

THE PROTEIN-FIRST PLATE METHOD

You don't need to count every calorie. You need a reliable system that consistently produces a moderate calorie deficit while keeping protein high enough to protect muscle. The Protein-First Plate Method does exactly that — anchor every meal with protein, fill the rest with produce, use smart carbs around workouts, and add flavor to make it repeatable.

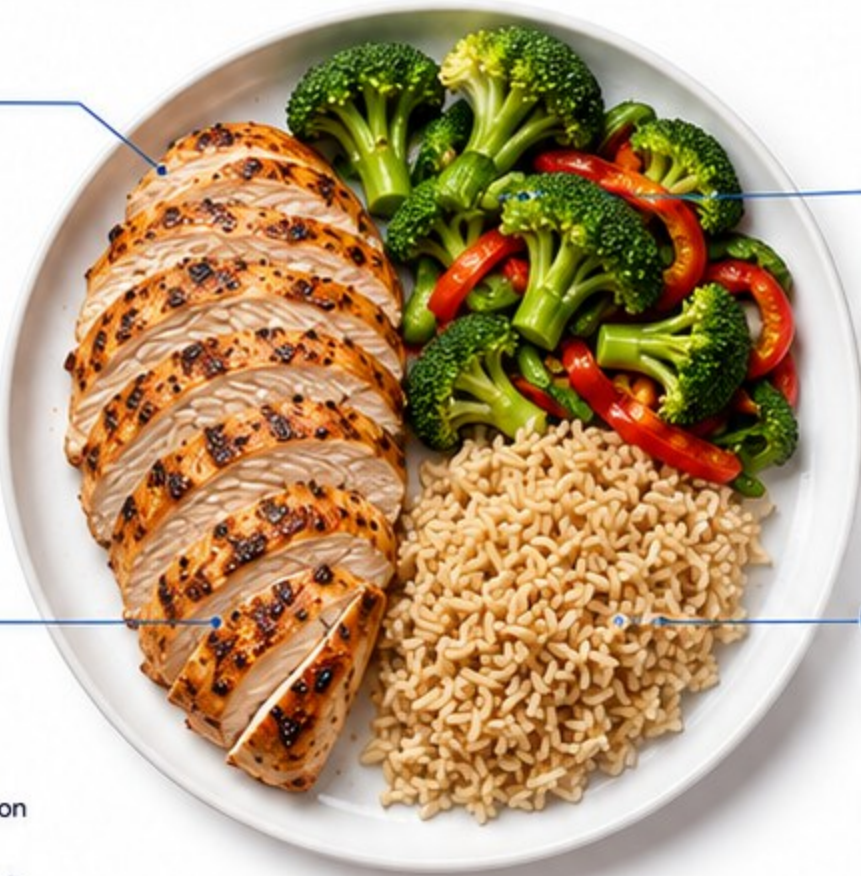
- 1

PROTEIN FIRST

Every meal. 35–50g of protein.
- 4

FAT & FLAVOR

Use for taste and satisfaction — not as a primary source.



- 2

PRODUCE SECOND

Fill one third of the plate with vegetables and fruit.
- 3

SMART CARBS

Prioritize around training. Adjust based on your goals.

DAILY PROTEIN & CALORIE TARGETS

BODYWEIGHT	PROTEIN TARGET (per day)	CALORIE TARGET (per day)	CARBS (TRAINING DAYS)
130 lb	104–130g / day	1,750–2,000 cal	120–160g
150 lb	120–150g / day	1,900–2,200 cal	140–180g
170 lb	136–170g / day	2,100–2,400 cal	160–200g
190 lb	152–190g / day	2,300–2,600 cal	180–220g
210 lb	168–210g / day	2,500–2,800 cal	200–240g
230 lb	184–230g / day	2,700–3,000 cal	220–260g

* Targets assume moderate activity (3x/week lifting + daily walking). Adjust by ±200 calories based on 3-week results. If weight is not moving after 3 weeks, reduce calories by 150–200. If energy crashes, increase carbs slightly on training days.

BUILD YOUR PLATE — IN ORDER

- 1



PROTEIN FIRST — EVERY SINGLE MEAL

Chicken breast, lean beef, fish, eggs, Greek yogurt, cottage cheese, or protein powder. Target 35–50g per meal across 3–4 meals. This is the anchor — everything else fills in around it.
- 2



PRODUCE SECOND — FILL ONE THIRD OF THE PLATE

Vegetables and fruit. High volume, low calorie. Fiber increases satiety, slows digestion, and supports gut health. Eat these before or with every meal — they regulate appetite better than any supplement.
- 3



SMART CARBS — EARNED AROUND TRAINING

Rice, potato, oats, bread. Prioritize carbs in your pre- and post-workout meals. On rest days, reduce carbs by 30–40% and replace with extra vegetables or healthy fat. Carbs are not the enemy — poor timing is.
- 4



FAT AND FLAVOR — MAKE IT REPEATABLE

Olive oil, avocado, nuts, butter, seasoning, sauces. Use fat for flavor, not as a primary calorie source. The best plan is the one you repeat for weeks — not the one that's perfect for three days.

FAST MEAL COMBOS THAT WORK

BREAKFAST	LUNCH	DINNER	SNACKS
4 eggs + toast (30g protein)	Chicken rice bowl (45g protein)	Lean beef + potato (50g protein)	Cottage cheese (14g protein)
Greek yogurt + berries (17g protein)	Turkey + cheese wrap (35g protein)	Salmon + rice (40g protein)	Hard-boiled eggs (12g protein)
Protein shake + oats (30g protein)	Tuna + crackers + salad (30g protein)	Chicken stir-fry (42g protein)	String cheese + apple (7g protein)



THE 2-WEEK PROTEIN AUDIT

Track only protein for two weeks. Not calories. Not carbs. Just protein. Most adults discover they're hitting 40–60% of their daily target. Fixing protein alone — before changing anything else — moves the needle faster than any other single nutrition change.



CALCULATE YOUR EXACT MACROS

Open the Macro Calculator. Enter your weight and goal. Get exact daily targets in 60 seconds.

OPEN CALCULATOR



3-DAY STRENGTH TEMPLATE

Three full-body strength sessions per week is the minimum effective dose for preserving muscle during a fat-loss phase.



PRESERVE
MUSCLE



BURN MORE
CALORIES



BUILD
STRENGTH



SUSTAIN LONG
TERM



A SQUAT + PUSH + ROW — Lower Body, Chest, Upper Back, Core

⌚ 60–75 MIN

- | | | |
|---|---------------------------------|----------------|
| 1 | Goblet Squat or Leg Press | 3 x 10–12 reps |
| 2 | Dumbbell Bench Press or Push-Up | 3 x 8–12 reps |
| 3 | Dumbbell Row or Cable Row | 3 x 10–12 reps |
| 4 | Plank or Dead Bug | 3 x 30–45 sec |



GOBLET SQUAT



DB BENCH PRESS



DB ROW



PLANK

B HINGE + PRESS + PULL — Hamstrings, Glutes, Shoulders, Lats

⌚ 60–75 MIN

- | | | |
|---|---------------------------------|----------------|
| 1 | Romanian Deadlift or Hip Thrust | 3 x 10–12 reps |
| 2 | Dumbbell Shoulder Press | 3 x 10–12 reps |
| 3 | Lat Pulldown or Band Pull-Apart | 3 x 12–15 reps |
| 4 | Pallof Press or Farmer Carry | 3 x 30 sec |



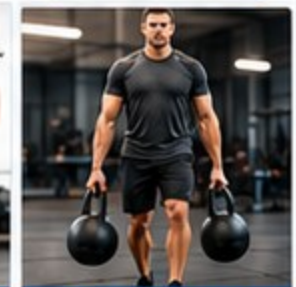
RDL OR HIP THRUST



DB SHOULDER PRESS



LAT PULLDOWN



FARMER CARRY

C LEGS + UPPER + CARRY — Full Body Strength and Conditioning

⌚ 60–75 MIN

- | | | |
|---|---------------------------------|----------------|
| 1 | Split Squat or Step-Up | 3 x 8–12 each |
| 2 | Incline Push-Up or Dumbbell Fly | 3 x 10–12 reps |
| 3 | Face Pull or Band Row | 3 x 12–15 reps |
| 4 | Farmer Carry or Suitcase Carry | 3 x 30–40 sec |



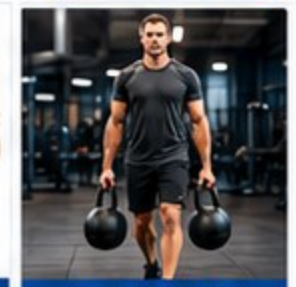
SPLIT SQUAT



INCLINE PUSH-UP



FACE PULL



SUITCASE CARRY

PROGRESSIVE OVERLOAD RULES

WHEN TO ADD WEIGHT

- ✓ Complete all prescribed reps with clean form on 2 consecutive sessions
- ✓ Add weight on the next set
- ✓ For dumbbells: jump to the next weight increment
- ✓ For machines: add one plate (or one pin)

REST PERIODS

- ✓ Compound movements (squat, deadlift, press): 2–3 minutes
- ✓ Isolation & accessory work: 60–90 seconds
- ✓ Carries and core work: 45–60 seconds



KEY PRINCIPLES



CONSISTENCY
OVER INTENSITY



FOCUS ON
FORM FIRST



REST & RECOVER
SMART



PROGRESS WEEK
AFTER WEEK

28-DAY FAT LOSS JUMPSTART

PAGE 9

SIGNS YOU'RE ON TRACK

THE SCALE IS JUST ONE DATA POINT.

Fat loss is more than a number. Track these signs to stay motivated and know you're heading in the right direction.



STAY THE COURSE

Some weeks the scale won't budge. That doesn't mean you're not making progress. Trust the process, track the right things, and keep showing up.

CONSISTENCY > PERFECTION

KEY METRICS TO TRACK



WEIGHT

Track daily. Look at the 7-day average.

Goal: Down 0.5–2 lbs/week



WAIST

Measure at navel level. Track weekly.

Goal: Down 0.25–1 in/week



PHOTOS

Front, side, back. Same lighting.

Goal: See visible changes



STRENGTH

Getting stronger means you're recomping.

Goal: Add reps, sets or weight



ENERGY

More energy = better metabolism.

Goal: Feel better every week

NON-SCALE WINS THAT MATTER



Clothes fit better



More strength in daily tasks



Better sleep quality



Muscle looks more defined



Improved endurance



More discipline & consistency



Better mood & confidence

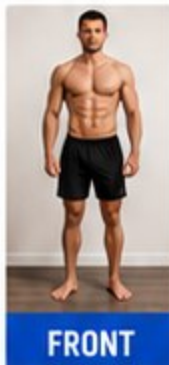


Proud of your progress

★ Celebrate the small wins. They lead to **BIG** results.

PROGRESS PHOTOS: HOW TO DO IT RIGHT

- Take photos every 2 weeks
- Same time of day
- Same lighting
- Same outfit
- Front, side, back
- Stand relaxed (not flexing)



FRONT



SIDE



BACK

TRACK IT. TRUST IT. TRANSFORM. USE THE APP

Keep all your data in one place and watch your progress unfold.



Log your workouts



Track nutrition & calories



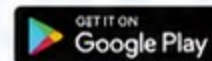
See your progress



Store your progress photos



Stay motivated & accountable



yourwebsite.com/app



FOCUS ON TRENDS, NOT NUMBERS

Daily fluctuations are normal. Look at the big picture.



BE PATIENT

Real, lasting results take time. Stay consistent and let the process work.



ADJUST WHEN NEEDED

If progress stalls for 2+ weeks, review nutrition, training, and activity. Then adjust.



KEEP YOUR WHY FRONT & CENTER

Remember why you started. Your why will keep you going when motivation fades.

THE FRAMEWORK

FOUR PILLARS. ONE DIRECTION.

Every sustainable transformation comes down to four fundamentals executed consistently over time. No single pillar works alone — strength training without protein fails, protein without sleep underperforms, and walking without a calorie deficit stalls. This guide gives you the exact tools and structure for all four.

	 LIFT 3X PER WEEK	1 Resistance training is non-negotiable during fat loss. Without it, up to 40% of weight lost can come from muscle — slowing metabolism and making results disappear fast. Three full-body sessions per week protects your lean mass, boosts your resting metabolic rate, and makes the deficit sustainable long-term.
	 HIT PROTEIN DAILY	2 Protein is the highest-return nutritional lever for fat loss. It preserves muscle during a deficit, keeps you fuller longer, and burns more calories digesting it than carbs or fat (thermic effect). 0.8–1g per pound of body-weight daily is your non-negotiable target — every day, not just training days.
	 WALK EVERY DAY	3 Daily walking adds 200–400 calories of fat-burning output without stressing recovery or increasing hunger. 7,000–10,000 steps per day is the sweet spot for most adults. It keeps NEAT (non-exercise activity thermogenesis) high without cannibalizing your strength sessions or recovery capacity.
	 PROTECT SLEEP	4 Poor sleep elevates cortisol, suppresses testosterone, disrupts hunger hormones (ghrelin/leptin), and cuts recovery in half. Seven or more hours isn't optional — it is the most underrated fat loss tool available. One bad night can trigger cravings that erase 2 days of discipline.



THE 28-DAY GOAL

The goal isn't perfection — it's evidence. Proof that you can execute the four pillars consistently enough to create measurable change. After 28 days you'll have data: what your body responds to, what habits stick, and exactly what to do next. That evidence is more valuable than the scale.

WHAT TO EXPECT WEEK BY WEEK



THE FRAMEWORK

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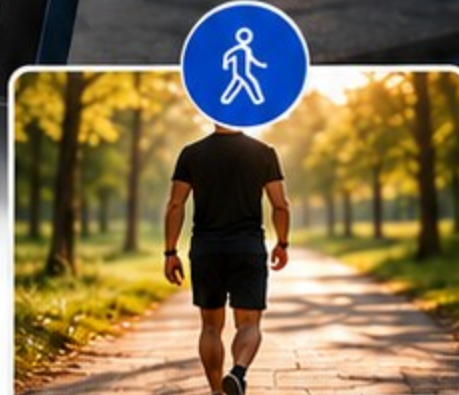
LIFT 3X PER WEEK

Protect muscle, boost metabolism, and make the deficit sustainable long-term.



HIT PROTEIN DAILY

Preserve muscle, stay fuller longer, and maximize fat loss with 0.8–1g per pound of bodyweight daily.



WALK EVERY DAY

7,000–10,000 steps daily adds 200–400 calories burned without hurting recovery.



PROTECT SLEEP

7+ hours restores hormones, controls hunger, and maximizes recovery and results.



THE 28-DAY GOAL

The goal isn't perfection — it's evidence. Proof that you can execute the four pillars consistently enough to create measurable change.



GET THE
DATA



FIND WHAT
WORKS



BUILD
HABITS



TAKE
ACTION

WHAT TO EXPECT WEEK BY WEEK



WEEK 1

Learn the System

Build the foundation. Dial in your nutrition, training, steps, and sleep.



WEEK 2

Build Momentum

Create consistency. Lock in habits and start feeling the difference.



WEEK 3

See Early Results

The scale moves. Energy rises. Clothes fit better. Confidence builds.



WEEK 4

Prove It Works

Lock in the habits. Review results and plan your next 90 days.



USE THE FREE APP WITH THIS GUIDE

Ask your AI coach any training or nutrition question.
GET AN ANSWER IN SECONDS.



OPEN APP

BUILD YOUR PLATE

WHOLE FOODS. SIMPLE RULES. REAL RESULTS.

The Protein-First Plate Method is built on four food groups that cover everything you need. You've already learned Items 1 & 2. Now let's finish the plate.



3 CARB SOURCE (PERFORMANCE FUEL)

- ✓ Powers your workouts
- ✓ Replenishes glycogen
- ✓ Supports recovery
- ✓ Keeps you full and satisfied



BEST CHOICES: White rice, sweet potatoes, oats, potatoes, quinoa, whole grain pasta, beans, fruit.

SERVING GUIDE: ½–1 cup cooked (adjust based on activity level and goals)

4 HEALTHY FATS (HORMONE & HEALTH)

- ✓ Supports hormone production
- ✓ Improves nutrient absorption
- ✓ Keeps you full longer
- ✓ Essential for overall health



BEST CHOICES: Avocado, nuts, seeds, nut butters, olive oil, fatty fish (salmon, sardines).

SERVING GUIDE: 1–2 tbsp or ¼–½ avocado (add to balance your plate)



FAST MEAL COMBOS

Real food. Real simple.



CHICKEN POWER BOWL

- ✓ 6 oz grilled chicken
- ✓ 1 cup white rice
- ✓ 1 cup broccoli
- ✓ 1 tbsp olive oil

CALORIES: ~550 | PROTEIN: 45g



SALMON & SWEET POTATO

- ✓ 6 oz salmon
- ✓ 1 medium sweet potato
- ✓ 1 cup green beans
- ✓ 1 tsp olive oil

CALORIES: ~600 | PROTEIN: 45g



LEAN BEEF & QUINOA

- ✓ 6 oz lean ground beef (93%)
- ✓ ¾ cup cooked quinoa
- ✓ 1 cup asparagus
- ✓ 1 tbsp avocado

CALORIES: ~580 | PROTEIN: 40g



PROTEIN BREAKFAST BOWL

- ✓ 1 scoop protein powder
- ✓ ½ cup oats
- ✓ 1 tbsp almond butter
- ✓ ½ cup berries

CALORIES: ~450 | PROTEIN: 35g



TUNA CHICKPEA SALAD

- ✓ 1 can tuna (in water)
- ✓ ½ cup chickpeas
- ✓ Veggies of choice
- ✓ 1 tbsp olive oil

CALORIES: ~440 | PROTEIN: 35g



2-WEEK PROTEIN AUDIT

Track your protein daily for 14 days. Most people are surprised how little they're actually getting.

DAILY CHECKLIST	WEEK 1	WEEK 2
Hit my protein target	☐	☐
Protein at each meal	☐	☐
High-quality protein sources	☐	☐
Tracked honestly	☐	☐
WEEKLY SCORE	/28	/28

TARGETS

0–30 pts
Needs work
31–45 pts
Good start
46–56 pts
On track
56+ pts
Dialed in



CALCULATE YOUR TARGETS

KNOW YOUR NUMBERS. HIT YOUR GOALS.

- 1 Enter your stats
Age, weight, height, activity level
- 2 Get your targets
Calories, protein, carbs, fats
- 3 Follow the plan
Eat with confidence. Get results.

USE THE MACRO CALCULATOR
IN YOUR GUIDE DASHBOARD



CONSISTENCY COUNTS
Simple habits.
Massive results.



FOCUS ON PROGRESS
Not perfection.



PLAN AHEAD
Prepare today,
so you win tomorrow.



FUEL YOUR BODY
Nourish to perform
and recover.



STAY CONSISTENT
You don't have to eat perfect. You just have to be consistent.



MINDSET: YOUR ULTIMATE FAT LOSS WEAPON

YOUR MIND DECIDES. YOUR ACTIONS DELIVER. YOUR HABITS TRANSFORM.

The body follows the mind. A strong mindset turns discipline into freedom and makes consistency effortless. Build the right mindset and you'll never go back to your old self.



THE TRUTH

You don't rise to your goals. You fall to your systems.

- ✓ Discipline > Motivation
- ✓ Habits > Feelings
- ✓ Progress > Perfection
- ✓ Consistency > Intensity
- ✓ Patience > Speed

THE HABIT SYSTEM (COMPOUND GROWTH)



EXAMPLES OF 1% BETTER HABITS

- ✓ Eat 10g more protein daily
- ✓ Walk 1,000 more steps
- ✓ Drink 500ml more water
- ✓ Go to bed 15 minutes earlier
- ✓ Prep meals 1 day in advance



MOTIVATION KILLERS

- ✗ **Waiting for Motivation** Motivation comes after you start.
- ✗ **Perfectionism** Perfection doesn't exist. Progress does.
- ✗ **Comparing Yourself** Compare to your old self only.
- ✗ **All or Nothing Thinking** Missed one meal ≠ ruined day.
- ✗ **Instant Gratification** Short-term pleasure kills long-term goals.
- ✗ **Negative Self Talk** Your words shape your reality.

BUILD A WINNER'S MINDSET

- Focus on what you can control**
Your actions, food, training, attitude.
- Embrace discomfort**
Growth lives outside your comfort zone.
- See obstacles as opportunities**
Every challenge builds a stronger you.
- Be solution focused**
Don't complain. Find a fix.
- Stay patient and trust the process**
The best results take time.
- Own your identity**
"I am someone who is fit, healthy and disciplined."

MENTAL STRATEGIES THAT WORK

VISUALIZE YOUR END STATE



See yourself lean, strong, confident. Feel it. Believe it. Chase that version of you.

FOCUS ON THE WHY



Write down your reasons. Every time you want to quit, read your why.

CONTROL YOUR ENVIRONMENT



Remove junk food, limit distractions, follow people who inspire you.

PLAN FOR TOUGH DAYS



You will have bad days. Plan your actions in advance so your emotions don't win.

RESET, DON'T QUIT



Slip ups happen. Reset immediately. One good day can change everything.

**"DISCIPLINE TODAY
FREEDOM
TOMORROW"**



DAILY MINDSET ROUTINE (10 MINUTES)

- 1. MORNING FOCUS** (2 min)
Set your intention for the day. Visualize success.
- 2. GRATITUDE** (2 min)
Write down 3 things you're grateful for.
- 3. AFFIRMATIONS** (2 min)
Speak positivity into your life.
- 4. PLAN YOUR DAY** (2 min)
Write down your top 3 priorities.
- 5. ACTION** (2 min)
Take the first step immediately.

THE 5 RULES OF A STRONG MINDSET

- 1 Control your thoughts
- 2 Focus on progress, not perfection
- 3 Do the hard things first
- 4 Stay consistent every day
- 5 Never give up on yourself

**YOU ARE STRONGER
THAN YOUR EXCUSES**

POWERFUL AFFIRMATIONS (SAY DAILY)

- ✓ "I am becoming the best version of myself."
- ✓ "I choose discipline over motivation."
- ✓ "I trust the process and enjoy the journey."
- ✓ "Every day, I get stronger, fitter, and healthier."
- ✓ "I control my actions, not my emotions."
- ✓ "I am capable of achieving my goals."
- ✓ "I don't need to be perfect, I need to be consistent."

WHAT TO DO WHEN YOU FEEL LIKE QUITTING

- Take a deep breath
- Remember your why
- Look at your progress
- Take action (even small)
- Trust the process

**THE FEELING WILL PASS.
YOUR RESULTS WON'T.**

YOUR NEW IDENTITY (BECOME THIS PERSON)

OLD IDENTITY (LEAVING BEHIND)

- ✗ I'll start tomorrow
- ✗ I don't have time
- ✗ I can't discipline myself
- ✗ I always fail
- ✗ I give up too easily



NEW IDENTITY (BECOMING)

- ✓ I start today
- ✓ I make time for my goals
- ✓ I am disciplined
- ✓ I learn and improve
- ✓ I never give up



SEE IT. BELIEVE IT. BECOME IT.

Your identity creates your destiny.



Think Right



Act Daily



Build Habits



Get Results

THE NEAT MULTIPLIER BURN MORE WITHOUT TRYING

NEAT = NON-EXERCISE ACTIVITY THERMOGENESIS

NEAT is all the movement you do outside of structured exercise. It's the secret weapon for fat loss because it adds up all day long.

More steps. More movement. More results.



THE POWER OF NEAT

Two people can eat the same and train the same, but the person who moves more throughout the day will burn more calories and lose more fat.

MOVE MORE. EVERY DAY.
IT'S THAT SIMPLE.

CALORIES BURNED BY DAILY STEPS (ESTIMATE)

DAILY STEPS	CALORIES BURNED (150 LB PERSON)	FAT LOSS IMPACT
3,000	~120 cal	Maintenance
6,000	~240 cal	Small deficit boost
8,000–10,000	~350–500 cal	Significant fat loss boost
12,000+	~600+ cal	Game changer

★ Add 350–500 extra calories burned daily just by hitting 8k–10k steps.

WHAT 30 MINUTES OF WALKING CAN EQUAL



30 min brisk walk (3.5 mph) = ~150–200 calories (~1.5 slices of pizza)



30 min brisk walk (3.5 mph) = ~150–200 calories (~1 muffin)



30 min brisk walk (3.5 mph) = ~150–200 calories (~1 soda)



30 min brisk walk (3.5 mph) = ~150–200 calories (~1 beer)

✓ Small choices. Big results.

HOW TO BUILD MORE MOVEMENT INTO YOUR DAY



STAND MORE

- Stand while you work or take calls.
- Use a standing desk if you can.



TAKE THE STAIRS

- Skip the elevator.
- Small habit, huge cumulative impact.



WALK MORE

- Park farther away.
- Walk during breaks.
- Take walking meetings.



MOVE WHILE YOU DO LIFE

- Clean, cook, yard work.
- Do more. Sit less.
- Every little bit counts.



LIMIT SIT TIME

- Get up every 30–60 min.
- Move for 2–5 minutes.
- Break up long sitting periods.

NEAT IS A MULTIPLIER



The more you move outside the gym, the more fat you burn, the faster you see results.

DAILY STEP GOALS



Beginner:
5,000–6,000 steps



Intermediate:
8,000–10,000 steps



Advanced:
10,000–15,000+ steps



Elite Fat Loss Zone:
12,000+ steps daily

★ Pick your target. Hit it every day.

DAILY MOVEMENT CHECKLIST

- ☐ Hit my step goal
- ☐ Took the stairs
- ☐ Walked during a break
- ☐ Parked farther away
- ☐ Moved for at least 2–5 minutes every hour
- ☐ Did a walking phone call or meeting
- ☐ Stayed active outside of workouts
- ☐ Felt more energized by moving more

✓ Check the boxes. Build the habit.

THE NEAT FORMULA



MORE
MOVEMENT



MORE DAILY
CALORIES BURNED



FASTER FAT
LOSS



REMEMBER:

You don't need more time. You need more movement. Make movement part of your lifestyle.

7-DAY NEAT HABIT TRACKER

	MON	TUE	WED	THU	FRI	SAT	SUN
Hit my step goal	☐	☐	☐	☐	☐	☐	☐
Moved outside workouts	☐	☐	☐	☐	☐	☐	☐
Took stairs / Active choices	☐	☐	☐	☐	☐	☐	☐
Got up every hour	☐	☐	☐	☐	☐	☐	☐



STACK SMALL WINS

Consistency with daily movement leads to massive results over time.

Be consistent. Be active.
Be unstoppable.



Movement is medicine. The more you move, the better you feel, look, and perform.”

— Your Coach



EVERY STEP COUNTS

It's not about perfection. It's about progress. Take more steps. Every day.

NEXT UP:

MINDSET: YOUR ULTIMATE
FAT LOSS WEAPON (Page 12)



AFTER 28 DAYS: WHAT'S NEXT?

The next 28 days are where real transformation happens.

You've built the foundation—now it's time to level up.



REVIEW YOUR RESULTS

Look at the data, not just the scale.
How's your energy, strength, sleep, and focus?



KEEP THE HABITS THAT MOVED THE NEEDLE

Double down on what worked.
Consistency beats motivation—every time.



ADJUST WHAT DIDN'T WORK

Small changes = big results.
Tweak, don't overhaul.



SET YOUR NEXT 90-DAY GOAL

Build on your momentum.
Define a clear goal and your why.



KEEP LEARNING AND IMPROVING

Progress is a cycle, not a destination.
Stay coachable. Stay humble. Stay consistent.



YOU JUST PROVED WHAT YOU'RE CAPABLE OF.

Now keep stacking wins.
One day, one habit,
one decision at a time.

CONTINUE THE MOMENTUM

- ✓ Follow the 4 Pillars every day
- ✓ Train with intensity and purpose
- ✓ Hit your protein target every day
- ✓ Move your body and get your steps in
- ✓ Protect your sleep like it's your edge
- ✓ Be patient and trust the process



The results you want are on the other side of consistency.

KEEP GOING. YOU'VE GOT THIS.



**YOUR
LOGO**

Your Brand

Coach Name

yourwebsite.com



Keep building.
Keep believing.
**See you in the
next 28 days.**

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YOUR

Your Brand

Coach Name



Keep building.
Keep believing.

YOU'VE GOT THIS. NOW GO BUILD IT.

The 28-Day Fat Loss Jumpstart isn't just a guide. It's proof of what you're capable of with the right plan, daily actions, and relentless consistency.



STRONGER HABITS.

Built through daily discipline.



LEANER BODY.

Sustained through smart nutrition and training.



BETTER LIFE.

More energy, more confidence, more freedom.



KEEP SHOWING UP.

Small daily actions create massive long-term results.



You didn't come this far to stop now.
**FINISH STRONG.
STAY CONSISTENT.
GET RESULTS.**

YOUR COMMITMENT FOR THE NEXT 90 DAYS



STICK TO THE PLAN

Follow the 4 Pillars every single day.



FUEL YOUR BODY

Hit your protein, eat whole foods, stay hydrated.



TRAIN WITH PURPOSE

Lift with intensity, prioritize recovery, move every day.



PROTECT YOUR SLEEP

Good sleep fuels fat loss, energy, and performance.



BE PATIENT & TRUST THE PROCESS

Results come to those who stay consistent.



YOUR NEXT 90-DAY GOAL

Write your goal below. Be specific. Be real. Make it happen. _____

**You've got the plan.
Now go build the life you want.**

Coach **Coach Name**



Your Brand

Coach Name
[yourwebsite.com](#)



USE THE FREE APP WITH THIS GUIDE

Ask Ken's AI any training or nutrition question.

[OPEN APP / yourwebsite.com](#)

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