

# PERSONAL TRAINING HANDBOOK



By Simon Shakespeare

# HELLO & WELCOME



Hello & thank you for selecting to work with me to transform your body.

In this manual is a brief overview of the process we will be going through over the coming months. It would be ideal if you could **print this manual out** & use it in combination with the videos & more detailed information inside the private members area of my website.

Inside here you will find a number of worksheets to fill out that will assist you in becoming set up, organized & accountable throughout this entire process.

Please be realistic with your expectations, there is nothing stopping you from achieving incredible & quick results but more important is that you see this as a long term process where your goal is to make steps to improve your lifestyle each & every week/month.

Slow progress is better than no progress & the real key to success is consistency. Yes there will be those that make big changes quickly but if that's not you, keep plugging away & working with me to see what we can do. I'm here for you every step of the way & with a bit of effort on your part & the guidance, support & accountability on my part we can get you to a place you want to be with your body.

Good luck on your journey & I cant wait to help you get started.

So have a quick flick through this manual to get started & Please log into the members area where you can find more detailed information to accompany this manual.

Speak soon

Simon

# STEP 1

Determine EXACTLY

Where...YOU are

What...YOU want

Why...YOU want it

# Before / after Photo's

Before and after photos are **VITAL** to your success. I know that lots of you won't want to take them as they make them feel uncomfortable & I do understand this BUT its time for change & change is often painful so YOU MUST!!!! There are many reasons why taking your pictures are vital.

1 - The camera doesn't lie

2 - We will be comparing photos along the way and at the end to measure your progress.

3 - During times of '*I cant do this*' we can take out our before photo for motivation & ask yourself if you want a better body.

4 - Taking regular pictures is amazingly motivational. When you can see the progress every month it re enforces the fact that all the effort is worth it and spurs you on to keep on track

5 - Sharing your pictures with everyone on the private Facebook group will keep you accountable and ensure you get the results because you will naturally want everyone to see an improvement

Everybody taking part in this group is uncomfortable or unhappy to some degree with their body or they wouldn't be here in the first place. So you're all in this together. Photos taken will only be visible to others participating in the group so don't worry about others seeing them because they feel the same as you.

JUST TAKE THEM, simples.

- 1 from the FRONT,
- 1 from the SIDE,
- 1 from the BACK.

WEAR AS LITTLE CLOTHING AS POSSIBLE. Men obviously topless, ladies in a sports bra, vest top & shorts or bikini etc

As I mentioned earlier you should post your pictures on the Facebook group, this group is SECRET. only people who are JOINING YOU ON THE JOURNEY can see this. and remember we're in this TOGETHER.

# Body measurements

Its also vitally important that you take your body measurements. You will also be weighing yourself but I'm not too concerned with scale weight.

As I describe in the video on the members area taking your weight alone is NOT completely accurate & honest reflection of your results. If you lost 7lbs of fat & added 7lbs of lean toned muscle you would still weigh the same on the scales but your body shape would be very different.

YOU MUST USE THE MEASURING TAPE FOR MOST ACCURACY in conjunction with the scales.

The areas I want you to measure are the following:

- Neck (level with the adams apple or where it would be if your female)
- Naval (around your waist level with your belly button)
- Hips (widest part around your bum)
- Chest (level with nipples)
- Legs (middle of your thigh)
- Arms (widest part around arm)

REMEMBER...This is not a weight loss program it's a FAT LOSS program

There is a measurement/recording sheet on the following page for you to chart your progress as well as a spreadsheet (which will be available online in the members area) for you to fill in.

If you fill in the spreadsheet online you will get a more visual look on how your progressing as well as a break down of how much of your weight is muscle & how much is your body fat, which again is much better than relying on the scales alone.

Date	Weight	Arm	Chest	Waist	Hips	Thigh
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# fitness assessment

The fitness assessment is very simple & something I usually do when first meeting with a client so I can gauge where they are at & where I need to help.

We will then re-visit this test each month to assess your progress.

The test consists of 2 parts.

Part 1 has 5 exercises which you will perform for 1 minute each with a 1 minute rest between each exercise. The aim is to get as many good quality reps as possible in the time.

After your 5<sup>th</sup> exercise you get 3 minutes rest before moving on to part 2

Part 2 is 6 minutes long where you perform 4 exercises in a circuit as many rounds as you can in the 6 minutes. You will do 10 reps on each exercise & move on to the next as quickly as you can.

The goal again is to do as many rounds/reps as you can complete in the given time.

# fitness assessment

**PART 1:** 1 Minute on each exercise, 1 minute rest between. Record amount of reps on each exercise & total reps completed.

EXERCISE	1	2	3	4	5	6
Squat Jumps						
Press Up's						
Burpee's						
Plank Oblique's						
Switch Kicks						
TOTAL REPS						

**3 MINUTES REST**

**PART 2:** 4 exercises, 10 reps each, six minutes on the clock & complete as many circuits as possible. You will score 40 points for each full complete circuit and then 10 points for every complete exercise after that. (your score is basically the total amount of reps completed in 6 minutes)

EXERCISE	1	2	3	4	5	6
High Knees (10 Each Leg)						
Inch Worms						
Mountain Climbers (10 Each Leg)						
T-Twists (5 Each Side)						
TOTAL REPS						



# Goal setting & Targets

On the following page you will see your goal setting sheets. One is for your long term, ultimate outcome & what you would like to achieve. The other is what you would like to achieve over the next month.

They are pretty straight forward to fill out, but all I would say is to be as specific & detailed as you can.

## **I don't want to see anyone "putting lose weight & tone up" as their goal**

Be specific with how much, where from, what measurements you want to see, what clothes you want to be able to get into etc. etc.

Make it so you know if you have achieved it or not!!!!

Also your monthly goals don't always have to be body related, they could be lifestyle related & something as simple as I'm going to stop drinking diet coke & drink x amount of water each day or im going to aim to get into bed & asleep by a certain time each night to improve my energy.

We can go through this section together & again re-visit it each month to keep you on track & accountable.

# Goal setting & Targets

**What Is Your No1 Goal/Target:**

**When do you want to achieve this by? Set a specific goal date!!** \_\_\_/\_\_\_/\_\_\_

**This Goal Is Important To Me Because...**

**What are you going to do differently...**

**Obstacles That May Arise Are...**

**How I Plan To Respond To These Obstacles**



**What will help me stick to/achieve my goals?**

# Goal setting & Targets

**My Goal This Month Is?**

**Date I'll Achieve This by / /**

**Did You Achieve Your Goal? YES / NO**

**What Did I Do Well ?**

**What Did Struggle With / Do Badly?**

**What Can I Improve?**

**How Will I Make These Improvement?**

**What Help / Support Do I Need?**

STEP 2

full Body

Hormone  
Balancing

RE-BOOT

# The RE-BOOT

This process is the equivalent of pressing the reboot button on your computer. You know what I mean when your computer all freezes up & stops working so you switch it off & back on again & its good as new again.

Well this is just like that but without the on/off switch. Think of it as a spring clean for your body.

## Why is this process so important?

Toxins can come in many forms, the main culprit being the food you put into your mouth but also think about the many products which contain chemicals such as your shower gel, shampoo, conditioner, toothpaste, moisturisers, antiperspirant, perfume, make up, fake tan, hair spray, hair dye, nail polish, air freshener, household cleaning products, the list goes on.

All of these products contain chemicals which the human body absorbs on a daily basis but was never designed to come into contact with so over years of prolonged use of these substances the toxins can really build up & become very harmful to your health & really make fat loss very tricky.

The human body does have a detoxification system to eliminate these toxins but it can very easily become overwhelmed & is unable to keep up with the amount of toxins coming in.

So when the detoxification system cant eliminate all of the toxins, it stores them in the body. But because they are very dangerous & could cause damage to your internal organs (especially over time) your body creates fat cells in which to store those toxins. The more toxins it needs to store the more fat cells will be created.

This is because your body will do everything it needs to to protect itself & all of its vital organs so it produces more & more fat cells to store these toxins & keep them as far away as possible from where they can do the most damage. If you can rid your body from the build up of toxins then you will also reduce your body's fat stores as it no longer needs to hold on to them.

## As well as Fat gain & a sluggish body here are some of the other side effects of this toxic build up:

- Frequent Headaches
- Skin Problems
- Weight gain / inability to lose
- Bloating, Gas, Excessive belching
- Bad breath
- Weak or brittle hair & nails
- Breathing Problems
- Low Energy, Lethargy
- Colitis
- Crohn's disease
- Auto Immune Diseases
- Excess Stress
- Sugar Cravings
- Candida, yeast infections
- Food / environmental allergies
- Depression / Anxiety
- Diarrhoea
- Constipation
- Poor memory / memory loss
- Mood swings
- Frequent colds / infections
- PMS / Menstrual cramps
- Fluid retention
- loss of sex drive
- Impotence
- Infertility
- Hypo / hyper thyroidism
- Heart diseases
- Multiple Sclerosis
- Diabetes / blood sugar problems
- Arthritis / Joint pains
- Irritable Bowel Disease

# The RE-BOOT

## So How Do I Re-Boot My Body?

This is where we have to eliminate certain things from our diet for a minimum of 14-28 days. I typically have clients do this for 19-21 days. This gives your body the time to catch up with the backlog. There is an exact day by day meal plan for you to follow in the Nutrition manual should you wish to just stick to this exactly. You may alter the meals around so long as you continue to follow the same principles.

## Here's the list of things to avoid:

- **Wheat** (bread, pasta etc also check ingredients label as it gets everywhere)
  - **Gluten** (check all ingredients labels as it is used in many foods, sauces etc)
  - **Dairy** (all except eggs)
  - **Sugar** (anything too starchy such as potatoes (not including sweet potatoes) and other excess sugars & junk food)
  - **Caffeine** (limit as much as is possible and none after 2pm)
  - **Alcohol** (all, no exceptions)
- 
- If you deviate from this plan even once this can effect your results so **STICK WITH THE RULES**
  - You must drink 2-3 liter's of bottled water per day. Every day!!! If you don't like water then either man up 😊 or add in some liquid chlorophyll for a nice minty taste or even fresh fruit such as berries etc. but do not use **any** diluted squash or fruit juices during the process as these contain sugar and sweeteners which are toxic to the body & will hugely effect your results.
  - This is optional but you should try being fasted for 14-16 hours on most days with the occasional 24 hour fast thrown in. This means that for 14-16 hours of each day (most of which you will be full from your evening meal & asleep) you will only consume water & herbal tea's. I would suggest eating your evening meal a little later in the evening about 8pm ish & delaying your breakfast or waiting until lunch time. The benefits of fasting are explained further on in this manual but this is awesome for detoxing & great for fat burning in the long term too. However if you feel you cannot fast for that long or that fasting is not for you then this is optional.

# The RE-BOOT

- There are plenty of foods that you can eat & you must only eat foods from the allowable foods chart for a full 21 days
- There is an exact day by day meal plan for you to follow should you wish to just stick to this exactly. You may alter the meals around so long as you continue to follow the same principles.
- When cooking use only coconut or palm oils. No olive oil should be used to cook with however it is perfectly fine to have on salads etc.
- Try to get as much organic produce as possible as these foods not only have higher nutritional value but also contain no pesticides and other harmful toxins. Eating organic isn't essential but it will produce better results & it is something you should begin to move towards if you truly value your health.
- Aim for a **minimum** of 7 hours sleep & ideally try being fully asleep by 11pm latest. Over time this can make a **huge** difference to your fat loss results, cravings & daily stress / energy levels
- Be prepared. Know what your going to be eating the following day so that you don't have to make excuses if you are ever busy or caught short!!
- There are no excuses for not being prepared or caught short. If you want your new body badly enough then there is always a way that you can have a healthy option no matter how busy your lifestyle. Remember you can have results or excuses but not both. Don't make excuses anymore!!!!!!
- Supplement with a Multi-Vit, Omega 3, Probiotics & Digestive Enzymes for even better results

## In Summary

- Follow the done for you daily meal plans as closely as possible.
- Eliminate wheat, gluten, dairy, sugar, alcohol & caffeine completely for the entire 21 days.
- Drink 2-3 litres of water per day.
- Skip/delay your breakfast and fast for 14-16 hours per day
- Use coconut or palm oil in your cooking & eat organically as much as possible
- Try getting to sleep by 11pm
- Be Prepared with your meals & focused on what you want to achieve
- Supplement If Possible
- Follow the workout program at home for even better results.

# The RE-BOOT

## What You Can Expect

During your re-boot it is pretty normal, especially during the first week or so to feel a little tired & run down, you may experience a headache or flu-like symptoms. This will typically only last a few days & is caused by the release of toxic waste from your body.

Once you are over these initial “healing symptoms” it will all be worth while as there are so many benefits

## The Benefits To A Reboot

There are many reasons for doing a re-boot. The reason I like all my clients to begin their journey with a re-boot is that it gives you a few weeks to really make some new habits & changes but also it helps you to balance your body’s hormones & avoid the rebound weight gain. This means long term results & improved health.

Here are some of the main benefits.

- Improved hormonal balance
- Increased energy
- Improved mental clarity & sharpness
- Reduced body fat
- Improved ability to continue to drop body fat
- Improved skin, hair & nails
- Improved mood
- Improved digestion
- Reduce bloating & cravings



# The RE-BOOT

On the following page I have included an accountability chart that you should print and place somewhere you can see it such as your fridge etc.

It is very simple all you need to do each day is give yourself a tick if you have been successful in either avoiding the food substance or completing the tasks named. Ideally you should end up with a sheet full of ticks after 21 days.

For example if you have avoided wheat, gluten, dairy etc then you get a tick in those boxes and if you have completed the exercise for that day, taken all of your water & supplements then you get a tick in those boxes.

Its important that you are honest with yourself if you haven't done it then don't tick it.

Turn over to see the sheet and ensure you put it to good use.

It is a good idea to continue with this sheet after the 21 days are up to keep you on track. You will soon see where your lifestyle is going wrong if you slip into your old ways.



# STEP 3

a sustainable  
Life-Long  
nutrition Plan

# sustainable nutrition

This is a very complicated topic on which even the experts all disagree depending on the literature you read.

I am going to attempt to simplify & explain some of the main principles & basics of nutrition which I think are important to have an understanding of to achieve success.

During the re-boot you will have eliminated lots of different foods & you will have seen some fantastic & dramatic results if done correctly & now your body will be in a much better hormonally balanced state to keep the weight off & to continue to lose weight should you still have more to go.

However...That process is not something that very many could stick to completely over the long term & a diet that cant be maintained over the long term is not a diet that is going to get you long term results. The re-boot is a process you can use once or twice a year to get you back on track, focussed & in a healthy balanced state.

Having said that, I would suggest that you attempt to take on board some of those principles & start making your own meals from scratch with real food & real ingredients as in the meal plan & recipe manual & steer away from processed & packaged foods.

Lets use some common sense...

If you're eating loads of cereal, crisps, cakes, chocolate & processed foods daily then the chances are you're going to struggle with changing your body in a positive way.

Like I said earlier, even the experts cant agree on the "best" diet but eating whole, unprocessed single ingredient foods for the vast majority of your diet is definitely the way to go.

I don't care if you decide to go full keto, vegan, carnivore, paleo etc. etc. What I want you to do is eat the foods you intuitively enjoy & foods that feel more natural to you. However I am going to give you some guidelines to follow so this doesn't mean you can just eat a bunch of junk all day & expect to see results but it also doesn't mean that they are off the menu all together.

# sustainable nutrition

The vast majority of your diet should consist of the following foods:

- Meat,
- Fish,
- Vegetables,
- Fruit,
- Nuts and Seeds

This doesn't mean you can't include pasta & rice & potatoes & even bread from time to time or maybe in 1 meal per day just don't make those foods the biggest part of the meal or your overall diet.

If you have those foods then what I like to do is add them in my evening meal as this means I feel really satisfied on an evening & don't binge on junk like biscuits, crisps, cereal etc before I head to bed & because I know I'm going to be getting something like that later I never crave or feel like I'm missing out.

However, like I said earlier you must do what works for you but try to use some common sense with it.

## **IF YOU WANT TO CHANGE YOUR BODY THEN YOU MUST CHANGE YOUR EATING HABITS.**

This is going to take some effort on your part & you must start thinking about what you put in your belly from now on if you want to reach those goals you've set yourself.

I'm going to show you how you can easily track what you're eating as accurately as possible which is something I would **STRONGLY** recommend you do for a period of time.

The longer you do this for the more you will get an understanding of how your body reacts to certain foods & the better of an understanding you will have of food in general & what you're eating.

I understand that it's a pain in the ass & that you won't want to do it but doing it for a short while will really give you so much more of an understanding on where you're going wrong.

It's rare that I ever track anything I eat nowadays but I have done it so much in the past that I have a really good idea now of what is about right for me & I would only track now if I needed to get back on track again. Plus with some of the apps available today it makes the process really quite simple.

# sustainable nutrition

## Estimate Your Calorie Needs:

Firstly this is by no means 100% accurate & all we can do here is to make an educated guess but...

Depending on how active you are you will be burning between 11-15 calories per lb of body weight per day.

So what you need to do is check the table below, decide on what you think is your activity level & multiply your GOAL/TARGET WEIGHT by your bodyweight multiplier

So now time for some simple math

Goal Weight (Lbs) \_\_\_\_\_ X Activity Level \_\_\_\_\_ = \_\_\_\_\_ Calories Per Day

ACTIVITY LEVEL	BODYWEIGHT MULTIPLIER (Cal/Lb)
<b>SEDENTARY:</b> Sitting at a desk/ light household activity	11
<b>LIGHTLY ACTIVE:</b> Low intensity aerobic activity/ some walking	12-13
<b>MODERATELY ACTIVE:</b> Higher intensity aerobic activity or weight training	13-14
<b>VERY ACTIVE</b> Combination of weight training (3+ times/week) and aerobics	14-15

# sustainable nutrition

## Figuring Out Your Macro's: Protein, Fats & Carbs

Perhaps a little more important than calories alone are where those calories come from.

Common sense tells you that 2000 calories from donuts is going to effect your body differently than 2000 calories of chicken.

So even though many of the experts say calories in vs calories out is all that matters, my experience is that this isn't always the case & simply eating less & doing more doesn't necessarily equate to the body of your dreams & often leads to losing weight from your muscles & not from fat which leads to a slower metabolism & making it more difficult to continue losing fat as well as a whole host of problems I wont go into here.

So while it's a good idea to eat within the right calorie range for your goal weight as figured out on the previous page (especially if you're currently overweight) for long term consistent results its also very important to know where those calories come from because this can make a huge difference when it comes to changing your body shape & helping you look lean & toned.

Yes I know what you're thinking, I know you don't want to track your food & I know it feels like a chore but as I said previously doing this for a small period of time will give you much more of an understanding of food in general & how it effects your results. Once you've done this for a short period you wont need to always do it because you will become better at putting portions together etc.

On the following page I'm going to go through some of the very basics of Protein, fat & carbohydrate consumption & give you some steps to help you figure this out.

Once we've gone through these steps its done. You can then use an app like myfitnesspal on your smartphone to input these numbers & then simply scan the barcodes of foods you eat which makes the process really simple.

I will leave a video in the client only area to go through how you can use this app to help you get better results.

# sustainable nutrition

## Protein

Protein contains 4 calories to every gram & is by far the most important macro nutrient to get the adequate amounts of in your diet.

If you have heard the term “essential amino acids” then this means that your body cannot produce these in any other way & must get them from the diet. Hence why they are essential. These essential amino acids are found in protein & this is why I would prioritise this macronutrient above all for body composition.

Protein is also the most satiating of all the macros, which basically means you will feel fuller for longer, which in turn means you will likely eat less throughout the day naturally simply as a result of not being as hungry.

Quite simply higher protein diets have a far greater success rate when it comes to fat loss & they also help you maintain or increase the amount of muscle you have (if also resistance training) meaning the vast majority of your weight loss will be all fat, which is exactly what we want.

So how do we figure out what is enough for you?

Its super simple. If we take your goal, ideal weight in lbs then that is the number of grams of protein you should eat per day.

**For example:** if your goal is to weigh 140lbs then you would simply eat 140g of protein per day.

In this example that would equate to 560 calories per day from protein as each gram of protein has 4 calories.

In my opinion it would be better to go over this number than fall under it, so if your current diet finds you eating less than what I am suggesting here you should begin to increase this now.

You can do this by eating more animal meats (chicken, fish beef, pork etc) beans, lentils, chickpeas, nuts, eggs etc.

Supplementing with a good quality protein powder can also help if you struggle to eat more of these foods. I find it especially helpful for getting more protein into my breakfast, either in the form of a shake/smoothie or adding to oats etc. as this is something that can be done really quickly when time is usually of the essence.



# sustainable nutrition

## Fats

Fat contains 9 calories to every gram. This is probably the main reason that fast have such a bad rap. But let me state this as a matter of fact. If you eat a high fat diet this doesn't mean you will store more body fat. In fact the opposite is likely to be the case.

Let me also say this when it comes to fat. Your brain especially, as well as many hormonal responses are very dependant on fat. You may of heard the term essential fatty acids, these are fats that your body needs for optimal function & that your body cannot make itself & therefore requires them from the diet.

Fish is your best source of these fatty acids as well as chia seeds & flax seeds too. If you don't get much of these in your diet then I would strongly suggest supplementing with a good quality fish oil supplement.

Eating a diet that is at least 25% of your calories would be the minimum requirement to avoid ill health from a low fat diet. Your brain will thank you!!!

Now as I said at the beginning of this nutrition section, the best diet is going to be one you can stick too & enjoy so I'm not going to give you an exact number & say this is exactly what you should do. But I will give some guidelines to follow.

Just know that its your priority to get the right amounts of protein & then fats & carbohydrates can be spread as you like to fill up the rest of your calorie intake, just ensure your getting at least 25%

**For example:** if your goal is to weigh 140lbs & you have worked out your calorie needs to be 1800 per day then you would simply eat 140g of protein per day – 560Kcal

& a minimum of 50g of fat per day – 450Kcal

This leaves 790Kcal – almost 200g which could be taken from Carb sources (mostly veggies & low starch sources for best results) ill talk a bit more about this further on.

The take away here would be that keep your protein intake the same & if you eat more fatty foods then consume less carb foods & vice versa.

# sustainable nutrition

## Fats - continued

My main goal here is to make your diet & food enjoyable, so you know you don't have to avoid or eliminate anything. Nothing is off the menu when you know what your macro's are in check.

You can eat something that you fancy & just know that you will maybe have to make allowances somewhere else down the line.

So with fats & carbs you can play around with the percentages of each to your needs/wants.

However...

Let me just say that in the research higher fat diets have been shown to be easier to stick too & more satiating over the long term & when it comes to carbohydrates its VERY individualised how your body responds to them. Some people handle them well & others less so. This is one of the main reasons I like all my clients to go through the re-boot protocol first as this can greatly improve your body's response to eating carbs.

My suggestion would be to start with 0.4 – 0.5 grams of fat per pound of goal body weight.

Example: Using our previous example of 140lb target

$140 \times 0.4 = 56$  grams of fat – 504Kcal

$140 \times 0.5 = 70$  grams of fat – 630Kcal

So as per the previous page 50 grams of fat would be the minimum requirements but I would recommend somewhere in the region of 56-70g for this individual.

This would leave room for approximately 125g – 152g of carbs which I believe would make for much faster, easier fat loss for most people & still give them a reasonable amount of carbohydrates.

**I KNOW THIS MAY ALL SEEM COMPLICATED NOW BUT I PROMISE YOU ONCE YOU START USING MYFITNESS PAL IT WILL ALL BECOME SO MUCH CLEARER**

# sustainable nutrition

## Carbohydrates

Carbohydrates contain 4 calories per gram & are castigated by many as being the main reason we're all fat. I can understand why this is but let me just say that carbohydrates are not evil. You can & should still eat carbohydrates just be a little bit mindful of where those carbohydrate sources come from.

If you're eating an excess of cakes, biscuits, chocolate & crisps then of course those foods are going to add a lot of wasted, nutrient devoid calories in the forms of mostly sugar which is going to spike your insulin & drive those calories right into your body fat stores. They will also increase your hunger & cravings making it really easy to over eat.

Your body stores carbohydrates in your liver & muscles for instant energy so if you think of your muscles & liver as your fuel tank in your car & you think of carbohydrates as the fuel then put simply if you keep filling up the fuel tank & there is nowhere to store the fuel then it is going to spill over the sides & store as fat.

The more active you are & the more you "empty your tank" the more carbohydrates you can eat. It's as simple as that really.

Try getting the vast majority of your carbohydrates from fruit & vegetable sources & you shouldn't go too far wrong.

**BUT...** I love potatoes & I love bread so guess what?

I still eat potatoes & bread, pasta & rice too occasionally but I do it a bit more strategically than most.

Firstly I know my limit & what I can have without causing any problems because I've been through the process I've laid out for you & tracked my food in the past.

Secondly if I'm going to have one of those foods I usually wouldn't have the other.

Thirdly if I know I'm going to be eating something like that for my evening meal then I would avoid those starchy carbs throughout the rest of the day.

If I did end up having something like that in the day I wouldn't have it or as much of it on the evening.

However if I was training with weights every day then I know I will be fine to eat more without gaining body fat & in fact it would benefit me to do so. Play around with your carb intake to see what works for you just remember the more muscle you have & the more active you are (especially lifting weights) the more carbs (not junk) you can / should eat.

# sustainable nutrition

## Calories Per Day

Your goal bodyweight x Bodyweight Multiplier = Calories Burned Per Day

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

## Protein Per Day

Your goal bodyweight x 1 = Grams Of Protein Per Day X 4 = Calories From Protein

\_\_\_\_\_ x 1 = \_\_\_\_\_ X 4 = \_\_\_\_\_

## Fat Per Day

Your goal bodyweight x 0.5 = Grams Of Fat Per Day X 9 = Calories From Fat

\_\_\_\_\_ x 0.5 = \_\_\_\_\_ X 9 = \_\_\_\_\_

## Carbs Per Day

Calories Burned Per Day - calories from Protein - Calories from Fat = Calories from carbs

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ = \_\_\_\_\_

Calories From Carbs / 4 = Grams of carbs per day

\_\_\_\_\_ / 4 = \_\_\_\_\_

# INTERMITTENT fasting

This isn't going to be for everyone but it certainly has lots of benefits if you decide to try it out.

It involves you occasionally going anywhere from 14-24 hours without food. I know this may seem a little drastic but it really isn't as horrible as it sounds once you try it.

The easiest form of intermittent fasting follow for most people is to have your last meal between 7-8pm then you should go without food until 11am-12pm the following day.

You still eat the same amount of food but you eat it all in an 8 hour period. There are lots of benefits to this but in terms of fat loss it simply means you're spiking insulin less frequently & can tap into your body fat stores more for energy, meaning you will lose fat more quickly, even with the same calorie intake.

Occasionally we will use a 24 hour fast too which does require more effort but once you have done it once or twice they become a breeze.

There are a number of reasons why this is an effective strategy for optimizing your health & burning more body fat which are listed below.

**Reduced Glucose/Sugar Levels** - During a fast your blood sugar levels slowly lowers itself. By fasting you could decrease your sugar input by anywhere from 15 - 30%.

**Improved Insulin Sensitivity** - When you have more insulin sensitivity your body stores more fat as energy. Fasting drastically lowers your insulin sensitivity and also helps you lose more water retention. This means you will look leaner with less fat and less water on your body.

**Increased lipolysis and fat oxidation** - This means one thing and one thing only...YOU BURN MORE FAT.

**Increased Glucagon** - Glucagon is one of the dominant hormones in your body responsible for fat burning. Fasting increases the amount of glucagon produced in your body. This means you have one more tool to burn more fat.

**Fasting Increases growth hormone which leads to increased fat loss and also slows down the aging process** - You are able to produce Growth Hormone by up to 6x with short term fasting. Now Ladies do not be scared of growth hormone. It's one of the hormones responsible for increased fat loss as well as looking younger.

**Fastest way to eliminate waste from the body and lower inflammation** - Short term fasting actually helps you eliminate waste in your body and can speed up the healing process. The research is too early to tell but there has been evidence to support short term fasting in prevention of asthma and cancer.

# STEP 4

making Exercise  
fit into **YOUR**  
Lifestyle

# EXERCISE

When creating a workout program there are a number of factors to consider when putting together a workout plan to create a body transformation & a number of ways which we can tweak each session / routine.

Below I have briefly laid these out

## Consistency

This is number one when it comes to seeing results. Making exercise a part of your daily/weekly routine is what will help you achieve the long term success you're after. I can't stress this enough.

Wherever possible I would suggest getting up that little bit earlier & making exercise a part of your morning routine. If that doesn't work for you then find what does & incorporate it into your lifestyle.

**Volume** – This means the amount of reps you're doing per muscle group per workout

**Frequency** - This means how often you train each muscle group.

**Intensity** - This is how heavy you're lifting

So to make sense of this if your volume was really high, then the intensity would be fairly low. But if the intensity was really high the volume would be lowered. Neither is right or wrong, it just depends on what your goal is. For most of my clients it's building some lean toned muscle & losing a lot of body fat so you will be somewhere in the middle. It's important to keep the intensity high (lifting some heavy weights) With a moderate amount of volume (40-70 reps per muscle per session)

In terms of frequency most traditional bodybuilder type routines usually only train each muscle group once per week but the research shows that a higher frequency up to 3x per week could be much better. However if frequency increases then volume will need to decrease. I prefer to train each muscle group 2x per week as this also gives us more recovery time.

## In Conclusion

There is no perfect workout routine. Just make sure your workout routine is something sustainable that you will stick too. Consistency is what will give you the most progress.

Make sure you're lifting heavy enough for your muscle growth & train each muscle group more than once per week.

# EXERCISE

## Misconceptions

When it comes to exercise & losing weight most people who aren't in the know tend to think they need to use loads of cardio. Women especially tend to be more guilty of this as they think that lifting heavy weights is going to make them big & bulky.

The facts are that the opposite is true. Performing only cardio has been shown over & over in studies to produce poor results in terms of fat loss. In-fact it can even damage your metabolism in the long run by burning muscle for fuel. So while you may lose weight you will just be a smaller version of your current body shape.

Where as lifting heavy weights is going to promote muscle growth, which will increase your metabolism as muscle burns more energy than fat. Having more muscle will also help improve your posture & change the shape of your body leaving you looking lean, toned & firm.

This doesn't mean you should never do any cardio but definitely don't prioritize it. Doing 20-30 minute fast walk or slow run/bike etc after your weight session wont do you no harm but if you don't enjoy it then there really is no need. You can see great results without.

The kind of workouts we will be doing are High Intensity Interval Training which will get your heart rate up significantly while working your muscles hard at the same time. Also known as Metabolic Resistance Training, Effectively giving you a double whammy.

**On the following page I have given you a table you can print out & stick on your fridge to help with your accountability & consistency. Simply put a tick in the box each time you have completed your workout so remember the more ticks the better chances of seeing results.**



MONTH:						
MON	TUE	WED	THUR	FRI	SAT	SUN

MONTH:						
MON	TUE	WED	THUR	FRI	SAT	SUN

MONTH:						
MON	TUE	WED	THUR	FRI	SAT	SUN

# STEP 5

Building a solid  
foundation

# SLEEP

Sleep is very much underrated & overlooked when it comes to changing your body shape. Studies have shown that those sleeping less than 7 hours per night have a higher likelihood of being overweight/obese. That's actual sleep too, not time spent in bed.

One study showed that over the course of 6 years one group who slept less than 6 hours per night gained almost twice as much weight as people who slept 7-8 hours per night. Going to bed past midnight was also shown to be a significant factor in weight gain. Interestingly though, those that spent 9 hours in bed showed similar results to those sleeping 6 hours per night.

This suggests that 7-8 hours sleep is optimal for most people.

The problem is there is so much to stop us from going to bed/sleep nowadays. We have an array of on demand box sets & social media to scroll through so often the reason most people don't get enough sleep is often self control.

Deciding that 10pm is bed time after which you will switch off your tv & mobile devices is a really difficult thing for most people to do but it is something that will benefit you in the long term. Not only in terms of your body fat but also heart attack, stroke & diabetes risk have been linked to sleeping less than 7 hours per night.

## **Improving your sleep should be a number 1 priority**

### **Physiological Effects Of Insufficient Sleep**

- Increased insulin ( more fat storage)
- Increased cortisol (more fat storage, burns muscle for fuel, increased hunger)
- Leptin & grehlin hormone balance disrupted (increased hunger, cravings for sugar)
- Thyroid hormone disrupted (damaged metabolism)
- Decreased Human Growth Hormone (more fat storage, worse at handling carbohydrates & you'll age more quickly).

### **Sleeping Strategy**

- Stay as consistent as you can with your sleep & wake times (if you currently go to bed after midnight aim to drop this back by 15 minutes per month until you can get closer to 10pm)
- Keep your bedroom as dark as possible as light will interfere with your sleep hormones.
- Try using white noise or even experimenting with isochronic tones during the night.
- Develop a pre bedtime routine such as a guided sleep meditation & avoid any light exposure from your phone in bed.
- Eliminate stimulants such as caffeine after 2pm

# SUPPLEMENTATION

When it comes to supplementation a lot of people automatically assume that you mean weight loss & fat burner pills/shakes & various sports supplements but the vast majority of sports supplements really aren't necessary for the average person just looking to lose weight & stay in good shape.

As for weight loss & fat burner supplements/shakes I would stay as far away from them as possible as they can have serious long term repercussions for your health & will be detrimental in the long term.

When it comes to supplementation you need to ask yourself one thing!

## What does my body need?

To function optimally your body needs 3 fundamental things.

1. To receive a high amount of vitamins & minerals
2. To have the ability to digest those vitamins & minerals
3. To absorb those vitamins & minerals

So in my opinion a good supplement program will address these issues. If you do address these issues you will experience much more energy throughout your day, less bloating & sluggishness especially after eating, far less cravings & more mental clarity throughout your day. Not to mention much higher levels of health.

## So Why Supplement?

When I tell people this is all you need to aim to do most people think that this sounds extremely basic & that their body does these 3 things anyway but the truth is that in the vast majority of people these processes are not as efficient as they could be.

the main reason is down to the fact that our food is nowhere near as nutrient rich as it once was 50-100 years ago due to the aggressive farming methods & depletion in soil quality across the globe. Therefore I believe this gap should be filled with supplements regardless of how good your diet is. Even the healthiest diet will still lack many of the essential minerals that the body needs to function at its best simply because those minerals are not present in the soil to the levels they once were.

# SUPPLEMENTATION

However not all supplements are created equal & many of the supermarket brands, even the named brands available on the well known high street stores are made using synthetic man-made vitamins & minerals or poor quality cheap ingredients as well as harmful bulking agents etc to maximise profit margins. These may be cheap but are literally a waste of money and will likely do you more harm than good.

To guarantee you get the best from your supplementation program you need to ensure that your supplements are “pharmaceutical grade” meaning they contain 99%+ of what they say is in the supplement compared to store bought ones that only have to have 20% by law. These are what is called “food grade” where there are far less regulations on quality. Pharmaceutical grade supplements have very strict guidelines on quality so this is the most important thing to look for.

My preferred choice for the vast majority my supplementation needs is <https://www.naturesbest.co.uk> due to their quality & price

Here are the [Daily Essential Supplements](#) I suggest & why I recommend them:



## Multi Vitamin

Very simply a great way to ensure you are receiving higher amounts of important vitamins & minerals that will be lacking in modern day food due to depleted nutrients in the soil from which its grown due to intensive farming methods



## Omega 3's

Omega 3's have an array of health benefits, too many to list here however my main benefit to these is that they make all your cells more supple, making it easier for them to accept any nutrients you give your body. Also they are helpful with the fight against belly fat improving by insulin resistance which in turn will lessen any inflammation in the body & therefore help in an array of health benefits such as heart disease & cholesterol etc. etc.



## Digestive Enzymes

As you age your body produces less & less digestive enzymes which break down the food you eat which again can lead to a host of health issues. Taking digestive enzymes with each meal will really help with the digestive process & lessen any bloating or discomfort & also mean you will extract more of the nutrients from your food.

# SUPPLEMENTATION

The previous page listed what I consider to be daily essentials that work synergistically together to provide you with a fantastic foundation from which to work from.

I never pressure or force anyone into supplementation because I know it can be costly but I do really believe that it has a place in a healthy lifestyle if sourced from a quality provider & can really make a difference to how you feel & your results if done consistently. Therefore if possible I would strongly recommend considering the daily essentials I listed previously.

Listed below are other supplements that I think are worthy of a mention & can help you in your quest for health, fitness & fat loss.

## Protein Powder

Protein is essential if you want to be successful long term with your body composition & keep body fat low. That doesn't mean that you need to supplement if you can get that protein from your diet then great, however most people can't/don't & this is where protein powder can come in really useful.

It makes a great breakfast/snack alternative & can be used in smoothies, shakes, added to yoghurt, oats & can really increase your protein intake in a quick simple way.

My personal choice is the collagen protein from myprotein.com because of the added benefits of collagen while still getting all the important amino acids. But traditional whey protein is great too.

I often have the unflavored option so I can add it to other things but there are many flavor options to select from if you prefer, especially in the whey protein.

## Probiotics

Probiotics also known as good bacteria aid in giving you a healthier digestive tract & stronger immune system.

They have also been linked to helping with mood & mental health by way of improving your gut health.

They have also been shown to improve heart health & reduce allergies such as eczema among others.

They can also aid in weight loss through various mechanisms such as keeping you fuller for longer, burning more calories & storing less fat, this is thought to be because of a change in certain hormone levels.

Bio-Kult is my personal favorite as it has 14 different strains of bacteria which is the main thing to look for when selecting a probiotic.



# WATER

Water is the body's most vital nutrient yet many people don't actually consume a single glass of water all day long. The human body can be up to 70% water, what that means is that all of the trillions of cells that come together to form your Brain, heart, lungs, kidneys, skin etc are made up mainly of water so therefore if you don't give your body the water it needs these cells will shrivel up & perform poorly and eventually die resulting in a wide number of health problems and poorly performing vital organs.

## Here are the rough percentages

- Muscle consists of 75% water
- The brain consists of 90% water
- Bone Consists of 22% water
- Blood consists of 83% water

So when you see it explained like that you surely can understand just why you should be consuming more water than you probably are right now. Water also helps your digestion and helps you get more nutrients from your food meaning much less cravings & it will also help in flushing out toxins too. Bottled or reverse osmosis filtered water is best. I would carry a 2L bottle round with me all day & make sure I had drank it as a minimum by the end of the day.

The amount of water each person should drink will vary but there is a very clever way to work out exactly how much water your body needs. Multiply your weight in kg by 0.033 and that's how many liters you should drink every day.

For example a 60kg person would do the following sum:  $0.033 \times 60 = 1.98$  Litres. Work out your needs below.

I NEED TO DRINK  $0.033 \times$  \_\_\_\_\_ = \_\_\_\_\_ LITRES OF WATER EVERY DAY

**TIP:** When you wake up make it your first priority to drink a full pint of water; this will get you off to a great start to the day. You should also drink a full pint before bed time and then sip gradually throughout the day.

# MISCELANIOUS HABITS

1. Purchase a slow cooker to minimise your time spent cooking.
2. Make batch meals that can be frozen & eaten in the future to save time spent cooking.
3. Purchase a hot food flask that you can use to take warm soups etc to work with you & keep your food warm
4. If you are a chocoholic then purchase a raw organic cocoa powder. It is usually with the baking section at the supermarket or you can get some online. I often have a glass of it to take away my chocolate craving & its even nice cold mixed with almond milk.
5. Make your own “bread” wraps by mixing eggs & ground almonds or coconut flour or buckwheat in a mixing bowl & cooking like a pancake. I often add mixed herbs & garlic to mine too.
6. Swap rice for quinoa.
7. Swap white potatoes for sweet potatoes.
8. If you want breakfast but are in a rush then opt for a protein shake. You could also make it into a smoothie with berries mixed in a blender for extra taste.
9. Add fresh fruit & berries to you water for natural flavour if you don't enjoy drinking plain water.
10. If you struggle to fit in your workouts then break them down into smaller more regular workouts. Doing 5, 10 15, 20 minutes a day is better than doing nothing at all & providing the intensity is high enough you will still see great results



# Putting it all Together

## QUICK OVERVIEW

NO.	ACTION	TICK
1.	Take your before photo's, measurements & fill out your goal setting sheets for your long term goal & also what you want to achieve over the next month	
2	<p>Get prepared for the 21 day Re-Boot Blueprint &amp; follow this step-by-step plan for the first 3 weeks (you will find everything you need in the members area)</p> <p>Keep in touch throughout &amp; let me know how you're getting on &amp; if you have any questions.</p>	
3	After completing the 21 Day Re-Boot Blueprint, re-do your measurements & pictures & post them to the group.	
4	<p>Plan &amp; prepare to transition into a sustainable lifestyle plan that works for you by using the information in this guide &amp; on the members website. I will also be here to support &amp; guide you through this process in the group.</p> <ul style="list-style-type: none"><li>• Consider Intermittent Fasting</li><li>• Figure out your Calorie &amp; Protein Requirements</li><li>• Write down as many meal ideas that you like the sound of &amp; learn to cook them from scratch (use the members area for inspiration)</li><li>• Drink your water requirements</li><li>• Consider a supplement program (chat with me if you need something more bespoke)</li><li>• Get into a regular sleeping pattern</li><li>• Be consistent with your exercise each week &amp; don't be scared to use heavy weights</li></ul>	
5	<p>We will do a weekly weigh in &amp; a monthly body assessment where we will do your measurements etc.</p> <p>We will also re-do your monthly goal setting for the following month &amp; see if you achieved your monthly goals for the previous month.</p>	
6	You have my permission not to be perfect, progress is what we are after.	

# Extra WORKSHEETS

# fitness assessment

**PART 1:** 1 Minute on each exercise, 1 minute rest between. Record amount of reps on each exercise & total reps completed.

EXERCISE	1	2	3	4	5	6
Squat Jumps						
Press Up's						
Burpee's						
Plank Oblique's						
Switch Kicks						
TOTAL REPS						

**3 MINUTES REST**

**PART 2:** 4 exercises, 10 reps each, six minutes on the clock & complete as many circuits as possible. You will score 40 points for each full complete circuit and then 10 points for every complete exercise after that. (your score is basically the total amount of reps completed in 6 minutes)

EXERCISE	1	2	3	4	5	6
High Knees (10 Each Leg)						
Inch Worms						
Mountain Climbers (10 Each Leg)						
T-Twists (5 Each Side)						
TOTAL REPS						

Date	Weight	Arm	Chest	Waist	Hips	Thigh
/ /						
/ /						
/ /						
/ /						
/ /						
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# Goal setting & Targets

**What Is Your No1 Goal/Target:**

**When do you want to achieve this by? Set a specific goal date!!** \_\_\_/\_\_\_/\_\_\_

**This Goal Is Important To Me Because...**

**What are you going to do differently...**

**Obstacles That May Arise Are...**

**How I Plan To Respond To These Obstacles**



**What will help me stick to/achieve my goals?**

# Goal Setting & Targets

**My Goal This Month Is?**

**Date I'll Achieve This by / /**

**Did You Achieve Your Goal? YES / NO**

**What Did I Do Well ?**

**What Did Struggle With / Do Badly?**

**What Can I Improve?**

**How Will I Make These Improvement?**

**What Help / Support Do I Need?**

MONTH:						
MON	TUE	WED	THUR	FRI	SAT	SUN

MONTH:						
MON	TUE	WED	THUR	FRI	SAT	SUN

MONTH:						
MON	TUE	WED	THUR	FRI	SAT	SUN