

YOUR FITNESS BRAND

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# GET LEAN AFTER 40

## MEN'S FAT LOSS AND STRENGTH PROGRAM

Drop body fat. Protect muscle.  
Build strength. Boost testosterone.  
Feel stronger, leaner, and more  
energetic — starting today.



12 WEEKS  
3 PHASES



3 STRENGTH DAYS  
2 CONDITIONING DAYS



HOME OR GYM  
FLEXIBLE TRAINING



TRACKERS  
INCLUDED



REAL RESULTS  
SUSTAINABLE PLAN



### A PRECISION FAT-LOSS AND STRENGTH SYSTEM BUILT FOR **MEN OVER 40.**

- ✓ Reduce visceral fat and waist circumference
- ✓ Protect and build lean muscle
- ✓ Support testosterone and metabolic health
- ✓ Improve energy, strength, and daily performance
- ✓ A practical plan that fits a real schedule

### FOCUS ON WHAT MATTERS MOST

- 🎯 TRAIN SMARTER
- 🍷 EAT BETTER
- 🛌 SLEEP DEEPER
- 🚶 MOVE MORE
- 🛡 LIVE STRONGER

**YOUR BEST SHADE IS STILL AHEAD**

STRONGER. LEANER. CONSISTENT.

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# INSIDE THIS PROGRAM

This is a complete stand-alone digital product: structured fat-loss instructions, progressive strength and conditioning workouts, calorie and protein targets, meal structure, testosterone-supportive lifestyle guidance, recovery rules, tracking sheets, and next-step coaching prompts.

1	QUICK START AND SAFETY RULES	
2	THE RESEARCH FOUNDATION — MEN 40+	
3	HOW TO TRAIN: RPE, TEMPO, PROGRESSION	
4	WARM-UP, MOBILITY, COOLDOWN	
5	THE WEEKLY TRAINING CALENDAR	
6	PHASE 1: FOUNDATION — WEEKS 1-4	
7	PHASE 2: METABOLIC BUILD — WEEKS 5-8	
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12	RECOVERY, SLEEP, STEPS, HYDRATION	
13	PROGRESS TRACKING SHEETS	
14	TROUBLESHOOTING AND NEXT STEPS	



## BEST BUYER FIT

Men 40+ who want to lose body fat — especially around the midsection — protect muscle, feel more energetic, and improve health markers with a practical 3-day-a-week strength and conditioning program.



LOSE BODY FAT  
ESPECIALLY  
AT THE WAIST



PROTECT  
AND BUILD  
MUSCLE



BOOST  
ENERGY AND  
ENDURANCE



IMPROVE HEALTH  
MARKERS



3-DAY-A-WEEK  
PRACTICAL PLAN



REALISTIC.  
SUSTAINABLE.  
RESULTS.



**BUILT FOR MEN OVER 40.**  
Smart training. Better nutrition.  
Stronger habits. Lasting results.



FOCUS.



EXECUTE.



EVOLVE.

**BUILT  
FOR LIFE**



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# PROGRAM QUALITY NOTE

USE THE PROGRAM **CLEANLY.**



## THE SMALL DETAILS DRIVE THE BIG RESULTS.

Follow these quality standards to train smart, track accurately, and progress with confidence.



### 1 PRIMARY MOVEMENT RULE

The first exercise name in each row is the main movement. The exercise after "or" is the approved substitute when equipment, joints, skill level, or comfort require it.

#### EXAMPLE

**BARBELL SQUAT**  
OR  
**GOBLET SQUAT**



### 2 TRACK ONE VERSION

Choose one lunge, split squat, row, or plank variation and track that same version for the full 4-week phase. Consistency in tracking reveals true progress.

#### EXAMPLE

**PICK ONE.**  
**STICK WITH IT.**



DON'T SWITCH VARIATIONS MID-PHASE.



### 3 CORE PROGRESSION NOTE

Start at the lower end of the rep or hold range. Increase time or load only when posture, breathing, and control stay clean.

#### EXAMPLE

**PLANK HOLD**  
**30-60 SECONDS**  
Start at 30 sec.  
Build to 60 sec.



QUALITY REPS. CLEAN FORM. THEN PROGRESS.



### 4 FINISHER NOTE

Metabolic finishers follow each strength session. Scale rounds or rest time before dropping exercise. Quality of movement always comes first.

#### EXAMPLE

**CIRCUIT FINISHER**  
**3-4 ROUNDS**  
Decrease rest time before removing an exercise.



MOVE WELL. MOVE FAST. RECOVER SMART.



### 5 EXERCISE LINKS

Clickable exercise names open the BPF app exercise library. Subtle red highlight bands show the exercise areas that are linked.

#### HOW IT WORKS

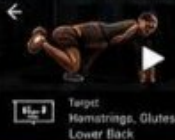
EXERCISE

**DUMBBELL RDL**

**PUSH-UP**

**INCLINE DB PRESS**

DUMBBELL RDL



## REMEMBER: SMALL DETAILS. BIG RESULTS.

Train with purpose. Track with precision. Execute with consistency.



FOCUS.



EXECUTE.













EVOLVE.


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# QUICK START: WHAT YOU DO THIS WEEK

This program runs on one principle: create a modest caloric deficit, protect your muscle with resistance training, add structured conditioning, and build daily habits that compound over 12 weeks. **No crash dieting. No two-hour sessions. No guesswork.**



STEP	ACTION	WHY IT MATTERS
<b>1</b>	 <b>TAKE STARTING MEASUREMENTS: WEIGHT, WAIST, PHOTOS, RESTING HEART RATE</b> See guide below for exact waist measurement.	 Waist circumference is the most reliable fat loss indicator for men — the scale lies.
<b>2</b>	 <b>SET YOUR DAILY PROTEIN TARGET: 0.7 – 1G PER LB OF BODYWEIGHT</b> Spread across 3–4 meals with 25–40g per meal.	 Protein protects muscle during caloric deficit and supports testosterone production.
<b>3</b>	 <b>TRAIN 3 STRENGTH DAYS + 2 CONDITIONING DAYS PER WEEK</b> Follow the weekly training calendar on Page 8.	 Creates the caloric and hormonal environment for fat loss without destroying recovery.
<b>4</b>	 <b>BUILD 3 SIMPLE, PROTEIN-ANCHORED MEALS PER DAY</b> Use the meal templates and grocery list provided.	 Controls calories without obsessive tracking; supports stable blood sugar all day.
<b>5</b>	 <b>TRACK WORKOUTS, WAIST, STEPS, SLEEP, AND 7-DAY WEIGHT AVERAGE</b> Use the Progress Dashboard on Page 23.	 What gets measured gets adjusted — track what matters, ignore what doesn't.

## HOW TO MEASURE WAIST (AT THE NAVEL)



- ✓ Use a soft measuring tape.
- ✓ Wrap it around your waist at belly button (navel) level.
- ✓ Keep tape horizontal all the way around.
- ✓ Stand relaxed.
- ✓ Exhale normally.
- ✓ Record in inches.

**MEASURE AT THE SAME TIME AND CONDITIONS EACH WEEK.**

## OTHER KEY METRICS TO TRACK



### WEIGHT (7-DAY AVERAGE)

Weigh daily. Use the average of 7 days to track trend.



### RESTING HEART RATE

Measure each morning before getting out of bed.



### DAILY STEPS

Target 8,000+ steps per day.



### SLEEP HOURS

Target 7–9 hours per night.



### MEDICAL AND SAFETY NOTE:

This program is general education, not medical care. Get medical clearance if you have cardiovascular concerns, joint pain, or haven't trained in over 12 months.





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# RESEARCH FOUNDATION

## WHY FAT LOSS AFTER 40 IS DIFFERENT FOR MEN

### SUBCUTANEOUS FAT

Fat stored just beneath the skin. Less harmful to metabolic health.



Sits above the abdominal muscles.

Lower health risk.



VS.

### VISCERAL FAT

Fat stored deep inside the abdominal cavity, surrounding organs.



Wraps around organs and disrupts function.

High health risk.



### THE HIDDEN DANGER OF VISCERAL FAT

	Increases insulin resistance
	Elevates blood pressure
	Raises triglycerides and LDL cholesterol
	Slows resting metabolism
	Increases risk of heart disease, diabetes & more

### 5 KEY REASONS FAT LOSS AFTER 40 IS DIFFERENT

1



#### VISCERAL FAT INCREASES

Men accumulate visceral abdominal fat (around organs) disproportionately with age. This drives insulin resistance, elevated triglycerides, and cardiovascular risk — independent of scale weight.



#### PROGRAM SOLUTION

Resistance training + caloric deficit targets visceral fat more effectively than cardio alone.

2



#### TESTOSTERONE DECLINES

Testosterone declines ~1% per year after 30. Excess body fat converts testosterone to estrogen, accelerating the decline. Low testosterone further impairs fat loss and muscle retention.



#### PROGRAM SOLUTION

Compound resistance training, quality sleep, and reduced body fat all support testosterone levels.

3



#### SARCOPENIA ACCELERATES

Men lose 3–8% of muscle mass per decade after 40 without intervention. Less muscle = slower resting metabolism = more fat gain.



#### PROGRAM SOLUTION

3 resistance sessions per week with high protein preserves lean mass during caloric deficit.

4



#### INSULIN SENSITIVITY DECLINES

Insulin resistance increases with age and inactivity, making fat storage easier and fat burning harder.



#### PROGRAM SOLUTION

Combined resistance + conditioning training improves insulin sensitivity within weeks.

5



#### SLEEP AND CORTISOL MATTER MORE

Poor sleep elevates cortisol and suppresses testosterone — a double hit on fat loss and muscle retention.



#### PROGRAM SOLUTION

7–9 hour sleep targets and reduced training volume on poor-sleep days.

### THE GET LEAN FORMULA FOR MEN 40+

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<b>MODEST DEFICIT</b> 300–500 KCAL/DAY	<b>HIGH PROTEIN</b> 0.7–1G PER LB	<b>RESISTANCE TRAINING</b> 3X/WEEK	<b>CONDITIONING TRAINING</b> 2X/WEEK	<b>DAILY STEPS</b> 8,000+ STEPS	<b>QUALITY SLEEP</b> 7–9 HOURS
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**SUSTAINABLE FAT LOSS WITHOUT MUSCLE LOSS**  
**STRONGER. LEANER. HEALTHIER.**



The goal isn't just to lose weight — it's to lose the **RIGHT** weight, keep your muscle, and build a body that performs, feels great, and supports a healthier, longer life.



# OF 24 **HOW TO TRAIN**

## INTENSITY WITHOUT GUESSWORK



Training intensity is controlled through RPE (Rate of Perceived Exertion), tempo, and progressive overload. This prevents overtraining, protects joints, and drives results.

### RPE (RATE OF PERCEIVED EXERTION) GUIDE

RPE	MEANING	REPS LEFT IN RESERVE (RIR)	USE THIS WHEN	FEELING GUIDE
6	Easy to moderate	4+	Warm-up sets, conditioning circuits, recovery weeks	EASY
7	Challenging but clean	3	Most conditioning work and accessory exercises	MANAGEABLE
8	Hard, controlled	2	Main strength sets in Phases 2 and 3	HARD
9	Very hard	1	Top sets on big lifts (advanced trainees)	VERY HARD
10	Max effort	0	Testing only. Not required. Use sparingly.	MAX EFFORT

### THE RPE SCALE EXPLAINED

RPE is how hard a set feels on a scale of 1-10. It accounts for your good and bad days, stress, sleep, and recovery — so you train the way your body is ready, not how your ego wants.



### TEMPO GUIDE (CONTROL BUILDS STRENGTH AND MUSCLE)

Tempo is written as 4 numbers: **Eccentric** – **Pause** – **Concentric** – **Pause**

TEMPO	EXAMPLE	FOCUS	BEST USED FOR
3-1-1-0	<b>DUMBBELL ROMANIAN DEADLIFT</b>	Control the lowering phase. Build strength and muscle.	Big lifts (squat, deadlift, presses, rows).
2-0-1-0	<b>DUMBBELL BENCH PRESS</b>	Standard tempo. Balance of tension and performance.	Most exercises and hypertrophy work.
2-1-2-1	<b>SQUAT</b>	More time under tension. Increase muscle stimulus.	Accessory lifts and corrective exercises.

**TIP:** Control the eccentric (lowering) phase. That's where you build muscle and prevent injury.

### PROGRESSION RULES

- ADD REPS BEFORE LOAD**  
When you hit the top of the rep range on all sets with your target RPE, increase the load.
- SMALL INCREASES, BIG RESULTS**  
Increase weight by the smallest jump available: 2.5-5 lbs on upper body, 5-10 lbs on lower body.
- WEEKLY PROGRESSION**  
Aim to improve something each week: reps, load, tempo control, or RPE.
- DELOAD WHEN NEEDED**  
If performance drops for 2+ workouts, take a deload week or reduce volume.
- CONSISTENCY > INTENSITY**  
Show up, follow the plan, and trust the process. Results come from repetition.

### PROGRESSIVE OVERLOAD MADE SIMPLE

Your body adapts to stress. To keep improving, you must progressively increase the demand over time.



- 1. CHOOSE A LIFT**  
From your program.
- 2. CHOOSE A REP RANGE**  
Example: 8-12 reps.
- 3. HIT THE TOP END**  
Complete all sets at the top of the range with target RPE.
- 4. INCREASE THE LOAD**  
Next workout, add weight and start back at the lower end.
- 5. REPEAT & IMPROVE**  
Small, consistent progress over 12 weeks leads to big results.

### RPE ADJUSTMENTS: LISTEN TO YOUR BODY

	GREAT SLEEP, LOW STRESS	Train at planned RPE	
	AVERAGE SLEEP OR STRESS	Reduce RPE by 1	
	POOR SLEEP, HIGH STRESS	Reduce RPE by 2	
	SORE, FATIGUED, RUN DOWN	Deload or reduce volume	

### KEY TAKEAWAY

Train smart, not just hard. Use RPE, tempo, and progressive overload to build strength, burn fat, and stay healthy for the long run.

**FOCUS. EXECUTE. EVOLVE.**  
**BUILT FOR LIFE.**





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# STRENGTH TRAINING GUIDE

BUILD STRENGTH. BUILD MUSCLE. **BUILD CONFIDENCE.**



Strength training after 40 isn't just about lifting heavy — it's about training smart. The right mix of compound lifts, progressive overload, and recovery will build muscle, increase strength, and keep your body performing at its best.

## THE 5 PILLARS OF STRENGTH TRAINING

### 1 COMPOUND FIRST



Focus on big, multi-joint exercises that build the most strength and muscle.

**Examples:** Squats, Deadlifts, Bench Press, Rows, Overhead Press

### 2 PROGRESSIVE OVERLOAD



Gradually increase the challenge over time. Add reps, weight, or improve form.

**Progress = Results**

### 3 TRAIN WITH INTENSITY



High effort leads to adaptation. Push close to failure on your working sets.

**Effort builds strength**

### 4 RECOVER & ADAPT



Growth happens outside the gym. Prioritize sleep, nutrition, and rest days.

**Recovery = Gains**

### 5 CONSISTENCY WINS



Show up, follow the plan, and trust the process.

**Small daily actions lead to massive change**

## BEST COMPOUND EXERCISES FOR MEN 40+

### 1 SQUAT



Builds lower body strength, muscle, and hormone optimization.

### 2 DEADLIFT



Strengthens the entire posterior chain. Boosts posture and total body strength.

### 3 BENCH PRESS



Builds upper body pushing strength and chest development.

### 4 PULL-UP / ROW



Builds a strong back, improves posture, and balances upper body.

### 5 OVERHEAD PRESS



Builds strong shoulders, upper chest, and core stability.

### 6 LUNGE



Improves leg strength, balance, and core stability. Joint friendly.

## REP RANGES: WHAT THEY DO

REP RANGE	FOCUS	RESULT
1-5 REPS	MAX STRENGTH	Builds maximal strength and power
6-12 REPS	STRENGTH & HYPERTROPHY	Builds strength and muscle size
12-20 REPS	MUSCULAR ENDURANCE	Improves endurance and muscle tone
20+ REPS	ENDURANCE & FAT LOSS	Improves muscular endurance and calorie burn

## EXAMPLE: STRENGTH HI TRAINING TEMPLATE

DAY	FOCUS	EXERCISE EXAMPLES	SETS	REPS
DAY 1	PUSH	Bench Press, Overhead Press, Incline Dumbbell Press, Dips	3-4	6-12
DAY 2	PULL	Pull-Ups, Barbell Row, Lat Pulldown, Face Pulls	3-4	6-12
DAY 3	LEGS	Squat, Romanian Deadlift, Lunges, Leg Press, Calf Raises	3-4	6-12
DAY 4	FULL BODY	Deadlift, Push Press, Rows, Kettlebell Swings	3-4	6-12



### PRO TIP:

Focus on perfect form. Lift with control. Stop 1-2 reps shy of failure on most sets. Go to failure only on your last set or isolation exercises.



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# PROGRESSIVE OVERLOAD

## THE KEY TO *CONTINUOUS* RESULTS



Your body adapts to stress. To keep improving, you must progressively increase the demands placed on your muscles. This is how you get stronger, build muscle, and burn fat. Small, consistent increases create **massive results** over time.

### 6 WAYS TO APPLY PROGRESSIVE OVERLOAD

#### 1 INCREASE WEIGHT



Add more resistance to your lifts.

**EXAMPLE:**  
Increase from 40 lbs to 45 lbs on dumbbell press.

#### 2 INCREASE REPS



Perform more repetitions with the same weight.

**EXAMPLE:**  
Increase from 8 reps to 10 reps on squats.

#### 3 INCREASE SETS



Add an extra set to increase total volume.

**EXAMPLE:**  
Increase from 3 sets to 4 sets on rows.

#### 4 IMPROVE TEMPO



Slow down the tempo to increase time under tension.

**EXAMPLE:**  
Lower for 3 seconds instead of 1 second.

#### 5 REDUCE REST TIME



Shorten rest periods to increase intensity and density.

**EXAMPLE:**  
Reduce rest from 90 sec to 60 sec.

#### 6 IMPROVE ROM OR FORM



Increase range of motion or refine exercise form.

**EXAMPLE:**  
Go deeper on squats with full control.

### HOW TO PROGRESS THE RIGHT WAY



#### SET A GOAL

Define what you want to improve: strength, muscle, or endurance.



#### TRACK YOUR WORKOUTS

Log your exercises, sets, reps, weight, and how you felt.



#### FIND A WEAK LINK

Identify where you can improve using one or more of the 6 methods.



#### APPLY THE OVERLOAD

Make a small, measurable increase to challenge your body.



#### REPEAT & ADAPT

Stay consistent and adjust as your body gets stronger.

### EXAMPLE: SQUAT PROGRESSION OVER 6 WEEKS

WEEK	WEIGHT	REPS	SETS	METHOD USED	NOTES
1	135 lbs	8	3	Baseline	Establish starting point
2	135 lbs	10	3	Increase Reps	More volume
3	145 lbs	8	3	Increase Weight	Add 10 lbs
4	145 lbs	8	4	Increase Sets	More total volume
5	145 lbs	8	3	Reduce Rest	Rest 60 sec instead of 90 sec
6	155 lbs	8	3	Increase Weight	New PR!

### SIGNS YOU NEED MORE OVERLOAD

- Workouts feel easy most of the time.
- You're not sore or challenged.
- Your strength is not increasing.
- You've hit a plateau.
- You're doing the same workouts with the same results.



### PRO TIPS

- Progress in small steps. Even 1–2 reps or 2.5–5 lbs makes a difference.
- Don't chase PRs every workout. Focus on steady, sustainable progress.
- Deload every 4–6 weeks to recover and come back stronger.
- Quality always comes first. Perfect your form, then increase the load.



### THE OVERLOAD MINDSET

Discipline today. Strength tomorrow. Small increases. Big transformations.  
**FOCUS. EXECUTE. EVOLVE.**  
**BUILT FOR LIFE.**



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# NUTRITION STRATEGY

FUEL YOUR BODY. MAXIMIZE RESULTS.



Nutrition is the foundation of getting lean after 40. Your workouts build the engine, but the right fuel makes it run. Dial in your calories, macros, hydration, and timing to support **fat loss**, **muscle retention**, and strong **performance**.

## CALORIE TARGETING

Fat loss starts with a calorie deficit. Use this as your starting point and adjust based on results.



GOAL	CALORIE TARGET
Slow Fat Loss	10–15% below maintenance
Moderate Fat Loss	15–20% below maintenance
Aggressive Fat Loss	20–25% below maintenance
Maintenance	About maintenance calories
Muscle Gain	5–10% above maintenance

Adjust calories every 2–3 weeks based on progress. If weight loss stalls for 2 weeks, lower by 100–150 calories.

## MACRO BREAKDOWN FOR FAT LOSS

Aim for high protein, moderate carbs, and healthy fats.

### PROTEIN



0.7–1.0g per lb of body weight  
**(30–40%)**

Preserve muscle, increase satiety, and support recovery.

### CARBS



0.5–1.0g per lb of body weight  
**(30–40%)**

Fuel workouts, support performance, and replenish glycogen.

### FATS



0.3–0.4g per lb of body weight  
**(20–30%)**

Support hormones, brain function, and overall health.

**TIP:** Adjust carbs up on training days and down on rest days.

## TIMING YOUR NUTRITION

### PRE-WORKOUT



1–2 HOURS BEFORE

- 20–40g carbs
- 20–30g protein
- Low to moderate fat

Example: Oatmeal with whey and fruit

### POST-WORKOUT



WITHIN 1–2 HOURS

- 30–50g carbs
- 25–40g protein
- Low fat

Example: Chicken with rice and veggies

### MEALS



EVERY 3–4 HOURS

- Balanced macros
- High protein
- Fiber-rich carbs
- Healthy fats

Example: Lean meat, veggies, quinoa, olive oil

### BEFORE BED



30–60 MINUTES BEFORE

- 20–30g protein
- Low carbs
- Low fat

Example: Casein protein or Greek yogurt

Consistency is key. Plan ahead, prep your meals, and stick to the plan. Good timing + clean food = better results.

## HYDRATION & SUPPLEMENTS



Stay hydrated all day, every day.

- 3–4 liters of water daily (more if you sweat a lot)

- Add electrolytes during intense or long workouts.

### SUPPLEMENTS THAT HELP



#### WHEY PROTEIN

Convenient protein source to hit daily targets.



#### CREATINE MONOHYDRATE

5g daily to support strength, muscle, and recovery.



#### FISH OIL (OMEGA-3)

Supports heart health, joint health, and recovery.



#### MULTIVITAMIN

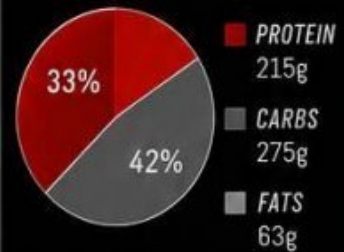
Fill nutrient gaps and support overall health.

## SAMPLE DAY OF EATING (2,200 CALORIES)

MEAL	FOOD	PROTEIN	CARBS	FATS	CALORIES
MEAL 1	Oats, whey protein, banana, almond butter	35g	55g	12g	500
MEAL 2	Chicken breast, brown rice, broccoli, olive oil	45g	60g	15g	600
MEAL 3 (PRE)	Turkey, sweet potato, spinach	30g	45g	8g	400
MEAL 4 (POST)	Whey protein, white rice, pineapple	35g	60g	2g	400
MEAL 5	Salmon, quinoa, mixed veggies	40g	40g	18g	500
MEAL 6 (BED)	Casein protein, berries, flaxseed	30g	15g	8g	200
<b>TOTAL</b>		<b>215g</b>	<b>275g</b>	<b>63g</b>	<b>2,600</b>



### MACRO SUMMARY



**CALORIES: 2,600**

Adjust portion sizes to fit your target calories. Track your food. Measure your success.

## NUTRITION PRINCIPLES TO LIVE BY



### EAT REAL, WHOLE FOODS

Focus on lean meats, fruits, veggies, whole grains, and healthy fats.



### CONTROL PORTIONS

Use your hand or a food scale. Portion control drives results.



### TRACK & ADJUST

Track your food, weight, and progress. Adjust every 2–3 weeks.



### PROTEIN EVERY MEAL

Hit your protein target daily. It's non-negotiable for muscle retention.



### PLAN AHEAD, STAY CONSISTENT

Preparation eliminates excuses. Consistency creates results.

GREAT NUTRITION ISN'T ABOUT PERFECTION. IT'S ABOUT **CONSISTENCY**. FOCUS. EXECUTE. EVOLVE. **BUILT FOR LIFE.**



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# SUPPLEMENTS & RECOVERY

SUPPORT YOUR BODY. **ACCELERATE RESULTS.**

Supplements won't replace hard work and proper nutrition, but the right ones can fill gaps, enhance performance, and speed up recovery.

## THE FOUNDATIONAL SUPPLEMENTS

<p><b>WHEY PROTEIN</b></p> <p>Convenient, high-quality protein to hit daily targets.</p> <p><b>DOSE:</b> 20–40g daily</p>	<p><b>CREATINE MONOHYDRATE</b></p> <p>Increases strength, power, and muscle mass.</p> <p><b>DOSE:</b> 5g daily</p>	<p><b>FISH OIL (OMEGA-3)</b></p> <p>Supports heart health, joint health, and reduces inflammation.</p> <p><b>DOSE:</b> 1–2g EPA/DHA daily</p>	<p><b>MULTIVITAMIN</b></p> <p>Fills micronutrient gaps and supports overall health.</p> <p><b>DOSE:</b> 1 serving daily</p>	<p><b>VITAMIN D3</b></p> <p>Supports immune function, mood, and hormone health.</p> <p><b>DOSE:</b> 2,000–4,000 IU daily</p>
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**TIP:** Quality matters. Choose trusted brands and avoid unnecessary fillers.

### WHEN TO TAKE THEM

	<b>WHEY PROTEIN</b>	Post-workout or between meals
	<b>CREATINE</b>	Anytime, daily consistency is key
	<b>FISH OIL</b>	With meals for absorption
	<b>MULTIVITAMIN</b>	With your first meal of the day
	<b>VITAMIN D3</b>	With meals (contains fat)

## RECOVERY: THE GROWTH MULTIPLIER

You don't build muscle in the gym — you build it while you recover.

<p><b>REST DAYS</b></p> <p>Your body grows during rest. Don't skip them — plan them.</p>	<p><b>MOBILITY &amp; FLEXIBILITY</b></p> <p>Keeps joints healthy, improves movement, and reduces injury risk.</p>	<p><b>ACTIVE RECOVERY</b></p> <p>Light activity on rest days improves circulation and reduces soreness.</p>	<p><b>STRESS MANAGEMENT</b></p> <p>Chronic stress increases cortisol, which breaks down muscle and increases fat storage.</p>	<p><b>SLEEP</b></p> <p>Aim for 7–9 hours of quality sleep. Growth hormone releases during deep sleep.</p>
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**RECOVER HARDER. COME BACK STRONGER.**

## SAMPLE SUPPLEMENT STACK

Simple, effective, and backed by science.

SUPPLEMENT	DOSE	BENEFIT
Whey Protein	20–40g	Builds & repairs muscle
Creatine Monohydrate	5g	Strength, power, muscle mass
Fish Oil (Omega-3)	1–2g EPA/DHA	Heart, joint, & brain health
Vitamin D3	2,000–4,000 IU	Hormone & immune support
Multivitamin	1 serving	Fills nutrient gaps
Magnesium	300–400mg	Sleep, recovery, muscle function
Zinc	15–30mg	Testosterone & immune support

★ Optional Add-Ons: Collagen (joints), Electrolytes (hydration), Probiotics (gut health)

## SUPPLEMENTS TO CONSIDER (SITUATIONAL)

<p><b>BCAAs / EAAs</b></p> <p>May help recovery and reduce muscle soreness.</p> <p><b>Dose:</b> 5–10g intra-workout</p>	<p><b>PRE-WORKOUT</b></p> <p>Boosts energy, focus, and performance.</p> <p><b>Dose:</b> Follow label instructions</p>	<p><b>CITRULLINE MALATE</b></p> <p>Improves blood flow, pumps, and reduces muscle soreness.</p> <p><b>Dose:</b> 6–8g pre-workout</p>	<p><b>GLUTAMINE</b></p> <p>Supports immune function and muscle recovery.</p> <p><b>Dose:</b> 5g post-workout or before bed</p>
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## HYDRATION GUIDE

Hydration is critical for performance, recovery, and overall health.

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**DAILY GOAL**  
Half your body weight in ounces. (Example: 200 lbs = 100 oz/day)

**SWEAT LOSS**  
Add 16–24 oz of water for every hour of training.

**ELECTROLYTES**  
Use electrolytes on long or intense workouts to replace sodium, potassium, and magnesium.

**BETTER PERFORMANCE**  
More energy, less fatigue, faster recovery.

**Tip:** Drink consistently throughout the day, not just during workouts.

## MEAL PREP MADE SIMPLE

Plan ahead. Save time. Stay on track.

- PLAN / YOUR MEALS**  
Pick 3–5 meals for the week.
- SHOP / WORKART**  
Buy in bulk, focus on whole foods.
- PREP & PORTION**  
Cook, portion, and store in containers.
- STAY CONSISTENT**  
Grab, go, and stay on plan.



- ### MEAL PREP TIPS
- Use lean proteins, complex carbs, and healthy fats.
  - Keep meals simple: Protein + Carb + Veggie.
  - Prep 2–3 days ahead to keep food fresh.
  - Invest in good containers.

## RECOVERY CHECKLIST

Use this weekly to make sure you're recovering like a pro.

- ✓ 7–9 hours of quality sleep nightly
- ✓ Managing stress (meditation, walks, breathing)
- ✓ At least 1 active recovery day
- ✓ Mobility work 3–5 days per week
- ✓ Adequate hydration daily
- ✓ Hitting nutrition and calorie targets
- ✓ Taking supplements consistently

**STRONG BODY. STRONG MIND. STRONG LIFE.**

**FOCUS. EXECUTE. EVOLVE. BUILT FOR LIFE.**



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OF 24

# SLEEP & STRESS MANAGEMENT

REST. RECOVER. RECHARGE. **PERFORM.**

You can train hard and eat right, but poor sleep and unmanaged stress will hold you back. Master your recovery habits to unlock your full potential.

10:30 PM



## WHY IT MATTERS

- Better sleep improves memory, focus, and decision-making.
- Deep sleep boosts muscle recovery and growth.
- Lower stress means better hormone balance and fat loss.
- Recovery is where the body adapts and gets stronger.

## SLEEP RECOMMENDATIONS FOR MEN 40+

- TARGET 7-9 HOURS**  
Aim for 7-9 hours of quality sleep each night.
- CONSISTENT SCHEDULE**  
Go to bed and wake up at the same time daily.
- LIMIT SCREENS BEFORE BED**  
Avoid screens 60 minutes before sleep.
- COOL, DARK, QUIET ROOM**  
Keep your room between 60-67°F (15-19°C).
- AVOID CAFFEINE & ALCOHOL LATE**  
No caffeine after 2 PM. Avoid alcohol close to bedtime.

## THE SLEEP QUALITY FORMULA

+ + + = **BETTER SLEEP BETTER RESULTS**

- DURATION** (7-9 hours)
- CONSISTENCY** (Daily routine)
- ENVIRONMENT** (Dark, quiet, cool)
- WIND DOWN** (Relaxation routine)

## WIND DOWN ROUTINE (30-60 MINUTES BEFORE BED)

- 1. UNPLUG**  
Step away from screens and notifications.
- 2. RELAX**  
Practice deep breathing or meditation.
- 3. SHOWER**  
A warm shower helps lower core body temperature.
- 4. PLAN**  
Write down your top 3 priorities for tomorrow.
- 5. SLEEP**  
Get into bed and focus on quality rest.

## STRESS MANAGEMENT STRATEGIES

STRATEGY	HOW TO DO IT	BENEFITS
Mindfulness Meditation	5-10 minutes daily. Focus on your breath.	Reduces stress, improves focus, lowers cortisol.
Daily Walks	20-30 minutes outdoors.	Clears mind, improves mood, boosts recovery.
Prioritize & Simplify	Focus on what matters most. Eliminate distractions.	Less overwhelm, better focus and productivity.
Connect	Spend quality time with family and friends.	Improves mood, lowers stress, builds support.
Train	Exercise is one of the best stress relievers.	Boosts endorphins, improves sleep, builds resilience.

## STRESS SCALE: CHECK YOUR LEVEL

Rate your stress level over the past week.

<b>1-2</b> <b>LOW</b> You feel calm, focused, and in control most of the time.	<b>3-4</b> <b>MODERATE</b> You feel some stress but can manage it effectively.	<b>5-6</b> <b>HIGH</b> You feel stressed often. It may be affecting your sleep or focus.	<b>7-8</b> <b>VERY HIGH</b> Stress is high most days. Taking a toll on your body.	<b>9-10</b> <b>EXTREME</b> Overwhelmed, exhausted, and unable to cope. Take action now.
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**TIP:** Identify the source. Take small steps daily to lower your stress.

## SUPPLEMENTS THAT SUPPORT SLEEP & STRESS

SUPPLEMENT	DOSE	BENEFITS
Magnesium Glycinate	200-400mg	Promotes relaxation and improves sleep quality.
Ashwagandha	300-600mg	Lowers cortisol and supports stress relief.
L-Theanine	100-200mg	Promotes calm and reduces anxiety.
Melatonin	0.5-3mg	Helps regulate sleep cycle (short-term use).
Omega-3 (Fish Oil)	1-2g EPA/DHA	Supports mood, brain health, and recovery.

☆ Always consult your doctor before starting any new supplement.

## THE DANGERS OF CHRONIC STRESS

High stress over time can lead to:

- Increased cortisol
- Increased belly fat
- Poor sleep quality
- Low energy & motivation
- Weakened immune system
- Higher risk of burnout

**MANAGE STRESS. PROTECT YOUR HEALTH. EXTEND YOUR LIFE.**

## QUICK STRESS RESET (5-10 MINUTES)

Use this anytime you feel overwhelmed.

→ → → →

- STOP**  
Pause what you're doing.
- BREATHE**  
Deep breath in for 4, hold for 4, out for 6. Repeat 5 times.
- RESET**  
Relax your body. Let go of tension.
- FOCUS**  
Focus on what you can control right now.
- MOVE**  
Take action. Small steps create change.

**KEY TAKEAWAY**  
Train hard, eat smart, sleep well, manage stress, and stay consistent. That's the formula for success.

**STRONG BODY. STRONG MIND. STRONG LIFE.**  
**FOCUS. EXECUTE. EVOLVE.**  
**BUILT FOR LIFE**

**YOUR RECOVERY IS YOUR COMPETITIVE ADVANTAGE.**  
Treat it like training. Make it a priority.



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# CARDIO & CONDITIONING

IMPROVE ENDURANCE. **BURN FAT.** STAY POWERFUL.

Cardio isn't just for fat loss—it's for heart health, endurance, and performance. Choose the right type, intensity, and timing to support your goals and recovery.



## WHY CARDIO MATTERS AFTER 40



Improves heart health and lowers blood pressure.



Increases calorie burn and supports fat loss.



Improves lung capacity and endurance.



Boosts mood, reduces stress, and sharpens focus.



Supports longevity and overall well-being.

## CARDIO INTENSITY GUIDE

Use heart rate % of max (220 - your age) or Rate of Perceived Exertion (RPE).

INTENSITY	% OF MAX HR	RPE (1-10)	TALK TEST	BENEFIT
Very Light	50-60%	2-3	Easy to talk	Recovery, warm-up
Light	60-70%	3-4	Comfortable	Fat burn, endurance
Moderate	70-80%	5-6	Short phrases	Fitness, stamina
Hard	80-90%	7-8	Few words	Performance, VO <sub>2</sub> max
Max Effort	90-100%	9-10	Can't talk	Power, max results

## TYPES OF CARDIO: CHOOSE YOUR TOOL

LOW-INTENSITY STEADY STATE (LISS)



Steady pace for 30-60+ minutes. Great for recovery and fat oxidation.

MODERATE INTENSITY (MISS)



Sustained effort at 60-70% max heart rate. Balance of fat burn & fitness.

HIGH-INTENSITY INTERVAL TRAINING (HIIT)



Short bursts of max effort with rest periods. Maximum calorie burn & results.

STEADY STATE CARDIO



Consistent effort for endurance and aerobic conditioning.

SPORT OR ACTIVITY-BASED



Fun, dynamic activities that improve fitness and mobility.

## HOW TO USE CARDIO FOR YOUR GOALS

### FAT LOSS

3-5 sessions per week. Mix LISS + HIIT. Follow with strength training or on rest days.

### IMPROVE ENDURANCE

2-4 sessions per week. Focus on LISS or MISS. Gradually increase duration over time.

### BETTER HEALTH

3-5 sessions per week. Keep intensity moderate. Stay consistent and enjoy the process.

## HIIT WORKOUT EXAMPLES

Always warm up for 5-10 minutes before HIIT.

### EXAMPLE 1: 20 MINUTE HIIT (BIKE OR RUN)

INTERVAL	WORK	REST	ROUNDS
Warm-Up	5 min easy	—	—
Sprint	30 sec all-out	90 sec easy	6-8
Cool-Down	5 min easy	—	—



### EXAMPLE 2: 15 MINUTE HIIT (BODYWEIGHT)

INTERVAL	WORK	REST	ROUNDS
Warm-Up	3-5 min	—	—
Burpees	40 sec	20 sec	4
Mountain Climbers	40 sec	20 sec	4
Jump Squats	40 sec	20 sec	4
Cool-Down	3-5 min	—	—



**TIP:** Max effort during work intervals. Quality over quantity.

## CARDIO FREQUENCY & DURATION GUIDE

GOAL	SESSIONS / WEEK	DURATION	BEST CHOICES
Fat Loss	3-5	20-40 min	HIIT, LISS
Endurance	2-4	30-60 min	LISS, MISS
Maintenance	2-3	20-30 min	Any type
Active Recovery	1-2	20-30 min	LISS, Walking

## BEST TIMES TO DO CARDIO

MORNING (BEFORE BREAKFAST)	AFTER STRENGTH TRAINING	SEPARATE TIME (BEST FOR YOU)	EVENING (WIND DOWN)
Boosts fat burn and metabolism.	Enhances calorie burn and conditioning.	Do it when you can be consistent.	Great for stress relief and sleep.

★ Choose the time you can stick to. Consistency is everything.

## SAMPLE WEEKLY CARDIO PLAN

DAY	FOCUS	CARDIO TYPE	DURATION
MON	Fat Loss / Conditioning	HIIT (Bike or Run)	20-25 min
TUE	Active Recovery	LISS (Walk or Cycle)	30-40 min
WED	Strength + Cardio	HIIT (Row or Circuit)	15-20 min
THU	Rest or Mobility	Light Walk / Stretch	20-30 min
FRI	Fat Loss / Conditioning	HIIT (Bike or Run)	20-25 min
SAT	Endurance	LISS (Hike or Cycle)	45-60 min
SUN	Rest	Optional Light Walk	20-30 min

## CARDIO DO'S & DON'TS

- ✔ **DO**
- ✔ Start with a warm-up.
- ✔ Choose the right intensity for your goal.
- ✔ Stay hydrated.
- ✔ Listen to your body.
- ✔ Be consistent.
- ✔ Track your progress.
- ✘ **DON'T**
- ✘ Do cardio excessively.
- ✘ Ignore recovery.
- ✘ Only do high-intensity.
- ✘ Neglect strength training.
- ✘ Skip nutrition.
- ✘ Compare yourself to others.

## TRACK YOUR PROGRESS

Measure what matters.

- 📊 Weight & Body Composition
- 📈 Resting Heart Rate
- 🏃 Workout Performance
- 🏃 Endurance & Stamina
- 🕒 How You Feel



### KEY TAKEAWAY

Cardio + strength + nutrition = unstoppable results. Use cardio as a tool, not a punishment.

**STRONG BODY. STRONG HEART. STRONG LIFE.**  
FOCUS. EXECUTE. EVOLVE.  
BUILT FOR LIFE.



### CONSISTENCY COMPOUNDS

Small efforts each week add up to massive change over time. Stay consistent. Stay committed.



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# STRENGTH TRAINING

**BUILD MUSCLE. BOOST METABOLISM. TRANSFORM YOUR BODY.**

Strength training is the foundation of a strong, lean, and capable body. It helps you build muscle, burn fat, protect your joints, and stay independent for life.

## WHY STRENGTH TRAINING IS CRUCIAL AFTER 40

Build & maintain lean muscle mass	Increase resting metabolism & calorie burn	Strengthen bones & prevent osteoporosis	Improve joint health & reduce injury risk	Enhance strength, power & daily performance	Boost confidence, mood & mental resilience

## THE STRENGTH TRAINING PRINCIPLES

- PROGRESSIVE OVERLOAD**  
Gradually increase the challenge over time.
- CONSISTENCY**  
Show up, do the work, and stay consistent.
- COMPOUND MOVEMENTS**  
Focus on multi-joint exercises for maximum results.
- FULL RANGE OF MOTION**  
Move well through your full range safely.
- RECOVERY & NUTRITION**  
Fuel, rest, and recover to grow stronger.

**“ YOU DON'T STOP LIFTING BECAUSE YOU GET OLD. YOU GET OLD BECAUSE YOU STOP LIFTING. ”**

- Unknown

## THE 6 MAJOR MOVEMENT PATTERNS

Train all of these patterns for a strong, balanced, and functional body.

<p><b>1 SQUAT</b> (KNEE DOMINANT)</p> <p><b>EXERCISES:</b> Squats, Leg Press, Lunges, Step-Ups</p> <p><b>BENEFITS:</b> Builds lower body strength &amp; power.</p>	<p><b>2 HINGE</b> (HIP DOMINANT)</p> <p><b>EXERCISES:</b> Deadlifts, Romanian Deadlifts, Hip Thrusts</p> <p><b>BENEFITS:</b> Strengthens posterior chain &amp; core.</p>	<p><b>3 PUSH</b> (HORIZONTAL)</p> <p><b>EXERCISES:</b> Bench Press, Push-Ups, Dumbbell Press</p> <p><b>BENEFITS:</b> Builds chest, shoulders &amp; triceps strength.</p>	<p><b>4 PULL</b> (HORIZONTAL)</p> <p><b>EXERCISES:</b> Bent-Over Rows, Seated Rows, Inverted Rows</p> <p><b>BENEFITS:</b> Strengthens back &amp; biceps.</p>	<p><b>5 PUSH</b> (VERTICAL)</p> <p><b>EXERCISES:</b> Overhead Press, Arnold Press, Push Press</p> <p><b>BENEFITS:</b> Builds shoulders &amp; triceps.</p>	<p><b>6 PULL</b> (VERTICAL)</p> <p><b>EXERCISES:</b> Pull-Ups, Lat Pulldowns, Chin-Ups</p> <p><b>BENEFITS:</b> Builds upper back &amp; biceps.</p>
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## TRAINING SPLIT OPTIONS

Choose the split that fits your schedule and recovery.

	<b>FULL BODY (3x/WEEK)</b> Great for overall strength, fat loss & busy schedules.
	<b>UPPER / LOWER (4x/WEEK)</b> Balance of volume & recovery.
	<b>PUSH / PULL / LEGS (5-6x/WEEK)</b> High frequency & variety.
	<b>BRO SPLIT (5-6x/WEEK)</b> Focus on individual muscle groups.

**TIP:** Prioritize compound lifts first, then isolation exercises.

## REP RANGES: WHAT THEY DO

Different rep ranges produce different results.

REP RANGE	FOCUS	LOAD	REST BETWEEN SETS	EXAMPLE EXERCISES
1-5	Strength	85-100% 1RM	2-5 min	Squat, Deadlift, Bench Press
6-12	Muscle Growth	65-85% 1RM	60-120 sec	Rows, Presses, Pull-Ups
12-15	Muscle Endurance	50-65% 1RM	30-60 sec	Lunges, Curls, Lateral Raises
15+	Endurance / Tone	<50% 1RM	20-45 sec	Cable work, Bodyweight

**1RM** = One Rep Max (maximum weight you can lift for one rep with perfect form).

## REST PERIODS: WHY IT MATTERS

Rest the right amount to maximize results.

	<b>2-5 MINUTES</b> (Strength)	Allows full recovery of ATP & nervous system for heavy lifts.	Use for: 1-5 rep range, compound lifts.
	<b>60-120 SECONDS</b> (Hypertrophy)	Balances recovery & intensity for muscle growth.	Use for: 6-12 rep range, most exercises.
	<b>30-60 SECONDS</b> (Endurance)	Keeps heart rate elevated & builds muscular endurance.	Use for: 12-15+ rep range, isolation exercises.

**TIP:** As you get fitter, you can reduce rest periods slightly to increase intensity.

## HOW TO BUILD AN EFFECTIVE STRENGTH WORKOUT

Simple formula for maximum results.

1 → 2 → 3 → 4 → 5

**PICK YOUR GOAL** (e.g., strength, muscle, fat loss)    **CHOOSE COMPOUND LIFTS FIRST** (1-2 per workout)    **ADD ACCESSORY EXERCISES** (2-3 exercises)    **SET REP RANGE, SETS & REST PERIODS** (See guides above)    **PROGRESS OVER TIME** (Increase weight, reps or reduce rest)

**TRAIN SMART. TRAIN HARD. RECOVER HARDER.**  
Consistency in the small things leads to massive results.

## SAMPLE FULL BODY WORKOUT

3-4 sets per exercise

	EXERCISE	SETS	REPS	REST
1	Barbell Squat	3-4	6-10	90-120 sec
2	Bench Press	3-4	6-10	90-120 sec
3	Bent-Over Row	3-4	8-12	60-90 sec
4	Overhead Press	3-4	8-12	60-90 sec
5	Pull-Ups or Lat Pulldown	3-4	8-12	60-90 sec
6	Romanian Deadlift	3-4	8-12	90-120 sec
7	Plank	3-4	30-60 sec	30-60 sec

This workout hits all major muscle groups and movement patterns. Adjust exercises based on your experience and equipment.

## PROGRESSIVE OVERLOAD EXAMPLES

Keep challenging your body.

- Increase the weight you lift.
- Do more reps with the same weight.
- Add more sets.
- Reduce rest periods.
- Improve your form & mind-muscle connection.

## RECOVERY GUIDELINES

Your body grows when you rest.

7-9 HOURS QUALITY SLEEP	1-2 REST DAYS PER WEEK	DELOAD EVERY 4-6 WEEKS	EAT ENOUGH PROTEIN	MANAGE STRESS & STAY ACTIVE

## THE MINDSET

Strength is built in the gym. Resilience is built in life. Show up, put in the work, and the results will follow.  
**FOCUS. EXECUTE. EVOLVE. BUILT FOR LIFE.**





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# FLEXIBILITY & MOBILITY

MOVE BETTER. FEEL BETTER. **PERFORM BETTER.**

Mobility keeps your body moving well, prevents injury, and helps you train harder. Make flexibility and recovery a daily priority.



## WHY MOBILITY MATTERS AFTER 40

Improves range of motion & movement quality.	Reduces injury risk & muscle stiffness.	Enhances performance & strength.	Reduces stress & improves posture.	Speeds recovery & supports long-term longevity.

## DAILY MOBILITY ROUTINE (10-15 MINUTES)

Do this every day—morning, post-workout, or before bed.

<b>1. CAT-COW</b> 1 MIN	<b>2. HIP CIRCLES</b> 1 MIN / SIDE	<b>3. WORLD'S GREATEST STRETCH</b> 1 MIN / SIDE	<b>4. THORACIC ROTATION</b> 1 MIN / SIDE	<b>5. ANKLE ROCKS</b> 1 MIN / SIDE

**TIP:** Move slowly. Focus on control, not speed. Breathe deeply.

## KEY STRETCHES FOR MEN 40+

Hold each stretch 30-60 seconds. Breathe. Relax. Repeat on both sides.

<b>HAMSTRING STRETCH</b>  TARGETS: Hamstrings, lower back. <b>TIP:</b> Keep back straight.	<b>HIP FLEXOR STRETCH</b>  TARGETS: Hips, quads, lower back. <b>TIP:</b> Tuck pelvis & squeeze glute.	<b>GLUTE STRETCH</b>  TARGETS: Glutes, hips, lower back. <b>TIP:</b> Pull knee toward chest.	<b>CHEST STRETCH</b>  TARGETS: Chest, shoulders, upper back. <b>TIP:</b> Step forward slightly.	<b>SHOULDER STRETCH</b>  TARGETS: Shoulders, upper back. <b>TIP:</b> Keep elbow at chest height.
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## MOBILITY BY BODY AREA

Focus on tight areas to move and perform better.

 <b>HIPS &amp; LOWER BODY</b>	<ul style="list-style-type: none"> <li>Hip flexors</li> <li>Glutes</li> <li>Hamstrings</li> <li>Ankles</li> </ul>	Benefits: Better squats, less lower back pain, improved athleticism.
 <b>SPINE &amp; CORE</b>	<ul style="list-style-type: none"> <li>Thoracic spine</li> <li>Lower back</li> <li>Core rotation</li> </ul>	Benefits: Improved posture, reduced back pain, stronger core connection.
 <b>SHOULDERS &amp; UPPER BODY</b>	<ul style="list-style-type: none"> <li>Shoulders</li> <li>Chest</li> <li>Upper back</li> </ul>	Benefits: Better posture, more strength, fewer shoulder issues.
 <b>FULL BODY MOBILITY</b>	<ul style="list-style-type: none"> <li>Dynamic flows</li> <li>Functional movement</li> </ul>	Benefits: More fluid movement, better performance.

## DYNAMIC WARM-UP (BEFORE WORKOUT)

Activate your body and prepare your joints.

<b>ARM CIRCLES</b>  30 SEC FWD + 30 SEC BACK	<b>LEG SWINGS</b>  10-15 REPS EACH LEG	<b>LUNGE WITH TWIST</b>  8-10 REPS EACH SIDE	<b>INCHWORM</b>  6-8 REPS	<b>HIGH KNEES</b>  30-60 SEC
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**TIP:** 5-10 minutes of dynamic movement improves performance & reduces injury risk.

## POST-WORKOUT STRETCH & COOL-DOWN (5-10 MINUTES)

Lower your heart rate and improve recovery.

<b>CHILD'S POSE</b> 1 MIN 	<b>SPINAL TWIST</b> 1 MIN / SIDE 	<b>PIGEON STRETCH</b> 1 MIN / SIDE 	<b>DOWNWARD DOG</b> 1 MIN 	<b>DEEP SQUAT HOLD</b> 
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**TIP:** Use this time to relax, breathe, and reset.

## FOAM ROLLING GUIDE

Roll each area for 30-60 seconds. Don't roll over joints.

<b>CALVES</b>  Benefits: Improves circulation, reduces tightness.	<b>QUADS</b>  Benefits: Releases tension, improves knee health.	<b>HAMSTRINGS</b>  Benefits: Loosens muscles, reduces soreness.	<b>GLUTES</b>  Benefits: Relieves tension, improves hip mobility.	<b>UPPER BACK</b>  Benefits: Improves posture, reduces upper back pain.
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**TIP:** Breathe and move slowly. Stop if you feel sharp pain.

## MOBILITY FREQUENCY GUIDE

How often should you focus on mobility?

GOAL	FREQUENCY	DURATION	FOCUS
Maintain Mobility	3-4x per week	10-15 min	Full body
Improve Flexibility	4-6x per week	15-20 min	Tight areas
Reduce Pain/Stiffness	Daily	10-15 min	Problem areas
Enhance Performance	Daily (AM or PM)	10-20 min	Dynamic + static

★ Consistency is more important than duration.

## SIGNS OF POOR MOBILITY

These can hold back your progress.

- Lower back pain
- Tight hips / limited squat depth
- Shoulder pain during lifts
- Poor posture
- Frequent muscle strains
- Slow recovery

## QUICK MOBILITY FIXES (ANYTIME)

Do these when you feel tight or stiff.

 Stand & reach for 10 deep breaths	 Hip flexor stretch for 1 min / side	 Doorway chest stretch for 1 min / side	 Spinal twist seated for 1 min / side
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**TIP:** Small work, big results. Move often.

## MOBILITY + STRENGTH = LONGEVITY

Strong muscles without mobility lead to imbalances and injuries. Mobility without strength doesn't build a resilient body.

MOVE WELL + TRAIN HARD = LIVE STRONG FOR LIFE



YOUR FITNESS BRAND

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# NUTRITION FOR RESULTS

FUEL YOUR BODY. SUPPORT YOUR GOALS. **SEE THE CHANGE.**



You can't out-train a poor diet. The right nutrition plan supports your training, accelerates recovery, and helps you build a strong, lean body.

## NUTRITION PRINCIPLES FOR MEN 40+



### EAT TO SUPPORT YOUR GOALS

Fuel for performance, recovery, and long-term health.



### CREATE A CALORIE DEFICIT

Lose fat by eating slightly below maintenance.



### PRIORITIZE PROTEIN

Protect muscle, stay full, and recover faster.



### FOCUS ON NUTRIENT-DENSE FOODS

Whole foods fuel better results and better health.



### STAY HYDRATED & CONSISTENT

Water, routine, and consistency drive long-term success.

## MACRONUTRIENT BREAKDOWN

Use this as a starting point. Adjust based on your progress.



### PROTEIN: 30-35%

Supports muscle growth, recovery, and satiety.

### CARBS: 35-45%

Fuel workouts, support energy, and aid recovery.

### FATS: 20-30%

Support hormones, joint health, and overall well-being.

## DAILY NUTRITION GUIDELINES

GOAL	CALORIE TARGET	PROTEIN	CARBS	FATS
Fat Loss	-300 to -500 kcal from maintenance	1.0-1.1 g per lb bodyweight	Moderate (35-40%)	Moderate (20-25%)
Maintenance	At maintenance calories	0.8-1.0 g per lb bodyweight	Moderate-High (40-45%)	Moderate (20-25%)
Muscle Gain	+200 to +300 kcal above maintenance	0.9-1.0 g per lb bodyweight	High (45-50%)	Low-Moderate (15-20%)

**TIP:** Track your food for at least 2-3 weeks to dial in portions and macro balance.

## BEST FOOD CHOICES

PROTEINS	CARBOHYDRATES	HEALTHY FATS	VEGGIES & FRUITS
<ul style="list-style-type: none"> <li>Chicken breast</li> <li>Turkey</li> <li>Lean beef</li> <li>Fish (salmon, tuna, cod, tilapia)</li> <li>Eggs &amp; egg whites</li> <li>Greek yogurt</li> <li>Cottage cheese</li> <li>Protein powder</li> </ul>	<ul style="list-style-type: none"> <li>Oats</li> <li>Brown rice</li> <li>Quinoa</li> <li>Sweet potatoes</li> <li>Whole grain bread</li> <li>Whole grain pasta</li> <li>Beans &amp; lentils</li> <li>Fruits</li> </ul>	<ul style="list-style-type: none"> <li>Avocado</li> <li>Olive oil</li> <li>Nuts &amp; seeds</li> <li>Almond butter</li> <li>Fatty fish</li> <li>Flaxseeds</li> <li>Chia seeds</li> </ul>	<ul style="list-style-type: none"> <li>Broccoli</li> <li>Spinach</li> <li>Bell peppers</li> <li>Asparagus</li> <li>Berries</li> <li>Apples</li> <li>Oranges</li> </ul>

## MEAL TIMING STRATEGY

Consistency matters more than perfection.



### BREAKFAST 1-2 HOURS AFTER WAKING

High protein, moderate carbs, healthy fats to start your day.



### PRE-WORKOUT 1-2 HOURS BEFORE TRAINING

Carbs + protein for energy and performance.



### POST-WORKOUT WITHIN 60 MINUTES

Protein + carbs to kickstart muscle recovery.



### EVENING MEAL 2-3 HOURS BEFORE BED

Balanced meal with protein, veggies and healthy fats.

## SUPPLEMENTS THAT CAN HELP



### WHEY PROTEIN

Supports muscle repair and helps hit daily protein goals.



### CALATINE MONOHYDRATE

Improves strength, power, and lean muscle gains.



### FISH OIL (OMEGA-3)

Supports heart health, joint health, and reduces inflammation.



### VITAMIN D3

Supports immune function, hormone health, and mood.



### MAGNESIUM

Supports recovery, sleep quality, and muscle function.

**TIP:** Supplements support your goals—they don't replace a solid diet.

## PORTION CONTROL GUIDE

Use your hand as a simple guide for portions.



### PROTEIN

1 palm (20-30g protein)



### CARBS

1 cupped hand (20-40g carbs)



### FATS

1 thumb (10-15g fats)



### VEGGIES

1-2 fists (unlimited)

**TIP:** Adjust portions based on your goals, size, and activity level.

## HYDRATION GUIDE

Water is essential for performance, recovery, and overall health.



### DAILY GOAL

Half your body weight in ounces. (Example: 200 lbs = 100 oz/day)

- ✓ Drink consistently throughout the day.
- ✓ Add electrolytes when sweating.
- ✓ Limit alcohol and sugary drinks.

## NUTRITION TIPS THAT WORK

- ✓ Plan and prep meals ahead of time.
- ✓ Eat whole, minimally processed foods.
- ✓ Don't skip meals—stability beats extremes.
- ✓ Prioritize protein at every meal.
- ✓ Fiber-rich foods keep you full and support digestion.
- ✓ Eat mindfully. Slow down and enjoy your food.
- ✓ Track progress and adjust as needed.



PERFECT ISN'T THE GOAL. CONSISTENCY IS.



### KEY TAKEAWAY

Good nutrition is a daily habit, not a one-time fix.

**STRONG BODY. STRONG MIND. STRONG LIFE.**  
**FOCUS. EXECUTE. EVOLVE.**  
**BUILT FOR LIFE.**



**YOUR NUTRITION TODAY DETERMINES YOUR RESULTS TOMORROW.**



YOUR FITNESS BRAND

OF 24

# RECOVERY & REST

THE SECRET WEAPON. GROW STRONGER WHILE YOU REST.



Training breaks you down. Recovery builds you up. Master your recovery habits to maximize results, prevent injury, and stay consistent for life.

## WHY RECOVERY IS CRUCIAL AFTER 40



Helps rebuild muscle stronger.



Reduces injury risk and inflammation.



Improves mental focus, mood, and motivation.



Restores energy and hormone balance.



Supports long-term progress and sustainable habits.

## HOW MUCH REST DO YOU NEED?

### SLEEP (NIGHTLY)



**7-9 HOURS**

Aim for 7-9 hours of quality sleep each night. This is when your body repairs and grows.

### REST DAYS (WEEKLY)



**1-2 DAYS**

Take 1-2 full rest days weekly. Active recovery is also a great option.

**TIP:** Your results are made in the gym, but revealed during recovery.

## SLEEP QUALITY MATTERS

Better sleep = better recovery.



### LIMIT SCREENS BEFORE BED

Avoid screens 60 minutes before sleep.



### KEEP IT COOL & DARK

Ideal room temperature: 60-67°F (15-19°C).



### CONSISTENT SCHEDULE

Go to bed and wake up at the same time daily.



### AVOID CAFFEINE AFTER 2 PM

Caffeine can stay in your system 6-8 hours.



### WIND DOWN

Relax, read, meditate, or do light stretching.

**TIP:** Quality sleep improves muscle growth, fat loss, and mental performance.

## ACTIVE RECOVERY IDEAS

Move, but keep it light.

### WALKING



**20-45 MINUTES**

Great for circulation and stress relief.

### YOGA



**20-45 MINUTES**

Improves mobility, reduces stress.

### STRETCHING



**10-20 MINUTES**

Helps muscles recover and stay flexible.

### FOAM ROLLING



**10-15 MINUTES**

Reduces muscle tightness and soreness.

### LIGHT CARDIO



**20-30 MINUTES**

Keep it easy. Zone 1-2 intensity.

**TIP:** Active recovery increases blood flow and speeds up recovery.

## SIGNS YOU NEED MORE RECOVERY

Pay attention to your body.

- ⚠️ Constant fatigue or low energy
- ⚠️ Sore muscles that don't improve
- ⚠️ Decreased strength or performance
- ⚠️ Trouble sleeping
- ⚠️ Irritability, stress, or low motivation
- ⚠️ Increased heart rate at rest
- ⚠️ Frequent colds or getting sick

### WHAT TO DO

- ✅ Take an extra rest day
- ✅ Focus on sleep and hydration
- ✅ Eat more whole foods
- ✅ Lower workout intensity
- ✅ Add active recovery
- ✅ Manage stress better

**TIP:** Rest is productive. It's not laziness—it's part of the plan.

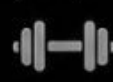
## RECOVERY NUTRITION TIMELINE

Fuel your recovery the right way.



### BEFORE WORKOUT BEFORE

Eat carbs + protein for energy and performance.



### WITHIN 60 MINUTES AFTER

Protein + carbs to kickstart muscle repair.



### 2-3 HOURS BEFORE BED

Balanced meal with protein, healthy fats, and veggies.



### 30-60 MINUTES BEFORE

Light protein (snack) to support overnight recovery.

**TIP:** Consistent nutrition supports consistent recovery and results.

## RECOVERY TOOLS THAT HELP

Use these tools to feel better, recover faster, and perform more.



### FOAM ROLLER

Loosens tight muscles and improves mobility.



### MASSAGE GUN

Relieves muscle tension and speeds recovery.



### COMPRESSION

Improves blood flow and reduces soreness.



### COLD THERAPY

Reduces inflammation and speeds up recovery.



### HEAT THERAPY

Relaxes muscles and improves circulation.

**TIP:** Tools are extra. Sleep, nutrition, and rest come first.

## SAMPLE RECOVERY DAY PLAN

Give your body what it needs.

<b>MORNING</b>	10-20 min walk + mobility work Hydrate and eat a balanced breakfast
<b>MIDDAY</b>	Light activity: walk, stretch, or yoga Eat clean meals, stay hydrated
<b>AFTERNOON</b>	Foam roll or light stretching Focus on stress management
<b>EVENING</b>	Light dinner (protein + veggies + healthy fats) Relax, unwind, no screens 60 min before bed
<b>BEFORE BED</b>	Read or meditate Get 7-9 hours of sleep

- ✅ You don't have to do everything perfectly. Just be consistent with the basics.

## RECOVERY MYTHS

- |  |  |
|--|--|
| ❌ <b>MYTH:</b> Rest days make you lose progress.     | ✅ <b>FACT:</b> Rest is when your body grows stronger.    |
| ❌ <b>MYTH:</b> More is always better.                | ✅ <b>FACT:</b> Overtraining leads to injury and burnout. |
| ❌ <b>MYTH:</b> You don't need rest if you eat right. | ✅ <b>FACT:</b> Rest and recovery are non-negotiable.     |
| ❌ <b>MYTH:</b> Soreness = good workout.              | ✅ <b>FACT:</b> Soreness = damage, not growth.            |

## THE BPF RECOVERY PROMISE



When you train hard and recover smart, you build a body that is strong, lean, and built to last. Make recovery your advantage—so you can keep showing up and winning for years to come.

**FOCUS. EXECUTE. EVOLVE. BUILT FOR LIFE.**



YOUR FITNESS BRAND

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# TRACK. ADAPT. SUCCEED.

THE DIFFERENCE BETWEEN GOOD RESULTS AND GREAT RESULTS.



Progress doesn't happen by accident. Track your numbers, adapt your plan, and stay accountable. Small improvements, consistently applied, create massive change.

## WHY TRACKING IS A GAME CHANGER



Shows you what's working.



Keeps you focused and accountable.



Helps you adjust and improve.



Turns small wins into long-term success.



Builds confidence through visible progress.

## KEY NUMBERS TO TRACK



**BODY WEIGHT**  
Track 3-4x per week. Look for weekly trends, not daily fluctuations.



**MEASUREMENTS**  
Waist, chest, arms, thighs. Track every 2 weeks.



**STRENGTH**  
Weight used, reps, sets. Look for progressive overload.



**PERFORMANCE**  
Endurance, HIIT times, cardio distance, recovery times.



**RECOVERY**  
Sleep quality, energy levels, soreness, resting heart rate.

## WEEKLY PROGRESS TRACKER (EXAMPLE)

WEEK	WEIGHT (lbs)	WAIST (in)	CHEST (in)	STRENGTH WIN (Example Lift)	NOTES
1	210.0	38.0	42.0	Bench Press 185 x 6	Felt strong
2	208.8	37.5	41.5	Bench Press 195 x 6	More energy
3	207.6	37.0	41.0	Bench Press 205 x 5	Better recovery
4	206.2	36.5	40.5	Bench Press 205 x 6	Sleep improved
5	-	-	-	-	-
6	-	-	-	-	-
7	-	-	-	-	-
8	-	-	-	-	-
9	-	-	-	-	-
10	-	-	-	-	-
12	-	-	-	-	-

**TIP:** Take progress photos every 4 weeks. The scale doesn't tell the whole story.

## HOW TO ADAPT YOUR PLAN

If progress stalls for 2+ weeks, make a smart adjustment.



**NUTRITION**  
Adjust calories first.

- Reduce daily calories by 150-250
- Increase protein if needed
- Improve food quality
- Reassess portion sizes



**TRAINING**  
Adjust stimulus next.

- Increase training intensity
- Add sets or reps
- Change exercises or rep ranges
- Add HIIT or cardio



**RECOVERY**  
Never ignore recovery.

- Improve sleep duration & quality
- Add rest days if needed
- Manage stress better
- Prioritize hydration and nutrition

“  
SUCCESS ISN'T BUILT IN THE GYM. IT'S BUILT IN THE HABITS YOU REPEAT EVERY DAY. TRACK THEM. IMPROVE THEM. MASTER THEM.  
”

- Unknown

## IF YOU'RE NOT SEEING RESULTS, CHECK THIS



**CALORIE INTAKE**

Are you eating more than you think?



**PROTEIN INTAKE**

Are you hitting your daily protein goal?



**TRAINING INTENSITY**

Are you pushing hard enough?



**CONSISTENCY**

Are you skipping workouts or meals?



**SLEEP QUALITY**

Are you getting 7+ hours of quality sleep?



**STRESS LEVELS**

Is stress affecting your recovery and cravings?



**CARDIO & NEAT**

Are you moving enough outside the gym?



**LIQUID CALORIES**

Are drinks adding calories?

**TIP:** Small changes, stacked over time, win every time.

### QUICK FIX ACTIONS

- ✓ Track everything for 7 days.
- ✓ Hit your protein goal.
- ✓ Strength train 3-4x per week.
- ✓ Move 7k-12k steps daily.
- ✓ Sleep 7-9 hours per night.
- ✓ Stay hydrated.
- ✓ Reduce alcohol and junk food.
- ✓ Be patient and consistent.

## PROGRESS PHOTOS: HOW TO DO IT RIGHT

Take photos every 4 weeks, same conditions.



**FRONT**

Arms relaxed, feet shoulder width apart.



**SIDE**

Flex slightly, show your physique.



**BACK**

Show your back development and posture.



**LIGHTING**

Same lighting, same location, same time.



**CONSISTENCY**

Every 4 weeks, same day, same routine.

Use progress photos to stay motivated and make better adjustments.

**TIP:** Don't compare to others. Compare to YOU.

## THE 3 RULES OF LONG-TERM SUCCESS

**1 FOCUS ON THE PROCESS**

You can't always control results, but you can control your daily habits.

**2 BE CONSISTENT, NOT PERFECT**

Missed workouts happen. What matters is getting back on track fast.

**3 NEVER STOP EVOLVING**

Your body adapts. Keep learning, adapting, and improving.

Discipline today. Freedom tomorrow.

## MINDSET CHECKLIST



- ✓ I have a clear goal and why.
- ✓ I stay focused on my purpose.
- ✓ I embrace the hard days.
- ✓ I learn from setbacks.
- ✓ I celebrate small wins.
- ✓ I believe in my ability to change.
- ✓ I'm built for long-term success.

“  
THE ONLY BAD WORKOUT IS THE ONE THAT DIDN'T HAPPEN.  
”

- Unknown

## 12-WEEK TRANSFORMATION ROADMAP

Use this roadmap to stay on track and finish strong.

**PHASE 1: FOUNDATION (WEEKS 1-3)**

- Build consistency with training & nutrition
- Focus on form, technique, and habits
- Create a calorie deficit
- Improve daily movement & recovery

FOCUS: BUILD THE BASE

**PHASE 2: PROGRESS (WEEKS 4-6)**

- Increase intensity & training volume
- Dial nutrition and portion control
- Add HIIT or cardio strategically
- Track progress and make adjustments

FOCUS: BUILD MOMENTUM

**PHASE 3: ACCELERATE (WEEKS 7-9)**

- Push harder, lift heavier
- Optimize recovery and sleep
- Refine nutrition and timing
- Break through plateaus

FOCUS: MAXIMIZE RESULTS

**PHASE 4: FINISH STRONG (WEEKS 10-12)**

- Stay consistent and disciplined
- Peak performance and conditioning
- Fine-tune nutrition and workouts
- Celebrate results and plan ahead

FOCUS: FINISH UNSTOPPABLE

YOU DON'T NEED TO BE PERFECT. YOU JUST NEED TO BE COMMITTED.



12 WEEKS CAN CHANGE YOUR BODY. A LIFETIME CAN CHANGE YOUR LIFE.



OF 24

# SUPPLEMENT. SUPPORT. SUCCEED.

THE RIGHT SUPPORT CAN TAKE YOU FURTHER. **USE IT WISELY.**

Supplements won't replace hard work or good nutrition, but the right ones can help fill gaps, enhance performance, and speed up recovery.

## ESSENTIAL SUPPLEMENTS FOR MEN 40+

Start with the basics. Build from there.

<p><b>WHEY PROTEIN</b></p> <p>Supports muscle growth, recovery, and satiety. Take 20–30 g post-workout or as needed.</p>	<p><b>CREATINE MONOHYDRATE</b></p> <p>Improves strength, power, and muscle mass. Take 3–5 g daily, every day.</p>	<p><b>OMEGA-3 FISH OIL</b></p> <p>Supports heart health, reduces inflammation, and aids recovery. Take 1–2 g EPA/DHA daily.</p>	<p><b>MULTIVITAMIN</b></p> <p>Fills nutritional gaps and supports overall health and immune function.</p>	<p><b>MAGNESIUM (GLYCINATE)</b></p> <p>Supports sleep, muscle function, and recovery. Take 200–400 mg before bed.</p>
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**TIP:** Quality matters. Choose reputable brands. Follow dosages. Less is often more.

## ADVANCED SUPPLEMENTS (OPTIONAL)

Consider adding based on your goals.

<p><b>BCAAs / EAAs</b></p> <p>May help preserve muscle during endurance, and pump. Take 6–8 g, 30–60 min before workouts if needed.</p>	<p><b>CITRULLINE MALATE</b></p> <p>Improves blood flow, endurance, and pump. Take 6–8 g, 30–60 min before workouts.</p>	<p><b>VITAMIN D3</b></p> <p>Supports hormone health, immunity, and mood. Take 2,000–4,000 IU daily (with K2).</p>	<p><b>ZINC</b></p> <p>Supports testosterone, immunity, and recovery. Take 15–30 mg daily.</p>	<p><b>PROBIOTICS</b></p> <p>Improves gut health, digestion, and immune function. Take daily with a meal.</p>
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**TIP:** Add one at a time. Track how you feel and perform.

## SUPPLEMENT TIMING GUIDE

When you take them matters.

<p><b>MORNING</b></p> <ul style="list-style-type: none"> <li>Multivitamin</li> <li>Omega-3</li> <li>Vitamin D3 (with fat)</li> </ul>	<p><b>PRE-WORKOUT (30–60 MIN)</b></p> <ul style="list-style-type: none"> <li>Creatine</li> <li>Citrulline Malate (Optional)</li> <li>Caffeine (if tolerated)</li> </ul>	<p><b>POST-WORKOUT (WITHIN 60 MIN)</b></p> <ul style="list-style-type: none"> <li>Whey Protein 20–30 g</li> <li>Creatine (if not taken pre-workout)</li> </ul>	<p><b>EVENING (DINNER)</b></p> <ul style="list-style-type: none"> <li>Omega-3</li> <li>Probiotics (Optional)</li> <li>Zinc</li> </ul>	<p><b>BEFORE BED</b></p> <ul style="list-style-type: none"> <li>Magnesium (Glycinate)</li> <li>Casein Protein (Optional)</li> </ul>
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**TIP:** Consistency > perfection. Build a routine and stick to it.

## HYDRATION & ELECTROLYTES

Hydration fuels performance and recovery.

<p><b>DAILY HYDRATION GUIDE</b></p> <p>Aim for half your body weight in ounces.</p> <p><b>Example:</b> 180 lbs body weight = 90 oz water daily</p>	<p><b>ELECTROLYTES MATTER</b></p> <p>Especially when you sweat.</p> <ul style="list-style-type: none"> <li>Sodium: 1,500–2,300 mg</li> <li>Potassium: 2,600–3,400 mg</li> <li>Magnesium: 300–400 mg</li> </ul> <p>Add electrolytes to your water on intense training days.</p>	
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**TIP:** Dehydration = fatigue, cramps, poor performance, and slower recovery.

## FOODS THAT PROMOTE RECOVERY

Focus on anti-inflammatory, nutrient-dense foods.

<p><b>BERRIES</b></p> <p>High in antioxidants to reduce inflammation and oxidative stress.</p>	<p><b>SALMON</b></p> <p>Rich in omega-3s to support joint health and recovery.</p>	<p><b>TURMERIC</b></p> <p>Natural anti-inflammatory that may reduce muscle soreness.</p>	<p><b>TART CHERRIES</b></p> <p>Shown to reduce muscle soreness and improve sleep quality.</p>	<p><b>LEAFY GREENS</b></p> <p>Loaded with vitamins, minerals, and recovery-supporting nutrients.</p>
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**TIP:** Eat a variety of whole, unprocessed foods every day.

## WHAT TO AVOID (OR LIMIT)

These can slow progress and increase inflammation.

<p><b>EXCESS ALCOHOL</b></p> <p>Impairs recovery, hormones, sleep, and muscle growth.</p>	<p><b>ADDED SUGARS</b></p> <p>Spikes insulin, increases fat storage, and causes energy crashes.</p>	<p><b>PROCESSED FOODS</b></p> <p>High in sodium, unhealthy fats, and low in nutrients.</p>	<p><b>TRANS FATS</b></p> <p>Increase inflammation and raise risk of heart disease.</p>	<p><b>LATE-NIGHT EATING</b></p> <p>Can disrupt sleep and impair fat loss and recovery.</p>
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**TIP:** 80/20 rule—focus on clean 80% of the time.

## RECOVERY STRATEGIES THAT ACCELERATE RESULTS

Train hard. Recover harder.

<p><b>SLEEP 7–9 HOURS</b></p> <p>Growth hormone releases during deep sleep. Make rest a priority.</p>	<p><b>STRETCH &amp; MOBILITY</b></p> <p>Improves circulation, reduces stiffness, and prevents injury.</p>	<p><b>MASSAGE / FOAM ROLL</b></p> <p>Reduces muscle tension and speeds up recovery.</p>	<p><b>COLD SHOWERS</b></p> <p>May reduce inflammation and improve resilience.</p>	<p><b>DELOAD WEEKS</b></p> <p>Built into the plan (weeks 4 &amp; 8). Essential for long-term progress.</p>
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**TIP:** Recovery is training. Embrace it.

## LISTEN TO YOUR BODY

Progress is progress—however it looks.

<p><b>GOOD SIGNS</b></p> <ul style="list-style-type: none"> <li>Strength increasing</li> <li>Energy is stable</li> <li>Sleep is good</li> <li>Recovery feels solid</li> <li>Clothes fit better</li> <li>Consistency is high</li> </ul>		<p><b>WARNING SIGNS</b></p> <ul style="list-style-type: none"> <li>Constant fatigue</li> <li>Poor sleep</li> <li>Irritability / low motivation</li> <li>Stalled progress for weeks</li> <li>Soreness that won't go away</li> <li>Frequent illness or colds</li> </ul>
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**IF IN DOUBT, REST. ADJUST. REFOCUS.**

## SMART SUPPLEMENT STACK EXAMPLES

Keep it simple. Build what you need.

<p><b>BASIC STACK (FOUNDATION)</b></p> <ul style="list-style-type: none"> <li>Whey Protein</li> <li>Creatine Monohydrate</li> <li>Omega-3 Fish Oil</li> <li>Multivitamin</li> <li>Magnesium (Glycinate)</li> </ul> <p>Supports overall health, recovery, and performance.</p>	<p><b>STRENGTH FOCUS</b></p> <ul style="list-style-type: none"> <li>Whey Protein</li> <li>Creatine Monohydrate</li> <li>Citrulline Malate</li> <li>Omega-3 Fish Oil</li> <li>Magnesium</li> </ul> <p>Supports strength, power, and training performance.</p>	<p><b>FAT LOSS FOCUS</b></p> <ul style="list-style-type: none"> <li>Whey Protein</li> <li>Creatine Monohydrate</li> <li>Omega-3 Fish Oil</li> <li>Multivitamin</li> <li>Probiotics</li> </ul> <p>Supports metabolism, recovery, and gut health.</p>	<p><b>RECOVERY FOCUS</b></p> <ul style="list-style-type: none"> <li>Casein Protein (Night)</li> <li>Magnesium (Glycinate)</li> <li>Omega-3 Fish Oil</li> <li>Vitamin D3 + K2</li> <li>Tart Cherry Extract</li> </ul> <p>Supports sleep, recovery, and inflammation control.</p>
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## KEY TAKEAWAY

- Supplements are just that—supplemental.
- Nutrition, training, and recovery come first.
- Use high-quality products and proven dosages.
- Be consistent and patient.
- Small daily habits = massive long-term results.
- Focus. Execute. Evolve.



**BUILT FOR LIFE. STRONGER EVERY DAY.**



# TRAIN SMART. RECOVER SMARTER.

RECOVERY ISN'T RESTING. IT'S **REBUILDING STRONGER.**



Smart recovery strategies reduce soreness, prevent injury, improve performance, and keep you consistent week after week.

## RECOVERY PILLARS

Master these pillars to perform at your best.

<p><b>SLEEP</b> 7-9 hours of quality sleep rebuilds body and mind.</p>	<p><b>NUTRITION</b> Fuel and hydrate properly to support repair and energy.</p>	<p><b>ACTIVE RECOVERY</b> Move more, lightly. Improve circulation and reduce stiffness.</p>	<p><b>STRESS MANAGEMENT</b> Lower stress levels to support hormones and recovery.</p>	<p><b>CONSISTENCY</b> Small daily habits create big long-term results.</p>
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## FOAM ROLLING GUIDE

Roll each muscle for 30-60 seconds. Breathe and relax.

<p><b>CALVES</b></p> <p>Improves circulation and reduces tightness.</p>	<p><b>QUADS</b></p> <p>Relieves tension and improves knee health.</p>	<p><b>HAMSTRINGS</b></p> <p>Loosens muscles and prevents strains.</p>	<p><b>GLUTES</b></p> <p>Releases tight muscles and improves mobility.</p>	<p><b>UPPER BACK</b></p> <p>Improves posture and reduces upper back pain.</p>
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**TIP:** Roll slowly. Stop on tight spots. Breathe. Never roll your lower back.

## STRETCHING ROUTINE (POST-WORKOUT)

Hold each stretch 20-30 seconds. Repeat 1-2 times.

<p><b>CHEST STRETCH</b></p> <p>Opens chest and improves posture.</p>	<p><b>HIP FLEXOR STRETCH</b></p> <p>Relieves tight hips and improves mobility.</p>	<p><b>HAMSTRING STRETCH</b></p> <p>Improves flexibility and reduces tightness.</p>	<p><b>QUAD STRETCH</b></p> <p>Relaxes quads and improves balance.</p>	<p><b>LOWER BACK STRETCH</b></p> <p>Relieves tension and improves spinal mobility.</p>
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**TIP:** Stretch after workouts or before bed to improve recovery and sleep quality.

## ACTIVE RECOVERY IDEAS

Keep moving, just don't go hard.

<p><b>WALKING</b></p> <p>20-45 MINUTES Great for circulation and stress relief.</p>	<p><b>YOGA</b></p> <p>20-45 MINUTES Improves mobility, balance, and relaxation.</p>	<p><b>BIKING</b></p> <p>20-45 MINUTES Low impact cardio that supports recovery.</p>	<p><b>SWIMMING</b></p> <p>20-45 MINUTES Full body recovery and joint-friendly movement.</p>	<p><b>MOBILITY WORK</b></p> <p>15-30 MINUTES Focus on joints, range of motion, and stability.</p>
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**TIP:** Active recovery days help you recover faster and train harder.

## SLEEP BETTER, RECOVER BETTER

Optimize your sleep environment and habits.

<p><b>KEEP IT DARK</b> Darkness boosts melatonin production.</p>	<p><b>KEEP IT COOL</b> Ideal room temperature: 60-67°F (15-19°C).</p>	<p><b>LIMIT SCREENS</b> No screens 60 minutes before bed.</p>	<p><b>STICK TO A SCHEDULE</b> Go to bed and wake up at the same time daily.</p>	<p><b>RELAX BEFORE BED</b> Read, stretch, meditate, or take deep breaths.</p>
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**TIP:** Better sleep = better hormones, better energy, better results.

## WHEN TO TAKE REST DAYS

Rest days are for rebuilding, not slacking.

<p><b>TAKE A REST DAY WHEN YOU FEEL:</b></p> <ul style="list-style-type: none"> <li>Constant muscle soreness</li> <li>Low energy and motivation</li> <li>Poor sleep for multiple nights</li> <li>Decreased strength or performance</li> <li>Irritable, stressed, or mentally drained</li> <li>Coming down with a cold or illness</li> </ul>	<p><b>WHAT TO DO ON REST DAYS</b></p> <ul style="list-style-type: none"> <li>Move lightly (walk, yoga, mobility)</li> <li>Focus on stretching and foam rolling</li> <li>Eat clean and hydrate well</li> <li>Get extra sleep if needed</li> <li>Manage stress and relax</li> <li>Prepare for the next training week</li> </ul>
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**TIP:** Rest days make you stronger, not weaker.

## RECOVERY NUTRITION: WHAT TO EAT

Feed your body the right nutrients to repair and rebuild.

<p><b>POST-WORKOUT MEAL (WITHIN 2 HOURS)</b></p> <table border="1"> <tr> <td> <p><b>PROTEIN</b> 20-40 g</p> <p>Chicken, fish, eggs, or whey protein.</p> </td> <td> <p><b>CARBS</b> 30-60 g</p> <p>Rice, oats, potatoes, fruit, or whole grains.</p> </td> <td> <p><b>HEALTHY FATS</b> 10-20 g</p> <p>Avocado, nuts, seeds, or olive oil.</p> </td> </tr> </table>	<p><b>PROTEIN</b> 20-40 g</p> <p>Chicken, fish, eggs, or whey protein.</p>	<p><b>CARBS</b> 30-60 g</p> <p>Rice, oats, potatoes, fruit, or whole grains.</p>	<p><b>HEALTHY FATS</b> 10-20 g</p> <p>Avocado, nuts, seeds, or olive oil.</p>	<p><b>DAILY RECOVERY NUTRIENTS</b></p> <ul style="list-style-type: none"> <li>Protein: 1.0-1.2 g per lb of body weight</li> <li>Omega-3s: Reduce inflammation</li> <li>Magnesium: Supports muscle recovery</li> <li>Vitamin D: Supports immunity and hormone balance</li> <li>Antioxidants: Fruits and vegetables to reduce oxidative stress</li> </ul>
<p><b>PROTEIN</b> 20-40 g</p> <p>Chicken, fish, eggs, or whey protein.</p>	<p><b>CARBS</b> 30-60 g</p> <p>Rice, oats, potatoes, fruit, or whole grains.</p>	<p><b>HEALTHY FATS</b> 10-20 g</p> <p>Avocado, nuts, seeds, or olive oil.</p>		

**TIP:** Whole foods first. Supplements second.

## MASSAGE GUN GUIDE

Use for 30-60 seconds per muscle group.

<p><b>NECK &amp; SHOULDERS</b> Relieves tension and stress.</p> <p><b>CHEST</b> Relaxes tight chest muscles.</p> <p><b>BACK</b> Loosens tight back muscles.</p> <p><b>GLUTES</b> Relieves tight hips and glutes.</p> <p><b>LEGS</b> Reduces soreness and improves recovery.</p>	<p><b>SPEED GUIDE</b></p> <ul style="list-style-type: none"> <li>1-2 Warm-up / Sensitive areas</li> <li>2-3 General use</li> <li>3-4 Deep tissue / Tight spots</li> </ul> <p><b>TIPS</b></p> <ul style="list-style-type: none"> <li>Use light to moderate pressure.</li> <li>Avoid bones, joints, and spine.</li> <li>Hydrate after using.</li> </ul>
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## THE RECOVERY FORMULA

**TRAIN HARD** (Stimulus) + 
 **EAT RIGHT** (Nutrition) + 
 **REST SMART** (Recovery) = 
 **GET STRONGER** (Results)

**REMEMBER**

- Progress happens OUTSIDE the gym.
- Recover better. Perform better.
- Discipline in recovery = success in training.

**FOCUS. EXECUTE. EVOLVE.**



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# PHASED TRAINING. PEAK RESULTS.

FOLLOW THE ROADMAP. TRUST THE PROCESS. **TRANSFORM YOUR BODY.**

Progress happens in phases. Each phase has a purpose. Follow the plan, focus on the process, and the results will take care of themselves. This is your roadmap to a stronger, leaner, healthier you.



## THE 4 PHASES OF YOUR 12-WEEK TRANSFORMATION

**PHASE 1**  
**FOUNDATION**  
WEEKS 1-3

Build the base. Create routine, improve technique, and establish healthy habits.

**FOCUS:**

- Learn movements
- Build consistency
- Improve mobility
- Establish nutrition habits

**PHASE 2**  
**PROGRESS**  
WEEKS 4-6

Build momentum. Increase intensity and challenge your body.

**FOCUS:**

- Increase training intensity
- Add volume strategically
- Push strength & endurance
- Dial in nutrition

**PHASE 3**  
**ACCELERATE**  
WEEKS 7-9

Maximize results. Push harder, recover smarter, and break through plateaus.

**FOCUS:**

- Maximize performance
- Optimize recovery
- Break through plateaus
- Sharpen nutrition timing

**PHASE 4**  
**PEAK & FINISH**  
WEEKS 10-12

Bring it home. Refine your physique and finish strong.

**FOCUS:**

- Peak performance
- Slightly reduce volume
- Maximize recovery
- Stay disciplined to the end

## HOW PHASES WORK

- SPECIFIC PURPOSE**  
Each phase has a goal that builds on the last.
  - PLANNED PROGRESSION**  
Training, nutrition, and recovery increase strategically.
  - ADAPT & OVERCOME**  
Your body adapts. We adjust to keep you progressing.
  - PEAK RESULTS**  
Follow the plan, and you'll look and feel better than ever.
- TIP:** Don't skip phases. Trust the plan.

## PHASE DETAILS AT A GLANCE

PHASE	WEEKS	TRAINING FOCUS	INTENSITY	VOLUME	NUTRITION FOCUS	CARDIO FOCUS
1	1-3	Technique, Form, Foundation Strength	Moderate (60-70%)	Moderate	Build habits, eat clean, hit protein goals	2-3 days/week Low-Moderate
2	4-6	Strength & Muscle Development	Moderate-High (70-80%)	Moderate-High	Calorie control, macros dialed in	3-4 days/week Moderate
3	7-9	Strength, Power & Performance	High (75-90%)	High	Optimize timing, reduce processed foods	4-5 days/week Moderate-High
4	10-12	Peak Conditioning & Definition	Moderate-High (70-85%)	Moderate	Dial in, slight deficit, hydrate & recover	4-6 days/week HIIT & intervals

**TIP:** Adjust based on your progress and how you feel. Listen to your body.

## TRACK YOUR PROGRESS EACH PHASE

- PHOTOS**  
Take progress photos every 4 weeks.
- MEASUREMENTS**  
Track waist, chest, arms, thighs.
- STRENGTH**  
Log your lifts and reps.
- PERFORMANCE**  
Track endurance, cardio, and mobility.
- RECOVERY**  
Rate sleep, energy, soreness.

### DON'T RELY ON THE SCALE ALONE.

Look at the big picture. Progress is more than a number.

- Consistency
- Strength
- Energy
- Confidence
- Composition

## WHAT TO EXPECT EACH PHASE

**PHASE 1**  
**FOUNDATION**  
(Weeks 1-3)

- Soreness as your body adapts
- Learning curve on movements
- Steady energy improvements
- Small but noticeable changes

**MINDSET:** Be patient. Build your foundation.

**PHASE 2**  
**PROGRESS**  
(Weeks 4-6)

- Strength increases
- Better workouts
- Faster recovery
- Visible changes accelerate

**MINDSET:** Stay focused. Keep building momentum.

**PHASE 3**  
**ACCELERATE**  
(Weeks 7-9)

- Plateaus may happen
- Body recomposition
- Peak performance
- Motivation is key

**MINDSET:** Push through. Break through barriers.

**PHASE 4**  
**PEAK & FINISH**  
(Weeks 10-12)

- Leanest and strongest
- Final physique refinement
- High energy and confidence
- Achievement unlocked

**MINDSET:** Finish strong. Enjoy your results.

## TIPS FOR SMOOTH TRANSITIONS

- Review your progress before moving to the next phase.
  - Adjust calories and macros as recommended.
  - Increase intensity gradually, not all at once.
  - Stay consistent with sleep and recovery.
  - Keep your mindset strong and stay disciplined.
- TIP:** Small adjustments between phases lead to massive results.

## 12-WEEK PHASE ROADMAP

	PHASE 1: FOUNDATION (WEEKS 1-3)			PHASE 2: PROGRESS (WEEKS 4-6)			PHASE 3: ACCELERATE (WEEKS 7-9)			PHASE 4: PEAK & FINISH (WEEKS 10-12)		
	1	2	3	4	5	6	7	8	9	10	11	12
<b>TRAINING FOCUS</b>	Learn movements	Build consistency	Improve strength	Increase intensity	Add volume	Push harder	Max performance	Break plateaus	Peak conditioning	Fine-tune physique	Maintain intensity	Finish strong
<b>INTENSITY</b>	60-65%	65-70%	65-70%	70-75%	70-80%	75-80%	80-85%	80-90%	85-90%	70-80%	70-80%	70-75%
<b>VOLUME</b>	Moderate	Moderate	Moderate	Moderate	Moderate-High	High	High	High	High	Moderate	Moderate	Moderate
<b>CARDIO</b>	2-3x Low-Mod	2-3x Low-Mod	2-3x Mod	3-4x Mod	3-4x Mod	3-4x Mod-High	4-5x Mod-High	4-5x Mod-High	4-5x HIIT	4-6x Mod-High	4-6x HIIT	4-6x HIIT
<b>NUTRITION FOCUS</b>	Build habits	Eat clean	Hit protein goals	Calorie control	Dial in macros	Optimize timing	Reduce processed	Timing & recovery	Stay in deficit	Maintain deficit	Hydrate & recover	Finish strong

**TIP:** Use this roadmap as your guide. Stay on track, stay disciplined, and watch your transformation unfold.

**FINAL TAKEAWAY**  
Phases give you structure. Discipline gives you results. Consistency changes your life.

**12 WEEKS CAN CHANGE YOUR BODY.**  
**A LIFETIME CAN CHANGE YOUR LIFE.**

**YOU HAVE THE PLAN.**  
**NOW EXECUTE IT.**  
**FINISH STRONG.**

**BUILT FOR LIFE.**



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# EXECUTE THE PLAN. OWN THE RESULTS.

PHASE BY PHASE. WEEK BY WEEK. DAY BY DAY. YOU'VE GOT THIS.



The roadmap is clear. The tools are in your hands. Now it's time to execute with discipline, adapt with intelligence, and keep showing up. Stay focused on the process—results will follow.

## THE 4 PHASES: PURPOSE, FOCUS & OUTCOME

<p><b>PHASE 1</b> <b>FOUNDATION</b> WEEKS 1-3</p> <p>Build the base. Create habits. Prepare your body.</p> <p><b>OUTCOME:</b> Solid habits, better movement, improved consistency.</p>	<p><b>PHASE 2</b> <b>PROGRESS</b> WEEKS 4-6</p> <p>Build momentum. Increase intensity and challenge.</p> <p><b>OUTCOME:</b> More strength, better endurance, noticeable changes.</p>	<p><b>PHASE 3</b> <b>ACCELERATE</b> WEEKS 7-9</p> <p>Push harder. Break through plateaus.</p> <p><b>OUTCOME:</b> Maximum results, sharper physique, higher performance.</p>	<p><b>PHASE 4</b> <b>PEAK &amp; FINISH</b> WEEKS 10-12</p> <p>Refine and finish strong. Bring it all together.</p> <p><b>OUTCOME:</b> Peak performance, leaner, stronger, more confident you.</p>
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**TIP:** Each phase builds on the last. Don't rush. Trust the process.

## WEEKLY TRAINING SPLIT (EXAMPLE)

Train 5 days. Move 6-7 days. Rest when needed.

MON	TUE	WED	THU	FRI	SAT	SUN
UPPER PUSH	LOWER STRENGTH	ACTIVE RECOVERY	UPPER PULL	LOWER HYPERTROPHY	CONDITIONING & CORE	REST & RECOVER
		Walk, mobility or yoga				Prioritize recovery

○ = Primary focus    ○ = Active recovery / movement

**TIP:** Adjust based on your schedule, progress, and how you feel.

## SAMPLE WORKOUT: UPPER PUSH (PHASE 2)

Focus: Chest, Shoulders, Triceps

	EXERCISE	SETS	REPS	INTENSITY	REST	NOTES
1	Barbell Bench Press	4	6-10	75-85% 1RM	90 sec	Compound lift
2	Incline Dumbbell Press	3	8-12	70-80% 1RM	75 sec	Control reps
3	Seated Shoulder Press	3	8-12	70-80% 1RM	75 sec	Full range
4	Dumbbell Lateral Raise	3	12-15	Moderate	60 sec	Mind-muscle
5	Cable Chest Fly	3	12-15	Moderate	60 sec	Squeeze
6	Triceps Pushdown	3	12-15	Moderate	60 sec	Full extension
7	Overhead Triceps Ext.	3	10-12	Moderate	60 sec	Stretch

**TIP:** Increase weight when you can complete all sets at the top of the rep range with good form.

## PROGRESSIVE OVERLOAD: HOW TO GET STRONGER

Consistently challenge your body in these ways.

<p><b>ADD REPS</b></p> <p>Add 1-2 reps per set until you reach the top of range.</p>	<p><b>ADD WEIGHT</b></p> <p>Increase weight by the smallest increment possible.</p>	<p><b>ADD SETS</b></p> <p>Add an extra set to the exercise.</p>	<p><b>IMPROVE FORM</b></p> <p>Better form leads to better results and injury prevention.</p>	<p><b>REDUCE REST</b></p> <p>Shorten rest periods to increase intensity.</p>
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**TIP:** Change one variable at a time. Track it. Measure it. Repeat.

## DELOAD & RECOVERY WEEKS

Deload in Week 4 and Week 8 to reset and come back stronger.

HOW TO DELOAD	WEEK	1	2	3	4	5	6	7	8	9	10	11	12
<ul style="list-style-type: none"> <li>Reduce volume by 30-40%</li> <li>Lower intensity to 60-70%</li> <li>Focus on perfect form</li> <li>Prioritize sleep &amp; recovery</li> <li>Keep moving, just go lighter</li> </ul>	FOCUS	Foundation	Foundation	Foundation	Deload	Progress Intensity	Progress Intensity	Progress Intensity	Deload	Deload	Peak & Finish	Peak & Finish	Peak & Finish
	VOLUME	Build	Build	Build	-30/40%	Build	Build	Build	-30/40%	Build	Build	Build	Build
	INTENSITY	Build	Build	Build	60-70%	Build	Build	Build	60-70%	Build	Build	Build	Peak

**TIP:** Deloading isn't falling behind. It's how you keep moving forward.

## SIGNS OF OVERTRAINING

Listen to your body and adjust.

Persistent fatigue	Poor sleep quality	Decreased performance	Irritability or mood swings	Loss of appetite	Frequent soreness or injuries	Low motivation

**TIP:** More isn't always better. Recovery is where growth happens.

## RECOVERY RULES TO LIVE BY

The best workouts mean nothing without recovery.

<p><b>SLEEP 7-9 HOURS</b></p> <p>Aim for consistent, quality sleep every night.</p>	<p><b>HYDRATE DAILY</b></p> <p>Drink water throughout the day. Don't wait until you're thirsty.</p>	<p><b>EAT REAL FOODS</b></p> <p>Whole, nutrient-dense foods fuel performance and recovery.</p>	<p><b>MOVE &amp; MOBILIZE</b></p> <p>Daily movement keeps you loose, balanced, and injury-free.</p>	<p><b>MANAGE STRESS</b></p> <p>Lower stress, breathe, and stay present. Protect your mind.</p>
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**TIP:** Small daily habits = big long-term results.

## MINDSET: THE UNFAIR ADVANTAGE

Your mindset drives your habits. Your habits drive your results.

<p><b>WHAT HELPS</b></p> <ul style="list-style-type: none"> <li>Set clear goals</li> <li>Focus on what you can control</li> <li>Celebrate small wins</li> <li>Stay patient and consistent</li> <li>Surround yourself with positivity</li> <li>Keep learning and improving</li> </ul>	<p><b>WHAT HURTS</b></p> <ul style="list-style-type: none"> <li>Comparison to others</li> <li>Chasing quick fixes</li> <li>Inconsistency</li> <li>Negative self-talk</li> <li>Skipping the basics</li> <li>Quitting too early</li> </ul>	<p><b>"DISCIPLINE TODAY. FREEDOM TOMORROW."</b></p>
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## WEEKLY CHECK-IN CHECKLIST

Review every week. Stay accountable.

- Did I complete my workouts?
- Did I follow my nutrition plan?
- Did I get 7+ hours of sleep most nights?
- Did I stay hydrated?
- How is my energy this week?
- How is my performance changing?
- What will I improve next week?
- Wins to celebrate: \_\_\_\_\_

## SUMMARY: YOU HAVE EVERYTHING YOU NEED

THE PLAN	THE TOOLS	THE KNOWLEDGE	THE MINDSET	THE CHOICE

**YOU ARE BUILT FOR LIFE.**

FOCUS. EXECUTE. EVOLVE. EVERY DAY.



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# ADAPT, IMPROVE, EVOLVE.

CONTINUOUS IMPROVEMENT CREATES LASTING RESULTS.

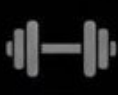
You've got the plan. You've put in the work. Now it's about adapting, progressing, and evolving into your strongest self.

## PROGRESSIVE OVERLOAD: THE 5 WAYS

Your body adapts. Keep challenging it in different ways.



**1. ADD WEIGHT**  
Increase the load you lift.



**2. ADD REPS**  
Do more reps with the same weight.



**3. ADD SETS**  
Add an extra set to increase volume.



**4. IMPROVE TIME**  
Decrease rest periods or time under tension.



**5. IMPROVE EXECUTION**  
Better form, full range, and mind-muscle connection.

**TIP:** Make a small improvement in at least one way each week.

## DELOAD: GET STRONGER BY RESTING SMART

Planned deloads prevent burnout and set you up for bigger gains.

### When to deload:

- ✓ After 4-6 hard weeks
- ✓ Performance is stalling
- ✓ High fatigue or poor sleep
- ✓ Motivation is low
- ✓ Aches and soreness linger

### How to deload (1 week):

- ➕ Reduce volume by 40-60%
- ➕ Reduce intensity by 10-20%
- 🕒 Keep movement patterns
- 🕒 Focus on perfect form
- 🔄 Move, recover, and reset



**COME BACK STRONGER.**

Deloading isn't quitting. It's part of the plan.

**TIP:** Deload with purpose. Quality over quantity.

## NUTRITION TIMING THAT WORKS

Fuel your workouts. Recover faster. Stay lean.



### BEFORE WORKOUT (1-2 HOURS)

- Complex carbs
  - Lean protein
  - Low in fat
- Example:**  
Oatmeal + whey protein + berries



### POST-WORKOUT (WITHIN 2 HOURS)

- Protein
  - Carbs
  - Hydration
- Example:**  
Whey protein + banana + rice cakes



### BETWEEN MEALS (AS NEEDED)

- Protein
  - Healthy fats
  - Fiber
- Example:**  
Greek yogurt + nuts or protein shake



### BEFORE BED (30-60 MINUTES)

- Slow-digesting protein
  - Casein or cottage cheese
- Example:**  
Cottage cheese + flaxseeds

**TIP:** Consistency with your daily intake matters more than perfect timing.

## HYDRATION & ELECTROLYTES: SMALL HABITS, BIG IMPACT

Hydration affects energy, performance, and recovery.

### DAILY HYDRATION GOAL

Aim for half your body weight in ounces of water.

**Example:**  
180 lbs body weight = 90 oz water daily

### DON'T FORGET ELECTROLYTES

- Sodium: 1,500-2,300 mg
- Potassium: 2,600-3,400 mg
- Magnesium: 300-400 mg

Add electrolytes to your water on intense training days, especially in hot weather.

### SIGNS OF DEHYDRATION

- ⊗ Fatigue
- ⊗ Headaches
- ⊗ Muscle cramps
- ⊗ Decreased focus
- ⊗ Dark urine

**TIP:** Sip throughout the day. Don't wait until you're thirsty.

## MEASURE WHAT MATTERS

The scale is just one piece of the puzzle.



### WAIST

Measure at navel level. Track weekly.



### PHOTOS

Same lighting, same pose, same schedule. Track every 4 weeks.



### STRENGTH

Are you lifting more or doing more reps? Track it.



### RECOVERY

Sleep quality, stress levels, soreness, energy.



### HOW YOU FEEL

Confidence, clothes fit, energy, mindset.

**TIP:** Look for trends over time, not day-to-day changes.

## PLATEAU BREAKERS

Hitting a wall? Try these strategies.



### CHANGE THE STIMULUS

Switch exercises, rep ranges, or training techniques.



### INCREASE INTENSITY

Push closer to failure. Use advanced techniques.



### ADD VARIETY

Change tempo, grips, angles, or movement patterns.



### REVIEW NUTRITION

Reassess calories, macros, and meal timing.



### IMPROVE RECOVERY

Prioritize sleep, deload, manage stress.



### CHECK YOUR MINDSET

Stay patient. Progress isn't always linear.

**TIP:** Small changes break plateaus. Stay consistent.

## SUPPLEMENTS THAT CAN HELP (NOT REQUIRED)

### WHEY PROTEIN

- 20-30g post-workout or as needed
- Supports muscle recovery

### CREATINE MONOHYDRATE

- 3-5g daily
- Increases strength and muscle power

### FISH OIL (OMEGA-3)

- 1-3g EPA/DHA daily
- Supports joints, heart, and recovery

### VITAMIN D3

- 2,000-4,000 IU daily
- Supports immune health and hormones

### MAGNESIUM

- 300-400 mg daily
- Supports sleep, recovery, and muscle function

**TIP:** Supplements fill gaps. Real food first. Consistency always.

## LONG-TERM SUCCESS BLUEPRINT

Build a lifestyle, not just a physique.



### SET A VISION

Define your why and your long-term goals.



### CREATE HABITS

Build daily habits around training, nutrition, and recovery.



### STAY ACCOUNTABLE

Track progress. Review weekly. Adjust as needed.



### ADAPT & EVOLVE

Life changes. Adapt your plan, not your goals.



### LIVE IT

Make health your lifestyle, not a phase.

**TIP:** It's not about being perfect. It's about being persistent.

## YOUR 12-WEEK JOURNEY RECAP

From start to finish, this is your transformation path.



### WEEKS 1-3 FOUNDATION

- ✓ Build the base
- ✓ Learn & adapt
- ✓ Create habits



### WEEKS 4-6 PROGRESS

- ✓ Build momentum
- ✓ Increase intensity
- ✓ Fuel performance



### WEEKS 7-9 ACCELERATE

- ✓ Push harder
- ✓ Break plateaus
- ✓ Maximize results



### WEEKS 10-12 PEAK & FINISH

- ✓ Refine & finish
- ✓ Peak performance
- ✓ New standard



### BEYOND 12 WEEKS YOUR NEW LIFESTYLE

- ✓ Maintain
- ✓ Progress
- ✓ Inspire

**FINISH STRONG. STAY STRONG. THE BEST VERSION OF YOU IS A LIFETIME PROJECT.**



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# EVOLVE. MAINTAIN. INSPIRE.

YOU DIDN'T COME THIS FAR TO STOP NOW. **KEEP BUILDING.**

You've built the habits. You've seen the results. Now it's time to evolve your training, maintain your progress for life, and use your journey to inspire others.

## BEYOND 12 WEEKS: WHAT'S NEXT?

Pick your path. Or combine them.



### CONTINUE TO GET STRONGER

Extend your training cycle. Increase intensity, progression, and performance.



### RECOMP & REDEFINE

Take a 1-2 week deload. Reset. Then set a new goal and restart stronger.



### FOCUS ON PERFORMANCE

Train for a specific event, sport, or challenge. Build power, endurance, and skills.



### LIFESTYLE MAINTENANCE

Shift to a sustainable plan that supports your body, energy, and long-term well-being.

**TIP:** Progress isn't linear. But consistency always wins.

## HOW TO STAY CONSISTENT FOR LIFE

Simplicity. Systems. Standards.



### SET CLEAR STANDARDS

- Define your non-negotiables
- Keep training sessions protected
- Track what matters



### PLAN AHEAD

- Schedule workouts
- Prep meals
- Build recovery into your week
- Plan for disruptions



### REVIEW & ADJUST

- Review progress every 2-4 weeks
- Adjust training, nutrition, and recovery
- Keep improving



### SURROUND YOURSELF RIGHT

- Train with people who lift you up
- Avoid negative influences
- Share your goals and wins



### PROTECT YOUR WHY

- Remember where you started
- Revisit your purpose often
- Keep your "why" visible

**TIP:** Habits make it easy. Purpose makes it worth it.

## MANAGING LIFE'S CHALLENGES

Life happens. Stay prepared.



### BUSY SCHEDULE

Short on time? Focus on 20-30 minute effective workouts. Prioritize the essentials.



### TRAVEL

Use bodyweight workouts. Stay active. Make smart food choices.



### SOCIAL EVENTS

Enjoy the moment. Control portions. Don't skip the next day. Get back on track fast.



### INJURIES / PAIN

Modify, don't quit. Focus on mobility, rehab, and what you can do.



### MENTAL SLUMPS

Motivation fades. Discipline doesn't. Take action anyway—momentum returns.

**TIP:** It's not about avoiding obstacles. It's about overcoming them.

## MAINTENANCE MADE SIMPLE

Your blueprint for long-term results.



### TRAIN

3-5 days/week. Strength train. Include cardio and mobility.



### NUTRITION

Eat for your goal. Focus on whole foods, protein, and vegetables.



### HYDRATION

Drink water daily. Aim for half your body weight in ounces.



### RECOVERY

Sleep 7-9 hours. Manage stress. Take rest days seriously.



### TRACK & ADJUST

Weigh in weekly. Track progress. Adjust as needed.



### MINDSET

Stay patient. Stay grateful. Keep showing up for yourself.

**TIP:** Maintain the basics. Master the lifestyle.

## LEVEL UP: ADVANCED TRAINING TOOLS

When you're ready for more.



### PERIODIZATION

Cycle intensity, volume, and focus in 4-6 week blocks.



### SUPERSETS

Pair exercises to save time and increase intensity.



### TEMPO TRAINING

Control the tempo to build muscle and improve control.



### REST-PAUSE

Extend a set with short rest breaks to increase reps.



### DROP SETS

Go to failure, drop weight, and keep going.

**TIP:** Use advanced techniques strategically, not every workout.

## YOUR JOURNEY CAN INSPIRE OTHERS

Pay it forward.



### SHARE YOUR STORY

Your journey can motivate someone who needs it.



### BE A POSITIVE INFLUENCE

Encourage. Support. Lift others up in the gym and in life.



### LEAD BY EXAMPLE

Discipline, consistency, and integrity speak louder than words.



### HELP SOMEONE START

Give advice. Share resources. Help them take the first step.

“THE STRONGEST PEOPLE AREN'T JUST BUILT IN THE GYM—THEY'RE BUILT THROUGH LIFE. BE THAT PERSON.”

## 12-WEEK TRANSFORMATION RECAP

From where you started to where you are now.

1	2	3	4	5	6	7	8	9	10	11	12
<b>FOUNDATION</b>	<b>FOUNDATION</b>	<b>FOUNDATION</b>	<b>PROGRESS</b>	<b>PROGRESS</b>	<b>PROGRESS</b>	<b>ACCELERATE</b>	<b>ACCELERATE</b>	<b>ACCELERATE</b>	<b>PEAK &amp; FINISH</b>	<b>PEAK &amp; FINISH</b>	<b>PEAK &amp; FINISH</b>
<ul style="list-style-type: none"> <li>Built habits</li> <li>Learned movement</li> <li>Established routine</li> </ul>	<ul style="list-style-type: none"> <li>Improved consistency</li> <li>Better nutrition</li> <li>More energy</li> </ul>	<ul style="list-style-type: none"> <li>Stronger technique</li> <li>Increased confidence</li> <li>Felt the momentum</li> </ul>	<ul style="list-style-type: none"> <li>Increased intensity</li> <li>Stronger lifts</li> <li>Visible changes</li> </ul>	<ul style="list-style-type: none"> <li>Better endurance</li> <li>Improved recovery</li> <li>Level up mindset</li> </ul>	<ul style="list-style-type: none"> <li>More strength</li> <li>Tighter physique</li> <li>Proud of progress</li> </ul>	<ul style="list-style-type: none"> <li>Broken plateaus</li> <li>Higher performance</li> <li>Results showing</li> </ul>	<ul style="list-style-type: none"> <li>Leaner stronger</li> <li>More discipline</li> <li>Crushing goals</li> </ul>	<ul style="list-style-type: none"> <li>Confidence peak</li> <li>Mindset strong</li> <li>Inspiration grows</li> </ul>	<ul style="list-style-type: none"> <li>Peak performance</li> <li>Physique refined</li> <li>Stay disciplined</li> </ul>	<ul style="list-style-type: none"> <li>Maintained intensity</li> <li>Maximized results</li> <li>Future focused</li> </ul>	<ul style="list-style-type: none"> <li>Finish strong</li> <li>Celebrate wins</li> <li>Ready for what's next</li> </ul>

**TIP:** Each week built on the last. The compound effect is unstoppable.

## DAILY SUCCESS CHECKLIST

Small actions. Big results.

- Completed my workout
- Hit my protein goal
- Ate whole, nutrient-dense food
- Drank enough water
- Got quality sleep
- Stayed consistent with my habits



## FINAL WORD

This program gave you the roadmap. You drove the results. Keep the standards high. Keep becoming the best version of yourself.



## REMEMBER

- Focus on what you can control.
- Execute with discipline.
- Evolve every day.
- The results will follow.

