 0g |
| DAILY TOTALS | | 1,950 – 2,250 | 185 – 210g | 230 – 310g | 50 – 75g |
| With Intra Drink | | 2,080 – 2,370 | — | — | — |

MY FAVOURITE PRE/INTRA FUEL CARBS

| Category | Options |
|-----------------------------|---|
| Liquids (Fastest Digestion) | Dextrose + electrolytes Cyclic dextrin, Fruit juice (orange, grape, pineapple) Honey + water + salt. Maple syrup + water + salt. Sports drinks (Lucozade, Gatorade, Powerade) Coconut water |
| Gels / Chews | Carb gels (with or without caffeine) Gummies (jelly babies, wine gums, Haribo) Dates |
| Solid / Fast Digesting | Rice cakes + jam or honey. Bananas. Cream of rice + honey/jam White rice + honey/jam. Low-fat cereal (Rice Krispies, Cornflakes) White bread or bagel + honey/jam. |
| Caffeine Options | Caffeinated gels Espresso + honey. Red Bull. Coca Cola (flat if needed) Caffeine added to carb drink. |
| Electrolytes | Electrolyte powder. |

I'm a big believer in carbohydrates around your training. Yes, carbs give you energy, but from my own experience, they also play a huge role in recovery simply because you're getting more total calories in. And that matters. Protein is obviously essential, but for recovery, performance, and overall output, carbohydrates shouldn't be overlooked.

Especially if you're in good shape, training hard, doing a lot of cardio, and really pushing your body, carbohydrates around your workouts are incredible. Personally, I would never rely on fats as a primary fuel source for training. Some people do use fats for energy, but when it comes to performance and output in the gym, carbohydrates are far superior.

I won't go too deep into the science, but I highly recommend experimenting with different carbohydrate sources, particularly fast acting carbs and sugars that digest quickly, give you energy fast, help you train harder and longer, and give you that pick me up during sessions. They also support recovery by allowing you to push performance consistently.

For me personally, I love using sugary drinks around training, even things like Coca-Cola, electrolyte drinks, honey, that sort of stuff. It can be really clean and healthy if you want it to be, or it can be a bit more processed. And honestly, if you're fit, healthy, and you train hard, that's absolutely fine. I wouldn't be concerned about it at all. A lot of this comes down to belief.

If you actually look at the best performers in the world, especially endurance athletes, they consume huge amounts of carbohydrates and sugar. You'd be blown away if you saw what they actually eat. And these athletes are incredibly fit, incredibly healthy, low resting heart rates, great blood work, high performance across the board. So the idea that carbs and sugar are inherently bad is a misconception.

Now, if you're overweight, out of shape, and you've got poor habits, that's a different conversation. But for someone who's fit, training hard, doing the work, and pushing their body, carbohydrates and sugar around training are absolutely fine and in many cases they're a massive performance advantage.

Just remember, carbohydrates are your primary fuel source for training. Keep it simple, don't overthink it, don't make drastic changes. Apply what makes sense, stay consistent, and let your performance do the talking.



How to follow the Meal Plans - Diet Structure and Nutritional Approach

This meal plan includes two options. Both are set at roughly the same calorie range, coming in at around 2000 to 2300 calories per day. One option is a low-budget meal plan, which focuses on lower-cost, accessible foods. This was designed to ensure that nothing included is unrealistic or difficult to afford, as food costs are an important factor for most people. The second option is a no-budget meal plan, which includes some higher-quality and more expensive food choices for those who prefer that approach.

The diet itself is built around healthy, whole foods. No supplements have been included at this stage, and that decision is intentional. Ideally, the majority of vitamins, minerals, and micronutrients should come from food to support brain health, hormone function, and overall physiological function. Without blood work, it is not possible to know what deficiencies may be present, so this plan is designed to cover all nutritional bases through diet alone.

I have been building diet plans for many years, and a major reason for my success in this industry and the results achieved with clients is my approach to nutrition. The focus is on sustainability, food quality, and understanding how to structure and manipulate intake to achieve fat loss while maintaining performance. This plan reflects that experience. It has been kept as simple as possible while still offering flexibility and choice.



The structure of the plan consists of three main meals and one snack. While it is possible to eat more frequently, such as five smaller meals per day, three meals works well for most individuals. For those focused purely on maximising muscle growth, more frequent protein feedings can support muscle protein synthesis and recovery. However, practical factors such as work, family, and time availability must be considered. This structure provides a balance between effectiveness and sustainability. In periods of intentional weight gain, a fourth meal can be added if needed.

Food should be weighed and tracked as accurately as possible. While calorie values may not be exact for every meal, they are close enough to produce consistent results. When followed properly, this plan will lead to weight loss. It is a generalised diet, so results will vary depending on bodyweight, training volume, and activity levels. Some individuals may need to adjust carbohydrate intake or overall calories based on their response.

This plan is designed specifically for fat loss and achieving a lean, conditioned physique. Other dietary structures can be implemented when different goals are required, but overall progress is determined by calorie intake. If weight loss is too rapid or if the goal shifts toward gaining size, adjustments can be made easily. Increasing carbohydrate portions, such as raising rice intake from 150 grams to 200, 250, or 300 grams, is a straightforward way to increase calories without complicating the plan.

This approach is simple, effective, and sustainable. When followed consistently, it will produce the intended results and support long-term progress.



WORKOUT PROGRAM

| Exercise Name | Sets/Reps | Notes |
|--|---|-------|
| DAY 1 – BACK & TRICEPS | | |
| Seated Cable Row (Shoulder-width) | 3 sets: 15 / 12 / 10 | |
| T-Bar Row (Pronated, Shoulder-width) | 3 sets: 15 / 12 / 10 | |
| Pull-Ups (Wide Grip) | 1 set weighted: 6–8, 1 set bodyweight: max reps | |
| Chin-Ups | 1 set weighted: 6–8, 1 set bodyweight: max reps | |
| Cross Rear Cable Fly | 3 sets: 20 / 15 / 10 | |
| GHD Reverse Hyperextension (Weighted) | 2 sets: 15 / 10 | |
| Smith Machine Tricep Push-Ups | 3 sets: 20 / 15 / 10 | |
| Cable Straight-Bar Pushdowns | 3 sets: 15 / 12 / 10 | |
| DAY 2 – CHEST, SHOULDERS & BICEPS | | |
| Cable Flyes | 2 sets: 15 / 12 | |
| Flat Dumbbell Press | 3 sets: 15 / 12 / 10 | |
| Incline Smith Machine Press | 3 sets: 15 / 12 / 10 | |
| Smith Machine Shoulder Press (Behind the Head) | 3 sets: 15 / 12 / 10 | |
| Cable Lateral Raises | 3 sets: 20 / 15 / 10 | |
| Cable Spider Curls (EZ Bar) | 3 sets: 20 / 15 / 10 | |
| Alternating Dumbbell Bicep Curls | 3 sets: 20 / 16 / 12 | |

DAY 3 – LEGS

| | | |
|--|---------------------------|---|
| Nordic Curls | 4 sets: max reps | (Banded – Band Around Chest) |
| Smith Machine Bulgarian Split Squat (Front Foot Elevated – 6 inches) | 3 sets: 15 / 12 / 10 | |
| Barbell Pause Squat (90° Knee Angle) | 3 sets: 15 / 12 / 10 | Pause at the bottom, then explode up |
| Superset: | | |
| Leg Extensions | 3 sets: 15 | Leg extensions & Goblet squats |
| Hip thrust | 3 sets: 15 | Use a barbell, smith machine or any other hip thrust equipment, |
| Smith Machine Calf Raises | 4 sets: 20 / 15 / 10 / 20 | |

DAY 4 - ARMS & CALFS

| | | |
|--|---------------------------|---------------------------------------|
| Single-Arm Dumbbell Preacher Curl | 3 sets: 15 / 12 / 10 | each arm |
| EZ Bar Curl | 3 sets: 15 / 12 / 10 | |
| Cable Overhead Tricep Extension (Long Rope, Behind the Head) | 3 sets: 15 / 12 / 10 | |
| Tricep Cable Crossovers (Both Arms Together) | 3 sets: 15 / 12 / 10 | |
| Single-Arm Dumbbell Forearm Curls (Heavy) | 3 sets: 30 / 20 / 10 | Momentum is acceptable |
| Cable spider curls on incline bench | 3 sets: 20 / 15 / 10 | Set up bench in line with cable stack |
| Seated Calf Raises | 4 sets: 20 / 15 / 10 / 20 | |

| Day | Training Focus |
|-----------|-----------------------------|
| Monday | Back & Triceps |
| Tuesday | Cardio & Abs |
| Wednesday | Chest, Shoulders & Biceps |
| Thursday | Rest / Recovery |
| Friday | Legs |
| Saturday | Arms, Calves & Cardio |
| Sunday | Rest or Cardio Conditioning |

| Exercise | Sets / Rounds | Reps / Time / Notes |
|---|---------------|--|
| CORE / ABS | | |
| GHD Sit-Ups (Isometric Hold) | 5 rounds | 30-45 second holds |
| OR GHD Sit-Ups (Full Range) | 3-4 sets | 10-20 reps (Add weight if you can) |
| Hanging Leg Raises / Toes-to-Bar (Strict) | 3-4 sets | 10-15 reps |
| Hanging Toes-to-Bar (Swinging) | 3-4 sets | Max reps each set. CrossFit style form. |
| Cable Rope Crunch | 3-4 sets | 15-20 reps |
| Reverse Decline Ab Crunch | 3-4 sets | 10-15 reps. Controlled reps on the negative. Use medicine ball between legs for added weight. |

How to Follow the training program - Current Training Approach. Foundational Principles

This is a four-day training split, and this is how I train. It's what I'm currently doing and what I've been running for a while now. The focus is simple: strength first, muscle second, and maintaining muscle long term.

Everything in here is built around the fundamentals. These are the workouts that actually created the physique and strength I have. There's nothing fancy, nothing gimmicky, and nothing included that doesn't serve a purpose.

I don't believe you can ever be too strong. Strength matters. It carries over into everything muscle, density, shape, longevity. That's why these sessions are structured the way they are. These are foundational movements. These are the lifts you come back to again and again because they work.

I train back with triceps, not biceps. Every time I've trained back and biceps together, my biceps get smoked too early. They burn out, I lose connection, and I don't get a proper squeeze or pump. That compromises both the back session and the biceps work. Pairing back with triceps means my back gets trained properly, and my biceps stay fresh for a day where they can actually be trained with intent.

The same logic applies to chest, shoulders, and biceps. Pressing already hits the triceps hard, so there's no reason to force more tricep work into those sessions. This setup lets me push chest and shoulders properly while still training biceps effectively. Arms matter for the physique, and this split allows both biceps and triceps to be trained twice per week without compromising performance.

Leg training is built around the exercises I trust most. Nothing fancy and no unnecessary machines. Most of this is exactly how I train at home a rack, dumbbells, cables, and simple setups. I haven't trained consistently in a commercial gym for a long time. This is real-world training that builds strength, builds muscle, and holds up long term.

I used to train legs twice per week, and that worked well for a long time. But with the amount of cardio, running, and conditioning I'm doing now, having slightly smaller legs has actually been beneficial. It supports performance, recovery, and balance. That's why leg volume looks the way it does right now.

I've put a weekly training split in here, and for me, I try to stick to a split as much as possible. But you've got to remember I train with different people, I train with my team a lot, and I'm travelling, so sometimes I have to improvise. Even then, I generally stick to this structure.

I'll also say this I do extra work. I train Muay Thai twice per week and it's usually first thing in the morning. For example, I do Muay Thai on Tuesdays and Fridays. I'll train for about an hour in the morning, then I'll still do my workout later on that day.

Arms are trained again later in the week because they respond well to frequency and volume, and because they matter aesthetically. You could also train legs twice per week or bring up weaker body parts if needed. The split allows for that flexibility. This just happens to be what suits my current goals.

Abs aren't crammed into lifting days. I'm not interested in turning sessions into long, drawn-out workouts. Abs fit better on cardio days or as short standalone finishers. The ab work is simple, effective, and realistic: GHD sit-ups, hanging leg raises, toes to bar, cable crunches. Nothing crazy. Just movements that actually load and train the core properly. Momentum is fine. The goal is consistent tension and full range.

Take this program for what it is. It reflects what I want out of my training right now. You'll get stronger on it. You'll build muscle. You'll develop an elite-looking physique if you apply it properly and stay consistent. But understand that it's built around my goals, my preferences, and the equipment I have available.

There are countless other exercises I could use and many different ways I could structure training. I rotate exercises and programs over time. This is simply the phase I'm in right now.

With rest days, sometimes I actually have to take two full days off after a few weeks of really hard training and that's okay. Rest is needed for performance and continuous progression.

For my entire training career up until about the past year, I didn't really do that. I pushed constantly. Then due to stress, family things, and other stuff going on in life, I had to take time off and actually look after myself more. I was burnt out all the time. I had to learn to rest properly, and hopefully you can learn from that as well.

Honestly, if you don't hit every single session, that's fine. I train from a home gym. It's literally connected to my house, so I save a huge amount of time not travelling, not waiting for equipment, not messing around or talking to people. That makes a big difference.

Stay consistent, train hard and take extra rest days when your performance drops. And don't forget to enjoy the process and have fun. Because no matter how ripped, big or fit i get it's never enough. And that's just how im wired.

This workout programme and the schedule I've built are designed so anyone can do it with minimal equipment. If you stay consistent and train hard, it'll build a seriously strong physique over time.

If I wanted to go full bodybuilding, I'd definitely use more machines some are incredibly effective for squeeze and contraction compared to just barbells and dumbbells. But that's a different focus.

This programme is a combination: building your physique, athleticism, aerobic capacity, and overall fitness while also creating a solid body that can stand the test of time in pretty much any situation.

This is how I train.

CARDIO WORKOUTS

| | | |
|-----------------------------|------------|--|
| The Standard | Intervals | Row 500m x 10, 1 min rest |
| 30-Minute Engine Audit | Time Trial | Max meters on rower in 30 minutes |
| Burpee Bonus Breakdown | Intervals | 10 rounds: 15 cal Ski + 15 cal Bike, then max burpees, 1 min rest |
| Dirty Six Grinder | Rounds | 6 rounds: 500m run, 10 pull-ups, 15 burpees, 20 push-ups |
| Threshold Punisher | Intervals | 1km warm-up, 6 x 1km @ 3:30/km, 90s rest, 1km cool-down |
| Odds & Evens Engine Test | Rounds | 7 rounds: 400m run, 500m Ski (odd number), 500m Row (even number) |
| Wall Ball Lung Burner | Rounds | 4 rounds: 1km run, 40 wall balls (6kg) |
| Descending Death March | For Time | 600-500-400-300m Row/Ski/Run, then 10 burpee touches, 10 DB devil press @20.5kg |
| Bodyweight Barbell Gauntlet | For Time | 150 barbell squats @bodyweight, every 10 reps complete 15 cal Assault Bike |
| Run, Row, Suffer | For Time | 5 rounds: 500m row, 25 wall balls, 25 burpees |
| Iron Engine Protocol | Rounds | 5 rounds: 500m run, 20 power cleans 60kg, 500m row, 20 front squats 60/40kg |
| Engine Ladder From Hell | Ladder | Calories 50-40-30-20-10 , between each 20 burpees + 20 air squats |

MORE CARDIO WORKOUTS

| | | |
|--------------------------|----------------|---|
| Survival Rows | Elimination | Every 5 min x 7: Row 1,000m, miss the cap and you're out |
| Machine & Burpee Smash | Rounds | 5 rounds: 20 cal row, 20 cal bike, 15 burpees |
| Hybrid Mountain Climb | For Time | 5 Rounds 250m row, 250m ski, 500m bike, |
| Row & Launch | Conditioning | 5 rounds: 300m row, 15 box jumps, 10 burpees |
| 400m Repeats From Hell | Intervals | 12 x 400m, 60–90s rest, keep reps within 3–5 sec |
| Ski / Assault Breaker | Rounds | 6 rounds: 30 cal ski, 20 cal assault bike, 10 devil press |
| Machine Murph | For Time | 2km row, 100 air squats, 1km ski, 100 push-ups, 2km bike |
| 1K Repeat Stress Test | Test | 3 x 1,000m row, 3 min rest, score slowest interval |
| 100 Burpee Reality Check | Benchmark | 100 burpees for time |
| 5K Run Benchmark | Time Trial | Run 5km for time |
| Every 5 Min Survival Run | Elimination | Every 5 min run 1km until failure |
| 10K Row Death March | Time Trial | Row 10,000m for time |
| Migos Triangle Engine | Long Intervals | 1 min row 16 cal, 1 min assault bike 16 cal, 1 min ski 16 cal, 1 min rest x 40 min |

Final Cardio Workouts

| | | |
|---------------------------|----------|---|
| Descending Bike & Burn | For Time | <u>50-40-30-20-10</u> Assault bike Burpees |
| Ski Lunge Grinder | Rounds | 5 rounds: 500m Ski, 40 DB walking lunges 25kg |
| Burpee Flood | For Time | 200 burpees, every 2 min 250m row |
| Run & Ski Hybrid 5K | For Time | Run 5km, every 1km 500m Ski Erg |
| Track to Bike Drop-Off | Ladder | 800m, 600m, 400m, 200m run, between each perform 20cal bike erg |
| Short Engine Repeats | Rounds | 10 rounds: 200m run, 15cal Assault bike |
| 40-Minute Aerobic Monster | AMRAP | 40M,AMRAP: 1km run, 1km Row |
| The 3K Machine Trial | For Time | 1km run, 1km ski, 1km row |

Cardio Explained - Building Fitness Without Over Complicating It

These cardio and engine workouts are deliberately varied. Some of them are smaller, some are longer, and some are more demanding than others. You can make certain sessions harder if you want, you can make them longer if you want, but ultimately these are just workouts that I personally like to use. They're still interesting, they still have a purpose, and many of them are very good for supporting your general conditioning and aerobic capacity.

You've got key benchmarks in here, like the 10 x 500m row, the 30-minute row, or 5,000m time trials. Those sessions matter. They give you clear reference points and something objective to come back to over time. A lot of the other workouts exist to support those benchmarks, to build the engine and capacity needed to perform well when it counts.

The way I'd suggest using these is by rotating them through your training weeks. You don't need to do all of them at once. Bring certain sessions in, work on them for a period of time, then move away from them and come back weeks, months, or even a year later. Some people like repeating one workout weekly and seeing if they can improve it. That improvement might come from a faster time, better pacing, more consistent output, or simply making the session slightly harder.

How you choose a session should depend on how you feel. If you're feeling beaten up, lean more towards rowing, skiing, or lower-impact machine work. If you're feeling good, you might run more, use wall balls, or push intensity. That flexibility is intentional. It allows you to keep progressing without forcing things when your body isn't ready.

I also want to touch on Zone 2 cardio. I haven't specifically programmed Zone 2 work into this, mainly because it's very simple and easy to understand. You can find your Zone 2 on whichever machine you're using and sit there and work. Zone 2 is incredibly effective. If you can do Zone 2 regularly, then do it as often as you can. There's no downside to it.

That said, I'll be honest, I don't use Zone 2 very often myself. Not because it's physically difficult, but because I train with the time and energy I actually have available. And this program, and what I'm doing right now, isn't about building a pure aerobic base. It just isn't. This strategy isn't built around long, steady, low-intensity work. It's about having fun, getting really fit, and training across different modalities.

I also want to be very clear about something else. The boring, mundane work of doing the same things day in, day out is what produces the best results. There's no denying that. Repeating the basics, lifting heavy, sticking to simple sessions, and showing up consistently is how real progress is made. That's how I've built my physique over the years. Boring days, heavy weights, and simple training done over a long period of time.

And I'll be honest again, even some of the workouts I've put together here are more about enjoyment than strict tracking. Some of them are great tools, and some of them are just fun. They're not all designed to be repeated endlessly or measured week after week in the same way.

That's intentional. I've been in this industry a long time, and I've been training since I was 14 years old. I'm not at a stage where I want to repeat the exact same workout every single week forever. I don't enjoy that, and I don't train well that way. I like experimenting. I like training different modalities. I like variety. And that variety is what's kept me motivated and inspired to keep turning up and training hard.

So while repetition and simplicity are what drive results, enjoyment and engagement are what keep you training long enough to actually benefit from them. This approach sits in that space. It's not about abandoning the basics or pretending there's a shortcut. It's about keeping training interesting, building fitness, and supporting your life rather than draining it. That's the intention behind this program.



Handling Meals Out, Big Events & Weekends Without Destroying Your Progress

Let's get one thing straight. There are moments in life where you're going to go off track. Completely off track. And that's fine. That's normal. That's part of being a human being with a life outside of chicken, rice, and macros.

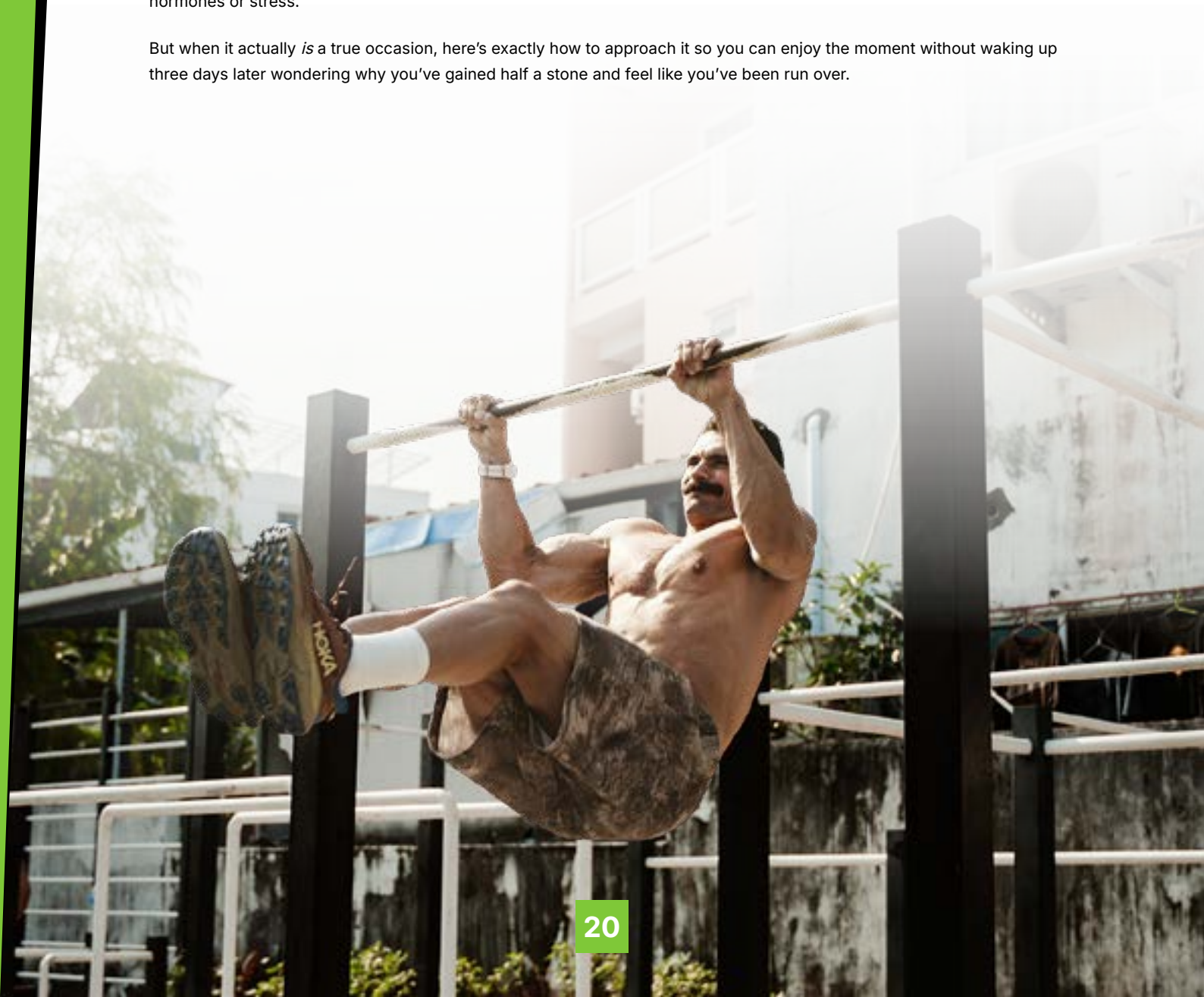
Birthdays. Weddings. Your grandma's 70th. A funeral. A reunion. A big night out that's been planned for months. These are real moments. These are the occasions that actually matter. And on days like these, yes, you're going to eat more. Yes, you're going to drink more. Yes, you're probably going to consume a stupid amount of calories in a 24 to 48 hour period.

And guess what? There is absolutely nothing wrong with that.

The real problem is when every weekend becomes a "special occasion". When Friday through Sunday basically becomes a three-day binge. When you're drinking every week, eating shit every week, and calling it "just living my life" when realistically it's just avoidance. At that point, nothing feels special anymore. You numb yourself. You lose track of what's supposed to be a treat and what's supposed to be normal life.

That's when progress stalls. That's when people start complaining that they're "doing everything right" but still not changing. No you're not. You're not being honest. You're sabotaging yourself every single week and then pretending it's genetics or hormones or stress.

But when it actually *is* a true occasion, here's exactly how to approach it so you can enjoy the moment without waking up three days later wondering why you've gained half a stone and feel like you've been run over.



If it's one day, calm down. You're not ruining anything.

One day will not ruin your progress. I don't care if you eat like an animal. I don't care if you drink enough units to tranquillise a horse. In the grand scheme of things, one day means nothing.

What ruins people is the guilt, the shame, the all-or-nothing mentality. You go off track for a day, panic, and then spend the next three days eating like shit because "I've blown it anyway".

That's the real danger.

One day? Who cares. Move on.

If you're going out later in the day, fast. Save the calories.

This is extremely simple, and extremely effective, but most people are too emotional around food to do it. If you know you're going out in the afternoon or evening, then your morning and early afternoon should be about one thing: damage limitation.

This is what I would do, and what I recommend you do too:

Wake up and train Push a big workout Do a cardio session Keep food light Keep it protein focused Do not load up on carbs, you don't need them Hydrate aggressively Get electrolytes in

Your morning should be high protein and low calorie. Eggs, chicken breast, Greek yoghurt, fruit. Lightweight foods that keep you satisfied without smashing calories. Some days I've fasted until late afternoon. Some days I've had one meal. Some days I've had two. There's no perfect strategy. The point is to give yourself as much runway as possible before the inevitable calorie explosion in the evening.

This alone can save you thousands of calories without feeling deprived.

Low Calorie or Zero Calorie Drinks Are Tools

I also drink zero-calorie electrolyte drinks from the supermarket. They're sweet, they taste good, and yes, they contain flavourings but they're fine. They help you stay hydrated without adding calories.

Diet sodas? I drink them. Not all day, but regularly. If you enjoy them and they help keep hydration and cravings in check, use them. And sometimes, I'll even have a full-sugar Coke. Again strategically. It's not about perfection. It's about control and awareness.

The days before the event matter even more.

If you know you've got a heavy weekend coming, don't pretend it's a surprise. Prepare for it.

You can absolutely drop your calories leading into the event. You can absolutely crank up your cardio. You can absolutely create a buffer so you're not walking into a high-calorie event already at your limit.

For example:

If you normally eat 2,500 calories, drop to around 1,600 for 4 to 5 days. Increase your daily steps. Add an extra cardio session or two. Keep your protein high but keep carbs and fats lower.

You are essentially banking calories. You're creating space. You're building a cushion that allows you to enjoy yourself without carrying guilt. People underestimate how powerful this is. It's basic maths. If you save 800 calories for five days, that's 4,000 calories to play with before you've even started the weekend.

That's the difference between control and chaos.

Alcohol - Don't be a fucking idiot.

You do not need to cut alcohol out of your life to get lean. You just need to stop drinking like a teenager with fake ID.

Better choices are simple: Clear spirits Vodka, gin, tequila Zero calorie mixers Diet Coke, Coke Zero, soda water Light cocktails

These will keep calories under control. Worse choices are obvious:

Beer Wine Sugary cocktails Ciders Anything loaded with juice or syrup

But here's the real message: if you love a beer, have a beer. One or two isn't the issue. It's when lads start sinking 10 to 12 pints and calling it "just a social" that things get ridiculous. Or the guys who polish off two bottles of wine and wonder why their fat loss has stalled.

Enjoy yourself, but be smart. Don't sabotage the whole month for the sake of impressing your mates.

Men "treat themselves" even when they've done nothing to earn it. Two cocktails can be 600-700 calories. For what? To feel relaxed? To feel included?

Be smarter. Low-calorie mocktails give you the taste, the sweetness, the vibe of the night without the damage. Non-alcoholic beer? If you enjoy it, go ahead. But realistically, it's pointless calories.

When you realise you don't need alcohol to have a good night, you become a stronger man mentally. Your urges stop owning you.

Sparkling Water for Cravings and Discipline

When I'm out at restaurants, I get sparkling water with lemon and ice. It fills you up, kills cravings, and supports digestion. It's one of the simplest ways to stop overeating without relying on willpower alone.

Evening Hydration: Protect Your Sleep, Hydrate hard during the day. Ease off at night.

Waking up 2-3 times to piss destroys your recovery. Sometimes I take a pinch of salt before bed it helps me hold water through the night so I don't wake up.

Sleep comes first. Hydration supports performance, but sleep drives recovery.

Eating Out: The Real Discipline Test Most Men Fail

You can eat out almost anywhere. The problem isn't the restaurant it's you.

Here's how to eat out like a man who gives a fuck about his goals. Choose Places You Can Win And Speak Up

Most men act like restaurants are fixed, unchangeable systems. They're not. You can ask for changes. You can ask for swaps. You can ask for modifications. • Fried → grilled • Heavy sauce → light sauce • Brioche bun → no bun or simple carb • Extra oil → no oil

Restaurants deal with picky customers all day. Asking for grilled chicken instead of deep fried isn't a problem. You're just scared of looking "awkward."

That fear is exactly why you're out of shape.

When I look at a menu, I'm already scanning for the winning option. I'm not looking for what I want. I'm looking for what supports the mission.



Lead Your Partner Or Get Dragged Down

Here's where most men fold:

Their partner wants pizza, burgers, or "something fun," and instantly their goals disappear.

You can't build discipline if you break the second someone doesn't agree with you.

If you want to eat somewhere healthier, say it with your chest:

"I'm eating here because I'm sticking to my goals."

If they push back? That's life. Not everyone is going to clap for your discipline.

But you have to understand this:

If the people around you don't support your goals, they will destroy them. Not on purpose just through their habits.

If you want to change your life, grow a backbone in social situations. You can't be easily swayed and expect to be proud of yourself.

Hunger vs Cravings. The Side Plate Test

If you claim you're starving, order an extra bowl of steamed veg.

If you can't finish it?

You weren't hungry. You were emotional. You were impulsive. You wanted something greasy and comforting.

Men lie to themselves about hunger more than anything else.

Real hunger is simple: If you're genuinely starving, vegetables disappear fast.

Starters & Desserts. A Controlled Strategy

You don't need to be a monk. You just need to be measured.

A clean starter is fine. Something high protein, not fried, not dripping in cream.

Desserts? Share them. Split the calories. That 500-calorie cake becomes 150–200 instantly.

You still get the taste. You still enjoy the moment. And you still stay aligned with your goals.

That's discipline not restriction. Control, not punishment.

The Vegetable Trap. Watch the Oils

Vegetables sound healthy, and they should be. But restaurants can turn broccoli into a 400-calorie side dish without blinking.

Here's the rule: • Ask how they cook it • Ask if there's butter or oil • Ask for steamed, grilled, or dry cooked • Remove anything "creamy," "sautéed," or "glazed"

It's the hidden calories that destroy people the stuff they "didn't know" was in there.

And guess what? Not knowing still makes you fat.

High Protein. Clean Carbs. Sauce on the Side.

This is the formula every man needs burned into his skull:

Protein first Find the thing that fills you up and supports your body steak, chicken, fish, turkey, lean cuts, healthy meats.

Clean carbs next Rice, potatoes (if you know how they're made), even pasta if the portion is reasonable. Just avoid anything fried, smothered, or dripping in mystery fat.

Sauce LAST Always on the side. Most sauces are just liquid calories with a nice name.

When you put the sauce on the side, you control the calories. They don't.

Bottom Line: Your Standards Need to Rise

Eating out is not the problem. Your choices are.

Your excuses are. Your softness is. Your lack of honesty with yourself is.

Stop rewarding yourself for staying the same. Stop pretending your habits aren't killing your progress. Stop letting other people dictate your decisions.

Raise your standards and eating out becomes easy.

Hydration: The Real Talk Most People Need to Hear

Hydration becomes one of the biggest performance levers you have. Most people think it's a small detail but in reality, it's one of the simplest ways to improve energy, cravings, recovery, and focus.

Here's exactly what I do, and the advice I'd give anyone who wants to operate at a higher level.

Start the Day With Hydration

Every morning, I get a full litre of water in immediately. Before coffee. Before food. Before anything. You wake up dehydrated and starting the day hydrated sets the tone for everything else: digestion, mood, mental clarity, performance in the gym.

Training Hydration: Give Your Body What It Needs

Before training, I'll drink another full liter. During my session, I sip on water and usually add electrolytes. If I need it, I'll add carbs coconut water, isotonic drinks, or even a sugary Red Bull.

People fear sugar. I don't. Not around workouts. That's when sugar supports performance especially in heat.

Coconut water is a great natural option. An isotonic drink works. A syrup + salt mix works. As long as the fundamentals are there: water + salt + carbs when performance matters.

Salt: The Most Underrated Hydration Tool

You don't need fancy electrolyte powders. Salt your food morning, afternoon, evening. That alone fixes a huge amount of low energy, dizziness, headaches, and post-training fatigue.

I go with sea salt or Himalayan salt. Not because they're magical, but because they're clean. No additives, no rubbish.

And yes, combining salt with a small amount of sugar pushes hydration into the bloodstream faster. That's real physiology not a gimmick.

Know Your Hydration Level (Don't Guess It)

I don't obsess over litres. I check urine color.

Clear or light yellow = good. Dark yellow = dehydrated.

People want a fixed number like "3 liters a day," but your hydration needs depend on the climate, your training, your sweat rate, and your lifestyle. If your "number" is 4.5 liters, then that's your number.

A good guideline: If you're peeing 4-5 times per day and it's light, you're on point.

Hunger vs. Dehydration

Most people think they're hungry... but they're actually dehydrated. Your body sends similar signals.

So here's a rule: Thirty minutes before you eat, drink a big glass of water. Then ask yourself: "Was I hungry, or was I just dehydrated?"

You'll be surprised how often thirst shows up pretending to be hunger.

This one habit alone can reduce snacking, overeating, cravings, and mindless eating.

Headaches Are Often Dehydration

Same thing with headaches before you reach for painkillers, hydrate. More times than not, it's dehydration catching up with you.

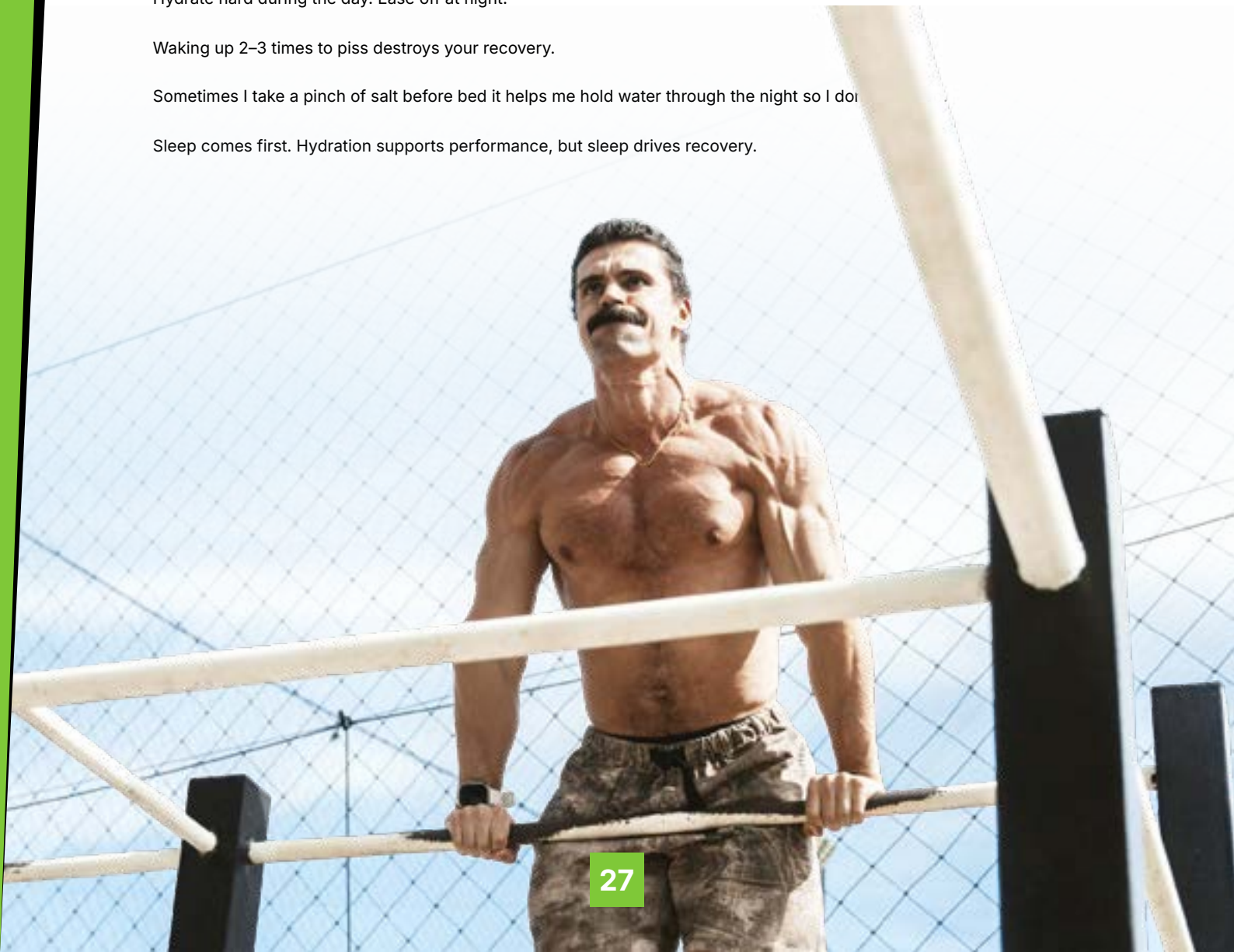
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Sleep comes first. Hydration supports performance, but sleep drives recovery.



MINDSET WORK

Listen. You keep forgetting what is actually possible for you. And I am reminding you right now: you are nowhere near your ceiling.

I see this pattern in men all the time. Men in their 40s, 50s, even 60s. Same story. They join thinking their best years are behind them, and a few months later they are in the best shape of their entire life. Better than their 30s. Better than their 20s. That alone should tell you something. There are levels you have not even touched yet.

You lose 10 pounds and start thinking, that is decent. No. That is the warm up. That is the starting line. And the moment you get comfortable, you stop becoming who you are meant to be.

You keep holding yourself back with these tiny beliefs. You convince yourself that being a bit fitter is good enough. You convince yourself that one milestone means the journey is complete. But that is not how greatness works.

When I look at any client, and when I look at myself, the goal is always the same. Find out how far you can actually go. That might mean looking like you are ready for a magazine cover. Becoming the fittest 60 year old anyone has ever seen. Running a marathon, competing in Hyrox, pushing past every version of yourself you have ever known.

Most men fail because they stop too early. They hit one win, feel comfortable, and forget what they are capable of. Comfort is the enemy. Comfort is where dreams die.

You are going to get injured. You are going to mess up. You are going to fall off track. But none of that matters if you keep getting back up. That is the real journey. That is where confidence comes from. That is where pride comes from. That is where belief in yourself is built.

So here is your reminder. You have no idea how far you can go until you stop quitting early. Set new targets. Set bigger goals. Keep pushing. Keep going. Do not settle for good enough.

You were not built for average. You were not built for complacency. You were built to lead, to perform, to rise.



Reverse Dieting: The Phase That Makes or Breaks Your Transformation

The hidden gem most guys never understand the thing that lets you eat more food, stay lean, boost recovery, and skyrocket the amount of food your body can handle is reverse dieting. It's one of the most powerful phases in a transformation, yet it's also the phase where most people fail.

Why Reverse Dieting Even Matters

When you go through a fat-loss phase, your calories drop sometimes 1700 or even less especially towards the end if you're not increasing output through steps or cardio.

Your body adapts to this low intake. This is called metabolic adaptation. Your thyroid output slows down. Your metabolism becomes more efficient. Your hunger hormones shift. Your body learns to survive on less. So when you go from that state of conservation straight to eating more, everything rebounds aggressively.

Where Most Men Go Wrong

Straight after a fat-loss phase, most guys lose structure.

They go on holiday. They binge. They relax too hard. And instead of slowly increasing calories, they jump from 1600–1700 straight to 2500 or more. And this is where the yo-yo dieting cycle gets triggered. The result? Rapid weight gain. You look fluffier, softer, watery. Your body doesn't trust you yet. It goes from being pushed in a deficit to suddenly being pushed in the opposite direction with more food than it can handle. So it stores it. And it stores it fast.

The Psychological Battle

It's not just physical hunger, it's psychological. Your brain remembers the restriction. It wants reward. It wants relief. And if you don't manage this phase correctly, that reward-seeking behaviour becomes compulsive. This is how guys spiral into overeating without understanding why.

How to Reverse Diet Properly

So let's say you get to the end of your fat-loss phase at around 1600 calories. How we bring you out of that depends massively on the individual your training volume, your steps, your cardio, your recovery, your lifestyle. There's no "one size fits all," which is why most people get it wrong.

What I like to do is increase calories slowly and monitor your response every single week.



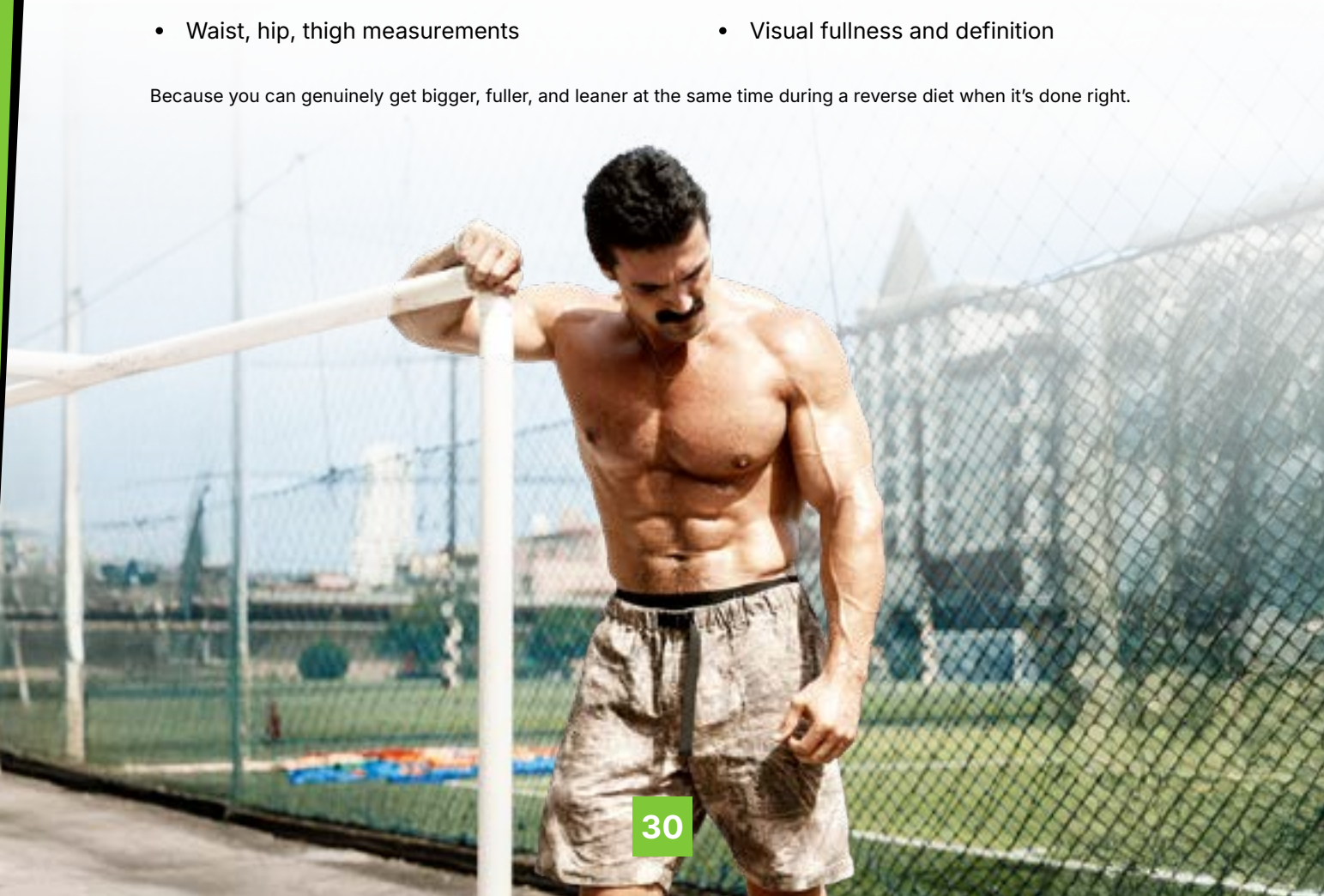
But it's always dependent on how your body reacts and here's the part most people don't expect: Some men actually lose more weight when we increase calories.

Because the body relaxes. Stress drops. Hunger hormones settle. Digestion improves. The metabolism wakes back up. You'll only learn how your body responds by testing it, adjusting it, and analysing the feedback.

To do this properly, I rely heavily on:

- Weekly progress photos
- Scale weight
- Waist, hip, thigh measurements
- Visual fullness and definition

Because you can genuinely get bigger, fuller, and leaner at the same time during a reverse diet when it's done right.



Adjusting the Increases Based on the Individual

For some individuals, the increases are small and steady and this is influenced by all the factors I've mentioned: training volume, steps, cardio, stress, digestion, hormones, and how quickly their metabolism adapts.

For one guy, it might look like:

Week 1: 1600 →

Week 8: around 2000 calories

A slow, controlled climb where we increase gradually, monitor weekly, and let the body settle at each stage. For another guy, with a different metabolism, different lifestyle, different digestion and stress response, the outcome can be completely different.

His progression might look like:

Week 1: 1600 →

Week 8: around 2500 calories

And he can maintain that perfectly sometimes even get leaner because his body handles the increases more efficiently. It all depends on the individual.

Two men can follow the same reverse diet strategy and respond in completely different ways.

That's why personalised adjustments matter more than any generic plan.

The Goal of the Reverse Diet

I keep guys as lean as possible through this phase. Let the body adjust. Let it stabilise. Don't force unnecessary increases. If you can sit just a few percent higher in body fat over a 6-12 week period, you win.

You don't need to bulk. You don't need to blow up. You just maintain, settle, and build.

This is how you live in great shape 365 lean, strong, high-energy, and eating more food than you ever thought possible.

What Do You Do When You Are Not Losing Weight?

Fat loss is actually very simple when you strip away all the noise and stop looking for shortcuts. There are only a few fundamentals that genuinely move the needle, and when you master these, your body has no choice but to change. Forget supplements, forget PEDs, forget peptides. Those are the tiny final percentages, and you should not even consider them until everything else is nailed.

The reality is this: fat loss is built on a handful of controllable variables. Your calorie deficit, your cardio progression, your NEAT which is how much you move throughout the day, your weight training frequency, your stress, and your sleep. These are the heavy hitters. Hormones matter, yes, but they come after these foundations are respected and applied consistently.

After working with thousands of men, I can say with complete certainty that almost all fat loss success comes from mastering these basics. And the main reason men do not see results is not because their body is broken. It is because they are not being brutally honest about their consistency. They think they are doing everything. They think they are tracking perfectly. They think they are sticking to the plan. But when you look closely, they are guessing calories, skipping steps, training half heartedly, sleeping poorly, stress eating, or giving themselves slack where it matters most. When you genuinely commit and execute the fundamentals correctly, fat loss becomes predictable. Almost automatic.

Calorie Deficit: The fundamentals are beating the calorie deficit. If you are not losing weight, you pull your calories down lower. Ideally, most of that reduction should come from carbohydrates. Keep protein high, and usually fats stay roughly the same.

Cardio Progression: Next is cardio progression. Increase the amount of cardio you are doing, but be careful not to ramp up the intensity too much. When intensity gets too high, you burn out quickly and feel extremely fatigued because high intensity training is very taxing on the body. So you increase progress through longer duration, higher total calories burned, or more sessions per week, rather than pushing intensity sky-high.

NEAT and Daily Movement: Then you have NEAT. Try to move as much as possible. Keep your steps high and your general activity up. When we are in a calorie deficit and tired, we naturally move less throughout the day, so you need to keep an eye on that and make sure your daily movement stays consistent.

Weight Training Frequency: Next is weight training frequency. Recovery is absolutely crucial, so you should not go crazy with volume. However, going from two workouts a week to four workouts a week will make a massive difference. On the other hand, going from five workouts a week to seven and training every day might help with fat loss in the short term, but your recovery will take a big hit. That can actually be detrimental because you risk losing muscle, slowing strength progress, and feeling constantly fatigued. So this has to be considered properly.

Stress: If you are highly stressed, inflamed, and constantly overwhelmed, your results will also suffer. These two may sit lower on the list in terms of what you manipulate first, but they are crucial. Poor sleep and high stress can completely disrupt fat loss and make everything harder.

MEAL 01 "POWER TOAST"

INGREDIENTS

- Whole Eggs
- Smoked Salmon
- Dark Sourdough
- Feta Cheese
- Papaya

MEAL 02 "BBQ CHICKEN LEGS"

INGREDIENTS

- BBQ Honey Roasted Chicken Legs
- Grilled Potatoes
- Garlic
- Onions

MEAL 03 "THE GUT HEALER SHAKE"

INGREDIENTS

- Whey Protein
- Kefir Yoghurt
- Banana
- Chia Seeds
- Almond Milk

MEAL 04 "THE CAVEMAN"

INGREDIENTS

- Ribeye Steak
- Grilled Broccoli
- Zucchini
- Carrots
- White Rice

MEAL 01 "NUT PORRIDGE"

INGREDIENTS

- Oats
- Almond Milk
- Peanut Butter
- Banana
- Walnuts
- Honey
- Cinnamon
- Glass Of Bone Marrow/Broth

MEAL 02 "POKE BOWL"

INGREDIENTS

- Tuna/Salmon Sashimi
- White Rice
- Avocado
- Edamame
- Green Beans
- Radish
- Mango
- Cucumber
- Wakame Salad

MEAL 03 "TROPICAL DAWN"

INGREDIENTS

- Vanilla Whey Isolate
- Frozen Mango
- Pineapple
- Greek Yoghurt
- Chia Seeds
- Honey

MEAL 04 "THE IRON REFUEL"

INGREDIENTS

- Minced Beef Patty
- Beef Liver
- Sweet Potato
- Fried Eggs

MEAL 01 "YOGURT BOWL"

INGREDIENTS

- Vanilla Whey Isolate
- Greek Yoghurt
- Banana
- Almond Flakes
- Low Sugar Granola
- Strawberries
- Raspberries

MEAL 02 "SALMON BAGEL"

INGREDIENTS

- Sourdough Bagel
- Grilled Salmon Fillet
- Fried Egg
- Cheddar Cheese

MEAL 03 "SUPER BERRY SHAKE"

INGREDIENTS

- Whey Protein
- Blueberry
- Blackberry
- Strawberry
- Banana
- Chia Seeds
- Dates

MEAL 04 "PUMPKIN THIGHS"

INGREDIENTS

- Baked/Grilled Chicken Thighs
- Roasted Pumpkin
- Broccoli
- Feta Cheese

MEAL 01 "BREAKFAST BURRITO"

INGREDIENTS

- Tortilla Wrap
- Scrambled Eggs
- Bacon
- Avocado
- Cheddar Cheese
- Beans
- Sour Cream

MEAL 02 "ACAI SMOOTHIE BOWL"

INGREDIENTS

- Frozen Acai
- Mixed berries
- Whey Protein
- Apple
- Banana
- Coconut Flakes
- Low Sugar Granola
- Honey

MEAL 03 "KING KONG SHAKE"

INGREDIENTS

- Whey Protein
- Banana
- Peanut Butter
- Rolled Oats
- Cocoa Nibs
- Almonds
- Chia Seeds
- Dates

MEAL 04 "MEXICAN TACOS"

INGREDIENTS

- Soft Tacos
- Mexican Spiced Chicken, Beef or White Fish
- Salsa
- Avocado
- Coleslaw
- Jalapeño

MEAL 01 "THE OMELETTE"

INGREDIENTS

- Egg Omelette
- Spinach
- Grilled Onion
- Cherry Tomatoes
- Green/Red Pepper
- Feta Cheese
- Avocado
- Sourdough Bread
- Glass Of Bone Marrow/Broth

MEAL 02 "THE CAESAR"

INGREDIENTS

- Chicken
- Red Pepper
- Red Onion
- Lettuce
- Cherry Tomatoes
- King Prawns
- Olive Oil

MEAL 03 "STRAWBERRY PEANUT SMOOTHIE"

INGREDIENTS

- Whey Protein
- Frozen Strawberries
- Banana
- Greek Yoghurt
- Nut Butter
- Flaxseeds
- Ice
- Water

MEAL 04 "RECOVERY GRUB"

INGREDIENTS

- Marinated Beef Tenderloin/Grilled Chicken
- Potato Wedges
- Hummus
- Grilled Peppers
- Smashed Avocado

MEAL 01 "BANANA BREAD BREAKFAST"

INGREDIENTS

- Banana Bread
- Nut Butter
- Whole Eggs
- Butter
- Cheddar Cheese
- Watermelon
- Greek/Kefir Yoghurt
- Honey

MEAL 02 "CHICKEN SANDWICH"

INGREDIENTS

- Sourdough Bread
- Grass Fed Butter
- Grilled Chicken
- Avocado
- Mayonnaise

MEAL 03 "FROZEN CHOCO SHAKE"

INGREDIENTS

- Chocolate Whey Protein
- Almond Milk
- Walnuts
- Cocoa Powder
- Cinnamon
- Coconut Flakes
- Honey
- Frozen Banana
- Ice

MEAL 04 "THE BOLOGNESE"

INGREDIENTS

- Lean Minced Beef
- Tomato Pasta Sauce
- Tagliatelle/White Rice

INGREDIENT LIST

PROTEIN

- Eggs
- Smoked Salmon
- Chicken legs
- Whey Protein
- Ribeye Steak
- Tuna (Sashimi)
- Salmon (Sashimi)
- Minced Beef
- Beef Liver
- Salmon Fillet
- Chicken Thighs
- Bacon
- White Fish
- King Prawns
- Beef Tenderloin

CARBS

- Dark Sourdough
- Potato
- White Rice
- Oats
- Honey
- Sweet potato
- Low Sugar Granola
- Sourdough Bagel
- Tortilla Wrap
- Rolled Oats
- Potato Wedges
- Banana Bread
- Tagliatelle

FATS

- Eggs
- Smoked Salmon
- Feta Cheese
- Chicken Legs
- Kefir Yogurt
- Chia Seeds
- Almond Milk
- Ribeye Steak
- Peanut Butter
- Walnuts
- Salmon (Sashimi)
- Avocado
- Greek Yogurt
- Almond Flakes
- Salmon Fillet
- Cheddar Cheese
- Chicken Thighs
- Bacon
- Sour Cream
- Coconut Flakes
- Cocoa Nibs
- Almonds
- Olive Oil
- Nut Butter
- Flaxseeds
- Beef Tenderloin
- Hummus
- Grass Fed Butter
- Mayonnaise
- Cocoa Powder
- Pasta Sauce

VEGETABLES & FRUITS

- Papaya
- Garlic
- Onions
- Banana
- Broccoli
- Zucchini
- Carrots
- Edamame
- Green Beans
- Radish
- Mango
- Cucumber
- Wakame Salad
- Pineapple
- Strawberries
- Raspberries
- Blueberries
- Blackberries
- Dates
- Pumpkin
- Frozen Acai
- Apples
- Salsa
- Coleslaw
- Jalapeño's
- Spinach
- Cherry Tomato
- Green Pepper
- Red Pepper
- Lettuce
- Watermelon

OTHER

- Cinnamon
- Bone Marrow/Broth

What do I do with clients stop or aren't losing weight?

Do not panic. Do not blame your metabolism. Do not rush into blood work.

You pull one of the levers.

- Reduce calories
- Increase cardio
- Increase your steps and overall movement
- Increase training frequency or volume
- Then stress and sleep

These are the levers that matter. This list is not in any particular order so don't get that mixed up. Bu these are the fundamentals that matter. Just disciplined execution on the fundamentals. And only after all of this is done properly and consistently do you consider hormones.

For most men, the problem is not hormonal dysfunction. It is inconsistency disguised as effort. It is guessing instead of tracking. It is skipping instead of stacking. If you think you have hit a plateau, you have not. It is simply your body adapting, and that is your signal to make a change. Fat loss is not magic. It is mastery of the basics. And after coaching thousands of men, the pattern stays the same. The men who get lean are the men who dominate the fundamentals without compromise.

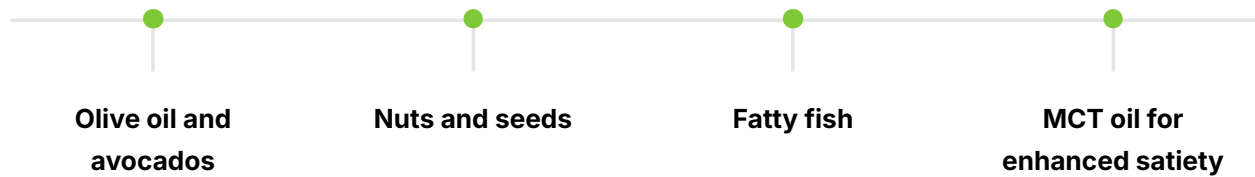


Strategic Fat Intake and Real Results

Strategic Fat Intake

Dietary fats play crucial roles in hormone production, particularly testosterone synthesis, and should comprise 20-30% of total daily calories during fat loss phases. However, the type and timing of fat intake requires consideration.

Focus on monounsaturated and omega-3 fatty acids from sources such as:



Limit saturated fat intake to 7-10% of total calories whilst avoiding trans fats entirely.



This is the result of adapting and monitoring nutrition to align and navigate pre-existing metabolic patterns, appropriate food item allocation and the enforcement of just some of the fundamental principles outlined in this resource. Coupled with an expert in Dan's corner he completely morphed into a different human being.

Training Protocols for Fat Loss

Resistance Training: The Foundation

Resistance training during fat loss phases serves as the primary stimulus for muscle preservation. An interesting study found that without adequate resistance training, up to 25% of weight loss could well come from lean muscle mass rather than fat (Garthe et al., 2011).

A good resistance training program involves 3-4 resistance sessions per week, focusing on multi joint compound movements that recruit multiple muscle groups simultaneously, also making things time efficient. These movements provide a great stimulus for muscle preservation.

It is a necessity for training intensity to remain high to give your muscularity an incentive to stay on the frame and maintain strength benchmarks throughout the fat loss phase.

Cardiovascular Training: Strategic Implementation

Cardiovascular exercise accelerates fat loss by increasing total daily energy expenditure. However, the type, intensity, and duration of cardiovascular training significantly impacts results.

High-Intensity Interval Training is a great tool to aid fat loss due to time efficiency, being able to ramp up expenditure in a relatively short period of time is great especially for busy individuals. HIIT sessions of 15-20 minutes, performed 2-3 times per week, can increase fat oxidation for up to 24 hours post-exercise (Boutcher, 2011).

5-minute warm-up

**30 seconds
maximum effort**

**90 seconds active
recovery**

**Repeat for 8-10
intervals**

5-minute cool-down

Low-intensity steady-state cardio can be implemented on rest days for active recovery whilst contributing to the overall caloric deficit. 30-45 minutes of walking or light cycling serves this purpose effectively.

Sleep and Fat Loss


The Metabolic Connection

Sleep quality and duration directly impact fat loss success through multiple mechanisms. Sleep deprivation alters hormones that regulate hunger and satiety, increases cortisol production, and reduces insulin sensitivity (Nedeltcheva et al., 2010).




❏ Individuals sleeping less than 7 hours per night lose 55% less fat compared to those achieving adequate sleep, despite following identical caloric deficits. Additionally, sleep-deprived individuals lose more muscle mass and report increased hunger throughout the day.

Simple Sleep Optimisation Protocol




Sleep Duration

Target 7-9 hours of quality sleep nightly, maintaining consistent sleep and wake times even on weekends.




Sleep Environment

Maintain bedroom temperature between 16-19°C, eliminate all light sources, and minimise noise disruption.



Pre-Sleep Routine

Cease all screen exposure 60-90 minutes before bedtime, implement a consistent wind-down routine, and avoid caffeine after 2pm.



Sleep Quality Enhancement

Potentially consider ingesting magnesium (200-400mg), ashwagandha or theanine 60 minutes before bedtime to improve sleep quality.

Metabolic Flexibility and Monitoring Progress

Understanding Metabolic Adaptation

During prolonged caloric deficits, the body implements several adaptive mechanisms to preserve energy and prevent further fat loss. These adaptations include reduced metabolic rate, decreased non-exercise activity thermogenesis (NEAT), and altered hormone production.

Successful fat loss protocols anticipate and counteract these adaptations through strategic interventions rather than simply reducing calories further when progress stalls.

Refeed Strategies

Strategic refeed days involve temporarily increasing caloric intake to maintenance levels or slightly above, primarily through carbohydrate manipulation. These refeeds serve to restore leptin levels, replenish muscle glycogen, and provide psychological relief from restrictive eating.

Implement refeed days when fat loss stalls for 7-10 consecutive days. Consume maintenance calories with 50-60% coming from carbohydrate sources, maintaining protein intake whilst reducing dietary fats.



Diet Breaks

Planned diet breaks of 10-14 days at maintenance calories every 6-8 weeks can restore metabolic rate and hormone levels whilst maintaining fat loss momentum long-term (Peos et al., 2019).

During diet breaks, maintain the same food choices and meal timing whilst increasing portion sizes to reach maintenance calories. This approach prevents metabolic slowdown whilst allowing psychological recovery from the demands of sustained dieting.



The 'diet break' can be a big dictator of success to ensure the evasion of excessive thermogenic adaptation and a continued ability to identify positive trends in scale weight. The utilisation of these working alongside Chris allowed him to facilitate something truly special.

Your Path to Elite Performance Beyond the Scale

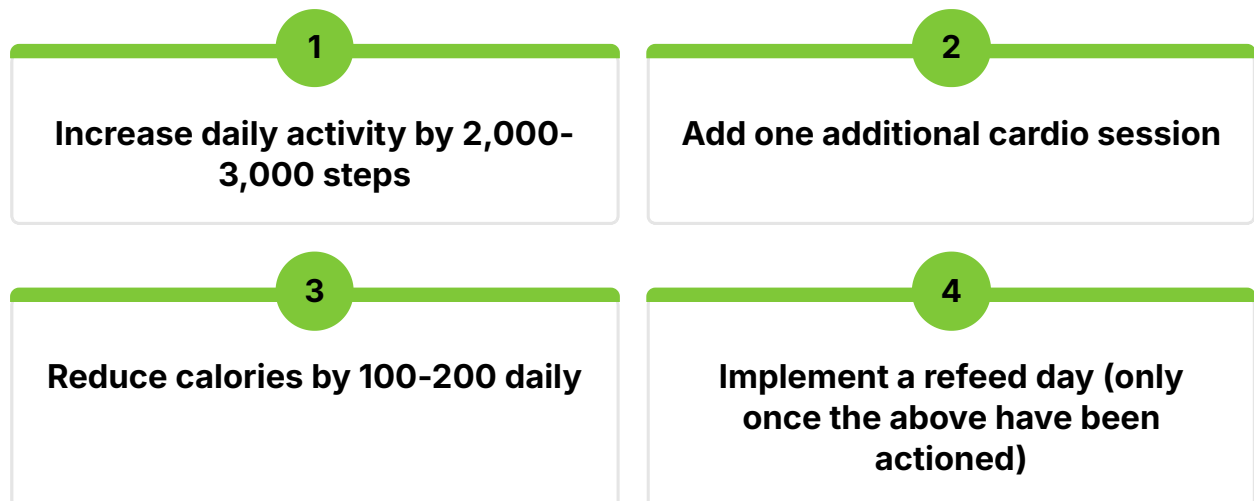
Body weight fluctuations of 1-3 pounds daily are normal due to changes in hydration, glycogen storage, and digestive contents. Relying solely on scale weight creates unnecessary stress and can lead to poor decisions.

Progress Monitoring Methods:

- Weekly body weight averages
- Progress photographs (same lighting, poses, and time of day)
- Body circumference measurements
- BIA Systems (only the best!)

When to Adjust

Fat loss should average 1.5-2 pounds per week during the initial phases. When progress stalls for 10-14 days despite consistent adherence, consider the following adjustments:



Make one adjustment at a time and allow 7-10 days to assess effectiveness before making further changes.

If you are a driven man who truly needs a next level service to strip fat whilst maintaining muscle mass so that you can perform at your best, lead like no other, function like no other and excel like no other then you need to reach out. This isn't a normal coaching company, the expertise and support is simply unrivalled.

Whether you're a father wanting to model strength for your children, a professional demanding peak mental performance, an athlete chasing excellence, or simply a man who refuses to accept mediocrity—**this systematic approach will deliver the results you demand.**

BIG DADDY

**THE TESTOSTERONE, PEPTIDE &
FERTILITY PROTOCOL MANUAL**

FOR EDUCATIONAL PURPOSES ONLY

This manual reflects my personal experience and opinions.

It is not medical advice.

**Always consult a qualified healthcare professional before
starting any protocol.**

**If you choose to use anything discussed here, that
responsibility is yours alone.**

I believe I'm one of the realest people in the fitness industry

I'm one of the realest in the fitness industry. I don't say that lightly.

I don't hide. I don't pretend I'm natural. I don't sell my soul. I don't promote brands I don't believe in.

I've never needed to lie for money. Never needed to pretend I'm perfect. I've made good money without that. That's my freedom: to be brutally honest.

This manual exists for truth. Not to tell you what to do. Not to convince you to copy me.

But to share real-life experience. The good. The bad. The mistakes. The hard-won lessons. So you can make better decisions for your own body.

People destroy themselves in different ways

People destroy themselves in different ways:

- alcohol
- drugs
- junk food
- stress
- no sleep

I grew up around hard training, discipline, and pushing my body to its limits. Sometimes intelligently. Sometimes recklessly.

This document is about:

Getting the most out of what you use

Getting the most

Getting the most out of what you use

Minimizing damage

Minimizing unnecessary damage

Understanding limits

Understanding how to push toward superhuman performance without destroying yourself

At the end of the day, you can take all the peptides you want. You can run 20, 30, 40 different peptides. You can spend thousands a month on them if you like.

But if you're not training properly, if your nutrition's shit, if you're not sleeping, if you're inconsistent in the gym, stressed all the time, drinking alcohol every weekend... you're never going to get the results you're after. It just won't happen.

This part of the document is about being honest with yourself.

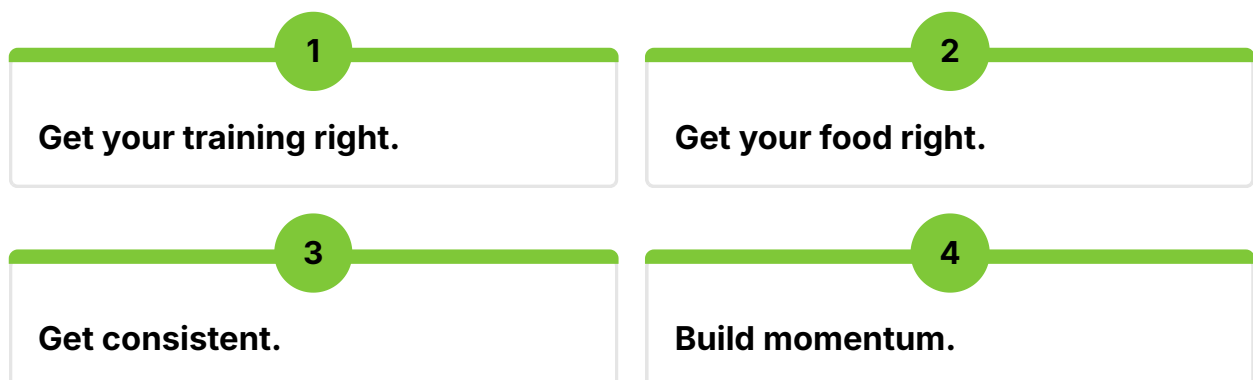
I see too many guys. Overweight. Out of shape. Low energy. And they ask, "What peptide next?"

My answer? Not another peptide.

You need a coach. You need structure. You need accountability. You need discipline. Someone to guide you, to keep you on track. To drag your ass through it.

Fat and inconsistent? Peptides aren't the magic bullet. They won't fix a broken lifestyle. Period.

Get the basics straight:



Then, and only then, do peptides make sense. That's when they're useful. That's when they become the one-percenters. The extra edge. The damn sprinkle on top.

So yeah. Be real with yourself.

**Fix the basics first.
Then optimize.**

The Wake-Up Call Bloodwork & Fundamentals

Bloodwork Is Non-Negotiable

If you're using testosterone, peptides, or PEDs without bloodwork, you are guessing.

If you've never had bloodwork done, you should be worried because you have no idea what's happening under the hood.

1

At a minimum, monitor

- Total & Free Testosterone
- Estradiol (sensitive)
- SHBG

2

At a minimum, monitor

- Hematocrit
- Lipids
- Liver enzymes

Bloodwork every 6–8 weeks, especially when changing protocols.

Optimization without data isn't confidence it's recklessness.

1

Stop Chasing Compounds If You're Not Even in Shape

If you're:

- not training consistently
- not eating properly
- not sleeping

2

Stop Chasing Compounds If You're Not Even in Shape

- drinking heavily
- partying
- chronically stressed

...then peptides and testosterone won't save you.

They are enhancers, not damage control.

Earn the right to optimize.

My Entry Into Peptides & PEDs (Honest Version)

I started peptides at 21 not to get an edge, but because I was injured.

Chronic inflammation in my joints, tendons, and ligaments stopped me training properly. When training is your identity, injury is mentally brutal.

The first peptide I ever used was BPC-157. I wasn't chasing performance I just wanted to heal. Reduced inflammation and improved recovery changed how I viewed peptides forever.

But here's the part most people won't admit:

At 21, I also ran steroid cycles.

I used Trenbolone.

I used Methyl-Tren one of the strongest compounds you can put in your body.

I was influenced by someone who didn't have my best interests at heart.

That led to consequences

That led to:

- more injuries
- more time off training
- anxiety
- stress
- depression

I'm not proud of everything I've done but I'm honest about it.

Those experiences shaped my philosophy:

Get the most out of what you use with the least damage possible.

Before We Talk Peptides

There are hundreds of peptides coming out every year

There are hundreds of peptides coming out every year. The ones in this manual are the ones I've:

- researched
- used
- or genuinely believe have potential

They require:

- patience
- consistency
- experimentation

Peptides are not miracles.

Others work quietly and cumulatively.

Be conservative.

And they only work when everything else is in check:

- training
- nutrition
- sleep
- stress

Some are sensational and noticeable.

Be patient.

Look after yourself.

Recovery & Healing Peptides

BPC-157 "Wolverine Juice"

BPC-157 accelerates healing by reducing inflammation and signaling damaged tissue to repair rather than just masking pain.

Typical range: 200–300 mcg daily (often near injury site)

TB-500 "Full-Body Repair Mode"

TB-500 works systemically, improving mobility and recovery by enhancing soft-tissue regeneration throughout the body.

Typical range: 2–5 mg per week (1–2 injections)

The Wolverine Stack

BPC targets the injury. TB-500 upgrades the entire system.

Growth Hormone Optimization

Tesamorelin "The Baseline Builder"

Tesamorelin stimulates steady, natural GH release to support recovery, fat loss, and long-term vitality.

Typical range: 1–2 mg daily (evening, fasted)

Ipamorelin "The Pulse Trigger"

Ipamorelin creates short GH pulses that improve sleep, recovery, and nervous-system balance.

Typical range: 100–300 mcg per dose, 1–2× daily

HGH Context & Caution

HGH enhances recovery and body composition but must be respected due to its effect on all cell growth.

Typical range: 2–4 IU daily

Fat Loss & Metabolism

Retatrutide "The Appetite Assassin"

Retatrutide improves metabolic control by reducing appetite and stabilizing hunger signals.

Typical range: 2–4 mg per week (split doses)

MOTS-C "Metabolic Reset Button"

MOTS-C improves mitochondrial efficiency and overall energy utilization.

Typical range: 5–15 mg, 2–3× weekly (cycled)

Brain & Emotional Control Peptides

Semax — "Limitless Mode"

Semax enhances focus, memory, and mental sharpness while supporting brain health.

Typical range: 300–900 mcg daily (intranasal)

Selank "Ice Cold Under Pressure"

Selank reduces anxiety while maintaining calm, clear focus without sedation.

Typical range: 250–750 mcg daily (intranasal)

Cerebrolysin — "Brain Repair in a Vial"

Cerebrolysin supports neuroplasticity and cognitive recovery.

Typical range: 2.5–5 mL daily (split AM/PM)



Sexual Health, Immunity & Longevity

PT-141 "The Switch"

PT-141 enhances libido by acting directly on the brain rather than blood flow.

Typical range: 0.5–2 mg as needed

Thymosin Alpha-1 "Immune Commander"

TA-1 strengthens immune resilience and reduces inflammation.

Typical range: 1–1.5 mg, 2–3× weekly

Epitalon "Longevity Code"

Epitalon supports sleep quality, circadian rhythm, and cellular aging processes.

Typical range: 5–10 mg daily (10–20-day cycles)

GHK-Cu "Anti-Aging Blueprint"

GHK-Cu promotes tissue repair, collagen production, and skin health.

Typical range: 1–2 mg injectable or 0.1–0.5% topical

KPV "Internal Fire Extinguisher"

KPV calms systemic and gut inflammation.

Typical range: 200–500 mcg daily

Glutathione "Master Cleanser"

Glutathione supports detoxification, liver health, and cellular protection.

Typical range: 200–600 mg, 1–3× weekly injectable

Testosterone Optimization



Foundations First, Then the Decision

Before TRT, get the foundations right:

- sleep
- training
- nutrition
- stress management
- alcohol intake

Low testosterone often reflects lifestyle stress, not a broken body.



I started testosterone during a difficult period after my brother passed away. I wasn't sleeping, I was overworking, overtraining, partying, drinking, doing drugs burnt out and depleted.

Testosterone helped restore structure, energy, libido, recovery and drive but here's the truth:

Testosterone amplifies the foundation you stand on

If the foundation is weak, it will expose that over time.

I don't regret it because I respected it:

Additional Support Peptides

Biotin "Structural Support"

Biotin supports hair, skin, nails, and metabolic health.

Typical range: 1–5 mg, 1–2x weekly



Muscle & Growth

IGF-1 LR3 "Muscle Memory"

IGF-1 LR3 enhances muscle growth and recovery through improved nutrient uptake.

Typical range: 20–100 mcg daily, post-training (4 on / 4 off)

Respecting Testosterone

Bloodwork

Regular monitoring

Conservative dosing

Start low, adjust carefully

Injection frequency

Consistent timing

Health markers

Track everything

I've had my partner pregnant and a healthy daughter while on TRT because I didn't abuse it.

TRT is a big decision. It's not something to rush into emotionally.

Dial the basics first, get bloodwork done properly, then decide.

The poison is always in the dosage

Low-to-moderate, well-managed testosterone can change lives.

Abuse it and it will take something back.

Testosterone Protocols

Testosterone Enanthate

- Maintenance: 125–150 mg/week
- Performance (short-term): 200–250 mg/week
- Split 2–3× weekly (e.g., M/W/F)

Testosterone Propionate "Precision Control"

Short ester, smaller doses, more frequent injections.

Daily micro-dosing smoothed anxiety and stress for me compared to once-weekly injections.

Fertility Support Reality, Not Fairytales

Fertility Support Reality, Not Fairytales

Fertility is one of those topics people either overcomplicate or ignore — and both are mistakes.

I've run HCG for quite a while, and I've spoken to some of the best people in the world on PEDs, hormones, and fertility. There are also plenty of foundational supports that matter whether you're enhanced or completely natural:

Foundational Supports

Zinc

Selenium

Omega-3s

Vitamins & Minerals

Stress Management

These foundational supports can help sperm quality and fertility even if you never touch TRT.

HCG "Direct Drive"

HCG preserves fertility by mimicking LH it works.

Typical range: 500–1,000 IU, 2–3x weekly

My reality with HCG:

It made me watery, and it played with gyno hard swelling and flare-ups.

If you're lean, being watery isn't the end of the world, but if you're trying to look dry and tight, it's not ideal. HCG works, but it comes with trade-offs depending on your body

Kisspeptin-10 "The Signal"

Kisspeptin supports fertility by stimulating natural LH and FSH upstream.

Typical range: 50–300 mcg weekly (1–3x)

A lot of people report it feels more physiological and can come with fewer estrogen-related issues compared to HCG strong option if you don't tolerate HCG well.

Final Word

This isn't about perfection.

It's about honesty, discipline, control, and longevity.

You don't need to copy me.

But if you walk this path walk it intelligently.



GET BOOKED IN FOR A CALL, BELIEVE ME, MAKE THE JUMP YOU WON'T REGRET IT, THE PATH TO YOU STOPPING THIS CONSTANT NEGLECT OF YOURSELF IS JUST BELOW.

BOOK YOUR FREE CONSULTATION CALL

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